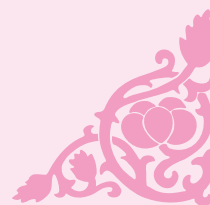


Chapter 1

International Brands from Royal Family

王室“大牌”——驰名世界的王室血统



Unit 1

Do You Love Me? – DOVE

德芙巧克力的浪漫故事

王室话题人物：芭莎公主
 话题公主之平民初恋：莱昂
 文化关键词：德芙巧克力（DOVE）
 浪漫指数：★★★★★

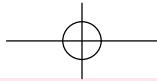
《一颗巧克力的心声》中有这样一句台词：“你不能拒绝巧克力，就像，你不能拒绝爱情。”巧克力，可以说是现代爱情的代名词。而德芙这个世界知名的巧克力品牌也恰恰是因爱而生的。有这样的说法，创始人莱昂为了不让儿子因买冰淇淋而在马路上奔跑，于是创造了德芙巧克力。但其实德芙巧克力的背后还有一段凄美却不失浪漫的爱情故事。故事的两位主人公分别是高贵的公主和低微的帮厨。也许在那样一个保守的时代，如此悬殊的身份和地位差距必然结不出爱情的果实，但这朵爱情之花还是盛开了，只是盛开之时就凋零了。或许我们可以说德芙就是他们爱情的结晶，虽然他们的爱情并非如此完美，但是德芙却给后人带来了更多的甜蜜。现在就让我们用心品味这份爱情，细细地品尝其中的甜与苦。

In the spring of 1919, Luxembourg royal family met the princess Charlotte inherit the Crown, meanwhile she also married the descendant prince Felix from Bourbon family. As a helper, Lyon was extremely busy, cleaning dishes the whole day, there were many wounds in his hand, when he was cleaning the wounds with salty water, a girl came and said, “You must be paining like that.” It was the girl named princess Basha that effected Lyon’s whole life.

The two young people met like that. Lyon had never been loved by others, as a distant relative of prince Felix family, Basha owned a low status here and she should never be in turn for the rare food – ice cream. Thus in the evening Lyon would enter the kitchen secretly and made ice cream for Basha, they two tasted ice cream and talked about past things. Basha always

Notes:

1. **Luxembourg** ['luksəm.bə:g] 卢森堡公国；卢森堡（卢森堡公国首都）
2. **inherit** [in'herit] 继承；遗传而得
3. **descendant** [di'send(ə)nt] 子孙；后裔
4. **Bourbon** ['buəbən] （法国的）波旁皇族
5. **conservative** [kən'sə:vətɪv] 保守的



taught Lyon how to speak English. At the conservative time of distinct priority in rank, due to the special status and situation, they buried the love in their hearts, without any words.

At the beginning of 20th century, in order to make herself strong in Europe, Luxemburg made alliance treaty with Belgium, with the intention to consolidate their relationship; they had chosen the best way as royal marriage. Princess Basha is the object. The following several days, Lyon could not see Basha and worried a lot, when preparing the dessert, he wrote four English letters “DOVE”, short for “DO YOU LOVE ME” on the dessert for Basha. He believed that Basha could guess his heart voice, while Basha dazed for a long time until the hot chocolate melted.



Several days later, Basha married. One year later, she could not bear the torment of lovesickness. After leaving royal family, with the dull pain in heart, Lyon went to an advanced restaurant. The boss appreciated Lyon so much that he married his daughter to Lyon. Though many years have passed away, the pain has not been appeased in Lyon's heart. His wife was so angry about it that she left him with a brokenheart.

After that Lyon had been single with his son and managed his candy store. In 1946 Lyon saw his son pursuing a car for purchasing ice cream, he suddenly remembered that he did not make ice cream for a long time since Basha left. At this time Lyon decided to continue the unfinished study for Basha. Through several months' efforts, a kind of chocolate ice cream full of butter and savor came into the world, with four letters, “DOVE”. His son asked the meaning of the letters innocently, Lyon answered lightly “This is the name of the ice cream.”

The ice cream has been extremely popular as soon as published, at that time, Lyon received a letter from Luxemburg and learned that Basha had tried to get his news, hoping that he could go to see her but he went to United States. Due to the influence of 2nd World War, the letter has been delayed for one year and three days.

