

Winter/High Life China/Fake Wine

冬天/中國上流生活/假酒

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A Cellar Full of Secrets

It's the story that haunts the high-end world of wine: could a bottle seemingly containing a priceless vintage actually be a sophisticated forgery? Frances Robinson meets the sommeliers and sleuths trying to keep London's wine markets above board

疑云密布的酒窖

一直困擾著高端葡萄酒圈的一個問題：那些酒瓶中看起來有模有樣的無價佳釀，會不會實際上是精心打造的冒牌貨？ 弗朗西斯·羅賓遜為此遍訪了那些努力確保倫敦葡萄酒市場卓越品質的侍酒師和偵探們。

A high-rolling, Lamborghini-driving Californian playboy sounds like the just the man to get a party started, but for the international fine wine trade, Rudy Kurniawan was anything but. He was convicted in 2013 after making as much as \$100 million faking and selling wine on the international markets. Collectors panicked, drinkers despaired and wine-lover super-sleuths got out their magnifying glasses. His exploits may have been as popular as ice cubes in a grand Cru, but they are not grounds for missing out on London's incredible wine culture.

一位開著蘭博基尼，來自美國加州揮金如土的花花公子似乎是一個很好的派對夥伴，但若是進行國際高級葡萄酒交易，選擇魯迪·古尼阿彎（Rudy Kurniawan）你就大錯特錯了。被稱為“康帝博士”的他在2013年因在國際市場上製造並銷售了價值高達1億美元的假酒而被定罪。收藏家們恐慌不已，品醇客陷入絕望，熱愛葡萄酒的超級偵探掏出了他們的放大鏡。古尼阿彎的劣跡可能跟特級葡萄酒中的冰塊一樣人神共憤，但愛酒人士絕不可為此錯失倫敦絕佳的品酒文化。

London is simply a great place to drink wine: the city's array of Michelin-starred restaurants and rooftop bars with breathtaking views ensure that. But it's also the ideal location for investment: London has been the centre of the global fine wine trade for centuries, and offers unrivalled opportunities for those looking to buy everything from First Growth Bordeaux to interesting English sparkling wines, either as an investment or to drink.

倫敦絕對是喝葡萄酒最好的地方：有著數不勝數的米其林餐廳以及可以觀賞絕佳美景的屋頂酒吧。倫敦同時也是理想的投資地：幾百年來，倫敦都是國際高級葡萄酒交易的中心，並且無論你是買來當作投資或飲用，想要購買波爾多一級名莊葡萄酒，還是有趣的英式汽泡酒，倫敦能給你的機會絕非別處可以比擬。

However, appearances can be deceptive. Wine fraudsters have been around since Ancient Rome, when Pliny the Elder despaired that, "Genuine, unadulterated wine is not to be had now, not even by the nobility." In the post-Kurniawan wine world, wine professionals in London are keen to ensure foreign buyers aren't affected by this type of crime. Given the city's unique

status as a wine hub, with a strong relationship with Bordeaux dating back to the 13th Century, it's a great place for tasting and buying. Europe's top wine regions, from Tuscany to Porto, and from the Rhine to the Rhone, have centuries of tradition in dealing with the UK market. A little homework before your visit will ensure a sparkling time buying Champagne – or whatever else takes your fancy.

然而，可別被酒瓶的外表給蒙騙了。自古羅馬時代開始就有葡萄酒造假者，老普林尼曾經絕望地說：“純正、不摻假的葡萄酒已經無處可尋，連貴族也喝不到。”在古尼阿灣事件之後，倫敦的葡萄酒專業人士一直努力確保外國的買家不會受到此類造假事件的影響。倫敦是一大葡萄酒中心，由於這一獨特地位，倫敦自13世紀以來就與波爾多產區有密切關係，是品酒和買酒的好地方。歐洲幾大葡萄酒區，從托斯卡納到波爾圖，再從萊茵河到羅訥河，都與英國市場有好幾個世紀的交易傳統。在拜訪倫敦前，先做一點功課，能確保你在購買香檳或者其他任何你中意的酒時有更美好的體驗。

“We guarantee everything we sell, so you can buy with the utmost confidence,” says Philip Moulin from Berry Bros & Rudd, the UK's oldest wine merchant. “Berry Bros & Rudd has been trading with many of its suppliers for hundreds of years – we are buying straight from the source and at the best possible price.” Stepping into the rarefied atmosphere of their wood-panelled shop at 3 St James's Street is an immersive way to experience more than 300 years of wine trade history.

