



Kidlat Entertainment

Presents

ULAM

MAIN DISH

A film by Alexandra Cuervo

80 minutes; 1.85

Trailers:

2 minute – <https://vimeo.com/196674075>

1 minute – <https://vimeo.com/214571959>

15 second – <https://vimeo.com/214575044>

Official Selection:

2018 San Francisco International Film Festival, Launch Program – World Premiere

2018 Hawaii International Film Festival – Spring Showcase

2018 San Diego Asian Film Festival – Spring Showcase

2018 Los Angeles Asian Pacific Film Festival

2018 CAAMFest

2018 Asian American International Film Festival – Closing Night

Social Media:

Website: <http://www.ulamthemovie.com/>

Facebook: <https://www.facebook.com/ulamthemovie>

Instagram: <https://www.instagram.com/ulamthemovie/>

Press Contact Nat'l:

David Magdael

David Magdael & Associates

Office (213) 624-7827

Cell (213) 399-1434

dmagdael@tcdm-associates.com

Press Contact Nat'l:

Rey Cuervo

Kidlat Entertainment

Cell (310) 467-5998

reycuendojr@gmail.com

SYNOPSIS

“Could it be that Filipino food, the underdog of Asian cuisines, is having its moment at last?” — THE NEW YORK TIMES

In this delicious new documentary, Filipino-American filmmaker Alexandra Cuervo answers this question — and follows the rise of Filipino food via the award-winning chefs crossing over to the center of the American table.

ULAM: Main Dish stages this new culinary movement as not only a remarkable achievement for American restaurateurs, but also as a validation of Filipino culture. The film confronts issues inherent in representing both Filipino and American identity, and challenges from both the Filipino community and the world at large. Ultimately, ***ULAM*** is a celebration — and confirmation — that Filipino food, and Filipinos, are here to stay.

DIRECTOR'S STATEMENT — ALEXANDRA CUERDO

“Ulam” means main dish in tagalog, the national language of the Philippines. And this film truly strives to examine the “main dish” — not only by highlighting the hallmarks of modern Filipino cuisine, but also by telling the stories of those that create it. Through pioneering Filipino-American chefs and restaurateurs, we discuss the issues inherent in the Fil-Am crossover; also, we celebrate the newfound success of the thriving culinary community that is the Filipino food movement.

The chefs behind *ULAM: Main Dish* come from all walks of life — from Michelin-starred line cooks to high school dropouts, successful restaurateurs to first time shop owners. All are highly acclaimed by critics and customers alike, all trailblazers in the Filipino food movement. Through a series of one-on-one interviews, we delve into their histories. We ask about their families, where they're from, who they are, what made them. We look at their stories, their sacrifices and what it takes to run a successful restaurant in two of the most competitive markets in the world: New York and Los Angeles. Lastly, we ask what inspired them to pursue Filipino food, and why. For only through these personal histories, and private goals, can we determine the narrative of modern Filipino cuisine.

We seek to validate the cultural capital of Filipino food, and of Filipinos in America as a whole. Many interviews tread on deeper topics than food alone — we discuss crab mentality, the effects of colonialism, the need for support from the Filipino community. We talk about the struggles chefs have with crossing over a cuisine from a country that is largely still considered “third world.” Lastly, we watch our subjects do what they do best — create and eat incredible, delicious, beautiful food.

Ultimately, we strive to document personal stories, which inform the way we think about food in the context of our own lives. In *ULAM*, our subjects and our food are vehicles for further discussion. Food is our history, and the history of the Filipino people is complex. Filipino food and its ability to succeed is also a window into our future — and we must discuss what divides us, to find what unites us. If we are to celebrate Filipino food, and be respected as a people, we must dig deep into what makes us, and examine the future we want to create.

