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JANUARY 2013

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J. He: The Life Unadorned



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酒店 餐饮 健康 游艇 腕表 时尚

预测 2013

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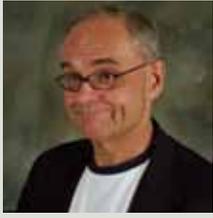
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南腔
北调



田博华，享誉全球的葡萄酒专家、作家，如今常驻曼谷、纽约。他为亚太地区众多连锁酒店及餐厅担当顾问。他致力于慈善事业，并为餐饮类学校提供奖学金。Fred Tibbitts, Jr. is a global wine consultant and writer based at Bangkok, Thailand and with a U.S. office at New York. He operates a global social entrepreneurship for the benefit of those less fortunate, assisting some of the top hotel and restaurant chains in the U.S. and across Asia Pacific, developing their wine & spirits programmes. He also hosts hospitality industry dinners to recognize excellence, provide scholarships at hospitality and culinary schools and to make charitable donations to the UNICEF, Habitat for Humanity International and other worthy charities.

葡萄酒美酒又一年

My Three Wine Predictions for 2013

从来就没有完全准确无误的预测，但假如是经验丰富、充满智慧、直觉敏锐的人经过深思熟虑做出的判断，那多半还是可以经得住时间考验的。不管怎样，预测的准确性和有效性只能通过时间来证明。从根本意义上来说，所有的预测都是当下的反映，因为过去已不可追回，未来还只是图景。既然如此，我也只能小心翼翼地奉上我对2013年中国葡萄酒行业的前景预测分析。

进口高端葡萄酒消费量增幅将超过15%

虽然中国经济增速放缓，但这并未影响葡萄酒（以红酒占大多数）消费的增长，其风头远远盖过中国传统白酒、果汁及其他软饮料。出现如此状况跟越来越多城市新贵们的接受不无关系。他们中的大多数要么出生于上世纪60年代，要么就是80、90后，积极进取且雄心勃勃，追求更高的生活质量与品位是这一人群的特点。他们乐于接受高端进口葡萄酒且频繁购买中意酒品。预计2013年葡萄酒零售将继续高达20%的增长，餐厅、酒店、酒吧以及俱乐部的葡萄酒销售仍将保持强劲势头，因为更多的消费者在外就餐时会选用鸡尾酒作为开胃酒来搭配午餐或晚餐。另外，目前中国在建国际品牌酒店数量全世界最多，这些葡萄酒消费场所也为中国消费者了解与熟悉来自世界各地的优质葡萄酒创造了有利条件，比如喜达屋酒店与度假村国际集团旗下的每一家酒店都推出了“樽酒典藏”（品鉴顶级美酒佳酿）活动。

国产高端葡萄酒消费增幅将达20%

进口高端葡萄酒消费的增长也刺激了中国本土高端葡萄酒产销量的上升。由于无需负担运输费用及关税，土地和劳动力成本也比发达国家低廉得多，国产葡萄酒往往价

廉物美，况且很多中国消费者喜欢购买国货以表达自己对民族工业的支持和对中国风味物品的喜爱。像山西怡园酒庄和宁夏贺兰山葡萄酒等，在种类、风格和质量上都能够与同类进口葡萄酒相媲美。在未来几年内，随着新的葡萄种植基地的开垦与拓展，国产高端葡萄酒的消费量将会剧增。不过话说回来，越来越多外国游客品尝的并非如标签上显示的“中国制造”，这些所谓“中国葡萄酒”多半是由98%的进口廉价葡萄酒与2%同样廉价的本地葡萄酒混装而成，前者通常大批量购买自拍卖会，然后由集装箱运到中国。

侍酒师将大量涌现

伴随高端葡萄酒在中国日益走红，餐厅、酒店、酒吧和俱乐部也在招聘培训能够为顾客提供专业葡萄酒服务的人员，并为其中特别出类拔萃的冠以待酒师的头衔。一名卓越的侍酒师的光芒总是可以照亮整间餐厅，他的讲解令在座的每一位客人精神振作，心情舒畅，他根据客人荷包推荐的每款葡萄酒都是佐餐的佳品。最重要的是侍酒师的美誉不仅仅来自丰富的葡萄酒知识和娴熟的推销技巧，对葡萄酒的真正迷恋，尤其是对服务生和其他员工热情、孜孜不倦的教导，才使他们赢得越来越多的赞誉。在我看来，中国乃至世界的葡萄酒服务不只需要懂酒的人，更需要真正热爱葡萄酒的人。他们愿意倾其所有与人分享，帮助那些有志于成为专业侍酒师（甚至品酒师）的人实现自己的梦想。

