

# Philippine primer

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

Vol. 11  
ENGLISH

A Beginner's Guide To Filipino Food

## THE BEST OF FILIPINO cuisine



**Plus! SPECIAL FEATURE:**

Valentine's Day Gift Ideas  
for Him and Her



## Travel back in time to the historic city of Vigan

**WHAT'S  
INSIDE?**

Take a peek into the lush lifestyle of a Filipino socialite in the special feature called *Home of the Hour*

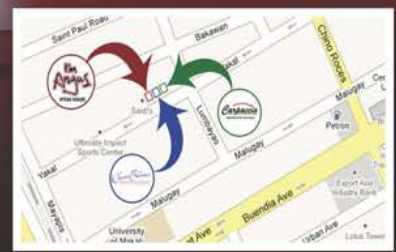
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# DEHYDRATION

is one of the main causes of

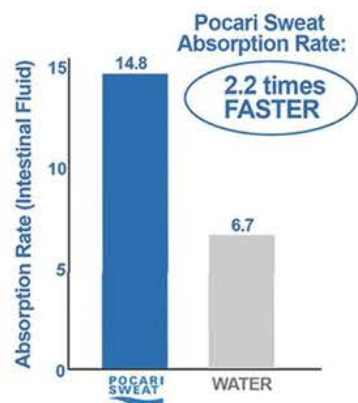
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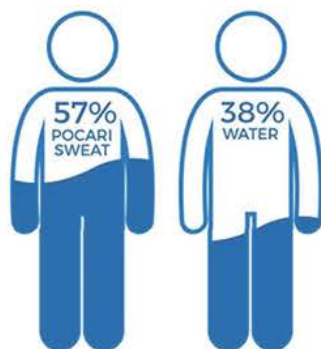
Pocari Sweat contains balanced electrolytes for quick absorption.



Reference/Source: Morita, M. et al. Journal of Clinical and Experimental Medicine (DOAJU NO AYUMI), 145, 773-774, 1998.

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Pocari Sweat effectively maintains the right fluid balance in our bodies to keep us hydrated longer.



Reference/Source: Modified from Aviation, Space and Environmental Medicine 2004; 75: 500-504



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[www.pocarisweat.com.ph](http://www.pocarisweat.com.ph)



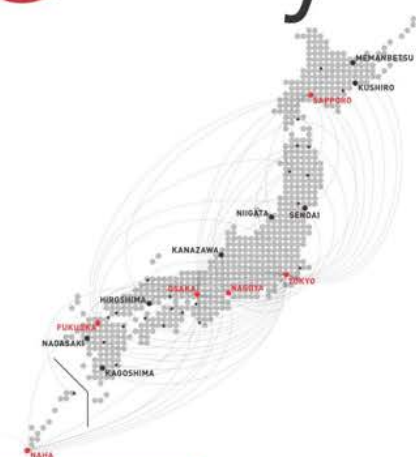


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|                          | JL742      | 14:35     | 19:45   |
| TOKYO (NARITA) TO MANILA | FLIGHT NO. | DEPARTURE | ARRIVAL |
| DAILY                    | JL741      | 9:20      | 13:25   |
|                          | JL745      | 18:10     | 22:15   |

Guide to Japan



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4



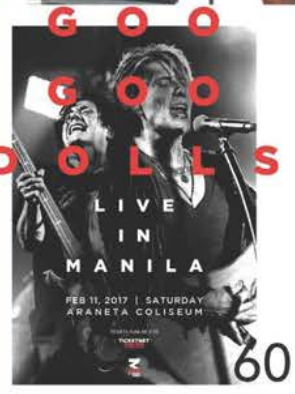
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### Feature of the Issue

It is a special month for all travellers and lovers! To make it more meaningful, see what we've got in store for you this February.

**STREET** – Philippine Primer featured some of our favourite Filipino food. Discover the rich and vast culinary scene this country has to offer. Be an expert on what to eat and where to get them by stashing this issue for whenever you feel like eating Filipino food.

**TRAVEL** – Vigan, Ilocos Sur never fails to amaze visitors thanks to its timeless wonder. From restaurants that serve authentic Ilocandia dishes to churches that have stood the test of time, the city of Vigan will astound and amaze anyone who walks on its cobble steps. Get to know the best places to stay in Vigan and its centers of culture in this month's travel special.

Plus! Since February is considered as the Month of Love, Primer has also created a special list of wonderful Valentine's gift ideas not only for your special someone but also for your friends and colleagues! This is the perfect time to show how much you appreciate them. Spread love and joy this coming Valentine's Day! Happy Reading!

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February Vol. 11

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# FILIPINO Cuisine

Satisfy your Filipino food cravings by dining at authentic and local restaurants in the metro! Get a taste of unique and traditional recipes available in the Philippines.



## 3 Toyo Eatery

PPP

Toyo Eatery is definitely not your typical Filipino restaurant. For one, they don't like calling themselves a restaurant. They want to explore different kinds of food genres. They don't just take a dish you'd normally cook in your home kitchen and add their twist: they take the essence of Filipino flavors, traditions, and techniques, and put it in tune with quality products and a desire to make things nice. The interior looks nothing like a classic Filipino resto, though the open kitchen and the large spoon and fork will remind you that it is, indeed, a Filipino restaurant.

📍 Karrivin Plaza, 2316 Chino Roces Avenue, Makati City

☎ 0917-720-8630

🕒 6:00 pm – 11:30 pm

📘 Toyo Eatery

## 1 Sentro 1771

PP

Using only the finest ingredients from here and abroad along with a deep understanding of various traditional Filipino dishes, Sentro 1771 has reinvented many local favorites. It has preserved these dishes' many layers of taste and flavor while constantly adding something new and exciting to the mix. The place already feels like home even without tasting their delicious offerings. They have a bright and inviting interior, perfect for bringing your families over for a sumptuous lunch or dinner.

📍 Level 2, Greenbelt 3, Makati City, Metro Manila

☎ 02-757-3938

🕒 11:00 am – 11:00 pm (Monday-Saturday)

🌐 [sentro1771.com](http://sentro1771.com)

📘 SENTRO 1771

## 2 X046 Heritage Bistro

PP

With branches in Taguig, Makati, Pasay, and Pasig, X046 Heritage Bistro is a showroom of Filipino cuisine and is the place to go if you want to see, taste, and feel the Filipino culture and heritage through the dining scene. The interior design of the restaurant transports you back to the Spanish colonial period, as everything you see inside speaks the best of the Philippines – from locally-made tables, chairs, accents, and decorations to the food and even the staff who wears traditional costumes. The owners' effort to uphold and enhance Filipino cuisine hasn't gone unnoticed as they have been recognized by many publications and critics. Indeed, X046 is one of the best Filipino restaurants in the country.

📍 3rd Flr. SM Aura Premier, Taguig City

☎ 02-553-6566

🕒 11:00 am – 10:30 pm

📘 XO 46 Bistro Filipino

🌐 [adventmanilagroup.com/xo46-heritage-bistro.html](http://adventmanilagroup.com/xo46-heritage-bistro.html)

## 4 Poblacion

P

Established in April, this Filipino restaurant called Poblacion is known for its sumptuous Filipino dishes. Poblacion is the kind of restaurant where you will want to go to after a long time of not being able to taste all-time favorite Filipino dishes. Poblacion serves various Filipino comfort food such as rice bowls, perfectly paired with favorite viands such as chicken adobo, *inihaw na liempo* (grilled meat), and, of course, vegetable dishes such as *ginisang* (stir-fried) monggo, okra, salted egg, and noodles as well. Seafood dishes are available in their menu, too.

📍 36 Polaris cor. Durban St., Poblacion, Makati

☎ 02-275-6324

🕒 11:30 am – 2:00 pm, 6:00 pm – 10:00 pm (Monday – Saturday);  
11:30 am – 2:00 pm (Sunday)

## 5 Purple Yam Malate

PPPPP

Purple Yam is an ancestral home turned restaurant that is a local branch of the popular Filipino restaurant Purple Yam in New York City. Only accepting reservations, Purple Yam is described as something different compared to the usual Filipino restaurants in Manila. When it comes to food, they don't just serve ordinary local food; what they serve here are "reimagined," meaning that they make their dishes more interesting, flavorful, and uniquely Filipino. Lunch costs P2000 per head and P2500 per head for dinner. The place is decorated with traditional Filipino decors for its interior.

📍 603 Julio Nakpil St., cor. Bocobo, Malate, Manila

☎ 02-523-3497 / 0917-870-5760

🕒 10:00 am – 11:00 pm (Monday – Sunday)

(Reservations are required 2 days prior to ensure slots)

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



1



SINIGANG NA CORNED BEEF (P595). Their bestselling sinigang with a twist.



VEGETABLE SPRING ROLLS (P260). Combination of Baguio beans, cabbage, carrots, sweet potato, onions, and squash.



The wooden tables and chairs make it truly a Filipino restaurant.

2



BINAWANG AT SOTANGHON AT MANOK (P235). A dish made of sotanghon noodles, garlic, chicken bits, and mixed vegetables.



KARE KARENG CRISPY TADYANG (P550). The all-time favorite peanut-flavored beef stew reinvented with a crispy twist.



Travel back to the Spanish period with classic and Spanish-style interior in the restaurant.

3



TOYO EATERY THREE-CUT BBQ (P380). It consists of three pieces of barbecued pork leg, shoulder, and belly.



OYSTERS WITH PICKLED CUCUMBERS, LIME AND BASI (P380). Made with local Basi vinegar and served on a bed of corals.



The minimalist interior makes you think it's not a Filipino restaurant.

4



LENGUA ESTOFADO (P385). This ox tongue dish is a popular Filipino dish.



PORK ADOBO, SALTED EGG RELISH, GARLIC RICE (P285). A meal with the all-time favorite pork adobo and salted egg relish.



Their interior is much like local restaurants but with more decorations.

5



LINE CAUGHT TUNA TAIL bought from fishermen that do single-hook fishing, which doesn't harm the environment



SWEETS. Of course, who wouldn't want Halo-Halo and homemade ice cream to end the meal?



The place can sit around 20 people.





**BINUKADKAD NA PLA PLA (P399)** Wrap the meat in leaves for a light and refreshing treat



**SINIGANG SA UBE (P395)** Don't let the color surprise you – the soup is very mild and perfect for everyone's tastebuds



Clean, high-end interior are great for business meetings or private gatherings

## Abè

PP

Abe Restaurant serves traditional Filipino food which are delicacies of Pampanga province. The restaurant is named after Larry Cruz's nickname, "Abe," which also means "friend" in Kapampangan, the dialect spoken in Pampanga. Since a lot of the dishes in Abè are inspired by Pampanga's cuisine, you can expect a variety of dishes that are not usually found in other Filipino restaurants.

📍 G/F Serendra, Retailer Area, Bonifacio Global City, Taguig City

☎ 02-856-0526 / 02-856-7696 / 0917-5522-060

🕒 Lunch 11:00 am – 3:00 pm,  
Dinner 5:00 pm – 11:00 pm

🌐 [ljcrestaurants.com.ph/abe](http://ljcrestaurants.com.ph/abe)

## Aracama

PP

Aracama Manila is a restaurant handled by Chef Fernando Aracama. He makes use of the culinary experience he obtained overseas to enhance the traditional taste of dishes representing each region in the Philippines, mainly in the Negros region where he came from. The chef's original menu is composed of the classic *Sinigang* (Tamarind-base soup) and *Kare-Kare* (beef stew in peanut sauce), as well as pasta dishes using local ingredients. There is also a bar where guests can enjoy local and seasonal fruit cocktails.

📍 Fort Bonifacio Unit C, The Fort Entertainment Center 5th Ave. corner 26th St., Bonifacio Global City, Taguig City

☎ 02-519-6815 / 0917-874-7738

🕒 Lunch 11:00 am – 2:00 pm (Monday – Friday)  
Dinner 5:00 pm onwards (Monday – Saturday)

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

📘 Facebook: Aracama Manila



**MANOK SA TANGLAD (P390)** Grilled chicken steak, lemongrass made marinade, cool sweet, sour cucumber, cilantro dip



Warm, bright and cheery interior with natural-toned wood panels



**BEEF KARE-KARE (P520)** Ox tail and tripe, peanut-flavored stew, vegetable rolls, homemade bagoong



**CRISPY PUSIT IN SQUID INK (P280)** Crispy and chewy squid covered with ink and garnished with spices



**SALMON BELLY SA SAMPALOK AT PINYA (P260)** Tickle your taste buds with this sweet and sour salmon belly



Decorated with photographs of the owner's ancestors and antique accessories

## Bistro Pamana

PP

The Bistro Pamana owner opened the restaurant after inheriting a traditional recipe from her father, who became famous for his Filipino home cooked recipes, *Crispy Pata* and *Kare-Kare*. The owner then decided to apply her ideas to the inherited recipe to provide a menu that can be enjoyed by all generations from young to elderly. Bistro Pamana, with its local and traditional Filipino dishes, is also loved by foreigners. Due to its success, the restaurant opened more branches in popular tourist spots like Tagaytay, Baguio, and Boracay. It also has branches in the metro located in Makati City and Quezon City.

📍 G/F Greenbelt Mansion, 106 Perea St., Legaspi Village, Makati

☎ 02-815-1823 / 0932-3691-784

🕒 10:00 am – 10:00 pm (Monday – Friday);  
10:00 am – 9:00 pm (Saturday)

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





LOLA VIRGINIA'S CHICKEN RELLENO (P630). Half of a roasted chicken that's stuffed with ground pork, raisins, chorizo, and peas



BONELESS CRISPY PATA BINAGOONGAN (P665). A deboned deep-fried pig trotter or knuckle that's served with eggplant-and-tomato shrimp paste sauce



This restaurant is a good choice for business meetings or private occasions.

## Romulo Café

PP

This Filipino restaurant got its name from the family patriarch, the late Carlos P. Romulo. The man known to his colleagues as "Mr. United Nations" was seen as the most important figure in international relations for the Philippines. Romulo Café's interiors are very elegant and sophisticated, so one should dress appropriately whenever they go into the café. Apart from the classy interior, Romulo Café doubles as a mini-museum, with photographs and memorabilia that can be seen on the restaurant's walls.

📍 148 Jupiter St., Bel-Air Village, Makati City  
 ☎ 02-478-6406 / 02-822-0286 / 0915-5611-888  
 ⌚ Lunch 11:00 am – 3:00 pm,  
 Dinner 6:00 pm – 11:00 pm  
 🌐 romulocafe.com  
 📌 Romulo Café

## LASA Bistro

PP

People from the South will definitely love how LASA Bistro gives new flavor to popular Filipino dishes. Their menu parades a long list of unique formula of food popularly known in the Philippines, like *Kare-Kare* (beef stew in peanut sauce), *Sinigang* (pork stew in tamarind sauce), *Crispy Pata* (deep fried pig trotters or knuckles), *Empanada* (stuffed bread), and many more. They offer dishes that are perfect for gatherings or celebrations with family or friends.

📍 G/F Commerce Center, Commerce Ave. Corner East Asia Dr. Filinvest Alabang, Muntinlupa City  
 ☎ 02-551-4866  
 ⌚ Lunch 11:00 am – 2:00 pm,  
 Dinner 5:00 pm – 10:00 pm (Monday – Saturday)  
 📌 LASA



THAI-INSPIRED CRISPY TILAPIA (P320). Quite abundant in the Philippines, the tilapia is fried to a crisp and topped with coconut and herb salad



Feel even more delighted while dining with its well-lit interiors



KARE-KARE KRISPY TADYANG (P380). This is not your ordinary peanut butter beef stew because the vegetables are fried like tempura



PAELLA NEGRA (P300). This is the chef's take on the classic paella, done with squid and pork adobo mixed with pineapples



SINIGANG NI EVA. Yours for only P455 with pork liempo or P645 with pompano or barramundi.



Elias' interior is a cross between Spanish colonial fittings and turn of the century Filipino dining

## Elias

PP

Elias is the best representation of what it would have felt like to eat in an elegant Spanish colonial home, while still enjoying Filipino dishes made by Chef Florabel. Guests are greeted by warm smiles and an atmosphere suitable for family dinners and dinner dates. They have an all-Filipino menu prepared with a 21<sup>st</sup> century twist. Food is presented in a way that is pleasing to the eyes, setting the stage for a good meal.

📍 Bonifacio High Street Central 7th Ave. cor. 30th St., Bonifacio Global City, Taguig  
 ☎ 02-621-3195 / 02-621-3276 / 0917-817-8290  
 ⌚ 11:00 am – 11:00 pm  
 🌐 elias.ph  
 📌 Elias Restaurant



## OTHER FILIPINO CUISINE

### Arroz Caldo

*Arroz Caldo* is a popular Filipino congee. It is usually made of two kinds of rice (Jasponica and Miponica), chicken, and onions. It closely resembles rice porridge but with a chicken topping. It's normally served during breakfast and usually served for the sick.



### Bicol Express

Bicol Express is a dish that originated from Bicol Region. It is a pork dish cooked with coconut milk, chili, and shrimp paste. It is a spicy dish which is a favorite viand in Filipino eateries. A lot of Filipino restaurants make their own version of Bicol Express as well.



### Bulalo

If you're a fan of soup dishes, you should try *bulalo*. It is a popular Filipino dish composed of beef shank, corn, and vegetables. It is a flavorful stewed dish, perfect for cold weather; the reason why *bulalohan* (bulalo places) are popular in Tagaytay.



