

「上青」無國界

台灣啤酒 遇上 德國啤酒

Taiwan Beer & Germany Beer

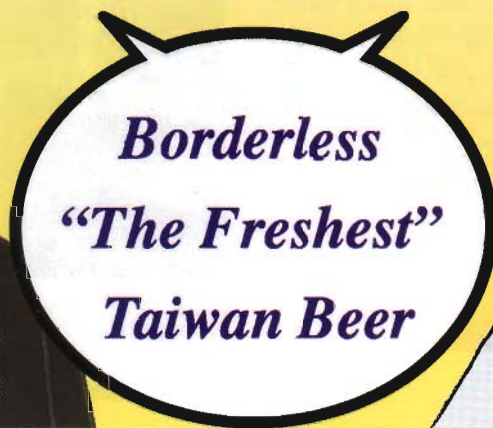
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在台灣，「台灣啤酒」以四座啤酒廠的產量提供全台，一天有上億元的營業額，佔據台灣近八成的啤酒市場；而在德國，大大小小的啤酒廠超過1300家，啤酒的品牌不勝枚舉，啤酒節更成了世界知名的慶典活動，啤酒節文化也跟著輸出到各國，說他是世界第一的啤酒王國也不為過。

那麼，台灣啤酒和德國啤酒有著什麼樣的關係呢？台灣人喝啤酒又和德國人喝啤酒有什麼不同的習慣和口味呢？透過一杯啤酒的交流，台灣菸酒公司副總經理林讚峰，和歐洲學院德國學校校長傅立光，一位台灣人和一位德國人，和我們分享啤酒的故事和心得——「上青」，無國界！



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有血緣關係的兩地啤酒

德國啤酒自西元1516年由巴伐利亞公爵威廉四世頒布了「德國純啤酒法令」後，規定只能以大麥芽、啤酒花及水作為主要製作原料，依三者不同比例與發酵程度調配出或甜或苦、或濃或淡的種類，也因此奠定了德國啤酒純正優質的品質與特性。雖然從統計數字上看，德國不是全世界啤酒產量最大的國家，也不是個人消費啤酒量最多的國家，但是德國啤酒的世界評價卻是無庸置疑，其中最重要的因素來自於紮實而完備的釀酒工業技術，以及對啤酒品質一絲不苟的嚴格要求。

台灣啤酒的歷史，可以追溯到日治時代的1919年，不過其口味的確立則是在40多年後。1961年時，在德籍顧問的指導下，台灣啤酒精選了優良的大麥、啤酒花與德國酵母等原料來釀製，所以如同其它世界一流的優良啤酒，台灣啤酒有著德國啤酒的優良血統，還多了一項特色：加入了本地出產的蓬萊米，讓歐洲血統的啤酒，變成了風味絕佳，且「台灣味」十足的在地啤酒。台灣啤酒在經由不斷的研發與創新後，近年來每每獲得國際評鑑肯定，頒授最高國際品質獎與金質獎，台啤不只是在地第一品牌，品質和口味可是世界級的！

口味不同，喝法也不同

和台灣不同的是，德國產的啤酒種類非常多，從發酵方式、酒精濃度、酒的顏色、香氣、口味等都有很大差異，例如口味清爽的Pilsener、入口強勁的Dunkel和Schwarzbier、酒精濃度高的Bock、濃郁酸味的Berliner Weisse、帶有水果或香料香氣的Weizen，和以傳統上層發酵方式製作的Kolsch和Altbier。

其中口味清爽的Pilsener，是全世界最具代表性的啤酒，台灣啤酒正是屬於Pilsener的一種，也難怪傅立光校長會覺得台灣啤酒對他來說，格外有種「親切感」。

啤酒種類雖不如德國多，但台灣人喝台啤的花樣卻多了不少，有人喜歡加入話梅提昇清爽口感，但也有人以蕃茄汁調和，替台啤增添了不一樣的風味，另外還有加綠茶、可樂、蜂蜜、檸檬汁等不同的配法，更勁爆的是還有人會加養樂多，雖然不知味道如何，但台灣人喝啤酒的創意倒是十足。那麼在德國呢？也有一些特別的喝法！也就是將啤酒混以白色汽水，一種在菜單上名為Shandy的酒，藉有具甜味的汽水或果汁沖淡啤酒的苦味；或是飲用帶點酸味的德國啤酒（如Berliner Weisse）時，也可以摻入覆盆子糖漿加以中和。

