



*China Wines Information Website*

## New wine TV show to air in HK

thedrinksbusiness by Rupert Millar 25/09/2014



*Anthony Sandstrom and Jeannie Cho Lee MW at the launch party*

In early October a new wine and lifestyle programme starring Jeannie Cho Lee MW and actor Anthony Sandstrom will air on TVB.

In Vino Veritas, as the programme is called, is sponsored by Dalloyau Paris which recently started a pâtisserie and restaurant in Hong Kong, and will see the pair visit famous wine regions of the world with Lee showing food and wine pairings and Sandstrom offering tips on wine etiquette.

The programme will broadcast every Thursday night from 2 October to 25 December in the primetime slot of 9.30pm-10pm on TVB Pearl – one of Hong Kong's two free broadcasting stations and which largely airs English language programmes.

To celebrate the launch of the programme, the television station held a press conference at The Mira in Hong Kong on 23 September.

At the launch party, Lee and Sandstrom thanked the station and also presented some of the more memorable scenes from the filming process in a series of exclusive previews.

The event was attended by, among others, the general manager of TVB, SK Cheong, the executive chef of Dalloyau, Nicolas Boutin, local Burgundy aficionado and Le Grand Sénéchal of the Hong Kong Chapter of the Confrérie des Chevaliers du Tastevin, David Hong and long-term wine collector and the Grand Maître of Asia, Commanderie de Bordeaux, Vincent Cheung.

Lee also presented a wine and food pairing session at the event.

The Korean-born Lee is the first Asian master of wine and has been based in Hong Kong since 1994, Sandstrom is a Canadian with Chinese, Native American and Norwegian ancestry, an actor with credits including the X-Files, he is also well known for his affiliation with high end luxury brands.

The general manager of TVB, SK Cheong (right, next to Lee), leading the group photo, featuring Jeannie Cho Lee MW, Anthony Sandstrom, co-host of the programme In Vino Veritas, the executive chef of Dalloyau, Nicolas Boutin (left, next to Sandstrom), local Burgundy aficionado and Le Grand Sénéchal of

the Hong Kong Chapter of the Confrérie des Chevaliers du Tastevin, David Hong (right, next to Cheong), and long-term wine collector and the Grand Maître of Asia, Commanderie de Bordeaux, Vincent Cheung (next to Boutin). The programme is sponsored by Dalloyau, which recently started a pâtisserie and restaurant in Hong Kong.

At the event the Chinese song, “May we all be blessed by longevity”, which was played on water filled wine glasses to symbolise, the combination of east and west as well as the elements of complexity in simplicity that the programme is hoping to highlight.