

Master Class:
Sensory Experience of Wine by Debra Meiburg, MW
品酒大師課程：奇妙感官之旅——與葡萄酒大師 Debra Meiburg 品味葡萄酒

Date 日期	: 12 / 11 / 2016 (Saturday 星期六)
Time 時間	: 1:30pm – 2:30pm
Venue 地點	: Seminar Room, Hall 3E Concourse, HKCEC 香港會議展覽中心展覽廳 3E 大堂研討室
Languages 語言	: English (Simultaneous Interpretation in Putonghua will be provided) 英語 (附設普通話即時傳譯服務)
Co-organiser 協辦單位	: Meiburg Wine Media Ltd 美酒文化有限公司
Remarks 備註	: Early bird discount 預早報名優惠: HKD 港幣 250 / USD 美金 33 Original price 原價: HKD 港幣 350 / USD 美金 45 <i>Including HKD200 public day admission ticket 已包括港幣200元公眾日入場費</i>

Programme 程序表

Time 時間	Programme 程序
1:00pm – 1:30pm	Registration 登記
1:30pm – 2:15pm	<p>Speaker 講者: Debra Meiburg MW 葡萄酒大師 Debra Meiburg 女士</p> <p>Content 內容: Enjoy a totally different approach to many mainstream wine education courses with this unique workshop by Master of Wine, Debra Meiburg. Learn how to appreciate wines in an ‘unconventional’, yet highly memorable way, featuring Debra’s self-created signature techniques to markedly improve your tasting skills and out-of-the-box exercises to practise aroma and wine structure identification. Be ready to see some tools and compare different varieties of wines! It’s a not-to-be-missed master class like no other. Participants will also work together in groups to evaluate a wine “blind” using their newly acquired judging knowledge.</p> <p>參與 Debra Meiburg 品酒大師班，享受與主流葡萄酒教育課程完全不一樣的品酒體驗。學習運用 Debra 秘傳自創技巧，配搭前所未有的練習，以非一般難忘方式品鑒葡萄酒，顯著提高你的品酒技巧及辨認香氣及質感的能力。你將會運用到形形色色的工具及品嚐到不同種類的葡萄酒！這是一場不容錯過、獨一無二的大師班。參加者將分成不同小組，利用最新習得的品酒知識，矇瓶品試不同葡萄酒。</p>
2:15pm – 2:30pm	Question & Answer Session 問答環節
2:30pm	Seminar Ends 活動結束

Remarks 備註:

- Seats are granted on a first-come-first-served basis. 座位有限，先到先得。
- Trade only and persons under 18 will not be admitted. 只接待 18 歲或以上業內人士進場。
- The Organiser reserves the right to make any changes without prior notice. 主辦機構保留任何更改之權利而不作另行通告。

Speaker 講者**Debra Meiburg MW 葡萄酒大師 Debra Meiburg 女士**

A Hong Kong resident for over 25 years, Debra Meiburg, who holds the top honour in the wine world: Master of Wine, is an award-winning author, TV personality, international speaker, and a leading voice in wine education in Greater China. Debra was named Entrepreneur of the Year (Women of Influence) by the South China Morning Post & the American Chamber of Commerce as well as ranked 7th Most Powerful Woman in Wine by The Drinks Business magazine. Debra is wine consultant for Cathay Pacific Airways and Dragonair and in 2016 appointed incoming Chair of the Education Committee for the Institute of Masters of Wine.



Debra is producer and host of several documentaries and TV shows, including *Taste the Wine* which is broadcast in 26 countries, as well as *Grape Moments*, a video series broadcast via taxis to 70 million monthly viewers in China. She also hosts an online video series called *Meet the Winemaker* and has a monthly column in the South China Morning Post, among other publications. She judges many wine competitions annually and co-founded the world's first truly pan-Asian wine competition, the *Cathay Pacific Hong Kong International Wine and Spirit Competition*. Her suite of award-winning wine educational books and tools are currently distributed on four continents and her five-volume book series, *Debra Meiburg's Guide to the Hong Kong, Shanghai, Beijing, Singapore and Taiwan Wine Trades*, has firmly established Debra as a key voice in the Asian wine trade.

於香港定居超過 25 年的 Debra Meiburg 擁有葡萄酒界最高殊榮——Master of Wine 葡萄酒大師，是著名的葡萄酒專欄作家、電視節目監製及主持、國際知名講者，也是大中華區葡萄酒教育的權威。Debra 於 2012 年由《Drinks Business Magazine》雜誌評為葡萄酒界七大具有影響力的女士，並在 2013 年獲得香港南華早報和香港美國商會的年度企業家獎。Debra 是國泰航空的專業品酒顧問，並於 2016 年被葡萄酒大師協會委任為葡萄酒大師教育委員會主席。

Debra 為多個電視節目和紀錄片監製及主持，其中 *Taste the Wine*《品嚐美酒》在 26 個國家播出，在計程車播放的節目《葡萄時刻》更接觸超過七千萬中國觀眾。她還主持了一檔在線節目，叫《與釀酒師見面》。同時，Debra 每月在《南華早報》的葡萄酒專欄發表文章。她更創辦了首個真正為亞洲人而設葡萄酒比賽——國泰航空香港美酒品評大賽。Debra 創作了一系列獲獎葡萄酒教育書籍以及葡萄酒教學產品，廣受好評，又出版了香港、上海、北京、及新加坡等地的葡萄酒市場指南，使她成為亞洲葡萄酒業界權威。