



# ASIAN PALATE

by Jeannie Cho Lee MW

*Asian Palate*, to be published in October 2009, takes a perceptive look at how culture and history influenced the flavours of regional cuisines. The book also centres on the changing tastes of Asians who are now savouring traditional food with an increasing fondness for wine.

## THE BOOK

Insightful, informative, and with a fresh look at the development of the region's diverse cuisines, **Asian Palate** will bring to life the various aspects of culture and history that influenced the flavours that became national cuisines.

**Asian Palate** is a hardcover coffee table book that will also highlight wine's increasingly prominent role in the dining experiences across 10 major cities in Asia.

It features special illustrations and graphics especially developed for the book to aid in categorising and highlighting the key information to matching Asian food with wine.

A unique corporate gift, **Asian Palate** will appeal to the growing number of Asian food and wine lovers living and working in the region.

With over 200 pages filled with beautiful photos and graphics, it has an overview of each cuisine's key ingredients and flavour profiles and their compatibility with wine.

**Asian Palate** is the first of a two-part offering to include **Mastering Wine** focusing on mastering the language of wine, understanding the major grape varieties and becoming familiar with the key quality wine regions around the world.

## THE AUTHOR

In 2008, **Jeannie Cho Lee** became the first Asian to obtain the Master of Wine title from the Institute of Masters of Wine in London. Only 274 people around the world hold this prestigious title. She is a Wine Consultant for Singapore Airlines and a successful food and wine journalist.

Since 1994, Jeannie has been a regular contributor to international publications such as the *Wine Spectator*, *The World of Fine Wine* and *Revue du Vin*. She is also a wine columnist at *Noblesse* and *Decanter* (China edition) and a contributing editor for *The Asset*. In 2009, she received the distinguished Vinitaly Award for her contributions to the wine industry.

Born in South Korea, she has lived in numerous cities around the world before making Hong Kong her home. Her passion for wine is matched by her passion for food – she has a Certificat de Cuisine from Cordon Bleu and as a food writer, has contributed to *Tatler*, *Far Eastern Economic Review* and *Baccarat*.

She is a Certified Wine Educator from the US Society of Wine Educators and holds a Diploma from UK's Wine and Spirit Education Trust. She has a Bachelor of Arts from Smith College and a Master's degree from Harvard University.



## ORDER FORM

DETAILS	QTY	TOTAL
<p><b>Book: Asian Palate</b></p> <p><b>Specifications:</b> Book size: 280mm x 280mm Cover: 128gsm matt art paper mounted on 2.5mm card board Binding: Square back case bound with thread sewn Page stock: 157gsm matt art paper Editorial pages: 220</p> <p><b>Delivery:</b> From November 2009 Distribution: Price includes package and surface mail costs to your office in Asia. Please allow two to three weeks for delivery. If required, we can arrange for delivery by air courier for an additional charge.</p> <p><b>Retail Price:</b> US\$98.00</p> <p><b>Payment:</b> Full payment upon order placement</p>		

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