



Media Release  
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### **Paradise Beverages launches new leadership initiative**

The region's leading beverages company, Paradise Beverages, has launched a new leadership speaker series to underline its ongoing commitment to nurturing a culture of authentic and inclusive leadership.

The series is part of the company's new Pay it Forward mentoring program, which was launched in May this year to help deliver Paradise Beverage's mission which is to be recognised as the premier place to work, creating world-class beverages and making a positive contribution to the business and the markets in which we operate.

Said Mike Spencer, Paradise Beverages General Manager, "Part of our mission is to make Paradise Beverages the premier place to work and by offering these world-class programs to our staff, we hope to go a long way towards realising our people development strategy."

The series will consist of a number of informal panel events featuring highly-regarded guest speakers with diverse perspectives. The first session took place last week and featured a panel of well-seasoned leaders including Eldon Eastgate (General Manager Asaleo Care), Karen Lobendhan (CEO Fiji TV) and Sufi Dean (Founder of Leadership Fiji).

The trio discussed the fundamentals of being a good leader and touched on personal branding, work life balance and choosing career paths.

The event was exceptionally well-received by the 35 Paradise Beverages employees who attended.

Said Banuve Yalimawai, General Manager Human Resources & Sustainability, "Paradise Beverages recognises that improved productivity is the outcome of the quality of relationships in the workplace. Those relationships are shaped in part by the capacity of the workplace leader or manager to maintain and deepen the quality of the connections between people."

There were many interesting and inspiring contributions from the panel. "I find that people relate more to personal experiences since its more real," said Karen Lobendhan. "It's a continuous learning experience."

And Eldon Eastgate added, "Be authentic and be consistent in everything that you do and your career will progress. A key component of authenticity is integrity as well. We must do what we say!"

Sufi Dean talked about the virtue of a growth mindset, "Always have the courage to accept that you don't know everything and continuously make the effort to learn more."

Creating authentic leaders is an integral part of making Paradise Beverages the premier place to work and the new speaker series is designed to benefit both the business and its leaders. A number of events are being designed to run over the next couple of months, covering a number of leadership themes designed to inspire, develop and empower the company's people to grow, maximize their performance and reach their potential.

The panel was moderated by Max Wahid, the company's HR Business Partner, who added that the company hoped the benefits would also transfer to the wider community. "We are uplifting capabilities of our leaders here in Fiji who will prosper and give back to our economy."

*Photo caption: [left to right] Paradise Beverages General Manager Human Resources & Sustainability Banuve Yalimaiwai with CEO Fiji TV's Karen Lobendhan, Founder of Leadership Fiji Sufi Dean, Paradise Beverages Human Resources Business Partner Max Wahid and Human Resources Officer Tamara Turagasau, and Eldon Eastgate General Manager Asaleo Care.*

### **About Paradise Beverages**

A leading local manufacturer and among the Pacific region's largest local employers, Paradise Beverages employs around 550 staff across Fiji and Samoa across four sites, including Vailima Brewery in Apia (Samoa), Fiji Brewery in Suva (Fiji) and Rum Co of Fiji Distillery in Lautoka (Fiji). Its range includes local favourites Fiji Bitter, Fiji Gold (Fiji's number one selling beer), Vonu Pure Lager and Fiji Premium, Fiji's much-loved Bounty Rum and the multi award-winning Ratu and Bati rum ranges, all from Rum Co of Fiji, and leading range of Ready to Drink (RTD) beverages. Paradise Beverages was purchased by Coca-Cola Amatil in 2012 and has since undergone a FJD 50 million capital investment and capability program to modernise its facilities and underline its position as a significant long-term contributor to the local community and economy. Its mission is to be recognised as the premier place to work, creating world-class beverages and making a positive contribution to the business and the markets in which it operates.

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