



Asian Palate Wins the 2011 OIV Award

(HONG KONG, 14 July 2011) — On 22 June 2011, Organisation Internationale de la Vigne et du Vin announced *Asian Palate* by Jeannie Cho Lee MW as the winner of its 2011 OIV Award in the Wine and Food category. For the past 80 years, the OIV Jury Award rewards the best books published in the field of vine and wine. This year, the OIV Jury has decided to add new categories, in order to adapt to the choice of books in this field of knowledge. The new categories are “Wines and territories”, which focuses on the description of wines and vineyards around the world, “Discovering wines”, concerning popular books aimed at informing a general audience, and “Wines and food”, which promotes a reasonable approach to wine consumption.

Asian Palate has been stacking up awards since its publication – in February 2010, it won the celebrated Gourmand Award in Paris for “Best Book in the World” for matching food and wine. *Asian Palate* swept the Gourmand jury with its intelligent insights on food and wine matching, according to Gourmand Award president, Edouard Cointreau, who also added, “*Asian Palate* is a masterpiece which will become a classic reference due to its outstanding quality”. *Asian Palate* was also short-listed as one of four books of the year for the UK’s André Simon Food and Drink Book Awards. This past June, *Asian Palate* was awarded the 2011 International Association of Culinary Professionals (IACP) Award in the Wine, Beer, and Spirits category.

The popularity of *Asian Palate* lies in its ability to offer a unique, insightful and informative look at the development of Asia’s diverse cuisines and how wine can best complement their bold flavours. The book covers historical influences on the dining and beverage cultures across 10 major Asian cities and highlights the increasingly prominent role of wine. Each city occupies a full chapter and includes Hong Kong, Shanghai, Beijing, Taipei, Tokyo, Seoul, Bangkok, Kuala Lumpur, Singapore and Mumbai. The first edition of *Asian Palate* is currently sold out and will be going into its second print later this year.

Asian Palate is available as an e-book through the iTunes stores and the Simplified Chinese translation of the book will be available at bookshops by the fall of 2011.

Jeannie Cho Lee recently debuted her second book, *Mastering Wine for the Asian Palate*, a follow up to *Asian Palate*, which is now available for pre-order.

Mastering Wine for the Asian Palate provides a fresh new Asian perspective on the language of wine. Jeannie Cho Lee uses her wealth of wine knowledge to make wine communication more meaningful to a global audience where Asian cuisines, ingredients and seasonings are an everyday part of reality. By introducing a range of thoughtfully chosen Asian descriptors in wine communication, Jeannie's new book expands the lexicon of wine.

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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 Vinality Award for her contributions to the wine industry.

About OIV

The Organisation Internationale de la Vigne et du Vin (OIV) is an intergovernmental organisation of a scientific and technical nature or recognised competence for its works concerning vines, wine, wine-based beverages, table grapes, raisins and other vine-based products. For the past 80 years, the OIV Jury Award rewards the best books published in the field of vine and wine. The selected works have to make a scientific contribution to the domain, must be original (new and personal ideas), relevant and of international importance. These books are then submitted to a panel of specialists (university professors, journalists, scientists and historians) in the fields of viticulture, oenology, wine and vine economics, wine and health, history, literature and art.

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