

First-ever Filipino Restaurant Week kicks off in Big Apple

Written by Administrator
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Philippine Consul General in New York Mario de Leon, Jr. (5th from left) formally presented to the press the participating restaurants of the first Filipino Restaurant Week 2015 at launching ceremonies held at the Philippine Center in New York on May 5.

New Yorkers are poised to experience the best of Filipino cuisine during the first-ever Filipino Restaurant Week, happening on May 11-23, 2015 and launched at the Philippine Center in New York on May 5.

Philippine Consul General in New York Mario de Leon, Jr. formally presented to the press and

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guests that attended the event the 13 Filipino restaurants located in Brooklyn, Manhattan, Queens, Staten Island and Jersey City that will participate in the restaurant week.

“It’s about time that Filipino cuisine takes the limelight,” de Leon declared, citing how Filipino food has become increasingly popular in the Big Apple in recent years.

“Through the Filipino Restaurant Week 2015, we hope to beam the spotlight on Filipino restaurants as the essential places where the mainstream public can try and savor Filipino cuisine.”

Described as an eclectic mix of European, Asian and American flavors, Filipino food has been touted by food lovers, including famous personalities as Anthony Bourdain and Andrew Zimmer, as “the next big thing” to hit the U.S. culinary scene.

It has made waves in New York, Washington, D.C., San Francisco and Los Angeles, thanks largely to the bold entrepreneurship of Filipino chefs in the area, many of whom started out as pop-up eateries before opening proper restaurants.

These enterprising Filipino chefs have managed to blend both tradition and innovation in their dishes that successfully piqued the taste buds of the discerning U.S. foodie.

In New York, the trailblazers include Nicole Ponseca, Romy Doroton, King Phojanakong, Aris Tuazon and Dale Talde, whose restaurants Maharlika and Jeepney, Purple Yam, Kuma Inn and Umi Nom, The Ugly Kitchen and Talde, respectively, are participating in the Filipino Restaurant Week and whose culinary offerings have been featured in major mainstream media.

More traditional and home-style Filipino fare is offered by Grill 21, Payag, Tito Rad’s Grill, House of Inasal, Max’s Restaurant and Philam-Kusina, who are also participating in the Restaurant Week.

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“We believe that the different interpretations of well-loved Filipino dishes offered by these restaurants, whether old or new, traditional or popular, will give mainstream New Yorkers an authentic glimpse and experience of Filipino food,” de Leon said.

“More importantly, it will offer diners the unique opportunity to experience Filipino food as an extension of our culture, identity and history,” he added.

Patterned after the well-known New York Restaurant Week, the Filipino Restaurant Week features 13 Filipino restaurants that offer fixed price three-course lunches and dinners (\$25 and \$35, respectively, not including taxes and gratuity) that showcase the best of Filipino cuisine.

It runs from May 11 to 23.

Complete information about Filipino Restaurant Week 2015 and of the participating restaurants, including their menu offerings and how to make reservations, can be found at www.newyorkpcg.org/frw.

The participating restaurants of Filipino Restaurant Week 2015 are:

Brooklyn:

- Purple Yam (1314 Cortelyou Road, Brooklyn, NY 11226), 718.940.8188,

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www.purpleyamnyc.com

- Umi Nom (433 DeKalb Ave., Brooklyn, NY 11205) 718.789.8806, www.uminom.com

Manhattan:

- Maharlika (111 1st Ave., New York, NY 10003), 646.392.7880, www.maharlikanyc.com
- Jeepney (201 1st Ave., New York, NY 10003), 212.533.4221, www.jeepneynyc.com
- The Ugly Kitchen (103 1st Ave., New York, NY 10003), 212.777.6677, www.theuglykitchen.com
- Grill 21 (346 East 21st St., New York, NY 10010), 212.473.5950, www.thegrill21.com
- Kuma Inn (113 Ludlow St., New York, NY 10002), 212.353.8866, www.kumainn.com

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Queens:

- Payag Restaurant (5134 Roosevelt Ave., Woodside, NY 11377), 347.935.3192, www.payagrestaurant.com
- Tito Rad's Grill & Restaurant (49-10 Queens Blvd., Woodside, NY, 11377), 718.205.7299, www.titorads.com
- House of Inasal (65-14 Roosevelt Ave., Woodside, NY, 11377), 718.429.0709, www.houseofinasal.com)

Staten Island:

- Phil-Am Kusina (556 Tompkins Ave., Staten Island, NY 10305), 718.727.3663, www.philamkusina.com

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Jersey City:

- Max's Restaurant (687 Newark Ave., Jersey City, NJ 07306), 201.798.2700, www.maxschicken.com
- Talde (8 Erie St., Jersey City, NJ 07302), 201.630.0077, www.taldejerseycity.com