來自英國最古老的葡萄酒商Berry Bros & Rudd的菲利普·莫林（Philip Moulin）表示：“我們為我們所販售的所有商品做擔保，您購買時能夠完全放心。Berry Bros & Rudd與眾多供應商已有幾百年的交易往來，我們直接從源頭採購，價格也是最經濟的。”酒商的專門店位於聖詹姆斯街3號，踏入鋪著木鑲地板的店中，你將沉浸於他們300多年以來的葡萄酒考究氛圍之中。

“In fact, it is thankfully quite rare to come across fake wine,” Moulin adds. “However, when you come across a fake at the top end of the market, it could be a case of wine worth hundreds of thousands of pounds – so the threat, to a private buyer, should be taken seriously.” Going to established merchants means buyers can call on their expertise, as well as being certain of the provenance of the wines being tasted.

“事實上，我們很少碰到假酒，真是謝天謝地。”莫林這樣補充道：“然而，一旦在高端市場遇到假酒，酒價可能達到數十萬英鎊。對私人買家來說，這樣的風險應該謹慎對待。”買家可以倚靠歷史悠久的專業酒商，確定所品嚐的酒有可靠的來源。

Many wine enthusiasts are taking a formal approach to educating themselves. The Wine & Spirit Education Trust (WSET) offers courses lasting from one day to several weeks, in which “you not only learn how to identify the common flavours and aromas in wines but also how to decipher the labelling terminology,” says Jude Mullins, WSET international development director. “This gives our students the education they need to be able to identify what the main flavour profiles will be by looking at the bottle as well, when tasting,” she adds.

許多葡萄酒愛好者都在接受正規的教育培訓。英國葡萄酒暨烈酒教育基金會（WSET）提供眾多課程，時間從一天到幾週不等。WSET國際開發總監朱迪·穆林斯（Jude Mullins）說：“參與這些課程，你不僅能夠學到如何識別葡萄酒中

常見的風味和香氣，還能解讀酒標上的術語。”她還補充：“我們的學員能學到如何在品酒時觀看酒瓶，就知道酒的主要風味。”

Their courses are widely taught in mainland China, with candidate numbers growing 41 per cent to a total of 12,813 this year. Many students go on to work in the wine and spirits industry, but they are also seeing an increasing number of candidates who are interested enthusiasts looking to develop their personal knowledge – something that wine fans can definitely do in London. “A good rule is to go to trusted retailers and auction houses,” adds Mullins. “Speak to the staff and sommeliers and taste as much as you can.”

WSET的課程在中國大陸廣泛傳授，學員人數今年增長了41%，總人數達到12,813人。許多學員是從事葡萄酒和烈酒行業工作的，但是也有越來越多的學員是葡萄酒愛好者，純粹是希望擴展他們的個人知識，這些品醇客在倫敦一定如魚得水。穆林斯還說：“去可靠的零售商和拍賣行是個很好的方法。盡可能多品嚐不同的酒，以及跟工作人員和侍酒師多交談。”

Nevertheless, wine fraud is on the rise. “Crooks have seen that wine fraud is high reward and low risk, so we are seeing global increase in counterfeit production, and many of the counterfeits are very, very good,” says Maureen Downey, the founder of winefraud.com and an early doubter of Kurniawan’s claims. “Frighteningly, those counterfeits that we know exist are not being removed from the market: They are being recirculated by unscrupulous vendors and greedy collectors.”

不過，葡萄酒造假的勢頭仍然有所增長。莫林·唐尼（Maureen Downey）是winefraud.com網站的創建人，同時她也是早期就開始懷疑古尼阿彎的人。她說：“騙子們知道假酒的回報很高，風險很低，因此現在假冒的偽劣產品在全球都有所增長，並且許多假貨都做得很逼真。可怕的是，我們已經知道的這些山寨產品並沒有從市場上下架：他們被那些不擇手段的商販以及貪婪的收藏家循環利用。”

It’s not just a problem for high-end wines, she adds. “The current counterfeits we are seeing come out of Europe are recent vintages and even current releases.” Improved printing techniques mean that without a known authentic version on hand, “telling the real from the counterfeit is very, very difficult.”

這不僅僅對於高端酒業來說是個問題，她還補充道：“現在我們看到的來自歐洲的假冒產品都是最近年份的酒，甚至是當期的產出。”打印技術的進步，意味著如果手上沒有已知的真品版本，“區分真偽更是難上加難。”

Much wine detective work involves forensically inspecting the glass, label and cork of suspect bottles for signs of tampering. Scientists at Bordeaux University have worked using the same principle as carbon dating to calculate the age of wine by radioactivity levels, which can reflect fallout from events such as the atmospheric nuclear tests conducted from 1950 to 1963 and the Chernobyl disaster of 1986. Opening bottles worth thousands of pounds is very much a last resort, and even then can be inconclusive when it comes to proving authenticity, because so few people have tasted them.

