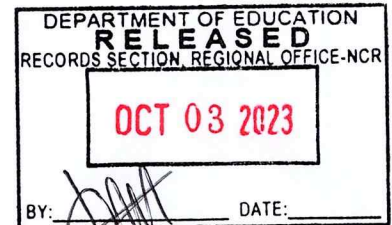




Republic of the Philippines
Department of Education
NATIONAL CAPITAL REGION



REGIONAL MEMORANDUM
ORD NO. 991, S. 2023

TO : Schools Division Superintendents
Division Partnership Focal Persons (SocMob)

FROM : **WILFREDO E. CABRAL, CESO III**
Regional Director

SUBJECT : Recipients for the Donation of Asahi Beverages Philippines

DATE : September 29, 2023

1. In reference to the attached Unnumbered Memorandum dated September 26, 2023 of Dir. Margarita Consolacion C. Ballesteros, Director IV, External Partnerships Service, the Schools Divisions are hereby informed of the donation of 4,032 cases of 80ml Goodday Cultured Milk Drink to 16 divisions in NCR which will commence on October 2, 2023.
2. In this connection, the Division Partnership Focal Persons are requested to coordinate directly with Mr. Migi Cruz, Brand Executive, Asahi at email migi.cruz@etikaholdings.com or Ms. Zeny Lastimoza, Project Development Officer, External Partnerships Service at email zeny.lastimoza@deped.gov.ph or externalpartnerships@deped.gov.ph.
3. Attached is the details of donation and schedule, for reference.
4. For immediate dissemination and appropriate action.

Incl: as stated

/essd/joan/



Misamis St., Bago Bantay, Quezon City

Email Address: ncr@deped.gov.ph
Website: <http://www.depedncr.com.ph>

Doc. Ref. Code	RO-ORD-F005	Rev	00
Effectivity	01.26.23	Page	1 of 1






Republic of the Philippines
Department of Education
NATIONAL CAPITAL REGION

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Republic of the Philippines
Department of Education
EXTERNAL PARTNERSHIPS SERVICE

Office of the Director
EPS No. _____, s. 2023

MEMORANDUM

TO : **WILFREDO E. CABRAL**
Regional Director
DepEd National Capital Region (NCR)

THROUGH : **REGIONAL PARTNERSHIP FOCAL PERSON**
DIVISION PARTNERSHIP FOCAL PERSONS

FROM : 
MARGARITA/CONSOLACION C. BALLESTEROS
Director IV

SUBJECT : **RECIPIENTS FOR THE DONATION OF ASAHI BEVERAGES**
PHILIPPINES

DATE : September 26, 2023

Asahi Beverages Philippines is the leading manufacturer of Goodday Cultured Milk Drink, an immunity-boosting health beverages that will benefit the learners on their daily activities.

Based on the Nielsen Retail Audit 2020 report, cultured milk is the fastest-growing ready-to-drink beverage category in the country, outpacing yogurt and milk, while other categories have seen a decline. This is the reason Asahi Beverages wants to offer and donate their product to our learners. The product contains lactobacillus paracasei to help improve immunity.

The facts were presented during the meeting with the Bureau of Learners Support Services (BLSS) School Health Division and agreed to conduct the pilot implementation to selected DepEd Regional Offices (RO) and Schools Division Offices (SDO) as recipients of the cultured milk products.

As part of their engagement with the Department of Education (DepEd), Asahi Beverages Philippines is committed to donate 400,000 bottles on their 80ml Goodday Cultured Milk Drink to DepEd Schools. The distribution will commence on October 2, 2023, with selected SDOs in the National Capital Region (NCR). Attached is the details of the recipient divisions and the date of delivery.

For concerns and inquiries, your staff may contact Mr. Migi Cruz, Brand Executive of Asahi via email at migi.cruz@etikaholdings.com or Ms. Zeny Lastimoza of External Partnerships Service via email at zeny.lastimoza@deped.gov.ph or externalpartnerships@deped.gov.ph.

Thank you very much.

ASAHI - GOODDAY - DEPED Brigada Eskwela Donation

#	DEPED Regional Office	Total Cases	Location	# of Cases	# of Bottles	Date
1	NCR	4,000	Pasay City	252	10,080	October 2- 6
			Taguig City	252	10,080	
			Pasig City	252	10,080	
			Makati City	252	10,080	
			Mandaluyong City	252	10,080	
			San Juan City	252	10,080	
			Muntinlupa City	252	10,080	
			Paranaque City	252	10,080	
			Las Pinas City	252	10,080	
			Manila	252	10,080	
			Marikina	252	10,080	
			Quezon City	252	10,080	
			Navotas	252	10,080	
			Valenzuela	252	10,080	
			Caloocan	252	10,080	
Malabon	252	10,080				
		Total NCR	4,032	161,280		
2	CALABARZON	3,000	Bacoor Cavite	252	10,080	October 9 - 13
			Imus Cavite	252	10,080	
			Dasmarinas Cavite	252	10,080	
			San Pedro Laguna	252	10,080	
			Calamba Laguna	252	10,080	
			Binan Laguna	252	10,080	
			San Isidro Antipolo	252	10,080	
			Taytay Rizal	252	10,080	
		Total CALABARZON	2,016	80,640		
3	CENTRAL AND NORTH LUZO	1,000	San Fernando Pampanga	252	10,080	October 9 - 20
			Angeles Pampanga	252	10,080	
			Meycauyan Bulacan	252	10,080	
			Olongapo	252	10,080	
			Pangasinan	252	10,080	
			Baguio	252	10,080	
			Zambales	252	10,080	
			Tarlac City	252	10,080	
		Total CENTRAL LUZON	2,016	80,640		
4	REGION VII	1,000	Cebu City	252	10,080	October 9 - 27
			Mandaue City	252	10,080	
			Lapu Lapu	252	10,080	
			Tagbilaran Bohol	252	10,080	
					Total REGION VII	
5	REGION XI	1,000	Tagum City	252	10,080	October 9 - 27
			Davao City	252	10,080	
			Davao Oriental	252	10,080	
			Davao Del Sur	252	10,080	
					Total REGION VII	