

ASIAN PALATE LAUNCHES FULL CONTENT

The day has nearly arrived. On the 27th of May the blood, sweat and tears will be washed away in the Asian Palate office as Jeannie Cho Lee unveils www.asianpalate.com. At the core of the site are over 10,000 wine reviews and ratings and an extensive Asian food and wine pairing database matching over 300 dishes with wine.

Insights and opinions on food and wine trends from top industry professionals such as our local demon chef Alvin Leugn and international chef, Nobu Matsuhisa will premiere alongside commentary on Asia's dining scene. www.asianpalate.com will celebrate with a launch party held at VINEXPO on the 27th of May 2010. To obtain an invitation to our private party, please send us an email with your details and places will be confirmed on a first come first served basis. Email us at info@asianpalate.com. We look forward to seeing you over a glass of Champagne or wine!

HONG KONG VS CHINA - A SURPRISING LOOK AT WHO'S ON TOP IN THE WINE WORLD

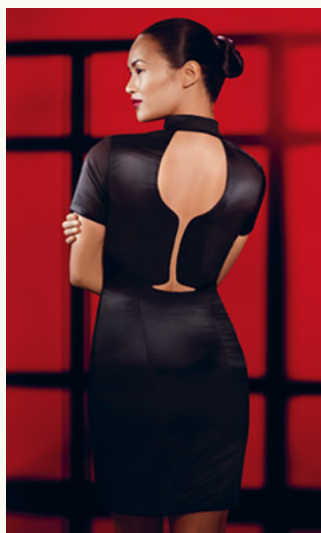


This week Jeannie blogs about how China is lagging behind Hong Kong in value terms of bottled imports into the country. How can seven million people prosper in wine when facing a giant of over one billion?

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TEACHING FUTURE MASTERS AT VINEXPO



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UPCOMING EVENTS & APPEARANCES



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. Tickets still available contact... for more information.

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 others to engage, share and respond.

ABOUT JEANNIE CHO LEE MW



Regarded as one of Asia's preminent 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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Jeannie will be teaching keen and interested students about the secrets of wine tasting during **VINEXPO**. The wine trade fair is the largest in the world of its kind and will be held from the 25th to the 27th of May at the Hong Kong Convention Centre.

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ASIAN PALATE IN THE NEWS

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Harvard Woman, Lee, Defies Skeptics as Wine Master (Correct)

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Interview by Le-Min Lim

April 28 (Bloomberg) -- Jeannie Cho Lee says she wonders sometimes if her life as a certified wine expert wouldn't be easier if she were a gray-haired man with heavy glasses.

Looking that way would better fit the industry expectation of a Master of Wine as a tweed-wearing European gentleman and she wouldn't get skeptical looks from vineyard owners doubtful that she knows enough to critique their wines, she says.

Overcoming those first impressions is a challenge the Korean-born Lee says she faces as the only Asian among 279 Master of Wines and one of 75 women with that rare qualification.

She likens herself to "a blond, Swedish man" trying to rate the best dim sum in Hong Kong, and imagines he would face the same incredulity from locals who grew up in the culture.

"You have to prove you can play the same game but do it even better," says Lee, 41, whose jet-black hair drapes her shoulders like a shawl. "It's never easy."

Lee is used to being the odd one out. She recalls migrating to Long Island from Seoul as an 8-year-old and being taunted at grade school while she struggled to understand the teacher. Yet, from fifth grade through Smith College, she was near the top of her class, and would graduate with a Master's in public policy from Harvard University at 23.

This month Jeannie chatted to Bloomberg about the trials and tribulations involved with becoming a Master of Wine. [Read more...](#)

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