

# BIOGRAPHY

## Cherrie Lo

- Book Co-Author of **CACAOSOURCE**
- Certified Chocolate Taster
- Board Member at **Hong Kong UK Business Forum (Federation of Hong Kong Business Worldwide)**
- Board Member & Grand Jury at **Academy of Chocolate and Awards**
- Chocolate Judge at **International Chocolate Awards**
- Judge at **Great Taste Awards UK**
- TV Guest Host | Marketing & Branding Consultant | Freelance Writer
- Featured in TVB, ViuTV, South China Morning Post, POST Magazine, Travel+Leisure Magazine, Echelon Magazine, ToucanBox Magazine and more...
- Based in London



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For the past 14 years as a Branding, Marketing & Business professional, Cherrie has never once stepped away from her cherished chocolate & confectionery industry. After working with the renowned pastry chef, “The Picasso of Pastry” Pierre Hermé, Black N White Desserts & CHEFS Chocolate School, and VERO Chocolates in Hong Kong, Cherrie took a leap of faith in 2016 and bought a one-way ticket to London, to further pursue her chocolate journey in the UK and Europe.

With her years of contributions to the chocolate industry - being a bridge to bring the chocolate community closer together across Asia, UK and European countries, she has been appointed as the Board Member of **Academy of Chocolate** to elevate the craftsmanship and business of fine chocolates around the world.

Cherrie has great understanding of Asian business culture and well connected in both Hong Kong and UK business world. She is currently the Board Member of **Hong Kong UK Business Forum (Federation of Hong Kong Business Worldwide)**, to build platform and enhance business and investment opportunities between UK and Hong Kong.

Being a Business Development Manager at the quintessentially British luxury retail establishment, the royal family beloved grocer **Fortnum & Mason**, Cherrie continues to develop her expertise includes corporate marketing & partnership, international and regional account management, event management & strategic business development projects.

In her 14-year career journey, Cherrie has successfully hosted many chocolate tasting and pairing events for journalists, corporates and private HNWIs. She is also a recognized Grand Jury member and Chocolate Judge for various international competitions, including **Academy of Chocolate Awards, International Chocolate Awards** and **Great Taste Awards UK**.

Cherrie has been featured on various TV programs & Magazines both locally and internationally across UK and Asia. She has been regularly invited as a guest speaker in business and chocolate seminars to share her passion towards chocolate, as well as her insights of chocolate trend in European & Asian market.

Her enthusiasm and dedication towards chocolate has been constantly enriching her visions and widening her network across the globe. In 2016, Cherrie has completed The Level 2 Chocolate Tasting Course at International Institute of Chocolate and Cacao Tasting (IICCT), and currently in progress of onboarding to a Tea Sommelier qualification course at UK Tea Academy in 2023.

Thanks to all valuable opportunities working closely with very talented award-winning chocolatiers and pastry chefs around the world, Cherrie has the privilege to learn closely with them and experiment all fantastic chocolate & patisserie creations before its official launch. Years of tasting have trained up her palate to be sensitive and critical for defining chocolate’s profile, tasting notes, its quality and flavour combinations.

With Cherrie’s Asian heritage, alongside with her marketing & branding expertise, Cherrie hopes to introduce remarkable chocolate makers and chocolatiers to the Asian world, while she could also cross introduce exceptional oriental flavours and ingredients to the western world. Having strong bridges built across the chocolate communities, where we can all celebrate each unique creation and chocolate experts’ know-how around the world.

### CONTACT CHERRIE LO:

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# THE CHOCOLATE JOURNEY...

