



LIQUID *Assets*

Luxos discovers how rare premium wine is consumed, collected and auctioned in Hong Kong and China

BY FLORENCE SUEN
PHOTO: A DOZEN BOTTLES OF CHATEAU LAFITE ROTHSCHILD,
VINTAGE 1986

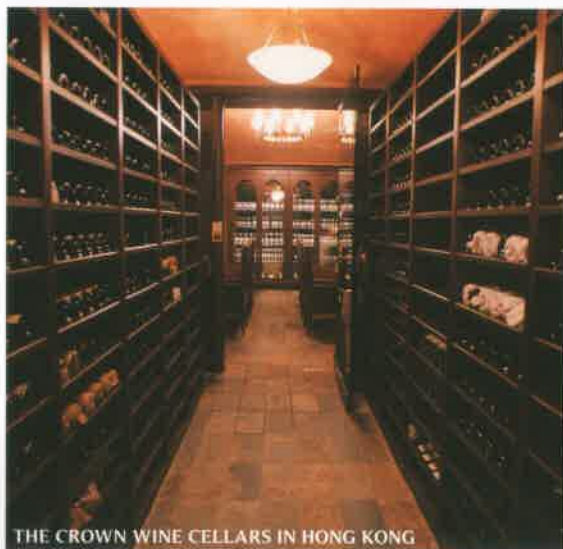
手拿一杯罕有名贵的葡萄酒，品酒人除了可向外界展露自己喜爱极高尚生活外，亦可由此说出他对名酿的进阶沟通。近年，国内喜欢葡萄酒的人越来越多。随着多翻品尝不同名酒产区的各种葡萄酿制而成的佳酿，他们的口味亦越来越高端。更重要的是他们找出那些风格及年份的佳酿才识合自己口味，建立个人要求及钟爱。在这趋势下，拍卖的场合便成了一群爱好品尝葡萄酒者「买得心头好」的重要途径。出入拍卖会场的更加有小不得一众资深投资者。

Imagine truly savouring a glass of very rare red wine. It's a gesture that shows one's appreciation for the finer things in life, and collecting wine is one of these things. In recent years, the number of wine enthusiasts has increased in mainland China. As the Chinese gain experience trying different wines, they will be able to discover their favourite type and year. As the passion for wine keeps growing in China, so does the response at wine auctions. Collectors see these as a great place to get their hands on the best labels. But they are not alone, as important investors are also keeping an eye on rare wines as profitable items.

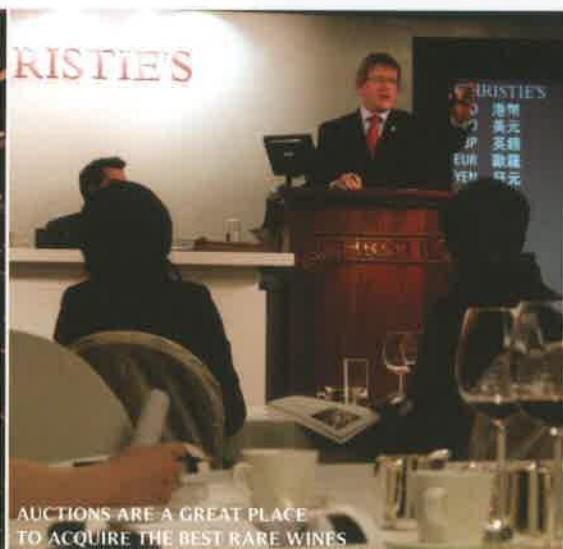
杯里找红颜 / WINE LOVE

香港Crown Wine Cellars地下酒窖的Gregory De 'Eb 先生说：「投资者应有前瞻及远见，在拍卖会前亦要先花时间查究哪些葡萄酒有升价潜力。」他还有一个有趣的投资和自用名贵酒的比譬，买来用作投资的葡萄酒是一个实际的选择，就像爱妻或丈夫一样，而那些投来品尝的名酿则是慑人心弦的浪漫情人，有时可能是因为自己一份过于钟爱，就很容易付上较多的金钱把她拥有过来。充满热诚的Gregory表示Crown Wine Cellars的现址曾是二次世界大战时军队防空洞，现已改建并拥有世界级专业储酒设备，欲知更多有关资料请浏览www.crownwinecellars.com

