

# Brewed

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## Boncafé Colombiana Roasted & Ground Coffee Sets to Stir Your Senses!

Boncafé International is proud to introduce a new blend – Colombiana – in its range of Roasted and Ground Gourmet Coffee. It is set to stir your senses!

The new Colombiana is a delicate blend of lively and bright Arabica beans from the Latin American highlands. It has a dark fruity sweetness in the taste with a cherry like, chocolate leaning in the aroma. In the cup which is full bodied, there is a subtle yet gentle acidity with a slightly bittersweet finish and lingering hint of nuts to round off the brew.

Mr Christian W. Huber, Managing Director of Boncafé, said: "Consumers are becoming more well-heeled, and well-travelled. Just like they appreciate good wines, many are learning to appreciate the finer things in life, which includes a good cup of coffee after every meal." Boncafé's Roastmaster is dedicated in sourcing and blending the finest coffee beans from around the world. "With the Colombiana blend," Huber continues, "a perfectly balanced taste to the senses can be enjoyed by the most discerning coffee connoisseur."

Boncafé's Roasted and Ground Gourmet Coffee 200g is available in Ground and Whole Bean variants with the following blends – Morning, All Day, Decaffeinated, Espresso, Mocca and now Colombiana - at leading supermarkets and retailers. The recommended retail price starts from \$7.65 a pack.



## Bon Welcome to Naomi Isabelle Huber!

We would like to take this opportunity to congratulate Mr. & Mrs. Christian W. Huber and Mr. & Mrs. W.E. Huber on the arrival of their little princess and granddaughter - Naomi Isabelle Huber – who was born on the 26 November 2010 at Gleneagles Hospital. Wishing many Bon years of joy and happiness with the new addition to the family!



## Boncafé wins Gold Award for the 3R Packaging Awards 2010. The third award in a row!

Boncafé International wins the Gold Award of the National Environment Agency's 3R Packaging Awards. This is an initiative following on from the signing of the Singapore Packaging Agreement in 2007, and the third award Boncafé has been honoured to receive.

The 3R Packaging Awards is given out to signatories who have made notable efforts and achievements to reducing packaging waste. The winners are selected based on a set of assessment criteria set by the NEA.

Boncafé, one of the pioneer signatories of this Agreement to voluntarily sign up and commit to the initiative, have embarked on an active programme company-wide to reduce, reuse and recycle packaging material.

Some of these packaging-saving initiatives undertaken and effected in the past year since the signing of the Agreement include the reduction of all foil coffee packaging from 140 to 120 microns,

reduction of thickness of coffee pouches, removal of the usage of polyethylene bags to reusable and environment-friendly woven bags, and the reuse and recycling of cartons, wooden pallets for storage, shipments.

These programmes have helped Boncafé achieve an overall reduction of material usage by 14% and thus translated this into 7.6% savings in production cost and a 13.2% increased output per kilogram of packaging material.

"Boncafé is most honoured to be one of the seven winners of the Gold Award from the National Environment Agency, but more importantly, we are proud to be able to continue our efforts in being able to reduce – recycle – reuse in our operations and practice." said Mr Christian W. Huber, Managing Director of Boncafé International. "Boncafé hopes to continue with these initiatives into the future, as we look to provide the best quality gourmet coffee to all our customers in the most sustainable way possible."

## Savour the Finest with Boncafé!

Once again, we are honoured to be part of brand new culinary experiences at Asia's most prominent resorts, Marina Bay Sands. Boncafé is now serving in 2 more celebrity chef restaurants – Cut by Wolfgang Puck and db Bistro Moderne by Daniel Boulud.

Discerning diners can now look forward to enjoy the wide range of delightful and inspired foods along with great gourmet coffee.

### Cut

The American restaurant, which is hailed as one of the top three steak houses in the United States, offers sophisticated menu with the finest beef, an award-winning wine list as well as a cutting-edge design and impeccable service.

### db Bistro Moderne

A contemporary French-American restaurant where traditional French cuisine meets the flavours of the American market. Impeccable service, elegant and laid-back ambience make dining at db Bistro Moderne an unforgettable culinary experience.



