



Asia Wine Service & Education Centre  
亞洲侍酒及教育中心

# WOMAN on a MISSION

Jennie Mack – Managing Director  
Asia Wine Service & Education Centre.





AWSEC

# A Service We All Enjoy

What started as a mission of passion is rapidly evolving into a great niche-filling concept for entrepreneurial partners JENNIE and STEPHEN MACK. Their AWSEC is rapidly becoming an important part of Hong Kong's social and business fabric and not a minute too soon.



JENNIE MACK: "Learning about wines is as engaging and challenging. It is like embarking on an exciting journey and enjoying every step of the way. This is what our institute helps our clients to achieve."

**S**ome of the world's biggest success stories have their beginnings in love. This one has too. In part, we talk about love of wine. Then again, there is another meaning.

Making dollars out of sense isn't something that comes easy to people. Fortunately, that's exactly what Jennie and Stephen Mack realized they were good at aboard a cruise liner and just before Stephen could begin his lecture on the appreciation of fine wine.

"Make it fun," she told him. "Out with the staid and in with the glee. Wine drinking should be more happiness and less academic. Lose the 'school master' look and make everyone merry," she told him. He did. The result was a total change in the way the couple taught audiences who now better appreciate the joy of learning about wines.

## Resource for All

Much sought after by socialites and the commercial captains of Hong Kong, Jennie and Stephen are on a mission to empower wine enthusiasts with knowledge and a new kind of lifestyle. Private bankers, public officials, wine lovers, socialites, media and Hong Kong's affluent all become happy students at the institute that has become the largest, most respected and longest established institute in Hong Kong.

Centrally located in Sheung Wan, the institute is honestly all that can be expected of a talent so uniquely disposed.



With none of the pretentiousness so associated with wine snobbery, AWSEC has a disarming, friendly, casual yet serious ambience.

"The idea is to be approachable so more people can learn about wines and enjoy them. This is about being happy as much as it is about being knowledgeable. We have courses for beginners to advanced and then special tailor-made courses to suit special requirements. Our students learn the art of tasting, enjoy the aromas and experience different wines while learning to recognize them.

Headquartered in Hong Kong, AWSEC designs and provides top quality wine and spirits education and training in Asia, e.g. in Mainland China and India, and the courses are available in English as well as some local languages.

"We are registered with the Wine & Spirit Education Trust ("WSET") in the UK and are the only Approved Programme Provider (APP No. 802) in Hong Kong for running courses and examinations up to and including Diploma level.

AWSEC also offers programmes from other prestigious wine education organisations around the globe like L'Ecole du Vin de Bordeaux (Bordeaux Wine School) in France as well as The Wine Academy of Spain ("TWAS") in Spain."

## Winefuture

"Economically booming Asia is growing in sophistication and purchasing willingness. Thanks to the growing interest in wines, more people are happy to take up courses and learn about the fine art of wine tasting and enjoying wine as both enjoyment and on social occasions. Increasingly, we are also seeing people looking at wine for investments considering just how much some vintages are selling for these days!," says Jennie.

"There is a general excitement toward opportunities relating to wine and this

bodes well for the region and for Hong Kong which enjoys a healthy zero duty and tax environment for wines."

At the time of writing AWSEC is busy with the setting up of – Winefuture Hong Kong'11 – an event that promises to be the biggest and most interesting Asia has seen, yet.

Winefuture Hong Kong features a Trade Show Area with 150 tasting tables where wineries from all over the world will be able to show their wines. It is an



Stephen Mack

event organised by and belonging to The Wine Academy of Spain, and is supported by Madwine and the Asia Wine Service & Education Centre (AWSEC). The event brings together experts from all over the world to analyze issues such as the economic crisis, consumption trends, drops in sales, the environment, labelling, packaging and emerging markets, to name a few.

Winefuture is the biggest wine conference ever featuring top wine personalities like Robert Parker Jr., Jancis Robinson MW, Francis Ford Coppola, Pancho Campo MW, Steven Spurrier and other renowned experts from around the globe.

## Personal Journey

"Alongside the growth of the trade, we are seeing a dramatic increase in the interest in wine," says Jennie.

She says, people are drawn toward the social acceptability of wine, its investment potential and more importantly towards learning about the depth of its mystique.

"You can never claim to know all there is to know about wines. Learning about wines is as engaging and challenging as a good book you'd never want to put down. It is like embarking on an exciting journey and enjoying every step of the way. This is what our institute helps our clients to achieve.

We have a large number of referral students and that's partly because we are independent. We don't sell wines or canvas for any accessory makers. We teach in a comfortable and friendly environment and our aim is to provide our clients with a good understanding of wine and to make it enjoyable by de-mystifying the often-confusing world of wine, explains Jennie.

She adds: "From thereon, a journey begins with each lesson, tasting or event enabling our clients to understand and enjoy wine more both during their time with us and also when sharing wine with their friends and clients.

