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南腔
北调



田博华, 享誉全球的葡萄酒专家, 如今常驻于纽约或曼谷。他为众多的连锁酒店及餐厅担当顾问工作, 发表过大量的有关葡萄酒的著作和评论。
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.

会议因红酒而闪耀

Meetings Go Better with Wine - Always

By Fred Tibbitts

作为一个成年人, 最大的好处就是可以安心享用那些只有成年人才能饮用的美酒, 在我们进行商务会谈或社交类活动时, 饮酒常常是一种拉近彼此间距离的最有效工具。作为商务会展的策划人员, 如何才能选择让所有人满意的红酒, 同时在饮酒的过程中增进大家对红酒的了解认识? 下面我将会为您做一番推荐。

如果您的目标是选择几款中规中矩的精品红酒, 可以试着在几个不同的红酒产地中选择品种相似的红酒, 那么客人就会在饮酒的过程中去分辨这款 Sauvignon Blanc 究竟是来自新西兰, 还是来自南非或加州; 抑或那款 Shiraz 是产自澳洲还是南非。这样的话, 您的客人就会了解到, 原来由同一种葡萄酿造的红酒, 会因气候、土壤、香料、酿造工艺的不同, 而呈现出各种不同的口味。由于每个人的味觉都独一无二, 所以大家的喜好也会表现得截然不同。这就使得我们要对“最好的红酒”进行重新定义, 对每个人来说, 您自己所喜欢的酒就是真正意义上最好的酒。

如果您想进一步加强教育的成分, 可将参加会议的成员分为两组, 举办一个“世界红酒挑战赛”的活动。别忘了, 最后一定要为获胜的队伍准备一份奖品, 让他们可以带回家中, 给自己留下一份美好的回忆, 同时也可以让亲朋好友们见证自己的“红酒 IQ”。

综上所述, 如果您准备筹划一个商务会议或是一个社交活动时, 一定要注意红酒的搭配选择, 此外也不要忘记准备一些可口的美食。您的会议一定会因红酒而变得愈加精彩, 请相信我。



Barry Wiss, “世界红酒挑战赛”中的天才, 资深教育专家
Barry Wiss, Genius of the “World Wine Challenge” and Senior Director of Education and Hospitality, Mercuris Fine Wines

One of the benefits of being an adult is the enjoyment of one's favorite adult beverages, so when we meet either for business or pleasure or both, when it's time to unwind and socialize, more and more groups are electing to provide wine bars or generous selections of premium wines by the glass and by the taste for their MICE associates and friends. And there are no limits as to how creative MICE planners may be in ensuring that everyone both enjoys the wine selection and learns more about wine in the process. It's like the “Gift that keeps on giving”. Let's look at some tasty options that deliver both a great social hour and lasting educational benefits.



TRINCHERO

Family Estates

American Winery of the Year 2009
Wine Enthusiast® Magazine

2009美国年度酒庄 《葡萄酒热心家》杂志

“One of the largest family-run independent wineries in the United States, Trinchero Family Estates is a known industry leader and provider of the ultimate wine education tool - World Wine Challenge. Its portfolio currently offers award-winning brands with enormous variety and value, among them the first White Zinfandel: Sutter Home and the #1 red sold in the US M^{énage à Trois}.”

“作为美国最大的家族式独立经营酒庄之一，Trinchero Family Estates不仅是加利福尼亚葡萄酒行业久负盛誉且持续发展的龙头，更是葡萄酒系统教育 - ‘世界葡萄酒挑战’的倡导者。旗下经营的酒款繁多，品牌屡获殊荣。其中包括世界上第一瓶白仙芬岱（舒特家族）以及美国干红销量第一的弗利埃都-精选系列干红。”

If your goal is simply to provide a good selection of premium wines by the glass without any bells and whistles, try selecting wines from some of the most popular wine producing countries, making sure to choose the same varietal from two or three places, so the guests can compare say a Sauvignon Blanc from New Zealand to one from South Africa or California; or a Shiraz from Australia to one from South Africa: Your guests will quickly learn that the origin of the wines and their unique “terroir” or growing conditions as well as the style of the region and the gentle hand of the winemaker combine to create dramatic differences in the taste and flavor profiles of even the same grape; be it Chardonnay, Cabernet Sauvignon, Pinot Noir or Merlot, to name but a few. And since everyone's palate is unique, some will prefer one style over the others. Truly, this reminds us that the definition of “A good bottle of wine” is “One that you like”, regardless of the pedigree or price of the wine. This would be the basic, “no frills” option, but one that is always popular and sure to please everyone.

In the event that you want to go further to insure an enhanced educational component to match the enjoyment of your premium wine selections, try dividing the group into two teams and have them play the popular “World Wine Challenge”, where you obtain an educational CD from Trinchero Family Estates or their China distributor, Mercuris Fine Wines that tests wine knowledge from basic to advanced; but be sure to reward the winning team with creative prizes they can take home to their family as a fond memory of their successful collaboration with friends and associates to prove their relative “wine I.Q.”.

Another variation on exposing your friends and associates to the joys of premium wine sampling with a great wine education component is to offer “wine flights” and “food flights” to match from a variety of producers, either all from one country or from one region; so your event may be themed “Taste the Wines of Chile” or “A Taste of Italy”, for example. Provide wine tasting placemats that identify each wine by name with brief winemaker notes and a place to record their own impressions of the wines, so they can take them home to later share with friends and family and, as importantly, take their notes to their favorite wine shop to find their tasting favorites for continued sampling enjoyment.

So, next time you're planning a MICE reception or social hour, consider featuring premium wines and tastes of foods that compliment the wines. And always consider including an educational aspect to better insure the success of your next event for all concerned. Over-the-top social experiences lead to over-the-top performance, and meetings always go better with wine. Trust me.

I am **Red Fred**, over & Out. ★



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