

# LifeStyle

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July 2010

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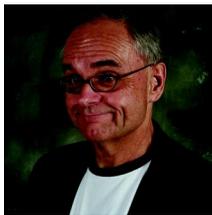
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南腔北调



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.

## 今日中国红酒的明星 上流与贵族的首选 —— 贺兰山红酒

# Prestige Wine Nobility in China Today Helan Mountain

Growing Nectar of Choice for  
China's Elite & Aspiring Elite Blue Bloods Alike

人们一想到世界名牌红酒, 就会想到诸如波尔多红酒、拉菲庄红酒、摩登罗氏察德堡红葡萄酒、奥比昂酒、马尔戈红葡萄酒、拉图尔酒和一奎姆红葡萄酒之类的红酒, 总觉得这个单子再长, 也不会出现中国红酒的品牌。但事实上有两个中国红酒的品牌已经打进国际知名红酒的行列, 它们是贺兰山红葡萄酒和怡园酒庄桃红葡萄酒。接下来我们将一起来看看这个不太为人所知的贺兰山葡萄酒。

贺兰山葡萄酒业建始于1997年, 早前一直跟随于怡园酒庄桃红葡萄酒这个大牌中国红酒之后, 近些年终于走出了自己的特色, 截止2009年该品牌已经赢得国内外39项大奖。贺兰山保留酒种夏敦埃酒在香港国际美酒展中赢得“2009中国最佳葡萄酒”殊荣, 这也是中国葡萄酒至今为止赢得的最高荣誉。2010年, 贺兰山葡萄酒在法国勃艮第赢得国际霞多丽葡萄酒大赛银奖, 这也是过去5年以来唯一在这种大赛上获奖的中国葡萄酒品牌。



制造这种不同凡响的名牌背后必定有不同凡响的人物, 他就是贺兰山酒业的首席酿酒顾问 Philip Laffer。Philip Laffer 是澳大利亚葡萄酒业发展的先驱人物。凭借着自己的专业知识和对这个行业的激情, Philip 前后花了40年的时间致力于酿酒业的发展。还有 Philip Deverell 辅助他进行这项工作。Philip Deverell 曾长年在澳洲、新西兰、南非、阿根廷等国家做过葡萄园管理员与葡萄栽植技术员。最近 Laffer 任命来自澳大利亚的著名酿酒师 Susan Mickan 为贺兰山总酿酒师。

我有幸和 Laffer 交谈, 听他和我讲述他与贺兰山的故事: “我们花了三年时间才最终找到了贺兰山葡萄园。2005与2006年期间, 那儿出产的葡萄深深吸引了我, 那是在中国见过的最好的葡萄。我发现它的现代化酿酒厂、冰窖以及发酵设施都具有成为世界一流品牌的潜力。当时我们正在修建一个可以控制温度的酒桶储藏室, 所有红酒的质量都是由葡萄园决定的, 贺兰山葡萄园也是如此。我们相信, 通



过引进更先进的灌溉技术和管理技术，一定可以制造出更优质的葡萄酒来。2010年葡萄采摘时我们将看到这些措施所带来的改变。我们现在正致力于酿制出更加鲜美迷人的葡萄酒。我们不想只是一味地抄袭法国、澳大利亚或者任何其他地方的酿酒套路。贺兰山的目标就是要制造出中国自己的最好的葡萄酒。”

对于他和他的团队对贺兰山品牌所带来的变化，Laffer评论道：“除了一般的红葡萄酒之外，我们已经有突出的品牌来证明我们的实力。Cabernet Sauvignons 以及 Merlots 的水平已经足以代表中国红酒酿造的最高水平。”当我问他将来贺兰山有没有什么特别的惊喜时，他说：“我们现在正在研制一批顶级红酒，可能在2011年或2012年问世。我们希望这些品牌将会成为中国红酒的典范，激励本土的红酒制造商们努力提高红酒制造的质量和标准。”

从红酒收藏专家到红酒爱好者，从日常的消费者到初级的入门者，对所有的红酒消费者贺兰山都有特制的红酒品牌。保留酒种是贺兰山葡萄酒最高品质的体现。由专门葡萄园区产出的最优质的葡萄酿制而成。这些葡萄酒都是经过严格程序精酿而成，精挑细选之后才能被归入这一种类。专为那些只要最好红酒的消费者定制。

