



## Interview with Jeannie Cho Lee - CEO of Le Pan Media

December 1, 2014

*Jeannie Cho Lee is an award-winning author, television host, editor, wine critic, judge and educator, and the first Asian Master of Wine (MW). Jeannie is the Editor-in-Chief and CEO of Le Pan Media and is a co-host of a weekly television wine program "In Vino Veritas" on TVB Pearl. As a Professor of Wine at the Hong Kong Polytechnic University, Jeannie is involved in creating the syllabus and curriculum for the International Wine Management Master's degree program. She is Co-Chair of the Decanter Asia Wine Awards and a Wine Consultant for Singapore Airlines.*

### **What is your vision behind your range of wine-related business and teaching?**

I have always loved food and wine, and I am passionate about education and communication in regard to wine, e.g. sharing the love of food and wine pairing, promoting the appreciating of wine, etc. Personally I also enjoy

pursuing as much knowledge as possible about the field.

**What do you enjoy most about what you do?**

Tasting wine, meeting people, travelling, and enjoying new experiences.



**Any interesting anecdotes you would like to share from your travels?**

I was recently filming in France with the TVB crew in Beaune, Burgundy along with my co-host Anthony. We had a really fun time shooting in the a little place called Place Carnot, in the center of Beaune. We were with a crew of about 8 people and the local kids there were really excited, and they would keep appearing in our frames while shooting. After an hour of filming and about 30 takes, we still had no shot, eventually we had to move that segment indoors!

**You are a Professor of Wine at the Hong Kong Polytechnic University. What are some common questions that you receive from students about wine in general?**

Some popular questions include what are the best books to read on wine, how to further one's tasting abilities, tips on how to enjoy and appreciate fine wines, etc. Another popular question is how to pair wine with Cantonese food. It is not difficult since Cantonese cuisine generally is not spicy, unlike cuisines like Sichuan or Hunan. Cantonese flavours are rather pure so the taste of the ingredients really comes through, e.g. seafood, different kinds of vegetables, roast meats, etc. The most important thing is not to find a wine that's too strong to overwhelm the dish - best to try to find a more restrained wine.



**What are some tips for women who wish to establish their careers in the wine industry?**

I would suggest anyone who wish to enter this industry to take some serious classes. Receiving education in the area and building a strong foundation is important. The industry involves a constant learning process.

**What are your plans for Le Pan Media?**

Our plan is to launch a wine and lifestyle magazine that

aims at a global audience.

### What are some helpful business resources in Hong Kong?

InvestHK has great resources for new businesses, I know companies that have gone through that channel and have received great support. The Hong Kong Trade Development Council is also very helpful.



*Jeannie's pioneering book, Asian Palate, published in 2009, exploring Asian food and wine pairings in 10 Asian culinary capitals, won the Gourmand award for Best Food and Wine Pairing Book in the World in 2010. Jeannie launched her second book, Mastering Wine for the Asian Palate, in 2011, with a tour of 12 major Asian cities. Mastering Wine for the Asian Palate provides a fresh Asian perspective to understanding and appreciating wine by broadening the wine lexicon. Its Simplified Chinese version was launched to an enthusiastic audience in mainland China in August 2012.*

Learn more about Jeannie [here](#).

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