



## A Rosé by Any Other Name 玫瑰不叫玫瑰，芳香依旧如故

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Rob Geddes MW has been immersed in every aspect of the wine industry for more than 30 years as reviewer, author, consultant, presenter, judge, educator and entertainer. He was the 3rd Australian to become a Master of Wine and is part of judging panels at numerous national and international wine shows. He is the author of "Australian Wine Vintages" book and app as well as "A Good Nose And Great Legs: The Art Of Wine From The Vine To The Table".

Through all his work, he aims to turn the complex science of wine simple-to-grasp concepts. He educates and entertains with an affable, raconteur style that makes people laugh.

拥有超过30年的葡萄酒行业从业经验，身兼葡萄酒作家、顾问、评论家、评委、教育者等多重身份。他是澳大利亚第三位葡萄酒大师（MW, Master of Wine）。作为葡萄酒作者，他获奖无数。他还曾在不计其数的国际葡萄酒比赛中担任评委。他是每年发行的《澳大利亚葡萄酒年鉴》（*Australian Wine Vintages*）的作者以及应用软件“A Good Nose And Great Legs: The Art Of Wine From The Vine To The Table”的创始人。

通过他的工作，他希望将有关葡萄酒的复杂科学转变成易于理解的概念。他亲切易懂的文风、诙谐幽默的授课方式深受世界各地葡萄酒爱好者的欢迎。

When Shakespeare penned the line "a rose by any other name", he was referencing the flower but his words could apply equally to Rosé. The Bard was implying that the names of things don't affect what they really are and Rosé is a wine style that conforms to this idea.

Mention Rosé and the characteristics it conjures up in our minds are at odds with "real wine." As it is typically drunk within a year of being produced, Rosé doesn't transport you back to the year your child was born or the year of your marriage. Its traditions are thousands of years old but its context within the idea of modern wine criticism, analysis or deconstruction, means it is essentially invisible.

Rosé varies away from the complex and troublesome need to explain variety, vintage and region, and rejects some of the definitions of wine's greatness which is the ability to be liquid geography or liquid history. Rosé exists as a greedy, joyous, thoughtless moment of consumption; a glass will make you feel good but it is a wine that honours being alive, not wealth, money or prestige.

It is also a softer drinking experience. The tradition of Rosé is delicate and round in the mouth, creating a three-dimensional texture. Roundness comes as the acidity is lower, making the texture silky almost syrupy. The sensation is one of a silky length that is pleasurable, with no hard edges of acid or tannin yet fresh and light on the finish.

### The wine of the ancients

Within a European and Middle Eastern context, Rosé is the wine of the ancients. In European history, the market for strong, dark red, oak matured, age-worthy red wines that we know today is really only a few hundred years old. For most of wine history before the mid 1700's, Rosé was the standard.

The latest historical research suggests that the wines, red and white, of antiquity were fermented on their skins. In the case of red grapes, fermentation was over night, not long enough to make the dark red wines that we know today. The deepest colour at that time would have been a ripe red cherry colour.

The concept of cellaring wine was reinvented by drinkers around the 1750's as glass became cheaper. Wines were sold in barrels to local towns and drunk very quickly. The 'drink now' culture was also influenced by wine's role at that time as a source of safe liquid for families because water was full of diseases such as cholera and dysentery.

当莎士比亚写下“玫瑰纵使不叫做玫瑰，芳香如故”的名句时，他所指的是娇艳的玫瑰花，但这句话同样适用于桃红葡萄酒。莎翁意指看事物不要只看表面而要观其内在，而桃红正是与此观点相契合的一种葡萄酒类型。

提到桃红葡萄酒，它在我们脑海中浮现出的特征与“真正的葡萄酒”似乎略有差距。由于桃红葡萄酒大多适宜于在酿造出来的一年之内饮用，所以它无法将你带回到你的孩子呱呱落地之时，或是你与另一半携手步入婚姻殿堂的那一年。桃红葡萄酒的酿造已有几千年的历史，但在现代的葡萄酒评论、分析的背景环境下，桃红葡萄酒被大大地忽视了。

桃红既不像那些复杂麻烦的葡萄酒类型，需要解释品种、年份以及产区；也不为了成为所谓的“瓶中的地理风貌”或者“瓶中的历史”而向伟大的葡萄酒靠拢。桃红葡萄酒的存在是为了渴望的、欢愉的、不假思索的饮用时刻。一杯桃红可以让人身心愉悦，它可不是为了彰显财富或者名望的饮品，而是为了铭记此刻生命的鲜活。

