

INSIDER

THE GUIDEBOOK TO MILLENNIAL CULTURE

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JUST SWIPE RIGHT!

Find out how to increase your online dating success with tips from men and women around the country

INSIDE THE BOX

The monthly subscription services that you cannot afford to miss out on

JONATHAN CHEBAN

Famed, reigning reality "It" man, Cheban expands his cult following as he opens up to Gen Y about discovering his ability to create social influence



[editorial]

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MILLENNIAL MENTORS: A-LIST MOVERS AND SHAKERS

WHO ARE YOU?

A self-described serial entrepreneur and founder of hospitality group True Story Brands, Justin Anthony reached his calling in the hospitality industry through some of Atlanta's most popular and exotic restaurant concepts. A recipient of Atlanta Business Chronicle's prestigious "40 Under 40" award, Anthony's unlikely path toward the restaurant business proves his true talent and passion is creating culturally unique dining experiences.

Since opening 10 Degrees South in 1998 alongside his parents, Derek and Diane, Anthony has pursued various opportunities in the world of food and wine. In 2012, Anthony opened Atlanta's Phipps Plaza staple, YEBO Restaurant & Bar, with a similar yet trendier, eclectic style of 10 Degrees South. His endeavors of YEBO, 10 Degrees South and the 2010 release of premier Napa Valley wine, The King of Clubs, with developing partners Christopher King and winemaker Robert Mondavi, Jr., positioned himself in the industry as not only an entrepreneur, but as the ultimate expert in South African food and wine in Atlanta, as well as in the United States.

In 2015, Anthony announced the upcoming openings of Biltong Bar in the forthcoming Ponce City Market, in addition to Cape Dutch in Atlanta's Morningside neighborhood, both slated to open in fall of 2015. With his additional restaurant endeavors, Anthony created an umbrella brand encompassing each of his concepts – True Story Brands – in honor of his commitment to creating an individual experience in each destination.

UNDER THE HOOD

Anthony was born and raised in South Africa, attended the University of South Africa while also earning a diploma from the London Business School



◆ JUSTIN ANTHONY
AGE:42

prior to relocating to the United States at age 23. A natural-born soccer star, he hoped to pursue a soccer career after playing professionally across the globe. However he was forced into early retirement with a knee injury, leading him to pursue a different passion – the restaurant business.

Anthony and his wife Kelly, the renowned interior designer behind Wolf Design Group and the high-end, curated consignment boutique Swoox, currently reside in Atlanta. Having lived all over the world, he is proud to call this vibrant city his home, bringing his South African culture, creativity and impressive talent along with him.

WORST SPILL & HOW YOU RECOVERED

When I opened Jack & Diane's, a high end sports bar just before the big financial crash... Great concept at the wrong time... Taught me that you gotta keep grinding even when you lose a lot of \$. You can't afford to stress about it, otherwise you lose!

IF YOU COULD HAVE A BUSINESS LUNCH WITH ANYONE (DEAD OR ALIVE) WHO WOULD IT BE AND WHY?

Nelson Mandela... I think his attitude changed the world and I would love just a portion of that to rub off on me.

FAVORITE ENTREPRENEUR

Sara Blakely of SPANX

WHO IS YOUR PERSONAL MENTOR

Lou Ashcraft... one of the smartest businessmen I know.

WORDS OF WISDOM

Put your head down and work not only hard, but more importantly smart! Smart business is the best business!

DIGITAL AGE

Facebook: /justin.anthony.12
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Instagram: @justinanthony10

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