

美好家居

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STARCK'S NEW HOTEL

菲臘史塔新酒店設計



Frank Gehry at home

法蘭格里之家

Alison Henry's trends

David Tang: 'The Nurse'

鄧永鏘：「雪茄館」

愛莉遜亨利談潮流



interview



a few of the fine vintages on offer 公司提供的小部份佳釀



Brown在一次品酒討論會上採用的教具

作標公司Mayfair Cellars的Lavinia Brown近期走訪香港，她承認普通款消費的酒風不夠踏實，有輕浮內行之嫌，但她認為其實大可不必。「我想教給大家有關酒的知識。這樣他們飲酒時便不會擔心選錯了酒。我們試酒和推銷酒是一種樂趣，不是虛假的知識。」Brown宣稱。

據悉為今年「香港國際飲食及酒類協會」成立的酒類贊助商，Mayfair Cellars在Brown的細心指導下，在短短時間內已做出出色的成績。公司通過試酒和個人諮詢酒類等方面，滿足不同類型的需求。而公司的顧銷愈發熟練。公司為客戶提供的服務也私人化。公司提供的服務全面又多樣化——由獨特和有趣的公司或個人「試酒」晚餐、到選購上品的混合與細（每箱都根據Brown對該客戶喜愛酒類的理解而挑選）。以至酒類業務管理都有。

甚麼叫酒類業務管理？Brown開

始解釋說：「這是專為那些想收藏和存留佳釀的客戶而設的服務。你可以通過我們的倫敦辦事處買酒，並且免費空運到英國。因此在經濟上有利可圖；另一個好處是不必讓酒無形，而是得以適當地貯存。」一位負責此服務項目的經理提供當前最新市場價格，以及可能提高的指標。同時，當存的酒如果到了合適的飲用年期，便會發貨。

Brown半年前離開英國，她已經見有機會進一步發展其哲學「人人都喜愛的美酒」。當然，客戶都希望擁有一名私人酒類顧問——在面對上提出問題多些神氣。」她笑着說。但是除了提供可靠的服務和資訊之外，Brown的願望是把酒帶給人們。在古羅馬時期，酒或許是眾神飲的神酒。但今天，它只不過是晚餐桌上一樣受歡迎的飲料而已。「不必擔心估難，享用美酒不是孤陋了不起的事。無非是享受飲酒之樂罷了。」





Lavinia Brown, Sales Director for Mayfair Cellars

PORTFOLIO MANAGEMENT FOR WINES ? LAVINIA BROWN OF MAYFAIR CELLARS EXPLAINS

甚麼叫佳釀業務管理？專家為你詳細做出解釋

BY RACHEL PUSCAS PHOTOGRAPHY BY CHESTER DT

A recent import herself, Lavinia Brown of Mayfair Cellars admits that the wine scene in Hong Kong can beget a bit of snobbery, but she is adamant that it doesn't have to be that way. "I try to teach people about wine so they can enjoy it without feeling as if they're wrong about their wine choices. The idea behind our tastings and sales is pleasure, not affected knowledge," Brown declares.

As the chosen wine sponsor for the Hong Kong International Food & Wine Society dinner this year, Mayfair Cellars has created a high level of expectation in its six months of business, under the careful guidance of Brown. Mayfair meets those expectations with tastings and personal shopping options suited to a range of budgets. The more involved one chooses to become with Mayfair, the more personalised the services. A full array is on offer — from unique and fun corporate or personal 'wine tasting' dinners, to home delivery of

customised mixed cases (each case based on Brown's knowledge of that client's wine preferences), to wine portfolio management.

What is wine portfolio management? "Well," explains Brown, "it is for clients who wish to collect and hold cellars of fine wines. Wine can be purchased through our London office and stored in the UK tax-free, so there is the financial benefit, along with the benefits of not having the wine travel and of having it stored properly." A portfolio manager provides current market-value updates and potential enhancements to an existing portfolio. Also, cellared wine is delivered when it reaches its appropriate drinking age.

Leaving London six months ago, Brown saw an opportunity to further her philosophy of "good wine for everybody". "Certainly clients are pleased to have a personal wine consultant — it's nice to mention at a party," she admits laughingly. But



Brown's intention, beyond providing reliable service and information, is to bring wine to the people. It may have been nectar of the gods in Bacchus's times, but more often now it's just a nice beverage with dinner. "It doesn't have to be intimidating. Enjoying good wine does not have to be about anything other than that: enjoying wine." H.

Lavinia Brown can be reached at Mayfair Cellars; tel 2525 8168

