

FREE

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ENGLISH  
MAY 2017

# Philippine primer

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

**Ukokkei Japan**

by Menzo  
Shiro Original Ramen (Php 190)

## Street Guide: **RAMEN ISSUE**

### Travel Guide

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The Queen City  
of the South

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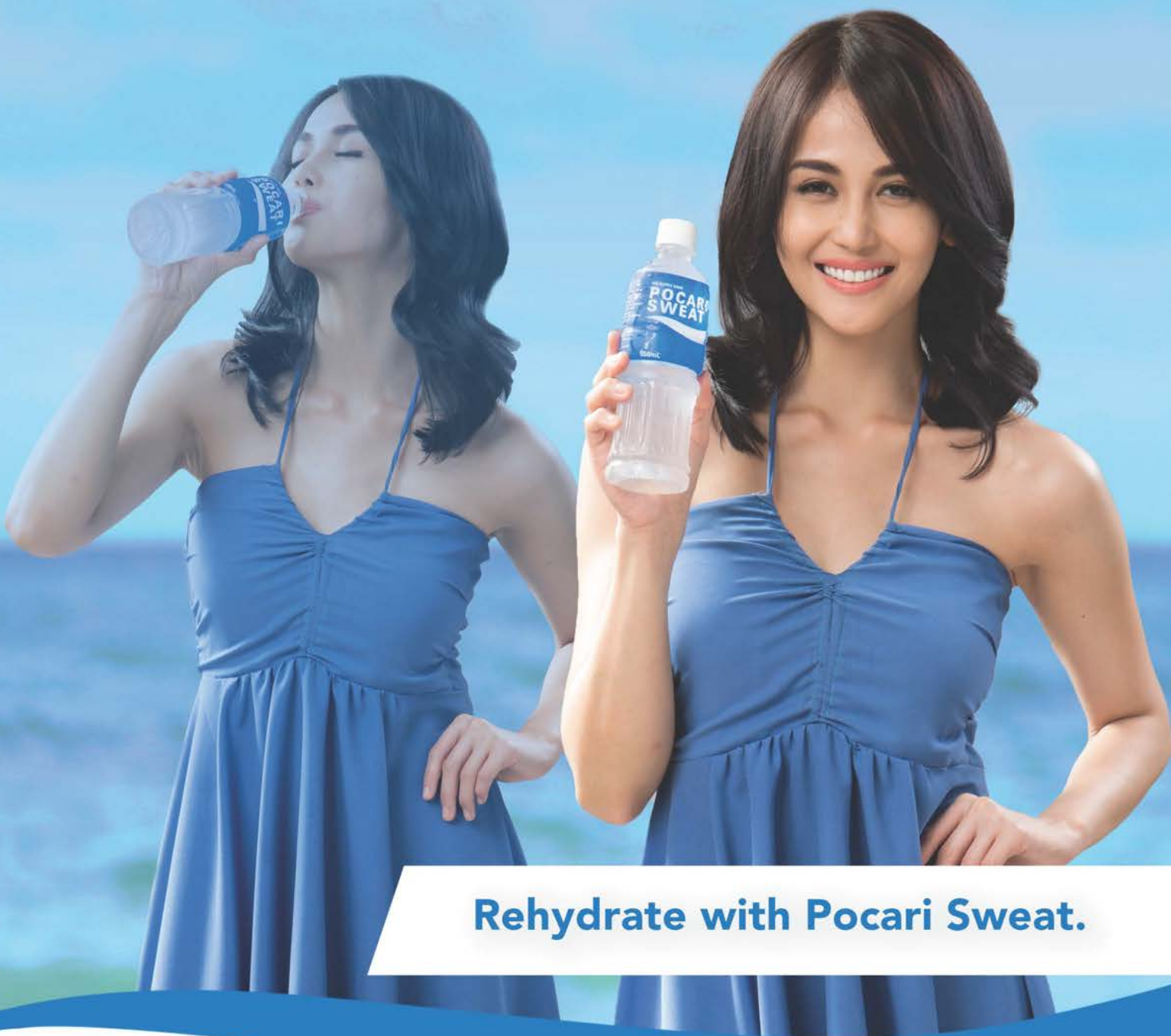
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Design by Rouen Mojica





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### Feature of the Issue

This May, Philippine Primer will satisfy your ramen cravings and will take you to a tour in Cebu City. COVER - It's been years since the ramen fever hit Manila. We've seen a lot of ramen restaurants enter the scene, and now Manila has become a competitive battleground of the dish, allowing us to have a taste of Japanese comfort food anytime. For all the ramen lovers out there, Philippine Primer presents the best ramen restaurants that should be on your list (p4).

TRAVEL - The Philippines has three cities that can proudly call themselves Metro: Manila, Davao, and the Queen City of the South, Cebu City. All three cities are highly urbanized, yet Cebu has one thing that both Metro Manila and Metro Davao can only dream of: access to the beach that's less than an hour away. In this feature, we look into the best resorts and hotels in and around Cebu City, take in the sights and sounds of its tourist spots, and indulge in Iloilo and Cebu's best ramen houses. (p18)

SPECIAL FEATURE - Primer collaborates with Uniqlo to feature a collection of fashion forward styles in this month's Fashion Snap feature (p28).

Happy reading!

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May Vol. 14

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## UKOKKEI JAPAN BY MENZO

PP

You can find this ramen shop inside SM Megamall's Food Court. It's known for having ramen that's affordable, with prices starting at P190. Their menu may have changed since they opened, but they still offer reasonable and delicious ramen as they did before. One of their bestsellers is the Shiro Ajitama, a simple ramen with roasted pork fillet, bamboo shoot, spring onions, and a seasoned egg, known as an ajitama.

Address: LG/F SM Megamall Bldg. A, EDSA cor. Dona J. Vargas Ave., Mandaluyong City

0917-589-6030

10:00 am – 10:00 pm

UKOKKEI Japan



Ajitama Tsukemen (P350)



Shiro Ajitama (P190)



Ramen is Japan's comfort food, and there is nothing more satisfying than being able to eat it here in Manila (almost) any time you like!

Ramen has become so popular in the Philippines over the past few years that high quality Ramen shops have popped up like daisies in Manila. Competition among ramen shops is intense, and it looks like it won't be slowing down any time soon. To help you decide which ramen shop you should visit, we have selected 28 Ramen shops which will give you a taste of one of Japan's most popular dishes!

Communist (P450)



Chicken Akuma (P280)

## WRONG RAMEN

PP

Where most ramen shops try to go for authentic ramen, Wrong Ramen goes against the grain... on purpose. Most ramen menus are shown with beautifully arranged chashu, spring onions, and what not, but Wrong Ramen turns this idea on its head by using sunny-side up eggs or bacon as toppings. They use thin, elastic noodles made by a Japanese noodle making machine along with a well-seasoned pork bone broth mixed with imported special sauce from Japan as their ramen base. It will make most ramen connoisseurs frown, but people still enjoy their eccentric ramen.

Eight Forbistown Road, Bonifacio Global City, Taguig

02-823-8249

11:00 am – 12:00 am

wrongramen.ph

WrongRamen

Sigekiya Ramen (Small P290, Regular P360, Medium P400)



Ebi Tempura (3 pieces P190, 5 pieces P290)

## SIGEKIYA RAMEN

PP

A ramen shop with branches in various parts of Japan, the kitchen crew of this Alabang shop was taught by the Japanese chef of their branch in Yokohama. This has let them keep the same taste you'll get in Yokohama. They let you choose how spicy you want your ramen to be. They use a soup made by boiling roasted pork instead of pig's bones. A special sauce ordered from Japan is added to the soup to retain its authentic taste. They use thick or thin noodles depending on what you get from their menu.

G/F, Commercenter Mall, East Asia Dr. cor. Commerce Ave., Filinvest Corporate City, Alabang

02-805-0400

11:00 am – 10:00 pm

Sigekiya Ramen PH



Curry Tantanmen (P370)



Toriten (P210)

## BUTAMARU

P P

Chewy thick noodles and Hakata-style pork bone soup boiled for 16 hours gives Butamaru an edge over other ramen shops. With a fragrance that stimulates your appetite, their soft roasted pork goes really well with the soup. Buns with roast pork (P130) and chicken tempura (P210) are also popular with their regulars. They serve traditional types of ramen, including soy sauce, salt, and miso, but they also serve Tantanmen noodles and curry-Tantanmen noodles.

📍 Westgate Center, Commerce Ave. cor. Filinvest Ave., Alabang 📱 ButamaruPH  
☎ 02-887-4255  
🕒 11:00 am – 10:00 pm

Shoyu Ramen (P380)



Yakitori (P150)

## GO-EN

P P

This ramen shop is located in Quezon City and is popular among the locals. Created by an American and his wife who lived in Japan for several years, you can enjoy various types of unique ramen such as Kara-age Ramen, Cheese Ramen, and Ramen Burger. Popular side dishes include gyoza or grilled chicken. For dessert, we recommend their Taiyaki.

📍 Unit B1, #34 Sgt. Esguerra Ave., Quezon City 🌐 www.goenramen.com  
☎ 02-441-4636 / 02-376-5761 📱 go-en- The Japanese Ramen Shoppe  
🕒 12:00 pm – 11:00 pm, Monday – Thursday / 12:00 pm – 12:00 am, Friday – Sunday  
(last order is 30 minutes before closing)



Yaki (pan-fried Gyoza) (P120)

Miso chashu men regular P380, large P740



Gyoza (P150)

## UKKOEI RAMEN RON

P P

This restaurant was already famous among Manila ramen lovers way before the ramen boom started in Manila thanks to their soup made with Ukokkei chicken, a rare Chinese bird, and a special sauce ordered from Japan. They offer three kinds of ramen: shoyu (soy sauce), shio (salt), and miso. Their soup is dark but easy to drink. The shop closes when they run out of soup so we recommend you visit early.

