

## Wine Culture, Consumption and Marketing

FEBRUARY 06 2015



**Time:** 6-7 February 2015 (Friday, Saturday) 9:30 - 17:00

**City:** Hong Kong

**Address:**

Room TH821, 8/F, School of Hotel and Tourism Management  
The Hong Kong Polytechnic University  
17 Science Museum Road, Tsimshatsui East, Kowloon, Hong Kong

**Details:**

### School of Hotel and Tourism Management, PolyU Wine Culture, Consumption and Marketing

School of Hotel and Tourism Management presents a two-day module on Wine Culture, Consumption and Marketing taught by Prof Jeannie Cho Lee and Prof Haiyan Song as part of its Hong Kong PolyU Winter School 2015.

**Prof Jeannie Cho Lee** is the first Asian Master of Wine. She is currently Contributing Editor for Decanter UK, weekly columnist for South China Morning Post and Consultant for Singapore Airlines. She is the author of two books: *Asian Palate* and *Mastering Wine for the Asian Palate*, and currently the host in TVB Pearl's weekly programme 'In Vino Veritas'. Prof Lee will offer an overview of wine consumption in Asia followed by insights into wine trends in Asia.

**Prof Haiyan Song** will focus on consumer behaviour related to wine purchase and consumption and examine both local and international consumer preferences to different types of wine and the factors that affect purchase decisions. The discussion will help you promote wine to the right customers in your shops and outlets.

Participants will have hand-on experience with wine appreciation and wine choices to complement, contrast or accompany food.

For registration, please return the completed [registration form](#) with payment to: Miss Flora Ng  
School of Hotel and Tourism Management, The Hong Kong Polytechnic University,  
17 Science Museum Road, Tsimshatsui East, Kowloon, Hong Kong  
Tel: +852 3400 2635  
Fax: +852 2356 1390  
Email: [flora.ng-ps@polyu.edu.hk](mailto:flora.ng-ps@polyu.edu.hk)

Registration will be confirmed on a first-come-first-served basis and on receipt of full payment.

**Fee:** US\$900

For enquiry, please email Miss Flora Ng at [flora.ng-ps@polyu.edu.hk](mailto:flora.ng-ps@polyu.edu.hk)

**Telephone:** Miss Flora Ng; +852 3400 2635

**Link:** [Wine Culture, Consumption and Marketing / 葡萄酒文化、消费与市场营销](#)

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