

SAVOURING FOOD & WINE WITH ASIAN PALATE

This year Asian Palate is taking the food and wine scene in Asia to the next level. March 30th is the debut of Asian Palate, a website that celebrates authentic Asian cuisine and wine – together. Visitors to the website will be privy to Jeannie's personal wine notes, spanning nearly 20 years of tastings throughout the world, as well as exclusive interviews and content from internationally recognised Asian chefs and wine industry professionals. Learn the history of great Asian ingredients, discover recipes and find a wine to take to your daily *dai pai dong*. We look forward to a wonderful year ahead of memorable meals, new flavour combinations and great wines.

BORDEAUX 2009- WILL IT LIVE UP TO THE HYPE?



Jeannie outside Chateau Lafite Rothschild to taste the Bordeaux 2009 vintage

Those close to the wine industry have no doubt been hearing rumours about the quality of the 2009 Bordeaux vintage – it is already being compared to some of Bordeaux legendary vintages like 1945, 1961 and 1982. Is this the vintage of the decade or even the century? How much better is it compared to the past two excellent vintages 2000 and 2005? This month Jeannie embarks on her annual Bordeaux en primeur trip to [find out](#).

Jeannie will be tasting over 400 wines during the coming week, starting March 24, and we will be uploading the wine notes as they are sent direct from Bordeaux. All of the top Bordeaux wines, including Lafite, Latour, Petrus and Margaux will be reviewed and rated by Jeannie with recommendations on which wines are must buys for your cellar. Prices for the 2009 Bordeaux will likely start trickling out in April and it will be a hectic campaign as everyone looks towards getting the most allocation of the top wines at the best prices. Ongoing commentary will be made by Jeannie as prices are released so be sure to check out [Asian Palate](#) launching March 30th.

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WRAPPING UP A 10-CITY BOOK TOUR

TELL US WHAT YOU WOULD LIKE TO SEE ON THE ASIAN PALATE WEBSITE



Please take a minute to fill out our [quick survey](#) and let us know what you would like to see on our website in the future.

UPCOMING EVENTS & APPEARANCES

 **1-2 April 2010:** Appearance on [Bloomberg TV - Asia Confidential](#)

 **9 April 2010:** Guest appearance at annual [Grandi Cru d'Italia](#) Gala Dinner in Verona, Italy

 **22 April 2010:** Book Signing Dinner Event with [Watson's Wine Cellar](#) and [Dymocks](#) in Hong Kong

 **26 April 2010:** Judge at [Decanter World Wine Awards](#) in London, U.K.

 **29 April 2010:** Speaker at [Fine Wine 2010](#), 3rd International Congress in Ribera del Duero, Spain.

 **25-27 May 2010:** Instructor for Food and Wine Pairing Course at [Vinexpo Academy](#), Vinexpo Asia-Pacific in Hong Kong

ABOUT ASIAN PALATE

[Asian Palate](#) is a multilingual site that celebrates authentic Asian cuisine and wine - together. Asian Palate aims to lead intelligent and insightful discussions about food and wine in Asia by providing forward-thinking news and commentary, as well as a platform for



Jeannie on Tour in Bangkok, Thailand

An epic 10-leg journey around Asia through Hong Kong, Shanghai, Beijing, Taipei, Tokyo, Mumbai, Seoul, Bangkok, Singapore and Kuala Lumpur left Jeannie and the AP team exhausted but optimistic. Positive feedback has followed since the launch of Jeannie's first book, Asian Palate.

Here's what people have been saying:

"There are probably no other books that can tell you which wine to choose when ordering Korean soup not simply as an accompaniment but as a main meal (the answer is a Côte du Rhône Villages, a sparkling wine or a dry rosé), or what to pair with northern Chinese offal dishes (try a Cahors or Madiran). Such is the exclusive and valuable remit of Asian Palate...Many wine writers have pronounced too generally on wine and Asian food. Lee's detailed advice is therefore very welcome."

Liam Fitzpatrick, Time Magazine, 25th February 2010.

"Asian Palate is an attempt to understand food in its own context and to suggest appropriate wine without imposing alien tastes on some of the world's complex cuisines."

David Pilling, Financial Times, 6th March 2010.

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MORE FROM ASIAN PALATE



Asian Palate recently won the **Gourmand Award's** Best Food and Wine Pairing book in the World against nearly 6,000 other books from 136 countries. It was also short-listed as one of four books considered for the Andre Simon Award. This award-winning book is priced at US\$98, available to order from **Asset Publishing and Research Limited**, Hong Kong +852 2573 6078, through **Amazon**, **Amazon UK** and in Hong Kong from Watson's Wine Cellar stores, Ponti Food and Wine Cellar stores, Grand Hyatt Hong Kong Lobby Shop, Grappas's Cellar Jardine House and selected fine book stores in Hong Kong including Dymocks and Hong Kong Book Centre.

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ABOUT JEANNIE CHO LEE MW



Regarded as one of Asia's preeminent authorities on wine, Jeannie Cho Lee was the first Asian to be awarded the Master of Wine (MW) title in 2008
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