

New Western Cuisine.



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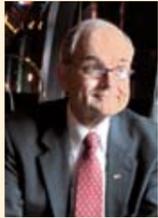
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美食在东方

Turn East for Feast



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Fred Tibbitts, Jr. is the foremost global wine & spirits consultant for National Account chain hotels and restaurants, based at Bangkok and New York. He travels the world annually attending several of the leading wine and spirits expositions, seminars and conferences. He is a writer for industry and entertainment publications in China and the U.S.

常驻在曼谷和纽约的田博华是全球最著名的品酒顾问之一，他为众多的连锁酒店及餐厅提供咨询。还参与过许多国家重要的餐饮会展以及项目。大量相关的著作及评论发表，在业界，一时洛阳纸贵。

There is a famous quotation from early American literature whereby a young lad asks a village elder for advice as to where he should travel to find his "American Dream". The wise, old farmer replied without hesitation, "Go west, young man, go west". And so, the very next morning at sun up, the young man packed his most precious personal effects into a worn leather backpack, slung his flintlock rifle and gun powder horn over his shoulder and set out on his thousand or more kilometer vision quest towards the west, always making sure at each day's end that he was following the setting sun.

To demonstrate the quality of education at many of these new joint ventures, in 2010 while in Beijing I spoke with the top recruiter for Marriott International about her efforts to locate and hire the thousands of new employees they will be needing to staff Marriott's greatest expansion ever across China; and she said that with respect to the Florida International School of Hospitality & Tourism Management at Tianjin for example, she would take 100% of their graduates (about 250 students annually) if she could have them, but of course the School must allow the students to decide for themselves with which chain or independent hotel or restaurant they will begin their hospitality

Go East Young Man, Go East The Ultimate Quest for F&B Dreams 一路向东，年轻人 关于餐饮的终极追寻

Today the same can be said, but of course, more aptly, "Go east, young man or young woman, go east". Asia is flowering as never before for the peoples of the world to see, explore and experience. And China is by far one of the most fascinating destinations of all, be it for tourism, study abroad, commerce or a personal culinary & wine vision quest. Never before has such an amazing variety of cooking traditions, styles and original creations been available to the visitor, be he a first-timer or a veteran China aficionado.

Culinary and hospitality & tourism schools are springing-up everywhere, being mostly joint ventures between some of the worlds most famous of these institutions and Chinese cooking schools and business universities, such as the Florida International International University School of Hospitality and Tourism Management at the Tianjin University of Commerce. And wine education is considered among the top priorities.

career. Compare this situation to the U.S. market, where very few new hotels are under construction and many recent hospitality and tourism management school graduates are still seeking employment.

And one of the most important trends in the culinary world is the merging of east and west on Mainland China. Western chefs in the major hotel chains that are blanketing China are learning eastern recipes and the fine art of cooking for the Chinese palate; while eastern chefs, mostly Chinese are learning western recipes and the fine art of cooking for the American, European and Australian-New Zealand palates. There was a time when Chinese restaurants only offered Chinese dishes; however today, most Chinese restaurants have a Western menu section within their comprehensive Menu. And likewise, all hotel chains in China have a Chinese menu within their comprehensive Menu. So almost no matter where you go to the top Chinese restaurants or the major hotel chain in China, you can enjoy eastern as well

as western cuisine.

This also applies to wine by the glass and wine lists. In the past most Chinese restaurant wine lists were left to the local wine distributors to write, which meant that the quality of the by the glass and bottle offerings was more determined by inexpensive prices and whatever the distributors needed most to sell, rather than by what was a good selection of quality wines for the customers. Thankfully, today, this has changed for the better and most restaurants on the Mainland now offer a good variety of premium domestic and imported wines by the glass and by the bottle with servers who are increasingly familiar with the wine list.

If I was a young culinarian graduate from any of the world's accredited schools, I would head directly for China, because there are more hotels and restaurants opening in China now and for the next ten to twenty years than anywhere else in the world. China is not only the number one place for culinary careers, but for the potential for rapid advancement, based on performance; because there is no other country in which more new construction hotels and restaurants are being built. And the chains responsible for this explosive expansion, such as Marriott International can only open these new hotels as quickly as they can staff them with the best candidates they can find.

