

JEANNIE'S TOP PICKS FROM BORDEAUX

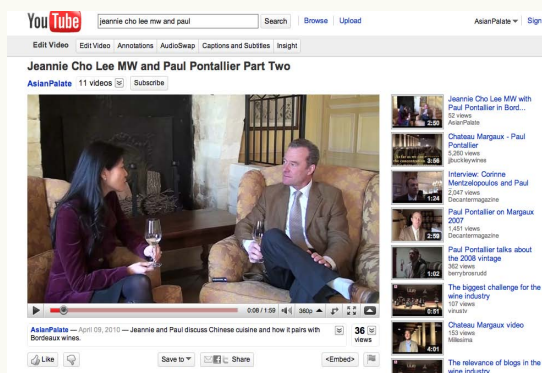
It's been a busy year for Asian Palate. Jeannie has returned from France after the conclusion of the *en primeur* campaign, armed with wine tasting reviews uploaded directly to the new **Asian Palate** website. Here are Jeannie's top three picks from the 09 vintage. "I chose to highlight Haut Brion because I believe this is their best vintage since 1989 and prior to that 1982. Montrose made a phenomenal wine this year and it is traditionally not that expensive and will offer great value. Pichon Lalande is the epitome of elegance and in 2009, made their best wine since 1982," says Jeannie.

Haut Brion: 98-100

Montrose: 95-97

Pichon Lalande: 96-98

ASIAN PALATE CHANNEL ON YOUTUBE



This month saw the launch of the **Asian Palate Youtube Channel**. Access the channel to view exclusive videos of Jeannie and the Asian Palate editors interviewing winemakers, chefs, sommeliers and food and wine personalities from around the world. Be privy to insights on what the chateaux owners in Bordeaux think about the Asian wine market and how they feel their 2009s compare with other vintages. Be on the inside track of Asia's emergence in the wine market.

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JEANNIE JOINS WINE WORLD'S BEST IN RIBERA DEL DUERO

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UPCOMING EVENTS & APPEARANCES

16 April 2010: Appearance on **Bloomberg TV - Asia Confidential**

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

27 May 2010: Official launch of **Asian Palate** website & Launch Party in Hong Kong

28 May 2010: First ever Hong Kong Master of Wine Open Day

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



The 28th-30th of April will see the wine world unite for a three day summit in Spain's wine producing region **Ribera Del Duero**. Jeannie will join a host of guests including journalists such as Tim Atkins (Times Online, BBC), wine experts such as Michael Mondavi and Pablo Alvarez, wine marketers and other MWs to discuss the latest forecasts, trends and opinions on the global wine market. Jeannie will be presenting her thoughts and opinions on the Asian market at Fine Wine 2010, highlighting the rise of the luxury market in China. With China's total consumption of luxury goods reaching nearly US\$9 billion by January 2009, China is now the second largest luxury goods country in the world. "China's luxury goods kept at more than 20% growth in the past few years and its luxury goods market value is expected to exceed Japan to reach US\$12.0 billion by end of 2010," says Jeannie. In light of these developments, Jeannie will discuss the lessons that the wine industry can learn from the success of brands like Cartier and Louis Vuitton.

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discussions about food and wine in Asia by providing forward-thinking news and commentary, as well as a platform for others to engage, share and respond.

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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MW FIRST EVER HONG KONG OPEN DAY



The Institute of Masters of Wine will host its first ever open day in Hong Kong, on the 28th of May. The open day will be hosted by Jeannie Cho Lee MW and Lisa Perrotti-Brown MW, who are based in Hong Kong and Singapore respectively. Jeannie highlights the importance of the open day in Hong Kong, saying, "One of the challenges we had as Asia-based students in the past was the lack of support from locally residing Masters of Wine who could provide dedicated guidance throughout our studies. Lisa and I hope that holding classes and sessions like this on a regular basis in Asia will encourage and help Asia-based students in pursuing the Master of Wine qualification."

The Institute of Masters of Wine is a not-for-profit organisation dedicated to promoting the highest educational and professional standards in the global wine trade. It has a membership of 279 individual Masters of Wine based in 22 different countries. Jeannie is one of three Masters of Wine residing in Asia, and is the first Asian person with the title. See the [Master of Wine website](#) for more information on the organisation and open day.

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Life & style > Wine

Bordeaux vintners raise their glasses to China's wine buffs

Investors from Asia willing to spend big on the region's 2009 vintage – declared by critics as the best crop they have tasted

Robert Booth in Bordeaux
guardian.co.uk, Friday 2 April 2010 19:16 BST
Article history



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In pictures

Wine tasting week in Bordeaux
Gallery (15 pictures):
Brokers and dealers from across the globe come to Bordeaux to

Cheers to China ... Vintners and connoisseurs from Asia have helped break records by snapping up case after case of Bordeaux's much-hyped 2009 Photograph: David Levene

International coverage has followed the *en primeur* tastings and the launch of the Asian Palate website. To see what The Independent, The Guardian and The Financial Times has been saying, visit [AP in the news](#).

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