

# Philippine primer

The **Expats'** Guide to the **Philippine Lifestyle**

Vol. 01  
ENGLISH



## SALCEDO: Makati's Business Neighborhood

**WHAT'S  
INSIDE?**

Baguio — The Summer Capital of the Philippines

FOOD • TRAVEL • HEALTH • BUSINESS





# ANA celebrates 5 years in Manila

All Nippon Airways (ANA) commemorated the 5th year anniversary of its maiden flight between Manila and Tokyo with a simple activity at Gate 113 of NAIA Terminal 3 last February 16, 2016.

Light snacks and drinks were served to all passengers at the boarding area of all ANA flights on the day of the anniversary. A fun photo-booth with instant prints was set up for everyone's enjoyment and a special boarding announcement was made by ANA Station Manager, Mr. Akio Katsube to thank all passengers for the support and patronage. As the passengers boarded the aircraft, they were handed limited edition ANA 5th anniversary luggage tags as a special giveaway.

Since the beginning of operations in Manila, ANA has continued to expand its presence and endeavors to continuously improve service quality to meet the needs of its international customer base. ANA is proud to be the only Japanese airline flying between Manila and Haneda airport, a convenient gateway to central Tokyo and the only airline to regularly operate the Boeing 787-Dreamliner from Manila.

## ABOUT ANA:

ANA is the largest airline in Japan by revenues and passenger numbers. Founded in 1952, ANA flies today on 81 international routes and 112 domestic routes. The ANA group has 35,000 employees and a fleet of about 250 aircraft. In FY2014, it carried 50.4 million passengers. ANA has been a member of Star Alliance since 1999 and its Frequent Flyer Program, ANA Mileage Club, has more than 26 million members. ANA was voted Airline of the Year for 2013 by Air Transport World Magazine, and in 2016 was awarded five stars for the fourth consecutive year by the world's leading Airline and Airport review site, SKYTRAX. [www.anasky-web.com](http://www.anasky-web.com)







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### Feature of The Issue

Started as a Japanese magazine, Primer has been trusted by the Japanese community in providing reliable information about the Philippines. Through its course, the magazine has featured bits and pieces of information to help out expats with their stay in the Philippines. Following that, Primer Magazine brings forth its very first edition of the English version, a handy guide that features what you need to know about PH.

In this issue, we bring you ideas to start your summer night! Make the most out of your summer solstice this April as you discover ideas as you flip through the pages.

Our Street feature page will walk you through the unique offerings of restaurants within Salcedo Village. As a business and residential village located at the heart of Makati, Salcedo houses restaurants, schools, cafes and some of the best hidden local spots in the city. See Salcedo in the spotlight!

For our Travel feature, we take you to the best summer spot in the country, Baguio City! Known for its picturesque landscapes and top tourist destinations, Baguio lures its visitors with its biting cold and unique ethnic culture. In this feature, we'll let you know the top local restaurant, souvenir shops, must-visit attractions, and accessible lodging accommodations in the city. Are you excited yet? So are we!

Happy reading!



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(Quezon City).....02-723-0101

UST Hospital (Manila) .....02-731-3001

The Medical City (Ortigas)..... 02-635-6789

Asian Hospital and Medical Center

(Alabang).....02-771-9000

Makati Medical Center (Makati)... 02-888-8999

Cebu Doctors University

Hospital.....032-255-5555

Chong Hua Hospital (Cebu).....032-255-8000

Davao Doctors Hospital.....082-221-2101

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Delta Airlines.....02-841-8800

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#### Police

Philippine National Police.....117

Publishing / Editing / Production  
Primer Media, Inc.

Design

Jawinie F. Doma  
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**Philippine primer** April Vol.01

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RAMEN  
KURODA

Ramen Kuroda, the popular ramen shop located in BF Homes which serves delicious ramen at a reasonable price has opened shop in the food court of RCBC Tower 2. We recommend the Kuro Ramen (P180).

3/F RCBC Plaza 6819 Ayala Ave., Makati City  
Monday to Friday 9:00am-9:00pm  
Saturday & Sunday 11:00am-7:00pm

Smith Butcher  
and Grill Room

Smith Butcher and Grill Room is a hidden steakhouse gem found in Makati that serves extensive meat, wine, and cheese selection. It's well-known for its premium grades of meat used for their steak which are imported from Japan, Australia, US, and Europe. Other than steak, they also offer salads and desserts as well.

G/F ACL Bldg. H.V. Dela Costa, Salcedo, Makati



# SALCEDO

## Makati's uptown neighborhood

Known as Makati's booming business village, Salcedo is now becoming a one-stop dining destination for foodies and newbies alike. Explore Salcedo and see more than just its high-rise buildings and business centers. It's truly an oasis in the city.

### Toby's Estate

Toby's Estate Coffee Roasters is a specialty coffee shop from Sydney, Australia that opened a branch in Salcedo in March 2014. It is a popular meeting place among the professionals and expats working in Makati. Using high-quality beans, a cup of coffee at Toby's is one of the best you'll have. They get the beans from farms in countries such as Panama and Singapore. These beans undergo "coffee cupping" or coffee tasting all the time to check the excellence, taste and aroma of the beans they use. Their coffee is served at just the right temperature. In their Slow Bar coffee menu, they have, what they call the "Brew Flight," wherein customers can taste a single-origin coffee using Aero-press, Kalita Wave, and French Press brewing process. The preparation normally takes 4-6 minutes. We also recommend the Gibraltar which is milk added to 2 shots of ristretto. This is a secret drink not listed on the menu and only regular customers know of its existence. Our recommended breakfast meal is the Traviata (P315) with fried eggs topped with feta cheese and arugula.

G/F V Corporate Center 125 Leviste St., Salcedo, Makati  
02-507-6174  
Sunday to Tuesday 7:00am-10:00pm  
Wednesday to Saturday 7:00am-12:00mn  
www.tobysestateph.com



① Interiors of Toby's Estate  
② Traviata (P315)  
③ Brew Flight (P190)





## Yoshinobu

Experience a great Japanese cuisine dining experience that lets you in on delectable fusion dishes creations in Yoshinobu. It is a hidden Japanese restaurant gem located in Salcedo Village. Yoshinobu takes its name from one of the warriors in the 1860s Japan civil war. The restaurant owners thought that it would be a great idea to name it after the warrior, which they would like to embody as 'a place to feed the emperor.' Yoshinobu offers a variety of dishes conceptualized by the owners themselves. The restaurant's head chef was trained by Japanese so the food they serve is guaranteed authentic. It also serves vegetarian food for healthier options.



2/F Antel Corporate Center 121 Valero St., Salcedo, Makati  
0917-558-6593  
Monday to Saturday 7:00am-10:00pm  
Sunday 8:00am-8:00pm



- ① Yoshinobu's sushi bar
- ② Yoshinobu's mixed sashimi platter is also a must-try that will let you taste this authentic Japanese food. Prices vary accordingly.
- ③ Foie Gras Unagi (P465) is a combination of lolo roso, cucumber, and carrot top with goose liver and eel.

## Sprout

Opened in 2015, Sprout sells fresh organic food that can be eaten soon after it has been purchased. For those who are on the run, paninis and sandwiches made of fresh organic ingredients are offered. Premium coffee and other special beverages, such as Bright Eyes (to boost energy) for only P168 and Ginger Jab (to warm the body) for only P63. Sprout promotes healthy eating – but that doesn't mean that they do not serve sweets! Their moist Lemon Thyme Pound Cake (P84) has only 38 calories! It's definitely a must-try.

G/F Signa Designer Residences Valero cor. Rufino Sts., Salcedo, Makati  
0917-558-6593  
Monday to Saturday 7:00am-10:00pm  
Sunday 8:00am-8:00pm



- ① The smoothies are healthy because they don't have additives.
- ② Well-lit and spacious. They also have a small eat-in area.

## Bait's

Experience one-of-a-kind fusion at Bait's by Chef Joseph Margate. As an alumni of the California Culinary Academy in San Francisco, Margate brought all the good stuff there is in the culinary world. Having served three years in the hotel in Seattle, he has introduced Manila his fusion between the Californian and French style of cooking. Gourmet Magazine featured him as one of the few Filipino chefs who was nominated for People's New Best Chef Awards of Food and Wine. Since Bait's is a market-driven restaurant, you are bound to find a new dish every time you go. We recommend the Crispy Suckling Pig (P590), which is served perfectly with rosemary potatoes, and the Sisig Fries (P240), a unique reinvention of the Filipino drinking night classic.

G/F Signa Designer Residences Valero cor. Rufino Sts., Salcedo, Makati  
0917-860-4764  
Monday to Saturday 10:00am-11:00pm  
Closed on Sunday



- ① Crispy Suckling Pig (P590)
- ② You can also try Oyster on the Half Shell (P70/shell)
- ③ Bait's interior
- ④ Bait's Sisig Fries





- ① Rising Shroom (P340) accompanied by a glass of cold beer and Onion Rings (P65)  
 ② Classic Cheeseburger (P265)  
 ③ You can now satisfy your 8Cuts cravings at 10 different locations!  
 ④ Enjoy a jar of Molten Chocolate Bottoms (P135).

It's super juicy!



## 8Cuts Burger Blends

8Cuts Burger Blends was derived from the eight types of beef cuts, which are blended and used in hamburger patties. 8Cuts stands out from other burger joints because they blend different beef cuts to make unique patty combinations. A burger patty is about 150 grams, which is then completed with a range of toppings such as cheese, lettuce, tomato and onions. Their bestsellers include the 8Cuts House Blend (P265), which has a juicy patty combination of rib and loin, and the Steak Cut, which is a blended combination of the sirloin and neck meat. Apart from the regular burgers, they also have specialty burgers like the Rising Shroom (P340)! This burger turns heads just by the smell of the grilled meat, truffle oil and cream cheese. The burger has sautéed mushrooms and oyster mushroom tempura that perfectly complements the patty.

G/F Infinity Towers L.P. Leviste St., Salcedo, Makati  
 02-507-0581 / 0917-539-2505

Monday to Thursday 11:00am-11:00pm / Friday & Saturday 11:00am-1:00am

## XO46 Heritage Bistro Filipino

In a place surrounded by trees, you will find a small restaurant called XO46. Located in the Salcedo residential area, this Filipino-Spanish restaurant is regularly frequented by locals, who are Filipino and expats alike. This restaurant derived its name from the year "1946," the year when the Philippines achieved its independence, and the word "extraordinary," which is abbreviated to XO. With a menu mostly made up of Filipino dishes, it's a place where diners can experience the best in Filipino cuisine through a degustacion called "Philippines on a Plate" (P3,200), a 10-course meal that starts you off with "A Round-Up of our Food Heritage."



"A Round-up of our Food Heritage" is composed of bite-size pieces of food that owners Sandee and Andrew Marasigan see as a summary of how our cuisine has been shaped by history.

G/F Le Grand Bldg. 130 Valero St., Salcedo, Makati  
 02-553-66-32 / 02-553-6635  
 11:00am-10:30pm

## Terry's

Ever since it opened in 2008, Terry's has become a regular choice for people who want to dine in a European-Spanish inspired restaurant. At Terry's, they make sure their customers experience the classic and real Spanish gastronomy, which is why all the ingredients used are authentic. Their best-seller is their Black Paella (P890) that is prepared with squid ink and laced with seafood. The secret to its exquisite taste is the short grain Bomba rice they use. It is cooked in an earthenware pan and is carried directly to the dining table. Its flavour is enticing as well as the surprising fresh taste of the seafood, and the chewy texture of the rice.



- ① Marquesa de Chocolate (P210)  
 ② Black Paella (P890 good for 2 / P1,780 good for 4)

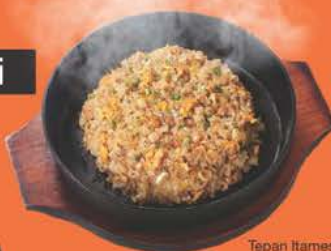


G/F One Lafayette Square 132 L.P. Leviste cor. Sedeno Sts., Salcedo, Makati  
 02-889-3194 / 02-889-3198  
 10:00am-11:00pm

## Ramen Kagetsu Arashi



Arashi Genkotsu Ramen (Large P330 / Regular P225)



Tepan Itameshi Shoyu (P330)

It is one of the largest chains of ramen restaurants in Japan with over 260 branches. Its signature dish, the Arashi Genkotsu Ramen (P295), has a rich pork base accentuated with fresh garlic. From the first sip, the authentic taste of pork in its full-bodied broth will fill your senses. The most popular in Japan, Tepan Itameshi Shoyu (P330), has an irresistible garlic butter flavour with egg and pork which you can mix with rice yourself.

Unit 205 A 2/F Paseo Center, Paseo de Roxas, Salcedo Makati  
 02-886-3150 / 02-359-7938  
 10:00am-10:00pm  
 f KagetsuPH

## Mendokoro Ramenba

Mendokoro Ramenba is the first ramen house in Manila that offers counters instead of tables and chairs. Because the ramen taste and texture of noodles changes as time passes, it is best to serve it as quickly as possible. It usually takes 3 minutes to bring the ramen from the kitchen to the customer's table. Thus, the concept of a ramen counter shortens the time needed to serve it because it is prepared literally in front of the customer. To order in Mendokoro Ramenba, you have to purchase a ticket and wait for your number to be called.