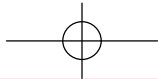
When Lyon finally reached Basha suffering great efforts, they are so old, Basha lay on the bed weakly, there were no clear eyes on her face any more and he could not hear Lyon's



Notes:

6. **distinct** [dis'tɪŋkt] 明显的；独特的
7. **consolidate** [kən'solideɪt] 巩固；使固定
8. **object** ['ɒbdʒɪkt] 目标
9. **daze** [deɪz] 使茫然；使晕眩
10. **torment** ['tɔːmənt] 痛苦；苦恼

11. **dull pain** 隐痛
12. **appease** [ə'piːz] 使平息；使和缓
13. **savor** ['seɪvə] 滋味；气味
14. **arrest** [ə'rest] 监禁
15. **engrave** [in'ɡreɪv] 雕刻；铭记



voice clearly. When recalling the days in Luxemburg, Basha said that she loved Lyon so much, once trying to refuse the marriage by starvation. She had been arrested for a month, deeply understanding that she could not escape the royal marriage, let alone that Lyon never said that he loved her or any promises. Finally she agreed with the marriage on one condition to go back the palace for an afternoon tea, she had eaten the chocolate without seeing the melted letters.

Thus everything was clear now. But it was too late. Basha left the world after three days. With deep sadness in the heart, Lyon decided to discover a kind of chocolate that the letters will never melt, through his great efforts, he did it successfully. From then on, every chocolate has been engraved with “DOVE” in the memory of the lost love between Lyon and Basha. Please let the one you love know timely that you love him or her, please love deeply, never give up.

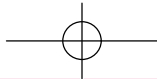
文化链接

《一颗巧克力的心声》是2010年德芙品牌为了推广一款新品巧克力，别出心裁地携手当今亚洲剧坛著名的戏剧导演孟京辉的创作团队，度身定制的一部都市情感剧。该剧以春、夏、秋、冬四季流逝中的故事，拨云见日，呈现匆匆岁月中日久弥香的真情韵味，诉说人们在匆匆中被冲淡或遗忘的内心的声音：“Do you still love me? -Yes, forever.” 德芙借助话剧舞台打出了自己产品的“软广告”，并赢得了广泛的关注。

孟京辉谈到该剧的创作灵感时说：“在这样一个各种背负堆积得高高太高、以致心灵缺氧的年代，我不想再去剖析冷峻，我找到了巧克力这个浓情符号，我希望告诉大家：在匆匆中勿忘温情的余味也在丝滑流动，心声的力量不会被流逝的四季冲淡。”

《一颗巧克力的心声》的上演，是德芙心声巧克力上市三部曲中最重要的组成部分，这款巧克力不仅有着口感更丝滑、更丰富的特点，包装纸内还印有触动心弦的心声心语，能够为消费者带来味蕾与心灵的双重享受，让更多的人享受德芙丝滑的一刻，也继续于心声相印的美妙瞬间。





Unit 2

GODIVA – GODIVA

歌帝梵夫人与歌帝梵巧克力

王室话题人物：伯爵夫人歌帝梵

文化关键词：歌帝梵（GODIVA）

精致指数：★★★★★

GODIVA（歌帝梵）起源于比利时布鲁塞尔，自古以来，这里一直保存着追求完美的传统，代代相传。为了继承这个传统，Draps 家族在 1926 年把歌帝梵巧克力带入比利时，这个以传说中尊贵的 GODIVA（歌帝梵）夫人命名的巧克力至今已有超过 80 多年的历史。

据说大约在 1040 年，统治考文垂的伯爵向人民征收重税，支持军队出战，令人民的生活苦不堪言。伯爵善良美丽的妻子歌帝梵夫人眼见民生疾苦，决定恳求伯爵减收征税，减轻人民的负担。歌帝梵夫人认为这些人民是可敬的。于是他们打赌——歌帝梵夫人要赤裸身躯骑马走过城中大街，仅以长发遮掩身体，假如人民全部留在屋内，不偷望夫人的话，伯爵便会宣布减税。果如夫人所言，百姓都诚实地回避屋内，令大伯爵不至蒙羞。伯爵宣布全城减税。现在歌帝梵已经享誉全球，比利时让歌帝梵精益求精，而歌帝梵则让比利时闻名于世，如果问是比利时成就了歌帝梵还是歌帝梵成就了比利时，必有两种相反的声音响起，实际上二者是相辅相成的。现在就让我们来品味一番歌帝梵吧！

It's not surprising that Godiva Chocolatier, one of the creators of the world's most elegant, hand-crafted chocolates, originated in Brussels, Belgium. For generations, Belgium has had a tradition of perfectionism, from its Rubens paintings and gothic architecture to products made of intricate lace, glittering crystal and its fabulous cuisine.

