



The Cabalen Group of Companies Holding Inc.

➤ *Tara, Cabalen Tayo!*

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Cabalen Para sa Kabataan

38
YEARS

Restaurant.
Retail.
Distribution

1 FAMILY

2 GENERATIONS

90+ POINT OF SALES

2,000+ EMPLOYEES



Who We Are



Cabalen holds a special place in the lives of Filipinos as a place where families gather and celebrate over abundant food served buffet-style with specialty dishes that come from Pampanga. Cabalen Group of Companies has envisioned and sustained a long running concept that has kept Filipino people craving for quality Filipino food, for this reason the brand has spread across the country with its major presence in malls nationwide.

As it grew over the decades, the restaurant has evolved into group of companies that not only brings Cabalen to the world but also brings global restaurant brands to the Philippines. Today Cabalen restaurants can be found anywhere in the Philippines, With it's staying power for over 38 years, the company has also expanded beyond Cabalen restaurants. In tune with an ever changing market, The Cabalen Group of Companies has evolve to give Filipinos a taste of the world.

The group's growing roster of restaurants includes a Thai restaurant SOI, BKK Express, Filipino Spanish restaurant Cerveseria, Tsurumau Udon X Restaurant and Suki Ya. It also covers the entire gamut of dining experiences with ala carte Kampampangan concept Mangan and chef driven Cusina Estela.

taining, and
pino Food Icon

tel Nievera, President

ALE



Ma. Estela O. Nievera

PRESIDENT & CEO

Born into a family of business leaders, Cabalen Group of Companies President and CEO Maritel Nievera showed her entrepreneurial spirit early on. Her strong roots, strong will as a businesswoman, and passion for the food industry have helped Cabalen thrive in a dynamic market.

Started as "*Ituro mo, Iluto ko*" in Pampanga, Cabalen's first eat-all-you-can restaurant opened in Quezon City in 1986. Known for its excellent food and celebratory atmosphere, it quickly became a favorite among Filipinos.

Maritel Nievera's introduction of Kapampangan cuisine, buffet concepts, and international brands has solidified her status as a Filipino food icon, standing proudly alongside larger established restaurant chains.

THE WOMAN OF CABALEN

Winning at Cabalen

Awards and Accomplishments through the years

1995

Certificate of
Achievement
Award

1996

Most Outstanding
Kapampangan Award

2012

GoNegosyo's Women
STARpreneurs & Bank of the
Philippine Islands Business
Excellence Awardee

2013

First Cabalen branch in
San Bruno, California

2014

Champion in Kapuso mo,
Jessica Soho's "Kare-Kare
Cook Off Competition"

2016

Three decades in the industry,
Asia Pacific Entrepreneurship
Award (APEA) for Hospitality,
Food Service & Tourism Industry

2017

Ernst and Young -
Entrepreneur of the
Year Finalist

2018

Franchised its first
international brand,
Tsurumaru

2019

Mangan opened its
first franchise store

Behind CMCI

Cabalen Management Co., Inc.

Cabalen Management Co., Inc. (CMCI), is the governing body of the The Cabalen Group. CMCI has developed its unique managerial expertise honed from the collective experience of seasoned executives from the Food & Beverage Industry.

CMCI sets the strategic direction and leads the Marketing, Sales, and Operations for Cabalen's restaurant brands. It's also home to our key departments like Product Research and Development, Quality Assurance, Restaurant System, Human Resources, Finance & Treasury, and Supply Chain.



Our Power Brands

Homegrown Brands



International Concepts



Global Brands



72 STORES STRONG



Company Owned 1

OBU



Company Owned 1



Joint Ventures 3



Total of **38 Stores** nationwide



Company Owned 6



Joint Ventures 14



Full Franchise 18



Total of **7 Stores** nationwide



Company Owned 5



Joint Ventures 2



Total of **10 Stores** nationwide



Joint Ventures 8



Full Franchise 2



Total of **4 Stores** nationwide



Joint Ventures 3



Full Franchise 1



Total of **4 Stores** nationwide



Company Owned 2



Joint Ventures 2

GROWTH & EXPANSION



Core Business Units



Cabalen

Eat All U Can, Eat All U Want

FILIPINO BUFFET RESTAURANT

Cabalen began as a cozy spot highlighting the beloved dishes from Pampanga, the heart of Filipino cuisine.