Shoyu Ramen (P390)

Shop 18 V Corporate Center, L.P. Leviste St., Salcedo, Makati  
 02-478-9625  
 Lunch: 11:30am / Dinner: 6:30 pm



## New Bombay



Palak Paneer (lower left), served with Pane Naan (upper right), Indian homemade bread

New Bombay is a 25-year old Indian restaurant with six branches in Metro Manila. Their food has always been recognized as the best in Indian cuisine, winning the Best in Indian Cuisine category at the 2012 Manila's Best Kept Restaurant Secrets (MBKRS). The pleasing personality of the restaurant staff and owners have garnered a large following, making it popular to embassy employees. The mildly spicy Palak Paneer (P265) is popular among the Japanese, as well as the fried Samosa. New Bombay also offers delivery and catering services.

G/F Sagittarius Bldg. H.V. Dela Costa St., Salcedo, Makati  
02-819-2892  
8:30am-11:30pm

## Hooch



Harajuku (P345)

G/F V Corporate Centre, L.P. Leviste St., Salcedo, Makati  
0915-751-1226  
12:00pm-3:00am

hoochph

Hooch is a stylish bar located on the Ground Floor of V Corporate Centre along L.P. Leviste St. Its interior is filled with dimmed lights, soft midnight blue velvet couches, and glass windows. Both foreign and local bartenders man the bar on different nights. What takes Hooch apart from the other bars in Makati is their dedication in using fresh ingredients. Their cocktail syrups and garnishes are all homemade and they never use any form of preservative. We recommend the Harajuku (P345) cocktail, which is a mix of Japanese sake, Bombay Sapphire and sweet rose syrup.

## Elbert's Steak Room

Elbert's Steak Room is a hidden steak shop that exudes a classy aura with its wooden floors, walls and trimmings, which is complemented by leather and velvet chairs, tailored couches and a marble finished bar. The restaurant highly recommends the USDA Choice Grade Porterhouse (P4,000) and the USDA Prime Grade T-bone (P3,600) cooked medium rare.



The steak is cooked to perfection and is plated perfectly.

3/F Sagittarius Bldg III 111 H.V. Dela Costa St., Salcedo Makati  
02-519-8665 / 0917-529-9392  
Monday to Friday 11:30am-2:30pm, 6:30pm-12:00am  
Saturday 6:30pm-9:30pm | www.steakroom.com

## The Market

The Market is a 13-year-old delicatessen located on the ground floor of Tiffany Place. They mainly sell things you would expect at a deli, namely ham, cheese, and wine. They also sell instant food and canned goods from Europe, along with fruits and vegetables every morning.

Hungry for seafood? The Market has you covered with shrimp, octopus, and other frozen delights from the sea. Chicken, beef, and other meat products are also sold here.

Japanese goods, such as curry and Topauchi pasta sauce, are also available due to the high number of Japanese customers. They even have quinoa or brown rice, a rarity in major supermarkets.

If you're too hungry to leave The Market, you can order a sandwich or pasta and have it within the store. They have tables set aside just for you.



G/F Tiffany Place 156 L.P. Leviste St., Salcedo, Makati  
02-887-2993 | 10:00am-09:00pm

## Salcedo Market

In Makati, there are two parks-turned-market that draw residents and visitors alike to get their bags and baskets ready for the freshest produce. Every Saturday, the Salcedo Park becomes a bustling place where families, local and foreign, mingle with each other.

Several stalls offer fresh fruits, vegetables and even ornamental plants at very reasonable prices. Walk through the park with a barbecue or an ice cream cone at hand as light music plays in the background or go to the dining area to enjoy freshly cooked meals.

The Salcedo Market is open every Saturday at 6:00 AM to around 1:00 PM. Drop by with your family and friends and go on a food adventure right in the heart of the city!

Jaime C. Velasquez Park, Salcedo, Makati  
Every Saturday  
6:00am-1:00pm

## Bar M

Located beside its sister bar, Masseto, Bar M has a very composed, mature ambiance. You can have dinner at Masseto, then move to Bar M to have a drink. They always keep stock of Japanese whiskey such as Yamazaki, Hibiki, Yoichi, Hakushu and Taketsuru. They also have single malt whiskeys like Talisker and Lagavulin.

114 Valero St., Salcedo, Makati  
02-810-3565  
5:00pm-2:00am



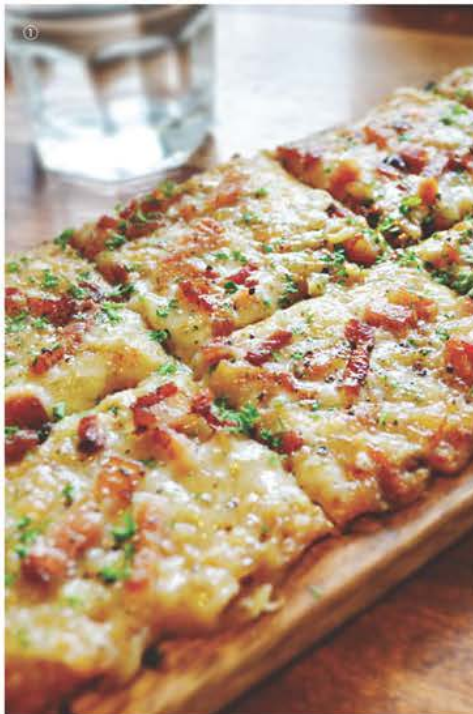


## Wildflour Cafe + Bakery

Looking for a cozy cafe? Check-out Wildflour in Salcedo. With its interiors surrounded by white brick walls, wooden tables, and chairs, you can feel the modern and authentic cafe vibe while enjoying a cup of coffee. Here, you are welcomed by their classic cafe menu, such as a wide selection of freshly baked bread straight from the oven, freshly made salads, and coffee with latte art. Their customers vary from families, couples, to office workers. We recommend Tartes Flambees (P450) with crispy crust topped with plenty of cheese. You will definitely be delighted with their quality of food, friendly services, and cozy atmosphere.



G/F V Corporate Center, 125 L.P. Leviste St., Salcedo, Makati  
02-403-1752  
7:00am-10:00pm



- ① Tartes Flambees with Bacon and Gruyere (P450) is particularly a good snack to pick, when chatting with friends.  
② There are plenty of sweet and savory baked goods to choose from.

## La Creperie



Salidou (P150/slice, P1,300/whole)

La Creperie is a French-inspired café that has a very modern rustic interior. Long taupe curtains, wooden floors and posts, bright Victorian chandeliers, and plants and flowers in vases adorn the café. The high ceiling and glass panels allow the natural light to enter the room, which perfectly sets the mood. Their crepes are deemed as one of a kind for the unique infusion of flavors in each recipe. They have many types of crepes depending on what you're craving for! One of their best-sellers is the Salidou (P150), which is a classic folded crepe with a scoop of whipped crème and drizzled with caramel.

V Corporate Center 125 L.P. Leviste St., Salcedo, Makati  
0942-582-4946  
11:00am-10:30pm  
f LaCreperiePH

## ARK Café + Lounge

ARK Cafe + Lounge opened in April 2014. The cafe's well-lit interior creates an atmosphere perfect for small meetings or having a private meal. They offer pasta, sandwiches, salads, and breakfast meals like omelets and pancakes. At night, ARK turns into a lounge where you can enjoy pairings of wine with finger foods like their Ark Buffalo Wings (P350). Other dishes of note are the Shrimp Pesto and the Jalapeno Chicken Quesadilla (P300). The owners go to the market themselves to make sure they have the freshest ingredients possible.

- ① Ark Buffalo Wings (P350)  
② Jalapeno Chicken Quesadilla (P300)  
③ Ark Cafe + Lounge's interior



Classica 1 Condo 112 H.V. Dela Costa St., Salcedo, Makati  
02-813-7097  
7:30am-11:30pm  
f TheArkSalcedo

## Salcedo Auctions

Established in 2010, Salcedo Auctions is the only auction house in the Philippines to specialize in the sale of fine art, jewelry, decorative arts and collectible accessories by leading local and international artists and artisans. The dedicated team behind Salcedo Auctions brings with them a wealth of experience and a track record of integrity and service. Guided by some of the most respected names in Philippine art and business, they uphold the highest standards of excellence and professionalism. These include Specialists Ramon E.S. Lerma (Fine Art / Philippine Art), Karen Kua-Lerma (Jewelry), Graciano Bailon (Watches), and Manuel Jose Cruz (Collectibles, Prints, Books, Manuscripts and Ephemera).

Unit 104-B, Ground Level Three Salcedo Place 121 Tordesillas Street Salcedo Village, Makati  
02-659-4094 / 02-823-0956 / 02-659-4094 / 0917-894-6550  
Tuesday to Friday 10:00am-6:00pm / Saturday 10:00am-4:00pm  
<http://www.salcedoauctions.com>



About the artwork: "Thinking Man" (1981) by Ang Kookok. Oil on canvas 81 x 81 cm (32 x 24 in).

## STUDY INTERNATIONAL

Study International offers extensive education counselling and advice for those who are interested to go abroad and pursue their studies there regardless of level: summer school, high school, boarding school, undergraduate and post-graduate studies.

Study International works closely with selected institutions in UK, Australia, New Zealand, Canada, China, Malaysia, Singapore and US that provide free services such as educational counselling and support for study in each country.

U/G 36 Alfaro Place 146 L.P. Leviste St., Salcedo, Makati  
02-817-8090 / 0929-771-0124  
Monday to Friday 10:00am-6:00pm | [www.studyinternational.com.ph](http://www.studyinternational.com.ph)  
f studyinternational.ph





## C' Italian Dining

C' Italian's soft thin dough pizza, dubbed the "panizza", is the restaurant's best-seller. To enjoy this unique take on pizza, top it with arugula and alfalfa sprouts. Roll the panizza up, then take a bite. For a bit of spice, add chili flakes. The combination of spice from the chili flakes and the tanginess of the greens blend well with the panizza. Their best-selling panizza is the Angelico: panizza topped with chorizo, salami, bacon, and mushrooms (P300). Another best-seller is the Rolls Royce (P350), a delicious combination of salami, shrimp, US scallop flakes, and sundried tomatoes. If you like pasta, their Linguine con Fruttu di Mare should be good for you.



L' Ermitage Bldg. Leviste cor. Toledo Sts., Salcedo, Makati  
02-478-1521  
11:00am-1:00pm (Last order: 11:00pm)



① Rolls Royce (Solo P360 / La Famiglia P690)  
② Linguine ai Frutti di Mare (Solo P310 / La Famiglia P590)

## Gino's Brick Oven Pizza

Opened in 2014, Gino's Brick Oven Pizza is a Neapolitan-style restaurant that offers only the freshest pizzas carefully and individually baked in brick ovens. They use their own *kesong puti* (white cheese) made with milk from the Philippine Carabao Institute.

SMEGG (P450) is one of their best-sellers. It's generously topped with homemade sausage, mushroom, eggs, Gouda cheese and cream with taste like no other! We recommend that you fold each slice and pour-in some chili honey to really appreciate it.



SMEGG (P450)

Bautista St., Salcedo, Makati  
0917-964-5339  
Monday to Thursday 11:00am-10:00pm  
Friday to Sunday 11:00am-10:30pm

## Project Pie

The very famous make-your-own-pizza joint, Project Pie, opened a branch in Salcedo last October 2014. Located on the 2nd floor, Project Pie has the nicest interiors you'll ever see with a stylish cafe design. Your pizza can be baked inside a large pizza oven with the toppings of your choice. The freshly baked crispy thin-sized pizza, called the "No. 2" (P295), is their bestseller.



2/F Forbes Tower, Valero St., Salcedo, Makati  
0917-329-6279 / 02-551-3274  
Monday to Friday 10:00am to 10:00pm / Saturday 12:00am to 9:00pm  
Project-Pie-Fraser-Place-Valero



① One of their friendly staff  
② The freshly baked crispy thin-sliced pizza called No.2 (P295)

## Beauty & Health

### MICH & MYL NAILS



Recreate the designs from Japanese nail art magazines!

Mich & Myl Nails uses only the top quality nail polishes such as OPI, Orly and Essie and orders them from Japan. Customers can select from a wide range of nail art designs. The nail technicians have undergone professional trainings in Japan, Hong Kong, and United States, to provide excellent service to their customers. This nail salon is number one, not only because they use the finest products and provides the best services, but also because they give a great deal to sanitation and cleanliness.



① Gel Nails (P780) Even the white color, which can become uneven, has the perfect finish.  
② Foot Spa Milk & Calamansi (P500)

G/F V Corporate Center Unit 12 Soliman St., Salcedo, Makati  
02-808-7414 / 0915-528-0957  
10:00am-10:00pm  
www.michmylnails.net

## Bikram Hot Yoga



Want to try a different kind of yoga for a change? Bikram Yoga is taking things to a different level. It lets you experience 39 degrees of hot yoga! Unlike other yoga centers, Bikram solely focuses on the practice of Bikram movements, which focuses on one's breathing and positions. A class lasts for 90 minutes, which is comprised of 26 positions and two breathings.

15/F 88 Corporate Center Bldg. 141 Valero cor. Sedeno Sts., Salcedo, Makati / 02-576-8391 / 02-889-0126  
www.bikramyogamanila.ph  
BikramYogaManila

## Felipe & Sons

A "barberdasher" (barbershop + haberdashery) that pays homage to our country's heritage: that's what makes up Felipe and Sons. It's a place where you can get a shave and a haircut, a bespoke suit, and enjoy a glass of whiskey or a cup of freshly-brewed coffee. Ask for the Felipe Special, an all-in-one grooming service for men. Done with grooming? You can head up to the second floor to complete your gentleman look with a bespoke suit, trousers, and personalized shoes from Sapatero.



