**MILESTONES OF CUEVAS BAKESHOP**

**1970 -** The early 1970s was a time of grave social unrest and political tensions in the Philippines. Widespread poverty and political insurgency in the countryside brought mass demonstrations to the capital. Given those circumstances, Demetrio “Metring” Cuevas, Sr. did not hesitate to make it on his own by making a hard decision of establishing his very first bakery by struggling to buy his own tools and equipment for his bakery.

**1972** - President Ferdinand E. Marcos signed [Proclamation No. 1081](http://www.officialgazette.gov.ph/1972/09/21/proclamation-no-1081/) on September 21, 1972, placing the Philippines under Martial Law.  Near-violent civil unrests continued. The imposition of martial law included curfews, the suspension of civil law, civil rights, habeas corpus and the application or extension of military law or military justice to civilians. However, 1972 was the start of a historic event for Metring Cuevas since the birth of the “Cuevas Bakeshop” bearing its name was introduced to the public situated in MacArthur Highway, Karuhatan, Valenzuela.

**1986-** The dramatic rise and fall of the Philippine economy during this period is attributed to the Marcos administration's heavy dependence on foreign loans.It also saw the worst recession in Philippine history since the 1986 People Power Revolution was a period of significant economic highs and lows. For Metring Cuevas, the events in our country did not hamper him to establish another branch of Cuevas Bakeshop located in Pedro Gil, Manila.

**1990 -** In 1990 the Philippines had not yet recovered from the economic and political crisis of the first half of the 1980s.  Cuevas Bakeshop continued its struggle and was able to make overcome the country’s economic crisis. An evidence of their continued hard work paved to another branch of Cuevas Bakeshop in Obando, Bulacan.

**2000 –** Demetrio “Metring” Cuevas, Sr. at Milagros Lopez Vargas, the powerful couple behind the Cuevas Bakeshops had 8 children. For every child that will settle down, the couple gave them a start-up bakeshop thus many branches flourished in different locations in Bulacan, Manila and Caloocan .

**2010 -** The Cuevas Bakeshop rapidly increased in numbers and was able to introduced an international branch in Perth, Western Australia. The branch in Australia became widely accepted by the Filipinos living in Australia because Filipino breads were sold including different pastries and cakes.

**Present year 2020 –** Thestart of the year was a great challenge again for businesses not only in the Philippines but the whole world. Cuevas Bakeshop was not spared from the Covid 19 pandemic. The Cuevas Bakeshop – C J Santos Branch, Cuevas Bakeshop - Ilang-ilang, Karuhatan Branch, and Cuevas Bakeshop – Don Pablo Branch offered for free their baking services. San Miguel Corporation donated sacks of flour. The breads were distributed to the frontliners stationed at checkpoints, healthcare facilities and repacking areas in Valenzuela City.