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Office of the Philippine Lifestyle

NEW MUST-TRY/ RESTAURANTS

OF 2018



STREET

Food Roundup!

New Must-Try Restaurants of 2018

TRAVEL

Pampanga

Palatable Adventure in the Culinary Capital

JAPAN SPECIAL

Back to Back! Hirosaki City and Japan's New Golden Route

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Japan Desk

Let's celebrate EVERYTHING DELICIOUS





December 2018









On the cover: Miyazaki Gyu

[Feature Stories]

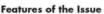
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COVER – It has been yet another exciting year for Metro Manila's ever-bustling restaurant scene. The metro welcomed many new restaurants from different countries all over the world, including Japan, Singapore, Hong Kong and France. There are, of course, entrants from local chefs and restaurateurs that have an impressive array of specialties inspired by different cuisines. Be in the know of the hottest restaurants of 2018 in this month's feature.

JAPAN SPECIAL — 2018 deserves a grand finale. So, in this issue, we present a back-to-back feature of two amazing destinations in Japan—an untapped destination in Aomori Prefecture that's so rich in culture, and a new way to travel between Tokyo and Osaka that lets you explore the northwestern area of Central Japan.

TRAVEL – Being the Culinary Capital of the Philippines, Pampanga not only has delicious delicacies to showcase but also exciting recreational spots and festivities—truly palatable in every sense of the word. The province is also within arm's reach from Metro Manila, which makes it one of the most favored destinations for day and weekend travelers. Time to start planning for 2019 travel goals!

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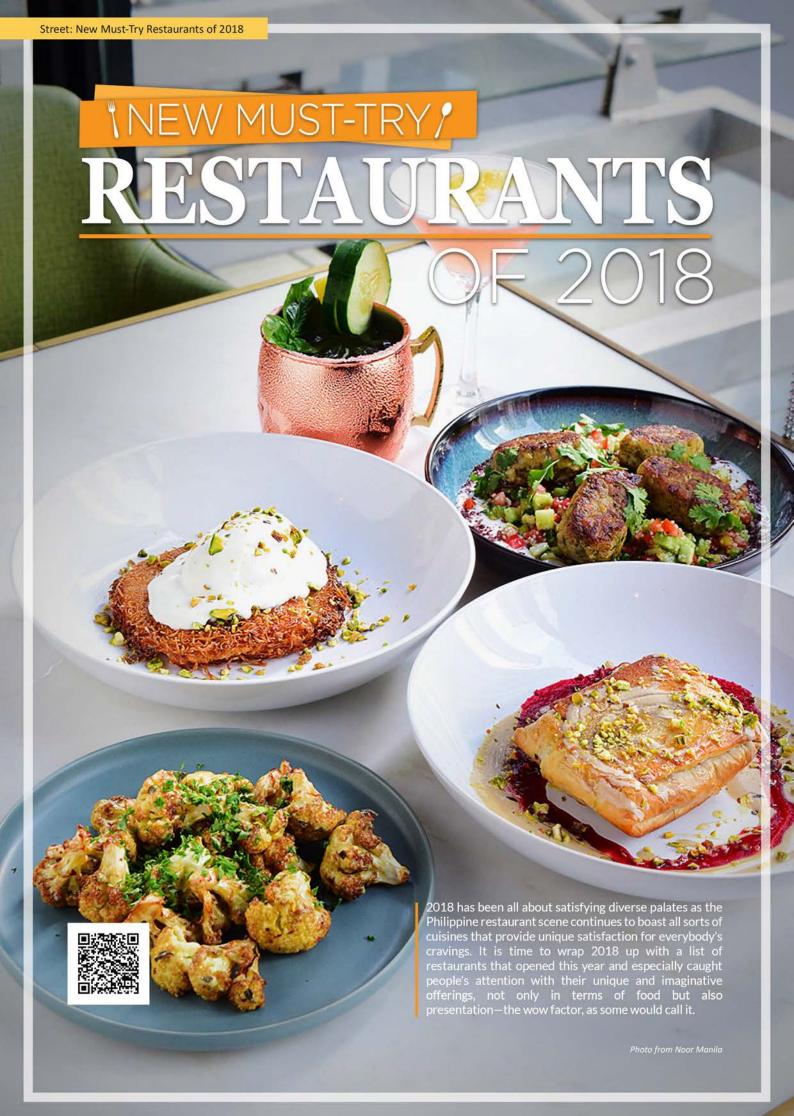
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CAMP CURRY





Cuisine: Japanese | Month opened: April

Must-Try Dish: Fully Loaded Chunky Vegetables with Green Vegeful Curry

A restaurant concept from Tokyo, Camp Curry takes people on a gastronomical adventure through Japanese curries—a very common camping food in Japan. If you want one dish with another curry, you have the freedom to create your own combination! There are six main dishes (vegetables and meats) and three curry sauces, Brown Keema Curry, Red Bisque Curry, and Green Vegeful Curry, to choose from. For some unique and healthy curry fix, try the Fully Loaded Chunky Vegetables with Green Vegeful Curry which uses Thai curry paste and wasabi.

Avala Triangle Gardens, Salcedo Village, Makati City

BARI-UMA





Cuisine: Japanese | Month opened: August | Must-Try Dish: Ajitama-Uma

Bari-Uma Ramen was first established in Hiroshima, Japan, in 2003. It has become globally known for their fresh, rich, and flavorful tonkotsu broth. Even in the Philippines, Bari-Uma Ramen ensures quality and authentic flavors from Japan, the noodles made fresh in each shop, and their perfectly grilled chashu pork complements their soup. People can't get enough of their Ajitama-Uma, with a robust tonkotsu shoyu base, thick-cut chashu, and flavored egg.

♥ G/F, Serendra, Bonifacio High Street, BGC, Taguig City

MIYAZAKI GYU

f Bari-Uma Ramen PH bariuma.asia

BBBB



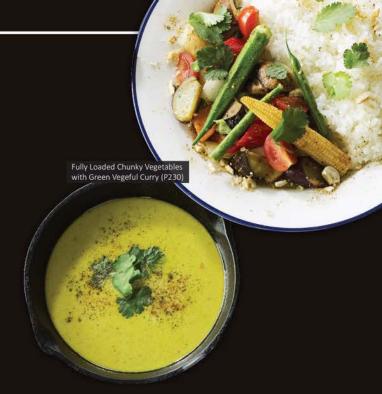


Cuisine: Japanese | Month opened: July | Must-Try Dish: Surf and Turf

Miyazaki Gyu boasts one of the best kinds of Japanese wagyu in town — Miyazaki beef that's delicately rich and juicy. The restaurant offers omakase, a common term in sushi shops wherein you let the chef choose his best recommendations for you—although at Miyazaki Gyu, Omakase consists not only of sushi and sashimi but also katsu, roast beef, steak, and more. Their Surf and Turf sets are also something to look forward to—expect a light yet juicy seafood fill which, surprisingly, balances well with the steak.

m Level, One McKinley Place, 26th St., cor. 4th Ave., BGC, Taguig City

- 02-829-6167 / 0917-168-6673
- 11 am to 3 pm, 6 pm to 12 am (Fri to Sat); 11 am to 3 pm, 6 pm to 11 pm (Sun to Thu)
- miyazakigyu.com.ph f Miyazaki Gyu PH







PIZZA EXPRESS



Cuisine: Italian | Month opened: January | Must-Try Dish: Le Rose

Founded in the UK in 1965, Pizza Express is a world-renowned pizza restaurant that has been crafting mouth-watering pizzas in its hundreds of branches all over the world. For a rare treat of pizza without cheese, one of the chef's best recommendations is Le Rose, made with pancetta (Italian bacon), chicken, and Calabrese sausage, relished with prosciutto and basil. For a classic taste with cheesy goodness, try their Margherita Pizza with mozzarella and fresh tomatoes.





- G/F Uptown Mall, BGC, Taguig City
 02-791-4385
- @ pizzaexpress.ph
- f PizzaExpress Philippines

HAKATA IKKOUSHA



Cuisine: Japanese | Month opened: March | Must-Try Dish: Tonkotsu Ramen

Made with 100% tonkotsu soup, Hakata Ikkousha's famous Hakata ramen is cooked using the yobimodoshi method of filling simmering stock pots everyday. For first-timers, try the original Hakata-style, Tonkotsu, or have a flavored egg with it in Ajitama Tonkotsu. Another famous ramen in the district of Hakata in Japan is the Black Tonkotsu, also known as kogashi. It is made black by homemade burnt garlic oil and burnt miso flavor that brings out the strong, rich taste of the soup.





- **9** UG Floor, Expansion Wing, Festival Mall, Filinvest City, Muntinlupa City
- 9 11 am to 9 pm (Sun to Thu); 11 am to 10 pm (Fri to Sat)
- f Hakata Ikkousha Manila

BENCH CAFE



Cuisine: Filipino | Month opened: January | Must-Try Dish: BENCH/TO

Housed inside the BENCH/ flagship store at Bonifacio High Street, Bench Café presents a menu that underscores Filipino heritage and diverse culinary flair, embodying Bench's commitment to "love local." The café offers BENCH/TO meals, an adaptation of Japan's bento that has a similar concept. A must-try is B8, consisting of salted egg fried chicken, pinaputok na bangus belly (grilled milkfish belly wrapped in banana leaves), and tortang talong (eggplant omelet).





- ♥ 2/F, BENCH Boutique BGC Flagship Store, Bonifacio High Street, 9th St. cor. Lane O, Bonifacio Global City, Taguig City

 ◆ 0917-702-1133 ●11 am to 10 pm (Sun to Thu); 11 am to 11 pm (Fri to Sat)
- f Bench Cafe

YUCA



Cuisine: Latin American | Month opened: May | Must-Try Dish: Bistec El Yuca

Yuca is a Latin-American restaurant that serves dishes from Mexico, Argentina, and Peru with an added Filipino twist. Yuca prides itself with its fresh tacos, created from scratch every day, the most famous of which is the Lomo Loco Taco. Moreover, Yuca does not serve any pork; instead, it uses beef, chicken, or seafood. One of the main dishes, Bistec El Yuca is made with tenderly grilled beef loin on top of mashed potatoes with chimichurri and basil toppings.





- **♥** G/F, Venice Grand Canal Mall, Taguig City C02-745-8389 / 0966-965-2377
- @11 am to 10 pm
- f Yuca

VATOS URBAN TACOS





Cuisine: Korean and Mexican | Month opened: January | Must-Try Dish: Chimichurri Chicken

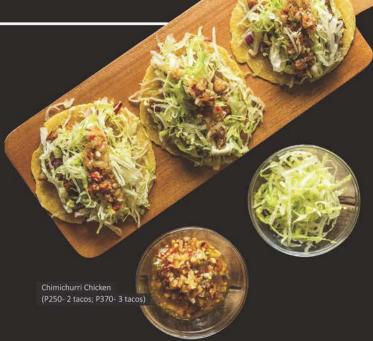
Vatos Urban Tacos is known in South Korea and Singapore for its fusion of Korean and Mexican soul food. For years, they have served explosive dishes to their diners that made them internationally famous. A must-try is their Chimichurri Chicken, featuring a fervid blend of sweet, spicy, and savory flavors resting on thin and crisp tacos. They also have interesting cocktails like the Vatos Ritas series—large cocktails with a bottled liquor placed upside down.

♥ Net Park Bldg., 5th Ave., BGC, Taguig City

■ 02-459-7009

© 11 am to 11 pm (Mon to Thu, Sun.); 11 am to 1 am (Fri); 11 am to 12 am (Sat)

vatos.ph f Vatos Urban Tacos Philippines



NOOR MANILA





Cuisine: Mediterranean | Month opened: August | Must-Try Dish: Fish Kebab

Noor, a Hebrew word for "flame," boasts authentic Mediterranean cuisine prepared by Israeli chefs, whom you can watch from the counter seats on the ground floor. Their Fish Kebab is a dish that puts fish dumplings together with the Middle Eastern salad Tabbouleh. It has a refreshing and healthful mix of cucumber, tomato, couscous, parsley with mild yogurt, and olive oil. Aside from their hearty eats, Noor has an in-house bar that offers Middle Eastern-inspired cocktails, perfect for a discreet revelry.

♥ Unit F 133 Forbeswood Heights, Burgos Circle, BGC, Taguig City © 02-898-0292 / 0956-156-3426 / 0947-205-3718



M BAKERY





Cuisine: American | Month opened: August | Must-Try Dish: Classic Cupcakes

A franchise of New York's Magnolia Bakery, M Bakery has brought the concept of an old-fashioned American bakery to the Philippines. The bakery boasts a wide selection of cupcakes-classics like vanilla, chocolate, and red velvet with colorful frosts and sprinkles, and specialty cupcakes with different flavors available for advance orders. Another irresistible item is their Banana Pudding, a dessert composed of layers of vanilla wafers, fresh bananas and creamy vanilla pudding.

⊙ 9 am to 10 pm (Sun to Thu); 9 am to 11 pm (Fri to Sat)

f M Bakery PH



KAM'S ROAST





Cuisine: Hong Kong | Month opened: May | Must-Try Dish: Roast Duck Combo

The Michelin-recommended legacy restaurant that sold delicious roast meats on the streets of Hong Kong is finally here in Manila to offer their world-renowned specialty-duck, pork, and chicken meats marinated over a day and roasted every morning, guaranteeing delicious and fresh flavors in every serving. A must-try is Roast Duck Combo on Rice which gives you up to two choices of juicy meat toppings for your rice. Combo on Noodles is also available for noodle lovers.





