

产品
设计

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追求卓越

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Excellence in Wine

酒之卓越

Excellence is found everywhere. And excellence in wine is no exception. Wine excellence may be described with or without an educated palate. For when tasting a wine, wine novices who have yet to learn the combination of qualities that generally define "excellence in wine" will often say that they can't explain why they appreciate a wine, only that they like it. And should a novice be thrilled by a wine in every way, he or she might say "It's great" or "It's delicious" or maybe just "Wow!" That is wine excellence. On the other hand, an experienced wine consumer will taste a wine and rather than simply acknowledging that it tastes great, he or she will know and say why the wine was great. And that is wine excellence.

And of course wines of excellence are made by those practicing excellence. So, excellence touches every aspect of wine making, wine shipping, wine storage, wine marketing, merchandising and wine selling. In fact, for those who practice excellence, it becomes a way of life. For back in 1970, when I was a young man beginning my career in life insurance sales, back when everyone had an office landline telephone with 6 or more extension buttons from which to choose to access an "outside line", I would always choose the FIRST button; not the second or the third or the fourth, but only the first button. I was always thinking positively and constantly improving my "Best Practices" to maximize sales success. I lived excellence from the very start. I was indeed fortunate, because my father, my teachers and later my university professors all taught me excellence: I was blessed with great mentors of excellence.

When I find a wine of excellence, I make careful note of all the details, including the vintage, so that I may be reminded of how to ask for the wine on a future visit to my local wine shop. And I suggest that you, too, do the same: Begin "My List of Wines of Excellence" and just keep adding to your list each time you discover a new wine that meets your criteria of wine excellence, for it is not anyone else's list that matters; as each of us has a different palate. You need to decide for yourself if

a wine is a wine of excellence for you, regardless of how others may regard it. Wine is a very personal experience and so the more you personalize your wine collection by only selecting wines that satisfy you, the more consistently you will be pleased every time you open a bottle. On the other hand, if you sometimes share a bottle with a close friend or lover, it's not a bad idea to be sure you have a few bottles of their favorite wines on hand. Just be sure that your cellar is constructed, no matter how humbly, in the right ways, so that you maintain the integrity of every wine you have acquired.

So, I wish you and yours a wine excellence experience every time you pop a cork, unscrew a cap or tap your three liter box in the refrigerator. And by all means, drink and love with excellence. I am **Red Owl**, over & out.

卓越无处不在，葡萄酒也不例外。不管是否受过专业培训，都可以描述出酒的卓越。品鉴时，有待学习如何描述葡萄酒卓越品质的初学者常说，他们解释不出为什么喜欢一款酒，只觉得喜欢。一旦遇到令人惊喜的酒品，他们就说：“太好了”或“真好喝”，又或者只是“哇”地感叹一下。这是葡萄酒的卓越。但是，一名资深的葡萄酒消费者会品尝，而不是简单地形容

它好喝，TA知道并能讲出酒好在哪里。这也是葡萄酒的卓越。

当然，葡萄酒的卓越离不开许多卓越的工序，包括葡萄酒酿造、运输、储存、市场营销、进货及销售等多个方面。事实上，对于那些践行卓越的人来说，这已成为他们的生活方式。1970年，那时我还年轻，以人寿保险销售员开始了自己的从业生涯。办公室里每个员工的办公桌上都有座



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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。还参与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。



机电话，转接外线有6个甚至更多的按钮，而我总会选择第一个，而不是第二个或第三、第四个，只是第一个。我总抱着积极的思想，不断提高自己的实践能力以提高自己的销售业绩。从一开始，我就生活在卓越中。我是幸运的，因为我的父亲、老师、后来的大学教授都教给了我卓越：我有幸蒙受卓越导师的谆谆教导。

当找到一款卓越的葡萄酒，我会用心记下

它的每个细节，包括年份，这样有助于提醒我下次到当地的酒铺如何找到它。我建议你也这样做：创建“我的卓越葡萄酒单”，每发现一款符合你自己标准的葡萄酒，就可以把它加进去。别人的看法没那么重要，因为每个人的口味都不一样。你只需根据自己的标准自己决定，别人的看法都可以忽略。葡萄酒是很个人化的体验，你把自己的酒单打造地越符合自己的味蕾，每开一瓶酒就会获得越大的愉悦

感。另外，如果和爱人或亲密的朋友分享美酒，最好保证有他们钟爱的酒款。请确保你的酒窖正确构架，不管是否简陋，只需确保每瓶酒的完整。

因此，我希望你每次拔出酒塞、拧下酒盖或从冰箱拿出三升的酒盒，都能品鉴到酒的卓越。无论如何，饮下卓越的酒，洒下卓越的爱。我是**红色猫头鹰**，一直在这里。