許多葡萄酒的鑑別都需要經過專業法律鑑定疑似有問題的酒瓶、標籤以及瓶塞，尋找是否有人為造假的痕跡。波爾多大學的科學家們嘗試使用碳測年原理，透過放射性水平來測定酒的年份。猶如1950年至1963年的輻射性微塵核試驗以及1986年切爾諾貝利核災難的測試方法。將價值幾千英鎊的葡萄酒開瓶檢驗實

在是不得已而為之的天下策，即使如此，可能還是不能得出產品是否正宗的結論，因為品嚐過這些酒的人實在少之又少。

Downey adds that buyers from markets such as China are “a prime target for counterfeiters” and that Asian wine collecting is similar to that which took place in the USA in the late 1980s and early 1990s, “but perhaps with a lot more money.” Her advice for Asian wine buyers coming to Europe is simple: “It is the same advice I would give anyone interested in buying fine and rare wine: Do your research, and/or hire experts to protect your investments.” One rule of thumb that applies to fine wine, along with everything else in the realm of luxury is: if a deal seems too good to be true, it probably is.

唐尼補充說：“來自中國市場的買家是造假者的主要目標”，亞洲的葡萄酒收藏市場跟20世紀80年代晚期和90年代早期美國的情況很像，“但是可能擁有更充足的資本。”對來訪歐洲的亞洲葡萄酒買家，她的建議很簡單：“我的建議與我對其他的高級和稀有葡萄酒買家的建議一樣：做好功課，並且僱傭專家來確保你的投資。”有一條經驗法則適用於高級葡萄酒，同時也適用於其他奢侈品領域，即：如果這筆交易划算得令人不敢相信，那麼實際上也很可能不可信任。”

“With old wines, you have to take the same view as with property, you have to do your due diligence – you can never be 100 per cent sure,” says Jonathan Beagle, a wine consultant who has advised clients from Beijing and Hong Kong, and took part in the Cambridge vs Oxford wine tasting, Varsity Match. He recalls a “bit of a hullaballoo” around a bottle of 1985 Domaine de la Romanée-Conti La Tâche, one of the most sought-after wines from the French region of Burgundy. After chasing its paper trail, it proved to be genuine, which was confirmed when it was drunk as a birthday treat.

葡萄酒顧問喬納森·比爾格（Jonathan Beagle）說：“對於老葡萄酒，您必須採取與像是對待房產般的觀點，必須雙重驗證，永遠無法百分之百地相信確認。”他服務過北京、香港等地的客戶，並且參加過牛津對抗劍橋的葡萄酒盲品賽。他回憶起一瓶1985年的羅曼尼康帝酒莊陳釀所引起的一些爭論，這種酒是人們最趨之若鶩的法國勃艮第葡萄酒之一。在追尋了書面記錄之後，這瓶酒被證明是真品，並在一次生日會上開酒品嚐之後得到確認。

“The safest way to buy wine is to buy it *en primeur* and cellar it yourself,” he adds. The French wine trade term, *en primeur*, refers to purchasing the wine before it has even been bottled, years before it’s ready to drink. More generally, he believes the Chinese wine market is maturing from an obsession with all things Lafite, including their South American wines as well as the iconic Premier cru classé.

他補充說：“購買葡萄酒最保險的辦法就是購買期酒（*en primeur*），然後親自窖藏。”“期酒”是一個法國葡萄酒交易名詞，意思是在葡萄酒裝瓶前就購買，而此時的葡萄酒還要隔好多年才可以飲用。更普遍地講，他相信中國的葡萄酒市場正在成熟，不再是僅對跟拉菲酒莊有關，包括拉菲的南美葡萄酒以及帶有一級名莊（Grand Cru Classé）標誌的葡萄酒盲目追求。

He sees a growing interest among Asian collectors for fine wines from other French regions, Italy and beyond. There’s a practical side to that, as well. “Bordeaux’s not actually the right wine for Chinese cuisine generally,” he says. But post the Lafite craze, “it just makes sense that people who’ve

discovered a liking for fine wine will branch out to new regions and try new things.”

他看到亞洲收藏家對法國其他區域、意大利和更多其他區域的葡萄酒興趣越來越高。同時這也有實際的一面。他說：“總體來說波爾多葡萄酒與中國料理其實並不相配。”但是經過了對拉菲的狂熱，“人們會對新地區的葡萄酒產生興趣，發掘新事物，這完全是說得通的。”

While wine fraud affects bottles at every price point, the stakes are certainly higher with famous estates. “Try to avoid the obvious, high-ticket names if you are not sure what you are looking at,” advises Berry Bros & Rudd’s Moulin. “If you have a cellar full of a certain Domaine, then maybe you feel comfortable looking at and buying an old bottle from that property,” but if you’re not in that enviable position, don’t rush in. “Don’t take things at face value – ask questions concerning provenance, and if you feel any nagging doubts, be prepared to walk away.”

