



## Asian Palate Launches in Chinese!

We are thrilled that award-winning book *Asian Palate* is finally available in Chinese. The book has garnered numerous awards since its publication in 2009 including the prestigious 2009 Gourmand Award for "Best Book for Matching Food and Wine in the World". The book has also won the Organisation Internationale de la Vigne and et du Vin (OIV) Award and the International Association of Culinary Professionals (IACP) Award in 2011. Jeannie's book is recognised as "a masterpiece which will become a classic reference due to its outstanding quality", according to Gourmand Award president Edward Cointreau. The book will be widely distributed throughout mainland China and greater China. [Click here](#) for more details.

Follow Jeannie as she travels to Hainan island, Shanghai, Guangzhou and other Chinese cities this month to promote her second English book, *Mastering Wine for the Asian Palate* as well as her Chinese book, *Asian Palate*. [Click here](#) for more details.

### JEANNIE'S PANEL AT WINE FUTURE '11: ASIAN DIRECTIONS - PALATE & PERCEPTION



Join Jeannie at the Wine Future '11 in Hong Kong along with her panel of speakers to discover consumer preferences in different Asian markets, and to understand how their palates may differ from other markets across the globe.



### SENA'S FIRST VERTICAL TASTING IN ASIA



Join Eduardo Chadwick, the President of Vina Sena, and Jeannie Cho Lee MW in an educational seminar that includes a blind tasting of the finest Sena vintages along with Premier Grads Crus Classes wines of Bordeaux. For more details, please [click here](#).



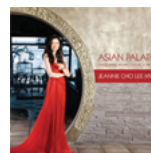
### THE CHANGING PROFILE OF MAINLAND CHINESE WINE ENTHUSIASTS

#### ORDER MASTERING WINE FOR THE ASIAN PALATE



Jeannie's second book, *Mastering Wine for the Asian Palate*, is now [available to order](#)

#### ORDER ASIAN PALATE



**Purchase a copy** of this award-winning book in English or simplified Chinese exploring the challenges of Asian food and wine pairing.

#### JEANNIE'S BI-WEEKLY WINE DIARY



**Sign up** for Jeannie's wine diary and read her top wine picks every other week. To read the past wine diary newsletters, [click here](#).

#### EVENTS & APPEARANCES



**6 October 2011:** Jeannie will be signing her new book, *Mastering Wine for the Asian Palate* at **Kelly and Walsh** at Landmark, Central.



**11 Oct 2011:** Meet Jeannie on her book tour for *Mastering Wine for the Asian Palate* in Haikou, Hainan, China at the **Haikou New State Guesthouse**.



**20 Oct 2011:** *Asian Palate*



Read Jeannie's observations on the changing profile of mainland Chinese wine enthusiasts during her visits to Shenzhen, Hangzhou, Beijing and Shanghai.



## PAIRING ASIAN INGREDIENTS WITH WINE



Jeannie shares her pairing tips and thoughts behind how the award-winning wines from the Decanter World Wine Awards were selected to pair with Asian-inspired dishes during her recent book tour dinner at the Park Hyatt Seoul.



## NEW LATITUDE WINES FROM THAILAND



Read Jeannie's reviews of nearly twenty different wines from Thailand.



## MASTERING WINE LAUNCHES AT CIVB IN BORDEAUX



View Jeannie's interview at CIVB about her new book, *Mastering Wine for the Asian Palate*.



in Chinese will be launched along with **YesMyWine** in Guangzhou, China at the Shangri-La Hotel.



**24 Oct 2011:** The second launch of *Asian Palate* will be held in Shanghai at the **Peace Hotel**.



**26 Oct 2011:** Jeannie will be hosting a food and wine dinner in Shanghai at the **Peninsula Hotel** to launch *Mastering Wine for the Asian Palate*.



**28 Oct 2011:** Join Eduardo Chadwick, the President of Vina Sena, and Jeannie in "Sena's First Vertical Tasting in Asia" at the Peninsula Hotel.



**4 Nov 2011:** Jeannie will be conducting with Chateau Guiraud at **HKIWSF**.



**6 Nov 2011:** Join Jeannie as she moderates the panel Asian Directions - Palate and Perceptions at **Wine Future Hong Kong 2011**.

### ABOUT ASIAN PALATE

**Asian Palate** is a site celebrating the union of authentic Asian cuisine and fine wine. With an extensive database of wine reviews and commentary, as well as a comprehensive Asian food and wine pairing guide, **Asian Palate** aims to lead intelligent and insightful discussions about the world of wine and the quickly evolving Asian food and wine scene.

We will continually expand our wine reviews to highlight wines available at all price points in Asia and keep expanding our Asian food and wine pairing guide. We hope to provide forward-thinking news and commentary, as well as a platform for others to engage, share and respond. Please give us feedback on how we can improve – we would love to hear from you at [info@asianpalate.com](mailto:info@asianpalate.com)

### ABOUT JEANNIE CHO LEE MW



Jeannie Cho Lee is the first Asian Master of Wine (MW) and an award-winning author, wine critic, judge, and educator. [Read more](#) & follow [Jeannie on Twitter](#).

### ORDER THE ASIAN PALATE E-BOOK



The award-winning book on Asian food and wine pairing is now available from the iTunes store. [Buy now](#).



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