📍 G/F, Tesoro's Bldg., 822 Arnaiz Ave., Makati  
☎ 02-856-4588  
🕒 11:00 am – 2:30 pm, 5:00 pm – 10:30 pm, Monday – Saturday / 11:00 am – 2:30 pm, 4:00 pm – 9:00 pm, Sunday

## RAMEN DAISHO

P P

Ramen Daisho uses Ukokkei chicken bones for their broth. It may be more expensive, but it is more nutritious and flavorful compared to other types of chicken. Ukokkei is considered as a luxury ingredient in Chinese cuisine. They offer three types of noodles, all shipped from Japan: chewy thick wavy noodles, flat sleek noodles, and straight thin noodles, all of which are standard options for Hakata noodles. Choose your noodles according to your choice of broth.

📍 Unit 2, Sunshine Square, Liberty Center, 312 Shaw Blvd., Mandaluyong City  
☎ 0917-881-7471  
🕒 10:30 am – 10:00 pm (last order is at 9:40 pm)  
📱 Ramen Daisho

Aligue Ramen (P490)



One bite gyoza (P140)

## UMA UMA

P P

This is a ramen shop that offers true Hakata Ramen. They began business 28 years ago, and their policy is never to use MSG. They only use pork bone broth for their soup along with a special sauce shipped straight from Japan. This gives their soup a lot of flavor without being too salty. Their thin noodles go down easy and work well with the soup. Try their basic ramen, the Uma Uma Ramen.

📍 2/F, Uptown Parade, 9th Ave., Bonifacio Global City, Taguig  
☎ 02-800-1729  
🕒 11:00 am – 11:00 pm, Sunday – Thursday; 11:00 am – 2:00 am, Friday – Saturday  
📱 Uma Uma PH



## KENSHIN

PP

This Japanese izakaya stays open late, perfect for those who work until dawn. Known for their DIY Takoyaki, their most popular ramen is the spicy miso ramen (P249). There are many fans of this spicy soup which contains plenty of vegetables and is made from special miso, with some customers looking for more spice!

📍 G/F, The Linear Yakal St., Makati  
☎ 0949-883-1200 / 0917-551-4605  
🕒 11:00 am – 3:00 am  
📱 Kenshin Japanese Restaurant



Roasted Pork (P179)

Spicy miso ramen (P228)



Black Pepper Ramen (P370)



Gyoza (P150)

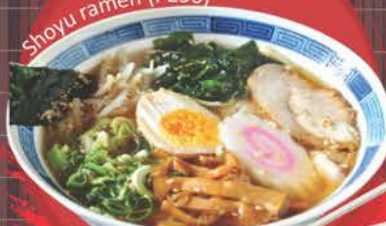
## OYASUMI RAMEN

PP

A small noodle shop in a corner of San Juan City, Oyasumi Ramen serves soup made from pork bones and soy sauce and straight, thick noodles. They top their ramen with spinach, roast pork, and seaweed, reflecting their take on lekei ramen, a style which originated in Yokohama. Their Black Pepper Ramen as the name suggests, has plenty of black pepper.

📍 Unit 3, 308 P. Guevarra St. cor. Seaview St., Little Baguio, San Juan City  
☎ 02-275-0309  
🕒 11:00 am – 10:30 pm  
📱 Oyasumi Ramen

Shoyu ramen (P230)



Gyoza (P120 for 3 pcs, P220 for 6 pcs)

## NIKUMARU

PP

Although it is a yakiniku restaurant, Nikumaru also serves other Japanese dishes such as sushi and curry rice. They also offer ramen for P220. Thick wavy noodles are used in the popular shoyu ramen. Their ramen has a mild taste and are more traditional than most ramen shops.

📍 209 Aguirre Ave., BF Homes, Paranaque City  
☎ 02-771-1169  
🕒 11:30 am – 11:00 pm, Sunday, Monday, Wednesday, Thursday / 11:30 am – 12:00 am, Friday and Saturday  
📱 Nikumaru Japanese Restaurant

Hiroshima style spicy dipping ramen (P280)



Broccoli and Egg Oyster Mayonnaise Salad (P150)

## MITSUYADO SEIMEN

PP

Dipping ramen or tsukemen is rare in Manila, which makes visiting Mitsuyado Seimen a must. Their noodles are made with Japanese special wheat, making it sweet and chewy. Their dipping soup is made from boiled pig bones and vegetables, seasoned with seafood and citron oil. Their Hiroshima style spicy dipping ramen, a recent addition to their menu, is also a must-try.

📍 22 Jupiter St., Brgy., Bel-Air, Makati  
☎ 02-511-1390  
🕒 11:00 am – 11:00 pm (Last order at 10:30 pm)  
📱 Mitsuyado sei-men

Butao (P390)



Deep-fried breaded pork roll (P295)

## RAMEN NAGI

PP

A popular ramen shop chain that opened in Manila in 2013, Ramen Nagi serves four kinds of ramen. Butao is based on pork bone broth, Kuroo uses roasted garlic, Akao has a blend of garlic, chili oil and hot pepper, while Midorio uses fresh basil, olive oil and is garnished with parmesan cheese. You can choose how hard you like your noodles, how spicy it will be, how much garlic will be put in, and what toppings go with your ramen by filling out the order sheet.

📍 5/F SM Aura Premier, McKinley Parkway, Bonifacio Global City, Taguig  
☎ 02-828-6793  
🕒 10:00 am – 10:00 pm, Sunday – Thursday / 10:00 am – 11:00 pm, Friday – Saturday  
📱 Ramen Nagi Manila



Arashi Genkotsu Junior Ramen (P280)



Teppan Itameshi  
(Soy Sauce Flavor/P415, Garlic Flavor/P280)

## RAMEN KAGETSU ARASHI

P P

Ramen Kagetsu Arashi is a ramen shop chain that has 250 shops throughout Japan. There are 2 shops located at Paseo Center and Netpark in BGC. Their Arashi Genkotsu Junior Ramen (P280) uses a slow-cooked pork bone soup and is served in smaller-than-usual sizes, perfect for those who can't finish a big bowl of ramen. The best part? You can find "Super Spicy Pot Garlic Chive" on their tables, a popular condiment in Japan. It adds a different level of flavor compared to ordinary ramen.

📍 2/F Paseo Center, Paseo de Roxas, Salcedo Vill. Makati

📍 Kagetsu PH

🕒 11:00 am – 12:00 am, Monday – Thursday /  
11:00 am – 2:00 am, Friday

☎ 02-886-3150

Shoyu ramen (P410)



Gyoza (P120 for 3 pcs, P200 for 5 pcs)

## MENDOKORO RAMENBA P P

This Ramen shop opened in Salcedo Village in Makati and is the sister shop of Yushoken in Alabang. One of the most unique features of Mendokoro is the bar seats, a rare sight in Philippine ramen shops. These seats surround their open kitchen. After you order and pay for the menu, all you need to do is sit and wait. Their popular shoyu ramen uses a rich pork bone broth and thick, chewy noodles. The thick roasted chashu on top rounds out the ramen and people love it.

📍 V Corporate Center, Soliman, Salcedo Vill., Makati

📍 Mendokoro Ramenba

☎ 02-478-9625

🕒 11:00 am – 12:00 am

Shio Ramen (P345)



Gyoza (Chicken/P220, Black pork/P240)

## SANTOUKA P P

This Ramen shop first opened at Asahikawa-shi, Hokkaido in 1988. The secret to their delicious broth is boiling pork bone, vegetables, and dried fish on their own before bringing them together into a white tonkotsu soup. The mild soup fully brings out the flavor of each ingredient. Wavy noodles are used for this ramen as it goes well with the soup. People love their Shio ramen with roasted pork fillet, julienned Judas' ears, and a red pickled plum.

📍 1/F Glorietta 4, Hotel Drive, Ayala Center, Makati

📍 Ramen Santouka Philippines

☎ 11:00 am – 11:00 pm, last order is at 10:30 pm

☎ 02-728-1381

Miso Ramen (P420)



Gyoza (P180)

## RAMEN YUSHOKEN P P

This ramen shop is derived from Higashi Ikebukuro Taishoken, with branches in Alabang and Cebu. Their pork bone broth takes 12 hours to make, giving it a rich flavor. They use hand-made noodles that are little thicker than usual, which goes well with the soup. People love their shoyu ramen with browned roast pork fillet (P380), their Miso Ramen (P420), and the Tantan-men (P400).

📍 Molito Commercial Complex, Madrifal Ave. cor. Alabang Zapote Rd. Muntinlupa

☎ 02-808-7424

🕒 11:00 am – 11:00 pm

📍 RamenYushoken

Gomoku Ankake Ramen (P360)



## SEKITORI JAPANESE RESTAURANT P P

Sekitori's specialty may be their Chanko hot pot, but they still make great noodle dishes. They serve 5 kinds of noodle dishes as ramen. Their most popular ramen is the Gomoku Ankake or chop-suey ramen (P330). Their soup is made from chicken, pork, pork bone, vegetables, and fruits and is stewed for five hours, similar to their Chanko hot pot. It's topped with a lot of vegetables, shrimp and pork. It's great for sharing, thanks to its large serving.

