

Juan Bolivar Reserve Activation Manager Breakthru Beverage Canada IG: @reservejuan

Juan is originally from Venezuela. He's a graduate from the Venezuelan Central University in Agronomic Engineering, and Business Management PgD from the Catholic University.

He started as a young engineer in one of the oldest distilleries in the Caribbean, having been trained by Master Blenders and Distillers getting to know from the very inside its production process. This passion for spirits allowed Juan to become part of the Global Ambassadors of Ron de Venezuela DOC, representing his country's famous high-end spirits in shows and conferences all over the world.

Juan is part of the Reserve Ambassadors since 2019. He's been dedicated to imparting educational sessions and Master Classes on the DIAGEO Reserve Portfolio in Alberta.