其次是优质酒种，是贺兰山葡萄酒的主力品种。由精选的水果味最淡的葡萄品种酿制而成。酿成的酒香味浓烈、色泽醇厚。这种葡萄酒种类包括：夏敦埃酒、雷司令、卡百内红葡萄酒、梅鹿汁等。这些优质红酒可以满足追求卓越的红酒爱好者的品味，供他们在家里、酒吧或者旅店里的日常饮食所需。

对那些只把红酒作为众多饮料中的一种、偶尔品尝一次的顾客来说，贺兰山有专门的经典酒种供他们选择。经典酒种囊括各种风格迥异的品味，以水果型软饮料为主。这样的就正好，毕竟不是谁都觉得红酒是必须的饮料选择。和优质酒种一样，经典酒种也包括这几个种类：夏敦埃酒、雷司令、卡百内红葡萄酒、梅鹿汁等。

人固然不是只靠着红酒而活。有些顾客把红酒视为一种只有在特殊场合才会喝的饮料，他们平时更喜欢喝甜饮料和软饮料。对可能是初次品尝红酒的顾客，贺兰山也有专门的品种。这些红酒都有浓浓的水果香味，让顾客在品尝的时候，不由得想起自己平时最喜爱的果汁来。

起初，贺兰山只是酿制这样的干红葡萄酒和干白葡萄酒，随后又增加了一个酒种——一种初级的 Cabernet Sauvignon，因为任何一个初次品尝的顾客都可能因为这一次特殊的品尝而成为终生研究红酒的鉴赏家。

这就是贺兰山的故事，一个梦想有朝一日可以在中国制造出让世界为之沉醉的顶级红酒的酿酒厂。不妨品尝一下贺兰山，找到适合您的那种红酒——您一定不会失望。



When one thinks of the world's classic wines, such as Bordeaux icons like Chateau Lafite Rothschild, Mouton Rothschild, Haut-Brion, Margaux, Latour and d'Yquem, the idea of ever including among them wines of China would seem ludicrous, if not insane; if it were not for two winery names that are proving otherwise: Helan Mountain and Grace Vineyard. Let's take a look at Helan Mountain, until now, the lesser-known of China's two icon wines.

Established in 1997, Helan Mountain, long in the shadow of Grace Vineyard, the "China Doll" darling of the Hong Kong wine establishment, Helan Mountain has now emerged as a global, award-winning winery with no looking-back, having won 39 awards in total since September 2009. Helan Mountain Special Reserve Chardonnay won the "2009 Best Wine from China" trophy at the Hong Kong International Wine & Spirit Competition, which is the highest honor Chinese wine won in the competition. And in 2010, Helan Mountain won the Silver medal in the 17th "Chardonnay du Monde" competition at Burgundy, France. Helan Mountain was the only Chinese wine awarded in this competition in the past five years.

Something or someone must be mak-

ing a big difference and that somebody is none other than one of the most distinguished winemakers in the world, Philip Laffer, now the Chief Winemaking Consultant for Helan Mountain. Laffer earned his stripes as a pioneer for over 40 years contributing to the art of winemaking and being recognized as one of the leaders in the development of the Australian wine industry. Joining Laffer has been senior Australian viticulturist from his "World-Class Expert Team", Philip Deverell, a seasoned viticulturist with experience in Australia, New Zealand and South Africa.

Most recently in a development certain to positively impact the unique expression of the Yin Chuan, Helan Mountains (Ningxia) terroir, where the wines are produced, and as well to insure Helan Mountain's place in winemaking history, Laffer has appointed Susan Mickan, a well-known, very experienced Australian winemaker with specialized skills in winemaking outstanding Cabernet Sauvignon and Chardonnay as Chief Winemaker with Helan Mountain. Brilliant.

