

## Summer's Deliciously Affordable at Goldilocks

ARE YOU READY for summer and all the memorable fun things associated with the season, like sunny days and easygoing nights filled with loads of delicious food shared with family and friends?

Goldilocks is making summer even more fun, affordable and delicious with unbeatable deals that guarantee the best price value and quality for customers.

Start the season's revelry with a kick-off celebration on the 4th of July. Goldilocks' makes it easy and affordable for you to throw parties, host or join picnics or simply plan a get-together with

party trays and packages featuring delicious authentic Filipino dishes. Goldilocks' Basic and Premium Party Packages come with free dessert such as cakes and cake rolls. The party trays and packages are available at Goldilocks Cerritos, Eagle Rock, Panorama and North Hills.

Among the other great deals customers can take advantage of when they shop or dine at any participating Goldilocks restaurant or bakeshop in LA County are:

price rollbacks on bestselling favorites such as ensaymada, mamon, pandesal and cheese rolls;

new, highly popular products at incredibly low prices such as Ube Loaf and Sliced Sandwich Breads in three varieties (California Raisin, Hi-Fiber and Tasty White,) and

new merienda items such as the new Mami combo with siopao for only \$4.99.

Goldilocks initiated a price rollback of its bestselling products early this year as part of an action program to help customers get more value for their money in a tight economy.

The company has also announced that it will continuously seek ways to provide customers with every opportunity to save their hard-earned dollar whenever they shop or dine at Goldilocks.

Just recently, all six Los Angeles County area stores of Goldilocks launched the new Ube Loaf, Sliced Sandwich Bread in three varieties, and budget merienda fare featuring the new Mami combo with siopao, all at incredibly low prices.

Goldilocks store managers in LA County have reported brisk sales of the newly-launched products, particularly the Ube Loaf which has become very popular and for which customers are reportedly lining up.

"The enthusiastic response of our customers to new products and the continued popularity of traditional favorites prove that even in this unprecedented economic climate, people will buy products that are delicious, are of the best quality and are priced just right," according to Goldilocks (Los Angeles County)

Director of Operations Menard Leelin.

"Most importantly, we want our customers to know that we are thoroughly committed to maintaining the highest quality and delicious taste that Goldilocks products are known for and that it is our goal to make our products always affordable to more customers by giving them the best value for their money," Mr. Leelin added.

The incredible summer deals are available at the following Goldilocks restaurants and bakeshops in Los Angeles County:

- Goldilocks Cerritos**  
11489 South Street  
Cerritos, CA 90703  
Tel. no. (562) 924-5990
- Goldilocks Eagle Rock (inside Eagle Rock Plaza)**  
2700 Colorado Blvd. Ste.110  
Los Angeles, CA 90041  
Tel. no. (323) 543-2676
- Goldilocks Panorama City**  
8340 Van Nuys Boulevard (at Roscoe)  
Panorama City, CA 91402  
Tel. No. (818) 891-5253
- Goldilocks North Hills (new, now open)**  
16130 Nordhoff St. (At Seafood City)  
North Hills, CA 91343  
Tel. No. (818) 895-9100
- Goldilocks West Covina (Bakeshop only)**  
2429 So. Azusa Avenue  
West Covina, CA 91792  
Tel. no. (626) 964-1811
- Goldilocks Los Angeles (Bakeshop only)**  
209 So. Vermont Ave.  
Los Angeles, CA 90004  
Tel. no. (213) 382-2351

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## Quantum Suites: At...

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Unlike a regular hotel room, a typical Quantum suite comes fully furnished with living, dining and kitchen facilities. "The rooms are also bigger," Bernardino pointed out. "We start up from about 42 square meters while a standard hotel room is at 30 - 36 square meters. It is an actual home where you can cool on your own and get services like a hotel," says Bernardino. "And on top of that, our properties are all well located...very close to commercial centers so proximity-wise it is the perfect location to stay in."

