

Press Release

**SJM Supports “International Cities of Gastronomy Fest, Macao”
to Enhance Identity as a “Creative City of Gastronomy”**

(Macao, 23 June 2024) SJM Resorts, S.A. (SJM) is pleased to take part in the **International Cities of Gastronomy Fest, Macao**, organised by the Macao Government Tourism Office (MGTO) and held in collaboration with multiple cities of Gastronomy of the UNESCO Creative Cities Network (UCCN). The event was held at Roman Amphitheatre Square and Legend Boulevard of Macau Fisherman’s Wharf. From 14 to 23 June, SJM engaged as a key participant in the largest international food culture event ever held by MGTO, conceived in tribute to the 25th Anniversary of the Establishment of the Macao SAR. SJM showcased its culinary offerings and expertise from its chef teams in the “International Gastronomy Promenade”, “International Gastronomy Forum, Macao” and “City of Gastronomy Showcase,” providing visitors with an authentic taste of Macau’s rich cultural palate, and shine a light on Macau’s integrated tourism and leisure industry on the global stage.

International Gastronomy Promenade: A Feast of Flavours

From June 14 to 23, daily from 3:30 p.m. to 10:00 p.m., SJM operated a food showcase. The booth’s design reflected the grand architecture of the Grand Lisboa Palace Resort Macau and Grand Lisboa Macau. The stall offered a selection of Chinese and Western street foods, desserts, and beverages such as Ice Cream with Churros, Braised Beef Brisket with Turnip, and traditional Sesame Rolls. In addition, a variety of flavourful SJM house-branded sauces, hampers, gift boxes, and cookie sets, also went on sale.

International Gastronomy Forum, Macao: Embracing Mindful Dining

On 17 June, from 10:00 a.m. to 1:00 p.m., the discussions featuring global culinary and business experts from Creative Cities of Gastronomy was held. Mr. Jeremy Evrard, Vice President of Signature Restaurants Operations at SJM, participated in these dialogues, focusing on the intersection of gastronomy and wellness. He explored how the modern practice of mindful eating, by engaging all senses and adopting a renewed appreciation for food, can promote healthy eating habits and sustainability for the planet.

City of Gastronomy Showcase: Culinary Mastery Meets Cultural Heritage

World-renowned chefs came together to display their culinary prowess. Representing SJM, Head Chef Herlander Fernandes from the Mesa by José Avillez at THE KARL LAGERFELD MACAU led a culinary demonstration on 19 June at 4:35 p.m., featuring iconic Portuguese dishes such as Atlantic Fish and Clams Stew with Rice, and Creamy Codfish with Eggs. He also introduced the historical significance of these dishes, offering tastings that revealed the quintessence of Portuguese culinary traditions.

SJM hosted an inspiring culinary exchange session at the Mesa by José Avillez located within THE KARL LAGERFELD MACAU. This event on 21 June from 3:00 p.m. to 5:30p.m., spotlighted a dynamic collaboration between Head Chef Fernandes and the distinguished guest chef Beatriz Villanueva Salas from Peru, known for her creative reinterpretations of traditional dishes. The chefs shared their diverse cultural insights,



culinary philosophies, and the importance of using sustainable ingredients with approximately 30 local high school students and university students interning at the resort who attended the session. This was followed by a live cooking demonstration showcasing a sustainable dish – Scrambled Chuño and Confit Codfish, aimed at enhancing the students’ understanding of international culinary arts and highlighting the vital link between cuisine and environmental stewardship.

SJM continues to uphold its commitment to supporting the Macao SAR Government’s “Gastronomy + Tourism” initiative. Leveraging its longstanding legacy of fine-dining excellence and expertise in managing starred establishments, SJM is actively enhancing its culinary offerings. This includes regularly hosting collaborative events like “SJM Chefs’ Table: A Symphony of Senses” with internationally renowned chefs and broadening its range of restaurant outlets to appeal to a more diverse customer base. Dedicated to highlighting Macau’s distinct allure as a UNESCO-designated Creative City of Gastronomy, SJM aims to firmly establish Macau as a premier food destination, and boost international interest through gastronomy tourism.



From June 14 to 23, SJM operated a food showcase at Roman Amphitheatre Square and Legend Boulevard of Macau Fisherman's Wharf, offering a selection of Chinese and Western street foods.



Mr. Jeremy Evrard, Vice President of Signature Restaurants Operations at SJM, participated in the discussion of International Gastronomy Forum and share his experience of promoting healthy eating habits and sustainability for the planet on 17 June.



Mr. Herlander Fernandes, Head Chef from the Mesa by José Avillez at THE KARL LAGERFELD MACAU led a culinary demonstration on 19 June.



SJM hosted an inspiring culinary exchange session at the Mesa by José Avillez on 21 June, sharing food culture with approximately 30 local high school students and university students interning at the resort.