**Keys to Unit 4 Alcoholic drinks and drinking culture**

**Section A Chinese alcoholic drinks and drinking culture**

**Passage 1**

**Reading comprehension**

**1** 1 F 2 F 3 T 4 T 5 T

**2** 略

**Verbal expression**

**1** 略

**2** 略

**Critical thinking and cultural exploration**

**1 Chinese liquor vs vodka and whisky**

**Transcript**

Vodka is a [distilled beverage](https://en.wikipedia.org/wiki/Distilled_beverage) composed primarily of water and [ethanol](https://en.wikipedia.org/wiki/Ethanol), sometimes with traces of impurities and flavorings. Traditionally, vodka is made by the distillation of [cereal grains](https://en.wikipedia.org/wiki/Cereal) or [potatoes](https://en.wikipedia.org/wiki/Potato) that have been [fermented](https://en.wikipedia.org/wiki/Fermentation_in_food_processing), though some modern brands use other substances, such as fruits or sugar. Since the 1890s, the standard Polish, Russian, Belarusian, Ukrainian, Estonian, Latvian, Lithuanian and Czech vodkas are 40% [alcohol by volume](https://en.wikipedia.org/wiki/Alcohol_by_volume), abbreviated as ABV. The [European Union](https://en.wikipedia.org/wiki/European_Union) has established a minimum of 37.5% ABV for any “European vodka” to be named as such. Products sold as “vodka” in the United States must have a minimum alcohol content of 40%. Even with these loose restrictions, most vodka sold contains 40% ABV. Vodka is traditionally drunk [neat](https://en.wikipedia.org/wiki/Bartending_terminology), which means not mixed with any water, ice, or other mixer, though it is often served chilled in the [vodka belt](https://en.wikipedia.org/wiki/Alcohol_belts_of_Europe#Vodka_belt) countries: Russia, Belarus, Poland, Ukraine, Lithuania, Latvia, Estonia, Sweden, Norway, Finland, and Iceland. It is also commonly used in [cocktails](https://en.wikipedia.org/wiki/Cocktail) and mixed drinks.

Whisky is a type of [distilled alcoholic beverage](https://en.wikipedia.org/wiki/Distilled_beverage) made from [fermented](https://en.wikipedia.org/wiki/Fermentation_in_food_processing) [grain](https://en.wikipedia.org/wiki/Grain) [mash](https://en.wikipedia.org/wiki/Mashing). Various grains, which may be [malted](https://en.wikipedia.org/wiki/Malt), are used for different varieties, including [barley](https://en.wikipedia.org/wiki/Barley), [corn](https://en.wikipedia.org/wiki/Maize), [rye](https://en.wikipedia.org/wiki/Rye), and [wheat](https://en.wikipedia.org/wiki/Wheat). Whisky is typically aged in wooden [barrels](https://en.wikipedia.org/wiki/Cask), generally made of charred [white oak](https://en.wikipedia.org/wiki/White_oak). It is a strictly regulated spirit worldwide with many classes and types. The typical unifying characteristics of the different classes and types are the fermentation of grains, distillation, and aging in wooden barrels.

(240 words)

**2 *Baijiu* seeking overseas market expansion**

In the city of Luzhou in Sichuan, at the confluence of Yangtze and Tuo rivers, is one of the core areas of Chinese alcohol industry.

Over 200 liquor products from Luzhou are listed as national and provincial-level products, with many of the producers now attempting to expand overseas.

Chinese alcohol, or *baijiu*, is the most widely consumed spirit in the world, with 5 billion litres sold in 2016.

The latest statistics shows *baijiu* made up nearly 40% of the spirits produced worldwide last year.

However, baijiu only makes up 8% of global alcohol sales.

Lin Feng, the general manager of Luzhou Laojiao, a well-known Luzhou-based *baijiu* producer, says foreign markets are still wide-open for Chinese liquor producers, arguing the domestic market is overly saturated.

Luzhou Laojiao was the only Chinese alcohol served at the 2018 FIFA World Cup in Russia.

