

A COFFEE LIFESTYLE

體驗精品 | 咖啡文化 |

From sourcing the world's best roasts to introducing state-of-the-art coffee equipments, Seng Pan Coffee is passing out an authentic coffee culture .
由挑選高品質的咖啡豆到代理國際名牌咖啡機，誠品咖啡細緻演繹咖啡文化。

The phenomenal global affection for coffee has made this luscious beverage an essential aspect of our culture and lifestyle. In 2003, Seng Pan International captured the hearts of coffee aficionados with the establishment of its Seng Pan Coffee (SPF). With a mission to "serve customers and think the way they think", SPF is keen on creating unique blends and training top-notch baristas to ensure that the art of coffee is taken to its peak. After a decade of effort, SPF with great determination and vigour has successfully expanded its business into the Greater China area and is now an agent for over 20 retailers.

Sourcing the world's best coffee

Committed to providing customers with high quality coffee, Seng Pan Coffee and its team of dedicated staff relies on their passion, ever-growing knowledge of coffee and over 20 years' experience in the food industry to acquire the world's best and most distinctive roasts, which is how SPF's best-selling products are computed. Sourced from Jamaica, the brand's celebrated Super Blue Mountain Coffee has low caffeine content and its taste encompasses the perfect



受 全球咖啡熱潮的影響，咖啡文化近年來大放異彩。誠品早已洞悉先機，於2003年間以「服務客戶、想客戶所想」為宗旨創立了「誠品咖啡」，從而建立「SPF」品牌，致力於製作新產品及培訓咖啡專業人才；在十年間不斷發展業務，現已於全國各地開拓出二十多家代理，成功將咖啡文化弘揚於大中華市場，努力開創誠品咖啡的新天地。

網羅全球優質咖啡

為了提供優質咖啡予客戶，誠品咖啡旗下團隊憑藉二十多年的餐飲經驗以及對咖啡的深度認識，從世界各地搜羅精挑細選的咖啡豆，打造出專屬品牌SPF的皇牌產品。品牌中的超級藍山咖啡產自牙買加藍山山脈，咖啡因含量極低，獨特的酸、苦、甘、醇口味完美融合，並經過當地一系列嚴苛的標準鑑定，才能被冠以「藍山」的名字，口味更充份展現出誘人的優雅氣息，是喜好咖啡人士的必備之選。此外，備受女士們歡迎的摩卡咖啡香醇可口，可說是學習咖啡文化的最佳入



harmony of sour, bitter and sweet flavours. It is after rigorous assessments that the sophisticated and balanced brew can be crowned "Blue Mountain"—a specialty coffee for discerning palates. Another favourite of coffee lovers, - especially ladies - is SPF's Mocha Coffee, which is widely praised for its sweet and smooth body and intense mocha finish. Other noteworthy brews include the concentrated aroma of Italian Espresso, the citric Columbian Coffee, the lingering taste of Guatemala Coffee, the rustic Mandheling Coffee and the earthy Brazil Santos

門途徑；意大利特濃咖啡則是不少男士們最早的醒神夥伴；其他如哥倫比亞咖啡、危地馬拉咖啡、萬特寧咖啡及巴西山度士咖啡等均各具特色和口味，只要是咖啡愛好者，就能從中體驗出別具心裁的咖啡文化。更值得留意的是，誠品嚴格要求原材料的來源，監控出品質量，亦自家烘焙出經典咖啡、皇族咖啡、特選咖啡及特級咖啡等，品牌咖啡豆更連續兩年在WBC（國際咖啡師）中國賽區廣東分賽區中成為冠軍咖啡，其實力可見一斑！最令人驚喜的是，誠品不但烘焙出令人驕傲的咖啡，其專業的團隊更可根據客戶不同的口味拼配獨一無二的咖啡，讓顧客

“To bring coffee culture to new heights, Seng Pan Coffee has created a platform for coffee admirers and experts to connect. 只要是咖啡愛好者，就能從中體驗出別具心裁的咖啡文化。”



Opening page: SPF coffee products. Above: Baristas with Seng Pan Coffeee strive for excellence at every stage of brewing.

