



THE MARKET

“There is no love sincerer than the love of food.”—George Bernard Shaw, *Man and Superman*.

Food is taken to sustain life. Many plants or plant parts are eaten as food. There are around 2,000 plant species which are cultivated for food, and many have several distinct cultivars. Seeds of plants are a good source of food for animals, including humans, because they contain the nutrients necessary for the plant's initial growth, including many healthful fats, such as Omega fats. In fact, the majority of food consumed by human beings are seed-based foods. Edible seeds include cereals (maize, wheat, rice, et cetera), legumes (beans, peas, lentils, et cetera), and nuts. Oilseeds are often pressed to produce rich oils - sunflower, flaxseed, rapeseed (including canola oil), sesame, et cetera.

Bakpia (Chinese: 肉餅; Péh-ōe-jī: bah-piá; literally "meat pastry") or hopia (Chinese: 好餅; Péh-ōe-jī: hó-piá; literally "good pastry") is a popular Indonesian and Philippine bean-filled pastry originally introduced by Fujianese immigrants in urban centres of both countries around the turn of the twentieth century. It is a widely available inexpensive treat and a favoured gift for friends and relatives.

Hopia is taken to enrich life. No trip to Philippine Chinatown would be complete without a stop at an Eng Bee Tin store for a pack or two of hopia, a deliciously baked, sweet mung bean-filled Chinese pastry. For over 100 years, Eng Bee Tin has reigned as the premier maker of the most delectable Chinese treats in the country. Its signature product, hopia ube, is a healthy, flavorful, premium pastry with pure purple yam filling. Cooked in corn oil, the Eng Bee Tin hopia is the all-time favorite treat for Filipinos, here and abroad. Loved by both Chinese and non-Chinese alike, Eng Bee Tin hopias scrumptious, satisfying, affordable and readily available. Over the years, Eng Bee Tin has churned out more hopia varieties and a wider product line than all competitors, capturing a market encompassing all social segments.

The company to date continues to innovate, improve on its products while introducing a wide variety of products, always giving its patrons something new to look forward to every time they visit an Eng Bee Tin outlet.



ACHIEVEMENTS

For 100 years, Eng Bee Tin has mastered the art of creating the most delectable hopia in the Philippines. Merely the mention of Eng Bee Tin hopia brand conjures up an image of this delicious, flaky delicacy. Eng Bee Tin, which began as a plain hopia maker, now offers other premium and equally delicious Chinese snacks and native delicacies in various forms—frozen, ready-to-eat, bottled and vacuum-packed—all exquisitely prepared from the finest ingredients. From its original stall in the heart of downtown Binondo in Manila, Eng Bee Tin has added three branches in Chinatown and nine outlets in malls around Metro Manila. Eng Bee Tin hopia is also found through dealers in mainland United States, Canada, Italy, Dubai, Hawaii, Australia, Saudi Arabia and Asian countries.

Eng Bee Tin was awarded the Best Consumers Choice Award and National Shoppers Choice Award for providing outstanding goods and services to Filipino consumers. And because of its overall achievements, it has been awarded a sustaining Superbrand seal of excellence.

Today's Eng Bee Tin is run by a third-generation Chua, living proof of the brand's resiliency and great success in the ever competitive modern business.

HISTORY

The Eng Bee Tin story started in Binondo in 1912 when Chua Chiu Hong, a Chinese immigrant, decided to make and sell hopyang Hapon, a pastry of soft dough filled with sweetened red mung beans (monggo). Using only empty steel drum containers and charcoal, he moved on to make hopyang monggo and hopyangbaboy, which would later

become the bakery's staple products. Chua was hard-working, but he was also disposed to gambling unfortunately. Consequently, the business took a slump in spite of its successful product. None of his six children were interested in the business, so it fell upon his youngest son, Benito, to continue the hopia bakery. Benito knew little about hopia-making and even less about running a business. Eng Bee Tin eventually lost to the competition. Its hopia was insignificantly promoted, lacking in flavor and hard as a rock. And to make matters worse, suppliers and staff slipped away when Benito could no longer pay them.

Gerry, the eldest of Benito's children, saved Eng Bee Tin through his street smarts. At 16, Gerry set out to make Eng Bee Tin hopia delicious, soft and different. He was able to develop an Eng Bee Tin unique hopia with the help of a Taiwanese teacher, but it did not click at the time. Gerry's inspiration to make hopia ube (purple yam) came from a casual conversation with a grocery saleslady. She told him that the most sought after ice cream flavor was ube. Before long, he found himself in Pampanga learning from the experts on how to cook the ideal balayan gube (purple yam jam) as filling for his hopia. Success didn't come easy however. Eng Bee Tin was a one-man show for a time, with Gerry buying the ingredients, cooking and selling hopia to public markets in Manila. There was no one to rely on. He traveled as far as Laguna and Cavite to sell his hopyang ube. Gerry even took his hopia, along with fried siopao, to cock fighting arenas in Manila. Hopia sales remained rather poor, but with a strong belief in the superiority of his own products, his perseverance paid off and Gerry was inspired to export them. He approached a US-based Chinese-Filipino exporter to help him market Eng Bee Tin hopia in the land of milk and honey. Gerry's offer was initially turned down because Eng Bee Tin was not a brand. His persistence and persistence to offer his hopia for free, however, helped bring the first 20 packs of Eng Bee Tin hopia to US shores. A few years later, Gerry was tending his store when a lady came in with an empty Eng Bee Tin hopia ube wrapper. She asked if it came from his store. Gerry said yes and asked the lady where the wrapper was from. She said it was sent



from the US. It was then that Gerry knew that Eng Bee Tin hopia had tickled taste buds in America. Eng Bee Tin remained a struggling business but, through it all, Gerry remained confident. He knew that, given the taste and quality of his Hopia Ube, it was only a matter of time before success came his way. The turning point for Eng Bee Tin came in 1988 when it was featured on the television travel show Citiline, hosted by Cory Quirino. The feature was Cory's show of gratitude to Gerry for patiently guiding her and her crew for a shoot in Chinatown weeks earlier. The TV exposure for Eng Bee Tin Hopia Ube marked the beginning of its extraordinary popularity in the country.