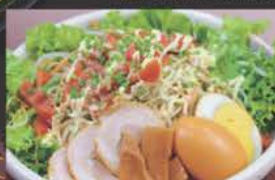
📍 Little Tokyo, Chino Roces Ave., Makati City

🌐 www.sekitori.asia

☎ 02-425-9030 / 02-894-3876

📍 Japanese Restaurant Sekitori

🕒 12:00 pm – 2:30 pm / 5:00 pm – 12:00 am



Ramen Salad: P220



Shiromaru Motoaji (P385)



Beef Ishiki Rice (P495)

## IPPUDO

P P

Ippudo is one of the biggest names in ramen. First founded in 1985 by renowned Ramen King Shigemi Kawahara, they now have over 70 branches in Japan, along with shops in New York, Sydney, Seoul, and Hong Kong. They first opened a branch in the Philippines at SM Megamall which got people talking about them. Now they also have branches in BGC, Eastwood, and Malate.

📍 3/F Mega Fashion Hall, SM Megamall, Ortigas Center, Pasig City | 📞 Ippudo Philippines  
☎ 02-470-1837  
🕒 10:00 am – 10:00 pm

Ajitama Tonkotsu (P380)



Stir fried vegetables

## IKKORYU FUKUOKA RAMEN

P P

Operated by a big ramen chain "YS Food (Yamagoya)", they began serving ramen 40 years ago. They are famous for their tasty Chikuhou-ramen, which consists of long simmered pork bone broth, homemade thin noodles made from Japanese flour, and their secret soy sauce. Try one of their signature ramen, the Ajitama Tonkotsu, so-called because it's topped with a half-boiled marinated egg.

📍 L/5, Shangri-La Plaza East Wing, Shaw Blvd. cor. EDSA, Mandaluyong City | 📞 Ikkoryu  
☎ 02-477-8333  
🕒 11:00 am – 9:00 pm, Monday – Thursday / 11:00 am – 10:00 pm, Friday / 10:00 am – 10:00 pm, Saturday / 10:00 am – 9:00 pm, Sunday

Marukyu Cheese Ramen (P420)



Gyoza (P120 for 3 pcs, P220 for 6 pcs)

## TSUKUMO RAMEN

P P

Tsukumo Ramen made their name with their ramen topped with a large amount of cheese. In their Marukyu Cheese Ramen, the Gouda cheese goes surprisingly well with miso and their pork-based soup. They also have the Marukyu Tomato and Cheese Ramen, but if you're more of a traditional ramen eater, they still serve classic ramen variants such as shoyu.

📍 Robinsons Place Manila, Pedro Gil cor. Adriatico St, Ermita, Manila | 📞 Tsukumo Ramen Manila  
☎ 02-554-1415  
🕒 10:00 am – 11:30 pm

Black Garlic Paitan Ramen (P390)



Pan-fried/Boiled Gyoza (P160)

## KITCHITORA OF TOKYO

Their main shop is located in Tokyo's popular Shibuya district. They carefully pick the chicken they will simmer for a day, which ensures their chicken broth is packed with flavor. This broth is not only used for ramen, but also used for tsukemen or dipping ramen. A favorite from their menu is their Black Garlic Paitan Ramen, judiciously topped with pork or chicken chashu, dried seaweed, molten lava egg, and a dash of fried garlic oil.

📍 2/F, Glorietta 5, Ayala Center, Makati City | 📞 Kitchitora Ramen  
☎ 02-555-1288  
🕒 11:00 am – 10:00 pm

Tonkotsu Ramen (P415)



## BUTA + WAGYU

P P

This restaurant at SM Aura in BGC offers the finest A5 Wagyu beef and free range pork. Jerome Lim, a chef of Butamaru in Alabang, has brought over some of the basics from their kitchen at Butamaru. Try their Tonkotsu Ramen (P415) with homemade al dente noodles and roasted organic pork. We recommend their crunchy fried Wagyu dumpling with pork and A5 Wagyu as a side dish.

📍 5/F, Skypark Dining, SM Aura Premier, Bonifacio Global City, Taguig | 📞 Buta+Wagyu  
☎ 02-946-7262 / 0977-820-7262  
🕒 10:00 am – 10:00 pm



Wagyu Gyoza (7 pieces / P280)



## KENJI TEI RAMEN HOUSE

PP

This restaurant's ramen is simple and straightforward. We recommend getting their shoyu ramen with its easy-to-drink soup. Their straight noodles are easy to eat with the broth. Their Katsudon is popular with Japanese customers, which could be a sign that you will also like it.

📍 3/F, Greenbelt 5, Ayala Center, Makati City  
☎ 02-556-8805

🕒 11:00 am – 10:00 pm, Sunday – Thursday  
11:00 am – 11:00 pm, Friday – Saturday

📱 Kenji Tei Ramen House



Katsudon (P305)

Shoyu ramen (Regular P258 / Large P346)



Japanese-style Ramen (P320)



Gyoza (5 pieces/P120)

## YOSHIDA SEIMEN YOKOHAMA RAMEN

PP

Yoshida Seimen Yokohama Ramen uses pork bone, chicken bone, and whole chicken carcasses for their broth. Thin and thick noodles made from carefully selected flour and round-shaped noodles with chili powder are used for their ramen. Their Japanese-style Ramen (P320) has a rich soup that highlights the original recipe used in Yokohama. We also recommend their cold ramen with strips of dried sardines.

📍 RG4 Makati Creekside, Amoroso cor. Herrera St., Legaspi Vill., Makati ☎ 02-887-2352

📱 New OfficialPage Yoshida Seimen Yokohama RAMEN

🕒 11:30 am – 2:00 pm, 5:30 pm – 10:00 pm

Signature Happiness Ramen (P480)



Ebi Tempura (P480)

## HANAMARUKEN

PP

A ramen chain from Osaka prefecture, their Japanese chef personally trained local chefs on his recipes to make sure the taste is an exact copy of Hanamaruken's in Osaka. They make their pork bone-based broth inside the shop. Their Signature Happiness Ramen uses a soy sauce broth and is topped with a slow-braised, soft bone pork rib.

📍 2/F, Alabang Town Center, Alabang, Muntinlupa City 📱 Hanamaruken Ramen Philippines  
☎ 02-869-9857

🕒 11:00 am – 9:00 pm, Monday – Friday / 10:00 am – 10:00 pm, Saturday / 10:00 am – 9:00 pm, Sunday

Kuro-ramen (P180)



Gyoza (4 pieces/P100)

## RAMEN KURODA

PP

This ramen shop located in BF Homes has become a local favorite with their reasonable and delicious ramen. They take pride in their Kuro Ramen, which features their tonkotsu broth combined with special garlic oil and hand-made straight noodles. Three tastes are offered to customers; kuro (black sesame seeds and garlic), aka (spicy), and shiro (mild and salty). Their Basic Ramen costs P180 for every bowl, while their Shiro Chashumen is at P230, which comes with three extra slices of pork.

📍 96 Aguirre Ave., Phase 2, BF Homes, Paranaque

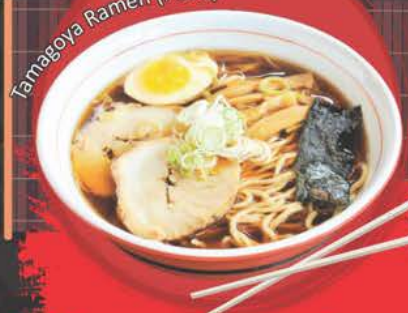
📱 kuroda.ph

☎ 02-553-6824

📱 Ramen kuroda

🕒 11:00 am – 2:30 pm / 5:30 pm – 9:30 pm

Tamagoya Ramen (P198)



Gyoza (6 pieces/P98)

## TAMAGOYA!

PP

Tamagoya! is a ramen shop located in Antipolo. People love this restaurant because they provide affordable yet delicious ramen. Their Tamagoya Ramen (P198) is a hit with Japanese customers because it comes with a classic soy sauce soup and thick homemade curly noodles. The Stamina Ramen (P168), with its spicy Miso soup, ground meat, and vegetables, is one of the best sellers at Tamagoya.

📍 2 Hon. B. Soliven Ave., Antipolo, Rizal

🕒 Tue. – Sun. 11:00 am – 2:00 pm,

☎ 02-861-8631 / 02-681-4864

5:00 pm – 8:00 pm



# JCB Deals!

## BUTAMARU

**15% OFF**



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

\*Discount valid for dine-in only.

## CHAIRMAN WANG'S

**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

**15% OFF**



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One Rockwell (02) 815-4087  
Greenhills (02) 277-6528  
Burgos Circle (02) 720-9779  
Eastwood Mall (02) 372-4687  
Robinson's Ermita (02) 247-0093  
facebook.com/CoColchibanyaPH

\*Discount valid for dine-in only.  
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📍 5/F, Rustan's, Makati City  
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2/F, Wumaco Building 1, Quadrant 3,  
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Bonifacio Global City, Taguig  
02-873-3333 / 0917-530-6666  
Monday 11:00 am - 9:30 pm  
Tuesday to Sunday 11:00 am - 10:30 pm  
botanteacafe.com  
@Botanblackcafe  
Botan Black Café also accept credit cards  
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Try the popular Baked Tofu Walnut Burger, one of their best-sellers and pair it with a glass of wine or your choice of beer.

Corner Tree Café is recognized as one of Asia's Best Restaurants by the Miele Guide of Asia and considered one of the best—if not—the best vegetarian restaurant in the city by critics and fans alike.

