

# LFP

## LUXURY PROPERTIES 地标

|                       |          |
|-----------------------|----------|
| Hong Kong, China 中国香港 | HK\$80   |
| Singapore 新加坡         | \$\$12   |
| Malaysia 马来西亚         | M\$28    |
| Thailand 泰国           | B300     |
| China 中国              | RMB100   |
| Indonesia 印度尼西亚       | RP60,000 |
| Philippines 菲律宾       | P300     |
| South Korea 韩国        | ₩11,000  |
| Japan 日本              | ¥900     |
| India 印度              | Rs450    |
| Dubai (UAE) 阿联酋       | AED33    |
| Australia 澳大利亚        | A\$11    |
| New Zealand 新西兰       | NZ\$14   |
| Europe 欧洲             | EUR10    |
| USA 美国                | US\$12   |
| Rest of Asia 亚洲其他地区   | US\$10   |
| Rest of World 世界其他地区  | EUR10    |

11-12月刊 NOVEMBER/DECEMBER 2011

**304**

**PROPERTIES FOR SALE**  
百余套地产热销中

**BILINGUAL**  
English - Chinese  
中英对照

PROPERTIES | DESIGN | INTERIORS | ARCHITECTURE

# THE GRAPE ESCAPE 隐于酒乡

11-12月刊 NOVEMBER/DECEMBER 2011



家居主张  
**homeidea**

Feature 专辑 | Vineyards 葡萄酒酒庄  
China Scene 中国视点 | The Best of 2011 2011年别样居住体验  
Art 艺术家之品 | Frank Gehry 弗兰克·盖瑞  
Focus 热点聚焦 | Macau 澳门



# California 历史进行时

# Original

California winemaker Randall Grahm is renowned for his innovative crafting of Rhone blends, sustainable growing techniques and his honest approach to wine. *LP* talked with Grahm about his life's work at Bonny Doon Vineyards.

加利福尼亚葡萄酒酿造商Randall Grahm凭借富有创意的罗纳河混合葡萄酒、可持续的葡萄种植技术和对葡萄酒实事求是的态度闻名于世。本刊采访了Grahm, 听他畅谈了心血之作Bonny Doon酒庄。

**R**andall Grahm was introduced to the wine world in 1975 while working in a Los Angeles wine shop. He later founded Bonny Doon Vineyards and his innovative wine making and eccentric personality quickly earned him a reputation as an original Rhone Ranger and the Willy Wonka of the wine world.

In 1981 Grahm selected a vineyard site in the Santa Cruz Mountains of California, a bohemian enclave called Bonny Doon, and began his self-proclaimed naïve attempt to make the Great American Pinot Noir. He soon realised that the land was not suitable to his Pinot passion, and began importing Rhone varieties including viognier, grenache and cinsault. He was an early adopter of Rhone grapes in California and thereby carved out a viable niche market for his boldly blended wines.

