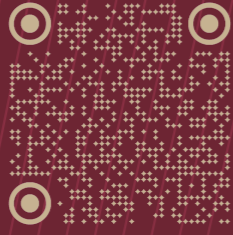
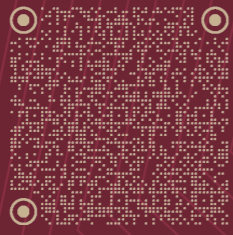


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提升员工的葡萄酒销售技能
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葡萄酒基础知识培训

INTERPROCOCOM WINE TRAINING
THE BASICS GUIDE

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WHAT'S INSIDE A BOTTLE OF WINE

一瓶酒包括





1

Chapter 1: WINE BASICS

第一章：
葡萄酒基础知识

What is Wine? Wine is an alcoholic beverage made with the fermented juice of grapes.

Technically, any fruit is capable of being used for wine (i.e., apples, cranberries, plums, etc.), but if it just says "wine" on the label, then it's made with grapes. (By the way, wine grapes are different than table grapes).

什么是葡萄酒?葡萄酒是一种用葡萄汁发酵制成的酒精饮料。

从技术上讲,任何水果都可以用来酿酒(如苹果、蔓越莓、李子等),但如果标签上只写着"葡萄酒",那就是用葡萄酿造的。(顺便说一下,酿酒葡萄和食用葡萄是不同的)。

The Origin of the term "Vintage" Wine grapes take an entire season to ripen, and thus, wine is produced just once a year. Hence, the origin of the term vintage.

“年份酒”一词的由来 酿酒葡萄需要一整个四季才能成熟,因此葡萄酒每年只生产一次。这就是"年份酒"一词的由来。

When you see a vintage year listed on the label, that's the year the grapes were picked and made into wine. The harvest season in the northern hemisphere (Europe, US) is from August–September, and the harvest season in the southern hemisphere (Argentina, Australia) is from February–April.

当你看到酒标上标注的年份时,那就是葡萄采摘并酿成葡萄酒的年份。北半球(欧洲、美国)的收获季节是8月至9月,南半球(阿根廷、澳大利亚)的收获季节是2月至4月。

Non-Vintage (NV) Wine Occasionally, you'll find a wine without a vintage listed on the label. Typically, this is a blend of several vintages together; and in the case of Champagne, it will be labeled with "NV" which stands for "Non-Vintage."

非年份(NV)葡萄酒 偶尔,您会发现一款葡萄酒的标签上没有标注年份。通常情况下,这种酒是由几个年份的葡萄酒混合而成;如果是香槟酒,则会标注"NV",即"Non-Vintage"的缩写。

Cuvée has multiple meanings. One, commonly used in sparkling wine production, refers to the early stages of extracting juice from grapes. It is also a term synonymous with "blend" that stands for any kind of combination in wine—vineyards, vintages or varieties.

Cuvée 一词有多种含义。其一,通常用于起泡葡萄酒的酿造,指葡萄榨汁中的自流汁。此外,它也可表示"混酿",具体指不同的葡萄园、年份或品种之间的混酿。

What are Wine Grapes? Wine grapes are different than table grapes: they are smaller, sweeter, and have lots of seeds. Most wines originate from a single species of vine that originated in the Caucasus called Vitis Vinifera.

什么是酿酒葡萄?酿酒葡萄与食用葡萄不同:它们更小、更甜、有很多种子。大多数葡萄酒源自单一种的葡萄藤——原产于高加索地区的欧亚种。



Ca'del Bosco Cuvée Prestige Edizione 45 Franciacorta DOCG NV
博斯克酒庄45版特酿尊贵馥奇达白起泡

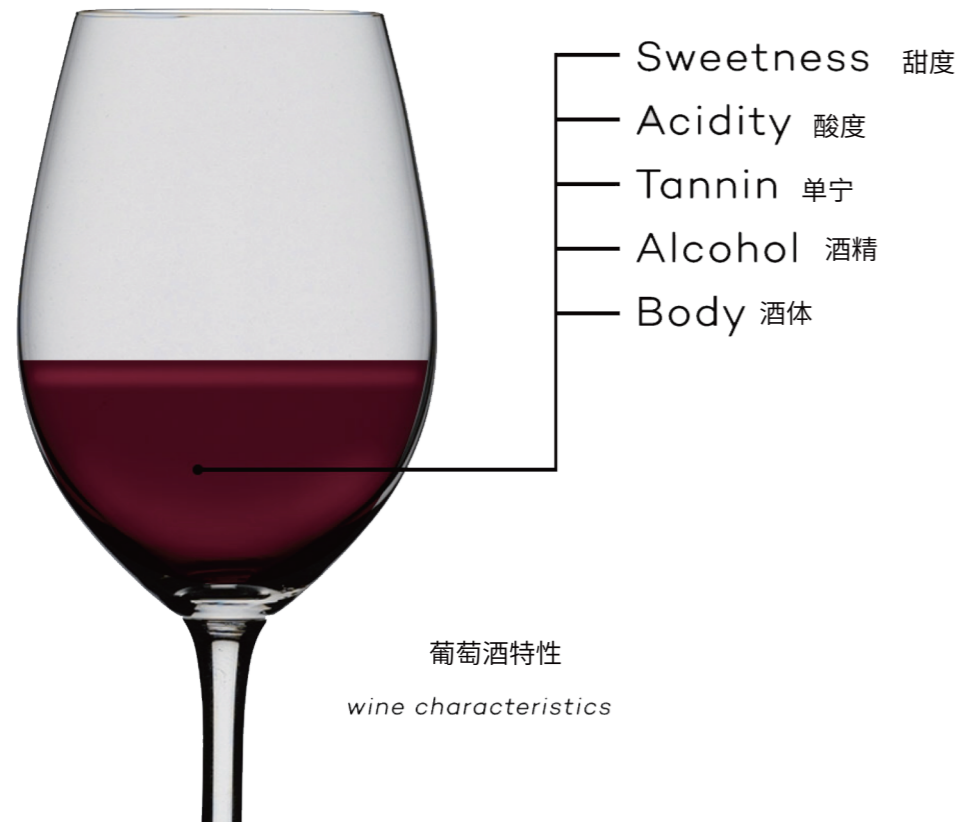


Single-Varietal Wine A single-varietal wine is made primarily with one type of grape. It's common to see these wines labeled by the name of that grape variety. For example, a bottle of Riesling is made with Riesling grapes. It's useful to note that each country has different rules for how much of the variety should be included to be labeled as a varietal wine.

单一品种葡萄酒 单一品种葡萄酒主要用一种葡萄酿造。这种葡萄酒通常会标注该葡萄品种的名称。例如,一瓶雷司令葡萄酒就是用雷司令葡萄酿造的。值得注意的是,每个国家对标注为单品葡萄酒的葡萄品种的含量有不同的规定。

The Taste of Wine

葡萄酒的品鉴



Several facets explain wine's unique flavor: acidity, sweetness, alcohol, tannin, and aroma compounds produced in fermentation. 葡萄酒的独特风味由几个方面组成:酸度、甜度、酒精、单宁和发酵过程中产生的芳香化合物。

Acidity: Wine as a beverage lies on the acidic end of the pH scale ranging from as low as 2.5 (lemon) to as high as 4.5 (Greek yogurt). Wine tastes tart.

酸度: 葡萄酒作为一种饮料, 在 pH 值范围内属于酸性, 低至 2.5 (柠檬), 高至 4.5 (希腊酸奶)。葡萄酒尝起来酸酸的。

Sweetness: Depending on what style of wine you drink, sweetness in wine ranges from having no sugar to sweet like maple syrup. The term "dry" refers to a bottle of wine without sweetness.

甜度: 根据您所喝葡萄酒的风格, 葡萄酒的甜度从无糖到像枫糖浆一样甜不等。干型 "指的是一瓶没有甜味的葡萄酒。

WINE SWEETNESS CHART

葡萄酒甜度表



Alcohol: The taste of alcohol is spicy, palate-coating, and warms the back of your throat. Wine's average range of alcohol is about 10% ABV (alcohol by volume) to 15% ABV. Of course, there are a few exceptions: Moscato d'Asti is as low as 5.5% ABV, and Port is fortified with neutral brandy upping it to 20% ABV.

酒精: 酒精的味道辛辣、刺激口腔、温暖喉咙。葡萄酒的平均酒精度范围约为 10%ABV (酒精含量) 至 15%ABV。当然, 也有少数例外: 阿斯蒂的莫斯卡托的 ABV 低至 5.5%, 而波特酒是由中性白兰地强化而成, ABV 可提高到 20%。

Tannin: Tannin is found in red wines and contributes to the astringent quality of red wine. Put a wet, black tea bag on your tongue for a great example of how tannin tastes.

单宁: 单宁存在于红葡萄酒中, 使红葡萄酒具有涩味。将湿的红茶包放在舌头上, 就能品尝到单宁的味道。

What Are Wine Tannins? 什么是葡萄酒中的单宁?

Tannin is a naturally occurring polyphenol found in plants, seeds, bark, wood, leaves, and fruit skins.
单宁是一种天然多酚, 存在于植物、种子、树皮、木材、叶子和果皮中。



The 9 Styles of Wine

葡萄酒的 9 种风格



1. Sparkling Wine 起泡酒

If you already love sparkling wine, give yourself a pat on the back for your exquisite taste. This wine first came about in France and is synonymous with the region of Champagne. Despite the lowly appeal of many grocery store options, sparkling wines are the most technically challenging and time intensive wines made in the world.

如果您已经爱上了起泡葡萄酒, 那么请为自己的品味拍手叫好。这种酒最早出现在法国, 是香槟地区的代名词。尽管许多杂货店里的起泡酒并不吸引人, 但起泡酒却是世界上酿造技术难度最高、耗时最长的葡萄酒。

2. Light-Bodied White Wine 轻酒体白葡萄酒

These light easy-drinking dry white wines are some of the most-sold wines in the world (even if red wines get more attention). Light whites are like the "beer of wine" and, for this reason, they are perfect to drink with most foods. Some of these wines are perfect for savory lovers (like Sauv. Blanc and Grüner) with green herbal flavors of gooseberry and bell pepper.

这些清淡易饮的干白葡萄酒是世界上最畅销的葡萄酒之一(尽管红葡萄酒更受关注)。清淡的白葡萄酒就像 "葡萄酒中的啤酒", 因此非常适合与大多数食物搭配饮用。其中一些葡萄酒 (如长相思和格鲁纳) 带有醋栗和甜椒的绿色草本风味, 非常适合咸口的爱好者。

3. Full-Bodied White Wine 饱满酒体白葡萄酒

Full-bodied white wines are perfect for red wine lovers because of their rich smooth taste with subtle creaminess. What makes them different than light white wines usually involves special wine-making techniques including the use of oak-aging, (just like aged whiskeys, wine becomes smoother with barrel aging too).