9 3/F Mega Fashion Hall, SM Megamall, Ortigas Center, Mandaluyong City

- € 02-904-5678



- ⊙ 11 am to 10 pm
- f Kam's Roast Philippines

HELM





Cuisine: International | Month opened: August | Must-Try Dish: Multi-course tasting menu

A brainchild of Chef Josh Boutwood, The Bistro Group's executive chef and, on his own, an award-winning one, Helm offers an intimate fine-dining concept with a multi-course tasting menu served in a minimalist 10-seater restaurant. Diners can witness Chef Boutwood's culinary prowess and have a one-on-one interaction with him, which is the key feature of Helm. With a degustation menu that changes every four months, each featured dish echoes inspiration from various cuisines, an elegant amalgamation of the chef's nomadic adventures.





♥ The Plaza, Arya Residences, McKinley Parkway, BGC, Taguig City

- **0906-234-1900**
- ⊙ 6 pm to 11 pm (Tue to Sat) *Reservation required
- joshboutwood.com.ph / www.ticket2me.net (Reservation)

205



Cuisine: Italian | Month opened: August | Must-Try Dish: Prawn Aglio Olio

A café and lounge that sports a sophisticated vibe that is not so intimidating, 205 serves Italian comfort food like pizzas, pastas, and rice meals that will make you feel very much at home with the first bite. 205 doesn't disappoint with their rendition of the Italian classic, Prawn Aglio Olio. Apart from the pasta al dente, the sauce is a fantastic blend of olive oil, garlic, and chili flakes, which give the dish a distinct taste. Unlike other variations of the dish, 205's Prawn Aglio Olio has bigger prawns which will leave you wanting for more.





Upper Ground, Bonifacio High Street Central, BGC, Taguig City
 ○2-759-4827 / 0917-858-1942

- ⊗8 am to 2 am (Mon to Sat); 8 am to 12 am (Sun)
- f 205

SAVAGE





Cuisine: International, Open-Fire Concept | Month opened: April | Must-Try Dish: Barramundi, Arugula, Preserved Lemon & Olive

Another restaurant born this year out of Chef Josh Boutwood's culinary passion and ingenious inspirations, Savage takes its guests back to how the first humans cooked their prized hunts for the day—through an open-pit fire. Veering away from contemporary cooking, dishes are grilled by using charcoal and oak sourced from Ukraine, and the result is phenomenal. Seafood lovers will come to enjoy an ensemble of meaty barramundi, fresh arugula, preserved lemon, and olives.





♥ G/F The Plaza, Arya Residences, McKinley Parkway, BGC, Taguig City

- € 0915-333-9546
- ⊙ 11 am to 3 pm, 6 pm to 10 pm
- f Savage

LA MERE POULARD





...

Cuisine: French | Month opened: January | Must-Try Dish: Bacon and Potato Omelette

With a history that goes back over a century in Mont Saint-Michel in Normandy, France, La Mère Poulard is a lavish dining place offering French dishes with the simplest ingredients that offer a taste of history, heritage, and, warmth. Their puffy omelets have become their highly coveted specialty dish, cooked in a special way that made them puffy and frothy which feels more like a souffle in the mouth. There are different variations of their signature omelet like the Bacon and Potato Omelette and, for dessert, Caramelized Apple Omelette.



NANYANG





Cuisine: Singaporean | Month opened: June | Must-Try Dish: Hainanese Chicken Rice

Nanyang boasts authentic Singaporean cuisine that bursts with flavors. The bright, modern, and homey interior will captivate any passer-by. Nanyang's Hainanese Chicken Rice, a famous Singaporean dish, promises a scrumptious meal, and it comes with a hot soup, sauteed bok choy, and sweet and chili sauce. Their Homemade Nasi Lemak is also something you shouldn't miss. Within months of opening its first branch in SM Aura Premier, Nanyang already has a total of five branches, with the newest one located at Bonifacio High Street.

♥ LG/F SM Aura Premier, BGC, Taguig City

f Nanyang Philippines

BOROUGH





Cuisine: American | Month opened: August | Must-Try Dish: Borough Brewskie Burger

Borough channels the very heart of community and belongingness as they settle at Bonifacio High Street serving New York comfort food and giving off the Brooklyn vibe. Add Borough Brewskie Burger to your favorites as the smoky touch makes every bite flavorful, complemented by a side of well-seasoned fries.

9 U/G, C2, Bonifacio High Street Central, 7th Ave. cor. 29th St., Bonifacio Global City, Taguig € 0966-400-1150

9 11 am to 2 am (Mon); 7 am to 2 am (Tue to Sat); 7 am to 12:30 pm (Sun) f Borough (BGC)

THE BEER FACTORY





Cuisine: Asian, Western | Month opened: December | Must-Try Dish: Factory Monster Burger

An award-winning bar born in Malaysia, The Beer Factory vows to serve three important things: exceptional quality of all comfort food, a more than amiable service, and ice-cold beer. With these at the core, you can expect their must-try burgers, chicken wings, and their rice bowls, served with familiar local flavors, to satisfy your palates and fill your tummies from lunch until dinner. The experience wouldn't be complete without an ice-cold beer from their wide selection of drinks, which is what the bar has been known for in Asia.

▼ The Hub Greenfield, Shaw Blvd., Mandaluyong City

- C02-845-2613 / 0917-149-6288
- rhombusconnexion.com/the-beer-factory
 f THE BEER FACTORY

CHI EM GAI





Cuisine: Vietnamese | Month opened: December | Must-Try Dish: Pho Bo

This original Vietnamese restaurant specializes in traditional Vietnamese beef noodle soup called Pho Bo, courtesy of Chi Em Gai's chef who is experienced in Vietnamese cuisine. Other dishes include the Goi Con or the Vietnamese Fresh Spring Rolls and the Salad Hai San or the Seafood Salad. All dishes and offerings are made more authentic with ingredients like spices, coffee, and noodles sourced from Vietnam, while meats and vegetables are locally sourced to ensure the freshness and quality of each dish.

9 Cluster 2, #13 Eton Centris Walk, EDSA cor. Quezon Ave., Pinyahan, Quezon City C02-845-2613 / 0928-262-2839



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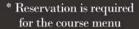
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HIROYUKI MENO

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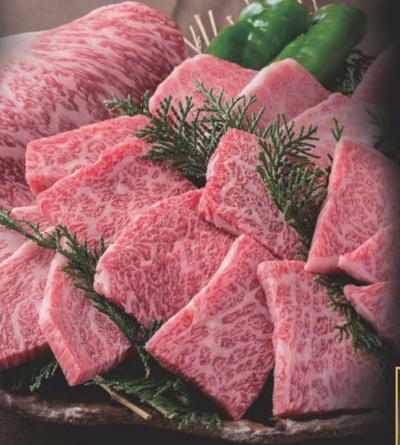


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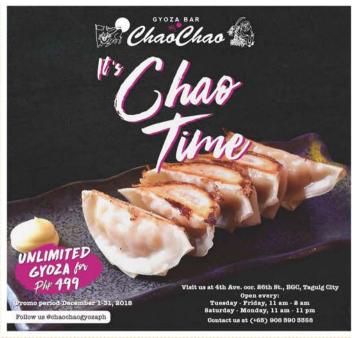
Facebook: Hokkaido_MeatNoodles

G-A 2153 Chino Roces Avenue, Makati City Business hour: 5pm - 11pm (L.O. 10PM)



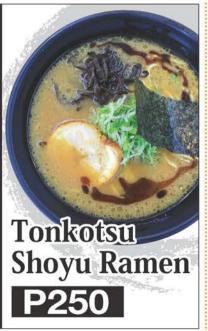




























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A Little Tokyo, Chino Roces Ave., Legaspi Village, Makati City

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Unakichi

窗 02-728-2072

♠ G/F, Makati Cinema Square, Amorsolo St., Makati City

BGC

Chao Chao Gyoza

ର 02-232-7804

A G/F One Mckinley Place, BGC, Taguig City

Crystal Jade

2 02-808-5233 / 0915-543-1862

♠ 7th Avenue., Bonifacio High Street, BGC, Taguig City.

Fukudaya

2 0927-264-0171 / 0998-805-6859

Unit 7 The Plaza, Arya Residences, Mckinley Parkway cor. 8th Ave., BGC, Taguig City

NIU by Vikings

〒 02-478-3888/0917-586-6888

♠ 6/F SM Aura Premier, 26th St., BGC, Taguig City

Single Origin

© 02-894-4042 / 0906-268-8902

♠ 2/F, C3 Building, Bonifacio High Street Central, BGC, Taguig City

OTHERS

Chi Em Gai

ନ୍ତ 02-845-2613/0928-262-2839

♠ Cluster 2, #13 Eton Centris Walk, EDSA cor. Quezon Ave., Brgy. Pinyahan, Quezon City

Epiloque

ନ୍ତ 02-816-7088

TAKOYAKI

A S Maison, Conrad Manila, Seaside Boulevard Cor., Coral Way, Pasay City

Buona Vita

〒519-3868/02-519-3868/0917-591-1169

Unit 19 cluster 3, Molito Lifestyle Building, Madrigal Business Park, Alabang Zapote Rd., Muntinlupa City

Epilogue

☎ 02-816-7088

A S Maison, Conrad Manila, Seaside Boulevard Cor., Coral Way, Pasay City

☎ 0917-120-0672

♠ G/F Vistamall Las Pinas CV Starr Ave., Las Piñas

La Vita

ନ୍ତ 0917-576-0888

♠ Esplanade Seaside Terminal, Seaside Boulevard, Mall of Asia Complex, Pasay City

Rossini

ନ୍ତ 800-8061 ♠ 2/F S'Maison Conrad Hotel, Seaside Blvd., Pasay City

The Beer Factory

© 02-845-2613 / 0917-149-6288

♠ The Hub Greenfield District, Shaw Blvd., Mandaluvong City

GROCERY / SPECIALTY STORE

Kands

ନ୍ତ 02-463-8437/0926-038-2717

♠ Unit 1F, Benrosi V Makati, 9746 Kamagong St., San Antonio Village, Makati City

Kobeya

☎ 02-807-1107

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

Mc Asia Foodtrade

ନ୍ତ 02-990-5141/02-413-8893

♠ 158 Apo St, Sta. Mesa Heights, Quezon City, NCR

Säntis Delicatessen

☎ 02-844-1154 ♠ 7431 Yakal Street, San Antonio Village Makati City

Sharaku Food, Inc.

☎ 02-541-9877/0905-415-0056

A Stall # 111 Cartimar Shopping Center, Pasay City

☎ 02-551-7522

A G/F, Jaka Center Chino Roces Ave., Makati City



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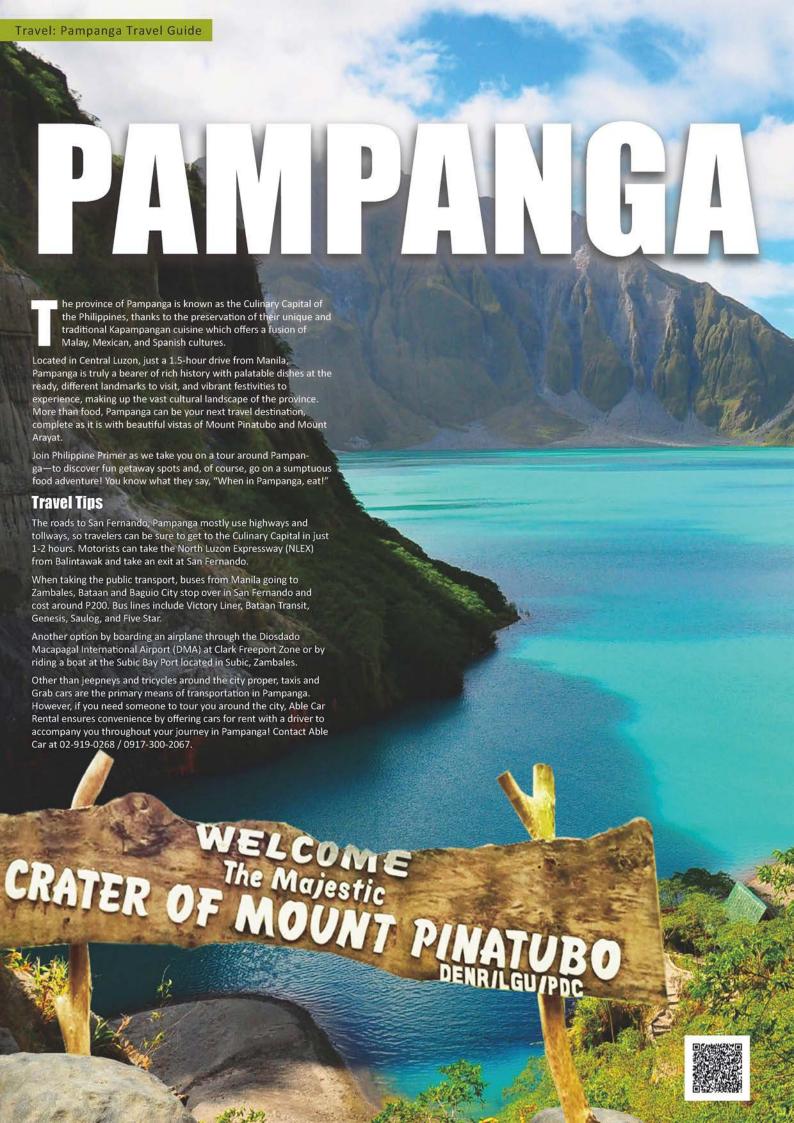
CONTACT US:

02-836-8381 sales@primer.ph

ENGLISH

www.primer.com.ph

JAPANESE www.primer.ph



Where to go -

Mount Pinatubo @@@@@

Mount Pinatubo can be found on the border of three provinces, namely, Pampanga, Tarlac, and Zambales. It is no more than 3 hours away from the city, making it ideal for those seeking adventure in a short span of time they have.