ABOUT THE FILMMAKERS

Alexandra Cuerdo — Director/Writer/Producer

Alexandra Cuerdo is a Filipino-American director, producer and editor, recently named one of the 100 Most Influential Filipina Women In the World by the Filipina Women's Network. MSN ranks her feature directorial debut, ***ULAM: Main Dish*** as one of the "Top 5 Food Documentaries to Watch" now. *ULAM* had its sold-out world premiere as one of 5 films in Launch at the San Francisco International Film Festival in April 2018, and has continued to play sold-out screenings at festivals in Hawaii, San Diego, Newport Beach and Los Angeles. It has been selected as the Closing Night film for the 2018 Asian American International Film Festival in New York City. Alexandra's work has been featured in the New York Times, the Los Angeles Times, BuzzFeed, Vogue, TimeOut, Filmmaker Magazine, Eater and more. The Pulitzer Prize-winning critic Jonathan Gold called Alexandra's film a "love letter" to Filipino food, and Stark Insider has crowned *ULAM* with "Four Stars — Smashing."

As a content producer and editor, Alexandra's videos for BuzzFeed have achieved over 200 million views and over 1.5 million shares on Facebook. Previously, she has worked on films, television and digital content for HBO, ABC, NBC, Netflix, Hulu, Sony/Columbia Pictures, Participant Media, Walt Disney Imagineering and more. She is based in Los Angeles and New York.

ULAM: Main Dish is Cuerdo's first feature length documentary.

Website: <http://www.alexandracuerdo.com/>

Instagram: <https://www.instagram.com/alexandracuerdo/>

John Floresca — Producer/Cinematographer

John Floresca is a current member of the Local 600 international cinematographers guild. He has worked on TV shows such as NBC's *Third Watch*, CW's *Gossip Girl*, NBC's *Law and Order SVU*, CBS' *Elementary* and NBC's *Saturday Night Live*. John is a legendary BBQ pitmaster. His obsession with food has led him to a sought-after, treasured map of starred and marked delicious grub spots during his travels.

Instagram: <https://www.instagram.com/johnfloresca/>

Rey Cuerdo — Producer

A long-time Sony Pictures executive, Rey Cuerdo began producing movies as a hobby in 2002. He produced the drama *Small Voices*, which won Best Picture in all the Philippines' film industry awards. It was also the country's official entry to the Oscar Awards, and it became the first Filipino film to be distributed by a major Hollywood

studio (Warner Bros). In 2008, Rey executive produced *Dim Sum Funeral*, an HBO Films comedy. He was also an executive producer of the Filipino horror-comedy hit *Remington and the Curse of the Zombadings* in 2011, and secured U.S. and international distribution for it, as well as an English-language remake in development. Rey produced the award-winning *Motherland*, with its director Ramona Diaz, a Filipino documentary feature which won a Special Jury Award for Commanding Vision at the Sundance Film Festival 2017, and screened at Berlinale 2017. Currently nominated for a Spirit Award for Best Documentary, it is now available for streaming on Amazon Prime Video. At Sony, Rey opened the local-language film market in the Philippines, and is expanding it.

ABOUT THE CHEFS

Alvin Cailan — Eggslut, The Usual, Unit 120, AMBOY

Chef Alvin Cailan's career began with a French classical culinary education followed by grueling stints at Matthew Lightner's Castagna, Elias Cairo's Olympic Provisions, and Thomas Keller's Bouchon and French Laundry. In 2011, he launched the Eggslut food truck in Los Angeles. Its overwhelming popularity prompted him to open Eggslut as a phenomenally successful brick and mortar at Los Angeles' Grand Central Market. It is now The Most Instagrammed Restaurant in America. Sister restaurants in Venice Beach, the Cosmopolitan Las Vegas and the Brand in Glendale, California followed.

2014's Rising Star Chef then turned his attention to his true passion: supporting aspiring restaurateurs and the promotion of the Filipino food movement. Within its first year, Unit 120, Chef Alvin's pop-up kitchen space became the incubator for Amboy, his critically acclaimed Filipino Food venture along with the award-winning Filipino restaurant LASA. In 2016 alone, Unit 120 launched three of LA Weekly and Los Angeles Magazine's Top Ten Restaurants of the Year, including Howlin' Rays, Here's Looking at You, and 71 and Above. Alvin has been featured as the ambassador for modern Filipino Cuisines in prestigious publications like Bon Appetit, Sunset Magazine, New York Times, Saveur, Food and Wine, and Bloomberg.

Chef Alvin Cailan's reputation as a culinary trailblazer has prompted Jonathan Gold, the Pulitzer prize-winning Godfather of Food Critics to crown him, "The King of LA."

