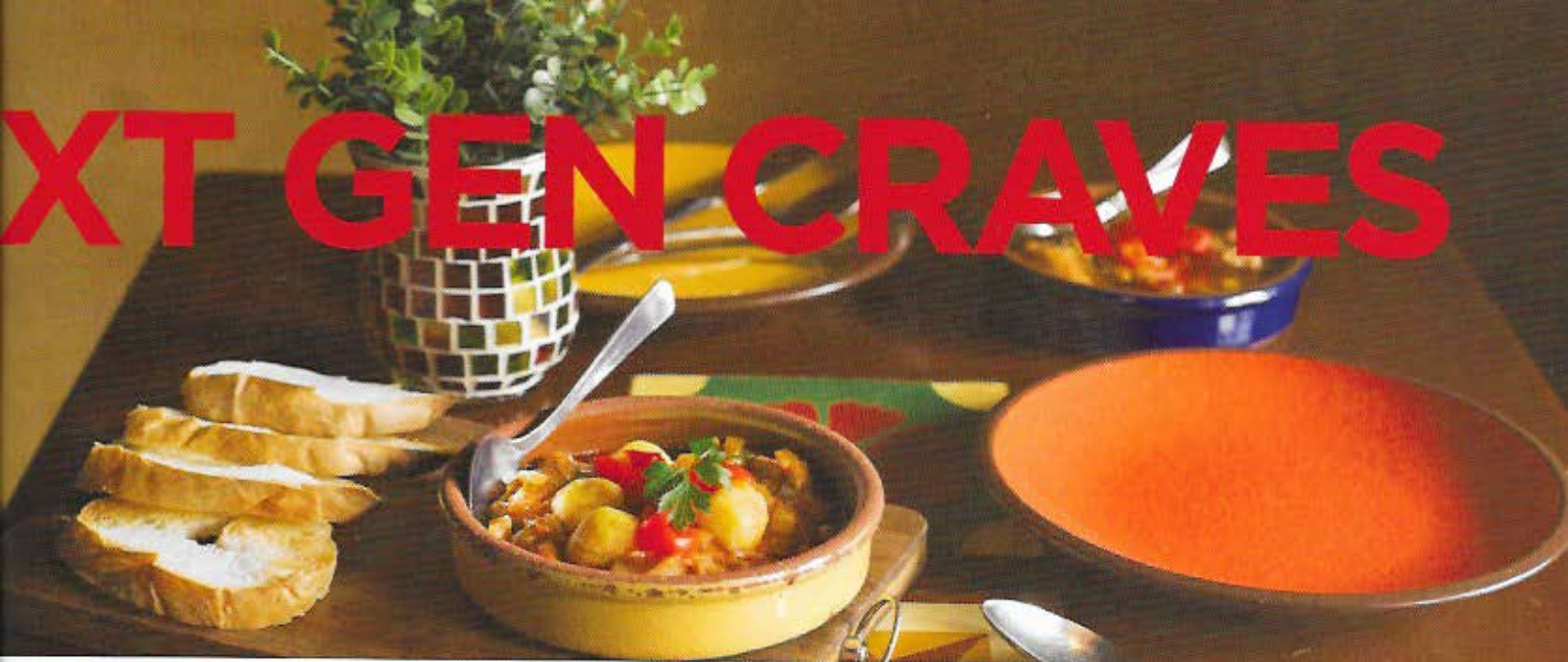


XT GEN CRAVES



THAT OLD WORLD CHARM

By Ann Kuy

A Spanish word that means cauldron and a restaurant that means traditional Spanish food—**Calderon**, the mere pronunciation of the word brings one back in time. Think back to the days of slowly simmered *Caldos* complete with the naturally glutinous sauce appeal from the blend of tomatoes, ox tripe, *garbanzos*, potatoes, and vegetables, the made-from-scratch squid ink for the *Paella Negra*, the constant smell of sautéed garlic and onions emanating from a busy kitchen.

A TASTE OF OLD AND NEW

Stuck in time in a translatable modern manner, Calderon offers heritage taste that caters to families—people both young and old. Designed to look like the *coquinas* in the middle of Spain's vineyards, Calderon makes use of the dark wood, colorful decor tiles, rich amber hues and soft yellow lights to exude a feeling of instant warmth, just like that of home. Eyes and senses focus on the *matador* in action depicted on a display plate and the ambient feeling turns to the sense of taste, that feeling of adventure remembering dishes of the past yet concurrently still in the present.

