



## Asia Book Tour: *Mastering Wine for the Asian Palate*

**(HONG KONG, 24 August 2011)** — Follow Jeannie this September and October on her book tour for *Mastering Wine for the Asian Palate*. The Asia book tour will debut in Hong Kong starting September 2, 2011 followed by stops to more than twelve cities in Asia.

The book tour is an opportunity to introduce food and wine lovers to a whole new lexicon of wine. This educational and informative exchange will involve a guided wine tasting by the first Asian Master of Wine, Jeannie Cho Lee.

Each of the evenings will consist of a tailor-made menu that incorporates many of the ingredients Jeannie mention in her book. There will be at least six classic wines for every city that are supported and selected from the Decanter World Wine Awards. The DWWA is the world's most prestigious and trusted wine competition, providing the most comprehensive and authoritative source of recommendations for wine lovers worldwide.

Familiar Asian ingredients, seasonings and spices will be at hand and linked to classic wine styles to build wine lovers' confidence in using Asian descriptors for their favourite wines. Each guest will also receive a copy of the book. Prior to the dinner, Jeannie will hold a Champagne cocktail for the press to share with them the pioneering concepts within the book.

Reservations and booking details for *Mastering Wine for the Asian Palate* September and October Tour Dates are provided below:

Sept 2<sup>nd</sup>: Hong Kong, China (RSVP: +852 2584 7722 or [fbsc.hkggh@hyatt.com](mailto:fbsc.hkggh@hyatt.com))  
Sept 3<sup>rd</sup>: Hangzhou, China (RSVP: +86 571 87791234 ext. 2210 or [Jim.Zhou@hyatt.com](mailto:Jim.Zhou@hyatt.com))  
Sept 6<sup>th</sup>: Beijing, China (RSVP: +86 10 65109387 or [Jimmy.Feng@hyatt.com](mailto:Jimmy.Feng@hyatt.com))  
Sept 8<sup>th</sup>: Seoul, Korea (RSVP: +82 2 20161220 or [Shannon.Shin@hyatt.com](mailto:Shannon.Shin@hyatt.com))  
Sept 27<sup>th</sup>: Taipei, Taiwan (RSVP: +886 2 2720 1220 ext.3270 or [Cindy.Chen@hyatt.com](mailto:Cindy.Chen@hyatt.com))

Sept 29<sup>th</sup>: Bangkok, Thailand (RSVP: +66 2254 1234 or [Philippe.Frey@hyatt.com](mailto:Philippe.Frey@hyatt.com))

Oct 7<sup>th</sup>: Jakarta, Indonesia  
Oct 11<sup>th</sup>: Haikou, China  
Oct 13<sup>th</sup>: Guangzhou, China  
Oct 21<sup>st</sup>: Shenzhen, China  
Oct TBD: Shanghai, China

For more information or enquiries about October events, please email [ap@asianpalate.com](mailto:ap@asianpalate.com)



PIONEERING A NEW LANGUAGE OF WINE  
– JEANNIE CHO LEE'S  
MASTERING WINE INTRODUCES  
A NEW ASIAN LEXICON FOR WINE

Discover Chef Tim's tailor-made Chinese menu uniquely paired with wines selected by Jeannie Cho Lee, Asia's first Master of Wine. The six-course menu with wine pairing is priced at HK\$1600+10% per person.

All guests receive a copy of "Mastering Wine for the Asian Palate", the latest book from Jeannie Cho Lee.

Date: 2 September 2011.  
Cocktail starts at 6pm at the Poolhouse

Book now on 2584 7722.  
Hyatt. You're More Than Welcome.

香港君悅酒店  
GRAND  
HYATT  
HONG KONG

The Poolhouse, 11th Floor, Grand Hyatt Hong Kong,  
1 Harbour Road, Hong Kong, People's Republic of China

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Photo courtesy of Charles A Leung

The Hong Kong dinner will be held at The Poolhouse of Grand Hyatt Hong Kong. Cocktail will start at 6pm, followed by a six-course menu featuring Asian ingredients mentioned in Jeannie's new book.



Grand Hyatt Beijing  
welcomes Jeannie Cho Lee MW for her new book  
“Mastering Wine for the Asian Palate”

Seize the opportunity to dine with Jeannie Cho Lee,  
the first Asian Master of Wine, and learn more about the mystery of wine.

We are delighted to invite you to spend an evening with Jeannie Cho Lee,  
to celebrate the release of her new book:  
Mastering Wine for the Asian Palate

This exclusive dinner  
is limited to just 40 guests.