## Boncafé Proudly Served in Raffles Town Club!



Raffles Town Club officially opened its door to Members in March 2000. With its top-of-the line facilities, beautiful setting and remarkable array of customized activities and glamorous events, Raffles Town Club has since positioned itself as one of the most impressive social clubs in the country and region.

Having established reciprocal affiliation with more than 30 international clubs in over 15 countries, as well as 6 golfing destinations in Malaysia and Indonesia, the Club has evolved into a premier destination for their members and guests. As the Club enters a new phase, it successfully positioned itself as a haven

of multi-faceted lifestyle and a hands-down venue of choice for all types of celebrations and events.

Boncafé is proud to be part of the new phase. All guests and members can now enjoy a great cup of Boncafé at the Club!

# Boncafé Participates in SIAL 2010

SIAL 2010, one of the biggest Food and Beverage Show in the world was held in Paris from 17 to 21 October 2010. Boncafé is proud to participate in this significant trade show as an independent exhibitor for the first time!

Although there was an overall decline of 8% in the number of visitors as a result of the disruptions in transportation network across France at the time of the exhibition, it was still visited by 136,500 professional visitors and among them, 62% were international visitors from over 200 countries.

SIAL Paris was nonetheless a good outing for Boncafé, with a reasonably good haul of potential business partners from the regions of Europe, Middle-East and South America to commence business discussions with.



# Singapore Tatler 28th Anniversary Ball

The much-awaited Singapore Tatler Anniversary Ball was held at John Jacob Ballroom, St. Regis Singapore on 4 November 2010. With a theme of "Great Romances", all ladies and gentlemen were dressed to the nines in gowns and black tie attire that spoke of their own interpretation of romance.

Boncafé was the gourmet coffee sponsor for the evening as well as the proud sponsor of an Ascaso Dream Espresso Machine for the lucky draw winner.





## Boncafé Tees Off with Asian Women's Welfare Association

Boncafé was a proud sponsor at the 7th AWWA (Asian Women's Welfare Association) Charity Golf 2010, which was held on 7th October 2010 at The Singapore Island Country Club. This year, the funds raised would go towards supporting AWWA Centre for Caregivers (CFC) in empowering caregiving families of the disabled, elderly and chronically ill through the provision of information, emotional support and training programmes to enhance the quality of their lives and those of their families.

## A Bon Experience Awaits You!

Boncafé launches a new TV commercial online, titled "A Bon Experience Awaits You!". This 60 second commercial gives a peek to the viewer on what Boncafé is all about and where the passion lies.

View it at [http://www.boncafe.com/Bon\\_experience.html](http://www.boncafe.com/Bon_experience.html)

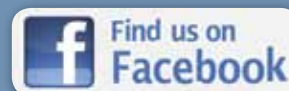


## Êtrebon Gallery & Academy now on Facebook!

Striving to stay connected, Êtrebon Gallery and Academy is now on Facebook!

With Facebook's meteoric rise in Singapore in the past 3 years and now taking up the top spot in Singapore, it has become one of the most effective and powerful advertising platforms today.

Through Facebook, Êtrebon Gallery and Academy can now better engage and stay connected with customers and coffee lovers on special events and promotional offers.



[www.facebook.com/etrebons](http://www.facebook.com/etrebons)



## Boncafé Malaysia – Product Sponsor of Hospitality Asia Platinum Awards 2010 - 2012

The Hospitality Asia Platinum Awards (HAPA), conceptualized and organized by World Asia Publishing, was held on the 22 November 2010 at The Royale Chulan Hotel, Kuala Lumpur. It was attended by more than 600 hoteliers, including Datuk Dr James Dawos Mamit, the Deputy Minister of Tourism.

Boncafé Malaysia sponsored the HAPA Service Excellence Award as well as HAPA Best Executive Chef Award which were won by The Westin Langkawi Resort & Spa and Chef Oliver Lopez of Resorts World Genting, respectively. Both received trophies presented by Mr. Bennie Teoh, General Manager of Boncafé Malaysia.

