



ASIAN  
PALATE

JEANNIE CHO LEE MW



Access the best  
palates  
and the best wines

[www.AsianPalate.com](http://www.AsianPalate.com)

# Why Asian Palate?

---

With a combined 100 years of restaurant and wine consultancy experience among the four consultants, we offer unparalleled depth of expertise. We have worked with a wide range of companies, from multinational hotel and restaurant groups, to boutique, niche restaurants and wine bars that simply want a unique, curated beverage program that best suits their needs and enhances customer experience. As Masters of Wine, we understand the importance of variety, balance and appropriateness of each wine and beverage chosen – we firmly believe that it needs to reflect and complement the venue's unique philosophy, brand image and cuisine. Here are some of the reasons why we believe we are uniquely positioned to enhance, improve and maximize your beverage program:

- **Access to the world's most experienced consultants who are all Masters of Wine and/or Master Sommeliers**
- **Access to the best wines, wineries and beverage brands to create the most appropriate, ideal wine & beverage program**
- **Unparalleled experience in Asia, USA and Europe working with a wide range of F&B companies**
- **Enhance credibility and brand image by working with the best in the business**

## Our Services

---

We listen, assess your goals, needs and constraints to create the best wine and beverage program that is most appropriate for your company. A wine and beverage list is dynamic and should reflect the changing seasons, menu, tastes and company's image; thus we prefer to work on a long-term basis so that we can assess and help execute the program.

Our packages range from a one-day assessment as a preliminary introduction to what we can offer, to long-term arrangements that allows us to continually enhance, improve and maintain a dynamic program. Throughout the process, we keep in mind that the program must reflect the changing seasons, the menu, the evolving clientele and beverage trends. We go beyond the obvious options and bring you rare, special or limited edition bottles from popular as well as obscure regions from around the world. We understand the balance between having the classics as well as special wines and beverages that may be lesser known but are exciting and unique that ultimately contribute to a complete, thoughtful beverage list.

Recommended programs are not complete without a 360-degree perspective on how to implement the program. Thus, we offer advice on wine and beverage events, promotions, marketing and sales material and clear message as well as training for your staff.

## Mission Statement

---

We adhere to the strict ethical and professional standards outlined by both the Institute of the Masters of Wine ([www.mastersofwine.org](http://www.mastersofwine.org)) and the International Guild of Master Sommeliers ([www.internationalsommelier.com](http://www.internationalsommelier.com)). We firmly believe in using our combined experience and access to the world's best wines and beverages to create the most appropriate, dynamic and exciting beverage program to enhance customer experience, improve a company's image and maximize profits.



# Our Packages

---

In order to comprehensively assess your needs, we require an extensive assessment of your current program. This includes a review of the following: company philosophy, concept and short and long-term objectives, current wine and beverage lists including format and type, food menu and seasonal offerings, wine & beverage by the glass or pairing program, staff training, current and past events and dinners, on-premise promotional material, purchasing and pricing system, seasonal or special promotions, inventory and storage management options.

We tailor-make each program to best reflect your needs, keeping in mind your budget, purchasing, inventory, logistics and market constraints. We propose a program that includes the following:

- **Recommended re-development program that ranges from short-term enhancements to dramatic improvements**
- **Identification of key weaknesses and strengths of the current program**
- **Review of competitive positioning and market landscape**
- **Target margins and purchasing advice**
- **Storage, logistics and inventory management assessment**
- **Schedule for key dates for completion**
- **Breakdown of budget for recommended changes and options**
- **Optional implementation of events, promotions, staff training and inventory management programs**

## Package A

**Comprehensive assessment** This package is appropriate for companies who feel they want an upgrade or need professional advice and assessment of their current wine and beverage program. This package includes a detailed report that assesses the current program, its weaknesses and strengths, competitive positioning and a range of short and long term recommendations on how best to reach target objectives and enhance the overall offering. We provide a road map on how to enhance and improve your wine and beverage list.

**Price range: US\$5,000 - \$8,000, depending on the current number of wines and beverages on your list.**

## Package B

**Six-month retainer** We work closely with you to achieve your goals within a six-month timeframe. In addition to the comprehensive assessment of your program, we provide all the services listed above to ensure that the program selected is implemented in a timely and professional manner. We also provide a detailed schedule of our services during this 6-month period. We adapt to each market conditions – working with local suppliers and introducing you to overseas suppliers to bring you the best options.

