



James Walker

James comes with over 16 years of experience in the hospitality industry. Besides travelling the globe and working in roles ranging from launching and running award winning bars and restaurants across the UK & Australia, James has also been involved in brand work and consultancy, designing training programs and brand planning for top spirit companies and independent producers.

Some credentials include:

- Finalist in UK & Australian Bartender of the Year competitions.
- Lead Reserve Brand Ambassador for Diageo in India.
- Hosted Diageo World Class
- Diageo World Class training programs across APAC and India.

Adam Brewer

Adam was once a winner of Diageo Reserve World Class Bartender of the Year in 2010. Today, with close to two decades of experience in the spirit trade, Adam has acquired a wealth of knowledge across the sector. He developed a specialisation in rare and exceptional Scotch Whisky during his time spent in India, Hong Kong and eventually Singapore.

Adam is the Head of Commercial for Diageo Rare and Exceptional, and Scotch Whisky Expert.



Raymond Poon

Commercial Manager for Diageo Rare and Exceptional, and Scotch Whisky Expert.

With a background as an entrepreneur and private banker, Raymond has a good network and appreciation of the lifestyles of high net worth individuals.

Having spent many years specialising in rare whiskies, he has developed an even deeper passion and appreciation for whiskies, which he describes as one of the most complex spirits on earth.