

MASTER OF WINE
JEANNIE CHO LEE



First Asian Master of Wine with a doctorate in marketing/branding and a master's degree in public policy

Prominent wine critic, judge, educator, consultant

Award-winning author of three books: *Asian Palate*, *Mastering Wine & The 100 Burgundy*

Recipient of **Knight in the National Order of the Legion of Honour** by the French government (President Macron)

Professor of Wine at HK Polytechnic University SHTM

Consultant to Singapore Airlines & Hospices de Beaune wine auction

Host of TVB wine program *In Vino Veritas* Seasons 1, 2 & 3

Education:

- 2022
Doctor of Philosophy (Marketing & branding to Chinese consumers)
Hong Kong Polytechnic University
- 2008
Master of Wine
Institute of Masters of Wine, UK
- 2011
Diploma Graduate & Certified Sake Sommelier
Sake Service Institute, Tokyo, Japan
- 2006
Certified Wine Educator
Society of Wine Educators, Washington DC, USA
- 1999
Diploma Graduate & WSET Certified Wine Educator
Wine & Spirit Education Trust (WSET), London, UK
- 1995
Certificat de Cuisine Graduate, L'Ecole de Cordon Bleu
- 1990-1992
Master in Public Policy (Concentration in International Affairs)
Harvard University, Massachusetts, USA
- 1986-1990
Bachelor of Arts in Government and Sociology
Smith College, Massachusetts, USA

Experience:

- 2006 - Present
Managing Director of Asian Palate Ltd & JeannieChoLee.com
- 2009 - Present
Wine Consultant to Singapore Airlines
- 2024 - Present
Wine Consultant to Hospices de Beaune (Sotheby's) charity wine auction; Shinsegae Inc Korea & Sun Hospitality Group Vietnam
- 2012 - Present
Professor of Wine at the Hong Kong Polytechnic University
- 2010 - 2022
Wine Consultant to Galaxy Macau & Resorts World Genting
- 2010 - 2023
Contributing Editor to *Decanter* magazine
- 2012 - 2023
Burgundy Chair of Decanter World Wine Awards
- 1997 - 2023
Wine Judge Decanter World Wine Awards (London), Royal Adelaide Wine Show (South Australia), International Wine Challenge (London)
- 2013 - 2015
Publisher & CEO of LE PAN Media, lepanmedia.com
- 1997 - 2014
Wine Writer for *Wine Spectator* (USA), *Revue du Vin* (France), *Noblesse* (Korea & China), *China Business News* (Beijing, China), *Wine Columnist* of *South China Morning Post* (Hong Kong)
- 2010 - 2013
Co-founder of The Fine Wine School with BBR in Hong Kong
- 2007 - 2009
Business & Lifestyle Journalist, *Far Eastern Economic Review*
- 1999 - 2004
Editor of *Time Out* weekend magazine for *The Sun* newspaper
- 1995 - 1997
Contributing Editor of *Asia Inc.*
- 1994 - 1995