AWSEC works with Hong Kong's top corporations to help key executives learn more about wine appreciation. The institute also guides clients who want to learn without the need for an internationally recognized formal qualification to help them enjoy wine more.

"Our central purpose is to enhance the enjoyment of wine by our clients and I urge your readers to visit our site and see how we can help them get more pleasure from wine and hopefully by extension, from life." ■

For additional information please visit [www.awsec.com](http://www.awsec.com)







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# 全民嚮往的一項服務

是什麼令Jennie及Stephen Mack從對葡萄酒的熱情，而演變成充滿商機的成功創業家？他們所創立的亞洲侍酒及教育中心，AWSEC，已迅速地成為香港其中一項重要的社會項目和商業機構。

**世** 世界上最龐大的企業通常由一個愛情故事開始。這次也不例外：是愛情與酒的關係。當然，故事不止如此。

毫無概念地創業是一件很困難的事。幸好，Jennie和Stephen Mack教第一堂品酒課前，已經發現自己對這一行信心十足。Jennie提醒拍檔“上課前要表現得沉著，課堂上要營造一片歡樂的氣氛。品酒帶來的歡樂應比課堂上的理論多，所以必須放下教師的模樣，然後帶給所有人歡樂”。最終得到的效果甚佳，同時也令到這對夫婦更懂得享受學習品酒的樂趣。

## 匯聚資源 惠澤各界

正因為香港社會名流和企業家對葡萄酒感興趣，Jennie和Stephen自覺有任務增強酒愛好者對酒的知識及情趣。不少銀行家，官方人員，酒愛好者，和社會名流，傳媒和香港富豪，他們都成為這家全港最大和歷史悠久的葡萄酒教育中心，充滿熱情的學生。

位於上環的葡萄酒教育中心是一間富有獨特教育方式的學校。姿態並不勢利的AWSEC教育方式優勝，友善，輕鬆，卻流露出認真的態度。

“我們希望傳達的概念是透過平易近人的教師，教導更多人懂得欣賞和品嚐葡萄酒。我們開辦初級到高級課程，及應客人的需要而幫度身訂造課程。學生們學習品酒藝術，由欣賞發放出來的芳香，到品嚐及辨認出各種類型的葡萄酒。”

AWSEC總部設於香港，亦在亞洲包辦最優秀的葡萄酒及烈酒教育和培訓學校，例如中國及印度。學生亦可選擇在課堂接受英語或本地語言教學。

“本教育中心已註冊成為英國WSET課程在香港唯一可提供至文憑課程和考試的主辦商（APP No.802）。AWSEC同時提供其他世界各地尊貴葡萄酒學院的課程，法國波爾多L'Ecole du Vin de Bordeaux和西班牙The Wine Academy of Spain。



## Winefuture

Jennie說：“亞洲經濟繁榮，水平升高了，購物指數亦上升了。人們對酒更感興趣，亦更渴求增進知識。如他們學會品酒藝術，就能夠在社交場合裡享受葡萄酒的樂趣。當考慮到某些葡萄酒年份的價格，現時我們亦開始招攬對葡萄酒投資感興趣的人。”

“普遍來說，亞洲正掀起了葡萄酒行業的熱潮。這對很多亞洲地區，特別是正在享受零稅務的香港，獲益良多。

訪問期間，AWSEC正在預備全亞洲規模最大及2011年最巨代表性的盛會Winefuture葡萄酒會議。擁有著一百五十個品酒攤位。會議由葡萄酒界傳奇人物Robert Parker Jr., Jancis Robinson MW, Francis Ford Coppola, Pancho Campo MW, Steven Spurrier來擔任演講。

## 個人歷程

Jennie解釋“葡萄酒市場正在快速發展的同時，人們對這產品的興趣也越大。”

她認為人們都被葡萄酒這行業在社會上的地位，投資商機，最重要的是它深

奧的學問，而深深被吸引著。

“沒人能夠認為自己有能力認識全部有關葡萄酒的學問。它的吸引力就像一本你永遠不想放下的書。我們教育中心希望客人在學習的過程中，除了獲得像探險旅程的感覺，亦能充份享受著每一分一秒。我們大部分的學生都是透過轉介的，主要原因是我們也算是獨立個體。我們不是賣酒，而是在舒服和輕鬆的環境下上課。這樣客人才能真正領會葡萄酒的學問，和回答對酒所有疑問。朋友或者客人與我們在過程中增進對酒的知識和享受美酒。”

香港頂級集團也聘請了AWSEC為職員教授葡萄酒學問。教育學院也會幫不需取得國際資格的顧客傳授品酒經。

“我們主要宗旨是讓客人提高對品酒的享受。我希望讀者能盡快到我們網站瀏覽，及了解我們甚能讓他們在享受品酒同時，亦增加人生樂趣。”■

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