### Crispy Pata

This succulent pork dish uses a pig's leg. It is usually cooked by rubbing seasonings and then deep fried to get the crunchy taste. To make it more flavorful, Filipinos usually pair it with sauces such as ketchup, soy sauce, *atchara* (pickled green papaya), or Finadene sauce.



### Dinuguan

If you're the type who eats despite the look of the food, you should try *dinuguan*. It is a dark-colored stew composed of pig's blood, vinegar, and spices. Once you try it, you'll definitely love the saucy texture. This dish is usually served in a lot of Filipino eateries.



### Ensaladang Talong

*Ensaladang talong* is a Filipino salad made up of grilled eggplant, tomatoes, and onions. This is usually paired with fried dishes. Shrimp paste is usually added to make it more flavorful.



### Ginataan

*Ginataan* comes from its root word "gata" which means coconut milk. The ingredients may include *ginataang sitaw* (string beans), *mais* (corn), or shrimp. There's also a sweet kind of *ginataan* which is composed of sticky rice balls, tapioca pearls, and jackfruit usually served during snack time.



### Gising-Gising

*Gising-gising* is a dish made of ground pork and green bean dish cooked in coconut milk. It is usually made with shrimp paste and spices, if you like spicy food. According to some, it resembles Bicol Express. *Gising-gising* is best partnered with rice!



### Inasal

*Inasal* is a grilled skewered chicken recipe. It's a tasty dish best paired with java rice. It's a favorite Filipino dish especially that it's easily cooked and its tastes very flavorful!



### Kaldereta

It is made of cubed pork ham or belly, tomato sauce, and liver spread. This saucy and meaty dish is also a favorite meat stew because of its flavor. Aside from pork, beef and goat meat are also used to make *kaldereta*.



### Kare-kare

It is being served in local restaurants because of its flavor. *Kare-kare* is a Filipino stew composed of thick savory peanut sauce, with a base of stewed oxtail, calves or pig's feet, or even beef. It can also contain vegetables to enhance the flavor of the dish.



### Kinilaw

*Kinilaw* is a raw dish made of meat or seafood. It is somehow similar to ceviche. The main ingredient of *kinilaw* is vinegar or calamansi that makes its sour taste. Other ingredients being used in *kinilaw* are celery, garlic, onions, tomatoes, and ginger.



### Laing

Another coconut milk dish, *laing*, is a favorite Filipino viand. It is a spicy dish with a base of dried taro leaves. Laing is popular in the Bicol region where it originated. It is topped with Thai chili to add up to its spiciness.



### Lengua in Mushroom Sauce

*Lengua*, which means "tongue" in Spanish, is a Filipino dish made up of beef tongue in creamy mushroom sauce. Some people use pork or ox tongue when cooking *Lengua*. Its rich creamy sauce makes it interestingly flavorful.



### Lumpiang Sariwa

For snacks, you should try the Filipino-style of fresh spring roll. It's a vegetable dish with a soft wrapper garnished with sweet sauce and crushed peanuts. It's a favorite Filipino snack which can be bought in several snack kiosks in the country.



### Nilaga

*Nilaga*, or "boiled" in English, is a stew. It is usually composed of pork, potatoes, and other vegetables such as cabbage. It is paired with hot piping white rice and fish sauce to add flavor. It can be easily cooked which is why it is a usual Filipino viand.



### Pancit

*Pancit*, or noodles, is a staple snack in the Philippines, normally seen in Filipino birthday celebrations. There are many kinds of *pancit*: *pancit canton*, *bihon*, *molo*, *miki*, *palabok*, *sotanghon*, etc. Some are dry topped with pork or shrimp and some are served with soup.



### Pinakbet

*Pinakbet* is made of mixed vegetables steamed in fish or shrimp sauce. Some of the vegetables you can use when cooking this dish are eggplant, bittermelon (*ampalaya*), string beans, and squash.



### Pochero

*Pochero* is a Filipino stew made of pork belly, tomatoes, chick peas, cabbage, and tomato sauce. It is usually added with ripe banana to add more flavor. *Pochero* is a viand best served with white rice.



### Sinigang

*Sinigang* is a Filipino stew characterized by its sour and savoury taste. *Sinigang* can be made of seafood or meat. Its sour taste is made by tamarind, calamansi, or guava. It's also best served with white rice and fish sauce for added flavor.



### Tinola

*Tinola* is a soup-based dish made of its main ingredient: chicken. *Tinola* is also an easy dish which is composed of *malunggay* leaves, papaya, or chayote. It is usually served to people who are sick because of its hot soup broth that can make people feel better.



### Tuyo

For fish lovers, you should try *tuyo*. It is a dried fish salted then air-dried. It's a favorite Filipino viand especially that it's cheap and can be bought from local stores. It is best paired with steamed rice and drizzled with calamansi to get the best flavor.





# RESTAURANT LIST

## MAKATI CITY

### Dekada Historic Filipino Cuisine

📍 2/F, Glorietta 3, Ayala Center, Makati City  
☎ 02-841-0131  
🕒 10:00 am - 9:00 pm  
📱 DekadaPH

### Fely J's Kitchen

📍 2/F, Greenbelt 5, Ayala Center, Makati City  
☎ 02-728-8878 / 02-728-8858  
🕒 11:00 am - 11:00 pm  
🌐 ljcrestaurants.com.ph

### Kafe Batwan by Sarsa

📍 1/F, Joya Tower, 28 Puaza Drive, Rockwell Center, Makati City  
☎ 02-625-5166  
🕒 10:00 am - 10:00 pm

### Kusina Enrique

📍 B/1, Century City Mall, Kalayaan Ave., Poblacion, Makati City  
☎ 02-519-3928  
🕒 Monday - Thursday 11:00 am - 9:00 pm / Friday 11:00 am - 10:00 pm  
📱 Kusina-Ni-Enrique-Pinoy-Klasiks

### Lorenzo's Way

📍 1/F, Greenbelt 5, Ayala Center, Makati City  
☎ 02-729-0047 / 02-729-0013  
🕒 11:00 am - 3:00 pm / 5:00 pm - 11:00 pm  
🌐 ljcrestaurants.com.ph

### Mesa Filipino Moderne

📍 1/F, Greenbelt 5, Ayala Center, Makati City  
☎ 02-728-0886 / 0917-891-6372  
🕒 10:00 am - 11:00 pm  
🌐 mesa.ph

### Mesa Filipino Moderne

📍 Powerplant Mall, Rockwell, Makati City  
☎ 0926-716-0319  
🕒 11:00 am - 9:00 pm  
🌐 mesa.ph

### Milky Way Café

📍 2/F, Milky Way Bldg., 900 Arnaiz Ave. cor. Paseo de Roxas, Makati City  
☎ 02-843-4124 / 02-843-7124  
🕒 Monday - Saturday 11:00 am - 10:00 pm  
🌐 cafe.milkywayrestaurant.com

### Manam Comfort Filipino

📍 Greenbelt 2, Esperanza cor. Greenbelt Dr., Ayala Center, Makati City  
☎ 02-625-0515  
🕒 11:00 am - 11:00 pm

### Pia Y Damaso

📍 2/F, Greenbelt 5, Ayala Center, Makati City  
☎ 02-729-5511  
🕒 11:00 am - 10:00 pm  
📱 PiaYDamaso

### Romulo Café

📍 148 Jupiter St., cor. Comet St., Bel-Air, Makati City  
☎ 02-822-0286 / 02-478-6406  
🕒 11:00 am - 3:00 pm / 6:00 pm - 10:00 pm

### Rural Kitchen of Liliw Laguna

📍 104 Rada St., HRC Centre, Lagazpi Vill., Makati City  
☎ 02-779-8073 / 0925-847-0493  
🕒 Monday - Thursday 11:00 am - 9:00 pm / Friday - Saturday 11:00 am - 10:00 pm / Sunday close  
📱 ruralkitchenoflilwlaguna

### Simple Lang

📍 Ayala Triangle Gardens Restaurant Strip, Makati City  
☎ 02-621-6161  
🕒 7:00 am - 11:00 pm

### Café Via Mare

📍 2/F, The Landmark Dept. Store, Ayala Center, Makati City  
☎ 02-817-9720  
🕒 Monday - Thursday 8:00 am - 9:30 pm / Saturday - Sunday 9:00 am - 9:30 pm  
🌐 www.viamare.com.ph

### Café Via Mare

📍 Greenbelt 1, Ayala Center, Makati City  
☎ 02-815-1918  
🕒 Monday - Friday 8:00 am - 9:30 pm / Saturday - Sunday 9:00 am - 9:30 pm  
🌐 www.viamare.com.ph

### Via Mare Oyster Bar

📍 1/F, Greenbelt 3, Ayala Center, Makati City  
☎ 02-757-4020 / 02-757-4022  
🕒 11:00 am - 12:00 mn  
🌐 www.viamare.com.ph

### Wooden Spoon

📍 1/F, Power Plant Mall, Rockwell, Makati City  
☎ 02-403-3585 / 0917-882-7594  
🕒 11:00 am - 9:00 pm  
🌐 www.woodenspoon.ph

## BONIFACIO GLOBAL CITY

### Mesa Filipino Moderne

📍 5/F, SM Aura Premier, C5 Road cor. 26th St., Bonifacio Global City, Taguig City  
☎ 02-478-7476  
🕒 10:00 am - 10:00 pm  
🌐 mesa.ph

### Recovery Food (Stopover Pavillion)

📍 BGC Stopover Pavillion, Bonifacio Global City, Taguig City  
☎ 02-217-7144  
🕒 24 hrs  
📱 recoveryfood

### Recovery Food (Crossroads)

📍 1/F, Crossroads, 32nd St. cor. 8th Ave. Bonifacio Global City  
☎ 02-511-7312  
🕒 24 hrs  
📱 recoveryfood

### Sarsa Kitchen+Bar

📍 Unit 1-7, Forum South Global, 7th Ave. cor. 25th St., Bonifacio Global City, Taguig City  
☎ 0927-706-0773  
🕒 11:00 am - 11:00 pm  
📱 sarsakitchen+bar

### The Aristocrat

📍 146 Jupiter St., cor. Saturn St., Bel-Air Vill., Makati City  
☎ 02-895-0101 / 02-895-0725  
🕒 24 hrs  
🌐 www.aristocrat.com.ph

## QUEZON CITY

### Cerchio

📍 76 Sct. Limbaga St., cor. Tomas Morato, Brgy. Laging Handa, Quezon City  
☎ 02-351-5279  
🕒 Sunday - Thursday 11:00 am - 3:00 pm to 6:00 pm - 24:00 pm / Friday - Saturday 11:00 am - 3:00 pm to 6:00 pm - 1:00 am  
🌐 www.cerchiogrill.com  
📱 Cerchio-restaurant-and-lounge

### Dekada Historic Filipino Cuisine

📍 4/F, Trinoma, North Ave., Quezon City  
☎ 02-625-5546  
🕒 10:00 am - 9:00 pm  
📱 DekadaPH

### Luna J's

📍 Unit 9 UG Level St., IL Terrazo Bldg., Tomas Morato Ave. cor. Sct. Madrinan St., South Triangle, Quezon City  
☎ 02-373-4668  
🕒 Monday - Thursday 11:00 am - 1:00 am / Friday - Saturday 11:00 am - 2:00 am / Sunday 11:00 am - 11:00 pm

### Mesa Filipino Moderne

📍 264 Tomas Morato Ave. cor. Scout Fernandez Brgy. Sacred Heart, Quezon City  
☎ 02-441-5197 / 0917-569-7297  
🕒 11:00 am - 10:00 pm  
🌐 mesa.ph

### Romulo Café

📍 32 Sout Tuason St. cor. Scout Lazcano St. Quezon City  
☎ 02-332-7273 / 0915-662-3121  
🕒 11:00 am - 3:00 pm to 6:00 pm - 10:00 pm

### Victorino's

📍 114 Sct. Rallos St. cor. 11th Jamboree St., Diliman, Quezon City  
☎ 02-922-8558  
🕒 7:00 am - 10:00 pm  
📱 victorinosrestaurant

### Wooden Spoon

📍 329 A. Katipunan Ave. Loyola Heights, Quezon City  
☎ 426-0044 / 0917-870-7958  
🕒 Monday - Saturday 10:30 am - 10:30 pm / Sunday 10:30 am - 9:30 pm  
🌐 www.woodenspoon.ph

## PASIG CITY / MANDALUYONG CITY

### Café Juanita

📍 #19 West Capitol Drive, Brgy. Kapitolyo, Pasig City  
☎ 02-632-0357 / 0922-877-9894  
🕒 Monday - Thursday 11:00 am - 2:00 pm to 5:30 pm - 10:00 pm / Friday 11:00 am - 2:00 pm to 5:30 pm - 12:00 mn / Saturday - Sunday 11:00 am - 2:00 pm to 5:30 pm - 10:00 pm  
🌐 www.cafejuanita.ph

### Café Via Mare

📍 The New Promenade Theatre Mall, Greenhills  
☎ 02-726-8931  
🕒 Monday - Thursday 11:00 am - 2:00 pm / Friday - Sunday 10:00 am - 11:00 pm  
🌐 www.viamare.com.ph

### Mesa Filipino Moderne

📍 2/F Mega Atrium, SM Megamall, Ortigas Center  
☎ 02-470-4660 / 0917-543-5854  
🕒 10:00 am - 9:00 pm  
📱 mesa.ph

### Wooden Spoon

📍 67 West Capitol Drive, Barrio Kapitolyo, Pasig City  
☎ 02-532-1383 / 0917-836-4998  
🕒 Monday - Saturday 10:30 am - 10:30 pm / Sunday 10:30 am - 9:30 pm  
🌐 www.woodenspoon.ph

## ALABANG

### Crisostomo

📍 1/F, The Garden, Alabang Town Center, Muntinlupa City  
☎ 02-896-0988  
🕒 Monday - Friday 11:00 am - 9:00 pm / Saturday - Sunday 10:00 am - 10:00 pm

### Lasa Bistro

📍 G/F The Commercenter Alabang, Commerce Ave, Filinvest City, Muntinlupa City  
☎ 02-5514-866  
🕒 Monday - Sunday 11:00 am - 2:00 pm and 5:00 pm - 10:00 pm  
📱 Lasa.Bistro

### Recovery Food

📍 Molito Commercial Complex, Alabang  
☎ 02-887-3844  
🕒 24 hrs  
📱 recoveryfood

## PASAY CITY

### Apu

📍 1/F, City of Dreams Manila, Aseana Ave. cor. Roxas Blvd., Entertainment City, Parañaque City  
☎ 02-887-1651 / 0949-925-2600  
🕒 10:00 am - 3:00 pm and 6:00 pm - 24:00 mn

### Recovery Food

📍 1/F, North Wing, Mall of Asia Complex, Pasay City  
☎ 02-865-1554  
🕒 24 hrs  
📱 recoveryfood

### The Aristocrat

📍 Main Hall, SM Mall of Asia, Bay Boulevard, Pasay City  
☎ 02-556-0332  
🕒 10:00 am - 10:00 pm  
🌐 www.aristocrat.com.ph

## BAY AREA

### Bistro Remedios

📍 1911 Adriatico St., Remedios Circle, Malate  
☎ 02-523-9153  
🕒 11:00 am - 3:00 pm and 6:00 pm - 11:00 pm  
🌐 ljcrestaurants.com.ph

### Café Adriatico

📍 1790 Adriatico St., Malate, Manila  
☎ 02-738-8220  
🕒 7:00 am - 4:00 pm  
🌐 ljcrestaurants.com.ph

### The Aristocrat

📍 423 San Andres St., Malate, Manila  
☎ 02-524-761 to 80  
🕒 24 hrs  
🌐 www.aristocrat.com.ph

### The Aristocrat

📍 4/F, Pedro Gil Wing, Robinsons Place Manila, Ermita, Manila  
☎ 02-523-3923  
🕒 Sunday - Thursday 10:00 am - 9:00 pm / Saturday and Sunday 10:00 am - 10:00 pm  
🌐 www.aristocrat.com.ph



# JCB Deals!

## THE COOK BY HONGLEEPARK

**20% OFF**



Unit 1-5, G/F, The Forum, South Global,  
7th Ave. cor. Federation, Bonifacio Global City  
(02) 273-0520  
11AM~11PM  
facebook.com/thecookbyhongleepark

\*Discount valid for dine-in and take-out only.

## BUTAMARU

MAP AF2

**15% OFF**



Westgate, Alabang  
(02) 887-4255  
11:30AM~10PM

\*Discount valid for dine-in only.

## CHAIRMAN WANG'S

MAP AE1

**15% OFF**



Molito Lifestyle Complex, Alabang,  
Muntinlupa City  
(02) 828-8477  
11AM~11PM  
facebook.com/chairemanwangs

\*Discount valid for dine-in and take-out only.

## COCO ICHIBANYA

MAP O6, H2, M1, I3

**15% OFF**



Estancia Mall (02) 696-1649  
One Rockwell (02) 815-4087  
Greenhills (02) 277-6528  
Burgos Circle (02) 720-9779  
Eastwood Mall (02) 372-4687  
facebook.com/CoColchibanyaPH

\*Discount valid for dine-in only.  
\*Discount not valid for set meals.