**Price range: US\$4,000 - \$6,000 per month, depending on the scope and goals of the company.**

## Package C

**Twelve-month to 24-month retainer** This long-term option is how we prefer to work with companies, to support your goals in an ever-changing and dynamic market. In addition to all the services provided in packages A and B, this package enables the use our company and/or consultant's name on the wine and beverage program. We are actively invested at this level in ensuring that you have a uniquely-positioned, recognized program that best meets your goals.

**Price range: US\$4,000 - \$8,000 per month, depending on the scope and objectives of the company.**

# The Consultants

---



*“For too long Asian restaurants have relied solely on food turnover to reach their sales targets – they can and should achieve beverage sales on par with their western counterparts.”*

**Jeannie Cho Lee MW** is the first Asian Master of Wine (MW) and an award-winning author, television host, editor, wine critic, judge and educator. Jeannie has consulted for numerous restaurant and hotel groups including Galaxy Macau with over 50 F&B outlets, Michelin-starred restaurant such as Epure and Tate Dining Room.

Jeannie has been a professor at the Hong Kong Polytechnic University since 2012 and is a Visiting Professor at the Chinese Culinary Institute and the International Culinary Institute.

Jeannie co-hosts a weekly wine program In Vino Veritas, now in its third season on TVB Pearl, Hong Kong's leading English-language TV broadcaster. She is a Wine Consultant for Singapore Airlines and writes regularly for publications such as Forbes, Robb Report China and Decanter.

Recognized for her contributions to the food and drinks industry, Jeannie was selected as one of the top 100 most influential people in Hong Kong by the South China Morning Post and Debrett's in November 2015. She was named the 25th most powerful person in wine by Decanter magazine (UK) and was listed among the top 60 most influential people in wine by La Revue du Vin (France) in 2015.

Jeannie's pioneering book, Asian Palate, has won many awards, including the Gourmand Award for Best Food and Wine Pairing Book in the World in 2010. Her second book, Mastering Wine for the Asian Palate (2011), was also highly acclaimed. Both books are in their second reprint and are available in English, Korean and simplified Chinese.

*“Asia has some of the most amazing restaurants in the world, serving fabulous food. It is crucial that this fabulous food offering is matched by an incredible wine list!”*

**Gerard Basset MW, MS** Born in France, Gerard moved to England in the mid-1980s where he embarked on a successful career as a sommelier. He worked in several prestigious restaurants as a sommelier and was head sommelier for 7 years of a 1-Michelin star restaurant.

Gerard has numerous years of experience running his own hotels with a strong wine focus: Gerard co-founded the Hotel du Vin, which they sold in 2004 currently owns Hotel TerraVina. Aside from supervising his own businesses, Gerard also consults for trade customers. For three years he was the wine ambassador for Shangri-La hotel group.

An important aspect of Gerard's career is his skill for discovering young talent, mentoring and inspiring them. The number of sommeliers and barmen who have trained with him are numerous and many have achieved great heights themselves.

Gerard's sommelier titles and achievements include: Best International Sommelier for French Wines 1992, Best Sommelier of Europe 1996, Best Sommelier in The World 2010, Courvoisier Sommelier Best of the Best 1992, Dom Perignon Cup 1996, Catey Special Award 2010, The International Wine Challenge Personality of the Year 2010, The Harpers Wine and Spirits Magazine Personality of the Year 2011, Imbibe Industry Legend 2011, Decanter Man of the Year 2013 and Wine & Spirit Ambassador Catey 2014. Gerard has also been awarded an OBE and the Medal of Saint-Etienne, where he was born, by the mayor of Saint-Etienne

Gerard is also the only person in the world to be simultaneously a Master Sommelier, Master of Wine, Wine MBA and MSc in Wine Management from the OIV.



# The Consultants

---



*“For most fine dining establishments, wine and drink represents a quarter to one-third of its revenues. Restaurants need to train its staff to maximize wine sales and offer their customers an opportunity to enjoy great wines!”*

**Doug Frost MW, MS** is a Master of Wine and Master Sommelier as well as an author and wine consultant based in Kansas City, Missouri. In 1991 he passed the rigorous Master Sommelier examination and in 1993 completed the Master of Wine examination, becoming the second person in history to complete both notoriously difficult exams. A quarter century later he is still one of only four people in the world to have achieved both these remarkable distinctions.

According to USA Today, “Frost likely knows as much as anyone in the world about how to make, market, serve and identify wines.”

