



## **THE FIRST ASIAN MASTER OF WINE, JEANNIE CHO LEE, TO LAUNCH 'ASIAN PALATE' BOOK**

*Unique coffee table book highlights regional food and wine pairing*

(HONG KONG, October 12, 2009) – Hong Kong based Asset Publishing and Research Limited is pleased to announce the highly anticipated launch of 'Asian Palate', the first book from Jeannie Cho Lee, the first Asian Master of Wine (MW).

Asian Palate is a beautiful and unique 220-page, hardcover coffee table book highlighting the increasingly prominent role of wine in the dining experiences across 10 major cities in Asia: Hong Kong, Shanghai, Beijing, Taipei, Tokyo, Seoul, Bangkok, Kuala Lumpur, Singapore and Mumbai.

The author, Jeannie Cho Lee, became the first Asian to obtain the Master of Wine title from the prestigious Institute of Masters of Wine in London in 2008 joining the elite group of 280 such title holders in the world. Regarded as one of Asia's pre-eminent authorities on wine, Jeannie's first book takes an insightful and informative look at the development of Asia's diverse cuisines and how wines can best complement each distinctive flavour.

Asian Palate also covers historical influences on the dining and beverage cultures of the 10 cities, summarising the typical dishes with recommended wines to pair with them. Asian Palate provides suggestions on the best wines to accompany informal, family style meals as well as more formal, banquet style occasions. Unique illustrations and graphics especially developed for the book aid in categorising and highlighting the key information to matching Asian food with wine.

Perfect for all wine and food enthusiasts, Asian Palate is the first of a two-part offering to include Mastering Wine at the Asian Table focussing on mastering the language of wine using

Asian descriptors as well as traditional western descriptors, understanding the major grape varieties and becoming familiar with the key quality wine regions around the world with views from major Asian wine collectors.

Born in Seoul, Korea, Jeannie has lived in numerous cities around the world, including New York, Boston, London and Kuala Lumpur before making Hong Kong her permanent home in 1994. Since 1996, Jeannie has specialised in food and wine writing to regional as well as international publications including renowned wine magazines such as Decanter, Wine Spectator, Revue du Vin and The Asset. Jeannie writes several monthly wine columns in publications such as Decanter (China edition), Noblesse (Korea and China editions) and Baccarat (Hong Kong) and is currently Singapore Airlines Wine Consultant.

Her work as an international wine judge, speaker, journalist and educator has led to extensive travels through Europe and North America and in 2009, she was awarded the Vinitaly International Award for her contributions to the wine industry.

Asian Palate is priced at US\$98 and is available to order from Asset Publishing and Research Limited +852 2573 6078.

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## 全球首位亞裔葡萄酒大師李志延新作《ASIAN PALATE》即將面世

*以嶄新角度演繹亞洲美食與葡萄酒的完美配搭*

(香港, 2009年10月12日) – 總部設於香港的 Asset Publishing and Research Limited 隆重宣佈, 由全球首位亞裔葡萄酒大師李志延 (Jeannie Cho Lee) 編寫、令人熱切期待的首部作品《Asian Palate》即將面世。

《Asian Palate》為一本220頁的精裝硬皮書, 皆在闡述在十大亞洲城市, 包括香港、上海、北京、台北、東京、首爾、曼谷、吉隆坡、新加坡及孟買等地, 葡萄酒於餐飲體驗中日益重要的主導角色。

Jeannie於2008年獲倫敦Institute of Masters of Wine 頒發葡萄酒大師 (Master of Wine) 資格, 成為首位獲得此名銜的亞洲人。全球目前少於300人擁有此尊貴稱號, 因此Jeannie被認為亞洲、以至國際葡萄酒業之權威。她編寫的首部作品《Asian Palate》將以獨到

見解深入論述亞洲多元化菜系的發展，以及如何透過葡萄酒將美饌的獨特味道完美發揮。

《Asian Palate》將論及影響亞洲十大城市餐飲文化的歷史元素，並為讀者推介配搭各地傳統菜式的心水葡萄酒；此外，《Asian Palate》為不同場合，如輕鬆家庭晚宴或盛大宴會等提議最佳的美酒選擇。《Asian Palate》更附有精美插圖，將亞洲菜式與美酒配搭的重要資料整齊分類，方便讀者。

Jeannie現正著手撰寫另一本關於葡萄酒與美食的書籍，作為首本作品《Asian Palate》的延續。《Mastering Wine at the Asian Table》以亞洲角度解構西方傳統葡萄酒術語、細列各大葡萄種類，並載有亞洲多名葡萄酒收藏家的心得，加深讀者對全球多個頂尖釀酒區的認識。

Jeannie 出生於南韓首爾，曾旅居世界各地多個城市，包括紐約、波士頓、倫敦及吉隆坡，至 1994 年，她選擇定居香港。自 1996 年起，Jeannie 為多本亞洲及國際雜誌擔任美食佳釀專欄寫作，當中包括著名葡萄酒雜誌《Decanter》、《Wine Spectator》、《Revue du Vin》、《The Asset》，以及國際中文版《Decanter》。此外，Jeannie 每月亦為多本刊物撰寫葡萄酒專欄，包括韓國及中國版《Noblesse》，以及香港版《Baccarat》。她更是新加坡航空公司的葡萄酒顧問。

Jeannie 身兼葡萄酒評審、講者、記者及導師，於業界享負盛名。她曾多次旅歷歐洲及北美洲。2009 年，Jeannie 獲頒發「Vinitaly 國際大獎」，以表揚其對葡萄酒業的貢獻。

《Asian Palate》售價為 98 美元，現已接受訂購。如欲訂購，請致電+852 2573 6078，聯絡 Asset Publishing and Research Limited。

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Asset Publishing and Research Limited 隆重宣佈，由全球首位亞裔葡萄酒大師李志延（Jeannie Cho Lee）編寫、令人熱切期待的首部作品《Asian Palate》即將面世



The first Asian Master of Wine, Jeannie Cho Lee

全球首位亞裔葡萄酒大師李志延