Lin Feng says to attract more customers in Russia, the brand integrated Chinese liquor into cocktails to boost sales.

“We displayed our liquor products in every box of the stadiums at the World Cup, as well as demonstrating Chinese alcohol culture with some live shows. We especially wanted to use the event to test our cocktail products and see how consumers would accept it. Surprisingly it was so popular that our supply wasn’t even enough.”

Lin Feng says Luzhou Laojiao has sped up the internationalization of its brand.

"For the past two years, we have brought Chinese alcohol to some of the Belt and Road countries and demonstrated our products with multiple promotion activities. Last year, for example, we promoted *baijiu* in Russia with a special fireworks display at the Red Square. We also did promotions in New York and places in Canada and Australia; this year is focused on South Africa, as well as many European countries like the UK. We have consistently made efforts to show others Chinese alcohol culture and increase overseas consumption."

In recent years, not only Luzhou Laojiao, but other Chinese alcohol producers have chosen to be creative, developing new alcohol products.

Some are turning to fruit mixed alcohols and health care Chinese wine which are among the favorite items now being generated in an effort to open up the overseas markets.

(368 words)

**Passage 2**

**Reading comprehension**

**1** 1 T 2 T 3 F 4 F 5 T

**2** 略

**Verbal expression**

**1 Introducing a game: Rock-paper-scissors**

**Transcript**

Rock-paper-scissors is a [hand game](https://en.wikipedia.org/wiki/Hand_game) usually played between two people, in which each player simultaneously forms one of three shapes with an outstretched hand. These shapes are “rock” (a simple fist), “paper” (a flat hand), and “scissors” (a fist with the index and middle fingers extended, forming a V). The game has only two possible outcomes other than a tie: one of the two players wins, and the other player loses.

A player who decides to play rock will beat another player who has chosen scissors because “rock crushes scissors”, but will lose to one who has played paper because “paper covers rock”; a player of paper will lose to a player of scissors because “scissors cut paper”. If both players choose the same shape, the game is tied and is usually immediately replayed to break the tie.

Rock-paper-scissors is often used as a choosing method in a way similar to [coin flipping](https://en.wikipedia.org/wiki/Coin_flipping), [drawing straws](https://en.wikipedia.org/wiki/Drawing_straws), or throwing [dice](https://en.wikipedia.org/wiki/Dice). Unlike truly [random](https://en.wikipedia.org/wiki/Randomness) selection methods, however, rock–paper–scissors can be played with a degree of skill by recognizing and exploiting non-random behavior in opponents.

(183 words)

**2** 略

**Critical thinking and cultural exploration**

**1 Changes in the drinking customs in China**

**Transcript**

Alcohol can lubricate deal-making and consensus-building around the world, but it seems particularly powerful in China. According to a 2013 *China Youth Daily* survey, 82% of young Chinese say that drinking is essential for career development.

Traditionally, business drinkers in China gather around the dinner table (which means the drinking doesn’t end until the meal is over) and everyone has to make at least one toast. First, the host may make a welcoming toast, followed by different interest groups “cross-toasting” throughout the meal.

Yet as China grows and changes, many young people are beginning to reject the intricate etiquette of the professional drinking “game.” In the same *China Youth Daily* survey, 84% of people also noted that [they hate being obliged to drink](http://zqb.cyol.com/html/2013-09/10/nw.D110000zgqnb_20130910_2-07.htm). Rather than being forced to play along, this new generation wants to write rules of their own. They’re taking drinking culture from grandiose restaurants to bars, casual salons, and their living rooms.

The old-fashioned business drinking culture, which solidifies the idea of hierarchy, resembles the way Chinese drink at family dinners, where young people are expected to show respect and humility to their older relatives. But the new generation of Chinese adults values personal identity and don’t always follow the rules as their parents did.

Qiushi Jin, 24, who runs an e-commerce startup in Hangzhou, a city in eastern China, always meets clients in cafes or at the office instead of at an alcohol-fueled dinner. “The speed of deal-making is faster than ever, especially for e-commerce. Every minute counts. Instead of wasting my time on drinking, I’d rather cut the crap and go straight to real business.” he says.

