



## **Jeannie Cho Lee MW new book *Mastering Wine for the Asian Palate* premieres at Galaxy Macau**

June 15, 2011

Jeannie Cho Lee, Galaxy Macau™'s Master of Wine, and the resort today held the launch of *Mastering Wine for the Asian Palate*, Ms Lee's much-anticipated follow-up to her award-winning *Asian Palate*.

The new book provides a fresh Asian perspective on understanding and appreciating wines. Galaxy Macau is the first place in the world where Ms Lee's book will be available.

Galaxy Macau, positioned as 'The New Palace of Asia', is a resort where world-class features and amenities are delivered with authentic Asian heart. This "World Class, Asian Heart" service philosophy extends into its food and beverage offerings, which is why, the company said, it has enlisted the expertise of Ms Lee as the property's Master of Wine.

Ms Lee, who was the first Asian to pass the notoriously challenging Master of Wine exams, is known as one of the world's leading voices in wine. She is highly sought-after for her consulting, commentary and professional judging skills. For Galaxy Macau she oversees the resort's carefully selected wine list, food pairing aspects, and special events such as gala dinners and seminars.

Ms Gillian Murphy, Senior Vice President of Non-Gaming Operations, said, "Of the over 25 million visitors per year to Macau, 95% are from Asia. Because wine is such a fast-growing area of interest for Asian consumers, it is important that we nurture this by partnering with someone who understands the Asian palate on such a deep level. Ms Lee's expertise has helped us create a beautiful synergy between wine and our world-class dining, including the widest selection of pan-Asian cuisine in Macau, and we are delighted that Galaxy Macau could be the location of her new book's premiere."

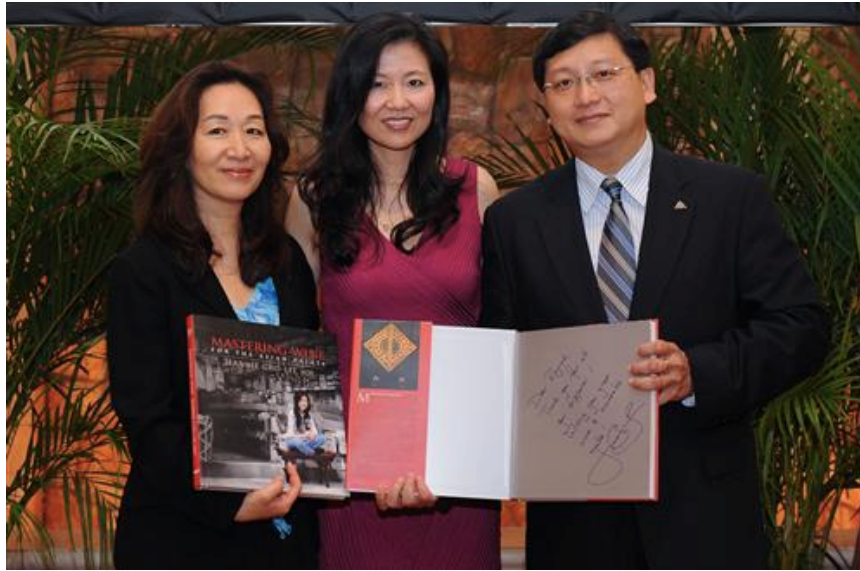
"It's a real honour to be able to launch my new book at Galaxy Macau, because they truly understand what it is that Asian diners and travellers expect from the resort experience," Ms Lee said. "This is at the heart of our partnership. Anyone who is interested in knowing more about how to approach wine from an Asian perspective, like understanding and appreciating wines by using Asian descriptors and ingredients, will want to read 'Mastering Wine for the Asian Palate', and many of the fine restaurants at Galaxy Macau would be great places to get some hands-on experience!"

During a course of events that lasted throughout the day, members of the media as well as food & beverage industry professionals were able to experience Ms Lee's in-depth knowledge of the relationship between Asian dining preferences and wine. The day started with a luncheon for some of Hong Kong and Macau's leading lifestyle, food and wine writers at renowned Chiu Chow restaurant Pak Loh. Dishes like Marinated Goose & Bean Curd, Pan-Fried Fillet of Pomfret with Virgin Soya Sauce and Stewed Chicken with Broad Bean Sauce were paired with premium Asian wines including 2009 Monsoon Valley White Shiraz (Rose Shiraz), Hua Hin Hills Vineyard, Hua Hin, Thailand; 2008 Helan Mountain Special Reserve Chardonnay, Ningxia, China; and NV Great Wall Hua Xia Zone A, Hebei, China.

In the afternoon, media and trade representatives attended the official launch of *Mastering Wine for the Asian Palate* at Cascades, in the grand main lobby of Galaxy Macau. There Ms Lee delivered a brief presentation on Asian wine descriptors before the book was unveiled to the public. Finally, the Galaxy Collections shop in the resort's East Retail Promenade hosted a one-hour book signing where people could be the first to purchase Ms Lee's book, have it signed by the author and enjoy a complimentary glass of Burgundy.

*Mastering Wine for the Asian Palate* is currently available only at the Galaxy Collections shop. From July onwards it will also be available to order directly through [www.AsianPalate.com](http://www.AsianPalate.com), Amazon U.S., Amazon U.K. and in Hong Kong from Watson's Wine Cellar stores, the Grand Hyatt Hong Kong Lobby Shop, and selected fine book stores in Hong Kong including Dymocks, PageOne, Kelly & Walsh, Swindon Bookstores and Hong Kong Book Centre. It is published by Asset Publishing and Research Ltd.

Ms Lee's previous book, *Asian Palate*, recently won in the "Wine, Spirits & Beer" category of the 2011 International Association of Culinary Professionals (IACP) Cookbook Awards, the most prestigious cookbook awards in the world. It won the 2009 Gourmand World Cookbook Award for "Best Book on Matching Food and Wine in the World" against nearly 6,000 other books from 136 countries. It was also shortlisted as one of four books considered for the UK's André Simon Award.



*Jeannie Cho Lee, Galaxy Macau™'s Master of Wine, stands with property executives Mr Raymond Yap, Senior Vice President, International Premium Marketing, and Ms Joanna Barnes, Vice President – Marketing Projects, Marketing, at the world premiere of her book Mastering Wine for the Asian Palate held at The New Palace of Asia.*



*Jeannie Cho Lee MW signs a copy of Mastering Wine for the Asian Palate for the book's first purchaser during its world premiere at Galaxy Macau*



*Jeannie Cho Lee MW at the first book signing event for Mastering Wine for the Asian Palate, the follow-up to her award-winning Asian Palate, held at Galaxy Macau*