Nicole Ponseca & Miguel Trinidad — Maharlika, Jeepney, Tita Baby's

A native of San Diego, Nicole Ponseca moved to New York City to pursue a career in advertising at Saatchi & Saatchi. Miguel Trinidad was born in a cab in New York City, attended culinary school at the Institute of Culinary Education and upon graduation, rose quickly to become executive chef at the Soho hotspot Lola. Along with fellow Lola alum Enzo Lim, Ponseca and Trinidad opened Maharlika in New York City's East Village in 2011 and Jeepney in 2012. The success of Maharlika pushed Ponseca and Trinidad to the forefront of Filipino cuisine in New York, garnering rave reviews from The New York Times and the Huffington Post. Jeepney would go on to receive a two-star review from Pete Wells and win TimeOut New York's "Battle of the Burger" in 2014.

Ponseca is also a motivational speaker for young Filipino adults and an active fundraiser for charities in the Philippines. She represented Filipino American leaders during the Obama administration. Trinidad has been featured on Cooking Channel, Food Network, NBC, and Fox, as well as on ABS-CBN and GMA Network, both in the Philippines.

Romy Dorotan & Amy Besa — Purple Yam

Amy Besa and her husband, Chef Romy Dorotan, have been in the restaurant business in New York City for over 20 years. They opened Cendrillon, a Filipino pan-Asian restaurant in SoHo in Manhattan in 1995, to a two-star review in the New York Times. After 13 years, they closed Cendrillon and opened Purple Yam in Ditmas Park, Brooklyn in November 2009. Purple Yam Malate, their first branch in the Philippines, opened on July 4, 2014 in Amy's childhood home in one of the oldest historical districts of Manila.

Amy and Chef Romy are co-authors of the award-winning cookbook, *Memories of Philippine Kitchens* (2006, Stewart, Tabori and Chang, NYC). The book received the Jane Grigson Award for distinguished scholarship and research and the quality of its writing by the International Association of Culinary Professionals in Chicago in 2007.

Johneric Concordia & Christine Araquel-Concordia — The Park's Finest

The Concordia Family has been mastering the art of BBQ for generations. "Big Tony" Concordia experimented with cane and pineapple, simmered with soy sauce, peppers, and spices to create a flavor that appealed to his Filipino palette. This established a recipe for the sauce that has been passed on to his sons and grandchildren. Big Tony's third son, Chef Johneric, has taken this service on the road with the very same team of families he grew up with in Echo Park. Along with his wife, Christine Araquel-Concordia, Johneric and the Bautistas, the Pajimulas and the Araquels have been instrumental in developing the recipes that are served on The Park's Finest menu today.

For years, The Park's Finest held the top spot as the #1 highest rated restaurant on Yelp in all of Los Angeles. The restaurant has been featured on the Food Network, and in various publications, including LA Weekly, EaterLA, Grub Street and more.

Charles Olalia — Ricebar, Ma'am Sir

Charles Olalia is an award-winning chef, who rose to prominence as the executive chef of Patina in Los Angeles after a storied career in Michelin-starred establishments, including Restaurant Guy Savoy in Las Vegas, The French Laundry in Napa Valley and Coi in San Francisco. In 2015, Olalia left fine dining to open up the critically acclaimed Ricebar. Growing up in his native Philippines, rice served as a daily staple for Olalia. Today, chef Olalia is reinventing the rice bowl, escorting diners to Filipino cuisine with a barrage of addictive flavors. Ricebar has been named one of Bon Appetit's best new restaurants of 2016, and has been lauded as one of the best restaurants in Los Angeles in the Los Angeles Times, LA Weekly, TimeOut, GQ and more.

Chase Valencia & Chad Valencia — LASA

LASA was founded by Filipino-American brothers, Chef Chad Valencia and Chase Valencia. Both brothers have worked in the restaurant industry for over a decade. Chase worked at Wolfgang Puck Catering, where he was a Catering Sales & Operations Manager, Food & Beverage Controller, and Restaurant Manager for WPC accounts at LA Live, Sony Pictures Studios and Beats by Dre Headquarters. Chad Valencia worked at Corrina Weibel's Canele, and Brett Emerson's seasonal Spanish neighborhood restaurant, Contigo, in San Francisco. Both worked at Jessica Koslow's Sqirl, in Los Angeles.

