

Lion's Spirits Business appoints Simon Edgar as General Manager

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Australia's leading beverage company Lion announced the appointment of Simon Edgar as the new General Manager of its spirits business, comprising Vanguard Luxury Brands and Four Pillars. Simon joins Lion after an extensive search to fill the position.

Bringing a wealth of experience from his previous roles, Simon most recently served as the Managing Director of Innocent Asia at Innocent Drinks, based in Hong Kong, since 2017. Before his tenure at Innocent Drinks, he held key positions within The Coca-Cola system across Europe and Asia-Pacific. Notably, he played a pivotal role in several acquisitions, including that of Innocent Drinks, where he also spearheaded the post-acquisition integration efforts.

Last year, when Four Pillars joined Lion's Vanguard Luxury Brands distribution business, it formed a new, stand-alone spirits division in Lion.

Simon's experience working within smaller craft businesses and larger corporations makes him ideally suited for his new role at Lion.

Originally hailing from New Zealand, Simon has recently returned from spending 6 months competing in sailing regattas worldwide, bringing a fresh perspective and renewed energy to his new position.