

MASTER OF WINE
JEANNIE CHO LEE



Jeannie Cho Lee is the first Asian Master of Wine (MW) and an award-winning author, educator, wine critic, judge, and former television host and editor of a wine lifestyle magazine. She holds a Bachelor of Arts degree from Smith College, a Master's degree from Harvard University in Public Policy as well as a doctor of philosophy (Ph.D.) degree in marketing and branding from the Hong Kong Polytechnic University.

Jeannie is currently a professor at the Hong Kong Polytechnic University (PolyU) where she helped to launch the Master of Science (MSc) in International Wine Management program in 2012. She is presently a Wine Consultant to Singapore Airlines (since 2009), to Hospices de Beaune annual charity wine auction (Sotheby's), Shinsegae Inc in Seoul, Korea and the Sun Hospitality group in Vietnam. Previously she worked with Resorts World Genting (2017-2022) and Galaxy Macau (2010-2013). Jeannie is a sought-after speaker, traveling the world leading masterclasses and lectures on fine wine, the Chinese wine market and the quickly evolving Asian consumer market. Jeannie co-hosted a weekly wine program *In Vino Veritas*, for three years on TVB Pearl, Hong Kong's leading English-language TV broadcaster.

Jeannie's pioneering book, *Asian Palate*, which explores wine and Asian food pairings, has won numerous awards, including the Gourmand Award for Best Food and Wine Pairing Book in the World in 2010, the International Association of Culinary Professionals (IACP) award and the Organisation Internationale de la Vigne et du Vin (OIV) award in 2011. Her second book, *Mastering Wine for the Asian Palate* (2011), provides a fresh Asian perspective, introducing a new set of Asian wine descriptors. Both books are in their second reprint and are available in English, Korean and Chinese (Mandarin). Jeannie's third book *The 100 Burgundy*, available in English and in Chinese, won the 2020 Gourmand Award for Best Wine Book in the World for French wines and is currently in its third print run and available through Assouline retail outlets globally.

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Over the past decade, Jeannie has devoted increasingly more time to charities and has raised millions of US dollars for worthy causes including Room to Read, Mother's Choice and the Hong Kong Society for the Protection for Children. She currently sits on the board of the Asia Pacific Council of The Nature Conservancy (www.tnc.org) where she raised over US\$20 million in the past 8 years as its gala co-chair. Jeannie is also a board member of La Cité du Vin (www.laciteduvin.com), the most successful, interactive wine museum in Bordeaux that has attracted well over 2 million visitors since its opening in 2016.

Jeannie holds a Certificat de Cuisine from Cordon Bleu and trained as a Master Sake Sommelier at Japan's Sake Service Institute. She is a Certified Wine Educator with both the UK's Wine & Spirits Education Trust and the US Society of Wine Educators. Jeannie has lived in Hong Kong with her family since 1994 but works extensively throughout Asia and France.

Jeannie is a member of the following wine associations:

- ◇ The Legion d'Honneur Club Hong Kong Chapter
- ◇ The Confrérie des Chevaliers du Tastevin (Le Grand Sénéchal in the Korea chapter, and a Chevalier in the Hong Kong chapter)
- ◇ The Ordre des Coteaux de Champagne
- ◇ Commanderie de Bordeaux
- ◇ Commanderie du Bontemps de Médoc et des Graves
- ◇ The Knights of Alba
- ◇ The Hong Kong Wine Society

More details about Jeannie and high-resolution photos can be found in the following link: <https://www.jeanniecholee.com/about-me/>