

**Awaken Your Senses: Discover the Rich Flavors of Philippine Coffee!****甦醒味蕾：菲律賓咖啡深度體驗**

Date 日期：	16/08/2025 (Saturday) 2025 年 8 月 16 日 (星期六)
Time 時間：	12:00nn – 1:00pm 中午 12 時正至下午一時正
Venue 地點：	Coffee Zone, Hall 5E, HKCEC 香港會議展覽中心展覽廳 5E Coffee Zone
Organiser 主辦單位：	Hong Kong Trade Development Council 香港貿易發展局
Language 語言：	English 英語
Tentative Programme 活動議程：	<p><b><u>12:00nn – 12:15pm</u></b>  <b>Coffee from the Benguet Region</b>  Mr Roberto B. Mabalot, Jr.  Vice Consul (Commercial) and Commercial Attaché  Philippine Trade and Investment Center in Hong Kong (PTIC-HK)</p> <p><b><u>12:15pm – 12:30pm</u></b>  <b>From Bean to Bliss: Chocolate's Journey &amp; Health Secrets</b>  Mr Ricky Perez  Owner, Auspere Nature Farm</p> <p><b><u>12:30pm – 12:45pm</u></b>  <b>From Roots to Roast: Continuing a Farmer's Legacy Through Coffee</b>  Ms Ly Ann Lim  Owner/Founder, Julian &amp; Celerina's Harvest</p> <p><b><u>12:45pm – 1:00pm</u></b>  <b>Café Cuatro Coffee Story</b>  Ms Virginia Marte  CEO / Owner, Café Cuatro PH Coffee Store</p>

*Subject to change, as of 8 Aug 2025*

The views and opinions expressed by the speakers and the contents of their presentations are those of the speakers and do not reflect the views or endorsement of the HKTDC or the fair's co-organisers or sponsors. The HKTDC, the fair's co-organisers or sponsors are not liable for the speakers' views, opinions and the contents of their presentations.

演講嘉賓所表達的觀點和意見以及他們的演講內容僅代表嘉賓本身，並不反映香港貿易發展局（HKTDC）、展會合辦機構或協辦機構的觀點、立場或認可。HKTDC、展會合辦機構或協辦機構對演講嘉賓的觀點、意見以及演講內容，一概不承擔任何責任。

**12:00nn – 12:15pm Coffee from the Benguet Region**

Benguet coffee, primarily Arabica, is renowned for its mild flavor profile with hints of chocolate and nuts, thriving in the region's high altitude and cool climate. Sustainable farming practices by smallholder families contribute to its quality and cultural significance, garnering increasing recognition in the specialty coffee market.

**About PTIC-HK:**

The PTIC-HK is the representative office of the Department of Trade and Industry (DTI) of the Philippines. The DTI champions the coffee sector of the Philippines by bringing coffee exporters from the Philippines to Hong Kong and Macau.

The views and opinions expressed by the speakers and the contents of their presentations are those of the speakers and do not reflect the views or endorsement of the HKTDC or the fair's co-organisers or sponsors. The HKTDC, the fair's co-organisers or sponsors are not liable for the speakers' views, opinions and the contents of their presentations.

演講嘉賓所表達的觀點和意見以及他們的演講內容僅代表嘉賓本身，並不反映香港貿易發展局（HKTDC）、展會合辦機構或協辦機構的觀點、立場或認可。HKTDC、展會合辦機構或協辦機構對演講嘉賓的觀點、意見以及演講內容，一概不承擔任何責任。

**12:15pm – 12:30pm From Bean to Bliss: Chocolate's Journey & Health Secrets****Discover the Journey from Bean-to-Bar and Its Health Perks**

Explore the fascinating world of bean-to-bar chocolate—from the cacao bean grown on our farm to the rich, flavorful chocolate bar on your table. Learn how every step of the process—fermenting, drying, roasting, grinding, and molding—affects the quality, taste, and nutritional value of the final product.

