Wine Industry Conference: Hong Kong – Asian Wine Hub
酒類行業會議：香港–亞洲餐酒樞紐

Professor Michel BETTANE
Bettane & Desseauve CEO, Wine Critic

Biography of Speaker 講者簡介

In 1977, while teaching as an associate professor of "Lettres Classiques" (ancient Greek and Latin), Michel BETTANE decided to enroll in classes at the "Academie du Vin" in Paris. The "Academie du Vin" was run by some of the most passionate and knowledgeable wine educators and tasters in the world. These classes would be the beginning of an extraordinary career in wine journalism, now spanning over 30 years. He has spent countless hours in the wine cellars of France, meeting the winemakers and tasting their wines, with a desire to truly comprehend the foundation of his country's most fabled drink. Since 1996, along with his colleague Thierry DESSEAUVE, Michel BETTANE has published an extensive guide to French wines and wineries, allowing him to become one of the most respected tasters in the world. He travels the world in search of a better understanding of the trends in the wine industry, in public tastes, and also to share this unparalleled knowledge with wine professionals and enthusiasts alike. His desire to comprehend wines from around the world, his wonderful ability to communicate his knowledge, his exceptional palate and his amazing ability to recall precise vintages and characteristics of wines that he has tasted, has made him one of the greatest wine critics of our time.

原本一直在大學任古希臘文及拉丁文副教授的米卓爾・比廷(Michel BETTANE)，於 1977 年毅然決定入讀巴黎的「葡萄酒學院」。這學院由多名全球最熱心、學識最淵博的葡萄酒教育工作者及品酒師營辦。修畢課程後，米卓爾・比廷便展開了他歷時逾三十年的葡萄酒新聞報導生涯。他在法國的酒窖度過了不少年月，除了與酒廠負責人會面，亦品嚐他們釀製的葡萄酒，希望揭開這種風靡當地的飲料的神秘面紗。自 1996 年起，比廷與他的同事菲利・迪索夫(Thierry DESSEAUVE)攜手發表了大量有關法國葡萄酒和酒廠的指南，令他得以成為全球最受尊崇的品酒師之一。比廷走遍世界各地，希望更深入了解葡萄酒業的趨勢及大眾口味的變化。他更與葡萄酒專家及愛好者分享自己豐富的葡萄酒知識。他有「識盡天下美酒」的求知慾、超凡的傳授知識能力，以及過人的品酒能力。他鑑別葡萄酒年份的能力更是技驚四座，並能巨細無遺地將葡萄酒的特性一一道出。凡此種種皆令他得以成為當今世上最偉大的葡萄酒評論家之一。

Presentation Abstract 演講內容簡介

Bettane & Desseauve ratings originality and expected future influence on Asian markets.

The American or English wine experts' ratings are much consumer orientated. The French experts have a different approach because of the history and complex style or our best wines and old neighbor euro countries ones; we're not talking about absolute but relative rankings. We wish future Asian wine lovers will enjoy our expertise, more suited to wine cultural dimension and less relative to the immediate perception of flavor. Our purpose is more education than guidance.

Bettane & Desseauve 評審方式的原創性及預期會對亞洲市場產生的影響

英美的葡萄酒專家在評審方面較容易受消費者的意見影響，但法國葡萄酒專家卻有一套截然不同的評審準則，這是因為法國及毗鄰的歐洲各國所釀製的頂級葡萄酒年份久遠，風格多樣。我們現在所說的並非絕對而是相對評分。我們希望將來亞洲區的葡萄酒愛好者會欣賞我們的專業知識，多些涉獵葡萄酒的文化層面，而非單憑味覺體驗評酒。我們希望多教育大眾，而非一味指導。