如此说来，在中国，不管是普通消费者、热忱的葡萄酒爱好者还是严肃的葡萄酒品鉴师和收藏者，2013都将是值得期待的。你可以尽情品尝世界各地的佳酿、丰富自己的葡萄酒知识、结交有相同爱好的朋友并和他们分享对葡萄的爱恋。



Predictions are never guaranteed; however, if conceived after considerable thought and reflection by those with experience, wisdom and intuition, they are more likely than not to survive the test of time: For only after any such predictions have been proven right or wrong is their accuracy and validity a matter of record. By definition all predictions are of the present; being that the past is history; and the future is yet a fantasy.

Given these truths to be so, I humbly offer our readers my Three Wine Predictions for 2013:

Premium imported wine consumption in China will increase by over 15%

Despite slowing economic growth and the economy in general, wine consumers on the Mainland will continue the trend, drinking more imported premium wine, mostly red of course, rather than traditional Chinese wine, fruit juices or soft drinks. This will be the case, primarily because an increasing number of upwardly-mobile aspirational, mostly Millennials and Boomers, will be experimenting with premium imported wines and consuming greater quantities of the wines that they like the most. In addition, while off-premise or "take-home" premium imported wine sales in wine shops and

super markets will continue to increase even as much as 20% in 2013, on-premise or "dining-out" sales will remain strong, due to the increased frequency of wine consumers choosing an imported premium wine as a cocktail in bars, clubs, restaurants and hotels, both as an aperitif and as a compliment to their lunches and dinners. And since there are more western, global flag hotels being built on the Mainland than anywhere else in the world, all of which offer and promote imported premium wines, more and more Chinese wine consumers will be introduced to and find new favorites among a greater variety of premium imported wines from around the world, as in the very popular Starwood Hotels & Resorts "Wines the World" program now in every Starwood hotel.

China-produced premium wine consumption will increase by 20%

So, with the increased premium imported wine consumption in China, domestically produced premium wines will, likewise, increase in consumption, but as they do not include the required shipping and duties of imported wines; not to mention the fact that the cost of vineyard land and labor in China is far less than much of the developed world, Chinese premium wines are often an even better value than imported wines of similar pedigree. In addition, many Chinese wine consumers prefer buying China produced wines to support their country's industry and to express their national pride in all things Chinese. Two of the Mainland leaders in the production and sales of premium Chinese wines, Grace Vineyard and Domaine Helan Mountain are now considered the equal of many of the top imported wines of similar variety, style and quality. Over the coming years, as new China vineyard sites capable of producing premium wines are discovered and planted, domestic premium wine consumption will soar. And last but not least, all this being so, increasingly, the growing



number of wine consuming tourists coming to China who want to say they tried Chinese wines will no longer as likely be drinking wines that appear from the bottle label to be "Chinese", but are often in reality, 98% inexpensive, imported bulk wines, delivered in ocean tankers, bought at auction and combined in a factory with 2% equally inexpensive Chinese wines.

A record number of Chinese "Wine Patriots" will be crowned

And with increased premium wine consumption, restaurants, clubs, bars and hotels are hiring and training more servers to provide professional wine service; and promoting the best to "sommelier". Sommeliers of Excellence always brighten the room, lift everyone's spirits and ensure that they suggest just the right wines to compliment every dish, according to each customer's budget. But it is not simply their wine expertise or salesmanship that earns them the title of "Wine Patriot"; it is their enthusiasm for all things wine, especially in educating the servers and staff with spirited excellence that they deserve to be considered a true patriot. And what China and the world of wine service needs more than anything is not more "wine PhD's", but passionate wine enthusiasts who lovingly share their knowledge and passion with those who want to become more professional wine servers; and perhaps even one day, "Wine Patriots".

So whether you are a casual premium wine consumer, an avid wine enthusiast or even a serious wine connoisseur & collector, 2013 will be another great year on the Mainland to sample a growing variety of delicious wines from around the world, increase your wine knowledge and make new friends who share your passion for the finer fruits of the vine. I am **Red Owl**, Ever Vigilant, Over & Out. ▣