The Wine Spectator has bestowed the accolade of Master of Spirits on Mr. Frost. Frost was awarded Beverage Innovator of the Year 2009 by Cheers Magazine. Currently he serves as President of the Institute of Masters of Wine North America.

His first book, *Uncorking Wine*, was released in the summer of 1996, and Frost's next book, *On Wine*, published by Rizzoli International, was released in the fall of 2001. Frost's most recent book, *Far From Ordinary: The Spanish Wine Guide*, was released in October 2005 and updated in 2011. Frost has contributed to the *Oxford Companion of Wine*, *Oxford Companion to Spirits and Cocktails*, *Opus Vino*, *The World Atlas of Wine* by Hugh Johnson among other publications. He is also the creator and host of the KCPT-TV hosted short series called *FermentNation*. He consults with many retailers, restaurateurs, wineries and distillers in the realms of marketing, merchandising, sales, education and sensory perception.

*“In order to attract and retain sophisticated customers restaurants, hotels, and clubs today must offer guests an excellent, exciting wine & beverage program - not having one is a key reason for customers, to dine elsewhere.”*

**Ronn Wiegand MW, MS** is an international wine professional with 35 years of experience as a sommelier, wine journalist, wine critic, wine educator, and wine consultant. He is a Master of Wine (1991) and Master Sommelier (1986), and was the first person in the world to hold both titles.



As a wine consultant, he has provided wine list development services for Houston's Restaurants, Westin Hotels & Resorts, Marriott Hotels & Resorts, Joss Restaurant, and Alioto's; wine training for Southern Wine & Spirits of Nevada and National Distributing Co.; and wine events for Merrill Lynch and Bank of America, among many others. Special projects have included the development of a German wine and food pairing matrix for the Deutsches Weininstitut—used online by hundreds of thousands of website visitors—and directing IL VINO, the first all-Italian wine competition ever held outside of Italy, co-sponsored by the Italian Wine Commission, New York.

As a journalist, Ronn has published hundreds of wine articles over the years, in publications such as *San Francisco Examiner* (wine columnist, 5 years), *Nation's Restaurant News* (wine columnist, 5 years), *Wine Spectator*, *Decanter*, *Vogue*, and *The Wine News*. In 1988, he launched *Restaurant Wine* ([www.restaurantwine.com](http://www.restaurantwine.com)), a hospitality industry wine newsletter, which focuses on wine and marketing trends in restaurants in the USA. Over the years, Ronn has lectured on wine for dozens of companies (Kendall-Jackson, Robert Mondavi, Wines of Germany), and taught wine classes in Napa Valley College's Culinary Arts Program for 24 years. He lived in Napa for 30 years and now lives in Tokaj, Hungary.

# Asian Palate Team

---



*“A key driver of profitability and growth is through wine and beverage sales ~ more restaurants, clubs and hotels need to understand how this can be achieved.”*

**Anita Tsang** is the Business Director, Anita manages the business and financial aspects of Asian Palate. Prior to joining Asian Palate, Anita was the Circulation Director of Le Pan, a fine wine lifestyle magazine, where she was in charge of global distribution and circulation. Prior to Le Pan, she was the Head of Asia Pacific Circulation for Bloomberg Businessweek and also worked for Star TV, NBC Asia, MGM Gold Asia and Turner Broadcasting.

*“Wine knowledge and staff training by experienced consultants are some of the key factors to improving beverage revenue and the profitability of F&B outlets.”*

**Roberto Gallotto** is Asian Palate's Training Manager, responsible for on-the-ground training for sommeliers and F&B staff. He has more than 30 years of hospitality industry experience including being the chief sommelier of Don Alfonso, The Kitchen and The Eight, responsible for over 16,000 wines on the list. Don Alfonso is only one of three restaurants in greater China that has been awarded the prestigious 3-star Grand Award by Wine Spectator



For full list of team members, please go to: [www.AsianPalate.com/AboutUs](http://www.AsianPalate.com/AboutUs)



# References

---



# Contact Us

---

Contact **Anita Tsang** to request more information or if you have questions about our services:

Email: [Anita@asianpalate.com](mailto:Anita@asianpalate.com)

Phone: +852 95531559



[www.AsianPalate.com](http://www.AsianPalate.com)



ASIAN  
PALATE  
JEANNIE CHO LEE MW

[www.AsianPalate.com](http://www.AsianPalate.com)