In 2013, LASA began as a series of intimate backyard dinners. During the following two years, LASA moved to extremely popular restaurant pop-ups at the Highland Cafe in Highland Park and at the Elysian in Frogtown. In 2016, they caught the attention of Chef Alvin Cailan of Eggslut. Cailan offered the Valencia brothers a weekend residency at his Chinatown culinary incubator, Unit 120, at the Far East Plaza. After a successful year of operating 4 nights a week at Unit 120, in 2017, LASA took over the culinary incubator space to make it as their permanent home.

In 2017, after being open for less than a year, LASA skyrocketed to debut at #18 on the Los Angeles Times' Jonathan Gold's annual list of the 101 Best Restaurants in Los Angeles. Recently, Forbes ranked LASA as one of the Top 10 Coolest Places to Eat in 2018. LASA is now Food and Wine's Best Restaurant of 2018.

Andre Guerrero — The Oinkster, Maximiliano, The Little Bear

Chef Andre Guerrero was born in the Philippines, and has been a chef and restaurateur in Los Angeles for over 30 years. He opened the award-winning fine dining restaurant MAX in Sherman Oaks, where he introduced Filipino lumpia on the menu. MAX received Excellent ratings in the Michelin guide, Zagat and Best Restaurant of the year for City Search and LA Magazine.

Chef Andre then opened Señor Fred, an equally successful eatery that helped cement upscale ethnic cuisine as one of Los Angeles' dining trends. Always savoring reinvention, Chef Andre charted a course for new culinary territory. The result was The Oinkster, a local favorite for classic American fare and the home of the original, annual Burger Week Competition. At The Oinkster, he also introduced the "ube shake," a Filipino-inspired milkshake served alongside American burgers. In 2011, Chef Guerrero opened Maximiliano, a neighborhood Italian restaurant in Highland Park. Then, he followed with Little Bear, an arts district cafe pouring belgian style imported and domestic beer, with a kitchen showcasing Belgian food favorites.

Today, he successfully runs The Oinkster, Maximiliano and Little Bear. He is a mentor to The Park's Finest, and many other chefs in the Los Angeles dining scene.

Q&A WITH DIRECTOR ALEXANDRA CUERDO

Interview excerpts from a conversation with BuzzFeed Philippines' editor Matt Ortile.

Q: So why do a documentary about Filipino restaurants?

Alexandra Cuervo: I think a lot about how food is a central part of our culture. I also think about representations of Filipinos in the media. And lately, I've seen plenty of Filipinos coming up in the world of restaurants. Maybe it's weird to say, but I think a chef can be a hero. I think these stories are inspirational and heroic. Speaking to all the chefs in the movie, I learned that the food world and restaurant industry is a difficult world to be in, especially in LA and New York. Restaurants open and close in six months — Filipino restaurants, specifically.

That became a real question: Why don't we see more Filipino restaurants? Growing up, I ate Filipino food almost exclusively at home. When we did go to restaurants, we'd go to West Covina, to the turo-turo places, and we'd have food that reminded us of home. But we'd never take our non-Filipino friends there. We felt we couldn't, because we felt they wouldn't understand it. But where do we have a meeting place for our culture? Where can we gather? Where can we share our culture with non-Filipinos? That's a restaurant.

“Authenticity” is a word that’s been tossed around when media talks about Filipino food — both by non-Filipinos and Filipinos.

AC: And that's a question that resonated throughout the documentary: What is authentic when it comes to Filipino food?

Nicole Ponseca, who started Maharlika and Jeepney, said in her interviews that she wanted a place where she could take clients when she used to work in advertising. She wanted a place where she could take her company, where they could just pick up the tab and have an amazing night, amazing food, amazing drinks, with servers that could educate non-Filipinos on the intricacies of each dish. That was her vision for her restaurants.

Now, any Filipino-American or Filipino can walk into either of these restaurants — and many have — and say, This doesn't look like the food that I had at home. This doesn't taste like my memories. But that's not the point. Authenticity is personal for each of these restaurants, the ones in ULAM: Main Dish, and for all their chefs. It's specific to their experience cooking and being a restaurateur in America. And it's also specific to the food they grew up with.

