

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. She holds a Bachelor of Arts degree from Smith College as well as 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 has been a Wine Consultant to Singapore Airlines since 2009 and for Resorts World Genting since 2017. Jeannie is a sought-after speaker, traveling the world giving seminars and masterclasses on wine, the Chinese 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.

Recognized for her contributions to the food and wine industry, Jeannie was awarded Knight in the National Order of the Legion of Honour (Chevalier dans l'Ordre National de la Légion d'Honneur) in 2021 by the President of France. In 2015, Jeannie was selected as one of the top 100 most influential people in Hong Kong by the *South China Morning Post* and *Debrett's*. 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, and won the International Vinitaly Award (Italy) in 2009.

Jeannie's pioneering book, *Asian Palate*, which explores wine and Asian food pairings, has won many 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 sold out (reprint scheduled for late 2022).



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 sits on the board of the Asia Pacific Council of The Nature Conservancy ([www.tnc.org](http://www.tnc.org)) where she raised over US\$20 million in the past 6 years as its gala chairwoman. Jeannie is also a board member of La Cité du Vin ([www.laciteduvin.com](http://www.laciteduvin.com)), the most successful, interactive wine museum in Bordeaux that has attracted 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 has homes in Paris and in New York City. She speaks English and Korean fluently as well as conversational level French and Chinese (Mandarin).

Jeannie is a member of the following wine organizations and associations:

- The Confrérie des Chevaliers du Tastevin
- 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/press/>.