

PRESS RELEASE

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**“SJM Asia Top Sommelier Summit 2025” Concludes with Distinction
in Macau**

Organised by the Asia Wine Institute and co-hosted and title-sponsored by SJM Resorts, S.A. (“SJM”), the “SJM Asia Top Sommelier Summit 2025” was successfully held from 15 to 17 October at Grand Lisboa Palace Resort Macau and the Macau Tower Convention and Entertainment Centre, further reinforcing Macau’s role as a key hub for wine culture exchange in Asia.

On 16 October, the “AWSA: China Wine Carnival” invited 60 sommeliers from around the world to serve as judges for the “AWSA-SOMM Asia Sommeliers – China Wine & Spirits Awards.” The judging panel included several Master Sommeliers and industry experts, who evaluated entries based on terroir expression, winemaking quality, tasting complexity, and market potential. The event aimed to enhance the international visibility of Chinese wineries and foster deeper engagement between Asian sommeliers and the local wine industry. This year’s carnival attracted 34 Chinese wineries and presented more than 100 awards. Winning wineries came from Ningxia, Xinjiang, Yantai and Yunnan, showcasing the diversity and excellence of China’s wine-producing regions. Drawing more than 250 industry guests and wine enthusiasts, the carnival fostered a vibrant atmosphere, reflecting the dynamic growth and global interest in China’s wine sector.

The opening ceremony of the “SJM Asia Top Sommelier Summit 2025” was held on the morning of 17 October at the Macau Tower Convention and Entertainment Centre. Distinguished guests in attendance included Mr. Cheng Wai Tong, Acting Director of the Macao Government Tourism Office; Mr. Bernardo Pinho, Vice-Consul (Trade and Investment) of Consulate General of Portugal in Macau and Hong Kong; Ms. Gloria Chak, Manager of Convention and Exhibition Industry Development Division of Macao Commerce and

Investment Promotion Institute; Mr. Gerard Walker, Chief Hospitality Officer of SJM; Mr. Brian Julyan MS, President of the Court of Master Sommeliers; Mr. Tommy Lam, Founder of the Asia Wine Institute; and Mr. Robert Hirst, Founder of China's Wine List of the Year Awards.

Ms. Daisy Ho, Managing Director of SJM, remarked, "SJM has proudly co-hosted and sponsored the Asia Top Sommelier Summit for three consecutive years. The event has grown into one of the region's most influential industry platforms, contributing meaningfully to professional exchange, talent development and international business cooperation. We firmly believe that wine and gastronomy are powerful levers for attracting high-value visitors and enriching Macau's tourism offerings. Through initiatives like this, we continue to enhance the city's appeal as a UNESCO 'Creative City of Gastronomy' while elevating its standing as a 'World Centre of Tourism and Leisure.'"

Mr. Tommy Lam, Founder of the Asia Wine Institute remarked, "I extend my heartfelt appreciation to SJM for their continued support and trust over the past three years. Macau, as a vital gateway between China and the global wine community, offers a rich historical foundation and a culinary landscape shaped by Portuguese heritage. This unique cultural setting has provided sommeliers, experts, and industry leaders from over 30 countries and regions with a deeply immersive and complete experience. Through professional evaluation, knowledge exchange, and industry dialogue, the summit has further reinforced Macau's role as a central hub for wine culture in Asia."

The summit featured a series of key events, including forums, masterclasses, the final of the "17th China National Sommelier Competition," the "13th China's Wine List of the Year Awards" Ceremony, and a gala dinner. The forums welcomed over 30 wine professionals from Mainland China, Hong Kong, Macau, Taiwan, Korea, Japan, the Philippines, Indonesia, Singapore, Malaysia, Thailand, India, and Kazakhstan to discuss industry trends and regional developments. Mr. Arménio Costa, International Executive Manager of Amorim—the world's leading cork producer—was invited as keynote speaker. The summit attracted over 200 industry participants.

Eight masterclasses were held concurrently during the summit, covering vertical tastings, terroir exploration, and varietal analysis. The sessions were rich in content and insight,

drawing over 150 wine enthusiasts and professionals. Guest speakers included Christelle Chene (Xige Estate), Helen Lu (Longting Winery), Li Guo (Silk Road Winery), Charles Treutenaere and Liyin Shao (Domaine de Long Dai), Steven Yin (Legacy Peak 1246), Yong Fan (Château Mihope), and Merak Chan (Ducru Beaucaillou).

The final of the “17th China National Sommelier Competition” brought together 10 outstanding sommeliers from across China to compete on stage, demonstrating exceptional technical skills and adaptability. Contestants showcased their strengths in wine analysis, food pairing, service procedures, and scenario response, reflecting the professionalism and versatility of the new generation of sommeliers. The judging panel comprised international sommeliers and industry experts, who evaluated performances with rigorous standards. The competition drew over 200 guests and wine enthusiasts, highlighting the appeal and influence of the sommelier profession.

Immediately following the competition, the “13th China’s Wine List of the Year Awards” Ceremony celebrated excellence in wine curation across restaurants, hotel groups, bars, and clubs. Approximate 300 awards were presented, with 65 establishments receiving the highest honor of the “Three Glasses Award.”

During the summit’s gala dinner, several major accolades were presented, including Amber receiving China’s Wine List of the Year – Hong Kong, Macau & Taiwan and Blackswan receiving China’s Wine List of the Year - Mainland China. The winners of the “17th China National Sommelier Competition” were also announced, Karl Mo was named this year’s Champion.

The “SJM Asia Top Sommelier Summit 2025” not only fostered meaningful exchanges between China’s wine industry and the international sommelier community, but also highlighted the vitality and potential of the sector through professional evaluation, knowledge sharing, and cultural celebration. The Asia Wine Institute and SJM will continue to work together to promote wine culture and further strengthen Macau’s position as a leading center for wine exchange in Asia.



The opening ceremony of the “SJM Asia Top Sommelier Summit 2025” was held on 17 October at Macau Tower.



Mr. Tommy Lam, Founder of the Asia Wine Institute, delivered opening remarks at the summit.



Mr. Gerard Walker, Chief Hospitality Officer of SJM, delivered his welcome speech at the opening ceremony.



10 finalists of the “17th China National Sommelier Competition” showcased their skills in a high-level professional contest.



The “SOMM100” graduation ceremony took place during the Summit Awards Dinner, marking the students’ official entry into the wine profession.



Karl Mo claimed the championship title at the “17th China National Sommelier Competition”.