




Our Brands :  

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Our Brand Story

On a hot sunny afternoon in the 9th century, a young Abyssinian (Ethiopian today) shepherd by the name of Kaldi noticed his goats behaving strangely. They were jumping & in a very playful mood. He walked over and discovered that they had been eating some bright red berries from a certain bush. This aroused his curiosity so he too plucked a berry to try, and shortly, he felt a surge of energy, and he could stay alert all night. At that moment, he thought that the fruit must be a gift from God, so he happily went to share his findings with the monks from a nearby monastery.

The monks went out with Kaldi to gather back some berries to the monastery. They boiled a pot of water and cooked both the berries and leaves. However, the broth tasted so bad that they thought it was the devil's concoction. They felt angry, and threw the remains into the fire but it took just a short moment before a splendid aroma emerged from the burnt berries.

One of the monks suddenly had an idea and quickly rushed to salvage the remains, which were now roasted seeds from the berries. He discovered that by crushing the roasted beans, and adding hot water to the grounds, he could create a flavorful beverage. The monks drank the new brew, and found that they could actually stay awake longer! The news spread and soon, this concoction became a miracle drink that all monks used to keep them alert for their prayers in the night.

Blocs Inc. is a specialty coffee café cum retail store that started with a humble beginning in China Square Central in Oct 2012. Back then, the café was known as Kaldi's Berry. Other than being a functional café serving the daily dose of caffeine, the café also retails coffee brewing equipment as well as freshly roasted coffee beans.

In 2014, Kaldi's Berry diversified to introduce coffee brewing courses, which took off with great success till date. The basic 3 hours course is usually conducted by the owner, Mr. Anthony Lee, who is also a SCAA (Specialty Coffee Association of America) Level 1 certified Barista. The course contents is built on the foundation of the SCAA program, but modified and simplified to be interactive and practical oriented. It aims to arm layman with a basic knowledge of how easily it is for anyone to brew a good cup of coffee at home/ office, ending off with the highlight – hands on latte art making. Till date, more than 600 participants, who come from all walks of life, have benefited from the course since it started, including corporate staffs from companies such as Deutsche Bank, Nespresso, Sentosa Development Corporation, Storhub as well as educational institution such as Singapore Management University etc.

Our Vision

A leading specialty coffee company in Asia that is admired for its brands, innovation and results that contributes to a better and sustainable world.

Our Mission

Achieving KPIs to satisfy our shareholders, employees, customers, partners and society through:

1. Maximising shareholders returns by operating a responsible business model,
2. Inspiring our people to achieve their true potential at work by providing a lifelong learning and career growth opportunities in a fair and encouraging work culture,
3. Anticipating and satisfying customers' needs and desires by offering tasty and fresh products and services at affordable prices, with an exceptional service culture,
4. Promoting win-win business outcomes by nurturing a strategic network of partners that creates trust, loyalty and profits,
5. Giving back to the society what we take.

ABOUT US



“Blocs Inc. is one cafe to look out for, and they are making waves in the industry by introducing this unique concept, unlike any that we have seen here in Singapore. The wooden blocks (or ‘blocs’ as they are called here) are all tagged and you can create your own coffee by placing the wooden blocks through a metal holder. When you are done, simply place your creation on the RFID sensor at the cashier counter, pay for your drink and enjoy it once its brewed by the barista” **Ladyironchef**



OUR COFFEE

We source only 100% Specialty Grade Arabica's from single farms to co-operatives, ethically sourced from growers who firmly practiced “Responsible Farming Practices” to ensure and serve you the very best “quality – focused” coffee.

OUR CAFES

We currently operate 2 specialty coffee outlets at 60 Paya Lebar Road, Paya Lebar Square, #01-71, Singapore 409051 and 231 Mountbatten Road, Block D, Level 1, Singapore 397999. Concurrently, we also partner with Duke Bakery and Yellow Submarine to market our coffee via selected outlets.

Please enquire for Blocs Inc. corporate/ student membership discount card.

Revolutionize your learning experiences, see success in action!



231 Mountbatten Road, #02-01, Blk D, Singapore 397999

About Us

The Eureka Moment by Kaldi's Berry is a first-of-its-kind professional learning and development academy based in Singapore. We are experts in designing and delivering training and group experiences programmes in real-time, immersive environment that maximizes innovation, creativity and learning. We deliver impact over a cup of great coffee.

We are located at Urban Mangrove (Block D) within the compound of 231 Mountbatten Road with a combined area size of 123,000 square feet, which includes a scenic open space for immersive experience, one learning and development lab for specialty coffee practical oriented workshops, an event room that seats 150 people as well as the BLOCS Inc. Specialty Coffee café. This is an integrated hub where learning is applied in real-time, with real customers.

Types of Programmes

- SkillsFuture approved "Barista Fundamental" course*
- Introductory coffee brewing course "Just Add Water So Simple!"
- Business and Social Networking
- Corporate Team Building
- Skills-Based Workshops in five key areas
 - a) Branding
 - b) Digital Marketing
 - c) Customer Service
 - d) Innovation
 - e) Leadership

*For the details on our Barista Fundamental course, please click on the following link to find out more:

<https://docs.google.com/forms/d/e/1FAIpQLSelkZP3EEu36Ttvbglh7cAT41PdQnwLYlp6EfPWoyx5OXb8w/viewform>

For students, we also tailor workshops that focus on developing :

- Entrepreneurship
- Creativity
- Applications of academic knowledge in coffee industry
- Social responsibilities

Benefits of our programmes

1. Programmes aligned with business needs

Our programmes are not just high-value content delivered with oomph but more importantly, they are intention-based. Our programmes are designed and delivered to align with your business needs.

2. Real-time learning transforms skills and behaviours

Though traditional learning and development programmes are designed with workplace realities in mind, the participants usually have limited responsibilities and outcomes are generally mechanically contrived. We have a unique platform where real learning takes place in real time that effectively transforms skills and behaviours.

3. Exceptional Return on Investment

Real-time learning is highly effective as it bridges the gap between theory and practice, hence produces demonstrable mindset changes. It goes beyond traditional learning methodologies and ensures that there is high level of retention, thereby delivering exceptional ROI.