

THE ROAST

PROPER
COFFEE
ROASTERS

MATT WINTON + SIERRA YEO'S PROPER PH TOUR

MEET THE

2021

WORLD BREWER'S
CUP CHAMPION
AND THE

2022

UK BREWER'S
CUP CHAMPION

NEW BRANCHES
SNEAK PEEK

H PROPER OPENS IN
PODIUM SOCIAL!

EXPANDED FISH SELECTIONS!

DRAGONFRUIT & MALASUGUE CEVICHE



A FIRST LOOK at our third branch... H Proper opens in Podium Social! See more in Page 37.



A NOTE FROM MR. H

It's never been as exciting a time as now as we release a new edition of our The Roast magazine, to share beautiful stories and news on what we have been doing, staying true to our core while we expand H Proper Coffee Roasters.

A passion project that has grown a little, I want to make sure it will grow organically and not become a soul-less commercialized cafe. My greatest fear is actually growing too fast and lose our core values as a specialty coffee roasters cafe. My fellow coffee snobs out there certainly know what I mean.

AYALA TRIANGLE GARDENS ARIANE BAYLON - OPERATIONS MANAGER CHINO MEMPIN - HEAD CHEF CURT TORRES - RESTAURANT MANAGER LOUIE MEJICA - CHEF DE PARTIE BEN SANCHEZ - CHEF DE PARTIE CLARRISA LAPIRA - CHEF DE PARTIE SAM BASISTER - DINING SUPERVISOR NIEL ARANTE - DINING SUPERVISOR WILLIAM DE GUZMAN - BAR SUPERVISOR ARGIE VEGAS - BAR SUPERVISOR MARTIN MANGAYAN - BARISTA DEWEY SELABO - BARISTA DARYL AMPO - BARISTA LEANDRO SANTOS - BARISTA		CDO - PUEBLO ALLEN TAN - HEAD ROASTER CHRIS JOSE - RESTAURANT MANAGER EDWARD RABAGO - KITCHEN MANAGER RAQUEL NAMOCATCAT - CHEF DE PARTIE CHRISTIAN LOPE - DINING SUPERVISOR JINKY ENCOY - DINING SUPERVISOR NIKKO BADAJOS - DINING SUPERVISOR JOCELYN SECONG - BAR SUPERVISOR JAY ABAD - BAR SUPERVISOR NICO JAY TACNA - ROASTER DALE TUMANDA - ROASTER JOSHUA WAGA - BARISTA TISHA MAE TORRES - BARISTA NIKKI TION - BARISTA ELSON CULIPAPA - BARISTA JR MICABALO - BARISTA
MARC LUKE MONTECINA LAYOUT GRAPHIC DESIGNER ANNE O. NIMOS EDITOR ALLEN TAN ANNE O. NIMOS WRITERS		ANTON OJEDA ARMAND ANSALDO MA. NICA CASIA ANNE C. OBENA PHOTOGRAPHERS
COVER PHOTO BY ANTON OJEDA		



THE TRICKY PARTS OF GROWTH

Growing is a challenge: you need to train more baristas and more team members to make sure the quality of service is top notch. I am adamant that the H Proper experience has to be the same from the time we opened our doors for the first time all the way to the succeeding stores we are and will be opening soon.

You also have to address the idea that when some cafes serve food, they lose the authenticity of the specialty coffee experience. We consciously keep that in mind in building our brand and spaces, which is why we make sure we make super extra effort that you won't feel the difference.

By the time you read this, our 3rd H Proper Coffee Roasters branch should be open or just about to in Podium Social. The process took a while to finish as we make sure every H Proper location opened will create a unique coffee and feel experience be it the interior, lighting or the view while you enjoy your coffee or food. It won't feel just like a restaurant but it will feel like both, a cafe and a restaurant.

In the menu, we are rolling out labels on food for Harley's and Wendy's top picks. We both eat at H at least 3 or 4 times a week. We love the food at H 😊! Obviously, when we created the menu, these are the food we love on our trips to London. So we make sure to put them in the menu so we can eat them every single day or whenever we want to. And sharing them with all of you is definitely part of the experience where we want you to explore with us.

We are also rolling out bestseller labels in the form of a very British coat of arms made bespoke for H to indicate which items are phenomenally fast moving and that you should try, because these are what a lot of our customers come back for. And thanks to our Head Chef Chino and the whole kitchen team for making sure to bring these food items to life. Yes, we started out as a specialty coffee shop, but a lot of people keep coming back for our food as well, so thank you.

Last May, we flew in Matt Winton (2021 Worlds Brewer Cup Champion) and Sierra Yeo (2022 UK Brewer's Cup Champion) for H Proper's continuous training and to make sure we get our world class top level brewing training on the table so our customers can experience only the best, and I mean that. Coffee just sounds simple, but it's actually a little complicated as there's too much variables in making sure it will bring out the best of the coffee we source directly from the origin. The masterclass by Matt was just amazing. I thought I knew so much already, but it was a very humbling experience when we succeeded in adding a new brewing technique to bring an extra push on variables to bring out the best in our coffees.



CELEBRATING an eye-opening masterclass with Sierra, Matt, myself and The Philippine Star and ABS-CBN writer Jeeves de Veyra.

You know we already have 50 kinds of coffee, and that will soon go up to 80 kinds by either June or July, so just go figure what a nightmare it must be to brew all these coffees with different kinds of processing, origin, density, roast level. But that's what we do to make sure we get the best of each lot (lot means the real square plot or lot of land, when we buy the coffee) of coffees in the menu.

So check out our pour over coffee menu starting at Page 31, and be mesmerized at what you can explore in our specialty coffee world. I can guarantee you that there's only a few specialty coffee roasters or cafes in the world that can offer this extensive an offering.



And special thanks to our consultant Mr. Birdie Chiu of Hazel & Hershey Coffee Roasters Hong Kong and GCC (Global Coffee Connections, our green beans suppliers), who makes sure our team is always informed and trained in every aspect of our full coffee-related cafe operations. He always keeps us updated in our roasting technique, which is the central part of why we have existed: good coffee.

Again, I thank you all for supporting H Proper and it's my job to make sure we keep the H experience as true and as honest to the specialty coffee experience. We are a real specialty coffee and I want to emphasize that, so you know we only serve 80+ points scoring coffee and above, and we never blend in any commercial grade coffee.

And that will always be my promise.

Cheers,



HARLEY KEITH YU
Founder

MR. AND MRS. H on the train from Barcelona to Valencia, Spain. Our founder writes his message to you while on the go!



BIRDIE CHIU of Hazel & Hershey Coffee Roasters Hong Kong and Global Coffee Connections, brewing at H Proper. Read about him in our next issue.



THIS ISSUE, my wife Wendy and I will tell you our personal stories behind why we picked certain items to add to our ever-expanding menu.