In keeping with this tradition, Joseph Draps introduced Godiva chocolate to Belgium in 1926. Draps opened the doors to his shop on a cobblestone street on Grande Place, selling his unique formula of rich chocolate with unparalleled smoothness. With a remarkable eye for detail, he set forth the standard at Godiva for innovative selection of elegant, European shell-molded designs and beautiful packaging.

Do you know why Joseph Draps name it Godiva? It can trace back to the Lady Godiva Legend.

Many hundreds of years ago, a woman of great generosity and beauty left an indelible impression upon the people she reigned over in Coventry. Known for her lustrous hair and bountiful nature, she dedicated her life to



the impoverished and stricken.

Her husband, Lord Leofric, was a powerful ruler, unsympathetic to the citizens of his kingdom. When he imposed a heavy burden of taxation upon his subjects, Lady Godiva protested. Lord Leofric boomed forth a challenge: If Lady Godiva rode naked through the streets, and if the people of the city remained inside, the taxation would be lifted.

Lady Godiva agreed to this bargain. Although she was demure in spirit, she was always most generous in action. Then finally, it was the morning of the event. Dawn rose, and the clock struck seven, ringing through the cobbled streets. The people closed their shutters, as promised. Lady Godiva's velvet gown dropped to the ground, her luminous skin shimmering.

The ride began. Throughout the streets echoed the foreign sound of hooves galloping, yet not a single glance flew her way.

Upon her finish, the thunderous cheers were heard throughout the town. Lady Godiva had braved modesty and convention to win the hearts of all who knew her. As promised, Leofric eased his taxation of the poor, and her place in history was immortalized.

The legend of Lady Godiva has not diminished, but instead has grown and deepened. Centuries later, Joseph Draps, a renowned Belgian chocolatier, created a line of chocolates with extraordinary richness and design, a collection of passion and purity. He sought a name that embodied the timeless qualities of passion, style, sensuality and modern boldness. His choice? – Godiva.

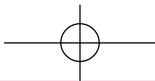
Through the years, these standards have been maintained as assiduously as Draps' recipes have been guarded. As a result of this adherence to Draps heritage, Godiva chocolates evoke the greatest in confectionery excellence. The same careful attention to quality is apparent in the exquisite European-style gold ballotins and handcrafted seasonal packaging that have earned Godiva a reputation for design excellence.

As the success of Godiva Chocolatier grew in Belgium, Joseph Draps sought to expand the company into international horizons. The first Godiva boutique outside of Belgium was opened in 1958 in Paris on the fashionable Rue St. Honoré. Openings in the United Kingdom, Germany, Italy and more followed.

Godiva is now available from Belgium to Singapore, from Denver to Dubai, making the Godiva brand known—and loved—in over 80 countries around the world. From New York to Paris

Notes:

1. **perfectionism** [pə'fekʃəniz(ə)m] 十全十美主义；至善论
2. **intricate** ['intrikit] 复杂的；错综的
3. **glittering** ['glitəriŋ] 闪闪发光的
4. **fabulous** ['fæbjʊləs] 神话般的；惊人的；难以置信的
5. **cobblestone** ['kɒbləstəʊn] 圆石；鹅卵石
6. **unparalleled** [ʌn'pærəleld] 无比的；无双的；空前的



to Tokyo, it is Godiva that brings the best of Belgium to the world.

文化链接

如果说没有 Draps 家族,就没有歌帝梵,那么如果没有可可豆,还会有歌帝梵吗?答案是:肯定没有!

可可豆是在公元 900 年被玛雅人发现的。当时可可不像现在这样被拿来食用,玛雅人用可可豆加上一些香料和水来饮用,这饮品称为“Xocoatl”,是苦水的意思,它深受玛雅人尊敬,称为“神的食物”。到了公元 1400 年,阿兹特克人统治了玛雅人,他们称巧克力为“Chocolatl”。除了饮用外,阿兹特克人更是把可可豆当成货币使用。

在 1502 年,哥伦布曾经把可可豆带到西班牙,但当时的国王和王后觉得可可豆只是一种苦豆,所以没有兴趣。直到 1528 年,探险家克特再次把可可豆和烹调可可豆的工具及方法一起带回去,可可才开始在西班牙国内流行起来。

世界首家巧克力店在 1657 年开设于英国,但一直以来,巧克力都只是一种饮品,还没开始食用。在当时,这饮品仍被视为奢侈品,而且这类店只开放给男士用于赌博和议政。

当时的比利时处于西班牙统治下,所以能得到可可豆和巧克力食谱,同时,刚果一个种植可可树的地方是比利时的殖民地,这亦令比利时成为世界性的巧克力中心。

巧克力因战争而风靡全球。在第一次世界大战期间,维多利亚女王将巧克力作为送给军队的圣诞礼物。在 1930 年以前,巧克力条是所有士兵每天的配给品。时至今日,军队仍相信巧克力可补充体力,所以美军的后备食粮亦有巧克力的存在,巧克力甚至跟随航天员上了太空!



