

Press Release

SJM Asia Top Sommelier Summit 2024 Returns to Macau in October

Bringing Top Wine Mastery and Propelling “Gastronomy + Tourism”

(Macau, 24 September 2024) Title-sponsored by SJM Resorts, S.A. (“SJM”), and co-organised with the Asia Wine Institute (“AWI”), the “Court of Master Sommeliers Certified Program” and the “SJM Asia Top Sommelier Summit 2024” will proudly return to Macau this October. Building on the momentum of last year’s inaugural success, this second edition promises compelling content, including masterclasses, certification training, wine carnival, and distinguished sommelier and wine awards. Set to be held at Grand Lisboa Macau and the Macau Tower Convention and Entertainment Centre from 14 to 18 October, the summit will bring together foremost experts from the wine and sommelier communities in a cornerstone event for the global wine industry, which underscores Macau’s status as a UNESCO “Creative City of Gastronomy.”

The series of event will commence with the “Court of Master Sommeliers Certified Program” at Grand Lisboa from 14 to 16 October 2024. Established in 1977, the Court of Master Sommeliers (“CMS”) accreditation is recognised as a benchmark of excellence in the wine and hospitality industries, representing the pinnacle of sommelier expertise. Participants will engage in two days of international sommelier program followed by rigorous examinations and a certificate presentation on the third day. This esteemed credential, which sets the global standard for beverage service, not only elevates the quality of wine service in restaurants and hotels worldwide but also significantly shapes the professional landscape for sommeliers.

On 17 October, the Opening Ceremony of the “SJM Asia Top Sommelier Summit 2024” will take place at Macau Tower, featuring industry experts who will discuss future trends and opportunities in the wine sector. Following the ceremony, the “AWSA: Chinese and Portuguese Wines Carnival” will present a diverse selection of premium wines from around the globe, including notable offerings from China and Portugal. Attendees will have the chance to explore the rich wine regions—sampling robust reds, crisp whites, and exquisite Ports from renowned wineries such as Longting and Legacy Peak from China, as well as Quinta do Crasto and Niepoort from Portugal—through expert-led tastings and seminars, fostering a deeper appreciation and understanding of Chinese and Portuguese wine cultures among the enthusiasts. Meanwhile, the “16th Asia Wine Spirits Awards by Sommeliers” (“AWSA-SOMM”) will be held on the same day. The event will feature a selection of premium Chinese wines, chosen by professional sommeliers, all tailored to consumer preferences and offering extraordinary flavours.

On 18 October, the summit will continue with a series of masterclasses led by esteemed wine experts. The afternoon will highlight the 16th edition of the “China National Sommelier Competition,” the longest-running event of its kind in China since 2009. Ten top contestants from the preliminary match will compete for top honours in this prestigious competition, showcasing their skills before an audience of industry elites.

The day will conclude with the prestigious “12th China’s Wine List of the Year Awards,” dubbed as the “China Wine Lists Oscar,” taking place at the Macau Tower. This notable event celebrates outstanding wine lists from a variety of venues, ranging from fine dining restaurants to contemporary wine bars. It has played a significant role in enhancing the quality of wine offerings and recognising talented sommeliers across China. Judged by a respected panel of both international and Chinese wine experts, this ceremony is a key event in China’s wine and hospitality calendar.

SJM is a trailblazer in Macau’s culinary scene, celebrated across Asia for its distinguished dining destinations complemented by Asia’s most extensive wine collection. By co-organising the “Asia Top Sommelier Summit” and bringing this esteemed event to Macau, SJM aims to provide guests with unparalleled dining experiences and promote a culture of excellence in the local hospitality sector. Through such collaborations, SJM also continues to bolster its reputation as a hub of gastronomic sophistication, drawing an international audience of discerning enthusiasts and broadening Macau’s allure as a “World Centre of Tourism and Leisure.”

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SJM

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