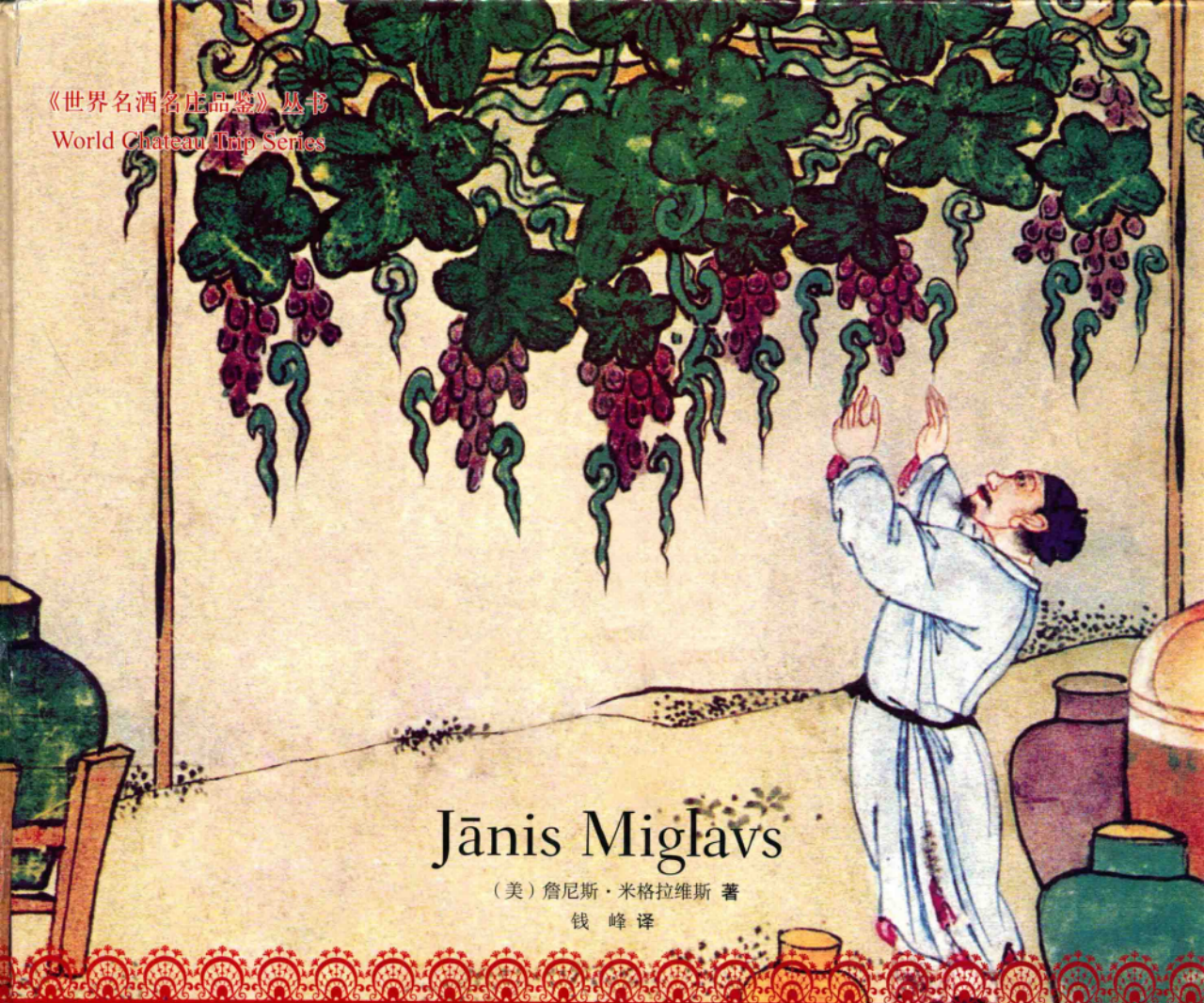


《世界名酒庄品鉴》丛书
World Chateau Trip Series



Jānis Miglavs

(美) 詹尼斯·米格拉维斯 著
钱 峰 译

中国，葡萄酒新贵

CHINA THE NEW WINE FRONTIER



青岛出版社 | 国家一级出版社



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SHANGRI-LA WINERY

Discovering the Shangri-La Of Wine



《世界名酒庄品鉴》丛书
World Chateau Trip Series



Jānis Miglavs

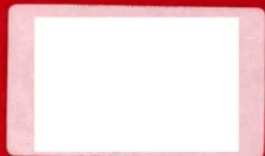
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当我告诉北美以及欧洲的一些朋友，说自己正在创作有关中国葡萄酒的书时，他们大多数人都显得大吃一惊，说：“我甚至都不知道中国人还曾酿造过葡萄酒。”太棒了，看来很多人对这一话题很是陌生。于是，我非常渴望去探究这一主题，看看究竟是什么力量、什么能量唤醒了这条巨龙。

