

the
entree.
pinays



Kumusta!

Cuisine. Culture. Community. Enterprise.

We're The Entree. Pinays, food-loving entrepreneurial Filipinas working together to bring Filipino cuisine, culture, and communities to the hearts, minds, and tastebuds of Australians on Wurundjeri country.

Australia is home to *408,836 people of Filipino ancestry; 310,620 of whom make up the fifth largest group of Australians born overseas.

Despite being Australia's food capital, Melbourne lags behind in terms of awareness and experience of Filipino cuisine, culture, and community.

The Entree. Pinays believe that the Filipino story is underrepresented in Australian diaspora, and are working together to change this.

**Source: Australian Bureau of Statistics Census 2021 released June 2022*

Our vision

For Filipino cuisine, culture, and community to be celebrated and represented in Australia and throughout the global diaspora.

The Entree.Pinays brings the best of Filipino food and community to Australia. These young and successful Filipinas understand the history of their distinct palates and know how to celebrate them."

*– H.E. Ma. Hellen B. De La Vega
Philippine Ambassador*

"The Entree.Pinays are a tour de force who bring a sense of fun, passion, professionalism and a collaborative spirit to everything they do. They are immensely proud of their heritage and in showcasing the depth and diversity of Filipino cuisine and its culture to a wider audience."

*– Zenon Misko, Industry Engagement Manager
Melbourne Food & Wine Festival*

"When you think of Pinoy Pride— or should I say Pinay Pride— The Entree.Pinays is it. It is incredible that this women-founded and women-led organization is not only spotlighting Filipino culture and cuisine in Australia, but also working to make it front and center mainstream."

– Cheryl Tiu, Journalist, Founder - Cross Cultures & Taste Hunter for World's 50 Best

"Put together a multi-talented group of food-passionate Filipinas, and you have The Entree.Pinays. Your go-to source of everything you need to know about Filipino cuisine, right here, in Australia."

*– Yvonne C Lam, Digital Editor
Gourmet Traveller*

Our purpose

To combat any challenges and negative perceptions of our cuisine and culture

To contribute to Melbourne's reputation as a world-class gastronomic destination

To discover, or re-discover, our Filipino heritage and cement our Australian-Filipino identity

To develop, connect, and empower a global sisterhood of Entree.Pinays and our allies

To lead and voice positive action for change

Our mission

Educate the broader Australian community on the true value of Filipino produce, the way we cook, and the way we eat

Create and deliver a curated program of unique experiences to celebrate Filipino heritage through food

Lead and support advancement efforts for Australian-Filipinos in collaboration with leaders and change-makers in government, business, and industry.

Engage, inspire, and grow with a global community of cultural champions

In good company

FEATURED IN

Melbourne Food & Wine Festival 2019 and 2022

Gourmet Traveller (including Gourmet Traveller Honour List 2019)

Frankie Magazine

SBS Food

Herald Sun | The Age | Australian Financial Review

ABC Radio

Philippine Times

Mabuhay & Smile In-Flight Magazines

Philippines media: F&B Report | Manila Bulletin

International: Mesa ni Misis (Kumu PH) | Pinayista (USA) | Entrepinayship (USA) | Cultural Conversations by Cheryl Tiu (PH & USA)

More press here

CREATIVE COLLABORATIONS WITH

Manila Takeout Philippines | Toyo Eatery

Anthill Fabric Gallery Philippines (Melbourne + Sydney PopUps)

Food Philippines: Mama Sita's (PH) | Roaster Juans (PH) | Jimalee (AUS)

Philippine Embassy Canberra | Department of Trade & Industry Sydney | Department of Tourism Sydney

Cebu Pacific & Philippine Airlines Australia

Allie Cuerdo | Film Director | 'Ulam: Main Dish'

Culinary champions: Chef Jordy Navarra, Toyo Eatery PH | Chef Ross Magnaye AUS |

Yasmin Newman AUS | Nicole Ponseca, USA | Yana Gilbuena, Salo Series USA | Erwan Heussaff PH

2020-22 highlights

- July + Dec 2022 Merkado PopUps: Community Markets
- June Innovator of the Year for Merkado by financial services startup Tax Smart Cafe
The Calamansi Story: An Anthology of the Filipino-Australian Migrant Experience supported by Australian-ASEAN Council | Department of Foreign Affairs and Trade
- March Melbourne Food & Wine Festival 2022: Sold out Merkado Pantry items at The Convenient Store including calamansi juice, coco catsup, atsara, and polvoron.
- February Today's Filipino Australian Women | Philippine Embassy Canberra
- July + Dec 2021 Merkado PopUps: Community Markets
- November The Calamansi Story & The Cacao Story Videos | Philippine Department of Tourism
- October Food Philippines campaign | Philippine Department of Trade & Industry
- May Launched Merkado by The Entree.Pinays during Melbourne Lockdown 4.0
- March CAPI IWD 2021: Top 10 Women Shaping the Future of Melbourne Hospitality
- November 2020 Gourmet Traveller and SBS Food featured cooking videos
- October Virtual Masterclasses | BlueScope Steel & Australian Institute of Architects
- April Coffee & Chikahan on Zoom | Building community through virtual conversation with leaders and changemakers in cuisine, culture, business and community
In My Kusina Instagram Live | Chefs and Cooks cooking their fave dishes at home

merkado

BY THE ENTREE.PINAYS

An online marketplace to discover and celebrate Filipino made, designed, and sourced from our barrio of makers, creatives, entrepreneurs, and thoughtful brands, both near and far.