The Philippines is an archipelago! It's over 7,000 islands! Across the Philippines, there are many different ways of making adobo. Does that make one recipe more authentic than another? Absolutely not. There's plenty of ways to make Filipino food. In the

documentary, I put forward the idea that all those ways are valid. In the same way that there are many Italian restaurants in America, there should be many Filipino restaurants too. Every restaurant should do it their own way, in the way that is most authentic to them.

There's a lot of pressure and significance that we put on food as Filipinos.

AC: It's us. It's like saying, This is me on a plate.

It gives us a connection to fellow Filipinos and Filipino-Americans. We can say, we both enjoy this, this is some version of what we both grew up with, it's some version of ourselves — even more so when we're connecting with a non-Filipino. I can say: This is a version of me, this is a version of my history, what I grew up with, and you should try it. If you don't like it, that's OK. I have twenty other dishes for you to try.

That's the reason why I interviewed so many different kinds of chefs and restaurants. The more Filipino food you have, the more you understand it. And this film is by no means a bible to Filipino food. If anything, it's just an attempt at opening the door and saying, Here are some places you should try. Keep an open mind and see what you think. It's so difficult to explain Filipino food to somebody. You just have to eat it.

How did your experience as a Filipino-American influence your storytelling about Filipino-Americans?

AC: Personally, I grew up in Southern California, in predominantly white neighborhoods, in predominantly white schools. It wasn't until much later in life that I really wanted to explore my roots. Because when I go to the Philippines, I'm seen as American. When I'm in America, I'm seen as Filipino. I felt between two worlds. I think that's an experience a lot of the chefs in the documentary had too.

For example, Charles Olalia from Ricebar — he spent his entire career up until now making top-of-the-line French food. He's worked at places like French Laundry and the Ritz. And for his first restaurant, he wanted to go back to his roots. He was born and raised in the Philippines, but he could have come out the gate and made a French restaurant. It would have been so great. Instead, he pulled together his time, his resources, his energy to do something that felt like home to him.

I think that's really what it comes down to at the end of the day for me too, why I made this documentary. It was me trying to connect with home. In a big way, I think that Filipino food *is* America. It has been for me. I think it will be for many future generations. If I had an ultimate vision for Filipino food, it's that it would become as woven into the American experience as Filipinos are.

MEDIA COVERAGE

BuzzFeed: This Film About Filipino Restaurants Will Leave You Hungry For More

Quote: “ULAM: Main Dish's director and producer Alexandra Cuervo ... sat down with [BuzzFeed Philippines](#) to talk about the film, how Filipinos use food as a means of communication to share themselves with others, and a new definition for what's considered to be "authentic" Filipino food.”

Link:

https://www.buzzfeed.com/mattortile/ulam-main-dish-documentary?utm_term=.jyY2NjWgJy#.ohZv3x1mW6

The New York Times: Filipino Food Finds A Place In The American Mainstream

Quote: ““Sinigang is what my mother would make for me when I was sick,” said Alexandra Cuervo, the director of the documentary “[Ulam: Main Dish](#),” about the rise of Filipino food in America, which is set to premiere at the San Francisco International Film Festival next month.

Link: <https://www.nytimes.com/2018/03/12/dining/filipino-cooking.html>

MSN: 5 Food Documentaries That Will Change How You See Food

Quote: “Ulam (Main Dish) is a new documentary about the rise of Filipino cuisine in America. The film profiles the innovative chefs and restaurateurs behind the rise of the Filipino food movement and documents the hurdles they faced bringing the cuisine of the Philippines to main-stage American dining.”

Link:

<https://www.msn.com/en-gb/foodanddrink/foodnews/5-food-documentaries-that-will-change-how-you-see-food/ss-BBAYbis?li=BBOPRmz#image=1>

Originally from:

<https://www.sheknows.com/food-and-recipes/slideshow/8286/best-food-documentaries/7>

Vogue: How Filipino Food Is Becoming The Next Great American Cuisine

Quote: “The city also recently hosted a screening of the new film Ulam, a meditation on Filipino cooking in America, as part of Los Angeles Times food critic Jonathan Gold’s Food Bowl food festival.”