After its initial success, Cabalen transformed from an à la carte restaurant into a buffet haven. Not only does it specialize in Kapampangan dishes, but also offer a delicious variety of Filipino dishes from all over the Philippines.

Cabalen is now known as a feast for the senses; with everything from soups and salads to freshly-cooked main courses and decadent desserts.

INTRODUCING: CBALEN



41 STORES NATIONWIDE



Flagship Store

#67 West Avenue, Quezon City

1986

2002 Cabalen Robinsons Pampanga
Ground floor, Robinsons Starmills, San Fernando, Pampanga

2007 Cabalen Trinoma
Level 2 TriNoma, EDSA cor., North Ave., Quezon City

2014 Cabalen SM City North Edsa
3rd Floor, City Center, SM City North Edsa, Quezon City
Cabalen SM City Fairview
Ground Floor, Annex 1, SM City Fairview, Quezon City

2016 Cabalen SM City Baliwag
Ground Floor, SM City Baliwag, Baliwag, Bulacan
Cabalen SM City Dasmariñas
Lower Ground Floor, Annex Atrium, SM City Dasmariñas, Dasmariñas, Cavite

Cabalen SM City San Jose Del Monte
2nd Floor, SM City San Jose Del Monte, Bulacan

Cabalen SM City San Lazaro
Lower Ground Floor, SM City San Lazaro

Cabalen Robinsons Place Ilocos
Level 1, San Francisco, San Nicolas, Ilocos Norte

2006 Cabalen SM City Clark
Ground floor, SM City Clark, Clarkfield, Pampanga

2012 Cabalen Subic
Ground floor, Harbor Point Subic, Ayala Mall, Rizal Highway, Subic Bay, Freeport Zone
Cabalen Market! Market!
Fiesta Market @ Market! Market! East Mall, Fort Bonifacio, Taguig City

2015 Cabalen SM City Bacoor
3rd Floor, SM City Bacoor, Bacoor City, Cavite

Cabalen SM City Pampanga
Ground Floor, Activity Center SM City Pampanga, San Fernando, Pampanga

Cabalen SM City Lipa
Ground Floor, SM City Lipa, Lipa City, Batangas

Cabalen SM City Bacolod
Ground floor, Expansion Building, SM City Bacolod, Bacolod City, Negros Occidental

Cabalen SM Seaside Cebu
Ground floor, SM Seaside Complex, South Road Properties, Brgy. Mambaling, Cebu City

Cabalen SM Cabanatuan
Level 4, Roof Park, SM City Cabanatuan



41 STORES NATIONWIDE



Cabalen SM City Iloilo

2nd Floor, SM City Iloilo, Iloilo City

Cabalen SM City Manila

2nd Floor, SM City Manila

Cabalen SM City Davao

Ground Floor, SM City Davao

Cabalen SM City Santa Rosa

2nd floor, SM City Santa Rosa, Laguna

Cabalen Ayala Malls Feliz

Level 2, Ayala Malls Feliz

Cabalen SM Southmall

Lower Ground Floor, SM Southmall

2017

Cabalen Robinsons Galleria

Level 3, Expansion Mall, Robinsons Galleria, EDSA

2019

Cabalen Robinsons Place La Union

Ground Level, Robinsons Place La Union

Cabalen River Grove Dagupan

River Groove Lifestyle Center, Dagupan City, Pangasinan

2021

Cabalen Robinsons Place Naga

Level 1, Robinsons Place Naga, Camarines Sur

Cabalen Metro Central Mall

Ground Floor, Metro Central Mall, Sta. Cruz Laguna

Cabalen SM City Puerto Princesa

Upper Ground Floor, SM City Puerto Princesa

Cabalen SM City Cebu

Lower Ground Floor, SM City Cebu

2024

2018

Cabalen Ali Mall

Ground Floor, Ali Mall Cubao, Quezon City

Cabalen Robinsons Place Butuan

Level 1, Robinsons Place Butuan

Cabalen SM City Urdaneta Central

Level 2, SM City Urdaneta Central, Urdaneta City

Cabalen SM City Lucena

2nd Floor, SM City Lucena, Lucena City

Cabalen SM City San Lazaro

Lower Ground Floor, SM City San Lazaro

Cabalen Robinsons Place Ilocos

Level 1, San Francisco, San Nicolas, Ilocos Norte

2020

Cabalen SM City Olongapo Central

Level 2, SM City Olongapo Central, Olongapo City

Cabalen SM City Baguio

Level 2, Sunrise Terraces, SM City Baguio

2023

Cabalen KCC Mall Zamboanga

Ground Floor, East Wing, KCC Mall Zamboanga

Cabalen Festival Mall

3rd Floor, Festival Mall, Alabang

and many more coming your way!

