



Press Release

SJM Showcases Macau's Culinary Spirit at the 2025 International Cities of Gastronomy Fest Macao

Promoting Macau's Culinary Culture and Continuing the Legendary Cuisine of the Lisboa Brand

(Macau, 11 July 2025) SJM Resorts, S.A. ("SJM") will participate in and support the "2025 International Cities of Gastronomy Fest Macao" from 11 to 20 July, organised by the Macao Government Tourism Office. As a leader in Macau's dining scene, SJM has long been committed to fostering the development of "tourism + gastronomy", expanding its culinary footprint from Michelin-starred restaurants to authentic local favourites. The festival provides a prime platform to spotlight Macau's status as a "Creative City of Gastronomy" while bringing SJM's diverse culinary experiences into the community, inviting residents and visitors to savour the rich dining culture and heritage that the Lisboa brand has cultivated over the years.

Signature Bites and Sam the Rooster Collectibles

SJM's booth at the "International Gastronomy Promenade" will feature crowd-pleasing bites from its restaurants alongside signature snacks and Sam the Rooster merchandise. Highlights include Summer chilled abalone, Shrimp and Pork Summer Roll in Vietnamese Style, Baked crab cakes with lemon mayonnaise, Sam's red bean taiyaki, hand-shaken lemon tea, and a playful selection of SJM's mascot "Sam the Rooster" merchandises. On-site dining voucher discounts and exclusive offers will further encourage residents and visitors to explore and enjoy the experience.

Time: Monday to Friday, 15:30-22:00; Saturday and Sunday, 15:00-23:00

Location: Roman Amphitheatre Square and Legend Boulevard of Macau Fisherman's Wharf

A Culinary Conversation on History and Development

On 14 July, the "International Gastronomy Forum" will centre on the theme "The Spice of Life: Macau's Culinary Connections". Turkish chef, Murat Kara, Chef de Cuisine at Grand Lisboa Palace Resort Macau will join industry experts from across Asia to explore the historical significance of spices and the evolving landscape of fusion cuisines. With over 30 years of international fusion cooking experience, Chef Murat is known for bringing Middle Eastern and Asian flavours together, offering unique perspectives on spice-led culinary stories and the layered dimensions they bring to dining.

Time: 10:10-10:55

Location: Convention and Exhibition Centre, Macau Fisherman's Wharf

Authentic Turkish Flavours in a Close-up

On 16 July, Chef Murat will demonstrate live cooking with his skills, weaving dishes with a creative blend of spices and herbs commonly used in local cuisine, preparing two classic Turkish dishes: Tavuk Shish (grilled chicken skewers) and Muhammara (red pepper and walnut dip). Chef Murat is looking forward to introducing authentic

Turkish flavours to Macau, further fostering gastronomic exchange between Macau and other creative cities of gastronomy.

Time: 17:45-18:30

Location: Main Stage, Macau Fisherman's Wharf

Nurturing the Next Generation of Local Talent

SJM will organize a Culinary Exchange and Training Program, offering students from local middle school and vocational schools hands-on learning opportunities through the program led by Chef Herlander Fernandes, Head Chef of Mesa by Jose Avillez and guest chef Arnon Wongchiang from Phetchabun, Thailand. Chef Herlander is renowned for his contemporary interpretations of Portuguese cuisine, guiding learners towards a deeper understanding of the uniqueness of local and international cuisines, encouraging creativity and cultural exchange while preparing young talents to shape the future of Macau's culinary industry.

SJM warmly invites residents and visitors to visit its booth during the festival to discover the creativity, flavours and cultural connections that define Macau as a "Creative City of Gastronomy".

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Murat Kara, Chef de Cuisine at Grand Lisboa Palace will participate in a panel discussion at the International Gastronomy Forum, sharing Turkish culinary perspectives with industry peers.



Chef Herlander Fernandes from Mesa by Jose Avillez will provide vocational students with hands-on training at Culinary Exchange and Training Program.