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**Jeannie Cho Lee**  
*Master of Wine*

May 2025



This is my first newsletter in over 2 years, after taking an eighteen-month hiatus from the wine world! I spent most of 2023 and 2024 immersed in the world of global diplomacy, and had the privilege of meeting and working with many accomplished individuals. At the end of this newsletter is a photo compilation of my two years meeting senior diplomats, high-ranking members of government and international celebrities. This life-enriching period taught me many things, including the important realization that we live in an incredibly interdependent world and that individuals can really make a difference. I was privileged to meet and befriend many people who have devoted their lives – and continue to devote their lives – to making our world better. We benefit because of the dedication of these civic-minded individuals who make a difference.

2025 brings me back to the wine world, and I am thrilled to be the consultant for the **Hospices de Beaune** charity wine auction starting with the 2024 vintage. It was a challenging vintage with small volumes, but we managed to increase per barrel prices from the successful, bountiful 2023s. I have huge shoes to fill as you can see (wedged between two giants in the wine world who wore these shoes before me) – Anthony Hanson MW and Jasper Morris MW!



I am also excited to be working in Korea, my hometown, with [Shinsegae Inc](#), Korea' s largest and most successful, high-end retailer with 13 luxury department stores. My ongoing commitments continue to include: Consultant to [Singapore Airlines](#), Professor at [The Hong Kong Polytechnic University](#) and Co-Chair of the [Institute of Masters of Wine Endowment Company](#). I am also pleased to devote my spare time to non-profit organizations as a board member of [La Cite du Vin](#) and the Asia-Pacific board of [The Nature Conservancy](#).

In the coming year, I plan to devote more time to writing – in various media outlets including the [World of Fine Wine](#) – read my coverage for the [2024 Bordeaux en primeur](#) as well as features reviewing Bordeaux' recent great vintages. I am also working on a few books which I hope to launch in early 2026.

This year I will be in a [different city](#) nearly every month and I hope to see many of you in Hong Kong, Singapore, Seoul, Beaune, Bordeaux, Paris, Sydney, California, Oregon or London. Please stay in touch – as always, I love to hear from you!

Santé!

A handwritten signature in black ink, appearing to be 'J. Lee'.

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*Upcoming Events*

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## Exploring Rioja and Ribera del Duero

**Date:** 10-15 May, 2025

Follow me as I discover the latest wines with **The Magnum Club** from some of the greatest producers in Spain: Vega Sicilia, Aalto, Artadi and Vina Tondonia.



## Academic Research Presentation at EHL Hospitality Business School

**Date:** 28 May, 2025

Wearing her professorial hat, Professor Jeannie Cho Lee will be presenting her research: "Understanding Chinese Fine Wine Consumer Brand Relationships" at the **ARWHM 2025 Wine Hospitality Management Workshop** organized by the EHL Hospitality Business School in Lausanne, Switzerland.



## House of Shinsegae Wine Cellar Anniversary Celebration, Seoul

**Date:** 12-15 June, 2025

A long weekend celebration of the one-year anniversary of the opening of **House of Shinsegae** wine cellar – a 14,000 square-foot space devoted to fine wines around the world. We are thrilled to have several representatives from preeminent wineries join us in the celebration, including: Chateau Latour, Opus One, Château Eugénie and Antoine Lepetit de la Bigne.



## Discovering wines of Oregon

**Date:** 7-10 July, 2025

I am excited to discover the wines of Oregon on this trip organized by **AIV**. We will be visiting Eyrie Vineyards, Ponzi Vineyards, Domaine Drouhin Oregon, Bergström Wines, Beaux Frères, Walter Scott, Bethel Heights, Antica Terra and Double Zero.



## West Sonoma Coast Vintners Farm Camp 2025

**Date:** 20-24 July, 2025

I am delighted to be the press invitee to the **West Sonoma Coast Vintners Farm Camp 2025** to discover the producers, and the site differences among the wines produced along the Sonoma Coast.



## Tasting for Singapore Airlines

**Date:** 1-5 September, 2025

My semiannual trip to Singapore to taste 500+ wines during the week to choose the upcoming wine selection. I always look forward to spending a week tasting and exchanging views about the wine world with Michael Hill Smith MW and Oz Clarke.



## Sydney Royal Wine Show

**Date:** 29-31 July, 2025

I am very excited to be back in Sydney for the **2025 Sydney Royal Wine Show as Guest International Judge!** The Sydney Royal Wine Show is not just a competition, but an important celebration of the diversity, craftsmanship, and innovation that define Australian wines. Each year, it brings together some of the most talented winemakers and judges from around the world to recognise the best in the industry.



## Hospice de Beaune events in Asia

**Date:** 8-12 September, 2025

Showcasing older vintages of the top cuvees of the **Hospice de Beaune**, there will be a series of tastings, masterclasses and dinners in Asia, including Bangkok on Sept 9th, Tokyo on Sep 11th and Paris, Beaune and London in October.

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## Past Events

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Every 3 months I am in Seoul at the **House of Shinsegae Wine Cellar**, to lead a series of interactive fine wine masterclasses. Together with passionate local wine lovers, we explore the world's great terroirs and grape varieties - from verticals of Bordeaux first growths and horizontals of grand cru Burgundies. Past events included: Exploring Barolo, 2005 Bordeaux Horizontal Tasting, Great Pinot Noir from Around the World, Vosne-Romanee and Chambertin Grand Cru Masterclasses.



In Manila, I led a series of Burgundy masterclass and wine dinners organized by **Artisan Cellar Door**. Masterclasses explored: The Best of Cote de Beaune, The Best of Cote de Nuits, Top Growers' Champagne and Why Burgundy Vintage Matters. In addition to the masterclasses, I discovered how well contemporary Filipino cuisine paired with a wide range of wines - from Burgundy and Brunello di Montalcino to Champagne.



One of the most inspiring wine moments I had in 2024 was in Vietnam, where I served as Chair of Judges and founded the country's first International Wine Competition - **Ambassadeur du Monde du Vin (AMV)** sponsored by the **Sun Hospitality Group**. I was thrilled to be part of Vietnam's growing enthusiasm for wine. More than 200 wine professionals and avid wine collectors competed in AMV – a clear indication of the rising growth of the country's wine community.



A personal highlight over the past year, was the China tour for the Chinese edition of my book, **The 100 Burgundy**, which explores 100 unforgettable wines from the Côte d'Or. Huge thanks to **Ruby Red**, my book tour partner, who enabled me to connect with Burgundy lovers, professionals, influencers, and members of major media companies across the country, including **Beijing, Shanghai, Hangzhou and Shenzhen**.

## Diplomatic Hiatus Photo Highlights 2022-2024



Photo caption:

- ① Atlantic Council's Global Citizen Awards speaker, Academy Award winning actor, Forest Whitaker
- ② Davos Forum Korea Night with former South Korean President Yoon Suk Yeol
- ③ Former Secretary General of the United Nations, Ban Ki-Moon
- ④ HSH Prince Albert II of Monaco
- ⑤ Former President of Georgia, Salomé Nino Zourabichvili
- ⑥ Actor of Squid Games, Lee Jung-jae
- ⑦ Actor of Squid Games, Lee Byung-hun
- ⑧ Academy Award winning actress, Michelle Yeoh
- ⑨ At the Élysée Palace waiting to meet with President Macron
- ⑩ Ambassador of Peru to France, Rolando Javier Ruiz Rosas Cateriano





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