

Global Gourmet



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哈马尔罕



New Beginning
重新开始



A Matter Of Taste 味觉而论

If you or I were asked which of our five, if not six, senses we would be willing to sacrifice in order to save the rest, how would we answer? Well of course, that would depend on each individual's priorities. But regardless, it is an infinitely challenging quandary, as each sense is vital to lead a normal life.

While our palatal sense or sense of taste is every bit as important as any of our other senses, it is too often taken for granted; for our survival instinct drives us to eat in order to live, or live in order to eat, however one chooses. The primary question is where would be our quality of life if we were unable to taste? Sadly, the Covid-19 patients lose their sense of taste, which is in fact one of the lead symptoms if the infection.

Gastronomy continues to evolve with new advancements in technology, including culinary techniques that continue to surprise and delight those who appreciate new approaches for dining galore through the changing times. And our sense of taste, being the sum of our throat, mouth, olfactory, thalamus, and cortex, come together as the excellent judge of what "rings the bell" or "umami" amid the myriad forms of culinary wonders, given every blend of flavors, textures, aromas, colors, and temperatures.

In the same light, traditional, geographic cuisines are equally fast-evolving along with the changing times, fusing with one another or adopting each other's ingredients and techniques in the name of new age culinary artistry, innovation, and creativity, with each dish vying for approval of diners' choice. And like it or not, just as each and every sensorial faculty we have, our sense of taste is interconnected with our mind, body, and soul, evoking pleasant emotions and memories with every mouthful.

This is why chefs the world over, no matter how great or ascending to be great, are forever "connected at the hip" to their mothers' or grandmothers' cooking. And this is often, if not always, why French chefs, no matter how many Michelin-stars they may have coveted, fall short of making the honest to goodness risotto and pasta only Italian mothers can perfect: For genuine culinary greatness follows the genetics of family cooking and culinary heritage with Heart.

And despite any number of impressive awards, such as Michelin stars, World's 50 Best, Gault & Millau, Condé Nast, Black Pearl, etc. bestowed upon restaurants and their chefs, it is the skillful seduction of the diners' palates that wins or loses the day, a.k.a. "The proof is in the pudding".

As we pride ourselves for having been recognized by Gourmand International in its annual Best Cook Book in the World Award for Editorial: "Let the Sunshine In" (Global Gourmet 2020 April issue), we also take pride in featuring for this issue eight outstanding women entrepreneurs in China, who are in their own rights leaders and movers of the industry. May their purity of intention, extraordinary valor, and magnanimous spirit continue to inspire us all.

如果被问到在我们的五种或六种感官中,愿意牺牲哪一个来拯救其余的,我们将如何回答?当然,这取决于每个人心中的优先顺序,但无论如何,这是一个极其挑战的难题,因为每种感觉对于我们的日常生活都是至关重要的。

尽管我们的味觉与其他感官一样重要,但却时常被忽视。因为吃是生存的本能,要么为了活着而吃,要么为了吃而活着。无论选择哪种,一旦失去了吃的能力,生活的质量又何从谈起?可悲的是,新冠病毒的患者会失去味觉,这是感染的主要症状之一。

美食随着科技的新突破和烹饪的新技术而不断发展,在瞬息万变的时代,为那些喜欢尝新的食客带来惊喜与乐趣。而我们的味觉,集结喉咙、嘴巴、嗅觉、丘脑和皮层为一体,是融合了不同风味、质感、香气、颜色和温度的无数美味或“鲜味”的绝佳判断者。

同样,随着时间的变化,传统的地方美食也在快速发展,以新时代的烹饪创新与艺术创作为背景,融合或借鉴不同地区的食材和烹饪手法,在每一道美食中争夺食客。不管喜欢与否,我们的味觉和其他感官都与我们的思想、身体和灵魂相连接,在每一口味觉体验中唤起珍贵的情感和记忆。

这就是为什么世界各地的厨师,无论多么伟大或潜力巨大,都永远与其母亲或祖母做的菜联系在一起的原因。这也是为什么法国厨师们,无论摘得多少米其林星,都无法做出意大利妈妈味道的意式调味饭和意大利面。烹饪的精髓源自“用心”的家庭料理基因。

尽管餐厅和厨师们获得了许多令人印象深刻的奖项,例如米其林星、世界50佳餐厅、Gault & Millau或黑珍珠,这都是对食客的巧妙引流,事实却是“吃过才知道”。

