



## Wine and Tea Flavours of Piemonte

**(16<sup>th</sup> of May, 2012 – Julee R Bauer)** "Piemonte Land of Perfection" will be bringing some of Italy's finest wines to Asia. Comprising 37 top wineries from Piemonte, Italy's northeastern premium quality wine region, the group will showcase a full range of wines that express diversity and unique terroir expressions. The special connection between Piemonte wines and Chinese tea will be the focus of "The Diversity of Piemonte," a three-day programme which features three tasting sessions and an exclusive masterclass led by Jeannie Cho Lee MW. The event will be held throughout Vinexpo Asia-Pacific Hong Kong.

"The Hong Kong Vinexpo is a turning point for Piemont wine, – said Andrea Ferrero, president of Piemonte Land of Perfection – for the first time the region is moving as a whole, introducing itself with a precise identity. This is a necessity required by the new foreign markets, like Asia, where wine exports keep growing. This is a necessity required by the new foreign markets, like Asia, where wine exports keep growing. Piemonte Land of Perfection will debut in China, with 37 companies associated with different Piedmont consortia. Barolo, Barbaresco, Barbera, Dolcetto, Asti Spumante, Moscato and Brachetto, all wine varieties will be well represented by prestigious wineries."

Jeannie Cho Lee MW adds, "This is the first time that we are bringing together the range of flavours found in the diverse region of Piemonte and finding parallels in the flavours and range of tea. My experience over the past several years searching for links between wine and tea have led to me seek the expertise of tea masters such as Vesper Chan who have shared with me their vast knowledge of the wonderful beverage. I am looking forward to exploring this topic with everyone and sharing the parallels between tea and wine that I have discovered over the years."

Jeannie will lead the discussion by exploring the unique expressions of Piemonte wines and how they mirror the spectrum of flavours found in Chinese tea. The masterclass will also feature guest speaker and renowned Hong Kong tea master, Vesper Chan, who will discuss the ancient art and culture of tea.

Details of the tasting include:

The Diversity of Piemonte: Where wine and tea flavours meet

Tasting Sessions

Date and Time:

29 May 2012 (2pm – 6pm)

30 May 2012 (2pm – 6pm)

31 May 2012 (10am – 4pm)

Venue:

(29 and 31 May) Tasting Lounges 101B, L1, Hong Kong Convention Centre, Wanchai, Hong Kong

(30 May) Grand Foyer, L3, Hong Kong Convention Centre, Wanchai, Hong Kong

Masterclass

Date: 30 May 2012

Time: 3:30pm – 5pm

Venue: Grand Foyer, L3, Hong Kong Convention Centre, Wanchai, Hong Kong