



生於斯，長於斯的澳門品牌 Born and brewed in Macao

成長於到處都可以找到咖啡座的葡萄牙，Nata 葡撻公司工藝麵包和 Cuppa Coffee 創辦人 Cristiana Figueiredo 在澳門這個小城生活了幾年之後，由於深深懷念著這種咖啡座文化，她萌生了自己開咖啡店的念頭。《澳門經貿之窗》來到 Cuppa Coffee，了解到 Cuppa Coffee 和 Nata 葡撻公司工藝麵包立足澳門的過程。

來自葡萄牙的 Cristiana Figueiredo 自 2001 年開始了在澳門定居的生活。當時的小城仍是一個純樸的地方，飲食行業多為提供生活所需。在歐洲生活已久的 Cristiana Figueiredo 相當懷念以往能與好友相聚於咖啡店享受生活的日子，於是在 2008 年在氹仔成立了第一家 Cuppa Coffee。

質量為先

“我們希望店裡所有的產品都有很好的品質監管，所以在成立咖啡店之前，我們先開設了烘焙工廠——Nata 葡撻公司工藝麵包。” Cristiana Figueiredo 認為，可能很多人都誤解了麵包只是單純的麵粉和水，但其實麵包也可能含有多種化學物質、防腐劑、人工色素等，為了向顧客提供另一種健康飲食的選擇，Nata 葡撻公司採用按訂單新鮮製作的營運模式。

每天接單時間至晚上 8 時，烘焙師傅則在半夜工作，“顧客就能在早上收到我們新鮮出爐的食品了。”西方有一句諺語：“人如其食”，Cristiana Figueiredo 對此深感認同，更認為我們都要更注意自己到底吃了些甚麼。“我們自設工廠，每天新鮮製造，所以顧客都能吃到不含防腐劑和添加劑的烘焙產品。”

HAVING grown up in Portugal, where there was a coffee shop on every corner, Ms Cristiana Figueiredo, the founder of the Nata Artisan Bakery and Cuppa Coffee, began missing the Portuguese coffee culture after living in Macao for a few years. So she decided to open her own café in the city. In an interview with *Macao Image*, the entrepreneur explained how she established Cuppa Coffee and the Nata Artisan Bakery, and the progress her enterprises have made.

Hailing from Portugal, Ms Figueiredo arrived in Macao in 2001. Macao was then a simpler place, where food and drink were regarded more as a necessity for sustaining life.

Feeling nostalgic about the time she spent with friends in coffee shops in Europe, Ms Figueiredo opened the first branch of Cuppa Coffee on Taipa in 2008.

Quality comes first

“We wanted all of the products sold at our café to be under a very strict quality control system, so we opened a bakery before the coffee shop, which is Nata Artisan Bakery,” Ms Figueiredo said. She said it is a misconception that bread is just a mixture of flour and water. Some bakers may add chemicals, preservatives and artificial colouring to their products, but the Nata Artisan Bakery is committed to providing customers with healthy food, she noted. Nata Artisan Bakery adopts an operation model

that produces fresh products on demand.

Nata Artisan Bakery’s customers can place orders each day until 8pm and the bakers get to work overnight on making various types of bread. “People who have placed orders can get the freshly made bread in the morning,” Ms Figueiredo said.

The entrepreneur agrees with the saying “You are what you eat” and Ms Figueiredo wants everyone to be more aware of the food they consume. “We have our own factory, we make the food every day and we guarantee that our customers can have preservative-and-additive-free bakery products,” she said.

Nata Artisan Bakery has been operating for more than a decade, and in that time its business has changed in step with the development of Macao. The enterprise was only a factory at first, making baked goods for Cuppa Coffee and for wholesale to some supermarkets in Macao. The factory once had its own retail shop but only for a short time while until it became unbearable due to increasing rent, Ms Figueiredo explained.

The bakery continues to make food for retail in Cuppa Coffee branches and has been expanding its business in Macao by selling online and by supplying goods for supermarkets in the city.