5 STORES NATIONWIDE



Cabalen Plus is Cabalen's buffet concept with wider array of menu selections from All-Filipino to Asian's mainstream cuisines. Also introduces a "Pay as you enter" approach, customers can enjoying their meal without the hassle of waiting for the bill. It's all about making their dining experience as smooth and enjoyable as possible!

Cabalen Plus West Ave.

#67 West Avenue, Barangay Paltok, Quezon City

Cabalen Plus SM Megamall

3rd floor, Mega Atrium SM Megamall

Cabalen Plus Ayala Malls Manila Bay

2/F Ayala Malls Manila Bay, Brgy. Tambo, Parañaque City

Cabalen Plus Robinsons Place Manila

Level 1, Robinsons Place Manila

Cabalen Plus SM Grand Central

3rd Floor, SM Grand Central

and many more coming your way!

INTRODUCING: CABALEN PLUS

2 STORES NATIONWIDE



Cabalen

a premium buffet

Cabalen Premium is an up-scale buffet that will take you in a culinary journey with our exquisite menu offering, featuring a symphony of flavors from around the world.

Savor the ultimate Cabalen experience, boasting an extensive array of international cuisines to tantalize your taste buds. With interiors showcasing a modern vibe, cool hanging inverted lamps and a beautiful glass mosaic tree trunk backdrop along the buffet line, creating a cozy and stylish atmosphere.