Mezzanine LPL Mansions San Agustin St., Salcedo Village, Makati City  
02-625-5735  
10:00am to 9:00pm  
Felipe & Sons





**YOSHINOYA**  
Japan's Famous Beef Bowl

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GLORIETTA ☑ VALERO MAKATI ☑ FAIRVIEW TERRACES ☑ ROBINSONS GALLERIA



MAP Alabang AF-2

**BUTAMARU**

CE405  
Westgate Center,  
Commerce Avenue  
corner Filinvest  
Avenue, Alabang  
Muntinlupa City 1781  
(02) 887-4255

**濃厚ウマ辛**  
Curry Tantanmen **P370**

butamaruph



**YOKOHAMA**  
meat kitchen

**Wagyu Harami**

**Wagyu Roll**

**Wagyu Nigirizushi**

**Yokohama Bowl**

**Yakisuki**

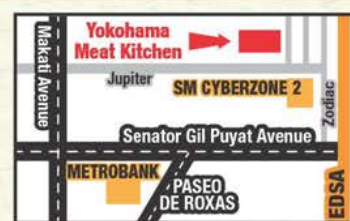
**Authentic Japanese Yakiniku from Yokohama, Japan  
that is popular with Filipino Celebrities**

## Yokohama Meat Kitchen

Business Hours: 11:30 - 14:30 / 17:00 - 23:00

**02-831-6546 / 0916-377-3655(Globe)**

16 Jupiter St. cor. Antares St, Bel-Air, Makati





**UCC COFFEE**

Concept Stores  
VIENNA CAFE • Café Terrace • Park Café

Park Café EXPRESS • MENTORÉ COFFEE+BAR • UCC 3rd wave clockwork.

① @ucccafe / mentorecoffeebar / uccclockwork

MAP Makati B-3

**Your one-stop shop for all your grocery needs!**

## TPE

### Taiwanese grocery TPE

TPE is a Taiwanese grocery store in Chino Roces, Makati, selling skin care products, frozen food and other pre-packaged items. The store is within walking distance from Makati Medical Center and Ayala Avenue. One of the popular items amongst the customers is their selection of lunchbox. Try the Beef Teriyaki (P190) as it comes with five kinds of side dishes seasoned with soy sauce. They also have a variety of Taiwanese snacks and desserts. TPE also carries cosmetic brands like Hada Labo, Tsubaki and Machi. If you are looking for Taiwanese products for a good price, head now to TPE in Makati.

G/F Jaka Center 2111 Chino Roces Ave., Makati  
☎ 02-551-752  
Business hours: 10:30AM ~ 9:30PM  
Mon - Sun

## TPE Market Place 台北超市



Lunchbox (P190)



Located near Makati Medical Center!



## 大漁舟盛り

刺身

## Gokai sashimi no tairyou funamori

Premium sashimi assort beautifully displayed on a wooden boat bowl



## 極上本まぐろ

### Special Bluefin tuna

Premium Japanese tuna carefully selected and brought fresh from Japan. Please enjoy fatty Premium tuna melting in your mouth.

[Http://ortigas.sekitori.asia/](http://ortigas.sekitori.asia/)



Torafugu no usuzukuri  
Japanese Tora-Fugu fish, thin sliced sashimi



Unajyu Kimosui tsuki  
Bowl of rice topped with grilled eel seasoned with teriyaki sauce and eel liver soup



Kisetu no Irodori Dobinmushi  
Various seafood and vegetables served in a Japanese pot with traditional soup



Zaru Soba & Udon (Homemade Noodle)  
Cold (Soba or Udon) noodle served with a cold soup as a dip

## The missionary of the Japanese food



35 years of devotion to Japanese cuisine. He has perfected the skills of a master craftsman after going through hard training at a renowned restaurant in Japan. At the age of 40, he traveled abroad to seek greater heights of Japanese food as well as to spread Japanese cuisine. He not only spread the gospel of authentic Japanese cuisine in Asia, Europe and also Africa but also experimented fusing traditional food around the world with Japanese cuisine. He pioneers a new frontier in Japanese food through his unique perspective, and now showcases his skill in Manila.



Beef Sukiyaki  
Wagyu beef Sukiyaki & US beef Sukiyak



Syabu-syabu  
Wagyu beef Shabu-shabu & US beef Shabu-shabu

"SEKITORI" is a Japanese restaurant opened in Little Tokyo, Makati in 2005. SEKITORI is one of the most beloved Japanese restaurant by many Japanese and 95% of the guests are residents and businessmen. We promise that SEKITORI: Authentic Japanese Restaurant in Ortigas will serve you delicious Japanese food as if you are in Japan.



**SEKITORI**  
AUTHENTIC JAPANESE RESTAURANT

Open from 12:00 pm to 2:30 pm & 6:00 pm to 11:00 pm Mon to Sun  
HANSTON SQUARE BUILDING, 17 SAN MIGUEL AVE, PASIG CITY

TEL: 881-7985

We have parking lot in the rear of the building. Please mention to the security guard that you are SEKITORI's guest when you use the parking lot.





## Total Japanese Cooking Solution

Mc Asia Foodtrade Corporation

### Total Japanese Cooking Solution

Mc Asia Foodtrade Corporation is the leading supplier of food items, kitchen utensils, industrial cookware and commercial kitchens in the Philippines. They have been wholesaling products to restaurants, hotels, caterers and grocery stores in Metro Manila. They are also open to inquiries even if you are in Visayas or Mindanao. Available products are basic seasonings such as soy sauce, wasabi powder, mayonnais, wheat flour, cooking wines, etc. Mc Asia also sells top quality Japanese equipments like kitchen and dining wares. Customers can buy anything necessary for restaurants such as dried goods, cans and seasoning. There is also wide variety of Japanese sake. You just have to name the brand that you want.



Mc Asia Foodtrade Corporation No.16 Dagot St., Barangay Manresa, Quezon City  
TEL : 02-990-5141/02-413-8893 FAX : 02-355-9285  
Business Hours: 8:00AM - 6:00PM Holidays: Sundays  
E-mail : mca.mcasia@yahoo.com, mcasiafoodtrade@yahoo.com.ph



This newly-opened Japanese Food Mart in Makati Avenue offers a wide variety of fresh and high quality products from Japan.

Opens from Monday to Sunday 10am-10pm

### PRODUCTS

- Japanese seasoning
- Noodles • Seafoods
- Frozen Meat Products
- Vegetables
- Sake • Whisky

Also available Asian and Italian seasoning products.  
with common parking area accessible to malls and public transportation

**02-807-1107** G/F 1 Juno Cor. Makati Avenue,  
Bel-Air Makati City

# HELLO MANILA !

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## MAKING DELICIOUS EXPERIENCES

TOKYO'S  
LONGEST QUEUE  
OF RAMEN  
FOR 20YEARS



究 チーズラーメン

P420

MARUKYU CHEESE RAMEN



究 トマトチーズラーメン

MARUKYU TOMATO  
CHEESE RAMEN

P420



九十九とんこつラーメン

TSUKUMO RAMEN

P350



醤油とんこつラーメン

SHOYU TONKOTSU  
RAMEN

P375



九十九バリバリギョーザ

ORIGINAL CRISPY  
GYOZA

P180

TSUKUMO  
RAMEN



Phone (02)554-1415

Unit 50001 Level 1 Robinsons Place Manila Cor.  
Pedro Gil & P. Faura St. Brgy. 669 Zone  
10:00 a.m. • 12:00m.n (L.o11:30 p.m)



Customers with Primer magazine can avail **10% discount** at Tsukumo Ramen.



# Recipe by Chef Joseph Margate



## Profile:

Joseph Margate is an alumnus of the California Culinary Academy in San Francisco. He worked at the renowned restaurant Eleven Madison Park in New York and W Hotel in Seattle. He was also nominated as for People's New Best Chef at the Awards of Food and Wine in 2011-2012. He now manages Bait's in Salcedo Makati. This restaurant serves European dishes with Latin American and Asian flavors.

## BEEF TAPA CHEESESTEAK

(Makes 2 sandwiches)

- 500g beef striploin, sliced thinly
- 100g Kikkoman soy sauce
- 15g sugar
- 8g black pepper, ground fine
- 10g sesame oil
- 2 cloves garlic, minced
- 4 large slices white bread
- 2 slices American cheese (the type that melts)



Beef Tapa is dried cured beef similar to "Beef Jerky". This is traditionally prepared by curing the meat with sea salt and letting it dry directly under the sun for the purpose of preserving the meat. Tapa is usually fried and is best served with vinegar.

1. Mix soy sauce, sugar, black pepper, and garlic in a bowl.
2. Marinate beef in mixtures and let it sit overnight.
3. Cook beef in a pan for 6-8 minutes or until dry and caramelized.
4. Toast bread slices and place cooked beef on toasted bread.
5. Place sliced cheese on top of the cooked beef and put in the broiler until cheese has melted.
6. Finish off by topping it with another slice of bread. Serve while warm.



## FOR JAPAN Best Mango Delivery

**The best gift from  
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The price will be changed depending  
on season and weather. Please contact us.

We will send a delivery form and please  
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Cell: 0917-527-5191 E-mail takuhaimango@yahoo.com

**yummy!!**

The price of April to June.  
5kg **P3,400**  
2.5kg **P2,400**





# Introducing The Summer Capital of the Philippines BAGUIO CITY

This month, we take you to the best place to visit in summer – Baguio City. With its chill climate, averaging from 15 to 23 degrees celsius, one will find it as a great place to unwind, away from the stressful lowlands.

Here in Baguio, you will find the busy market where you can buy fresh produce at affordable prices. You will also have the best time hopping on to various restaurants that serve appetizing dishes. Also, Baguio City will offer you a splendid scenery of nature that will make you love the well-known highland even more.



Many fruits and vegetables, like broccoli, are lined up.



The busy Baguio Public Market is filled with tourists and locals alike.

## Shop for food, clothes, fruits, vegetables, and souvenirs at **1 Baguio City Market**

Here, you can find Baguio's famous strawberries known for its perfectly balanced sweet and sour taste. For only P200, you can purchase 1kg of strawberries. There are also other products made from strawberries available like fruit jam for only P100 per 3 to 5 jars. Also, don't miss the chance to buy Strawberry Crinkles (P15) that can only be found in Baguio.

Meanwhile, other fresh fruits are also sold in a very reasonable price as well as fresh vegetables like lettuce, cabbage, and cauliflower. For souvenirs, there are handicraft items like blankets, furniture, home decors, etc. One of the most popular items is the famous Baguio broom with comfortable woven handles. The Baguio City Market is the best place to find native and local products that tourists can buy as gifts for their families and friends.

Rajah Soliman St., Baguio



Bright red strawberries (P350/kg)

Strawberry Crinkles (P15) are found only in Baguio!

## How to go to Baguio

### [By Car]

Take the highway to North Luzon Expressway from A. Bonifacio Avenue in Quezon City, then take SCTEX till you reach TPLEX. After reaching TPLEX, take MacArthur Highway.

**Fare:** P700 **Travel time:** 4 to 5 hours



### [Bus]

Get on a Victory Liner Bus "Bound for Baguio" at Pasay or Cubao bus terminals. Get off at the bus stop "Baguio".  
**Fare:** P450 (Normal type), P750 (Deluxe type)  
**Travel time:** 6-7 hours (Normal type), 4 to 5 hours (Deluxe type)

Strawberry Jam (P120)



## Experience picking fresh strawberries by yourself at **La Trinidad Strawberry Farm** **2**



Very sweet red strawberries



Tasty strawberry taho

This strawberry paradise is filled with sweet and tasty strawberries that you can collect as many as you want. Take note that the strawberry season lasts from December through April and you can enjoy strawberry picking only during this time. The rates for picking can vary, but there's no minimum amount on how much a person can collect. Charges will depend on the weight of strawberries that have been picked. For example, strawberries that weigh 1kg cost for P800. Don't miss the chance to try the strawberry "taho" made from tofu, tapioca pearls and strawberry sauce that can only be found in Baguio. For souvenirs, the strawberry farm also has some souvenir shops present around the area.

Km. 5 La Trinidad Road, Baguio



Strawberry wine (P150) contains 12% alcohol





Discover the Indigenous group's heritage and art by visiting

## 3 Tam-Awan Village



Unique art works are everywhere



The Ifugao house has been carefully preserved

This art village is located in the area where the agricultural people of Ifugao used to reside. It was later on developed by reconstructing Ifugao houses in Baguio with an aim of making a model village accessible to people who wanted to have a chance to witness the Cordillera interior. Here, unique masterpieces are displayed everywhere with a price range of P1, 000 to P15, 000. Also, there are also workshops held regularly like "Print Making," where guests are allowed to paint their own design on T-shirts, and "Solar Drawing," which uses a magnifying glass.

366-C Pinsao Proper, Baguio City  
☎ (074) 446 2949  
Opening hours: 8:00am to 6:00pm  
Admission fee: Child P20 / Student P30 / Adult P50  
🌐 [www.tam-awavillage.com](http://www.tam-awavillage.com)



Visit the vast collection of artworks of the Philippine National Artist Benedict Cabrera

## 4 BenCab Museum



Enjoy viewing great master's artworks



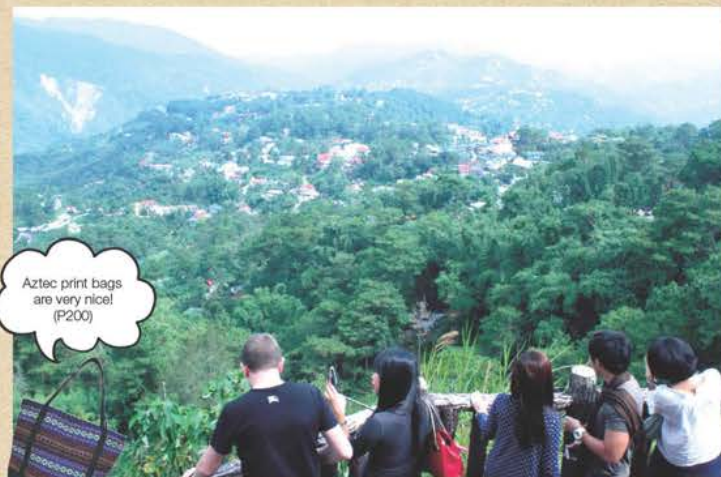
Take a rest at the pond beside the museum

The BenCab Museum was founded in 2009 where contemporary artworks of various artists and collections of traditional crafts are exhibited in an open space. Handicrafts displayed are also produced by mountain tribes such as Ifugao and Kalinga. The BenCab Museum is committed to the promotion of the arts, preservation, conservation, and protection of the environment, as well as the Cordilleras' culture and traditions. There is also a museum shop that sells art books, paper products such as postcards and notepads, highland art & crafts like wood carvings and textiles. Other wearable souvenir items including T-shirts and caps are also available.

