



JIU ASIA 2024 – Showcasing The Best of Asian Spirits

Description

JIU ASIA 2024 is an exciting event dedicated to showcasing the best of Asian spirits. Here are some key details:

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Event Overview

- **Dates:** September 6th to 8th, 2024
- **Venue:** Equarius Hotel, Resorts World Sentosa, Singapore
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Today, we were invited to the media preview. Let us share with you what to expect so you can make plans to visit this weekend.



Our 'spiritual' friend Willie Tan was very eager to attend this event.



Ticket Information

- **Standard Passes:** 1-day pass for S\$50, 2-day pass for S\$80, and 3-day pass for S\$100.
- **Premium Passes:** 1-day pass for S\$98, 2-day pass for S\$138, and 3-day pass (sold out) for S\$188. [Premium passes include additional masterclasses and food pairings](#)

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TICKETING PRICE

STANDARD PASS

| | |
|---------------------|-------|
| 1 Day Standard Pass | \$50 |
| 2 Day Standard Pass | \$80 |
| 3 Day Standard Pass | \$100 |

- Exclusive JIU ASIA Glassware
- Complimentary Tasting

Additional Masterclass (Per Session) **\$80**

PREMIUM PASS

| | |
|-------------------------------------|----------|
| 1 Day Premium Pass | \$98 |
| • 1 x Masterclass Session included | |
| 2 Day Premium Pass | \$138 |
| • 1 x Masterclass Session included | |
| 3 Day Premium Pass | SOLD OUT |
| • 2 x Masterclass Sessions included | |

- Exclusive JIU ASIA Glassware
- Complimentary Tasting

18+
ONLY

If you are wondering what are the master classes about, I took a picture of the schedule.

ASIA 2024

MASTERCLASS SCHEDULE

OFFICIAL SPONSOR
RESORTS WORLD SENTOSA
星洲新嘉坡

DAY 1 FRIDAY 6TH SEPTEMBER 2024

| Masterclass Room 1 | Masterclass Room 2 | Masterclass Room 3 |
|---|--|--|
| 3:30 PM Rum Masterclass EL SUPREMO El Supremo Masterclass Teo Kim Heng (English) | Whisky Masterclass THE LIQUOR SHOP Exploring 6 Scotch Producing Regions With Remarkable Regional Mix John Hung (English) | Sake Masterclass EJRT Time To Get Yeasty! The Effects On Sake With Different Yeasts Jonathan Lim (English) |
| 5:00 PM Baibu Masterclass FEN JU Fen Ju Masterclass Fen Ju (English/Chinese) | Baibu Masterclass BAIJU ASSOCIATION Baifu Association Masterclass Baifu Association (English/Chinese) | Sake Masterclass SHUKU Hot Sake Appreciation Mario Choy (English) |
| 6:00 PM Baibu Masterclass YANG HE Feel the Charm of Yang He Gao Xin Yan (Chinese) | Whisky Masterclass RARE WHISKY HOLDINGS Whisky Investments Rickesh Kishnani (English) | Sake Masterclass SHUKU Hot Sake Appreciation Mario Choy (English) |
| 7:00 PM Baibu Masterclass XI FENG JIU Xi Feng Jiu Masterclass Xi Feng Jiu (English/Chinese) | Whisky Masterclass RARE WHISKY HOLDINGS Whisky Investments Rickesh Kishnani (English) | Sake Masterclass SHUKU Hot Sake Appreciation Mario Choy (English) |