酒体丰满的白葡萄酒口感浓郁顺滑,带有微妙的奶油味,非常适合红葡萄酒爱好者。与清淡的白葡萄酒不同的是,浓郁型白葡萄酒通常采用特殊的酿酒技术,包括使用橡木桶陈酿(就像陈年威士忌一样,葡萄酒在橡木桶陈酿后也会变得更加顺滑)。

4. Aromatic (sweet) White Wine 芳香(甜)白葡萄酒

Aromatic grapes are some of the oldest wine varieties in the world. In fact, Cleopatra is noted for her love of Muscat of Alexandria from Greece—a lovely rich aromatic white wine. These wines have explosive, almost perfumed, aromas that spring out of the glass into your nose. They can be either dry or sweet, but most will taste a touch sweet due to all those perfumey aromas.

芳香葡萄是世界上最古老的葡萄酒品种之一。事实上,埃及艳后克里奥帕特拉(Cleopatra)就因钟爱希腊的亚历山大麝香葡萄(Muscat of Alexandria)而闻名于世--这是一种芳香浓郁的白葡萄酒。这些葡萄酒具有爆炸性的香气,几乎可以用香水来形容,香气从酒杯中喷涌而出,扑鼻而来。它们既可以是干型的,也可以是甜型的,但由于散发着香水的芳香,大多数喝起来都会有点甜。

5. Rosé Wine 桃红葡萄酒

Rosé is a true winemaker's wine because it's made by "dying" a wine for only a short time with the skins of red wine grapes.

Rosé wines were first popularized in the late 1700's when French wines imported in England were called "Claret" (sounds like "Clairette") to describe their pale red color. Today, you can find rosé wines of all styles (sweet or dry) made from many different grapes from Cabernet Sauvignon to Zinfandel (known commonly as White Zinfandel).

桃红葡萄酒是真正的酿酒师酿造的葡萄酒,因为它用红色酿酒葡萄的果皮经过短时间的"染色"酿造而成的。桃红葡萄酒最早流行于17世纪晚期,当时英国进口的法国葡萄酒被称为"Claret"(英文读作"Clairette"),以描述其淡红色。如今,从赤霞珠到仙粉黛(俗称白仙粉黛),您可以找到用多种葡萄酿制的各种风格的桃红葡萄酒(甜型或干型)。



6. Light-Bodied Red Wine 轻酒体红葡萄酒

Light-bodied red wines are typically pale in color (you can see through them in a glass) and have very light tannin. FYI, tannin tastes astringent in wine and dries your mouth out in the same way that putting a wet tea bag on your tongue would. For this reason, light red wines are some of the most coveted wines in the world.

酒体轻盈的红葡萄酒通常颜色较浅(在杯中可以看透),单宁含量很低。参考:单宁在葡萄酒中的味道是涩的,就像把湿茶包放在舌头上一样,会让您的口腔变得干燥。因此,淡味红葡萄酒是世界上最令人垂涎的葡萄酒。

7. Medium-Bodied Red Wine 中酒体红葡萄酒

Medium red wines are what I like to call "food wines." They offer up tons of flavor with a balance of zesty acidity which makes them match with a wide variety of foods (from zesty salads to rich and cheesy lasagna). These are the perfect mid-week wines for red wine lovers.

我喜欢把中度红葡萄酒称为"美食葡萄酒"。它们风味浓郁,酸度均衡,适合搭配各种食物(从美味沙拉到浓郁的芝士千层面)。对于红葡萄酒爱好者来说,这些酒是周中的完美之选。

8. Full-Bodied Red Wine 饱满酒体的红葡萄酒

Full-bodied red wines are the deepest darkest and most tannic of all the red wines. Tannin might sound weird and bitter but the tannin in wine binds to proteins in our saliva and it has a palate-cleansing effect. This is why a bold red wine pairs so wonderfully with a juicy, fatty steak like ribeye. Full-bodied red wines are also quite pleasing and stand on their own as a cocktail wine.

酒体丰满的红葡萄酒是所有红葡萄酒中颜色最深、单宁含量最高的。单宁可能感觉有些怪异和苦涩,但葡萄酒中的单宁会与我们唾液中的蛋白质结合,具有净化味觉的作用。这就是为什么浓郁的红葡萄酒能与多汁肥美的牛排(如肋眼牛排)完美搭配。酒体饱满的红葡萄酒也很讨人喜欢,可以单独作为鸡尾酒饮用。

9. Dessert Wine 甜酒

In the mid to late 1800's, sweet wines were more popular than dry wines. In fact, several of the most exalted wines in the world, from Sauternes in Bordeaux to Essencia from Hungary, are practically as thick as maple syrup. Dessert wines today now range from dry to sweet and are some of the boldest, most intensely flavored (and aromatic) wines in the world.

在19世纪中后期,甜葡萄酒比干葡萄酒更受欢迎。事实上,从波尔多的苏玳贵腐酒到匈牙利的西雅贵腐酒,几种世界上最顶级的葡萄酒几乎都像枫糖浆一样浓稠。如今的甜酒从干型到甜型都有,是世界上最大胆、风味最浓郁(和芳香最浓郁)的葡萄酒。

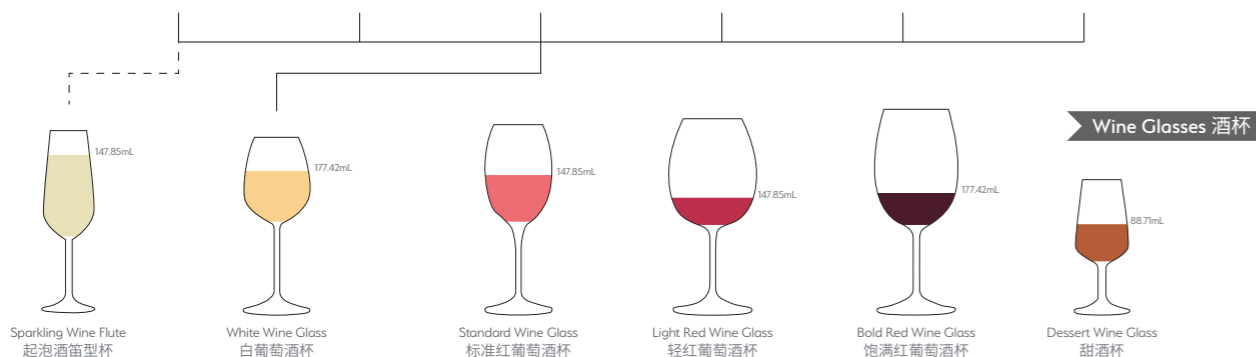
BASIC WINE GUIDE

基础葡萄酒指导

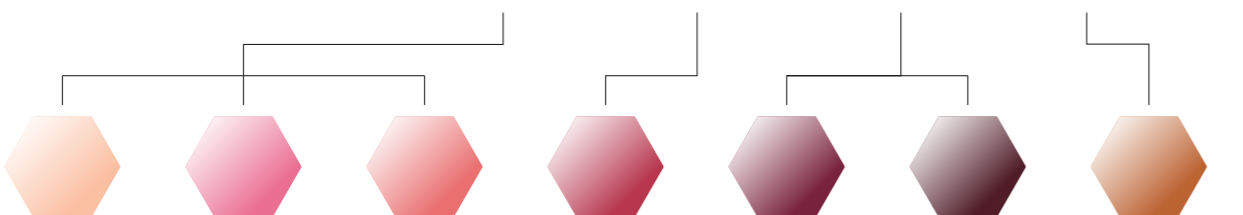
Types of wine 葡萄酒的种类



Almost Clear Sparkling Wine, Vinho Verde, Muscadet, Riesling 几乎透明 起泡酒, 绿酒产区, 慕斯卡玳, 雷司令	Green Yellow Sauvignon Blanc, Verdejo, Grüner Veltliner 黄绿色 长相思, 弗德乔, 绿维特利纳	Platinu yellow Albariño, Pinot Gris, Sémillon, Gargenego 淡金色 阿尔巴利诺, 灰皮诺, 赛美蓉, 卡尔卡耐卡	Pale Yellow Chenin Blanc, Moscato, Pinot Blanc, Gewürztraminer 淡黄色 白诗南, 莫斯卡托, 白皮诺, 琼瑶浆	Pale Gold Chardonnay, Roussanne, Viognier 深黄色 霞多丽, 瑚珊, 维欧尼	Deep Gold "table rot" Wines, Riesling, Chenin Blanc, Sémillon 深金色 雷司令贵腐酒, 白诗南, 赛美蓉
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Wine Glasses 酒杯