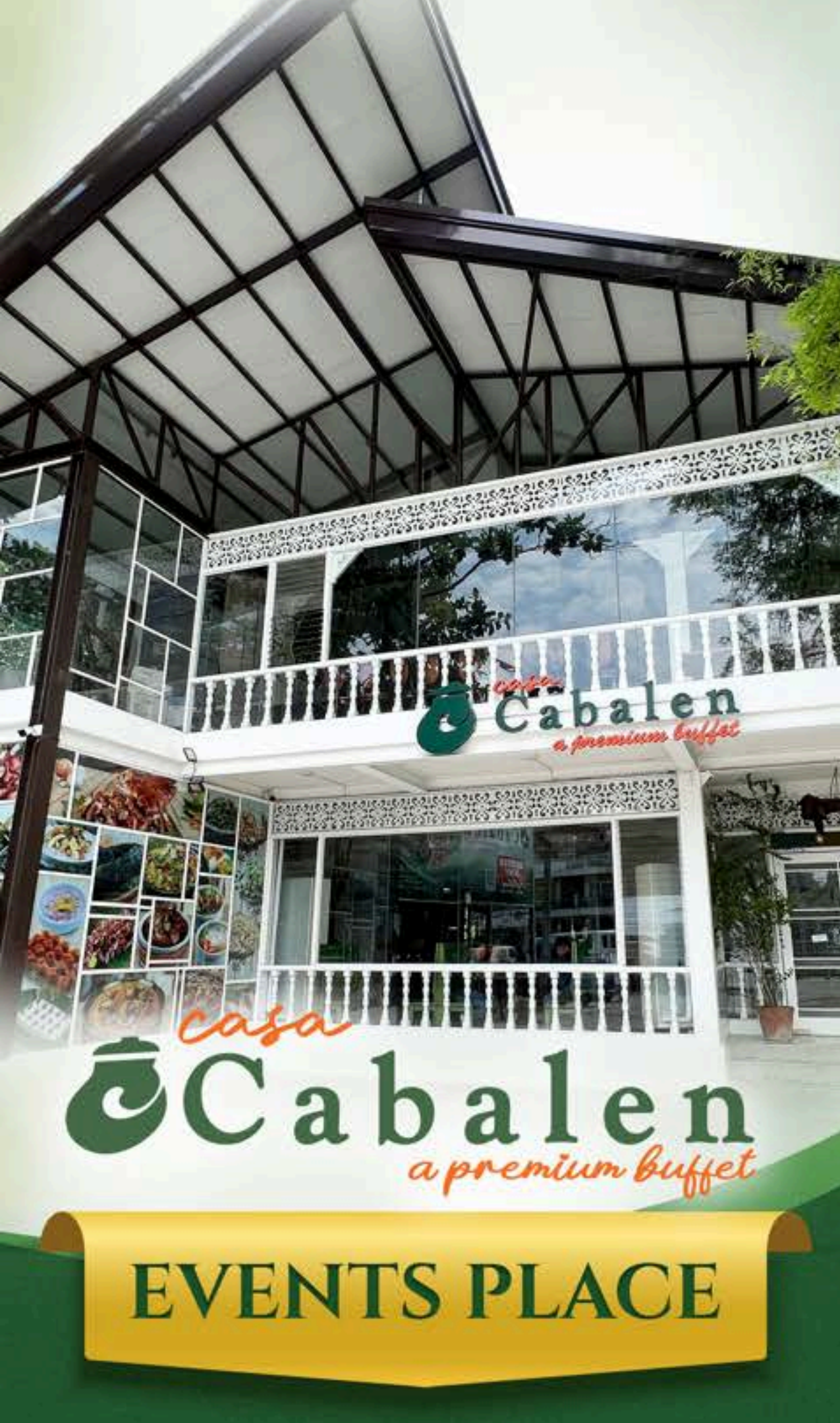
Cabalen Premium SM Mall of Asia

GF, Entertainment Mall, SM Mall of Asia

Cabalen Premium Glorietta 2

2nd floor, New Glorietta, Ayala Center

INTRODUCING: CABALEN PREMIUM



Casa Cabalen A Premium Buffet "The Events Place" is the heritage concept of Cabalen Group of Companies. Casa Cabalen, as the word means, "Home" or "House" of Cabalen is located in the old property of Ms. Maritel Nievera in San Fernando, Pampanga, showcasing Cabalen's classic yet modern architectural design and feels.

Located at: San Fernando, Pampanga

Villa Barosa Subdivision Phase 2D, corner San Fernando Interchange, San Fernando, Pampanga

All in One

- Premium Buffet
- Private Function
- Cloud Kitchen
- Asian Grocer

Other Amenities

- Dining area for up to 300 pax
- Cabalen Signatures products
- Cloud Kitchen that cooks best-sellers from Soi, Mangan, and Tsurumaru.

EVENTS PLACE

INTRODUCING: CASA CBALEN



“Let’s
eat!”



"Mangan Ta Na" – *Let's eat!* In Kapampangan, this invitation is a warm gesture of hospitality, inviting you to savor traditional home-cooked delights.

Welcome to "Mga Lutong Pamana ng Lahi" at Mangan, where we bring you an à la carte Kapampangan experience. Our menu features authentic, time-honored Kapampangan cuisine, showcasing signature dishes like sisig, kare-kare, and more.

INTRODUCING: MANGAN



Cabalen *express*

Cabalen Express is a *quick casual restaurant that offers excellent home-style Filipino cooking showcasing* our signature dishes such as Kare-Kare, Dinuguan, Lechon Paksiw, Pork Sisig, Caldereta, Laing and delectable meriendas, salads, and desserts such as Buco Pandan Salad, Bibingka, Puto Bumbong, and Halo-Halo Espesyal.

Cabalen Express also showcases *Cabalen Signatures* RTE, RTH, RTC and delicacies from different regions of the Philippines through its Pinoy Deli counter.



INTRODUCING: CABALEN EXPRESS

10 STORES NATIONWIDE



Our recipes are family treasures, passed down through generations and crafted by skilled cooks. At Mangan, we take pride in offering the comforting flavors of traditional Filipino cuisine with a modern twist.

Mangan SM Grand Central

Lower Ground Floor SM City Grand Central, Caloocan City

Mangan Ayala Manila Bay

2/F Filipino Village, Ayala Malls Manila Bay

Mangan Robinsons Galleria

Level 2, Veranda, Robinson Galleria, Quezon City

Mangan SM Megamall

Lower Ground, Mega B, SM Megamall

Mangan SM North Edsa

2nd level, The Annex, SM North Edsa

Mangan Glorietta 2

2/f Glorietta 2, Ayala Center, Makati City

Mangan Gateway 2

Upper Ground Floor A, Gateway Mall 2

Mangan Robinsons Place Ermita

G/F, Robinsons Place Manila, Ermita

Mangan Bacolod

1st Level, Ayala Malls Capitol Central, Bacolod City

Mangan SM Sto. Tomas

Lower Ground, Mega B, SM Megamall

and many more coming your way!

