

## **PRESS RELEASE – SEPTEMBER 2008**

### **eRobertParker.com Launches Asian Focused Column**

#### ***In Asia***

This month **eRobertParker.com** will launch a new column devoted exclusively to Asian wines and the Asian wine scene. *In Asia* will be written and researched by Singapore-based wine expert **Lisa Perrotti-Brown MW**. Travelling throughout Asia, she will be submitting regular reports and stories of key Asian markets and events. She will also visit the growing number of Asian wine regions to report on grape growing and winemaking practices. But perhaps most importantly she will be providing consumer advocacy by tasting and benchmarking many of the thousands of wines available exclusively in Asia. Countries to be covered will initially include: Singapore, Japan, China, South Korea, Hong Kong, Macau, Taiwan, Thailand, Malaysia and Vietnam.

Like Neal Martin's *Wine Journal* and Antonio Galloni's *Italy Report*, the column will operate as a separate entity within Robert Parker's widely viewed web site.

#### ***Why Asia?***

The passion for wine consumption in Asia is growing far faster than the global average. Following Robert Parker's May 2008 visit to Japan, China and South Korea, he decided it was time to provide much needed expert and unbiased wine information and opinions for the Asian market.

#### ***Why Lisa?***

Robert Parker had one and only one person on his radar for this responsibility, Lisa. He says: "She had worked with him on tastings and conferences in Japan, and he was thoroughly impressed by her brilliant palate and very candid and no-nonsense approach to wine. Moreover, in male dominated Japan, she had won the respect and credibility of the country's leading tasters. But she wanted to get her MW first and, now with that accomplished, we are thrilled to have Lisa as a dynamic partner in **eRobertParker.com**."

#### ***Lisa Perrotti-Brown MW***

Lisa has been working in the wine trade for nearly 17 years. Though born and raised in the US, she started her career at a wine bar in London. In 2002 she moved to Tokyo where she worked as a wine buyer for one of Japan's largest fine wine importers and as a wine educator at the *Academie du Vin* wine school. While living in Japan, she toured its wine producing regions and became involved in various viticulture and winemaking projects to improve the quality of wines made from local grapes. She also travelled throughout Asia discovering the many cultures and opportunities for the unconventional enjoyment of wine. Lisa now resides in Singapore where she has set up new headquarters for pursuing her exploration of wine in Asia. In September 2008 she became Singapore's first Master of Wine.

***In Asia in Asian Languages***

A Japanese version of *In Asia* is already available and it is anticipated that Chinese and Korean sites will soon be offered.

**ENDS**

If you'd like more information about *In Asia* or to schedule an interview, contact Lisa Perrotti-Brown at [lisaperrottibrown@btinternet.com](mailto:lisaperrottibrown@btinternet.com).