相对而言，桃红葡萄酒可算作是一种“软性饮料”了。通常桃红葡萄酒都拥有精致圆润的口感，呈现出一种三维立体的质感。酸度相对较低、圆润的口感使得它质地丝滑，甚至有如糖浆一般。在桃红葡萄酒的感官体验中，它绵长的丝滑感受让人愉悦欣喜，它没有酸度或单宁带来的坚硬的棱角感，而在收尾时呈现出的是新鲜与轻盈。

### 历史悠久的桃红葡萄酒

在欧洲和中东地区，桃红葡萄酒古而有之。在欧洲历史上，我们今天所追逐的强壮、色深、木桶成熟、可以陈年的红葡萄酒仅仅只有几百年的历史。在18世纪中叶之前，桃红才是标准的葡萄酒。

最近的历史研究表明，从古代遗迹中发现的葡萄酒，不论是红葡萄酒还是白葡萄酒，都是带皮发酵而来的。对于红葡萄酒而言，发酵时间仅仅是隔夜，不足以产生我们今天所熟知的深沉的红色。在当时可以达到的最深的颜色也就是成熟的红樱桃的颜色。

在18世纪中叶，由于玻璃的制作成本大幅降低，窖藏葡萄酒的概念被饮者们彻底改变了。葡萄酒以成桶的形式被销售到当地城镇，并且被快速消费。葡萄酒“即刻饮用”的文化也是受到当时葡萄酒的功能所影响。在当时，由于水中有霍乱、痢疾等疾病的病原体，所以饮用水并不安全，因此葡萄酒在当时被当做家庭中的安全饮料。



Fast forward to the first half of the twentieth century and Rosé shared the stage with red varieties as the most popular wines in many parts of European society. The biggest market was for Rosés and light red wines that were drunk within one year, affordable and low in status. It was not until the rise of refrigeration, and a more consumerist society, that white wines took off and became as dominant as they are today.

After a lull in the second half of last century brought on by the rise in popularity of white wine, Rosé has returned to the fore and is now one of the fastest growing trends in modern wine.

But while more drinkers are embracing Rose, it remains a somewhat perplexing wine in the public consciousness.

### Thinking pink

My own view is that Rosé's colour is an important part of its unconventional narrative. Pink challenges the idea of wine and food as a pairing, because the colour is so contortionistically flexible. Pink is about subtlety, stylishness and versatility.

Pink is in touch with the deepest core of wine yet the colour is swept up in the recent tides of humans and our events.

Sociologists say that wearing pink is a socialised colour that people have learnt to enjoy in the last 100 years. For my young niece, Lucia, the desire to wear pink is overwhelming: as many as five different pinks on a day to the beach; pink shoes, pink socks, pink shorts and shirt, and then a pink necklace. Pink is her statement colour.

Pink also fits into the modern revolutionary meaning of the colour. It became the hue of gay culture in the 70s, 80s and 90s, ensuring that Rosé's pinkness also taps into a political chord in our consciousness.

Yet pink is classical too; the colour of tradition in premier wine cultures such as France. The French have produced Rosé in the most startlingly diverse range of wines you could ever imagine, from pale champagne and salmon pink, to lip pink and then on to geranium, outback and Queen Elizabeth red. Just a beautiful range of colours.



我们快进到20世纪前叶，桃红葡萄酒和红葡萄酒在欧洲许多地区都是最受欢迎的葡萄酒类型。桃红葡萄酒和清淡的红葡萄酒占据了最大的市场份额。直到制冷技术以及一个更加消费型社会的兴起，白葡萄酒开始像现今这般快速发展，并占据重要地位。

在上世纪的后50年，由于白葡萄酒大受欢迎，桃红葡萄酒的发展相对停滞。在此之后，桃红葡萄酒重返舞台，如今成为现代葡萄酒中增长最快的潮流产品。

但是，尽管越来越多的葡萄酒爱好者们张开双臂拥抱桃红葡萄酒，但在大众的认知中，它依旧是一个略显费解的葡萄酒类型。



### “粉色思维”

我的观点是，桃红葡萄酒的颜色正是它独树一帜、与众不同之处。粉色挑战了餐酒搭配的许多规则，因为它的颜色是如此的丰富多变。粉色代表着细微、风尚以及百变。

粉色与葡萄酒最深层的核心紧密相连。粉色正席卷人类的活动和现今的时代浪潮。

社会学家认为粉色的服装是一种社会化的颜色，关于这一点，人们在过去的一百年中就已经掌握。我的小外甥女 Lucia，她对粉色衣服的喜爱实在是太强烈了。比如说某一天要去海边，她会穿超过5种粉色在身上：粉色的鞋，粉色的袜子，粉色的短裤和衣服，然后还要戴一条粉色的项链。粉色是她的标志色。