**R**andall Grahm是1975年进入这一行的, 当时他在洛杉矶的酒馆工作。后来他成立了Bonny Doon酒庄, 出色的葡萄酒酿造技术和难以捉摸的性格令他迅速赢得葡萄酒界“罗纳河守护者”和“威利·旺卡”的称号。

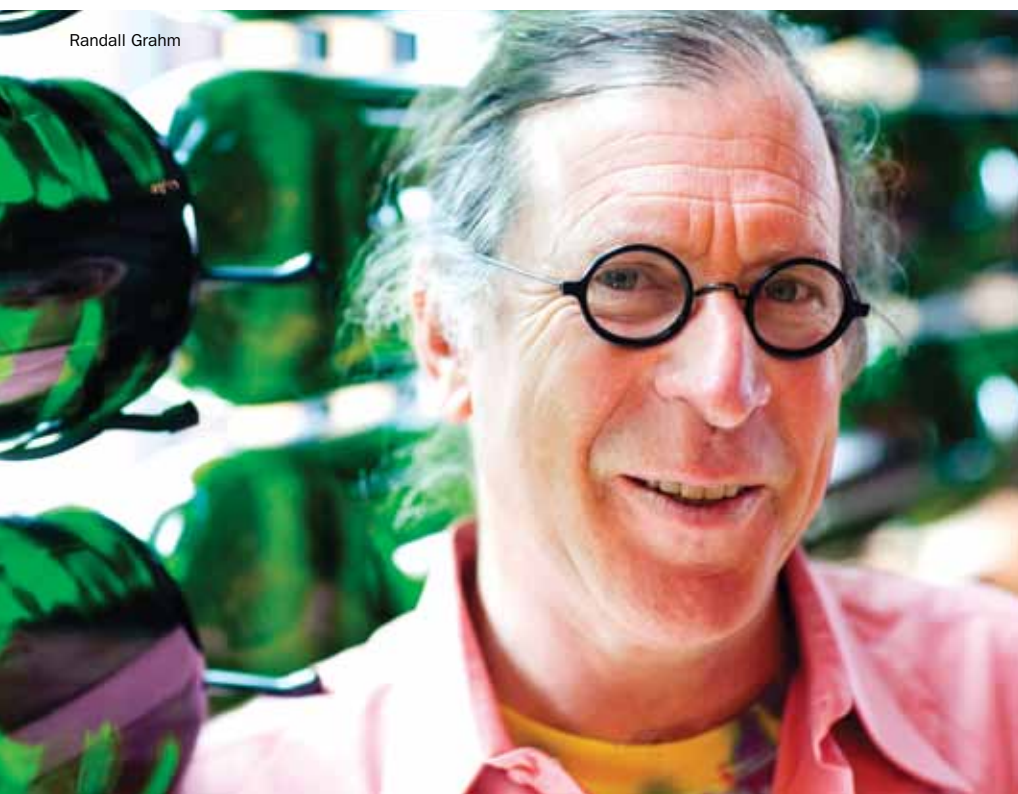
1981年, Grahm在加州圣克鲁兹山脉中充满波西米亚风情的Bonny Doon建造了属于自己的葡萄园, 并开始为生产美国黑比诺一心一意地努力。他很快认识到这块土地不适合种植黑比诺葡萄, 于是进口了维欧尼、歌海娜和神索等葡萄品种。他是加州最早采用罗纳河谷葡萄的酿酒商之一, 也因此为他的混合葡萄酒开创了小众市场。

Grahm说: “我想酿造更自然、令人印象更深刻的酒。这种酒会打上原产地的鲜明烙印。矿物质和挥发过程是它的精髓所在。这是与土地建立的一种联系, 弄清楚它要表达什么, 使之为我所用。”

在酿酒技术方面, Grahm也处于前沿水平, 他采用的技术有微气泡冲击、低温摘除和生物动力灌溉。他说: “现如今, 我们从同一个地点采摘葡萄, 栽种葡萄的时候也遵循生物动力学的原则, 不进行灌溉, 这样原产地的风格更加鲜明。我想尝试一些不寻常的做法, 杂交出新的葡萄品种, 进行真正的混合栽培。”

除了在酿造葡萄酒方面不懈努力, Grahm还创立了集品酒室和餐厅于一身的The Cellar Door, 距离海滩只有一箭之遥, Grahm可以将酿造的葡萄酒与美食相搭配。他说: “我们的酒大多是餐酒。这些酒酸度高, 单宁含量高, 成熟度适中, 各种元素平衡, 是佐餐的最佳选择。”

过去二十年中, 在Bonny Doon等酒庄成功故事的鼓舞下, 投资加州小型精品酒庄的人呈几何级增长, 但是Grahm觉得这种趋势并不乐观。他说: “葡萄酒



Randall Grahm



"I sought to make wines that were more natural, more soulful. A wine that speaks of a particular place, a vin de terroir," states Graham. "The austere, earthy element – the expression of minerality in the wine, its volatile development – became the essential quality of our wines. It's a relationship I have with the land, discovering what it wants to express and serving it to serve our purpose."

Graham was also at the forefront of numerous winemaking techniques including microbubbles, cryoextraction and biodynamic irrigation. "Today we harvest our grapes from a single location, as well as farming them biodynamically, without irrigation, lending a far more expressive sense of place. I want to try some radical things – hybridising new grape varieties and planting a true polyculture."