Tickets for the dinner are priced at CNY1,488 net per person.  
All guests receive a copy of the latest book from Jeannie.

Date: 6 September, 2011 (Tuesday)  
Time: 18:30-19:30 (Cocktail), 19:30-21:30 (Dinner)  
Venue: The Residence, P2, Grand Hyatt Beijing, 1 East Chang'an Avenue

RSVP: Restaurant Reservation Centre  
Email: [cath.beigh@hyatt.com](mailto:cath.beigh@hyatt.com) Tel: +8610 6510 9024

  

The Beijing dinner will be held at The Residence of Grand Hyatt. Cocktail will start at 6:30pm, followed by a four-course meal featuring Asian ingredients mentioned in Jeannie's new book.

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## About Jeannie Cho Lee MW



Jeannie Cho Lee is the first Asian Master of Wine and one of the world's foremost wine experts. Jeannie was born in South Korea but has lived in Hong Kong since early 1994. She is a Contributing Editor for *Decanter* UK and a weekly columnist for Hong Kong's *South China Morning Post* and Mainland China's *China Business News*. Jeannie also writes monthly columns for *Noblesse* China, *Noblesse* South Korea and *Decanter* Taiwan. For nearly two decades, Jeannie has been a regular contributor to notable wine publications around the world including *Wine Spectator*, *Wine Business International*, *The World of Fine Wine* and *Revue du Vin*.

Jeannie's expertise is sought by numerous companies such as Singapore Airlines where Jeannie is a Wine Consultant, involved in selecting the wines served on all routes. She is also a Wine Consultant for the Galaxy Macau resort where she oversees the master wine list for over fifty, mostly Asian, food and beverage outlets. She holds a Certificat de Cuisine from Cordon Bleu and her love for food and wine inspired her to found AsianPalate.com, a site that celebrates the confluence of Asian food and wine.

Jeannie is a sought-after speaker, wine judge and educator, who is very much involved in the regional Asian wine community. She travels regularly to report on market trends in the region and is an active member of the local chapters of the Commanderie de Bordeaux, the Confrérie des Chevaliers du Tastevin and L'Ordre des Côteaux de Champagne.

Jeannie is a Certified Sake Sommelier from Japan's Sake Service Institute, a Certified Wine Educator from the UK's Wine & Spirits Education Trust as well as the US Society of Wine Educators. She has an undergraduate degree from Smith College and a graduate degree from Harvard University. In 2009, Jeannie won the Vinitaly Award for her contributions to the wine industry.

## About *Mastering Wine for the Asian Palate*

Insightful, informative and relevant, *Mastering Wine for the Asian Palate* is a hardcover coffee table book designed to educate wine lovers in Asia. By using local descriptors and ingredients, the book enhances both wine knowledge and appreciation of the reader.

With over 170-pages filled with beautiful photos and graphics, the book follows the journey of wine from the vineyard to your glass. The seven chapters takes the reader from the vineyard to wine flavours and covers everything from grape growing to grape varieties. Included in the chapters are tasting tips, understanding labels, and details of the most commonly found red and white grape varieties. Within each review of grape varieties and styles are both classic and Asian wine descriptors.

*Mastering Wine* is the second book of the two-part offering including *Asian Palate*, the author's award-winning book comprehensively delving into Asian food and wine pairings, looking at the regions' ten culinary capitals. First published in 2009, *Asian Palate* has won numerous international awards including the Gourmand Award for the 'Best Book on Matching Food and Wine in the World' in 2009; the International Association of Culinary Professionals (IACP) Award under the 'Wine, Beer or Spirits' category in 2011, and the Organisation Internationale de la Vigne et du Vin (OIV) Award under 'Wine and Gastronomy' category in 2011. The book, which is also available in an iPad version, was also short listed for the UK's Andre Simon Awards.

## About *Decanter*

First published in 1975, *Decanter* is a monthly magazine read by people all over the world who consider wine as life's greatest pleasure. *Decanter* readers spend their nights dreaming of Chateaux and vineyards, escape from their families by hiding in their cellars and consider no holiday worthwhile without a visit to the vineyard.

Next to wine, their greatest passion is food and they have extensive knowledge of the world's greatest restaurants and an even greater knowledge of their wine lists.

Knowing that *Decanter* is read by the world's top sommeliers and producers gives the readers reassurance that every month they have their finger on the pulse of the international wine world.



**For media enquiries, please contact:**

Anty Fung

Asian Palate

Hong Kong

Tel: (852) 2815 2908

Fax: (852) 2815 2013

Email: [anty@asianpalate.com](mailto:anty@asianpalate.com)