

Goldilocks hosts Tourism, Consular Community VIPs at launching of VIP Rewards Raffle Draw



Consul General Mary Jo Aragon (fourth from left) shows off her new Goldilocks VIP Member Certificate. Also in photo from left, seated: Madiana Mosher (Indonesia) and Sue Ahmad (Malaysia) of the Asean Ladies Circle Los Angeles (ALCLA) Executive Committee; Teresa (Momsy) Leelin, Congen Aragon, Manuel (Popsy) Leelin and Tourism Director Annie Cuevas. Standing, from left are: Yvonne Paredes and Rowena Sierra (Philippines) of ALCLA and the Philippine Consulate General; Tourism Deputy Director Manny Ilagan, Yojie Leelin, Menard Leelin, Carmela Leelin and Michael Leelin.



Tourism Director Annie Cuevas turns over to Menard Leelin the certificate for two roundtrip airline tickets and Kulinarya Tour as first prize for the annual VIP Rewards Raffle Draw.



Goldilocks Executive Chef Yojie Leelin shows Tourism Director Annie Cuevas how to make Fresh Vegetable Lumpia.



Goldilocks Wedding Director and Pastry Chef Carmela Leelin shows Manny Ilagan how to decorate a cake.

AS the Filipino-American History Month drew to a close on October 29, Goldilocks celebrated Philippine cuisine and culture by holding a cluster of activities designed to highlight the diverse historical and global influences on Filipino food, as well as the varied ways Filipinos are able to harmonize and indigenize all these influences.

Philippine Consul General in Los Angeles Mary Jo Bernardo Aragon, Philippine Department of Tourism (Los Angeles) Director Mary Anne Cuevas and Deputy Director Manny Ilagan were the guests of honor at the Goldilocks corporate office and production plant in Santa Fe Springs where the event was held. They were joined by the spouse of Pakistan's Consul General Madam Sadaf Abbas; Sue Ahmad (Malaysia), Madiana Mosher (Indonesia), Rowena Sierra and Yvonne Paredes (Philippines) of the Executive Committee of the Asean Ladies Circle of Los Angeles (ALCLA), and PCGLA Protocol Officer Pete de Pacina.

Menard Leelin, Goldilocks Director of Operations in the Los Angeles area said, "our company is proud to promote Filipino culture and heritage through the country's culinary arts which is a fusion of ingredients, procedures, tastes and traditions resulting from hundreds of years of Asian and Western influences. We would like the whole world to know how our countrymen have embraced all these influences and added their own local and regional touch to develop a cuisine that's uniquely Filipino."

Guests were given a guided tour of the production plant where they observed bread, pastries and native Filipino treats being baked or cooked.

Weaving their way through huge ovens, commercial grade mixers, assembly lines and packaging machines, the guests from the consular community saw how

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New study debunks conventional wisdom that kids hate eating veggies

Some preschoolers say they even prefer fruits and veggies to candy

SACRAMENTO—Contrary to popular belief, a new study released by First 5 California found that parents don't need to sneak fruits and vegetables into their children's meals—kids say they actually like them! Interviews with more than 100 preschoolers across California revealed that kids not only know it's important to eat fruits and vegetables, they frequently prefer them to candy.

"While there has been a lot of research on barriers to childhood nutrition, this study dispels the myth that kids are predisposed to dislike healthy foods," Perry said. "Now our challenge is to help parents find simple, affordable ways to prepare nutritious meals and snacks for their kids."

"The research found the common belief that it's an uphill battle to get young kids to eat healthy foods like broccoli or carrots is false," said Kris Perry, executive director of state agency First 5 California. "We were thrilled to see preschoolers express real enthusiasm for a variety of fruits and vegetables as well as healthy drinks like milk."

To help children eat healthier, First 5 California published a free mini cookbook with easy, inexpensive and delicious recipes developed by nutritionist and popular Latina TV personality Chef LaLa. The bilingual booklet also includes important nutrition tips for families with young children, such as healthy portion sizes and how to read nutrition labels.

Kelton Research, a national polling firm, conducted interviews in English and Spanish with 4- and 5-year-olds attending preschools in Fresno, Los Angeles and Sacramento counties between Sept. 22 and 26.

Starting today, Yummy for Your Tummy is available for free to all Californians by calling 1-800-KIDS-025 or visiting www.first5california.com. Soon the booklet also will be available at Albertsons stores in California.

Fewer than half of California's children ages 2 to 11 eat the recommended amount of fruit and vegetable servings daily (5 or more servings), according to the UCLA Center for Health Policy Research. Further, almost 25 percent of them eat two or more servings of cookies, candy, doughnuts or popsicles every day.

"There's a widespread misconception that healthy food is harder and more time-consuming to make," said Chef LaLa. "It's my hope that Yummy for Your Tummy will help families see that they can get delicious food on the table without a lot of hassle or emptying their wallets."

Lack of proper nutrition contributes to certain health problems, such as the rising trend in childhood obesity. In California, one in three children is overweight or at risk of becoming overweight—far worse than the national average.

First 5 California, also known as the California Children and Families Commission, was established after voters passed Proposition 10 in November 1998, adding a 50 cents-per-pack tax on cigarettes to fund education, health, child care and other programs for expectant parents and children up to age 5. For more information, please visit www.first5california.com.

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