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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, Habitat for Humanity International, 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。

## China Premium Wine Market The Future Global Leader 世界优质葡萄酒市场的后起之秀——中国大陆

The fastest growing premium wine market in the world is Mainland China, due to the accelerating premium wine experimentation and consumption by the upwardly mobile, aspirational Millennial and Baby Boomer generations and the growing availability of a greater variety of premium wines from around the world. While it is true that Hong Kong and Singapore each currently account for greater annual premium wine sales than the Mainland, the rate of growth of premium wine sales in China is now the highest in the world. And so, by any measure, one day China will become the global center of the imported premium wine business.

The rapidly expanding class of affluent Chinese want to experience the world of everything luxury, which includes premium, super premium and ultra-premium wines, mostly imported, but now as well domestically produced from choice vineyard sites, employing some of the most sophisticated viticulture and viticulture practices and state-of-the-art facilities, supervised by French and Australian winemakers of distinction. And of course, as China is now the top tourist destination in the world, a growing number of tourists are sampling and consuming premium Chinese wines. Two of the leading Chinese premium wine producers, Domaine Helan Mountain and Grace Vineyard are experiencing record demand for their wines at every price point, but increasingly for their more expensive ranges, meaning the tourists and ex-pats have discovered their great

values, especially the reserve Cabernet Sauvignon's.

The growing number of wine shops and supermarkets that include premium wine selections as well as the clubs, bars, restaurants and hotels that promote premium wines in China are greatly facilitating the premium wine boom. Wine consuming ex-pats and visiting business travelers who patronize western global flag hotels, wine and dine on premium wines from across the world as well as the best wines produced in China: And since there are more hotels under construction and development in China than anywhere else in the world, this trend will only increase for years to come.

So, if you appreciate premium wine and you are on the Mainland, fear not, for the world of premium wines has arrived and will continue so to do, until China is crowned the leading global wine market. And what could be a more grand and glorious outcome for all lovers of wines premium residing in the Middle Kingdom? But if premium red wines are the nectar of the gods you share with the object of your affections, be reassured, one and all, for in the words of one of China's most revered authors of romantic discourse "Red as roses can be is the color of my true love's favorite wine, for she is Chinese and this is China". I am **Red Owl**, Ever Vigilant, Over & Out.

随着新时代主流80、90后们对红酒的热情日益高涨，越来越多的世界级优质葡萄酒陆续进入中国，带动了中国内地高端葡萄

酒市场的快速发展，虽然内地市场在销售量上依然低于香港和新加坡市场，但增长率却位居世界最高。由此看来，中国成为世界进口葡萄酒的主导市场指日可待。

中式中产阶级正不断扩大，开始追求高品位的生活享受，而葡萄酒正是其中之一，除了进口的优质葡萄酒、特选优质葡萄酒、极品优质葡萄酒，还有产自国内精品酒庄的佳酿：采用精心栽培的葡萄和先进的酿造工艺及设备，在法国和澳大利亚著名酿酒师的指导下酿制而成。如今的中国已成为世界最大的旅游胜地，世界各地的游客都品尝过产自中国酒庄的葡萄酒，其中最著名的为贺兰山葡萄园和怡园酒庄，各个价位的葡萄酒都迎来了前所未有的市场需求量，而需求最大的还是高端葡萄酒，尤其是珍藏级加本力苏维翁，充分获得了广大游客和外籍人士的认可。

遍布的超市、葡萄酒商店、餐厅、酒店、酒吧和俱乐部都有丰富的酒单以供选择，这无形中促进了中国优质葡萄酒市场的繁荣。喜爱红酒的外籍人士和经常光顾全球标志性酒店的商务旅客，不仅可以在这里享用到世界各地的佳酿，更能一睹中国葡萄酒的风采。鉴于中国仍有很多正在建设和发展中的酒店，优质葡萄酒在中国的市场潜力可想而知。

如果你是居住于内地的葡萄酒钟爱者，到了享用葡萄酒盛宴的时候了，因为全世界的优质葡萄酒都已来到或即将来到这里，势必将其打造为世界优质葡萄酒的主导市场。如果所有的葡萄酒爱好者都汇聚中土，将是何等繁荣的景象。同爱人共享美酒甘露时，建议选择红葡萄酒，因为玫瑰般的红色才是真爱的颜色。我是**红色猫头鹰**，一直在这里。