INTRODUCING: MANGAN

“Let’s
eat!”



*Soi
means
"street"*

Soi

eat thai, love thai

Soi means "*street*" in Thailand, and that's what we're all about: mixing classic Thai flavors with contemporary vibes.

Soi Thai is your go-to spot for an amazing selection of Thai dishes. Our ambiance blends modern aesthetics with Thai cultural elements, creating a cozy and welcoming atmosphere that feels like home.

INTRODUCING: SOI

4 STORES NATIONWIDE



Soi
eat thai, love thai

*Soi
means
“street”*

It's not just about the ambiance—our menu features the freshest ingredients sourced from Thailand, ensuring every dish bursts with authentic taste. At Soi, we pride ourselves on great service and giving our customers a true taste of Thailand.

Soi Mall of Asia

Unit 122 NP, Mall of Asia, Pasay City

Soi Robinsons Manila

Level 1 Sta.Monica Wing, Robinsons Place Manila

Soi Glorietta 2

New Glorietta, Ayala Center, Makati City

Soi Iloilo

Lower Ground Floor, SM City Iloilo

and many more coming your way!

INTRODUCING: SOI



BKK Express brings delicious and healthy Thai dishes to its customers with an array of authentic Thai food coupled with speedy service at an affordable price. BKK takes away the 'intimidation factor' of Thai food with a simple yet slick menu.

INTRODUCING: BKK EXPRESS



CERVESERIA

COMIDA, BEBIDA, Y ALEGRIA PARA TODO

Experience the authentic flavors of Spain at Cerveseria, our premier Spanish restaurant and tapas bar, dedicated to bring the rich culinary heritage of Spain to your table with a unique twist.

Offering a menu that introduces traditional Spanish recipes crafted exclusively by our expert chefs, Cerveseria is perfect for those seeking to explore the true essence of Spanish cuisine in an inviting and sophisticated setting.

Located at: Cerveseria BGC

Burgos Park, Forbes Town Rd., BGC, Taguig

INTRODUCING: CERVESERIA



TSURUMARU UDON x TEMPURA
鶴丸饅饨本舗

Tsurumaru Udon, a beloved restaurant from Osaka, is known as the “Home of Authentic Udon.” Here, you can quickly enjoy hearty, freshly made wheat flour udon noodles paired with a variety of delicious side dishes, just like in Osaka.

Tsurumaru Udon was franchised from and one of the power brands of *Fujio Food System Co., Ltd.*, Japan

*Iras
shai
mase!*

INTRODUCING: TSURUMARU UDON X TEMPURA

7 STORES NATIONWIDE



TSURUMARU UDON x TEMPURA
鶴丸饅饨本舗

Our self-service concept, straight from Osaka, mirrors the fast-paced modern Japanese lifestyle. With a modern Japanese street style vibe and an open kitchen, diners can enjoy a seamless and enjoyable ordering experience. Come and savor the true essence of udon at Tsurumaru!

Tsurumaru Mall of Asia

Level 1, South Wing, Main Mall, SM Mall of Asia

Tsurumaru Robinsons Place Ermita

Level 1, Adriatico Wing, Robinsons Place Ermita

Tsurumaru SM North Edsa

2nd floor, City Center, SM North Edsa

Tsurumaru SM Pampanga

Ground Level, SM City Pampanga

Tsurumaru Eastwood

Eastwood City Walk 1, Eastwood, Bagumbayan, Quezon City

Tsurumaru SM Grand Central

5th Level, SM Grand Central

Tsurumaru Gateway

Upper Ground floor, Gateway Mall

and many more coming your way!

INTRODUCING: TSURUMARU UDON X TEMPURA

*Iras
shai
mase!*





Suki-ya is a friendly Japanese hotpot buffet option for the mass market with 20 outlets in Singapore, Malaysia, and Taiwan.

Serving authentic Japanese All-U-Can-Eat Shabu Shabu Buffet, free-flow quality fresh meats, free-flow vegetables and pot dishes from Healthy Bar, free-flow drinks and desserts and with premium meats top-up, while you create and mix your own sauce to complement your hotpot.

