

Grandi Marchi presents

Grandi Marchi 呈獻

The Italian Wine Event of the Year

本年度最備受注目的意大利葡萄酒品酒會

(HONG KONG, September 8, 2010) – Mark your calendars for the first-ever **Grandi Marchi Grand Tasting** in Hong Kong. The Istituto Grandi Marchi comprised of 17 top Italian wineries is delighted to present a selection of their best wines on November 23rd at the Happy Valley Stand of the Hong Kong Jockey Club.

The **Grandi Marchi Grand Tasting** is anticipated to be the Italian wine event of the year, offering the unique opportunity to taste some of the best Italian wines produced throughout the country. The members of the Grandi Marchi include: Marchesi Antinori (Tuscany), Biondi Santi S.p.a (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), Tenuta San Guido (Tuscany).

Prior to the Grand Tasting, a separate food and wine pairing Masterclass will be held exclusively for the media and select members of the trade. Award-winning author of Asian Palate and Master of Wine, Jeannie Cho Lee, will lead this session on the marriage of Italian wine with Asian flavours.

The first session of the Grand Tasting will be reserved for the trade. This walk-around tasting of the top wines from Grandi Marchi’s member wineries is a rare occasion and will offer the opportunity to explore the diversity of styles and exemplary wines from throughout Italy. From 6pm onwards, the invitation will be extended to Hong Kong wine lovers and connoisseurs.

This first-ever **Grandi Marchi Grand Tasting** in Hong Kong follows the success of Italian wine sales throughout Asia. Piero Antinori, President of the Istituto Grandi Marchi said, “The next global challenge for Italian wineries is not to be considered only “ethnic” linked to Italian cuisine but to show International consumers the vast potential of matching our wide variety of wines with various local cuisines in particular those in countries which are new to wine consumption. Hong Kong being one of the most important markets in Asia with such well educated food and wine consumers was therefore an obvious choice for our forthcoming tour in Asia. “

There is no admission fee for the **Grandi Marchi Event**. However, RSVP is essential and all interested media and friends are encouraged to contact us for further details at events@asianpalate.com.

(香港, 2010/9/8) – 香港首屆Grandi Marchi 品酒會將破天荒於十一月二十三日假香港賽馬會跑馬地會所舉行, 屆時將會有由十七位頂尖意大利酒莊成員組成的優質義大利葡萄酒協會為大家帶來一系列精選葡萄酒。

Grandi Marchi 品酒會被視為本年度最備受矚目的意大利葡萄酒項目, 是次將會為大家帶來一個品嚐意大利各酒區最優質葡萄酒的獨一無二機會。Grandi Marchi 的成員包括: Marchesi Antinori (Tuscany), Biondi Santi S.p.a (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), Tenuta San Guido (Tuscany).

於品酒會前, 大會專程為各大傳媒及特選業界人士舉辦了一個以「美酒佳餚之搭配」為專題的大師班。而該大師班將由編寫有關美酒佳餚書籍—《Asian Palate》的獲獎作家, 全球首位亞裔葡萄酒大師李志延小姐主持, 跟

大家分享意大利美酒與亞洲膳食的搭配心得。

品酒會的第一節將只預留於業界人士參與。屆時不但可為各同業提供一個難得的機會去隨意品嚐來自 **Grandi Marchi** 酒莊成員的頂級葡萄酒，亦能讓大家親身體驗意大利各地葡萄酒的多元化模範風格。由晚上六時起，品酒會將會開放予一眾葡萄酒愛好者。

香港首屆 **Grandi Marchi** 品酒會的舉辦緊扣著意大利葡萄酒於亞洲銷情理想的趨勢。優質義大利葡萄酒協會主席 **Piero Antinori** 表示：「意大利酒莊面對的下一項全球挑戰並不只在於其葡萄酒跟本邦菜源遠流長的民族關聯，還有的是如何讓國際消費者意識到意大利葡萄酒的多元性跟不同國家的地道佳釀 — 特別是新興紅酒消費市場 — 在搭配上的無限潛力。作為亞洲其中一個最重要的紅酒市場，香港擁有一群受過良好教育並懂得賞識美酒佳釀的消費者。這是我們選擇香港作為本協會亞洲之旅目的地的主因。」

Grandi Marchi 品酒會並不收取任何入場費用，有興趣的傳媒、業內及公眾人士均敬請預先聯絡負責單位預留席位。如欲索取更多資訊，請聯絡我們 (events@asianpalate.com)。

For more information, please contact:

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Istituto Grandi Marchi, the Institute of Fine Italian Wines, consists of the following 17 members:

優質義大利葡萄酒協會，意大利美酒學會，共包括十七個酒莊成員：

Marchesi Antinori

Carpenè Malvolti

Ambrogio e Giovanni Folonari

Lungarotti

Pio Cesare

Tasca D'Almerita

Biondi Santi S.p.a

Michele Chiarlo

Jermann

Masi

Rivera

Tenuta San Guido

Cà del Bosco

Donnafugata

Alois Lagader

Mastroberardino

Umani Ronchi

About the Grandi Marchi

The Institute of Fine Italian Wines - Premium Brands is the result of the determination and enthusiasm of some of the most important Italian wineries to promote the culture and commercialisation of Italian high quality wine on world markets. It unites families and brands which characterise the Italian wine-making tradition - each one extremely innovative yet highly representative of the production of their region.