假酒影響了各個價位的酒，但是購買知名酒莊產品的風險顯然更大。Berry Bros & Rudd的莫林建議說：“如果你不確定你想找什麼樣的酒款，最好避免那些知名的高價品牌。”“如果你的酒窖裡都是某一個葡萄園的產品，那麼你可能更可以充滿自信的去尋找並購買此酒莊的陳釀，”但是如果你還達不到這種令人羨慕的地位，不要急於求成。“不要只看到酒的面值就急著想下手，多詢問有關產地及來源的資訊。如果你有任何疑慮揮之不去，就做好收手的準備。”

Wine fraud is a huge issue, but education, going to reputable merchants and auction houses, or buying direct from the producer can remove some of the risks. And ultimately, it’s all a question of taste: never buy anything, even as an investment, that you wouldn’t like to drink yourself. “At some point every single wine on the planet will disappear, because someone’s drunk it,” Beagle concludes. Make sure it’s something you’ll enjoy.

假酒是一個大問題，但是多學習相關知識、去有信譽的酒商和拍賣行，或者直接從生產商那裡買酒，都能夠降低一定的風險。千言萬語，一切都回歸於您的品味：即使是作為投資，也不要買任何連你自己都不想喝的酒。比爾格總結道：“總有一天所有的酒都會消失在世界上，因為總有人會把它喝光。”你要確保這酒是你會喜歡的。

How to Buy Wine in London

在倫敦購買葡萄酒小貼士

Know your basics

“Consumers have a much wider choice when buying wines than ever before, so understanding the key production techniques and flavour characteristics for the most popular regions and grapes is hugely beneficial when presented with a varied selection of wines in stores.” Jude Mullins, WSET international development director

學習基本知識

“現在消費者有了前所未有的眾多選擇，在面對商店裡各式各樣的葡萄酒時，如果知道那些最著名的產區的葡萄有什麼關鍵生產技巧和風味特色，就對選擇採買很有幫助。” WSET國際開發總監的朱迪·穆林斯建議。

Shop around

“With more and more people globally drinking wine, there is a risk that people start faking wines that we all thought were safe. Be careful! Buy with the right merchants who look for provenance, or go to the auction houses that are a bit less obtrusive about what they have.” Jonathan Beagle, wine consultant

貨比三家

葡萄酒顧問喬納森·比格爾說：“全世界有越來越多的人開始飲用葡萄酒，假酒商有可能會在所有人都覺得安全的品牌上動歪腦筋。選購時要小心謹慎！去會確保酒是正宗原產的可靠酒商購買葡萄酒，或者到那些不會在推薦產品時咄咄逼人的拍賣行。”

Build your collection

“If you have never seen an old bottle of Chateau ‘X’, I would suggest that you don’t wade in and make your first purchase a bottle of the 1898. Buy a much younger vintage, and learn about the labels, capsules and bottles, before you buy the older, more expensive versions.” Philip Moulin, fine wine quality & authentication manager, Berry Bros & Rudd

豐富你的收藏

Berry Bros & Rudd高級葡萄酒質量與鑑定經理菲利普·莫林說：“如果你從來沒有見過“某某”酒莊的陳釀，我建議你不要大搖大擺地走到店裡然後第一次就買一瓶1898年陳釀。先買年份近一些的葡萄酒，研究其標籤、縮膜和酒瓶，然後再開始購買年份更久更貴的。”

Work on relationships

“Unscrupulous vendors will tell lies and sell counterfeits, all for profit – while pretending that they are ‘taking care of’ you. Good ones, in contrast, will look to build a long-term relationship with you. Be aware of the market, ask questions and if you are buying expensive wines, demand provenance information, including receipts – or be prepared to walk away. Also, if your readers want to be certain what they are buying is real... they can always call me!” Maureen Downey, founder of winefraud.com

培養良好關係

“那些不擇手段、沒有道德良知的酒販會一邊假裝為你著想，一邊說謊話和販售假貨，只為了賺你的錢。而好的酒商會希望你建立長期合作關係。學習了解市場行情，如果你要買昂貴的葡萄酒，多問問題，提出要查看原產信息，包括來源收據，否則就準備好收手。而且，如果讀者朋友們想要確定他們購買的產品是否是貨真價實，隨時可以打電話問我！” winefraud.com的創建者莫林·唐尼這樣說。

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