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Pairing wine and food just got a whole lot spicier online

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First he had them pair wine with cheap Chinese food at dai pai dong; now he's doing it with Indian food.

Wine vs Food, the online show created by Chinese-American Gregory Lok, unveiled its second episode last week.

After receiving hundreds of comments, Lok's taken the advice and churned out a leaner, snappier, more entertaining second episode.

The show's goal is to pit wine merchants against each other, tasking them to make unorthodox pairings of wine and food. A panel of everyday joes serve as judges, and the losing wine merchant has to complete a silly, sometimes disgusting, task as punishment.

For episode two, that is drinking leftover wine and eating, supposedly, the hottest chilli in Hong Kong.

Formerly an IBM consultant, Lok decided to quit his cushy 9 to 5 to chase his dreams of becoming an entrepreneur. *Wine vs Food*, which operates under the umbrella company Wine Happy, is Lok's first venture, and he's looking to do more.

He is part of a growing community of young, English-speaking twentysomethings in Hong Kong who have decided to quit their day jobs. With the internet, costs can be kept to a minimum, and Hong Kong provides the perfect backdrop of Western and Eastern culture. Expect more of these young upstarts to provide out-of-the-box entertainment. To watch episode two, visit www.winehappy.com.

Send tips, tickets and invitations to cityseen@scmp.com.