

Press Release

**SJM Concludes Successful Participation in
“2025 International Cities of Gastronomy Fest Macao”**
Advancing the Integration of “Tourism + Gastronomy”

(Macao, 25 July 2025) SJM Resorts, S.A. (“SJM”) proudly supported the “2025 International Cities of Gastronomy Fest Macao,” an event organised by the Macao Government Tourism Office. As a longstanding pioneer in Macau’s integrated tourism and leisure industry, SJM drew on the rich culinary legacy of the Lisboa brand to present a dynamic showcase of gastronomic excellence. This included a dedicated booth featuring signature SJM delicacies for locals and tourists, hosting culinary workshop with international chef for students, and participating in professional forums and culinary demonstrations. These activities highlighted the powerful synergy between tourism and gastronomy, further enhancing Macau’s reputation as a UNESCO Creative City of Gastronomy and solidifying its position on the global culinary stage.

During the “2025 International Cities of Gastronomy Fest Macao, SJM’s Sam the Rooster’s themed booth was a popular spot along the International Gastronomy Promenade. Its tempting array of Macanese specialties and signature dishes from SJM restaurants drew enthusiastic crowds. Many stopped to snap photos and savour the delicious food, creating lasting moments. The booth also offered a range of dining discount vouchers and shopping incentives, offering locals and visitors a diverse culinary experience that reflects the Lisboa brand’s long-standing dedication to gastronomic excellence.

To further showcase SJM’s unique charm as a “Creative City of Gastronomy,” SJM’s Turkish Chef De Cuisine at Grand Lisboa Palace Resort Macau, Murat Kara, participated in the “International Gastronomy Forum, Macao” and “City of Gastronomy Showcase” on 14 and 16 July. Chef Kara showcased his culinary expertise by preparing two Turkish dishes with vibrant blends of spices and herbs, earning high praise from onsite visitors. He also discussed the role of spices in culinary culture with industry experts, examining the historical heritage and emerging trends of global gastronomy. These exchanges deepened international culinary dialogue and highlighted Macau’s unique position and great potential as a meeting point of Eastern and Western food cultures.

On 17 July, Chef Herlander Fernandes of “Mesa by Jose Avillez” also teamed up with celebrated Thai chef Arnon Wongchiang to lead a significant Cultural Culinary Exchange Programme. The workshop offered valuable hands-on learning for nearly 40 students from local vocational and secondary schools, nurturing the future pillars of Macau’s hospitality industry. Guided by the two chefs, participants explored classical techniques with innovative twists and gained practical kitchen experience, developing an appreciation for the unique charms of both local and international cuisines. This experience inspired creative culinary thinking and fostered exchange and interaction.

The “2025 International Cities of Gastronomy Fest Macao” deepened residents’ and tourists’ understanding of Macau’s culinary scene and generated new development opportunities for the industry. SJM remains committed to enriching Macau’s gastronomic scene through new dining experiences, fostering international culinary exchange, and investing in youth development—contributing to the Macao SAR Government’s broader vision of economic diversification. As an industry leader, SJM will continue to celebrate Macau’s East-meets-West culinary heritage and promote the city’s development as a “World Centre of Tourism and Leisure.”

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Photo Captions:



SJM’s “Sam the Rooster”-themed booth drew large crowds eager to savour an array of global flavours.



On 14 July, Chef De Cuisine Murat Kara from Grand Lisboa Palace spoke about the trends of global gastronomy on the “International Gastronomy Forum, Macao” panel.



On 16 July, Chef Kara presented a live Turkish cooking demonstration at “City of Gastronomy Showcase.”



On 17 July, students watched attentively as Chef Herlander Fernandes and celebrated Thai Chef Arnon Wongchiang led a Culinary Exchange Program.