150 Jupiter St., Bel-Air, Makati  
02-897-0295  
11:00 am-10:00 pm (Daily)  
cornertreecafe.com/  
Corner Tree Café



Afternoon Tea (P630) comes with three layer of different kinds of bread



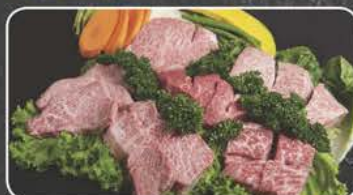
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Forbes Park, Makati City,  
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Fax: 817-0893

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Tel: 633-2409/631-8268  
Fax: 726-7732

#### **SANTIS ALABANG**

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Alabang, Muntinlupa City  
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Fax: 850-3721

#### **SANTIS TIMOG**

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(TOMA) 66 Timog Ave., Quezon City  
Tel: 426-8315 / 415-5532  
Fax: 925-0672

#### **SANTIS SILANG**

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Fax: (046) 414-1694  
Mobile No: 0927-696-1825

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28 Plaza Drive, Rockwell Center,  
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# HAZELNUT PRALINE CRAQUELIN CREAM PUFF



## Chef Annalyn Chua Go

Born and raised in the south, Chef Anna has been around the kitchen since 2004, but it took her eight years, after completing a degree in computer programming, to finally pursue her true passion, and study culinary arts at Global Culinary and Hospitality Academy. Since then, her dedication for her craft has pushed her to work through the ranks, from a line cook to a corporate chef at a famous Italian restaurant chain in the Philippines. She also worked at other notable restaurants and hotels, like Tanabe Japanese Restaurant and Millies Microtel Suites and Inns by Windham. Chef Anna now works as an Executive Sous Chef at Vikings Luxury Buffet Megamall Branch where she crafts world-class masterpieces with raw passion and love for the art of cooking.

Address: Vikings Luxury Buffet-Megamall 4th Floor, Mega Fashion Hall, SM Megamall, Mandaluyong City

## Ingredients:

### For Hazelnut Praline Pastry Cream

¾ cup caramelized roasted and skinned hazelnuts  
¾ cup fresh milk  
2 cups heavy cream  
¼ cup sugar, granulated  
¼ cup cornstarch  
6 pcs egg yolk  
¼ cup butter  
Praline paste

### For garnish:

Meringue  
Halved hazelnuts  
Chocolate curls

### For Craquelin (cookie crust)

1 cup brown sugar  
1 cup all purpose flour  
3 tbsp almond flour  
1/3 cup butter, cold (cut into pieces)

### For Pâte à Choux

1 cup + 2 tbsp water  
1/2 cup butter, room temperature  
salt, iodized  
all purpose flour  
5 pcs. Whole eggs



## Procedure:

1. Crush hazelnuts, then add in milk. Whisk mixture, heavy cream, sugar, and cornstarch in a saucepan. Add the egg yolks. Heat mixture, then add the butter once it thickens.
2. (Craquelin) In low mixer speed, combine the dry ingredients. Add the butter and mix until blended. Roll out until 1/16 inch thick. Cut into small circle.
3. Melt the butter on heat, with water and salt. Let it simmer, then rapidly mix in flour, until dough is smooth. Remove from heat then add eggs. Transfer the choux to a pastry bag then chill for 20 minutes.
4. Pipe choux, then place the cookie on top. Bake for 30-35 minutes in an oven preheated to 350°F. Lower heat to 325 °F then bake for 10 minutes.
5. Fill the puffs with pastry cream, then garnish.

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# Cebu

Cebu has rivaled Metro Manila in terms of development and advancement compared to other cities in the Philippines. It has kept its island feel, thanks to beach resorts that are literally within driving distance of the city. Join us as we explore the sights of the Queen City of the South.



## ② Magellan's Cross

Magellan's Cross was named after Ferdinand Magellan, a Portuguese explorer in 1500s. It is Cebu's most popular historical landmark located along Magallanes St., and is a symbol of our country's shift from nature worship to Christianity. Stories and records talk of a cross that Magellan supposedly planted upon arriving in Cebu, where he was met by Rajah Humabon, the chief of Cebu's tribes, and the first to convert to Christianity.

📍 Magallanes St., Cebu City



## ④ Cebutop

PPPPPP

Cebutop offers various flights which include the following: A Course, wherein for 45 minutes you can get to fly over Chocolate Hills in Bohol, see coral reefs and some islands around Cebu-Bohol. There is also B Course, it includes Tarsier Sanctuary and lunch at Loboc River Floating restaurant. For C Course, the tour will be in Bantayan. There is also a D Course for Leyte Tour. The E Course is a Siquijor Tour with lunch at Coco Groove Resort.

🌐 [www.cebutoptop.jp](http://www.cebutoptop.jp)



## ③ Santo Niño Church

Established in 1565, Basilica del Santo Niño Cebu is the oldest Roman Catholic Church in the Philippines. The place where it was built was where the image of Sto. Niño was found at the time of Miguel Lopez de Legazpi's expedition in the island. This church was designated as a basilica in 1965 by Pope Paul VI. The church acts as the Sanctuary of Sto. Niño de Cebu, the oldest religious image in the Philippines.

📍 Santo Nino Chapel Lane, Cebu City



## Sinulog Festival

Another thing that Cebu is known for is the Sinulog Festival. A celebration made in the name of Santo Niño de Cebu, it is legendary for its street dancing competition, a tourist attraction itself. It happens every third Saturday of January, and always fills the streets of Cebu with festive cheer, especially during the Grand Parade: the highlight of every Sinulog Festival since its transformation in 1981.



## 1 Mactan Shrine

Mactan Island is more than just the site of Cebu's best beach resorts. It also holds a piece of history, commemorated in a shrine dedicated to the island's first hero, Rajah Lapu Lapu. Located on the northern side of Mactan Island is **Mactan Shrine**. It's said to be the location where the Battle of Mactan took place. The Battle of Mactan is an armed struggle between Spaniards led by explorer Ferdinand Magellan and the men of Rajah Lapu Lapu, one of the leaders of the tribes in Cebu.

📍 Punta Engaño Road, Lapu Lapu City



### How to get there

Getting to Cebu is pretty straightforward. You have two ways: by air or by sea. Direct flights lasting an hour and a half are available daily from NAIA to Mactan-Cebu International Airport, the main entry point for Cebu City and the island of Cebu.

If you prefer a more affordable route, you can go by sea and hop on board a ferry, though these trips will take between 22 – 24 hours. You can also opt to go by bus, but that will take several transfers (not to mention having to go through several islands), but it is the more scenic route.



**Spots:** P P300 below PP P300 - P800 PPP P800 - P1,500 PPPP P1,500 - P2,000 PPPPP P2,000 above



# Where to stay

Cebu City has catered to almost all kinds of travelers. Whether you're out on a family vacation, a romantic getaway, or a bit of rest and relaxation with your best buds, there's a hotel that will suit your needs. Here, we'll feature Mactan Island's best beach hotels and resorts as well as a couple of business hotels you'll find within Cebu's city limits.



## 1 Abaca Boutique Resort & Restaurant

PPPPP

Abaca, one of the most exclusive boutique resorts you can find in the country is located in the beautiful central Philippines on Mactan Island. Abaca has only eight rooms in total so you can fully enjoy their amenities without having to experience cramped full situations inside the premise. The rooms are elegantly designed with ethnic touches and style of tropics. All room rates are inclusive of complimentary services such as round trip airport transfer, use of fitness facility, use of ocean kayaks, etc. Its in-house bar and restaurant provides a full service California-Mediterranean inspired menu to both its guests and walk-in customers. The restaurant uses only the finest local and imported ingredients which are mostly sourced locally in support of the local farmers of Cebu. Enjoy their selection of oven roasted meats and seafood, homemade pizzas and pastas, freshly baked breads, tapas, and an array of salads and appetizers. They also serve top quality wines and beer.

📍 Punta Engaño Road, Lapu-Lapu City, Cebu

☎ 032-495-8456

🕒 Check in & Check out: From 2:00 PM- Prior to 11:00 AM

✉ relax@abacaresort.com

🌐 www.abacaresort.com

📌 Abaca Boutique Resort & Restaurant



## 2 Shangri-La's Mactan Resort and Tides Restaurant

PPPPP

This award-winning deluxe resort is an exciting refuge for nature lovers making it a favorite holiday destination throughout the years for its sophisticated vibe that only Shangri-La can bring. With 530 guestrooms and suites, all of Shangri-La's accommodations give a spectacular view of the greenery and outlying islands surrounding Cebu. It houses a Presidential Suite, two Shangri-La specialty suites, and the Ocean Club found atop the resort's Ocean Wing. There are also eight Deluxe Family rooms perfect for big groups. As Shangri-La's Mactan Resort's in house restaurant, Tides is in the frontline for being the resort's all-day dining restaurant. Open daily for breakfast and dinner during weekdays and lunch on weekends, Tides offers international signature dishes which will surely be loved by all their guests. Some of their food include Seafood on Ice with Signature Dipping Sauces and Homemade Kimchi Bar for their Salads and Starters, Parmesan Wheel Risotto, and Cebu's favorite roasted pork (Lechon Baboy) for their main dishes.

📍 Punta Engaño Road, Lapu-Lapu, Cebu

☎ (032) 231-0288

🕒 Check in: 14:00, Check out: 12:00

✉ mac@shangri-la.com 🌐 www.shangri-la.com/cebu/mactanresort/

📌 Shangri-La's Mactan Resort and Spa







### 3 Mövenpick Hotel Mactan Island Cebu & Beach Club

PPPPP

Mövenpick Hotel Mactan Island Cebu is one of the most scenic destinations in the Philippines. This 5-star Mediterranean-inspired beachfront hotel, with 245 rooms and suites, offers contemporary style with a fun and fresh appeal for both leisure and business travellers. Ibiza Beach Club is the premier venue for the most sought after events on the island. Located at the end of the marina, this stylish social hub offers lifestyle dining accompanied with dance music by resident DJ's and a showcase of world-class themed performances. Gastronomes are in for a treat with its Balearic-inspired signature 15-course grill, a selection of Mediterranean tapas, and more. Aside from spectacular ocean views and architectural design, the night scene at Ibiza Beach Club takes its charm and sophistication from a combination of visual and musical elements.

