

Asia Wine Academy – A guide to wine mastery 亞洲葡萄酒學院 – 大師級精煉課程

OVERVIEW 概略

One of the highlighted features this year at the Hong Kong International Wine and Spirits Fair is the debut of the Asia Wine Academy, where both wine professionals and the public can learn from noted Masters of Wine. The Academy is co-organised by HKTDC and the Hong Kong Polytechnic University School of Hotel and Tourism Management (SHTM). Two intensive courses based on the MSc in International Wine Management offered by SHTM. Upon completion of the programme, the participant would not only be awarded a certificate* endorsed by PolyU and HKTDC, but also be immersed in the rich aroma of wine knowledge.

首次舉辦的亞洲葡萄酒學院可謂本年度香港國際美酒展的焦點之一。學院由香港貿發局和香港理工大學酒店及旅遊管理學院（SHTM）共同籌辦。展會期間舉辦的兩個密集課程主要以 SHTM 的國際葡萄酒管理碩士學位為框架，由李志廷葡萄酒大師和 Steve Charters 葡萄酒大師授課。不論是業界人士或是佳釀愛好者均有機會向著名的葡萄酒大師學習品酒技巧，探討行業的市場趨勢。學員不單能浸沉於豐富的葡萄酒知識氛圍，更可在完成後獲得由理工大學和貿發局共同頒發的參與證書。

THE COURSE 課程內容

A) Contemporary Trends in Wine Consumption 當代葡萄酒消費與市場動向

Conducted by Professor Steve Charters MW, the one and a half hours course will be divided into two sessions.

Session One covers Wine Consumption, looking at why people drink and consumers' involvement level with wine. Session Two looks at Contemporary Wine Consumers, the rise of lifestyle and lifestyle consumption; the search for authenticity; the significance of place; millennial consumers; and the co-creation of brands.

There will be a short tasting, with two wines discussed.

課程分為兩部份共1.5小時，由Steve Charters葡萄酒大師講授。首部份探討的葡萄酒消費趨勢，了解消費者與葡萄酒市場的互動。次部份則會討論當代葡萄酒的消費行為與生活模式之關係，並探究消費者如何更重視酒的品質、品酒的環境、新一代的葡萄酒消費行為，以及品牌之間的相互影響等。

課程將設試酒環節，包括葡萄酒兩款。

B) Mastering Tasting & Rising Wine Trends 新興葡萄酒趨勢與品酒之道

Professor Jeannie Cho Lee MW conducts the one-and-a-half-hour course in two sessions.

Session One is titled Mastering Tasting, for intermediate to advanced levels, on how

to assess wine and improve tasting ability. Four wines will be partially blind-tasted, meaning that participants will know which wines are being tasted but not in which order. In the quest to become better tasters, the course will focus on identifying the higher quality wine in the two pairs.

Session Two looks at Wine Trends, starting with a discussion of unique, new varieties in vogue in Asia, and by looking beyond traditional wine regions to see what's hot and up-and-coming and which wine styles around the world to watch. These topics will be illustrated by tasting some examples.

課程分為兩部份共 1.5 小時，由李志廷葡萄酒大師講授。首部份教授品酒技巧，適合中至高階的葡萄酒愛好者。四款葡萄酒將以半盲品形式品味，學員將預先知道品試的酒款，但品試的次序則不會公開。為提升品酒的技巧，課程於此部份亦會品評各酒款的品質。

次部份將研討葡萄酒的發展趨勢，先探討亞洲各國的新興種類，再了解傳統產酒地以外越趨受歡迎的酒款。此部份亦將設試酒環節，讓學員有機會品試各款新興葡萄酒。

THE WINES 品試酒款

Top wines from around the world will be featured in the tasting: Including second growth Chateau Pichon Longueville Comtesse de Lalande from Pauillac, Bordeaux, tasted blind against its second wine; two different Burgundy appellation red wines from Louis Jadot tasted blind; wines from trendsetters like Movia in Slovenia and Maycas del Limari from Chile and Mee Godard, the rising star of Morgon in Beaujolais.