WE ARE introducing a true English emblem: the H Proper Coat of Arms. This badge now adorns our bestsellers on the menu, to encourage first timers to try our fastest moving items!





APPETIZERS



SIGNATURE DRINKS



DESSERTS

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MATT AND SIERRA



COCKTAILS



SPECIALTY COFFEE



ENTREES: FISH



FOOD



SWEET POTATO FRIES

Crispy fried sweet potatoes,
Sriracha mayo

allergens: dairy, egg

P295



BAKED CAMEMBERT CHEESE

Apple chutney, walnuts,
country bread

allergens: dairy, nuts, gluten 🍷

P1080

APPETIZERS



FOIE DE VOLAILLE

Chicken liver pâté, santol marmalade,
country bread

allergens: dairy, mustard, gluten 🍷

P525



Try our bestsellers marked with the H Proper coat of arms!



Gluten may be removed or served on the side.



FRENCH ONION SOUP

Hot onion soup with Gruyere and gremolata toast

allergens: dairy, nuts, fish, gluten 🌾

P425



CAULIFLOWER SOUP

Roasted cauliflower soup, brown butter croutons

allergens: dairy, gluten 🌾

P395

SOUPS



CLAM CHOWDER

Creamy chowder soup, potatoes, wild caught clams, puff pastry

allergens: molluscs, dairy, gluten 🌾

P455



POTATO SOUP

A-rated potato soup, chicken fat pangratatto, poached egg, Jamon Serrano, country bread

allergens: dairy, egg, gluten 🌾

P395

SALADS



CHOPPED CHICKEN SALAD

Barbecue chicken, ranch dressing, romaine, black beans, jicama, tomatoes, corn, tortilla chips

allergens: dairy, egg, soy, gluten 

P585

WARM CAESAR SALAD

Caesar dressing, chicken thigh fillet, egg, parmesan, croutons

allergens: dairy, fish, egg, gluten 

P585

 Gluten may be removed or served on the side.



PASTA

TRUFFLE RIGATONI & CHEESE

Mornay, white truffle,
parmesan, country bread

allergens: dairy, gluten ⓘ

P450



BUCATINI MUSHROOM & ARUGULA

Mushroom cream sauce, bucatini,
oyster mushrooms, arugula,
parmesan, country bread

allergens: dairy, gluten ⓘ

P495



BEEF BRISKET RAGU

Beef shank ragu, parmesan,
tomato parsley sauce, country bread

allergens: dairy, fish, soy, gluten ⓘ

P525



BISTRO BURGER

Grass-fed beef burger patty, Swiss cheese, tomatoes, mustard, fries

allergens: mustard, dairy, soy, gluten 

P685



My favorite is the Yorkshire Pudding...don't forget to pour the gravy on it! This is only available on Sundays in London...now you can have this special treat every day at H Proper!

ENTREES BEEF



H PROPER SUNDAY ROAST

Beef top blade, yorkshire pudding, creamed spinach, crispy potato, glazed carrots, red wine jus

allergens: dairy, soy, gluten 

P1520

 Gluten may be removed or served on the side.



ROAST PORK BELLY

Pork belly, grilled potatoes, roasted cabbage, cucumber and seaweed relish, house gravy

allergens: mustard

P625

GRILLED PORK CHOP

Grilled pork chop, creamed potatoes, grilled broccoli, green beans, olive dressing, almonds, red wine jus

allergens: dairy, soy, nut, egg

P735





HOUSE FRIED CHICKEN

Crispy chicken thigh fillet, roasted garlic cream, anchovy butter, crispy potatoes, green salad, jasmine rice

allergens: soy, egg, fish, gluten 

P530



INDIAN BUTTER CHICKEN

H Proper's take on Indian butter chicken with tandoori spice, yogurt, cilantro, green chillies, and jasmine rice

allergen: dairy

P485



ENTREES CHICKEN



HALF ROAST CHICKEN

Roast chicken, caper sauce, creamy mash, baby potatoes, green salad

allergens: dairy, soy, gluten 

P795

 Gluten may be removed or served on the side.



DRAGONFRUIT & MALASUGUE CEVICHE

Malasugue, dragon fruit, lime, ginger chilies, red onion, cilantro and crispy tortilla

allergens: fish, dairy, gluten (🌾)

P475



FILLET OF SPANISH MACKEREL

Spanish mackerel, pearl barley, marble potato, roasted pumpkin mash, anchovy sauce

allergens: fish, dairy, gluten (🌾)

P695



**ENTREES
FISH**

PAN SEARED POMPANO

Pompano, glazed carrot, adlai relish, fermented fish cream

allergens: fish, dairy, gluten (🌾)

P675





EGG WHITE OMELETTE

Sauteed spinach, mushroom, cheddar, egg whites, green salad, country bread

allergens: egg, dairy, gluten 🌾

P385



SHAKSHOUKA

Spiced tomato sauce, poached eggs, cilantro cream, fresh herbs, country bread

allergens: egg, dairy, gluten 🌾

P455



EGG DISHES

TURKISH EGGS

Garlic labneh, poached eggs, dukkah, spiced butter, spiced black beans, country bread

allergens: egg, dairy, nuts, gluten 🌾

P455

🌾 *Gluten may be removed or served on the side.*



CAVIAR SMOKED SALMON & EGG SALAD ON CROISSANT

Mustard, egg salad, romaine,
smoked salmon, lumpfish caviar

allergens: egg, fish, mustard

P675



EGGS BENEDICT

Kouign-amann, poached eggs,
hollandaise sauce, country ham, fries

allergens: egg, gluten 🌾

P685



EGGS ROYALE

Kouign-amann, poached eggs, hollandaise
sauce, sautéed spinach, smoked salmon, fries

allergens: egg, fish, gluten 🌾

P725



CHICKEN HAM & MUSHROOM OMELETTE

Green salad, country bread

allergens: egg, dairy, gluten 🌾

P475



FRENCH TOAST & BANANA

Brioche, caramelized banana, yogurt, honeycomb, maple syrup

allergens: egg, dairy, gluten (🌾)



P465



All my favorites in one dish! My wife teases me that I am matakaw, so this is me on a plate. And if you make it perfectly, it's the best!