## KICHITORA

MAP N4, E5, J3

**15% OFF**



2/F, SM Megamall, Mandaluyong City  
(02) 775-1100  
2/F, Glorietta 5, Makati City  
(02) 555-1288  
3/F, Bonifacio High Street, Central  
Square, Taguig City  
(02) 946-3835

\*Discount valid for dine-in only.

## MITSUYADO SEI-MEN

MAP G3, Y1

**15% OFF**



22 Jupiter St., Bel Air, Makati City  
(02) 511-1390, (02) 511-1759  
11AM~11PM  
Blue Bay Walk, Pasay City  
(02) 843-4329  
11AM~11PM

\*Discount valid for dine-in only.

## MOTORINO

MAP D5, J3

**15% OFF**



2/F, Greenbelt 3, Makati City  
(02) 754-8018  
11AM~11PM (Sun~Thu),  
11AM~12AM (Fri~Sat)  
G/F, Net Park, Taguig City  
(02) 962-4445  
11AM~11PM

\*Discount valid for dine-in and take-out only.

## PEPPER LUNCH

MAP N5, D4, N4, W2, AE2

**15% OFF**



SM Megamall (02) 637-3889  
Power Plant Mall 0917-512-5989  
Shangri-la Plaza Mall (02) 634-3231  
Alabang Town Center (02) 556-8498  
Greenbelt 5 (02) 501-3759  
Eastwood Mall 0917-794-8482  
UP Town Center (02) 990-0305

\*Discount valid for dine-in and take-out only.

## BUTA+WAGYU

MAP K4

**10% OFF**



5/F, SM Aura Premier, Taguig City  
(02) 946-7262  
10AM~10PM

\*Discount valid for dine-in only.

## CARUSO

MAP D1

**10% OFF**



LRI Bldg., 210 Nicanor Garcia St.,  
Poblacion, Makati City  
(02) 895-8790, (02) 895-2451  
11:30AM~2:30PM, 6PM~11PM

\*Discount valid for dine-in and take-out only.

## HATSU HANA TEI

MAP B4

**10% OFF**



Herald Suites, Makati City  
(02) 759-6388  
6PM~10:30PM (Mon~Fri),  
5:30PM~10PM (Sat~Sun)

\*Discount valid for dine-in and take-out only.  
\*Discount valid during dinner time only.

## MANGETSU

MAP G3

**10% OFF**



38 Jupiter St. Bel-Air Village,  
Makati City  
(02) 478-3292, (02) 576-5034  
11:30AM~2PM, 5:30PM~11PM  
(Mon~Sat),  
11:30AM~3PM,  
5:30PM~10PM (Sun)

\*Discount valid for dine-in and take-out only.

## Terms and Conditions:

- Merchants' terms and conditions apply.
- All Principal and Supplementary JCB Cardmembers are eligible to join the promotion.
- Payment should be made with JCB Card.

- Only one (1) JCB Cardmember can avail of the promotion per transaction.
- Offer is not valid with other in-store ongoing promotions and other discounts.



# Enjoy these deals with your JCB Card!

## Promo valid until March 31, 2017



Uniquely Yours

**MY KITCHEN** **10% OFF**



G/F, Oasis Park Hotel, 1032-34 Belen Street, Paco, Manila  
 (02) 521-2371, (02) 521-2375  
 11AM ~ 10PM

※Discount valid for dine-in and take-out only.

**SABOTEN** **10% OFF**




MAP E5, K3  
 Saboten

G/F, Glorietta 5, Makati City  
 (02) 625-0909  
 11AM ~ 11PM

G/F, Serendra, Taguig City  
 (02) 625-2000, (02) 625-2888  
 11AM ~ 11PM

※Discount valid for dine-in and take-out only.

**SANDAYA YAKINIKU** **10% OFF**



3/F, Fisher Mall, Quezon City  
 (02) 287-8984  
 11AM ~ 11PM  
[facebook.com/sandayafishermall](https://www.facebook.com/sandayafishermall)

※Discount valid for dine-in and take-out only.

**SHABU SHABU ICHIBAN** **10% OFF**



G/F, Circuit Makati, Olympia, Makati City  
 (02) 772-8085  
 11AM ~ 2:30PM, 5:30PM ~ 10PM  
[facebook.com/ShabuShabulchibanPhilippines](https://www.facebook.com/ShabuShabulchibanPhilippines)

※Discount valid for dine-in and take-out only.

**TAPELLA** **10% OFF**



MAP D5  
 Tapella

G/F, Greenbelt 5, Makati City  
 (02) 757-2710, (02) 757-2711  
 11AM ~ 12MN  
[facebook.com/TapellaByGaudi](https://www.facebook.com/TapellaByGaudi)

※Discount valid for dine-in and take-out only.

**TOKI** **10% OFF**



MAP J2  
 TOKI

2/F, 32nd and Fifth Building, 32nd St., Taguig City  
 (02) 856-7295, 0917-863-5035  
 (02) 521-2375  
 11AM ~ 2:30PM, 5:30PM ~ 11PM

※Discount valid for dine-in and take-out only.

**WOODEN HORSE** **10% OFF**



MAP AE5  
 WOODEN HORSE

G/F, Molito Complex, Alabang  
 (02) 659-7522, 0927-460-2495  
 11AM ~ 2PM, 6PM ~ 10 PM (Mon ~ Thu),  
 11AM ~ 2PM, 5PM ~ 10PM (Fri),  
 11AM ~ 3PM, 5PM ~ 10PM (Sat ~ Sun)

※Discount valid for dine-in only.

**KARADA** **10% OFF**



KA-RA-DA  
 カラダ

Glorietta Mall (02) 553-8731  
 Serendra (02) 823-6716  
 Greenbelt Radissons (02) 843-7425  
 Greenbelt 1 (02) 503-6004  
 Westgate Hub, Alabang (02) 894-1575  
 Greenhills (02) 621-6261  
 SM Mall of Asia (02) 877-6390  
 Forbes Town Center (02) 801-5062

※Prior reservation is recommended.

**ISLAND SPA** **15% OFF**



MAP E2, E5  
 Island Spa

2/F, Jupiter Place, Jupiter St., Makati City  
 (02) 899-1234, (02) 751-8296

5/F, Resorts World Manila, Pasay City  
 (02) 823-3212

5/F, Rustan's, Makati City  
 (02) 710-8588

※Prior reservation is recommended.

**REGENT SPA** **15% OFF**



REGENT SPA

G/F, SM Jazz Mall, Makati City  
 (02) 843-3426

2/F, Ace Building, Kapitolyo, Pasig City  
 (02) 654-9344, (02) 654-9341

5/F, Pan Pacific Hotel, Malate, Manila  
 (02) 522-8490, (02) 522-8497

※Prior reservation is recommended.

**SM KENKO SPA** **15% OFF**



SM KENKO SPA

5/F, Jipang Building, Network Hotel, Pasay City  
 (02) 536-7777, (02) 536-5830  
 11AM ~ 7PM

NAIA Terminal 3  
 (02) 846-7193  
 24 Hours

※Prior reservation is recommended.

**THE WINGS** **15% OFF**



THE WINGS

4/F, NAIA Terminal 3, Paranaque City  
 (02) 886-9464, (02) 833-7299  
 24 Hours  
<http://jipang-group.com/>

※Prior reservation is recommended.



To apply for a BDO JCB Credit Card,

BDO Customer Contact Center at 631-8000,  
 Domestic Toll-Free at 1-800-10-6318000 (PLDT) or  
 1-800-3-6318000 (DIGITEL)

[www.bdo.com.ph](http://www.bdo.com.ph)



To apply for an RCBC Bankard JCB Credit Card,

RCBC Bankard Hotline at 888-1-888,  
 Domestic Toll-Free at 1-800-10-888-1888 (PLDT)

[www.rcbcbankard.com](http://www.rcbcbankard.com)



**NEW OPEN**

# TOKYO'S No.1 CHICKEN RAMEN TAKEICHI NOW OPEN ON MABINI ST.

**Tokyo No.1 Chicken Soup  
First In The Philippines!**

濃厚鶏そば

## 麵屋 武一

MEN-YA TAKEICHI

An exquisite collaboration of ramen  
and yakitori chefs from  
SHINBASHI, TOKYO  
One-of-a-kind ramen with a  
rich and creamy white soup

# TAKEICHI'S RAMEN/TSUKEMEN/MAZESOBA



Creamy Rich Soy Sauce Based  
Chicken Ramen

M P280 S P250



Creamy Rich Salt Based  
Chicken Ramen

M P280 S P250



Spicy Creamy Rich  
Chicken Ramen

M P300 S P270



Wafu Chicken Ramen  
(Light Soup)

M P250 S P220

WAn



Very Rich  
Creamy Chicken Tsukemen

P300



Gattsuru Chicken Maze Soba

P320

We have a wide variety of dishes and drinks!



### Creamy Rich Chicken Soup

Whole chickens are boiled for a long time to create our rich, creamy white soup. Chicken legs and whole chickens create our one-of-a-kind soup that's rich in collagen.

Tokyo's No.1 chicken soup first in the Philippines!



Collagen-rich soup  
Popular in Japan, Singapore, Thailand,  
Vietnam, Cambodia, and Malaysia!  
Now open in the Philippines!

We have 38 seats.  
Parking is located next to the restaurant

濃厚鶏そば 麵屋 武一

888 Gateway Plaza B 2126 A Mabini St., Malate  
TEL : (02) 742-22-14  
12:00PM~5:00AM

<Promotion>

To Get show this coupon  
**100 Peso OFF**

※1 coupon good for 4 persons  
valid until : 03/31/2017





# SIAM THAI

THAI BBQ & SPORTS BAR

## Group Package

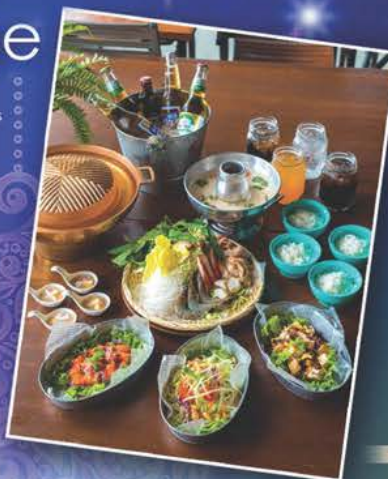


+P500/head for unlimited local beers

### Thai BBQ Package

Php1,480 (Good for 4 persons)

- 1 platter (1 round) Thai BBQ Set
- 1 Papaya Salad
- 4 rice
- 1 Chicken Coconut Soup
- 1 Fresh Salmon Salad
- 1 Lap Tofu
- 4 Thai Dessert
- 4 Unlimited Softdrinks



+P500/head for unlimited local beers  
Seafood Combo Package  
Php1,980 (Good for 4 persons)

- 1 platter Shrimp Combo
- 1 Papaya Salad
- 1 Dozen Chicken Buffalo Wings
- 4 rice
- 1 Chicken Coconut Soup
- 1 Lap Tofu
- 1 Beef Broccoli
- 1 Salt & Pepper Crablets
- 4 Thai Dessert
- 4 Softdrinks (one round each)



(02) 239 - 2866 PIONEER CENTER SUPERMART, KAPITOLYO PASIG CITY

MAP Makati B-4



Sumo wrestler of hotpot



Triple Gozen P2000

3 kinds of appetizer : 3, Wagyu, grilled on earthenware utensils, Kamameshi, Mix Tempura, Mix Sashimi, Roll sushi 8p, Gindara teriyaki : 3 Salads, 3 Miso soups or Noodle, 3 Cyawanmushi, 3 Desserts



Tori no Teriyaki Gozen P480

Chicken Teriyaki, Sashimi, Small dish, Salad, Rice, Miso soup or Noodle, Cyawanmushi, Pickles, Dessert



Sashimi Gozen P650

Mix Sashimi, Tempura, Small dish, Salad, Rice, Miso soup or Noodle, Cyawanmushi, Pickles, Dessert



Kagomori Gozen P750

Tempura, Sashimi, +4 kinds of dish, Salad, Miso soup or Noodle, Nigirisushi 5p or Roll sushi 4p, Cyawanmushi, Pickles, Dessert



Wagyu Steak Gozen P950

2 kinds of appetizer, Wagyu, grilled on earthenware utensils, Tempura, Sashimi, Salad, Miso soup or Noodle, Cyawanmushi, Pickles, Dessert

## FOR TAKE OUT



MIXED FRIED MIYAGI 1850

Fried Shrimp, Kushi Katsu, Fried chicken, Salmon Fillet, Stick Fillet etc



MIXED GRILLED TAIHO 2200

Chicken Teriyaki, Dice cut Steak, Asparagus Bacon, Stuffed Peppers, Grilled shrimp etc

"SEKITORI" is a Japanese restaurant that opened in Little Tokyo, Makati in 2005. SEKITORI is one of the most beloved Japanese restaurants by Japanese expats and businessmen in Manila. We promise you authentic Japanese cooking here in SEKITORI Ortigas as if you are really in Japan.



A Former Sumo Wrestler  
Seeks Perfection in Food

For sumo wrestlers, whose massive bodies are their important assets, eating is part of their job. In fact, they are the most notable gourmands among professional athletes. One former sumo wrestler, who has traveled all around Japan eating gourmet food and has produced hundreds of restaurants, now opens his new restaurant in Manila. The epitome of his productions. A new restaurant has been born, inheriting the traditions of Japanese cuisine and opening new frontiers.



**SEKITORI**  
AUTHENTIC JAPANESE RESTAURANT

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

TEL:881-7985

We have a parking lot at the back of the building. Tell the guard that you are SEKITORI's guest if you wish to park.



MAP Makati B-5



**JAPANESE TRADITIONAL UNAGI CUISINE**



**UNAKICHI**

**OPEN EVERYDAY**  
11:30 am - 2:00 pm (Lunch)  
6:00 pm - 10:30 pm (Dinner)

**02-728-2072**

G/F, Parking Area, Makati Cinema Square,  
Amorsolo St., Makati


**Saboten**  **新宿 さんぽてん**  
JAPANESE CUTLET

**OPEN DAILY**  
**SERENDRA & GLORIETTA 5**


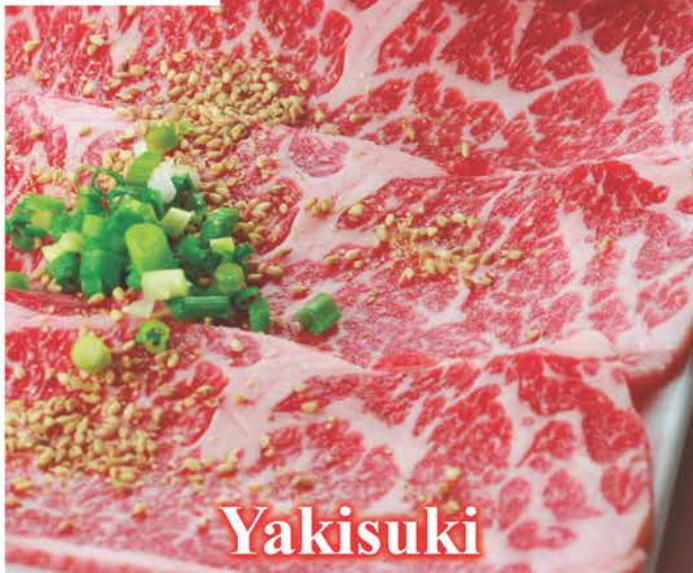


 RAIN TREE RESTAURANTS

MAP Makati G-3



**YOKOHAMA**  
meat kitchen

**Yakisuki**



**Wagyu Nigirizushi**

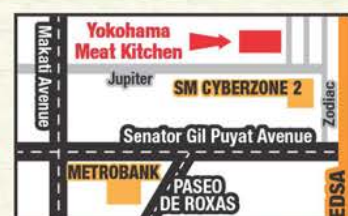
## Authentic Japanese Yakiniku from Yokohama, Japan

### Yokohama Meat Kitchen

Business Hours: 11:30 am - 2:30 pm / 5:00 pm - 11:00 pm

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

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







In addition to high-quality meats that we offer (Black and Gold label US imported Beef and Wagyu), a tempting array of Japanese side dishes, such as sushi rolls, Carbonara Udon, Chicken Karaage, Gyudon, and fresh vegetables, which are kept in tip-top condition with a mist machine imported from Japan, are also available at the unlimited buffet counter for our guests' dining pleasure.

At Shaburi, every guest is provided their own personal hotpot with five broth options to choose from.



## ALL YOU CAN MEAT

Unlimited meat plate + unlimited vegetables + unlimited drinks + unlimited dessert

Regular Shabu



P599

Special Shabu



P889

Shaburi Wagyu



P1,349

Special Wagyu



P1,699

**KENSHIN**  
JAPANESE IZAKAYA RESTAURANT

Japanese food is MORE FUN in KENSHIN!!

**Authentic and affordable Japanese food for you!!**

**Takoyaki P299**  
Make your own!!

**Mega Mug Beer P174**

**FREE!! YAKINIKU CAKE**  
Only available for the costumers who will reserve a table for groups of 6 and more.  
Please mention "Primer magazine" when you make a reservation.  
Only 1 transaction per group only.  
(We cook in kitchen after serving)



MAP BGC K-3

## Botan Black Café

Botan Black Café is home to hearty Taiwanese epicurean favourites. This Taiwanese restaurant offers a great mix of delicious food and drinks which are all fresh, healthy, and authentic. It is highly recommended to try their wide selection of milk teas made from high quality tea flowers fresh from Taiwan. Botan Black Café also boasts of its sleek and elegant interior which was personally designed by the owner.