警語：未成年請勿飲酒

喝酒？喝水？

台灣人愛乾杯，尤其是當一群人聚在一起時，是真的——口氣把杯子喝到見底，要這樣才夠豪氣干雲。德國人就不一樣了，會玩一種比乾杯還有趣的遊戲，在德國有一種特製的酒杯，容量大都超過3公升，杯型有如靴子，口徑非常的大，在灌滿啤酒後，同桌的人輪流喝，喝到最後一口的人就得付這杯酒的錢，以此來製造氣氛。

由於啤酒比水還便宜，所以啤酒不只是酒，很多時候就當作是解渴的飲料，德國人在家看著電視吃著花生、扭結

麵包（Brezel，外硬內軟且有嚼勁，表面灑有粗鹽）時，來上一杯啤酒，就和台灣人自家泡茶喝的意思差不多；一群台灣人喝啤酒吃熱炒，一群德國人則是標準的「大塊吃肉，大碗喝酒」，大啖香腸和火腿，連喝數杯也面不改色，每年九月底在慕尼黑的啤酒節就可以看得到德國人這種喝啤酒的本事。



林：台灣啤酒中獨特的米香，特別對台灣人的味。

口渴時喝啤酒、吃飯時喝啤酒、聊天休閒時也喝啤酒，德國人每年每人喝掉了約130公升啤酒，可見德國人喜歡

喝啤酒的程度到了讓人難以

想像的程度，幾乎什麼場合都能來上一杯，雖然台灣人喝啤酒豪氣不輸德國人，但啤酒深入社會文化這點，台灣人可還是比不上德國這個啤酒王國呢。

上青才是王道

啤酒百百種，世界大不同，但是有一個原則卻是舉世共通的，那就是一「上青」的最好！啤酒講求的是新鮮度，離製造日期越近的啤酒越好，這也就是每一個地區都有自己的啤酒品牌的最大原因。雖然家鄉的味道總是令人難忘，但像傅校長這樣來到台灣的德國人，平常喝的啤酒可是少不了台灣啤酒的呢。台啤有多「青」？林副總統說，台啤所生產的啤酒，製造日期和飲用期間標示絕對不會超過半年，而一般上架後不到2個月內即可銷售出去，新鮮度絕對沒問題；而進口的啤酒一般賞味有效期都在一年，加上貨運船期及倉儲，來台都已過了一段時間，新鮮度打了不少折扣，口感當然有落差。

目前市面上啤酒品牌不勝枚舉，各家廠牌標示亦無規範，有些甚至讓消費者看也看不懂，因此購買前務必先檢視製造日期和飲用期限，避免買到標示不明或擺放已久的啤酒，才能暢飲新鮮上青啤酒。Life



傅：台啤是屬於Pilsener啤酒，德啤中也有這種口味。



In Taiwan, "Taiwan Beer" occupies nearly 80% beer market, providing the needs of the market through its four breweries nationwide. The company has a turnover of hundred million NT dollars a day. On the contrary, in Germany, there are more than 1,300 breweries, either large ones or small ones, and the beer brand is too numerous to cite individually. Germany's beer festival has become the world well-known celebration, and the beer festival culture has been also "transporting" to the various countries. Therefore, it is not boast at all to say that Germany is the world number one beer kingdom.

Then, what Taiwan Beer has to do with the German beer? What Taiwanese drinking custom and taste is different from German's? Communicate through a glass of beer, a Taiwanese (Lin Tzann-Feng, Senior Vice President of Taiwan Tobacco & Liquor Corporation [TTL]) and a German (Emmanuel Fritzen, Principal of Taipei European School German School Section) shared beer stories and their insight with us. Which is "the Freshest" beer is borderless.



