The sweet taste of success

WHILE coffee and chocolate, we are in for a treat tonight, said the Coffee Bean and Tea Leaf (CBTL) president and CEO, John Chuang, at the pre-dinner cocktails held at the Shangri-La Hotel.

And while Enterprise Award winner CBTL didn’t partake in the giving, Mr. Chuang, who was jokingly told that he was to receive a chocolate bar from the calendar, seemed to enjoy the sight of Mr. Elias being presented with the coffee mug by the BMAA chairman. As he walked towards the stage with the mug, Mr. Elias seemed to be admiring the coffee and chocolate mixture, which had been specially prepared for him.

Mr. Elias, who is also a member of the board of directors of the World Coffee Institute, appreciated the gesture and thanked the BMAA for the thoughtful gift. In his speech, he emphasized the importance of coffee in his life and how it has become an integral part of his daily routine.

Mr. Elias also acknowledged the efforts of the BMAA in promoting the coffee industry and thanked them for their hard work.

The event was organized to celebrate the achievements of those who have made significant contributions to the coffee industry. It featured a range of activities, including a coffee tasting session, a keynote speech by a noted expert in the field, and a panel discussion on emerging trends.

In the keynote speech, the speaker highlighted the importance of sustainability in the coffee industry and the role of coffee roasters in promoting environmental responsibility. The speaker also discussed the challenges faced by the industry and the strategies that can be adopted to overcome them.

The panel discussion was an interactive session where experts in the field shared their views on the current state of the coffee industry and the future prospects. The discussion was moderated by a noted journalist who facilitated a lively exchange of ideas.

The event was well-received by attendees, who enjoyed the coffee and chocolate and participated actively in the activities. The BMAA would like to thank everyone who made this event possible and look forward to organizing similar events in the future.