

## Asian Palate website previews with exclusive 2009 Bordeaux wine reviews and ratings

(HONG KONG, 26 March 2010) Asian Palate debuting on 30th March, 2010, will be making bold advances in the culinary and wine world of Asia. Founded by Jeannie Cho Lee, the first Asian Master of Wine, the site will follow the successes of her award winning book Asian Palate, released November 2009. Asian Palate is a website that celebrates authentic Asian cuisine and wine – together. Browse the site to get free access to over 400 invaluable Bordeaux 2009 *en primeur* reviews, or read Jeannie's Blog for an insider's perspective on trends and forecasts in the world of Asian cuisine and wine. This multilingual site aims to lead intelligent and insightful discussions about food and wine in Asia by providing forward-thinking news and commentary, as well as a platform for others to engage, share and respond.

Focusing on cuisine across all regions of Asia and its relationship to wine, Asian Palate takes the mystery out of pairing two seemingly disparate concepts in a fun, interactive and accessible way. We will achieve this using our weekly food and wine themes, supported by an experienced panel of acclaimed and internationally recognised sommeliers, chefs, food scientists and industry professionals. Asian Palate relies on our panel experts to contribute opinions, recipes, events and news about the evolving world of Asian cuisine and wine, and to keep us attuned to the trends and innovations happening in Asia.

This March Jeannie embarks on the annual Bordeaux *en primeur* tastings. She samples and reviews over 400 wines and will be uploading the wine tasting notes directly from Bordeaux to the Asian Palate website. All the top Bordeaux wines, including Lafite, Latour, Petrus and Margaux will be reviewed and rated. Prices for the 2009 Bordeaux vintage will begin to appear from retailers in April, and ongoing commentary will be made from the Asian Palate website.

Be sure to watch out for Jeannie on Bloomberg TV's Asia Confidential, airing April 1<sup>st</sup> and 2<sup>nd</sup> to get a feel for the *en primeur* tasting experience, an immediate quality assessment of the 2009 vintage, and exclusive investment expertise.

Until the site is live, follow Jeannie on [Twitter](#) as she tweets direct from Bordeaux.

Join Jeannie's [Facebook Fanpage](#)

Jeannie Cho Lee MW tasting Bordeaux *en primeur* in France, March  
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