FULL ENGLISH BREAKFAST

Pork sausage, thick-cut bacon, black pudding, fried eggs, roast potatoes, baked beans, roasted tomatoes, grilled sourdough

allergens: egg, dairy, gluten (🌾)

P785



ROASTED APPLES WITH GRANOLA

Roasted apple, homemade yogurt, honey granola, berry compote, caramel sauce

allergens: dairy

P465



FRENCH TOAST & FRIED CHICKEN

Brioche, fried chicken thigh fillet, scrambled eggs, hot honey

allergens: egg, dairy, gluten 🌾

P590

🌾 *Gluten may be removed or served on the side.*



SOURDOUGH PANCAKES

Sourdough, lemon curd, triple berry compote, maple syrup

allergens: egg, dairy, gluten 🌾

P460



SPRINGTIME CHICKEN BOWL

Chicken thigh fillet, corn kernel, egg, jasmine rice, green salad, sesame dressing

allergens: egg, soy, sesame, dairy

P480



POKE BOWL

Malasugue, wakame, furikake, pickled onions, green beans, mango, togarashi

allergens: fish, sesame, soy, egg

P525



FARMHOUSE BEEF BOWL

Ribeye, jasmine rice, soft boiled egg,
garlic butter, roasted tomato

allergens: egg, soy, dairy

P525

FORBIDDEN BEEF BOWL

Soy-braised beef shank, corn, egg,
radish and herb salad, jasmine rice

allergens: soy, egg

P585



DESSERTS



CROISSANT BREAD & BUTTER PUDDING

Croissant, creme anglaise,
almond brittle

allergens: dairy, egg, gluten 🌾

P395



STICKY TOFFEE PUDDING

Moist date cake

allergens: dairy, egg, nuts

P315



Cook-it-your-way eggs(2pcs)	P 80
Pork Sausage	P 210
Country Whole Bread	P 50
Garlic Rice	P 80
Jasmine Rice	P 60
House Green Salad	P 120
Thick Cut Bacon	P 180

🌾 *Gluten may be removed or served on the side.*

THE TWO-DAY brewing masterclass for Matt and Sierra at the mezzanine of the Ayala Triangle Gardens branch of H Proper was well attended by brewers, baristas, members of the press and influencers.

COVER

MATT+SIERRA MASTERCLASS

Words by ANNE O. NIMOS
Photos by ANTON OJEDA,
ARMAND ANSALDO
MA. NICA CASIA
ANNE C. OBENA

Sierra Yeo lets out small claps when her ube shake arrives. “She loves anything ube because it reminds her of taro,” shares Matt Winton. The pair, both Brewers Cup Champions, are in the Philippines for the very first time as guests of H Proper.

So which one is the better barista? Both unhesitatingly point to Sierra, still deep in her ube shake, but with a sly smile forming on her lips. “But I coached her!” Matt proudly adds.

Matt, who won World Brewer’s Cup Champion in 2021 representing Switzerland, had also previously been hailed as the Swedish Barista Champion in both 2018 and 2019, and now runs Rose Coffee Roasters in Zurich. In 2022, he coached Sierra, herself an accomplished coffee writer, licensed Q-Arabica grader, and—integral to winning the competition—a public speaker. That year, she became the UK Brewer’s Cup Champion.

Their shared easy demeanor and delightfully opposite communication profiles (Matt, a self-confessed talker which he attributes to his Australian roots, and Sierra’s thoughtful, measured interjections) belie their hefty gravitas in the world of coffee.

With her background as a Program and Marketing Coordinator at the Zurich University of Applied Sciences Coffee Excellence Center, Sierra has built digital learning experiences with established brands, and in fact was the coffee specialist for Alpro UK, one of the largest plant-based brands under Danone, leaning



THE PROPER PH tour had to kick off at the OG branch of H Proper: Cagayan de Oro!

towards how alternative milk is quietly reshaping the coffee sector worldwide.

Ironically, she’s the one who tucks into the portions of kare-kare and chicharon bulaklak on the table, while Matt is vegetarian. “I’ll try anything once,” she says, true to her Singaporean upbringing.

Matt, happy with his rice and a selection of steamed vegetables straight out of the Filipino childhood ditty Bahay Kubo, prepares to do what he does best for the afternoon session: sharing his knowledge and experience in launching successful roasteries including MAME, Roots&Friends, and Collective

Bakery, this time to the roasters and staff of H Proper.

“We haven’t dipped into the ocean on this trip, though,” Matt confesses. They had rushed from a visit to the H Proper OG branch in Cagayan de Oro straight to the middle of bustling Makati in the Ayala Triangle Gardens branch.

Thankfully, there’s always a proper open invitation to come again. This time in their swimsuits.



DRINKS



MACADAMIA COLD BREW
WITH COLD FOAM

COCONUT LATTE
WITH MATCHA FOAM

BANANA TURON LATTE

SIGNATURE DRINKS

COCONUT LATTE WITH MATCHA FOAM

Fresh milk, coconut syrup,
matcha foam, dessicated coconut

P 260

BANANA TURON LATTE

Espresso, banana syrup, fresh milk,
vanilla foam, caramelized banana

P 260

MACADAMIA COLD BREW WITH COLD FOAM

Cold brew, macadamia, vanilla foam, dark chocolate

P 245

COCO ESPRESSO ROCKS

Coconut and fresh milk rocks,
Americano rocks, espresso

P 210

TIRAMISU CREAM

Espresso, vanilla cream, chocolate

P 245

BABYCINO

Fresh milk, cocoa shavings,
rainbow sprinkles, vanilla whipped cream

P 185



COCO ESPRESSO ROCKS



BABYCINO



NITRO BREW Nitrogen infused black brewed coffee		P 195
NITRO ICED TEA Ask your barista for today's special flavor!		P 195
COLD WHITE BREW		
	250 mL	P 190
	330 mL	P 265
	500 mL	P 405
	1 Liter	P 715
COLD BLACK BREW		
	250 mL	P 160
	330 mL	P 205
	500 mL	P 370
	1 Liter	P 635