Link: <http://www.vogue.com/article/filipino-food-philippines-cuisine-restaurants>

Los Angeles Times: Jonathan Gold says the time for Filipino cuisine is now, and the

place is Los Angeles

Quote: “The new film “Ulam,” Alexandra Cuervo’s love letter to Filipino cooking in America, shows at the Million Dollar Theatre this Saturday as part of the L.A. Times Food Bowl.”

Link: <http://www.latimes.com/food/la-fo-filipino-cuisine-20170511-story.html>

Filmmaker Magazine: SFFILM Announces Its Launch Program’s 2018 All-Doc Slate

Quote: “For lovers of food documentaries like Jiro Dreams of Sushi (2011) and the Chef’s Table series, Ulam: Main Dish will come as a welcome and fresh addition. The film centers on the honest struggle for authenticity and respect for a cuisine often marginalized by the food world.”

Link:

<https://filmmakermagazine.com/104995-sffilm-announces-its-launch-programs-2018-all-doc-slate/>

San Diego Union-Tribune: Bringing people together with food, film

Quote: ““Food brings us all together,” remarked San Diego City Councilman Chris Cate in front of a crowd of about 300 people inside the San Diego Natural History Museum’s theater.

And, that was certainly the case on Monday night during the Ulam: Film & Fest presented by the Pacific Arts Movement, which sold out in mere hours after the event was posted online. Those gathered were waiting to view a screening of the film Ulam: Main Dish before moving to the dining room where 15 local chefs had prepared a hands-on, kamayan-style Filipino meal.”

Link:

<http://www.sandiegouniontribune.com/lifestyle/pac-ulam-film-feast-20180425-story.html>

San Diego Union-Tribune: San Diego chefs to showcase Filipino cuisine at screening of 'Ulam: Main Dish' documentary

Quote: “As Filipino food continues to bask in the glory of a growing appreciation for the cuisine, now comes a documentary that charts the course of how the movement has captured a nation.

“Ulam: Main Dish,” by filmmakers Alexandra and Rey Cuervo, made its world premiere earlier this month at the San Francisco International Film Festival. And on Monday, April 23, and Tuesday, April 24, it’s coming to San Diego as part of the eighth annual San

Diego Asian Film Festival (SDAFF) Spring Showcase, presented by Pacific Arts Movement (Pac-Arts).”

Link: <https://firenewsfeed.com/news/1450184>

Eater SD: Filipino Food Steps Into the Spotlight in San Diego

Quote: “In San Diego, home to the second largest Filipino-American community in the U.S, there have long-existed traditional eateries and point-point joints mostly concentrated in National City and a few other local neighborhoods, but fans of Filipino flavors are still waiting for the cuisine to cross over and find a wider audience.

The future of Filipino food was on full display last night at the San Diego Natural History Museum, where Pacific Arts Movement held a screening of documentary called *Ulam: Main Dish* as part of the 8th Annual San Diego Asian Film Festival (SDAFF).”

Link:

<https://sandiego.eater.com/2018/4/24/17277070/ulam-main-dish-filipino-food-restaurant-s-san-diego>

Eater SD: Local Chefs To Cook Epic Filipino Feast

Quote: “It took long enough, but it looks like Filipino food is finally having its moment in the culinary spotlight. A new documentary called [“Ulam: Main Dish,”](#) which explores modern Filipino cuisine and the chefs behind it, will be screened on Monday, April 23 as part of the programming for the [8th Annual San Diego Asian Film Festival \(SDAFF\)](#) Spring Showcase presented by local non profit organization Pacific Arts Movement (Pac Arts).”

Link:

<https://sandiego.eater.com/2018/3/22/17153256/ulam-film-kamayan-dinner-pac-arts-san-diego>

Eater LA: This New Filipino Food Documentary Looks Awesome

Quote: “And as if on cue, here comes what looks to be [a pretty awesome documentary](#) about it all. Called ULAM, which apparently means “main dish,” the film jumps from Unit 120 to restaurant kitchens across the country to discuss the tricky, sticky issue of growing a cultural culinary food movement, one restaurant at a time.”

