

Century Pacific and COO Greg Banzon Recognized at the Agora Awards 2025



(Left: CNPF Global Brands Director Randy Cruz and Global Brands Marketing Director Faye Matriano receiving Outstanding Achievement in Export Marketing Award; Right: CNPF EVP and COO Greg Banzon receiving the Outstanding Achievement in Marketing Management Award)

Century Pacific Food, Inc. (PSE:CNPF), one of the leading food companies in the Philippines, was recognized for marketing excellence at the 2025 Agora Awards. The Company was honored with the **Outstanding Achievement in Export Marketing** and **Trailblazer** awards for its innovations in the plant-based meat alternatives category. CNPF Executive Vice President and Chief Operating Officer, **Greg Banzon**, was also honored for his **Outstanding Achievement in Marketing Management**.

The Agora Awards, established by the Philippine Marketing Association (PMA), is a long-standing annual recognition program that honors individuals and organizations demonstrating excellence in marketing, contributing to the growth and evolution of marketing practices in the country.

“We are profoundly grateful to the Philippine Marketing Association for recognizing our company’s collective effort to serve consumers accessible, affordable nutrition. We are deeply humbled to receive this recognition. More than anything, this inspires us to do better and continue our mission – to nourish and delight everyone, every day, and everywhere,” said Banzon.

INNOVATION & GROWTH IN PLANT-BASED ALTERNATIVES

Century Pacific was recognized for its work in developing healthier and more sustainable products in the plant-based alternatives category through its brand **unMEAT**. Since its launch in 2020, unMEAT has grown from a domestic offering to a global brand. Today, the brand is present in over 13,000 retail points of sale across US, Europe, Australia, and Asia, with major retailers such as Walmart, Albertsons, Carrefour, Woolworths, and Fairprice.

Innovation sits at the center of CNPF’s strategy in the plant-based category. Banzon said, “The category varies across markets. Tastes and preferences differ. Some markets have more discerning consumers, while

others require more category education. There's no such thing as one size fits all. Understanding these nuances and creating solutions are critical for a brand to take root and deliver sustainable growth."

To address these, unMEAT has built a diverse range of plant-based offerings, catering to global consumers. From burgers and sausages, the portfolio now includes a luncheon meat style range. The group developed an Asian line comprised of bao and a variety of dumplings as well. unMEAT also has Chili with Beans, Beef Strips, and Chicken Patties and Chunks for export. Domestically, unMEAT includes a breakfast line designed for Filipino consumers.

Banzon shared, "Our mission from day one is to be able to help democratize plant-based meat for the world. Accelerating category growth necessitates creativity and an entrepreneurial spirit. We know it won't happen overnight. Notwithstanding, we are in this for the long run – committed to further scale our growing unMEAT business sustainably."

With a clear purpose, an expanding global presence, and a strong focus on innovation, Century Pacific remains committed to making sustainable and accessible nutrition more widely available to more households, always striving to improve and do better.