Introduction of A New Choice of Wine Classification – The European Grand Jury
「葡萄酒評分的新準則」介紹會

Ms Marie AHM
Owner of VonAhm Ltd and
Permanent Member of the Le Grand Jury Européen

Biography of Speaker 講者簡介

Born in Denmark in 1980 and now resident in Barcelona, Spain. Marie is the first Dane and woman to become permanent member of Le Grand Jury Européen (GJE) and is now deeply involved in the GJE's activities and planning. She owns VonAhm Ltd, a company that provides export help to several of Europe's top wine producers and also helps importers around the world sourcing wines and managing portfolios. Furthermore she is consulting as specialist on wine trade for the EBRD (European Bank for Reconstruction and Development) and works partwise as wine journalist.

瑪莉・亞梅(Marie AHM)於 1980 年在丹麥出生，現居西班牙巴塞隆拿，是首位成為歐洲評酒委員會永久會員的丹麥人，亦是委員會唯一的女委員，現正積極參與該會的活動及策劃工作。她更是 VonAhm Ltd 公司的擁有人，協助歐洲數個頂尖釀酒商出口貨品，以及幫助世界各地的進口商採購葡萄酒及管理投資組合。她為歐洲復興開發銀行擔任葡萄酒貿易顧問，同時亦是位葡萄酒新聞工作者。

Presentation Abstract 演講內容簡介

Founded in 1996 by Francois Mauss to provide an alternative and fair way of judging wines. The set up is simple: a minimum of 15 top tasters from various countries and backgrounds gather under strictly controlled conditions to taste a maximum of 34 wines blind. Tastings are followed by thorough debriefings and statictics are published on the internet. All wines are either bought or exchanged and unkown wines are mixed with the worlds most famous wines. Main idea: 15 + professional tasters cannot make the same wrong judgement of the same wine at the same time= a more fair judgement.

由 Francois Mauss 於 1996 年創立，為評酒提供另一個公平的方法。這方法很簡單：從全球各地邀請至少 15 名背景各異的頂級品酒師到場，在嚴格監控的情況下以蒙瓶試酒方式，讓他們品嚐最多 34 種葡萄酒，然後讓他們逐一報告，再於網上公布統計數字。當中有些葡萄酒是買回來的，有些是交換得來，而世界知名的葡萄酒將與不知名的葡萄酒混在一起。這方法背後的主要理念是在場至少有十五位專業品酒師，他們不可能同時對同一種葡萄酒得出同一錯誤判斷。換句話說，這樣評酒較為公平客觀。