學員將品試來自環球各地的佳釀：包括來自波爾多的Chateau Pichon Longueville Comtesse de Lalande；盲品兩款勃艮第紅酒；來自斯洛文尼亞的Movia及智利的Maycas del Limari；以及來自法國博若萊的Domaine Mee Godard Morgon Cote de Py。

Course A

Yellow Tail Shiraz	2016
Yellow Tail Special Selection Reserve Cabernet Sauvignon	2015
Poderi Oddero Cascina Fiori Moscato d'Asti DOCG	2015

Course B

Chateau Pichon Longueville Comtesse de Lalande	2011	Bordeaux	France
Chateau Pichon Longueville Comtesse de Lalande Reserve de la Comtesse	2011	Bordeaux	France
Louis Jadot Theurons Beaune Premier cru	2011	Burgundy	France
Louis Jadot Santenay Clos de Malte	2013	Burgundy	France
Maycas del Limari Syrah Reserva Especial	2015	Limari Valley	Chile
Guerrieri Gonzaga Tenuta San Leonardo 'Vette di San	2016	Trentino-Alto	Italy

Leonardo' Sauvignon Blanc		Adige	
Domaine Mee Godard Morgon Cote de Py	2015	Beaujolais	France
Domaine Mee Godard Morgon Grand Cras	2015	Beaujolais	France
Movia Exto Gredic	2016	Goriska Brda	Slovenia
Movia Vandima Turno Cabernet Sauvignon	2014	Goriska Brda	Slovenia

THE TAKEAWAYS 課程收穫

- Certificates of Attendance will be presented to attendees of successfully completing both courses A and B.
- With just 2 courses, the Asia Wine Academy offers the perfect guide to mastering wine knowledge.
- Participants attending the courses will receive a complimentary Wine & Spirits Fair Admission Ticket as well as a Lucaris Crystal Wine Glass.
- 在讀畢課程 A 及 B 後，學員將獲得由理工大學和貿發局共同頒發的參與證書。
- 只需兩個課程，學員將可透過亞洲葡萄酒學院一嚐葡萄酒大師滋味。
- 凡購買公眾日任何課程之報名人士，均可獲贈美酒展入場門票乙張及 Lucaris 名貴酒杯乙只 (價值 HK\$310)。

Asia Wine Academy Venue: Grand Tasting Room, Hall 3D Concourse 展覽廳 3D 大堂佳釀試酒室		
Course A) Contemporary Trends in Wine Consumption 當代葡萄酒消費與市場動向 Lecturer 講師: Prof. Steve Charters MW 葡萄酒大師		
Course B) Mastering Tasting & Rising Wine Trends 新興葡萄酒趨勢與品酒之道 Lecturer 講師: Prof. Jeannie Cho Lee MW 李志廷葡萄酒大師		
DAY 1 (9 NOV 2017)	DAY 2 (10 NOV 2017)	DAY 3 (11 NOV 2017)
Course A 11:30AM – 1PM		Course A 11AM – 12:30PM
	Course B 2:30PM – 4PM	Course B 4PM – 5:30PM



Yellow Tail Shiraz



Chateau Pichon Longueville Comtesse de Lalande



Louis Jadot Theurons Beaune Premier cru

Application Deadline
報名截止日期
3 November 2017

Co-organiser:



THE HONG KONG
POLYTECHNIC UNIVERSITY
香港理工大學

School of



Hotel & Tourism Management

PLEASE RETURN TO:

Attn: Ms Ceci Yuen
Tel: (852) 2240 4515
Email: ceci.cy.yuen@hktdc.org
Address: Unit 7, Expo Galleria,
HKCEC, 1 Expo Drive, Wanchai, HK

Asia Wine Academy 亞洲葡萄酒學院課程
Application Form 報名表格

Co-organise with School of Hotel and Tourism Management, Hong Kong Polytechnic University

A. Registration Details 登記資料

1st Participant 首位參加者:

Name 姓名: _____ *Mr/Ms/Mrs _____ Position 職位: _____
Company Name 公司: _____ Country 國家: _____
Contact Person 聯絡人: _____ Telephone 電話: _____
E-mail 電郵: _____
Address 通訊地址: _____

2nd Participant 第二位參加者:

