

Documentary Release of Jeannie Cho Lee MW “Story of Global Success” on Korean National TV & Bistro Seoul Event

(Hong Kong, 28th September, 2012) – On October 6th at 7:10p.m., KBS Channel 1, will feature Jeannie Cho Lee MW in a one-hour TV documentary series. In the same month, Jeannie returns home to Seoul to advance new theories on pairing Korean flavours with wine in a unique one-day wine event for wine lovers and wine professionals in Korea.

The one-hour documentary called "Story of Global Success: Jeannie Cho Lee, Master of Wine" is part of a documentary program series featuring success stories of Koreans around the world. It will be aired on Channel 1 of the national KBS TV station on October 6th at 7:10p.m. Producers of the program spent two weeks shadowing Jeannie to get a glimpse of her thriving career as a global leading wine authority and shows rare glimpses into her personal and family life as a wife, a mother to four children, a philanthropist and devoted academic.

The Korean Broadcasting Station started airing the one-hour documentary series "Story of Global Success" during prime time since June 2011 and it has been very well received. The program is also aired on KBS World for the international audience. The popular weekly show showcases the philosophy, lifestyle and life experiences of successful Koreans as aspirational stories and role models. Since the launch, the program has attracted more than three million viewers worldwide.

Past subjects of this popular documentary series include physically disabled South Korean master violinist In-Hong Cha, T3 Motion Founder Ki Nam, Director of RoMeLa (Robotics & Mechanisms Laboratory) at Virginia Tech and many Koreans with a global influence. More information about the show can be found at <http://www.kbs.co.kr/1tv/sisa/successage/>.

Jeannie will return to Seoul this month to further her work dedicated to pairing key Korean flavours with wine. Partnering with the modern Korean restaurant Bistro Seoul, Jeannie will be leading a masterclass and wine dinner with the theme: “Chili, Daenjang, Umami: Pairing Korean flavours with wine”. This is an extension of the food and wine pairing philosophies encapsulated in Jeannie’s multi-award winning book *Asian Palate*, which explores the unique regional cuisines of Asia in key culinary capitals by looking in-depth at local tastes, drinking cultures, and key flavours.

Through this masterclass and wine dinner, Jeannie will utilise her understanding and appreciation of Korean cuisine and highlight the interaction between wine and chili paste, fermented soybean flavours of daenjang and the subtle flavours of umami in Korean cuisine. Jeannie will lead participants on an epicurean journey to discover the impact of Korean seasonings and flavours on wine and how wine can enhance the traditional flavours of Korean cuisine.

Wines featured at the event come from producers of the highest caliber from France, Germany and Italy. They include Pol Roger, Marchesi di Gresy, Fattoria Nittardi, Weingut Heitlinger, Schloss Johannisberg, Weingut Weiser-Künstler and Weingut Selbach-Oster.

Details of the event are as follows:

“Chili, Daenjang, Umami”: Pairing Korean Flavours with Wine

Masterclass | 3pm - 4:30pm | ₩ 30,000

Guided tasting of 9 wines from France, Italy and Germany

Wine Dinner | 7pm till late | ₩ 220,000*

9-course “Today’s Korean cuisine” gourmet menu paired with 9 wines from France, Italy and Germany

*Price includes a copy of *Mastering Wine for the Asian Palate* by Jeannie Cho Lee MW

(Retail Price: ₩ 87,000)

Venue | Bistro Seoul, Gangnam Ku Samsung Dong 159, Oakwood Premier Hotel 1F, Seoul, Korea

Jeannie Cho Lee MW comments, "As always, it is wonderful to be in Korea and spend time with wine and food lovers sharing my enthusiasm for wine and Korean food. Many people are skeptical that wine can actually enhance Korean dishes but I am confident that we will find at least a few dishes where the pairings will leave a meaningful impression. Like most Koreans, I am a chili and garlic addict and yet I have found room for wines at my dining table." Jeannie adds, "I am delighted to be working with Bistro Seoul where the Korean food flavours are authentic yet are presented and served in a modern, stylish setting."

Seung Uk Choi, manager of Bistro Seoul says, "We are thrilled to work with Jeannie Cho Lee for this upcoming event. We believe that Bistro Seoul’s cuisine fits in perfectly with what Jeannie is trying to express: A harmony between Korean flavours and wine."

About Jeannie Cho Lee MW



Jeannie Cho Lee is the first Asian Master of Wine, an award-winning author and one of the world's foremost wine experts. She is a Contributing Editor for *Decanter Magazine* (UK), Co-Chair of Decanter Asia Wine Awards and is a columnist for the *South China Morning Post*, *China Business News*, *Noblesse* and *Decanter Taiwan*. For nearly two decades, Jeannie has been a regular contributor to notable wine publications around the world, including *Wine Spectator*, *Wine Business International*, *The World of Fine Wine* and *Revue du Vin*.

Jeannie is a much sought-after wine consultant, speaker, judge and educator. She is currently a Wine Consultant for Galaxy Macau, responsible for the master wine list of nearly 50 F&B outlets, as well as for Singapore Airlines, involved in selecting all the wines served on all routes. Recognized for her contributions to the wine industry, Jeannie won the Vinitaly Award in 2009. She is 26th on Decanter's Power List 2011, a biennial who's who of the most influential personalities in the wine's world.

About KBS (Korean Broadcasting System)



KBS World is a 24-hour family entertainment channel provided by KBS, the flagship public service broadcaster in Korea. KBS programs broadcast on KBS World a mere 3 weeks after their first-run in Korean terrestrial channel. With 100% original programming by KBS, the channel broadcasts in Korean language along with multilingual subtitles.

Currently available for 48 million households within 73 countries and for over 1,500 hotels in 46 countries, KBS World is the definite source to feel, enjoy, and learn Asian culture. KBS World promises to do its best to bring pleasant and informative programs to the viewers. Always enjoyable TV, it is KBS World!

About Bistro Seoul



As an upper dining Korean restaurant located in Samsungdong Oakwood, Bistro Seoul offers today's Korean cuisine with the finest beverages. Giving both international and local guests' comforts, Bistro Seoul presents a relaxing atmosphere mixing Korea's traditional colours with modern inspiration. Bistro Seoul believes that the best dishes come from using the finest, locally sourced fresh ingredients. Aiming to enter the global market, we continuously strive to develop and introduce various dishes combining both traditions and quality.



To find out more about Chili, Daenjang, Umami: Pairing Korean Flavours with wine, please contact

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