粉色还融入了现代对于色彩所赋予的一些革命性意义。它成为了上世纪70、80、90年代同性恋文化的代表色调，使得桃红葡萄酒的粉色也与我们意识中的一些政治认知产生了关联。

粉色也同样非常经典。在诸如法国这样拥有领先的葡萄酒文化的国家，粉色是传统的颜色。法国生产的桃红葡萄酒类型之丰富远远超乎你的想象：从浅香槟色和三文鱼色，到自然的唇色，再到天竺葵色，以及伊丽莎白女皇红色。这可真是一系列漂亮的颜色！

### A new world embrace

Rosé sales now are on the move. Old wine drinking countries never abandoned it and new world countries like Australia and the US are learning to love it.

Recent sales trends are impressive. Thirty per cent of wine sales in France are for Rosé followed by 18 per cent in Holland, 16 per cent in the UK and 13 per cent in the US.

Chinese wine drinkers should consider Shakespeare's advice. We need to hear the name "Rosé" and not let our preconceptions make us forget that this delicate drop is, in its own way, as credible as any other wine choice and more flexible.

### Where to look in Australia?

Regional Rose hot spots are Tasmanian sparkling rose, pinot noir based wines from the Yarra such as De Bortoli Yarra Valley and La Boehme Act Two, Merlot works well in the Yarra, Orange, Mudgee and the Hunter Valley. In the Adelaide Hills, Italian varieties such as Longview's Nebbiolo Rosato 2014. Grenache does a huge job in SA, from the Barossa, such as Angove Nine Vines, Charles Melton Rose of Virginia, and Zontes Footsteps Scarlett Ladybird from Langhorne Creek

### What to look for?

Colour is the best test. If it looks like fairy floss, then that is what you drink with it. If looks like salmon pink to orange then food will be its friend. The taste is watermelon and pomegranate fruits with the body of red wine in terms of smooth, low acid, and round textured and the freshness of a white wine with a light clean finish. Not just as an aperitif, but suitable with Chinese, Japanese, BBQ and rich complex seafood such as bisque and bouillabaisse.

### 新世界的拥抱

桃红葡萄酒的销量如今正在增长。传统的葡萄酒消费国家从没有抛弃过它，与此同时，新的消费市场，例如澳大利亚和美国，正学着欣赏它。

最近的销售趋势相当让人印象深刻。法国市场30%的葡萄酒消费量来自桃红葡萄酒，荷兰18%，英国16%，美国13%。

中国葡萄酒消费者应该考虑莎士比亚的建议。我们需要记得，尽管听到它的名字是“桃红”，但不要先入为主的带着偏见，而忘记了如此细腻精致的每一滴美酒都有着它与众不同的风格和特征，像其他任何葡萄酒一样优质，并且更加多样。

### 在澳大利亚，哪里生产的桃红葡萄酒值得推荐？

澳大利亚桃红酒的热点地区有塔斯马尼亚（Tasmania）的起泡桃红，亚拉谷（Yarra）黑比诺（Pinot Noir）酿造的桃红，例如德保利亚拉谷（De Bortoli Yarra Valley）和拉波希姆第二幕（La Boehme Act Two），在亚拉谷、奥兰治（Orange）、马奇（Mudgee）和猎人谷（Hunter Valley）等地，美乐（Merlot）的表现也很好。在阿德莱德山地区（Adelaide Hills），意大利品种是不错的选择，例如 Longview's Nebbiolo Rosato 2014；巴罗萨（Barossa）的歌海娜表现极佳，例如 Angove Nine Vines、Charles Melton Rose of Virginia 和来自 Langhorne Creek 的 Zontes Footsteps Scarlett Ladybird。

### 关注哪些要素？

颜色是最好的检验标准。如果一款桃红葡萄酒的颜色看起来像棉花糖一样，那么不妨用棉花糖搭配这款桃红；如果颜色看起来是三文鱼的粉色或者橙色，那么用它搭配三文鱼肯定错不了；如果它具有西瓜和番石榴的风味，口感柔顺、低酸、圆润，酒体类似红葡萄酒，或者具有白葡萄酒一般的清爽感，以及轻盈干净的收尾，这类桃红葡萄酒就不仅仅可以作为一款开胃酒，它更可以搭配中餐、日本料理、烧烤以及浓郁丰富的海鲜料理，例如海鲜浓汤，法式海鲜汤等。🍷