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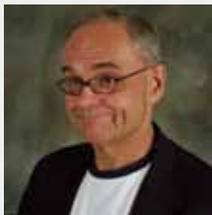
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南腔
北调



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 in New York and across Asia.

中国内地：红酒拍卖市场的未来 The Mainland - the Future of

Photo: Antony Dickson / 东方 IC

红酒拍卖已有几百年的历史，伦敦和纽约一直是世界上两大红酒拍卖市场。然而自2008年2月取消进口葡萄酒关税以来，不到两年时间，香港一跃成为全球最大的葡萄酒拍卖市场。2010年香港葡萄酒拍卖额达1.64亿美元，占全球拍卖总额的40%，不仅超过了纽约市场拍卖额，而且比整个美国市场还要高。今年前5个月香港葡萄酒拍卖额更是首次占全球市场拍卖份额过半。猜一猜买主都是谁？如果你说来自中国大陆，那就对了。如果再把香港乃至全亚洲的富豪加进去，猜得八九不离十了。

香港葡萄酒拍卖市场的蓬勃发展自然而然带出这样一个问题，内地红酒拍卖何时起步？答案是：2009年5月北京保利在春拍中敲响红酒拍卖第一槌，跟着是Brown & Co., Ltd. 在上海举办的中国葡萄酒挑战赛，其中包括红酒品鉴、盲品比赛、品酒晚宴和慈善红酒拍卖等多个环节，今年已是第二届。

在中国内地，多数买家都会炫耀性消费拍到手的顶级佳酿，其他国家的买家则相反，他们将珍稀佳酿藏进酒窖，

视为一种投资。中国内地红酒消费者对名酒认知还比较局限，当新富阶层和中产阶级为竞拍红酒而汇聚一堂时，他们大都奔着酒庄的名望而去，然后向朋友和合作伙伴夸耀到手的天价拉菲酒和其他顶级名庄佳酿。

话说回来，未来红酒拍卖市场的中心无疑是中国内地和香港，风头肯定盖过伦敦、纽约和其他亚太地区。随着中国对西方珍藏的需求日渐看涨，红酒拍卖在中国内地火爆兴起，红酒投资也被描绘成“高回报率”的新领域。喜欢红酒的富豪和中产阶级富翁也在品酒会、红酒培训班和日常生活中不断积累红酒知识，了解红酒文化。

尽管中国人消费最多的是本土甜葡萄酒，很少去西餐厅的人还喜欢往酒里兑果汁或可乐，不过这种现象正在发生变化，来自西方国家的牛仔裤、吉普车、顶级葡萄酒在中国广受欢迎。所以，中国内地红酒市场渐至佳境是不争的事实，就算你不是专家，也可以笃定拥有亿万潜在消费者的中国内地坐上全球红酒拍卖市场头把交椅指日可待。



Fine wines have been offered at auction around the world for centuries with London and New York the top wine auction markets: That is until all taxes and import duties were lifted by the Hong Kong government in February of 2008 and now Hong Kong is by far the global center of the wine auction industry with total annual sales in 2010 of US \$164 million. And just who do you think are now the majority of wealthy buyers at auctions around the world? If you guessed Mainland Chinese, you are correct. And if you add wealthy Hong Kong and all other Asians to the mix, you now have the majority of successful bidders for the finest Bordeaux and Burgundy wines at all auctions, no matter where in the world they may be held.

The tremendous success of fine wine auctions at Hong Kong naturally begged the question "When would wine auctions come to the Mainland?" The answer was Beijing on 29 May 2009 and it was a great success; followed by the now annual China

Wine Challenge at Shanghai, the brain child of Brown & Co., Ltd., which includes wine judging contests, blind tastings, gala dinners and of course a charity wine auction.

In China most of the successful wine auction bidders conspicuously consume what they purchase; whereas elsewhere around the world, the opposite is the case, as the winners cellar their auction prizes, primarily as alternative investments to stocks and bonds. But the majority of Chinese wine consumers are still wine "neophytes" with very little understanding of fine wines; so when the new Chinese millionaires, billionaires and aspirational middle class meet at Mainland wine auctions, they are bidding more for the prestige of fine wine ownership and to brag to their friends and associates the astronomical prices they paid for Chateau Lafite and other highly-prized First Growth vintages direct from the chateaux reserve cellars.

But the future of wine auctions is clearly the Mainland and Hong Kong with lesser

auctions continuing at London, New York and across Asia Pacific. China is now leading the world in terms of increasing annual demand for western premium and super premium wines. And with this increased demand has come every sort of wine event, including fine wine auctions. The wealthy and the aspirational middle class are seeking to improve their wine knowledge in the classroom, at wine tastings and with personal experimentation over meals and snacks in clubs, restaurants, bars and hotels across China.

While the majority of wine consumed in China by Chinese is still domestic, sweet wine, often mixed with juices and colas by those who rarely dine in western restaurants where they would be better exposed to western premium imported wines and proper consumption protocol, this is changing as more Chinese transition to the burgeoning middle class, desperate to experience everything western from blue jeans to Jeeps to the best imported wines. So, you see, with one billion potential consumers on the Mainland, you don't need to be a "rocket scientist" to know that the future of the top grossing wine auctions has to be Mainland China. I am *Red Owl*, over & out. ▣

Wine Auctions