The same applies with The Residences at Fairways and Bluewater in Boracay, which boasts of a championship golf course -- the site for a Johnny Walker Cup and more recently, the Goma Cup. "It's the biggest resort in Boracay," said Bernardino. The property also has private beach coves where guests can go swimming and sunbathing in private.

Horseback riding and on-the-dot shuttle service to take the guests in and out of the exclusive property are also some of the main attractions.

But what could possibly top all of these in the very near future is the completion of one of their pools, which is touted to be the biggest one in the island. Business in Boracay has been doing so good that they are actually planning to open two new properties by the end of the year.

Given the company's steady growth, one would assume that they have found a fool-proof formula against the ever volatile market. But the vice president remains pragmatic, attributing their stellar rise to the good service that they provide. "We take pride not just of our rooms, villas, suites and fully-furnished serviced residences but of our people as well," he says. "One will find the similar warmth of welcome, courtesy and desire to be of service at all our Quantum Hotels & Resorts properties," he added.



Joey Bernardino, Quatum Hotels and Resorts' vice-president for operations

(Advertising Supplement)

## Island Pacific Supermarket opens its second LA location

ON Thursday, June 25, 2009, the Island Pacific Supermarket conglomerate held its grand opening for its new South Vermont Street location in Los Angeles. The newly, renovated space was warmly welcomed by

the front of the store.

Father Johnny Pinea commenced the grand opening event with the blessing of the store for success and longevity. It was then followed with the ribbon cutting at the front of the store.

Among the ribbon cutters are numerous supporters and leaders in the Filipino American community: Anna Puno, Executive Producer; Charmaine A. Serna-Chua, representative of the Vice Consulate General in Los Angeles, Anna Puno (Executive Producer).



From L to R: Fabiola Vilchez (Office of the Los Angeles City Mayor Antonio Villaraigosa), Annie Cuevas (Philippine Department of Tourism), Nino Lim (Island Pacific Supermarket), Manuel Leelin (Goldilocks), Charmaine A. Serna-Chua (representative of the Vice Consulate General of the Philippine Consulate General in Los Angeles), Anna Puno (Executive Producer). AJPress photo by Andy Tecson

its regular restaurant goes from Manila Goodha and Kowloon Dimsum. With other locations in Panorama City, Cerritos, Vallejo, Union City and West Covina, the Island Pacific Supermarket dominates the Los Angeles area with accessibility to both South and North Vermont Street stores where you can enjoy the same grand opening sales.

The South Vermont Street location acts like a one-stop convenience store with popular Filipino products imported from the Philippines offered at its everyday low prices. Upon arrival at the store, guests are greeted by friendly employees who are ready to assist you with your grocery needs. Thatched roofs border the store walls that make you feel like you are inside a *bahay kubo*. Green vegetables are grouped together like little islands in the middle of the store. Bamboo signs hang on each aisle that are all neatly stocked with easy-to-find items that you can purchase at the three cash registers readily available at

the Philippine Consulate General in Los Angeles, Fabiola Vilchez, Central Area Director from the Office of the Los Angeles Mayor Antonio Villaraigosa, along with officers and staff of the Consulate, the Philippine Department of Tourism in Los Angeles and the Philippine Trade and Investment Center. Other community figures like Efrén Mamaril, representative from the City of Los Angeles Mayor Villaraigosa, and Errol Santos, Business Development Consultant at Hollywood Presbyterian Medical Center were also present at the event. The celebration of the grand opening ended with a communal gathering at the nearby Vietnamese Pho restaurant that shares the same plaza that is home to the new Island Pacific location.

Island Pacific in Los Angeles is located at 229 South Vermont Street, Los Angeles, CA 90004 and 627 North Vermont Street, Los Angeles, CA 90004.