Each winery member is defined by the high standards of its products and brand image at national and international levels. They are families and brands which encapsulate the identity of Italian wine which is synonymous with quality and style throughout the world. The member wineries strongly adhere to tradition whilst constantly updating their style and production methods to meet the needs of evolving markets.

The aims of the Institute includes giving direction and incisiveness to the development of quality Italian wine and to the brands which express this on world markets; organising and developing training and educational activities contributing to the promotion of Italian wine culture in the world; being a recognized authority and reference point for high quality Italian wine.

關於Grandi Marchi

「意大利美酒學會」－是一個有賴多間意大利最具影響力的酒莊打造而成的優質品牌，其擁有向全球葡萄酒市場推廣高品質酒釀的熱誠及決心。它聯結了意大利多個顯赫家族和品牌所擁有的葡萄酒釀造傳統－每一個均極具原創性，且能高度代表其產酒區。

每個酒莊成員均釀製極高水準的葡萄酒，且皆享譽國內外。這些家族及品牌的出品皆代表了意大利美酒的國際水平及品質。各酒莊成員除秉承其傳統外，仍定時更新他們的釀酒風格及方法以切合新興市場的需求。

「意大利美酒學會－優質品牌」旨在為意大利精品酒及相關品牌的長遠發展提供方向及策略，籌備各類訓練及教育活動以推廣意大利美酒文化；並成為一個高品質意大利葡萄酒的認可權威品牌，為各界提供一個參考點。

About Jeannie Cho Lee MW

Regarded as one of Asia's preeminent authorities on wine, Jeannie Cho Lee was the first Asian to be awarded the Master of Wine (MW) title in 2008. Jeannie's first book *Asian Palate* which highlights the increasingly prominent role of wine in the dining experiences across Asia recently won the prestigious "Best Food & Wine Pairing Book in the World" from Gourmand Awards in Paris. Jeannie is Founder of AsianPalate.com, a website that celebrates authentic Asian cuisine and wine together. The site contains thousands of wine ratings and reviews by Jeannie as well as a comprehensive Asian food and wine pairing guide.

Jeannie is currently a Singapore Airline's Wine Consultant, involved in selecting all the wines served on all routes. Jeannie's commitment to education led her to co-found The Fine Wine School in Hong Kong with Berry Bros & Rudd. Jeannie is a Certified Educator from UK's Wine & Spirits Education Trust and a Certified Wine Educator (CWE) from the US Society of Wine Educators.

Jeannie contributes regularly to renowned wine magazines such as *Decanter*, *Wine Spectator* and *Revue du Vin* and also pens several wine columns which appears weekly in the *South China Morning Post* (Hong Kong) and in *China Business News* (China) and monthly in *Decanter* Taiwan and *Noblesse* Korea. Jeannie consults and reports on market trends, lectures at various Institute of Masters of Wine seminars and judges in international wine competitions. Recently, Jeannie was appointed as the face person behind a newly launched eye serum from Estee Lauder.

關於李志延葡萄酒大師

被譽為亞洲葡萄酒界超卓權威之一，李志延為全球首位獲得倫敦Institute of Masters of Wine 所頒發「葡萄酒大師 (Master of Wine)」殊榮的亞洲人。她的首部著作《Asian Palate》剖釋了葡萄酒於亞洲用餐經驗中愈見突出的角色。該書贏得了餐飲出版業界極具國際權威與知名度的巴黎饕客美食家大獎(Gourmand Award) 中獲選為《全球最佳佳釀及美酒搭配》書籍的殊榮。她亦是AsianPalate.com的創建者，該網站宣揚葡萄酒與正宗地道的亞洲美食的結合，並轉載了李志延為上千種葡萄酒的進行排名和點評的資訊及對美食和葡萄酒的搭配指引。

李志延現為星加坡航空公司的國際品酒顧問，負責為該公司挑選於所有航班的機上用酒。她和 Berry Bros & Rudd 共同創建了香港優質葡萄酒學校。李志延同時得到英國葡萄酒及烈酒教育基金會和美國葡萄酒教育家社團認可的持牌教育家。

李志延定期為著名葡萄酒雜誌英國《Decanter》，美國《Wine Spectator》（《葡萄酒觀察家》）及法國《Revue du Vin》撰文，並每周為香港《南華早報》，中國《China Business News》及每月為台灣《Decanter》及韓國《Noblesse》撰寫專欄。她亦有研究葡萄酒市場發展趨勢並提供相關諮詢服務及市場報告。她在葡萄酒研究學院的多個葡萄酒研討會中講課，並在一些國際葡萄酒比賽中擔任評審。最近，李志延應雅絲·蘭黛的邀請，成為該品牌全新 Advanced Night Repair Eye 升級眼部基因修護精華素的代言人。