Pale Salmon Rosé of Pinot Noir, Carignan, Zinfandel 淡三文鱼色 黑皮诺, 佳丽酿 和仙粉黛的桃红	Deep Pink Rosé of Merlot, Grenache and Sangiovese 深粉色 梅洛, 歌海娜 和桑娇维塞的桃红	Deep Salmon Rosé of Cabernet Sauvignon, Tempranillo 深三文鱼红 赤霞珠 和丹魄的桃红	Pale Ruby Pinot Noir, Gamay, Nebbiolo, Grenache 淡宝石红 黑皮诺, 佳美, 内比奥罗 和歌海娜的桃红	Deep Violet Sangiovese, Merlot, Cabernet Franc, Zinfandel, Tempranillo, Barbera 深紫罗兰 桑娇维塞, 梅洛, 佳美, 品丽珠, 仙粉黛, 丹魄, 巴贝拉	Deep Purple Syrah, Cabernet Sauvignon, Malbec, Mourvedre, Petite Syrah, Petit Verdot, Nero d'Avola, Aglianico 深紫罗兰 桑娇维塞, 梅洛, 佳美, 品丽珠, 仙粉黛, 丹魄, 巴贝拉	Tawny Sherry, Port, Madeira, Marsala, Muscat and very old wines 棕色 雪利, 波特, 马德拉, 马萨拉, 慕斯卡玳 和非常老的酒
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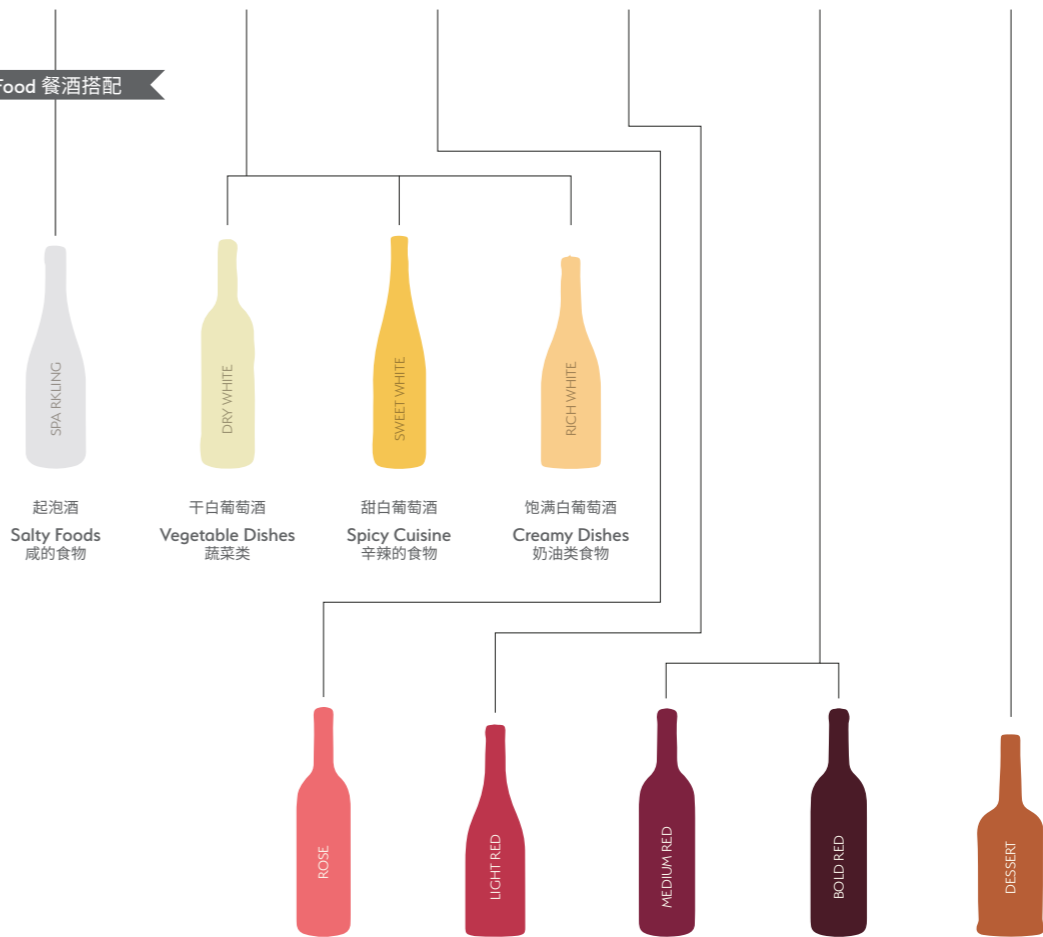
Red Color Spectrum with Red Hue
红色色泽

Red Color Spectrum with Blue Hue
蓝色色泽

Red Color Spectrum with Tawny Hue
陈化色泽

Wine with Food 餐酒搭配

120-160 卡路里 Calories	110-170 卡路里 Calories	110-170 卡路里 Calories	120-180 卡路里 Calories	150-200 卡路里 Calories	190-290 卡路里 Calories
9-14% 酒精度 Alcohol Content	9-14% 酒精度 Alcohol Content	9-14% 酒精度 Alcohol Content	10-15% 酒精度 Alcohol Content	12-17% 酒精度 Alcohol Content	14-20% 酒精度 Alcohol Content
Non-Vintage 无年份 ICE COLD 冰冷 6°C Vintage 年份 COLD 冰凉 8°C	Unoaked 无过桶 ICE COLD 冰冻 6°C Oaked 过桶 COOL 凉 12°C	COLD 冰凉 9°C	COOL 凉 12°C	CELLAR TEMP 酒窖温度 17°C	COOL ROOM 凉爽室温 20°C
Lasts Open 2 days 开瓶后可放2天	Lasts Open 1 week 开瓶后可放1周	Lasts Open 1 week 开瓶后可放1周	Lasts Open 2 days 开瓶后可放2天	Lasts Open 4 days 开瓶后可放4天	Lasts Open 1 month 开瓶后可放1个月



桃红葡萄酒 Richly Flavored Foods
风味浓郁的食物

轻酒体红葡萄酒 Simple Dishes
简单的菜肴

中酒体红葡萄酒 Roasted Food
烧烤类食物

强酒体红葡萄酒 Rich Meats
浓郁的肉类

甜葡萄酒 Sweets
甜食



2

Chapter 2: WINE SERVING

第二章：
侍酒

HOW TO CHOOSE THE BEST WINE GLASSES

如何挑选最合适的葡萄酒杯

Certain wine glasses perform better than others
特定的酒杯能更好地突出酒液香气特征

Selecting the proper glass 选择合适的酒杯



TYPES OF WINE GLASSES

酒杯的分类



Why are there so many different glasses for wine?

为什么会有如此多不同的酒杯?

White Wine Glasses 白葡萄酒杯

One type of white wine glass is better at maintaining a cool temperature. The other is better at collecting aromas. 其中一款白葡萄酒杯能更好地保持低温。另一款则更适于聚拢香气。

White wines are typically served in smaller bowled glasses. Smaller glasses: 白葡萄酒通常用杯肚较小的玻璃杯盛装。小酒杯能：

- Preserve floral aromas
保留花香
- Maintain cooler temperature
保持较低温度
- Express more acidity in wine
展现葡萄酒中更多的酸度
- Delivers more aromas (even at cooler temperatures) due to proximity to nose
因为与鼻腔距离不远,可展现更多香气(即使在较低的温度下)

You'll notice that full-bodied white wines like oak-aged Chardonnay, Viognier, White Rioja, and orange wines are better with a larger bowl. 酒体饱满的白葡萄酒,如过桶的霞多丽、维欧尼、里奥哈白葡萄酒和橙酒,都适用于杯肚更大的酒杯。

The larger bowl, originally introduced by Riedel as a "Montrachet" glass, better emphasizes a creamy texture because of the wider mouth. 杯肚较大的酒杯原型为 Riedel 推出的蒙哈榭酒杯,由于杯口较大,能更好地突出奶油质感。

White Wine 白葡萄酒



Light-bodied white wine
酒体轻盈的白葡萄酒

Full-bodied white wine
酒体饱满的白葡萄酒

Red Wine Glasses 红葡萄酒杯

The 3 primary red wine glass shapes help moderate high tannin wines, deliver more aromas, or make spicy-tasting wines more rounded.

主流红酒杯有三种,形状均利于缓和单宁的葡萄酒,可以传递更多的香气,或让口感辛辣的葡萄酒更加圆润。

Red Wine 红葡萄酒



Full-bodied red wine
酒体饱满的红葡萄酒

Light-bodied red wine
酒体轻盈的红葡萄酒

Ros or Spicy red wine
桃红葡萄酒或带辛辣香气的红葡萄酒



Full-bodied red wines with high tannin.
(e.g. Merlot, Cabernet Sauvignon, Bordeaux Blends)

酒体饱满的高单宁红葡萄酒
(如:梅洛、赤霞珠、波尔多混酿)



Medium- to full-bodied with spicy or peppery notes.
(e.g. Sangiovese, Syrah, Malbec, Garnacha)

带辛辣或胡椒香气、中等到饱满酒体的红葡萄酒
(如:桑娇维塞、西拉、马尔贝克、歌海娜)



Red wines with floral aromas.
(e.g. Pinot Noir, Gamay, Nebbiolo)

花香型红葡萄酒
(如:黑皮诺、佳美、内比奥罗)

▪ **Large "Bordeaux" Glass:** This glass shape is best with bolder red wines, such as Cabernet Sauvignon, Cabernet Franc, Alicante Bouschet or Bordeaux Blends. Delivers more aroma compounds vs. the burn of ethanol from being farther from nose. Larger surface area to let ethanol evaporate. Wider opening makes wines taste smoother.

大“波尔多”杯: 年份酒”一词的由来 酿酒葡萄需要一整个四季才能成熟, 因此葡萄酒每年只生产一次。这就是 “年份酒 ”一词的由来。

▪ **"Standard" Red Wine Glass:** A great glass for medium- to full-bodied red wines with spicy notes and/or high alcohol. Spice is softened because flavors hit your tongue more progressively from the smaller opening. Try wines like Zinfandel, Malbec, Syrah (Shiraz), and Petite Sirah with this glass.

“标准”红葡萄酒杯: 适合搭配辛辣和/或酒精度较高的中等至饱满酒体的红葡萄酒。由于杯口较小, 葡萄酒的香味会逐渐进入口腔, 从而使辛辣变得柔和。这款酒杯适合品鉴仙粉黛、马贝克、西拉(设拉子)和小西拉等葡萄酒。

▪ **Aroma Collector "Bourgogne" Glass:** A great choice for lighter more delicate red wines with subtle aromas. The large round bowl helps collect all the aromas. Try this glass shape with Pinot Noir, Gamay, Zweigelt, St. Laurent, Schiava, Freisa, Valpolicella blends, and even Nebbiolo!

香气聚拢型“勃艮第”杯: 是品鉴淡雅细腻、香气微妙类型红葡萄酒的最佳选择。大圆杯肚更利于香气聚拢。这种形状的酒杯适合品鉴黑比诺、佳美、茨魏格特、圣洛朗、斯查瓦、弗雷伊萨、瓦尔波里切拉混酿, 甚至内比奥罗!

Some wine dictate the use of a special wine glass. As such, dessert wines and some types of sparkling (e.g. Franciacorta) are tasted best in a specialized glass.

有些葡萄酒需要使用专用酒杯。比如说, 甜酒和某些类型的气泡酒(如馥奇达) 最好用专用酒杯品尝。

Specialty Wine

特色葡萄酒



Sparkling wine
起泡酒



Dessert wine
甜酒



WINE STORAGE

葡萄酒的储存

HOW LONG WINE LASTS OPEN

开瓶后, 葡萄酒还可放多久?