Boncafé was also the gourmet coffee sponsor for the event where more than 600 hoteliers rounded up a great dinner with a cup of Boncafé coffee.





## Boncafé Penang Serves Gourmet Coffee at Lone Pine Hotel

Well-loved since its establishment in 1948 for its idyllic setting amid casuarinas along Penang's famed Batu Ferringhi beach, the Lone Pine Hotel reopens its doors renewed and rejuvenated after a one-and-a-half-years' refurbishment and expansion process.

To meet the demands of today, the number of rooms has been increased to 90 with a brand new block housing additional deluxe rooms. This new block features new facilities for the hotel such as a boardroom for corporate meeting, a gymnasium and a spa.

A latest addition to Lone Pine's F&B outlets is batubar, an elegantly furnished yet laid back bar where guests can sit and relax to the sound of the surf as well as Matsu, the Japanese restaurant that offers cuisine described as "casual with a distinct Japanese twist". Lone Pine's old favourite, "The Bungalow" continues to offer its signature Hainanese specialties complemented by traditional Western and Asian menu items.

All guests of the hotel can now enjoy a perfect cup of Boncafe gourmet coffee at any time of the day!

Visit their website at [www.lonepinehotel.com](http://www.lonepinehotel.com) for more information.



# Boncafé Thailand Launches Online Store

Boncafé Thailand recently launched an online coffee store on 1 December 2010. With this in place, customers can now be updated on the latest promotion and purchase their favorite items in a click!

Designed to cater to the growing coffee lovers in Thailand, the website is easy to use and convenient. Customers can now pick up their favourite items anywhere and at any time of the day. All they need is just access to the internet.

The online shop is now only available in English. However, starting January 2011, consumers will be able to choose the language they preferred – English or Thai.

To check out Boncafé Thailand's Online Coffee Shop, visit <http://shop.Boncafé.co.th>



Boncafé Thailand is proud to present "The Jewels of Thailand" calendar for 2011 for their customers and trade partners.

"The Jewels of Thailand" is a collection of 12 intriguing pages featuring fascinating beach

attractions in Thailand, alluring "Bon" girls from Boncafé Thailand and snazzy coffee cocktails and specialty drinks concocted by Boncafé's professional baristas and beverage menu specialists.

## Healthy Living with Boncafé Thailand at Amari Midnight Run 2010

Boncafé Thailand never misses an opportunity to support a good cause. On 9 October, Boncafé Thailand joined the “Amari Midnight Run 2010”, an annual event that promotes a healthy urban lifestyle organized by Amari Watergate Hotel, and provided gourmet coffee, tea and chocolate beverages to more than 1,000 participants. At the event, Boncafé presented the highlight of the night, the “Mobile Coffee Car”, which stood out beautifully from other booths!

The “Mobile Coffee Car” illustrated the concept of a movable coffee shop that can be operated anywhere. This intriguing concept attracted not only coffee lovers but also people seeking business opportunities.



## Boncafé Far East Lends a Hand to Charity

The eight running of the Hebe Haven Yacht Club's annual 24 Hour Charity Dinghy Race took place on 9 and 10 October 2010, continuing to support children's charities in Hong Kong. All funds raised went to the nominated charities – Children's Cancer Foundation, Enlighten for Epilepsy, IDEAL (Intellectual Disabled Education & Advocacy League) and TREATS.

Boncafé Far East was proud to be the gourmet coffee sponsor for the event which raised over one million Hong Kong dollars, keeping in line with Hebe Haven Yacht Club's mission statement to contribute to the local community.

## New Hotel Partners Serve up Boncafé Gourmet Coffee



### Raffles Dubai

Boncafé Middle East is proud to announce the latest addition to its list of esteemed customers – the prestigious Raffles Hotel Dubai. The hotel is located just 10 minutes from Dubai International Airport, and is a prominent landmark in Dubai built in the form of a stunning pyramidal structure. With 211 opulent suites and rooms, the largest in the city, it also boasts ten exquisite Food & Beverage outlets where its guests can now enjoy Boncafé gourmet coffee.



