



Press release

**SJM and Whisky Magazine Toast to Success of
First Whisky Live in Macau**

Attracting Over a Thousand Whisky Enthusiasts to Grand Lisboa Palace

(Macau, 13 October 2024) The first-ever Whisky Live Macau 2024, co-organised by SJM Resorts, S.A. (“SJM”) and Whisky Magazine, supported by Macao Government Tourism Office and Commerce and Investment Promotion Institute, successfully concluded on 13 October. The three-day event attracted over a thousand local and international attendees to the Grand Lisboa Palace Resort Macau, where they savoured top-tier whiskies and exquisite cuisines from over 40 exhibitors. By bringing this international branded event to Macau for the first time, SJM aims propel the diverse development of Macau’s “Tourism + Gastronomy” sector, contributing to Macau’s reputation as a “Creative City of Gastronomy.”

Mr. Eddie Chui, Executive Director of Whisky Magazine HK & Macau Edition expressed in his speech at the Welcome Dinner, “We were honoured to partner with SJM for the inaugural Whisky Live Macau 2024. This event showcased whiskies from different countries and regions, allowing visitors to appreciate their unique qualities. Attendees also had the opportunity to participate in a variety of activities, including masterclasses, pairing dinners, special cocktails, and live musical performances. The success of this event marks a significant milestone for Macau in the global whisky industry. Through Whisky Live Macau, we aim to highlight the diversity and uniqueness of whisky while promoting whisky culture in our vibrant tourist city!”

Ms. Daisy Ho, Managing Director of SJM stated, “Celebrated as a ‘Creative City of Gastronomy,’ Macau delights with its vibrant wine and dine scene, where SJM leads with our MICHELIN Starred restaurants, Asia’s premier wine cellars, and distinctive ‘Tourism + Gastronomy’ events. With this new collaboration with Whisky Magazine, we hope to open up a new world of refined tastes into the realm of whisky. We aim to continue attracting a wider audience to Macau through gastronomy and contribute to our city’s reputation as a ‘World Centre of Tourism and Leisure.’”

Culinary Delights at Extravaganza in the City

From 11 to 13 October, the Grand Lisboa Palace, with the opulent ambiance of The Grand Pavilion, provided an unrivalled setting for Whisky Live Macau 2024. Guests were treated to a one-stop exploration of over 300 meticulously curated whiskies, including creations from renowned global brands and distilleries, independent bottlings, brands debuting in Macau like whiskies from the Denmark’s Copenhagen Distillery and Hokkaido’s Akkeshi Distillery, and rare original bottlings such as Port Ellen and Karuizawa. The highly collectible, limited-edition “The Akkeshi Single Malt Blender’s Choice Whisky Live Macau 2024 Special Edition” was a popular purchase. Guests roamed between the booths of fine whiskies and gourmet foods, savouring the precious spirits while enjoying the delicacies from the UK and Scotland, including premium meats, cheeses, and seafood. They also engaged with renowned whisky producers, whisky masters, and brand ambassadors in an unprecedented journey of taste.



Multi-Sensory Enjoyment at Cocktail Garden

During the event, guests enjoyed expertly crafted whisky cocktails and spirited concoctions by top mixologists in a romantic European garden setting of Jardim Secreto. Among the highlights were several visually and flavourfully captivating cocktails specially designed by Frederick Ma, Resort Master Mixologist at Grand Lisboa Palace. Live DJ sets and music performances captivated the crowd, with standout shows by the Quartet presented by renowned jazz pianist Ted Lo and master of jazz and Latin music performer Dr. Joao Mascarenhas elevating the atmosphere. These exquisite performances attracted guests to take photos, enjoying the ultimate visual and culinary feast.

Masterclasses in Whisky Draw Full Houses

Fourteen masterclasses led by whisky experts from around the world were fully booked, immersing both seasoned connoisseurs and novices in the allure of whiskies from various ages and regions. Participants described the masterclasses as a taste-driven journey around the world, expanding their understanding and appreciation of global whisky cultures.

Multiple Hotel Packages for Diving into the World of Whisky

During this exciting event, SJM offered a variety of sought-after hotel packages, allowing guests to dive into the world of whisky. These packages not only include tasting tokens but also provide luxurious accommodation at its iconic hotel towers, along with exclusive privileges. Whisky enthusiasts can fully immerse themselves in a world of indulgence with friends and family, while experiencing the diverse tourism offerings of Macau.

Whisky Live Macau 2024 is more than an annual celebration of whisky culture; it exemplifies SJM's ongoing commitment to supporting the synergistic growth of Macau's "Tourism + Gastronomy." By supporting, hosting and participating in international events that fuse fine drinks, gourmet food, arts and culture, SJM aims to offer novel leisure experiences for residents and tourists alike, and solidifying Macau's status as a "World Centre of Tourism and Leisure."

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Guests enthusiastically explore top-tier whiskies from around the globe at various booths during Whisky Live Macau 2024.



Participants enjoy a diverse feast of flavours and live music performances, immersing themselves in a multi-sensory journey.



Whisky aficionados intently learn from experts at the masterclasses, gaining insights into the craft and heritage behind different spirits.



Visitors relax in the Jardim Secreto, savouring whisky concoctions crafted by top mixologists.



Wine enthusiasts interact with industry experts from around the globe, discussing the distinctive flavours and stories behind various whiskies.