When I told my North American and European friends that I was doing a book on Chinese wine, most looked surprised and uttered something like, "I didn't know the Chinese even made wine." Perfect, an unknown subject to many. So I wanted to dig under the carpet to find what is the power, the energy that awakens this dragon.

——(美) 詹尼斯·米格拉维斯 Janis Miglavs

要展示世界上最上乘的葡萄酒和烈酒是一次勇敢的尝试。这种排名在法国从1855年就存在了，但对于中国和世界上许多国家还是一件新鲜事。

It is an ambitious attempt to present and try to show what makes excellence in wines and spirits around the world. Such rankings started in France in 1855, but they are new for China and some other countries around the world.

——爱德华·君度 Edouard Cointreau

Janis Miglavs 作为一名职业摄影师，走访中国的葡萄园，为我们提供了一个了解中国葡萄园的独特视角。

As a professional photographer, Janis Miglavs brings us a unique perspective to learn about vineyards in China through his visit to vineyards all around China.

——李德美 Li Demei

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作者的话

这本书谈论的并不完全是中国葡萄酒或者酒庄。

在我看来，这本书是对中国古代文化的深刻洞悉。中国古代文化犹如休眠几个世纪后苏醒的巨龙，踏上了世界的舞台。这是又一次苏醒。

当我告诉北美以及欧洲的一些朋友，说自己正在写一部有关中国葡萄酒的书时，他们大多数人都显得大吃一惊，说：“我甚至都不知道中国人还曾酿造过葡萄酒。”太棒了，看来很多人对这一话题很是陌生。于是，我非常渴望去探究这一主题，看看究竟是什么力量、什么能量唤醒了这条巨龙。这一中央王国的将来会有什么样的奥秘呢？这里，我将葡萄酒当作了探究这些奥秘的潜望镜。

这一探究的关键在于当地居民。我遇到了来自全国各地的人，从新疆到山东，从宁夏到云南。其间，我不停地问自己，我们都是世上的陌生人吗？我偶尔会遇到中国的一些亿万富翁、政府官员以及葡萄园的工人。与遇到熟识的人不同，我不得不收起妨碍我真正认识各种人、地方和文化的虚伪刻板的媒体形象。这些人、地方和文化——是的，就像是中国的56个民族一样。葡萄酒就像雄壮河流上的筏夫一样，有助于我努力去认识中国、中国人以及中国文化。

这本书是在我多次游览中国的葡萄酒文化之河后所创作的。

最后，虽然我只不过是在此谦卑地通过文字与图片分享自身经历，但是我必须感谢那些让我深受恩惠的人，那些这本书真正的创作者，否则我充其量也只是个空落落的傻瓜。他们包括我多年来多次遇到的张裕爱斐堡国际酒庄工人。那位工人起先为了把我的三脚架垫平，将一块石头放在了架子下面，自此她帮了我很多忙。还有那些坦诚分享自身故事的酿酒师，

酒庄老板以及总经理——本书中提到了他们当中很多人——这些人教给了我中国人真正的热情好客以及“干杯”，还有那些乐意与我分享午饭的工人，尽管他们肯定很清楚我脖子上挂的相机价值要比他们5年全部的工资都要高，以及那些教我如何在中国做生意的政府工作人员，为我特制写有诗歌的鼠标垫的酒店工作人员，等等。类似这样的人，名字足足能列好几页。

不过，我尤其想要感谢三个人：

首先，我要感谢妻子艾迪。在她的允许下，我每次都能在世界各地考察5个星期，虽然她很多时候根本不知道我去过哪些地方。

其次，我要感谢爱德华·君度。他是法国享有盛名的美食类图书的出版商，他还出版过很多历险记。2009年，我在烟台葡萄酒节上偶然遇到了爱德华·君度。我要感谢他为我提供这样一个机会，让我所创作的这本与众不同的书得到了出版。

最后，我要感谢李霍顿。他是睿智、成功的香港商人，也是葡萄酒教育家协会秘书。他非常友好，陪同我在中国各地进行了许多次漫长的旅行，整日帮我翻译，晚上还熬夜研究该如何翻译一些晦涩的葡萄酒词语，比如霜霉等。

最后，感谢中国。

詹尼斯·米格拉维斯

Author's introduction

This is not really a book about Chinese Wine or Wineries.

