Celebes

A Green and Socially Responsible Company
The Celebes Group of Companies

We stand tall and proud.

The Celebes Group of Companies is the Philippines’ leading manufacturer and exporter of high quality Organic Certified, Fair Trade Certified, and Non-Organic banana chips, desiccated coconut, coconut oil, coconut milk, coconut cream, creamed coconut, coconut concentrate, coconut water, coconut juice, coconut sugar, coconut vinegar, dried fruits, canned tuna, coconut by-products like copra cake and copra meal, coconut acid oil and fatty acid distillate, and other products.

We are proud of our accomplishments and committed to consistently provide the world with fine quality and safe Philippine food products. With a history stretching back to almost three decades, our products today are sought by millions of consumers and globally recognized food manufacturers all over the world.

We started small but we had big dreams.

Established in 1981 in Butuan City, Agusan Del Norte in Mindanao as a manufacturer and exporter of wood products, Mindanao’s natural wealth provided us with the strong impetus to expand our business. The abundance of fish from the island’s surrounding waters soon led us to diversify into deep-sea tuna fishing in 1983.

While wood manufacturing and tuna fishing were our main businesses, we wanted to diversify and keep pace with changing consumer preferences. With this in mind, we began to produce delicious, export-quality banana chips in 1986. In 1992, we built our own coconut oil mill and finally, in 2000, we started our dried fruits and desiccated coconut production.

With a more diverse portfolio and exciting new products, we reached more and more consumers each day. Today, we export banana chips, dried tropical fruits, coconut milk, coconut water, canned tuna, desiccated coconut, coconut oil, coconut fiber, coconut peat, and other products to 49 countries. Our success has reaped dividends not only for the Caraga region, but also for the Philippines as a whole. We have expanded to include several companies now, namely Celebes Coconut Corporation, Celebes Oil Mill Inc., Celebes Agricultural Corporation, Royce Food Corporation, Greenville Agro Corporation, and several other companies where we have direct and indirect investments. The Celebes Group of Companies employs more than 3,000 employees at present.
A Green and Socially Responsible Company

We believe in the power of ideas.

Fruit-based snacks have enjoyed a resurgence in popularity as consumers worldwide started leaning towards more healthy food. This, along with the countless banana plantations scattered across Mindanao, have inspired us to come up with an idea which would become the current cornerstone of our company's success: banana chips and coconut products.

Tapping the province's rich agricultural source, we established our first banana chips plant in 1986. A thriving demand saw the rise of a second plant in General Santos City in 1988. Soon, a third plant was built in Tagum City in 1990. The three plants now have a total output of 90 x 20 feet containers per month.

With the world's growing fascination for tropical food, we see a consistent growth in the demand for our banana chips. The rise in sales is further energized by nutrition findings attesting that processed banana chips make for a healthy snack.

We wanted to reach the top so we looked up - to coconuts.

The Philippines is recognized as a primary source of coconuts and its by-products. Motivated by our knowledge of the export markets and confidence in our capabilities, we further strengthened our position as the country's leading supplier of quality food products by becoming a producer of refined coconut oil and virgin coconut oil.

Our first coconut oil mill and refinery were built in 1992 and started producing 3,000 metric tons of coconut oil per month. Today, the output is exported worldwide. In the year 2000, we began the construction of our desiccated coconut plant with an initial production of 60 containers a month. It now produces 120 containers a month and is exported to 49 countries.
We believe in creating quality, healthy products.

We believe in giving our consumers healthy, high quality, safe, and delicious products. That’s why we ensure that we comply with various product standards and certifications. We were the first to obtain Organic Certification from a leading certification organization for all our products. Organic certification is a guarantee that the product is grown by organic means, with no chemical or synthetic inputs. As the country’s first internationally recognized manufacturer of organic certified products with the largest organic farm in the Philippines, we have assured ourselves an excellent position in the global market.

We also invested heavily in eco-friendly business practices, trained more than 3,000 farmers all over the Mindanao Islands, and we are committed to social responsibility.

We wanted the world to sample our fruits and coconuts.

We believe that our country produces the best quality tropical fruits and is capable of supplying the world a wide range of processed tropical fruits - from mangoes, bananas and pineapples, to more exotic varieties found only in Asia. Thus, we started to specialize in the supply of dried tropical fruits.

These, together with our coconut products such as, multi-granulated desiccated coconut (with cuts ranging from fine to extra fine, medium, fancy shred, flakes and chips), add to our status as an innovative global multi-product supplier.