傅校長和中德文化經濟協會韓宜靜理事長。兩人手中拿的就是德國靴子酒杯，靴子酒杯外常會印上"Ein Bier, das man mit guten freunden trinkt."的字樣，意指「跟朋友共享的啤酒」。

Beers that Have Close Relations

Ever since Duke Friedrich Wilhelm IV of Bavaria proclaimed "German Purity Law" in 1516, regulated that the only ingredients that could be used in the production of beer were water, barley, and hops. German beer, thus, established the reputation of high purity quality and characteristic. TTL was founded in 1961, then under the instruction of German consultants, had selected fine barley, hops, German yeast and water as main ingredients for beer production. Therefore, like other first-class quality beer over the world, Taiwan Beer has German beer's excellent blood relations. Furthermore, Taiwan Beer has another distinguishing characteristic: local Ponglai rice. By adding local Ponglai rice into the beer production turns European-blooded beer taste into a special flavor that smells and tastes so local, which is so called "Taiwan taste".

Different Flavors Different Ways of Drinking

Different from Taiwan, there are many kinds of German beer.

傳：外國人來台灣也是喜愛「上青」的台灣啤酒

傳：慕尼黑的啤酒節期間就可喝掉六百八十萬公升的啤酒。



Among them is Pilsener, the world most representable beer. Taiwan Beer is precisely belongs to the kind of Pilsener. No wonder Principal Fritzen commented that Taiwan Beer has especially a feeling of "benevolent" to him.

Unlike German beer, Taiwan Beer has fewer kinds. However, Taiwanese has many fun tricks in drinking beer. For example, some would add plum or blend tomato juice into Taiwan Beer, to create different taste or dilute bitter taste of beer. This way of drinking is just similar to two kinds of German beer, Shandy and Berliner Weisse.

Drink Beer As Water

Taiwanese fond of drinking to a toast, drink until the cup sees the bottom. But German is different. They would play one kind of interesting game. In Germany, there is a special made beer cup, which can hold at least 3 liters of beer; the shape of the cup is just like a boot, with unusual large caliber. After the cup is filled up, people pass it around the table, every one take turns to have a sip, whoever has the last sip has to pay for the bill. People do this to make an atmosphere.

When you are thirsty, drink beer; when you are eating, drink beer; when you are chatting or enjoying leisure time, drink beer. Each German consumed approximately 130 liters beer every year; nearly at any place or occasion one can always has a glass of beer. Taiwanese loves beer just like German does. But in talking of beer, it is not yet deep into the social culture as Germany.

"The Freshest" Governs All

Three are hundred and thousand kinds of beer, but there is only one common principle universally. That is "The Freshest" is the best! Beer product emphasizes freshness; the nearer manufacture date the better is the beer. Although the hometown flavor is always unforgettable, but for many German in Taiwan, such as Principal Fritzen, usually drinks

林：台灣啤酒一上架不到二個月就銷售出去始終保持「上青」的滋味。

林：台北啤酒工場的Taiwan Beer Bar和346古蹟倉庫是聚會暢飲的好地方。



台灣菸酒公司啤酒事業部彭兆良副理；傅立光校長；韓宜靜理事長；林讚峰副總經理；香宜德國餐廳店長Mary。(圖/左至右)

Taiwan Beer.

Now, how "fresh" is Taiwan Beer? Senior V.P. Lin said that the beer produced by the TTL, the labeling of best drinking period from manufacture date is always less than half year. And stock out on any retail shelf less than 2 months. Therefore, freshness is guaranteed. Imported beer, on the other hand, the best drinking period is usually one year. In addition to freight transport sailing time and store in a storehouse, it takes a period of time to arrived Taiwan. Thus, its freshness is greatly compromised.



警語：未成年請勿飲酒