## 2023:

- Interview appearance on Young Post, South China Morning Post – Hong Kong
- Interview appearance on Humus4Change – United Kingdom

## 2022:

- Guest Speaker of "The Science of Chocolate" London Program at US Southwestern University – United Kingdom
- TV Guest Host at "Serrini in UK" at ViuTV – Hong Kong
- Co-hosting Chocolate x Cognac Pairing Tasting Event for HNWIs with LOUIS XIII – United Kingdom

## 2021:

- Guest Host & Chocolate Judge in Informa Markets Business Tradeshow Webinar – Hong Kong | UK | Ecuador | Taiwan | Belgium | Turkey
- Interview appearance on Echelon Magazine – Hong Kong
- Interview appearance & Easter social media campaign on ToucanBox Magazine – United Kingdom
- Interview appearance on Eat Better Travel Better Magazine – United Kingdom

## 2020:

- Interview appearance on Hong Kong Economic Times DIVA Channel Newspaper – Hong Kong
- Interview appearance on Hong Kong Economic Times Newspaper – Hong Kong
- Interview appearance on SCMP South China Morning Post Newspaper – Hong Kong
- Interview appearance as Guest Speaker at "Kid's VIP" at TVB TV – Hong Kong
- Interview appearance as Guest Speaker at "Common Room" at RTHK Radio – Hong Kong
- Interview appearance on Travel+Leisure Magazine – India & Southeast Asia

## 2019: Business Development Manager at Fortnum & Mason (London)

- Interview appearance on MetroPop Magazine – Hong Kong
- First book launch of "CacaoSource", co-written with Alain d'Aboville – available in English & French
- Guest Speaker in Brighton Chocolate Festival – United Kingdom

## 2018:

- Interview appearance as Guest Speaker at "The Green Room – Today's VIP" at TVB TV – Hong Kong
- Interview appearance on HK01 Media Newspaper – Hong Kong
- Interview appearance on CUP Magazine – Hong Kong

## 2017:

- Interview appearance on WOM Guide – Hong Kong

## 2016:

- Guest Speaker at HK Polytechnic University Business School Seminar – Hong Kong
- Guest Speaker at HK University of Science & Technology Business Talk – Hong Kong
- Completed IICCT Chocolate Certificate Tasting Course Level II – United Kingdom

## 2015:

- Co-branding projects & tasting workshops for Pierre Hermé Paris with PERRIER JOUËT CHAMPAGNE, THE GLENIVET WHISKY, LE FRENCH MAY, A. LANGE & SÖHNE, IWC WATCH and more

## 2014: Corporate Sales, Marketing & PR Manager at Pierre Hermé Paris (Hong Kong)

## 2013:

- Co-branding chocolate projects with PEUGEOT, GRAND MARNIER, NESPRESSO, and various luxury fashion labels
- Hosted pastry & chocolate classes with Award-Winning Chefs from France, Italy & Malaysia
- Chocolate tasting workshops for LOUIS VUITTON, CHANEL, JP MORGAN, THE RITZ HOTEL
- Guest Speaker at Chocolate x Whisky Tasting VIP Event at THE HULLET HOUSE

## 2012: Marketing & PR Director at Black N White Chocolate & CHEFS Chocolate School (Hong Kong)

- Interview appearance on Finance TV – Hong Kong
- Interview appearance on HKBN TV – Hong Kong
- Interview appearance on TVB---8 Program on both Shanghai TV and Taiwan TV Channel – China & Taiwan

## 2011:

- Project Managed Hong Kong's first ever Chocolate Sculpture Museum
- Hosted Chocolate x Fashion Shows & Events with Italian luxury lingerie label LA PERLA and other designer brands
- Interview appearance on I---Cable Finance TV News – Hong Kong
- Interview appearance on Shanghai TV Travel Program – China
- Interview appearance on TVB Dessert Program – Hong Kong

## 2010:

- 2 years of co-branding Chocolate x Whisky Pairing Tasting projects with GLENMORANGIE WHISKY
- Interview appearance on Beijing Travel TV Program – China

## 2009: Marketing PR & Event Manager at VERO Chocolates (Hong Kong)

- Started continuously upcoming 5 years journey to manage Celebrity Chef Jeffery Koo's branding & PR activities, company branding of chocolate lounge, cafes, shops & chocolate school – Hong Kong

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