



Asian Palate Wins the 2011 IACP Award

(HONG KONG, 8 June 2011) — On 2 June 2011, The International Association of Culinary Professionals (IACP) announced *Asian Palate* by Jeannie Cho Lee MW as the winner of its 2011 IACP Cookbook Awards in the Wine, Spirits & Beer category. More than 500 titles were entered into the 2011 awards rigorous two-tiered judging system by independent panels of food and beverage experts in 17 categories. The 2011 Awards year was one of the most competitive for IACP – out of more than 500 titles, only 52 rose to the top. This year marked the 25th anniversary of the IACP Cookbook Awards, considered by those in the industry as one of the most prestigious awards in culinary publishing. The 2011 Cookbook Award winners were announced on Thursday, June 2 at the Paramount Theater during the 33rd IACP Annual Conference in Austin, Texas.

Asian Palate has been stacking up awards since its publication – in February 2010, it won the celebrated Gourmand Award in Paris for “Best Book in the World” for matching food and wine. *Asian Palate* swept the Gourmand jury with its intelligent insights on food and wine matching, according to Gourmand Award president, Edouard Cointreau, who also added, “*Asian Palate* is a masterpiece which will become a classic reference due to its outstanding quality”. *Asian Palate* was also short-listed as one of four books of the year for the UK’s André Simon Food and Drink Book Awards.

The popularity of *Asian Palate* lies in its ability to offer a unique, insightful and informative look at the development of Asia’s diverse cuisines and how wine can best complement their bold flavours. The book covers historical influences on the dining and beverage cultures across 10 major Asian cities and highlights the increasingly prominent role of wine. Each city occupies a full chapter and includes Hong Kong, Shanghai, Beijing, Taipei, Tokyo, Seoul, Bangkok, Kuala Lumpur, Singapore and Mumbai. The first edition of *Asian Palate* is currently sold out and will be going into its second print later this year.

Asian Palate is available as an e-book through the iTunes stores and the Simplified Chinese translation of the book will be available at bookshops by the fall of 2011. Also look out for Jeannie

Cho Lee's highly anticipated follow-up to *Asian Palate – Mastering Wine for the Asian Palate*, which will be officially launched on 10 June 2011 and will be available at major retail outlets by July 2011.

Mastering Wine for the Asian Palate provides a fresh new Asian perspective on the language of wine. Jeannie Cho Lee uses her wealth of wine knowledge to make wine communication more meaningful to a global audience where Asian cuisines, ingredients and seasonings are an everyday part of reality. By introducing a range of thoughtfully chosen Asian descriptors in wine communication, Jeannie's new book expands the lexicon of wine.

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About Jeannie Cho Lee MW



Jeannie Cho Lee is the first Asian Master of Wine and one of the world's foremost wine experts. Jeannie was born in South Korea but has lived in Hong Kong since early 1994. She is a Contributing Editor for *Decanter* UK and a weekly columnist for Hong Kong's *South China Morning Post* and Mainland China's *China Business News*. Jeannie also writes monthly columns for *Noblesse* China, *Noblesse* South Korea and *Decanter* Taiwan. For nearly two decades, Jeannie has been a regular contributor to notable wine publications around the world including *Wine Spectator*, *Wine Business International*, *The World of Fine Wine* and *Revue du Vin*.

Jeannie's expertise is sought by numerous companies such as Singapore Airlines where Jeannie is a Wine Consultant, involved in selecting the wines served on all routes. She is also a Wine Consultant for the Galaxy Macau resort where she oversees the master wine list for over fifty, mostly Asian, food and beverage outlets. She holds a Certificat de Cuisine from Cordon Bleu and her love for food



and wine inspired her to found AsianPalate.com, a site that celebrates the confluence of Asian food and wine.

Jeannie is a sought-after speaker, wine judge and educator, who is very much involved in the regional Asian wine community. She travels regularly to report on market trends in the region and is an active member of the local chapters of the Commanderie de Bordeaux, the Confrérie des Chevaliers du Tastevin and L'Ordre des Côteaux de Champagne.

Jeannie is a Certified Sake Sommelier from Japan's Sake Service Institute, a Certified Wine Educator from the UK's Wine & Spirits Education Trust as well as the US Society of Wine Educators. She has an undergraduate degree from Smith College and a graduate degree from Harvard University. In 2009, Jeannie won the Vinality Award for her contributions to the wine industry.

About IACP

Founded in 1978, the International Association of Culinary Professionals (IACP) connects culinary professionals with the people, places and knowledge they need to succeed. Its nearly 3,000 members represent a distinguished roster of influential food professionals that include cooking teachers and cooking school owners; caterers, chefs and restaurateurs; food writers and cookbook authors; editors and publishers of the world's consumer and trade press; food stylists and photographers; wine professionals; television personalities; recipe developers and test kitchen personnel; public relations, marketing and communications professionals; and many others with a special interest in the culinary arts.

For media enquiries, please contact:

Anty Fung
Asian Palate
Hong Kong
Tel: (852) 2815 2908
Fax: (852) 2815 2013
Email: anty@asianpalate.com