



**Catch Juno at the
MONIN Masterclass @
The Elite Bartenders
Course - JWC 2015**

Date : Friday, 21st August

Time : 3PM - 5PM

**Speaker: Juno Yong
Meng Chyun**

MONIN Beverage
Innovation Manager
Southeast Asia

MONIN Beverage Innovation Team Juno Yong

After 5 years of experience in the bar industry and having won Horeca Best Student Gold Award 09', Horeca Merit Award 10' and Mix Master Cocktail Competition 10', Juno joined MONIN, the leader in Gourmet flavouring, and became the Beverage Innovation Manager for Malaysia.

Juno conducts trainings and seminars around Malaysia but is also very connected to MONIN Beverage Innovation Managers around Asia and the rest of the world to always keep track of current trends. Through his training sessions, Juno has the chance to meet a lot of people while educating them on how to use MONIN products and to explore

beverages from simple sodas to sophisticated cocktails. Juno keeps in mind where he started, as a bar helper, and is convinced of the potential success of many others in



the industry: "It is a great satisfaction having worked my way up to become a successful bartender. I always keep in mind not to look down on the person cutting fruits behind the bar, eventually he or she will become a great mixologist and someday will create some of the best drinks you have ever tried!"

His passion is now bringing him across borders, which enables him to discover new ideas and concepts while gaining greater knowledge and understanding of beverages.

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'Catch Luke at the Finest Call Masterclass @ The Elite Bartenders Course on
24th August 3-5pm'



“Every Ingredient Counts”

American Beverage Marketers is a family-owned and operated business set about giving the leading cocktail mixers range a complete overhaul, from the packaging through to the recipe itself, which was upgraded with the addition of real fruit from the world’s premier growing regions.

ABM products are now available in over 70 countries world-wide and used by some of the most exclusive outlets.

As I mentioned in my heading, “Every Ingredient Counts” is a line that I am passionate about seeing develop in the world of cocktails. Whether it be a small café in Singapore or one of the world’s best bars in Australia, we strive to support the development of this industry.

Luke Jones attended Scotch College in Melbourne, Australia and then accepted a full sporting scholarship to The University of Sydney graduating with a degree in Human Resource Management and Business Management. Following his graduation he accepted a position with Red Bull Australia as a Customer Marketing Manager.

Luke then pursued a role as the Regional Sales Manager for Southtrade International, Australia's leading importer of premium spirits that include Patron Tequila, Buffalo Trace Bourbon, Hayman's Gin & Finest Call Cocktail Mixes to name a few.

In Luke's time at Southtrade International he developed the QLD business to set up the QLD office, recruit the sales team and brand ambassadors, set business plan for the QLD & NT business along with managing State Key Accounts, Wholesalers and Public Relations for the QLD & NT Business.

Luke was approached by one of Southtrade Internationals brands (Finest Call) to work directly for the company overseeing the Asia-Pacific Region in 2013 and happily accepted. Since then Luke has been developing the brands within this region through ongoing training and development with numerous importers across this region.



Delivering
the Ultimate
Cocktail Experience