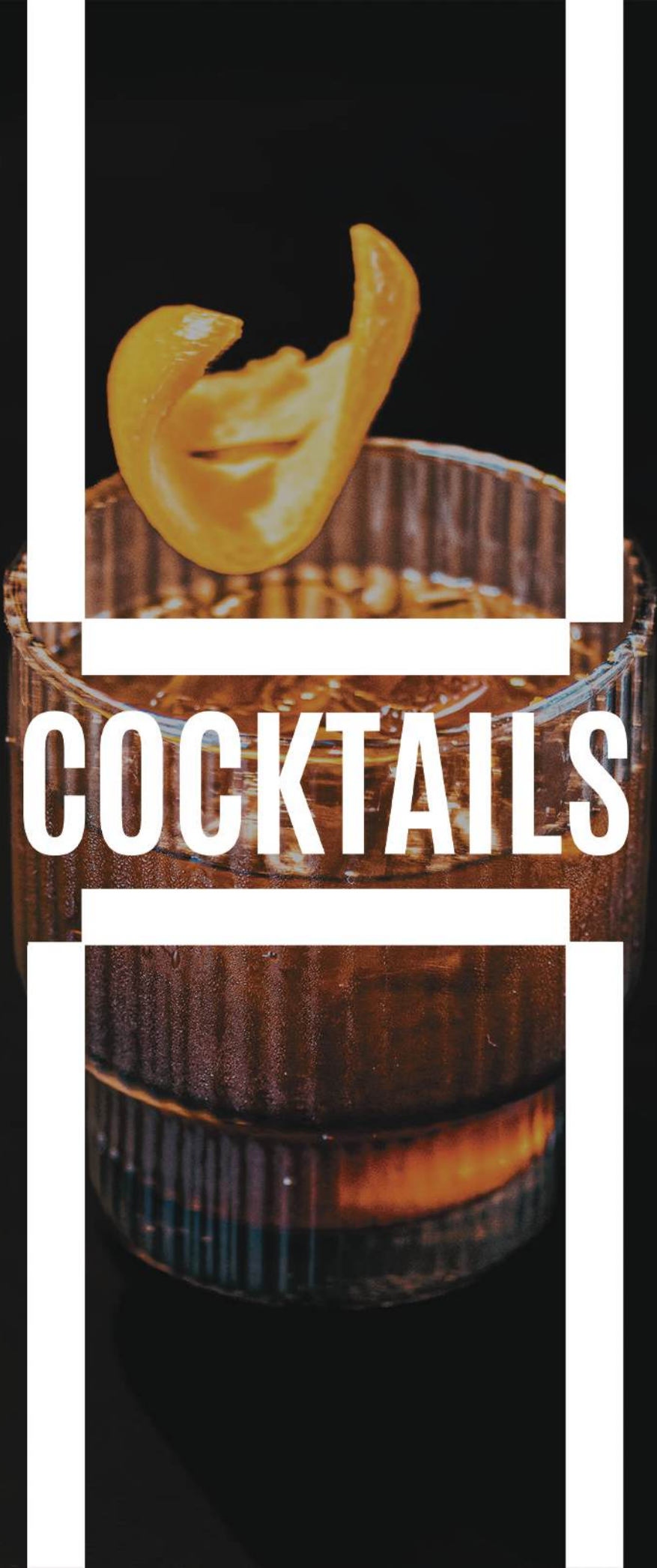
VANILLA WHITE	P 245
COOKIE MONSTER	P 245
COFFEE BEAN	P 265
BLUEBERRY CHEESECAKE	P 255
DOUBLE CHOCOLATE	P 245
ESPRESSO CREAM	P 285
MANGO GRAHAM	P 265
MIXED BERRIES	P 255



AMERICANO	P 175
CAPPUCCINO	P 190
LATTE	P 190
MOCHA	P 225
DARK CHOCOLATE	P 210
ESPRESSO MATCHA LATTE	P 235
MATCHA LATTE	P 230
VANILLA LATTE	P 210
CARAMEL MACCHIATO	P 220
CARAMEL LATTE	P 220
STRAWBERRY MACCHIATO	P 235
WHITE BREW FLOAT	P 295
MATCHA LATTE FLOAT	P 305
MATCHA AFFOGATO	P 300
AFFOGATO	P 275



AMERICANO	P 160
LONG BLACK	P 160
ESPRESSO	P 130
ESPRESSO FLIGHT A set of flat white with a side of single shot espresso	P 195
FLAT WHITE	P 175
LATTE	P 180
CAPPUCCINO	P 180
VANILLA LATTE	P 200
CARAMEL LATTE	P 210
CARAMEL MACCHIATO	P 210
ESPRESSO MATCHA LATTE	P 245
MATCHA LATTE	P 215
MOCHA	P 210
DARK CHOCOLATE	P 195
FRESH MILK	P 180
FORTNUM & MASON TEA Seasonal flavored hot teas	P 200

A close-up photograph of a glass containing a dark, amber-colored liquid, likely a cocktail. A bright yellow lemon wedge is perched on the rim of the glass. The glass has a textured, possibly etched or ribbed, surface. The background is dark, and the lighting highlights the liquid and the lemon. The word "COCKTAILS" is overlaid in large, white, bold, sans-serif capital letters across the middle of the image.

