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酒之精粹 心灵升华

Spirits That Elevate the Soul

A Consumer's Guide to Understanding Vodka to Scotch And Everything in Between

对于成年人来讲，最好的饮料便是美酒了，经典的鸡尾酒中蕴含的精华会让人的内心世界变得宁静与纯净。最简约的方法是直接感受酒的原汁原味，简而言之，从瓶中淌入杯中。

世上的道理都很相似，价格总趋向于价值，在中国也不例外，酒的品质和层次也有区分和差异。普通的酒品只会有一种入门级的感觉，不会带来高品质的享受，只不过是光顾酒吧，餐厅，酒店和俱乐部时的一种选择。这些经济型的酒不会那么甘醇，通常与果汁或是苏打水之类搭配引用，有时加入一些冰块，使味道与口感更佳。

要是想要体验真正的品质感受，一定要选择更好的名品。无论你是在酒吧，餐厅，还是酒店，专业的侍酒师会根据你的偏好向你推荐更佳酒品。如果你点了gin & tonic，侍酒师就会向你建议更好的Tanqueray，甚至绝佳的Tanqueray No.TEN。对于应酬交际，这样的一瓶酒绝对是不错的选择，总能带给你上品杜松子酒无尽的享受。

喜达屋国际酒店集团餐饮部的经理马丁琼斯也认为需要尝试更佳酒品，并且一定要有专业的侍酒师做出最优的建议，来满足客人高品质的品酒追求。现在，纷繁众多的酒品出现在酒店，餐厅和酒吧中，涵盖了从中端到奢侈的多个价格区间，每个人都可以很轻松的找到一款钟爱的酒品，而且常常习惯于一直点这款酒。这种情况正发生着改变，客人更愿意尝试更多的品牌的酒，在众多美味的

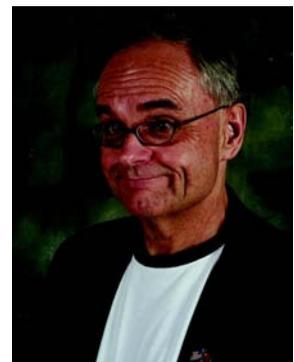
鸡尾酒中根据时令，身处之地和场合挑选一款最佳的酒品。

琼斯强调品酒要精挑细选，作为五星级的公司，琼斯的团队对每一类的酒品都颇有研究，并可以提供给客人相当丰富的选择。众口难调，没有一种类型的酒适合所有的人，在你去酒吧多尝试一些鸡尾酒或是杜松子酒后，就能挑选出一种属于自己的最佳的酒品。

若是你从海量美酒的品尝中甄选出了属于自己的佳酿，也就从Fred Tibbitts的美酒学校毕业了。已对全球知名酒品颇有研究的你完全可以做一个在中国乃至世界范围内的众多酒吧，俱乐部和酒店里有影响力的品酒高手。与你的挚友同行，对名酒，超级名酒和鸡尾酒有非凡的鉴赏力，注重内涵深刻的名酒的纯正精髓，细细体味，深刻铭记美酒弥散出的情感，最后，最重要的，一定要适度品酒，少量的饮酒有助身体健康。

Bartender's Recommendation 侍酒师推荐：

Vodka 伏特加 (*Smirnoff Red, Kettle One, Smirnoff Black or Ciroc*)
Gin 杜松子酒 (*Tanqueray, Bombay Sapphire or Tanqueray No.TEN*)
Rum 兰酒 (*Captain Morgan, Bacardi Select or Havana Club 7 Year Old*)
Tequila 龙舌兰酒 (*José Cuervo, Don Julio or Patrón Añejo*)
Scotch 苏格兰酒 (*Johnnie Walker Black Label, Singleton of Glen Ord 18 Year or Johnnie Walker Blue Label*)
Bourbon 波旁酒 (*Jim Beam Black, Jack Daniel's Black Label or Basil Hayden*)
Liquers 餐后酒 (*Bailey's, Bailey's Flavours*)
Cognac 干邑 (*Hennessy VSOP, Delamain XO or Hennessy Paradis*)



Fred Tibbitts Jr. is a global wine consultant based in New York. He assists some of the top hotel and restaurant chains in the U.S. and Asia Pacific developing their wine by the glass programs, leading educational trips to wine producing countries and hosting VIP industry dinners at New York and across Asia.

One of the most popular types of adult beverages is “spirits”, meaning the primary ingredients in what are known as “cocktails”; unless one prefers his spirits “neat”, in which case one consumes them without other ingredients or ice, straight from the bottle into the glass.