From its dormancy following the aftermath of its historic eruption in June 991, Mount Pinatubo has offered spectacular views of the caldera since then. Although considered a dangerous spot, its beauty sparked interest in people and foreigners, making trail hikes to Mount Pinatubo a part of everyone's itinerary.

Mount Pinatubo has some of the easiest trails that can be conquered even by the most inexperienced hikers. The terrain is mostly flat, perfect for anyone who does not like going uphill too much. A long hike will follow you,





however, so be sure to stock up on food and water, as well as sunscreen. Lahar deposits are not good for growing trees along any trail, so you will be under the sun for the duration of the trek.

For touring and trekking at Mount Pinatubo, Santa Juliana Tourism Council in Capas, Tarlac, is the best-known jump-off point. It is where you can register and be briefed for the tour. Pay the hiking fees there and you're good to go! You can reach Capas, Tarlac by bus from Dau Bus Terminal in Mabalacat, Pampanga.

Barangay Santa Juliana, Capas, Tarlac (Santa Juliana Tourism Council)
 045-925-0154







Philippine International Hot Air Balloon Fiesta POPPP

From hot air balloon flights and dancing kites to skydiving, paragliding, and aircraft flights, the Philippine International Hot Air Balloon Fiesta has been bringing everyone a spectacular flying exhibition for over two decades. This celebration gathers aviators from the Philippines and all around the world to celebrate the longest-running sports aviation event in Asia and to spark interest in aviation

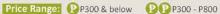
Every year, different hot air balloon pilots showcase their colorful balloons of different forms and sizes during the month of January or February, where they award Filipino pilots for their outstanding contribution to the Philippine air transportation system.

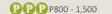
The fiesta takes place at the Omni Aviation Center in Clark, Pampanga. Ticket rates are at P500 (General Admission) and P6,000 (VIP). You may also experience riding a hot air balloon or a helicopter, tandem skydiving, tandem paragliding, aerobatic flying—experiences that adrenaline junkies will surely enjoy!

Omni Aviation Center, Clark, Pampanga

© 02-836-2959 m philballoonfest.net











SandBox 😡 🔾



Located within the 1,800 sustainable estate Alviera in Porac, Pampanga, SandBox is a premier getaway and outdoor adventure park spanning two hectares and housing activities. This giant playground is the first of its kind in Central Luzon, with a unique selection of facilities that provides a memorable outdoor experience for everyone.

SandBox was the first to bring the roller-coaster zipline and the tallest

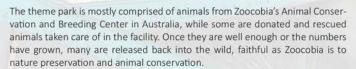


giant swing to the Philippines, and you can enjoy these two activities for only P150/head. Aside from these breathtaking activities, you will surely enjoy wall-rappelling, archery, wall climbing, among others. These, and many more activities, are especially designed to challenge your agility, balance, flexibility, strength, as well as your group's teamwork and cooperation.

The entrance fee costs P100, while individual rides/activities range from P100 to P250. You can also avail of package rates for a combination of activities, ranging from P450 to



animal welfare and wildlife conservation in Pampanga.



For the attractions, they have the Zooc Ride, a gravity cart that goes downhill on a 400-meter track; the Camel Ride, where guests can ride atop a camel and circle around the area; and the Maze that offers chance encounters with roaming animals inside the labyrinth. Entrance fee is P395, for adults, and

Q Calumpang, Mabalacat City, Pampanga © 02-847-0413 / 045-599-3956 / 0919-4909-951 © 8 am to 5 pm

zoomanity.com.ph Zoomanity Group

Alviera, Bray, Hacienda Dolores, Porac, Pampanga 045-432-0014 / 0917-803-3099

© 045-432-0014 / 0917-803-© 9 am to 5 pm (Wed to Sun)

SandBox at Alviera



Nayong Pilipino (1)

The greatest Philippine natural and man-made wonders come together in one village theme park called Nayong Pilipino (Filipino village). With over 15 areas, museums, and activities to explore, the cultural park aims to educate children and tourists on the history, culture, natural wonders, and heritage

that continue to shape the Filipino nation.

The "nayon" is composed of replicas of both natural and man-made wonders that could be seen in the including Philippines. smaller versions of the Rice Terraces in Banaue, Mt. Tabon in Palawan, the house of National Hero Dr. Jose Rizal in Calamba City. and Barasoain Church in



Malolos, Bulacan. There are also actual native villages, as well as daily

The entrance fee is P150 for adults, P120 for seniors, and P100 for kids aged 4 to 12, with discounts available for group tours.

© Centennial Rd., Clark Field, Mabalacat, Pampango © 045-499-8305 / 0910-722-8973 / 0967-672-6836

0 8 am to 5 pm (Tue to Sun) Nayong Pilipino









Zoocobia 😡 🔾



From the creators of the highly educational and immersive zoos and theme parks in the country Zoocobia Fun comes 700 Entertainment and education are combined when you interact with the animals. You can learn about



children, infants 3ft. below are free of charge.

Dinosaur Island & insectlandia at Clarkland 😥 🔾

Go back to the Mesozoic Era and get up close with dinosaurs like Spinosaurus, Stegosaurus, Iguanodon, and Triceratops, and get to know the mysterious life of insects at Clarkland's Dinosaurs Island and Insectlandia, where life-size animatronic dinosaurs and mechanical insects rule the place.

Dinosaurs Island houses six exciting attractions, like the Jurassic Jungle Safari that takes you on a jungle ride to experience the thrill of being chased down by life-size dinosaurs. Meanwhile, just across Dinosaurs Island is the Insectlandia with attractions like the Insect Trail gigantic, realistic mechanical insects await.

Rates for each attraction range from P50 to 350. You can get a discounted 2-in-1 entrance rate for Dinosaurs Island and Insectlandia for P560.



- Clark Picnic Grounds, Gil Puyat Ave, Clark Freeport, Mabalacat, Pampanga
- © 045-499-3033
- 8 am to 6 pm ⊕ clarklandph.com
- f) dinosaursislandclark

- Where to eat ----



Mabe's Farm OOO

As a Kapampangan (Pampanga native), Mr. Ernesto Aguilar, the current owner of Abe's Farm, made sure that the food they serve are all authentic Kapampangan dishes, which are perfect for the health conscious and for those who want to get a twist in their palates. One of these dishes include Binukadkad na Plapla, an overgrown tilapia butterflied and fried to crispiness, served with balo balo (fermented rice with shrimp) relish and mustasa



leaves. The ever famous crispy pata, known as the Knockout Knuckles (P695) at Abe's Farm is also a must-try.

Situated amid the lush greeneries of Mabalacat, Pampanga, Abe's Farm is also a perfect place for everyone who dreams of experiencing life away from the city and live in a peaceful yet homey farmhouse. They also offer accommodation from P3,000 to P18,000.

- Sarangay Ayala, Magalang, Pampanga 0917-808-5187
- 1 7 am to 8 pm



🕡 Café Fleur 🔞 🔞

From Celebrity Chef Sau del Rosario comes avant-garde Kapampangan delicacies, served inside Café Fleur, a traditional ancestral house that celebrates everything the city represents. Their dishes are imaginatively fused with international techniques. This includes the Kimchi Tapa Fried Rice Fried Egg which gives your palate a slight kick. This dish fuses the spiciness of a Korean staple, kimchi, with the well-loved Filipino tapa served hot and steaming.



Sourcing their ingredients from both their own garden and the local produce, Café Fleur also supports the community by creating partnerships with them. This is why many Pangasinan products such as sauces, vinegar, and cookies are available in-store.

♥ The Garden, Dycaico Ancestral House, Sto. Rosario St., Angeles City, Pampanga © 0995-313-8413

- O Breakfast 7 am to 10 am (Mon to Sun); 11 am to 10 pm (Mon to Thu & Sun.); 11 am to 11 pm (Fri to Sat)
- ① Café Fleur

(1) Amare by Chef Chris (2)

From Italy with love, Amare by Chef Chris serves as the home of classic Italian cuisines at Royce Hotel and Casino in Clark Pampanga. The restaurant is led by Chef Chris Locher, a Swiss chef who is behind the popular C' Italian Dining in Clark and My Kitchen by Chef Chris in Paco, Manila. Philippines has been his home for over 25 years.

Serving a fusion of Italian-Mediterranean cuisines, Chef Chris offers his signature invention, Rolliza, which has been everyone's favorite back at C's Italian Dining. One famous kind of Rolliza is the Amare, with prosciutto di parma, sun-dried figs, and tomato with Gorgonzola cheese.

Special offer to Philippine Primer readers: Chef Chris offers a 15% discount for cash payments and 5% for credit card payments on a la carte! Just present this magazine on your visit.



za (P790 - full; P410 - mini)



- G/F Royce Hotel and Casino, Manuel A. Roxas Highway cor. Ninoy Aquino Ave, Clark Freeport Zone, Mabalacat, Pampanga © 0905-444-9167 © 11 am to 11 pm ⊕ imhotel.com/antidote

- Antidote @ @antidotebarph

Piccolo Padre PPP

From the ceiling, the carnival masks, the wall accents imitating Piazza San Marco, and the window boxes, the interior of Piccolo Padre is a testament to the romance and grace of classic Italian design. Treating you with the best steaks in town, Piccolo Padre has a menu that lasted through three generations starting from the original piccolo padre or "little father," Chef Dan Giampaolo's grandfather. This menu consists of their best-selling Seafood Platter, with oysters from Aklan, scallops, black mussels, clams, and tuna katsu. Meanwhile, meat lovers will surely be sated with a hearty serving of their 600-gram Certified Grain-Fed American Angus Tomahawk (P2,750), one of the dishes that Padre Piccolo makes the restaurant to look forward to in Angeles City.





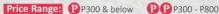
- Prime Asia Hotel, Narciso Ave., Angeles City, Pampanga © 0919-500-4750 / 0919-887-2195

PPP P800 - 1,500

- ⊙ 5 pm to 11 pm
 ⊕ primeasiahotel.com/piccolo-padre-prime-asia-hotel
- (f) Piccolo Padre

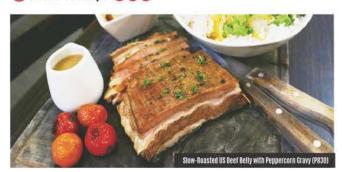








Mouse of Chops PPP



Situated in Clark Freeport Zone, House of Chops offers quality USDA certified meats and steaks that are well roasted and grilled to perfection and served uniquely on a wooden board. With the concept of a family-style meat house, the restaurant casually resembles a home with tables good for both big and small families.

Their meals are favorably family-sized. Three or four people can get down on a single order of







- © 0917-901-8416 © 11 am to 10 pm
- House of Chops



A famous private dining place in Pampanga, Bale Dutung is a humble wooden home that started in 1999 when Mary Ann Quioc, wife of Chef Claude Tayag, moved from Hong Kong and decided to cook and serve home-style Filipino meals to small groups. They are said to be the first to do private dining in the country.

Bale Dutung specially prepares a 10-course Kapampangan degustation and a full-course lechon (roast pig) meal for its customers. Their



Asadong Lechon is roasted in-house and best paired with steamed rice. They also serve a different take on bouillabaisse which they call Gulanglang. The dish contains guava, shrimp, and crayfish, with a thick broth made from mashed native guava, and is best paired with bagoong (fish sauce). Bale Dutung is by-reservation only, ideal for families and groups who want a more special and intimate private dining experience.

- Villa Gloria Subd., Angeles City, Pampanga
- © 045-625-0169 / 0917-595-0218 / 0918-503-4540 / 0916-390-0779
- *By reservation
- baledutung.com

🞧 Banh Mi Vietnamese Eatery 😥

What started out as a food souvenir shop for family and friends is now a hole-in-the-wall sandwich restaurant in Angeles City. Its hip and industrial look gives off a street vibe which is where Banh Mi humbly began.

Banh mi, a Vietnamese sandwich with meats and vegetables, is the main driver for the eatery's success. Banh Mi's menu was solely inspired by the Vietnamese mother-in-law of Chef Rex Soriano and was later on developed to incorporate both traditional and modern Vietnamese ingredients. Aside from their noodles and sandwiches, Banh Mi also offers the ever-famous Banh Mi Saigon Selection which comes with a six-inch baguette, cucumber, pâté or meat, pickled radish, carrot, and cilantro. The Cold Cuts Combination is a must try for all bacon and ham lovers alike.





