



For Immediate Release

Taipa Village Destination Marks 4th Anniversary with Summer Celebrations

Two months of activities planned with exciting dining promotions and lifestyle experiences



Macau, 1st July 2020 – Taipa Village Destination Limited takes great pleasure in marking the 4th anniversary of its lifestyle brand “Taipa Village – Authentic Macau”, with a full slate of celebratory activities and a generous range of dining and shopping benefits from 1st July to 31st August 2020.

A feast of exciting dining promotions and lifestyle experiences are planned over the two-month-long celebration. These include “Taipa Village Jetso Four Around”, featuring stunning offers from more than 15 participating merchants, the village’s first-ever “Restaurant Week”, offering premium gastronomic experiences with amazing deals at a range of dining establishments, and a “Taipa Village Play Around” game challenge at selected eateries.

“Over the past four years, Taipa Village has rapidly emerged as Macau’s leading non-gaming district, with the opening of a vibrant range of new dining and retail venues.” says Pamela Chan, Head of Marketing at Taipa Village Destination Limited. “We remain dedicated to driving a variety of art, cultural and leisure initiatives in the area, for residents and visitors to enjoy the traditional spirit of Macau.”

Since 2016, Taipa Village Destination Limited has been leading the promotion of the brand concept “Taipa Village – Authentic Macau”, with the goal of fostering sustainable heritage in the area that benefits the Macau community and gives rise to a new tourist attraction in its own right.

Taipa Village

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The Taipa Village 4th Anniversary Campaign consists of the following three promotions:

1. “Taipa Village Jetso Four Around” We Chat Promotion

Promotion Period: 1st July - 31st August 2020



By accessing a specially designed digital platform for Taipa Village’s 4th anniversary, customers can collect a variety of dining and lifestyle offers from more than 15 merchants in the district. The promotion features a fabulous selection of dining, leisure and shopping benefits, including purchasing incentives, special offers for customers with the digit “4” in the serial number in their identification documents, complimentary food and beverage offers at selected merchants, and special menus at selected restaurants.



Participating merchants are as follows:

1. António

Diners with the digit "4" in the serial number in their identification documents will receive a complimentary glass of port wine.

2. Tapas de Portugal

Customers will receive a complimentary tapas plate when they order a selected main course before 4pm.

3. Barcelona Macau

After 4pm each day, diners can enjoy a welcome drink, a complimentary tapas plate, dessert for MOP4 and a 4% discount on their entire bill.

4. Goa Nights

Customers will enjoy a 50% discount on their second cocktail.

5. Portugália Macau

Patrons will enjoy a 10% discount on any order. Those who can complete the "four-second challenge" by finishing a bottle of beer within four seconds will qualify for an additional 4% discount on their bills.

6. Bella Taipa

"Buy-3-get-1-free" set lunch menus will be on offer.

7. Le Cesar - Old Taipa

Customers will be offered a complimentary jar of sangria when they spend MOP400.

8. Group 81

Customers will be given a 10% discount after 4pm every day, or a 15% discount on spending of MOP400 or above. Customers with the digit "4" in the serial number in their identification documents qualify for a MOP40 discount on purchases of Luna double cheesecake (5-inch size). They may purchase one selected product for just MOP40 upon spending MOP540 or more.



9. Lotus Chicken Shop

Enjoy a gorgeous basket at MOP88 (original price MOP98); a honey-lemon roast whole chicken for just MOP128 (original price MOP158). Offers also include “buy-5-get-1-free” cheese tarts or bird’s nest tarts.

10. Tiger Bite

Customers with the digit “4” in the serial number in their identification documents can enjoy a MOP10 discount on every MOP50 burger purchase after 4pm every day.

11. Tim & Daf's

Enjoy an extra scallop roll for an additional MOP4 when you buy one scallop roll.

12. Joker's Barbershop

Enjoy a 10% discount on haircuts by Barber Darren or Barber Kent after 4pm every day.

13. Naka Shop

Customers with the digit “4” in the serial number in their valid identification documents will receive a mystery gift.

14. O-Moon

“Buy-3-get-1-free” offer on selected products.

15. Rooftop Macau

“Buy-3-get-1-free” offer on handcraft coffee (exclusive of hand-brewed coffee).

16. Almost Dawn

Enjoy a 20% discount on any purchase after 4pm every day; “Buy-3-get-1-free” offer on beverages.

2. “Taipa Village Dine Around” Restaurant Week

Promotion Period: 1st July - 12th July 2020

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As Macau's leading epicurean precinct, boasting a wealth of fantastic dining options, Taipa Village has collaborated with six of the district's most popular restaurants to launch its first-ever "Restaurant Week". This 12-day event offers diners an opportunity to enjoy premium culinary experiences and an international feast of flavours.

The six selected restaurants are Michelin-Guide recommended Portuguese restaurant António, contemporary Portuguese restaurants Tapas de Portugal, Le Cesar - Old Taipa, and IN Portuguese Food, alongside Spanish restaurant and bar Barcelona and modern Italian restaurant Bella Taipa. Each venue will serve special lunch and dinner menus at attractive prices. Upon completion of their dining experiences, customers can join a lucky draw as part of the 4th anniversary celebration platform to win fabulous prizes, including dining coupons and special gifts.

3. "Taipa Village Play Round" Game Challenge

Promotion Period: 1st July - 31st August 2020



Selected shops and restaurants will take part in the "four-second challenge" by inviting customers to play a game. Customers who can complete a given task within four seconds will be entitled to a special offer.

- Ends -



About Taipa Village Destination Limited

Taipa Village Destination Limited is leading the promotion of the brand concept “Taipa Village – Authentic Macau”, with the goal of attracting both local and international visitors to this popular heritage district. Its goal is to foster sustainable heritage in the area – blending architecturally outstanding local shophouses with vibrant retail and food & beverage concepts – which benefits the Macau community and creates a new tourist attraction in its own right.

Taipa Village Destination Limited is an affiliate of Sniper Capital Limited, a real estate fund manager that has been leading the regeneration of Taipa Village for almost two decades. Sniper Capital is committed to supporting and promoting the area alongside the Macau government and local business and property owners.

About Taipa Village – Authentic Macau

Taipa Village is located in the oldest and best preserved part of Taipa. Formerly home to local fishermen, with its traditional shophouses and quaint cobbled streets, Taipa Village offers a welcome refreshing alternative to the glitz of the neighbouring Cotai Strip. Richly endowed with a mix of Portuguese and Chinese architecture, boasting unmistakable Mediterranean touches, Taipa Village is a culturally diverse landmark destination that offers visitors a taste of the original, authentic Macau.

Taipa Village, as a brand concept established by Taipa Village Destination Limited, provides tourists and locals alike with a genuine, relaxed experience through myriad heritage attractions, innovative dining establishments, unique shopping experiences and diverse arts and entertainment offerings. Authentically Macau, Taipa Village combines a rich cultural heritage with historic beauty, harking back to an idyllic blend of East and West.

www.taipavillagemacau.com

For more information and images, please contact:

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