COCKTAILS



GIN & TONIC

Gin, tonic water, orange

NEGRONI

Gin, sweet vermouth, Campari

OLD FASHIONED

Whisky, brown sugar, angostura

WHISKY HIGHBALL

Whisky, ginger ale, lemon

RED SANGRIA

Cabernet Sauvignon, orange juice, rum, orange, lemon

MINT JULEP

Whisky, mint, lemon

MOJITO

Rum, lime, mint

P 420

P 480

P 480

P 420

P 450

P 450

P 450

COFFEE RUM OLD FASHIONED

Dark rum, coffee-infused vermouth, cinnamon, orange, cacao bitters

GIN & TEA

Gin, hibiscus, goji, vanilla, limoncello, tonic water

KALIMUXO

Cabernet Sauvignon, guyabano, dragon fruit, tarragon, soda

PISCO LYCHEE TROPICS

Pisco, lychee, vanilla, angostura, lemon, egg white

MYSTICA VIOLA

Gin, lemon, dalandan, blue pea flower

P 480

P 450

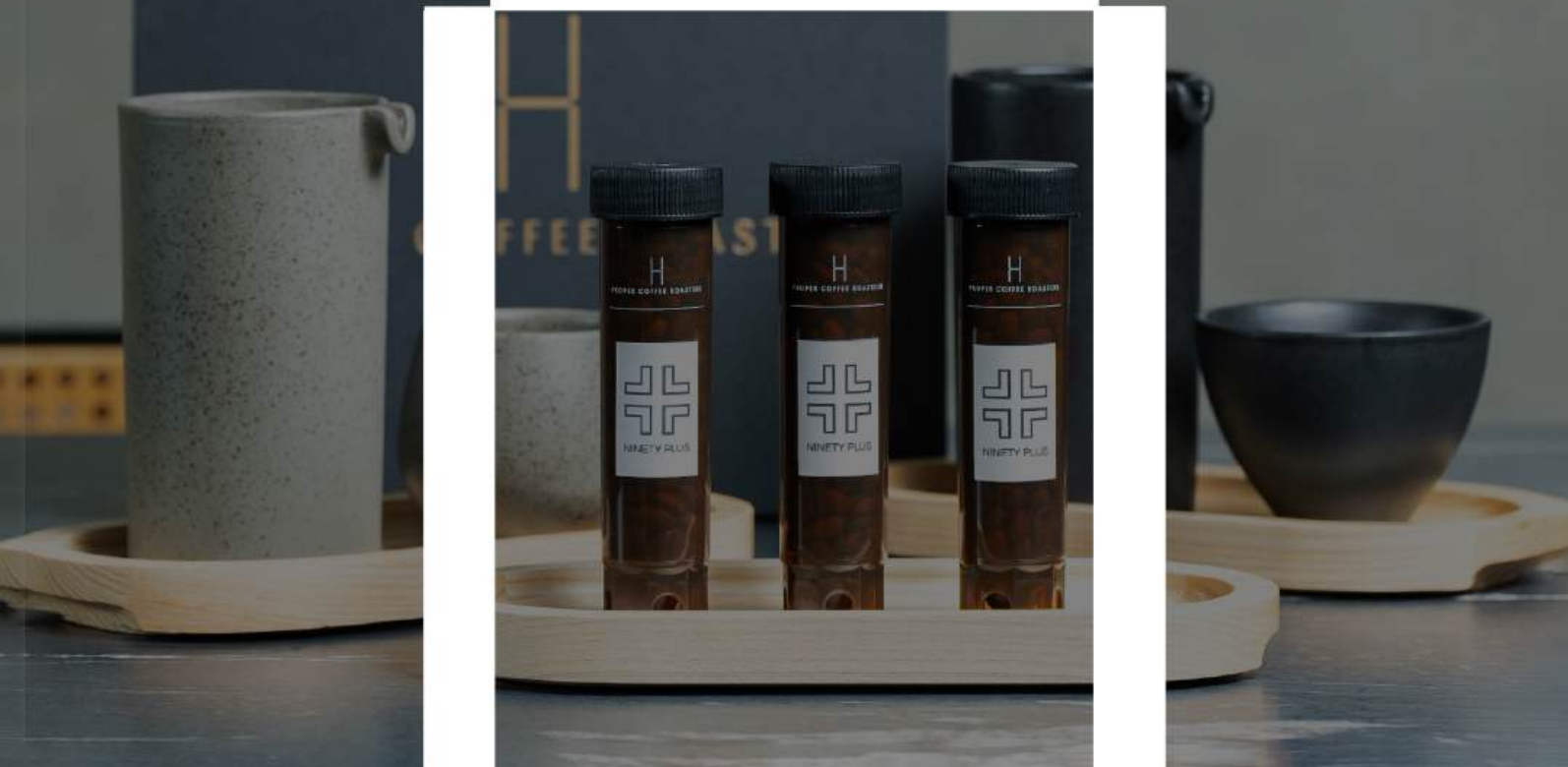
P 480

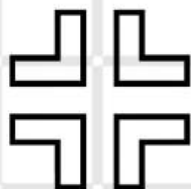
P 520

P 480



SPECIALTY COFFEE





NINETY PLUS

ORIGIN: Panama
ROAST: Light Roast /
Filter Roast

Ninety Plus is renowned
for its innovative
processing methods and
ultra-specialty beans.

Each cup reflects a
meticulous commitment
to quality, sustainability,
and flavor complexity that
redefines the boundaries
of coffee excellence.

Lot # 23025	Gesha 1510 MASL Thermolic Folio™	Cucumber, Watermelon, Ginger Light Roast	☕ P1,225 / serving
Lot # 23080	Gesha 1510 MASL Thermolic™	Black Cherry, Dark Chocolate, Dulce de Leche Light Roast	☕ P1,450 / serving
Lot # 23188	Gesha 1560 MASL Criollo Folio™	Watermelon, Muscat Grape, Orange Candy Light Roast	☕ P8,800 / serving
Lot # 23195	Gesha 1560 MASL Criollo Folio™	White Chocolate, Jasmine, Pink Grapefruit Light Roast	☕ P1,050 / serving
Lot # 23099	Gesha 1460 MASL Thermolic Folio™	Bubble Gum, Tropical Fruits, White Chocolate Light Roast	☕ P1,140 / serving
Lot # 23637	Gesha 1480 MASL Criollo Folio™	Apricot, Citrus, Dark Chocolate Light Roast	☕ P1,800 / serving
Lot # 23122	Gesha 1560 MASL Honey	Concord Grape, Citrus, Black Cherry Light Roast	☕ P3,225 / serving
Lot # 23191	Gesha 1400 MASL Honey	Meyer Lemon, Floral, Mango Light Roast	☕ P2,310 / serving
Lot # 23201	Gesha 1460 MASL Honey	Walnut, Lemon Zest, Pear Light Roast	☕ P1,210 / serving
Lot # 23202	Gesha 1470 MASL Washed	Almond, Jasmine, Lemon Zest Light Roast	☕ P1,210 / serving
Lot # 23226	Gesha 1520 MASL Washed	Orange Zest, Milk Chocolate, Panela Sugar Light Roast	☕ P1,210 / serving
Lot # 23169	Gesha 1440 MASL Experimental	Mandarin Orange, Pollen, Lemon Zest Light Roast	☕ P1,105 / serving
Lot # 23174	Gesha 1400 MASL Experimental	Caramel Cream, Papaya, Chocolate Candy Light Roast	☕ P1,510 / serving



ORIGIN: Panama
ROAST: Light, Filter Roast

Lost Origin focuses on
experimental processes
and deep traceability,
each cup is a journey into
the unexpected.

Cast Geisha Lot 068 - 108	Gesha 1550 MASL Natural	Almond, Dark Chocolate, Hazelnut Light Roast	☕ P920 / serving
Maya Geisha Lot 051 - 080	Gesha 1550 MASL Natural	Black Cherry, Black Tea, Cocoa Powder Light Roast	☕ P1,410 / serving
Cast Geisha Lot 059 - 094	Gesha 1440 MASL Natural Folio™	Mandarin Orange, Hazelnut, Dark Chocolate Light Roast	☕ P1,030 / serving
Dobe Geisha Lot 037 - 063	Gesha 1460 MASL Thermolic™	Honeydew, Peach, Milk Chocolate Light Roast	☕ P1,030 / serving
Alti Geisha Lot 066 - 103	Gesha 1550 MASL Washed	Jackfruit, Yuzu Lemon, Green Tea Light Roast	☕ P1,410 / serving

LAMASTUS

FAMILY ESTATES

Elida • El Burro • Luito

ESTATES
AUCTION

2024

 In this crafted portfolio you will find coffees with the most classic processes, the primary ones. Processes: Geisha Washed (GW) Geisha Natural (GN) Dried in dark room (DRD)	El Burro GW Lot#17 2401-080224	Geisha 1700-1800 MASL Classic Washed	Cherry, Fruit Wine, Sweet Lemon	 \$1,350/serving
	El Burro DRD Lot#17 2501-170224	Geisha 1700-1800 MASL Washed, DRD	White Florals, Sugar Apple, Grapefruit, Toffee	 \$1,550/serving
	Elida GW DRD Torre 0603-200324	Geisha 1800-1850 MASL Washed, DRD	Rose, Lemon, Citrus, Passionfruit, Apricot	 \$1,550/serving
	Elida GW DRD Aguacate 0802-040324	Geisha 1800-1850 MASL Washed, DRD	Peach, Chamomile, Jasmine, Mandarin	 \$2,550/serving
	Elida GW DRD Vuelta 1901-130224	Geisha 1920-1960 MASL Washed, DRD	Orange Flower, Tangerine, Jasmine, Honey, Sugarcane	 \$2,550/serving
	Elida GN DRD Vuelta 0802-250324	Geisha 1920-1960 MASL Natural Classic	Pineapple, Jasmine, Tangerine	 \$2,550/serving
	Elida GN DRD Vuelta 0203-090424	Geisha 1920-1960 MASL Natural Classic	Jasmine, Honeydew, Yuzu	 \$2,920/serving
	Elida GN DRD Vuelta 0902-190324	Geisha 1920-1960 MASL Natural Classic	Bergamot, Cherry Blossom, Perfume Lemon, Yuzu Jam	 \$2,920/serving

