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评论

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投资酒庄
如何盈利
法国的四个案例

世纪之战

波尔多列级庄挑战一级庄

ROBERT PARKER
帕克满分酒的命运

对分佃耕制
勃艮第投资的另类方式

封面专题

Vie de Château
买个酒庄圆个庄主梦





Métayage

对分佃耕制 勃艮第投资的另类方式

这种新奇的经营方式是另类还是传统？是新概念还是旧习俗？勃艮第的酒庄收购史会告诉你答案。

文/Charles Curtis 译/郭月



Charles Curtis MW
WineAlpha创始人，葡萄酒大师。曾在佳士得担任亚洲和美国葡萄酒部主管。葡萄酒作家和记者，出版了《The Original Grand Cru of Burgundy》一书。

在很多人眼中，吴志诚 (Louis Ng Chi-sing) 是活在梦中。2012年，这位澳门商人买下了勃艮第历史悠久的名庄Château de Gevrey-Chambertin，而为酒庄酿酒的则是勃艮第传奇酒庄Armand Rousseau。Ng是澳门赌王何鸿燊的左膀右臂，何氏赌业帝国澳门博彩控股有限公司 (SJM) 的首席运营官和执行董事。这些赌场，特别是葡京酒店，早已以酒单闻名，所以购买一家勃艮第的酒庄似乎是自然而然的事情。这座12世纪的古堡被认为是法国文化遗产中至关重要的一部分，2公顷葡萄园包含Gevrey-Chambertin、Lavaux Saint-Jacques一级园和一小块Charmes-Chambertin特级园，约出产1000箱葡萄酒。在法国，由于投标失败的本地酿酒师是由法国财团支持的，这宗交易最初被反对。然而，吴志诚给出了高出估值两倍的收购价格，交易于2012年完成。自购买初始，他非常小心谨慎地使他热夫雷的邻居们消除疑虑，将他们的利益放在心上，他将聘请法国酿酒师酿酒并由法国建筑师Christian Laporte修复古堡。

这家酒庄的葡萄园以“对分佃耕制 (métayage)” 的形式被租借给Rousseau酒庄，也就是两家酒庄按土地收益分成。在对分佃耕制合约中，本地的酿酒师照料葡萄园，酿造葡萄酒，与土地的拥有者各获得一半酿造好的葡萄酒。由于勃艮第极少有酒庄出售，对分佃耕制被视为是涉足勃艮第酒庄的简易方式。

以本地农民为非常驻业主的耕作方式并非新概念。中世纪时，这一地区的教堂为他们拥有的酒庄雇佣非神职人员照料葡萄园，对分佃耕制的雏形由此诞生。后来，很多极好的庄园以对分佃耕制的方式运营。其中一个例子就是Marey-Monge家族酒庄。Nicolas-Joseph Marey在法国大革命期间是一位政客。本来是夜丘酒商的他得以从教堂手中购买一些葡萄园，这是18世纪90年代，革命政府为了筹款而卖掉的国家财产。这其中包括Clos de Tart和Romanée-Saint Vivant的葡萄园。前者被租借给颇有名望的Champy家族，直至1932年被卖给Mommessin，后者在1966年被租借给康帝酒庄 (Domaine de la Romanée-Conti)。1976年，Geneviève Marey-Monge离世，Marey-Monge家族也随之结束。

再晚一些，Henri Jayer通过与Noirot-Camuzet夫人的对分佃耕



制合作而建立了自己的声誉。像Nicolas-Joseph Marey一样，Noirot-Camuzet的父亲Etienne Camuzet是一位政客，同时也是酿酒师。由于政治职责的关系，他大多时候留在巴黎，而他的葡萄园则交给酒农耕作。他过世之后，他的女儿继续这个传统。“二战”刚结束的时候，她雇佣了年轻的Henri Jayer，他当时刚从第戎的葡萄种植学校毕业。他在Vosne-Romanée村庄、Les Brulées、Nuits-Saint-Georges Les Meurgers、最好的地块上耕作，其中最著名的要数Richebourg。Noirot-Camuzet夫人也是Cros Parantoux地块的拥有者。

Noirot-Camuzet夫人拥有的这块葡萄园与毗邻的Richebourg在战后处于闲置状态，Henri Jayer在上世纪50年代逐渐复耕，随着时间的推移，这些葡萄酒成为他作品当中的标志性酒款。1959年Noirot-Camuzet夫人过世，她的庄园交给了她的表兄Jean Méo，更名为Méo-Camuzet。今时今日，Cros Parantoux葡萄园只由两个酒庄拥有，Méo-Camuzet和 Emmanuel Rouget。Henri Jayer的侄子在Henri于1995年正式退休 (最终于2001年停止酿酒) 之后，接管了Jayer家族产业。1985年，Jean Méo的儿子，Jean-Nicolas从巴黎返回勃艮第，从他父亲手中接管酒庄事务。他决定亲自照管葡萄园以及酿酒，而非继续对分佃耕制合约。与Jayer的合约自1945年开始，每10年更新一次直到1978年，但是自1988年Henri退休，这些地块的生产就回归到Méo-Camuzet酒庄手中。如此一来，Jean-Nicolas Méo在Henri Jayer手下有三年的学徒期，现在所有的土地都由酒庄掌控。

