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October 2011

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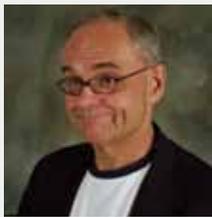
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南腔
北调



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.

酒靠奇装 Wine by *Design*

为什么以貌取酒总是难免的？
The package is always the first thing you taste.

不管是一瓶酒还是第一次约会，外表装束总是有意无意地影响着第一感觉。所有酒商都明白，作为高档消费品，葡萄酒整体包装与设计的重要性与优良品质和高阶品位并驾齐驱。

心理专家告诉我们，对大多数男人和女人来说，不管对方是不是名花（草）有主，一般见面头三秒就会决定要不要跟对方上床。当然，移情别恋或者继续深入发展就涉及到更多现实和文化层面的问题了。如果仔细观察动物的交配行为，你会发现它们更多是发自本能，即便有人围观，也丝毫不会退缩。

其实我们对一款酒的印象也下意识地在头三秒被它的外观所左右，也就是说形状、装瓶容量、品牌标签和酒名等一系列涉及到包装设计的构成要素不够刺激、诱人 and 有趣，能不能在第一时间引起别人的兴趣。现在市场竞争愈来愈激烈，为了让产品的包装标新立异，酒商们可谓是使出了浑身解数。

说到葡萄酒的外包装，最经典的4种瓶型是波尔多的高肩瓶、勃艮第的削肩瓶、又高又细的德国霍克瓶和香槟酒瓶。

不过现在各种创意样式层出不穷，例如带螺帽的铝罐包装、利乐装和钴蓝玻璃上丝印22K金的优雅包装。随着消费者和餐厅对容量越来越重视，1.5升大酒瓶，甚至3升超大酒瓶较之以前更受欢迎。

众所周知，性是这个世界上最给力的卖点。我们开出一份创意标签清单，说不定它们在你下一次燃情约会时会搞点气氛出来，比如说麦当娜、梦露乳沟、黄色、性、三角恋、诱惑、裸体司令、法兰西之吻、烈焰红唇、快枪侠，等等。

不过对我来说，偏创意型的有趣标签更有吸引力，如哎哟、婊子、健康食品、和平献礼、兴奋剂、寡妇、法官（适合分手或离婚）、尖叫的孩童、回旋踢、肥杂种、傻瓜等。

说了这么多，你大概已经知道第一印象的重要性了。所以，时刻保持最佳状态，穿上你最喜欢 T 恤，挑一瓶代表你心声的美酒，然后等待幸福时刻的降临吧。



Whether it's a bottle of wine or a hot date, the package is always the first thing you taste. And there is not a winery on the face of the earth that doesn't know this to be true, which is why as often as not the front wine label is as important as the quality and value of the wine in the bottle.

Psychologists tell us that most men and women unconsciously decide within the first three seconds of meeting a prospective bed partner, if they want to make love to them, regardless if they are in a committed, monogamous relationship. Of course wanting to bed another and following-through on the desire are often two very different matters for a variety of reasons both practical and cultural. On the other hand, if you observe animal behavior, they have no problem acting without the slightest hesitation on their instincts, regardless of who may be watching.

But the point is that our first impressions of a wine are most often

unconsciously decided in those first three seconds by the attraction or lack of attraction of the package; meaning the shape and size of the bottle (and size does matter, baby, if you've ever had a magnum or god forbid, enjoyed a three liter bottle), the front wine label and the name of the wine if provocative, alluring or funny; and anything else about the totality of the package that arouses one's interest. With competition being keener than ever today, wineries are pulling out all the stops to make their wine packaging unique in the mind of the buyers.

With respect to packaging the four basic historical wine bottle shapes have been Bordeaux (high shouldered); Burgundy (slope shouldered); Hock (tall) and Champagne. But today innovative marketers are choosing aluminum bottles with screw caps; tetra pak (like you might find in your super markets for fruit juices); and elegant 22-karat gold ink silk screening on cobalt blue glass. And with more consumers and restaurants knowing that size matters, the larger sizes are more popular than ever, such as magnums (1.5 liters or the equal of 2 regular bottles) and even double magnums, called "Jeroboams" (3.0 liters or the equal of 4 regular bottles).

Of course, as we all know, "sex sells", so now we have a long list of creative labels that are guaranteed to set the tone for your next hot date, such as: Madonna; the Marilyn Monroe "Velvet Glove Collection"; Cleavage Creek; Porn; Sex; Sin Zin; Ménage a Trois (Trincherio Family Estates), Temptation; N a k e d

Riesling; Dominatrix
Pinot Noir; Foreplay
C h a r d o n n a y ;
Tease Riesling;
Vixen Syrah;
P e n e t r a t i o n
C a b e r n e t

Sauvignon; French Kiss;

Passion Has Red Lips; Quickie; and Naked on Roller Skates (An activity not recommended for sexual novices).



But my absolute favorites are the funny labels, such as: (oops); Bitch; Health-Food; Peace-Offering; Performance-Enhancing Drug; Cranky-SOB; Swift-Kick; Widow; The-Judge (Break-up & Divorce); Your-Ex (Break-up & Divorce); Screaming Kids; Customary (Valentine's Day); Fat Bastard; Horse's Ass; Big Ass Red Table Wine; Frog's Piss and "House Wine".

And now you know all about the importance of first impressions, so always look your best, wear your favorite T-Shirt that suggests you're looking for a good time, such as "The answer is YES, what's the question?" and always choose a bottle that says it for you. I am **Red Owl**, over & out. ▣

