

FOOD AND BEVERAGE

DFS Group answers growing global interest in tequila, rum at latest annual wine and spirits exhibition

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More than 50 venerated wine and spirits houses will be represented at this year's exhibition. Image credit: DFS Group

By LUXURY DAILY NEWS SERVICE

Luxury travel retailer DFS Group is returning to the City of Dreams the integrated entertainment resort in Macau, China to host its 11th annual "Masters of Wines and Spirits (MOWS)" exhibition.

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For the second year in a row, the venue will host wine and spirits makers from around the world as they present the finest selections from their houses. It will be the first time, however, that the exhibition will include rum and tequila as part of the presentation.

"We are very excited to be returning to the vibrant city of Macau for the second time," said Christophe Marque, president of merchandising at DFS, in a statement.

"The 11th edition of Masters of Wines and Spirits presents an excellent way to explore new brands as well as savor old favorites," he said. "Visitors will be able to access the very best of what the world of wines and spirits can offer and this year."

Getting into the spirit

Throughout the month of March, the MOWS exhibition will offer guests more than 100 whiskies, wines and Champagnes, from more than 50 international master houses.

Under the theme of "Elevate Your Senses," visitors are encouraged to enjoy the hand-selected offerings holistically, with more than just their taste buds. This means listening while a team of experts expounds upon the history of each offering, and admiring the many artistic creations that act as vessels for the beverages, some of which have been created especially for the event.

One such notable creation comes courtesy of the Colombian rum brand Dictador, which is presenting a limited-edition collaboration with French sculptor Richard Orlinski.

The collection comprises five vintages, one from each 10-year period that elapsed between 1966 and 2006, and each

flask is a hand-painted neo-pop sculpture, the style for which the artist is known.

Another instance is the collaborative offering from LVMH-owned Cognac brand Hennessy and Place Vendome jeweler Lorenz Baumer ([see story](#)). In honor of the U.S. National Basketball Association's 75th anniversary, Mr. Baumer created a decanter in the shape and image of a basketball, made from Baccarat crystal that has been mouth-blown and faceted by hand.

The choice to include tequila and rum at this year's event reflects a rising demand for both spirits. Between April and June, demand for tequila grew by 43 percent, even as the spirits sector hit an overall post-pandemic slump ([see story](#)).

In late 2020, LVMH-owned Mot Hennessy added Cuban rum Eminente to its portfolio, which is otherwise dominated by Champagnes, whiskies and Cognacs ([see story](#)). Last month, the brand debuted a homey pop-up experience in Paris, where a rotating roster of award-winning chefs continue to create original cocktails and menu items to enhance the rum's cocoa and coffee flavors ([see story](#)).

More information about the 11th annual Masters of Wines and Spirits (MOWS) exhibition at T Galleria by DFS, Macau, City of Dreams can be found [here](#).

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