

Press Release

SJM and Whisky Magazine Unveil Whisky Live & Fine Spirits Macau 2025

*An Annual Extravaganza at Grand Lisboa Palace Featuring Asia's Top Bars,
Masterclasses, Live Performances, and Whisky Pairing Menus*

(Macau, 2 December 2025) Whisky Live & Fine Spirits Macau 2025 was successfully held at Grand Lisboa Palace Resort Macau, co-presented by SJM Resorts, S.A. ("SJM") and Whisky Magazine, with the Macao Government Tourism Office and the Commerce and Investment Promotion Institute as supporting units. This year's edition brought together more than 80 global brands and over 500 whiskies and fine spirits, featuring international creators, Asia's leading bars and mixologists, and whisky enthusiasts, and attracting over a thousand local and international attendees. By bringing this internationally renowned event back to Macau, SJM aims to propel the diverse development of Macau's "Tourism + Gastronomy" sector, contributing to Macau's reputation as a "World Centre of Tourism and Leisure."

The event was officially launched at The Grand Pavilion, attended by distinguished guests including Ms. Maria Helena de Senna Fernandes, Director of the Macao Government Tourism Office; Mr. Gerard Walker, Chief Officer of Hospitality of SJM; and Mr. Nicholas Siu, Executive Director of Whisky Magazine HK and Macau.

Ms. Daisy Ho, Managing Director of SJM, commented, "Through events like Whisky Live, SJM is proud to add depth to Macau's identity as a 'Creative City of Gastronomy,' bringing together masters of the culinary craft from around the globe, firmly positioning Macau as a regional hub of gastronomy excellence and highlighting its culinary heritage as a fascinating crossroads of culture and style."

Mr. Nicholas Siu, Executive Director of Whisky Magazine HK and Macau, expressed, "We are honored to partner with SJM for the second consecutive year to host this international whisky extravaganza at Grand Lisboa Palace, establishing Macau as a key stage for global whisky culture. This year features an even greater collection of worldclass whisky brands, along with tasting sessions, creative cocktail pop-ups, and exciting interactive experiences, allowing every participant to deeply experience the diverse charm of whisky."

The Whisky Live & Fine Spirits Macau 2025 featured whiskies from Scotland, continental Europe, North America, and the Asia Pacific region. Guests sampled a diverse mix of aged single malts, creative cask finishes, boutique releases, and premium portfolios from major international spirits houses. Alongside the main tasting experience, masterclasses—led by experts from renowned distilleries, including Glenfarclas, Elixir Distillers, La Maison du Whisky, and Threefold Distilling—offered guests a rare chance to learn about whisky culture and sample from some of the most influential names shaping Scotch whisky today, marking a perfect end to this year's event.

Making its debut, the high-energy Asia Bar Show became the highlight of the event. Twelve of Asia's leading bars, including Mesa Bar, Hope & Sesame Group, Carrots Bar, To Infinity and Beyond, The Opposites, and Two Moons, took centre stage one after another. Steady crowds gathered to sample their signatures and limited-run cocktails created exclusively for

the event. Complementing the tasting experience, energetic music performances by Hong Kong's popular Cantopop DJ duo Beat Friday, alongside jazz legend Eugene Pao and his quartet, filled the venue with rhythm and flair.

Beyond the show floor, SJM has extended the Whisky Live experience to its restaurants through a collection of pairing menus available through February 2026. Contemporary Portuguese cuisine at Mesa by José Avillez is matched with rare Scotch single malts, while Italian fine dining at Don Alfonso 1890 is paired with the richness of Woodford Reserve Bourbon and the expressive character of GlenDronach. At The Kitchen, the menu is perfectly complemented by distinctive whiskies from Komagatake, Akkeshi, and Shindo. Hua Ting's refined Shanghainese cuisine is elevated with the smoky complexity of Bowmore. Together, these menus offer an all-rounded exploration of whisky culture and highlight the sophistication of Macau's dining scene.

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Guests explored meticulously curated whiskies from over 80 global exhibitors at Grand Lisboa Palace.



Twelve of Asia's leading bars crafted exclusive cocktails at the Asia Bar Show.



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



Visitors attended masterclasses and gained insights into the craft and heritage behind different spirits from specialists.