很荣幸,我们在世界美食图书大奖中获得了年度最佳烹饪书奖。同时,我们在本期采访了8位杰出的女企业家。她们是行业的领袖,也是行业发展的推动者,希望她们永不妥协的初心,在职业历程中的坚韧不屈,以及追求理想的勇气与毅力可以鼓舞和感染更多的人。

Clemente Zecca

The Dashing Count and His Nobel Wines

伯爵和他的珍酿

The story of the Count Zecca family began in 1580 when Francesco Antonio Zecca, an Italian agriculturist and entrepreneur, moved from his home town Naples to the fertile land of Leverano. Since then, the Zecca family has played a significant role in the development of the territory. Centuries after in 1884, Pope Leo XIII, bestowed the title of Count on Giuseppe, the descendant of the Zecca family, in recognition of the family's great contribution. Fast forward to today, the youngest generation of entrepreneurs in Zecca's family is herein represented by the charming and talented Count Clemente Zecca, with his story to tell. Global Gourmet takes great pleasure in sharing his fascinating story with our valued readers and associates in the food and beverage service industry.

Count Zecca 家族历史最早可以追溯到 1580 年。当时，意大利农业学家同时也是企业家的 Francesco Antonio Zecca 从家乡那不勒斯搬迁至莱韦拉诺。从此，在这片肥沃的土地上，Zecca 家族对于当地的发展起到了举足轻重的作用。1884 年之后，教皇利奥十三世为表彰 Zecca 家族所作出的贡献，授予其后代“朱塞佩伯爵”的头衔。今天，Zecca 家族最年轻一代的代表是 Clemente Zecca 伯爵。在这里，他与《环球美味》的读者分享了他的精彩故事，以及对餐饮服务行业发展的深刻见解。



Global Gourmet (GG): Brief us about yourself and your family business.

Count Clemente Zecca (CZ): The agricultural sector in Italy, from the '80s to the '90s, accounted for approximately 7.5% of the country's gross domestic product. This being the scenario, a substantial part of Italy's economy has been influenced by exports, particularly of its food and wine products. It was during this period that my father and his elder brothers Alcibiade, Francesco, and Luciano decided to return to the family's ancestral vineyards in Apulia, located at the rugged heel of Italy's boot. Here they implemented modern techniques in farming, new irrigation systems, and other advanced and innovative winegrowing methodologies. This allowed the family's vineyards to flourish and to yield year by year grapes of outstanding and continuously improving quality.

I currently live in Lecce. Having my father's DNA, I took from him the curiosity and passion towards exploring new frontiers and ideas by traveling far and wide to understand and embrace different cultures, traditions, people and practices. After graduating from my Business & Marketing studies at John Cabot University in Rome, I deepened my knowledge of the wine industry by earning my Masters Degree in Wine Culture at the University of Gastronomic Sciences in Italy. Additionally, I worked for the Marketing Department of Marchesi Antinori and my father and uncles have taught me a lot on how to manage and help the family business to grow. Especially my dad's desire to expand in foreign markets also inspired me, opening my business sense to a broader international perspective. Altogether, my academic and work exposures equipped me to keep our family torch burning in the increasingly competitive global wine market today.

GG: Tell us about the brand, make, style, and features of your wine.

CZ: Our philosophy is to produce high-quality wines with few grapes per vine and handpicked only at the perfect maturation point. This is the essence of quality with respect to both nature and advanced wine technology.

Our "Nero" wine is the embodiment of our philosophy. Nero Conti Zecca was born from an intuition of the Conti Zecca brothers, which became a reality in the '80s. It started with some selected clones of Cabernet Sauvignon from the family's 320 hectares plantation. The best results were from the "Cantalupi Estate" in Salice Salentino area. Fifteen years after, a blend of wine dominated by Negroamaro grapes was created and recognized as the best of the Conti Zecca Estate in Leverano. The estate owns a 45-years-old vineyard composed of ancient and as well a variety of Negroamaro clones. Nero was first commercialized in 1999 with its 1997 vintage and thereafter established itself in the market. Vintage 1998 followed as the definitive blend that still characterizes Nero to the present day: 70% Negroamaro and 30% Cabernet Sauvignon. Undisputedly, the exceptional blend between the native Apulian vine Negroamaro and the foreign Cabernet Sauvignon one is a match made in heaven. Further, the label on the bottle is an ingenious graphic symbolization of the novelty of Nero and the spirit of Conti Zecca Winery. Such integrity of agriculture and viticulture coming together ultimately blossomed into a territorial pride.