Name 姓名: _____ *Mr/Ms/Mrs _____ Position 職位: _____
Company Name 公司: _____ Country 國家: _____
Contact Person 聯絡人: _____ Telephone 電話: _____
E-mail 電郵: _____
Address 通訊地址: _____

B. Course Selection 課程選擇 (Please tick either one of below 請擇一剔選)

Course 課程	Date 日期	Time 時間	Venue 地點
<input type="checkbox"/> Course 課程 A Contemporary Trends in Wine Consumption	9 Nov	11:30- 13:00	Grand Tasting Room, Hall3D Concourse 會展展覽廳 3D 大堂佳釀試酒室
<input type="checkbox"/> Course 課程 B: Mastering Tasting & Rising Wine Trends	10 Nov	14:30- 16:00	Grand Tasting Room, Hall3D Concourse 會展展覽廳 3D 大堂佳釀試酒室
<input type="checkbox"/> Course 課程 A: Contemporary Trends in Wine Consumption	11 Nov	11:00- 12:30	Grand Tasting Room, Hall3D Concourse 會展展覽廳 3D 大堂佳釀試酒室
<input type="checkbox"/> Course 課程 B: Mastering Tasting & Rising Wine Trends	11 Nov	16:00- 17:30	Grand Tasting Room, Hall3D Concourse 會展展覽廳 3D 大堂佳釀試酒室

C. Credit Card Payment 信用卡繳款 (Please tick either one of below 請擇一剔選)

Charge Amount 金額: Course A / B only HKD 港幣 350 Course A + B HKD 港幣 690 Course A + B (Group of 2) HKD 港幣 1,380

Card Type 信用卡類別: Visa 萬事達 Master Card No. 信用卡號碼: _____

Name of Cardholder 持卡人姓名: _____ Authorised Signature 持卡人簽署: _____

Expiry Date 有效日期: _____

D. Disclaimer 重要聲明

I acknowledge that the above information may be used by the Hong Kong Trade Development Council (HKTDC) and the other co-organisers of the above course (including Asian Palate and School of Hotel and Tourism Management, The Hong Kong Polytechnic University) for incorporation in all or any of its database for direct marketing or business matching purpose (and may therefore become available to the public within and/or outside of Hong Kong for use by them), and for any other purposes as stated in HKTDC's Privacy Policy Statement (available at www.hktdc.com/mis/pps/en); I confirm that I have the consent and the authority of each individual named in this form to release their personal data for the purposes stated herein.

(If you are from a member state of the European Union ("EU") / European Economic Area ("EEA")), PLEASE tick here if you accept our use of your provided data for direct marketing purposes.*For non-EU/EEA customers, please skip this box which is solely for EU/EEA customers as required by the relevant data protection law in the EU.

E. Other Remarks 其他事項

1. A complimentary admission ticket to public day of the Hong Kong International Wine & Spirits Fair 2017 which is worth HK\$200 will be sent to the address provided above for participants attending courses on 11 November 2017 (Sat). 成功報名 2017 年 11 月 11 日 (六) 課程之人士均可獲贈香港國際美酒展 2017 公眾日入場券一張，價值港幣 200 元。入場券將經郵寄方式，送往參加者提供之地址。
2. Certificates of Attendance will be presented to attendees of successfully completing both course 1 and 2. Please redeem the certificate at reception counter of the Grand Tasting Room after completing both courses. 成功完成課程 1 及 2 之人士可獲頒證書一張，請於完成所有課程後往佳釀試酒室門口之招待處領取證書。
3. Only professional traders with valid badges would be entertained for any courses on 9 & 10 November, 2017. 2017 年 11 月 9 至 10 日(星期四及五)之課程只供持有效證件之業界人士報名。
4. Orders without payment will not be entertained. 未附付款方法之申請表，概不受理。
5. Acceptance to registration will be subject to seat availability on a first-come-first-served basis. 座位有限，先到先得。
6. Course content is subject to change without prior notice. 課程內容如有更改，恕不另行通知。
7. All tickets sold are non-refundable. 門票一經出售，恕不退換。
8. Persons under 18 will not be admitted. 只接待 18 歲或以上人士進場。