Km6 Asin Road, Tadiangan, Tuba, Benguet  
☎ (074) 442-7165  
Opening hours: 9:00 am to 6:00 pm (Last admission is at 5:30 pm)  
Closed on Mondays

Touch the skies from the highest place in Baguio

## 5 Mines View Park



Aztec print bags are very nice! (P200)

Enjoy the superb panoramic view

Outlook Drive, Baguio



Here is the popular spot in Baguio



Rental ethnic attires are available

Mines View Park is a very popular sightseeing spot in Baguio as you can get a stunning view of Benguet Range with the height above sea level 1,500m from its cliff. It has an observation deck where you can stay and witness the breathtaking panoramic view of Benguet's gold and copper mines and the surrounding mountains around it. There are also more than 100 souvenir shops to choose from to buy gifts for your family and friends. The stalls sell a variety of items including woven goods, woodwork, sweets, jam, plants and many other things around the park. You can also enjoy wearing ethnic attires available for P20. Also, grab the chance to ride the popular pink haired horse and take photos with it.

Take a rest under the shade of a tree or enjoy boating while in Baguio!

## 6 Burnham Park

Burnham Park is a historical park located in the heart of Baguio City which is named after the city's planner, Daniel Burnham. There are different outdoor facilities available, including sports stadium, children's playground, skating rink, Rose Garden and many others in this 32-hectare park. Try engaging in different activities like rowing a boat, having a picnic, biking, and strolling around the park. The boating area is located in the middle of the park wherein a small boat costs P100 while a large boat costs P150.



Enjoy boating and spend quality time with your family.



The cool breeze blowing through the walkway

Who wants to try horse riding in the forest?

## 7 Wright Park



Horses are very popular among children



Relaxing in the beautifully maintained park

Wright Park is the locals' much loved park, together with Burnham Park. The plants around the park are beautifully well-maintained so visitors can enjoy wandering around the area. This park is frequently used as a setting in Philippine films. It's also famous for horse riding. The Wright Park Riding Circle has an array of colorful horses with bows, with horse owners called "Pony Boy". Meanwhile, the horse riding fee costs P300 per hour and P200 per 30min. Wright Park is a good place to spend time with family and let children gain new experience.

Leonard Wood Road, Baguio

Kisad Road Cor. Jose Abad Santos Drive, Baguio



# The area map of Baguio City

Check out nice restaurants, safe & comfy hotels and popular sightseeing spots!

## 1 Eat authentic Japanese cuisine found in Baguio

### CHAYA (Restaurant)

Outfitted with wooden interiors and furnitures, Chaya treats its diners with the same coziness akin to dining in Japan, therefore it comes to no surprise that it's popular to the Japanese and foreign tourists. Chaya gives homage to the locale and its origin as the raw ingredients are sourced from Baguio and Japan respectively. The quintessential Sukiyaki (P390) which is served with a fresh raw egg is Chaya's best-seller. Health conscious diners are in luck as Chaya offers organic fruits and vegetables. It's a restaurant that'll convince diners to come back as they fall in love again and again to the gastronomical experience it offers.

72 Legarda Road, Baguio ☎ (074) 424-4726  
Opening hours: 11:00am to 9:00pm  
www.chayabaguio.net f Chaya



The popular Japanese hot pot Sukiyaki is served with a fresh raw egg.



Inside the restaurant has cozy and warm atmosphere.



They offer organic veggies.

## 2

Visit an authentic Italian restaurant

### La Casa Bianca

La Casa Bianca's 'Bolognese with Meatball' (P230) is a perfect combination of juicy meatballs and thick tomato sauce.

13 Leonard Wood Road, Baguio City  
☎ (074) 422-8933  
Opening hours: 7:00 am to 10:00 pm  
http://www.lacasabiancabaguio.com  
f La Casa Bianca



Excellent pasta with tomato sauce

## 3 Discover the taste of Asian cuisine

### Chef's Home

This is an Asian fusion restaurant that serves dishes influenced by Malaysian, Thai, Indonesian and Filipino cuisines. The restaurant's bestseller is a traditional Malaysian rice dish called Nasi Goreng (P120). You can also buy homemade pickles made of fresh Baguio vegetables here in the restaurant.

13 Outlook Drive, Baguio City  
☎ 0916-444-5756 / 0999-774-6624  
Lunch - 11:00 am to 2:30 pm, Dinner - 6:00 pm; closed on Sundays  
f Chef's Home Official



Malaysian's comfort food, Nasi Goreng

## 4

Fill your stomach with sumptuous meal at a budget-friendly price

### Good Taste

A 24-hour restaurant that offers affordable yet hearty meals in generous servings. Most recommended is the Good Taste Fried rice (P115), which consists of an enormous chicken paired with fried egg. All other dishes are inspired by the Chinese and Filipino cuisines.

Otek St., Baguio City  
☎ 074-584-4326 / 584-4327 / 584-4329



Good Taste Fried Rice (P115) is served with a large chicken and a fried egg.

## 5 Enjoy nature, art, and meals all at once

### Oh My Gulay

A vegetarian-friendly restaurant that offers what an authentic organic dish really ought to be. Oh My Gulay boasts a spacious dining area dangled with unique interiors consisting of green plants and art works hanging on walls. It offers a variety of dishes whereas the only difference is that it is as organic as it can be. 'Anak ng Putanesca' (P130) is definitely a must-try, which a pasta meal topped with olive oil and tomatoes. Another one to eye on is the 'Oh My Gulay Rice' (P140) made of native brown rice with ten vegetables in season mixed with Mongolian sauce and topped with steamed tofu and omelette.

La Azotea Bldg. 108 Session Road, Baguio  
☎ (074) 446-0108 Opening hours: 11:00am to 11:00pm f Oh My Gulay



Unique interior decor



Healthy brown rice is used in 'Oh My Gulay Rice' (P140)

## 6 Enjoy authentic Chinese cuisine

### Fortune

Fortune is a successful seafood restaurant that has been up and running for 4 years. The interiors of Fortune is bright and alive with mirrors on the walls making it feel more spacious that it already is whereas it is indeed very spacious being able to cater up to 200 people. They have set meals that are good for 10-12 people, making them a popular choice to families. Their bestseller is the Prawn with Thai Sauce (P460), a great combination of enormous prawns topped with a sweet chili sauce which has gained much popularity. The restaurant accepts advance reservations to fully meet the customers' requests.

14-16 Otek St., Rizal Monument Area, Baguio City  
☎ (074) 442-9773 Opening hours: 10:00am to 10:00pm  
http://fortunebaguio.com



The Chinese restaurant has a western style interior design



Salty-sweet taste is very popular with people from all nationalities



Warm yourself up with a cup of chocolate in the cold weather

## 7 Choco Late de Batirol

There is this premium chocolate spot called Choco Late de Batirol where you can try the best tasting cup of chocolate when in Baguio. They use local cacao beans to make pure chocolate. Their delicious concoction of chocolate makes up their own signature drink that has a rich aroma with well-balanced sweetness and bitterness. For snack, it goes nicely with the coconut dessert Bibingka (P105).

Igorot Park, Camp John Hay, Baguio  
☎ 0917-877-1427 Operating hours: 8:00am to 10:00pm



Taste the delectable goodness of this traditionally blended hot cup of chocolate for only P80.

If you've never tasted a Kiwi in your lifetime, now's the perfect time to do so

## 8 Kiwi Bread and Pastry

The owner hails from New Zealand who's a big fan of kiwi, therefore, expect that the shop uses kiwi fruit in their bread and cakes. The pastries served at the shop are all freshly baked every morning. In addition, the pastries are preservative-free. A must-try is the specialty Kiwi Cake with sweet and sour kiwi sauce on the top that'll make you crave for more.

1 Torres Mines View, Baguio  
☎ (074) 422-7447 Operating hours: 8:00am to 7:00pm  
f Kiwi Bread & Pastry Shop



Try the bright green-colored Kiwi Cake for only P100 and taste a fruity delight.

Devour on a scrumptious pizza like no other

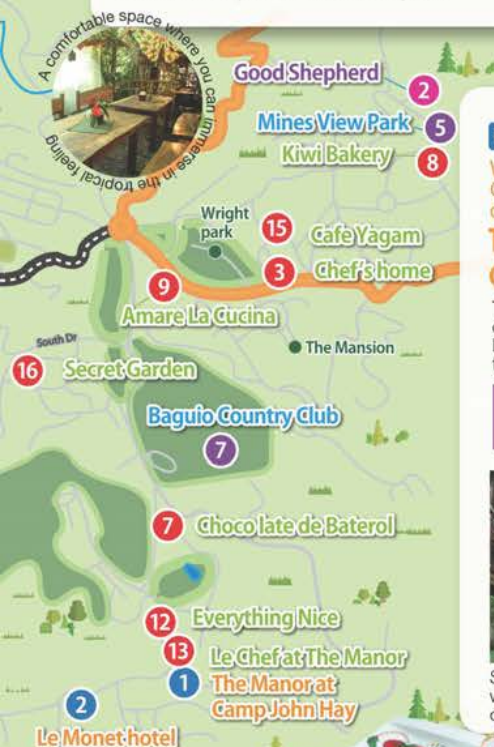
## 9 Amare La Cucina

Amare la Cucina is the most popular Italian restaurant in Baguio. In Italian, Amare means "to love" and "la cucina" means "the kitchen." Here, you can see your pizzas being baked in the oven. Amare's recommended specialty dish is its Pizza con Prosciutto (P430).

Albergo Hotel, 1 Villamore Drive, Lualhati, Baguio  
☎ 0916-332-1522 Operating hours: 11:00am to 10:00pm  
f Amare La Cucina



Tasty Pizza con Prosciutto complemented with fresh basil and olives.



What used to be a US Camp is now a hotel to delight visitors of Baguio

## H 1 The Manor at Camp John Hay

The Manor at Camp John Hay is one of the finest hotels in Baguio. For example, its Superior Room type costs P3,330.

Loakan Road, Baguio City  
☎ (074) 424-0938 to 43  
Price: P9,000 per night (2 persons/Deluxe Room)  
www.Campjohnhay.ph f The Manor at CJH



See these beautiful rooms at the Manor where you can have a picturesque view on the terrace.

Find the best place to get souvenirs in Baguio

## S 2 Good Shepherd

Purchasing products in Good Shepherd is also a way to donate to different charities as the sales generated from it will be used to help the less fortunate sponsored by the monastery. The strawberry jam costs P130 while ube (purple yam) jam is for P200.

15 Gibraltar Road Baguio City  
☎ 074 442-3865  
Opening hours 8am-5pm



There are many kinds of jams and cookies

Play at a 100-year old country club

## 7 Baguio Country Club

Baguio Country Club is a traditional golf course that has been opened since 1905. The course is exclusively for members whereas the green fee is P2,500 monthly.

Country Club Road, South Drive, Baguio  
☎ (074) 619-2050  
f Baguio Country Club



It has more than 100 years of history

Enjoy your quiet time

## 10 FOREST HOUSE

If you want a place to enjoy your quiet time in Baguio, opt for this cozy boutique hotel and bistro, Forest House. They are known for their classic Filipino dishes such as Bagnet (P190), a crispy pork belly that perfectly goes well with pickled papaya on the side. It's a must try!

16 Loakan Road, Baguio  
☎ 074-447-0459 / 074-442-1693  
Opening hours: 11:00 am to 10:00 pm (Monday to Friday); 10:00 am to 11:00 pm (Saturday & Sunday)  
http://www.foresthouse.ph  
f Forest House



Try Forest House's most popular dish: Homemade Bagnet (P190).

Its non-traditional interiors make it a great place to discover something new.

## 11 Balbacua

If you're an art lover, you'll surely fall-in-love with this place as you can peruse artworks everywhere. Furnitures and other interior accessories are all made of recycled materials as the place was made fashionable by a group of artists. When it comes to food, you can order Balbacua at Urban Kamote's specialty dish, which is a rich and tasty beef stew from Southern Mindanao.

Kiwing na Kahoy Food Kommunity, Ili-Likha Artist Village A sisumption Rd, Baguio ☎ (074) 442-0980  
Opening hours: 8:00 am to 7:00 pm (Monday to Friday)  
f Balbacua at Urban Kamote



Balbacua (P65) is slow-cooked for 6 hours and served with rice, misua or noodles

Your one-stop cafe for everything

## 12 Everything Nice

Everything seems just really nice when you dine at Everything Nice Cafe Shop and Cafe. You can never go wrong with the Baguio Longganisa Breakfast (P185) that highlights the lean and delicious Longganisa of Baguio. There's really no better way to end your meal without a cup of coffee and their self-made pastries that are sure to make your trip in Baguio unforgettable.

Ayala Technohub, Camp John Hay, Baguio  
Opening hours: 7:00 am to 7:00pm (Monday to Friday)  
f Everything Nice ☎ (63) 923-746-7399





# Excellent restaurants in Baguio

There are many great restaurants in Baguio, and we'll introduce our most favorite ones.

