

产品  
设计

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Ensemble  
整体效应

# Premium Wine Ensemble

## A Poetic Harmony of Angels

### 琼浆协奏曲 天使耳边吟



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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。



When one tastes a premium wine of uncommon pedigree, truly a pleasure to behold, a treasure as rewarding as all the gold of the ancient Incas; the thrill of a Vivaldi symphony; or a love song from the heart, there can be but one inspiration: A choir of Angels on High that has moved Mother Nature to endow precious life unto the fruit, guided the viticulturalists in the fields on nourishing the harvest, and warmed the hearts of the viticulturalists at the wineries to blend and finish with wisdom excellence.

For just as the definition of "ensemble" suggests, "A unit or group of complimentary parts that contribute to a single effect", the enjoyment of your wine of choice is the result of a complex process from vineyard to winemaker all the way to your palate, be the distance trivial or intercontinental. And if the universe is in perfect alignment, the grapes have arrived at the winery in optimal condition; processed with precision care; the winemaker is the Chosen One to lovingly prepare the juice for bottling with or without aging as best be the case; and the trip from the winery to your cellar or restaurant table is flawless, you will know that the wine you are enjoying is as good as you get for the money spent. Of course, our world is less than perfect, so there will be times when you will be disappointed, but if you learn

from your disappointments, increasingly, you will find that a greater and greater percent of the wines you consume will meet or exceed your fine wine expectations.

And just as a multitude of Souls, most of whom you will never know contribute to the creation and delivery of every bottle of wine you will ever have the opportunity to taste, your perception of each wine is every bit as much an "ensemble" of your psyche, your physiology as well as when, where and with whom you taste each wine. For what determines if we like or dislike any given wine is not simply a matter of the relative merits of the wine: It is the psychology of the moment and the judgment of our palate. And our palate is far from simply being our nose and mouth: It is everything that is each of "us".

So, the next time you are sampling wines with which you are unfamiliar; or enjoying wines that you have come to appreciate, know that they are an ensemble as are you: And so is your opinion of every wine an ensemble. Celebrate your ensemble and you celebrate life. I am **Red Owl**, Over & Out.

当你品尝到了不常见的优质葡萄酒，那种喜悦像是找到了古老印加的所有黄金，那种激动犹如维瓦尔第交响曲，那种鼓舞仿佛听到了传自心灵的爱之歌：高高在上的天使们共同吟唱着滋养万物的和谐诗歌，

指引葡萄栽培者们孕育、丰收果实，更温暖心灵，将他们的智慧与葡萄酒凝结一体。

正如“整体效应”的定义，所有分部都是为了达到共同的效果，欣赏自己选择的红酒也是各个过程整合的结果，从葡萄园、酿酒厂再到你的舌尖，历经长途跋涉、不远万里。如果宇宙可以绝对精准，葡萄可以在绝对最佳的状态运到酒厂，经过绝对恰当的处理，由最适合的酿酒师准备榨汁或决定是否瓶熟，如果从酒厂到酒窖或餐厅的过程也绝对完美，你就能喝到最物有所值的酒。但是，我们生活的世界没有绝对的完美，因此，失望是常有的事，但如果你能从失望中学习，那么你会发现自己喝过的大部分酒都能达到，甚至超越你的预期。

对于我们能品尝到的酒，我们无从了解那些为它做出贡献的人，只能通过心智、感官、时间、环境和周围人的“整体效应”来感受。我们喜欢或厌恶一款酒，不是因为它本身的优缺点，而与喝酒时的心情、氛围及味觉的辨别力有关。味觉也不仅仅是鼻子或嘴，它包括我们的每一个部分。

因此，下次选择自己不熟悉的酒或是欣赏自己渐渐喜欢的酒时，请知悉他们也是你自己“整体”的反射，包括你对每一款酒的意见或看法。庆祝自己的“整体”亦是庆祝生活。我是**红色猫头鹰**，一直在这里。