

## PARAMOUNT LIQUOR

### “Partnering with Paramount”

*John Ross Jones, Beverage Operations Manager and Head of Beverage procurement for the Lucas Group:*

Our venues include Chin Chin and Go Go in Melbourne and Sydney, Baby Pizzeria, Hawker Hall and various others. My job entails making sure all of our venues have the most innovative and exciting beverage program in Australia.

#### **Partnering with Paramount makes all our lives easier at the Lucas Group.**

They always have the most up-to-date and exciting products on their website ...and it's extremely user friendly. The support team, with my rep Julian, and the customer service team really makes our life easy when it comes to ordering our products - particularly beer, wine and spirits.

Having been in the hospitality industry for 20 years, it's very important to us that we have valued relationships with reliable suppliers, who have user-friendly systems we can use daily.

The Lucas Group's relationship with Paramount goes back many years.

We've found them to be extremely reliable and **their customer service is excellent**. We can get all the beer, wine and spirits we need at the click of a button...with **next day delivery**.

We try to start trends, not follow them. Our relationship with Paramount enables us to keep ahead of the game by knowing what's moving before it's actually in the market. They are constantly making us aware of new spirits and beers which aren't necessarily even in the country yet, so I can think ahead and launch it with vigour.

This guarantees we're the first in the country to showcase some of the most exciting products in the world. In our business that's a huge advantage.

Having thousands of lines across the group, it's very important that we have an extremely reliable supplier who is available 24 hours day to service our needs across the group.

We are extremely busy 7 days a week, so having a partner like Paramount really aids us in running our business smoothly and making sure our Beverage Program is **the best in the country.**

**[Paramountliquor.com.au](http://Paramountliquor.com.au)**