

# Kwentong Tinapayan: Gawang Pinoy, Para sa Pinoy



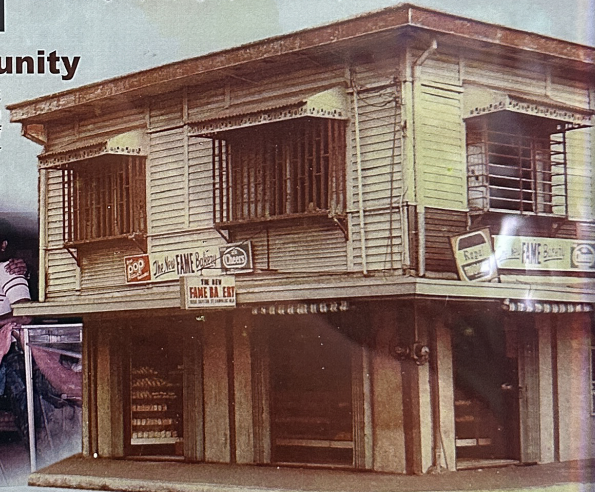
## 1960 Batangueño Bakers

Dubbed as Home of the Bakers, Cuenca has created its mark in the Philippine baking industry. Batanguenos are the pioneer bakers in the community bakeries in Metro Manila and near provinces.

"Our founder, **Lucito "Chito" B. Chavez** wore many hats becoming the former President of Samahang Cuenca sa Kalakhang Maynila and Batangueño sa Maynila. He also served as President of Metro Manila Bakers Association, the Philippine Society of Baking, and the Philippine Chamber of Commerce and Industry-Manila. He is also former Executive Vice President and Spokesperson of the Philippine Federation of Bakers' Association Inc. Chito is also the Founding President of Asosasyon ng Panaderong Pilipino, a group of community of Filipino bakers.

## 1982 Serving the Community

Inspired by the culture of Batangueño bakers, ... Chavez opened his bakery at the corner of Dapitan St. and Don Quijote St. in Sampaloc, Manila catering to the needs of locals and at the service of schools, hospitals and other establishments in Metro Manila.

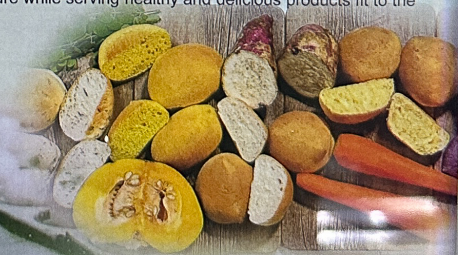


The management of  
**SA ATIN TINAPAYAN**  
Cordially invites you  
to the  
Blessing/opening  
renovated Bakery  
Place



## 2000 Agri-Bread

Tinapayan pioneers the use of local agricultural products such as potato, malunggay, squash, sweet potato, cassava, carrot, and purple yam, among others in its baked products. Through this, Chavez together with his cousin Arch. Nelson Cuevas, who is also from Cuenca believes the bakery industry can support local agriculture while serving healthy and delicious products fit to the tastebuds of Filipinos.



## 2022 Decades of Filipino Baking Goodness

Tinapayan celebrates its 40th year in the baking industry surviving the challenges of the COVID-19 pandemic. Our Kwentong Tinapayan continues

# TINAPAYAN *Favorites*

## BREAD & LOAF



Special Ensaymada



Cheesy Loaf



Cheese Roll



Ube Loaf

## PASTRY



Special Silvanas



Creampuff



Chocolate Eclair



Silvanas



Napoleones

## CAKE



Queen's Chocolate Cake



Adelaida's Torte