



Jennie Cho Lee

One of the most enchanting stars in the wine world is unquestionably Jeannie Cho Lee, award-winning author, television host, wine critic, judge and educator and Sake Sommelier. Jeannie's pioneering book, *Asian Palate*, exploring Asian food and wine pairings in ten Asian culinary capitals, won numerous awards and her second book, *Mastering Wine for the Asian Palate*, received international praise. Jeannie is a Professor of Wine at the Hong Kong Polytechnic University and consults for Singapore Airlines and the Goldin Group. She became famous in Italy, too, when she purchased the most valuable lot in the auction of Alba white truffles in 2010 (936 grams at a mere 105,000 euro). Jeannie also received a major award from Vinitaly in 2009 and was ranked 25th in Decanter's 2013 Power List of the most influential people in wine. "The Institute's greatest merit", explains Jeannie "is that it has introduced standards in the wine world; at a time of wine's increasing global popularity, it was vital to qualify and certify people with the skills to best relate wine culture". We asked Jeannie why she thought that the MWs in Asia are mainly women. "It takes patience and sacrifice", she confessed "and many men are not ready to take on the real commitment entailed by the Institute's study programme and risk failing the exams ... perhaps we ladies are more adventurous!"