GG: What are the significant points of differentiation that set your wine apart from the rest?

CZ: Our wines are expressive of the soil, biodiversity, and beauty exclusive and unique to our territory in Apulia, which is surrounded by the Ionian and Adriatic seas with a long, narrow peninsula that hosts 800 km of breathtaking coastline. This is also the cradle of ancient civilizations, including the ancient Greeks, Romans, Byzantines, Normans, Angevins, Aragonese, and Messapians. The climate is Mediterranean, characterized by warm, dry summers with circulating wind from the Sahara; mild, well-ventilated winters; concentrated rainfalls in spring and autumn; and contrasting temperatures between day and night; altogether these make up the ideal conditions for winegrowing.

Apulia is geographically flat with gentle hills sloping into the sea, while the soil is deep and rich with red clay, ideal for water retention and





whose iron oxide helps to produce grapes of excellent quality. Local grapes such as Negroamaro and Primitivo are the most typical varieties here. Negroamaro is characterized by bluish blackberries with thick skin, and medium-large bunches shaped like truncated cones. Its wine is dark, powerful, and velvety with a distinctive aroma of Maquis shrubland and licorice root. On the other hand, Primitivo produces dark, rich red wines of considerable interest, fruit-driven, with notes of berries, smooth texture and high in alcohol content. Such strong, but simple tastes make up the expression that is unmistakably Apulia.

GG: Wine is closely related to food and culture. China is extremely diverse, as with its regions, races, cultures, and cuisines. Taking these into consideration, how would you market your wines in China, whether for stand alone or food pairing?

CZ: Drinking wine is a very personal matter and Conti Zecca's wines can be enjoyed alone or with food depending on one's preference. Our wines are ideal to be matched with Chinese cuisines: generally rich, aromatic, and bold with a wide range of flavors. A fitting match would

be our Luna (50% Malvasia Bianca 50% Chardonnay), which is rich and savory with a persistent finish. It also works well with hot pot and Sichuan food that are usually laced with spices and chili oils. As for the iconic Beijing duck, our equally iconic Nero, with its soft, harmonious and velvety texture would be a perfect combination. As for lighter and finer cuisines such as those of Huaiyang and Shanghai, including Shaanxi, our equally fine and elegant Donna Marzia "Negroamaro" would pair well. There is always a noble reason for experiencing Conti Zecca wines.

GG: For a huge wine market still maturing, pricing is a critical factor in marketing. Wine in China still being more of a trend and status than lifestyle and culture, how would you position your wine in terms of pricing?

CZ: Conti Zecca's vision focuses on preserving and enhancing the history, tradition, and culture that are proper of the Salento region. We believe that our wines should be accessible to everyone, regardless of race, color, and culture. The 320-hectare family estate of Cantalupi and Donna Marzia, are the embodiment of harmony in diversity,



showcasing a delicate balance between value and price.

We pride ourselves on our iconic Nero and Luna, which are super premium wines produced in limited quantity. They are highly in demand by the world's finest restaurants and for celebrating special occasions. On the other hand, our Donna Marzia Primitivo and Donna Marzia Negroamaro are fine and elegant wines for everyday drinking, positioned at an accessible, medium price range. They are also available by the glass in many restaurants. In the same category is Cantalupi Salice Salentino Riserva, a unique wine with great aging that is highly suitable for gifting, important events, and celebrations.

GG: On a personal note, what are your other interests? And should fate strike you differently, what do you imagine yourself doing now?

CZ: Other than wine and travelling, I have always been very passionate about sports, especially the extreme ones. I used to sail, play

American football, and cycle at professional levels, and was able to achieve high competitive results. Although I no longer practice sports at professional levels now, I still firmly believe in the values of sports that come from good sportsmanship, fair competition, and hard work in achieving ambitious goals. In addition, practicing extreme sports, such as kitesurfing and skiing always gives me an incomparable sense of freedom, excitement, and intimate connection with nature. If I had not chosen the wine profession, maybe my passion would have led me to become a professional athlete, most likely a skier.

Keeping my feet on the ground, being true to myself and transparent to others, and as well respecting nature and its natural cycles are perhaps beliefs that my past experiences as an athlete and my present job as a wine producer have in common.