Celebes bananas and coconuts have passed the stringent Quality Standards Test (QST), which demands strict monitoring and compliance to high food production standards, including the Hazard Analysis of Critical Control Points (HACCP). The test guarantees product purity, as well as chemical and microbiological superiority.

Our numerous clients around the world provide a huge globally diversified market for our banana and coconut products - for confectionaries, chocolate fillings and toppings, baked macaroons, candies and coconut-sprinkled cereals, ice cream products and many other applications.
Banana Chips

Go bananas... Celebes Banana Chips!

We pick the finest organic Cardava bananas during their mature green stage, peel, wash, slice and deep-fry them until golden brown. The crunchy banana chips are then hygienically packed to maintain flavor and aroma. Bananas are rich in potassium and also contain calcium, iron, magnesium and phosphorous.

Our banana chips come in different sizes and cuts, i.e. whole, halves, quarters, or dice and as fines. Pack sizes are 12, 14, 15, and 18 pounds or in 8 kilograms carton boxes or individually packed in private label.

Our banana chips are good for Vegan, Jewish and Muslim diets. Organically certified, our banana chips are good as ice cream toppings, décor accents for cakes, and a healthy tandem for cereals. Banana chips add strong flavor to trail mixes and are great for snacks themselves.

Celebes Banana Chips is Kosher, Halal, Organic, and Fair Trade Certified.

IQF (Individually Quick Frozen) Fruits

Individually Quick Freezing or IQF technology keeps tropical fruits fresh and available at all hours of the day. The technology allows quick freezing of fresh fruits and preserve their natural color, flavor, texture and lock in the nutrients. Anytime, anywhere in the world, people can enjoy the natural taste of IQF-treated mango, banana, pineapple, papaya and coconut from The Celebes Group of Companies.
Desiccated Coconut

From chocolate fillings to ice cream toppings, from biscuits to granola bars, from cakes to cereals - our desiccated coconut has been widely used worldwide. Made from organic, high quality coconut meat, our desiccated coconut is processed, grated and dried to perfection. It has passed stringent Quality Standard Tests, including Hazard Analysis of Critical Control Points or HACCP to guarantee its purity, as well as chemical and microbiological superiority.

Even better, desiccated coconut has been found to contain medium chain fatty acids or MCFAs, which are said to strengthen the immune system, kill bacteria and viruses, as well as provide energy. Two and three-fourths cups of desiccated coconut are found to have the same amount of MCFAs found in three and a half tablespoons of pure coconut oil.

Our desiccated coconut is packed in multi-ply kraft paper bags with inner sealed polyliner. Additional outer polywoven (PP) bags are also available upon request. Packs are available in 25 pounds, 50 pounds, 100 pounds, 12.5 kilos, 25 kilos, and 50 kilo bags. Private label is available.

Available cuts are the macaroon or fine, medium, shred, flakes, and chips. It also comes in three variants: toasted, sweetened, and toasted/sweetened.

Celebes Desiccated Coconut is Kosher, Halal, Organic, and Fair Trade Certified.
**RBD (Refined) Coconut Oil**

Refined Coconut Oil is known by the name of RBD Coconut Oil, which stands for Refined, Bleached and Deodorized Coconut Oil. It is extracted from copra (dried coconut meat) and is considered to be the most used form of coconut oil all over the world. It is light colored, bland in taste and has good resistance to oxidation.

RBD coconut oil is used in the manufacture of coconut based specialty fats such as, margarine fats, shortening, creaming fats, ice cream fats, commercial baked goods, candy and sweets, whipped toppings, and non-dairy coffee creamers.

RBD Coconut oil is excellent as cooking oil. It can withstand high temperatures and does not breakdown easily compared to other oils. Unlike polyunsaturated oils that easily combine with oxygen in air to become rancid, coconut oil has a natural resistance to oxidation.

Coconut Oil does not cause an increase in the level of cholesterol. Coconut oil is said to increase the level of HDL (known as good cholesterol) while it decreases the level LDL (known as bad cholesterol) in humans.

Supplies are available in 20 kilos bag-in-box, in 190 kilos steel drums, 20,000 kilos Flexitanks, in 1,000 liters totes, or in bulk.

Celebes RBD Coconut Oil is Kosher, Halal, Organic, and Fair Trade Certified.