1956 Downtown Cafe by Bale Dutung 🕒 🕒

1956 Downtown Cafe is a modern panciteria, serving consistently delicious Filipino food with emphasis on Kapampangan cuisine and Chinese influences, like kua pao and Peking duck. Owned by celebrity Kapampangan chef, Claude Tayag, and his wife, Mary Ann Quioc, 1956 Downtown Cafe is the spin-off of the lovely private dining space in Pampanga, Bale Dutung.

Chef Tayag's 1956 Downtown Cafe was highly inspired by the retro era where jukebox, black and white tiled floors, and Coca-Cola displays are a huge hit. Aside from the hip interior that sets apart the restaurant among others, it is the remarkable dishes they offer that stood out the most. Their most famous dish is Bagnetta made with a rolled pork fried to a crisp bagnet-style with a side of pickled papaya and soy vinegar.





- Q 1-1 Pacimar Estate, Jesus St. Pulungbulu, Angeles City, Pampanga
- © 045-436-2296 / 0999-817-7896
- (f) Banh Mi Vietnamese Eatery

© 0917-535-9198 / 0917-676-1689 / 0949-970-0882

- () 9 am to 10 pm
- @ imhotel.com/antidote
- 1956 Downtown Cafe by Bale Dutung

😱 Rainforest Kichene 📭 📭

Started as a makeshift restaurant for friends and family in a backyard, Rainforest Kichene is the restaurant to visit for the personal service experience and carefully curated dishes they offer. The ambiance of Rainforest Kichene imitates a lush forest that even their salads contain edible flowers like the Darwin pea. They also use the highly healthful flower in tea, rice, and other dishes.

Among their highly recommended dishes is their Signature Seafood Paella,

a flavorful ensemble of many variations of seafood such as shrimp, crab, and mussel, good for sharing with the family. As all the ingredients are organic, every diner can be sure that the selection of dishes will always be healthful and delicious to the taste. Guests are asked to arrive on time as most of their dishes are temperature-specific, making each dish fresh and special.

O I Pope Bldg., Greenfields Subd., Sindalan, San Fernando City, Pampanga

- © 0917-704-4500 © 11 am to 9 pm
- rainforestkichene com
- Rainforest Kichene By Chef Vince





Bagoong Rice with Grilled Pork (P275)

Cisan's OO

Best for families and groups, Cisan's is a Thai restaurant in Pampanga Nepo Quad Center, one of the main malls in Angeles City. Cisan's has a simple setting and offers a straight-to-the-point dining experience, letting you focus on the delicious dishes and the people you are with.

Among their must-try dishes, aside from the popular Tom Yang Goong and the Pad Thai, is their Bagoong Rice with Grilled Pork, which works well with the Chicken Satay, as both are flavorful with sweet and sour notes, taking you on a food tour of Asia.

Q Cluster 1-A, Nepo Quad Center, Angeles City, Pampanga

- © 0917-630-5552

(1) 11 am to 10 pm Cisan's Restaurant

🞧 GU YI GA Korean Grill House 🔞 🔞 🕡

After the ashes from the Mt. Mayon eruption in 2009 cleared and the city of Angeles revived, Korean establishments started filling Fil-Am Friendship Highway in Anunas that made it better known now as "Korea Town." One of the restaurants is Gu Yi Ga Korean Grill House, with an ambiance that is surprisingly comfortable and classy.

The Modeum Han Pan consists of beef, pork, and vegetables, and although the meat shrinks naturally, the flavors are retained especially when mixed with the sauces and side dishes in a wrap. Their Samgyupsal Pork Belly is also considerably meatier and thicker than their counterparts in Manila.

Fil-Am Friendship Highway, Brgy. Anunas, Angeles City, Pampanga © 0932-874-5908

12 pm to 11 pm ● GU YI GA Korean Grill House 구이가





😱 B&B Grill 🔞

B&B Grill is a modern take on the casual barbecue stands, commonly seen along the streets of Manila. The restaurant is a place for the night owls to enjoy friendly conversations, simple Kapampangan dishes, and high-quality beer. In what seems to be a garage with roof sheets as walls decorated with vintage pieces, B&B Grill makes for a cozy nightlife spot.



Diners will get to relax, drink, and enjoy delicious Kapangpangan food, like their Seafood Kare-Kare and their Paco Salad. However, to make the most of your stay at B&B Grill, try their must-try Creamy Garlic Mussels with its creamy tangy sauce and tart flavor, as well as the Pork Barbecue and Chicken Wings, well-marinated with a special, savory B&B sauce.

Q Richthofen St, Brgy. Malabanias, Angeles City, Pampanga © 0917-548-2325 © 5 pm to 2 am

🞧 Jiro Izakava Sushi Ramen 🛛 📭



Jiro Izakaya Sushi Ramen Restaurant has been creating a buzz in the city with their ever-famous Volcano Roll, a salmon sushi roll with cream cheese and Jiro's signature special sauce. While most Japanese dishes served in Jiro are seafood and vegetable-based, they also try to highlight the calorie content and health benefits of some dishes, especially during the New Year, when most people pledge to lose weight.

Q G/F EG Building, Fil-Am Friendship Road, Bgy. Cutcut, Angeles City, Pampanga © 02-755-7888 © 12 pm to 11 pm



Midori Clark Hotel and Casino PPP

--- Where to stay -----

A sophisticated oasis in the province of Pampanga, Midori Clark Hotel and Casino has embraced the marriage of nature and contemporary day living. Midori, which means green in Japanese, is surrounded by the lush greeneries of Clark, Pampanga and offers guests a memorable home-away-from-home experience.

Enter the spacious hotel lobby and see a beautiful interior arranged by Taiwan's renowned interior design firm, Shyr-Fong Hu Design Studio, with world-class Dedon furniture. You will then find Café Midori on the right wing, offering a huge selection of beverages and finger sandwiches not only to checked-in guests but also to walk-in diners.

On the far left wing, you will find the lavish Toscana Dining Hall serving international gourmet selections including Western, Asian, and Filipino favorites. Breakfast buffets are priced at P935+, while the weekend dinner buffet is at P1,999+, inclusive of unlimited beer, wine and drinks. The Toscana Dining Hall is open from 11 am to 2 pm for lunch and 6 pm to 10 pm for

Ideal for business travelers, their Superior Bedroom (P12,800) provides a practical and comfortable stay with full amenities including a Sealy pocket-spring mattress, wide business desk, and telephones. For privacy and a bit of indulgence, the Midori Suite (P52,000) is ideal for families, couples, and groups looking to have an intimate stay, featuring complimentary delicate snacks, a private balcony with nature views, and opulent bathroom amenities, among others. Meanwhile, for greater luxury and comfort, the Presidential Suite (P88,888) features a cozy, spacious living room, kitchen, bar, audio-visual room, dining room, Jacuzzi, and a balcony overlooking the scenic city of Clark.









- Q Kalayaan St., C.M. Recto Ave., Clark Freeport Zone, Pampanga ⊚ 045-308-8888
- © Check-in: 3 pm / Check-out: 12 pm midorihotel.com
- Midori Clark Hotel and Casino



Mimosa Golf And Country Club

For a luxurious recreation that's within reach for hotel guests, especially golfers, Mimosa Golf and Country Club is conveniently a short walk from the ever-luxurious Midori Clark Hotel and Casino.

Open to the general public and handicap-friendly, Mimosa Golf and Country Club is a spaciousmm world-class 201-hectare property with two courses: the beautiful 18-hole Lakeview Course, and the 36-hole Mountainview Championship Course which both seasoned and beginner golfers would highly appreciate. Mimosa was designed by the acclaimed Honolulu-based golf course designer team of Nelson, Wright, and Haworth.

Mimosa is best known for its world-class, all-weather 36-hole championship course of outward 9 holes par 35 and inward 9 holes par 37, which is one of the largest in the country. Its difficulty also makes it a pleasure to play as you encounter lush greens, century-old Acacia trees, uphill terrain, and an island

Players can also practice putting strokes with unlimited golf balls at the Mimosa Driving Range. Other facilities include the Clubhouse for functions and meetings, and a new fleet of state-of-the-art golf carts for exploring the golf club's stunning landscapes.

Mimosa Dr., Filinvest Mimosa + Leisure City, Clark Freeport Zone, Pampanga

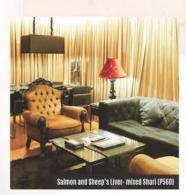
© 045-599-8000 / 0918-908-7035 © 6:30 am to 9 pm

mimosagolf.com Mimosa Golf Course

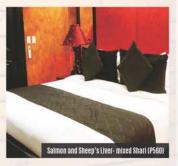
🖨 Fields Plaza Hotel 🛛 🗗 🗗

Fields Plaza Suites brings together the comfortable qualities condominiums and the luxury of premier hotels in the world. The hotel is famous for unique amenities, particularly the personal kitchen available in all rooms.

With only 22 rooms at the hotel,



guests can expect privacy, quality service, and regal ambiance. Guests can look forward to outstanding views of the city from their room. Their one-bedroom Junior Suite includes a sofa set, a 4-seater dining table, and a hallway kitchenette. If you want your



own balcony, book the Deluxe Suite. For a more lavish stay, the 2-Bedroom Salon Garden and the Deluxe East Garden Suite both include an outdoor party Jacuzzi and sun beds. Rates range from USD130 to USD430 per night.

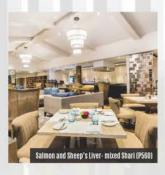


🕒 Ouest Hotel and Conference Center 😕 🗪 🕒



The choice hotel for many businessmen for their work trips and pleasure in Pampanga, Quest Plus Hotel and Conference Center (QPCC) Clark also has access to the Mimosa Golf Course that complements its accommodations completely.

A practical option for families and couples is Deluxe Room (P4,000, good for 2 adults), with complete amenities and a wide window with a view of the relaxing green landscape of the hotel. For a truly unforgettable experience, book the Grand Villa (P90,000) which brings its hotel guests closer to nature,



making it possible to attain an unprecedented privacy in the city. Besides the complete home-like amenities, the villa has three bedrooms and a swimming pool for a truly relaxing staycation.



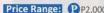
McArthur Highway, Balibago, Angeles City, Pampanga

© 0917-511-8685

() Check-in: 2 pm / Check-out: 12 pm)

fieldsplazasuites.com

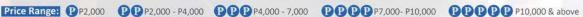
() Check-in: 2 pm / Check-out: 12 pn











Mimosa Dr., Filinvest Mimosa + Leisure City, Clark Freeport Zone, Pampanga © 045-599-8000 / 02-236-5040



Have a unique experience







20% OFF



20% OFF on total bill



15% OFF on total bill



15% OFF on total bill



15% OFF on Spectrum buffet (except Sunday brunch)



15% OFF on Ala Carte (except Sunday brunch)



15% OFF



10% OFF



10% OFF







10% OFF



10% OFF on total bill*



10% OFF on total bill



10% OFF



10% OFF for a minimum spend of P1,000



10% OFF



10% OFF



10% OFF



10% OFF for a minimum



10% OFF



10% OFF on total bill



10% OFF on total bill



10% OFF or FREE Sisig Nachos for a minimum spend of P1,000



Free 5 pcs of Sushi Roll for a minimum spend of P1,000*



Free One Order of Salmorejo and Tocino del Ciejo for a minimum spend of P1,000



FREE GYOSA APPETIZER for a minimum spend of P700



FREE ONE ORDER OF ALBONDIGAS DE CHORIZO for a minimum spend of P2,000



Free Margarita Pizza for a minimum spend of P2,000



FREE TEMPURA BASKET or PORK TONKATSU for a minimum



with your JCB Credit Card!



15% OFF

on select room categories



20% OFF

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The perfect time to visit Hirosaki Castle and Park is from the end of April to early May, when the much-awaited Hirosaki Cherry Blossom Festival is held. Approximately 2,600 fluffy sakura trees of different varieties occupy the grounds of the castle and park. During the festival, tourists flock to the park to have a picnic, tour the place, and experience hanami.

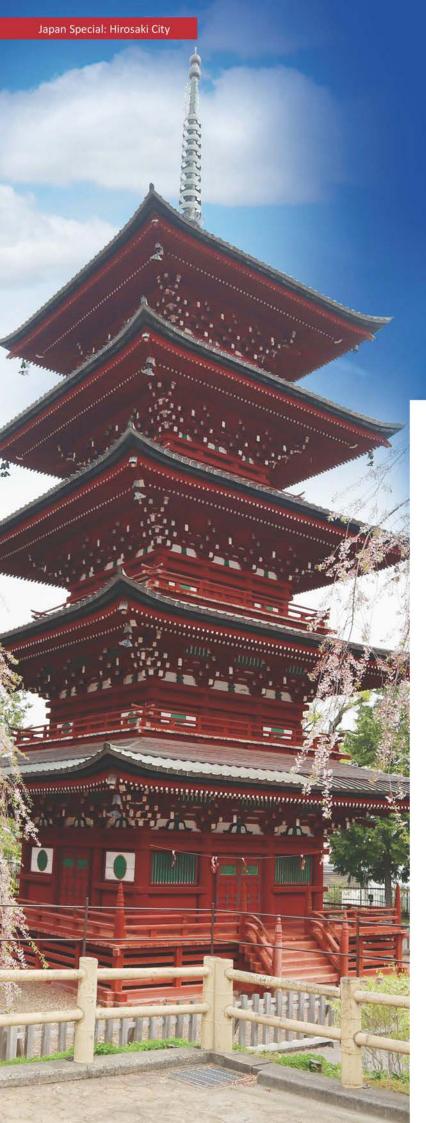
Rate

Tower entrance fee: ¥310 (adult); ¥100 (child)
Entrance to the park is free. *Other areas in the park have corresponding fees

- 2. 1 Shimoshirogane-cho, Hirosaki City, Aomori Prefecturi
- 3 7 am to 5pm; 7 am to 9 pm (during the festival
- m www.hirosakipark.ip/en

low to get there

From JR Hirosaki Station, ride the Dotemachi Loop Bus for ¥100. Drop off at Shiyakusyo-mae Stop. From there, it takes a 5-minute walk to go to Hirosaki Park.