Clearly, anyone with ambition and who is looking for a fascinating career with rapid advancement opportunity must consider China as his number one destination. But just as with the western countries, wine knowledge is now equally as important as culinary knowledge in China to satisfy the domestic, business and tourism dining public, in view of the dramatic growth of fine wine sales in restaurants the world over. And this being so, the best advice now for anyone graduating from a culinary or hospitality-tourism school in the western hemisphere is "Go East, Young Man or Young Woman, Go East, but don't forget your corkscrew!" I am **Red Owl**, over & out.

在早期的美国文学里，有一个名句。一个年轻人向村子里的长者询问，在哪里他可以实现自己的“美国梦”。这位睿智的长者毫不犹豫地回答：“去西方吧，年轻人，去西方。”次日，晨光初上，年轻人收拾行囊，将自己的最贵重的东西放到皮口袋中，抗上来复枪，追随西沉的落日，踏上去往西方的旅途。

今天，这样的话依旧可以说，但是更适当一点的，应该是：“去东方吧，年轻人，去西方。”亚洲正以前所未有的步伐繁荣发展，期待世界各地的人们前来体验和探寻。其中，中国是最令人向往的目的地之一，无论是旅游、学习、商业，还是美食。从

从来没有一个地方，拥有这样纷繁复杂的美食传统、风格、创意，无论是初来乍到，还是老饕食客，在这里都能找到自己钟爱的地方。

餐饮、旅游服务业的学校，如雨后春笋般涌出，其中有很多合资企业、中国的烹饪学校、商业大学，如佛罗里达国际大学服务学校、天津商业大学旅游管理学院，其中葡萄酒的相关教育为其中优先考虑的部分。

为了了解这些机构的教育质量，2010年我在北京与万豪集团招聘负责人见面，那时万豪在中国大规模扩张，需要招聘成千上万名员工。她说，如果是佛罗里达国际大学服务学校和天津商业大学旅游管理学院的毕业生，万豪集团会全部接收（每年大约是250人），不过学校还是会遵从这些毕业生的个人选择。与美国市场相比，目前在建的酒店屈指可数，许多旅游服务管理学校的毕业生为找寻工作四处奔波。

在中国餐饮界，目前最为流行的美食发展趋势就是中西合并。在国际酒店集团工作的西方厨师在中国学习东方菜谱和烹饪艺术，满足当地人的需求。而中国厨师，其中大部分都在学习西方菜谱和烹饪技术，为美国、欧洲、澳大利亚、新西兰等世界各地的客人提供美食。曾经，在中餐馆只能吃到中餐，如今，很多中餐厅也开始提供西式菜谱。同样，所有在中国的酒店集团也开始供应中餐。无论你是去顶级的中餐厅，还是在国际品牌的酒店就餐，都不会受到文化地域的局限，中餐西餐随你所想。

在葡萄酒行业，这种趋势也同样盛行。以往许多中餐厅，葡萄酒单一般由当地的酒商来撰写，这意味着酒的品质和价格很多时候取决于优惠的价格和经销商的销售意图，消费者的意愿则相对被忽略。不过今天情况有所好转，大陆的许多餐厅已经供应很多种品质优秀的国产和进口普通酒，无论是杯装还是瓶装，葡萄酒的消费者也对酒单越来越熟悉。

如果我是世界其他国家相关专业毕业的学生，我肯定选择来中国，因为在接下来的10-20年，这里将会有更多的酒店和餐厅。中国不仅是餐饮行业的第一就业选择，就其目前的市场表现来看，这里的发展潜力更为可观。国际酒店集团在这里的发展步伐也日趋变快，他们的迅速扩张，使得其对人员的需求也不断增长。

显然，任何一个有志在餐饮行业有所作为的人，必须将中国视作首选。如同其他西方国家一样，在中国，无论是满足国内商业和旅游客户需要，还是世界各地葡萄酒的销售，葡萄酒的知识和餐饮知识同等重要。现在，在西半球，对于任何一个从餐饮服务专业的毕业生来说，我想说的是：“去东方吧，年轻人，去东方，但是别忘了你的‘开瓶器’”。我是**红色猫头鹰**，一直在这里。

