



西班牙标志名庄亚洲巡回品酒会**2013**于首尔、上海及广州举行

(香港 **2013-04-30**) 拥有24个顶级西班牙酒庄成员的 **Grandes Pagos de España** 组织将于5月27日至31号举行亚洲巡回品酒会，是次巡回除了再次莅临上海，更首次来到广州及韩国首尔，多个成员酒庄的庄主及酿酒师携手首位亚裔葡萄酒大师李志延女士，把来自单一葡萄园的佳作带到亚洲，与葡萄酒业界精英、传媒代表及葡萄酒爱好者分享西班牙的风土特色及葡萄酒风格。

今年，**Grandes Pagos de España**将分别在上海站及广州站各选出一位葡萄酒大使。如果您钟情于西班牙葡萄酒，熟悉西班牙葡萄酒在中国市场的发展态势，并且乐于通过社交媒体与人分享，那您将能够胜任葡萄酒大使一职。参赛者需根据已定主题，撰写一篇一千字左右的论文，最出色的三位将进入**Grandes Pagos de España**上海站或广州站葡萄酒大使的最终选拔赛。决赛将由李志延葡萄酒大师及**Grandes Pagos de España**代表主持及担任评判。比赛项目包括盲品及问答环节。上海及广州将分别诞生一位冠军——即**Grandes Pagos de España**官方认可葡萄酒大使（中国），并将获得丰厚奖品：1. 胜出者将获得西班牙免费七天游，包括参观所有亚洲巡回品酒会名庄（中国），深入了解并品味其佳酿。行程、住宿及膳食将由**Grandes Pagos de España**承包。2. 获胜者将获得由所有成员酒庄各提供的一瓶美酒，共计24瓶。3. 获胜者将获得由李志延葡萄酒大师亲自颁赠 **Grandes Pagos de España**官方证书。

两场历时四小时的品酒会将分为两节，首节於下午三时至五时举行，供葡萄酒业界及传媒人士参与；第二节则开放予葡萄酒爱好者及公众参与，从下午六时开始至八时完结。十九家酒庄将提供逾四十款佳酿供与会者品试，李志延大师这样说到：“与**Grandes Pagos de España**的再次合作，让我兴奋又期待，兴奋的是许多顶级酿酒商与美酒汇聚一堂，期待的是，这次巡回品酒会将首次来到广州与首尔。**Grandes Pagos de España**葡萄酒大使的选拔赛也是绝妙的创意。我相信，我们会发现很多人士对于西班牙葡萄酒的多样性及品质有更深入的认识并且能够胜任**Grandes Pagos de España**中国大使一职。”

葡萄酒作家及Finca Sandoval酒庄庄主Victor de la Serna先生表示：“西班牙标志名庄庄主见证了亚洲对西班牙葡萄酒的个性及多样性逐步认可，这些特性使我们区别于欧洲其他酒庄。今年，我迫不及待向中国及韩国展示我们作品独有的个性，让更多人对我们的葡萄酒、对西班牙兴趣倍增。”巡回品酒会细则：

首尔站

日期: 2013年5月27日（星期一）

时间: 下午3 - 5时（对业内人士及媒体开放）；下午6 - 8时（对公众开放）

地点: 首尔JW万豪饭店Classic 7（韩国首尔瑞草区盘浦洞19-3）

上海站

日期: 2013年5月29日（星期三）

时间: 下午3 - 5时（对业内人士及媒体开放）；下午5 - 6时（葡萄酒大使选拔赛决赛）；下午6 - 8时（对公众开放）

地点: 上海半岛酒店玫瑰厅（中国上海中山东一路32号）

广州站

日期: 2013年5月31日（星期五）

时间: 下午3 - 5时（对业内人士及媒体开放）；下午5 - 6时（葡萄酒大使选拔赛决赛）；下午6 - 8时（对公众开放）

地点: 广州四季酒店大宴会厅（中国广州天河区珠江新城珠江江西路5号）

*此次活动乃纯教育推广活动，名额有限，需预先报名留座。

关于**Grandes Pagos de España**



有史以来，西班牙产区一直以坐拥质素优秀的葡萄园见称。几个世纪以来备受推崇的赫雷斯顶级酒庄便是一个好的例子。自十九世纪中叶，西班牙葡萄酒开始分道扬镳，商业化酒庄在国际舞台上冒起。大型葡萄酒中介商开始采购来自不同地方的葡萄，大量製造以商标及品牌主导的葡萄酒。

