

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. In 2021, she was honored as a Chevalier dans l'Ordre National de la Légion d'Honneur (a Knight in the National Order of the Legion of Honour) by the French government (President Macron) for her contributions to the wine industry. Jeannie holds a Bachelor of Arts degree from Smith College, a Master's degree from Harvard University 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 School of Hotel & Tourism Management at the Hong Kong Polytechnic University 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), to Shinsegae Inc in Seoul, Korea, and the Sun Hospitality group in Vietnam.

Jeannie has written three award-winning books. Her 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) which introduces Asian wine descriptors for major grape varieties used around the world, is used as a reference book at universities for Asian hospitality and wine students. Both books have sold out of their second reprint and were 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.



Jeannie has 30 years of experience in wine communication – she co-hosted a weekly wine program *In Vino Veritas*, for three years on TVB Pearl, Hong Kong's leading English-language TV broadcaster. She was founder, publisher, and editor of a wine lifestyle publication for two years and has written extensively for publications such as *Decanter*, *Wine Spectator*, *Forbes*, *China Business News*, and *South China Morning Post*. Jeannie holds a Certificat de Cuisine from Cordon Bleu and trained as a 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 is a sought-after speaker, traveling the world leading masterclasses and lectures on fine wine, as well as the quickly evolving Asian consumer market. 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, Children's Medical Foundation, 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 is a member of the following wine associations:

- ◇ Academie Internationale du Vin/International Academy of Wine
- ◇ The Legion d'Honneur Club (Hong Kong Chapter)
- ◇ The Confrérie des Chevaliers du Tastevin (Le Grand Sénéchal in the Korea chapter, and 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/>