

产品
设计

New Western Cuisine.



ISSUE 96 June 2013



东西连理

East Meets West

ISSN 1672-9137



9 771672 913301 30



Fred Tibbitts, Jr.

Fred Tibbitts, Jr. heads an NGO, Social Entrepreneurship, Fred Tibbitts & Associates or "FTA", keeping all expenses to a minimum and donating all profits to those less fortunate in Asia Pacific and the United States. FTA is committed to easing the suffering of those less fortunate via contributions to both UNICEF and Habitat for Humanity International. In addition, FTA does direct intervention, charity relief for individual, very poor families in Cambodia and Thailand. FTA has offices at Phnom Penh, Cambodia; and Bangkok, Thailand; as well as a Menands, New York office in the United States.

常驻在曼谷和纽约的田博华是全球最著名的品酒顾问之一，他为众多的连锁酒店及餐厅提供咨询。还参议过许多国家重要的餐饮会展以及项目。大量相关的著作及评论发表，在业界，一时洛阳纸贵。

EAST Meets West

The World of Wine is No Exception 中西合璧大趋势

For over one hundred years the Northern and Southern Hemisphere wineries have been learning from one another how to better serve the wine consuming public the world over. And now Eastern and Western wineries are working with one another for the same reasons, except that this development has only come about over the past fifteen or so years. As the world is becoming a much smaller place in virtually every conceivable way, it is no surprise that north is meeting south; and now east is meeting west.

The best wines no matter the appellation or origin are blends, such as Bordeaux, allowing skilled winemakers the opportunity to marry just the right proportions of various, compatible grape varieties to produce optimal flavor combinations given the quality of the

vineyards and the grapes. And likewise, the best wineries are those who's Teams are a diverse blend of north and south, east and west. No one country or region can claim that their ways of producing wines of excellence are best for the entire world to emulate: For the best wines is always the result of a cornucopia of influences from north to south, east to west.

Today perhaps the most exciting combinations of east and west are the many joint ventures between western wineries and Mainland Chinese wineries from among the larger, such as Great Wall to the smaller, such as Grace Vineyard at Shanxi Province and Domaine Helan Mountain at Ningxia. Oenologists are constantly discovering new appellations and micro climates on the Mainland that

are producing or have the potential to produce great wines, truly internationally competitive and of genuine export quality for the global wine market. Examples of some of the top rated wines produced in China are the Grace Vineyard "Chairman's Reserve" and "Deep Blue"; as well as the Domaine Helan Mountain's "Special Reserve Pinot Noir" and "Special Reserve Chardonnay".

And while the joint ventures almost always begin with a senior western winemaker in charge from Australia, New Zealand, Europe, South Africa or North or South America, the goal is always to train the Chinese winemakers and wine making apprentices the fine art of superior vineyard management & harvesting; and producing award-winning wines with the most popular grape varieties



for which each China appellation is best suited. Today China boasts more than one hundred master winemakers; and hundreds more achieving better skills with every year that passes. In fact, many of China's top wineries are already headed by Chinese master winemakers. So, no doubt, there will come a day, as was always the China vision, when there will no longer be a need for international winemakers to take the helm of any China wineries, for the skilled pool of available Chinese winemakers will be such that no China winery need search elsewhere. And this being so, no doubt one day Chinese winemakers will be among the world's most sought-after "Flying Winemakers", traversing the globe from north to south, east to west imparting their wisdom for vineyards and wineries that lack their learned "Best Practices" and wine wisdom.

And what new promise does the Internet hold for China wineries large and small? The answer is immense: For the most prominent (and maybe the first) China winery to take advantage of international direct to consumer wine sales is Grace Vineyard, which has now reserved some 3,000 bottles of their new blend, "Sonata" (exclusively for e-mail sales) of 45% Cabernet Sauvignon, 45% Merlot and just under 10% Marselan and Cabernet Franc; and only available via the "Grape Wall of China" or "GWOc Talk" e-newsletter. Note well that this development perhaps marks the dawning of a new era in international wine sales for boutique, award quality Chinese wine producers: Imagine the endless possibilities.