**13** If you're craving for some French cuisine in Baguio, check out this restaurant!

## Le Chef at The Manor

Le Chef is a restaurant located at an exquisite hotel called The Manor inside Camp John Hay. The menu includes seafood and meat dishes, pasta, salad, soup, and different varieties of rice meals. The most recommended dish is called Pan-fried Chilean Sea Bass & Canadian Scallops, which is made with courgette, mashed potato, and an excellent creamy sauce. Aside from French cuisine, there are also Filipino specialties and Asian creative combinations available, which is the reason why the restaurant can suit the needs of different nationalities. For the dessert, customers will be delighted with the generous amount of Baguio strawberries included.



The dish is so heavenly



Beautiful bright red strawberry dessert

Camp John Hay, Loakan Road, Baguio City

☎ (074) 424-0931

Opening hours: 6:00am to 11:00pm

🌐 [www.campjohnhay.ph/dining](http://www.campjohnhay.ph/dining)

& -and-entertainment.php

📱 Le Chef at the Manor

**14** Enjoy a variety of beer choices in Baguio!

## Baguio Craft Brewery

Baguio Craft Brewery offers 16 kinds of beers each day from among its 42 varieties. There are four regular fruit beers including kiwi, passion fruit, raspberry, and Baguio's trademark fruit—strawberry. The Lagud Strawberry Beer is available for P170/glass and P190/bottle. Aside from craft beers, the restaurant also provides snacks like Stinky Big Dane Burger (P400) which is made of 300g spicy beef patty. These snacks go perfectly together with the rich and flavorful beers.

Km. 4, Ben Palispis Highway, Baguio City ☎ (074) 422-5043 Opening hours: 5:00pm to 1:00am

🌐 [www.xavierbier.com](http://www.xavierbier.com)

📱 Baguio Craft Brewery



Burger and beer go well together



Six Pack Sampler Tray (P330)

**15** Discover the taste of Cordillera cuisine in Baguio!

## Café Yagam

Café Yagam is the only Cordillera cuisine restaurant in the city. The interior includes a fireplace that gives off warmth in Baguio's cold temperature and customers can feel a homey vibe while sitting on wooden and pillow chairs. This restaurant offers unique Cordillera dishes like Pinikpikan with Ettag, a smoky chicken stew with salted cured meat. Another popular dish is Pinuneg Blood Sausage (P200), which is made of pork blood that is perfectly partnered with spicy vinegar sauce. There are also different beverages to choose from, such as iced coffee, juice, and iced tea. Another must try is Café Yagam's brewed coffee as it is made of Cordillera's fresh coffee beans.

25 J. Felipe St., Gibraltar ☎ (074) 8958-5157 / (074) 6455-064

🌐 [bit.ly/cafe-yagam](http://bit.ly/cafe-yagam)

📱 Café Yagam



Black sausages taste excellent



It's perfect to read a book in a chill-out café

**16** Eat and relax in this classy Italian restaurant in Baguio!

## Secret Garden

Secret Garden is an Italian restaurant that allows customers to enjoy a tranquil atmosphere as it is located a bit farther from the busy main street. It serves popular Italian dishes like pizza and pasta. The restaurant's menu also includes soup, salad, toast, rice dishes, desserts, and a variety of beverages like wines and other hot and cold drinks. Secret Garden also serves thin-crust pizza and house specialty pasta. The recommended Seafood Cream Pasta (P290) tastes creamy and flavorful. Another dish called Quattro Formaggi Pizza (Large P580) has a rich taste of gorgonzola cheese which is perfect to partner with alcoholic drinks or with a drizzle of honey.



Seafood Cream Pasta

34 Paterno St., Southdrive Road, Baguio

☎ (074) 442-0406

7:00am to 11:00pm



The leafy entrance of the hideaway

**17** Feeling tired from all the visits in Baguio's popular spots? Take some rest at this relaxing café.

## Café by The Ruins Dua

Café by the Ruins Dua serves as the main bakery where customers can enjoy freshly baked varieties of bread. The popular homemade bread, Cinnamon Danish (P75), which has a rich flavor of butter and cinnamon is excellent to partner with whipped cream. Another specialty is the juicy duck dish called Duck Cassoulet (P340) which is served with bean cream sauce. Café by Ruins Dua came from the concept of ruins during World War II by a group of friends including Philippine National artist, BenCab. The term (Dua) means 'two' in Ilocano, which implies that this is the second branch of the Café.



Duck meat is tender and mild



The paintings create a stylish atmosphere

25 Shuntug Street, Baguio

☎ (074) 422-9804

Opening hours: 11:00am to 11:00pm

📱 Café by The Ruins

**18** Have a spoonful of Baguio's history and taste the flavor of Asia's hill stations!

## Hill Station

Hill Station is a restaurant that serves to pay tribute to Baguio's history as among the Asia's last hill stations during the Spanish and American colonial periods. This restaurant was originally a hill station built by the Americans in 1905 and was later on renovated and opened as a dining place in 2010. This restaurant offers robust dishes that blend the flavors of Asia's hill stations with the tastes of Old World Europe and New World America. One popular dish is called Smoked Paprika Roasted Salmon (P520) which is tasty and tender paired perfectly with mashed potato. There are also a variety of drinks and wines to select from that goes well with your chosen dish.

#1 Casa Vallejo, Upper Session Road, Baguio ☎ (074) 424-2734

🌐 [hillstationbaguio.com](http://hillstationbaguio.com)

📱 HillStationBaguio

Opening hours: 7:00am to 11:00pm



The salmon has elegant flavour, which goes well with wine



Enjoy your graceful dinner in the rustic restaurant



# Hotels in Baguio

Choose from luxury to cheap accommodation.

**H** Stay in the premium tourist spot in the North

## 2 Le Monet Hotel



LE MONET HOTEL. Experience luxury, comfort, and style on your stay.

Situated at a strategic location in Baguio, Le Monet Hotel is found at The Manor Camp John Hay which is positioned in a quiet area. Away from the busy metro, you can hear the chirping of birds that lets you get that serene vibe. Its relaxing ambience makes a great hideaway from the busy district. When it comes to their room accommodation, Le Monet offers spacious rooms to its guests. All the guests are welcomed with rooms that have comfortable king-sized beds, and the room temperature can be kept at a moderate temperature naturally because of the cool Baguio climate. From the balcony, you can get great scenery of the lush green forest. The complex is fully equipped with a fitness gym, a heated swimming pool, and free Wi-Fi. You can enjoy the breakfast buffet with plenty of Baguio vegetables for P1,250 extra. You can also enjoy horse riding near the hotel. In just the hotel itself, you can do a lot of things you will surely enjoy as you spend your vacation. With Le Monet hotel, you can experience the nice feeling of being surrounded by nature where you can forget the noise of the city.

Ordonio Drive, Camp John Hay, Baguio City, Philippines 2600  
 ☎(074) 661-0202 Check In - Check Out at 12pm to 2pm  
 🌐http://lemonethotel.ph  
 📱LeMonetHotel



See the vast landscape of Baguio Pine trees as you unwind in your staycation.



If you want to get the best of your stay in Baguio, go for deluxe rooms.

**H** Feel at home on your stay here in Baguio.

## 3 CHAYA

Transient homes are very popular in Baguio, and one of the most famous bed and breakfast establishments here in Baguio is Chaya. Owned by a Japanese, it is quite popular because of the great quality of service and affordable price. Their transient place is priced for only P2,200. Aside from that, it is also a bistro that offers authentic Japanese cuisines.

Check In - Check Out at 12pm to 2pm  
 72 Legarda Road, Baguio City ☎074-424-4726



Experience convenience here at Chaya Bed and Breakfast in Baguio!

These people helped us with the feature:



**Mr. Yuji Sasaki**

He belongs to the Japanese Association in Northern Luzon (JANL). He is a multilingual working as a corporate warrior and is also an actor.



**Ms. Sonoko Taguchi**

Owner of Japanese restaurant CHAYA in Baguio. She has been living in the Philippines for 21 years.

### MORE RECOMMENDED HOTELS:

◆The Manor at Camp John Hay Loakan Road, Baguio  
 TEL: 074-424-0931

◆Hotel Elizabeth 1 J. Felipe St. Baguio TEL: 02-912-2691

◆City Center Hotel 45 Session Road Baguio TEL: 074-422-3637

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# Philippine Primer launches its English version this April!

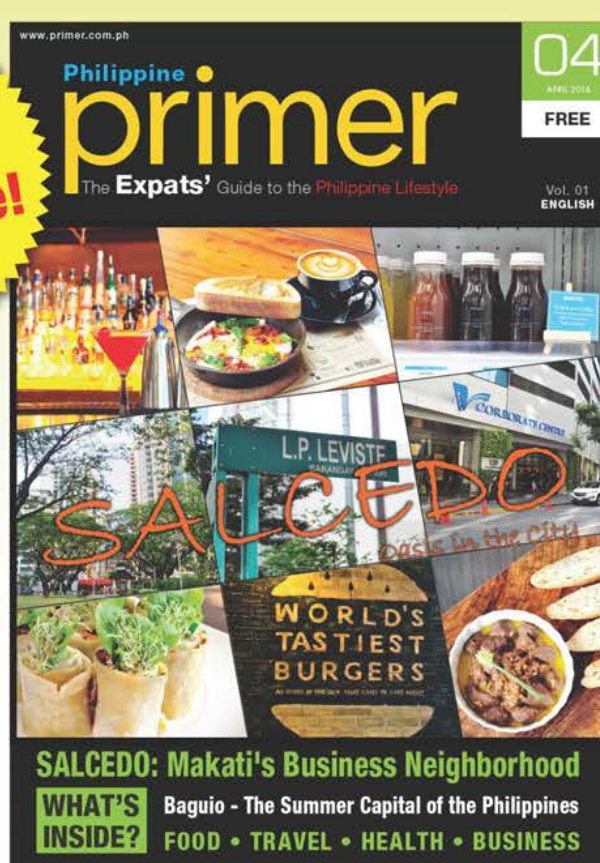
**FREE Magazine!**

Primer has been trusted by the Japanese community for its experience in the field. It serves as a bridge for expats to get to know more about the Philippines. Now, Primer expands its horizon by catering to expats not only in the Japanese community, but also to other English-speaking communities as well.

Primer is circulating **12,000** magazine copies per month

## Primer is constantly expanding its distribution area:

- Restaurants
- Convenience Stores
- Golf Club
- Embassies and other foreign associations
- Selected coffee shops
- Residences
- Hotels



## Advertise in our Magazine!

### 2 reasons why Philippine Primer is an effective marketing tool:

- ① It is a FREE monthly magazine that provides information and lifestyle guides targeted for expats living in the Philippines and Class A and B Filipinos.
- ② Through Philippine Primer's website ( primer.com.ph ) and its social networking sites, it can help promote the client's business and events.

## Be our distribution point!

### 4 reasons why you should be one of our distribution points:

- ① Be among the first to find out about the restaurant openings, travel destinations and other lifestyle happenings for free.
- ② You can share it with your officemates and foreign friends.
- ③ It can attract more customers to visit your restaurant.
- ④ No need to worry about costs, as the magazine and the delivery are FREE.

### Contact us:

Look for Ms. Czarina / **02-818-1111**  
02-808-2163, 02-836-8381

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Legaspi Village, Makati City

### ✉ information@primer.ph

For application as a magazine distribution point, please email us the following information:

- Subject: Office Delivery
- \*Content

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- ② Address
- ③ Number of magazine copies

- ④ Tel.
- ⑤ Contact Person

## WHAT'S INSIDE?

- ◆ Every month, it provides the most recent information and trends in Metro Manila. It covers hot topic events, newly opened stores, and fresh scoops of information.
- ◆ Philippine Primer features the best spots, hotels, restaurants and activities in the country that will surely make your travel unforgettable!
- ◆ Read interviews with successful businesspersons in the Philippines.
- ◆ We have the latest updates of your favourite restaurants in the metro.

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We are looking forward to hearing from you.**



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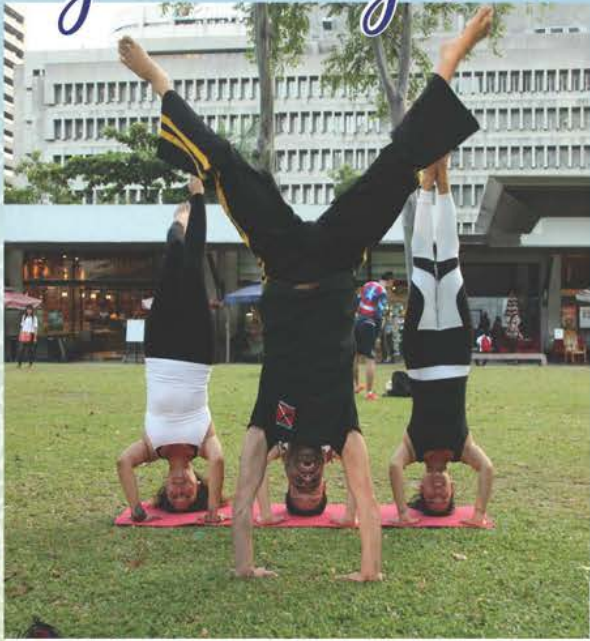


# Acroyoga: A Fun Way to Stay Fit

Yoga is something that we're all familiar with: a discipline that involves breathing techniques, a myriad of poses, and meditation. It's one of the go-to exercises for expats, but it's usually done alone if you do it at home. Instead of going to Yoga studios or "forcing" someone to try it out, why not try Acroyoga?

