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# CHILDHOOD MEMORIES IN A CUP



*Your chant still echoes in my head, with a smile,  
you dropped two tin buckets of sweet escape.  
We gathered around you under the morning sun,  
watched you in awe,  
drizzling the soft beancurd with shiny pearls.*

*Nothing beats a childhood memory  
of me rushing outside with an empty cup.  
The beany aroma warms my spirit,  
every time.*

# BRAND STORY

Taho Avenue was born from a simple memory: the familiar call of the taho vendor in the morning, the warmth of a freshly filled cup, and the comfort of a sweet, silky treat that felt like home.

We grew up with taho as more than just food — it was a moment. A pause. A connection to childhood, family, and Filipino tradition. But as times changed, we saw an opportunity to bring this beloved classic into a new era — without losing its soul.

Taho Avenue reimagines taho for today's generation. We keep the heart of the original — fresh soy, soft tofu, rich arnibal — and pair it with creative flavors, modern presentation, and consistent quality. From classic cups to bold new blends, every serving is made to deliver both nostalgia and discovery.

We believe comfort food should be accessible, exciting, and proudly rooted in culture. Whether it's your first taste or your hundredth, every cup from Taho Avenue is crafted to feel familiar — yet refreshingly new.



# ABOUT US

Taho Avenue opened its doors in Dubai in 2023, becoming the first authentic taho shop in the UAE.

Each day, we grind soybeans with care, bringing Filipinos and East Asians a taste of home—warm with nostalgia and childhood memories.

With three branches in Dubai, Taho Avenue continues to grow, aiming to share this comfort across the Emirates and beyond.





## **MISSION**

To bring a taste of comfort—warm, familiar, and deeply rooted in home—through every cup we serve.

## **VISION**

To become the leading taho shop, bringing comfort and tradition to communities both locally and around the world.

# OUR LOGO INSPIRATION

Our logo is inspired by the hardworking taho vendors who embody strength, perseverance, and heart. Nothing represents taho better than **Manong Taho (Mr. Soya)**—rising before dawn to collect warm silken tofu and arnibal, carrying two heavy tin containers through the streets. With a bandana shielding him from the tropical heat and a warm smile for every child (and child at heart), he turns hard labor into a labor of love, driven by devotion to his family.

## Logo Elements

**Soybean** – a soybean-shaped character, the heart of taho

**Bandana** – a symbol of hard work and resilience

**Smile & Mustache** – the Filipino sense of humor and warmth



# Our Production Process

Authentic taste begins with honoring tradition. Here is the seven-step craft that gives our soybean curd its unmatched purity and depth.

## Select Soybeans

begin with a careful hand, choosing beans shaped by sun and soil, each one a promise of purity.

## Soak

They rest overnight in cool water, slowly waking, softening, remembering their purpose.

## Grind

At dawn, they are broken open, released into motion so milk may part from pulp.

## Filter

We let the liquid pass through calm restraint, leaving only smoothness behind.

## Boil

Steam rises as heat embraces the milk, bringing it to a rolling, cleansing breath at 100°C.

## Skim

Once more we refine—because clarity, like craft, demands patience

## Coagulate

And then, the quiet miracle: soy milk gathers itself, transforming into tender curd, becoming something new.

# Our Locations

Manazil Al Muraqqabat 01 Al Ghurair Bldg, inside  
New Era Supermarket, Dubai UAE

Al Mulla Building, inside Palengke Supermarket  
Al Barsha, Dubai UAE

Talabat Kitchen Muteena, Dubai UAE



# THE VIRAL COMMUNITY

←  **Raham Bautista**  
Local Guide · 24 reviews · 37 photos

★★★★★ a year ago

Finally! got to taste our Philippine Taho once again! We ordered the Classic Taho and Mais con Taho flavor. The serving is big enough that made us so full and the taste is superb!! Craving satisfied! It so good that they serve varieties of flavor and can't wait to taste all of them. A hidden gem that needs to be flaunted in Dubai Business Bay!! ❤️❤️

←  **Zooie Abbas**  
Local Guide · 32 reviews · 1 photo

★★★★★ 10 months ago

Back home in Malaysia we have a similar dessert. We call it Taufu Fah. So when we found out about Taho Avenue we just had to try it out. Boy! Were we glad we did! Slightly different from our Taufu Fah but Oh So GOOD! We haven't stopped ordering since - it's been a weekend treat almost every weekend now! 😊

←  **Shiela Salvador**  
17 reviews · 14 photos

★★★★★ 10 months ago

Indeed these taho reminds me my childhood. The toppings make it all more drooling 😋 Good food for family. Will definitely buy next time. The ginger arnibal is so nice ❤️

←  **Jewel Ann Betchaida**  
4 reviews · 3 photos

★★★★★ 11 months ago

I and my colleagues really enjoyed the classic warm taho. I was craving for months for these and finally got to taste it. It taste and feels like home 🇵🇭😋

←  **Desiree Vlekken**  
7 reviews · 8 photos

★★★★★ 10 months ago

Tastes like home! I feel nostalgic while enjoying my Classic Taho and Palitaw balls with soybean powder! Super yum my cat Mocha wants to try it too! Taho

←  **Bevvy Bernus**  
14 reviews · 4 photos

★★★★★ 10 months ago

Legit taste of Taho from my home country.. It's giving me a nostalgic feeling with the joy of a child in every sip. Love it so much! This is my second time and definitely not the last!

★★★★★ 9 months ago

Delivery | Other | AED 50-100

2nd time I ordered, I'm really satisfied with my cravings I usually ordered from talabat. What I love is their customer service, they called me when the ordered item is not available and ask if they can replace it with the different one. Love the taste and it felt like you're in the Philippines for the classic taho(1st order). I tried the salted caramel cream cheese taho, OMG! It's not that very sweet which is I love, I can taste everything. It is way more better compared to the tastes of milk teas.

←  1 review · 1 photo

★★★★★ 10 months ago

This was my second order and it still felt like it brought me back to ph(even the first time)😭👍 love the classic taho so much and the packaging was secured, no spill or any issues during the delivery and it was still hot when it arrived.😋💕 definitely recommend this to everyone! I will order again with my family next time😋

←  **Truth**  
15 reviews · 7 photos

★★★★★ 10 months ago

The first time I tried Taho at Taho Avenue i was surprised because it almost had the same taste we have back home in PH. Great Smooth Soy Bean Curd, Tapioca Pearls and Sugar Syrup Combo. Keep it up!

←  **Mikee Gatchalian**  
4 reviews · 1 photo

★★★★★ 10 months ago

We ordered the classic taho. We loved and enjoyed it. We were craving for taho like the one in Ph but good thing they have it here!! 😊 Yey!

←  **Rose PS**  
2 reviews · 1 photo

★★★★★ 9 months ago

My friend shared me her Taho experience so I was excited to order. And I can't believe how authentic Taho is now in Dubai. Reminds me of my childhood snack time it's oh so same! A must try! ❤️❤️❤️

←  **Jennifer Quimsing**  
19 reviews · 11 photos

★★★★★ 9 months ago

Regularly ordering from Taho avenue. Really authentic taste of original taho from Philippines. Our cravings of pinas taho are always satisfied. Thank you Taho Avenue. Recommended to our friends also and they tried it.



Thank You!