

VISIONARY LEADER



HIGHLANDS COFFEE
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The Journey of Highlands Coffee: 23 Years Cultivating the Community and the Pride of “BORN FROM THE VIET’S LAND SINCE 1999”

The story of Highlands Coffee began with David Thai, a soul deeply rooted in Vietnamese heritage, who returned to Vietnam with a vision to “Bring the best of Vietnam to the world”. This inspiring “RETURN” story and his aspirations have motivated his colleagues at Highlands Coffee, sparking a collective dedication to build and expand the brand.



Together, bring the best
of Vietnam to the world
and bring the best
of the world to Vietnam



Fueled by the love for Vietnam and the passion for coffee, the spirited leadership team has successfully positioned Highlands Coffee as a leader in the domestic market while venturing into the global arena. Their inspiring leadership and desire to serve the community as well as commitment to employees' growth have propelled the brand to new heights.

Igniting Love for Vietnam

At the core of Highlands Coffee is a profound love for Vietnam and its rich coffee heritage. The team has embarked on cultural journeys across Vietnam, immersing themselves in the country's history and beauty. These experiences have not only deepened their understanding but also inspired store designs that leave an indelible impression on customers worldwide.



From Bean to Cup: Nurturing Coffee Excellence

The leadership team at Highlands Coffee recognizes the importance of their talented workforce and invests in their growth and development. Through initiatives like the annual Talents Award competition, they provide a platform for baristas and servers to showcase their passion for Vietnamese coffee. Many participants have gone on to assume leadership roles within the company, highlighting the team's commitment to continuous learning and creating value.



This means that you should never stop learning because life never stops teaching. Learn with passion, love, and all determination and commitment. Be confident in the values you create. Highlands' leadership always follows you, recognizes and rewards you accordingly

Ms. RALPHAELA GALANG - HIGHLANDS OPERATION DIRECTOR

Spreading Vietnamese Coffee Culture Internationally



Highlands Coffee takes immense pride in being the earliest Vietnamese F&B chain to expand internationally. With 53 stores across 22 provinces and cities in Philippines, Highlands Coffee has become a source of pride and nostalgia for the Vietnamese community abroad.

Featuring by unique store designs and a menu written prominently in Vietnamese, they have successfully created a comforting connection to their roots in every location even overseas.

Cultivating a Culture of Entrepreneurship, Empowerment and Autonomy

In a transformative move, Highlands Coffee recently unveiled a refreshed logo and embraced the powerful message, "Highlands Coffee® Is Ours." This signifies their purpose to become a hub of the community and to enrich human connections and social togetherness. By integrating with diverse communities and sharing the flavors of Vietnam with the world, they continue to fulfill their founder's vision.



Building a culture of entrepreneurship, empowerment, and autonomy, the leadership team empowers store managers as 'hosts' of their stores. This approach instills a deep sense of ownership among team members, making them active contributors to the company's success. This spirit of solidarity and unity has helped Highlands Coffee overcome challenges, including those brought about by the COVID-19 pandemic.



Prioritizing Well-being and Fostering a Strong and Sustainable Highlands Community



The leadership team addresses and ensures the health and well-being of employees through comprehensive training programs, promoting healthy living and nurturing the mind. They believe that a HEALTHY and THANKFUL team forms the foundation of a strong and sustainable community.



“You are the best people, you deserve the best things. Everything we do is just to let you know how much you mean to us and to the company's success.”

Francis Papillon - CHRO



Highlands Coffee extends its commitment beyond employees and customers to include their families, creating a network immersed in love and care.



Embracing the Journey: Highlands Coffee, A Brand for All

As Highlands Coffee continues its journey upholding a new message "Highlands Coffee® Is Ours", the brand remains dedicated to its vision of bringing the best of Vietnam to the world while staying true to its roots. With its exceptional vision, unwavering commitment to Vietnamese culture, and a passionate community of members, Highlands Coffee is poised to make a lasting impact in the industry and serve as an inspiring example for brands worldwide.



Mr. JOSHUA JAMES

Board Member of The British Chamber Of Commerce Vietnam (BritCham); Vice Chairman – HR & Training Sector Committee, European Chamber of Commerce in Vietnam (EuroCham)

Very inspirational application detailing the journey and impact of the leadership of David Thai. The organization demonstrates the combination of local expertise combined with international best practice underpinned by excellent leadership and vision from its founder. The leadership of David Thai promises to make Highlands a truly global brand, showcasing both Vietnamese ingenuity, culture and quality products to the world.

In the words of David Thai - Founder & CEO of Highlands Coffee, "I had a dream, but it's no longer just my dream. I realized that this dream is bigger than me, bigger than all of us. TOGETHER, LET'S BRING THE BEST OF VIETNAM TO THE WORLD." This inspiring message completely encapsulates the spirit of Highlands Coffee® and its commitment to creating a vibrant community brand that celebrates Vietnamese heritage, fosters unity, and embraces the passion and creativity of its members.