

MIHCA Celebrates Culinary Creativity with Farm Fresh Milk Philippines



Farm Fresh Milk Chief Executive Officer Shawn Pu and MIHCA President Paolo Santino Guevara sign a collaborative agreement last October 16 to celebrate and promote international culinary creativity and premium dairy products.

MANILA, Philippines – Renowned Philippine culinary school *Magsaysay Center for Hospitality and Culinary Arts (MIHCA)* and new Philippine player *Farm Fresh Milk, Incorporated (FFMilk)*, a member company of Malaysia’s leading dairy brand, signed a collaborative agreement this October 16 to celebrate and promote international culinary creativity and premium dairy products. Held at *Illumine Restaurant* in *Times Plaza Building*, Manila, the event was graced by MIHCA President Paolo Santino Guevara and FFMilk Chief Executive Officer Shawn Pu.

“Through this partnership, Farm Fresh aims to introduce future chefs to the benefits of using high-quality dairy products, promoting culinary excellence with good dairy products as ingredients.” Farm Fresh CEO shared.

Farm Fresh Milk Inc., a manufacturer and distributor of all kinds of cow’s milk and dairy products and plant based related produces, partnered with MIHCA to enhance the promotion and use of its high-quality dairy products. Backed by Magsaysay’s 75-year history of excellence, MIHCA will play an instrumental role in Farm Fresh's efforts to



promote their brand in the Philippines, leveraging its strong research and development (R&D) capabilities to create recipes using Farm Fresh products tailored for local Filipino audiences, highlighting the versatility and quality of Farm Fresh products through both traditional and innovative preparations.

MIHCA is expanding its culinary portfolio by developing products with quality ingredients. The newest partnership is a testament of MIHCA's exceptional and record-making experts and talents as well as its commitment to continuous innovation and creativity to develop and generate new ideas for businesses.

"The culinary world is evolving rapidly, and with that comes a need to equip our students with not only the skills to create remarkable dishes but also a deep understanding of the ingredients they work with," MIHCA President noted. "This collaboration will open doors for creative culinary projects, innovative recipe development, and opportunities to explore new techniques using dairy as a cornerstone of our students' culinary education".

Aside from the research and development of recipes, MIHCA will also produce multimedia content, including videos, photos, and social media posts, to enhance Farm Fresh's brand awareness among culinary students, the food industry, and even home cooks. Presently, Farm Fresh products can be purchased in Makati Supermarket Alabang and select Unimart, Cash & Carry, Landers, and Landmark stores.

About Farm Fresh

Founded in Johor, Malaysia in 2009, Farm Fresh is a leading homegrown integrated dairy producer with five farms in Malaysia and one in Australia, housing a total of 11,852 dairy cows. As of August 2024, Farm Fresh Milk Inc. commenced manufacturing operations in San Simon, Pampanga, offering a range of popular milk and yogurt products, as well as plant-based options like soy, almond, and oat milk. The company's products are available in major retail locations and are now supplying food service accounts in the Philippines. Farm Fresh aims to provide natural dairy goodness to Filipino families and become a trusted household dairy brand in the country.

www.farmfresh.com.my

About MIHCA

A member of the Magsaysay Group, Magsaysay Center for Hospitality and Culinary Arts (MIHCA) has been at the forefront of training and producing job-ready professionals in the fields of hospitality, tourism, and culinary arts. MIHCA has four satellite schools in Manila, Mandaluyong, and Cebu (Philippines), as well as in Jakarta, Indonesia, with state-of-the-art facilities where students can hone their skills in real-world job settings.

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