Rather, for me, it's an insight into an ancient culture that is like a dragon awakening from centuries of dormancy onto the world stage. Awakening again.

When I told my North American and European friends that I was doing a book on Chinese wine, most looked surprised and uttered something like, "I didn't know the Chinese even made wine." Perfect, an unknown subject to many. So I wanted to dig under the carpet to find what is the power, the energy that awakens this dragon. What mysteries does the future hold for the Middle Kingdom? I simply used wine as my periscope into those mysteries.

The key to this search: the inhabitants. Meeting people across China from Xinjiang to Shandong, from Ningxia to Yunnan, I constantly asked myself, are we all strangers in this world? In my chance encounters with Chinese billionaires, government officials and vineyard workers, while far from my familiar, I was forced to rip away false stereotypes and media images that prevented me from truly seeing the people, the places, the cultures—yes, something like 56 ethnic groups in China. Like a rafter on a powerful river, wine was my way to try to understand China, the people and culture.

This book is a result of many trips into the Chinese wine-cultural river.

In the end, though, I'm only a humble conduit sharing words and pictures of my experiences. I would be an empty clanging fool if I didn't thank those to whom I am deeply indebted; those who really created this book. They include

the helpful Changyu AFIP Global Winery vineyard worker who I met repeatedly over the years after she first put a rock under my tripod to level it, all the winemakers who openly shared their stories, the winery owners and general managers—many mentioned in this book—who taught me about true Chinese hospitality and "ganbei", the workers who shared their lunch when they must have known the camera hung from my neck cost more than 5 years of their wages, the government workers who taught me how to do business in China, the hotel worker who made a special mouse pad for me with a poem, and the list can go for many pages.

But I especially want to thank three people:

First, thanks to my wife, Eddi, who allows me to wander the corners of the world for five weeks at a time, even though often, she has no idea what soil my feet tread.

Second, Edouard Cointreau, the world-perspective Frenchman publisher of Gourmand Books and many other adventures, who I met by accident at the Yantai Wine Festival in 2009, for giving me the chance to put this one-of-a-kind book.

Finally, Houghton Li, the bright successful Hong Kong businessman and Secretary of the Society of Wine Educators, who kindly traveled many long trips with me throughout China to translate all day and then spend late nights researching how to translate obscure wine words like Downy mildew, a fungal disease.

Finally, thank you China.

Jānis Miglavs



中国十大酒庄

爱德华·君度之报告

最精通中国红葡萄酒的外国专家便是来自美国太平洋西海岸的詹尼斯·米格拉维斯。他参观的中国葡萄园的数目要比其他外国人都多，而且比许多中国人都更了解它们。几年前的9月，正值葡萄收获季节，我与他在烟台葡萄酒节上见面了。他写过一本非常了不起的书，名叫《俄勒冈葡萄酒》，该书曾荣获饕客美食家大奖。我就是通过那本书了解他的。詹尼斯·米格拉维斯还是世界上最受人尊敬的最佳葡萄酒摄影家之一，这一点在这本美妙的书中得到展现。

本书展示了中国不同地区的美酒有多么不同：从东向西，再向南终止。内容各异的故事给读者展示出当前中国酒庄的全貌以及它们的未来走向。

本书将这十个中国酒庄与丛书中的其他世界最佳酒庄放在一起，总计有100座葡萄酒酒庄和20座烈酒酒庄。要展示世界上最上乘的葡萄酒和烈酒是一次勇敢的尝试。这种排名在法国从1855年就存在了，但对于中国和世界上许多国家还是一件新鲜事。然而，我们不把酒庄作比较，我们只描写成就其为珍宝、为佳品的因素。

本书列举了中国十佳酿酒厂，这要在5年前或许还不大可能出现。然而，中国葡萄酒质量上的进步要比想象中迅速得多。这多亏了葡萄酒酿造师的巨大努力，以及中外大型企业的巨额投资。看到所有人都这么努力，这么富有创造性和远见，让人倍受鼓舞。成功即将来临，例如宁夏加贝兰在“品醇客”上荣获的第一枚金奖。颁奖当天，我们便在北京举办了盛宴，来庆祝这一重要奖章。和我们一起庆祝的有主厨大东，