Acroyoga is a way of practicing yoga unlike anything you have ever seen. It involves three main elements: acrobatics, yoga, and healing arts. Founded by Jenny Sauer-Klein and Jason Nemer in 2003, it was brought to Philippine shores by Christopher Ekelund and Lisa-Marie Nilsson in 2013. What started out as a class at Yoga Plus Makati is now a full-scale community of practitioners (or "monkeys") called Acroyoga Manila.

Acroyoga has three parts: Solar Practice, Lunar Practice, and Yoga Philosophy. Pier Lim, one of Acroyoga Manila's core members, says the acrobatics part "is known as the Solar Practice, while the healing art is known as Lunar Practice."



Pier Lim, one of the core members of Acroyoga Manila, says... **"Acrobatics is known as the Solar Practice, while the healing art is known as Lunar Practice."**

It's really not that hard, says Jan (flyer) and Sheyla (base).



**Free star**

Solar Practice is what people see: two people (a Base and a Flyer) doing seemingly impossible poses while a third person (called a Spotter) makes sure everything is safe. This is the active side of Acroyoga, where bone stacking, balance, and trust play vital roles in making sure you fly without worries.

**BEST POSE OF THE DAY.** It's extremely relaxing to have your spine stretched by nothing more than gravity



**Folded leaf**

Lunar Practice consists of Thai massage techniques that are best done either as the Base or as the Flyer, known as therapeutic flying. Once done, the Flyer can then give the Base's legs a massage once she (or he) comes down. Both practices are linked by Yoga Philosophy, emphasizing humility, dedication, and devotion.

Wondering if it can be done at home, even by complete beginners? Everyone answered with a resounding YES. "We won't force you to do something we know you can't do... yet," says Sheyla. "The poses can be done at home, but we suggest joining us so we can teach you", added Jan.



**THE BIRD.** The basic pose that all Acroyoga beginners go through.



**REVERSE BIRD.** It's as the name implies.



**THRONE.** Sit like a queen, king, prince, princess...

## Benefits

Acroyoga's benefits are similar to what you'll get if you practice Yoga, gymnastics, or any other exercise: you'll be stronger, leaner, and a lot more fit thanks to the cross between yoga and acrobatics. But, as Sheyla puts it, "it's really how much fun you end up having that keeps you coming back."

If you want to experience Acroyoga, you can join Acroyoga Manila's jam sessions at the Ayala Triangle Gardens every Wednesday, 8 p.m. or Sunday, 4:30 p.m. Jam sessions are free. All they ask is you bring a sense of fun and be in your most comfortable workout gear. Don't forget to like their Facebook page Acroyoga Manila or join their Facebook group Acroyoga Manila.



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# HEALTH HACKS FOR A HAPPIER HOME

presented by **SHARP**



**My child has trouble sleeping at night because of her nocturnal asthma attacks. What can I do to help her sleep better at night?**

**Asthma symptoms such as wheezing, shortness of breath, and coughing usually get worse during bedtime, for a number of reasons. Being in a reclining position increases our vulnerability to airborne allergens, and even sleeping in an air-conditioned room may aggravate asthma symptoms because cool air can remove moisture in the airways. However, that does not mean you have no choice in the matter. Aside from taking the proper medication prescribed by your doctor and managing it by using a peak flow meter (I'm sure you're familiar with all of these!), here are two ways to help you make your child's bedroom conducive to a healthier and more restful sleep:**

## KEEP THE MATTRESS AND PILLOWS ALLERGEN-FREE

Changing the bed sheets regularly is not enough. Dust mites can still be clinging on to your mattress.

Now, what are dust mites, exactly?



### WHAT YOU NEED TO KNOW ABOUT DUST MITES

- Dust mites are all over your bed, pillow, carpet, and sofa
- Up to 10 million dust mites may be found in one mattress.
  - They are invisible to the naked eye
  - They can live up to 2 to 3 months
    - They live on dead skin cells
- Female dust mite spawns up to 120 eggs in a lifetime
- They cling to fibers on textile which is how they resist being vacuumed
  - They produce up to 5000 pieces of excrement
- Their remains and excrements are allergens

International Hygiene Home Truths Study, The Hygiene Council, 2014  
American Lung Association  
University of Kentucky Entomology

Dust mites themselves are not dangerous, but their remains and excrements are some of the most common allergens in any household, so it's crucial to get rid of them right from the very start. Don't just rely on any old vacuum cleaners. Vacuum cleaners can usually blow out some particles in the air, dispersing more allergens in the process. Get a dedicated mattress cleaner like the Sharp Plasmacluster Mite Catcher – a portable and easy to use device equipped with Heat & Clean Function, Plasmacluster Ion Technology, and Cyclone Suction.



EC-HX100P-S



### PLASMACLUSTER MITE CATCHER

Heat & Clean Function

Now what do those features do? You see, what makes the Mite Catcher unique is that it is specifically designed to get rid of dust mites in the most efficient way possible. It starts with the Heat & Clean Function, which releases heat of up to 60°C. This temperature is just hot enough to remove dust mites that cling on fibers. The heat also helps sanitize the mattress – helping to get rid of bacteria and microbes that cause odor on the mattress. Plasmacluster Ion Technology then

releases positive and negative ions which also help in sanitizing the textile surface by deactivating the bacteria, microbes, and odor molecules that have accumulated in there. The allergens and other particles are then captured by the strong Cyclone Suction. Its centrifugal suction makes sure that it doesn't blow particles out in the air. What's even better is that it can be used on other textile surfaces such as pillows, sofas, and car seats. It's also very easy to use and clean.

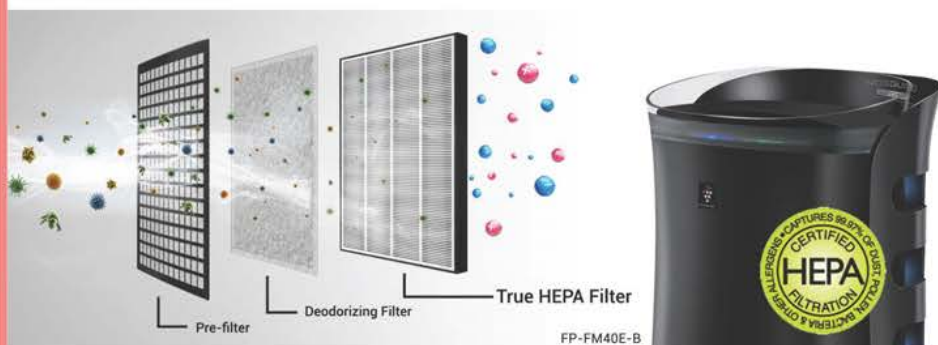


## USE A TRUSTED AIR PURIFIER WITH TRUE HEPA FILTER

One of the best ways to manage asthma attacks is by eliminating harmful threats in the air. These include the most typical asthma triggers, such as dust, pollen, pet dander, smoke particles, and molds. No matter how clean your house is, it can still be susceptible to these asthma triggers that no amount of cleaning, dusting, and vacuuming can remove. The best weapon against them? A Sharp Plasmacluster Air Purifier with True HEPA Filter.



Plasmacluster Air Purifiers are certified effective in helping prevent asthma attacks at home. Equipped with Plasmacluster Ion Technology, it releases positive and negative ions which deactivate the effects of many asthma triggers such as dust mites, and clears static electricity to prevent allergens such as dust, pollen, and pet dander from accumulating indoors. The power of positive and negative ions is supplemented with the efficiency of True HEPA Filter, which captures 99.97% of particles as tiny as 0.3 microns.



Not quite sure whether PCI is just too good to be true? Perhaps a Seal of Approval from the British Allergy Foundation will convince you of PCI's effectiveness.



[allergyuk.org](http://allergyuk.org)

## GLOBAL ASTHMA STATISTICS

**334 MILLION PEOPLE AROUND THE WORLD SUFFER FROM ASTHMA**

ASTHMA IS ONE OF THE MOST PREVALENT DISORDERS AROUND THE WORLD.

**14%**  
of children worldwide have asthma symptoms.

Biggest effect on children ages 10 to 14 and elderly ages 75-79

### ASTHMA IN THE PHILIPPINES

10.7 million people in the Philippines are asthmatic or experience asthma symptoms

2.48% of total deaths in the Philippines is caused by ASTHMA

#### PREVALENCE OF ASTHMA

1 out of 10 Filipino adults  
3 out of 10 Filipino children

#### Did You Know?

Some people outgrow asthma, but most people do not. This respiratory disorder is one of the most prevalent among children and adults worldwide, and if disregarded, may lead to other more serious conditions. It is highly preventable, though. One of the ways to prevent asthma occurrences is to have a Plasmacluster Air Purifier indoors. Plasmacluster ions deactivate the effects of many asthma triggers such as dust mites, and clears static electricity to prevent allergens such as dust, pollen, and pet dander from accumulating indoors.

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# Business Talk

An interview with the top executives in the Philippines

Get a first person point of view when it comes to business!

**UNI  
QLO** 27 UNIQLO stores in the Philippines

*In June 2012, UNIQLO opened its first store in the Philippines located at the SM Mall of Asia. Now, with 27 stores under their wing including two stores opened in Cebu in 2015, we ask the COO of Fast Retailing Philippines Inc. Katsumo Kubota about his insights with regards to doing business in the Philippines and UNIQLO being a staple name in clothing.*

The first UNIQLO stores in Cebu opened last October and November and that's 27 stores in total, already in operation. It seemed like everything went well, do you think so too?

The human resources development went very fine. Right now, there are 27 stores. Among them, 26 stores have been operated only by Filipino employees, including store managers. "The professionals of Uniqlo" were trained with care.

The thing that didn't go smoothly enough is our slow growth. Three years have passed since we launched a business in the Philippines, but we still can't keep up with the pace of market's growth and its expansion.

I feel that we could have done better preparation in advance for any possibilities. We are trying to map out the better strategy, and right now, Uniqlo's head office in Japan and UNIQLO Philippine members are working together to accelerate.

**What items and services of UNIQLO do you want the Filipino customers to enjoy?**

Uniqlo's clothing is "LifeWear". We provide clothing that makes people's "life" better. We have a strong grasp of truly great clothing to all people, and the most important thing is how we can pass on the true meaning of the top global fashion brand, Uniqlo, here in the Philippines.

While UNIQLO is on its way to globalization,



you mentioned in one of your interviews that there is room for localization such as having communication with the customers. What do you think about it now?

There are two sides to localization: rational and sensory. For rational, we aim to practice a business development suitable for climate, calendar, and social infrastructure. For example, in the Philippines, summer clothes can be sold throughout the year so we should improve summer merchandising. Christmas season is very lively despite the infrastructure, communication, and transportation being not as developed. These points can be explained logically, not by intuition. Also, the language barrier, even if we want to convey the same thing, it becomes different when it's translated. If we translate Japanese letters directly into English, they may get to people in a different way. So, we are careful on communicating by phonetics or icons.

**What is the trend for Filipino taste?**

Regardless of the colour, summer items sell well and believing that Filipinos like flamboyant clothes, the fact remains that basic colours are standard for them. In the Philippines, it often happens that three-generation families go shopping together. We are conscious of our product line up so that the whole family members can enjoy shopping. Moreover, Filipinos choose bigger sizes, so XL-sized items sell well, but that doesn't mean Filipinos are all chubby.

**If you compare with other countries, what are the benefits of doing business in the Philippines?**

It is definitely the potential of the market. The population is 100 million right now and still increasing. Plus, the young population and middle class are growing, so that will be a great advantage. It's because the population is proportional to the amount of the proceeds in the apparel business. Since the number of births is more than 2 million a year and the middle-class population increases between 2.6 and 2.7 million per year, it will be 5 million in 2 years—which is the same as the population in Singapore. There will be a great opportunity if we will be able to cater to those middle-class customers.

**How would you like to develop the business in the Philippines in the future?**



Katsumi Kubota / COO; FAST RETAILING PHILIPPINES, INC.

The key words to develop our business are digitalization and globalization. The development of digital communication through smart phones in the Philippines is an eye opener. Smart phones were going on sale only about 5 million domestically until a year ago, but it can be approximately 10 million this year. With the current price-range, they became easily available. In the future, we'll put more effort into interactive communication with customer through digital mobile and e-commerce. Also, we are planning on increasing e-commerce sales ratio to 30% in 3 years worldwide.

**How do you spend your free time?**

I usually watch movies, read books, and do some sports in my free time. Movies provide me an emotional richness, books enrich my knowledge, and sports give me full of vitalities.

**Could you tell us your own visions and dreams?**

I'd like to do something to be enjoyed by people in the Philippines. To be honest, I'd like to live in Philippines for the rest of my life. For the past 27 years in my career, I've been stationed outside of Japan. The Philippines is my 8th country, this is definitely the best country in the world for me.

## ● UNIQLO

Katsumi Kubota

COO; FAST RETAILING PHILIPPINES, INC.

Born in Tokyo, Japan in 1963, Katsumi Kubota received overseas training in Brazil during his college years through Ashinaga Foundation. He then joined the YKK Corporation in 1987 and worked in Brazil, USA, Mexico and Singapore for a total of 19 years. After joining Uniqlo in 2006 he was able to work in Vietnam, Bangladesh, Russia and was finally assigned to Manila in April 2012.

## Favorite Words:

From Mathew 5:13-16 "You are the salt of the earth. But if the salt loses its saltiness, how can it be made salty again?" No matter where I am in the world, I believe I can do something useful for the people.





