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Le Pan magazine explores wine industry with focus on Chinese consumption

By Jen King

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Image from Le Pan's Instagram

Le Pan, a new international magazine and Web site, is aiming to redefine coverage of the fine wine industry with an emphasis on modern-day fine living.

Published by Hong Kong-based publisher LPM Communications Limited, the imprint, lead by publisher and CEO Jeannie Cho Lee, the first Asian Master of



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Wine, will have a wine to lifestyle ratio of 80:20 when launched this summer. Its origin and connection to the Asian market is a reflection of the region's growing interest in fine wine and luxury goods.

"We are the first truly international publication to emerge out of Hong Kong, China to target, not just regional or domestic readers but a global, globe-trotting audience," said publisher and CEO of [Le Pan](#), Hong Kong. "We understand and appreciate that for those who travel, enjoy fine wine and great food, the world is becoming a smaller place.

"Our readers travel the world and we travel the world for them, discovering and seeking the very best in a fine wine lifestyle," she said. "We are truly global with our editors based around the world and we work with the best in the business, wherever they may be based."

Cellar reads

Published monthly, the large-format [Le Pan](#) will average more than 200 pages and will cover the wine industry through interviews and tastings along lifestyle coverage. Although the main focus of the magazine's content will focus on wines, [La Pan](#) will also feature articles on readers' "passions in life," such as food, art, fashion, design, automotives, watches and travel to celebrate the "accoutrements of modern-day fine living."

In terms of wine coverage, [Le Pan's](#) experts will cover all the major wine producing regions and review an array of rare wines not available to publications in the space. [Le Pan](#) is also the only consumer-facing wine imprint to have six Masters of Wine and renowned wine professionals on editorial.





Jeannie Cho Lee, publisher/CEO of Le Pan

Given Le Pan's Hong Kong base, the publication is in an ideal location to cover the international world of wine and luxury, as well as tap into Chinese sentiment simultaneously. With China becoming the largest consumer market for wine and luxury goods, Le Pan's positioning and location will likely benefit its advertising partners looking to extend their reach into the Asian marketplace.

"[Le Pan is] absolutely a response to the growing interest in fine wine. Hong Kong is the fine wine hub of Asia and the interest in wine is moving mass market with even convenience stores like 711 offering a good selection of wine," Ms. Cho Lee said. "We are the only international city to be duty-free for wine and this has really accelerated the growth and interest in wine.