



Celebrate the diversity and quality of Italian wines at *Grandi Marchi's* inaugural

Grand Tasting in Hong Kong

(HONG KONG, November 8, 2010) –The much-anticipated Grandi Marchi Grand Tasting on Tuesday, November 23, from 2 to 8pm will enable Hong Kong wine professionals as well as wine lovers to taste some of the best wines that Italy has to offer.

The trade and media seminar will be led by Jeannie Cho Lee, the first Asian Master of Wine and will consist of pairing Italian wines from nearly every classic region of Italy with local dishes. This will be followed by the Grand Tasting – showcasing over 80 of the very best Italian wines from highly regarded producers such as Marchesi Antinori (Tuscany), Cà del Bosco (Lombardy), Carpenè Malvolti (Veneto), Michele Chiarlo (Piedmont), Donnafugata (Sicily), Ambrogio e Giovanni Folonari (Tuscany), Jermann (Friuli), Alois Lagader (Alto Adige), Lungarotti (Umbria), Masi (Veneto), Mastroberardino (Campania), Pio Cesare (Piedmont), Rivera (Apuglia), Umani Ronchi (Marches), and Tasca D'Almerita (Sicily).

Jeannie Cho Lee's seminar on pairing Italian wines with Chinese dishes will demonstrate the impact of strong Asian flavours on wine and emphasise the importance of texture when pairing wine with local dishes. Typical dishes using traditional Asian cooking methods such as steaming, stir-frying, slow braising and roasting will be matched with different wine styles. Jeannie said, "This will be a wonderful opportunity to taste and experience first-hand how the diverse styles of top Italian wines can work with the typical flavours found in Chinese dishes. I hope the seminar will inspire more people to experiment with various Italian wines with their daily Chinese meals at home."

Please note there is no admission fee to the Grandi Marchi event, however, reservations by email will be necessary to ensure entry due to limited capacity. Members of the press and trade are welcome to sign up for the food and wine pairing seminar as well as early entry to the Grand Tasting. Please register via email to events@asianpalate.com with guests' names and contact details and we will send our official invitations. Due to high response rate since the event's debut release, we strongly encourage guests to register as soon as possible in order to avoid disappointment.



About the Grandi Marchi

The Institute of Fine Italian Wines - Premium Brands is the result of the determination and enthusiasm of some of the most important Italian wineries to promote the culture and commercialisation of Italian high quality wine on world markets. It unites families and brands which characterise the Italian wine-making tradition - each one extremely innovative yet highly representative of the production of their region.

Each winery member is defined by the high standards of its products and brand image at national and international levels. They are families and brands which encapsulate the identity of Italian wine which is synonymous with quality and style throughout the world. The member wineries strongly adhere to tradition whilst constantly updating their style and production methods to meet the needs of evolving markets.

The aims of the Institute includes giving direction and incisiveness to the development of quality Italian wine and to the brands which express this on world markets; organising and developing training and educational activities contributing to the promotion of Italian wine culture in the world; being a recognized authority and reference point for high quality Italian wine.

About Jeannie Cho Lee MW

One of Asia's preeminent authorities on wine, Jeannie Cho Lee is the first Asian Master of Wine (MW). Jeannie's first book *Asian Palate* which highlights the increasingly prominent role of wine in the dining experiences across Asia recently won the prestigious "Best Food & Wine Pairing Book in the World" from Gourmand Awards in Paris. Jeannie is Founder of AsianPalate.com, a website that celebrates authentic Asian cuisine and wine together. The site contains thousands of wine ratings and reviews by Jeannie as well as a comprehensive Asian food and wine pairing guide.

Jeannie is currently a Singapore Airline's Wine Consultant, involved in selecting all the wines served on all routes. Jeannie's commitment to education led her to co-found The Fine Wine School in Hong Kong with Berry Bros & Rudd. Jeannie is a Certified Educator from UK's Wine & Spirits Education Trust and a Certified Wine Educator (CWE) from the US Society of Wine Educators.

Jeannie contributes regularly to renowned wine magazines such as *Decanter*, *Wine Spectator* and *Revue du Vin* and also pens several wine columns which appears weekly in the *South China Morning Post* (Hong Kong) and in *China Business News* (China) and monthly in *Decanter Taiwan* and *Noblesse Korea*. Jeannie consults and reports on market trends, lectures at various Institute of Masters of Wine seminars and judges in international wine competitions. In 2009, Jeannie was awarded the Vintaly International Award for her contributions to the wine industry. In 2010, Jeannie was appointed as the face person behind a newly launched eye serum from Estee Lauder.



