Steve Benitez

Steve Benitez is a distinguished Filipino entrepreneur, best known as the founder and CEO of Bo's Coffee, the Philippines' largest homegrown specialty coffee chain. Established in June 1996 in Cebu City, Bo's Coffee has expanded to over 100 branches nationwide and internationally, including locations in Qatar and Dubai.

Benitez's journey into the coffee industry began during his time as a law student at Ateneo de Manila University. To support his studies, he managed his family's business, Ric's Barbeque, in Cebu City. His passion for coffee and entrepreneurial spirit led him to establish the first Bo's Coffee outlet in Ayala Center Cebu.

Under Benitez's leadership, Bo's Coffee emphasizes the richness of Philippine coffee culture by sourcing beans from local farmers in regions such as Sagada, Mountain Province; Mount Kitanglad in Bukidnon; Mount Matutum in Tupi, South Cotabato; and Mount Apo. This commitment not only delivers high-quality coffee to customers but also supports local agricultural communities.

Beyond his entrepreneurial ventures, Benitez is an active member of the Entrepreneurs' Organization (EO) Philippines, where he has served as president. He has also pursued executive education programs at institutions like the Massachusetts Institute of Technology and the Wharton School of Business, enhancing his leadership and business acumen.

Through his dedication to promoting Filipino coffee and culture, Steve Benitez has significantly contributed to the Philippines' coffee industry, inspiring a new generation of entrepreneurs and coffee enthusiasts.

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