2/F, Wumaco Building 1, Quadrant 3,  
9th Avenue, Bonifacio High Street,  
Bonifacio Global City, Taguig  
02-873-3333  
0917-530-6666  
10:30 am - 11:30 pm (Daily)



Botan Chocolate Crepe Cake (P190)



Hot Pot Party  
USDA Party Shabu P2800.00 (left photo / big cut)  
Beef Tenderloin Party Shabu P1500.00 (right photo)

MAP Makati B-3

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

## TPE

Taiwanese grocery TPE

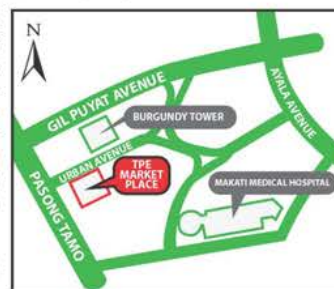
TPE is a Taiwanese grocery store located on Chino Roces, Makati. They sell skin care products, frozen food, and other pre-packaged items. The store is within walking distance from Makati Medical Center and Ayala Avenue. One of the popular items amongst the customers is their selection of lunchbox. Try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

2/G/F Jaka Center 2111 Chino Roces Ave., Makati  
02-551-7522  
9:00 am-11:00 pm (Monday-Sunday)

**TPE Market Place** 台北超市



Lunchbox (P190)



Located near Makati Medical Center



**Total Japanese Cooking Solution**  
Mc Asia Foodtrade Corporation

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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, mayonnaise, wheat flour, cooking wines, etc. Mc Asia also sells high quality Japanese equipment like kitchen and dining wares. Customers can buy anything necessary for restaurants such as dried goods, cans and seasoning. There is also a wide variety of Japanese sake for sale, just 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  
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**Opens from Monday to Sunday 10am-10pm**



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**02-807-1107**

G/F 1 Juno Cor. Makati Avenue,  
Bel-Air, Makati City



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**BULK SIZE  
SPECIALTY STORE**

darumaya-jfc.com

www.facebook.com/DARUMAJFC

Tel. 831-8382 or 347-5125

**With 30 years of experience as a  
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**We supply Japanese food to some restaurants over the Philippines. Aside from basic  
ingredients, such as miso, shoyu, and mirin, we carry a wide variety of frozen items. We  
also produce ramen, yakisoba and Chinese noodles.**



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Champon noodles  
Gyoza wrappers  
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We can customize the  
noodle dough to match  
specific thickness, hardness  
or weight, depending on  
your preference.



Examples of  
food prepared  
from our  
ingredients



**Cook all kinds of Japanese dishes with our  
wide variety of Japanese ingredients!**



# TAKANA CHAHAN

## Japanese Pickled Mustard Fried Rice



**Chef Jerome Lim**

Growing up in a family of restaurateurs, Chef Jerome Lim always had a passion for food since he was a child. In college, he took up culinary studies at O.B. Montessori College of Food Service. In 2013, he went to Japan to study the art of noodle-making. During his training, he was able to learn all the components of Kyushu-style ramen, including the Tonkotsu (pork bone) broth, the Chashu (BBQ pork), and the Ajitama (boiled egg with runny yolk). He co-opened the first branch of Butamaru in Westgate, Alabang in September 2014 and will be opening its second branch at Technopoint, MC Home Depot, Ortigas, Pasig City in May 2017.

For inquiries, please call 02-887-4255

### Ingredients:

|                  |                      |
|------------------|----------------------|
| 2 cups rice      | 1 tbsp soy sauce     |
| 2 tbsp oil       | 1 tbsp mirin         |
| 1 egg, beaten    | 1 tbsp cooking sake  |
| 20 g leeks       | 1 tsp sesame oil     |
| 20 g takana      | 1/2 tsp dashi        |
| 50 g ground pork | 1/8 tsp white pepper |



### Procedure:

1. Heat oil and season the egg with 1/4 tsp dashi and pepper. Cook the egg and set aside.
2. Cook the leeks, takana and the ground pork.
3. Add the rice and season with soy sauce, mirin, sake, sesame oil, and the remaining dashi.
4. Mix until the color of the rice turns dark. Add the egg. Serve hot.



Want your easy home-cooked recipe to be featured in Philippine Primer magazine?  
Send your recipe via email at [information@primer.ph](mailto:information@primer.ph). (Subject: Feature my Recipe)

### Restaurant Guide

#### MAKATI

##### Ara Korean

☎ 02-817-1206

📍 Makati Golf Club, 7232 Malugay St., Bel-Air, Makati City

##### Siam Thai

☎ 02-246-9069 ext. 460

📍 Pioneer Center Brixton, Kapitolyo Pasig City

##### Watari

☎ 02-886-8856

📍 Unit 1001, Antel Corporate Center, 121 Valero St., Salcedo Village, Makati City

##### Hatsu Hana Tei

☎ 02-759-6388

📍 2/F, Herald Suites, Don Chino Rocas Ave., Pio del Pilar, Makati City

##### Happy Cream Puff

☎ 02-399-0675 / 0922-917-9580

📍 The Zone, Malugay St., Corner Buendia, Bel-Air, Makati City

##### Kichitora

☎ 02-555-1288

📍 2/F, Glorietta 5, Makati City

##### KENSHIN

☎ 0949-883-1200 / 0917-551-4605

📍 G/F The Linear Makati Yakal St., corner Mayapis Street, Makati City

##### Motorino

☎ 02-754-8018

📍 2/F, Greenbelt 3, Ayala Center, Makati City

##### Saboten

☎ 02-625-0909

📍 G/F, Glorietta 5, Makati City

##### Sekitori

☎ 02-425-9030 / 894-387

📍 Little Tokyo, Chino Rocas Ave., Legaspi Village, Makati City

##### Tapella

☎ 02-757-2711

📍 G/F, Greenbelt 5, Makati City

##### Unakichi

☎ 02-728-2072

📍 16 Jupiter St., corner Antares St., Bel-Air, Makati City

##### Yokohama Meat Kitchen

☎ 02-831-6546/0916-377-3655

📍 16 Jupiter St., corner Antares St., Bel-Air, Makati City

#### BGC

##### The Cook By Honglepark

☎ 02-273-0520

📍 Unit 1-5, G/F, The Forum, South Global, 7th Ave. Corner Federacion Drive, Bonifacio Global City

##### Buta + Wagyu

☎ 02-946-7262

📍 5/F, Sky Park, SM Aura Premier, Bonifacio Global City, Taguig City

##### L'Opera

☎ 02-889-3963

📍 The Fort Entertainment Complex, Taguig City

##### NIU by Vikings

☎ 02-478-3888/0917-586-6888

📍 6/F SM Aura Premier, 26th St., Bonifacio Global City, Taguig City

##### Oudon

☎ 02-398-3988

📍 2/F, The Forum, 7th Ave., Bonifacio Global City, Taguig City

#### OTHERS

##### Butamaru

☎ 02-887-4255

📍 Westgate Center, Commerce Ave., Muntinlupa City, Alabang

##### Prego

☎ 02-893-4155/02-887-0479

📍 UG/F, City of Dreams Manila, Aseana Ave. Cor. Roxas Blvd., Entertainment City, Paranaque City

##### Soga Miga

☎ 02-807-3008

📍 Alabang Molito Commercial Complex, Alabang, Muntinlupa City

##### Ukkoeki Japan

☎ 926-643-6030

📍 LG/F, Building A, SM Megamall, Ortigas, Mandaluyong City

##### Wooden Horse Steakhouse

☎ 02-659-7522

📍 G/F, Molito Commercial Complex, Madrigal Ave., corner Alabang Zapote Road, Muntinlupa City

#### GROCERY / SPECIALTY STORE

##### Darumaya

☎ 02-831-8382/347-5125

📍 Cartimar Complex, Cartimar Road, Pasay City

##### Kobeya

☎ 02-807-1107

📍 G/F, 1 Juno corner Makati Ave., Bel-Air Makati City

##### Mc Asia Foodtrade

☎ 02-990-5141/02-413-8893

📍 16 Dagot St., Barangay Manresa, Quezon City

##### MK Kitchen

☎ 02-661-1931/02-661-1932

📍 Rodriguez Jr. Ave., Pasig City

##### TPE

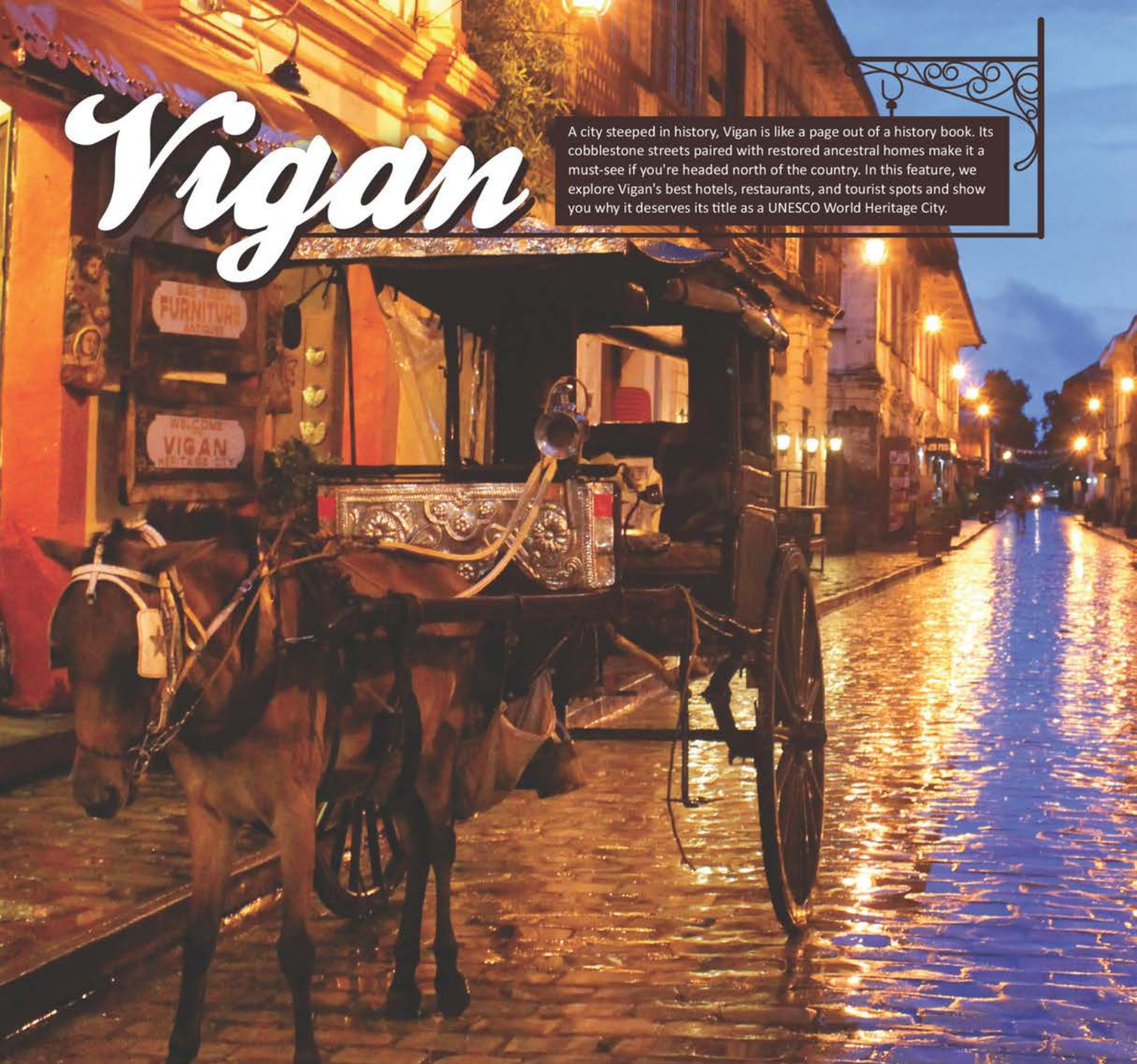
☎ 02-551-7522

📍 G/F, Jaka Center Chino Rocas Ave., Makati City



# Vigan

A city steeped in history, Vigan is like a page out of a history book. Its cobblestone streets paired with restored ancestral homes make it a must-see if you're headed north of the country. In this feature, we explore Vigan's best hotels, restaurants, and tourist spots and show you why it deserves its title as a UNESCO World Heritage City.



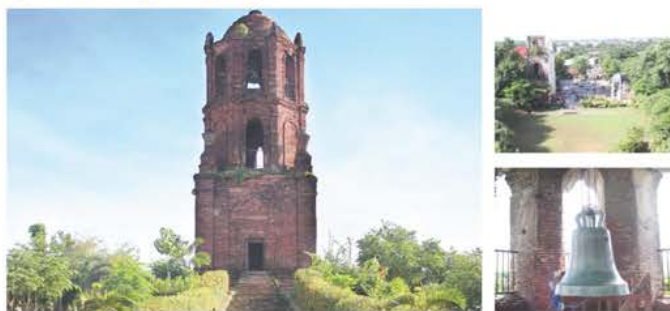
## 1 St. Paul Metropolitan Cathedral



One of the country's oldest Augustinian churches, St. Paul Metropolitan Cathedral started out as a chapel made of wood and thatch in 1578. It was established by order of Juan de Salcedo, the conquistador and founder of Villa Ferdinandina, which later became the town of Vigan. The original chapel was damaged by an earthquake in 1619 and 1627. The church itself was built in 1641 to replace the chapel and became a cathedral when the seat of the Diocese of Nueva Segovia was transferred here from Lal-lo, Cagayan in 1758, but not before being ravaged by a fire in 1739.

📍 St. Paul Metropolitan Cathedral Burgos St., Vigan City, Ilocos Sur

## 2 Bantay Belfry



One of Vigan's most iconic symbols is the Bantay Belfry. First built in 1591, it served as the town's watchtower before being turned into a bell tower of the nearby church in 1857. Located roughly 10 minutes from the town of Vigan, it's located in the town of Bantay, Ilocos Sur. It has looked over the town of both Bantay and Vigan for centuries. The bell tower is situated on a hill, making it the best vantage point for those who were assigned to watch over the towns of Vigan and Bantay.

📍 Bantay Belfry, St. Augustine Church, Bantay, Ilocos Sur



## 1 Calle Crisologo



Walk through the ancient times as you visit Calle Crisologo in Vigan City! When you mention Vigan here in the Philippines, the first thing that comes to mind would be its famed street that is lined up of old architectural structures built in the Spanish era. That famous location is the Calle Crisologo. The bricked walls of Calle Crisologo are a perfect spot to take photos because of its scenic background. The houses, reminiscent of those you see in history books, have survived many calamities that have struck the region because of its strong walls. Its architectural style was built not only for splendor but also for survival. What you can mostly see here in Calle Crisologo are souvenir shops, cafes, bars, and hotels which are previously ancestral homes of well-known figures in the past. It is also where you can find the best products to buy in Vigan, ranging from food, snacks, up to hand-woven items.

📍 Crisologo St., Meztizo District, Vigan City, Ilocos Sur

🕒 24 hours (although some establishments close early) No entrance fee

## 5 Plaza Burgos



The smaller of the two major plazas in Vigan, it was built to commemorate Father Jose P. Burgos, one part of GomBurZa, the martyr priests who died for our country during Spanish rule. It's best known for its *empanadahan* and other vendors selling street food like *okay* (shrimp patty) and ice cream. It's also the best place to talk to locals about their town and some of its hidden gems.

📍 Plaza Burgos, Florentino St., Vigan City, Ilocos Sur

## 6 Plaza Salcedo



Named after the Spanish conquistador Juan de Salcedo, Plaza Salcedo is both the city's central attraction and town center. Much like any old Spanish settlement, Plaza Salcedo is surrounded by all of the places you'll need to visit in Vigan: the town hall, regional hall, local shopping center, and the church.

📍 Quezon Ave. cor. Burgos St., Vigan City, Ilocos Sur

## Travel guide



## 3 Ilocos Regional Museum Complex



Ilocos Regional Museum Complex is a set of museums all located beside the provincial capitol building in Vigan. The complex is managed by the National Museum, meaning entrance is free for any of the museums within the complex. Burgos Museum used to be the home of Padre Jose Burgos, one of the three martyr priests. It houses memorabilia associated with Padre Jose Burgos along with other artifacts that you can identify with the city of Vigan.

📍 Ilocos Regional Museum Complex Burgos, Vigan City, Ilocos Sur

🕒 8:00 am - 4:00 pm (Tuesday - Sunday)

## 4 Crisologo Museum



Crisologo Museum is one of the most popular tourist attractions where you can see the old look of Vigan. This huge house is owned by a prominent congressman in the 1970s named Floro S. Crisologo. He is well-known for he authored laws such as the creation of the North's first state university, the University of the Northern Philippines, and the establishment of the Social Security System (SSS).

📍 Liberation Boulevard, Vigan City, Ilocos Sur

📞 0927-832-7524 (Remy, museum curator)

🕒 8:30 am to 11:30 am; 1:30 pm to 4:30 pm (Monday - Sunday)

Price range: free of charge (Monetary donation is much appreciated for the maintenance of the museum)



# Vigan Map

## World Heritage



### 26 Vigan Heritage River Cruise



The Vigan Heritage River Cruise is one trip you shouldn't miss if you want to explore more of Vigan. The cruise starts at the Celedonia Garden in Brgy. Beddeng Laud where the dock is located. The boat can accommodate a maximum of 15 passengers depending on their weight.

