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Wine magazine, LE PAN, to launch producing both English and Chinese editions

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Magazine to launch June 15 as a large-format glossy magazine with more than 200 pages of content

NEW YORK, NY – June 8, 2015 – LE PAN, a new international wine lifestyle magazine and website, will present its highly anticipated inaugural issue at Vinexpo 2015 in Bordeaux, France.

To be launched on June 15, 2015 when it will hit bookstores in Asia, and on-shelf internationally by the end of the month, LE PAN is set to become the leading voice in the world of fine wine, as the only consumer wine magazine to have six Masters of Wine on staff. Its experts will cover all the major wine regions and review a vast array of fine wines including rare vintages not available to other publications. LE PAN will launch through events in Paris, Bordeaux, London and Geneva in June and in the United States and China in the fall.



Meet the LE PAN team, including four Masters of Wine, during Vinexpo from June 14-18 in Hall 1 at booth AB329. Daily master classes will be held by the editors, including newly joined Deputy Editor (Wine) Rebecca Gibb, an award-winning wine writer who was previously responsible for the editorial content on Wine-Searcher. Highlights of a lively program include a vertical tasting of Cheval Blanc, a Krug portfolio tasting, a discovery of Oregon's Pinot Noir, an introduction to Sherry and a horizontal tasting of 2005 Riesling Auslese.

Inaugural Issue

A large-format glossy magazine with more than 200 pages of content, LE PAN raises the bar in publishing, giving wine collectors a broader perspective on their passions in life, whether it is food, art, fashion, design, collecting cars or watches, or adventurous travel – all the accoutrements of modern-day fine living.

The caliber of interviews reflects this sentiment. Renowned Japanese chef Nobu Matsuhisa is the celebrity guest of the inaugural LP Lunch, in which LE PAN pairs Cantonese dishes to his selection of fine wines. Acclaimed London-based designer Ron Arad talks creativity, curiosity and conviction, while Jean-Claude Biver, who runs the watch division at the world's biggest luxury conglomerate LVMH, discusses the future of the watch industry. LE PAN also presents a stunning photo essay that equates the best of fine wines to the feel of luxury fabrics. Uniquely, LE PAN has a detachable 32-page booklet, the LP GUIDE, which will review and rate more than 270 wines each issue, providing a valuable source of information for buyers and collectors.