Saishoin Temple

The Saishoin Temple ground is a tranquil and sacred pilgrimage site in Hirosaki, where tourists can learn and appreciate the sacred history of the Japanese in Aomori Prefecture. Recognized as the most beautiful pagoda in the region, the Saishoin Temple Five-Storied Pagoda was built in 1667 to commemorate the fallen soldiers who died in the battle during the reunification of the Tsugaru district.

The visually-striking pagoda stands 31.2m tall, made more attractive by the blooming cherry blossoms surrounding the structure every spring. Apart from the pagoda, there are other interesting spots to see within the Saishoin Temple area, like the dragon structure emitting water from its mouth, where you shall wash your hands as a way of purification.

- © 9 am to 4:30 pm

 thtp://www15.plala.or.jp/SAISYOU/
- *Free admission

How to get there

Take the Dotemachi Loop Bus for ¥100. Get off at Honcho bus stop. From

Parade Float Exhibition Hall



The Otemon Square is a good place to visit in Aomori to learn useful information about Aomori Prefecture, particularly Hirosaki City's tourist spots. It houses various establishments like the Parade Float Exhibition Hall, where the towering floats used during the Neputa festival are preserved.

The floats are neatly displayed in the museum, where historical figures in a tableau depict significant stories that happened in the past. Aside from the float pavilion, the Parade Float Exhibition Hall also provides free brochures and booklets for tourists that contain valuable information on getting around the



- A (Parade Float Exhibition Hall) 2-1 Shimoshirogane-cho, Hirosaki City, Aomori Prefecture
- ① 9 am to 6 pm
- http://www.city.hirosaki.aomori.jp/gaiyou/shisetsu/ 2015-0223-1129-41.html
- *Free admission

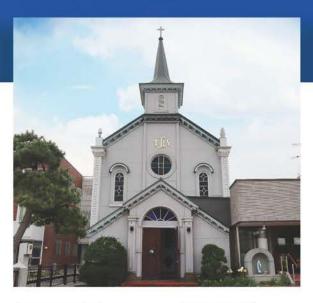
How to get there

Take the 100-yen Dotemachi Loop Bus and get off at Shiyakusho Mae in front of the city hall.

Hirosaki City Apple Park

Hirosaki City is recognized as the largest apple producer in Japan. We toured Hirosaki City Apple Park, an apple-themed park that's worth a detour for tourists of all ages. Although the park is open all year round, there are certain times to consider when planning your visit. If you're planning to visit in May, this is the pollination period where you can see apple flowers about to bloom. But if you're there for the fruits, visit from August to November for the harvest season, the perfect time to pick apples and taste them. There is a limit of 2kg per person (¥200/kilo).

If you want a panoramic view of the vast apple park, the leisure grounds offer a great spot to see and take pictures the whole park. For shopping, learning, and eating, go to Ringo no le, where you'll find the products of the park, from houseware, stationery, cosmetics, and souvenir items to food products such as jams, vinegar, and juices. To complete your apple park



Hirosaki Catholic Church

One of the important religious sites to see in Hirosaki is the Hirosaki Catholic Church, a Roman-style building built by Yokoyama Tsuneki, the brother of Horie Sakichi who is a well-known builder of most of the Western-style buildings in Hirosaki.

The Romanesque church is characterized by its Gothic altar and stained glass windows that make the humble house of worship more resplendent. The altar, made in 1866 using Narra wood, was donated by the St. Thomas Church of Amsterdam. On the other hand, the stained glass art features things that Hirosaki is known for such as apples and the Tsugaru-shamisen musical instrument, making it greatly significant for the city.



If you're looking to do a faith-based travel, or would just like to drop by a church to pray and reflect for a moment, the Hirosaki Catholic Church welcomes everyone wishing to visit.

- 🖭 20 Hyakkoku-machi Koji, Hirosaki City, Aomori Prefecture
- http://www.sendai.catholic.jp/hirosakicatholicchurch.html

How to get there

Take the 100-yen loop bus from the JR Hirosaki Station, and get off at Hirosaki Cultural Center. It takes about a 5-minute walk from the bus stop.



Hirosaki City Apple Park photos courtesy of Hirosaki City International Tourism Division

experience, dine at Ringo no le's in-house restaurant, Apple House, for a unique selection of dishes where apples are the main ingredient. Although it tastes a bit unusual at first bite, you'll find their apple-filled tonkatsu slices tasteful as it gives a slightly fruity taste to the crispy pork cutlet.



- ₾ 036-8262 Shimizu-Tomita, Terasawa 125, Hirosaki City
- ③ 9 am to 5 pm *Closed from Dec 29 to Jan 3
- www.hi-it.jp/~ringo-kouen/
- *Free admission

How to get there

Via Koupan Rus

JR Hirosaki Bus Terminal – Tokiwazaka-Iriguchi (5-minute walk to Hirosak

City Apple Park)





Sugaru-han Meputa Village

Tsugaru-han Neputa Village serves as a microcosm of Aomori that's rich in culture and tradition. A trip to this village will immerse you in cultural experiences you can only find in Hirosaki, a leisurely introduction to the region's outlying neighborhood.

A significant festival in Aomori is the Aomori Neputa Festival which takes place in summer and transforms the whole city to its grandest. Held every first week of August, this monumental cultural event amasses millions of tourists yearly. It features a colorful parade of gigantic, multicolored floats depicting mythological creatures, energetic taiko drum performances, and a vibrant participation from the locals characterized by spirited dances and powerful chants. Designated as an Important Intangible Folk Cultural Property in the 1980s, Aomori Neputa Festival even has a hall in Tsugaru-han Neputa Village dedicated to preserving the festival's customs.



Tsugaru Shamisen

Watch different musicians play the shamisen, a Japanese stringed instrument that produces rhythmic folk music style through powerful strumming. It's only fitting that you see it live in Aomori, as this is where it was originally performed by visually-impaired musicians as a way of living.

Performers of the Tsugaru shamisen play 9 times a day from April to November, and 8 times from December to March.



Tsugaru Umaiya

Tsugaru Umaiya is a restaurant in Tsugaru-han Neputa Village that sets the benchmark for Aomori home-style cooking. Recognized as a Tsugaru Food Heritage Traditional Shop, it dishes up traditional Aomori specials in simple yet delicious meals. An essential dish to try is Kaiyaki, a course meal that gives a sample of Aomori's cuisine. Using a heated scallop shell, a raw egg is poured on top, mixed with miso and stock. The use of scallop is said to enhance the flavors of the dish. It's also served with a side of nutritious vegetable soup, perfect for Aomori's cold weather.

During peak season especially in spring, the restaurant can be packed. Make sure to place a reservation ahead of your visit.



Tsugaru Shamisen

Tsugaru Craft Center

A place where Aomori artisans skillfully create a masterpiece, the Tsugaru Craft Center gathers craft makers who produce traditional Tsugaru items such as pottery, lacquerware, kites, and more in one roof. These skilled artisans showcase their expertise through a live crafting performance in their own respective studios.

Activities are also available for visitors to try for themselves (¥1,000 - regular; ¥900 - students). Try your hand in doing Japanese traditional craft such as kite painting, a traditional art called Tsugaru dako kite painting, a piece of Aomori's art culture. Guided by a sensei (Japanese teacher), you can paint your own Tsugaru dako kite with the face of Japanese warriors on washi paper. The whole experience is fairly easy and takes only about an hour to do. Originally, these kites were produced by samurais as children's toys in the past.





Yokien Garden

The outdoor setting of Tsugaru-han Neputa Village provides an ideal representation of the whole town—an oasis of calm. Yokien, a small Japanese garden inside the museum village, emanates such a relaxing vibe, and a stroll around this landscape is best for an afternoon visit. You may feed the pond's residents, the koi fish, with feeds that can be bought from the stall beside the garden.



Souvenir Shop

What better way to end the whole village tour than with shopping? Shop for Aomori goods and memorabilia at their own gift shop, where you can buy all sorts of goods—from snacks to trinkets, and more.





Tips for First-Time Visitors

- The Tsugaru Craft Experience classes are conducted in Japanese, so it's better to have someone who can understand basic Japanese to fully understand the lesson.
- There are select areas that charge a separate admission fee.
- Tsugaru Umaiya's menu changes regularly.
- Parking is available from 9 am to 5 pm only; except during the Hirosaki Cherry Blossom Festival season. Please call for the updated parking fees.

How to get there

From the JR Hirosaki Central Bus Stop, ride the Konan Bus Dote-machi Loop and get off at Bunka Center Stop. From there, it will take 8 minutes by foot to Tsugaru-han Neputa Village.

- Tsugaru-han Neputa Village, 61 Kamenoko-machi Hirosaki City, Aomori Prefecture 036-8332
- April to August 9 am to 5 pm; November to March - performance until 4 pm, viewing until 5 pm

Admission Fees: ¥550 (Regular/Adult); ¥350 (Junior/High School Students); ¥200 (Elementary);

- ¥100 (Children 3 y/o & up)
- meputamura.com/en/
- *Prices are subject to change without prior notice.



Japanese Treasure Island, AMAKUSA

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DAY 2

- Lunch: Seafood bowl or Japanese BBQ Stay: 3 Star Hotel

DAY 3

- ⋄ Shopping: Local Souvenirs and Gourmet Products
- Luxury Train Bullet Train to Kumamoto

DAY 4

- Bullet Train to Fukuoka

DAY 5

DAY1

DAY 2

DAY 3

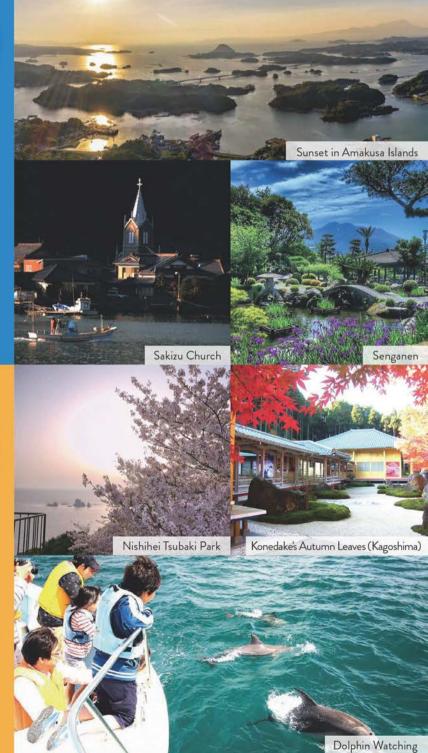
DAY 4

DAY 5



per person

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JAPAN'S NEW GOLDEN ROUTE

apan is known for its amazing cuisine, incredible sights, and the sounds that go along with them. One can experience history and tradition in the former capital, Kyoto, the friendly vibe of the people of Osaka, the many hot springs and sweeping vistas of Hakone, and the unique buzz in the many districts of Tokyo, all while having the majestic Mt. Fuji in the background. Traveling between these four iconic cities was made easy through what is known as the Golden Route, a route which traces the path of the old Tōkaidō road in Japan's eastern seaboard, the most important of Edo's Gokaido or Five Routes.

Enter what is now Japan's New Golden Route, a train route that connects Tokyo and Osaka via the Hokuriku Shinkansen and the Thunderbird Limited Express trains, and gives you an all-weather glimpse of Japan's Hokuriku region, which includes several stops at 11 prefectures, each with its own taste of Japan to offer. You still get to enjoy the sights and sounds of Tokyo and Kyoto on the New Golden Route, but this time you get to explore more of Japan's western seaboard, including Ishikawa and Fukui prefectures.

Join Philippine Primer as we take you around some of the best spots you could encounter on your way across the Hokuriku Region via Japan's New Golden Route.

Kenroku-en Garden

SEA OF JAPAN

KYOTO

Osaka Sta.

Kyoto Sta.

Thunderbird (Limited Express) Prefectural Awaraonsen Sta.

FUKUI

Tojinbo Cliffs

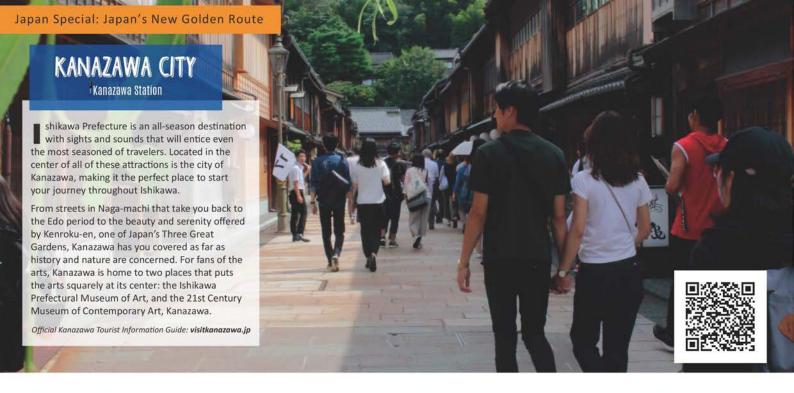
Fukui Sta.

