

Iconic Estates of Spain Asia Tour launches in Beijing and Shanghai

(Hong Kong, 17th April, 2012) - Grandes Pagos de España, a group of 24 top growth wineries from Spain, will be bringing the best of their single estate wines to Asia for the very first time. The group will be traveling with the first Asian Master of Wine, Jeannie Cho Lee, to Beijing and Shanghai. They will present their wines with a focus on the Spanish terroir and its specificities.

The tastings will last approximately four hours, divided into a session for trade and media in the late afternoon and a public session in the evening. The tasting itself will be organised by four winemaking regions of Spain, with a discussion on the differences in terroir, winemaking and climate.

Master of Wine Jeannie Cho Lee will offer insights on food and wine pairing during her 15-minute educational speeches which will take place every hour. Spanish ham and selected Chinese xiaochi will be served for participants to experiment with the suggested pairings. Participants will be encouraged to taste each wine showcased and asked to vote for their top three favourites. At the end of each hour, participants who have voted for the highest number of highly rated wine will be eligible to enter a lucky draw to win a six-bottle case of wine.

Jeannie Cho Lee comments, "Spain is a dynamic, very diverse wine region that has so much to offer wine lovers. I am excited to be travelling with the Grandes Pagos de España to share some of their best wines for the first time in China."

Victor de la Serna, wine writer and proprietor of Finca Sandoval, adds, "It will be exciting to show Chinese wine lovers the terroir-based wines of single estates from all parts of Spain, which are not as well-known as Spain's larger, négociant-type wineries; and to give them a clear idea of the diversity and complexity inherent to Spain's great vineyards."

Details of the Beijing and Shanghai Tasting are as follows:

Iconic Estates of Spain Asia Tour presents
Exclusive Premium Wine Tasting
Beijing

Date: May 21, 2012 (Monday)

Time: 3pm - 5pm (trade and media) 6pm - 8pm (VIP and consumer)

Venue: Grand Ballroom, Peninsula Beijing, 8 Goldfish Lane, Wangfujing, Beijing, China

Shanghai

Date: May 23, 2012 (Wednesday)

Time: 3pm - 5pm (trade and media) 6pm - 8pm (VIP and consumer)

Venue: Rose Ballroom, Peninsula Shanghai, No. 32 The Bund, 32 Zhongshan Dong Yi Road, Shanghai, 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 negociant 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, Abadía Retuerta, Alonso Del Yerro, Calzadilla, Can Rafols Dels Caus, Cérvoles, Dehesa Del Carrizal, Enrique Mendoza, Fillaboa, Finca Sandoval, Finca Valpiedra, Gramona, Luna Beberide, Manuel Manzanegue, Mas Doix, Mustiguillo, Mauro, Maurodos, Pago De Vallegarcía, Pagos Marqués De Griñón, Propiedad De Arínzano, Recaredo, Secastilla and Valdespin.



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.

To find out more about Grandes Pagos de España's Iconic Estates of Spain Asia Tour, please contact:

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