

Press Release

**SJM Champions Macau's Gastronomic Identity
at the 2026 International Cities of Gastronomy Fest Macao**

***Bringing Macau's Culinary Heritage to the World While Shaping a
Sustainable Gastronomic Future for the Next Generation***

(Macao, 26 March 2026) — SJM Resorts, S.A. ("SJM") continued its steadfast support for the International Cities of Gastronomy Fest Macao, recognising the event as a vital platform for elevating Macau's status as a UNESCO Creative City of Gastronomy. This year, SJM once again reaffirmed that commitment by participating as a partnering entity in the "2026 International Cities of Gastronomy Fest Macao" organised by the Macao Government Tourism Office ("MGTO"), from 20 to 29 March, bringing together cities from across the UNESCO Creative Cities Network. Through a vibrant array of activities, SJM sought not only to highlight both its own culinary excellence and Macau's distinctive food culture to a broader audience but also to celebrate the creativity, flavours, and cultural connections that define Macau as a truly remarkable gastronomic destination.

At the 10-day Fest held at Macau Fisherman's Wharf, SJM's booth at the "International Gastronomy Promenade" welcomed visitors with an enticing selection of gourmet offerings inspired by some of its most acclaimed restaurants. Featured highlights included Homemade X.O. Mushroom Sauce from Grand Lisboa, Spicy Dried Shrimp and Spring Onion Sauce from Hua Ting, and a variety of crowd favourites such as Sam's Matcha Taiyaki, Lobster Bun, Braised Spicy Chicken Wings, and hand-shaken Lemon Teas in assorted flavours—each representing the diverse culinary influences that have shaped Macau's gastronomic heritage. A line of themed merchandise featuring SJM's beloved mascot, Sam the Rooster, was also available. Adding to the lively ambience, Sam himself, dressed in chef attire, made engaging appearances that delighted both residents and tourists.

Inspiring the Next Generation Through Green Gastronomy

Central to SJM's participation is its belief that nurturing future culinary talent is essential to sustaining Macau's UNESCO City of Gastronomy legacy. In line with this vision, SJM hosted a themed seminar and cooking workshop titled "Cuisine for a Green Future" for over 30 secondary school students from Escola dos Moradores de Macau at Casa Don Alfonso inside Grand Lisboa Macau.

Led by Alessandro Persico, Chef de Cuisine at Casa Don Alfonso, and renowned Italian chef El Mehdi El Omari from Bergamo, the seminar aims to inspire students to consider the environmental impact of their food choices and to envision a more sustainable future for gastronomy. Building on the ideas sparked in the seminar, students then joined a



hands-on workshop where they learned to creatively repurpose leftover ingredients into new delicious dishes — empowering the younger generation with practical culinary skills and fostering an eco-conscious mindset that will help carry forward Macau's gastronomic story.

Promoting Cross-Cultural Culinary Exchange

SJM also used the Fest as a stage for meaningful culinary exchange. Pasu Chiu, Chef de Cuisine of Grand Lisboa Macau, presented a live cooking demonstration on the Fest's Main Stage, offering a creative reinterpretation of the classic Portuguese dish *Bacalhau à Brás*. Drawing on nearly three decades of culinary experience, Chef Pasu shared the techniques, inspiration, and cultural narratives behind this beloved heritage dish, illustrating how Macau's unique blend of Chinese and Portuguese culinary traditions continues to evolve while remaining deeply rooted in its history.

That spirit of cross-cultural exchange extended further through the participation of Huang Zheng Tao, Bartender from GLP Café, who showcased her award-winning craft in brewing authentic Hong Kong-style milk tea at the Fest's community venue at NAPE. A true artisan of a beverage that forms an integral part of the Greater Bay Area's shared gastronomic identity, Huang earned the Macau Division Champion title and Greater Bay Area Runner-up honour at the Kum Cha Competition 2025. During her showcase, she shared the origins of Hong Kong-style milk tea, her competition journey, and the closely guarded brewing secrets behind her celebrated technique.

The “2026 International Cities of Gastronomy Fest Macao” not only enhanced residents' and visitors' understanding of Macau's culinary culture but also created new opportunities for the local dining industry. Going forward, SJM will continue to expand its culinary offerings by creating innovative dining experiences, fostering international culinary exchange, and nurturing local talent. Through gastronomy, SJM aims to share Macau's unique story of East-meets-West cultural fusion, further strengthening the city's reputation as a UNESCO Creative City of Gastronomy and supporting Macau's development as a World Centre of Tourism and Leisure.



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