酿酒师李德美，新加坡的葡萄酒专家庄布忠，以及英国的中餐专家邓洛普。

本书的特殊结构与写作手法会让读者在了解中国最棒的葡萄酒所有酿造细节的同时，保持愉悦的心情。这是中国葡萄酒腾飞的重大历史时刻。我坚信中国葡萄酒很快便会成为全世界最佳葡萄酒的重要对手，而且比想象得要更迅速。

最后，我将我策划的这本书献给我的父亲——马克思·君度，法拉宾干邑的董事长。如今他已经91岁了，他是干邑的领军人物，也是葡萄酒和烈酒领域的传奇人物。令人非常意外却也许是情理之中的巧合是，今天也是我的中国籍夫人张亚萍的生日。在我们参观中国酒庄时，她给了我许多帮助和支持。

爱德华·君度

2013年9月14日于北京

CHINA 10 CHATEAUX

PRESENTATION BY
EDOUARD COINTREAU

The best foreign expert on Chinese red wines is Jānis Miglavs, from the US Pacific West Coast. He has visited more Chinese vineyards than any other foreigner, and knows more about them than many Chinese. We first met in China at Yantai Wine Festival several years ago in September, at grape harvest time. I knew him from his superb book on Oregon Wines, which won a Gourmand Award. Jānis Miglavs is also respected as one of the best wine photographers in the world, which is obvious in this beautiful book.

The book also show how different wine can be across the many wine regions of China, starting in the East, going West, finishing in the South. The very distinct stories will give the reader the full view of the current status of Chinese wineries and their potential for the future.

These ten wineries of China join the best in the world from the other books in the same series. There will be a total of 100 wineries and 20 spirits. It is an ambitious attempt to present and try to show what makes excellence in wines and spirits around the world. Such rankings started in France in 1855, but they are new for China and some other countries around the world. However, we do not compare the wineries, we describe in each winery what makes it a jewel among the best.

This book of the best 10 Chinese wineries probably would not have been possible even 5 years ago. However,

the progress in the quality of Chinese wines is much quicker than anticipated, thanks to major efforts of the wine makers, and huge investments by major corporations, Chinese and foreign. It is inspiring to see everyone involved working so hard, with creativity and vision. Success is coming, such as the first Gold Medal won by Jiabeilan from Ningxia with "Decanter". We celebrated this momentous medal with a feast in Beijing, with chef Da Dong, winemaker Li Demei, wine expert Ch'ng Poh Tiong of Singapore and Chinese food expert Fuchsia Dunlop of the UK, the day it was announced.

The book is structured and written in such a way that the reader will be entertained while he learns all aspects of the specifics of the best Chinese wine making. This is a historical moment for the taking off of Chinese wine. I believe Chinese wines will be sooner than expected a challenge for the best wines around the world.

Finally, I dedicate this book which I produced to my father, Max Cointreau, President of Cognac Frapin. He is 91 years old today, the Dean of Cognac, a living legend in the world of wine and spirits. By an amazing coincidence, which may have some logic, it is also the birthday of my Chinese wife, Zhang Ya Ping, who helps so much in our visits to the Chinese wineries.

Edouard Cointreau
2013-09-14 in Beijing





序言

世界上没有哪一个民族像中国人一样对“酒”情有独钟——自出生之时，及至以后人生中的重大纪念日，如满月、升学、毕业、就业、结婚……乃至仙逝，都要摆酒席，或是分享，或是纪念——可谓与“酒”终生相伴。

葡萄酒作为酒家族中的一员，其生产与消费在中国具有悠久的历史，但是，在中国历史长河中，葡萄酒一直默默无闻，既没有被中国人重视，也没有引起国际人士的关注——因为用来酿造葡萄酒的原料（葡萄）不便于储藏和运输，中国人从便于储运的原料（米）里面酿出黄酒，之后又从同样的原料（米）中酿出白酒——虽然没有葡萄酒，中国人享用的酒精并不比其他任何民族少。

最近十几年，由于中国经济的持续发展，民众出于对健康的关注——也包含有年轻一代叛逆宣誓的需要——葡萄酒越来越成为中国人生活中一种重要的消费品，这种趋势愈演愈烈。改革开放，也促使美食文化源远流长的中国向美酒文化敞开大门，这体现了中国人对和谐的品味及完美生活艺术的执着追求。但由于中西方饮食文化的差异，使中国人接受葡萄酒的方式带有显著的本地特色，这是很多来中国葡萄酒市场淘金者面临的一道重要障碍。