SPARKLING WINE

1-3 DAYS

in the fridge with a sparkling wine stopper

起泡酒

盖上起泡酒专用酒塞, 放冰箱, 可保存1-3天



LIGHT WHITE AND ROSÉ WINE

5-7 DAYS

in the fridge with a cork

酒体轻盈的白葡萄酒和桃红葡萄酒

塞上酒塞并放冰箱, 可保存5-7天



FULL-BODIED WHITE WINE

3-5 DAYS

in the fridge with a cork

酒体饱满的白葡萄酒

塞上酒塞并放冰箱, 可保存3-5天



RED WINE

3-5 DAYS

in a cool dark place with a cork

红葡萄酒

塞上酒塞并置于阴凉黑暗的环境, 可保存3-5天



FORTIFIED WINE

28 DAYS

in a cool dark place with a cork

加强型葡萄酒

塞上酒塞并置于阴凉黑暗的环境, 可保存28天



BAG-IN-A-BOX WINE

28 DAYS

in the fridge

盒装葡萄酒

放冰箱, 可保存28天

Q: How long does wine last after it's opened? And... does wine go bad?

问:葡萄酒开瓶后能保存多久?葡萄酒会变质吗?

Answer: Most wines last open for only about 3–5 days before they start to go bad. Of course, this greatly depends on the type of wine! Find out more about this below.

答:大多数葡萄酒在开瓶后只能保存 3-5 天,随后便会变质。当然,这与葡萄酒的类型也有很大关系。下面将详细介绍。



Q: How Long Does an Open Bottle of Wine Last?

问:葡萄酒开瓶后能保存多久?

- **Sparkling Wine:** 1–3 days in the fridge with a sparkling wine stopper.
起泡酒: 盖上气泡酒塞后,可以在冰箱中保存-1-3 天。
- **Light White, Sweet White and Rosé Wine:** 5–7 days in fridge with a cork. Most light white and rosé wines will be drinkable for up to a week when stored in your refrigerator.
酒体轻盈的白葡萄酒、甜酒和桃红葡萄酒: 塞上软木塞后,可在冰箱中保存 5-7 天。大多数酒体轻盈的白葡萄酒和桃红葡萄酒最多可以在冰箱中储存一周。
- **Full-Bodied White Wine:** 3–5 days in fridge with a cork. Be certain to always keep them corked and in the fridge. If you drink a lot of this type of wine, it's a really smart idea to invest in vacuum caps.
酒体饱满的白葡萄酒: 软木塞封瓶后,可在冰箱中保存 3-5 天。请务必始终将它们塞盖封瓶并放在冰箱里。如果您经常饮用这类葡萄酒,可以买个真空瓶盖。
- **Red Wine:** 3–5 days in a cool dark place with a cork. The more tannin and acidity the red wine has, the longer it tends to last after opening. Store open red wines in a chiller or a dark cool place after opening them. If you don't have a chiller, your fridge is better than letting the wine sit out in a 70°F (21°C) room.
红葡萄酒: 软木塞封瓶后,可在阴凉避光处保存 3-5 天。红葡萄酒的单宁和酸度越高,开瓶后的保存时间就越长。红葡萄酒开瓶后要存放在冷藏室或阴凉处。如果没有冷藏室,也可选择放在冰箱里,总比放在 21°C 的房间里好。
- **Fortified Wine:** 28 days in a cool dark place with a cork. Just so you know, the sweeter the dessert wine, the longer it will last open. The same temperature-based rules apply here: best to keep them stored in the fridge.
加强酒: 软木塞封瓶后,可在阴凉避光处保存 28 天。甜酒的甜度越高,开瓶后可保存的时间越长。上述的储存温度规则也适用于此:最好放在冰箱里保存。

BASICS TO SERVING WINE

侍酒基础知识

Wine tastes better served slightly cool 稍作冰镇的葡萄酒口感更佳

Hopefully you've already experienced how wildly different your coffee, tea or soda (luke warm Coke anyone?) tastes at different temperatures. This same ideology applies to wine. Also, some of the more delicate floral aromatics in fine wines are completely subdued at overly cool temperatures or burn off too quickly when the wine is too warm.

相信您也体验过不同温度的咖啡、茶或苏打水(有喝过温可乐吗?)味道截然不同。同样的道理也适用于葡萄酒。此外,在过低的温度下,美酒中一些细腻的花香会被完全掩盖,而在过热的温度下,花香又会很快褪去。

TIP: Serving affordable wine slightly chilled will disguise most "off" aromas. 提示:经济实惠型的葡萄酒可略微冰镇后,可以掩盖大部分"异味"。

■ **Red Wine:** tastes better when served slightly below room temperature from 53–69°F (12.5–15.5°C). (light red wines like Pinot Noir taste better at the cooler end of the spectrum).
红葡萄酒: 在12.5-15.5°C(略低于室温的条件下)饮用口感更佳。黑比诺等轻酒体红葡萄酒在低温条件下口感更佳。

■ **White Wine:** tastes great from about 44 – 57°F (7.5 – 12°C). (zesty whites on the cool side and oak-aged whites on the warm side).
白葡萄酒: 在7.5-12°C 范围内口感最佳。清爽的白葡萄酒喜偏冷的环境,橡木陈酿的白葡萄酒喜偏暖的环境。

■ **Sparkling Wine:** Affordable sparklers do great at 38 – 45°F(3.5–7.5°C). (serve high-quality Champagne and sparkling wines at white wine temperatures).
起泡酒: 实惠型的气泡酒在3.5-7.5°C的温度下饮用风味最佳。优质香槟和优质起泡酒适用于与白葡萄酒一样的温度。



TIP: A wine above 70 °F will start to smell more alcoholic because of increased ethanol evaporation that occurs as the temperature rises.
提示:温度超过15.5°C时,乙醇会加剧增发,葡萄酒闻香时就会闻到更多酒精味。

Temperature 温度

Like soda or beer, wine also has best practices for serving temperature.
正如苏打水和啤酒,葡萄酒也有最佳的侍酒温度



Serving Temperature Tips: If the wine burns your nose with the smell of alcohol, it might be too warm. Try cooling it down. If the wine doesn't have any flavor, try warming it up. (Common if you store your reds in the fridge). Lower quality wines do well served cooler, it mutes potential flaws in the aromas. The cooler a wine, the less aroma volatilize in your glass. Sparkling wines taste great ice-cold, but it's important to allow higher-quality examples (i.e. vintage Champagne) to warm up a bit to let out their aromas.

关于侍酒温度: 如果葡萄酒的酒精味呛鼻,可能是温度太高。将温度降低,口感会更好。如果葡萄酒没有任何味道,可以尝试提高侍酒温度。(比如说将红葡萄酒存放在冰箱中,这很容易出现这种情况)。质量一般的葡萄酒最好在温度较低的环境下饮用,有助于消除潜在的香气缺陷。酒温越低,在杯中散发出来的香气就越少。冰镇后的起泡酒口感很好,但高品质的葡萄酒(如年份香槟)则需要稍微提高侍酒的温度,以帮助葡萄酒散发出香气。

Perfect the Ritual to Open a Bottle of Wine

完美的开瓶仪式

There are many different types of wine openers and the most popular with pros is the waiter's friend. Most of us instantly get the logic of inserting a corkscrew into a cork and using a lever arm to hoist the cork out, however it's the little details that bewilder us.

市面上的开瓶器有很多种,最受专业人士欢迎的是海马刀。大多数人知道需要将开瓶器插入软木塞,然后用杠杆臂将软木塞抽出。然而还有一些小细节是值得注意的。

Cutting the foil: top lip or bottom lip?

割酒帽:瓶口突出处之上还是之下?

Wine sommeliers cut the foil at the bottom lip. This is the tradition because foils were previously made out of lead. Also, this method tends to reduce stray drips when pouring at the table. Foil cutters, on the other hand, are designed to cut the top of the lip. Cutting the top lip is more visually appealing and ideal for moments where the wine is on display (like at a wine tasting).

侍酒师会沿着下唇割开铝箔酒帽。在过去,酒帽是用铅制成的,因此造就了割下唇的传统。此外,割下唇还能减少倒酒时的滴漏。而铝箔切割器则是专门用来割瓶口上唇的。割上唇的做法会更美观,在需要展示葡萄酒的场合(如品酒会)可用。

Where to poke the cork?

戳酒塞的哪个位置?

Poke the cork slightly off-center. You want the radial diameter of the worm (the 'worm' is the curlycue part of a wine opener) to be centered so that it's less likely to tear the cork.

在稍稍偏离木塞中心的位置戳入螺旋杆。开酒使,需要让螺旋杆(即开瓶器的螺旋卷曲部分)的直径居中,这样就不容易造成断塞。

Keep the cork from breaking

不要造成断塞

It takes about seven turns to insert the worm into the best spot, although wine openers vary. Basically, the corkscrew should be inserted into the cork about one turn less than all the way in. Some fine wines have long corks and you can go all the way in.

虽然开瓶器各有不同,但基本都需要转动七圈才能将螺旋杆插入最佳位置。基本而言,开瓶器应该在插入软木塞时少转一圈,而非全部插入。有些优质葡萄酒的软木塞较长,在这种情况下,螺旋杆可以完全插入。

How to Open Champagne/ Franciacorta in 3 Steps

三步开瓶香槟/馥奇达

STEP 1 **第一步:**

Loosen cage by rotating the tab 6 half turns. Loosen it enough to fit over the lip of the bottle, but don't take it off yet. Be sure to keep your hand holding both the cork and cage in place now that it's no longer secure.

将铁丝罩拉环旋转六个半圈,以松开铁丝罩。松到铁丝罩足以盖住瓶口,但先不要将其取下来。失去铁丝罩的保护后,木塞有可能会被气压顶出,因此,必须用手指顶住木塞和铁丝罩。

STEP 2 **第二步:**

Hold the bottle at a 45° angle and start to rotate the base of the champagne bottle while holding the cork and cage firmly. You'll find this much easier and safer than trying to rotate the cork/cage.

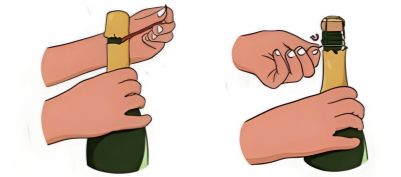
香槟酒瓶呈 45° 角,然后旋转酒瓶底部,同时用手紧紧顶住软木塞和铁丝罩。这比旋转软木塞/铁丝罩要容易和安全得多。

STEP 3 **第三步:**

Apply increasing pressure to hold the cork/cage as you feel the cork start to push out with the bottle pressure. Not to worry, if you do this process slowly, the cork will pop out with just a little "fsssszzz"

当感觉到软木塞开始随着瓶子的压力被挤出时,就加大按压的力量,以稳定住软木塞/和铁丝罩。不用担心,只要动作够缓慢,便会听到一声轻声的"嗞",而后取出软木塞。

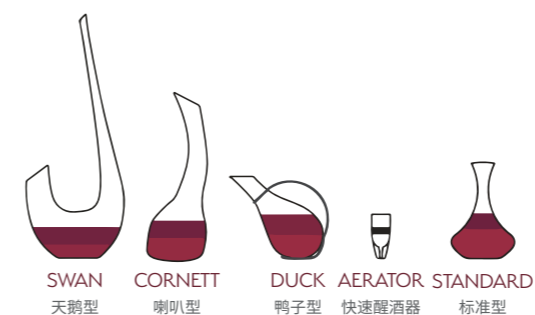
Step 1
第一步



Step 2
第二步



Step 3
第三步



DECANTERS

Decanting increases oxygen exposure to wine. This process greatly improves the taste by softening astringent tannins and releasing fruit and floral aromas.