📍 Punta Engaño Mactan Island, Cebu Philippines

☎ 032-492-7777

✉ hotel.cebuh@movenpick.com

🌐 www.movenpick.com

📱 movenpickhotelmactanislandcebu

### 4 Bluewater Maribago Beach Resort & The Cove

PPPPP

Established in July 1989, Bluewater Maribago is a proud member of the Bluewater Resorts group, a wholly Filipino-owned chain of resorts showcasing the best of Filipino culture. The resort features a total of 170 rooms and offers an array of outdoor and indoor activities that the whole family will surely enjoy. Bluewater Maribago also boasts of its 1.1-hectare private island that provides resort guests with an additional area to bask under the sun. Its premiere in-house restaurant, The Cove is also a must-try if you want to dine and enjoy both the view of the sea and its freshest bounty. It is attracting a lot of tourists because of its unique concept where one can choose from their selection of live and fresh seafood straight from seawater aquariums. The whole restaurant, which can accommodate a maximum of 60 persons, offers ala carte, lunch, and dinner menus.

📍 Buyong, Maribago, Mactan Island, Lapu-Lapu City 6015

☎ 032-402-4100

🌐 bluewater.com.ph

📱 Bluewater Maribago Beach Resort



### 5 Crimson Resort & Spa

PPPPP

A Balinese-inspired resort, Crimson Resort & Spa is a 6-hectare beachfront resort situated within Seascapes Resort Town, a housing complex set along the beaches of Mactan Island. Designed like a small beachside town, the resort gives you a true island feel without having to fly off or ride a boat to a remote island in the middle of the sea. They have 290 rooms split into three categories: deluxe rooms, deluxe garden rooms, and villas. Their villas are all stand-alone rooms each with its own living and dining area along with a plunge pool. Deluxe Garden Rooms, on the other hand, are set amongst the gardens of the resort, while deluxe rooms are situated within their 2-storey structures. Crimson Mactan has its own stretch of pristine white sand beach, a three-tiered infinity pool, and four places for you to engorge yourself with some of the best food on the island: Saffron Café (international lunch and dinner buffet), Tempo (seafood and Halal cuisine), Azure Beach Club (modern Asian bar), and Score Sports Bar.

📍 Seascapes Town, Soong, Lapu-Lapu City, Mactan Island

☎ 032-401-9999 / 032-239-3900

🌐 www.crimsonhotel.com/mactan

📱 Crimson Resort and Spa Mactan







## 6 Cebu White Sands Resort and Spa

PPPP

Cebu White Sands started out as a simple day-use resort with cottages scattered along the coast. As the resort got more popular, people started asking for longer stays, prompting the addition of its first 5 rooms. Today, the resort has a total of 86 rooms and what is probably the best spa within Cebu. The resort itself projects a Filipino atmosphere. Its three buildings – the Heritage, Courtyard, and Mabuhay – all show different stages of its progress but remain true to its Filipino setting. Incidentally, it's also the first building erected by the resort, hence the emphasis on retaining that traditional Filipino home theme. The resort features two pools, one of which is open to day-use guests. They also have their own restaurants: Patio Gavino and Buena Vista Restaurant. Patio Gavino offers international cuisine and is the first thing you'll see after checking in. Buena Vista, on the other hand, is their beachfront restaurant that doubles as a sports bar.

📍 Cebu White Sands, Maribago Beach  
Looc, Maribago, Mactan Island, Cebu  
☎ 032-268-9000  
🌐 [www.whitesands.com.ph](http://www.whitesands.com.ph)  
📘 Cebu White Sands Resort and Spa

## 7 Pulchra Resorts

PPPPP

Pulchra means "beautiful" in Latin and that speaks very clearly for Pulchra Resorts in the Queen City of the South. This nature-inspired resort offers calm and relaxing ambiance that helps to unfold one's inner peace and unravels one's inner treasures – a path towards true beauty. Pulchra's landscape, villas, and facilities were designed keeping in mind the balance of nature. They have Lagoon Suite, Pool Garden Villa, Seafront Jacuzzi villa, Two Bedroom Pool Villa. Pulchra has 6 in-house restaurants: Ventus, Ripa, Opus, Beach Dining, Fons, and Luna that will surely delight your dining experience. These restaurants have a great variety of healthy and tasty menu, complimented with signature drinks and finest selection of wine.

📍 San Isidro, San Fernando, Cebu 6018 Philippines  
☎ 032-232-0823 to 0825 / 032 488.8049  
✉ [info@pulchraresorts.com](mailto:info@pulchraresorts.com) / [cebu.jp@pulchraresorts.com](mailto:cebu.jp@pulchraresorts.com)  
🌐 [www.pulchraresorts.com](http://www.pulchraresorts.com)  
📘 Pulchra Resort, Cebu



Photos courtesy of Pulchra Resorts, website



## 8 Chateau by the Sea

PPPP

Located in the island of Mactan along the shoreline of Punta Engaño, Chateau by the Sea is definitely an expert at transforming events into premium and priceless moments in this modern seaside events complex. Chateau by the Sea's boutique hotel, The Residence, features eight spacious and cozy bedrooms that depict timeless tropical elegance with touches of modern Filipino artistry. You can choose among three of their room categories: Superior, Deluxe, and the Ocean View. The Residence also features an infinity pool – perfect for a well-reserved vacation or a weekend staycation by the sea.

📍 Brgy. Buot, Punta Engaño Lapu-Lapu City Cebu 6015  
☎ 032-517-2000 / 032-505-7701 / 0917-306-2900  
✉ [celebrate@chateaubythesea.ph](mailto:celebrate@chateaubythesea.ph)  
🌐 [www.chateaubythesea.ph](http://www.chateaubythesea.ph)  
📘 Chateau by the Sea





## 9 Solea Mactan Cebu Resort

PPPP

Just a stone's throw away from the Best Western Sandbar premise is the SOLEA Mactan Resort, the newest addition to Best Western Sandbar's extensive assortment of hotels. This marvelous Mactan hotel boasts 225 contemporary designed rooms and suites – including 12 Superior Garden Rooms, 200 Deluxe escaping stress rooms, 14 beautifully appointed suites, and a presidential suite to boot. They have 6 child friendly pools to choose from and if you're feeling a little active under the sun, you can also try snorkelling, kayaking, volleyball, board and video games, and fish feeding!

📍 Waging Street, Brgy Alegria, Cordova, Cebu  
 ☎ 032-517-8889  
 🌐 [www.soleamactan.com](http://www.soleamactan.com)  
 📌 Solea Mactan Cebu Resorts



## 10 Radisson Blu Cebu

PPPP

Radisson Blu takes pride as a first-class, full service hotel combining stylish and contemporary approach to design. Located minutes away from Mactan-Cebu International Airport, Radisson Blu is a perfect accommodation for tourists as it is also near business hubs, seaport, commercial centers, shopping malls, and cultural sites. Armed with contemporary and elegant accommodations, Radisson Blu has 400 guest rooms, each of these rooms include amenities such as memory foam bed topper, Cable TV, electronic safe, mini bar, coffee and tea making facilities, iPod dock, bathroom amenities, and internet access.

📍 Sergio Osmeña Blvd., cor. Juan Luna Ave., Mabolo, Cebu City  
 ☎ 032-402-9900 / 032-505-1700 / 032-402-9999  
 📧 [reservations.ceb@radisson.com](mailto:reservations.ceb@radisson.com)  
 🌐 [www.radissonblu.com](http://www.radissonblu.com)  
 📌 Radisson Blu Cebu



## 11 Marco Polo Plaza Cebu

PPP

Dubbed as Cebu City's finest, Marco Polo Plaza Cebu is considered a landmark in Cebu. Marco Polo is an urban resort and business hotel offering a panoramic view of the city, the Mactan Channel and neighboring islands. This 24-storey hotel is just 25 minutes away from the Mactan International Airport and 10 minutes from the main business district and malls. Marco Polo Plaza Cebu has 329 guest rooms with 20 suites having spacious bathrooms, fine amenities, and modern features. Their rooms are well-equipped with cable TV, hot and cold shower, in-room safe, coffee and tea making facilities, mini-bar, and 24-hour room service.

📍 Address: Cebu Veterans Drive, Nivel Hills, Apas, Cebu City  
 ☎ 032-253-1111  
 🌐 [www.marcopoloplazacebu.com](http://www.marcopoloplazacebu.com)  
 📌 Marco Polo Plaza Cebu

# HOTEL LIST

### Best Western Sand Bar Resort

📍 Victor Waging Street, Alegria  
 Cordova, Cebu  
 ☎ 032-517-9998  
 🌐 [www.sandbarcebu.com](http://www.sandbarcebu.com)

### Cordova Reef Village Resort

📍 Sitio Bantayan Poblacion,  
 Cordova, Cebu  
 ☎ 032-238-1878  
 🌐 [www.codovareef.com](http://www.codovareef.com)

### Costabella Tropical Beach

📍 Buyong, Mactan Island,  
 Cebu 6015  
 ☎ 032-517-9998  
 🌐 [www.cotabellaresort.com](http://www.cotabellaresort.com)



### JPark Island Resort and Waterpark

📍 M.L. Quezon National Highway,  
 Cebu  
 ☎ 032-494-5000  
 🌐 [www.jparkislandresort.com](http://www.jparkislandresort.com)

### Pacific Cebu Resort

📍 Suba-basbas, Lapu-Lapu City, Mactan,  
 Cebu, Zip 6015  
 ☎ 032-495-6601  
 🌐 [www.pacificcebu-resort.com](http://www.pacificcebu-resort.com)

### Plantation Bay Resort & Spa

📍 Marigondon, Mactan Island,  
 Cebu  
 ☎ 032-505-9800  
 🌐 [plantationbay.com/japanese](http://plantationbay.com/japanese)

### Vista Mar Beach Resort and Country Club

📍 Dapdap, Mactan Island, Cebu,  
 Lapu-Lapu City  
 ☎ 032-236-01960  
 🌐 [www.vistamarbeachresort.com](http://www.vistamarbeachresort.com)



# Where to eat

Lechon may be king in Cebu, but there's more to the city than its legendary roast pig. From the best places to get mouth-watering pieces of steak to some of the best Japanese food around, Philippine Primer got you covered with options scattered throughout the Queen City of the South. If you're still hungry for lechon, we've also got a couple of recommendations to satisfy your cravings.