二零零零年，一班来自卡斯蒂利亚（Castile）新旧酒区的单一葡萄园精品酒庄庄主成立了Grandes Pagos de Castilla，一心推广西班牙高质素单一葡萄园作品。随著西班牙各酒区对於「单一葡萄园」的概念愈见热衷，这个非牟利组织於2003年演变为Grandes Pagos de España，继续发扬单一葡萄园的酿酒理念，向世界带出葡萄酒应与当地风土维繫无间等讯息。

这次参与巡回品酒会的酒庄包括: Aalto, Abadia Retuerta, Alonso del Yerro, Arinzano, Calzadilla, Cervoles, Mas Doix, Dehesa del Carrizal, Fillaboa, Finca Sandoval, Finca Valpiedra, Luna Beberide, Mauro, Maurodos, Mustiguillo, Pagos de Familia, Pago de Vallegarcia, Gramona, Recaredo 及 Secastilla。

关于李志延葡萄酒大师



被誉为亚洲葡萄酒界超卓权威之一，李志延为全球首位获得伦敦 Institute of Masters of Wine所颁发「葡萄酒大师 (Master of Wine)」殊荣的亚洲人。她的首部著作《Asian Palate》剖释了葡萄酒于亚洲用餐经验中愈见突出的角色。该书赢得了多项餐饮出版业界大奖，包括：极具国际权威与知度的巴黎饕客美食家大奖(Gourmand Award)中获选为《全球最佳佳肴及美酒搭配》书借的殊荣、2011年美国国际烹饪专业协会（IACP）「葡萄酒，啤酒，烈酒类」特别奖及2011葡萄与葡萄酒国际组织（OIV）「葡萄酒与美食类」特别奖。

李志延於2012年12月被香港理工大学酒店及旅游业管理学院委任为专业应用教授（酒类），参与创建一个全新的国际葡萄酒管理硕士学位。她也是新加坡航空公司及澳门银河酒店集团的葡萄酒顾问，负责前者所有航线及酒店集团内超过50个餐饮名单中的酒单，并於2009年获颁发世界著名的「Vinitaly 国际大奖」，以表扬她对葡萄酒业的贡献。

李志延拥有法国蓝带餐饮学院(Cordon Bleu)的 Certificat de Cuisine 专业资格，基于对美酒佳酿的热爱，创建了网站 Asianpalate.com，该网站宣扬葡萄酒与正宗地道的亚洲美食的结合。李志延同时拥有法国蓝带餐饮学院(Cordon Bleu)的 Certificat de Cuisine 专业资格、日本清酒匠研究所(SSI)的日本清酒品酒师专业认证、英国葡萄酒与烈酒教育信托基金会(WSET)及美国葡萄酒导师协会(Society of Wine Educators)颁发的国际认可葡萄酒导师资格，美国史密斯大学的学士学

位和哈佛大学的硕士学位。

如欲查询有关西班牙标志名庄亚洲巡回品酒会2013的详程，请联络：

杜嘉妍

东膳西酿

电话: (852) 2815 2908

传真: (852) 2815 2013

电邮: carine@asianpalate.com



GRANDES PAGOS DE ESPAÑA ASIA WINE TOUR 2013

(Hong Kong, April 30, 2013) Grandes Pagos de España will be on tour in Asia again from May 27th to 31st. Besides returning to Shanghai, they will be touring to Guangzhou and Seoul this year. These leading single estate wineries of Spain will be showcasing their wines to the trade, press and consumers in each of the three cities.

This year, Grandes Pagos de España seeks two Wine Ambassadors, one from Shanghai and one from Guangzhou. A Spanish wine enthusiast would fit perfectly into this role if they are familiar with the current trends/issues about the Spanish wine market in China and eager to share their passion through various Chinese social media channels. Contestants are required to write a 1,000-word essay on a given subject, and the best three will be chosen to participate in the Wine Ambassador Contest which will take place at the events in Guangzhou and Shanghai. This contest will be conducted and judged by Jeannie Cho Lee MW along with representatives from Grandes Pagos de España. The three finalists will compete against each other in a blind tasting challenge and a Q & A session. The winners will become the Grandes Pagos de España Wine Ambassadors and receive an official certificate issued by Grandes Pagos de España, 24 bottles of wines from participating wineries, as well as a free 7-day trip to Spain.

The tasting event itself in each city will last approximately four hours, divided into a session for trade and media in the late afternoon and a public session in early evening. Nineteen wineries, represented by their winemakers and/or owners, will be showcasing over forty different wines for visitors to taste. Jeannie says, "I am thrilled to be working again with the Grandes Pagos de España where so many top Spanish producers and great wines come together under one umbrella". She adds, "I am excited this year's Asian wine tour includes new cities like Seoul and Guangzhou. The Grandes Pagos de España Ambassador contest is a wonderful initiative. I am certain we will find many people very knowledgeable about the diversity and quality of Spanish wines who will make excellent Grandes Pagos de España Ambassadors."

