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## 中国消费者品酒指南 (第一部分)

## A Chinese Consumer's Guide to Becoming a Certified Wine Geek (Part I)

如今越来越多的中国消费者开始接触到国外进口的红葡萄酒,你是否也希望在聚会休闲之余,手持美酒,侃侃而谈呢?想成为的社交圈中的“葡萄酒通”,其实并不难。

第一步:

首先我们需要做的就是弄清楚“葡萄酒”的定义。许多“中国葡萄酒”不过是中国大型饮料加工工厂内各种果汁与葡萄汁的混合体,而西方所认为的葡萄酒是由酒庄的专业酿酒师酿制而来。

中国市场上许多贴有“中国制造”商标的葡萄酒就是这种果汁的混合体。实际上中国葡萄酒就在于从那些价格低廉的葡萄酒生产商那里买进入,如智利、西班牙、法国或是东欧等等,然后灌入瓶中,贴上商标(当然也有一部分极其便宜的葡萄酒,自中国本地)。

游客们喜欢这些葡萄酒,因为它们价格低廉。它们有中国的名字,而且商标上一般都带有类似“馈赠亲朋好友之佳品”的字样,这些都足以证明他们到过中国。实际上这些游客们根本不知道其实这些酒是进口的。

当然也不排除一小部分由中国真正的葡萄酒生产商在真正的酒庄生产的真正的中国葡萄酒。虽然由于受到葡萄种类的限制,而使得数量有限,但是其呈现出增长的趋势是好的。怡园酒庄是生产纯正中国葡萄酒最好的酒庄之一,但是它们的年产量只有30,000箱(每箱12瓶),与中国的消费群体相比,这太微不足道了。

因此,如果你见到怡和酒庄的“Tasya's” Reserve Chardonnay或是“Deep Blue”的时候,完全可以建议你的朋友买一些。因为这些葡萄酒制作精良,是真正的好葡萄酒,符合任何人的标准。但是如果你遇到的本就是进口葡萄酒,或者说在商标上已经详细说明了,也是可以买的。

总之如果你想成为一个“中国的葡萄酒通”,就不要与某些人纠缠不休,他们可能对中国经济葡萄酒与真正葡萄酒之间的区别都知之甚少。只要你对葡萄酒的一些基础知识有所掌握,这就足够了。

(未完待续)

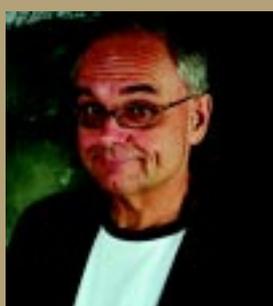
So, many of your hip, upwardly-mobile Chinese friends are experimenting with imported red wines and you have decided you need to get with it, too, right? Well here is an easy to understand guide to becoming the Chinese wine geek on your block or who knows, maybe even your city district. Just don't tell anybody I showed you how to be an amateur Chinese wine expert. It's our secret.

### Step One

The first thing we need to do is to define “wine”. Many Chinese drink what they call “Chinese wine”, which can be anything from a blend of inexpensive fruit and grape juices produced in bulk by giant Chinese beverage companies to something more like what the western world considers “wine”, the juice of fermented grapes that was produced in a winery by wine professionals.

Most of the wine in markets and the stores that sell wine in China is labeled “Made in China” or something like that; but the truth is that the only thing Chinese about many of these wines (other than a small percent of inexpensive wine from various provinces in China) is the bottle and the label. The wine is usually imported from the lowest bidder, which could be Chile, Spain, France or Eastern Europe; almost anywhere.

The tourists love it, because the wine is relatively inexpensive, they have Chinese sounding names and there are often Chinese characters or drawings on the label suggesting authenticity: The perfect gift



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to bring home for their wine drinking friends to prove they were in China. Little do they know that they are buying imported wine.

There are a growing number of exceptions, however, which is good, but the number of cases of authentic Chinese wine produced in real wineries in China by real winemakers is limited, because there are only so many places in China where quality grapes can be cultivated. Grace Vineyards is the best known example of an authentic Chinese vineyard and wine producer, but their annual production is around 30,000 cases (12

bottles to a case) and we all know how many Chinese there are in China.

So, if I see you with a glass of Grace Vineyards “Tasya's” Reserve Chardonnay (complete with barrel aging just like the great California Chardonnays) or Grace Vineyards “Deep Blue” for those who prefer great red wines, no problem and you should tell all your friends to buy some, because these are well made, great tasting wines by anyone's standard. If I see you with a glass of virtually anything imported that is really what it says it is on the label, you're probably okay as well.

Enough said: If you want to be a Chinese wine geek, don't even consider hanging with anyone who doesn't know the difference between economy Chinese wine and what the western world considers “wine”. As far as understanding more about wine, there are just a few basics that will take you from ignorance to bliss faster than a “New York Minute” (which is 30 seconds and I know, because I'm from New York).