### Grand Millennium Dubai and Millennium Hotel Abu Dhabi

Also adding to Boncafé Middle East's portfolio are Grand Millennium Hotel Dubai, and the Millennium Hotel Abu Dhabi. Both these properties are located in the heart of the bustling cities and boast a multitude of lively F&B outlets which are now serving Boncafé gourmet coffee to their high volume of guests.

## Boncafé Middle East Launches Mobile Satellite Service Centre in Abu Dhabi



Boncafé Middle East recently launched a mobile satellite service centre, attributed by the recent growth in tourism and hospitality market in Abu Dhabi that led to the increased in contracted hotel customers.

This mobile service centre, managed by Demetrio Ardenio, a long standing employee of Boncafé Middle East, aims to provide more efficient servicing and maintenance as well as calibration and quality control services to cater to the increased hotel customers in Emirates.

## Boncafé Middle East introduces Boncafé Cremesso

Along with Thailand, Boncafé Middle East has also launched the new Boncafé Cremesso capsule system. The Swiss engineered machines that are perfect for hotels, offices and home use were introduced to the UAE at the Dubai Hotel Show earlier in the year, with very good response coming from the hospitality industry. Boncafé Dubai is now working on the launch of the Cremesso machines into the UAE retail market by January 2011 to be in time for the festive shopping period.



## Boncafé Middle East Participates in the 16th Annual Gulf Food Show



Once again Boncafé Middle East is busy preparing for the much anticipated trade event of the year, the annual Gulf Food Show, running from 27 February – 2 March 2011 at the Dubai World Trade Convention Centre. This show is one of the biggest platforms for sales and sourcing, hosting an incredible 3,500 exhibitors and welcoming over 55,000 buyers

from 152 countries – an event not to be missed. This year Boncafé Middle East will continue its strong branding presence at the show with their in-house baristas brewing up a storm in their cuppas, as well showcasing a wealth of new products and equipment which includes the Boncafé Cremesso capsule system and the new range of Thermoplan machines. Boncafé will

also be partnering with Bon Equip, a division of Boncafé which represents highly reputable kitchen equipment suppliers and manufacturers, to provide visitors with a full range of comprehensive food and beverage solutions. Boncafé's booth will be located at A2 – 2 Hall 2, Dubai World Trade Centre. Catch more news and pictures in the next issue of Brewed.

# Boncafé Celebrates a Bonding New Year

Boncafé wishes everyone a Prosperous and Healthy Start to 2011! As we begin to usher in the Year of the Rabbit, our very own Senior Coffee Barista, Henri Koh, has whipped up some enticing cocktail themed coffee concoctions to bond with friends and colleagues! Bottoms Up!

## Café Coin-treau

### INGREDIENTS

Cointreau Liqueur	30ml
Freshly Brewed Coffee	150ml

### PREPARATION

1. Add 30ml Cointreau Liqueur into cocktail glass
2. Brew coffee over the liqueur
3. Add sugar to sweeten

### OTHERS

Glass: Cocktail Glass  
Garnish: Orange Peel



## Bohême Crème Latte

### INGREDIENTS

Café Bohême Liqueur	30ml
Espresso	30ml
Steamed Milk	120ml

### PREPARATION

1. Add Café Bohême Liqueur in serving glass
2. Pour steamed milk and froth over liqueur
3. Slowly pour espresso into the glass to create the coffee layer

Glass: Cocktail Glass or Latte Glass  
Garnish: Cocoa powder (to be sprinkled over the froth)



## Bonding-time Fizz

### INGREDIENTS

Café Bohême Liqueur	30ml
Fresh milk	120ml
Cappuccine Latte Extreme	63cc
(2 scoops)	
Ice	

### PREPARATION

1. Add liqueur, milk, latte extreme powder and ice into blending pitcher
2. Blend all ingredients till smooth
3. Pour into highball glass and serve

### OTHERS

Glass: Highball Glass  
Garnish: Whipped Cream and coffee beans