DAY 2 SATURDAY 7TH SEPTEMBER 2024

| Masterclass Room 1 | Masterclass Room 2 | Masterclass Room 3 |
|---|---|--|
| 2:00 PM Whisky Masterclass FEN JU Fen Ju Masterclass Fen Ju (English/Chinese) | Whisky Masterclass RARE WHISKY HOLDINGS Whisky Investments Rickesh Kishnani (English) | Baibu Masterclass EXPERT SPEAKER Understanding the Baifu Trend Benson Tong (English) |
| 3:00 PM Baibu Masterclass XI FENG JIU Xi Feng Jiu Masterclass Xi Feng Jiu (English/Chinese) | Baibu Masterclass BAIJU ASSOCIATION Baifu Association Masterclass Baifu Association (English/Chinese) | Sake Masterclass SHUKU Hot Sake Appreciation Mario Choy (English) |
| 4:00 PM Baibu Masterclass YANG HE Feel the Charm of Yang He Gao Xin Yan (Chinese) | Whisky Masterclass GRAND TALON Introduction of Pearl Red Distillery and Production Of Rice Whisky Benson Tong (English) | Rum Masterclass EL SUPREMO El Supremo Masterclass Teo Kim Heng (English) |
| 5:00 PM Whisky Masterclass THE LIQUOR SHOP From Grain to Glass Vish Kumar Singh (English) | Whisky Masterclass RARE WHISKY HOLDINGS Whisky Investments Rickesh Kishnani (English) | Sake Masterclass SHUKU Hot Sake Appreciation Mario Choy (English) |
| 6:00 PM Whisky Masterclass EXPERT SPEAKER Discover Ireland's Best Kept Secret Potin Mark Nathan (English) | Whisky Masterclass RARE WHISKY HOLDINGS Whisky Investments Rickesh Kishnani (English) | Sake Masterclass SHUKU Hot Sake Appreciation Mario Choy (English) |
| 7:00 PM Whisky Masterclass ASUKURO A Journey through the Maritime Malt Paul Waratnap Chanteejai (English) | Baibu Masterclass NTBL Baifu Tasting Alvin Chua (English/Chinese) | Sake Masterclass SHUKU Hot Sake Appreciation Mario Choy (English) |

DAY 3 SUNDAY 8TH SEPTEMBER 2024

| Masterclass Room 1 | Masterclass Room 2 | Masterclass Room 3 |
|--|--|--|
| 2:00 PM Baibu Masterclass FEN JU Fen Ju Masterclass Fen Ju (English/Chinese) | Baibu Masterclass BAIYUN BIAN 白雲邊文化 Ba Yun Bian (Chinese) | Baibu Masterclass EXPERT SPEAKER Understanding the Baifu Trend Benson Tong (English) |
| 3:00 PM Whisky Masterclass RARE WHISKY HOLDINGS Whisky Investments Rickesh Kishnani (English) | Baibu Masterclass BAIJU ASSOCIATION Baifu Association Masterclass Baifu Association (English/Chinese) | Sake Masterclass SHUKU Hot Sake Appreciation Mario Choy (English) |
| 4:00 PM Baibu Masterclass YANG HE Feel the Charm of Yang He Gao Xin Yan (Chinese) | Whisky Masterclass GRAND TALON Introduction of Pearl Red Distillery and Production Of Hakkai Rice Wine Benson Tong (English) | Rum Masterclass EL SUPREMO El Supremo Masterclass Teo Kim Heng (English) |
| 5:00 PM Whisky Masterclass THE LIQUOR SHOP Exploring 6 Scotch Producing Regions With Remarkable Regional Mix John Hung (English) | Baibu Masterclass BAIJU ASSOCIATION Baifu Association Masterclass Baifu Association (English/Chinese) | Sake Masterclass SHUKU Hot Sake Appreciation Mario Choy (English) |
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The venue was a hive of activity, buzzing with excitement and energy. With over 100 alcohol brands on display, participants were constantly on the move, eagerly exploring the various vendor stalls. They admired the beautifully arranged displays and, naturally, indulged in the complimentary tastings of the diverse range of liquors on offer.



First stop, Willie checking out from Gin from Brass Lion Distillery. Brass Lion Distillery is renowned for its high-quality craft gins, which are deeply inspired by Singapore's rich heritage and diverse botanicals. #supportlocal





Moving on, lets check out some Japanese sake.

Ishikawa Prefecture Sake

KADeKA

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Besides liquor, indulge in some alcoholic gelato from High Bar Society. High Bar Society is famous for its gelato infused with premium spirits, boasting an impressive 6% alcohol by volume (ABV), the highest in Asia.



The event featured insightful presentations by keynote speakers and captivating performances, adding to the vibrant atmosphere. From my observations, this event is not solely focused on business-to-consumer (B2C) interactions but also serves as a significant platform for business-to-business (B2B) meetings and industry networking. It provides an excellent opportunity for professionals to connect, exchange ideas, and forge valuable partnerships within the industry.







Back to more liquor sampling. This time, Chinese white liquor.

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If you enjoy discovering new alcohols and learning from industry experts, this event could be a great experience! ?

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