Beyond his winemaking efforts, Graham launched The Cellar Door, a tasting room and restaurant a stone's throw from the beach that allows Graham to showcase his wines in the context of food. "Our wines are very much food wines. They are not grotesquely overripe, maintaining restraint and balance, higher acidities and tannic qualities; all begging for food."

The popularity of boutique, small-scale vineyard investments in California has grown exponentially in the last 20 years thanks to success stories like that of Bonny Doon Vineyards, but Graham is not entirely optimistic about the trend. "The cost of entering the wine business has dramatically escalated, and so have the land prices," he says. "This forces recent entrants to become far more conservative, playing it safe and essentially limiting creativity in wine production. Very few people in Napa Valley, for example, are planting anything but Cabernet Sauvignon."

"Today, people generally purchase vineyard properties for one of three reasons: as a pure investment, to make a social statement, or in a sincere effort to grow truly distinctive grapes, which is tremendously difficult to achieve."

Graham admits he may be turning into an old crank (his words), but notes a different set of motivations among newcomers. "They are not content to be successful movie stars, musicians, race-car drivers or professional athletes; they now also need to be winemakers. For those of us actually doing this for a living, it can be a bit much."

Graham does, however, welcome interest from true wine enthusiasts, including the increasing presence of Asian investors. Many of California's high-end wineries, including Graham's, are eyeing the Asian market and strategising their entry tactics. "I am very interested in developing our presence in the Asian market," he says. "It is a definite challenge, but my eight-year-old daughter speaks Mandarin reasonably well. I am hoping she will make a great ambassador for the winery in China when she is a bit older."

For Graham, China's growing appetite for wine is a natural part of its rapid rise. "Wine lends a part of what Mondavi called 'gracious living', enriching our lives with its unique union of the sensual and intellectual. It is a highly social beverage, and I believe it to be something that really promotes civility, if not civilisation."

His efforts have been to leave his own original mark in the age-old tradition. "I want to feel as if I have made a truly sincere effort in the creation of a vin de terroir. The world already has enough ordinary 'good' wine, but always benefits from a wine that is truly original." ■■



生意的门槛高得不像话，土地价格也迅速飙升。这就使得新近入行的人更加审慎，尽可能稳扎稳打，但是也限制了葡萄酒生产过程中的创造力。比方说，在纳帕溪谷，没有几个人不种赤霞珠葡萄。”

“现如今，买酒庄不外乎三个理由：要么是纯粹投资，要么想彰显身份和地位，要么是一心想种植出类拔萃的葡萄——这个目标特别难以实现。”

Graham承认自己可能在朝“老家伙”（原话）的方向发展，不过他注意到新入行的人有不同的动机。他说：“他们不满足于成功的电影明星、音乐家、赛车手和职业运动员，还非常想成为葡萄酒生产商。对我们靠这行谋生的人来说，要付出的努力是他们难以想象的。”

然而，Graham很乐意与真正的葡萄酒爱好者交流，包括越来越多的亚洲投资者。包括Graham的酿酒厂在内的加州多家高端酿酒厂正在考察亚洲市场，制定进入亚洲市场的策略。他说：“我对在亚洲推广我们的产品非常感兴趣。这是一项挑战，不过我八岁的女儿中文讲得很好。我希望她长大以后会成为中国葡萄酒界的使者。”

在Graham看来，中国人对葡萄酒日益增长的需求是经济快速发展的必然产物。他说：“正如Mondavi所说，葡萄酒是优雅生活必不可少的部分，它连接了感性和理性，丰富了我们的生活。同时，它也是社交的重要组成部分，我相信葡萄酒促进了礼仪和文化的发展。”

Graham的目标是在悠久的传统中留下属于自己的印记。他说：“我希望自己在创造原产地酒方面有所建树。世界上好酒不少，但是具有原创性的酒总是越多越好的。” ■■

“ I SOUGHT TO MAKE WINES THAT WERE MORE NATURAL, MORE SOULFUL. A WINE THAT SPEAKS OF A PARTICULAR PLACE.

我想酿造更自然、更令人印象深刻的酒。这种酒会打上原产地的鲜明烙印。