We'll also dive into the health benefits of real, minimally processed chocolate. Find out why dark chocolate can boost mood, support heart health, and provide powerful antioxidants. We'll debunk common myths about chocolate and show you how farm-to-bar products are different from commercial chocolates filled with sugar and additives.

Whether you're a chocolate lover, a wellness enthusiast, or simply curious about where your favorite treat comes from, this session will give you a fresh perspective on enjoying chocolate the healthy way. Plus, get tips on how to identify authentic bean-to-bar products and incorporate them into your daily life for guilt-free indulgence.

Don't miss this short but flavorful experience that will make you appreciate chocolate like never before!

**About Mr Ricky Perez:**

An electronic Engineer by profession for 15 years. 2016 when he left the corporate stint to become a farmer and built his own family farm. His past experience in process and equipment engineering in solar manufacturing has been a vital key to becoming a farm leader and an Agri-preneur to their farm known as the Chocolate Farm of Cavite(Province). The cacao they produce together with the consolidated harvests of all farmers from their municipality are then processed to become an artisanal chocolates and other cacao products---there by showcasing a full value chain enterprise.

A practicing pastry chef and chocolatier made it essential to establish a full enterprise as well. Food processing or chocolate making is a skill developed in time while embracing underpinning knowledge and new technologies.

Mr. Perez enjoys life in the farm, with his 2 daughter and his wife operating their chocolate farm. He also loves speaking/teaching engagements as he is resource person in major topics such as Organic Agriculture, Coconut and Cacao Fusion, Agro-Entrepreneurship, The Science and Art of Bean-to-Bar Chocolate Making, Cacao Masterclass, Photovoltaic device physics, Solar package System".

Has always been an advocate of sustainable agriculture through family farming. He is currently the president of cacao growers association in the province of Cavite, ensuring that farmers are up to date with production efficiency and always engaged with sure trade market.

**Auspere Nature Farm --- "The Chocolate Farm"**

- a family-owned Integrated farm located at Brgy. Lumil, Silang, Cavite. Main productions are cacao with integrating crops such as coconut, pineapple and organic vegetables.
- Operation started on September 06, 2015 by couples Ricky O. Perez and Ma. Connie Perez
- A social enterprise that consolidates and process all the harvests of Cacao farmers in Municipality of Cavite.
- Accredited Learning Site for Agriculture thru Department of Agriculture-Agricultural Training Institute region IVA.
- Agritourism farm with multiple enterprises namely; production & processing, farm staycations and farm school.

With its VISION: "To be the Leading Chocolate Family Farm and source of Finest Cacao Products"

The views and opinions expressed by the speakers and the contents of their presentations are those of the speakers and do not reflect the views or endorsement of the HKTDC or the fair's co-organisers or sponsors. The HKTDC, the fair's co-organisers or sponsors are not liable for the speakers' views, opinions and the contents of their presentations.

演講嘉賓所表達的觀點和意見以及他們的演講內容僅代表嘉賓本身，並不反映香港貿易發展局（HKTDC）、展會合辦機構或協辦機構的觀點、立場或認可。HKTDC、展會合辦機構或協辦機構對演講嘉賓的觀點、意見以及演講內容，一概不承擔任何責任。

**12:30pm – 12:45pm From Roots to Roast: Continuing a Farmer's Legacy Through Coffee**

A personal journey of heritage, passion, and purpose—sharing how one family's decades-old tradition gave rise to Farmer's Blend, a brand committed to bringing honest, Filipino-grown coffee from farm to table.

**About Ms Ly Ann Lim:**

Ly Ann is a proud farmer's daughter and banking professional, driven by a personal mission to carry forward her family's legacy in coffee farming. Through her brand, Farmer's Blend, she advocates for farm-to-table coffee that's locally grown, freshly roasted, and deeply rooted in the culture and communities of Silang, Cavite Philippines.

Born into a family of farmers, she grew up with a deep respect for the land and the hard work behind every harvest. Today, she combines that heritage with her professional experience to build sustainable, community-focused models that connect Filipino coffee farmers directly with consumers.