SHIGA

Tsuruga Sta.







Kenroku-en Garden



Kanazawa Station

Kenroku-en was first opened to the public in 1874 and is hailed as one of the Three Great Gardens or Nihon Sanmeien, alongside Koraku-en in Okayama and Kairaku-en in Mito. It gained this esteemed recognition by combining all six attributes of a perfect garden into one sprawling stroll garden: spaciousness, seclusion, artifice, antiquity, watercourses, and panoramas.

One of its main tourist draws is Kasumi-



Q 1 Kenrokumachi, Kanazawa City, Ishikawa Prefecture O 7 am to 6 pm (Mar 1 to Oct 15); 8 am to 5 pm (Oct 16 to end of Feb) Entrance fee: ¥310 (adult); ¥100 (child aged 6-17); ¥250 per adult and ¥80 per child in a group of 30 or more

21st Century Museum of Cotemporary Art, Kanazawa



Kanazawa Station



A circular building close to Kenroku-en Garden, the 21st Century Museum of Contemporary Art, Kanazawa is a hub for some of the best in contemporary art that want an audience with the Japanese. The museum has two zones: the exhibition zone, with ever-changing exhibits and accessible by buying a ticket; and the public zones, which house pieces that the public can

interact with at any point of the day.

The museum also houses its own café and restaurant called Fusion21. Open from 10 am to 8 pm, Fusion21 serves dishes made with local Kaga vegetables, based on the concept of "Yet another moving experience at the art museum," and is run by Maple House. It's best to call them ahead of time, though, as it is often booked for private gatherings.



Q 1-2-1, Hirosaka, Kanazawa City, Ishikawa Prefecture

○ Exhibition Zone - 10 am to 6 pm (Sun to Thu), 10 am to 8 pm (Fri to Sat); Public Zone - 9 am to 10 pm Museum is closed on Mondays and New Year holidays.

Nomura Clan Samurai Home 🔯



Kanazawa Station

Tucked away in Kanazawa's Buke Yashiki district is the ancient site of a samurai house owned by one of the most powerful families in Kanazawa during the Edo period. The house pretty much blends in with the rest of the houses in Naga-machi, which were all built in the Edo period. The bit that's left of the Nomura estate exudes regalness and class that could only be rivaled by similar places in Japan, like Matsumoto. Each part of the house is carefully preserved, maintaining a standard that even samurais would appreciate.





ga-ike Pond, a 5,800-sqm man-made

pond measuring 1.5m at its deepest

point. It is surrounded by Sazae-yama

hill, Uchihashi-tei tea house, Kotoji

stone lantern, Niji-bashi bridge, the

The garden can be accessed via six

entrances and is served by three bus

stops: Kenroku-en shita, Hirosaka, and

Dewa-machi. It's also a stone's throw

away from the 21st Century Museum

of Contemporary Art, Kanazawa,

making visiting these two sights a real

Karasaki pine tree, and Horai Island.

The house also features a stunning garden which has earned the right to be called one of Japan's Top Gardens in ROTH Tei-en's Journal of Japanese Gardening. The same garden has been given two stars by the Michelin Guide for Japan in 2009. You can see this garden in all its majesty from the first floor. For a more refreshing view, it's

best to go up to the second floor of the house and take a peak from the balcony, or enjoy the same view while having a tea ceremony for only ¥300.



- Q 1 Chome, 3-32, Naga-machi, Kanazawa City, Ishikawa Prefecture
- () 8:30 am to 5:30 pm (Apr to Sep); 8:30 am to 4:30 pm (Oct to Mar) *Last admission: 30 minutes before closing; closed on Dec 26 and 27

Admission fee: ¥550 (adult); ¥400 (child aged 15 to 17); ¥250 (child aged 7 to 14)

@www.nomurake.com

List of Hotels in Kanazawa

ANA Crowne Plaza Kanazawa

16-3 Showa-Machi, Kanazawa City, Ishikawa-Prefecture

www.anacrowneplaza-kanazawa.jp

Daiwa Roynet Hotel Kanazawa

- 2-20, Horikawashinmachi, Kanazawa City, Ishikawa-Prefecture
- www.daiwaroynet.jp/english/

Hotel Nikko Kanazawa

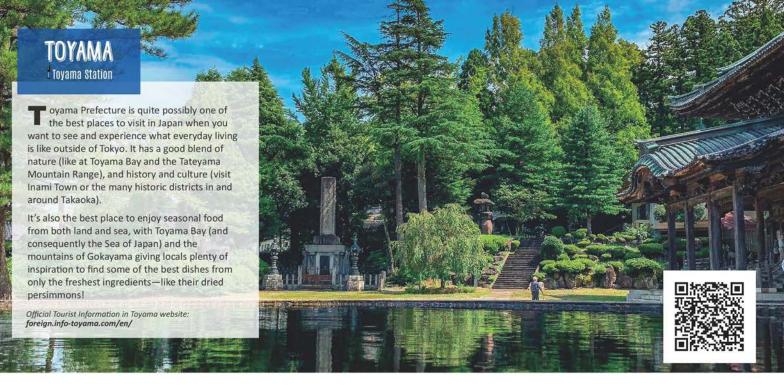
- 2-15-1, Hon-machi, Kanazawa City, Ishikawa
- @www.okura-nikko.com

Dormy Inn Kanazawa

- 2-25 Horikawa Shinmachi, Kanazawa City, Ishikawa
- www.japanican.com/en/hotel/detail/5357A33/

For a full list of hotels in Kanazawa, visit the official Tourism Ishikawa website at

www.hot-ishikawa.jp/english/



Ainokura Gassho-style Village



Shin-Takaoka Station

The village of Ainokura isn't big on major tourist attractions; the village lives off the land, planting and harvesting mountain crops and taking advantage of the freshwater fish that populate its streams and rivers. What makes the village popular and World Heritage-worthy are the gassho-style houses, which offer a glimpse of the simplest of Japanese living. The gassho style is one that is very rational, able to withstand harsh conditions created by deep snow that would crush other houses under its weight. Gassho refers to the shape of the roof: a near-equilateral triangle that looks similar to the shape of one's hands and arms whenever they are put together in a

The gassho-style houses are popular with tourists, thanks to the traditional





feel: tatami mats as flooring, wooden floor beams sourced from the mountains, classic sliding doors, and a peaceful atmosphere that includes a typical Japanese dinner. There are at least 20 gassho-style houses in Ainokura, though only six are open to tourists. Besides experiencing what it feels like to live in a gassho-style house (with a few modern touches), you can also go around town and take in the sights. The photos from the top of their viewing platform are amazing!

Ainokura, Nanto City, Toyama-Prefecture @gokayama-info.jp/en/

Inami Town



Shin-Takaoka Station

Inami Town is known as Japan's best wood carving town. It's a good place to visit after spending a night at Ainokura and serves as a continuation of your tour of traditional Japan within one prefecture.

Zuisenji Temple acts as the crown jewel to Inami Town's wood carving expertise, with most of the temple adorned with some of the best wood sculptures you could see. A visit to the temple costs ¥300 for adults, ¥200 for middle-school students, and ¥100 for primary-schoolers. It is open every day from 9 am to 4:30 pm.



Yokamachi Street is also known to showcase the best works of its sculptors. The street is lined with wood carving workshops that fill the air with the sounds of wooden mallets, especially on busy days. You may inquire at the Nanto Tourism Association if you want



to experience wood carving for yourself. To get to Inami Town from Shin-takaoka Station, transfer on the JR Johana Line and get off at Johana Station, where you can take a taxi or bus going to Inami.

Q Inami Town, Higashitonami District, Nanto City, Toyama Prefecture

Takaoka City 👸



Shin-Takaoka Station

Takaoka City is a trip that most Doraemon fans would not want to miss out on. Being the birthplace of Hiroshi Fujimoto (a.k.a. Fjiko F. Fujio), the co-creator of Doraemon, the city celebrates his work with a Doraemon tribute in almost every part of the city. Fujiko F. Fujio has a section on the 2nd floor of the Takaoka Art Museum, a walkway at Wing Wing Takaoka Hiroba Park, and several adornments at the Takaoka Otogi-no-mori Park (a vacant area with statues of Doraemon characters and a sun dial) to name a

The Doraemon Tram was launched on September 3, 2012, exactly 100 years before Doraemon's birthday. It connects Takaoka (Takaoka Station) and Imizu City (Koshinokata Station) via Manyo Line, with tickets ranging from ¥150 to ¥350.

Schedules are updated online at www.manyosen.co.jp.



Q Takaoka City, Toyama Prefecture





Fukui Prefectural Dinosaur Museum



Fukui Station

Fukui Prefectural Dinosaur Museum is quite possibly one of the most unique you would see in terms of its location and layout. It is the largest of its kind in Japan and houses the largest collection of dinosaur specimens in the country, including all seven dinosaurs found and named in Japan (five of which were found in Katsuyama City).

The basement and the first floor are usually the biggest draws as they are where the museum's world-famous





dinosaur collection resides. They also offer a two-hour bus tour to their Field Station, where you can see a variety of real fossils from the Dinosaur Discovery Site, located about 20 minutes from the museum itself. To go to the museum from Fukui Station, take the Echizentetsudo-Katsuyama-Eiheiji Line to Katsuyama Station, where you can take a taxi (10 minutes) to the museum.

Q 51-11 Terao, Muroko, Katsuyama city, Fukui Prefecture Opening hours: 9 am to 5 pm (last entry 4:30 pm); closed every 2nd & 4th Wednesday & Dec 29 - Jan 2

www.dinosaur.pref.fukui.jp/en/

Museum Rates: ¥720 (adults); ¥410 (high school & college); ¥260 (elementary & junior high) Field Station (reservation required): ¥1,200 (adults); ¥1,000 (high school and college); ¥600 (elementary & junior high)



Tojinbo Cliffs Awaraonsen Station

What draws people to the cliffs are the breathtaking views. The Tojinbo Cliffs stretch over a couple of kilometers of coastline and features its own walking trail. It's recommended to have a guide as some areas are off-limits for safety reasons. There are two ways to enjoy the views: you can either walk around the cliffs and take in the vast panorama; or take a boat ride for about ¥1,400/adult (¥700/child) to see the cliffs' face from the sea.

The boat tour is open almost year-round, only closing from December 29 to January 31. Access to the cliffs is free and it is open year-round, but the boat ride is only available from 9 am to 4 pm during summer (April to October) and until 3:30 during winter (November- March).

Anto, Mikuni-cho, Sakai-shi, Fukui-ken Admission fees: Free for the Tojinbo Cliffs; ¥1,400/adult & ¥700/child for the cruise

www.fuku-e.com/lang/english/places_to_visit /beautiful_view.php

Awara Onsen



Awaraonsen Station

Fukui Prefecture is a place known for its tranquility thanks to the abundance of greenery, and no other city in the prefecture embodies this more than Awara Onsen, the region's well-known hot spring city. It's an agricultural city, with most of its surroundings taken over by rice paddies, mountains to the east, and the sea to the west. This makes it a perfect spot for hot springs or onsens,



and the city is full of hotels that have open-air hot springs.

Awara Onsen's hotels each take their spring water from their own source, which allows visitors of Awara Onsen to experience different types of hot springs, each with its own benefits. The city is also known for its fresh food, which happens to include the Echizen crab, a winter dish that even the Japanese Royal Family acknowledges as the best crab in Japan.



Awara Onsen, Fukui Prefecture @awara.info/language-english

TOKYO CITY

Tokyo Station

he capital of Japan has a long history of ups and downs, of turmoil and success. It's hard to find one thing that people don't know about Tokyo since it is often the most dissected destination in all of Japan. From its towering office buildings to its efficient public transport system, Tokyo is a dream that many countries, including the West, would like to emulate.

It is a fascinating destination for the modern tourist; high-end fashion in Ginza, the many entertainment options in Shinjuku, the geek paradise that is Akihabara, the multitude of romantic spots in Odaiba, or the ever-bustling Shibuya with its many shopping options and the busiest of busy streets.

You would be hard-pressed to try and explore the entirety of Tokyo in one day. This time, we look at one of Tokyo's lesser-known spots, the Edo-Tokyo Museum, and the latest addition to the Tokyo skyline, the TOKYO SKYTREE.

Official Tokyo Guide website: www.gotokyo.org/en/





TOKYO SKYTREE



TOKYO SKYTREE Station

Known as the world's tallest free-standing communications tower, TOKYO SKYTREE towers over the city of Tokyo at a staggering 634 meters. The tower is split into three sections, each symbolizing a certain time period in Tokyo's history.

The first floor exhibits facts about the tower, including the Sumidagawa Digital Picture Scroll, a 45-meter-long wall display that introduces the many towers TOKYO SKYTREE has surpassed. The Tembo Shuttle elevator from the 4th floor will take you through most of the





tower's impressive structure and up to floor 350, which is part of the Tembo Deck. It houses the Edo Hitomezu Byobu, a special panorama screen that showcases how the capital has changed over the years. On floor 445, the Tembo Galleria will lead you to a passageway to the topmost observation deck, known as the Sorakara Point which also offers panoramic views of Tokyo.