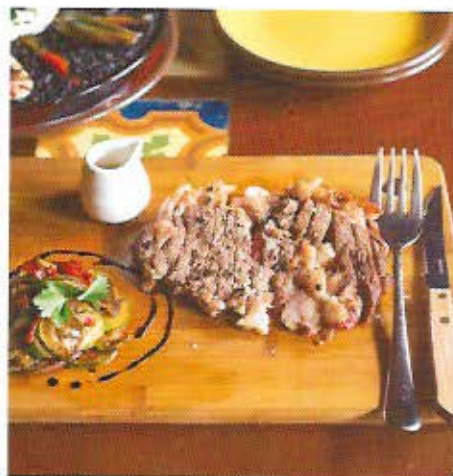
"We're very traditional," confirms Calderon *Cocina Tapas y Bebidas* **Operations Manager Angela Melo**, in reply to the question of how to keep up with the millennials. The new generation who is well-researched, always connected (social media and beyond), and confident is highly influential because of these same qualities. Technology savvy yet with that stick-to-the-roots way of life, these set know what to uphold and why they should do it. And the majority of these next-gen youngsters are family-oriented. With the restaurant's value of history in both the depiction and development of the dishes, the influence from generations past is treasured

and promoted. There might be the promo packages that appeal well to the budget-conscious younger crowd like the *Bandeja de Jamon Chorizo y Queso con Sangria* for P999, but the importance of what Calderon believes in is what is of utmost importance to this discriminating generation.

Sticking to their values of supporting local farmers with less than 10% of ingredients from imported sources, Calderon's appeal of "cause"sumption gives their name that essence of history coupled with vision and values—a definite attraction to the cause-looking millennial. Comfort is a common word, that feeling when one sets foot in the restaurant. Calming colors, authentic flavors, local oriented might be some adjectives to describe it, but one of the most apt descriptions would be small yet terrible! Garnering accolades from various publications and award-giving groups, Calderon is that kind of curiosity that got the customer.

Keeping things small and simple, **Marni David-Perez, Marketing and Promotion Partner** with Melo and **Monchet Carballo (Recipe Development Partner)**, would love to keep the restaurant unpretentious yet

Paella Negra, *Chuleton*, *Gazpacho de Lichi*, *Callos*, and *Bacalao a la Vizcaina* are but a few of the favorite comfortable meals of steady clients. Millennial appeal at its best!



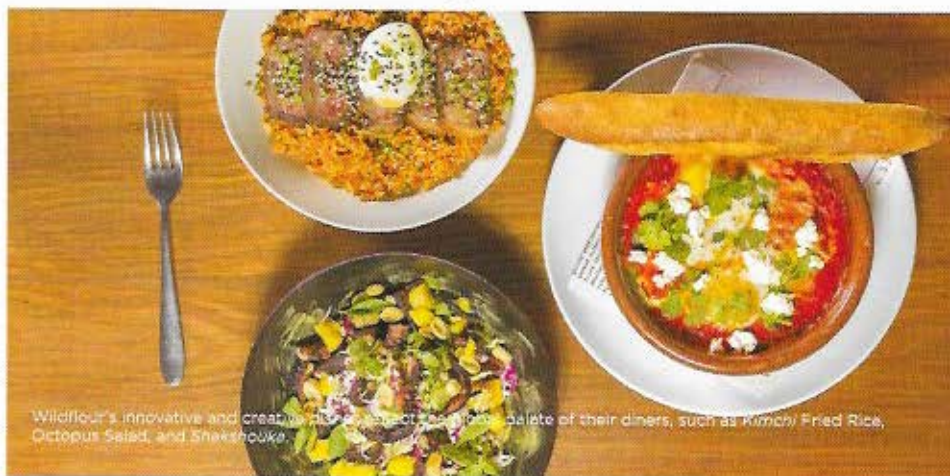
delicious. "I believe that they (customers) will always go back to the comfortable," says David-Perez who doesn't want Calderon to make the common noise but instead hold its fort. Like their Spanish dishes that linger in the mind, heart and palate, Calderon shall last.



Down-to-earth and true to history, the Calderon partners Angela Melo, Marni David-Perez, and Monchet Carballo say it in one sentence, "Let our food speak for itself!"

WHAT THE NE

Shed light on what the 18-to-30-something demographic seeks when dining out.



Wildfour's innovative and creative dishes attract a diverse palette of their diners, such as *Kimchi Fried Rice*, *Octopus Salad*, and *Snaksnaks*.

