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New blue wine unveiled

新款蓝色葡萄酒在法国问世



有一种亮蓝色的葡萄酒目前已在法国出售，其制造商称，它是百分之百的天然产品。该酒在酿造过程中会经特殊方法过滤，使其呈现出碧绿清澈的颜色。但这种酒受人欢迎吗？

Vindigo is made with Chardonnay, that is white wine grapes - and it gets its **translucent** blue colour because it's **filtered** through the skins of other dark grapes – these containing the purple **agent** anthocyanin, which properly **treated** can make a wine blue rather than the more normal red.

Vindigo 是用一种叫霞多丽的白葡萄酒制成的，这种酒色泽碧蓝澄澈的原因是它经过了含有紫色剂花青素的深色葡萄皮过滤，在适当的处理后可以使葡萄酒呈现蓝色，而非普通的红色。

So it's all perfectly natural, and on a Mediterranean **terrace**, looking over a blue sea and a blue sky, what could be more delightful than 'a **beaker** full of the warm South' as Keats put it. We're told it has **tones** of cherry and passion fruit, that in **blind tastings** it scores well against the rosés, and that in this summer of World Cup victory, the French want nothing more than to complete their **tricolour** of wines – possibly!

所以这种酒是纯天然的，而且当你身处地中海梯田，俯瞰碧蓝大海并远眺蓝色天空的时候，还有什么比诗人济慈吟诵的“啜饮一大杯暖意浓浓的南国酒”更让人高兴的事呢？我们听说这种酒里有樱桃和百香果的味道，所以它在“盲品”测试中的得分和玫

瑰红葡萄酒不分伯仲，而且正值法国在今夏的世界杯比赛中赢得了胜利，或许法国人最期待的庆祝方式的莫过于集满和法国三色旗匹配的三色葡萄酒了吧！

But the French can also spot a **gimmick** when they see one. And **'le vin bleu'** definitely fits that particular bar bill.

当然法国人也能分辨出什么是骗人的营销花招，而“蓝葡萄酒（le vin bleu）”正是此类营销手段的产物。

1. 词汇表

translucent	清透的、半透明的
filtered	经过滤
agent	添加剂
treated	被处理、被加工
terrace	梯田
beaker	（无柄的）大酒杯
tones	香味，味道
blind tastings	盲品（不看酒瓶，只通过品尝味道来分辨酒质好坏的测试）
tricolour	三色旗
gimmick	花招、把戏
'le vin bleu'	蓝色葡萄酒（法语）

2. 阅读理解：请在读完上文后，回答下列问题。（答案见下页）

1. What kind of grape is Chardonnay normally made with?
2. What do you think the poet Keats was referring to when he wrote 'a beaker full of the warm South'?
3. Why might the French want to complete their tricolour (three colours) of wine this year?
4. True or false? *As well as grapes, this new wine is contains cherries and passion fruit.*

3. 答案

1. What kind of grape is Chardonnay normally made with?

Chardonnay is made with what are called white grapes – but they usually look green.

2. What do you think the poet Keats was referring to when he wrote 'a beaker full of the warm South'?

Keats was describing a glass of wine.

3. Why might the French want to complete their tricolour (three colours) of wine this year?

The French are celebrating winning the World Cup this year.

4. True or false? *As well as grapes, this new wine is contains cherries and passion fruit.*

False. The new wine only has tones – flavours - of cherry and passion fruit.