With Farmer's Blend, she aims to make local coffee more accessible, more appreciated, and more proudly Filipino—one cup at a time.

**About Julian & Celerina's Harvest (Brand Name: Farmer's Blend)**

Farm to Table Coffee, Proudly Filipino.

Our family has been in the coffee business for over 50 years, growing and harvesting Robusta beans in our hometown alongside fellow smallholder farmers. But it wasn't until 2023 that we launched Farmer's Blend—inspired by how our family and neighbors brewed coffee for decades: freshly roasted, ground, and boiled in a kettle—no machines, no frills—just honest, joyful coffee. We believe coffee should not be complicated. It must be tasted as pure coffee—bold, comforting, and true to its roots. We proudly support small farmers, including our own family's home-grown Robusta farm and neighboring growers.

**Our Purpose**

We believe in "farm to table" coffee—not just as a concept, but as a movement. Our mission is to promote Philippine coffee, uplift local farming communities, and bring consumers closer to the story behind every bean.

**What We Do**

Farmer's Blend offers 100% locally grown Arabica, Robusta, and Liberica beans sourced from small farms in the Philippines. Our coffee is freshly roasted in small batches and made to order, with customizable roast levels and grind sizes to suit every preference.

**Products**

- Arabica, Robusta, Liberica
- Whole Bean or Ground
- Medium, Medium-Dark, Dark Roast
- Drip Packs (single-serve)
- Custom packaging for gifts or retail

The views and opinions expressed by the speakers and the contents of their presentations are those of the speakers and do not reflect the views or endorsement of the HKTDC or the fair's co-organisers or sponsors. The HKTDC, the fair's co-organisers or sponsors are not liable for the speakers' views, opinions and the contents of their presentations.

演講嘉賓所表達的觀點和意見以及他們的演講內容僅代表嘉賓本身，並不反映香港貿易發展局（HKTDC）、展會合辦機構或協辦機構的觀點、立場或認可。HKTDC、展會合辦機構或協辦機構對演講嘉賓的觀點、意見以及演講內容，一概不承擔任何責任。

**12:45pm – 1:00pm Café Cuatro Coffee Story**

How café cuatro started and the challenges of local coffee business and coffee farms in the Philippines

**About Ms Virginia Marte:**

Virginia Marte has a degree in Master in Educational Management and Special Education and Master in Information Technology.

She has 10 years' experience in electronics manufacturing industry before started teaching in STI College and University of Cabuyao.

She has been a college professor for 15 years before becoming an entrepreneur in 2021. She is the owner and CEO of Café Cuatro Ph, a Philippine coffee pod manufacturing company.

**About Café Cuatro PH Coffee Store:**

Café Cuatro started selling coffee beans and drip coffee in 2021 but found the niche in coffee pods and started manufacturing coffee pods using Philippine coffee. It was awarded one of the BEST 10 START UP COMPANY in 2022 by BPI SEAL SEGA.

In 2023, Café Cuatro forged a partnership with FARM to CUP PHILIPPINES and started planting 1000 Arabica coffee trees in TARLAC, Philippines. In 2024, 1000 robusta trees were planted in NUEVA ECIJA which has 1800 robusta trees now.

Café Cuatro's mission is offer premium PHILIPPINE coffee beans in coffee pods that provide convenience and freshness for the growing new generation of coffee lovers.

The views and opinions expressed by the speakers and the contents of their presentations are those of the speakers and do not reflect the views or endorsement of the HKTDC or the fair's co-organisers or sponsors. The HKTDC, the fair's co-organisers or sponsors are not liable for the speakers' views, opinions and the contents of their presentations.

演講嘉賓所表達的觀點和意見以及他們的演講內容僅代表嘉賓本身，並不反映香港貿易發展局（HKTDC）、展會合辦機構或協辦機構的觀點、立場或認可。HKTDC、展會合辦機構或協辦機構對演講嘉賓的觀點、意見以及演講內容，一概不承擔任何責任。