醒酒器

醒酒器可以加大酒液与氧气的接触面,从而软化单宁,释放花果香气,大大改善葡萄酒的口感。

Nearly every red wine tastes better decanted

几乎每一款红葡萄酒醒酒后, 口感都更佳

- Decanting is the one thing we always forget to do that will greatly improve the flavor of red wine. 人们总是忘记醒酒。但醒酒这一动作能大大改善红葡萄酒的风味。
- The classic method is to pour wine into a glass pitcher or wine decanter and let it sit for about 30-45 minutes. The faster way is to use a wine aerator which decants wine almost instantaneously. With the exception of very old red and white wine, almost no wine will be harmed by decanting it (including sparkling), so it becomes a “Why not?” situation. 传统方法是将葡萄酒倒入玻璃壶或醒酒器中, 静置约 30-45 分钟。更快捷的方法是使用快速醒酒器, 几乎可以瞬间将葡萄酒醒开。除了老年份红葡萄酒和白葡萄酒外, 醒酒对几乎所有葡萄酒 (包括起泡酒) 都没有伤害。因此, 为什么不做醒酒呢?
- If you buy very affordable wine (sub-\$10) on a regular basis, it's not uncommon to smell rotten egg or cooked garlic. This happens even on some fine wines. Despite their sulfur-like aroma, these smells are not from sulfites nor are they bad for you. 如果您经常购买价格便宜的葡萄酒 (70人民币以下), 在酒里闻到臭鸡蛋或熟大蒜的味道也并不罕见, 甚至一些优质葡萄酒中也不可避免此种情况。尽管有类似硫磺的味道, 但这些气味并非来自硫化物, 也不会对人体有害。
- It's a minor wine fault that is caused when wine yeast doesn't get enough nutrients while fermenting, often during large, industrial-grade fermentations. Decanting a cheap wine will often alter the chemical state of these stinky aroma compounds, making them more palatable. 这其实是葡萄酒的小缺陷, 只因酵母在发酵过程中没有获得足够的养分, 这种情况通常出现在大型工业级发酵中。让廉价葡萄酒醒酒, 往往能改变这些臭气味化合物的化学状态, 使其变得宜人可口。



Pouring a Standard Wine Serving

倒一杯标准量的酒

- A bottle of wine contains slightly over 25 ounces of wine. / 一瓶葡萄酒含750毫升的酒液。
- Bottles are commonly portioned into five servings – 5 oz/150 ml. / 一瓶葡萄酒通常能分为五份, 每份是150 毫升。
- A typical wine glass is 17-25 oz. and designed to hold aroma. / 一个典型的葡萄酒杯容量为 500-750 毫升, 杯型设计可让香气聚拢。
- Try not to overfill, protect your aroma and keep the wine from becoming too warm! / 尽量不要装得太满, 可以保持香气, 并防止酒变热!



Tips to Pouring Wine: Have a napkin handy to wipe the spout, especially if you are serving many people. Sommeliers like to hold the bottle with the label facing outward (as demonstrated). This technique isn't necessary, it just makes it easier for others to see what is being poured.

倒酒小贴士: 准备一张餐巾纸擦拭瓶口, 尤其是在为很多人侍酒时。侍酒师喜欢将酒标朝外 (如图所示)。这并非必须的, 只是让别人更容易看到正在倒的酒。

Standard Wine Pour 标注倒酒量

A standard pour of wine is about 5-6 ounces (~150-180ml). If you want to have a nearly perfect serving every time, measure out 5-6 ounces (6 ounces is 3/4 cup) of water into a wine glass as a guide and then fill to the same line with wine. Eventually, you'll be familiar enough to pour the same portion accurately. 标准的葡萄酒倒酒量约为150-180毫升。如果您想倒出完美的量, 可以先在酒杯中倒入150-180毫升 (180毫升等于3/4杯) 的水, 记下水位, 然后再倒入相同分量的葡萄酒。慢慢地, 您就会熟悉到能每次都准确地倒入相同的分量。

No Drips Trick 如何避免滴液

Rotate the bottom side of the bottle away from you as you deliberately stop pouring. This trick does require some practice for perfection but it should throw any last tiny drips off route to the back of the bottle.

倒酒结束时, 拿着瓶子底部, 将其向外轻轻旋转一下。需要多次练习才能达到完美效果, 但这样做能把最后的小水滴旋入瓶子内。

Bottle Presentation

酒瓶展示

Always present the bottle on the right of the person (the host) who ordered the wine. The bottle should be intact; i.e. no cork or capsule removed.

始终将酒瓶放在订酒人(宴请者)的右侧。酒瓶应完好无损,即瓶塞或瓶盖未被拔出。

Present the bottle with the label facing the host and repeat the year, the winery, and the type of wine to verify that the bottle is the one the guest requested. This is extremely important. Await approval from the host before opening the bottle.

将酒瓶标签朝向宴请者,复述酒品年份、酒庄和类型,以确认该酒与客人要求的一致。这一点非常重要。待宴请者确认后再开瓶。

Open the bottle using the correct procedure.
以正确的程序开瓶。



1. Pour approximately 1-2 oz of wine into the glass of the host.
在宴请者的酒杯内倒入30-60毫升的酒液。
2. Await approval, again facing the label to the host.
等待宴请者的确认,此时需要将酒标朝向宴请者。
3. If the host approved, continue with the service.
获得宴请者确认后,可继续为在座宾客倒酒。
4. If the host disapproves or considers the wine undrinkable, remove the glass and the bottle and bring the bottle to the manager's attention, who probably will authorize another bottle be presented.
如果宴请者认为这瓶酒有问题或不能喝,应拿走这个酒杯和酒并将此事上报经理。经理同意后,可换另一瓶酒。
5. If the wine is red, ask the host if pouring is desired at this time to allow the wine to breathe.
如果是红葡萄酒,可询问主人是否需要此时倒酒,以便醒酒。

6. Pour even amounts of wine into each person's glass, moving clockwise around the table. Always pour ladies first then gentlemen. Pour the wine for the host last. Remember there are 25 ounces in a bottle of wine. You should know what a 4-ounce, 5-ounce and 6 ounce pour looks like in your outlets glassware. Further, you should know what a 4-ounce, 5-ounce and 6 ounce pour feels like as you pour it. Never pour more than 6 ounces in glass regardless of the volume of the glass.

按顺时针方向为每位宾客倒入均量的葡萄酒。谨记先给女士倒酒,再为男士倒酒,最后才为宴请者倒酒。记住一瓶葡萄酒有 750毫升,因此需要清楚 120毫升、150毫升和180毫升酒液在杯中有多少。此外,还应该了解倒 120毫升、150毫升和180毫升酒液的感觉。无论酒杯的容量是多少,都不可倒超过 180毫升的酒。

7. Give the bottle a slight twist of the wrist, counter clockwise when finishing each pour to prevent dripping. You should always have a serviette in your non-pouring hand to wipe the bottle of drips after each pour.

每次倒完酒后,逆时针轻轻扭一下酒瓶,以防止滴酒。每次倒酒后,用另一只手拿餐巾擦拭瓶口的滴液。

8. Always pour the wine with the glass on the table and try to avoid contact between bottle and glass.
倒酒时,始终将酒杯放在桌上,尽量避免酒瓶与酒杯接触。

9. After all guests have been served, place the bottle to the right of the host with the label facing the host.
在为所有宾客都倒酒后,将酒瓶放在主人右侧,标签朝向主人。

10. Keep an eye on the table and replenish glasses as needed.
留意餐桌上的情况,如有需要就及时为客户添酒。



Note: If a cold wine or sparkling wine is being presented, place a napkin under the bottle to avoid dripping condensation. This will also prevent the bottle from slipping.

注意:如果展示的是冰镇过的葡萄酒或起泡酒,需要在酒瓶下面垫一张餐巾纸,以避免冷凝水滴落,也可以防止酒瓶滑落。

Note: If the wine is served chilled, ask the host if a wine bucket is desired; if so place the bottle in the wine bucket next to the host. Place a clean towel over the neck of the bottle to use when serving seconds.

注意:如果是冰镇葡萄酒,请问主人是否需要冰桶;如果需要,请将酒瓶放在主人旁边的冰桶中。用干净的毛巾盖住酒瓶颈部,以便上酒时使用。



3

Chapter 3: WINE PAIRING

第三章：
餐酒搭配

It's important to understand the reasoning behind why a certain style of wine fits well with different types of food, so that you're able to select a wine based on what's available.

了解某种风格的葡萄酒适合搭配不同类型食物的原因非常重要, 这样您就能根据现有的食物来选择葡萄酒。

Start thinking of wine as an ingredient **开始将葡萄酒视为一种成分**

When you break down wine into its structural taste components (sweet, sour, bitter, etc.) it's easier to treat wine as an ingredient that actively interacts with a dish, rather than something you sip on the side. The goal of a great wine pairing is to balance these taste components with a dish so that together the pairing highlights key flavors.

当您将葡萄酒分解为其结构性的味道成分(甜、酸、苦等)时, 就会更容易将葡萄酒视为一种与菜肴积极互动的成分, 而不是一种您在单独品尝的东西。好的餐酒搭配是为了平衡酒与菜肴的风味, 这样就能突出主要风味。

Deconstructing the Taste Profile of Bold Red Wines **分析饱满红葡萄酒的口味特征**

So, since we're attempting to pair a full-bodied red wine with vegetarian food let's identify the fundamental taste components of a bold red wine:

既然我们要将酒体丰满的红葡萄酒与素食搭配, 那么我们就来确定一下浓郁红葡萄酒的基本口味成分:

- **Acid:** All wines lie on the acid side of the spectrum (with pH levels between 2.7–4). Full-bodied red wines are typically somewhere around 3.6 pH, so fundamentally speaking, they are sour. You can use this sourness to your advantage by letting the wine act as a balancing force in the food and wine pairing.

