

Introductory Wine Tasting – What Makes A Good Wine? 酒評技巧初探 – 美酒佳釀何處尋？

Date 日期 : 11 / 11 / 2017 (Saturday 星期六)
Time 時間 : 5pm – 6pm
Venue 地點 : Wine Gallery, Hall 3C, HKCEC
香港會議展覽中心展覽廳 3C 資訊廊
Languages 語言 : English 英語
Remarks 備註 : Free Admission 費用全免

Programme 程序表

Time 時間	Programme 程序
4:30pm – 5pm	Registration 登記
5pm – 5:45pm	Speaker 講者: Ms Sarah Heller MW 葡萄酒大師 Content 內容: Freshly qualified as the latest Master of Wine, Sarah would talk about the qualities that make a good wine, and the ways of appreciating it with class and mastery.
5:45pm – 6pm	Q&A Session 問答時間
6pm	Seminar Ends 活動結束

Remarks 備註:

- Free admission. Seats are granted on a first-come-first-served basis. 免費入場。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知。

Speaker 講者

Ms Sarah Heller MW

Sarah Heller is a wine communicator, designer and consultant based in Hong Kong who was recently inducted as a Master of Wine and is currently the world's youngest MW.

Having graduated from Yale University with a degree in fine art, Sarah began her career in the New York and Hong Kong wine trades and wineries in France and Italy. She was Executive Director of events and education firm Meiburg Wine Media in Hong Kong for three years.

Sarah writes for the South China Morning Post, Spirito di Vino and #legend magazine; her educational wine videos on Chinese app ShowMuse have over a million views.

She speaks and consults on Asian wine markets, with a special focus on Ecommerce. Her boutique design agency Radix & Folium works with clients in the F&B and wine industries to create market-appropriate packaging, branding and training materials. She recently tried her hand at F&B with a pop-up wine bar in central Hong Kong. Sarah also regularly judges wine competitions like the Cathay Pacific HKIWSC and China's Wine100.

She was the 2013 Winner of the Vintners' Cup for achievement in the WSET Diploma, is a SWE Certified Specialist of Wine and Spirits and a VIA Italian Wine Ambassador. As well as English, Sarah speaks German, Italian and French with some proficiency in Chinese and Spanish.