Ah, what a difference makes a few centuries of wine education, trial and error,

apprenticeships with some of the most talented international winemakers; and the classical Chinese spirit of dedication to perfection in ever detail. And one day, no doubt, China will be considered one of the finest producers as well as largest consumers of premium and ultra premium wines; made with wisdom and love by the Chinese for the Chinese and all the world to savor from first nose to glowing after taste: And yet another shining example of east meeting west for the benefit of world harmony, joy, peace and prosperity. I am **Red Owl**, Over & Out.

数百年来，北半球和南半球的酒庄都在探索如何更好地为全球葡萄酒消费者服务。如今，东方和西方酒庄的相互合作也是为了同样的初衷，尽管这种合作在近15年才逐渐兴起。随着世界间的距离逐渐缩小，北方与南方的相遇已成历史，那么东方与西方的邂逅也是命中注定。

最好的葡萄酒不分产地或是否混酿，像波尔多，技术高超的酿酒师会将不同种类、不同配比的葡萄根据葡萄园和品种的特点巧妙结合，带出葡萄酒的最佳表现。同样，最好酒庄的酿造团队通常包含了东西南北各路人群。没有任何一个国家或是地区敢宣称自己的酿酒工艺值得全世界效仿，因为最好的葡萄酒常是受到东、西、南、北诸多影响的产物。

当下，东西结合的最佳范例正是众多西方酒庄与中国大陆的合资企业，诸如相对较小的长城、山西的怡园酒庄、宁夏的贺兰山葡萄园。酿酒学家们在不断探索中国大地的新产区，或是具有潜力的佳酿诞生地，以生产出具有国际竞争力，足以进军国际葡萄酒市场的葡萄酒，现有的怡园庄主珍藏、深蓝系列、贺兰山珍藏黑皮诺、珍藏霞多丽等都受到了消费者的一致好评。

尽管合资企业通常先由外国的酿酒师主管，像澳大利亚、新西兰、欧洲、南非、北美或南美，目的都是为了将优越的酒庄管理和收获技术教给中国的酿酒师和学徒们，以最普遍的葡萄品种酿出最能展现中国风土的获奖葡萄酒。现在，中国有100多名酿酒大师，队伍逐年壮大。其实，中国很多的顶级酒庄已由中国酿酒师挂帅。以中国视野来看，假以时日，中国的酒庄就不再需要任何外籍酿酒师，因为本土酿酒师的活跃涌现完全可以自给自足。那么，中国酿酒师成为世界上最抢手的“空中酿酒师”也毋庸置疑，他们穿梭于世界的东、南、西、北，将葡萄园和酿酒厂的智慧融会贯通，把最好的实践积累与葡萄酒体验传递到这方面相对匮乏的地区。

那么，互联网将为中国大大小小的酒庄带来什么新的契机？答案是无限的。中国的名庄中，首个利用国际优势，直对葡萄酒消费者酒品代销的是怡园酒庄，如今已收到3000多瓶自家新混酿的订单，像“协奏曲”（只接受邮件销售），包含45%赤霞珠、45%美乐和不到10%的马瑟兰、品丽珠，只能在“Grape Wall of China”和“GWOc Talk”两个电子资讯平台了解。这种发展或许预示着国际葡萄酒销售全新时代的到来，对于精品葡萄酒商店和卓越的中国酒商来说充满了无限可能。

除了数世纪的葡萄酒教育、反复实践和学徒制，中国传统的专注精神，对每个细节的至善至美终将造就中国优秀的国际酿酒大师团队。终有一天，中国将会成为世界最大的优质葡萄酒出产国、消费国。他们在葡萄酒中融入中国的智慧和爱意，为国人，也为世界各地的葡萄酒爱好者带去从鼻尖到舌尖的美妙享受，树立又一中西合璧的最佳范例，为世界带去和谐与美好、和平与繁荣。我是**红色猫头鹰**，一直在这里。