I was privileged to speak with Laffer and he told me his story of Helan Mountain. "We spent three years exploring possibilities in China before discovering the

Helanshan vineyards; in fact, it was the quality of the 2005 and 2006 grapes that appealed to me, as good as or better than anything I had seen in China. The winery is modern and with additional refrigeration and some specialized red fermentation vessels, it will be world class. We are building a temperature-controlled barrel cellar for our new French oak barrels." Laffer continued "Like all successful wine brands the quality is determined by the vineyard and whilst the Helan Mountain vineyards are good, we believe we will further enhance quality by introducing sophisticated irrigation systems and some different approaches to vine management. The first results from these changes will be seen in the 2010 vintage." And then he added "Our efforts have gone into making lively, vibrant varietal wines. We don't want to be seen as copying France, Australia or anywhere else for that matter. The Helan Mountain goal and challenge is to be the best maker of the best Chinese wines."

On the effects of his and his Team's contributions to the increasing quality and distinction of the wines, Laffer commented "There is already evidence to back our ambition, apart from attractive and affordable generic red and white wines. The next



levels up in quality, particularly the Cabernet Sauvignons and Merlots offer wines equal to the best China can produce” and then he humbly observes, “Or perhaps better”. And when asked about any future Helan Mountain surprises, Laffer said “As a matter of fact, we are now working on a couple of super-premium red wines, probably for release in 2011 or 2012; wines we hope will become benchmarks for Chinese winemaking and hopefully encourage other local winemakers to work toward improving the overall standard and quality of Chinese wine.”

Helan Mountain caters to every type of wine consumer: From wine collectors & connoisseurs to serious, aspiring wine aficionados, to every day consumers and even entry level experimenters, Helan Mountain has a wine for you. The top of the line are the Special Reserves, namely the Special Reserve Chardonnay and the Special Reserve Cabernet Sauvignon. These wines are the product of only the best grapes, chosen from individually selected vineyard blocks and the personal crafting of the winery seniors, delivering a world-

class experience every time for those who demand nothing but the very best.

Next in line is the Premium Collection, positioned as the backbone of the Helan Mountain brand. The grapes must meet exacting standards, consistently producing wines of rich complexity with bold flavors, true to their varietal character. The Collection includes Chardonnay, Riesling, Cabernet Sauvignon, Merlot and a Cabernet-Merlot Blend. These wines are destined to satisfy the most discerning of wine enthusiasts as well as aspiring wine enthusiasts who consider premium wines an important aspect of their social dining experience at home or in taverns, restaurants and bars.

For those wine consumers who regularly include pleasant-tasting wines as one of their many beverage choices given a wide variety of circumstances and who consequently do not require wines of a quality that garner a premium price in excess of their other beverage options, Helan Mountain has created their Classic Range, exhibiting distinct varietal character, yet with fresh, soft, fruit-driven notes that are per-

fect for casual consumption without need of reflection. And that's just fine, because not everyone considers wine their beverage of choice. Like the Premium Collection, the Classic Range includes the same varietals: Chardonnay, Riesling, Cabernet Sauvignon, Merlot and a Cabernet-Merlot Blend, so that when one acquires more of an appreciation for better wines, once more, Helan Mountain has the wine for you.

But man does not live by wine alone, so as the foundation and entry-level for the Helan Mountain ranges, the You Xuan Range was created for first-time wine consumers and for those who simply consider wine a beverage for group and special occasions; who generally prefer sweeter beverages, such as fruit juices and soft drinks. As you might imagine, the range is characterized by a fruit-driven style, exactly right for wine consumers of this mindset, who are not looking for variety, but simply a good generic red and white that remind them of their favorite fruit juices.

So that's exactly what Helan Mountain decided to produce; a dry red and a dry white. But then they chose to add one more wine: A very basic Cabernet Sauvignon, included for good measure, because you never know when the next gifted wine sommelier is going to arise from the ranks of first-time consumers, having tasted a wine with just a bit more complexity, character and satisfaction on the palate, experience one of his or her life's most amazing “Ah-Ha Moments” and decide to begin a life-long study of wine.

And that my friend is the story of Helan Mountain, a winery built on a dream that world-class wines could one day be made in China and appreciated and celebrated around the world. Try Helan Mountain and discover the range that's just right for you: You'll be glad you did.

I am **Red Fred**, over & out. ★