

产品
设计

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Values
价值



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Fred Tibbitts, Jr. is a global wine consultant and writer based at Phnom Penh, Cambodia and with offices at Bangkok, Thailand and New York, USA. He operates a global social entrepreneurship for the benefit of those less fortunate. He hosts hospitality industry dinners to recognize excellence, provide scholarships at hospitality and culinary schools and to make charitable donations to the UNICEF, Habitat for Humanity International, and other worthy charities.

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。还参加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。

Good Wine Values are Important but not at any price

好酒的价值观至关重要

价格不是唯一标准

One of the most important values taught most of us as we are growing-up are the importance of being thrifty and not wasting one's precious resources. The old expressions that often accompany advice on the value of thrift are "Waste not, want not" and "A penny saved is a penny earned". And so, thrift may be easily applied to the purchase of good wine values in order that one might not spend unnecessarily to enjoy a good bottle of wine that suits one's purposes; without luxuriating at the expense of including charity for those less fortunate as a way of life, another important value not to be forgotten or overlooked, as so many of our more fortunate Chinese citizens, our so called "upwardly mobile generation", ascend the ladder of success.

Many consumers automatically assume that the quality of a wine and its corresponding value are directly proportional to the purchase price; however, while good wine values are important, not at any price. For you see, sometimes for whatever reason the winery, the importer, the distributor and / or the retailer or on-premise operator may choose to take a higher than normal profit for their part in the chain of events that moves the wine from the winery to your shopping basket or restaurant table; and if so, the wine becomes over-priced and no longer a good value for the money paid.

In addition, while you may believe you must pay, for instance, RMB150 at retail and RMB250 in a bar or restaurant for a decent, imported premium red wine; or

maybe RMB75 at retail and RMB125 in a bar or restaurant for a good, domestically produced premium Chinese wine, through trial & error you may discover far better values that deliver what you are looking for in a good bottle of wine at a far better price: And that is good value. And so if you were to save RMB25 to RMB50 on every bottle of wine you consume, if you are a regular wine consumer by year's end you may have saved RMB1,500 to RMB3,000 or more, simply by being a thrifty shopper: Just think of the good that your savings could accomplish if donated to the poor and without sacrificing your wine satisfaction.

Of course, so many of us are held hostage to the constant lust for ego satisfaction; with one of the most common examples of this demon being the conspicuous consumption of luxury goods and services, always in the presence of an admiring audience, attesting to our apparent good fortune. And if you are unfortunate enough to be among those caught-up in this "Samsara" of lustful ego gratification, no doubt you will spend a good deal of whatever comes your way purchasing goods and services more for show than for good value. Any way you look at it, the value of thrift is a cornerstone of any life of moral servitude. And so, I urge all our readers to enjoy their favorite premium wines, but not at any price, for the benefit of all Sentient Beings. I am **Red Owl**. Over & Out.

成长经历中，我们学到的最重要的价值观就是勤俭节约，不要浪费宝贵资源。古人

说：“聚沙可以成塔，积水可以成河”，“不浪费，不愁缺”。因此，节约在选购好酒的价值观上同样重要，可以避免为了一瓶好酒或某种目的花了冤枉钱。过于铺张的花费，更可以留作慈善，帮助那些不幸的人。还有一个价值不容忽视，那就是帮助中国逐渐崛起的新生代们，顺利登上通往成功的阶梯。

很多客人会理所当然地认为酒的价值体现在价格上，其实，好酒的价值固然重要，但是价格并不是唯一标准。一瓶酒，从酒庄到你的购物篮或是餐桌上，其实历经了酒庄、进口商、经销商、零售商或是本地运营商，而这其中的每个部分都与利润挂钩，只要其中一个部分想要获取更高利润，就会导致偏高的价格。这样一来，这瓶酒就变得物非所值。

一瓶零售价为150元的进口中档红酒，在餐厅或酒吧需要花费250元，一瓶零售价为75元的国产优质红酒，在餐厅或酒吧需要花费125元，反复对比之后，你会选择以更经济的价格买到更优质的葡萄酒，这才是真正好的价值观。如果你每消费一瓶酒，可以省下25至50元，以酒为日常消费品的人每年就可以省下1500至3000元，甚至更多。若将这笔钱用作慈善，不仅帮助了穷人，也满足了自己对酒的需求。

当然，我们中的大多数人都有自我满足的欲望需求，最常见的例子就是摆阔，为了吸引羡慕的眼球，彰显自己的财富，不惜花重金购买奢侈品或服务。即使没有那么富有，有时也会在自己的能力范围内为虚荣而消费，而不是为了其真正的价值。无论如何，节约在道德层面上都是生活的基石。因此，我鼓励大家尽情享受自己喜欢的优质葡萄酒，但价格绝不是唯一标准。我是**红色猫头鹰**，一直在这里。