Suki-ya is a joint-venture partnership with *Creative Eateries*, Singapore.

Located at: Suki-ya Ayala Malls Manila Bay

Filipino Village, Second Floor, Ayala Malls Manila Bay

INTRODUCING: SUKI-YA



The biggest and No. 1 Rice and Noodle kiosk/restaurant in Thailand with more than 4,000 outlets altogether. The restaurant in a mix, sit down cuisine and QSR (Quick Service Restaurant).

Customers will enjoy the latest Chinese style from Thailand with authentic Thai smile service. Mr. Chaixi offers delicious dishes in bowls with varieties of menus. It offers food delivery for customer convenience.

INTRODUCING: MR. CHAIXI



Cusina Estela By Cabalen Corp.

Cusina Estela embodies the festive Filipino fiesta and prides itself with an unforgettable catering experience that promises great service and appetizing menu selections of Filipino, Thai and Japanese cuisines.

*Memorable
Events
Made
Special*

INTRODUCING: CUSINA ESTELA

Other Business Units



*Other Business Unit is
The Cabalen Group's
secondary revenue
division, focused on
delivering quality food
and services to Filipino
consumers with
integrity and
satisfaction.*



MON Warehouse



**Cusina Estela
Central Kitchen Main /
PEZA**



**P.TOGO
(Domestic and
Export)**

OTHER BUSINESS UNITS



Business Development & Franchising Corporation is the franchising arm of the Cabalen Group of Companies. Its primary purpose is to accelerate the expansion and development of all Restaurant Brands of the group via alliances through joint ventures and full restaurant franchise to competent businessmen/investors.



Select & Prospect



Negotiate & Deal



Locate & Implement



P.TOGO Corp. is the distribution, import, and export arm of The Cabalen Group and one of the major sources of revenue. Powered by a team of industry professionals, we work with a network of manufacturers, suppliers, and tollers for its brand worldwide. We have a longstanding business relationship with almost 100 manufacturers in the Philippines.

As The Cabalen Group restaurants aim to bring home the signature dishes in Thailand, Japan, and Singapore, we directly source all the raw materials from food sections including dry goods, wet goods, and non-food sections like packaging materials and cleaning materials, as well as machines.



