



Broadway Macau's Month-Long Street Food Festival Begins April 19

Macau, Special Administrative Region of the People's Republic of China, (April 8, 2019) – Following the tremendous success of its Local Culture & Food Festival last year, Galaxy Entertainment Group (GEG) will be hosting the Macau Gourmet Festival @ Broadway every Friday, Saturday and Sunday between April 19 and May 19 at Broadway Food Street, Macau's only street market-style dining destination. Supported by the Macao Government Tourism Office, the event aims to cultivate the development of the local gastronomic landscape. This year's edition will feature over 50 vendor stalls, many of which will be first-time participants and burgeoning brands, offering a host of discounts and rewards in celebration of the 20th anniversary of the establishment of the Macau SAR. The result will be over 240 local traditional specialties and street treats from a variety of countries for residents and tourists to enjoy. The event's major highlights will also include the Wine & Dine Zone where festivalgoers will be able to enjoy a wide range of famous wines and specialty drinks to live music in a relaxed setting.

Representatives from many local news organizations attended a media gathering this afternoon at Broadway Macau™ for a sneak preview of the culinary offerings that will be available at the Festival. During the get-together, several buskers who will take part in the Festival delivered an unforgettable performance. Apart from contributing to the promotion of local culinary culture, GEG hopes that the Festival will benefit the local small and medium-sized enterprises (SMEs) looking to explore and expand business opportunities through a "Large-Businesses-Leading-Small-Businesses" cooperation model. Dominic Wong, owner of Dom's Kitchen, and Ivan Cheong, owner of a local waffle chain, said in a sharing session that they believed that the event will help grow their businesses and expand their markets. The two also thanked GEG for providing them with great support and encouragement during the preparation process.

Broadway Food Street is one of the many successful projects GEG has introduced to push for a more diverse Macau and to foster the development of local SMEs. This year, GEG continues to provide SMEs with great support and resources in many aspects in the hope of enhancing their brands and expanding their business opportunities. In order to better the business environment of local SMEs and to offer them maximum support at the Festival, GEG will exempt all participating enterprises from venue fees and is providing them with subsidies and marketing assistance. Additionally, on top of the traditional payment methods, GEG is implementing at the Festival the e-payment platforms, such as Alipay, WeChat Pay, Macau Pass, MPay, and ICBC e-Pay, with the goal of encouraging the adoption of new digital payment technology and the development of e-commerce in Macau.



The Festival will also serve as a multi-faceted platform for local musicians and GEG staffs to showcase their talents. A number of well-known buskers and GEG team members who participated in previous Galaxy Got Talent competitions will respectively stage gigs and performances, allowing the latter to expand their potential through public performances. While promoting local food brands, GEG also spares no effort to raise public awareness of saving resources for a sustainable future. Self-help water dispensers and recycling bins will be placed across the venue, as well as biodegradable utensils will be used in order to reduce plastic waste, with related GEG staffs deployed on site to help spread the important message of eco-friendly living. It is GEG's hope to support the Macau SAR Government's positioning of the city as a World Centre for Tourism and Leisure and Creative City of Gastronomy.

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Photo captions:



P001: Representatives from many local news organizations attend a media gathering at Broadway Macau for a sneak preview of the culinary offerings that will be available at the Festival.



P002: Mr. Eddie Liu, Assistant Vice President – Food & Beverage, Broadway Macau says that Broadway Food Street has pushed for a more economically diverse Macau and fostered the development of local SMEs for many years.



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P003: Ivan Cheong, owner of a local waffle chain, thanks GEG in a sharing session for providing him with great support and encouragement during the preparation process.



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P004: Dominic Wong, owner of Dom's Kitchen, says in a sharing session that the event will help grow their businesses and expand their markets.



P005: During the media get-together, a busker who will take part in the Festival delivers an unforgettable performance with a GEG team member.