GG: Lastly, if you were granted all the talent, power, and resources,





在我看来，沟通是最关键的市场推广工具，同时，父辈们对我的影响也很深。父亲希望能够开拓海外市场，也寄望我能走得更远。因此，我去往美国学习国际商务和营销，同时也在意大利的美食科学大学攻读葡萄酒文化专业硕士学位。工作经验的积累和学习的深入，让我能够在竞争日趋激烈的全球葡萄酒市场不断拓展家族事业。

GG：您的品牌文化理念是什么？Conti Zecca 的葡萄酒有哪些特点？

CZ：我们的理念是以人工采摘的方式，精选每根藤上达到完美成熟度的葡萄来酿造优质的葡萄酒。在我们看来，尊重自然和先进的葡萄酒酿造技术是品质的精髓，我们的深红（Nero）葡萄酒就是 Conti Zecca 理念的完美诠释。

最早，Conti Zecca 的深红（Nero）葡萄酒出自 Conti Zecca 兄弟的想法，并在上个世纪 80 年代成为现实。最早的深红葡萄酒是用来自家 320 公顷葡萄园的精选赤霞珠克隆酿造，最好的佳酿则产自萨利切·萨伦蒂诺法定产区的 Cantalupi Estate。15 年后，以黑曼罗葡萄为主酿造的葡萄酒被公认为莱韦拉诺 Conti Zecca 酒庄的最佳代表。Conti Zecca 酒庄拥有 45 年树龄的葡萄园，生长着古老的葡萄藤，以及黑曼罗的各种克隆变种。1999 年，深红（Nero）葡萄酒投入酿造，第一个上市的年份为 1997，紧接着是以 70% 的黑曼罗和 30% 的赤霞珠酿造而成的 1998 年份，这也成为 Nero 最具代表性的葡萄酒，直到今天依旧如此。其酒标的设计融合了红葡萄酒的创新和 Conti Zecca 酒庄的精神，农业与酿酒业的完美结合呈现出引以为傲的风土特色。

GG：与其他葡萄酒相比，你们的葡萄酒有什么与众不同之处？

CZ：我们的葡萄酒代表了阿普利亚独一无二的风土，是对土壤、生物多样性、自然之美的表达。800 公里的亚得里亚海海岸线沿着狭长的半岛绵延不断，希腊人、罗马人、拜占庭人、诺曼底人、安茹人、阿拉贡人、麦撒披亚人都曾来过这里，这里是千年文明的摇篮。阿普利亚的地中海气候使得夏季温暖干燥，还有撒哈拉的风吹向这里。冬季湿润，春秋两季为雨季，昼夜温差大，造就了葡萄生长的理想环境。

阿普利亚地势平坦，缓坡绵延至海边，红色黏土肥沃，富含氧化铁，既容易保留水分，也为优质葡萄的生长提供了理想条件。当地最具代表性的葡萄有黑曼罗和普米蒂沃，前者有着蓝黑色浆果的特性，皮略厚。酿



what would be the most important thing you would do?

CZ: My family has been tied for centuries to this territory, Apulia, which I love and consider home. Though I have traveled afar, my heart remains in Apulia. So firstly, I would use my resources to develop and educate the new generations to treasure their heritage and organize training courses to upgrade and update local craftsmanship, and as well to identify and preserve the unique qualities of the place. I would also organize courses to equip the young generations with the necessary knowledge and skills of local, traditional crafts that would ensure their survival over the challenges of the changing time. I shall do my share in creating job opportunities for the next generations to be self-reliant and self-sufficient. Secondly, I would like to strengthen environmental awareness by developing new ways and means to reduce and recycle waste. Last but not least, I would address the pressing issues on the extinction of thousands of olive trees caused by the Xylella disease. I would do this via collective efforts with other regional administrations, organizations, and stakeholders to foster relevant social reforms and achieve economic rebirth.