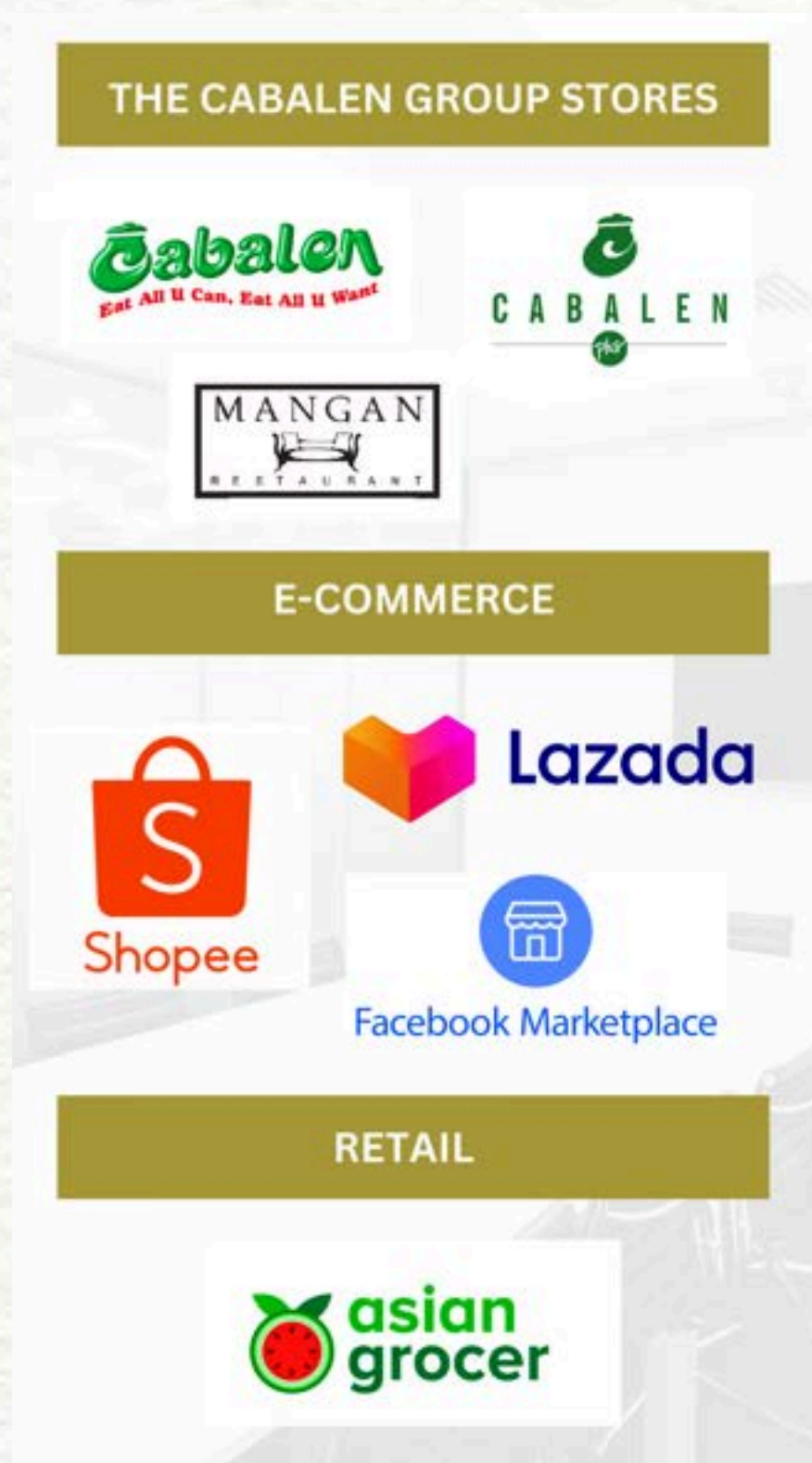

Cabalen
signatures

Our
popular
products



DISTRIBUTION

LOCAL



EXPORT



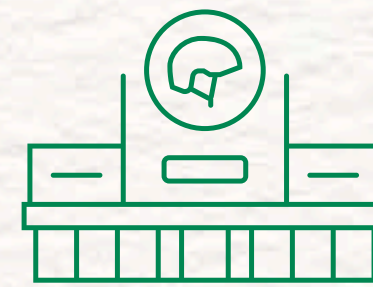


Cusina Estela By Cabalen

Cusina Estela by Cabalen Corp (Supply Chain) ensures efficient planning, cost-effective sourcing, inventory management, warehousing and logistics, and timely delivery of products and services to The Cabalen Group. Manufactures and supplies finished goods (products) in support to Cabalen and other concept stores beginning with production planning, inventory management, preparation and converting raw materials into finished goods in our cooking facilities in a safe and sanitary manner for sale, distribution, and consumption while maintaining the standard of each products in accordance and compliance to set high quality standards.



WAREHOUSE



CENTRAL KITCHEN



PEZA



Cabalen Training Institute (CTI) was created by Cabalen Training Institute Corp., a subsidiary of CMCI established as a training and assessment center with a mission to educate and produce leaders through scholarship programs that provides technical vocational education and training in Cookery NCII in partnership with:

- TESDA, ITDI
- DEPED





Kind Realty
& Construction Corporation

Kind Realty is a specialized company under the Cabalen Group, focusing on building structures, construction, and architecture. With a commitment to excellence and innovation, Peakpoint Design & Build Group provides comprehensive services from initial design to project completion, ensuring high-quality and sustainable solutions for a wide range of construction and architectural needs.



54 JP RIZAL SUITES

54 JP Rizal Suites is a premium condominium building located in Project 4, Quezon City. It offers residents the convenience of urban living with proximity to key amenities such as QMMC Hospital, major malls like SM Cubao and Gateway, and various schools and offices. Designed for the modern urbanite, the condominium provides a secure environment with 24/7 security and CCTV surveillance. Residents benefit from the accessibility and vibrant city life, while enjoying the ease of condominium living with shared maintenance responsibilities and central urban location.



Corporate Social Responsibility





For over 20 years, Cabalen “Eat All You Can, Eat All You Want Want” Restaurant has been giving hope and sharing its blessings through its annual gift-giving project “Cabalen Para sa Kabataan.”



Dakal a Salammat!

