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First Asian master of wine to launch 'Asian Palate' book

Unique coffee table book highlights regional food and wine pairing



Hong Kong based Asset Publishing and Research is pleased to announce the highly anticipated launch of 'Asian Palate', the first book from Jeannie Cho Lee, Master of Wine (MW). Asian Palate is a beautiful and unique 220-page, hardcover coffee table book

highlighting the increasingly prominent role of wine in the dining experiences across 10 major cities in Asia: Hong Kong, Shanghai, Beijing, Taipei, Tokyo, Seoul, Bangkok, Kuala Lumpur, Singapore and Mumbai.

The author, Jeannie Cho Lee, became the first Asian to obtain the Master of Wine title from the prestigious Institute of Masters of Wine in London in 2008 joining the elite group of 280 such title holders in the world. Regarded as one of Asia's pre-eminent authorities on wine, Lee's first book takes an insightful and informative look at the development of Asia's diverse cuisines and how wines can best complement each distinctive flavour.



Asian Palate also covers historical influences on the dining and beverage cultures of the ten cities, summarising the typical dishes with recommended wines to pair with them. Asian Palate provides suggestions on the best wines to accompany informal, family style meals as well as more formal, banquet style occasions. Unique illustrations and graphics especially developed for the book aid in categorising and highlighting the key information to matching Asian food with wine.

Perfect for all wine and food enthusiasts, Asian Palate is the first of a two-part offering to later include Mastering Wine at the Asian Table . It will focus on mastering the language of wine using Asian descriptors as well as traditional western descriptors, understanding the major grape varieties and become familiar with the key quality wine regions around the world with views from major Asian wine collectors.

Fact file

Born in Seoul, Korea, Jeannie Cho Lee has lived in numerous cities around the world, including New York, Boston, London and Kuala Lumpur before making Hong Kong her permanent home in 1994. Since 1996, she has specialised in food and wine writing for regional as well as international publications including renowned wine magazines such as Decanter, Wine Spectator, Revue du Vin and The Asset. Jeannie writes several monthly wine columns in publications such as Decanter (China edition), Noblesse (Korea and China editions) and Baccarat (Hong Kong). Her work as an international wine judge, speaker, journalist and educator has led to extensive travels through Europe and North America and in 2009, she was awarded the Vinitaly International Award for



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her contributions to the wine industry.



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