開頁：誠品咖啡產品。上面：誠品的咖啡師在每個沖調步驟中都力臻完美。

Coffee. In its pursuit to bring coffee culture to new heights, Seng Pan Coffee has created a platform for coffee admirers and coffee experts to connect.

Seng Pan Coffee's goal of providing high quality products has been achieved by its meticulous raw material acquisition process and every stage of production is scrutinised to ensure the best quality. The company also roasts its own coffee beans, creating one-of-a kind blends such as the Special Class Coffee, Royal Coffee, Special Blended Coffee, Special Choice Coffee and many more. For two consecutive years, the company's unique roasts have won first prize in the Guangdong division of the China Barista Championship - a pre-eminent

們品嚐更多元化的產品。此外，SPF除了生產咖啡豆外，同時亦貼牌生產（OEM）韓式養生飲品如具有化痰止咳功效的柚子茶、溫胃散寒的生姜茶、補血養顏的紅棗茶以及清潤可口的蘆薈茶等，包括深受港澳人士歡迎的港式奶茶系列，如金鑽錫蘭茶、皇冠茶、錦標茶、拼配錫蘭茶等，以及菜蜜、菊蜜等，為客戶提供更多優質產品及商機。

提供一站式咖啡機銷售服務

結集全球最優質咖啡的誠品，又豈只於此！一杯完美醇厚的香濃咖啡，由種植咖啡豆、細心的採摘方法、繁複精妙的烘焙技巧以至專業的沖調，都直接影響咖啡的味道。因此誠品特別代理了國際知名的意大利咖啡機，當中包括特別用於沖泡特濃咖啡（Espresso）

international coffee competition, securing a place among the world's best! Proving that Seng Pan Coffee is the perfect place for brewing ideas, in-house baristas can tailor-make coffee and tea blends for those who are open to trying new flavours. Furthermore, the company is also an Original Equipment Manufacturer (OEM) for products that include Korean Honey Citron Tea (famous for relieving sore throats); Ginger Tea (improves stomach performance, Chinese Jujube and Gogi Tea (restores blood circulation) and the nutritious Aloe Tea. Its watercress honey and chrysanthemum honey mixes and milk tea series, which include Gold Diamond tea, Royal Tea, Premium Tea, Ceylon Tea, have already become staples among the households in Hong Kong and Macau.

One-stop service for the sales of coffee equipment

Naturally, the best coffee beans require the perfect grinder and roaster. For a company that boasts some of the world's finest coffee blends, Seng Pan coffee is also determined to provide state-of-the-art coffee equipment to those who are searching for the perfect tasting cup of java. It has the distribution rights for Italy's heritage coffee machine, which is famous for brewing Espresso and Cappuccino. The coveted "Rolls-Royce" among coffee roasters, is a beautiful piece of equipment with the most refined and innovative technical transformation. Besides coffee equipment, Seng Pan Coffee also offers tailored plans for entrepreneurs new to the coffee business. Providing bar designs, installation services, coffee bean mixing and barista training, the company strives to pass its coffee culture to every corner it can reach.

An ever-growing business scope

In addition to manufacturing, Seng Pan International Company Limited stays ahead of the game by providing its business partners and various hotels its OEM tea and sugar packets and acquiring distribution rights from renowned international brands. Seng Pan is truly dedicated to providing diverse products and services in order to take the catering industry to a higher level. M



和意大利泡沫咖啡（Cappuccino）的專用咖啡機：它擁有超過百年歷史，更被譽為同類產品中的勞斯萊斯，是一件罕有的藝術品。除了咖啡機設備銷售外，誠品更制訂最完善的方案予商號，為其提供咖啡廳的水吧設計、安裝、咖啡豆拼配及水吧員工專業培訓等一站式服務，確保客戶們都能將咖啡文化傳播到每個角落。

Clockwise from top: High quality coffee brewed by Seng Pan Coffee; General Manager Jessica Tong.

順時針由上起：由誠品沖調的高品質咖啡；總經理湯小姐。

多元業務 開拓無限商機

誠品業務範疇不限於生產飲品，它還協助各大酒店及機構貼牌生產（OEM）茶包及糖包等，亦代理多個國際著名品牌食品，將餐飲業推向更高的層次。M



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