

**CONCEPT PAPER**  
**2021 GASTRODIPLOMACY PROGRAM OF THE**  
**PHILIPPINE CONSULATE GENERAL IN LOS ANGELES, CA**

**I. Project Name**

***LUTONG PINOY: LASANG PINOY SA LOS ANGELES***

*An Online Campaign on Filipino Cuisine*

*in Celebration of Philippine Food and Heritage Months in April and May 2021*

**II. Project Objectives**

1. Expand mainstream awareness of Philippine culinary tradition through actual photo shoots and videos of Filipino cuisine and food preparation posted on social media platforms;
2. Promote and support Filipino and Filipino-American-owned small- and medium-scale enterprises (SMEs), especially restaurants, whose operations were adversely affected by pandemic-induced community quarantines and the post-CoViD-19 economic slowdown;
3. Foster a better understanding of Filipino culture with emphasis on the contributions of Fil-Am and Filipino-owned businesses to the U.S. economy, particularly in the food industry.

**III. Date of Implementation**

The video of the pilot episode and media launch will be posted on PCG LA's social media accounts on 28 April 2021. One new video each from other participating Fil-Am establishment will be presented to the public every Wednesday throughout May and June 2021 as part of the celebration for the Filipino Food Month (April 2021) and the National Heritage Month (May 2021).

**IV. Proposed Participants**

Filipino and Filipino-American-owned small- and medium-scale enterprises (SMEs), especially restaurants, cafes, and food and drink establishments in Southern CA, Southern Nevada and Arizona.

**V. Project Promotion**

The project will have its official launch on Friday, 23 April 2021, with select members of the Fil-Am media at the Gerry's Grill in Artesia, CA.

A press release on the project launch, as well as an open invitation to all Fil-Am restaurateurs will be posted on the social media accounts of PCG-LA and disseminated through email blast to contacts in the Fil-Am community and media.

Gerry's Grill will be the first Filipino-owned restaurant to be featured for the launch and video., to be followed by other Filipino and Fil-Am-owned food establishments.

## **VI. Video Content**

1. *Filipino Food Narrative* by the restaurateur focusing on one Filipino dish that is important to said restaurateur and forms part of his/her Filipino identity and is part of his/her establishment's menu. (The attached guide questionnaire may be used in this regard);
2. *Filipino-Owned/ Filipino-Led Business Narrative* by the owners/restaurateur will highlight the significant contributions made by Fil-Am owned businesses in the U.S. economy as well as promote Filipino-owned businesses/ establishments.
3. *"New Normal" Operations Narrative/Good Neighbor Narrative* to assure the public that the participating Filipino-owned restaurants are adhering to the health and safety protocols imposed by the local government on the Food and Beverage establishments, it is proposed that they also be given an opportunity to talk/present how they are adapting to the new normal rules (dining experience/take-out and delivery service);
4. ***[Optional]** Buy Filipino Narrative* through which the participating restaurateur may highlight, if applicable, a Filipino-manufactured food product that is used in his/her establishment in order to bring in a trade spin to the video.
5. ***[Optional]** Pandemic Action Narrative* to highlight the sense of community and solidarity among overseas Filipinos the restaurateurs may also include in their video submission, photos and/or short video clips showing their inspiring outreach efforts amid the health crisis. It may be noted that their projects not only benefited our Filipino *kababayan*, but other communities as well;

*Note: More elaboration will be given in the Video Content Guide attached to this Concept Paper.*

## **VII. Video Recording**

Interested restaurateurs who have signified interest in participating in the project will receive a letter from the Consulate General regarding the schedule of and logistical requirements/arrangements for the video-recording at their restaurant/establishment. The recording team will be led by Consul General Edgar B. Badajos, accompanied by reps from the Consulate General's Cultural and Public Diplomacy Sections, and partner agencies, the Philippine Department of Tourism (PDOT) and Philippine Trade and Investment Center (PTIC) in Los Angeles.

## **VIII. Video Duration**

In order to incorporate all the proposed contents stated above, it is suggested that a finished video be anywhere between three to three and a half (3 to 3 1/2 ) minutes long.

## **IX. Project Partners**

1. **Philippine Department of Tourism (PDOT) in Los Angeles**
2. **Philippine Trade and Investment Center (PTIC) in Los Angeles**

## **VIDEO CONTENT GUIDE**

### **LUTONG PINOY: LASANG PINOY SA LOS ANGELES**

An Online Campaign on Filipino Cuisine  
In Celebration of Philippine Food and Heritage Months in April and May 2021

Video should include the following:

#### **I. STORY OF THE DISH AND THE FOOD ESTABLISHMENT**

##### **Filipino Food Narrative**

- Choose one Filipino dish that has been a tradition for you and your family, which is also a dish or a variation of it that is served in your restaurant;
- Talk about the origin of the dish, if applicable (if this is unique to your or your family's hometown in the Philippines, etc.);
- When and how did you first learn to make it or who was your influence for this dish;
- Did you add your "own flavor" or twist to this dish to fit American / Filipino-American audience or did you keep the original recipe;
- Include narrative tidbits about the primary ingredients, where they are primarily sourced in the Philippines and where to buy them in the U.S., if available;

##### **Filipino-Owned/ Filipino-Led Business Narrative**

- Share something about the origin of the business or the name of the restaurant or establishment and what inspired you to put up a Filipino restaurant in this part of the city/county;
  - Share your struggles and challenges as well as the contributions the business has made in the economy (i.e., in adding to the diversity of the area, employment and attracting foot traffic);
- Note: For this portion, you may submit other video clips or photos pertinent to this narrative (i.e., video clips or photos on the start or establishment of your business);

##### **"New Normal" Operations Narrative/Good Neighbor Narrative**

- Share something about how the pandemic has affected your operations and how you are coping, with emphasis on your compliance with health safety protocols being enforced by local (i.e., State, County or City) governments;
  - Talk about your business operations during the pandemic; serving out mobile pick up and other visual materials showing your place of business and the Filipino food you serve;
- Note: For this portion, you may submit other video clips or photos pertinent to this narrative (i.e., video clips or photos on your business operations during the pandemic; serving out mobile pick up and other visual materials showing your place of business and the Filipino food you serve);

### **(Optional) Pandemic Action Narrative**

- Talk about the outreach and community action that you did for front-liners during the pandemic;
- Share an inspiring story about some of the experiences or feedback that you received when doing this outreach or partnership with another civic-oriented / non-governmental group;
- Note: For this portion, you may submit other video clips or photos during your food outreach to front-liners.

### **(Optional) Buy Filipino Narrative**

- Share if you source any of the ingredients or sauces that you use in your restaurant from the Philippines, or from Filipino businesses, importers or outlets in in the United States

## **II. COOKING DEMONSTRATION**

The chef/restaurateur will be requested to make a brief cooking demonstration of the chosen dish, to be assisted by PCG LA Team.

## **III. Restaurant Promotion**

For the last part of the video, let the viewers know where to find this dish/recipe by making a plug for your food establishment:

- Promote your restaurant / food business where you serve this dish;
- Give information on how to order online, if applicable;
- Call on Filipinos, Filipino-Americans and the mainstream public to continue patronizing Filipino restaurants and keep the tradition of Filipino cooking alive in their families.