📍 Brgy. Beddeng Laud, Vigan City, Ilocos Sur  
☎ (077) 722-2466 (Mayor's Office) and (077) 722-8771-75

Jordan Cayabyab (0905-125-4274)

Cash only, Walk-ins only, Rates: Adult (P100), Senior Citizens (P70), and Children/Students with Valid ID (P50)

🕒 8:00 am - 5:00 pm

### 27 Lucy's Antique Shop

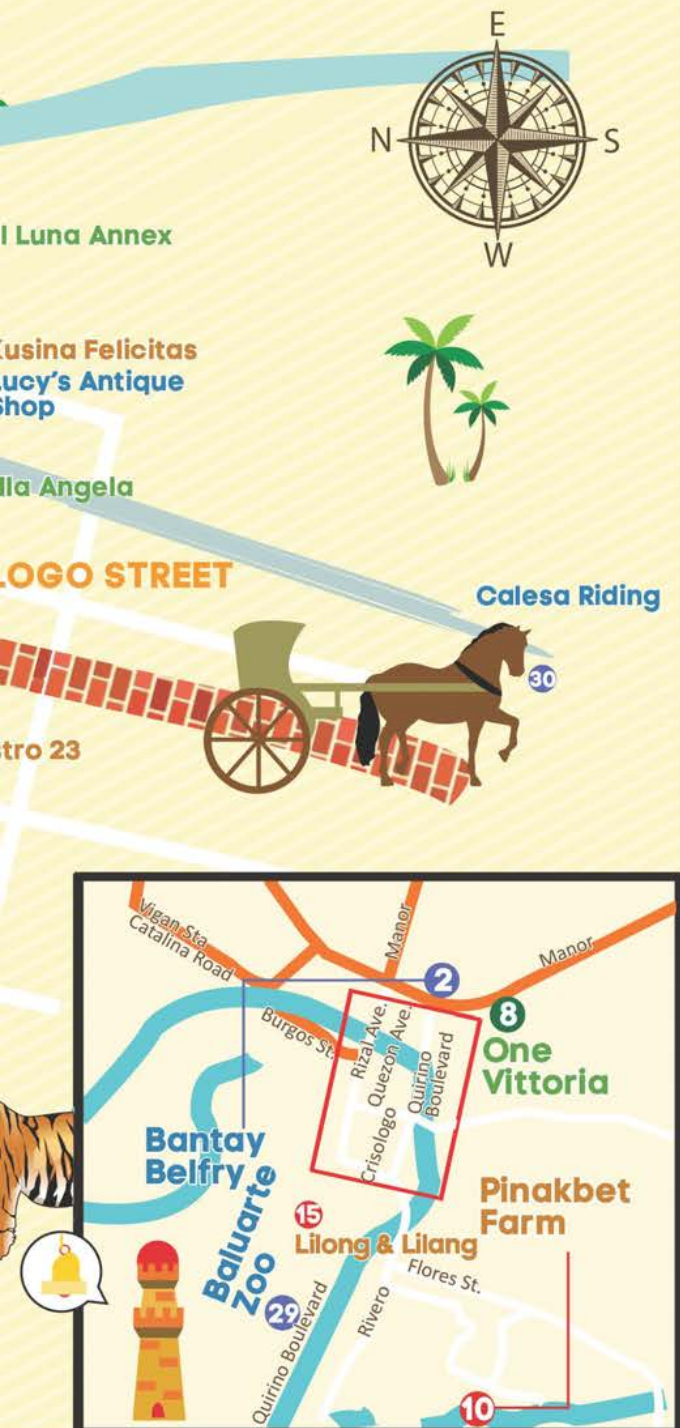


Lucy's Antique Shop is located in the antique house of Don Renato Peña. Known as a *camarin*, it was built in the late 18th century and used as a shop for horse drawn carriages, as shown by the four doors you can find at the front and rear of the house. Located along Calle Crisologo, it's the only standing antique shop in Vigan, and one of the largest souvenir shops in town. Prices for their antiques start at around P1,000, while their souvenirs can be purchased for anywhere between P50 – P300, depending on which souvenir you get.

📍 #14 Calle Crisologo, Brgy. II, Vigan City, Ilocos Sur

🕒 8:00 am - 8:00 pm





## 32 Empanada

The empanada is Vigan's bestselling taco-like delicacy filled with vegetables (grated green papaya, mung bean sprouts, and shredded carrots). For its meat filling, it consists of egg and skinless Vigan longganisa. It costs around P30 to P50 depending if it's a special or a regular one. You can find empanadas almost anywhere, but locals say the best ones are found at Calle Crisologo.



## 31 Calesa Riding

When in Vigan, one should definitely not miss the experience to try the Calesa Ride! The best way to see the historical spots in Vigan would be through this ride. The calesa (or kalesa), a horse drawn carriage, is a mode of transportation in Manila in the ancient times but is still being used here in Vigan because of its suitability in the place as the streets are made of cobblestones and are just near one another.

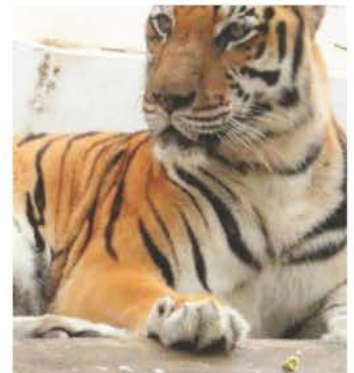
Price range: P150 per hour  
Cash only



## 30 Baluarte Zoo

Baluarte Zoo, found within Baluarte Vigan, is a mini-zoo that houses animals from other countries as well as those endemic to the Philippines. It's a free-roaming animal sanctuary owned by former Ilocos Governor Luis Chavit Singson. You can go around the zoo aboard a rickshaw drawn by a *tiburin* or miniature horse, watch a live animal show, or visit their petting zoo and butterfly garden.

📍 Brgy. Salindeg, Vigan City, Ilocos Sur  
☎ 077-722-2001  
🕒 7:00 am - 6:00 pm  
📘 BaluarteZoo



## 28 Rowilda's Handloom Weaving



Rowilda's Loom Weaving is one of the popular looming factories in Vigan, which specializes in making cloth through manual weaving. Found in Brgy. Camangaan, this *abel*-weaving factory is composed of several century-old and young weavers who make abel for their livelihood. Abel is a traditional woven product found in Vigan known for its strong and colorful material that produces beautiful fabrics which are being exported to Manila.

📍 Crisologo St., Heritage Village, Camangaan, Vigan City, Ilocos Sur  
☎ 077-722-2731 / 077-722-2688  
🕒 7:00 am - 5:00 pm (Monday to Sunday)  
Price range: P70 and up

## 29 Pagburnayan Pottery Making



Brgy. Pagburnayan in Vigan is popular for its earthenware shops. It is the home of a known pottery maker, and his shop, Rose Pottery, which still stands as one of the best places to both buy and experience pottery making in Vigan. Tourists can try out pottery making for free as well as take home the clay pot they made free of charge, although it's best to pay the potter for his/her efforts. A pot usually takes 3 weeks to cure in their workshop before being fired in a kiln for at least a week to let the clay harden. They make sure not to expose it to sunlight because that would harden the clay too fast, leading to unsightly cracks.

📍 Brgy. Pagburnayan, Vigan City, Ilocos Sur  
🕒 Operating hours: 7:00 am - 6:00 pm



# Hotels

People visit Vigan for its near-perfect preservation of a Spanish-style city, including the many ancestral homes. If you've ever dreamed of staying in an ancestral home, look no further than our list of hotels within the city of Vigan.



## 17 Villa Angela Heritage House

PP

Villa Angela Heritage House, located along Quirino Boulevard, looks like a typical house in Vigan during the 1800s. Owned by the prominent Versoza family, it was built in 1870 by then gobernadorcillo Agapito B. Florendo. It was restored by descendants of the Versoza clan in the 1980s, and has become a depository of mementos acquired by the family, some of which date back to their early years in Vigan. It's one of Vigan's most popular accommodations because of its current state. Among the many hotels and inns in the city, it's the only one that has retained its 1800s luster, complete with four poster beds in each room and capiz or windowglass shells for its huge windows. Antiques line the living room, from the table down to the jars.

📍 Villa Angela Heritage House, 26 Quirino Blvd., Vigan City, Ilocos Sur

☎ 0919-315-6122

🕒 Check-in: 2:00 pm | Check-out: 12:00 nn

📘 Villa Angela Heritage House



## 18 Hotel Luna

PPPP

If Vigan had the accommodation that can easily be tagged as the best and the most popular, that would be Hotel Luna. It was rebuilt and restored to a first-class hotel property and is now the first museum hotel in Vigan City. The hotel's façade would tell you that it follows the architectural style of the other Spanish colonial establishments in Vigan. Once you enter the place, it's like you've entered a new era where sophisticated Spanish interiors and stunning works of art welcome you through the hotel.

📍 Delos Reyes cor. Gen. Luna St. Vigan City, Ilocos Sur

☎ (02) 584-4945

🕒 Check in: 2:00 pm Check out: 12:00 nn

🌐 www.hotelluna.ph

📘 Hotel Luna

💳 Accepts credit cards



## 19 Ciudad Fernandina Hotel

PPPP

This hotel is an 18th century old heritage house which was renovated by UNESCO and the Vigan Conservation Council. Ciudad Fernandina is a modern boutique hotel that has become popular due to its aesthetically-pleasing features, one that would very much remind you of Spain. The interior setting of Ciudad Fernandina feels very much like home, but still has that topnotch service from their accommodating staff, making it the luxury place to be. Their rooms are equipped with facilities such as safety deposit box, flat panel cable TV, internet, air conditioning system, coffee and tea making facilities for Deluxe Rooms and Suites, and mini bar.

📍 #26 Mabini cor. Plaridel Sts., Heritage City of Vigan, Ilocos Sur

☎ (077) 722-3765, 644-0005

🌐 www.ciudadfernandinavigan.com.ph

📘 Ciudad Fernandina Hotel

✉ cfhvigan@yahoo.com.ph





## 20 West Loch Park Hotel P P

West Loch Park Hotel's main branch is found at Sto. Domingo, Ilocos Sur, but it also has an annex found along Gen. Luna St. where the historic streets of Vigan are located. When you see West Loch from the outside, you'd know that it isn't the typical old style architectural hotels that you see lining up the street of Crisologo. West Loch is actually a modern-looking hotel, which still has that Vigan charm without having to look too traditional. West Loch Park Hotel charms its guests through their amenities that they will surely enjoy during their stay in Vigan.

📍 Gen. Luna St. Vigan City, Ilocos Sur  
 ☎ (077)604-9032, 0977-815-1237, 0925-630-8836  
 ⌚ Check in: 2:00 pm | Check out: 12:00 nn  
 🌐 [www.westlochparkhotel.ph](http://www.westlochparkhotel.ph)  
 📱 West Loch Park Hotel Vigan  
 💳 Accepts credit cards



## 21 Hotel Veneto de Vigan P P P

Opened in 2014, Hotel Veneto De Vigan started out as an old house owned by one of Vigan's earliest settlers. It has 38 rooms spread in the main hotel and an annex with dormitory-type rooms. The hotel offers six types of rooms: standard, superior, deluxe with 1 king, deluxe with 2 queens, 2 Family deluxe rooms with 2 king beds, and one Family deluxe room with 3 queen beds. Their standard and superior rooms can accommodate 2 guests, but can go as much as three with an extra bed for only P650 without breakfast.

📍 Bonifacio St., Brgy. 1, Vigan City, Ilocos Sur  
 ☎ 077-674-0938, 0917-587-1965 / 0998-555-4421  
 ⌚ Check-in: 2:00 pm | Check-out: 12:00 nn  
 🌐 [hotelvenetodevigan.com](http://hotelvenetodevigan.com)  
 📱 Hotel Veneto de Vigan



## 22 Hotel Felicidad P P P

Hotel Felicidad opened in 2012 as one of Vigan's newest accommodations. They pride themselves in their hotel motto: Ilocano Heritage Hospitality at its best. It's a motto that's applied to everything they do at Hotel Felicidad. Hotel Felicidad's staff is trained to embody this motto, giving guests the best possible customer service from any of Vigan's hotels. The hotel has a total of 34 rooms including those in their annex. Hotel annexes, which are common in Vigan, have Hotel Felicidad to thank as they were first ones to introduce the idea.

📍 #9 V. delos Reyes cor. Florentino Sts., Vigan City, Ilocos Sur  
 ☎ 077-722-0008, 077-674-0232, 077-632-0352 or 077-674-0227, 0939-925-2402, 0932-891-2468 or 0917-856-8309  
 ⌚ Check-in: 2:00 pm | Check-out: 12:00 nn  
 🌐 [hotelfelicidadvigan.com](http://hotelfelicidadvigan.com)  
 📱 Hotel Felicidad Vigan



## 23 Hotel Luna Annex P P

Hotel Luna Annex is the boutique counterpart of the hotel-museum Hotel Luna in Vigan City. This establishment houses a smaller number compared to the main Hotel Luna with 17 equally beautiful rooms that suit one's taste when it comes to having a comfortable stay. The annex, just like Hotel Luna, is a historical house-turned-hotel built through restoration for its accommodation. The Hotel Luna Annex is the best choice for travelers looking for an accommodation at a very affordable price, without compromising the quality of service that it gives. The annex has two hotel room types namely Twin Standard and Double Queen Superior.

📍 Quirino Avenue, Vigan City, Ilocos Sur  
 ☎ (02) 584-4945, (02) 373-3333 ext 201-204 (Sales)  
 ⌚ Check in: 2:00 pm | Check out: 12:00 nn  
 🌐 [annex.hotelluna.ph](http://annex.hotelluna.ph)  
 💳 Accepts credit cards



## 24 Hotel Salcedo de Vigan P P P

Named after Juan de Salcedo, a Spanish conquistador who discovered Vigan, Hotel Salcedo is one of the best accommodations in town, especially if you still want to learn more of the Ilocos culture just by staying at an ancestral house-turned-hotel. Hotel Salcedo was formerly a 3-storey house renovated to cater tourists who want to have a place to stay in Vigan since it's an attraction that is undoubtedly the most popular in the whole Ilocos region. This humble hotel's interior has a mix of modern and traditional interiors which will make you feel at home. They have 23 rooms all in all with affordable room rates that match the quality of service you are given as you stay in the hotel.

📍 Address: Gen. Luna, Vigan City, Ilocos Sur  
 ☎ (077)722-1200, 722-2798, 0998-537-6337, 0917-856-4588  
 🌐 [hotelsalcedo.com](http://hotelsalcedo.com)  
 ✉ [hotelsalcedo@yahoo.com](mailto:hotelsalcedo@yahoo.com)  
 📱 Hotel Salcedo de Vigan



## 25 One Vittoria Hotel P P P P

Located at Bantay, Ilocos Sur is a boutique hotel that speaks of modern elegance. One Vittoria Hotel is unlike your ordinary hotel in Ilocos, in a sense that it has a very modern aesthetic compared to the Hispanic-looking ones you see along the town. Here in One Vittoria, you are welcomed with comfort and convenience, as they have first-class amenities and accommodating staff to help you out in your stay. Upon entering the place, you'll easily feel comfortable and at home with how it looks based on their interiors.

📍 National Highway, Cabalanggan, Bantay, Ilocos Sur  
 ☎ +6377-604-0054, 0925-318-8885, 0998-984-5101, 0917-578-4728  
 ⌚ Check in: 2:00 pm | Check out: 12:00 nn  
 🌐 [onevittoriahotel.com](http://onevittoriahotel.com)  
 📱 One Vittoria Hotel



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Campaign Website

<https://www.ana-campaign.com/anausa/>





# Panasonic

## Panasonic Beauty



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**EH-NA45**

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Healthy quick-dry nozzle  
Alternating strong  
and weak airflows



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STRAIGHTENER  
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### *Magical Experience with nanoe™*

*What do nanoe™ particles do?*

- Provide moisture to keep hair smooth and shiny
- Moisten scalp to keep it clean and healthy for a healthier, more hygienic scalp or \* skin (\*facial steamer EH-SA31)



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# Panasonic's Latest Beauty Line

**Panasonic**

## Reviews & Testimony

## Make Your Hair More Beautiful!

Japanese quality hair dryer

## nanoe™ Hair Dryer



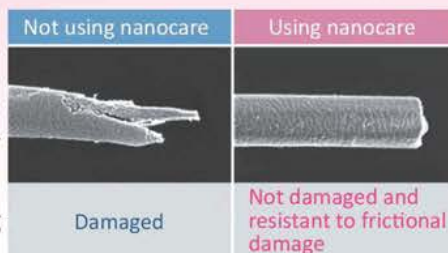
This dryer includes the nanoe™ and platinum Ion technology which could change and improve the condition of your hair. Micro ions called nanoe™ and platinum Ion jet out through the Ion outlet to permeate your hair and make it more beautiful and healthy looking.

### What is nanoe™?

nanoe™ are ultrafine particles of water generated from water in the air. They contain about 1 thousand times (volume ratio) the moisture of the negative ions. When absorbed by the hair, these ultrafine particles of water tighten the cuticle of your hair, leaving it more glossy and supple.

