



# MIKAEL JASIN



## WELCOMING THE CHIEF OF COFFEE INNOVATION OF FORE COFFEE

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### BREWING NEW INNOVATIONS AND GRINDING FOR EMPOWERMENT:

## MIKAEL JASIN TAKES ON THE ROLE OF FORE'S CHIEF OF COFFEE INNOVATION

*"At Fore Coffee, we're shaping a future where every brew embodies empowerment, innovation, sustainability, and positive change".*



Discover More!



#ForeCoffeeXMJ

A visionary dedicated to harnessing coffee as an agent for change and the revolutionization of the Indonesian coffee culture. As a celebrated figure in the coffee scene, Jasin brings a wealth of experience and passion to his role at Fore Coffee. His vision is clear: *"At Fore Coffee, we're brewing a future where every cup embodies empowerment, innovation, sustainability, and positive change. As the Chief of Coffee Innovation, I am leading the charge in transforming the industry by empowering our baristas, driving innovation in the coffee culture, and championing sustainability for lasting impact"*. Aligning with Fore Coffee, Jasin's mission is a harmonious blend of mind, body, and soul, fueled by a deep-seated passion for pushing the boundaries of coffee innovation.

One of Jasin's key missions is the empowerment of baristas. *"With our customer-centric collaboration among thousands of Fore's baristas, R&D, and L&D team, we innovate products to ensure excellence and sustainability in every cup"*, he says. Initiatives like Fore's Grind Master 2024 are designed to elevate the skills and confidence of over 3000 baristas across Indonesia and Singapore. This initiative focuses on growth, skill enhancement, and personal development through comprehensive training, mentorship programs, and recognition. By investing in our baristas, we are not only enhancing their professional capabilities but also fostering a culture of excellence and pride within our coffee community.

Jasin is also steering significant advancements in brewery innovation and sustainability. *"Welcome to the heart of innovation,"* invites Jasin. Under his leadership, Fore Coffee is intensifying its investment in research and development, ensuring our brewing techniques and flavors remain at the cutting edge of coffee culture. By leveraging quarterly customer research, we are aligning our innovations with customer preferences, continually evolving the coffee experience.

Furthermore, Jasin is deeply committed to sustainability, leading efforts to reduce our environmental footprint and support communities throughout the coffee supply chain. *"It's about the unwavering pursuit of perfection where every cup is a testament to the artistry and innovation that define Fore Coffee,"* Jasin asserts. Initiatives such as #FOREsponsible practices and the Fore Foundation underscore our dedication to environmental stewardship and social impact, paving the way for a resilient and responsible future for Fore Coffee.



# #FOREVOLUTION



## FORE COFFEE'S NEW WAVE OF INNOVATION AND SUSTAINABILITY

Eight Icons Join Forces to Lead Fore Coffee's Mission of Empowerment and Transformation

### Fore Coffee is proud to announce the #FOREVOLUTION campaign.

A groundbreaking initiative launched in May 2024 to introduce a new coffee culture that emphasizes innovation, customer-centricity, and sustainability. Collaborating with eight Fore Essentials Icons of 2024, this campaign aims to drive change, unlock potentials, and transcend limitations through the power of coffee. These icons, chosen for their authenticity and transformative spirit, include Cathy Sharon, Kristo Immanuel, Dion Wiyoko, Ayu Gani, Jenahara, Jerhemy Owen, Shayla Philipa, and Yuda Bustara, each representing a unique coffee series and embodying Fore Coffee's mission to revolutionize the industry.

The Fore Essentials Icons of 2024 are individuals who exemplify empowerment and have made significant impacts in their respective fields. From beautypreneurs to eco influencers, these icons are aligned with Fore Coffee's vision of creating a platform that honors those who share their commitment to innovation and positive change. Since 2018, Fore Coffee has been at the forefront of transforming the Indonesian coffee scene, and the #FOREVOLUTION campaign is a testament to their continued dedication to this cause.

Matthew Ardian, CMO of Fore Coffee, highlighted the broader goals of the campaign, stating, "We believe that the coffee revolution is not just about taste, but also about how coffee is enjoyed and appreciated. With the #FOREVOLUTION campaign, we aim to bring about positive change and introduce a new and more meaningful coffee trend. Our new menu is a tangible step towards realizing the mission of the new coffee culture, and we invite the Indonesian community to join Fore Coffee in this mission to introduce these innovations." This campaign is an invitation to the Indonesian community to embrace and partake in the evolving coffee culture championed by Fore Coffee.

### Empowering Barista to Redefine Coffee Culture with Fore Grind Master 2024

Fore Coffee is thrilled to announce the return of the Fore Grind Master 2024, an exciting initiative designed to empower and amplify the impact of baristas nationwide. Spearheaded by Mikael Jasin, this event is more than just a competition; it embodies Fore Coffee's mission to reshape perceptions about baristas, emphasizing their essential role in the coffee culture. "Through initiatives like Fore's Grind Master 2024, we are empowering over 3000+ baristas in Indonesia and Singapore," Jasin asserts. This year's competition will focus on growth, skill enhancement, and personal development through comprehensive training, mentorship, and recognition under the banner of #FOREeveryone.

The Fore Grind Master 2024, now airing on Fore Coffee's YouTube channel, showcases the talents of top baristas from across the region. Several Top 12 finalists have been meticulously selected through regional auditions in East and West Indonesia, including Singapore. These exceptional baristas will compete to push the boundaries of coffee innovation and redefine the industry's standards. Joining Mikael Jasin in this endeavor are the 2023 World Barista Championship winner Boram Julio Umm from Brazil, and award-winning professional barista Shayla Philipa, who is also a Fore Essentials Icon 2024.

Don't miss the chance to witness this remarkable journey of barista empowerment and innovation. Tune in to Fore Grind Master 2024 and be inspired by the creativity and dedication of these talented individuals. This event is a testament to Fore Coffee's commitment to nurturing the next generation of baristas and revolutionizing the coffee culture in Indonesia and beyond. Watch Fore Grind Master 2024, airing now! #FOREGrindMaster2024.

## FORE GRIND MASTER 2024

Watch Top Baristas Compete and Innovate in Fore Coffee's Ultimate Barista Challenge: Meet the Top 12 from Over 3,000 Auditions Across 40+ Cities in Indonesia and Singapore



## FORE: REDEFINING COFFEE CULTURE WITH INNOVATION AND AUTHENTICITY

Discover how Fore Coffee transforms everyday brews into extraordinary experiences, setting new standards in the world of coffee.

Remember when coffee was just a simple morning ritual, or a quick fix to jumpstart the day? Those days are long gone. Enter Fore Coffee, where the mundane has been revolutionized, transforming Indonesia's coffee culture with a bold mix of innovation and authenticity since its establishment in 2018.

Fore Coffee's flagship creations, like the Butterscotch Sea-Salt Latte—selling over 5 million cups by April 2024—and the innovative Buttercream Series, have redefined customer expectations. With over 220 branches across more than 40 cities in Indonesia and an expansion into Singapore, Fore Coffee is dedicated to providing authentic coffee experiences. Their wide array of product choices ensures that every cup offers a unique and genuine taste, pushing the boundaries of traditional coffee culture.

Fore Coffee's continuous drive for innovation has built a loyal customer base, transforming consumers into passionate community advocates. Their mission to introduce 'The New Coffee Culture' celebrates a revolutionary approach to coffee enjoyment, exploring bold flavors and novel appreciation methods. Fore Coffee is at the forefront of the coffee evolution, ensuring that each cup captures the authentic essence of Indonesian coffee beans, tailored to the preferences of modern coffee enthusiasts.