

In Search of Greatness: Decoding Wine Quality at Asia Wine Academy**探索醉人奧秘：與亞洲葡萄酒學院體驗品酒之道****OVERVIEW 概略**

Hong Kong wine connoisseurs are increasingly interested in expanding their knowledge of wine quality and improving their wine-tasting sophistication, leading to hot demand for courses by wine experts. To cater for this growing interest in understanding the intrinsic dimensions of wine quality, the Asia Wine Academy is returning to the Hong Kong International Wine & Spirits Fair 2018, following its successful debut in the 2017 Edition, which attracted a record of some 370 participants. This year the Academy is offering two intensive wine-quality courses, led by respected Masters of Wine Jeannie Cho Lee and Sarah Heller.

The two not-to-be-missed practical courses, co-organized by the Hong Kong Trade Development Council (HKTDC) and the School of Hotel and Tourism Management (SHTM) of The Hong Kong Polytechnic University, are based on the SHTM's MSc in International Wine Management. Aimed at wine enthusiasts at the intermediate and advanced levels, the highly rewarding programme provides depth and breadth of wine knowledge, along with an opportunity to taste a wide range of high quality wines from around the world, focusing particularly on fine wines from France and Italy. Participants who complete both courses will be awarded a Certificate issued by the SHTM and HKTDC.

香港愛酒之人越來越熱衷於品酒學問，並精益求精，不斷提升品酒水平，令專業葡萄酒課程的需求日益殷切。為滿足一眾佳釀愛好者對葡萄酒知識的熱切追求，亞洲葡萄酒學院遂於 2017 年首次舉辦，吸引近 370 人參與，現於香港國際美酒展 2018 載譽歸來。今年，亞洲葡萄酒學院將舉辦兩個精修課程，由著名的李志延葡萄酒大師和 Sarah Heller 葡萄酒大師主講，分享他們對佳釀的真知灼見。

兩個課程由香港貿發局與香港理工大學酒店及旅遊業管理學院 (SHTM) 共同籌辦，並以 SHTM 的國際葡萄酒管理碩士學位為框架，內容精彩豐富，不容錯過。課程適合中階至高階的葡萄酒愛好者，深入全面介紹葡萄酒知識。除了汲取葡萄酒知識之外，學員更有機會品味多達十六款環球佳釀，包括法國及意大利的美酒，從而掌握品酒技巧。完成課程後，學員將獲得由 SHTM 和貿發局共同頒發的參與證書。

THE COURSE 課程內容

Course 課程	A) Seeking Greatness – Decoding Wine Quality I 美酒探秘 – 解構葡萄酒品質之謎 I	B) Seeking Greatness – Decoding Wine Quality II 美酒探秘 – 解構葡萄酒品質之謎 II
Date 日期	8 November 2018 (THU) 2018 年 11 月 8 日 (星期四) 11:30 – 13:00	
		9 November 2018 (FRI) 2018 年 11 月 9 日 (星期五) 14:30 – 16:00
	10 November 2018 (SAT) 2018 年 11 月 10 日 (星期六) 11:00 – 12:30	10 November 2018 (SAT) 2018 年 11 月 10 日 (星期六) 16:00 – 17:30
Venue 地點	Grand Tasting Room, Hall 3D Concourse 展覽廳 3D 大堂佳釀試酒室	
Lecturer 講者	Sarah Heller MW Sarah Heller 葡萄酒大師	Jeannie Cho Lee MW 李志延 葡萄酒大師

A) Seeking Greatness – Decoding Wine Quality I
美酒探秘 – 解構葡萄酒品質之謎 I

Conducted by Sarah Heller MW, the one-and-a-half-hour course will be divided into 2 sessions. Session 1 will address the concept of wine quality as it relates to wine style. Tasting will include four wine types – rosé, oaked white, dry fortified and sweet – to educate participants on how quality parameters differ, depending on the style, grape variety, winemaking traditions and consumer expectations. The discussion will include what makes a wine good and what makes it great.

Session 2 will focus on how to assess wine and develop a more precise sense of how quality is understood in different contexts, in this case Italian wine. The participants will partially blind taste four Italian wines in two pairs to identify the higher quality wine in each pair.

由葡萄酒大師 Sarah Heller 女士講授，課程分為兩部份共 1.5 小時：

首部份將涵蓋酒款品質如何受葡萄酒風格、釀酒地區和釀製方法影響。學員可於試酒環節內品試四款葡萄酒，讓學員從中明白酒款品質如何取決於葡萄酒風格。



次部份則教授提升品酒能力的方法。導師將重溫各種品酒技巧，助學員成為更優秀出色的品酒師。學員隨後會以半盲品形式品味兩組意大利精選佳釀，從中學習鑑別兩款葡萄酒中較佳的一款，更準確辨別影響葡萄酒品質的各項因素。

B) Seeking Greatness – Decoding Wine Quality II

美酒探秘 – 解構葡萄酒品質之謎 II

Jeannie Cho Lee MW conducts the one-and-a-half-hour course. This intensive wine tasting course focuses on understanding classic French wine styles along with fine wines of comparable quality and style found around the world. All wines will be tasted partially blind – participants will know the wines but not the order. The tasting session will be divided into three different flights according to their theme or style.

This course aims to review the techniques for becoming a better wine taster, understand how quality is defined differently by region and style, and learn how viticultural and winemaking decisions impact final wine quality.

