

**Professor Jeannie Cho Lee**  
**Professor of Practice (Wine)**  
**School of Hotel & Tourism Management**  
**The Hong Kong Polytechnic University**



Jeannie Cho Lee is the first Asian Master of Wine (MW) and an award-winning author, wine critic, judge and educator. Jeannie's pioneering book, *Asian Palate*, exploring Asian food and wine pairings in ten Asian culinary capitals, won the Gourmand award for Best Food and Wine Pairing Book in the World in 2010 as well as the International Association of Culinary Professionals (IACP) award and the Organisation Internationale de la Vigne et du Vin (OIV) award in 2011. *Asian Palate* is now available in both English and Simplified Chinese.

Jeannie's second book, *Mastering Wine for the Asian Palate*, was released in September 2011 and her Asian book tour to 12 major cities was completed in November 2011. *Mastering Wine* provides a fresh Asian perspective to understanding and appreciating wine by broadening the wine lexicon. Jeannie introduces a new set of Asian descriptors such as red dates, persimmons and ginkgo nuts to describe wine. The Simplified Chinese version of *Mastering Wine for the Asian Palate*, was launched to an enthusiastic audience in mainland China in August 2012.

Jeannie was born in Korea and has lived in Hong Kong since early 1994 where she started her publishing career with financial publications such as *Asia Inc*, *Far Eastern Economic Review*, *The Asset*, before moving on to lifestyle and wine publications such as *Wine Spectator*, *The World of Fine Wine*, *Wine Business International*, *Revue du Vin* and *Tatler*. Currently, Jeannie is Contributing Editor for *Decanter UK* and a columnist for publications such as *Noblesse China*, *Noblesse South Korea*, *Wine magazine* in Guangzhou and *Wine Press* in Shanghai.

Jeannie was appointed as Professor of Practice (Wine) at the Hong Kong Polytechnic University's School of Hotel and Tourism Management. She is also a Wine Consultant for Singapore Airlines, involved in selecting all the wines served on all routes. Recognized for her contributions to the wine industry, Jeannie won the Vinality Award in 2009 and was named the 25th most powerful person in wine by *Decanter magazine* in 2013.

Jeannie holds a *Certificat de Cuisine* from Cordon Bleu and her love for food and wine inspired her to found *AsianPalate.com*, a site that celebrates the confluence of Asian food and wine. Jeannie is a Master Sake Sommelier from Japan's Sake Service Institute and is a Certified Wine Educator from UK's Wine & Spirits Education Trust as well as the US Society of Wine Educators. Jeannie's interest in wine began at Oxford University where she spent her junior year before returning to Smith College where she graduated with a dual degree in Government and Sociology. Jeannie then went on to obtain a Master's degree in Public Policy & International Relations from Harvard University.