Having lived in Macao for 18 years, Ms Figueiredo now regards the city as her home. “Our business is not only for profit-making but also to give back to society in the best

Nata 葡撻公司自成立以來，經營方式在十多年間隨著澳門社會發展而有所改變，初期僅以工廠形式運作，向 Cuppa Coffee 提供自家製作之麵包，同時向超市批發麵包產品，後來曾開設實體店，但由於租金等因素無法維持。輾轉至今，Nata 葡撻公司仍為 Cuppa Coffee 以及一些超市提供產品，同時也擴大業務，開展網上銷售等經營方式。

Cristiana Figueiredo 坦言居澳至今已經 18 年，早已將澳門視作自己的家，“我開店並不完全是為了盈利，更多的是在可能的範圍裡回饋社會，提供更好的產品給澳門。曾經有客戶買了我們的麵包，兩天後來店裡投訴麵包發霉了，我們花了很大的力氣才跟他解釋清楚說，天然的食物才會發霉，如果你買回家的新鮮食物放上幾天都不會壞掉，那才是該擔心的情況。”

然而她也表達，縱然道理很簡單，卻不是大家都懂，所以 Nata 葡撻公司更努力地讓更多人知道，了解自己吃了甚麼食物是非常重要的，懂得選擇適合的食物亦然。

同步成長

Cristiana Figueiredo 表示，當 Nata 葡撻公司提供新鮮、健康食品的同時，Cuppa Coffee 則提供了一個舒適的環境，讓顧客可以三五知己相聚或在工餘時放鬆心情等。

首家 Cuppa Coffee 於 2008 年開設，座落於氹仔市中心，主要對象為附近居民。Cristiana Figueiredo 發現有些顧客會因為不懂廣東話的服務員，感到不自在而離開，而 Cuppa Coffee 是一家根植澳門的咖啡店，一定要以本地顧客為主，“這是屬於澳門的咖啡店，所以我也盡力聘用說廣東話的員工。”

走過了 11 個年頭，Cuppa Coffee 在 2019 年開設了第二家分店，選址於商業中心的南灣。Cristiana Figueiredo 表示氹仔店對象為居民和一般遊客，而澳門店則主要為在附近工作的上班族提供餐飲服務。

Cristiana Figueiredo 指出，不論是 Nata 葡撻公司或是 Cuppa Coffee，都不是以快速發展作為目標，而是隨著澳門社會的發展配合轉型。“我們當然希望未來能開設更多的 Cuppa Coffee，也希望有能力開設 Nata 葡撻公司實體店，而不僅僅是工廠。目前我們已經在中國內地、香港、新加坡和馬來西亞登記了 Cuppa Coffee 的品牌，希望可以將這個真正從澳門出發的品牌帶到亞洲其他地方。”



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Nata 葡撻公司工藝麵包和 Cuppa Coffee 創辦人 **Cristiana Figueiredo** Ms **Cristiana Figueiredo**, Founder of Cuppa Coffee and the Nata Artisan Bakery

possible way by providing better products,” she said. “There was once a customer that complained that the bread had mould two days after purchase. I tried really hard to explain that only fresh food gets mouldy. If the food never gets mouldy, that’s what we really need to worry about.”

Ms Figueiredo said she is aware that even simple, clear ideas may not be widely understood. So the Nata bakery is trying to

teach people how important it is to know where the food they eat comes from and to choose the right food.

Brewing better business

Ms Figueiredo said while the Nata Artisan Bakery makes fresh, healthy food, Cuppa Coffee provides comfortable places for people to get together and relax.

The first Cuppa Coffee opened in 2008 in the centre of Taipa and catered to residents of the area. Ms Figueiredo said she found that unless there were native Cantonese speakers among the staff, some customers might feel less than fully at ease and leave.

She acknowledged that Cuppa Coffee is rooted in Macao and serving Macao customers. “This is a Macao café, so I try my best to employ Cantonese speakers,” she explained.

More than 11 years after the first Cuppa Coffee opened, the second opened on the Macao peninsula in 2019, in the business centre of Nam Van. The branch on Taipa is intended more for residents of the area and tourists, while the Nam Van outlet caters mainly to people that work nearby.

Ms Figueiredo said she has eschewed rapid growth for Nata Artisan Bakery or Cuppa Coffee, preferring the enterprises to grow in tandem with Macao. “Of course, I would love to have more Cuppa Coffee stores and also physical stores for the Nata bakery in future,” she said. “We have registered our Cuppa Coffee brand in Mainland China, Hong Kong, Singapore and Malaysia, and I hope we can really bring this Macao brand to other Asian places.”



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