

## Coffee Pioneer

Before specialty coffee became mainstream, most Filipinos were content to sip hot cups of the instant variety morning, noon, and night. Renewed interest in authentic coffee emerged in the mid 1990s, brought about by the desire of many well-travelled Filipinos to uplift the quality of coffee as it had come to be known in the Philippines.

Among this class of coffee aficionados was Roberto de Santos Francisco, president of BCCPI. His coffee crusade began with the predecessor of BCCPI, San Francisco Coffee & Roastery Inc. (Sancoco), which tested the local coffee market in 1993 by selling flavored coffees in bazaars. A year later, fueled by a growing demand, Sancoco gradually moved on to supplying an exclusive blend of freshly roasted coffee beans to one of today's leading and biggest local coffee chains.



With a full view of the thriving coffee industry, the company went into significant business partnerships with coffee equipment manufacturers between 1995 and 1997, first, receiving exclusive distributorship rights for Astoria espresso machines by CMA of Italy, one of the world's leading manufacturers of professional espresso coffee machines; and later in 1997, obtaining dealership privileges for the Bravilor Bonamat brewers, another leader in the coffee equipment manufacturing industry in Europe.

1999 marked the beginning of its partnership with Boyd Coffee Company USA, one of the oldest companies in the coffee industry, having been in existence since 1900 when P.D. Boyd's Red Wagon rolled through Portland selling tea, coffee, and spices.

With the Boyd partnership in place, Sancoco relegated all existing operations and businesses to Boyd Coffee Company (Phils.) Inc. (BCCPI) in March 1999. At the same time, BCCPI adopted from Boyds USA the following brands and trademarks: Coffee House Roaster and Boyd's Coffee.

The new company wasted no time in reshaping the local coffee landscape, launching innovations one after the other. BCCPI's pioneering efforts include:

- First to distribute flavored coffees in the market in 1993 when it tested the market for specialty coffee
- First coffee supplier to custom blend coffee beans – it is the only specialty coffee supplier in the market whose coffee beans that are not commercially available, rather coffee blends are specifically made for its clients
- First and still the only supplier who roasts only upon order

continued on page 2



## Coffeology™

### Philippine Coffee History

The origins of coffee in the Philippines could be traced back to a Franciscan friar who in the year 1740 brought with him into the country 3 gantas of coffee beans, which he planted in the monastery. What happened during the next century was unclear but by 1880, the Philippines had become the 4th largest exporter of coffee in the world – with major plantations situated in Batangas. The country was a strong coffee producer that at one point, in 1886 to 1888, it was considered the sole supplier of coffee, when neighboring countries' coffee plantations were attacked by pestilence.



Today, the country's high demand for coffee and its low production is such that the Philippines imports for consumption. However, the Philippines' coffee industry is slowly rebuilding to regain its place among the top coffee producing country's in the world.

Next: Coffee Growing

\**Coffeology* is a proprietary course on coffee developed by BCCPI to educate clients on anything and everything about specialty coffee. The course covers each step coffee beans take, from farm to cup.

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from page 1

- First to distribute industrial espresso machines locally. BCCPI carries the best coffee equipment available in the market, and is equipped to train clients on its use, repair, and preventive maintenance.
- First to create and offer the *Coffeology* seminar – a comprehensive class that explains the coffee beans' journey from farm to cup, as well as the essentials of making classic and authentic preparations of coffee based drinks, consultation on coffee shop operations, and the development of special coffee projects.
- First to trademark and offer "Total Coffee Solutions™" – the concept of a one-stop shop providing the widest range of coffee solutions to the country's food service industry. From coffee blends designed to suit the most discerning tastebuds, to technical service and support programs backed by dealership of the world's leading makers of coffee equipment, the best products and services are guaranteed by Boyd Coffee Co. (Phils.) Inc.
- First local supplier to be backed up by a company abroad that has had more than 100 years of experience in the coffee industry.
- First to introduce a fully integrated mobile espresso cart in the Philippines. The cart carries everything required to begin a coffee cart business.
- First to blast broadcast the latest trends and news in coffee via its electronic newsletter, *Coffee Adventures*.

BCCPI brings the coffee drinking experience to a higher level, providing the best products and customer service, which stems from their knowledge and experience with coffee.

Boyd Coffee Co. (Phils.) Inc. is built on passion for coffee and excellence that allows them to cover every step necessary to deliver a perfect cup of coffee as well as provide innovative coffee solutions.

## Great Finds



### Coffee Hand Grading

Folk of San Antonio, Quezon engage in bayanihan while selecting the best of the coffee beans from the harvest. After this process, the beans are polished to remove debris. Then the beans are further graded to select the best beans for selling to coffee roasters.

# Astoria

# Italia D'Oro

# BRAVILOR® BONAMAT®



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