---

**Organic Virgin Coconut Oil**

Virgin Coconut Oil is produced from fresh matured coconuts (not from the dried copra) using an automatic drier at a controlled and desired temperature to maintain its nutrients. Once the coconut meat is dried, it is pressed to extract the Virgin Coconut Oil.

Celebes is the first company in the Philippines to manufacture and export what is considered as one of today’s super foods. It contains huge amounts of health-giving monolaurin, a form of medium chain fatty acids (MCFAs) that are also found in breast milk. Monolaurin is found to support the immune system, kill bacteria and viruses, help prevent degenerative diseases, prevent heart disease and control high blood pressure and diabetes, promote weight loss when and if you need it, help keep your skin healthy and youthful looking, and support a healthy metabolism.

It is our goal to continue to produce high quality, organic Virgin Coconut Oil so that people all over the world can experience its health benefits. It is considered as the Healthiest Oil.

Packing sizes are available in different PET, HDPE, glass bottles, in 20 kilos bag-in-box, in 190 kilos steel drums, 1,000 kilos totes.

Celebes Virgin Coconut Oil is Kosher, Halal, Organic, and Fair Trade Certified.
Coconut Milk and Coconut Cream

Coconut Milk is a sweet, milky white cooking base derived from the meat of a mature coconut and prepared by squeezing the grated coconut meat using a mechanical press. The color and rich taste of the coconut milk can be attributed to the high oil content and sugars. Coconut milk is widely used in Asian cooking mainly to make sauces, desserts, soups, beverages, and other liquid applications.

Coconut Cream is similar to coconut milk but contains less water. The only difference is the consistency. It has thicker, more paste-like consistency.

The saturated fat in coconut milk is considered much healthier than other saturated fat products, and the body easily metabolizes the fat. Coconut milk is also credited with some particular health benefits. It is anti-carcinogenic, anti-microbial, anti-bacterial, and anti-viral. The main saturated fat that it contains, lauric acid, is also found in mother’s milk and has been shown to promote brain development and bone health. It is considered less likely to cause weight gain than polyunsaturated oils.

Celebes Coconut Milk is extracted from fresh, high quality, organic coconut meat and processed using the latest technology to preserve its natural flavor. Our coconut milk is a wholesome, safe, Non-GMO product, and is available in stabilizer-free, dairy-free, and sweetened variants to satisfy the preferences of food manufacturers and consumers.

Coconut Milk is available in 400 mL and 2.80 mL tin cans, in 20 liters aseptic bag-in-box. 200 liters aseptic bag-in-drums, and as frozen. Other pack sizes are available on request.

Celebes Coconut Milk is Kosher, Halal, Organic, and Fair Trade Certified.

Creamed Coconut

Creamed Coconut, known also as Coconut Concentrate or Coconut Butter, is the unsweetened dehydrated fresh meat of a mature fruit of the coconut ground to a semi-solid white creamy paste. Creamed Coconut and Coconut Cream are confused for each other, but Coconut
Cream has a maximum moisture content of 74.6% while Creamed Coconut has a moisture content of 3% maximum, hence the name Coconut Concentrate. Creamed Coconut (Coconut Concentrate) is of creamy white color and tastes rich, creamy and mildly sweet with the essence of coconut.

Creamed Coconut can be used as ingredient for food and beverages that require coconut flavor - such as sauces, soups, curries, ready meals, tropical/Caribbean applications (piña colada and coconut drinks), filling for chocolate confectionery, biscuit, cakes, toppings, and desserts. Creamed Coconut tastes good eaten as it is. Suggestions for direct consumption are bread spreading and sauce dipping.

Creamed Coconut has no cholesterol, is high in dietary fiber and potassium, and is gluten-free.

Celebes Creamed Coconut is Kosher, Halal, Organic, and Fair Trade Certified.

Coconut Water and Coconut Juice

Coconut Water is the cool, clear liquid found inside fresh coconuts. It makes for a thirst-quenching drink and can be used as juice base for beverages. On the health front, coconut water is naturally low in carbohydrates, low in sugar, fat free, and high in electrolytes. In the Philippines, it is used for the traditional preventative treatment of urethral and kidney stones. Coconut water is found to raise the level of metabolism in the body. Since coconut water is isotonic in nature, it is used in rehydrating the body. It helps boost the blood circulation and maintains the pH of body fluids. It is a natural isotonic beverage with the same level of electrolytic balance as we have in our blood.

