



Wednesday, April 1, 2015 23°C 92%

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Breaking News - Hong Kong

Wine mag sets June debut

(03-31 11:37)

Jeannie Cho Lee, the first Asian Master of Wine has announced the launch of a monthly wine magazine in June.

It will be launched during Vinexpo 2015 in Bordeaux on June 15.

Publisher LPM Communications said the magazine, titled Le Pan, "is the only consumer wine magazine to have six Masters of Wine and a roster of renowned wine professionals on board."

Lee describes it as a wine and lifestyle magazine. The wine to lifestyle ratio will be 80:20. The magazine will be available in two editions, English and Chinese.

The website LEPANMEDIA.com will be the first to offer a bilingual wine database with ratings and reviews of over 10,000 fine wines, the publishing company announced.

Jill Triptree, who earlier edited Baccarat magazine, and a veteran in the media business, has been named managing editor.

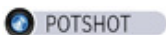
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