## 1 The Pig & Palm

★★★★

Found at the Cebu Business Park, The Pig and Palm is quite a scene stealer for its interesting take on modern dining. This unassuming hole in the wall restaurant is a place you would want to spend afternoons with a great meal and casual dining. The Pig and Palm is a tapas bar that goes for a "social dining" kind of experience. Frequently changing their menu, the restaurant owned by Michelin-starred British chef Jason Atherton (who was a former Executive Chef of highly-regarded British celebrity chef Gordon Ramsay) keeps on creating new dishes so customers would keep interested on what they have to offer the next time you visit. Their menu is composed mostly of Asian dishes however they constantly introduce something new to the palate of every guest who visits the place.

📍 G/F MSY Tower, Pescadores Road, Cebu Business Park, Cebu City  
 ☎ 0917-657-6866  
 ⌚ 9:30 am to 12:00 mn (Tuesday – Sunday)  
 🌐 thepigandpalm.ph  
 📱 The Pig & Palm



TUNA TATAKI, CUCUMBER, RADISH, AND PONZU (P480)



Roast chicken, sweet corn pearl barley, charred leeks, popcorn crumble (P760)



Crispy Phyllo (P680)

## 2 Anzani Prime

★★★★★

Steakhouses may be a dime a dozen in Metro Manila, but the Queen City of the South has yet to adapt to this growing trend... that is, until you discover Anzani Prime. Ran by Italian chef Marco Anzani, Anzani Prime focuses on meats as emphasized in their slogan: "Where steak worlds meat." Anzani Prime serves only the best kinds of beef: Angus, Australian, Wagyu, and even MBS Striploin. As with any high class restaurant, they have two different sets of menus: the lunch menu, served from 11:30 am – 2:30 pm; and the dinner menu, served from 6:00 pm – 11:00 pm. Though each menu may look similar, there are things that you would normally only get from their lunch menu.

📍 2/F, The Tinderbox, Gov. Cuenco Ave., Cebu City  
 ☎ 032-888-7921  
 ⌚ Lunch: 11:30 am – 2:30 pm, Dinner: 6:00 pm – 11:00 pm

## 3 Western Steakhouse

★★★

Located in Maribago, Lapu-Lapu City, Western Steakhouse is all about the flavour, authenticity, and savoury that could top off the list of best restaurants to try in the beautiful city of Cebu. Operated by Yuki Kimura and Reiji Toda, two Japanese nationals who are both blessed with a penchant in gastronomic exploits. The uniqueness of this restaurant lies between its concept and invaluable service. The whole interior is decorated with wooden, countryside-inspired wall accents. Western Steakhouse is also the only steak house in town having the Certificate of Excellence from tripadvisor.com. As the name suggests, Western Steakhouse serves 100% U.S. Angus Beef Steaks from tenderloin, rib eye, sirloin, burger steak and topblade. Dinner rate ranges from P490 and up depending on the choices or sizes of the meat. For lunch set menu, they have P280 up to P420.

📍 Buyong Road, Maribago, Lapu-Lapu City, Cebu  
 ☎ 032-495-3883 / 0998-414-1170  
 ⌚ 11:00am – 11:00pm 📱 Steak House Western



Surf N Turf Tender (P1,280)





Motsunabe (P580)

#### 4 Kushiya Chikuzenya

PPP

Filipinos and Japanese have a shared love for food, especially grilled food and table cooking. It's quick, easy, and very social: another thing that Filipinos and Japanese have in common. Kushiya Chikuzenya is the best place where you can enjoy traditional Japanese barbecue or kushiya and other regional cuisine from the Land of the Rising Sun, particularly from the Fukuoka prefecture, which used to be known as Chikuzen. Their bestselling hot pot, the Motsunabe (P580), is rich and flavorful, thanks to the high grade beef they use for the dish. Combined with high-quality fresh vegetables, this makes for a very hearty meal. Our tip: once you've eaten up the beef and veggies, ask your server to use the broth as a soup base for your ramen or porridge.

📍 G/F, Gasvi Bldg., A.S. Fortuna St., Banilad, Mandaue City

☎ 032-239-8976 / Mobile 0920-229-7923

🕒 11:30 am – 2:30 pm, 5:30 pm – 10:30 pm; open daily

📘 Kushiya Chikuzenya

#### 5 SOBA Kamakura

PPP

When Filipinos start asking about Japanese noodles, they usually think of ramen. A dipping type of noodle dish, you may have seen it in some Japanese restaurant menus, but only one place serves authentic, fresh soba: Soba Kamakura. The name comes from where the owner and chef used to live. Mr. Hiroyuki Sakata has been in the country for several years. Inside the restaurant, there's a sense of tradition and modernity that will keep you coming back regardless of how "hidden" Soba Kamakura is. Their bestselling soba is made to order, only being prepared when the customer asks for it. The buckwheat noodle used is healthy, one of the things they emphasize at Soba Kamakura. A level of freshness never before seen in other Japanese restaurants in Cebu keeps people coming back to Soba.

📍 E.C. Bldg., Greenhills Rd., Casuntingan, Mandaue City

☎ 032-417-2471 / 0916-719-2512

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

🌐 soba-kamakura.com 📘 SOBA 鎌倉 Kamakura



Unagi Soba (P840, set meal P1,620)

#### 6 Scape Skydeck

PPP

Good food combined with an amazing view of the sea can make any foodie happy. Take it up thirteen floors and you've got an experience, which is exactly what you'll get at Scape Skydeck. Scape Skydeck is set at the 13th floor of Azon Residences, a residential condo in Lapu-Lapu City. Inspired by the owners' love for travel and food, Scape's menu features a fusion of international flavors given a Cebuano touch. The restaurant opens just as the sun sets, giving those who both love food and photography a chance to catch a glimpse of a sunset in Cebu's resort town. A dish that you should not miss from Scape is their Oyster Shooters and Chilean Mussels (P775). There's also the Salmon, mahi-mahi carpaccio, and tiradito entrée with ponzu sauce (P345) to complete your seafood extravaganza.

📍 Roof Deck, Azon Residences, M.L. Quezon National Highway, Pusok, Lapu Lapu City

☎ 11:00 am – 2:00 pm, 5:00 pm – 12:00 mn daily

☎ 0922-810-4550

🌐 www.scapecskydeck.com

📘 Scape Skydeck



Oyster Shooters and Chilean Mussels (P775)

### Popular lechon places in Cebu

Cebu is known for many things: the seemingly endless stretch of resorts at Mactan Island, the modernity of Cebu City, its affinity with dried mangoes, and having the best lechon or roast pig in the country.

Cebuanos say that lechon from other regions rely on the sauce. Several herbs and spices are added to the pig during the prep stage, giving it that distinct "Cebu-chon" flavor which does not need sauce. This gives them a leg up in the lechon game, since locals often say lechon from other areas are known for their sauce rather than the pig.

For Cebuanos, they get the best lechon at one of these three restaurants: Zubuchon, Rico's Lechon and CnT Lechon, both in Cebu City.



Zubuchon



Rico's Lechon



Cebu's Original Lechon Belly





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**NOTES:**  
 \* Rates are based on per person subject to change without prior notice.  
 \* Rates quoted in USD.  
 \* Driver and Guide Tipping are not included (USD3.00 pp / day).  
 \* Hotel Portage is excluded.  
 \* Midnight surcharge of USD10.00 pp per way applicable if arrival/departure time will fall between 2300 - 0659hrs.  
 \* Child rate applicable for 3-11 y.o.

**CLOSED OUT DATES:**  
 \* Mar. 08-12, 2017  
 \* Apr. 10-17 / 27-30, 2017  
 \* May 07-11 / 16-18 / 22-26, 2017  
 \* June 24-29, 2017



**BGC BRANCH:**  
 Unit 2, 18th Fl., RCB Savings Bank Corporate Center, 26th & 25th Sts.  
 Bonifacio South, Bonifacio Global City, Taguig City  
 Mondays to Fridays / 08:45 - 17:45  
 TEL: (632) 8946529  
 Email Address: leisure\_jtbgo-ph@jtbap.com

**SM MOA TRAVEL SALOON:**  
 259 (EM) 2F South Entertainment Mall, SM Mall of Asia, MOA Complex, Pasay City  
 Mondays to Sundays / 10:00 - 21:00  
 TEL: (632) 8075123 / 9948964  
 Mobile No: +63945-9940249  
 Email Address: leisure\_jtbmnl-ph@jtbap.com

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# Philippine primer

The Expats' Guide to the Philippine Lifestyle

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# Panasonic

## Panasonic Beauty



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EH-2513

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customerservice@abenson.com  
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[www.panasonic.com/ph](http://www.panasonic.com/ph)



# Panasonic's Latest Beauty Product

Panasonic

## Review and Testimony

### Micro-Foaming Facial Cleansing Device

EH-SC50

#### Features



#### Warm make-up removal

Gentle application makes make-up removal easy and efficient.