Victor de la Serna, wine writer and proprietor of Finca Sandoval, also comments "Single estate growers in Spain have witnessed how the awareness has begun to grow in Asia that Spanish wines have great personality and also great diversity, quite apart from any others in Europe. It will be very interesting to again show the character of our wines in China and South Korea this year and help this new-found interest in Spain to grow."

Details of each event are as follows:

Korea

Date: May 27th, 2013 (Monday)

Time: 3pm - 5pm (trade and media); 6pm - 8pm (open to public)

Venue: Classic 7, Marriott Hotel, 19-3 Banpo-dong, Seocho-Gu, Seoul, South Korea

Shanghai

Date: May 29th, 2013 (Wednesday)

Time: 3pm - 5pm (trade and media); 5pm - 6pm (GPE ambassador final contest); 6pm - 8pm (open to public)

Venue: The Rose Ballroom, Peninsula Shanghai, No. 32 The Bund, 32 Zhongshan Dong Yi Road, Shanghai, China

Guangzhou

Date: May 31st, 2013 (Friday)

Time: 3pm - 5pm (trade and media); 5pm - 6pm (GPE ambassador final contest); 6pm - 8pm (open to public)

Venue: Grand Ballroom, Four Seasons, 5 Zhujiang West Road, Pearl River New City, Tianhe District, Guangzhou, China

About Grandes Pagos de España



The best vineyards have historically played an important role in the Spanish wine world—one such example is the centuries-old appreciation of top growths from Jerez. However, beginning in the mid-19th century, Spanish wines developed on a different track when the bodegas industriales appeared on the scene—big negotiant firms that mass-produced brand name wines from grapes often sourced from multiple locations.

In 2000, a group of small producers of single-estate wines from Old and New Castile formed the Grandes Pagos de Castilla in order to revive the unique character of Spanish wines produced from high quality single growths. This not-for-profit association eventually became Grandes Pagos de España in 2003, in response to growing interest throughout the country in promoting the single-growth concept and to seek excellence through the direct relationship between wine and its place of origin.

Participating wineries include: Aalto, Abadia Retuerta, Alonso del Yerro, Arinzano, Calzadilla, Cervoles, Mas Doix, Dehesa del Carrizal, Fillaboa, Finca Sandoval, Finca Valpiedra, Luna Beberide, Mauro, Maurodos, Mustiguillo, Pagos de Familia, Pago de Vallegarcia, Gramona, Recaredo and Secastilla.

About Jeannie Cho Lee MW



Jeannie Cho Lee is the first Asian Master of Wine (MW) and an award-winning author, wine critic, judge and educator. Jeannie's pioneering book, *Asian Palate*, exploring Asian food and wine pairings in ten Asian culinary capitals, won the Gourmand award for Best Food and Wine Pairing Book in the World in 2010 as well as the International Association of Culinary Professionals (IACP) award and the Organisation Internationale de la Vigne et du Vin (OIV) award in 2011.

Jeannie was appointed as Professor of Wine at the Hong Kong Polytechnic University where she is involved in creating a new Master's degree program in International Wine Management. She is also a Wine Consultant for Galaxy Macau, responsible for the master wine list of over 50 F&B outlets, as well as for Singapore Airlines, involved in selecting all the wines served on all routes. Recognised for her contributions to the wine industry, Jeannie won the Vinitaly Award in 2009 and was named the 26th most powerful person in wine by Decanter magazine in 2011.

Jeannie holds a Certificat de Cuisine from Cordon Bleu and her love for food and wine inspired her to found AsianPalate.com, a site that celebrates the confluence of Asian food and wine. Jeannie is a Master Sake Sommelier from Japan's Sake Service Institute and is a Certified Wine Educator from UK's Wine & Spirits Education Trust as well as the US Society of Wine Educators. Jeannie's interest in wine began at Oxford University where she spent her junior year before returning to Smith College where she graduated with a dual degree in Government and Sociology. Jeannie then went on to obtain a Master's degree in Public Policy & International Relations from Harvard University.

To find out more about Grandes Pagos de España Asia Wine Tour 2013, please contact:

Carine To
Asian Palate
Tel: (852) 2815 2908
Fax: (852) 2815 2013
Email: carine@asianpalate.com



This message was sent to email@example.com from:

Grapexpectations Asia Limited | Suite 4A&B, 3/F, Lucky Commercial Centre, 103 Des Voeux Road West, Hong Kong | Hong Kong, Hong Kong 999077, Hong Kong

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