Gerry's innate altruism, coupled with his ingenuity, thrust Eng Bee Tin to unexpected heights. The company now reigns supreme in the highly competitive hopia-making industry.

THE PRODUCT

The ever-expanding Eng Bee Tin line of products is led by its specialty hopia ube, a melt-in-the-mouth pastry whose creamy, tasty, purple yam filling is far thicker than its crust. Each Eng Bee Tin hopia boasts premium ingredients that blend perfectly to tantalize the taste buds of the most discerning hopia connoisseur. Other much-loved products, which add pride to the Eng Bee Tin brand, are hopia mongo, hopia baboy, hopia ube dice and tikoy, a sweet, sticky delicacy made from glutinous rice. Eng Bee Tin also makes choice Chinese breads and cakes, frozen and ready-to-eat fried meat and seafood products, crackers and flakes, and other Filipino native delicacies.

The significant appeal of Eng Bee Tin products is their innovativeness and variety. Take Eng Bee Tin tikoy, for example, which also comes in plain white, brown, sugar-free, whole, rolls and balls. Never failing to surprise and delight its customers, Eng Bee Tin concocted tikoy, with such flavors as corn, pandan, strawberry, ube, peanut, mocha and banana.

Now an international brand with a growing customer base, Eng Bee Tin assures quality with modern manufacturing practices. Beyond a state-of-the-art food X-ray machine, it has in place a 5S and HACCP-compliant operation system to guarantee consistently wholesome and safe food products.

RECENT DEVELOPMENTS

To date Eng Bee Tin Chinese Deli has introduced more than 25 flavors of Hopia in the market. It includes the three flavors of Hopia Combi (a combination of two flavors), the tempting Mochaccino and Choco-peanut flavors, the two flavors of Mochipia (the hopia filled with a bit of glutinous rice), and one of the newest addition to the family, Custard Hopia, now with three flavors to choose namely the Custard Classic, Custard Ube and Buko Custard.

The most recent development introduced outstandingly in the retail market is the Golden Pork floss Hopia made with a dried meat wool like filling perfectly covered with a flaky-crust. Packaged individually and sold in a box of 12.

To lead the innovation, another product offering from the popular hopia maker made a name in the market. Ube Pao, a steamed, violet-colored bun with Eng Bee Tin's signature ube filling. Now, it comes with three nutritious choices of fillings such as Honey Spicy Roast Pork, Pork Asado (Honey Roast Pork), and Bola-Bola (Meatball).



Making up to the trend, Eng Bee Tin Chinese Deli made an innovative twist. Lava Pao, a salted egg yolk custard filled steamed-bun recently released product and topped the talks on social media.

PROMOTION

Eng Bee Tin is a year-round participant at major trade fairs in the country. To showcase its products, Eng Bee Tin offers hopia and tikoy at no cost in medical missions, at alumni homecomings and during the observance of Holy Week. The company also advertises through newspapers, magazines, television and social media. Eng Bee Tin has, for many years, operated a text brigade to update customers on products and promos through short messaging service (SMS). In the last quarter



of 2008, Eng Bee Tin launched its first ever VIP Card to reward loyal patrons. With the VIP Card, accumulated points earned from each purchase allow customers to buy more Eng Bee Tin products, get discounts and freebies from partner establishments and receive free email alerts on in-store promotions and events.

BRAND VALUES

Its unending pursuit of excellence and innovation has made Eng Bee Tin the most trusted, trend-setting hopia brand in the Philippines. Upholding its slogan, "Quality you can taste," the hopia company has left no stone unturned to ensure extraordinary products. Testimony to success, Filipinos go out of their way just to sample authentic Eng Bee Tin hopia in the heart of Chinatown, even at a premium price.

Through perseverance, creativity, clear understanding of the Filipino customer's taste and good will, Eng Bee Tin has rightfully earned its place as a globally recognized Superbrand. The consistent delivery of the brand promise has generated for Eng Bee Tin the integrity to enjoys today making it the brand, the Superbrand.



THINGS YOU DIDN'T KNOW ABOUT ENG BEE TIN

- Eng Bee Tin is translated as Ever Beauty Precious in Chinese.
- Eng Bee Tin's hopia ube first gained popularity in the US before it was recognized in the Philippines.
- Eng Bee Tin is the First hopia maker in the country to use a food X-ray machine to ensure all its hopia products are free from any impurities.
- The brightly lit Eng Bee Tin stall on Ongpin Street in Binondo is the same spot of the original stall built in 1912.
- Gerry Chua broke the tradition when he donated ten purple - colored fire trucks, symbolizing the color of Eng Bee Tin's popular hopia.
- With the success of hopia ube, Gerry Chua is now also called Mr. Ube, incidentally the same name of his rice and noodle house.
- Eng Bee Tin is the innovator of the most Chinese delicacies which led to multiple flavors of hopia and tikoy among of which are the hopia combi, mochipia, and hopia custard series.
- We were the first to also introduce innovative packing like pillow packing, foil packing for hopia and also vacuum packing for tikoy.