酸度: 所有葡萄酒都偏酸 (pH值在 2.7-4 之间)。酒体丰满的红葡萄酒的 pH 值通常在 3.6 左右, 所以从根本上说, 它们是酸的。您可以利用这种酸味, 让葡萄酒在餐酒搭配中起到平衡的作用。



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- **Bitterness:** The pigment and tannin in red wine add bitterness and astringency to wine, which has been shown to have a palate cleansing effect (it literally "scrapes" proteins off of your tongue, which is why some people describe red wines as having a "drying" sensation). The features of

bitterness and astringency are important to note when pairing because you will need to counterbalance to them with the food.

苦味: 红葡萄酒中的色素和单宁增加了葡萄酒的苦味和涩味, 而这种苦味和涩味已被证明具有净化味觉的效果 (它能真正地 "刮掉" 舌头上的蛋白质, 这就是为什么有些人形容红葡萄酒有一种 "干燥" 的感觉)。苦味和涩味是配餐时需要注意的重要因素, 因为您需要用食物来平衡它们。

- **Intensity Level:** full-bodied red wines are bold. In order to complement bold wines, you'll need to match them with foods that have the same or similar intensity (this is why roasted meats have been the go-to pairing choice thus far).

浓郁度: 酒体丰满的红葡萄酒口感浓郁。为了与口感浓郁的葡萄酒相得益彰, 您需要将其与口感浓郁度相同或相近的食物搭配 (这就是迄今为止烤肉一直是搭配首选的原因)。

- **Base Flavors:** Since wines are made with grapes, they usually have fruity flavors. Bolder reds typically range in the dark fruit side of the spectrum with plum, blackberry, blueberry, and black currant flavors. There are a few exceptions with more red fruit (raspberry, cherry, etc.) flavors, but for the most part, full-bodied red wines deliver dark fruit. These flavors will come in handy later when you're thinking about flavor pairing with highlight ingredients, spices, and herbs.

基本风味: 由于葡萄酒是用葡萄酿造的, 因此通常带有果味。浓郁的红葡萄酒通常带有李子、黑莓、蓝莓和黑醋栗等深色水果的味道。也有少数例外的红葡萄酒带有更多的红色水果 (覆盆子、樱桃等) 风味, 但大部分酒体饱满的红葡萄酒都带有深色水果风味。当需要与重点食材、香料和草本植物进行搭配时, 这些风味就可派上用场。

Examples:

Not all full-bodied red wines taste the same. Here are a few examples of full-bodied red wines alongside some of their principle aromas and flavors:

- Syrah: Blackberry, Plum, Black Pepper, Black Olive, Sweet Tobacco, Chocolate

- Cabernet Sauvignon: Black Currant, Black Cherry, Green Peppercorn, Bell Pepper, Mint

- Nebbiolo: Cherry, Rose, Licorice, Anise, Tobacco, Cocoa Powder

举例:

并非所有酒体丰满的红葡萄酒味道都一样。下面是一些酒体丰满的红葡萄酒的例子, 以及它们的一些主要香气和味道:

- 西拉: 黑莓、李子、黑胡椒、黑橄榄、甜烟草、巧克力

- 赤霞珠: 黑醋栗、黑樱桃、青花椒、甜椒、薄荷

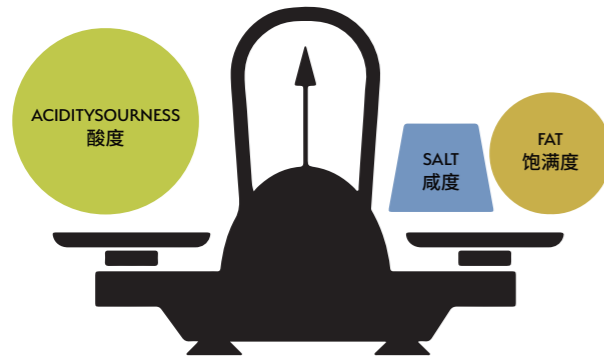
- 内比奥罗: 樱桃、玫瑰、甘草、八角、烟草、可可粉

Wine Pairing Concepts

葡萄酒搭配理念

Now that we understand full-bodied red wines by their fundamental tastes. Let's identify the core components that a dish must have in order to create balance.

既然我们已经了解了酒体丰满的红葡萄酒的基本口味。让我们来定一道菜肴必须具备的核心成分，以达到平衡。



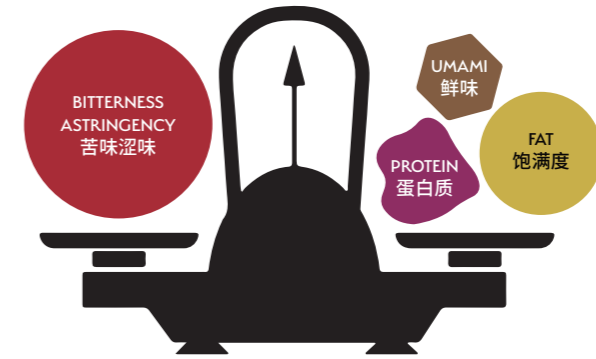
Complement sourness in wine with fat and salt 用饱满度和咸度来辅佐葡萄酒的酸味

When you make a simple salad dressing, you are essentially adding oil (fat) and salt to vinegar to create balance. This is the concept behind balancing sourness in wine. You need some element of fat in the dish to counteract the acidity of the wine.

当您制作简单的沙拉酱时，您基本上是在醋中加入油（脂肪）和盐来达到平衡。这就是平衡葡萄酒酸味的概念。您需要在菜肴中加入一些脂肪元素来中和葡萄酒的酸味。

TIP: Dishes that are more acidic (sour) than wine will make the wine taste less sour (sometimes even making wines taste flabby). If you try a pairing with a food item that's more acidic than the wine, just make sure you have enough fat in the dish to counterbalance the sourness of both the dish and the wine (otherwise, the wine will create an unbalanced taste). An example of a sour dish that has enough fat for both the wine and the dish would be lemon risotto.

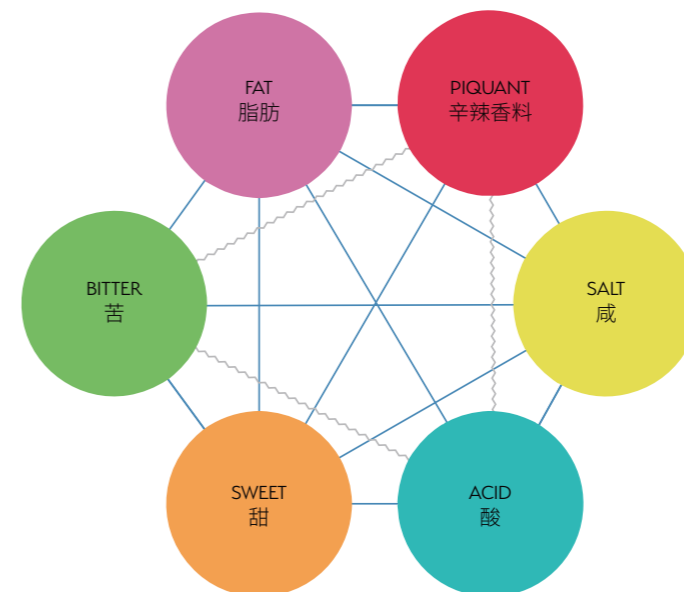
小贴士：酸度（酸味）高于葡萄酒的菜肴会让葡萄酒的酸味变淡（有时甚至会让葡萄酒的口感变得单薄无力）。如果您尝试与酸度高于葡萄酒的菜肴搭配，只需确保菜肴中有足够的脂肪来平衡菜肴和葡萄酒的酸味（否则，葡萄酒会产生不平衡的味道）。柠檬烩饭就是一道酸味菜肴，但菜肴中要有足够的油脂来平衡葡萄酒和菜肴的酸味。如果您尝试与酸度高于葡萄酒的菜肴搭配，只需确保菜肴中有足够的脂肪来平衡菜肴和葡萄酒的酸味（否则，葡萄酒会产生不平衡的味道）。柠檬烩饭就是一道酸味菜肴的例子，它的脂肪含量足以同时抵消葡萄酒和菜肴的酸味。



Complement sourness in wine with fat and salt 用饱满度和咸度来辅佐葡萄酒的酸味

The tannins and other polyphenols in red wine act as scrapers on your tongue to proteins and fat, which is why you'll want a fair amount of proteins and fat in your dish to complement the wine. Additionally, if you have other bitter components in your dish (such as quinoa, kale, etc.), you might add a little sugar to counteract these tastes so that the primary flavors of your dish are protein, umami, and fat.

红葡萄酒中的单宁和其他多酚类物质会带走在舌头上的蛋白质和脂肪，因此您需要用带有适量蛋白质和脂肪的菜肴来与红葡萄酒相得益彰。此外，如果菜肴中含有其他苦味成分（如藜麦、羽衣甘蓝等），可以加一点糖来抵消这些味道，这样菜肴的主要成分就是蛋白质、鲜味和脂肪。



The blue lines show flavor matches and the gray lines show flavor clashes.
蓝色线条表示风味匹配
灰色线条表示风味冲突

WINE PAIRING WITH Grilled Meats

葡萄酒和烤肉的搭配

西拉和卡本内 (赤霞珠和品丽珠)



浓郁的红葡萄酒与烧烤肉类是绝配

BOLD RED WINES pair excellently with grilled meats.

为什么? 肉中的鲜味和较高的脂肪平衡了红葡萄酒中的单宁。

Why? The umami and higher fat in the meat balances out the tannins in the red wine.



WITH PORK
搭配猪肉

THINK SWEET VS SAVORY
Red wines with high fruit-factor or even a touch of sweetness pair well alongside pork. Examples:

- **RUBY PORT** on ice
- **ZINFANDEL** (or Primitivo)
- **PINOT NOIR**
- **RIESLING** (think of it like a palate cleanser-like lemonade!)