 Coffees in this portfolio are more overarching. Fermented in tanks, they encompass a variety of artistic approaches, without being limited to any specific arrangement of flavors. Lamastus Estate calls them "atomic bombs". Processes: Geisha Natural (GN) Anaerobic Sun-dried (ASD) Dark Room Dried (DRD) Natural Waster Fermented (H2O) Tank Fermented (T5D, T3D) Bag Fermented (B5D, B3D) *number signifies # of days	El Burro GN ASD T4D Lot #17 1002-060324	Geisha 1700-1800 MASL Anaerobic Natural	Muscat, Cherry Blossom, Candied Cherry	 \$1,350/serving
	Luito GN ASD T5D	Geisha 1600-1700 MASL Anaerobic Natural	Passionfruit, Watermelon, Kiwi, Tamarind	 \$1,550/serving
	Elida GN ASD T4D Loma 2002-220324	Geisha 1700-1800 MASL Anaerobic Natural	Raspberry, Peach, Nectarine, Honey	 \$1,350/serving
	Elida GN ASD T5D Falda 0702-260224	Geisha 1800-1825 MASL Anaerobic Natural	Whisky, Mango, Mandarin, Sugarcane	 \$1,050/serving
	Elida GN ASD T3D Loma Centro 1701-300124	Geisha 1780-1820 MASL Anaerobic Natural	Lychee, Tangerine, Jasmine, Pear	 \$1,225/serving
	Elida GN ASD H2O T5D DRD Torre 1402-060324	Geisha 1800-1850 MASL Anaerobic Natural, DRD	Peach, Apricot, Black Tea	 \$1,225/serving
	Elida GN ASD B3D Torre 2203-250424	Geisha 1800-1850 MASL Anaerobic Natural	Candied Grape, Watermelon, Mango Nectar	 \$2,350/serving
	Elida GN ASD SF B5D Torre 1502-230324	Geisha 1800-1850 MASL Anaerobic Natural	Bergamot, Chamomile, Jackfruit	 \$1,850/serving

LAMASTUS

FAMILY ESTATES

Elida • El Burro • Luito

ESTATES
AUCTION

2024

 In this portfolio, you will find coffees with a balanced arrangement of flavors. Implementing fermentor reactors, targeting more specific flavors through controlled fermentations. This process is well known in Elida as "<i>laser beam</i>". Processes: Geisha Natural (GN) Geisha Washed (GW) Anaerobic Sun-dried (ASD) Reactor Fermented (RF) Dark Room Dried (DRD)	El Burro GN ASD RF2D Lot#16 2001-170224	Geisha 1600-1700 MASL Anaerobic Natural	Nectarine, Strawberry, Jasmine	☞ P1,050/serving
	Elida GN ASD RF2D DRD Falda 0301-070	Geisha 1700-1800 MASL Anaerobic Natural	Java Plum, Cherry Jam, Candied Orange	☞ P1,225/serving
	Elida GN ASD RF3D Torre 1002-210324	Geisha 1800-1850 MASL Anaerobic Natural	Orange, Lemon Tea, Black Currant	☞ P8,450/serving
	Elida GW RF1D Aguacate 0802-250224	Geisha 1900 MASL Washed Anaerobic	Lemonade, Yuzu, Cherry	☞ P1,850/serving
	Elida GW ASD RF1D Aguacate 0503-190324	Geisha 1900 MASL Washed Anaerobic	Apricot, Grape, Lemon	☞ P1,850/serving
	Elida GW ASD RF1D Aguacate 0503-200324	Geisha 1900 MASL Washed Anaerobic	Peach, Orange Zest, Clove	☞ P2,350/serving
	Elida GW ASD RF1D Vuelta 0203-180324	Geisha 1920-1960 MASL Washed Anaerobic	Lemon Tea, Peach, Grape	☞ P2,920/serving
	Elida GW ASD RF1D Vuelta 0802-230224	Geisha 1920-1960 MASL Washed Anaerobic	Honeydew, Fruit Wine, Lime	☞ P2,920/serving

IV EDITION

LAMASTUS

Estates Auction

CURATED EXPRESSIONS

PRIVATE AUCTION

PRIMARY

SYMMETRICAL

ABSTRACT

EL BURRO ESTATE | ELIDA ESTATE | LUITO ESTATE

our estates seen through a kaleidoscope

3 ESTATES ~ 24 LOTS

LAMASTUS FAMILY ESTATES @

 FINCA DEBORAH PANAMA GEISHA ORIGIN: Panama ROAST: Light Roast / Filter Roast Finca Deborah is an estate producer of gourmet, shade-grown Geisha varietal coffee - the reigning champion varietal in the Latin American Coffee Landscape.	AFTERGLOW	Geisha 2100-2300 MASL Natural	Dark Cherry, Apricot, Peach Light Roast	☞ \$780 / serving
	ECHO	Geisha 2100-2300 MASL Cascara Infused Washed Carbonic Maceration	Raspberry, Blood Orange, Jasmine Light Roast	☞ \$830 / serving
	ELIPSE	Geisha 2100-2300 MASL Natural Nitrogen with Washed Finish	Jasmine, Rose, Pear Light Roast	☞ \$880 / serving
	ENIGMA	Geisha 2100-2300 MASL Extended Natural Carbonic Maceration	Lemongrass, Pineapple, Lemon Light Roast	☞ \$910 / serving
	HORIZON	Geisha 2100-2300 MASL Natural Yeast with Washed Finish	Honeydew, Pear, Cherry Light Roast	☞ \$940 / serving
	ILLUMINATION	Geisha 2100-2300 MASL Washed Carbonic Maceration	Nectarine, Bergamot, Pomegranate Light Roast	☞ \$780 / serving
	INTERSTELLAR	Geisha 2100-2300 MASL Natural Yeast	Yakult, Pineapple, Maltose Light Roast	☞ \$920 / serving
	NIRVANA	Geisha 2100-2300 MASL Natural Nitrogen	Red Flowers, Cherries, Lychee Light Roast	☞ \$910 / serving
	SYMBIOSIS	Geisha 2100-2300 MASL Extended Natural Anaerobic	Juicy Plum, Lychee, Red Grape Light Roast	☞ \$860 / serving
	SYMMETRY	Geisha 2100-2300 MASL Natural Carbonic Maceration	Raspberry Juice, Golden Kiwi, Dried Fig Light Roast	☞ \$860 / serving
	TERROIR	Geisha 2100-2300 MASL Washed	Bergamot, Jasmine, Peach Light Roast	☞ \$760 / serving
	VIVID	Geisha 2100-2300 MASL Natural Carbonic Maceration with Washed Finish	Floral, Peach, Champagne Light Roast	☞ \$850 / serving