Q 1-1-2 Oshiage, Sumida-ku, Tokyo 🔘 8 am to 10 pm Admission fees: Tembo Deck - ¥2,060 (adults); ¥1,540 (12-17 y/o); ¥930 (6-11 y/o); ¥620 (4-5 y/o); free for 3 y/o below Tembo Galleria - ¥1,030 (adults); ¥820 (12-17 y/o); ¥510 (6-11 y/o); ¥310 (4-5 v/o); free for 3 v/o below

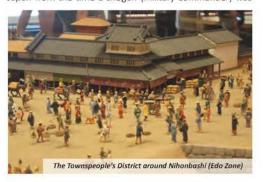
www.tokyo-skytree.jp/en/

Edo-Tokyo Museum



Ryogoku Station

The Edo-Tokyo Museum chronicles the capital's almost 400-year history, starting from when it was still called Edo and acted as the political center of Japan. Modeled after a raised-floor-style warehouse used in the old days, its vast permanent exhibition covers everything that happened in Japan from the time a shogun (military commander) was





still in charge up until after the World War II. The museum is split into two areas: the Edo Zone, which houses dioramas and miniatures from the Edo period; and the Tokyo Zone, which details the end of the Tokugawa shogunate, beginning with the Meiji Restoration in 1868. These areas are split by a full-scale model of the northern half of the Nihonbashi Bridge. The actual bridge stands to this day and can be found in Chuo, though it has since been reconstructed into a stone bridge from the original Japanese cypress wood.

The services of volunteer guides are available for free from 10 am to 3 pm. Languages available vary, which is why it's

best to reserve at least two weeks prior to planned visit by calling (+81)3-3626-9974. You can also rent an audio guide system, with 11 languages including English, for a refundable security deposit of ¥1,000.



Façade of the Nakamura-za Kabuki Theater (Edo Zone)

Q 1-4-1 Yokoami, Sumida-ku, Tokyo 130-0015

O 9:30 am to 5:30 pm (Tue to Fri & Sun); 9:30 am to 7:30 pm (Sat) *Last admission: 30 minutes before closing; closed on New Year's Eve & New Year's Day Admission fees: ¥600 (adults); ¥480 (university & vocational college students); ¥300 (junior high & high school; senior); free for preschool & elementary students, junior high students in Tokyo, people with disabilities



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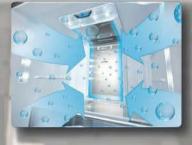
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MEDICAL PROFESSIONALS

For an expat, there are basic necessities that you need to know to have a comfortable stay in the Philippines. Apart from food, means of transportation, and emergency hotlines, it is important to be aware of health services around the Metro. This includes finding a physician you can talk to about your health condition as you live in the Philippines.

To help you out, here are 4 trusted medical professionals in Manila, who are highly-experienced and trained to provide the best care for their patients. Get to know them as you read their profile and each of their specializations.



Virgilio M. Novero Jr., MD, FPOGS, FPSREI, FPSGE

Obstetrics and Gynecology, Subspecialty in Infertility & Reproductive Medicine

Dr. Virgilio Novero Jr. specializes in obstetrics and gynecology and sub-specializes in infertility and reproductive medicine. Choosing his field of practice was inspired by the announcement of the first test tube baby in 1978, when he was still in high school. Today, 40 years later, Dr. Novero is the head of the Center for Advanced Reproductive Medicine and Infertility (CARMI) and the section head of Reproductive Endocrinology and Infertility of the Department of Obstetrics and Gynecology at St. Luke's Medical Center in BGC. He has distinguished himself as one of the country's pioneers in In Vitro Fertilization practice at CARMI which he helped design, plan and operationalize as the first hospital-based IVF Center in the Philippines. For aspiring doctors, Dr. Novero believes that for one to succeed in any field, one has to pursue his passion for the right reasons: "If you love the field, then practicing and serving would be second nature and earning is just incidental."

Make an appointment:

✓ St. Luke's Medical Center, Global City / Room 514 Mondays to Saturdays: 10 am to 1 pm Contact Nos.: 02-812-1747, 02-789-7700 Ext. 7514, 0927-448-2339 (Secretary)



Clydine M.A. Guevara-Barrientos, MD, FPSO-HNS

ENT - Head and Neck Surgery, Subspecialty in Pediatric ENT - Head and Neck Surgery

Coming from a family of medical professionals, Dr. Clydine M.A. Guevara-Barrientos was inspired by her uncle to take ENT (Ear-Nose-Throat) as a specialty. Her subspecialty in pediatric ENT came later when she was already a resident ENT. As a resident, she dealt with patients of varying age ranges and saw that she loved handling children which ultimately led to her decision to go into the pediatric subspecialty. She went to Chicago, USA, for her fellowship because there were no existing Pediatric ENT fellowships in the country at the time of her training. She is one of the 13 pediatric ENT specialists that the Philippines currently has. As a mother of four, Dr. Guevara-Barrientos treats her patients like her own children. She makes it a point to exhaust all medical treatments so as not to result to surgery. She tries her best to avoid surgery at all costs and only does them when they are unavoidable. She also accepts adult patients in her clinic when there are not many pedia patients.

Make an appointment:

132, Hall B, Tower 1 Makati Medical Center, Makati City Tuesdays and Fridays: 2 pm to 5 pm (By appointment)

Wednesdays: 9 am to 12 pm, Thursdays: 9 am to 12 pm, Saturdays: 9 am to 11 am

Contact Nos.: 02-8888-999 loc. 7153



Irene Gaile Robredo-Vitas, MD, FPDS

Dermatology

Dr. Pobredo-Vitas h

Dr. Robredo-Vitas has been in the practice for five years now. She is fascinated with how the human body works but, ultimately, she became a doctor because she finds contentment in being able to make others feel better. She also wanted to make a valuable contribution to the society. Dr. Robredo-Vitas individualizes her treatments based on the needs of her patients. Most of the cases she treats are common skin conditions that include acne vulgaris, atopic dermatitis and allergies. She also has patients come in for aesthetic concerns. Moreover, she does procedures like laser hair removal, laser skin rejuvenation, chemical peels, acne scar treatments, and injectables such as botulinum toxin (BTX) and soft tissue fillers.

Make an appointment:

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 beautiqueMD, 8/F MDI Corporate Center, BGC, Taguig City Thursdays - Saturdays: 10 am to 2 pm, Tuesdays (By Appointment) Contact Nos.: 02-946-3190; 0917-514-2879



Mirabeth C. Ching, MD, DPPS

General Pediatrics

Dr. Mirabeth Ching is a general pediatrician who has been in practice for more than 10 years now. She graduated from the University of Santo Tomas (UST) in 2002 and completed her residency training at Philippine Children's Medical Center, which she considers one of the hardest part of her medical life as working for a government-owned children's hospital meant an unexplainable amount of workload. Her choice to become a pediatrician stems from her enjoyment of being around kids, and she finds a sense of fulfillment in being a part of every stage of her patient's life. She also reiterated that being a pediatrician goes beyond the child's treatments and doctor appointments as one also needs to check on the welfare of the parents every now and then. Dr. Ching is also an active advocate of breastfeeding. She encourages her patients to not only try breastfeeding but also donate to human milk banks if they can, just like what she did after her two pregnancies.

Make an appointment:

✓ Room 935, Medical Arts Bldg., St. Luke's Medical Center-Global City, BGC, Taguig City Mondays, Tuesdays, Thursdays: 11 am to 3 pm Fridays: 10 am to 12 pm, Saturdays: 10 am to 2 pm

Contact Nos.: 02-789-7700 loc. 7935

Room 7, Outpatient Department (OPD), 6/F Providence Hospital, Diliman, Quezon City Saturdays: 3 pm to 5 pm

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Business Talk An interview with the top executives in the Philippines Get a first person point of view when it comes to business



Erick Chua is the founder of Shapecloud, the Philippines' first online 3D printing service platform that provides a user-friendly option for building prototypes, eliminating the need for individuals to go to offshore companies to bring a 3D model to life. Part of the company's vision is to create more awareness on 3D printing and its potential to revolutionize a wide range of businesses.

What is Shapecloud and what is the role you play in Shapecloud?

Shapecloud is the Philippines' first online 3D printing platform. People would be able to go to our website, www.shapecloud.ph, upload their 3D designs - STL files created from AutoCAD, SketchUp, SolidWorks, and the like - onto a dashboard, be given a price within 24 hours, and have it printed and sent to them within three to five working days. They can decide on the number of pieces, color, and the kind of finish they want on their prototype and pay for the printing online. We accept payments via Paypal, credit card, or even through bank deposit.

I'm the founder of Shapecloud. We designed it to be able to make people's lives easier. It doesn't matter if you're an architecture student, an engineer in a manufacturing company, or a CEO of a startup; you won't need to go abroad to have something prototyped. Now, you can have everything done locally.

Why do you think 3D printing has started gaining attention in the country?

3D printing is very unique in the sense that if I get asked who our target market and industry is, it's going to be hard to answer because we have so many different kinds of clients. One of the reasons why I think it's touching people's workflow is because no matter what they or their company does, we'll always find something we can do for them. If it's something in real estate, we can make scale models. If it's manufacturing, we can make jigs, prototypes, and the list goes on. That, in itself, is a big thing for industries.

Another thing is that when we talk about manufacturing, most people automatically link it to mass production. When you create a model, a minimum order from other companies would normally range from 400,000 to 500,000 pieces. You could be quoted a very low price per piece, but it's still a huge amount of investment just for one model. If you're a startup company and you either don't have the money to gamble on one design or at least want to assure yourself before doing it, you can go for 3D printing to better visualize a product prior to mass production.

What made you decide to put up Shapecloud?

I wanted to give an equal opportunity to a lot of people who want to make their ideas come to life. The Philippines has thousands of islands, and though we are based in Metro Manila, the many logistical solutions we have now make this no longer a limitation. We can ship our products without any

Our call to action is found in our platform. We want people to know that you can simply upload your file, wait a few days for the 3D print to be made, and have it shipped over, while no longer needing to come to a physical store. If you're from Cebu, Davao, or any other province, you only need to upload your 3D files on the platform to get started. We'll give you a quote, which you can pay for online, and then have the products shipped to you, all without having to step out of your house or office.

Accessibility is one of the bigger motivations for me. Six years ago, I had no access to 3D printing whatsoever. I had to bring in my own printer from abroad, which was very expensive, and I didn't want that to be the case for other people now. While our main line of business is still 3D printing, we are also an authorized seller of Ultimaker, one of the top brands in the world for 3D printers. We're all about trying to provide avenues for everyone to act on their ideas.

Apart from doing most of your processes online, what else separates you from other 3D printing companies?

Almost every part of our platform is automated. We don't require our clients to send files via email and wait for a response from us. We have done away with having a long thread of emails just to get your prototype sorted out, especially when there are errors. The quoting process is also automated. Once you upload a design and it checks out for errors, you will get an email with a quote of how much it would

be to produce a piece.

Another thing that separates us from other companies is that while you can walk through the doors of a 3D printing company, you don't necessarily know what you need for 3D printing before you get there. What we've done is to include a design guide to our website. It teaches you how to make 3D designs and the things you need for it. This takes away the need to go back and forth to a shop just to give them your design, which saves you time.

What are some of the biggest challenges you have faced with Shapecloud?

We've had everyone from young adults to senior vice presidents of corporations come to us for 3D printing, but we saw little difference in terms of how much they know about 3D printing in past years. If they give us a picture of a kalesa (chariot) and want to make a 3D prototype of that in the form of an accessory, we won't be able to make a prototype of it until we have a 3D model. What we will do is to educate them on why we need an actual 3D design of what they want to make before we can 3D-print it. We then tell them to either make it themselves via their designers or hire us to do it for them for a separate fee.

Educating people about 3D printing has really been a boundary. People who aren't engineers or designers will say they don't know how to use AutoCAD or SketchUp, and that's why we created a design guide. We've held workshops teaching kids and adults alike about how to make a 3D design. Education on this subject is something that's lacking, but it's not something that's hard to find.

What are the plans you have for Shapecloud in the future?

We would still like to expand our business. We've done different events and have continuously partnered with different schools. We're trying to build on our ability to sell one of the world's top brands for 3D printers, which we've recently sold to a number of companies, as well as universities in the provinces.

We have had clients who start off asking us to do their prototyping only to realize it might be more cost-efficient to purchase a printer locally instead. Pushing these machines out in the market is one of our short-term

How would you describe the way you run Shapecloud?

It's still slightly hands-on, not because I want to micromanage the business but because we're still a fairly small company. I'm actually impressed by a lot of people who have transitioned from being a startup to a small business that can be left to managers. That's something that's very difficult and I admire them for having done that. It's something that we're aiming to do in the near future. We may be handling a lot of clients, especially international clients and different universities, but I still like staying close to where the action is.

Who are the people that you look up to?

This would definitely be my dad. He juggles our family business, as well as running an art gallery (ArtAsia in SM Megamall) and a studio. That takes a lot of time, and he's done a great job at handling both. He's given me a lot of startup advice, as well as not restricting me to go into the family business. He has been very supportive of what I do and has also given me advice about business in general.

