



**Media Release**  
12 April 2022

### Paradise Beverages supports leadership development

Fiji's leading alcohol beverages manufacturer, Paradise Beverages, has sponsored the Leadership Fiji program, to help develop and enhance leaders in Fiji.

Leadership Fiji, Chief Executive Officer, Sharyne Fong said, "We are absolutely delighted to welcome Paradise Beverages to our family of partners."

"The commitment from partners such as Paradise Beverages is pertinent to the success of Leadership Fiji and will provide critical resources to ensure the program's development and sustainability."

"Leadership Fiji also ensure that those committed to Fiji's development, have access to continuously advancing Leadership resources for the benefit of our communities at large," she said.

Paradise Beverages General Manager, Mike Spencer said that a large part of Paradise's identity is the development of the community through sponsorships such as this.

"We have a bold ambition and a great commitment to support our community through sponsorships focused on sports, arts, music, fashion, environment and now leadership development."

"We value the lessons that the program provides which have helped our previous participants and numerous other leaders grow exponentially."

Applications for the 2023 Leadership Fiji Program intake will commence on Thursday 1<sup>st</sup> September and will close on Wednesday 30<sup>th</sup> November 2022.

### **ABOUT PARADISE BEVERAGES**

*Paradise Beverages is a leading local manufacturer and is among the Pacific region's largest local employers.*

*Paradise Beverages continually works to be recognised as the premier place to work, by looking after its people.*

*Paradise Beverages believes in creating world-class beverages and making a positive contribution to the business and the markets in which it operates.*

*The organisation employs staff across Fiji and Samoa and works out of four sites including the Vailima Brewery in Apia (Samoa), Fiji Brewery in Suva (Fiji), Rum Co of Fiji Distillery and Lautoka Warehouse (Lautoka, Fiji).*

*Our beverages options include local favourites Fiji Bitter, Fiji Gold (Fiji's number one selling beer), Vonu Pure Lager, Fiji's much-loved Bounty Rum and the multi-award*

winning Ratu and Bati rum ranges, all from Rum Co of Fiji. This also includes our ranges of RTDs (Ready to Drink) options Bounty Rum and cola, our newest and most successful RTD Joskes Brew with cola and Tribe range.

Paradise Beverages has since undergone multi-million capital investment and capability program to modernise our facilities and underline our position as a significant long-term contributor to the local community and economy.

## **ABOUT LEADERSHIP FIJI**

Leadership Fiji is an independent, non-partisan, non-aligned entity that began in 2000. Following the political upheaval of that year a number of corporate and community leaders met and identified a desperate need to build broadminded and educated leaders across the nation. They were introduced to the concept of Leadership Victoria by Andrew Fairley, who had various business interests in Fiji at the time. This proved a very successful model to follow and with the assistance of Leadership Victoria the first Leadership Fiji program was launched in 2001.

Leadership Fiji is aimed specifically at assisting our leaders to cope with demands of the ever-changing world so that Fiji reaches its full potential in the widest sense. The aim of Leadership Fiji is to expose participants to leaders from across our society, in a structured manner, providing them with the opportunity to deepen their understanding of their country, its history, economic and social structure. The result we hope will be the development of a new generation of leaders equipped to take Fiji forward as a united dynamic nation. The program allows members to explore their own values, philosophies, prejudices and beliefs through a variety of issues offered by the program; provides close interaction with Fiji Island leaders in fields such as the private sector, non-governmental organizations, government ministries, youth and faith based organizations.

## **More information on Paradise Beverages**

Please visit the Paradise Beverages website:

[www.paradisebeverages.com.fj](http://www.paradisebeverages.com.fj) or by contacting Public Relations & Communications Specialist, Demayble Pasoni, on [Demayble.Pasoni@paradisebeverages.com.fj](mailto:Demayble.Pasoni@paradisebeverages.com.fj)

## **More information on Leadership Fiji**

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