



Consulate General of the Republic of the Philippines

NEW YORK

## PRESS RELEASE

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### Explore the Flavors of the Philippines during Filipino Restaurant Week 2018



NEW YORK, 20 April 2018 – The Philippine Consulate General in New York (PCG-NY), in partnership with the Philippine Department of Tourism New York (PDOTNY), Philippine Airlines, Tanduay Asian Rum, and GMA Pinoy TV, hosted the media launch for the Filipino Restaurant Week (FRW) 2018 last 03 May 2018 at the Philippine Center New York.

On the 4th year of its staging, 24 restaurants and pop-ups in New York, New Jersey, and Philadelphia are participating in FRW2018 to offer special prix fixe menus of their versions of Filipino specialties, from 14 to 26 May. Lunches are set at \$25 and dinners are priced at \$35. Other a la carte menu items are also available in these restaurants during the promotional period.

In welcoming the guests, Deputy Consul General Kerwin Tate emphasized that Filipinos' love for food extends to their humanity – the desire to share, and the wisdom to always make sure to leave something for those who will need it.

For more information, visit [www.newyorkpcg.org](http://www.newyorkpcg.org) and [www.facebook.com/PHConsulateNY](https://www.facebook.com/PHConsulateNY)

Tourism Representative Susan Del Mundo apprised the audience about gastronomic tours available in the Philippines. The Department of Tourism is working on exciting new farm to table programs in partnership with organic farms and agricultural organizations.

Additionally, the Philippine Department of Tourism, further enhanced FRW2018 with a social media campaign allowing diners to win terrific prizes. Lucky customers of participating restaurants get a chance to win a round trip ticket to Manila courtesy of Philippine Airlines, three nights' hotel accommodations, a bespoke culinary tour, Barclays Centre concert tickets courtesy of Tanduay Asian Rum and other travel items during the promotional period.

Chefs and owners of the participating restaurants were present during the launch to give their take on promoting and mainstreaming Filipino food. While some restaurants try to remain traditional and faithful to the tastes and textures of time-tested recipes, other chefs are bolder and eager to experiment in their interpretations of Filipino fare.

The participating restaurants are: La Parilla de Manila, Max Restaurant, Noodle Fan, Pinoy Filipino, Flipsigi, Grill 21, Jeepney, Kabisera Kape, Kuma Inn, Maharlika, Mighty Bowl, Ugly Kitchen, Sisig City Food Truck, Ibis Eats, Mountain Province, Chef Dino Luciano Popup, Purple Yam, Swell Dive, Talde (Brooklyn and Jersey City), Tama, Tito Rads Grill, Phil-Am Kusina and Perla.

A complete list of menu offerings is available at <http://www.newyorkpcg.org/events/1440-filipino-restaurant-week-2018>. END



## WIN A TRIP TO THE PHILIPPINES!!

- 1 FOLLOW @MOREFUN.PHILIPPINES @PHL.IN.NY & THE RESTAURANT ON INSTAGRAM
- 2 UPLOAD A PHOTO OF YOUR FOOD, COCKTAIL OR FRIENDS! BE CREATIVE!
- 3 TAG @MOREFUN.PHILIPPINES AND USE THE HASHTAGS IN YOUR CAPTION!

#EXFLOREFILIPINOFOOD • #FRW2018 • #ITSMOREFUNINTHEPHILIPPINES • #ITSTIME • #FLYPALSTARS

**GRAND PRIZE: (1) ROUNDTrip TICKET TO THE PHILIPPINES COURTESY OF PHILIPPINE AIRLINES, THREE NIGHTS HOTEL ACCOMMODATIONS AND BESPOKE CULINARY TOUR.**

**ADDITIONAL PRIZES (MUST DINE AT ONE RESTAURANT MINIMUM TO BE ELIGIBLE)**  
**TANDUAY RUM GIFT PACK, TICKETS TO A NETS GAME & MORE!**

**COLLECT PASSPORT STAMPS & WIN PRIZES!!**

**Terms and Conditions**  
 1) Every guest dining in any of the 24 participating restaurants during the promotional period 14-26 May 2018 will receive a "dining passport" where their meals that qualify will get them one sticker from the participating restaurant.  
 2) A minimum number of three different stickers from any of the 24 participating outlets is required to qualify for the following: a) First 100 clients can claim minor prizes courtesy of the Philippine Department of Tourism. Mail your "dining passport" to PCOT NY or claim in person 1046 Fifth Ave. 6b or in the competition to win one roundtrip ticket to Manila (courtesy of PAL) for one person, hotel accommodations for three nights and a bespoke culinary tour. 3) Follow the @phlinny and @morefunphilippines (Consulate and Tourism) and restaurant Instagram accounts respectively. Post and tag photos your prizes enjoying the restaurant's food, services, ambience etc. on the IG accounts. Add the hashtags. Winner will be chosen at random. 4) The lucky winner of the roundtrip airfare ticket courtesy of PAL will be notified through Instagram. Please bring two valid IDs to claim the ticket at PCOT NY. 5) If unable to collect the prize personally, the winner may authorize a representative to claim the prize. Please bring appropriate accompanying IDs. 6) In case of any enquiries, please email [frw@newyorkpcg.org](mailto:frw@newyorkpcg.org) or call 212-764-1369. 7) Terms and conditions of the prizes apply. 8) The office reserves the right to cancel / revoke the promotions in case of any unforeseen circumstances.







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