As is the case the world around, with spirits, in China you get what you pay for: If you are on a budget, you may need to depend on drinking “Standard” or “house” brands, that provide an entry level experience without the quality of the better brands, yet still allow one to order the cocktail of his choice at a bar, club, restaurant or hotel as well as for purchase for use at home. When consuming Standard or economy brands do not drink them “neat” or straight: It is the mixers, such as juices, tonics and sodas that make them palatable: Ice is always suggested, but forgo it if you prefer.

If you are intent on having a quality experience with your spirits choices, always ask for premium, super-premium or ultra-premium brands. If you are at a bar, club, restaurant or hotel, chances are your server will automatically recommend “trade-ups” when you decide on the type of spirits drink you will be having. If you ask for a gin & tonic (Very English in warm weather), rather than the standard house gin, your server may say “May we make that with Tanqueray (a Premium) or even Tanqueray No.TEN (Ultra-Premium)”? And if you’re out for the evening, naturally, you want to be entertained and entertained well, so your answer to the server is emphatically “Yes”. The extra quality of the gin will more than reward your good taste and forever more, you will ask for that quality of gin, rather than anything less premium.

Martin Jones, Managing Director, Food and Beverage, Starwood Asia Pacific Hotels and Resorts says “Trading-up has been around for quite some time, but so often servers and bartenders alike

fail to make the suggestion, which is a great disservice for all concerned.” Jones adds “We know many of our guests will take the opportunity to enjoy a premium cocktail, if one is suggested, so we are constantly reinforcing with our servers the importance of suggesting trade-ups to better satisfy our customers and naturally, it helps improve revenue”.

Today a wide variety of choices at prices from moderate to luxury that represent great value no matter what await the consumer at most every brand name hotel, bar, restaurant or club. There was a time when everyone found his favorite drink (which was heavily influenced by your father’s or mother’s favorite) and once discovered, it would always be your order, regardless of the season, location or occasion. You were known by your drink in every bar or restaurant you frequented. But today, this has all changed: Consumers now prefer a number of brands, making a variety of delicious cocktails with the decision as to which to enjoy depending on the season, location and occasion. And your parent’s favorites no longer influence your preferences. My, how times have changed.

Jones continues “It is all a matter of choice. Being a Five Star company, it is simply our duty to provide our guests with as wide a range of choices as possible. We expect our team to be completely familiar with the various premium levels of spirits as well as all other beverages, including their distinctive qualities.”

While there is no one brand that is right for everyone in any spirits category (i.e. gin, vodka, rum, Scotch, etc.), if you are looking to drink premium spirits, which always result in a better tasting drink (mixed as a cocktail or neat), over your next several visits to your favorite bars and restaurants, try the following brands in the best-tasting cocktails or neat as recommended by your professional server or bartender.

Once you have tried all of the above spirits or more and you know your favorites as cocktails or “up neats”, you will have successfully graduated from the “Fred Tibbitts School of Premium+ Spirits Mixology”. As such, your good taste in these global brands will immediately identify you as a sophisticated, worldly “influencer” in any bar, club, hotel or restaurant in China; or for that matter, the world over. By all means, be sure to educate your friends as to the remarkable influence that premium, super premium and ultra premium spirits have on one’s favorite cocktail: But if an ultra premium spirit is so powerful and intense that no mixer could possibly improve it, be sure to explain, that spirits of this rare quality can only be at their best, when tasted neat. And remember, always consume beer, wine and spirits in moderation: It’s the healthy and the responsible approach to life. Live from China, I am **Red Fred.** ★



Tanqueray No.TEN
Strawberry Crush



The 17th Annual FTA Dinner in New York FTA 纽约 2008 年秋季晚宴

In typical "who's who" New York City tradition, the 17th Annual Fred Tibbitts & Associates "An Autumn Evening in New York with Very Special Friends" at the Union League Club on November 11, 2008 wowed over 100 fortunate, renowned, and respected personalities in the catering and hospitality industries, who were ushered to the dinner in style by an English gentleman in silk top hat and tails. The FTA spectacular Excellence Awards and Scholarships given for 2008: Literary Excellence to LifeStyle (China) Magazine and \$5,000.00USD scholarship in the name of LifeStyle for deserving students of Florida International University Hospitality Management Program at Tianjin University of Commerce, China; and Award for Excellence in IT Innovation to Ingenico received by Lisa Shipley, Senior Vice-President, Ingenico North America, and \$5,000.00USD scholarship in the name of Ignenico for worthy student at the University of Delaware. ★