 IRIS ESTATE ORIGIN: Panama ROAST: Light Roast / Filter Roast Iris Estate is the highest farm in Panama and Latin America, is about celebrating terroir, variety, and process through the focused work of the Producer	AFTERGLOW	Geisha 2100-2300 MASL Natural	White Peach, Orange, White Floral Light Roast	☞ \$690 / serving
	ARIL	Geisha 2100-2300 MASL Whole Cherry Natural Carbonic Maceration with Washed Finish	Jasmine, White Peach, Citrus Light Roast	☞ \$790 / serving
	ENIGMA	Geisha 2100-2300 MASL Extended Natural Carbonic Maceration	Purple Grape, Cherries, Toffee Light Roast	☞ \$800 / serving
	ILLUMINATION	Geisha 2100-2300 MASL Washed Carbonic Maceration	Jasmine, White Grape, Green Apple Light Roast	☞ \$670 / serving
	SYMBIOSIS	Geisha 2100-2300 MASL Extended Natural Anaerobic	Apple Juice, Maple Syrup, White Tea Light Roast	☞ \$780 / serving
	TERROIR	Geisha 2100-2300 MASL Washed	Ginger Blossom, Honeydew, Juicy Plum Light Roast	☞ \$660 / serving
	VIVID	Geisha 2100-2300 MASL Natural Carbonic Maceration with Washed Finish	Jasmine, Yellow Peach, Red Sugar Light Roast	☞ \$670 / serving

 ALO COFFEE ከሰባ ቡና ORIGIN: Sidama Bensa, Ethiopia ROAST: Light Roast / Filter Roast Alo Coffee showcases award-winning Ethiopian beans cultivated at high altitudes in Alo Village. Renowned for their meticulous processing methods, such as anaerobic fermentation and low-temperature washing.	Alo Fayse Keramo	74110, 74158 1900-2300 Natural	Nectarine, Cedar, Raspberry Light Roast	 ₱1,100 / 100g  ₱340 / serving
	Alo Morkie	74158 2550 MASL Natural	Sweet Floral Purple Flowers, Mango, Caramel Light Roast	 ₱700 / 100g  ₱290 / serving
	Alo Mosto	74158 2550 MASL Anaerobic Natural	Mango, Pineapple, Gummy Bear Light Roast	 ₱750 / 100g  ₱310 / serving
	Alo Chilaka	74158 2550 MASL Anaerobic Honey	Cherry, Concord Grape, Honey Light Roast	 ₱700 / 100g  ₱290 / serving
	Alo Sidama Natural	Heirloom 1920-2020 MASL Natural	Blueberry, Grape, Nectarine Light Roast	 ₱650 / 100g  ₱210 / serving
	Alo Sidama Washed	Heirloom 1920-2020 MASL Washed	Chamomile, Champagne, Cane Sugar Light Roast	 ₱650 / 200g  ₱210 / serving

 SINGLE ORIGIN ETHIOPIA FILTER ROAST	Kambucha <i>Yirgacheffe, Ethiopia</i>	74110 2000 MASL Supernatural	Yakult, Gummy Bear, Melon Light Roast	 ₱750 / 100g  ₱290 / serving
	Kurumel <i>Yirgacheffe, Ethiopia</i>	Kurumel 2200 MASL Natural	Apple, Blueberry, Caramel Light Roast	 ₱550 / 100g  ₱250 / serving
	Limu Geisha <i>Yirgacheffe, Ethiopia</i>	Geisha 1650-2300 MASL Washed	Pomelo, Jasmine, Grapefruit Light Roast	 ₱500 / 200g  ₱2,300 / 1kg  ₱190 / serving
	Wubanchi Supernatural <i>Guji, Ethiopia</i>	Heirloom 1980 MASL Supernatural	Passionfruit, Vanilla, Rose, Dark Chocolate Light Roast	 ₱700 / 100g  ₱290 / serving

SINGLE ORIGIN COLOMBIA FILTER ROAST	Algeciras <i>Huila, Colombia</i>	Pink Bourbon 1750 MASL Anaerobic Natural	Tangerine, Maple Lemon, Juicy Light Roast	 ₱900 / 150g  ₱230 / serving
	Urrao <i>Antioquia, Colombia</i>	Caturra Chiroso 1800 MASL Washed	Plum, Pear, Bergamot Light Roast	 ₱900 / 150g  ₱230 / serving

 SINGLE ORIGIN PHILIPPINES PCQC WINNERS 2024 FILTER ROAST	Arnel Morales PCQC 2024 - 1st Place <i>Davao del Sur, Philippines</i>	Catimor 1470 MASL Natural	Chocolate, Grapefruit, Nectarine, Java Plum Medium-Light Roast	 ₱750 / 100g  ₱310 / serving
	Sergio Loon PCQC 2024 - 8th Place <i>Davao del Sur, Philippines</i>	Catimor 1490 MASL Natural	Pomelo, Lanzones, Tamarind Medium-Light Roast	 ₱700 / 100g  ₱290 / serving
	George Dapliyan PCQC 2024 - 10th Place <i>Mountain Province, Philippines</i>	Typica, Bourbon 1350 MASL Washed	Caramel, Melon, Chocolate, Grape Medium-Light Roast	 ₱700 / 100g  ₱290 / serving
	Analyn Bunal PCQC 2024 - 12th Place <i>Davao del Sur, Philippines</i>	Catimor 1658 MASL Natural	Chocolate, Rice Pineapple, Hazelnut, Apricot Medium-Light Roast	 ₱700 / 100g  ₱290 / serving

