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The Incentives in MICE

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Ascending in Austria

音乐与美酒的摇篮

Photos and Text by Scott Shi



While Vienna resonates as the music capital of the world, the sound of music fills the hills and valleys of Austria including the hearts of its people. This is my unforgettable experience of the heavenly Austria for its classical songs and the friendly smiles of the people. But Of course, music and friendship cannot do without wine.

Music not only flows in the streets, restaurants, plazas and pubs, but also in the blood of Austrian people. I remember journeying to a small village in Poysdorf. The quaint little village is so small one can browse through this nooks and crannies

within an hour. But in observing and careful strides, one can be thrilled to no end with the artistry and musicality of the place. And, the presence of wine is everywhere to pair with food and every mood.

In fact music comes to life in the company of wine, reliving the days of Mozart, Haydn, and Schubert, whose immortal melodies compose the soul of Austria. Besides its scenic landscapes, romantic blue Danube, and rich cultural heritage, Austria is where parcels of vineyards blanket the gentle hills and rolling terrains from

where beautiful boutique wines are made. Here, the tradition and art of winemaking is preserved with passion and handed down from generations to generations, not intended for mass consumption but only for the pleasure of local wine aficionados.

Among the outstanding Austrian wines is the ice wine which comes in minute quantity compared to most world wines. Ice wine is made only in a few regions of the world where grapes are harvested in exact winter temperature for the quality and sweetness most desired. Rigid controls and quality standards, plus the unpredictable weather in Austria make



its ice winemaking yield almost a rarity, yet with the excellence beyond compare.

Here, my biggest incentive came upon tasting the 1979 vintage ice wine an heirloom shared with me by Gunther Muller himself at the Domane Muller wine cellar. A sip of the vintage opens the senses to a world of bouquets of subtle notes of honey, lemon, and orchid followed by layers of flavors like peach and honey unfolding on the palate and nose unto the entire senses. The ice wine taken in good company is total a bliss.

Austrian wines may lack glamour of



典乐和蓝色多瑙河，还有享誉世界的葡萄酒，这里出产的葡萄酒以高质低产见称，一直以来以内销为主，在海外很难寻到。

bottling and packaging, but they are simple and uncluttered, genuine and good. Perhaps this has always been the original intention of wine and its winemaker.

在奥地利的日子，我印象最深刻的就是无处不在的音乐和人们欢乐的笑脸，当然还有甘醇的葡萄酒。

音乐已经深入到了奥地利人的骨髓里，在葡萄园里，街道上，餐厅里都能听到快乐的奥地利人在歌唱。记得我们去一个村庄参观并品尝当地的葡萄酒，这个村庄很小，走路大概半个小时就能把村庄转一遍，但是在村庄中央竟然有一个露天舞台，每天都有乐队在那排练，周末还有音乐会。音乐让他们快乐，音乐中的交流沟通，让彼此没有了距离。

美妙的音乐加上醇美的葡萄酒会让人想到莫扎特、海顿、舒伯特。如果把音乐比喻成奥地利人的灵魂，那葡萄酒就是他们流淌的血液。奥地利并不是只有古

到了奥地利，不能不喝冰酒，全球每年的冰酒产量极少，因为生产这种葡萄酒的工艺复杂，而且受地域和天气的影响，年份不固定，所以整个地球只有少数的几个国家地区可以生产，奥地利就是其中之一，并且秉承高质量的工艺和低产量的出品，海外难求。我们有幸喝到了Domane Muller酒庄产的1969年冰酒，杯中金黄色的酒体，随着晃动的酒杯摇曳着撩人的色泽，淡淡的兰花蜂蜜和柠檬的味道扑鼻而来，迫不及待的把酒吸进口中，在口中慢慢绽放出青苹果、蜜桃、蜂蜜的香味，口感顺滑，甜味适中，余味悠长伴有花香。一杯酒喝下，感觉全身心散发出满足感。听着悠扬的音乐和几个好友海阔天空的聊着，感受着那份心的宁静，以及对生活美好的憧憬。

奥地利的葡萄酒少了形式上的奢华，却多了一份原始的感受，这可能就是人们最初喝酒所追求的吧。人生的感悟，经音乐和美酒彻底抒发出来，或许这就是奥地利的魅力所在。