



## Jeannie Cho Lee launches Le Pan



It's all happening out East! Publications targeting wine lovers definitely seem to be honing in on the Far East and particularly Hong Kong as their new base. After the *Wine Advocate* was bought by an Asian investment fund, the trend was recently confirmed by the announced launch this summer of a new magazine, whose content will be 80% geared to wine and 20% "luxury lifestyle": *Le Pan*. Although the eponymous god disappeared with the demise of *Antiquity*\*, Asia's new-found passion for wine is certainly alive and well, judging from the ambitions of publishing firm LPM Communications Ltd. A subsidiary company of the Goldin Group (which has a wine division), LPM Communications intends to make the magazine a benchmark in the world of fine wines. It will be published and chaired by **Jeannie Cho Lee**, who is just one of a number of Masters of Wine involved in the project. The editorial board has a prestigious line-up of MWs: American **Charles Curtis** (former wine director of Christie's Asia, now a consultant), American **Doug Frost** (also a Master Sommelier), English MW **Susan Hulme** (co-ordinator of the European MW programme), New Zealander **Emma Jenkins** (involved in international training schemes for wine tasting), American **Jean K. Reilly** (consultant and conference speaker) and Australian **Sophie Otton** (sommeliere). Interestingly, despite its French-sounding name, there is as yet no French expert on the panel.

A direct competitor for English and American magazines *Decanter* and *Wine Spectator* (and to a lesser extent the Chinese versions of French publications such as *La Revue du Vin*), *Le Pan* will launch on June 15 during Vinexpo. It will be published in English and Chinese (each one a large format edition with over 200 pages retailing for approximately 10 euros) and distributed monthly in 35 countries across Asia (including 22 Chinese cities), Europe (the main capitals) and North America (primarily the United States). A bilingual website has already gone live with content including a report on the 2014 Bordeaux en primeur campaign (which will be one of the main topics in the first issue, with Burgundy featuring in the third issue). Ultimately, the aim is to provide tasting commentaries and scores for 10,000 wines.

\* The magazine's title refers to the god of the wild, shepherds and flocks, as Dionysus and Bacchus were considered to be already too commonplace.