



THE CALIFORNIA WINE
COMPANY LIMITED



CAN A WINE LIST BE CREATED TO PLEASE DINERS AND POTENTIALLY INCREASE WINE SALES?

A 3-day intensive wine program, designed by International Wine Specialist, Mr Lim Hwee Peng, CSW aims to impart essential wine knowledge to participating F&B managers in designing an efficient and potentially award-winning wine list.

F&B Manager Wine Management Program

Holiday Inn Phuket

52 Thaweewong Road, Patong Beach, Phuket 83150, Thailand

Date 29th August to 1st September 2011



Mr. Lim Hwee Peng, CSW is

an experienced international wine specialist, with multiple-expertise in wine education, wine journalism and wine consultancy for wineries, wine merchants and F&B establishments

(refer to Lim's professional profile in next page)

DAY 1 Monday, August 29th

- *Key information on Old World wine countries (France, Spain, Italy)*

DAY 2 Tuesday, August 30th

- *Key information on New World wine countries (Australia, USA, specifically California)*

DAY 3 Wednesday, August 31st

- *Designing an Award-winning wine list*
 - Part 1 (Group discussion and presentation)
 - Part 2 (Tasting & Judging Wines)

DAY 4 Thursday, September 1st

- *Theory Test, Tasting Test (all to take place after lunch)*

DO NOT MISS THE CHANCE OF PARTICIPATING IN THIS WINE PROGRAM (WORTH 40,000 BAHT). ONLY 20 SEATS AVAILABLE!!

**RSVP : Ms. Linda Ramos
Chao Rawai Co.,Ltd.
083-637-0110, 076-288-286**

A 'F&B Manager Wine Management Program' certificate, endorsed by Mr Lim Hwee Peng, CSW, will be awarded to those who have successfully attempted a theory and practical test at the end of the 3-day program.

Mr Lim Hwee Peng, CSW
Professional Profile

MR LIM HWEE PENG, CSW is an experienced and well-qualified wine professional. After gaining an **International Higher Certificate in Wines & Spirits from WSET (London,UK)**, Lim furthered his wine qualification with certifications from **CIVB (Bordeaux Wine Board)** as an **International Bordeaux Wine Educator**; a **Certified Specialist in Wines (CSW) from Society of Wine Educators, USA**; and **Certified Napa Valley Wine Educators from NVVA (Napa Valley Vintners Association & CIA)**.



Hwee Peng is also the first wine professional in Singapore and Asia to be certified by **BIVB (Burgundy Wine Board)** as a **Burgundy 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'Or (Chile and Argentina)**, **Michelangelo International Wine Show (South Africa)**, the **Royal Melbourne Wine Show (Australia)** and **McLaren Vale Wine Show (Australia)**.

In the **46th McLaren Vale Wine Show 2010**, Hwee Peng was an invited international wine judge, and the keynote speaker for the wine community, delving on the 'Dynamics of South East Asia Wine Market'. Lim was also given the opportunity to 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 journalism journey as a **Contributing Wine Editor at the Cuisine & Wine Asia**, a bi-monthly trade publication.

His keenness in wine education was also rewarded by a fellow wine critic – Curtis Marsh, as the **Most Dynamic Wine Educator in Asia 2009** (www.thewanderingpalate.com).

Some of his current key projects include **Wine Consultant 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 for 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 international certification wine course – **Certified Specialist in Wine (CSW) program**. This international program is into its 5th intake with more than 70 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 Barossa Valley, Australia in June 2009 (refer to www.wineaustralia.com/landmark/participants.html). On 9th May 2011, he was conferred as the **L'Ordres des Coteaux de Champagne**.

Key Clients include:



Professional Awards:

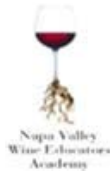


Award Recipient: World Gourmet Summit - Best Regional Wine Article of the Year 2002, & 2003



Winner: SAWEA (Singapore-Australia Wine Education Award) 1995

Professional Qualifications:



For more information on Lim Hwee Peng, CSW, his services, client feedback and media coverage, visit

www.winecraftmktg.com