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## LUZON

6 hours  
BAGUIO

MANILA

ILOCOS  
1 hour

1 hour  
LEGAZPI

1 hour  
LEYTE

CEBU  
1 hour

1.5 hours  
PALAWAN

1.5 hours  
DAVAO

VISAYAS

MINDANAO

## Philippines



### Intramuros / Roxas Boulevard

A historical place called "The Walled City" is known for having the most beautiful sunset in the Philippines



Malate

P. 36

Pasay P. 37



### Makati

The headquarters to most of the multinational corporations in the Philippines as well as the country's biggest commercial firms and BPO companies



### Alabang

The laid-back city in the south of Manila  
The location of upscale villages and commercial establishments

## Metro Manila

Manila is located in the center of Luzon, which is the biggest and the most populous island in the Philippines. The Philippines is a tropical island and has only two seasons: the wet and dry seasons. The dry season starts in late November and ends in May. The rainy season starts in June and lasts till October. September and October are often the typhoon seasons in the Philippines. The Philippines ranks number 12 in the list of countries by population. Metro Manila, also known as the National Capital Region, includes urban cities such as Manila, the capital city of the country; Quezon City, the largest city in the Philippines; and Makati, the developed business district. Other cities are Pateros, Caloocan, Las Piñas, Makati, Malabon, Mandaluyong, Marikina, Muntinlupa, Navotas, Parañaque, Pasay, Pasig, San Juan, Taguig, and Valenzuela.



### Quezon City

The largest city in the Philippines  
The hub of information technology and entertainment industry in the Philippines.

### Eastwood

A modern area in Quezon City.  
A commercial and residential developed by Megaworld Corporation.



### Greenhills

Is like an indoor/outdoor flea market in Quezon City  
Here you can find good items in a very reasonable price!



### Ortigas

Is a financial and central business district located at the boundaries of Pasig, Mandaluyong, and Quezon City. It also houses the biggest mall in the Philippines, SM Megamall.

### Fort Bonifacio

The newest land development in the country and the location of international and local companies. A former military base for foreign and Filipino forces, it now houses a lot of nationalities.



Caloocan City (North)

Valenzuela City

Quezon City

Navotas City

Malabon City

P. 39

Caloocan City

Marikina City

Manila City

San Juan City

Mandaluyong City

Pasig City

P. 35

Makati City

Pasay City

P. 32-33

P. 34

Pateros City

Taguig City

Parañaque City

Las Piñas City

Muntinlupa City

P. 86





## Railway Route in Manila







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**Legend:**

Green: Distribution  
Orange: Travel  
Red: Food  
Violet: Beauty  
Blue: Business  
Blue Green: Study

**MAKATI CITY**







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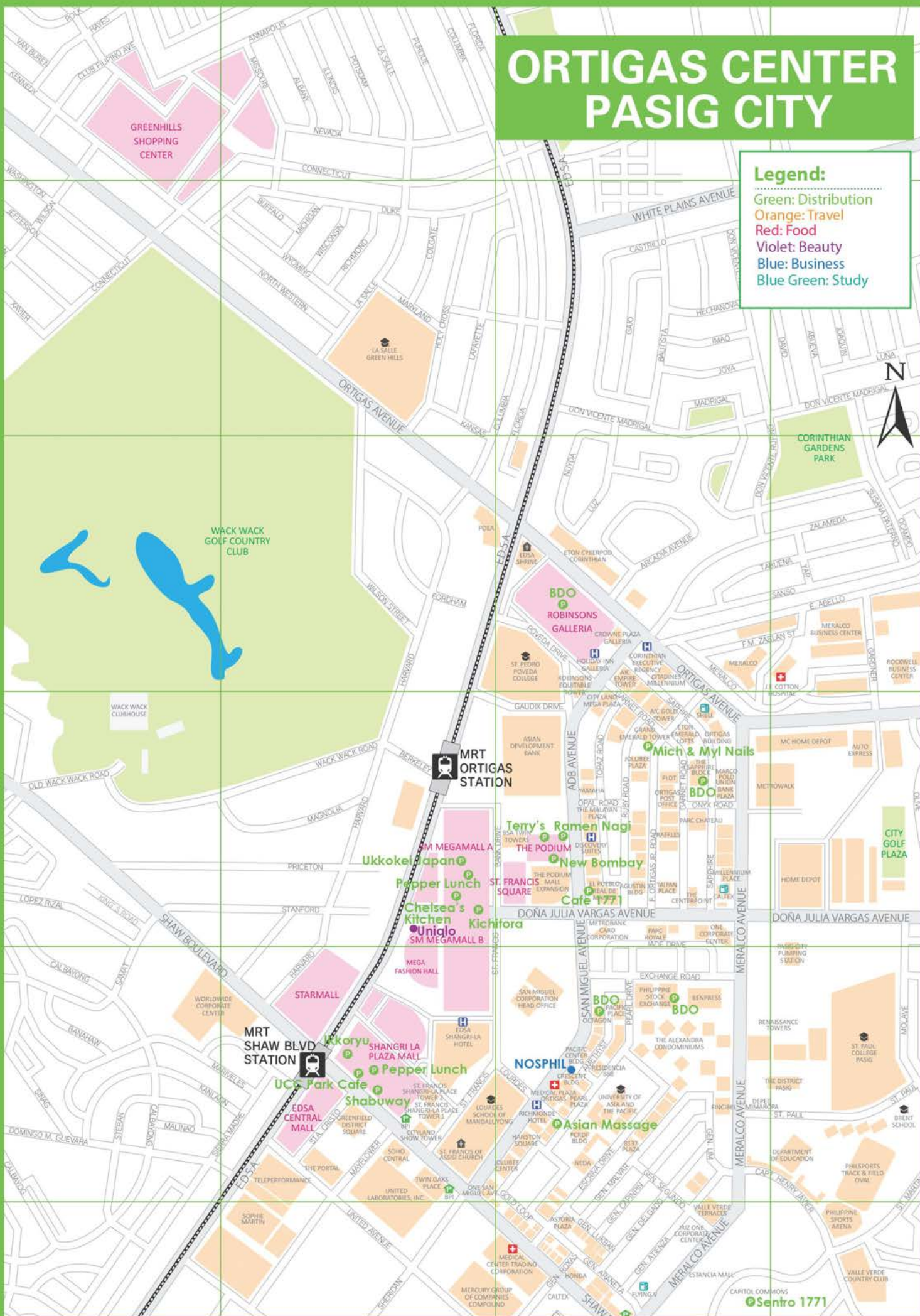
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# ORTIGAS CENTER PASIG CITY

## Legend:

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Orange: Travel  
Red: Food  
Violet: Beauty  
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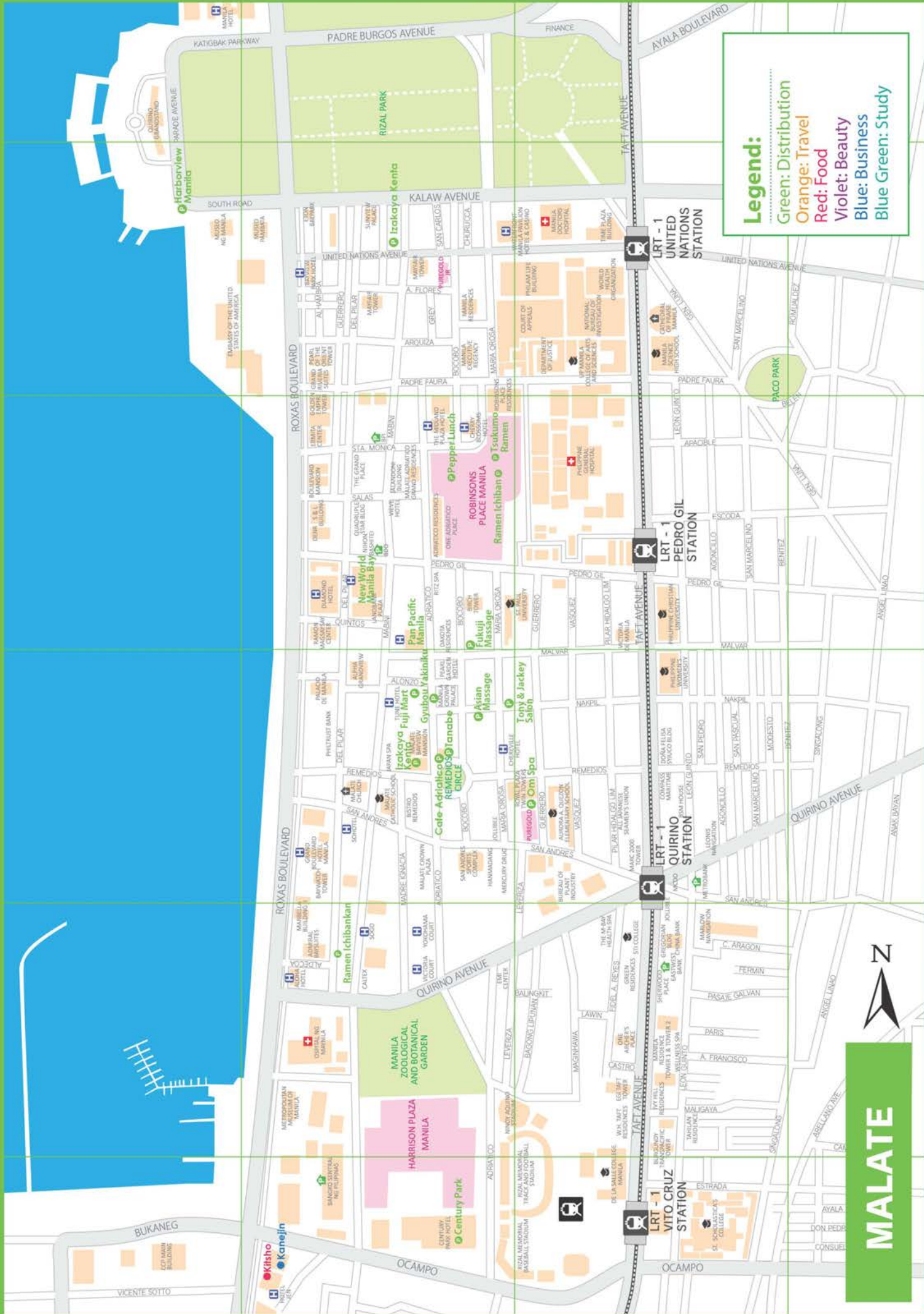
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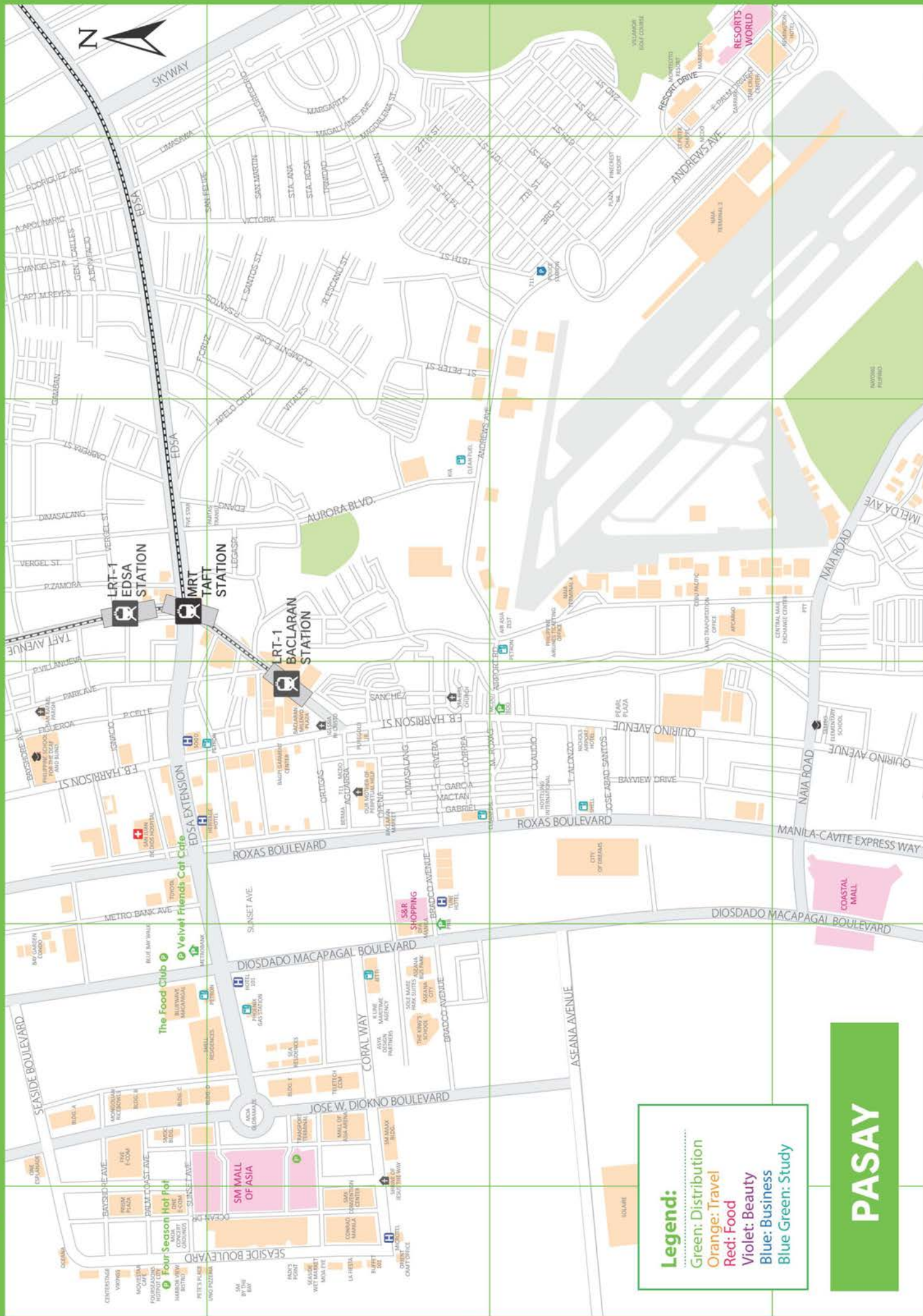
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**MALATE**