#### Instant micro-foam generation in approximately 5 seconds

Micro-foam is automatically generated by adding foaming cleanser and water.



#### Ultra-fine bristle brush removes deep down dirt through daily cleansing.

The soft brush micro-tip bristles thoroughly cleanse clogged pores and make skin soft.



Micro-Foaming Facial Cleansing Device EH-SC50  
P 4,999 SRP

#### Review

*I like that I can wash my face fine without taking too much time!*

*The best feature of this device is the "rich foam" cleanser. Before, I was using a lather net to create more foam. Now, I don't have to exert effort in getting rich foam. The creamy rich foam can clean my face without scrubbing my skin. Since the product is very light, I can use it with one hand while facing the mirror. It helps me easily wash my hairline and the area behind my chin. It has ultra fine brush bristles that feel very soft to the skin. The soft bristles thoroughly cleanse and remove dirt from the base of my pores, leaving my face clean and refreshed. I also*

*like the warm make-up removal function. I can simply apply my favorite cleansing product on my face then rub the make-up removal plate to my skin to help loosen those stubborn waxy make-up products. Panasonic Facial Cleanser gently cleanses dirt and oil from my skin and pores by warming my skin. I can feel the oil being removed smoothly and quickly gets absorbed into my skin. I never felt my skin so soft and relaxed until I used this cleanser.*

*I strongly recommend this item because it has a 3-in-1 function that thoroughly removes make-up, unclogs pores and cleanses my skin!*

#### Profile



**Yuka Shimodaira**

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

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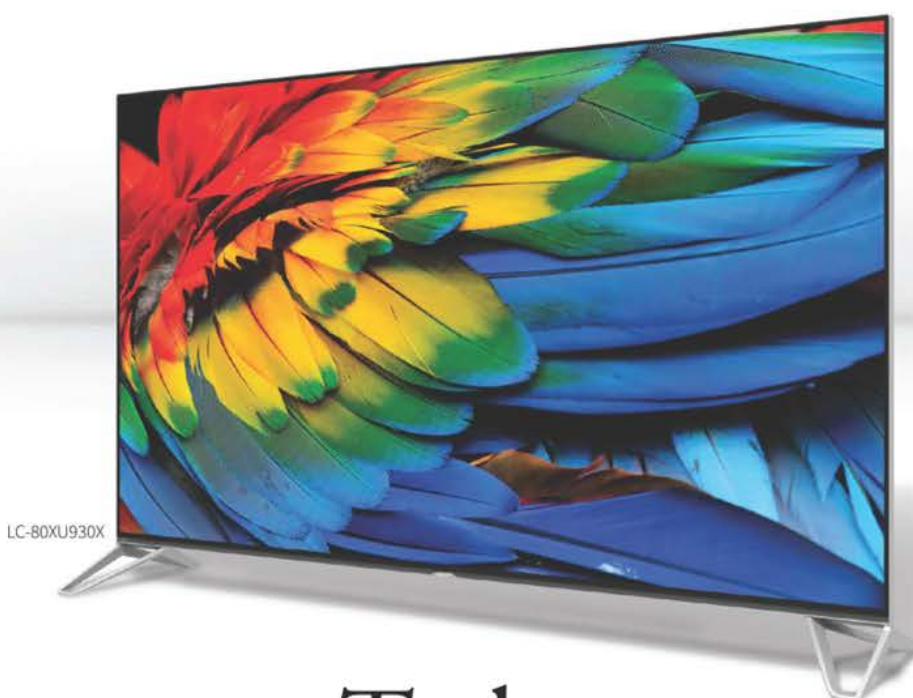
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# INVITING THE OUTDOORS IN WITH CRATE & BARREL

*Spring Summer Collection 2017*

## Harborside Slipcovered Sofa

Casually attired for the cottage, the Harborside Slipcovered Apartment Sofa is designed for taking life easy. Deep plump cushions, petite understated rolled arms and a carefree machine-washable slipcover on a smaller scale frame bring a relaxed air to family rooms and sunrooms. Generous seats and high back cushions invite guests to sink in for a long leisurely stay. Harborside Slipcovered 2-Seat Apartment Sofa is a Crate and Barrel exclusive.

## Spin Glass Hurricane Candle Holder/Vase



Spun glass cylinders with distinctive organic texture create a dramatic candlelight glow or showcase for fresh flowers.

## Austin Media Console



Solid walnut zigs and zags as an open, architectural console accented with matte black steel supports and dovetail joinery. As practical as it is sculptural, Austin adds style points as a media center, low bookcase, or floating room divider. The Austin Media Console is a Crate and Barrel exclusive.

## Grayson Chair



Our fashionable Grayson barrel chair shows off its curves in free-spirited, multicolored stripes that look as if they've been sketched right on.



Monarch Natural Dining Table



Our Monarch 76" solid wood dining table is handcrafted using centuries-old techniques in a modern way. The Monarch 76" Solid Walnut Dining Table is a Crate and Barrel exclusive.

Willow Sofa



Willow's more modern lines relax in cottage style, instantly putting family rooms and casual living rooms in a vacation state of mind.

Apex Dining Table



Exquisite solid American black walnut takes the finest form in the Apex, with its slim reverse-beveled top that balances on a sculptural, crisscrossed tripod of notched and angled beams.

Crate & Barrel takes pride in being an authority in home design with an expertise in entertaining. With a seasonal, fresh, and unique point of view on the latest trends, they remain a place that both their associates and customers are happy to call home. The company is known for its exclusive designs, excellent value, and superb customer service. In addition to a direct marketing division that services more than 90 countries, the company operates stores throughout the U.S. and Canada as well as franchise locations in Dubai, Mexico, Singapore, Turkey, Russia, and the Philippines. The brand's essence has translated perfectly to the omni channel era more than 50 years after opening its first store.

Global lifestyle brand Crate & Barrel is open for living, indoors and out, as it launches its Spring/Summer 2017 collection.

"The biggest trend in interior design and décor for 2017 is about inviting the outdoors in," says Crate & Barrel US VP for Merchandising Raymond Arenson. "This is the time of year to expand living spaces by flinging open the doors and furnishing outdoor space with indoor comfort."

"These modern outdoor living rooms break down the barrier between indoor and outdoor living – seeing the outside as not separate from the home but as an extension of it. We are calling this trend Open for Living," he adds.

With this, Crate & Barrel's style of the season focuses on The Great Room, where one can experience relaxed modern living and entertaining, indoors and out. There's a carefree lakeside mindset as The Great Room story continues with focus on the kitchen side.

The Inspired Kitchen go beyond the everyday foundations, now setting the home's décor and style statement with color and new furniture-level dining islands that create social flow in the living side of Great Room – whose doors now open to a Modern Outdoor Living Room. Living and entertaining, indoors and out becomes all fluid and seamless.

Colors, on the other hand celebrate this indoor/outdoor breakthrough. Navy's Making Waves as the Blue theme evolves from Fall 2016, to navy in combo with crisp bright White from Outdoor collections to entertaining tabletop.

Likewise, it's anything but neutral as this new trend for Spring 2017 plays up texture, scale, and sculptural profiles. An evolution of Fall 2016's White Wood Warm installation, this palette is anything but neutral, making a dramatic statement on its own or living comfortably with the blues.

The Inspired Kitchen is an opportunity to start the year off with a fresh color pop, showing the savvy stylist how to re-think and re-energize the everyday aqua and cream, blue and white, copper and marble, black and white, mint, pistachio – even white becomes a newer color with fresh texture.

Check out the Crate&Barrel Spring/Summer 2017 Collection in stores now. Inventory of pieces selected to appeal to any taste. For more information, visit [www.crateandbarrel.com](http://www.crateandbarrel.com).

Crate & Barrel stores in the Philippines are located at SM Mega Fashion Hall, SM Aura Premier and SM Makati.



Arch modernizes the classic cottage styling without sacrificing an ounce of charm. A warm brown tea finish calls attention to the bed's sweeping curves and cutaway detail, giving this relaxed collection refined appeal. Designed by Blake Tovin, the arched headboard and footboard combine.





## Inanc Balci

Lazada CEO/ Co-Founder

*Mr. Inanc Balci was born in Istanbul, Turkey. He studied Engineering Economics in the United States and did Banking for three years in London, doing mergers and acquisitions. He came to the Philippines in 2012 when he co-founded Lazada.*

### How did Lazada begin?

When I was in London, I met some German investors who want to start an e-commerce company in five countries in Southeast Asia, namely Indonesia, Malaysia, Thailand, Vietnam, and the Philippines. I accepted their proposal, and I came to Philippines to start Lazada.

We started the company as a retail e-commerce company, which means that we used to buy from our suppliers and sell to our customers. We changed our business model in 2014 to a marketplace platform where merchants sell their goods directly to the customers using our platform – sort of like a shopping mall to reach out to as many customers as they can.

### How many partnered merchants do you currently have?

We have thousands of active merchants in the Philippines that are using the Lazada platform to sell products to the customers.

### How many visits do you have on your website every day?

We have more than 1 million daily average visitors on our website. In specific days it significantly increases for example in our birthday sale, we had more than 10 million people visiting the website in 3 days. You can also check the benchmark website and if you look on the top website in the Philippines, Lazada is the 7th most visited website.

### How has Lazada fared in terms of competition with other companies in the same industry?

There are two main challenges in the Philippines for e-commerce. The first is logistics. The country's complex geography and the difference between traditional and e-commerce logistics make it very difficult to exist as an e-commerce company, especially if you are not doing your own logistics operations. This is why we launched Lazada express, our in-house delivery company that covers 75% of the Philippines and has put us one step ahead of our competition.