Another person I look up to is Artie Lopez, a startup coach and the co-founder of Brainsparks Philippines. He's a big startup leader who's been extremely supportive of us. He's held talks and workshops at a number of prestigious events, which is something I would like to do more of. I've done talks and seminars as well, some of which have even been at Bitspace, a co-working space managed by Artie's company, and it's something I really enjoy doing.

Scan the code to view the full interview. Read more on business at www.primer.com.ph





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Business Talk Extended Interview with the top executives of Japanese companies that have penetrated the Philippine market



Chikara Mochihara was born in 1963 in Katsushika Ward, Tokyo. He initially worked with Japan Airlines (JAL) at Haneda Airport. After working at Haneda Airport, he was transferred to Osaka and Sapporo, where he worked at the sales department. In 2014, he was transferred to JAL Tokyo head office where he worked in the public relations and web sales department. When JAL made a capital investment to their Loyalty Marketing, he was temporarily assigned to work as a Director.

Mochihara became the branch manager of JAL's Manila office in August 2018. They are opening a new route, Haneda-Manila, in February 2019. Due to the economic growth, the number of tourists, besides business travelers, is increasing. Mochihara is hoping to catch up to the ever-growing airline demands by focusing on promotional activities.

What made you join JAL?

Since my childhood, I have always liked airplanes. I wanted to get a job in an international company or a job that relates to airplanes, so I had a vague idea that an airline company would be good for me. Looking back, it was rather a dream-like feeling. An airport has an extraordinary, special atmosphere, and I felt that even when I was a child. I joined JAL, but I did not really study the company before I joined

What did you do when you first joined JAL?

My first job was at Haneda Airport, and I did check-in related work for three years. After that, I did sales in Sapporo and Osaka. My experience at the airport involved dealing with customers, and it was useful for my later experience doing sales. After that, I was transferred to a travel agent of JAL Group.

I was in charge of dealing with travel agents. In Osaka, at that time, Kansai Airport had just opened, and more and more foreign airlines were landing. This gave me a huge impact—a serious airline competition had just begun. I learned a lot from this.

Then, you were transferred to the headquarters?

Yes. In the public relations department, my job was to deal with the media. It was 2004, the dawn of the online advertising. TV and newspaper were still a stronger form of media advertisement. It was an

experimental phase to know how effective the internet/social media would be for advertising. Yet, I felt that a new wave for media was definitely coming.

Where did you go after that?

I returned to Osaka and did sales work again. JAL filed bankruptcy in 2010, so we had to reduce our routes; it was a very tough time. We felt keenly that airline companies can only do business if you have networks. The bankruptcy gave us the opportunity to reflect what we had been-was our customer service good enough? Were we only thinking about profit? Or, did we outsource too much? We learned the best lesson in the hardest way! What we learned then made us what we are today.

Is there any tale that you want to share during the bankruptcy?

At that time, our chairman, Kazuo Inamori, advocated the reformation of "heart" and "soul" daily. Based on that philosophy, he brought awareness raising and liquidation systems to each department . Two years and eight months after the bankruptcy, we re-listed in the First Section of the Tokyo Stock Exchange, and on this occasion, Inamori delivered a message to all employees: "Be humble, avoid arrogance, and continue to extend efforts." Currently he says, "Today is the fruit of your past efforts, while the future depends on the efforts you make from this point onward," because we may sometimes get carried away with our success, and this must be strictly controlled. This was very memorable.

What happened after that?

The web sales department was newly established, and I was there for three years since 2011. My main job was to deal with the online travel agent (OTA). I was developing online products and managing them; it was called "dynamic package," where the package included everything, like airline tickets, hotels, and rental cars. Dynamic package had a new feature, it was unique to the internet—the prices changed greatly depending on the supply and demand balance.

What did you do from 2014?

I was temporarily assigned to Loyalty Marketing, Inc. as a director. They have a universal loyalty card

system, "Ponta." I was sent there because, in autumn 2014, JAL made a capital investment in them. The company analyzes what consumers buy in convenience stores and use that data for marketing. I never worked in this field before, and I learned a lot from this.

After that, you came to the Philippines. So, how do you like Manila?

Very well. It is different from what I expected in a good way. I've been here for three months and never felt social security is an issue. People are friendly and cheerful! This is my first assignment abroad, so I appreciate these things.

In JAL, how is the Philippine project positioned?

In 2017, we celebrated the 50th anniversary of the Manila - Tokyo route. In JAL, there aren't many routes that go over 50 years. This long history of service proves that the Philippines has been a core of our business operations.

Do you think the types of passengers have changed?

In recent years, half of our passengers have become non-Japanese, including Filipinos. Because we are a Japanese airline, most of our passengers used to be Japanese. But due to the recent economic growth of the Philippines, as well as diversified travel purposes such as business trips and tourism, demands from Filipinos are increasing, and I think it will stay that way. I would like to improve our website for Filipino users, as well as offering better promotions.

At present, there are more Japanese passengers, but it is true that rich Filipinos are choosing the business class more and more. In Manila, the Sakura lounge was renovated in September 2017. We are actively engaging to satisfy our customers.

More Filipinos are visiting Japan. Why do you think that is?

It is due to diversified interests in Japan. Not only Japanese cuisine and traditional culture but also anime and subculture are becoming exceedingly popular. And Japan has four seasons. I think these attract people.

In February 2019, the Manila-Haneda route will open. You already have the Manila-Narita route. How different will this new route be?

We have 34 route in Haneda Airport, so it is the biggest airport hub in Japan for JAL. The new route departs from Manila at 23:50 and arrives in Haneda at 4:55—this is a convenient time for the passengers to catch a domestic flight. Currently, tourists are concentrated in Tokyo and Osaka but with this new route open, tourists can visit other places too. By taking JAL's domestic flight, it is possible to go to Chitose and come back from Hakodate.

More low-cost carriers are connecting Japan and the Philippines. What is JAL's strength?

We target different kinds of customers, so it is not necessary to consider them as competitors. When airline demands expand, it is important that we work together and develop the market.

Tell us about future prospects.

With the new route open, and the convenience of Haneda, I would like people in the Philippines to know more about Japan. With more people traveling between the countries, it would be nice if I could be a part of the friendship between the Philippines and Japan, and the economic growth.

Scan the code to view the full interview. Read more on business at www.primer.com.ph





To be launched on February 01, 2019



Haneda Flight Schedule

Tokyo (Haneda) Route - Manila

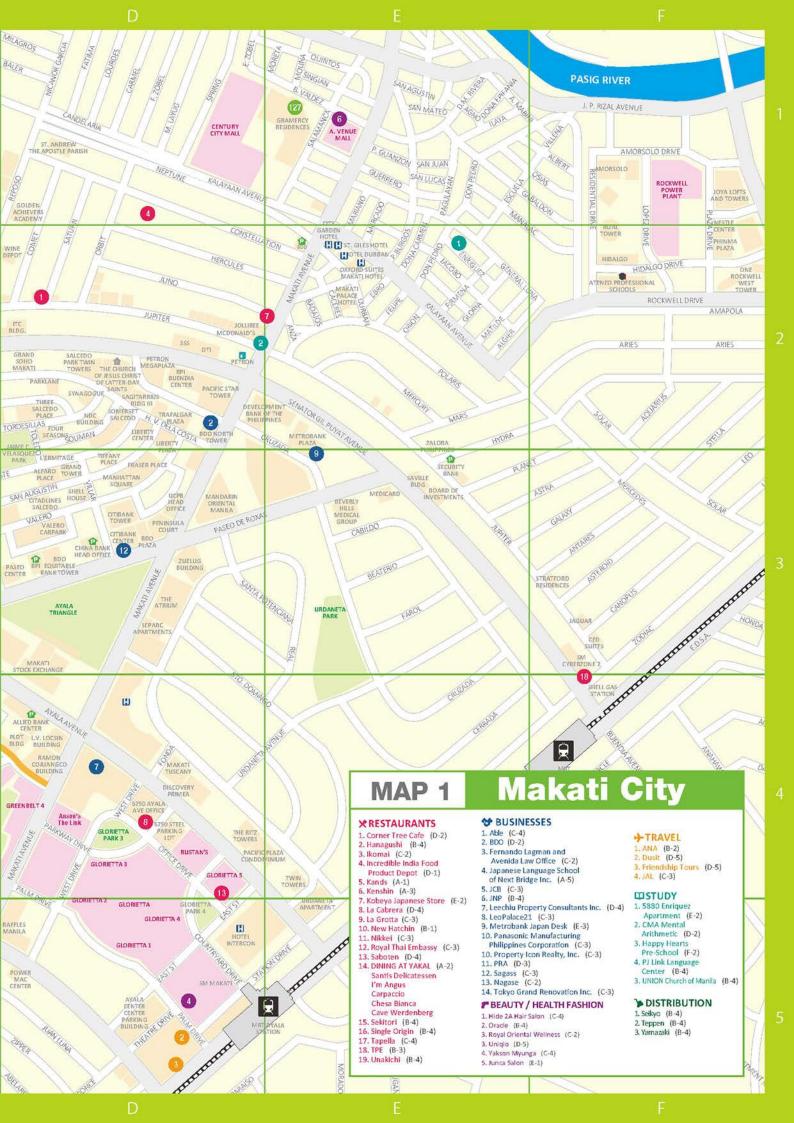
Flight Number	Days of Operation	Aircraft	Dep. Time		Arr. Time
JL077	Daily	737-800 V40	Tokyo (Haneda) 00 : 05	+	Manila 03 : 55

^{*}Flight schedules and aircraft type are subject to change without prior notice.

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What's New in the Metro?

PASAY CITY



PPO's 45th Anniversary Concert

The Philippine Philharmonic Orchestra celebrates their 45th anniversary with a lineup of international and Filipino musicians! This December 14, catch Concert IV featuring the compositions of Hans Pfitzner at the CCP Main Theater.

Cultural Center of the Philippines, Pasay City



Cosplay Matsuri 2018

Celebrate the art of cosplay with exciting activities and festivities at this year's Cosplay Matsuri, happening from December 28 to 30 at the SMX Convention Center Manila, Pasay City.

SMX Convention Center, Pasay City

Boyz II Men with DIVAS

The best-selling R&B group of all time,

Boyz II Men, returns to Manila for a one

night of soulful music back to back with

the country's DIVAS KZ Tandingan, Yeng

Constantino, Kyla, and Angeline Quinto

on December 15, 2018 at the Araneta

Araneta Coliseum, Quezon City

Coliseum.



World Bazaar Festival 2018

Philippines' longest running annual charity bazaar is back again for the Yuletide Season! The World Bazaar Festival (WBF) runs December 12 to 22 at the World Trade Center Manila for your one-shop shopping destination this Christmas season!

World Trade Center, Pasay City

MANDALUYONG CITY



Jazz and Samba Nights

Nikkei The Podium brings you Jazz and Samba Nights featuring performances from Da Ora for Samba Thursday Nights and Filipino film score composer Harold Andre Santos & Company for Jazz Friday Nights! Expect exclusive offers and discounts in Nikkei's branch in Ortigas!

Nikkei The Podium, Mandaluyong City.

QUEZON CITY



TAEYEON Concert in Manila

Another famous and award-winning female K-pop artist is set to grace the Philippine concert stage in her solo concert tour as PULP Live World presents Taeyeon in Manila on December 14, at 8 in the evening!

New Frontier Theater, Quezon City



Playground 3.0

Get ready for a night of fusion entertainment as Mosh X Productions presents its first major event this holiday, the Playground 3.0., featuring 3 stages and 50 artists, an arts show, theatrical sports, a carnival, and a plethora of other side shows for guests of all ages, shapes and sizes.

Circuit Makati

BGC



XYLO Presents: Alesso

XYLO at The Palace brings Swedish DJ Alesso to the country! Catch him live on December 14, 2018 and jam as he performs his top EDM hits like Heroes (We Could Be) and Let Me Go in this epic music event.

♀ XYLO at The Palace

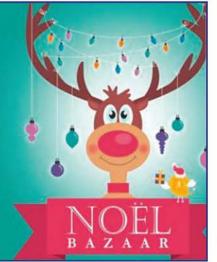
SPOTLIGHT



The Filinvest Tent Alabang (Indoor) 29 Nov-02 Dec 2 | 13-16 Dec | 20-23 Dec

The Filinvest Tent Alabang (Outdoor) 29 Nov-09 Dec | 10-16 Dec | 17-23 Dec

SMX Convention Center Manila | 14-23 Dec



Bazaar

Noel Bazaar

December 14-23

Noel Bazaar is one of the largest and highly anticipated bazaars in Metro Manila every Christmas season. Now on their 18th year, Noel Bazaar has risen to become the metro's longest-running Christmas bazaars.

The bazaar features leading entrepreneurs who will be showcasing the latest crafts and goods to shop. Clothing, Christmas and home decors, fashion accessories, and gift and novelty items are among the products that can be purchased at the said bazaar.

Co-exhibiting in the same venue of Noel Bazaar is the International Food Feast Bazaar which will feature a wide selection of eats for every foodie!

SMX Convention Center Manila, Mall of Asia Complex, Pasay City

MANILA



Cine Europa

Cine Europa 2018, the biggest international film festival in Manila will be touring around the Philippines. To showcase European cultural diversity with the celebration of the European Year of Cultural Heritage in 2018. Catch it this December 6 to 16 at the Shangri-la Plaza Mall in Manila.

Shangri-La Plaza Mall, Manila



For more events, please visit primer.com.ph/events



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