

Cynthia Sin-Yi Cheng

Elegant and approachable in style, champagne expert Cynthia Sin-Yi Cheng is the founder of cyn-et-vin ("sin-nay-van"), a premier wine-tasting consultancy that creates intimate, luxurious, and most of all entertaining tasting events for a discerning clientele worldwide.

With a B.A. in art history from Smith College and experience as a consultant to Sotheby's, Cynthia brings a critical and thoughtful perspective on wine to her one-of-a-kind events. She demystifies champagne without taking it – or herself – too seriously.

cyn-et-vin events are like well-curated art shows [that] deliver depth and insider knowledge without losing focus on [. . .] the subject matter – wine!

Judy Chen, Senior Business Programmer, Asia Society

With the clarity garnered from her teaching and public speaking experience, Cynthia introduces her clients to the world of champagne including the winemaking process, the stylistic differences among wines, and the passionate winemaker behind each of them.

Of Shanghainese origin, Cynthia grew up in Taipei. Her international background includes more than two decades of traveling back and forth between France and Asia. She is a fluent speaker of Mandarin, French, Japanese and English. Her wine credentials include an advanced certificate with distinction from the Wine & Spirit Education Trust (WSET). She is also a Certified Specialist of Wine (CSW), treasurer of The Wine Media Guild, and a member of the Shanghai Wine Society.

Her infectious laughter is a standard feature at both private tastings and speaking engagements at venues including Murray's Cheese, The French Culinary Institute and Asia Society. As wine editor of the New York-based food and wine e-magazine Cravings (www.findyourcraving.com), Cynthia shares her latest trend forecasts in her Happening column. Her work has also appeared in *The San Francisco Chronicle Magazine*, *Town & Country Weddings*, *Condé Nast's Portfolio.com*, and *Page Six Magazine*.

Cynthia lives in New York City, where she advises clients on champagne brand building through one-of-a-kind events and provides personal wine buying and cellar building services, sourcing exceptional selections of contemporary wines and stellar champagne bottlings for her clients.