(Advertising Supplement)

## \$718 on PAL direct flight Round trip fare is the lowest yet for a direct flight to Manila

FOR a limited period, a roundtrip flight to Manila will only cost you \$718. From August 1 of this year, anyone who wants to travel to the Philippines will only have to pay that amount, plus the necessary government fees, which is so far the lowest fare for a direct flight to Manila and back. The offer is good until November 27 this year but tickets must be purchased beginning June 24 and only until July 8, 2009.

Philippine Airlines Los Angeles District Sales Manager Adrian Ingles on Wednesday told members of the Filipino-American media that PAL's "UGOtoMNL" program is good for those who will fly out of Los Angeles, San Francisco and Las Vegas. Ingles said the price is good for any day of the week, including weekends.

Ingles said travelers must buy now as seats are limited. He said tickets must be issued within 72 hours after reservations are made. PAL leaves Los Angeles, San Francisco and Las Vegas via Vancouver (Canada) daily.

The promo price reflects the prevailing atmosphere in the airline industry. Ingles said "this program is one way to entice our kababayans to visit the country at a time when most expenses have been lowered, including hotel rates if they need it, back home." He said the rate is "unbeatable" considering that it is a direct flight and will arrive very early morning at its own airport terminal (NAIA Terminal II) in Manila. The rate is about \$300 less than the regular rate for this time of the year.

Additionally, in conjunction with this fare during the same promo period, PAL is offering very attractive low fares to Philippine Domestic destinations. A non-stop flight to Manila is about 13 hours, Ingles said. All other airlines which make a stopover in

other cities take at least 17 hours and arrive in Manila mid-day when traffic is at its peak.

Meanwhile, Ingles also disclosed that two of its B747-400 series have been fully reconfigured with brand new Recaro Seats and are now equipped with huge individual monitors for each and every passenger throughout the cabin. On-board entertainment include a wide selection of movies, music and video games for kids and adults alike. He said three more PAL B747s will likewise be fully reconfigured with the same brand new amenities within the year.

In addition, PAL has ordered new Boeing 777 aircraft that will soon serve the trans-Pacific flights. Two years ago, PAL placed an order for two 777-300ERs. In addition, PAL has an agreement in place to lease two 777-300ERs from GE Commercial Aviation Services, according to Boeing.

The two new airplanes have a list price value of about \$500 million, Boeing said. In an earlier news release from PAL, Philippine Airline President Jaime J. Bautista said, "Our future fleet of Boeing 777-300ERs will allow PAL to provide the best in passenger service to the United States, while providing increased efficiency in our operations."

PAL, the national flag carrier of the Philippines, conducted its first flight March 15, 1941, and has been operating longer than any other airline in Asia. It has a modern fleet and a route network that spans 24 foreign cities and 18 domestic destinations.

The fuel-efficient 777-300ER is the world's largest long-range twin-engine jetliner and is capable of carrying approximately 365 passengers in Philippine Airlines' two-class configuration, with a maximum range of 7,930 nautical miles (14,685 kilometers).

(Advertising Supplement)

# SUMMER TIME SPECIALS

VALID JUNE 1- 30, 2009

 <p><del>\$5.99</del> <b>\$4.99</b></p> <p><b>PANCIT PALABOK</b></p>	 <p><del>\$7.99</del> <b>\$1.69</b></p> <p><b>TAISAN</b></p>	 <p><del>\$5.99</del> <b>\$4.99</b></p> <p><b>SUMAN LIHIYA</b></p>
 <p><del>\$2.99</del> <b>\$1.99</b></p> <p><b>BUKO JUICE</b></p>	 <p><del>\$14.99</del> <b>\$11.99</b></p> <p><b>SUMMER FRUIT FIESTA CAKE</b></p>	 <p><del>\$2.49</del> <b>\$1.99</b></p> <p><b>TASTY WHITE SANDWICH BREAD</b></p>
 <p><del>\$15.99</del> <b>\$12.99</b></p> <p><b>STRAWBERRY 'N CREME CAKE</b></p>		

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**Goldilocks**  
Cakes • Breads • Pastries • Filipino Cuisine