

PRESS RELEASE

EMBASSY OF THE PHILIPPINES IN ABU DHABI

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Philippine Food and Beverage Industry in the UAE to Innovate Filipino Food to Meet Rising Demand



Philippine Ambassador to the United Arab Emirates Hjayceelyn M. Quintana poses for a group photo with representatives of global food chain brands, restaurants, and other F&B companies in the UAE at FilFood 2019.

20 Feb 2019 – FilFood 2019, the first Filipino Food Industry Conference in Abu Dhabi, was successfully held on 12 February 2019 at Grand Millennium Al Wahda Hotel.

UAE nationals and residents will soon enjoy more nutritious, halal-certified, ethical and traceable Philippine produce and ingredients that go into Filipino food served by a number of Filipino restaurants and F&B outlets in the country.

Among them are global food chain brands, Jollibee (Golden Bee Foods), Chowking (Resolute Hospitality), Chowking (Resolute Hospitality), Max's Restaurant (Landmark Group), Pancake House (Tablez), Terriyaki Boy & Sizzlin' Steak (Kasamar), Teatro (Park Rotana), and Papa John's Pizza (Mam Foods), including established Filipino restaurants in the UAE, Off-the-Hook, Oriental Korner, Hooked, Hot Palayok, Al Pinoy Golden, Baliwag, Panaderia Bakery, Wooden Spoon, Resto Pinoy, Cups & Cones, Mikee's, Juancho's, JR's Restaurant, Dabarkads, and Kusina, and industry partners, Truebell Marketing, Magnolia

Ice Cream, San Miguel Purefoods, Kayumanggi Foods, Nas Accountants & Auditors, and Positive Property Management.

In her Keynote speech as Guest of Honor, Philippine Ambassador to the United Arab Emirates Hjayceelyn M. Quintana said that, “Food is a cultural experience. Our food does not only have to appeal to the palate but first and foremost to the eyes, while being consistent in taste and level of expectation.” She underscored that, “in the Year of Tolerance celebrated in the whole country, the leaders of the UAE have expressed their encouragement for the Filipino Community in the country to actively showcase what make us vibrant – our talent, our food, our culture. Our time is now.”



Ambassador Quintana meets Philippine F&B industry partners at FilFood 2019.

Further, Executive Director of FilFood 2019 Mr. Jose Ma. Jerome B. Tuano expressed the vision of wide acceptance of Filipino food including Philippine produce and ingredients by locals and multi-cultural consumers in the UAE. He stressed that, “We have to accelerate our innovation of food and recipes as well as competitively promote the consumption of nutritious and value-added, halal-certified Filipino food menus.”

FilFood 2019 aims to create awareness among industry players in the UAE and the region on product innovations, sustainability, and inclusive growth of the “Filipino Food” brand. The conference provided sessions for exchange of views on industry issues as well as a platform for the presentation of products and services, and collaboration among F&B Filipino and foreign industry players. – END.