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Jeannie Cho Lee to Tour the Region with Award Winning Book - Asian Palate

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Celebrated wine *aficionado* and the first Asian Master of Wine, Jeannie Cho Lee, will embark on a tour of Asia with a programme of high profile food & wine events starting in the New Year. Jeannie will share first-hand the findings of her award winning book, 'Asian Palate' which is a guide to the increasingly prominent role of wine in Asian dining.

The official book tour, which is scheduled for January and February 2010, will visit nearly every city explored in the book. In each of the cities, the events will be hosted at a Hyatt Hotel & Resort property which will include a press cocktail as well as an evening of fine dining with local specialties prepared by renowned chefs and paired with wines.

Confirmed dates are the Grand Hyatt Hong Kong (January 15), Park Hyatt Seoul (January 22), Grand Hyatt Bangkok (January 26-27), Park Hyatt Beijing (January 28), Park Hyatt Shanghai (January 30) and Grand Hyatt Singapore (February 26). Firm dates from other cities such as Mumbai, Tokyo and Taipei will be confirmed over the next few weeks.

'Asian Palate' is a unique, lavishly illustrated, coffee table guide to wine and Asian cuisine, which was launched last month at the Hong Kong International Wine and Spirits Fair. Since then 'Asian Palate' has been shortlisted for the 2009 André Simon Food and Drink Book Awards and received the Gourmand World Cookbook Award 2009 for Hong Kong.

The book takes an insightful and informative look at the historical influences and development of Asia's diverse cuisines and how wine can best complement distinctive flavours of familiar local dishes, highlighting how local spices, ingredients and cooking methods impact on wine. Pairing suggestions range from informal, family style meals to formal banquets.

"The tour is an opportunity to introduce food and wine lovers to a new taste sensation pairing local Asian flavours with wine," Jeannie said. "The experience includes a fine dining evening with authentic local flavours and fine wines."

Born in Seoul, Jeannie Cho Lee is the first Asian to be awarded the coveted title 'Master of Wine', an elite group of just 278 in the world acknowledged by the prestigious Institute of Masters of Wine in London.

One of Asia's pre-eminent authorities on wine, Jeannie is a columnist for a number of renowned wine magazines and is a wine consultant to Singapore Airlines. 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 the result of years of research and offers a new perspective on pairing wine with Asian food that takes into consideration factors unique to the Asian table such as strong condiments and spices, communal dining and a very wide range of flavours. In many parts of Asia, pairing wine with Asian cuisine is a new area of discovery," Jeannie added.

'Asian Palate' is the first of a two-part series to include 'Mastering Wine at the Asian Table', focusing on mastering the language of wine from both Asian and traditional Western perspectives, understanding major grape varieties and wine regions, and including the views of prominent Asian wine collectors.

Sponsors for the book tour currently confirmed include Hyatt Hotels & Resorts, Chateau Palmer (Bordeaux), Maison Joseph Drouhin (Burgundy), Domaine Jacques Prieur (Burgundy), Pol Roger (Champagne), Moet Hennessey (Champagne), Paul Jaboulet/ Domaine Thalabert (Rhône Valley), Shaw & Smith (Australia), Domaine Weingut Heymann-Lowenstein (Germany), Jacques Lurton (Loire Valley), Grace Vineyard (China), Grace Winery (Japan), Sula Vineyards (India) and Siam Winery (Thailand).

'Asian Palate' is priced at US\$98, available to order from Asset Publishing and Research Limited, Hong Kong +852 2573 6078, books@theasset.com, through <http://www.amazon.com> and from Watson's Wine Cellar stores and selected fine book stores in Hong Kong including Dymocks and Page One.

To book seats for any of the food and wine pairing evenings, please contact the Grand Hyatt or Park Hyatt hotels in the respective cities listed above or visit their website: www.hyatt.com

