



ASIAN PALATE IS BEST FOOD AND WINE PAIRING BOOK IN THE WORLD!

Asian Palate, the first book by Jeannie Cho Lee, the first Asian Master of Wine, won the prestigious Gourmand Award in Paris on February 11, 2010

(HONG KONG, February 24, 2010) – Asian Palate: Savouring Asian Cuisine and Wine, won the prestigious Gourmand Award for “Best Book in the World” for matching food and wine. Asian Palate swept the Jury with its intelligent insights on food and wine matching, ‘a masterpiece which will become a classic reference due to its outstanding quality’ according to Gourmand Award president, Edouard Cointreau.

Asian Palate, the unique, lavishly illustrated, coffee table guide to wine and Asian cuisine takes an insightful and informative look at the historical influences and development of Asia’s diverse cuisines and how wines can best complement distinctive flavours of familiar local dishes, highlighting how local spices, ingredients and cooking methods affect wine flavours. Pairing suggestions range from informal, family-style meals to formal banquets and highlight the increasingly prominent role of wine in the dining experiences across 10 major cities in Asia: Hong Kong, Shanghai, Beijing, Taipei, Tokyo, Seoul, Bangkok, Kuala Lumpur, Singapore and Mumbai.

Ms. Lee is currently engaged in a multi-city book tour, visiting nearly every city explored in the book. In each of the cities, the events will be hosted at a Hyatt Hotel & Resort property which will include an evening of fine dining with local specialties prepared by renowned chefs paired with wines. The next event takes place at the Grand Hyatt Singapore on February 26, 2010.

Born in Seoul, Jeannie Cho Lee is the first Asian to be awarded the coveted title ‘Master of Wine’, an elite group of just 279 in the world acknowledged by the prestigious Institute of Masters of Wine in London. One of Asia’s pre-eminent authorities on wine, Jeannie is a columnist for a number of renowned wine magazines and is a wine consultant to Singapore Airlines. Her work as an international wine judge, speaker, journalist and educator has led to extensive travels through Europe and North America and in 2009 she was awarded the Vinalty International Award for her contributions to the wine industry.

Asian Palate is priced at US\$98, available to order from Asset Publishing and Research Limited, Hong Kong +852 2573 6078, books@theasset.com, through <http://www.amazon.com> and in Hong Kong from Watson’s Wine Cellar stores, Ponti Food and Wine Cellar stores, Grand Hyatt Hong Kong Lobby Shop, Grappas’s Cellar Jardine House and selected fine book stores in Hong Kong including Dymocks and Hong Kong Book Centre.

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Asian Palate 'is a unique, lavishly illustrated, coffee table guide to wine and Asian cuisine, recently launched in November 2009. Since then 'Asian Palate' has garnered numerous accolades including being short-listed as one of the four books of the year for the André Simon Food and Drink Book Awards