对分佃耕制合约对租种葡萄园的种植者而言可以说相当有吸引力，这允许他增加产量，扩大他们庄园的规模，而不用投资土地，推高已入云霄的地价。根据法国政府统计数据，每公顷特级园的价格从200万欧元至1000万欧元不等，而一级园的价格则是25万欧元至250万欧元。然而投资者并不只是购买葡萄园，他们为这真正独一无二的生活方式投资，正如吴志诚所做的一样。🍷



Land Grab

In the eyes of many, Louis Ng Chi-sing is living the dream. In 2012 the Macao businessman purchased the historic Château de Gevrey-Chambertin in Burgundy, and legendary Burgundy producer Domaine Armand Rousseau is making the wine. Ng is referred to as Stanley Ho's right hand man because of his position as COO and Executive Director of SJM, Ho's Casino empire. These casinos, particularly the Hotel Lisboa, have long been known for their wine lists, so the purchase of the Château in Burgundy seems like a natural fit. The 12th century château is considered a vital piece of French heritage, complete with 2 hectares (ha) of vineyards producing about 1,000 cases of wine, including Gevrey-Chambertin, Lavaux Saint-Jacques Premier Cru and a tiny amount of Charmes-Chambertin Grand Cru. The purchase initially raised opposition in France, since the losing bidder was a local winemaker backed by a French consortium. Ng, however, offered twice as much for the property, and the sale closed in 2012. Since the purchase, he has taken extreme care to reassure his neighbors in Gevrey that he has their interests at heart, that the wine would be made by French winemakers and the château restored by a French architect, Christian Laporte.

The château's vines are leased to Domaine Rousseau in an arrangement known in French as *métayage*, or sharecropping. In a *métayage* contract, a local winemaker tends the vines and makes the wine and shares half of the finished wine with the landowner. *Métayage* is seen by some as an easier path to ownership in Burgundy, as few entire estates come up for sale. This is the strategy pursued by Chinese businessman Shi Yi, who purchased two hectares of vines in 2012, including parcels of Vosne-Romanée and Nuits-Saint-Georges, in partnership with local grower Pascal Chevigny. Shi Yi and Chevigny met while the two were studying at the University of Dijon, where Shi Yi has studied for his masters degree in wine marketing. Almost immediately, the duo began to ship their wine to China. In this partnership, Chevigny tends the vines and makes the wines, with Burgundy-based Shi Yi handling sales and marketing, largely in China.

The idea of local farmers working the land for absentee landlords is not a new concept. The practice has roots in the practice of the church hiring laypeople to tend the vines on the wineries that they owned throughout the region, a practice that dates to the Middle Ages. Closer to our time, many of the great domaines were run principally through *métayage* contracts. One example is the Marey-Monge dynasty. Nicolas-Joseph Marey was a politician at the time of the French Revolution. Originally a wine negociant from Nuits, he was able to purchase a number of vineyards that had belonged to the church when they were sold by the revolutionary government in the 1790s as the property of the state in order to raise money. Among these were the Clos de Tart and Romanée-Saint Vivant. The former was leased to the venerable firm of Champy until it was sold in 1932 (to Mommessin), while the latter was leased, in 1966, to Domaine de la Romanée-Conti. The Marey-Monge line came to an end in 1976 with the passing of Geneviève Marey-Monge.

Closer to our time, Henri Mayer built his reputation in part through his *métayage* contracts with Madame Noirot-Camuzet. Her father Etienne Camuzet was, like Nicolas-Joseph Marey, a politician and a winemaker. His political duties kept him mostly in Paris while the vineyards were worked by sharecroppers. When he passed away, his daughter continued this tradition. She began to employ the young Henri Mayer, recently graduated from viticultural school in Dijon, just after the Second World War. He worked plots classed in Vosne-Romanée village, Les Brulées, Nuits-Saint-Georges Les Meurgers, and most famously Richebourg. Madame Noirot-Camuzet was also the owner of land in the climat of Cros Parantoux. This vineyard site, which abuts Richebourg holdings that belonged to Mme. Noirot-Camuzet, was lying fallow after the war. Henri Mayer planted it gradually in the 1950s, and with time this became

the iconic wine of his portfolio. When Mme. Noirot-Camuzet passed away in 1959, her estate passed to her cousin, Jean Méo, and became Méo-Camuzet. Today Cros Parantoux has only two owners: Méo-Camuzet and Emmanuel Rouget, the nephew of Henri Mayer who took over the Mayer family interests when Henri officially retired in 1995 (and finally stopped making wine in 2001). In the 1980s, Jean Méo's son, Jean-Nicolas, returned to Burgundy from Paris to take over the running of the domaine from his father. Rather than continue with the métayage contracts, he decided to take on the work of tending the vines and making the wine. The Mayer contract that began in 1945 as a ten year contract had been gradually extended until 1987, but in 1988 Henri retired from this work and the production of those parcels reverted to Domaine Méo-Camuzet. Thus, there was a three year "apprenticeship" of Jean-Nicolas Méo under Henri Mayer, and now all of the land is under the direction of the domaine.

The métayage contract can be very attractive for the grower who rents the vines, as it allows him (or her) to expand production and the size of their domaine without requiring the capital investment of land purchases, which can soar to stratospheric prices. Grand cru property run anywhere from €2 million to €10 million per hectare, while premier cru property will cost anywhere from €250,000 - €2.5 million, according to French government statistics. Investors, however, are not just buying vines: they are investing in a way of life that is truly unique, as Louis Ng Chi-sing and Shi Yi have found out.