Though the custom is changing, Chinese people aren’t actually drinking less. In fact, the country’s per capita alcohol consumption is [increasing](http://www.who.int/substance_abuse/publications/global_alcohol_report/profiles/chn.pdf). It’s what people drink, where they drink, and why they drink that is changing.

(307 words)

**2 A popular US drinking game: “Never Have I Ever”**

**Transcript**

The verbal game is started with the players getting into a circle. Then, the first player says a simple statement starting with “Never have I ever …” Anyone who at some point in their lives has done the action that the first player says, must drink. Play then continues around the circle, and the next person makes a statement.

An additional rule – uncommon, but beneficial to the game – is that if there is no one taking a drink, then the one who said the particular “Never have I ever…” must take a drink. This rule often forces the players to strategize more and makes for less pointless suggestions.

A further variation holds that whenever only one person is drinking, that person must give a detailed account of why he or she is drinking. Another variation of this game involves putting up five or ten fingers, putting one down whenever something mentioned has been done. Those who end up putting down all of their fingers must take several successive drinks.

Keeping the game afloat with good questions can be challenging. To avoid awkward silences and keep the game going, some of the best “Never Have I Ever” questions are put together below:

1) Never have I ever called in sick to work because I was hungover.

2) Never have I ever had a near death experience.

3) Never have I ever eaten food out of a trash can.

4) Never have I ever talked to myself out loud in public.

(249 words)

**Section B Wine and wine etiquette**

**Passage 3**

**Reading comprehension**

**1**

1 F 2 F 3 F 4 F 5 F 6 F

**2** 略

**Verbal expression**

**1**

1 Red wines: 1) B 2) D 3) C

2 White wines: 1) F 2) A 3) E

**2**

**1 What’s the best glass?**

**2 What wines should I serve at a party?**

**3 How do I remove labels?**

**4 Should I decant?**

**5 Do I have to store my wine in a temperature-controlled cellar?**

**Critical thinking and cultural exploration**

**1 How basic wine characteristics help you find your favourites**

**Transcript**

The best way to learn about your taste is to classify wines by their fundamental traits and then pick what you like the best. To understand the basic characteristics of wine it’s important to learn how to taste wine. So by understanding the 5 characteristics below you’ll have a better chance of getting what you love.

**1 Sweetness: Also known as “Level of dryness”**

Our perception of sweet starts at the tip of our tongue. Often, the very first impression of a wine is its level of sweetness. To taste sweet, focus your attention on the taste buds on the tip of your tongue. Are your taste buds tingling? It is an indicator of sweetness. Believe it or not, many dry wines can have a hint of sweetness to carry a larger impression of **body**. If you find a wine you like has residual sugar, you may enjoy a hint of sweetness in your wine.

**2 Acidity: Wrapping your head around it**

Acidity in food and drink is tart and zesty. Tasting acidity is often confused with the taste of higher **alcohol**. It is common for wines grown in cooler vintages to have higher acidity. Wines with higher acidity feel lighter weight. If you prefer a wine that is more rich and round, you enjoy slightly less acidity.

**3 Tannin: The misunderstood wine characteristic**

Tannin is often confused with **level of dryness** because tannin driesyour mouth. What are wine tannins? Tannin in wine is the presence of phenolic compounds that add bitterness to a wine. So how does tannin taste? Imagine putting a used black tea bag on your tongue. A wet tea bag is practically pure tannin that is bitter and has a drying sensation. Tannin tastes herbaceous and is often described as astringent. While all of these descriptors sound negative, tannin adds balance, complexity, structure and makes a wine last longer.

**4 Fruit: Identifying different flavors**

Wines are often characterized by their main fruit flavours. Tasting for fruit flavours in a wine can help you better define your preferences. For instance, wines that have strawberry notes lead into a very different set of varietal wines than wines that taste like blackberries. Additionally, the level of fruitiness that you taste in a wine leads to very different growing regions.

