



REPUBLIC OF THE PHILIPPINES

PHILIPPINE CONSULATE GENERAL

LOS ANGELES, CALIFORNIA



Press Release
EBB-036-2022

LA PCG Joins Forces with the Biggest Fil-am Supermarkets and Mama Sita's to Celebrate Filipino Food Month



(Right photo) Chef Donita Rose Cavett and Consul General Edgar Badajos showing off the pancit they made at Island Pacific in West Covina. (Left photo) Chef Ginger Lim-Dimapasok and Consul General Badajos making adobo, lumpia and turon at Seafood City in Irvine.

24 April 2022, Los Angeles – The Philippine Consulate General in Los Angeles joined forces with two of the biggest Filipino supermarkets in North America, namely Island Pacific Filipino Grocery Store & Seafood Market and Seafood City Supermarket, and Mama Sita's sauces and mixes to celebrate Filipino Food Month with the theme, "Filipino Food: Make It Delish!".

The Consulate implemented the project in two ways: First, through a special two-day live promotion hosted by the Filipino-American supermarkets where cooking demonstrations of Filipino dishes were featured; and second, through pre-recorded cooking demonstrations uploaded directly to the Consulate General's youtube channel. The cooking demonstrations used ingredients from Mama Sita's and the supermarkets' own in-house brands.

Island Pacific hosted the cooking demonstration in its West Covina branch on 23 April 2022. Celebrity Chef Donita Rose Cavett delighted audiences with live cooking of pansit guisado and pork barbecue using Mama Sita's sauces and mixes. At Seafood City in Irvine, 2020 Food Network Champion Chef Ginger Lim-Dimapasok entertained audiences with live cooking of chicken adobo, lumpiang shanghai, and turon. In both locations, Ms. Isabel Lapus, granddaughter of the founder of Mama Sita's, spoke about Mama Sita's colorful history.

During the two-day event, Consul General Edgar Badajos reminded the Fil-Am audiences of their role as "ambassadors" of Filipino food culture in their adopted country. He encouraged them to continue supporting and promoting Filipino-American businesses, particularly as they rebound from the COVID-19 pandemic. END.