We're also proud of our Cash on Delivery network. The Philippines has only 3-4 percent credit card penetration, so being able to launch the first nationwide cash-on-delivery network in the Philippines gives us a competitive advantage compared to other companies in the Philippines.

### Being the leading e-commerce player in the country, what have you done to keep the business constantly growing and expanding?

We are constantly growing our assortment in the Philippines. Today we have 8 million products that you can buy on Lazada Philippines. We also have a growing number of brands that we offer in the website, which is now at 14,000.

We also do big events like the Online Revolution and the 5th Birthday to increase awareness of the e-commerce business in the Philippines helps us to reach out to potential customers. It is also gives an excuse for non-customers to try e-commerce for the first time.

### What have been consumers telling you about why they like purchasing from Lazada?

I think people like purchasing in Lazada because it's convenient for our customers. They don't have to leave their house, brave the crazy traffic of Manila, and spend time, gas or energy walking around the mall only to find products in a limited selection.

One of our mottos is to provide effortless shopping in the Philippines. We try to make it as frictionless as possible by giving them a good platform and an easy-to-use, no-registrations-needed platform in the website or from any device they use.

### Ensuring the quality of the products you sell is imperative. How do you keep this fundamental measure in your business to earn the trust of the consumers?

When you have a big platform like Lazada, it becomes difficult to make sure that one hundred percent of the products are not defective. We have specific measures [in place] to make sure all 8 million products are up to our quality standards. We don't allow non-registered business to sell on Lazada. We assure the customers that merchants in Lazada are registered businesses with permits from the BIR and ECC.

If merchants are selling branded items, they need to prove that they are getting their items from authorized distributors. If the items are subject to FDA regulation, we would also require them to submit FDA permits. This is how we ensure our customers that the item that they're buying from Lazada is one hundred percent genuine, brand new, and has passed our quality standards.

### What were the biggest challenges in establishing an e-commerce business in Philippines?

The biggest challenges are logistics, payment landscape, and market-related challenges. For logistics, apart from launching Lazada Express, we work very closely with third party logistics companies. We create the process together and push them to improve their SLA (Service Level Agreement). We addressed the country's payment landscape by introducing the nationwide cash-on-delivery system.

To address market-related challenges, we provide big discounts from our merchants so that people try e-commerce. We also hold huge events during the year for people to be aware of Lazada and e-commerce.

### What are the benefits of doing business in the Philippines compared to other countries?

The Philippines is a large economy with a large population that can understand English; this makes it easier to interact with potential customers. It's also one of the fast growing economies in ASEAN and the world. Combined with a fast-growing number of people who use smart phones in the region and the growing internet penetration; these make any investment in the Philippines favourable. At the same time, there is a very strong government support to help us grow our business.

### What advice would you give to budding entrepreneurs in the country?

My advice probably would be that when you come up with an idea from another country, it is very important that you localize that idea when you execute it. For example, if you brought the e-commerce business model from the US, it would probably not work in the Philippines.

It's very important to localize the execution and come up with the business model that will work for the customers in the Philippines. We've localized a lot of things for our business, starting with the process on how to work with local merchants and local partners. We also had to customize our business model for the Filipino customers with cash-on-delivery network, which doesn't exist in most European countries.

### How does the investment of Jack Ma last year affect the operation of Lazada?

It did not impact our operations but it affected the strategy and the way we think in our business. Alibaba has been doing this for a long time and they've gained enormous knowledge about how to perform best and how to optimize an e-commerce company.

We have been learning from them and this has reflected in our strategy and the way we think about our business. The things we've learned will continue to have impact in our operations and to optimize our business model.

### What are your future endeavors here in the Philippines?

We want the Philippines to be one of the top e-commerce countries in the world. We want to replicate the same success Facebook has had in the country when it comes e-commerce. We have a long way to go but we are very excited about this. Our aim is to not make Lazada the biggest; the aim is to make e-commerce in the Philippines very big, [and] we are working towards this with the help of other industry partners.

### How would you describe the way you manage Lazada?

We have a lean management style. We have a very unique way of looking at problems in Lazada. We always try to get people who are good problem solvers. We hire people that are very quantitative and have a very strong ownership of business because we also see them as entrepreneurs.

E-commerce is still in its early days and it requires a lot of entrepreneurial skills not only from us but from all levels of business. This is what we are promoting in Lazada. We give people responsibility based on merit. As people prove themselves, we give them more responsibilities. After that, they will go high up in the organizational chart.

### Who are the people you look up to as Lazada's President and CEO?

I look up to successful people in similar fields like Jack Ma and successful long-term leaders in similar companies like the founder of Intel – those people who provide sustainable long-term success.

### Describe your typical day at work.

My typical day involves a lot of face-to-face interaction with employees. We have daily meetings where we discuss the problem areas. We also have continuous improvement every day on top of what we've been doing the day before.

The customer is the most important aspect in Lazada. We listen to our customers every day and we spend a considerable amount of time looking at the customer commands to identify the problem areas in the company. Meetings with our partners, merchants and third party marketing partners also take a huge chunk of my day.



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#### Crown Line

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Unit 103 & 104 JJM Building II, Ninoy Aquino Ave., Paranaque City

#### Kansai Paint

☎ 0917-545-3259  
Carmelray Industrial Park(CIP) II, Brgy. Punta, Calamba City, Laguna

#### Mitsubishi Motors

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Cor. Don Bosco and Pasong Tamo St., Makati City

#### NIKKEI

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#### Nippon Express

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Unit 2701 Yuchengco Tower RCB Plaza, Ayala Ave., Salcedo Village, Makati City

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

#### Transtech

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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, Legazpi Village, Makati City

#### Sagawa

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#### Asia Development Bank

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#### BDO

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7899 Makati Ave., Makati City

#### BPI

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BPI Head Office, 6768 Ayala Ave., Makati City

#### Metrobank

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

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#### Ingles Laurel Calderon Law office

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#### MATSUO&NAMBA

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Park, 880 A.S. Fortuna St., Banilad, Mandaue  
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### PROPERTY WEBSITES

hoppler.com.ph  
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# What's New in the Metro?

## Concert



May  
14

### Village People Live in Manila

The undisputed Kings of Disco – Village People – are coming to Manila to celebrate their 40th Anniversary Tour on Sunday, May 14 at the KIA Theater. Joining them as special guest will be none other than the World's #1 ABBA Experience - Björn Again.

Venue: KIA Theater, Araneta Center, Cubao, Quezon City

## Expo



May 31 -  
June 2

### PHILBEAUTY 2017

Philbeauty, the pioneer and the only international beauty trade show in the Philippines, is back for its third year with more than 200 key leading exhibitors from across countries and regions and more than 6000 local and international trade visitors. Admission is free.

Venue: SMX Convention Centre in Pasay City

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

## Pets



May  
21

### Waggin' Tails (Event for owner and pets)

Get your pets ready with life's adventures at Manila's most pet-friendly place, Bonifacio High Street on May 21, 2017 from 2pm-6pm. Waggin' Tails 2017 is a fun-filled festival for all cats and dogs, brought to you by Animal Science Inc.

Venue: Bonifacio High Street, Bonifacio Global City, Taguig City

## Musical

May  
30

Lea Salonga

### Lea Salonga with the BYU Chamber Orchestra

The Tony Award-winning Broadway star of Les Misérables, Miss Saigon, and Allegiance, Lea Salonga, makes a much-anticipated return to Provo for a grand night of standards and show tunes in concert with the 35-piece BYU Chamber Orchestra.

Venue: Tanghalang Nicanor Abelardo, CCP Main Theater, Roxas Blvd., Pasay City

## Festival



May  
1 - 31

### Flores De Mayo/ Santacruznan

A parade of the town's loveliest ladies depicting the search and discovery of Christ's Cross by Queen Helena and Constantine.

Venue: Nationwide

## Kids



May  
2 - 22

### The Mind Museum Junior Mind Mover Summer Program

The Mind Museum is inviting aspiring little scientists to sharpen their skills through science experiments at their Junior Mind Mover Summer Program. Open for kids of all ages, the program will divide their event dates by age groups: Tots (4-6 years old) on May 2-13 for 6 sessions.

Venue: JY Campos Park, 3rd Avenue, Bonifacio Global City, Taguig

## Kids



June  
3 - 4

### Paw Patrol

Catch Paw Patrol Live! Race to the Rescue in Resorts World Manila. Based on the hit animated TV series on Nickelodeon, Paw Patrol Live! brings everybody's favorite pups to the stage for an action-packed, high-energy, musical adventure. Visit [pawpatrollive.ph](http://pawpatrollive.ph) for more details.

Venue: Newport Performing Arts Theater, Resorts World Manila, Pasay City

## Musical



June 27 -  
July 9

### Sister Act

Be thrilled and dazzled by the exhilarating song numbers and hilarious scenes from the Broadway musical comedy "Sister Act" that premieres on June 27, 2017 at The Theatre at Solaire, Entertainment City, Pasay City!

Venue: Mall of Asia Arena, Pasay City

## Spotlight

### Britney Spears Live in Manila

June 15, 2017

Multi-platinum and Grammy Award-winning pop icon Britney Spears is coming to Manila on June 15, 2017 at the Mall of Asia Arena for her first-ever and much-awaited concert in the Philippines.

Iconic pop sensation Britney Spears is one of the most successful and celebrated entertainers in pop history with nearly 150 million records worldwide. Her musical career boasts countless awards and accolades, including six Billboard Music Awards and Billboard's Millennium Award, which recognizes outstanding career achievements and influence in the music industry as well as an American Music Award and the 2011 MTV Video Vanguard Award. Tickets are available at [SMTickets.com](http://SMTickets.com) or call 02- 470-2222. This is presented by Bench and Wilbros Live.

Venue: Mall of Asia Arena, Pasay City

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