环球美味（GG）：请介绍一下您自己和您的家族产业。

Count Clemente Zecca（CZ）：上个世纪 80 年代到 90 年代，意大利的农业约占意大利国内生产总值的 7.5%，相对之前的几十年来，有了 4% 的提高。而在这其中，食品和葡萄酒起到了举足轻重的作用。也是在那时，我的父亲和他的兄长们 Alcibiade、Francesco、Luciano 决定回归家族先辈们位于阿普利亚的葡萄园，从地图上看，这里正好位于意大利版图的“脚后跟”处。他们在种植上采用了现代的技术、全新的灌溉系统，以及先进的葡萄种植方式，借助先进而高效的生产手段，扩展了葡萄园的面积。

我目前住在莱切。我很像我的父亲，总是有着无限的好奇与热情去周游世界各地，探索全新的领域，去了解和拥抱不同的传统、人文、风俗。大学毕业后，我进入葡萄酒行业，在安东尼世家集团的市场部工作。在



造的葡萄酒色泽深，强劲有力，有着灌木和甘草的香味。而普米蒂沃红葡萄酒有着浓郁的浆果香味，结构顺滑，酒精度略高，这样强劲而简单的风味成为阿普利亚葡萄酒的典型特色。

GG：葡萄酒与餐饮文化紧密相关。中国文化博大精深，丰富多彩，不同地区的饮食、宗教、人文各有不同，您是如何在中国推广葡萄酒，是否会结合当地的饮食？

CZ：喝葡萄酒是一种非常个人化的体验。Conti Zecca 葡萄酒既可以单独饮用，也可以搭配食物，取决于个人喜好。中国的饮食的确丰富博大，色、香、味，复杂多样，我们的 Luna（50% 的白玛尔维萨、50% 的霞多丽）比较适合搭配中餐，这款酒风味丰富持久，与火锅或者川菜尤为适合。红葡萄酒有着柔软顺滑的质地，比较适合搭配北京烤鸭。再如淮扬菜、本帮菜这种比较清淡精致的菜系，甚至包括陕西菜，精致优雅的 Donna Marzia “黑曼罗”也可驾驭。Conti Zecca 葡萄酒总有值得品尝的理由。

GG：在这样一个尚未成熟的巨大市场，价格是市场营销的关键因素。葡萄酒在中国日渐成为一种趋势，但还没有成为生活方式和文化。在这样的市场，您会如何定价？

CZ：Conti Zecca 关注萨伦托的历史、传统、文化，无论性别、肤色、文化，我们的葡萄酒为所有人而酿造。320 公顷的 Cantalupi 家族葡萄园，是多样化和谐的写照。

我们酒庄最具标志性的 Nero 和 Luna 品质卓越，产量有限，广泛用于世界上最好的餐厅以及各种重要的场合。另一方面，我们的 Donna Marzia 普米蒂沃和 Donna Marzia 黑曼罗精致优雅，非常适饮，价格中等，在很多餐厅都广受欢迎。另外，我们还有 Cantalupi Salice Salentino Riserva，这款独一无二的葡萄酒有着良好的陈年潜力，尤其适合作为礼品，用于庆典等重要场合。

GG：您的个人爱好是什么？如果没有从事葡萄酒行业，您会觉得自己在做什么？

CZ：除了葡萄酒和旅游之外，我非常喜欢运动，尤其是极限运动。我航海，还打过美式橄榄球，骑自行车达到职业运动员水平，甚至有可能取得更好的竞技成绩。现在虽然不参加专业的体育运动，但是我仍然热爱体育，崇尚通过出众的体育技能、公平的竞争，以及努力的奋斗来取得成就。另外，极限运动，比如风筝冲浪、滑雪，总能带给我无与伦比的自由感和兴奋感，以及与自然的和谐一体。如果我没有从事葡萄酒行业，我可能会选择极限运动，或许会成为一名专业的滑雪运动员。

但是实际来说，做真实的自我，真诚对待他人，尊重自然，是我一直以来的信念。

GG：假如您拥有才华、权利、资源，您想做的最重要的事情是什么？

CZ：我的家族与普利亚这片土地紧密相连，我深爱着它，视其为我永远的家园。无论我走到哪里，走得有多远，我的心始终在普利亚。因此，首先我会利用资源来教育年轻一代，珍惜先辈们为我们留下的遗产。同时组织培训来提高当地人的手工技艺，保护这些独一无二的土地。我还会为青年人安排课程，教授他们必须的知识和技能，这些传统的技艺能够确保他们在这个日新月异的时代生存下去。我还会为他们创造就业机会，让他们能够自给自足。其次，我想通过全新的方式来减少资源浪费，提高大家的环保意识。最后，我想关注因为叶缘焦枯病菌导致的社会经济衰退问题，成千上万棵橄榄树因为这种疾病而死亡。我希望团结地方管理机构、组织，以及利益相关者等多方力量来推动社会改革，实现经济发展的复兴。

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Contact information: info@vmfinewines.com; Tel: 020 38852091