中国葡萄酒消费市场由于发展迅速而获得关注，由此，越来越多的国际人士开始探索中国本地生产的葡萄酒。然而，中国地域广阔，即使有足够的时间在

中国旅行也仍然是一件很奢侈的事情，走访中国的葡萄园尤甚。因此报道中国葡萄园的书籍也就难免零零散散，难有系统性。

作为一名职业摄影师，詹尼斯·米格拉维斯走访中国的葡萄园，为我们提供了一个了解中国葡萄园的独特视角。我很高兴为他的新书作序，并预祝新书出版成功。

李德美

2012年9月9日于北京

Preface

In the world, no other nation shows more special preference to “wine” than Chinese people does – from the moment of birth to days of commemoration in the future life, such as for a baby's completion of his (her) first month of life, further studies, graduation, employment, marriage – even for death, Chinese people always make feasts, for sharing or for commemoration – it may be said that “wine” accompanies Chinese people for life.

As one member of the family of wine, grape wine's production and consumption has a long history in China, but in Chinese long history, Chinese grape wine has been being unknown all the time, neither valued by Chinese people nor concerned by foreigners – because the raw material (grape) used to make grape wine is not convenient for storage and transportation, Chinese people developed yellow rice wine from the raw material (rice) which is convenient for storage and transportation, later developed white wine from the same material of rice – although without grape wine, Chinese people never enjoys less alcohol than any other people.

In the past two decades, with the sustainable development of China's economy, the growing concerns about health –including the need to vent from the young rebellious – grape wine becomes a more and more important consumer product in the life of Chinese people,

and this trend is getting stronger and stronger. The reform and opening-up policy, also spur China, the country with cuisine culture of long standing, to open its door to wine culture, reflecting Chinese people's persistent pursuit of harmonious taste and perfect living art. But due to the difference between Chinese and western dietetic cultures, the way that Chinese accept grape wine has outstanding local characteristics, which is a key barrier faced by many gold diggers who come to Chinese grape wine market.

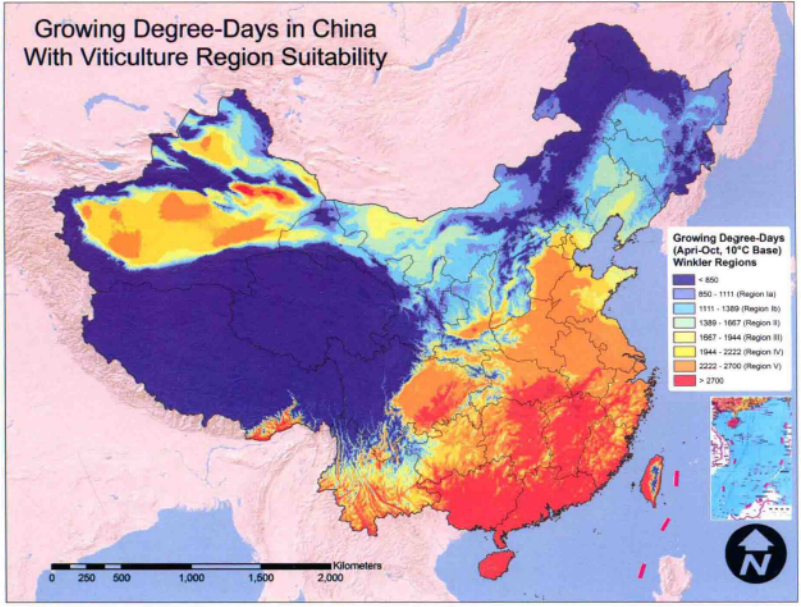
As a result of rapid development, Chinese grape wine consumption market gains extensive attention, and more and more foreigners come here to explore grape wine locally produced in China. However, as China enjoys a vast territory, even for a man who has enough time, it is still an extravagant thing to travel around China, especially for visiting vineyards throughout China. For this reason, books covering vineyards in China are inevitably scattered with less systematicness.

As a professional photographer, Jānis Miglavs brings us a unique perspective to learn about vineyards in China through his visit to vineyards all around China. I'm very glad to preface his new book and wish it success.