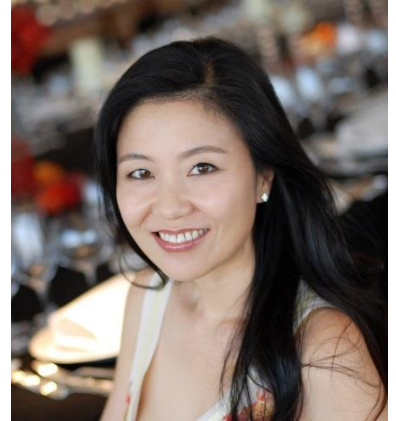
由葡萄酒大師李志延女士講授，課程約 1.5 小時。

此精讀課程以半盲品形式品味經典法國佳釀與世界各地的美酒，藉此分析並了解法國佳釀的風格。8 款葡萄酒將會按照其風格及酒款分成三組進行品試。

導師將重溫各種品酒技巧，助學員成為更優秀出色的品酒師。學員可從中了解酒款品質如何受葡萄酒風格和釀酒地區影響，並學習葡萄酒最終品質與葡萄栽培方式及釀製方法之間的關聯。

** Course content is subject to change without prior notice.*

本課程內容須視乎實際情況而定，如有任何更改，恕不另行通知。



THE WINES 品試酒款

Top European classic wines will be featured, for example, Chateau Lascombes, a second growth chateau from Margaux together with its second wine; two beautiful red Burgundies from Domaine Faiveley; Champagne from AR Lenoble; Damiliano Barolo Cannubi; Zenato Amarone; Bellavista sparkling wine; Chateau Doisy-Vedrines Sauternes; Gonzalez Byass Leonor Palo Cortado Sherry. In addition, top quality wines from around the world will also be tasted, such as Cloudy Bay Pinot Noir from New Zealand; San Pedro Altair red from Chile; Almásy Furmint from Hungary.

學員將品試來自歐洲各地的頂級佳釀: 包括來自波爾多的 Chateau Lascombes; 兩款法國 Domaine Faiveley 出品的勃艮第紅酒; 法國 AR Lenoble 出品的香檳; 來自意大利的 Damilano Barolo Cannubi DOCG 及 Bellavista 的氣泡酒; 來自法國的 Chateau Doisy-Vedrines 甜酒; 來自西班牙的 Gonzalez Byass Leonor Palo Cortado Sherry。學員亦有機會品嚐來自世界各地的高品質美酒: 包括來自紐西蘭的 Cloudy Bay Pinot Noir; 來自智利的 San Pedro Altair 及來自匈牙利的 Almásy Furmint。

COURSE A

Damilano Cannubi Barolo DOCG	2011	Italy
Poderi Gianni Gagliardo Langhe Nebbiolo DaBatiè	2017	Italy
Zenato Valpolicella Classico Superiore DOC	2015	Italy
Zenato Amarone della Valpolicella Classico DOCG	2013	Italy
Famille Fabre L'Instant Rose IGP	2017	France
Gonzalez Byass Leonor Palo Cortado Sherry	NV	Spain
Chateau Doisy-Vedrines	2009	France
Almásy Collection 394 Furmint	2017	Hungary

COURSE B

Chateau Lascombes	2014	France
Chevalier de Lascombes	2014	France
San Pedro Altair	2014	Chile
Cloudy Bay Pinot Noir	2016	New Zealand
Domaine Faiveley Nuits-Saint-Georges Premier Cru Les Damodes	2014	France
Domaine Faiveley Bourgogne Rouge	2015	France
AR Lenoble Intense "mag 14"	NV	France
Bellavista Alma Gran Cuvee Franciacorta DOCG Brut	NV	Italy



Damilano Barolo Cannubi
DOCG



Zenato Amarone della
Valpolicella Classico DOCG



Chateau Doisy-Vedrines



Domaine Faiveley Nuits-
Saint-Georges Premier Cru
Les Damodes



Chateau Lascombes



San Pedro Altair

THE TAKEAWAYS 課程收穫

- Certificates of Attendance endorsed by SHTM and HKTDC 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 Glass (total worth HK\$310; Redeemable on 10 Nov only while stock lasts).
- 在讀畢課程 A 及 B 後，學員將獲得由 SHTM 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; 只限於 11 月 10 日換領，數量有限，先到先得，送完即止)。

TUITION 課程費用

	Single 課程 A/ B	Combo 課程 A+B
Regular 現場正價	HK\$495	HK\$880
Special Offer 網上預購優惠	HK\$350	HK\$690
Student Rate 學生優惠	HK\$300	HK\$560

Remarks 備註:

- For participants attending courses of the Asia Wine Academy, a complimentary public day admission ticket of "Hong Kong International Wine & Spirits Fair 2018" which is worth HK\$200 can be redeemed at Ticket Redemption Counter at Hall 3E Concourse; Lucaris Crystal Glass are only redeemable on 10 Nov on a first-come-first-serve basis while stock last.
成功報名亞洲葡萄酒學院課程之人士，均可於展覽廳 3E 大堂「入場券換領處」領取香港國際美酒展 2018 公眾日入場券(2018 年 11 月 10 日)一張(價值港幣 200 元); Lucaris 名貴酒杯只限於 11 月 10 日換領，數量有限，先到先得，送完即止。
- Certificates of Attendance will be presented to attendees of successfully completing both course A & B. Please redeem the certificate at reception counter of the Grand Tasting Room after completing both courses.
成功完成課程 A 及 B 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。
- Only professional traders with valid badges would be entertained for any courses on 8 & 9 November, 2018.
2018 年 11 月 8 至 9 日(星期四及五)之課程只供持有效證件之業界人士報名。
- Acceptance to registration will be subject to seat availability on a first-come-first-served basis.
座位有限，先到先得。
- Course content is subject to change without prior notice.
課程內容如有更改，恕不另行通知。
- All tickets sold are non-refundable.
門票一經出售，恕不退換。
- Persons under 18 will not be admitted.
只接待 18 歲或以上人士進場。
- In case of any dispute, the Organisers reserve the final right of decision on all matters.
如有任何爭議，主辦機構保留最終決定權。