



“Lasallian Identity serves as a catalyst on how I nurture my entrepreneurial journey”

NOEL ANDRES, Co-Founder



*DLSU-D ALUMNUS
BSBA Business Management Batch 2009*



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As a DLSUD student.

At 19, he was the President of College of Business Administration Student Council. At 21, he graduated with a degree in BSBA Major in Business Management. He was a consistent Dean's Lister.

Early years at Novartis.

At 21, he started his career as a medical sales representative at Novartis Healthcare Philippines. He was hailed as Novartis Healthcare Brand Champion after two years and was promoted to National Sales Manager thereafter.

Climbing the ladder of success.

At the age of 26, he acquired a franchise of a petroleum business and became a topseller for two (2) consecutive years.

At 28, he started his business, **Snack-A-ttack**, opening three branches simultaneously. To date, there are 142 **Snack-A-ttack** branches nationwide and they will still open branches in the Middle East.

At 29, he opened **Cassalu Coffee and Kitchen**, a fast casual restaurant in Las Pinas City. The year after, Cassalu opened two new branches in Ayala Circuit and Ayala Feliz. He also recently launched Bakeology, Slopai and K-Cup take out counters. He also became a GoNegosyo Mentor and Advocate at the same year. He is a distinguished member of the Philippine Franchising Association.

His other affiliations, through his businesses are as follows:

- Association of Filipino Franchisers, Inc.,
- Philippine Chamber of Commerce and Industry,
- International Franchise Association and Securities and Exchange Commission.

His Snack-A-ttack business has also experienced wide marketing mileage through certain ABS-CBN shows which include Showtime, Umagang Kay Ganda, and ASAP.