A CULINARY DYNAMIC DUO

For Wildfour's millennial Chefs Allen Buhay and BJ Mantuano, "Mediocrity is not an option".

By Cyrene de la Rosa

When well-respected L.A.-based Chef **Walter Manzke**, together with his wife **Margarita** (just recently anointed by the *LA Times* weekly as Best Pastry Chef for 2014), and sister-in-law **Ana de Ocampo** (an accomplished baker), opened **Wildfour Café + Bakery** in 2012, nobody foresaw that Breakfast All Day will become the phenomenon that it is today. Thanks to the growing generation Y market, the response to their "clockless" menu emphasized that Wildfour had hit on the right formula for success.

FEEDING THE MILLENNIAL MARKET

Now after two more branches, the group surprised everyone this month, when it opened its latest venture.

Their newest concept **Farmacy** is first and foremost a soda fountain and an ice cream parlour combined, serving ice cream to sundaes and anything in between, including boozy options for after dark.

THE MILLENNIAL CHEFS

Now the success of Wildfour is largely credited to its daredevil **Chef de Cuisine Allen Buhay** and his wingman **Chef BJ Mantuano**, who hand-in-hand oversees the local kitchen operations, and more often than not are still

involved in the actual cooking on the line.

Chef Allen despite his distinct "American" accent was actually born in Antipolo. He later moved to the US when he was 16 and later got a degree in Culinary Arts from the **California School of Culinary Arts**. He ended up working for Church and State restaurant and met his current chef and mentor **Chef Walter Manze**. When he was offered an attractive package to work elsewhere, he knew it was an offer that he couldn't refuse. Chef Allen was initially just going to stay in Manila for six months to help setup the first branch and jump-start it. But, one thing led to another and Chef Allen is now here to stay.

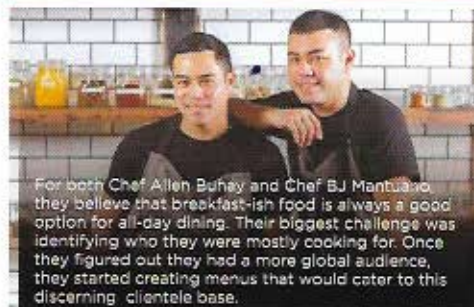
Chef BJ, on the other hand, was born and

"We employ a lot of hard working and hungry young chefs in the team. When we hire them, I promise them that I will teach them as much as I know and as much as they want to learn. We constantly love to update our menu, even one dish at a time. This way the chefs are challenged often. For every dish, a new technique or ingredient is introduced to them. I believe that when the employees are more inspired, the more their souls are transferred to the food that we make. And as long as we keep that going, the customers will feel and taste that."
—Chef Allen Buhay

WHAT, WHEN, AND HOW ACCORDING TO MILLENNIALS

Much has been said about the millennial's specific attitudes towards eating out. Apart from appreciating and enjoying food, this market sees dining out as an opportunity to socialize with friends and family. In a 2013 research conducted by **Sterling Rice Group**, one very strong trait is their attitude of what, when, and how for any meal occasion. They are not tied to traditional meal times or foods, and have gravitated towards daypart-bending programs, such as breakfast all-day schemes.

"Millennial attitudes represent a significant change in the way operators should look at and serve guests. Their priorities of natural food raised in a sustainable way, untied from dayparts and offered in social-friendly settings are reflected in the newest crop of restaurateurs," stated the article *Millennials: Taking Over from the American Egg Board* website.



For both Chef Allen Buhay and Chef BJ Mantuano, they believe that breakfast-ish food is always a good option for all-day dining. Their biggest challenge was identifying who they were mostly cooking for. Once they figured out they had a more global audience, they started creating menus that would cater to this discerning clientele base.

raised in California, where he graduated from the **San Diego State University** with a Marketing and Communications degree. He later moved to Manila after coming over to visit his dad and spent a year working as a cook in an oil rig. He moved back to Manila and got the opportunity to work in Wildfour, after a chance meeting with Chef Allen.

Together the two young and personable chefs work hand in hand to maintain the quality that Wildfour has been known for, while continuing to create and innovate new dishes that doesn't only keep their ever growing loyal clientele base, but also motivates its kitchen crew to stay and further hone their cooking skills with Chef Allen as their mentor and friend.

For this successful establishment, the millennials are the future of their business from a front and back of house perspective.