In Hong Kong, Crown Wine Cellars' Mr. Gregory De 'Eb says, "Nowadays, investors have great acumen. Before an auction, they spend time researching just how much potential a certain label has, before deciding whether to invest or not." He says that wines for investment are realistic and practical, just like one's spouse. And wines for one's personal enjoyment is like a romantic lover, for whom one takes risks without thinking of the consequences. This analogy describes the difference between the motivations for which one acquires a premium label. Mr. De 'Eb points out that the location of Crown Wine Cellars used to be a World War II bunker which was converted into an internationally-recognized wine cellar. For more information, please go to www.crownwinecellars.com



THE CROWN WINE CELLARS IN HONG KONG



AUCTIONS ARE A GREAT PLACE TO ACQUIRE THE BEST RARE WINES

把酒论珍藏 / WINE-COLLECTING

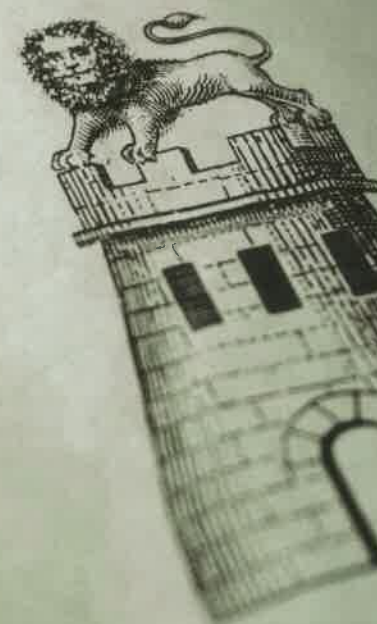
佳士得葡萄酒大师Charles Curtis先生道：「中国收藏家首要关注的，一般是顶级葡萄酒和顶级年份。他们亦正在建立自己的珍藏，所以他们会买横跨数个年份的葡萄酒。目前大部分的需求已落在相当近期的年份（例如1982年至今）。随着时间的推进，我相信将会有更多收藏家会开始喜欢那些1961年至1982年较成熟年份的葡萄酒和一些战前年份的优美珍稀。」

香港佳士得在九月份的拍卖会上呈献来自SK Networks珍藏的一系列顶级珍贵名酒。整场拍卖的竞投气氛激烈，买家来自亚洲及全球各地。此次拍卖最终以接近拍前估价的两倍4,813万港元（620万美元）收锤，是香港佳士得历来最高成交金额的一场名酒拍卖。如此佳绩一再证明市场对拥有一流、顶级来源的名酒需求与日俱增。他们期望买家将继续参与拍卖会，如11月26日及27日香港举行的极品稀世佳酿秋季拍卖会上，所拍卖的名酒包括跨越二十载的库克香槟珍品组合共144瓶、1982年拉斐庄Château Lafite-Rothschild原装木箱12瓶、2005年拉图庄Château Latour原装木箱12瓶等顶级珍贵名酒，绝对不容错过！有意藏家可致电佳士得香港办事处电话+852 2521 5396查询。

Charles Curtis, Master of Wine, Christie's, told us, "When collecting premium wine, the first thing that Chinese collectors should look for is quality and year. When they first start out collecting, they usually acquire labels that are several years apart. Current trends show that wines from recent years – from 1982 onward for example – are in great demand. However, as time goes on, I believe more and more collectors will start to appreciate the rare wines from before World War II, and the mature ones from 1961 to 1982."

In September, Christie's Hong Kong presented a collection of premium rare wines from SK Networks Collection. The realised price for most wines exceeded their estimates. With buyers coming from Asia and around the world, the response was tremendous. At 6.2 million USD (which was 48.13 million HKD), the auction's total sale was twice its estimate. It was the biggest wine auction in the history of Christie's Hong Kong, and was proof that the demand for rare wine was growing. With the aim of attracting more wine enthusiasts, auctions on November 26 and 27 in Hong Kong presented 144 bottles of Krug Champagne from 20 different years, 12 bottles of 1982 Château Lafite-Rothschild in their original wooden box, and a dozen bottles of 2005 Château Latour also in their original box. What a wonderful opportunity! If you are interested to start your own wine collection, contact Christie's Hong Kong at +852 2521 5396.

佳士得葡萄酒大师Charles Curtis先生道：「中国收藏家首要关注的，一般是顶级葡萄酒和顶级年份。」



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IN NOVEMBER 2010,
12 BOTTLES OF CHATEAU LATOUR – VINTAGE
2005 IN ORIGINAL WOODEN CASE WERE
AUCTIONED BY CHRISTIE'S