考虑咸香与甜感的搭配
果味浓郁甚至带点甜味的红葡萄酒与猪肉是绝配。例如:

- 冰镇宝石红波特酒
- 仙粉黛 (或普里米蒂沃)
- 黑皮诺
- 雷司令白葡萄酒 (就像柠檬水一样的口感清新剂)



WITH BEEF
搭配牛肉

THINK PEPPER & TOBACCO
Wines that enhance the tobacco and pepper flavors in grilled beef make a great choice. Examples:

- **CHIANTI** (aka Sangiovese)
- **SHIRAZ** (Svrg)
- **TEMPRANILLO** (Rioja)
- **BORDEAUX** (or Cabernet blends)

带胡椒和烟草气息的葡萄酒能增强烤牛肉中烟草和胡椒风味的葡萄酒是不错的选择。例如:

- 基安蒂 (又名桑娇维塞)
- 色拉子 (西拉)
- 丹魄 (里奥哈)
- 波尔多葡萄酒 (或赤霞珠混酿葡萄酒)

IT'S ALL ABOUT THE SAUCE

葡萄酒和烤肉的搭配



北卡罗莱那州
烧烤酱 (甜)

PETITE SIRAH
MONASTRELL
TANNAT

小西拉 莫纳斯特雷尔 丹娜



南卡罗莱那州
烧烤酱 (辣味芥末)

AGLIANICO
MONTEPULCIANO
SANGIOVESE

艾格尼科 蒙特布查诺 桑娇维塞



堪萨斯州
烧烤酱 (经典)

CARMENÈRE
CABERNET FRANC
CABERNET-BLEND

佳美娜 品丽珠 赤霞珠品丽珠混酿

WINE PAIRING WITH GRILLED Chicken & Fish

葡萄酒和烤鸡、烤鱼的搭配



香气浓郁的白葡萄酒和玫瑰红葡萄酒与烤鸡和烤鱼完美搭配

FULL-FLAVORED WHITES & ROSÉ pairs excellently with grilled chicken and fish.

为什么? 这款酒有清理口腔的作用, 不会让人觉得腻

Why? The wine acts as a palate cleanser and doesn't overwhelm.



WITH CHICKEN
搭配鸡肉

THINK HERBAL OR SWEET
Use the wine to complement the sauce or herb rub. Glazed sauces go sweet. Herb chicken matches herbal wines. Examples:

- **SAUVIGNON BLANC**
- **GRUNER**
- **VELTLINER**
- **GRECHETTO** (aka Orvieto)
- **RIESLING** (off-dry)
- **WHITE ZINFANDEL**
- **GEWURZTRAMINER**

带草本气息或带甜感的葡萄酒用葡萄酒来补充酱汁或香草擦。袖汁适合甜味。香草鸡肉与香草葡萄酒相配。例如:

- 长相思
- 绿维特利纳
- 格莱克托 (又叫奥维多)
- 雷司令 (半干)
- 仙粉黛白葡萄酒
- 琼瑶浆



WITH FISH
搭配鱼肉

THINK RICH OR ZIPPY
Buttery wines with rich fish and zippy wines with flavored "fishy" fish. Examples:

- **OAKED CHARDONNAY**
- **WHITE RIOJA**
- **FRIULANO**
- **VERDEJO**

浓郁或爽口的葡萄酒黄油味的葡萄酒与浓郁的鱼类搭配, 而爽口的葡萄酒与风味浓郁的 "腥味" 鱼类搭配。例如:

- 过桶霞多丽
- 里奥哈白葡萄酒
- 富莱诺
- 弗德乔

IT'S ALL ABOUT STYLE

关键在于风格

SALMON
鲑鱼



WHITE RIOJA
CHARDONNAY
BEAUJOLAIS

里奥哈白葡萄酒 霞多丽 博若莱新酒

WHITE FISH
白鱼肉



FRIULANO
VERDEJO
WHITE VINHO VERDE

富莱诺 弗德乔 维多佐白葡萄酒

CHICKEN
鸡肉



SAUVIGNON BLANC
GEWÜRZTRAMINER
ROSÉ

长相思 琼瑶浆 桃红

What Wines To Pair With Chocolate?

如何用葡萄酒搭配巧克力?

Wine and chocolate have a lot of similarities to each other. For one, they're both considered aphrodisiacs and they both contain flavanols (antioxidants). Despite these striking similarities, it's somewhat challenging to pair wine and chocolate together.

葡萄酒和巧克力有很多相似之处。首先,它们都被认为是壮阳药,而且都含有黄烷醇(抗氧化剂)。尽管有这些惊人的相似之处,要完美地用葡萄酒搭配巧克力,并不是一件容易的事情。



Milk Chocolate: A good milk chocolate is usually about half chocolate and half cream—like those amazing ganache chocolate truffles dusted in cocoa powder. The extra fat from the cream makes milk chocolate one of the easiest “true” chocolates to pair with wine.

牛奶巧克力: 上好的牛奶巧克力通常由一半巧克力和一半奶油构成,就像那些撒满可可粉的美味甘纳许巧克力松露一般。奶油注入的脂肪使牛奶巧克力成为最容易与葡萄酒搭配的“正统”巧克力。

Recommended Wines with Milk Chocolate 与牛奶巧克力搭配的推荐酒款

- **Brachetto d’Acqui:** A sweet sparkling red wine from Piedmont, Italy. It is also an excellent pair with chocolate mousse!
阿奎布拉凯多: 这是一款来自意大利皮埃蒙特的甜红起泡酒,是巧克力慕斯的绝佳搭档!
- **Late-Harvest Red Wines:** Port style wines including late-harvest Syrah, Pinot Noir and Petite Sirah.
晚收红葡萄酒: 波特风格葡萄酒,包括晚收西拉、黑皮诺和小西拉。
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- **Recioto della Valpolicella:** A very rare sweet red wine from the same region that produces Amarone in Italy.
雷乔托: 是一种非常罕见的甜红葡萄酒,与意大利阿玛罗尼(Amarone)出自相同产区。

- **Ruby Port:** The original Port from Portugal makes for a more spiced and berry driven pairing with milk chocolate.
红宝石波特酒: 选择用葡萄牙的波特酒搭配牛奶巧克力,可以突出香料和浆果的香气。
- **Banyuls or Maury:** The French “Port” has funkier earthier notes and for this reason will do marvelously well with chocolate truffles.
班努斯或莫里葡萄酒: 法国“波特酒”带有更多泥土的芬芳,因此与松露巧克力一起食用效果极佳。
- **Rutherglen Muscat:** This elixir is perhaps the sweetest of the sweet wines in the world and it comes from Victoria, Australia.
路斯格兰麝香甜白葡萄酒: 这款产自澳大利亚维多利亚州的佳酿或许是世界上最甜的甜葡萄酒。
- **Lambrusco di Sorbara:** The lightest of the Lambruscos, a sparkling red wine, with delicate flavors of peach and strawberry.
索巴拉蓝布鲁斯科: 这是蓝布鲁斯科中最清淡的红起泡酒,带有细腻的桃子和草莓风味。



Dark Chocolate: The polyphenols in dark chocolate mirror those in wine and give both a somewhat bitter taste. It's also the part of the chocolate that gives you all the health benefits! The bitterness in dark chocolate is what we'll want to balance out with a properly selected wine pairing.

黑巧克力: 黑巧克力中的多酚类物质与葡萄酒中的多酚类物质相同,都有一定的苦味。这也是巧克力中对健康有益的部分!黑巧克力中的苦味正是我们希望通过适当搭配葡萄酒来平衡的。

Recommended Wines with Dark Chocolate 与黑巧克力搭配的推荐酒款

- **Vin Santo del Chianti:** or Vin Santo Occhio di Pernice has rich, sweet flavors of cherries, cinnamon, and a fine nuttiness.
基安蒂圣酒: 也称为鸱鸒之眼圣酒,具有浓郁的樱桃、肉桂和细腻的坚果香气,香甜可口。
- **Port-style Red Wines:** There are several single-varietal Port-style wines (coming from outside of Portugal) that have ample intensity to balance dark chocolate, including Zinfandel (with cayenne chocolate), Malbec (with ginger chocolate) and Petite Sirah (with coffee chocolate).
波特式红葡萄酒: 几种单一品种的波特风格葡萄酒(来自葡萄牙以外的国家)具有充足的浓郁度,可以平衡黑巧克力,包括仙粉黛(与辣味巧克力搭配)、马尔贝克(与姜味巧克力搭配)和小西拉(与咖啡巧克力搭配)。
- **Port:** The original Port from Portugal often has touches of cinnamon spice to the taste profile and pairs marvelously with chocolates with high cacao percentages.
波特酒: 葡萄牙原产的波特酒通常带有肉桂香料的的味道,与可可比例较高的巧克力搭配,口感极佳。

■ **Pedro Ximinez:** The region of Montilla-Moriles in Spain makes this inky brown-black colored wine (PX or Pedro Ximinez) designed to be enjoyed in exceptionally small sips. The wine adds nutty and raisinated flavors to dark chocolate and even goes well with espresso.

佩德罗-西米内斯: 西班牙蒙蒂利亚-莫里莱斯地区酿制的这种棕黑色葡萄酒 (PX 或佩德罗-西米内斯), 专为小酌而设计。这种酒为黑巧克力增添了坚果和葡萄干的风味, 甚至可以与特浓咖啡搭配。

■ **Chinato:** This is an aromatized wine (aka vermouth) from Piedmont, with subtle notes of cherry dusted in exotic spices. This one is a sipper (or better yet, in a Boulevardier cocktail).

基那图: 这是一种来自皮埃蒙特的芳香葡萄酒 (又名苦艾酒), 带有樱桃和异国香料的微妙气息。这款酒适合小酌 (或者在布列塔尼鸡尾酒中饮用更好)。



White Chocolate: White chocolate isn't technically a "true" chocolate because it doesn't contain cacao.

白巧克力: 严格来说, 白巧克力并不是 "真正的" 巧克力, 因为它不含可可

Recommended Wines with White Chocolate 与白巧克力搭配的推荐酒款

■ **Pinot Noir:** •A shockingly good pairing, especially for chocolate and wine pairing disbelievers. The white chocolate acts as the fat that delivers sweet flavors of red cherries, strawberries, and raspberries found in the Pinot Noir. If you're looking for a great alternative, check out Schiava.

黑比诺: 令人震惊的绝佳搭配, 尤其是对于不相信巧克力和葡萄酒搭配的人来说。白巧克力作为脂肪, 能带来黑比诺中红樱桃、草莓和覆盆子的甜味。如果您正在寻找一种绝佳的替代品, 试一试司棋亚娃。

■ **Beaujolais:** Another light-bodied red wine similar to Pinot Noir. The grape variety Gamay has a range of flavors depending on what Beaujolais Cru it's from. For example, Saint-Amour delivers more red fruit and flower flavors whereas Morgon generally offers more black currant and blueberry flavors.