**5 Body: Light to full-Bodied.**

Are you in the mood for a light, medium or full-bodied wine? Body is the result of many factors – from wine variety, where it’s from, vintage, alcohol level and how it’s made. Body is a snapshot of the overall impression of a wine. **Alcohol level** adds body. A high alcohol wine typically tastes fuller bodied than a light-alcohol wine.  
 (445 words)

**2 China’s wine market update: Cheaper wines taking over**

**Transcript**

China’s wine market has changed immensely these years, mainly because of who is buying wine now: 45% of Chinese wine drinkers are under 30 years old. Sales of expensive wines continue to slide, while the greatest sales growth is in the cheapest price ranges.

Australia has made a big move into China, attracted by China’s new interest in cheaper wines. Australia shipped 31% more wine by volume in the last year alone, and it’s already the second-largest exporter to China after France. Australian wine’s average unit price dropped from $5.84 to $4.58 over the last year.

The age of drinkers is really interesting. Karla Wang of Lady Penguin, a successful social media wine site, only broke down the figures for Argentine imports, not all imports, but it’s notable that nearly a third of Chinese buyers of Argentine wine are 25 or under. This indicates that younger people are more interested in trying exotic foreign wines, which must be good news for pretty much every wine exporting country with the possible exception of France.

You might think a site called “Lady Penguin” would bring more female wine drinkers, but she said her membership is about 50-50 between women and men, and she believes that reflects the national wine market.

Wang said young Chinese people buy things with their smartphones more than any other country. Nearly half of all Chinese consumers of imported wine have bought wine online in the last six months.

Last but politically not least, free trade agreements really matter. Chile sells 11 times as much wine in China as Argentina. Wang says this is not because of quality or reputation but because China and Chile have a free trade agreement that makes overall tariffs on their wine 1/3 lower than those of Argentina. Coupled with higher shipping costs – Chile’s main ports are on the Pacific Ocean whereas Argentina's are on the Atlantic – Argentine wine in China costs at least 25 percent more than Chilean. Right now, price matters.

(332 words)

**Passage 4**

**Reading comprehension**

**1**

( ✓ ) 1 How to pour wine without spilling

( ) 2 The appropriate glasses for different wines

( ✓ ) 3 How to hold a stemmed wine glass

( ) 4 How to hold a wine glass like a connoisseur

( ✓ ) 5 Proper behaviors for tasting wine at a winery and a wine room

( ) 6 The food paring of different wines

( ✓ ) 7 What kind of wine to bring to the host or hostess

**2** 略

**Verbal expression**

**1**

1. the bottle's label (Para. 2) 瓶子上的标签
2. a receptacle (Para. 4) 容器
3. flights (Para. 5) 待品鉴的不同红酒
4. the wine cork (Para. 7) 酒瓶塞
5. a decanter (Para. 7) 醒酒器

**2 Ordering drinks at a café**

**Transcript**

**Dialogue 1**

Waiter: May I take your drink order while you are looking over your menu?  
Richard: Yes, do you have a wine list?  
Waiter: The wine list is on the second page of your menu.  
Richard: Do you have mixed drinks in this restaurant?  
Waiter: Yes, we have a full bar here.  
Richard: I am not sure what I want. Do you have any house specials?  
Waiter: Actually, we are famous for our margaritas.  
Richard: That sounds good! Please bring me one of those.  
Waiter: Would you like that drink blended or on the rocks?  
Richard: I would like it blended.  
Waiter: Would you like it with salt or no salt?  
Richard: I would like my margarita with no salt, thank you.

**Dialogue 2**

Waiter: Would you like to order your drinks right now?  
John: Yes. Can you tell me where your wine list is?  
Waiter: The wine list is posted right there on the board.  
John: Can we order a mixed drink in this restaurant?  
Waiter: Yes, we have a wide selection of mixed drinks available from our bar.  
John: Do you have any house specials that you could recommend?  
Waiter: Our most popular drinks are our margaritas.  
John: That sounds like a good choice for me. May I have one, please?  
Waiter: Can I bring that to you on the rocks, or would you like it blended?  
John: Please bring it to me on the rocks.  
Waiter: Salt or no salt?  
John: I would like it with no salt, please.

