



Consulate General of the Republic of the Philippines

NEW YORK

P R E S S R E L E A S E

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20 May 2019

Filipino Restaurant Week in Full Swing In the US East Coast

20 May 2019, New York City – Twenty three (23) restaurants and pop ups in seven states in the US East Coast bring into the limelight the best of Philippine cuisine, from the traditional and home-style flavors to the bold, innovative and cutting edge fusion food, during the Filipino Restaurant Week 2019 (FRW 2019) happening on 16-23 May 2019.

Now on its 5th year, the FRW continues to offer foodies a unique gastronomic treat that will give them a taste of Filipino culinary identity and food culture, and a unique experience of Filipino hospitality. Inspired by the New York Restaurant Week, the FRW participating restaurants serve prix fixe meals of at least three courses: appetizer, entrée, and dessert. This year, the Philippine coconut is the featured ingredient that is incorporated by the restaurants in any one of their offerings.

With its increasing popularity, the FRW, which was started by the Philippine Consulate General in New York in 2015, generates buzz not only within the Filipino-American community but also in the main stream US gastronomic landscape especially on social media. The event shines the spotlight on Filipino restaurants and chefs as an essential way through which the public could discover and enjoy Philippine cuisine in the US.

New York Consul General Claro S. Cristobal is optimistic that the FRW 2019 will carry on the growing trend of offering food lovers throughout the US East Coast a fantastic gastronomic treat which will immerse them into the fascinating tastes of Philippine cuisine.

The FRW 2019 official launch was held on 8 May 2019 at the High Bar Rooftop of the Double Tree Hotel in Midtown Manhattan where the participating restaurants, chefs, and restaurateurs were introduced to the media, food enthusiasts, and guests. This was the first time that the Launch was held outside of the Philippine Center to provide a bigger, more relaxed space and generate a food-tasting ambience where people could network, enjoy, and talk about Filipino food. The Launch was attended by TV celebrities Julie Anne San Jose, Rayver Cruz, and Rhian Ramos.

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Deputy Consul General Kerwin Orville C. Tate expressed excitement as the project aimed to promote the beautiful and delicious tradition of cuisine and cooking continues to expand in many States in the US. He also thanked the FRW chefs and owners for nurturing and promoting the Philippine food heritage.

Consul Arman R. Talbo officially presented and thanked this year's participating restaurants during the Launch ceremony. With the support of the Philippine Embassy in Washington DC, restaurants from Maryland, Virginia, and Washington DC are participating for the first time, in addition to restaurants from New York, New Jersey, Pennsylvania, and Massachusetts. There are 10 new participants including The Buren in Brooklyn; Maganda, a pop-up restaurant; Karenderya in Nyack, NY; ASIN in New Jersey; Tanám in Massachusetts; Sarvida and Lalo in Philadelphia; Bistro 1521 in Virginia; KuyaJa'sLechon Belly in Maryland; and Purple Patch in Washington, DC. Seven restaurants from New York and New Jersey have been with the FRW since its inception: Ugly Kitchen, Purple Yam, Phil-am Kusina, Max's Restaurant, Maharlika, Jeeney and Grill 21 which were joined by Tito Rad's, Swell Dive, Mighty Bowl, Perla in Philadelphia, Kuma Inn and KabiseraKape in the succeeding years.

ASIN offers authentic home-style Filipino food inspired with the mission of bringing Filipinos closer to home through food as well as introducing Philippine cuisine to the culinary world map. "There are more to explore about our cuisine as the Philippines has many regional specialties which we highlight in our restaurant," said Ms. QuennieBanez, Asin's owner and a 2-time national winner of Nora Daza Food Contest in the Philippines.

"We do our best to honor the food and the flavors we grew up with, and we are also very careful to be honest when we take liberties. Most importantly, we love that we can play a role in starting a dialogue about the food and the culture of the Philippines. In that sense, we take our role as representatives of our culture very seriously," said Cheryl Baun, co-owner of Karenderya, a restaurant named by Esquire as one of the 20 Best New Restaurants in America for 2018.

Young Fil-Am JoannCanosa, owner of Maganda, said her pop-up and events company not only offer both traditional and innovative Filipino cuisine but use their platform to spotlight and empower Pinays all over the world from the tribal Pinays, as depicted in our logo, to the Gen Z Pinays.

"I am always excited for FRW! It's a great intro into the yummy world of Filipino cuisine," remarked chef King Phojanakong, a Culinary Institute of America graduate and owner of Kuma Inn.

Prizes, including two roundtrip tickets to the Philippines via Philippine Airlines, will be given to clients who dine at three of the participating restaurants and post pictures of their food and experience through Instagram. The awarding will be done during the Closing event of FRW 2019 on 30 May at the Ugly Kitchen in Manhattan.

The Filipino Restaurant Week 2019 is a flagship project of the Philippine Consulate New York in cooperation with Philippine Embassy in Washington DC, Philippine Department of Tourism-NY, Philippine Trade and Investment Center-NY, Philippine Airlines, Tanduay, Planet X, GMA Pinoy TV, Philippine National Bank and Neocolors.

Prix fixe menus and complete information on the participating restaurants can be found on Facebook PHLinNY and on InstagramPHinNewYork. FRW 2019 passports are available from the Philippine Consulate General New York and from the participating restaurants. END

Photos of the FRW 2019 Launch



Participating chefs and restaurant owners with Consul Arman R. Talbo (2nd from the left) during the launch of the Filipino Restaurant Week in Manhattan on 8 May 2019. (photo by Mr. Ray Maranan)



Food sampler prepared by the FRW 2019 participating restaurants. (photo by Ray Maranan)



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Chef Aris Tuazon of Ugly Kitchen prepares serves his dish during the launch of the FRW 2019. (photo by Ray Maranan)



Consulate officials with some of the chefs of the participating restaurants. (Photo by Ray Maranan)



Guests enjoying Filipino food during the launch of the FRW 2019 (photo by Ray Maranan)



Celebrity Rhianna Ramos participating in the Launch of FRW 2019. (Photo by Ray Maranan)



Copy of the Invitation to the Launch of FRW 2019.

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