### How nanoe™ and platinum Ion make an effect?

- nanoe™ and platinum Ion penetrate into the hair and make the cuticle tighter. (Fig.1)
- They give moisture to the hair, making it shinier and smoother. (Fig.2)

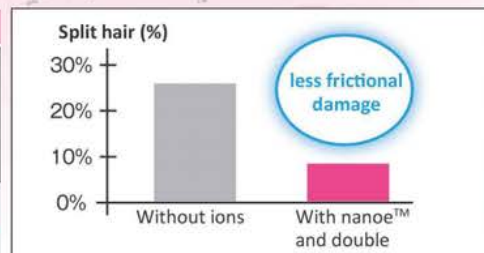


(Fig.1) Comparison of hair tip condition  
\*Results were based on a in-house test

### nanoe™ Hair Dryer EH-NA45



Price: Php 4,999



(Fig.2) Comparison of split hair condition  
\*Results were based on a in-house test

Contact details for inquiries ♦ Email in English: Ms. Giselle Gaille Babasa [gisellegaille.babasa@ph.panasonic.com](mailto:gisellegaille.babasa@ph.panasonic.com)  
♦ Email in Japanese: Mr. Satoshi Kono [satoshi.kono@ph.panasonic.com](mailto:satoshi.kono@ph.panasonic.com)  
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### Reviews on using Hair Dryer nanocare

My hair quality has changed!

The most surprising thing about using it is that the tips of my hair that was beginning to get damaged is restored. I was expecting that the hairdryer will rob the moisture of the hair and damage it. But when I used the nanoe™ hairdryer, my hair gets moister than before. I am glad that my hair becomes smooth and I am looking forward to using this product and not encounter the same problems as before. You can feel a change in the quality of your hair on the first time that you use it up to the 1st month.

My hair is always damaged as it is exposed to ultraviolet rays and air conditioners in the Philippines. The nanoe™ Hairdryer gives moisture to the hair and has a function that protects the hair from ultraviolet rays. Since I tend to forget to take care of my hair, I am very thankful for this product. Another feature of this dryer is the Unique Quick-dry Nozzle that simultaneously delivers strong and soft airflows for quicker and more uniform drying.

You can buy it at the same price if you buy it in Japan. I recommend it to those who want to use a quality dryer for your hair.

..... Voice .....



**Yuka Shimodaira**

I have been living in the Philippines since June of 2016 because of my husband's work. I began looking for cosmetic products that fit my sensitive skin, and I am interested in items related to beauty. I am happy to find beauty items that fit me.



# FashionSNAP

## WOMEN IN THEIR WORKWEAR



*Althea*

**Company:** Megaworld  
**Designation:** Promotional Officer  
**No. of years working for the company:** Less than a year  
**Reason for choosing this outfit:** Being part of the promotion team, how I dress reflects my company. So I choose to be chic-looking but simple with this easy-to-wear, one-piece dress.



*Angeline*

**Company:** Amicassa Inc.  
**Designation:** Customer Care Specialist  
**No. of years working for the company:** Less than a year  
**Reason for choosing this outfit:** I always choose comfort over style so I decided to mix and match my favourite pink skirt and white sneakers.



*Claire*

**Company:** NDM Bingo Center Antipolo Inc.  
**Designation:** Gaming Assistant / Cashier  
**No. of years working for the company:** 1 year  
**Reason for choosing this outfit:** I choose this outfit from Soi7 fashionstreet because it gives me more of a girly look. I like to wear it at work or on my weekend dates.



*Tricia*

**Company:** Primer Media, Inc.  
**Designation:** Sales and Marketing Associate  
**No. of years working in the company:** Less than a year  
**Reason for choosing this outfit:** I believe that work should not limit our choices in fashion, that's why I always make sure that even if I have to stay formal, I am still comfortable and confident with my style. I always use dark colors, especially black and red because I believe that they are powerful colors which are both formal and stylish.



*Steph*

**Company:** Composite Group of Companies  
**Designation:** Marketing Associate  
**No. of Years working:** 11 months  
**Reason for choosing this outfit:** I like wearing clothes that makes me feel so at ease, like my simple black blouse, jeans, and flats. I partnered it with a fringe bag to add more fun to my style. Simple yet classy suits my style and personality.



*Erica*

**Company:** PLDT SME NATION  
**Designation:** Senior Product Admin  
**No. of Years working for the company:** 7 years  
**Reason for choosing this outfit:** In my field, we always have to be in business attire, but I see to it that I still look simply and elegant.



It's probably the sweetest struggle that most career women can relate to – dressing up for work. With this, most yuppies struggle with the question, "What to wear at work today?" To help you with this daily challenge, Primer has compiled some outfit ideas to get you through Monday to Friday, looking effortlessly stylish without breaking your office dress code.



*Thea*

**Company:** Burnwater Design Studios  
**Designation:** Junior Account Executive  
**No. of years working in the company:** Less than a year  
**Reason for choosing this outfit:** Dressing up is something I love to do. Chic and smart looks are quickly becoming my style staples since I work around the Metro.



*Kharisse*

**Company:** SMDC  
**No. of years working for the company:** 1 year  
**Reason for choosing this outfit:** I couldn't get any girlier in this maxi dress from Soi7 fashstreet. It features a lovely lace material which makes me look tall and feminine. I love to wear this dress in any occasion, even going to work.



*Marline*

**Company:** Vixen/ FHM/Suzuki  
**Designation:** Model  
**No. of years working for the company:** 5 years  
**Reason for choosing this outfit:** I feel comfortable wearing this dress because it makes me look younger. This shift dress from Soi7 fashstreet is fancy yet elegant, perfect for my daily errands.



*Louise*

**Company:** PetNet Western Union  
**Position:** Customer Service Representative  
**No. of years working for the company:** 1 year and 7 months  
**Reason for choosing this outfit:** I like to wear outfits that are more relaxed, but still look professional and edgy at the same time.



*Michelle*

**Name:** Michelle Nuñez  
**Company:** Mindshare  
**Designation:** Media Planner  
**No. of years working for the company:** Less than a year  
**Reason for choosing this outfit:** I love wearing comfortable classy casual outfits to work. My everyday outfit basically depends on my mood and my schedule for that day.



*Paula*

**Company:** OLX PH / Property24  
**Designation:** Account Manager-CRM  
**No. of years working for the company:** 2 years and 5 months  
**Reason for choosing this outfit:** I chose this outfit because I want to feel comfortable whenever I have to meet with clients.



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# Valentine's SPECIAL

Valentine's Day is just around the corner. Every shopping mall in the Philippines has already been decorated with bright red heart decors and cupid cutouts before you even got your Christmas tree to the curb. While the usual gift ideas are there to save your day, here are hand-selected unique gift items for him and for her to make this Valentine's Day more special. So, go ahead, wear your heart on your sleeve and celebrate love together in style.

## Dangwa Flower Design

Dangwa Flower Market, also known as the "Bulaklakan ng Maynila" (Flower Market of Manila), is a fresh flower market in Sampaloc, Manila. The market is composed of several small individually-owned stalls and street vendors, selling flowers wholesale and retail.

📍 Dimasalang Rd, Sampaloc,  
Manila, Metro Manila  
🌐 [www.dangwaflowerdelivery.com](http://www.dangwaflowerdelivery.com)



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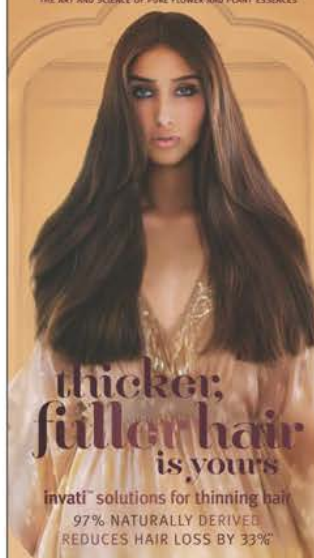
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# HOME OF THE HOUR

Have a look into different lush life-styles of Filipino socialites in this special home feature.

To make your house a place you'd want to come home to, getting tips to decorate and personalize your abode are necessary. Let's take a look on how Liza, a homeowner in Alabang, conceptualized her home design through colors, furniture pieces, and a penchant for native and inherited items.

"I want everything clean," said Liza, owner of the three-storey house we visited in a posh village in Alabang one December night. Liza's standard of cleanliness is a different kind of cleanliness—and truly, what we saw proves her right. Upon entering her humble abode, you would really believe that there is no place for disarray in her place. Everything is kept in place: no clutter, no dusty furniture, no dirt in sight— a place you'd certainly want to come home to. Liza then tells the story on how she and her husband built their home. "This house was built when we moved in 2004. This was the very first house that we built here in the Philippines," said Liza as she took us to a tour on the ground floor of her three-storey house. You can easily notice how spacious the house is because of how it was designed. Bedecked with mostly big furniture pieces, hues of brown and nude, and high ceilings, Liza's house definitely speaks of sophistication and style. "We just wanted an open space; that was our thing," recalled Liza while she was telling us the history of her home. "Basically, the idea was the zen or Asian tropical look, and we hired our good friend and interior designer to help us. We (Liza and her husband) wanted the look to be warm also," added Liza. Liza's idea is never too far from what most luxury homes in the Philippines look like. More and more houses are now pandering to the minimalist look, making it look simple yet sleek. As for Liza, she says that in more than a decade of living here, she has not changed themes quite often.



## HOME SPOT

The living room is just a few steps away from the dining area, and in front of their lanai. Asked what their favorite spot is, Liza showed us their TV room. "This and the lanai are our favorite places. This is where we watch films and where the kids play games in their Play Station."







#### FROM THE DOOR OUTSIDE

The house's high ceilinged interior gives it an overall spacious look.



#### KITCHEN AREA

Liza's kitchen area is as clean as it can be —making it look neat and orderly - a place where cooking can truly be an enjoyable activity.

Her dining area is an entirely different story. Since she likes to keep everything clean, she's not your usual homeowner who displays a lot in her kitchen. Similar to typical Filipino homes, there is a 'dirty kitchen' (outdoor kitchen) where most of the cooking takes place. Outdoor kitchens are common in the Philippines both in the provinces and in the city because of its convenience in keeping unwanted odor from the cooking away from the insides of the house.



#### DINING AREA

This 8-seater dining table is a definition of modern-meets-classic design. The table — an old, recycled one — is paired with a set of modern chairs which makes a visually aesthetic look.

In their dining area, a huge table makes for their dining setup. Liza recalls the story of how she wanted to get rid of this table but eventually loved it in the long run. "This was an office table of my husband's grandfather. I was initially reluctant to have it here but our interior designer insisted for it to stay. I got convinced and then I eventually liked it. The chairs, though, were changed into modern ones to keep up with the theme."



#### COMFY AND CONVENIENT

This guestroom located at the ground floor is where Liza's parents stay when they visit. The colors are in an Earth tone scheme, perfect for a relaxing feel.

To end our tour in Liza's house, we asked her what tip she could give for those who would like to build their own house someday. "You don't have to buy everything," said Liza. True enough, the things that adorn her house give her plenty of stories to share. From her great finds for home accents to restored furniture which they have kept for a long time, that's when you can totally say that the best things in life are free.



This jar which stands at her living room makes for a great accent piece in the area. "It came from Negros Occidental, and this jar is what my mom used to make vinegar out of coconut sap. One time, when we visited the province, I saw it and just fell in love with it, so I asked my mom to ship it," recalls Liza.

#### ACCENTUATE

This back chair perfectly sits at the side, serving its dual purpose as a decoration and as a seat.







## Mr. Hiroaki Naruse KARADA PHILIPPINES

Hiroaki Naruse was born in Hiratsuka, a city in Japan's Kanagawa Prefecture. He holds a degree in Agriculture and Veterinary Medicine from Nihon University. After graduating, he entered Nippon Pet Food where worked as a sales manufacturer for 13 years. After leaving Nippon Pet Food, he joined KARADA as a part-time therapist. After that he served as an area manager of Tokai & Kanto area, and transferred to the International Division from 2012. He was appointed to the Philippines in May of the same year.

KARADA believes in Setai or Body Maintenance, combining massage and chiropractic techniques to not only relieve stress but improve overall health. Thanks to this approach, their services have earned a steady following both in Japan and in countries like the Philippines. We talked to KARADA Philippines' Master Trainer and Regional Manager, Hiroaki Naruse, to know more about how KARADA has been successful in offering its one-of-a-kind service.

### What did you do before working for KARADA? Why did you choose to work in KARADA?

I worked as a salesman for a pet food maker for 13 years. I would often go on business meetings with managers to sell pet food. I drove a car everyday during business trips, sometimes driving for 2-3 hours straight. I developed lower back pain because of those long hours, which forced me to resign.

I would often get a massage during those business trips. The massages cost me more than what I make, so I tried looking for places that provide body maintenance. One of my friends, a chiropractor, encouraged me to learn chiropractics instead and that's how I started with KARADA.

### What is the story of KARADA? When and where did it start?

KARADA was founded in Japan by Koyasu Yuki. He got into a car accident as a college student. His injuries were healed through time, but he experienced recurring neck pain. He went to several doctors who all said he was fine, but he knew he was not. He later consulted his uncle, a chiropractor, and was cured by chiropractic treatment.

After his experience, he learned chiropractics along with other massage techniques. He combined these to open KARADA Factory in Yokohama, Japan.

### What makes KARADA different from other spas or massage clinics?

Massage parlors in the country specialize in relaxing massages or reflexology. Ours is different: we focus more on body maintenance. Our services are therapeutic, not for relaxation.

We also communicate more than other places that specialize in reflexology. For us, consultation is the most important part of our service. We profile our clients and give them suggestions based on their medical history. We're not experts, so we recommend you get a check-up before you go to KARADA.

We follow a step-by-step process to determine what treatment will best suit your needs: consultation, assessment, treatments (skull, muscles, bones), and rationalization. Every treatment we do is tailor-made to the client's needs and what they want to achieve.

### What made you decide to open a branch in the Philippines?

When we opened our branch in Taiwan 5 or 6 years ago, we had a client who loved our services. This client eventually recommended us to their Filipino friends. They, in turn, tried and loved our services, so they asked us if they can start KARADA in the Philippines. They thought that the unique service we provided (body maintenance) would do well in the Philippines since no one has done it before.

At that time, we were already looking for someone to talk to and expand our business outside of our branches in Japan, Taiwan, and Thailand. These countries had KARADA branches, but the one here is a franchise.

KARADA Factory was the original name of the company. However, when we opened our first branch in Glorietta, we thought of removing "Factory" from the name because it didn't carry the same meaning in the Philippines. This is why it's just KARADA, which means body. We now have 13 branches in the Philippines.

KARADA is set-up as a franchise in the Philippines. The franchise is under Technolux Holdings, so they are the ones who manage KARADA in the country. As a representative of KARADA from Japan, we assist them in training the staff.

### What problems did you run into while running KARADA Philippines?

I've encountered two problems with KARADA Philippines: one is that applicants leave the company too easily. The techniques needed to be a KARADA Body Trainer (or therapist) take a long time to learn. It takes about two to three months to learn the basics. Training is hard, so they tend to give up early.

This is a problem for us because training to be a therapist takes time and costs a lot of money. If they leave before or shortly after they complete their training, all of that goes to waste. If they do complete the training, they experience difficulty in adjusting to the Japanese work culture, especially when it comes to attendance.

Another problem I've encountered both here and other countries in South East Asia is the many delays we experience during construction. We get a lot of offers to franchise, but the places where we can put them in (malls, commercial centers, etc.), take a long time before they are completed.

### What plans does KARADA have for the future?

We plan to expand to other parts of metro manila, hopefully getting to 100 branches in 10 years. We're also looking to expand to the Middle East, as Technolux has offices in Dubai and Kuwait.

### As master trainer, what is your approach to training KARADA's therapists?

Everyone at KARADA starts from zero, even if you're a licensed physical therapist. All of our trainers are Filipino, including the head trainer. Strictness is needed because it's dangerous to make mistakes when you're dealing with the body. We also encourage our applicants to train even after work hours [so that they can continue to improve].

I don't focus on training applicants right now, though I did train the first batch of KARADA therapists. We sent them to Japan, where they received strict training for KARADA's techniques. I still have the final say if they will qualify as therapists, though.

### What has made the most impact in your role as KARADA's Master Trainer and Regional Manager?

For me, it's having responsibility and pride as a mentor for KARADA. We started with nothing in the Philippines [and built it up to what it is now]. I may not be the owner, but I feel like I am because I was part of the team that started KARADA in the Philippines.

**“ Ichigo ichie (one time, one meeting). I want to give clients the best service they can get right from the start.”**

### What's a typical day like working for KARADA as its Master Trainer?

I wake up at 7:00 am and visit a cafe to eat breakfast, check my emails, or talk to my colleagues in FJG via Skype. I go to our training center in Kamagong around 10:30 am or 11:00 am to either teach or administer final tests for the applicants. I also visit KARADA Greenbelt if there's a request from a VIP, or attend business meetings around this time. I go to KARADA Greenbelt by 8:00 pm to check my schedule, then get dinner either by myself or with the rest of the staff.

### What is your motto?

Ichigo ichie (one time, one meeting). I want to give clients, especially first timers, the best service they can get right from the start. I give my best the first time I meet the client.