**Critical thinking and cultural exploration**

**1 Selecting the proper wine glasses**

**Transcript**

**The importance of a proper glass**

You can drink wine out of a coffee mug or mason jar or red sippy cup or even straight from the bottle, it doesn’t really matter. However, if you’re in it for the best tasting experience, certain glass shapes work better for certain wines.

Recent research has shown us that glass shape matters. A study came out in 2015 by a Japanese medical group who developed a special camera that photographs ethanol vapors as they leave the opening of a glass. They selected three types of glasses—a wine glass, a cocktail glass, and a straight glass—to determine the differences in ethanol emission caused by the shape effects of the glass. The results indicate that the wine glass shape performed the best for delivering aromas in a consistent ring around the rim.

There are many glass shapes for wine because there are different wine styles. The best thing that you can do to make wine taste better is to select a glass that highlights your favorite style of wine.

White wines are typically served in smaller bowled glasses. They can preserve floral aromas, maintain cooler temperature, and deliver more aromas (even at cooler temperatures) due to proximity to nose.

You’ll notice that full-bodied white wines such as [oak-aged Chardonnay](http://winefolly.com/review/chardonnay-wine-guide/) or Viognier, older white wines, [orange wines](http://winefolly.com/review/orange-wine/) and some [vintage sparkling wines](http://winefolly.com/update/cristal-champagne-the-wine-of-tsars-and-stars/) are typically desired out of a larger bowled white wine glass. This style of glass emphasizes the creamy texture in these wines with a wider mouth.

Red wines are typically served in larger bowled glasses. They can deliver more aroma compounds versus the burn of ethanol from being farther from nose and provide larger surface area to let ethanol evaporate. And wider opening makes wines taste smoother

The choice of a red wine glass has a lot to do with mitigating the [bitterness of tannin](http://winefolly.com/review/what-are-tannins-in-wine/) or the spiciness to deliver a smoother tasting wine. We’ve noticed after a few years of tasting, that wines tend to taste smoother with a wider opening. Of course, the distance to the actual fluid seems to affect [which aromas you smell.](http://winefolly.com/review/how-to-taste-wine-develop-palate/)

(349 words)

**2** [**Wines to drink with Chinese food**](http://www.decanter.com/learn/food/wines-with-chinese-food-353657/)

**Transcript**

What to drink on any given occasion depends on where you come from, so people in Europe and the US have a different perception of the kind of wines to pair with Chinese food from people living in China.

Most of us believe that it is aromatic white wines such as **Riesling** that suit Chinese food best, but it depends on what kind of Chinese food – and dish – you’re talking about.

Gewürztraminer for example, can be great with duck while can easily overpower a delicate dish of scallops. **Dry Riesling**is a good match with **Cantonese food** but is generally less successful with fiery Sichuanese dishes which pair better with an off-dry style.

Full-bodied tannic red wines are rarely seen as an ideal match for Chinese dishes in the west whereas to many Chinese people they can not only honour a valued guest but pleasurably enhance the sensation of spiciness on the palate.

Just to complicate matters it depends on who’s cooking your food – there’s a world of difference between a top end Chinese restaurant and a street food-style delivery from a takeaway service.

So here’s what I generally drink myself:

With **dim sum**: sparkling wine, preferably **blanc de blancs Champagne** or a chilled Fino **Sherry.**

With hotter **Sichuanese-style dishes**: a bold **off-dry rosé** or **off-dry Riesling**.

With **crispy duck and pancakes**: Agood fruity **Pinot Noir**from, say, **Oregon** or a **‘cru’ Beaujolais.**

Also remember that chocolate, blue cheese, asparagus, sushi, soy sauce and brussel sprouts are hard to match with wine.

(253 words)