SINGLE ORIGIN
BRAZIL
ESPRESSO ROAST

Royal
Alta Mogiana/Sorocaban, Brazil

Catuai
750-1100 MASL
Natural

Dark Chocolate, Caramel, Hazelnut
Medium Roast

📦 P500 / 200g
P1,800 / 1kg

☕ from P190 / serving

SINGLE ORIGIN
ETHIOPIA
ESPRESSO ROAST

**Alo Sidama
Natural**
Sidama Bensa, Ethiopia

Heirloom
1920-2020 MASL
Natural

Blackberry, Cacao Chips,
Grapefruit, Cane Sugar
Medium Roast

📦 P600 / 200g
P2,600 / 1kg

☕ from P190 / serving

**Alo Sidama
Washed**
Sidama Bensa, Ethiopia

Heirloom
1920-2020 MASL
Washed

Blackcurrant, Black Tea,
Almond, Cane Sugar
Medium Roast

📦 P650 / 200g
P2,600 / 1kg

☕ from P190 / serving

Limu Geisha
Yirgacheffe, Ethiopia

Geisha
1999 MASL
Natural

Cacao Nibs, Black Tea,
Toasted Walnut, Grapefruit
Medium Roast

📦 P500 / 200g
P2,300 / 1kg

☕ from P190 / serving

SIGNATURE
BLENDS
ESPRESSO ROAST

Makeba
*100% Ethiopian Blend
Yirgacheffe, Ethiopia*

Heirloom
1980 MASL
Natural

Milk Chocolate, Bergamot,
Grape, Almond
Medium Roast

📦 P500 / 200g
P2,300 / 1kg

☕ from P190 / serving

Take Five
*Signature Blend
Brazil & Ethiopia*

Catuai, 74110, 74112
750 - 1999 MASL
Natural & Natural

Lychee, Plum, Roasted Chestnut,
Dark Chocolate
Medium Roast

📦 P550 / 200g
P2,350 / 1kg

☕ from P190 / serving

Take Off
*Signature Blend
Brazil & Ethiopia*

74110, 74112
1999 MASL
Natural

Choc Nut, Dark Cherry,
Caramelized Wafer Crisps
Medium-Dark Roast

📦 P550 / 200g
P2,350 / 1kg

☕ from P190 / serving

Alo Fuslon
*100% Ethiopian Blend
Yirgacheffe, Ethiopia*

Heirloom
1920-2020 MASL
Natural, Washed

Dark Berry, Bergamot, Cocoa Nibs,
Muscovado Sugar
Medium Roast

📦 P650 / 200g
P2,650 / 1kg

☕ from P190 / serving

Dig Dis
*Signature Blend
Brazil & Ethiopia*

Heirloom x Catuai
750-2200 MASL
Natural, Washed

Nutmeg, Caramel, Hazelnut,
Dark Chocolate
Medium Roast

📦 P650 / 200g
P2,850 / 1kg

☕ from P190 / serving

The Sidewinder
*Signature Blend
Brazil & Ethiopia*

Heirloom x Catuai
750-2200 MASL
Natural, Washed

Caramel, Cinnamon, Cocoa
Medium Roast

📦 P650 / 200g
P2,850 / 1kg

☕ from P190 / serving



HELLO FROM ORTIGAS!

Enjoy this sneak peek at the understated elegance of our interiors for the third branch of H Proper in the heart of Mandaluyong: We're in Podium Social!

Brewing your proper roasts in Ortigas Center.



CHEAT SHEETS, CHILLING BALLS, AND THE 5-SECOND DIFFERENCE

H Proper's Head Brewer ALLEN TAN discovers where poetry and alchemy meet in making coffee.

Photos by MA. NICA CASIA,
ROSALIE ANNE C. OBENA
AND ARMAND ANSALDO



In the world of specialty coffee, there are as many schools of thought as there are brewing methods. I initially thought I had a good grasp of the number of them, but this series of masterclasses proved me wrong. That humbling realization hit me the moment Matt Winton covered the theory of contact points, and how they affect water drawdown. He went on to show us his masterfully organized visual for parameters on how to brew coffee - it was very beautiful to watch and experience, a true work of art.

As a fitting counterpoint, Sierra introduced us to the world of hard science, specifically all about chilling balls and how it affects your brew. It was quite nerdy - I felt like I was back in chemistry class which I did enjoy to some degree. This part was pure nostalgia.

Matt, the 2021 Brewer's Cup Champion of the world, is half-Aussie minus the accent. He's a well-spoken mate - almost like a philosopher. In our masterclass, he demonstrated the importance of the contact point theory. He showed us the difference between having a tool that increases the contact points inside the brewer versus not having it. The experiment starts with a volunteer weighing and timing the brewer when Matt is pouring water onto it. The results were remarkable! Without the tool, the water passed through in 30 seconds. With it, it took only 25 seconds. Those five seconds just from a change in contact points makes a huge difference. Why is that any good, you ask? If you can make water pass through better, it helps a lot in getting all the coffee grounds wet and that will achieve an even and consistent extraction.

MATT+SIERRA with this article's author.





H PROPER CDO BARISTAS Jocelyn Secong, Jay Abad, Jarred Chua, Renzo Calonia, Joshua Waga, Tisha May Torres, Arnel John Dayata, James Smash Natan joined by other participants: Kenneth Estilbre, Briza Mae Balatayo, Ryan Salavante, Jose Roel Flores Jr, Jan Ralph Caballero, Jundie Jumanog, Vinilo Hermoso, Ygyg Luza and Eileen Tamparong for the Mindanao leg of the brewing Masterclass.

Then there was his cheat sheet: an organized and detailed map on how to navigate brewing depending on your coffee's processing, roast level, etc. He thoroughly explained his reason as to why he chose this exact parameter for the coffee he used. It helped us a lot to understand better how to treat each coffee. For those who already have some familiarity with Matt's cheat sheet, it indeed validated their thoughts.

If Matt was the philosopher, Sierra, the 2022 UK Brewer's Cup Champion, was the alchemist. Her demo on how to use the Nucleus Paragon felt like a piece of alchemy. That little "chilling ball" was not a gimmick - it was a thermal conductor preserving volatile aromatic compounds we normally lose to evaporation. She broke down the results if we brew the coffee using the chilled ball versus without it. There were a lot of chemical compounds mentioned that will bring back the horrors of chemistry class: 3-methoxypyrazine-2-isobutyl.

Overall, the results were surprising, and I highly recommend it if you get the chance. Get your own chilling ball to experience it. But the real magic happened after we started applying the lessons we learned from them. We confidently are now better equipped with more knowledge and armed with Matt's incredible cheat sheet. Expect to see more of the Nucleus Paragon and improved brewing in H Proper.

I came into this thinking I would learn a trick or two. Instead, I learned so much that it is actively shaping our craft—whether it's the physics of temperature or the poetry of extraction. Now when we train new baristas, we do not just teach them how to brew. We teach them why each decision matters. Thanks to Matt and Sierra, we are not just making better coffee, we are having better conversations about it.

AT THE AYALA TRIANGLE GARDENS masterclass: Vicgo Victore Castro, Theodore John Yangco, Sean Timothy Evangelista, Carmela Joy Reyes, Victor Louis Crisostomo, Christine Lee, Marwin Joseph Catindig with our partners in new and traditional media.





MANDALUYONG

6th flr, Podium Social, The Podium,
ADB Ave., Ortigas Center, Mandaluyong, 1555

MAKATI

Restaurants at Ayala Triangle Gardens
Bel-Air, Makati 1209

CAGAYAN DE ORO

Masterson Avenue, Pueblo de Oro
Cagayan de Oro City 9000

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