

Grandi Marchi's First Event in Hong Kong is a Major Success



(HONG KONG, November 24, 2010) - The first-ever Grandi Marchi Masterclass & Grand Tasting brought together 300 wine trade, wine lovers, food and beverage professionals and wine press to the Hong Kong Jockey Club for an educational and fun afternoon. Sixteen members of the Grandi Marchi were present to represent more than ten different Italian regions. Hong Kong's event included a Masterclass led by Jeannie Cho Lee, the first Asian master of wine. Jeannie led seventy people through an enlightening experience of pairing sixteen top Italian wines with four different classic Cantonese dishes. The Masterclass was full weeks before the event and had a long wait list for those eager to discover how Italian wines can be paired with Cantonese cuisine.



The key to Grandi Marchi Grand Tasting's great success was the huge support from Hong Kong's wine loving community, the Italian producers who flew in for the event, importers, merchants as well as the Italian Trade Commission and the Italian consulate of Hong Kong. The Italian Consul General, Ms. Alessandra Schiavo, and the Italian Trade Commissioner, Mr Romano Baruzzi, were both present at the Grandi Marchi event and spoke about the

tremendous interest and growth of Italian wine in Hong Kong. Jeannie Cho Lee said, “This was a special event that brought together a vast array of top Italian producers from all over Italy. The tasting offered the opportunity for Hong Kong wine lovers to taste for themselves the enormous range of great wines available from Italy. The response to this event was very enthusiastic and I have no doubt that this event will help to increase the popularity of Italian wines in Hong Kong.”



The Grandi Marchi Grand Tasting has been archived with both video and photos so for those who could not attend, please check out the highlights from the Masterclass as well as the Grand Tasting on the Grandi Marchi site as well as on www.asianpalate.com. The Grandi Marchi event was organised by Asian Palate on behalf of the Grandi Marchi with its sixteen member wineries: 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) and Tenuta San Guido (Tuscany).



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