Our special harvesting and processing technology has allowed us to package and pasteurize natural coconut water and preserve its purity and freshness with no need for preservatives. Every pack of Celebes Coconut Water provides deliciously fresh coconut water that is full of vitamins, nutrients, sugars, minerals, and salts essential to good health.

Celebes Coconut Water is available in 330 mL Tetra Prisma packing, in 330 mL aluminum cans, 350 mL and 520 mL tin cans, in 20 liters aseptic bag-in-box, 200 liters aseptic bag-in-drums, and as frozen.

Celebes Coconut Water is Kosher, Halal, Organic, and Fair Trade Certified.
Coconut Sugar

Celebes Coconut Sugar is a healthy natural sweetener made from the fresh coconut sap of organically grown coconuts. Once collected, it is boiled and processed into granules. The method is pure and simple, no added preservatives.

Coconut sugar scores a natural low on the Glycemic Index as reported by the Food and Nutrition Research Institute and this is beneficial for people with diabetes for improved glucose and lipid levels. Coconut sugar is composed of sucrose (70-79%), glucose (3-9%) and fructose (3-9%). It has a nutritional content of Potassium, Magnesium, Zinc, Iron above those of regular sweeteners. Like any other sugar, coconut sugar can sweeten many products - breads, cakes, ice creams, syrups, fillings, etc, but it is a healthy sweet option for all.

Packing is available in 285 gram glass jar or PET bottles, in 500 grams and 1-kilo retail bags, in 25 pounds and 25 kilos kraft paper bags. Private label is also available.

Celebes Coconut Sugar is Kosher, Halal, Organic, and Fair Trade Certified.

A Walk to Butuan City

The city of Butuan is the home of treasures such as the Tara, a golden figurine of Buddha’s consort, an array of lustrous, most intricate jewelry; a collection of priceless ceramics from the Sung Dynasty; and the remains of the early balanghai, an early native boat. Butuan City is located at the northeastern part of the Agusan Valley of Mindanao, sprawling across the Agusan River and bounded to the north, west and south by Agusan del Norte, to the east by Agusan del Sur and to the northwest by Butuan Bay.

The first mass in the Philippines is believed to have taken place near the Agusan River, and it is said that Ferdinand Magellan himself dropped the anchor of the ship in 1521 at the Agusan River, and held a mass to commemorate the event. From 1950 to 1970, Butuan had been regarded as the Timber City of the South due to the boom of the logging industry in the province. Today, Butuan is also the source of gold, abaca, copra, bananas, vegetables, corn and it has vast of rice lands. The temperate climate makes it conducive to year-round crop production.
We are committed to growth

We aim to grow organically by cultivating internal opportunities. Among our first area of concern is adequate capitalization to help stimulate and propel business growth. We opened our financing company in 1997, which continues to service businesses in areas where our company operates.

In support of our corporate mission to be the No.1 producer and exporter of world-class food products in the Philippines, we aim to meet and satisfy international food safety requirements. Year after year, we invest in the latest machinery and equipment to meet customer demands and delivery deadlines. We also engage in continuous manpower training to ensure optimum returns in all aspects of the company’s operations.

We have adopted for our corporate strategy a practical checklist of “must-do’s” to ensure and maintain superior and efficient operations:

- Strategic acquisition of appropriate equipment and machinery
- Adopting effective operational methods and systems
- Continuous procurement of cost-efficient but high quality raw materials
- Continuous creation of an elite, well-motivated and value-driven workforce through a well-maintained and enhanced training program

Like all other provinces in the Caraga Region, Butuan City offers natural scenic destinations like Mt. Hilong-Hilong and Mt. Diwata. Latest attraction is the newly built Diosdado Macapagal Bridge or the Butuan Cable Stayed Bridge. Built using Japanese technology in 2007, it is now considered one of the structural marvels of the country today. The bridge consists of a singular tower connected to both banks of the Agusan River by steel spans stabilized by steel cables. This two-lane bridge is also connected to a 13 kilometer roadway that now serves as the new by-pass highway that diverts cargo traffic volume away from the congested Butuan urban area.

The simple city life in Butuan is a pleasure worth living for.
We'd love to hear from you.

If you would like more information on the Celebes Group of Companies, please visit our website at www.celebes.com or contact:

Celebes

The Marketing Manager
Celebes Group of Companies
No. 60, Lapu-lapu Avenue
San Antonio Village, Lahug
Cebu City 6000, Philippines
Tel. No.: + 63 85 342-7777
Fax No.: + 63 85 342-8888
E-mail: marketing@celebes.com