

## **Goya cooking show, wellness demos at Fiesta In America**

Written by Administrator  
Tuesday, 26 July 2016 10:07

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**A cooking demo and workshop will be conducted at Fiesta In America by Goya's Meriterese Racanelli, MS, R&D Food Scientist/Nutritionist for Goya Foods internationally and the National Hispanic Medical Association.**

The East Coast's biggest indoor expo of its kind will revolve around a Total Wellness theme, according to Nanding Mendez, Fiesta In America's President.

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Fiesta In America will celebrate its 18th anniversary at the Meadowlands Expo Center in Secaucus, N.J. on Aug. 13 and 14, 2016.

“A Goya Foods, Inc. cooking show and sampling, a spectacular demo by New Jersey’s top health management organization, free health screenings and fitness tips are some of the wellness aspects that will benefit our guests,” said Mendez.

“Our mission is to support Philippine exports and tourism, but we are just as driven by other issues vital to Filipinos, including their health.”

ABS-CBN superstars Paulo Avelino and Julia Montes will lead a multicultural roster of performers.

Fans will have a chance to meet the teleserye prince and princess up-close at a “meet-and-greet” session.

As a special treat, seniors (62 years and older) can avail themselves of free entrance tickets between 12 noon and 1 p.m. on Aug. 13; and from 10 a.m. to 11 a.m. on Aug. 14.

Dozens of exhibitors will pack the Trade Pavilion with export-quality products, real estate packages, and various services.

Regional dishes can be enjoyed at the Food Court, and people of all ages can take part in fun activities throughout the venue.

A solemn Ecumenical Mass and festive Santacruzán will be the highlights on Sunday beginning at 10 a.m.

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On both days, Prof. Eric Soriano of the Ateneo School of Business will conduct a franchising forum designed for heads of family businesses and entrepreneurs looking for investment opportunities.

Major U.S. brands will make presentations on the Total Wellness concept.

“It refers to various practices that contribute to overall well-being,” said Coy Apostol, Fiesta In America’s Sponsor and Exhibitor Relations Manager, “ranging from healthy diets to financial well-being. The demos are all worth catching. Meriterese Racanelli, MS, R&D Food Scientist/Nutritionist for Goya Foods internationally and the National Hispanic Medical Association, will present MyPlate recipe demonstrations using Filipino foods. AARP will promote real possibilities at 50+ years of age, which range from caring for elderly parents to avoiding identity theft. The Hackensack University Medical Center will offer free health screenings and distribute free passes to their state-of-the-art Corporate Wellness Center. And we are excited by a dazzling interactive demo by Horizon Blue Cross Blue Shield of New Jersey.”

According to Apostol, Goya Foods will provide “a cross-cultural twist to healthy diets as their Total Wellness module. Aside from the cooking show and tasting, Goya’s Meriterese Racanelli will discuss how lower sodium, lower-sugar cultural foods and meals can help the U.S. Filipino community reduce blood pressure, diabetes and weight gain issues. Her presentations continue the Goya Foods MyPlate/MiPlato program that Goya started in 2012 as part of the initiative by the U.S. Department of Health and Human Services and USDA to help consumers make better food choices.”

People attending the Goya workshops will receive a Goya MyPlate recipe gift bag with Goya low sodium products, MyPlate cookbook, recipes and more.

Len Manansala, Fiesta In America’s Vice President for Marketing and Communications, described Horizon BCBSNJ’s presentation as a mix of science and eye-candy.

“At this sponsor’s booth, people can ride a stationary bike dubbed the Fender Bender. It’s no ordinary bike; the Fender Bender is attached to a fruit smoothie blender powered by people pedaling! The eye-opening message will be clear: vigorous exercise coupled with the proper diet can be a fast track to good health,” said Manansala.

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For information on how to take part as visitors, exhibitors, sponsors or advertisers, as well as group discounts and how nonprofit groups can boost their fundraising through the expo, please call 212-682-6610, e-mail [info@fiestainamerica.com](mailto:info@fiestainamerica.com) , or visit [www.fiestainamerica.com](http://www.fiestainamerica.com).

Fiesta In America is a 501 (c) (3) not-for-profit corporation.