Notes:

7. **generosity** [ˌdʒenəˈrɒsɪti] 慷慨; 宽大
8. **indelible** [ɪnˈdelɪbl] 去不掉的; 不能拭除的
9. **lustrous** [ˈlʌstrəs] 有光泽的
10. **demure** [diˈmjuə] 端庄的; 娴静少言的
11. **luminous** [ˈljuːmɪnəs] 发光的; 有光泽的
12. **hoof** [huːf] 蹄 (复数: hooves)
13. **immortalize** [ɪˈmɔːtəlaɪz] 使不灭; 使不朽
14. **sensuality** [ˌsensjuːˈælɪti] 好色; 感觉性
15. **boldness** [bəʊldˈnis] 大胆
16. **confectionery** [kənˈfekʃənəri] 糖果; 糖果店

Unit 3

French Champagne

王室御用名酒——法国浪漫香槟

专用葡萄：黑品乐、莫尼耶比诺和霞多丽

香槟之王室渊源：玛丽王后

香槟美称：酒中之王，胜利之酒，吉祥之酒，说服之酒

文化关键词：香槟（Champagne）

浪漫指数：★★★★★

香槟“CHAMPAGNE”一词，与快乐、欢笑和高兴同义。它是一种庆祝佳节用的酒，具有奢侈、诱惑和浪漫的色彩，也是葡萄酒之王。任何酒都无法媲美香槟的神秘，它给人一种纵酒高歌的豪放气氛。醇美的味道，一流的调酒配料，精良的工艺，并不昂贵的价格……让香槟成为佳节美事的必需品。如果说香槟酒已经不仅仅是一种饮料的话，那是因为它是全世界公认的节日与欢庆的象征。它是法国人的骄傲却带给全世界欢乐——F1 方程式赛道的终点，冠军尽情喷洒香槟的泡沫来庆祝胜利；玛丽王后二号下水的一刻，一瓶香槟砸向船头象征着对她一帆风顺的祝福；名流雅士也都在颂扬香槟，包括最有权势的男人——丘吉尔、拿破仑，和最风情万种的女士——玛丽莲·梦露、蓬皮杜夫人。正如英国著名经济学家约翰·梅纳德·凯恩斯所说：“我毕生唯一的遗憾，是没有享用更多的香槟。”

如此浪漫美妙的葡萄酒总是让人回味无穷，那么现在就让我们走进香槟，去回味它的无尽魅力吧！

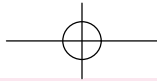
French Champagne is highly revered and is often associated with celebration and luxury. What is the history of this fine wine and how can you make the best choice for your next glass of bubbly?

History of French Champagne

Sparkling wine was not always considered desirable. In fact, the Benedictine monks of

Notes:

1. **revere** [ri'viə] 敬畏，尊敬，崇敬
2. **sparkling** ['spɑ:klɪŋ] 起泡沫的
3. **desirable** [di'zaiərəbl] 值得要的
4. **eliminate** [i'limineɪt] 除去，消除
5. **blend** [blend] 混合
6. **cork** [kɔ:k] 软木塞
7. **dictate** [dik'teit] 命令，指示
8. **tricky** ['tri:ki] 复杂的；棘手的
9. **unpredictable** [ʌnpri'diktəbl] 不可预知的
10. **hone one's craft** 磨砺工艺



the Champagne wine making region in France initially considered bubbles in the wine an undesirable feature. The famous Dom Perignon could not eliminate the bubbles, but he did blend the wines to make them more favorable; he also used stronger bottles and sealed them with cork since the sparkling wines were prone to exploding. French Champagne was born.

In the mid 1700s, the royal government of France dictated the size, weight and shape of Champagne bottles and corks. They also mandated that the cork be securely tied onto the bottle.

Until the early 1800s, Champagne making was still tricky and unpredictable. However, as specialist Champagne producers honed their craft, the bubbly became more reliable and subsequently more popular.