KARADA Staff





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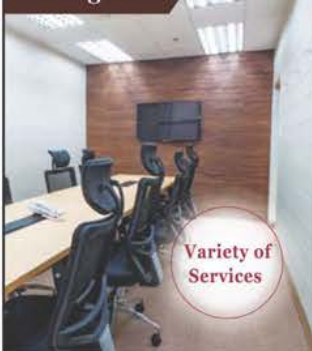
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✿ Km. 23 West Service Road, South Superhighway, Alabang, Muntinlupa City

#### Transtech

☎ 02-807-9449/02-772-2705/02-807-1627  
✿ Unit 2204 Tower 1 Entrata Urban Complex 2609 Civic Drive, Filinvest City, Muntinlupa City

#### VALUEASIA

☎ 0917-817-6549/02-511-0781  
✿ 2/F, COCOFED Bldg., 144 Amorsolo St., Legaspi Village, Makati City

#### OCS

☎ 02-894-0341/02-817-8282  
✿ First Cityland Condominium Building, Rada Street, Legaspi Village, Makati City

#### Sagawa

☎ 02-822-9911/02-776-2627  
✿ Suite 102, CTC Building, 2232 Roxas Boulevard, Pasay City

### BANKS

#### Asia Development Bank

☎ 02-636-2444  
✿ 6 ADB Ave., Mandaluyong City

#### BDO

☎ 02-840-7000  
✿ 7899 Makati Ave., Makati City

#### BPI

☎ 02-818-5541 to 48  
✿ BPI Head Office, 6768 Ayala Ave., Makati City

#### Metrobank

☎ 02-8700-700  
✿ Metrobank Plaza, Sen. Gil J. Puyat Ave., Makati City

#### RCBC

☎ 02-877-7222  
✿ Yuchengco Tower, RCBC Plaza, 6819 Ayala Ave., Makati City

### RECRUITMENT

#### J-K Manpower

☎ 02-932-0963/0917-813-9678  
✿ UNIT 3 JKLM 3/F, Crissant Plaza Building No.272 Commonwealth Ave., Old Balara, Quezon City

#### NOSPHIL

☎ 02-687-1978  
✿ 3/F, OAC Building, 27 San Miguel Ave. Ortigas Center, San Antonio, Pasig City

#### Reeracoen Recruitment Co., Ltd

☎ 02-893-7282/02-843-2986

#### Sagass

☎ 02-893-8815  
✿ 139 Valero St., Salcedo, Makati City

#### Baker & McKenzie

☎ 02-819-4700  
✿ 12/F, Net One Center 26th Street corner 3rd Ave. Crescent Park West, BGC, Taguig City

### LAW OFFICES

#### Inglis Laurel Calderon Law office

☎ 02-812-9419/02-812-9333  
✿ Suite 7B, The Valero Tower, 122 Valero Street, Salcedo, Makati City

#### MATSUO&NABMA

☎ 02-892-3011/02-892-3032

#### Puyat Jacinto & Santos Law Office

☎ 02-840-5025 to 28  
✿ 10/F, 8 Rockwell, Hidalgo corner Plaza Drive Rockwell Center, Makati City

#### Spectrum Leasing

☎ 0917-823-2612  
✿ Makati & BGC

#### Venture Hub

☎ 02-789-9001  
✿ 40/F, PBCOM Tower, 6795 Ayala Ave. V.A. Rufino St, Bel-Air, Makati City



## School Guide

### PRESCHOOL

#### EDITH International Preschool

☎ 02-823-3129 / Alabang

#### Toddlers Unlimited (Skate, Ice Hockey)

☎ 02-850-4064 / Alabang

#### Cambridge

☎ 02-844-8392 / Makati City

#### Fort International School Manila

☎ 02-840-8488 / Fort

#### Summit School

☎ 02-881-9032 / BGC

#### The Little Gym

☎ 02-815-1735 / Fort

#### Casa Montessori International

☎ 02-810-9722 / Makati City

#### Fun-D-Mentals Preschool

☎ 02-818-9764 / Makati City

#### Cornerstone Learning & Play Care Center (C.L.P.C.)

☎ 02-812-6062 / Makati City

#### OISCA Manila Japanese Kindergarten

☎ 02-894-3114 / Makati City

#### German European School Manila

☎ 02-776-1000 / Parañaque City

#### Happy Hearts Preschool

☎ 02-897-8310 / 02-216-7500  
/ Makati City

### LANGUAGE SCHOOL

#### FilipinoTutor.com

☎ 046-432-9038 / 0932-832-9038

#### KURATA Tutorial (English) (OK for Japanese)

☎ 02-813-7202 / Makati City

#### Manila Cram School English Conversation School

☎ 0906-356-6378 / 0949-413-4760  
/ Makati

#### Manila Shimbun Cultural Center (Tagalog and Japanese)

☎ 0928-262-3961 / Manila

#### Alliance Francaise de Manila (French)

☎ 02-895-7585 / Makati City

#### English Breakthrough

☎ 02-881-5455 / Quezon City

#### UNMEI (Japanese Centered School)

☎ 02-584-7811 / Ortigas Center

#### PJ Link Language Center

☎ 02-832-5735 / Makati City

### ART

#### My Masterpiece

☎ 0915-432-7439 / Pasig City

#### Jolli Jam Arts

☎ 02-392-6220 / Makati City

### ELEMENTARY

#### Singapore School Manila

☎ 0932-966-9315 / 0917-536-3920  
/ Parañaque City

#### Australian International School (AIS)

☎ 02-776-1166 / 02-844-9915 / Pasay City

#### British School Manila (BSM)

☎ 02-860-4800 / BGC

#### Mahatma Gandhi International School (MGIS)

☎ 02-776-1166 / Pasay City

#### The King's School Manila

☎ 02-519-5799 / Parañaque City

#### Brent International School

☎ 02-511-4345 / 0918-940-7778  
/ Makati City

#### International School Manila (ISM)

☎ 02-840-8600 / 02-840-8489  
/ BGC

#### Reedley International School

☎ 02-571-5291 / 0917-507-9306  
/ Makati City

#### Domuschoia International School

☎ 02-635-9743 / 02-635-2002 / 02-650-3750 to 52 / 0917-714-2002 / Pasig City

\*For inquiries, you may contact each school.



## LUZON

6 hours  
BAGUIO

MANILA

ILOCOS  
1 hour

1 hour  
LEGAZPI

1 hour  
LEYTE

CEBU  
1 hour

1.5 hours  
DAVAO

MINDANAO

VISAYAS

## Philippines



### Intramuros / Roxas Boulevard

A historical place called "The Walled City," known for having the best view of sunset in the Philippines.



### Malate, Manila

► Map 5

### Pasay City

► Map 6



### Makati City

► Map 1-2

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. It is a premier location for upscale villages and commercial establishments.

## Metro Manila

Metro Manila is located in the center of Luzon, which is the biggest and the most populated 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 season 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 center developed by Megaworld Corporation.



### Greenhills

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



### Ortigas Center

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

### Bonifacio Global City

The newest land development in the country and a hub 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

Malabon City

► Map 8

Caloocan City

Marikina City

Manila City

San Juan City

Mandaluyong City

Pasig City

► Map 4

Makati City

► Map 3

Pateros City

Taguig City

Parañaque City

Las Piñas City

Muntinlupa City

► Map 7





## Railway Route in Manila



A

B

C

D

1

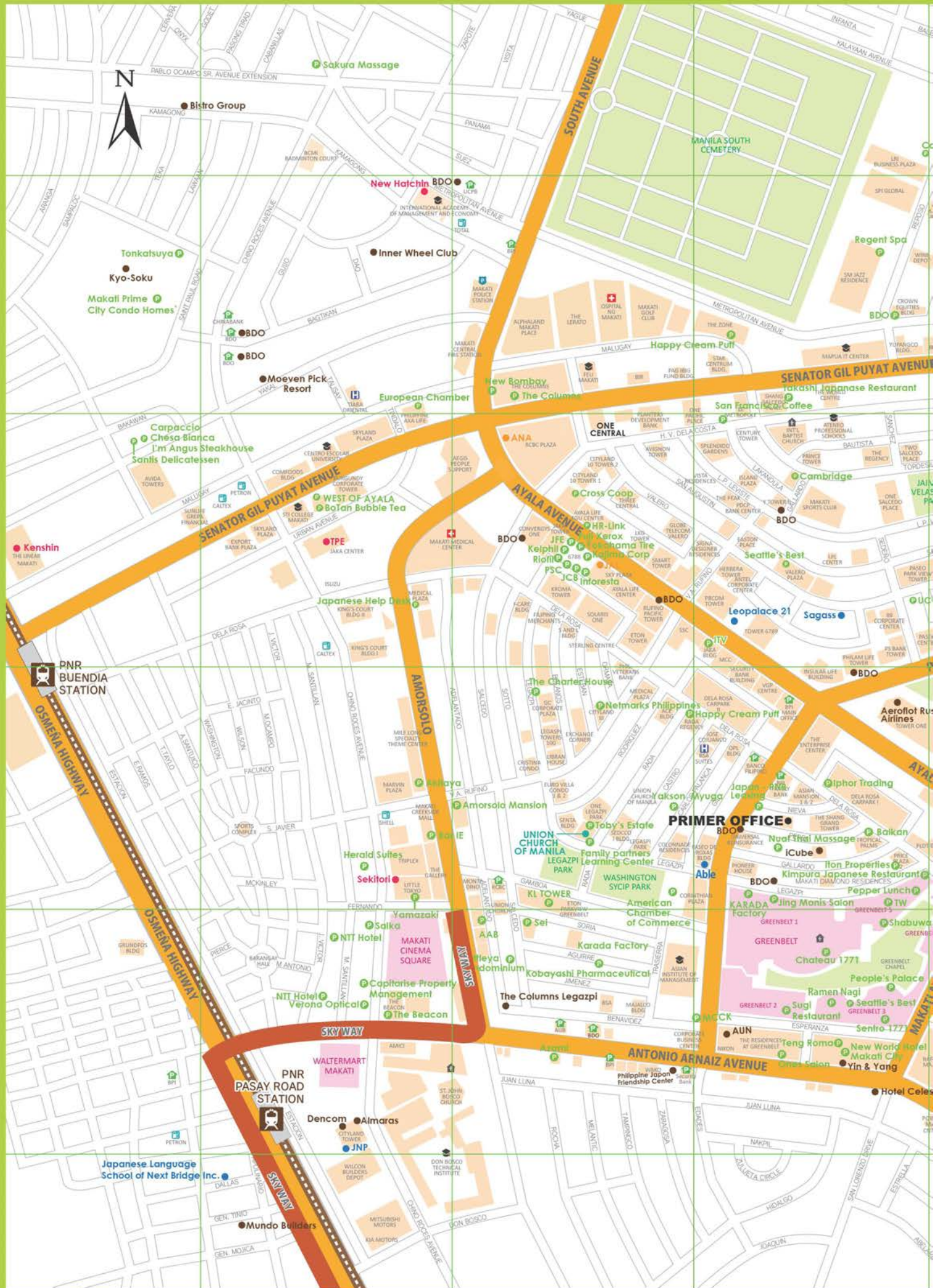
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3