齊慶首次在港舉行的 Grandi Marchi 意大利葡萄酒品酒會

親嚐多款優質意大利佳釀

(香港, 2010年11月8日) - 備受矚目的 Grandi Marchi 品酒會將於 11月23日(星期二)下午二時至晚上八時舉行, 介時各位葡萄酒專業人士以及葡萄酒愛好者將可親身品嚐一眾來自意大利的頂級佳釀。

亞洲首位葡萄酒大師 李志延小姐將主持葡萄酒美盞研討會, 與業界及傳媒分享她於搭配意大利葡萄酒與本地食品這方面的心得。會後將緊隨著一個盛大的品酒環節, 讓各位來賓品嚐來自各經典酒區 80多種頂級意大利葡萄酒, 當中包括 Marchesi Antinori (Tuscany), Cà del Bosco (Lombardy), Carpenè Malvolti (Veneto), Michele Chiarlo (Piedmont), Donnafugata (Sicily), Ambrogio e Giovanni Folonari (Tuscany), Jermann (Friuli), Alois Lagader (Alto Adige), Lungarotti (Umbria), Masi (Veneto), Mastroberardino (Campania), Pio Cesare (Piedmont), Rivera (Apuglia), Umani Ronchi (Marches), Tasca D'Almerita (Sicily).

李志延小姐將於研討會中分析中國美食的食材和風味如何影響搭配相關意大利葡萄酒過程的各種考慮因素, 並重點講授如何在搭配中兼顧佳餚口感。亞洲菜餚常使用傳統烹調方法如蒸、炒、炆、煨、烤等, 應分別搭配不同風格的葡萄酒。李小姐說: 「這是一個難得的機會讓來賓親嚐及體驗多樣化的意大利葡萄酒可如何配搭風味多變的中國菜。我希望這次研討會能激發更多人在日常中菜和意大利葡萄酒的搭配上多作嘗試。」

Grandi Marchi 品酒會並不收取任何入場費用, 但來賓必須透過電子郵件向負責單位預約。有興趣參與研討會的傳媒及業界人士敬請預先聯絡負責單位預留席位及優先進場資格。有意者請把姓名及聯絡方法電郵至 events@asianpalate.com, 我們隨後將寄上官方邀請函。由於反應熱烈, 席位有限, 敬請大家盡早登記。

關於 Grandi Marchi

「意大利美酒學會」是一個有賴多間意大利最具影響力的酒莊打造而成的優質品牌，其擁有向全球葡萄酒市場推廣高品質酒釀的熱誠及決心。它集合了意大利多個顯赫家族和品牌所擁有的葡萄酒釀造傳統— 每一個均極具原創性，且能高度代表其產酒區。

每個酒莊成員均釀製極高水準的葡萄酒，且皆享譽國內外。這些家族及品牌的出品皆代表了意大利美酒的國際水平及品質。各酒莊成員除秉承其傳統外，仍定時更新他們的釀酒風格及方法以切合新興市場的需求。

「意大利美酒學會—優質品牌」旨在為意大利精品酒及相關品牌的長遠發展提供方向及策略，籌備各類訓練及教育活動以推廣意大利美酒文化；並成為一個高品質意大利葡萄酒的認可權威品牌，為各界提供一個參考點。

關於李志延葡萄酒大師

被譽為亞洲葡萄酒界超卓權威之一，李志延為全球首位獲得倫敦 **Institute of Masters of Wine** 所頒發「葡萄酒大師 (Master of Wine)」殊榮的亞洲人。她的首部著作《Asian Palate》剖釋了葡萄酒於亞洲用餐經驗中愈見突出的角色。該書於餐飲出版業界極具國際權威與知名度的巴黎饕客美食家大獎(Gourmand Award) 中贏得了《全球最佳佳餚及美酒搭配》書籍的殊榮。她亦是 **AsianPalate.com** 的創建者，該網站宣揚葡萄酒與正宗地道的亞洲美食的結合，並轉載了李志延為上千種葡萄酒的進行排名和點評的資訊及對美食和葡萄酒的搭配指引。

李志延現為星加坡航空公司的國際品酒顧問，負責為該公司挑選於所有航班的機上用酒。她和 **Berry Bros & Rudd** 共同創建了香港優質葡萄酒學校。李志延同時得到英國葡萄酒及烈酒教育基金會和美國葡萄酒教育家社團認可的持牌教育家。

李志延定期為著名葡萄酒雜誌英國《Decanter》，美國《Wine Spectator》（《葡萄酒觀察家》）及法國《Revue du Vin》撰文，並每周為香港《南華早報》，中國《China Business News》及每月為台灣《Decanter》及韓國《Noblesse》撰寫專欄。她亦有研究葡萄酒市場發展趨勢並提供相關諮詢服務及市場報告。她在葡萄酒研究學院的多個葡萄酒研討會中講課，並在一些國際葡萄酒比賽中擔任評審。最近，李志延更應雅絲·蘭黛的邀請，成為該品牌全新 **Advanced Night Repair Eye** 升級眼部基因修護精華素的代言人。