The French Champagne Region

The Champagne region of France is in the Northern portion of the country, northeast of Paris and near the Belgian border. The Montagne de Reims, Valle de la Marne and Cote des Blancs house thousands of vineyards and Champagne producers. The climate of the area is cooler than that of the more Southern French vineyards and the growing season is shorter. The weather is part of what naturally made Champagne's bubbles, initially. The region is also characterized by chalky soil and rolling hills.

Grapes in French Champagne

Three grape varieties are used in making French Champagne: Pinot Meunier, Chardonnay and Pinot Noir. Many French Champagnes are comprised of up to 40% Pinot Meunier; it is a hearty grape that can tolerate the colder climates of the region.

French Champagne versus Sparkling Wine

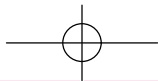
Champagne is all sparkling wine, but not all sparkling wine can be called Champagne. So, what is the difference? Sparkling wine is any wine with carbonation; if it has bubbles and it is wine, it is sparkling wine. It can be produced anywhere in the world.

Champagne however, is by definition, French. That is, at least according to the French. To be called Champagne in France, a sparkling wine must be produced in the so-delineated 86,000 acres of the Champagne region in Northern France. Want a sparkling wine that is close



Notes:

11. **chalky** ['tʃɔ:ki] 白垩的
12. **assemblage** [ə'semblidʒ] 集合; 聚集
13. **fermentation** [ˌfɜ:mən'teɪʃən] 发酵
14. **dosage** ['dəʊsɪdʒ] 剂量; 用量
15. **brut** [brut] 极干的 (尤指香槟酒)
16. **sec** [sek] 〈法〉略具甜味的
17. **doux** [du:] 甜香槟 (含糖百分之八到百分之十)



to Champagne? Look for “Methode champenoise” on the label; this indicates the wine was prepared in the French Champagne-making style, albeit elsewhere.

Bubble, Bubbles

So, what makes each Champagne unique? Of course the grapes that are used, but even more important is the assemblage. This is the blending process by which the vintner creates particular Champagne. In addition, modern French Champagne goes through a second fermentation process, known as dosage; extra sugar and wine are added in this phase to perfect the Champagne.

The final sugar content of the wine is indicated on the label of French Champagne with the following descriptors:

Extra Brut, also called Natural: Extra Brut is extremely dry and is not one of the most common varieties.

Brut: This is one of the most popular types of Champagne in the U.S. and in France; Brut is quite dry. The best grapes are generally reserved for the Brut Champagnes. Looking for a New Year's Eve or Sunday brunch French Champagne most everyone will love? This is your best bet.

Extra Dry, Extra Sec: While still fairly dry, Extra Dry is sweeter than Brut. It is a good selection for Champagne that you would like to serve with a sweet brunch or light dessert.

Sec: Sec is a slightly sweet Champagne and is best suited for dessert service.

Demi-Sec: Demi-Sec is a very sweet French Champagne and is not very common in the U.S.

Doux: With a resounding 5% sugar content, this Champagne is a bubbly dessert wine.

When the grapes are pressed for Champagne, a gentle process is used so that the skins are not incorporated. This accounts for the wine's delicate color.

文化链接

文中提到了世界顶级的香槟品牌——Dom Perignon 唐·培里侬。该酒于1921年推出，以“香槟之父” Dom Perignon (唐·培里侬) 修士的名字命名，俗称“香槟王”，是酩悦 (Moët & Chandon) 旗下最顶级的年份香槟。它有专属的葡萄园，位于法国最北部，只有老葡萄藤上结的饱满葡萄才能拿来酿制此款香槟。它目前几乎已成为顶级香槟的代名词，在历年的酒评中经常得到极高评价。酩悦香槟年产量超过1800万瓶。但是，Dom Perignon 的瓶数，却从来不予公开，据估计约有15万瓶左右。

当然，好香槟不止这一种，世界知名的品牌还有很多，那么如此高品质的香槟酒都来自什么地方呢？那就是 The Montagne de Reims, Valle de la Marne and Cote des Blancs (兰斯山脉、马恩河谷以及博朗山坡)，这些都是香槟葡萄产区，还包括奥布 (Aube) 葡萄园——“巴尔山坡” (Côte des Bar)。香槟葡萄园是1908年最早获得“法定产区品牌葡萄酒” (AOC) 认证的葡萄产区，现在葡萄种植面积达到了34 000公顷，90%的