

Halo-Halo: Calling All Filipino Food Foodies

FilStop Launches Blog to Stir Up, Satisfy Cravings

JERSEY CITY, N.J., USA, July 5, 2017 /EINPresswire.com/ -- Curious about kinilaw? Want to show off your sisig? Have a hankering for halo-halo? If so, the [FilStop](#) Filipino Food Blog wants to feed your interest.

For decades, Filipino food store FilStop has been providing a taste of home to the Filipino community in and around Jersey City, New Jersey, and since the advent of its online shopping site, to customers around the globe. Now FilStop has created the [FilStop Filipino Food Blog](#) to encourage the exploration and appreciation of all things Philippine—via its food.



Seafood lunch from FilStop Filipino Food Blog

Second-generation FilStop owner Erwin Santos grew up observing how food connected the store's customers to family and culture back in the Philippines. With its blog, FilStop hopes to expand that connectedness by introducing newbies to this once-overlooked Asian cuisine and by inviting devotees to share recipes, pictures, favorite restaurants and food-related news.

The blog features articles that illustrate the intertwined nature of food, history and culture in the Philippines and the Filipino diaspora. You can read about Filipino food's big-screen debut, check out a recipe for Chicken Afritada and be tantalized by a review of a food-centric Philippine resort.

Having watched the cuisines of other Asian cultures enjoy sky-rocketing popularity, Erwin Santos can be gratified that Filipino food is beginning to get the recognition he has long known it deserves. Vogue magazine is calling it "the next great American cuisine." Anthony Bourdain says that sisig is the gateway dish that will get non-Filipinos hooked on Filipino food. And Andrew Zimmern of the Travel Channel's Bizarre Foods America made a visit to the FilStop store to sample some balut, a street food too exotic even for Santos's tastes.

Whether you are a longtime enthusiast or a recent convert, the FilStop Filipino Food Blog wants you to be a part of the buzz. So, submit your foodie tidbits on the "[Contact](#)" page and help get the word out.

email us here

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