

Indonesia's Flash Coffee appoints Bardon Matthew as CEO

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Flash Coffee announced the appointment of Bardon Matthew as its new Chief Executive Officer, marking a pivotal moment in the company's turnaround strategy and renewed focus on Indonesia. With over 20 years of experience in Southeast Asia's F&B industry, Bardon steps into the role with a clear mandate: to continue Flash Coffee's successful turnaround, strengthen operations, sharpen execution, and unlock the next phase of rapid and profitable growth.

Bardon's appointment follows two key announcements earlier this year. A renewed focus on Indonesia as Flash Coffee's single focus market, and a shift towards disciplined, store-level profitability, both of which laid the foundation for Flash Coffee's recent \$3 million fundraise. His arrival is designed to accelerate these priorities with hands-on leadership and deep operational expertise to scale with consistency.

Bardon has been part of several formative moments in Indonesia's modern coffee retail scene, having joined Starbucks during its early Indonesia rollout, served as a founding team member when J.Co Doughnuts & Coffee entered Singapore, and then supported Maxx Coffee's launch in Indonesia.

He started his career working as a barista, learning the coffee business from the ground up, before rising through the ranks by staying close to operations, people and performance. This hands-on journey gives him a deep operational understanding that continues to shape his leadership approach today.