4

5

6



250

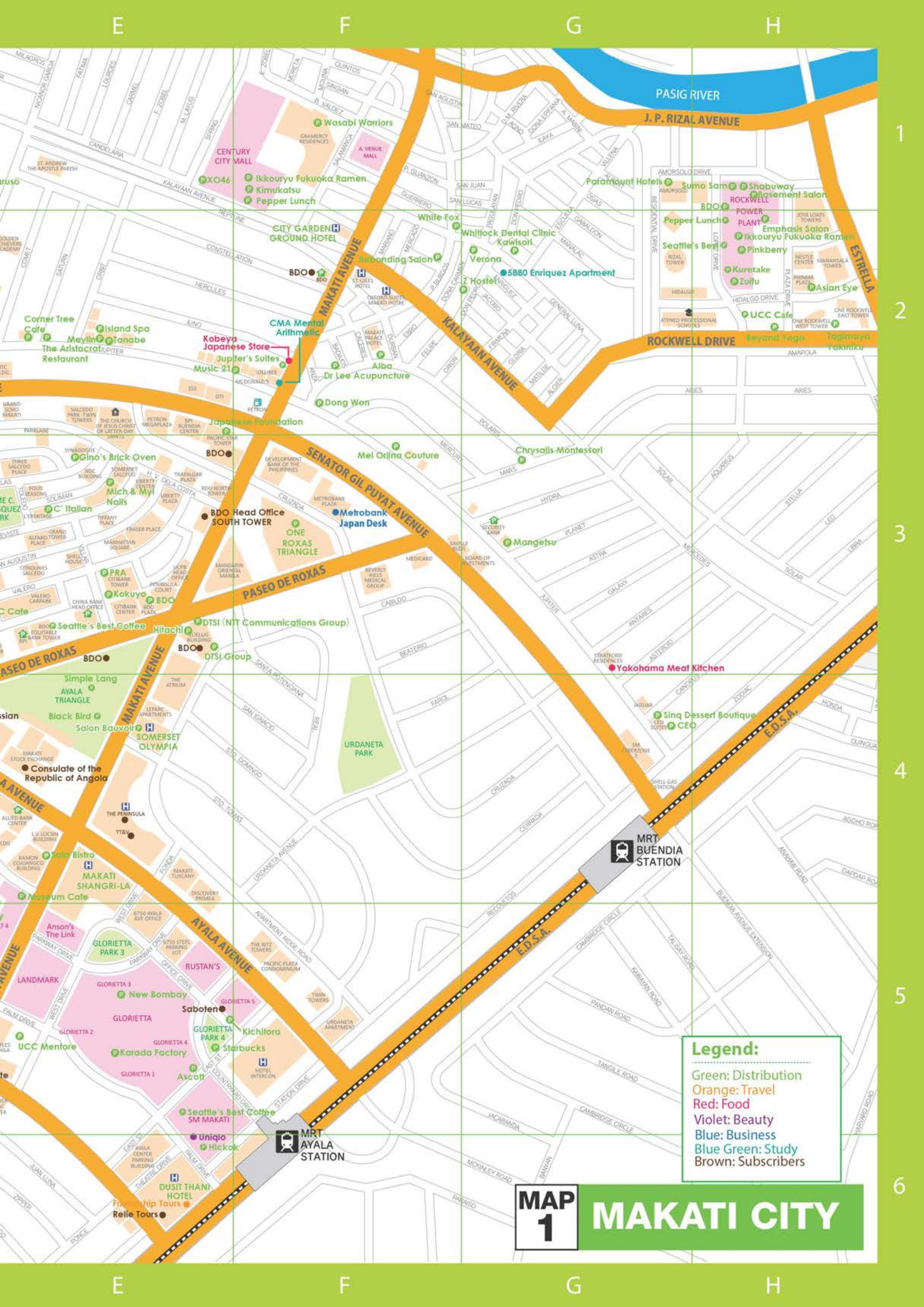
A

B

C

D





**Legend:**

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

**MAP 1** **MAKATI CITY**





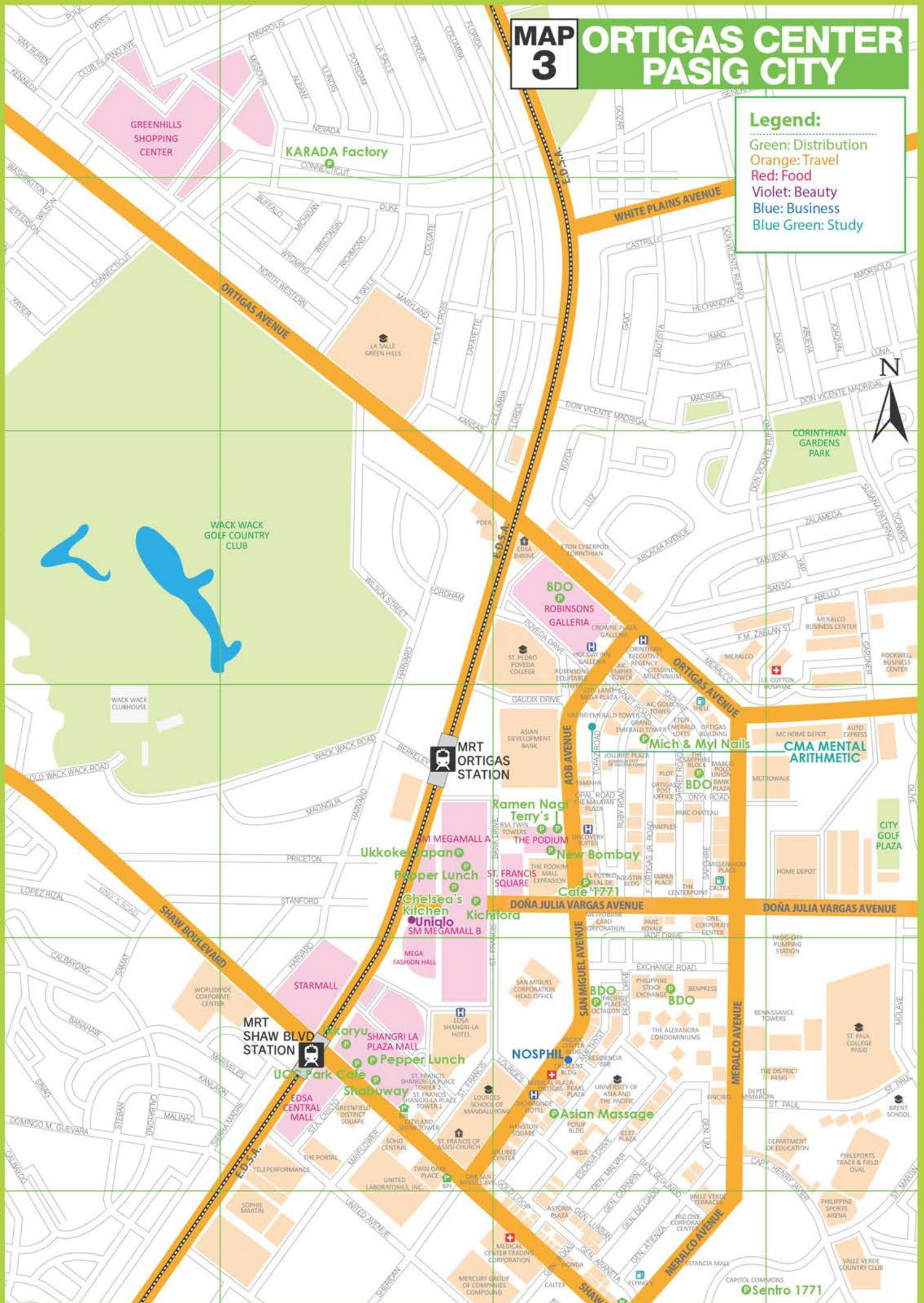


# MAP 3

# ORTIGAS CENTER PASIG CITY

## Legend:

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





MAP 4

MALATE, MANILA

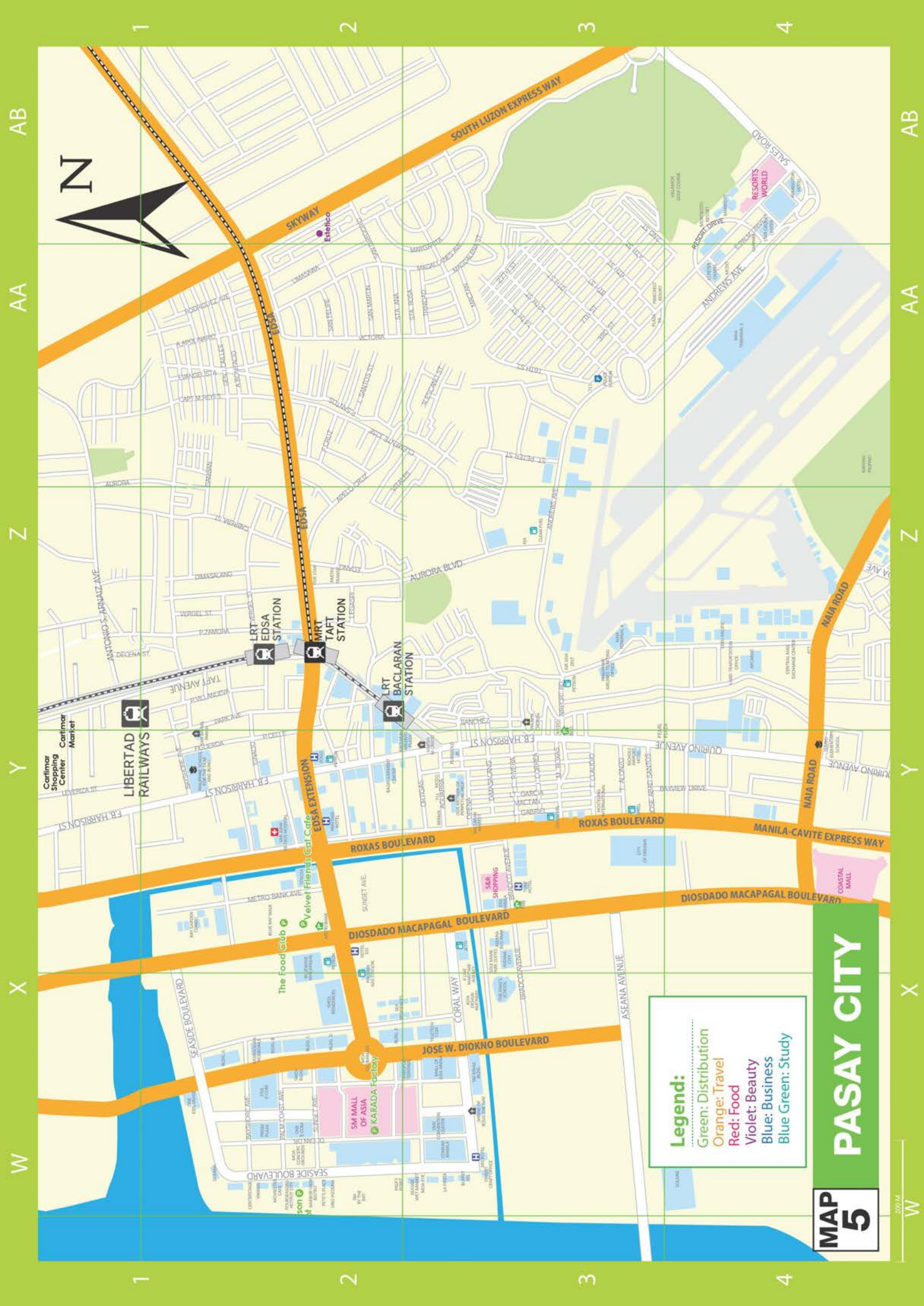


Legend:

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







**Legend:**

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

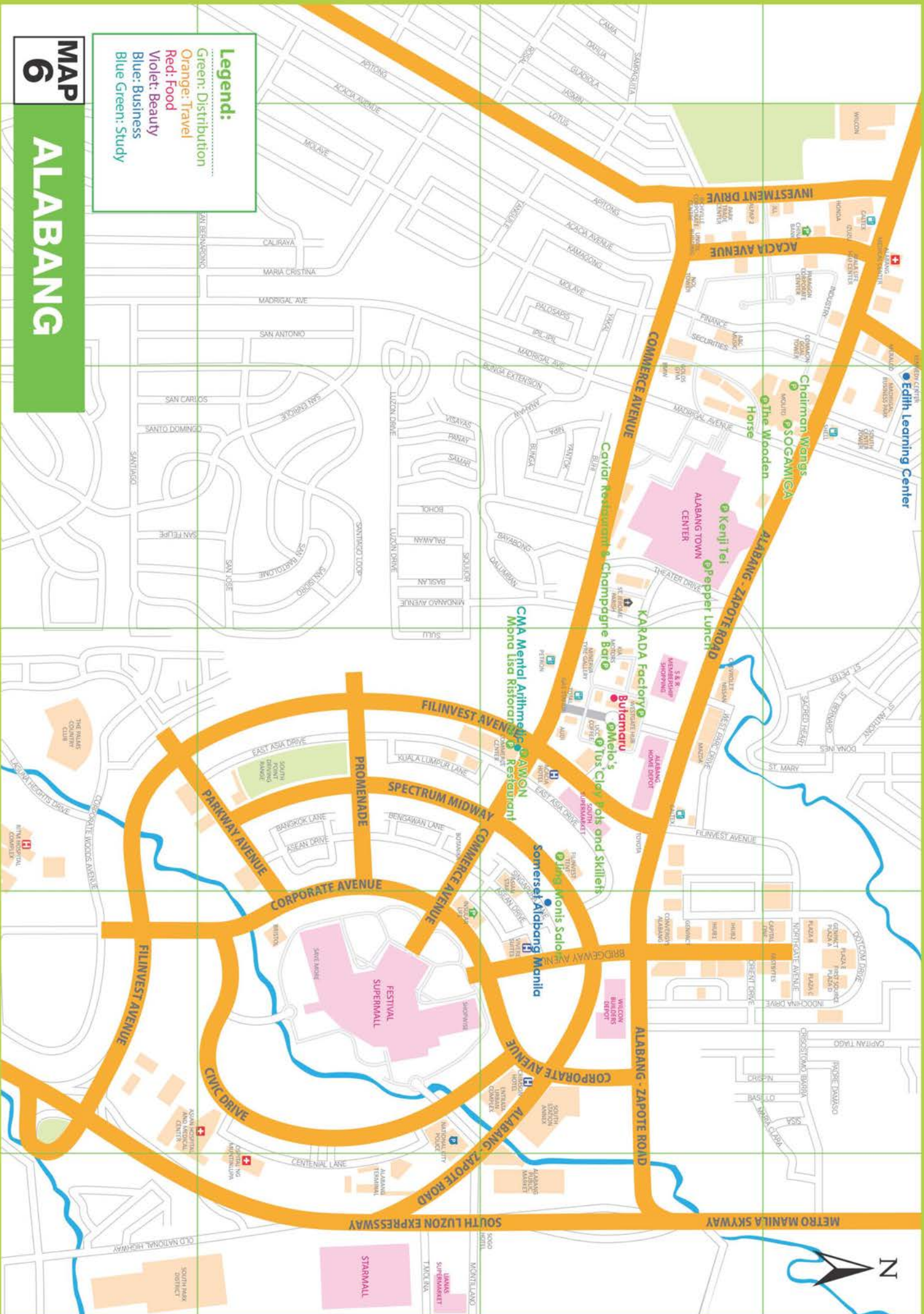


**Legend:**

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

**MAP 6**

**ALABANG**



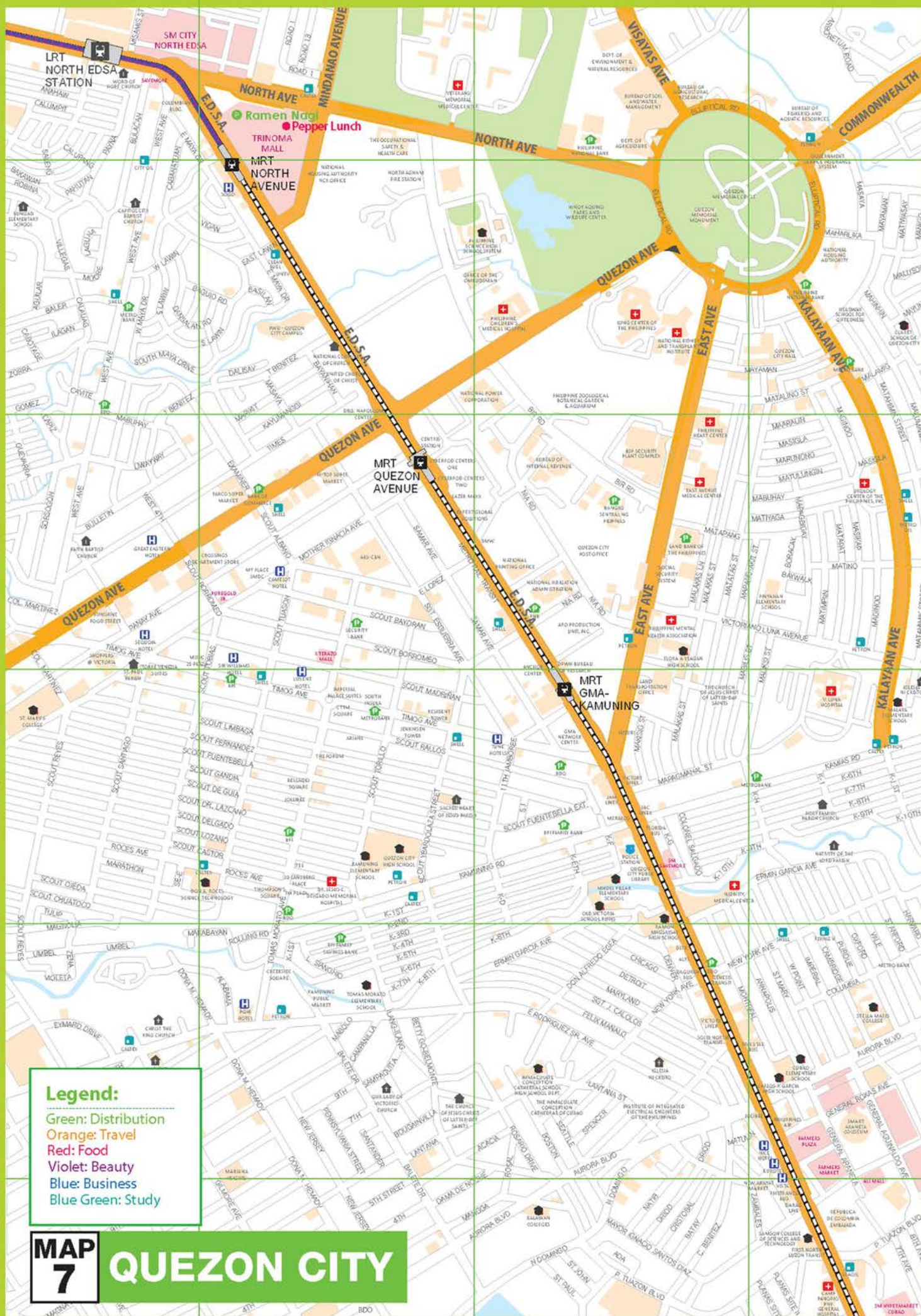


AI

AJ

AK

AL





# What's New in the Metro?

For more events, please visit [primer.com.ph/events](http://primer.com.ph/events)

## Event

February 11  
to  
March 18

### International Pyromusical Competition

This annual event will put on a never-before-seen spectacle of lights and colors where the night sky meets the sea as staged by the world's leading pyrotechnic experts.

Venue: Seaside Boulevard, SM Mall of Asia, Pasay City

## Restaurant

New

### Takeichi

Takeichi, lauded as Tokyo's number one chicken ramen shop, opened its doors in Manila last December 2016. Get a taste of their authentic chicken ramen all the way from Shinbashi.

Address: 888 Gateway Plaza B, 2126 A. Mabini St., Malate, Manila

## Festival

February  
26

### Panagbenga Festival Grand Float Parade

The parade opens with a shower of rose petals along Session Road while marching bands play lively tunes that set the mood for the parade. Colorful costumes and lively dance numbers are followed by cleverly-crafted, vibrant, and multi-colored floats made entirely from flowers of every kind.

Venue: Baguio City

## Concert

February  
17

### Journey Live in Manila

Legendary rock group Journey will be returning to Manila for a show happening in February 2017. The group will have their first ever show since their 2009 concert at the SM Mall of Asia Concert Grounds.

Venue: SM Mall of Asia Concert Grounds, Pasay City

## Expo

February  
10-12

### 24th Travel Tour Expo 2017

The Travel Tour Expo was conceptualized by the PTAA in 1994 to showcase the products and services of its members. Since then, the show has evolved into a highly anticipated annual industry event.

Venue: SMX Convention Center Manila, Pasay City

## Expo

February  
16-19

### Art Fair Philippines

Art Fair Philippines is the premier platform for exhibiting and selling the best in modern and contemporary Philippine visual art. The fair aims to mirror the vibrant local art scene and continue to generate support for Filipino art practitioners.

Venue: Roofdeck, The Link Carpark Ayala Center, Makati City

## Concert

February  
18

### The Moffatts Farewell Tour

The Moffatts – brothers Scott, Clint, and Bob – will be in the country for their concert, The Moffatts Farewell Tour on February 18, 2017 at the Smart Araneta Coliseum. The Moffatts are known for their hit songs "Miss You Like Crazy," "If Life Is So Short," and "I'll Be There."

Venue: Smart Araneta Coliseum, Cubao, Quezon City

## Festival

March  
10-12

### Malasimbo Music and Arts Festival

The festival blends traditional and contemporary arts and culture together with musical performances while working towards the protection and sustainability of the environment.

Venue: Villa Malasimbo, Puerto Galera

## Spotlight

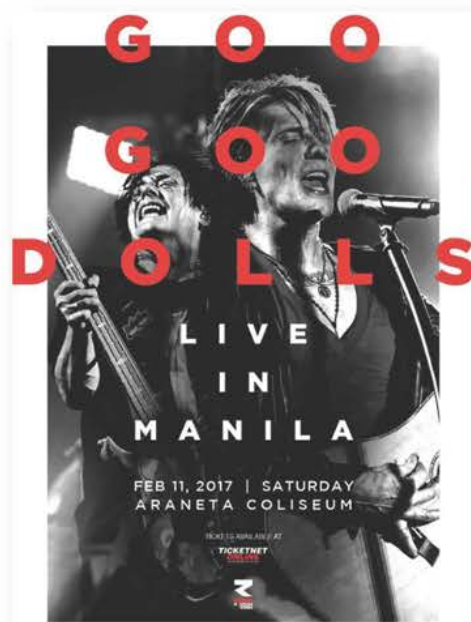
### Goo Goo Dolls Live in Manila February 11, 2017

Get ready to sing your heart out! One of the most successful American rock-band Goo Goo Dolls is set to perform in Manila for the very first time on February 11, 2017, Saturday, 8:00 pm, at the Smart Araneta Coliseum as support for their new album, "Boxes".

Goo Goo Dolls is famous for their hit song "Iris," which was on the Billboard Hot 100 Airplays for a record-breaking 18 weeks and 4 weeks at No. 1 on Billboard's Pop Songs chart. They're also known for songs like "Slide," "Black Balloon," "Name," "Think about Me," and "Here is Gone" to name a few. The band is set to put on some of the most in-demand rock shows and a fusion of an intimate show this year. Tickets are available at all TicketNet outlets nationwide and online via [www.ticketnet.com.ph](http://www.ticketnet.com.ph).

This event is made possible by Random Minds Production.

Venue: Smart Araneta Coliseum, Cubao, Quezon City







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