



## Create an Award-winning Wine List

A professionally-created wine list demands focus, commercial and practical consideration yet the wine selections are still able to reflect trends and demand of a market.

It is often common for many wine lists to fall into a mediocre standing when they should a could have been an equal in status and branding as their entity.

Join the workshop on Creating an Award-Winning Wine List by <u>Mr Lim Hwee Peng (#about</u> <u>lim-hwee-peng)</u> and learn 'how' and 'what' a well-crafted wine list should be based on and constructed.

As part of this interesting workshop, discussion, presentation and wine tasting await your participation!

This workshop is suitable for professionals managing restaurants and beverage outlets (whether independent or hotel), Wine Trade, as well as buyers involved in wine buying decisions.

Register your interest before 10 February 2012 to enjoy Early Bird Rate @ SGD50 per participant!

To RSVP, email to <u>peini@sesallworld.com (mailto:peini@sesallworld.com)</u>. Note: Available on a first - come, first - served basis.

## About Mr Lim Hwee Peng



http://www.winespiritsasia.com/fringe-events

MR LIM HWEE PENG, CSW is an experienced and well-qualified Wine Specialist. After gaining an International Higher Certification Wines & Spirits from WSET (London,

UK), Lim furthered his wine qualification with certifications from CIVB (Bordeaux Wine Board) as an International Bordeaux Win Educator; a Certified Specialist in Wines (CSW) from Society of Wine Educators, USA; and Certified Napa Valley Wine Educator from NVVA (Napa Valley Vintners Association & CIA); In Sept 2011, Lim has also successfully been awarded the Diploma in Spanish Wine Education ( by The Wine Academy of Spain), thus qualifying him as a Spanish Wine Educator.

Hwee Peng is also the first wine professional in Singapore and Asia to be certified by BIVB (Burgundy Wine Board) as a Burgur Wine Educator, and Burgundy Wine Ambassador.

Lim continues to enhance his professionalism by involving in Wine Judging at International Wine Competitions such as Cata d'C (Chile and Argentina), Michelangelo International Wine Show (South Africa), the Royal Melbourne Wine Show (Australia) and McLaren Vale Wine Show (Australia). In Nov 2011, Lim was also invited as the International Wine Judge for Margaret River Wir Show 2011.

In the 46th McLaren Vale Wine Show 2010, Hwee Peng was not only an international wine judge, he was also the keynote speaker for the wine community delving on the 'Dynamics of South East Asia Wine Market'. Lim was also given the opportunity award a McLaren Vale wine for the International Wine Judge Trophy.

Lim's passion for wine journalism has been rewarded with two World Gourmet Summit, Awards of Excellence, Regional Wine Article of the Year Awards in 2002 & 2003. These days, he continues his wine writing journey as a Contributing Wine Editor at t Cuisine & Wine Asia, a bi-monthly food and wine trade publication.

Another of Lim's passion is to increase professionalism through education; in 2009, his keenness in wine education was reward by a fellow wine critic – Curtis Marsh, as the Most Dynamic Wine Educator in Asia (www.thewanderingpalate).

Some of his current key projects include Wine Facilitators SOPEXA and AUSTRADE; Lecturer & Program Developer for Singapore Airlines' Sommelier Program (since 2004); Wine Speaker on USA Wines for USDA, Thailand (since 2007); Wine Speaker for Wine Institute of California; Wine Consultant for Tung Lok Group (since 2008), and also sources wines exclusively the Creative Eateries Group.

Appointed by the Society of Wine Educators (SWE), USA, the Lim Hwee Peng School of Wine is the Program Provider and Administrator for the internationally-certified wine course – Certified Specialist in Wine (CSW) program. This international programing is into its 9th intake with more than 90 participants graduated through this wine course.

Lim was also the honorary recipient (and first South East Asian) of the inaugural Australia Landmark Wine Tutorial held in Baro: Valley, Australia in June 2009. On 9th May 2011, he was conferred as the L'Ordes des Coteaux de Champagne.