

DFS celebrates 10th Masters of Wines and Spirits in Macau



The 10th Masters of Wines and Spirits showcased products from 65 houses

DFS Group, in partnership with City of Dreams Macau, opened its 10th annual Masters of Wines and Spirits exhibition at T Galleria by DFS, Macau, City of Dreams on March 18.

The exhibition featured an exclusive collection of more than 100 of the world's rarest fine wines, spirits and Champagnes from 65 world-renowned brands and houses as well as an experiential tasting gala event to celebrate the 10th anniversary of the retailer's renowned Masters series in the wines and spirits category.

Celebrated for its curation of products, the majority of which are limited edition or exclusive to DFS, Masters of Wines and Spirits celebrates the world's finest industry expertise, as well as the knowledge of DFS' merchant teams, who develop products specifically for Masters of Wines and Spirits.

On March 18, media guests were invited to a welcome dinner, hosted by DFS and City of Dreams Macau, which took place at the award-winning French bistro L'ATTITUDE. Lauded for her contemporary French cuisine, Head Chef Safa Rodas curated a bespoke menu using seasonal produce specially for the event.

More than 250 guests explored two floors spanning six zones, each featuring a category: Champagne, Single Malt Whisky, Armagnac/Cognac, Whiskies of the World, New World Wine and Old World Wine.

Guests tasted products curated by DFS, while surprise roving performances on the staircase invited them to explore the upper floor for further experiences and showcases. For viewers seeking to understand more product details, QR codes were placed throughout the exhibition.

Throughout the weekend, guests were invited to take part in Masterclasses. Celebrated brands such as The Macallan, Hennessy and Veuve Clicquot put on sensorial and experiential events, hosted either in person or virtually by Master distillers, blenders, wine makers and ambassadors.

Targeting mainland Chinese customers

The Masters of Wines and Spirits pop-up, which is open to the public and housed exclusively at City of Dreams Macau, gives shoppers and browsers alike the opportunity to learn about the masterpieces curated for this Masters series. In addition, The Masters Bar will be open throughout the months of March and April, bringing exclusive tastings, activations and guest bartenders exclusively to City of Dreams Macau.

Christophe Marque, President Merchandising, DFS Group, said: “It has been a privilege for us to guide each edition of Masters of Wines and Spirits so that it evolves alongside the tastes and desires of our discerning customers. For this landmark edition, as well as curating an unparalleled array of exclusive products across the wines and spirits categories, we have also chosen to debut the event in Macau to meet the growing demand of our valued mainland Chinese customers.”

This year’s Masters of Wines and Spirits curated collection will be available for preview and purchase at T Galleria by DFS, Macau, City of Dreams from February to April. Over this period, special activations and product displays will be showcased across the store.