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魅力酒王国 (下)

An Interview with Mark Barnard

——访英国帝亚吉欧公司亚太区商务总监 Mark Barnard
Commercial Director, Asia Pacific, Diageo

新手或入门级选手如何找到适合自己的酒品并最终甄选出属于自己的佳酿?

我建议大家要具备勇于冒险的精神,要敢于尝试。从你最喜欢的口味开始,并经常听取调酒师的建议,不断尝试不同酒品。



记住要有节制,理性饮酒,乐在其中,不要贪杯,免得造成不必要的麻烦与后果。

哪种烈酒在亚洲尤其是中国最受欢迎?您认为这种烈酒会在中国持续走俏还是会被另一种产品所代替?

中国的年均酒精饮料(TBA)市场已超过12亿箱(9升箱),其中本地及进口烈酒是最大规模酒品,接近4.9亿箱,而中国白酒(本地烈酒)则占烈酒总消耗的99%。我们旗下有一款高端中国白酒,名为“水井坊”。这种酒采用了具有六百多年历史的先进蒸馏工艺酿造而成,目前是帝亚吉欧公司(Diageo)全球最古老的蒸馏工艺酒品。

苏格兰威士忌是在中国占有第二

大市场的烈酒。“Johnnie Walker”(尊尼获加)以其尊贵地位及特有品质征服了中国消费者,成为发展迅猛的品牌。第三大烈酒市场为干邑,其中排名世界第一的“Hennessy”(轩尼诗)高居榜眼,过去4年

中,苏格兰威士忌及干邑均以三倍规模成长发展着。目前的啤酒销量已经超过4.28亿箱,随着中国消费者对高端啤酒的青睐,中国已成为世界最大的啤酒消费市场之一。葡萄酒的市场次之,年均消费仅超过3.4亿箱。

您本人最钟情于哪种酒?原因何在?

视情况而定。办公之余“Tanqueray 10 Martini”(添加利金10号马提尼酒)最适合;饱餐后来杯“Zacapa XO rum”(Zacapa XO朗姆酒)会更加锦上添花;在酒吧与挚友观看Springboks橄榄球时来一杯浓烈的“ice Guinness”(健力士黑啤)感觉真是独特!

(喔……真是受益匪浅,我也有所收获——作者)



FT: Where should a novice or entry-level spirits consumer begin to find his favorite categories and then his & hers favorite brands within each of these categories?

MB: My recommendation is to be adventurous! I would suggest that you start by trying drinks with flavours that you like best. Don't be shy to ask your local bartender for recommendations and subsequently try something from a different category.

The most important of all in my view is that you do not overindulge. Drink responsibly and have fun & a great experience, one that you would want to repeat, not regret later.

Learn to savour the moment.

FT: Which spirits categories are most popular in Asia and in particular in China? Do you see the most popular categories today in China as continuing as such or do you think other categories will soon be even more popular among consumers?

MB: China's Total Beverage Alcohol (TBA) market is just over 1.2 Billion 9 liter cases p/a.

Spirits, both local and imported, is the largest category with close to 490 Million 9 liter cases. However, Chinese White Spirits (local spirits) represent over 99% of total spirits consumption. We have a fantastic premium Chinese White Spirit brand named Shui Jing Fang. The distillery in Chengdu has been producing premium quality spirits

for over 600 years, making it Diageo's oldest distillery globally.

Within spirits, Scotch whiskey is the 2nd largest category in China. Johnnie Walker is the fastest growing brand in this segment due to its status and quality appeal with Chinese consumers. Cognac follows as the 3rd largest spirit category and Hennessy the world's number 1 Cognac dominates this high value market segment. Both Scotch whiskey and Cognac have tripled in size over the past 4 years.

Beer represents over 428 Million 9 liter cases. China is the largest beer market in the world with a growing taste for premium beer.

Wine is the next largest with just over 340 Million 9 l cases consumed per annum.

FT: What is your favorite drink and why?

MB: It really all depends on the moment! Nothing beats a Tanqueray 10 Martini after a long day at the office, or rounding off a great meal with a Zacapa XO rum after a nice meal.

That first bitterly cold Guinness in the pub with friends watching the Springboks playing rugby is always special as well.

WOW....I guess that was an education for all of us. I even learned a thing or two!

Live from China, I am **Red Fred**.

Fred Tibbitts Jr. is a global wine consultant based in New York and Bangkok. 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.