Li Demei

2012-09-09 in Beijing





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(中国大陆地区葡萄种植分布示意图)

Table 1 – Growing degree-days classed by Winkler Region Groups that help define the general climate, variety, and wine style characteristics that can be grown/produced. Typical varieties and or styles that fit these groupings are given in the table below.

表 1— 根据温克勒地区组别中有助于确定总体气候、品种和通过种植、生产获得葡萄酒类型特征的区域，对生长度日进行的分类。下表给出了相关的典型品种和（或）类型。

Region 区域	Growing Degree-Days (C° units) 生长度日 (单位 C°)	General Climate, Variety, Wine Style Characteristics 总体气候、品种、葡萄酒类型特征	Typical Varieties 典型品种
Region Ia 区域 1a	850–1111	Hybrids and the earliest ripening V. Vinifera 杂交和最早成熟的欧洲葡萄	French-American Hybrids, Pinot Noir Precoce, Müller Thurgau, Gewurztraminer 法 – 美杂交、早熟的黑皮诺、米勒托高、琼瑶浆
Region Ib 区域 1b	1111–1389	Early ripening V. Vinifera varieties achieve high quality 早熟的欧洲葡萄品种质量优异	Pinot Noir, Chardonnay, Riesling 黑皮诺、霞多丽、雷司令
Region II 区域 II	1389–1667	Most early and mid-season table wine varieties will produce good quality wines. 最早期的和中期的佐餐葡萄酒品种，可生产优质的葡萄酒	Merlot, Cabernet Franc, Cabernet Sauvignon, Viognier 梅鹿辄、品丽珠、赤霞珠、维奥涅尔
Region III 区域 III	1667–1944	Favorable climate for later ripening varieties. 气候对于晚熟品种有利	Syrah, Grenache, Nebbiolo 西拉、歌海娜、内比奥罗
Region IV 区域 IV	1944–2222	Favorable for high production, but table wine quality will be acceptable at best. 利于高产，佐餐葡萄酒质量尚可接受	Most varieties from Region II and III, but at higher production and bolder styles 大多数品种来自区域 II 和区域 III，但是产量较高，更显风格
Region V 区域 V	2222–2700	Usually only fortified wines, bulk wines or table grape varieties destined for early season consumption are grown 一般仅适于烈度葡萄酒、桶装葡萄酒或早熟鲜食葡萄品种	Port-style wine varieties, many Region III varieties grown for bulk wines, most table grapes 种植波特酒风格葡萄酒品种和许多区域 III 品种，用于桶装葡萄酒，大部分属于鲜食葡萄

Map Caption:

Growing degree-days mapped over China from the WorldClim 1950-2000 spatial database (Hijmans et al. 2005). Winkler Regions are as defined in Table 1 with all values below 850 or above 2700 being typically too cold or too hot for growing winegrapes, respectively. Map produced by Gregory V. Jones, PhD.

地图说明：

根据世界气候数据库 1950~2000 年空间数据库中绘制的中国陆地区域的生长期日(希曼斯等, 2005)。温克勒地区的定义见表 1, 其中所有小于 850 或者大于 2700 的值, 就酿酒葡萄的种植而言, 分别属于典型的过冷或者过热环境。格雷戈里 V. 琼斯博士绘图。

Growing Degree-Days and Winkler Region explanation:

Growing degree-days area summation of heat available for plant growth and fruit ripening. Growing degree-days are calculated using April through October monthly average temperatures from the WorldClim 1950-2000 spatial database (Hijmans et al. 2005) accumulating all values above a base temperature of 10 °C (below which winegrape growth is assumed to be negligible). Growing degree-days are commonly used to assess the general climate suitability for viticulture and wine production (Jones et al. 2010). Winkler regions were developed to help classify the climate into general variety and wine style production groupings (Winkler et al. 1974) and have been updated by Anderson et al (2012).

生长期日和温克勒地区说明：

生长期日是植物生长和果实成熟所需的热量总和。计算生长期日时采用世界气候数据库 1950~2000 年空间数据库(希曼斯等, 2005)提供的 4 月到 10 月的月平均气温, 累积所有超出基点温度 10°C(低于该温度时可以忽略酿酒葡萄的生长)的温值。生长期日一般用于评估葡萄栽培和葡萄酒生产的总体气候适宜度(琼斯等, 2010)。温克勒地区的开发有助于将气候按照一般品种和葡萄酒产品类型类别进行分类(温克勒等, 1974), 安德森等人已经对温克勒地区数据进行了更新(2012)。

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