

## www.ASIANPALATE.com LAUNCHES!

On the 27th of May the blood, sweat and tears will be washed away in the Asian Palate office as Jeannie Cho Lee and the Asian Palate team unveil [www.AsianPalate.com](http://www.AsianPalate.com). At the core of the site are over 7,000 wine and producer reviews and ratings and a pairing database matching over 300 Asian dishes with wine.

Insights and opinions on food and wine trends from top industry professionals such as our local demon chef Alvin Leung and international chef, Nobu Matsuhisa, will premiere alongside commentary on Asia's dining scene. We will celebrate with a launch party held at VINEXPO on the 27th of May 2010 at 5:30pm. To obtain an invitation to our private party, please send us an email ([info@asianpalate.com](mailto:info@asianpalate.com)) with your details and places will be confirmed on a first come first served basis.

We look forward to seeing you at VINEXPO and at our launch party!

### HONG KONG VS CHINA - WHO'S ON TOP IN THE WINE WORLD?



Jeannie blogs about China's lag 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?

[Read more...](#)

SHARE

### CHINA'S LUXURY MARKET

#### MORE FROM ASIAN PALATE



[Enquire about purchasing the book](#)

#### UPCOMING EVENTS & APPEARANCES



**27 May 2010:** Official launch of the **Asian Palate** website at VINEXPO, Hong Kong.



**25-27 May 2010:** Instructor for Food and Wine Pairing Course at **Vinexpo Academy**, Vinexpo Asia-Pacific in Hong Kong.



**28 May 2010:** First ever Hong Kong based Institute of Masters of Wine Open Day. Limited tickets are still available. Contact the **IMW** for more information.



**03 June 2010:** Jeannie's book signing in Seoul, Korea. For more information contact **Jean Nam**.



**03 June 2010:** Fine Wine&Food Pairing Event (private event). Held at Shilla Hotel in Seoul, Jeannie will be hosting a private event where Korean flavours will be paired with fine wine. Invitation only.

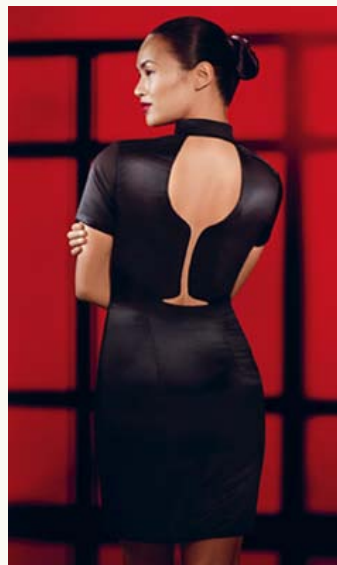


Learning to navigate the Chinese wine market has as much to do with understanding the nuances of the Chinese culture as it is having the appropriate marketing strategy. View the full content of Jeannie's presentation from Fine Wine 2010 Conference on China's luxury market

[Read more...](#)

SHARE

## TEACHING FUTURE MASTERS AT VINEXPO



Jeannie will be teaching keen and interested students about the secrets of Asian cuisine and wine pairing 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.

SHARE

## ASIAN PALATE IN THE NEWS



**16 June 2010:** Jeannie will be celebrating the summer with the [Chevalier Tastevin](#) in Burgundy, France.



**24-27 June 2010:** Jeannie will be a panel chair and speaker at the [Institute of Masters of Wine International Symposia](#). The symposia will take place in Bordeaux, France.



**28 June 2010:** Asian Palate book launches in Paris! The French press and trade will gather at [Le Grand Wine Shop](#), for a unique guided tasting of French wine with Asian flavours led by Jeannie.

### ABOUT ASIAN PALATE

**Asian Palate** is about celebrating authentic Asian cuisine and wine together. 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 as well as 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 building 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. [info@asianpalate.com](mailto:info@asianpalate.com)

### 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  
[Read More...](#)

**Bloomberg.com** try the new Bloomberg.com **Bloomberg Anywhere** Updated: New York, May 12

Symbol, Site, News Search

**WANGECHEI MUTU** DEUTSCHE BANK PRESENTS ARTIST OF THE YEAR 2010: 50.4 -15.6

HOME NEWS MARKET DATA PERSONAL FINANCE TV and RADIO BUSINESSWEEK

**news** Bloomberg Innovators Technology Currencies Forex Trading Videos

STORY PHOTOS VIDEO

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

Share | Email | Print | A A

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.

RESOURCES: Bloomberg TV, Bloomberg Radio, Bloomberg Podcasts, Bloomberg Press, Find Bloomberg TV

FORX.com

Click for your free trial

ExPro

In April Jeannie chatted to Bloomberg about the trials and tribulations involved with becoming a Master of Wine. Explore what others have been saying.

[Read more...](#)



To unsubscribe from this type of email, [click here](#). Having trouble viewing this email? [click here](#). This is a computer generated email, please do not reply to it. If you have any enquiries, please email [info@asianpalate.com](mailto:info@asianpalate.com)