博若莱: 另一种酒体轻盈的红葡萄酒, 类似于黑皮诺。根据博若莱产区的不同, 佳美这个葡萄品种的风味也各不相同。例如, 圣-阿穆尔 (Saint-Amour) 的红果和花香更浓, 而墨贡 (Morgon) 的黑醋栗和蓝莓香更浓。

■ **Moscato d'Asti:** Since white chocolate is delicate enough to match with white wines, a Muscat Blanc or Moscato d'Asti delivers flavors of peaches and cream with floral notes of roses. Sparkling wines make the pairing have extra creaminess.

阿斯蒂莫斯卡托: 由于白巧克力口感细腻, 适合搭配白葡萄酒, 因此白麝香或 阿斯蒂莫斯卡托可带来桃子和奶油的风味, 以及玫瑰的花香。气泡酒则会让搭配更加细腻。

■ **Brachetto d'Acqui:** Another great pairing with white chocolate, delivering creamy raspberry notes with subtle notes of peonies.

阿奎-布拉凯多 (起泡酒): 与白巧克力的另一个绝佳搭配, 奶油覆盆子的香味中带有微妙的牡丹花香。

■ **Ice Wine:** Depending on the varieties used to make the ice wine (usually Riesling and Vidal Blanc), you'll discover notes of pineapple, lemon meringue, and creamy candied oranges.

冰酒: 根据冰酒的酿造品种 (通常是雷司令和白维达), 你会发现菠萝、柠檬酥皮和奶油蜜饯橘子的香味。

■ **Rosé Port:** This is the newest style of Port and offers rich flavors of sweet strawberries and currant. The minerality in this Port carries through, making it a sophisticated sweet match.

玫瑰红波特酒: 这是最新的波特酒风格, 具有浓郁的甜草莓和醋栗的味道。这种波特酒带有矿物质, 是一种精致的甜味搭配。



4

Chapter 4:
How to Sell Wines
第四章：
葡萄酒销售



As you become more familiar with wine and its relationship to our menus, you will become more confident selling wine to our guests.

随着对葡萄酒及餐酒搭配的认识逐渐加深,您将更有信心向客人推销葡萄酒。

In Europe, both wine and food are routinely ordered together. Here food is ordered, but wine must generally be sold. 在欧洲,葡萄酒和食物通常是搭配一起下单的。在这里,食物可以点,但葡萄酒一般必须出售。

The key to selling wine is knowledge. 销售葡萄酒的关键在于知识。

You should be thoroughly familiar with every wine on the wine list, what size they come in (half or full bottles, by the glass), their varietal characteristics and what food they complement. 您应该彻底熟悉酒单上的每种葡萄酒、它们的规格(半瓶或整瓶、杯装)、它们的品种特点以及与哪些食物搭配。

Wine drinking is appropriate before and through the course of a meal. Before meals, white, rosé, sparkling wine and light dry Sherry make excellent aperitifs. 餐前和整个用餐过程中都适合饮用葡萄酒。餐前饮用白葡萄酒、桃红葡萄酒、起泡酒和轻盈的干型雪利酒是极好的开胃酒。

They set the tone for the rest of the meal and prepare the way for future orders.

它们为接下来的用餐奠定了基调,并为今后的点餐做好准备。

Dry white wine can accompany appetizers or a first course. 干白葡萄酒可搭配开胃菜或第一道菜。

A hearty red wine can complement the entree, and might be followed by a sweet dessert wine or a sparkling wine. 丰盛的红葡萄酒可以与主菜相得益彰,随后还可以搭配甜点酒或气泡酒。

Port, Sherry or Madeira can be suggested at the same time the coffee orders are taken. 在点咖啡的同时,还可以推荐波特酒、雪利酒或马德拉酒。

Champagne or Franciacorta is always proper throughout a meal. Remember that a bottle of wine (750ml) contains approximately four (187.5ml) glasses of wine. 香槟或馥奇达在整个用餐过程中都是合适的。请记住,一瓶葡萄酒(750毫升)大约可装四杯(187.5毫升)葡萄酒。

Generally, each person will drink two (2) glasses. 一般情况下,每人喝两杯。

THE FOLLOWING ARE SOME HINTS THAT WILL HELP YOU SELL MORE WINE: 以下建议或能帮助你更好地销售葡萄酒:

You should always anticipate and meet the needs of the guest, but remember there is a fine line between being helpful and being aggressive.

您应始终预见并满足客人的需求,但请记住,乐于助人与咄咄逼人之间有一条微妙的界线。

Always take food and price into consideration, and make your suggestion accordingly.

一定要考虑食物和价格因素,并据此提出建议。

When you recommend a wine, let the guest lead you if possible. He/she may have a preference and there is no rule in the world that says

he/she should not have a white wine with meat or red wine with fish. Too often, wine is not consumed because people are afraid of making a mistake.

当您推荐葡萄酒时,尽可能让客人来引导您。他(她)可能有自己的偏好,世界上没有任何规则规定他(她)不能用白葡萄酒

配肉或用红葡萄酒配鱼。人们往往因为害怕出错而不喝葡萄酒。

When two people are dining together one has meat and the other has fish, let them guide you in their choice.

当两个人一起用餐时,一个人要吃肉,另一个人要吃鱼,让他们引导你做出选择。

Good selling language gets the idea across that the guest will want to order wine, or will at least want to consider it: e.g. after a dinner order is

taken you may say: "May I suggest a bottle of Chardonnay with your lobster?" or, "Have you decided on a wine to accompany your dinner?"

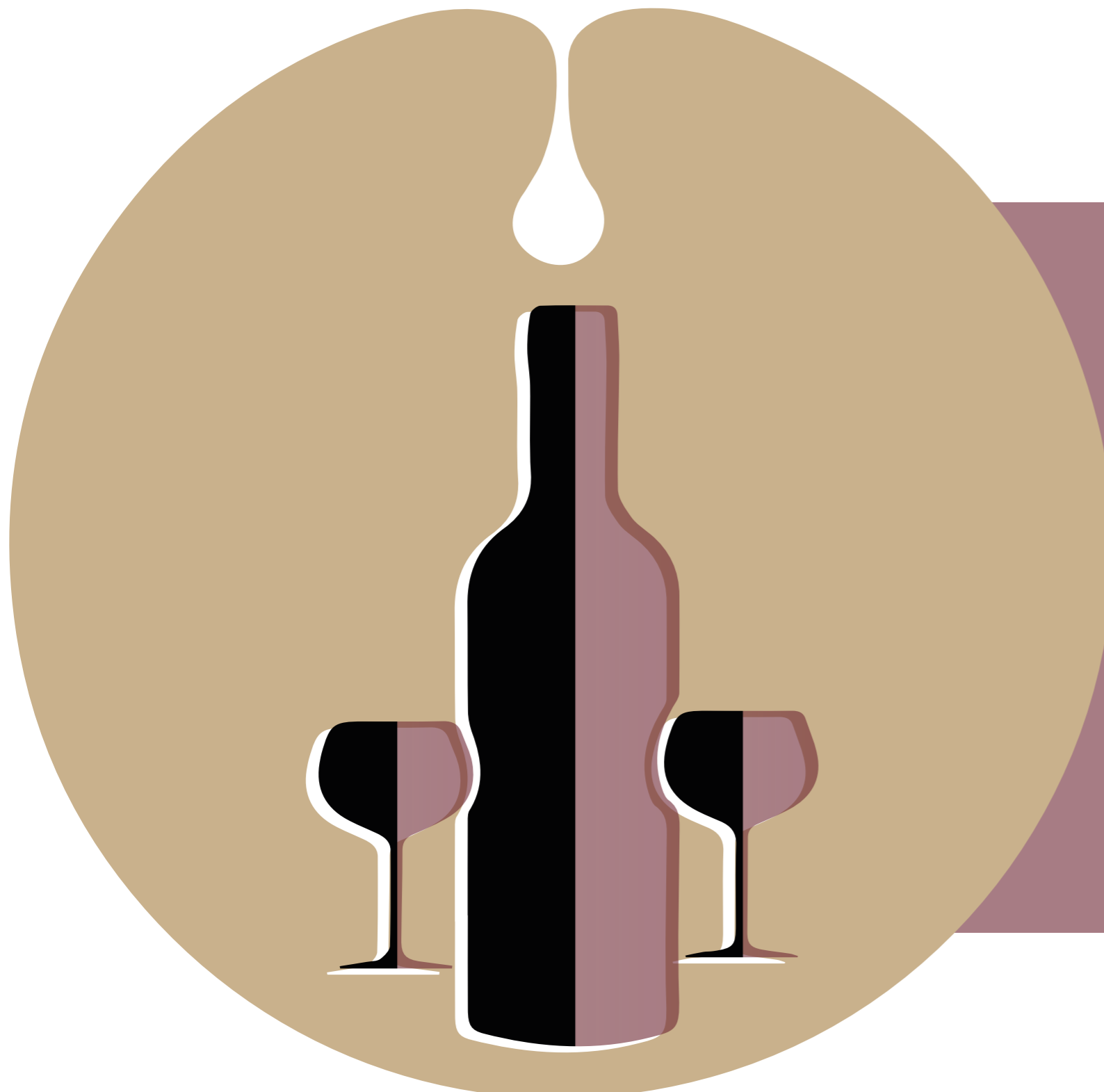
好的推销语言会让客人产生想要点酒的想法,或者至少会考虑点酒:例如,在客人点完餐后,你可以说:"我可以为您的龙虾

推荐一瓶霞多丽吗?"或者,"您决定好晚餐配酒了吗?"






If a guest seems hesitant (or open to suggestion) you should make an impartial suggestion in a way that is not intimidating; e.g.

"May I suggest a bottle of Cabernet Sauvignon with your steak?"

如果客人看起来犹豫不决(或对建议持开放态度),您应该以无畏的方式提出中肯的建议,例如:"我可以建议您用一瓶赤霞珠葡萄酒搭配您的牛排吗?"



THERE ARE FIVE BASIC SELLING POINTS: 五大基本卖点:

-  Mention wine specials to every potential wine drinker.
向每一位潜在的饮酒者提及特价情况。
-  Be positive and confident that you are helping to make their visit special.
要积极自信地告诉他们,您正在为他们创造特别的用餐体验。
-  Make them feel that it's your pleasure to talk with them about our wines.
让他们感觉到与他们讨论葡萄酒是您的荣幸。
-  When asked for a suggestion, let them know your favorite, always recommend a selection with which you are comfortable.
当被要求提供建议时,让他们知道您的最爱,并始终推荐您觉得合适的酒款。
-  The more you know about wine and food, the more confident you will be at selling wine.
你对葡萄酒和菜肴了解得越多,推销葡萄酒就越有信心。