

产品
设计

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饕之以行

Giftng with Originality

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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, UN-HABITAT and other worthy charities.

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。还参议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。

Premium Red Wine

The Wine Gift of Love

精品红葡萄酒

真爱之礼



It is said by the wise and enlightened that "Giving is Receiving". And if wine is the vehicle of your love gift intentions, only red will do when gifting your beloved: Because "Red as roses can be is the color of my true love's wine". "For this is China, land of a thousand red sun rises, a thousand red sun sets and a thousand red dreams." "Red is the color of the revolution, of the Yangtze and the Pearl Rivers, the rise of the people for the people and the heart that longs to be united with the beloved". And love is always a giving thing.

So, "red wine" is a pretty generic description of all wines red. The key is to know what red wine to gift your beloved: Ah, but THAT is the question. And so what red wine should you gift your True Love? Let us explore.

To begin with everyone's palate is different, so a red wine that may appeal to you, may not appeal equally to your lover; but if you have shared red wine together, you know what wines the object of your affection most appreciates, so what remains is simply how much you want to spend on the ideal red wine gift for your beloved. And therefore it simply becomes a matter of your wine gifting budget. I always say, give just a little bit better quality red wine than might be anticipated

by your lover; give him or her a bottle (or bottles) to long remember, like your pledge of love for eternity; your shared vision of decades of intimately coupled bliss to come. If you intended to spend RMB100, spend RMB200; if you intended to spend RMB500, spend RMB1000; and if money is no object and your budget is RMB20000, fear not, you will find plenty of rare Bordeaux and Burgundies that will require all of your money.

If your True Love knows you well, he or she has a good idea of what is a serious gift or a token gift, based on the cost. So, if you give without restraint, your wine gift will always be considered a genuine reflection of your commitment forever more and a day....and since "Giving is Receiving", have no fear, the love of your life will want to share that bottle or those bottles with only you; and what follows can only be described as an Act of Love. "For she is you and you are she; and your blood and the red wine are your heavenly communion. Drink and love well forever and ever more".

I am **Red Owl**, Ever Vigilant, Over & Out.

常有智者说：“付出即是收获。”如果葡萄酒是你表达爱意的礼物，那么只有红葡萄酒才能真正传递情感。“因为红如玫

瑰一般的色彩，才能代表我真爱之葡萄酒。”“在中国这片土地，红日升起，晚霞西落，红色的梦想在这里酝酿。”爱在于奉献。

因此，“红葡萄酒”是一个非常广泛的概念，关键在于知晓哪一种红葡萄酒才是TA的最爱。这是问题所在，那么应该送哪一种红葡萄酒给你的所爱呢？让我们一起来探寻。

首先，每个人的口味都不相同，你喜欢的不一定适合别人。但是如果你与TA经常一起分享葡萄酒，你一定或多或少了解对方的喜好，于是问题变得简单，你到底愿意为这份礼物花费多少。我常常说，选择品质好一点的红葡萄酒会带来更好的效果，选择一瓶或是数瓶，让记忆更加长久。如果你是100元，那么就花200元；如果你的预算是500元，花费1000元也不为过。

如果你的所爱对你多有了解，TA便会基于花费，对礼物有着明确的界定。不过不论如何，红葡萄酒总是一种很好的礼物选择，代表你真诚的爱意和承诺。因为“付出即是收获”，所以不要担心，TA也会希望你共享这些美酒。“TA即是你，你即是TA。如血之红艳，如酒之醇香。饮下此杯，真爱永远。”

我是**红色猫头鹰**，一直在这里。