Thoughtfully curated by The Entree.Pinays, Merkado showcases offerings across pantry, home, lifestyle, and learning with a focus on circularity and connection to our culture and community.

Each product tells a story of its maker, how it's made, and the value of each purchase.

merkado-market.com



The Calamansi Story



Australian Government



AAC

AUSTRALIA-ASEAN COUNCIL
BRINGING TOGETHER THE PEOPLES OF
AUSTRALIA & SOUTH-EAST ASIA



How might we create extraordinary opportunities between Australia and the Philippines through cuisine, culture, and community for a more resilient circular economy?

Akin to the Filipino concept of balikbayan (return to country), helps create a circularity of possibility between Australia and the Philippines to move our cuisine, culture, and community forward, with purpose, people, and planet at the fore.

A legacy project featuring an Australian-first curated anthology of Filipino migrant experience, and a feature documentary in collaboration with digital storyteller Erwan Heusaff.

Supported by the Australian-ASEAN Council.

The Calamansi Story coming soon in 2023.

SOCIAL IMPACT

Buy for Good - Someone Else's Mother by Caroline Irby | \$660 advanced book sales donated to support HELP for Domestic Workers

Cook for Opportunity - Virtual Cooking Fundraiser | \$82K raised to combat poverty in South East Asia for Opportunity International Australia

GoFundMe Melbourne Filipino Students Hardship Appeal | \$10K raised to purchase grocery vouchers for 60 international students during Melbourne's multiple lockdowns

Coffee for a Cause in partnership with Everywhere Specialty Coffee | Free barista training popup classes to upskill unemployed or furloughed Filipino international students

Manila Takeout Philippines | Toyo Eatery | \$3K raised to contribute to keeping staff employed at the height of Manila's lockdown

Buy for Good Fundraiser on Merkado in partnership with 2019 James Beard nominee Luisa Brimble | \$2K sales of her donated Wild Adventure Cookbook supported Philippine community-led enterprises @MesaNiMisis and @madtravel_ph (Make A Difference)

Our capabilities

Consultation.

Our co-founders collaborate closely to provide an all-compassing project management service from concept to completion, drawing on rich experience within civic, government and corporate sectors, powered by an engaged network of creative collaborators and operators.

Events.

From exclusive brand activations to large corporate functions and tailored virtual events that spur real-world connections, turn to our team of multi-skilled professionals and collaborators to make moments to remember.

Catering.

Let our talented community of cooks, chefs and partnered restaurants tailor the menu to you, and bring the colourful cuisine of the Philippines to your next gathering.

Content Creation, Design & Production.

Tailored digital copy, brand language, social media, content strategy, media kits and press releases. Complete visual design ready for print and online, plus video production and photography.



Fides Mae Santos-Arguelles

Co-Founder | Strategy | Business
Development

Fides is an independent business consultant, venturing on her own as Fides & Associates after 15 years at the City of Melbourne. Fides' work supports small and big business in retail, hospitality and government. She brings abundant business acumen, industry connections and visionary thinking to her leadership role within The Entree. Pinays, including one day to cultivate a calamansi orchard in regional Victoria.



Grace Guinto

Co-Founder | Storyteller | Project
Development

Grace brings a wealth of corporate and business advisory experience from her time at PwC in the US and Australia, Coles, and currently as Privacy & Customer Trust Lead at Wesfarmers' OneDigital. Grace is also chief baking officer and owner of Sweet Cora, a thriving catering business inspired by the food of her late mother, specialising in Aussie and American desserts with a Filipino twist.



Sandra Tan

Media Manager

Sandra is a freelance writer and content strategist, with articles in Indesign, Habitus and Design Anthology magazines. She is the first editor of DENFAIR, Australia's premier design exhibition, developing and presenting its 2019 Speaker Series. She has hosted various public events, most notably for Cebu Pacific and Schiavello.



Felis Sarcepuedes

Community Leader

Felis is an architectural draftsman by trade, and Filipino foodie by nature. She is instrumental in group logistics, building connections with creative collaborators for The Entree.Pinays. Felis' advocacy for Filipino culture has led to establishing Tala Melbourne, a Tagalog storytime for kids, Tagalog language classes for adults, and her latest venture, Akasya Kape: Melbourne's first source for single-origin Filipino coffee.



Maysie Lecciones

Photographer | Visual Designer

Maysie is a multidisciplinary designer. Her expertise covers print and digital design, marketing, illustration, photography, and branding. She utilises her diverse expertise to create successful, thoughtful visual language for brands. Working in a freelance capacity, Maysie contributes her many talents and energy to her role with The Entree.Pinays. Maysie makes us all look good!



Kristina Naray

Culinary Curator

Outside of her day job as Strategic Events Advisor at Diabetes Victoria, Kristina brings valuable hospitality industry experience from her work as a cook and nutritionist, helping to shape our vision for Filipino cuisine at events. Kristina has run cooking workshops at South Melbourne Market, and runs a catering business on the side, showcasing her great love and care of the food she grew up enjoying.

Let's talk.

Fides Mae Santos-Arguelles

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