100 M







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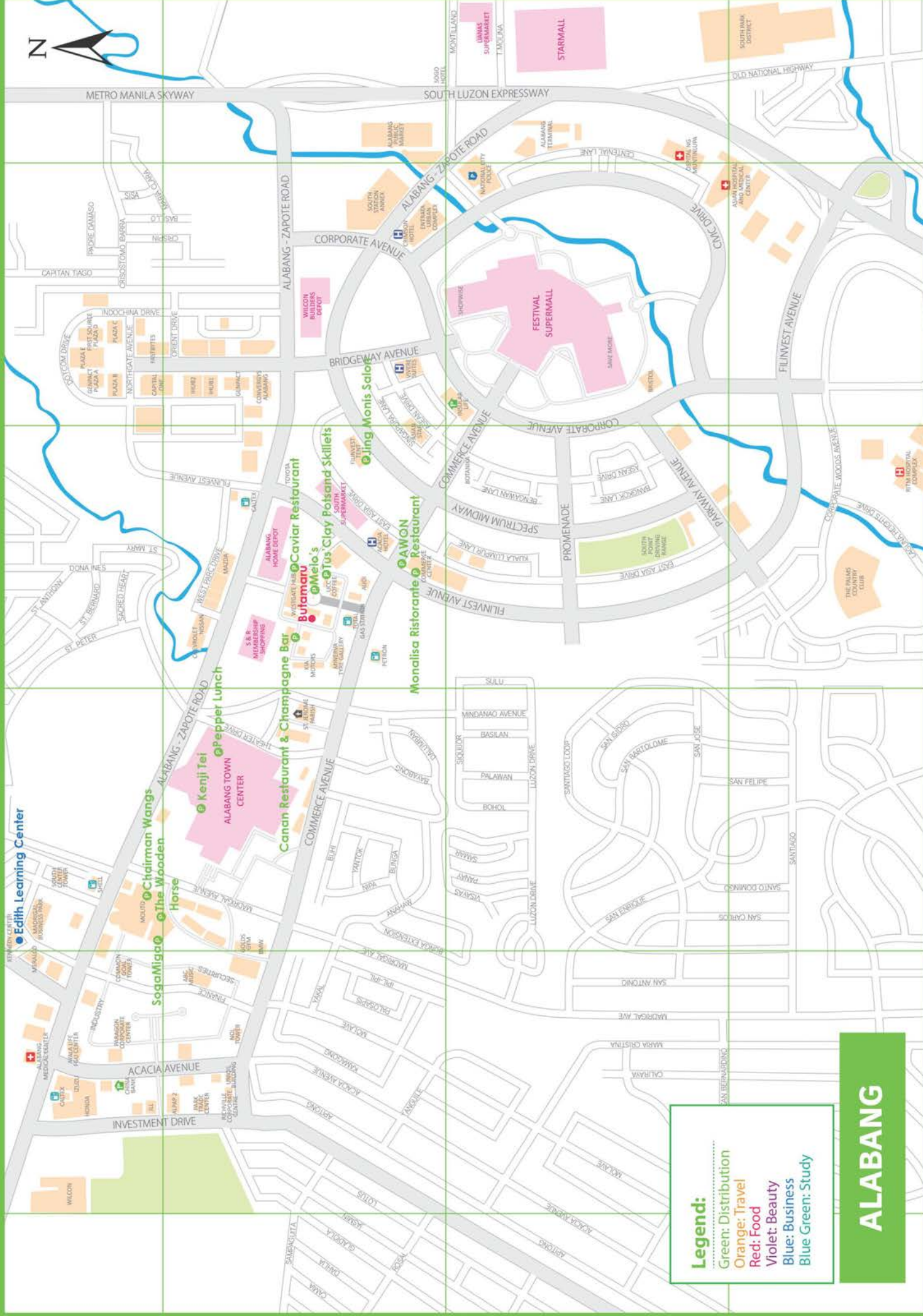
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Green: Distribution  
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 Blue: Business  
 Blue Green: Study

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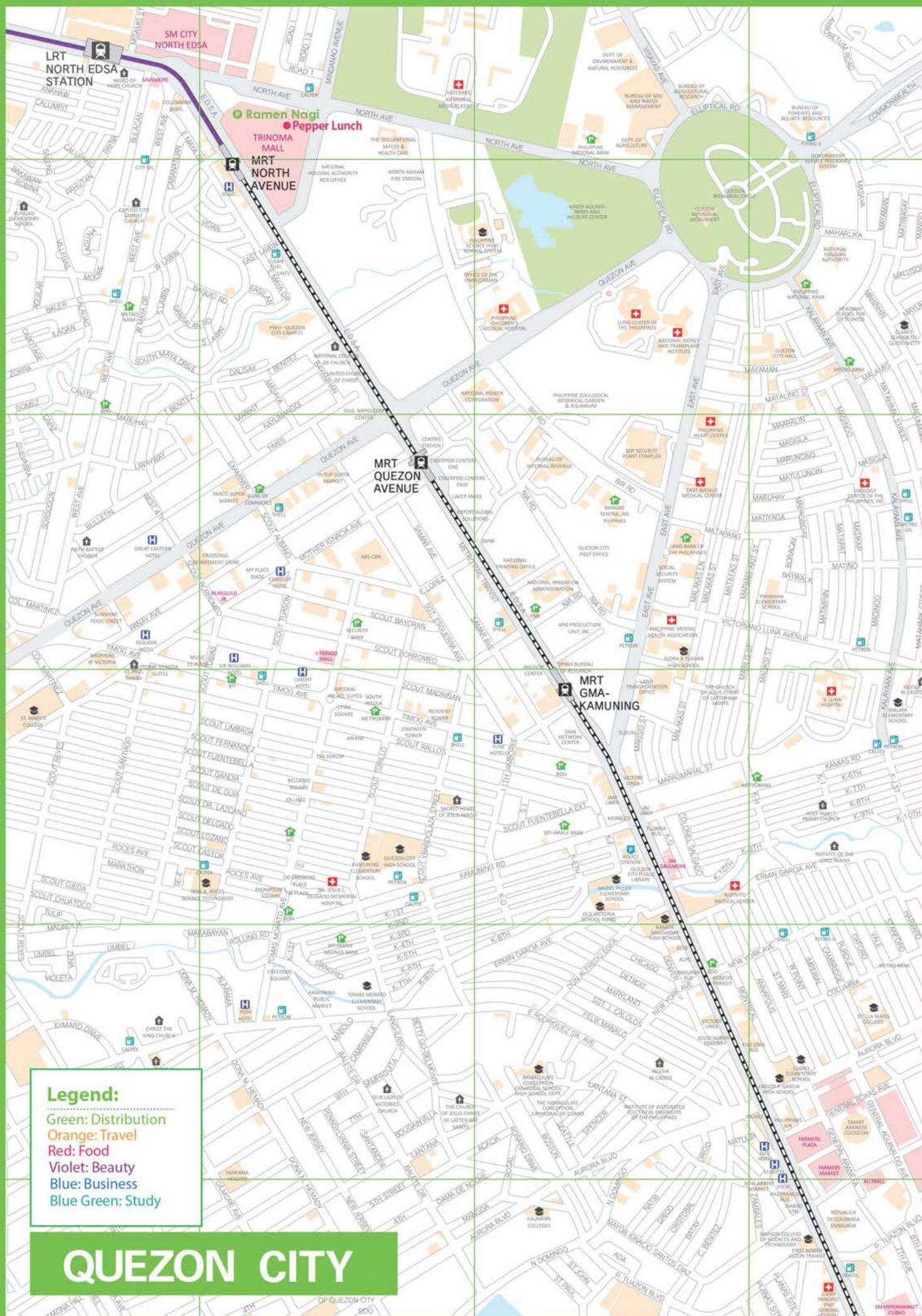


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# What's New in the Metro!

## Now Open!

### Ichiba: Japanese Market

There are a lot of Japanese restaurants in the country, but none are quite like Ichiba: Japanese Market at Newport Mall. Ichiba: Japanese Market is the first Japanese Seafood Market Concept restaurant to hit Philippine shores. Taking its cue from the wholesale Tsukiji Fish Market in Tokyo, the very popular Kuromon Ichiba in Osaka (known to the locals as Gastronomie), as well as Kyushu's and Hokkaido's multitude of seafood, Ichiba: Japanese Market will surely redefine your dining experience. From the time you enter the restaurant, you'll feel like you've been transported to the streets and markets of Japan. Price range is from P200 to P400 per person.

2nd floor of the Newport Mall in Resorts World Manila. They're open daily from 11 a.m. to 11 p.m.



### The Biggest Hot Air Balloon Festival in Southeast Asia April 14 - 17, 2016

#### Lubao International Balloon Festival

The biggest hot air balloon festival in Southeast Asia is happening on April 14 to 17 in Lubao, Pampanga. Lubao International Balloon Festival will feature local bands and there will also be fireworks display, bazaar, food festivals, aerial show, and more. Balloon rides will be available for anyone who wishes to touch the sky or fly with the birds even for a little while. The morning flights will be from 5:30 am to 7:00 am and 4:00 pm to 5:00 pm, depending on the weather conditions and the wind. The gates will open as early as 4:00 am, so be there early for there will be a lot of activities waiting for you.

Address: Pradera Verde, Prado Siongco  
Lubao Pampanga



Photo grabbed from Lubao Festival Facebook page

### World Street Food Congress 2016 April 20 - 24, 2016

#### Food Street Congress

Led by popular American chef Anthony Bourdain, Indonesian culinary expert William Wongso, and KF Seetoh, Singapore's most prominent street food expert, the World Street Food Congress (WSFC) promises to bring the best of heritage street food culture from all over the globe. WSFC seeks to preserve, professionalize, and imagine new possibilities for street food through its three events: The World Street Food Dialogue (April 20 - 21 at Federation Drive and 9th Avenue) gathers some of the world's most influential movers, thinkers, food gurus, and advocates, in order to advance ideas in making the WSFC's pillars a reality; The Jamboree (April 20 - 24 at 7th Avenue and 25th Street) which is the main attraction of the event, with 24 street food masters from up to 10 countries: a showcase of the world's best in street food; The World Street Food Awards seeks to recognize the best in street food culture through 5 categories: Best 20 Street Food Masters, Best Street Food City, Best Street Food Concept/ Restaurant, Best Writer/Commentator/Blogger, Best Publication).

Address: Bonifacio Global City, Taguig City



### Mother of all Fiestas April 23, 2016

#### Aliwan Fiesta

Dubbed as the "Mother of all Fiestas," Aliwan Fiesta showcases the Filipino culture through the gathering of the diverse cultural festivities in the Philippines. With "Aliwan," meaning "entertainment," a myriad of performers from Luzon, Visayas, Mindanao, and tourists from other countries come to celebrate the grand fiesta that occurs every summer in the Philippines. Organized by Manila Broadcasting Company (MBC), Cultural Center of the Philippines (CCP) and Manila and Pasay cities, the event takes place in Pasay as the annual fiesta draws together the different participating cultural festivals in the country.

This celebratory and commemorative event highlights the Filipinos' creativity and talent as street dances, float parades, and beauty pageant comprise the festival. Side events such as bazaars that promote local products, photography contests, interschool dance competitions, Filipino street games, and fireworks display also take place in the 3-day event as prizes totaling to P3 million is at stake for the winners of all events in the grand fiesta.

Address: CCP Complex, Roxas Boulevard, Manila



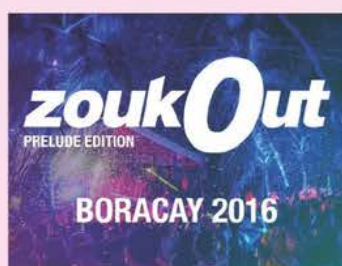
Photo grabbed from Aliwan Fiesta Facebook page

### Prelude Edition / Boracay April 30, 2016

#### Zoukout 2016

Philippines, get ready to dance your heart out because Zoukout Prelude edition 2016 will grace the white sandy beaches of Boracay on April 30 - May 01, 2016. For the first time, Zoukout will be crossing seas and hold the party other than Singapore and it is rumoured that they might be planning another event in Hong Kong as well. Tickets are already on sale and line up includes DJ Ghetto, Dubvision, MMXJ and so much more. Zoukout is a yearly event and it is one of the most celebrated rave parties in Asia. Last year, the party was held in Sentosa and it lasted for 12 hours on their moon stage from 8pm to 8am the next day. Now that's something to look forward to!

Address: Station 2, Boracay, Aklan



### Ang Kiukok: The Golden Years (1954 - 2004) March 2, 2016 - June 26, 2016

#### Ang Kiukok

The Ayala Museum presents to you the exhibit of National Artist, Ang Kiukok's artwork. 50 of his artworks including paintings, ceramic vases and plates will be showcased in Ang Kiukok: The Golden Years (1954- 2004). The exhibit opened last March 2nd, just in time for the artist's 85th birthday and it will close at June 26th, 2016. The artworks in display were personally chosen by the artist's son, Andrew Ang who also became the exhibit's guest curator.

The show is presented in three different parts, representing the early, middle and late period of Ang Kiukok's career and most of the objects that are in the show have never been documented or publicly exhibited before. This includes the black and white coloured works from the private collection of the late National Artist. This is presented under Ayala Museum's Images of Nation exhibition series that launched in 2010 that aims to highlight the extraordinary vision and formal excellence from the country's National Artist.

Address: 3F Ayala Museum Galleries, Ayala Museum, Makati Ave cor Dela Rosa st, Greenbelt Park, Makati





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