Link:

<http://la.eater.com/2017/1/20/14308338/morning-briefing-restaurant-news-los-angeles-filipino-documentary>

Grub Street: 13 Excellent Things to Eat, Drink, and Do in New York City This

August

Quote: “If you’re interested in Filipino-American food and culture, you’ll want to clear your schedule for August 4. They’re going all-in on adobo for the final night of the 41st Asian American International Film Festival, with an evening of events centered around filmmaker Alexandra Cuervo’s *Ulam: Main Dish*.”

Link:

<http://www.grubstreet.com/2018/08/what-to-eat-and-drink-in-nyc-this-august.html>

Asian Journal (Cover Story): LA, NYC Fil-Am chefs at the heart of ‘ULAM’

Quote: ““This documentary is awesome because it stops at a moment right now of where we can take it next. It’s just pointing out the fact that we’re going to push our food and we’re going to do it together.””

Link:

<http://asianjournal.com/qj-magazines/la-nyc-fil-am-chefs-at-the-heart-of-ulam%E2%80%AF/>

SF Weekly: Bitter Melons and Queens of Swords: CAAMFest Opens

Quote: ““Filipino food is having its moment in the spotlight,” *Ulam* director and producer Alexandra Cuervo tells SF Weekly. “It’s long overdue.””

Link:

<http://www.sfweekly.com/culture/bitter-melons-and-queens-of-swords-caamfest-opens/>

SF Station: May Film Guide: Screenings Outside the Mainstream Variety

Quote: “*ULAM: Main Dish* had its world premiere at this year’s San Francisco International Film Festival. Since it’s a film not to be missed, if you did, you can watch it this month at the Kabuki. This documentary is to inform everyone about the Filipino Food Movement, and its rise to join the ranks of some of the already elite cuisines. It sheds light on the chefs and the food, but it also serves to celebrate Filipino culture. Warning: this film might make you hungry!”

Link:

<https://www.sfstation.com/2018/04/30/may-film-guide-screenings-outside-the-mainstream-variety/>

SF Examiner: 61st SF International Film Fest: diverse, female-centric

Quote: “A “launch” program championing premieres includes the documentaries “*Ulam: Main Dish*,” about the rise of Filipino food (4:30 p.m. April 7 at Dolby Cinema; 4:30

p.m. April 8 and 3:30 p.m. April 10 at Creativity).”

Link: <http://www.sfexaminer.com/61st-sf-international-film-fest-diverse-female-centric/>

San Francisco Chronicle: SFFilm Festival honors its Bay Area roots - and values

Quote: ““Ulam: Main Dish,” about how Filipino food is finally coming into its own in the restaurant world.”

Link:

<https://www.sfchronicle.com/movies/article/SFFilm-Festival-honors-its-Bay-Area-roots-and-12788868.php>

TimeOut LA: Watch 'ULAM,' a documentary about Filipino food, presented by Grand Central Market and AMBOY

Quote: “The documentary, directed by Alexandra Cuerdo, explores "the rise of the Filipino food movement via the chefs crossing over to the center of the American table."...This year may finally be the year Filipino food truly breaks through the mainstream.”

Link:

<https://www.timeout.com/los-angeles/blog/watch-ulam-a-documentary-about-filipino-food-presented-by-grand-central-market-and-amboy-040317>

La Jolla Light: ASIAN FILM FEST SPRING SHOWCASE: Women in director's chair

Quote: “The most novel aspect of the festival will be the documentary about Filipino cuisine, titled “ULUM: Main Dish,” which will be followed by a “kamayan” (Tagalog for “by hand”) communal feast catered by 15 local Filipino chefs. The event will take place 6:30 p.m. Monday, April 23, on the first floor of the Museum of Natural History, under the watchful eyes of whales, dolphins and dinosaurs.”

Link: <http://www.lajollalight.com/news/sd-cm-ljl-asian-film-fest-20180419-story.html>

The Filipino Channel: Adobo Nation - Simple Cook Recipes: Ulam (Main Dish)

Quote: “It's the Filipino American food story, served up from the platter to the big screen.”

Link: <http://simplecookingrecipes.org/2018/04/16/ulam-main-dish/>

Inquirer.net: ‘Ulam’ film on Fil-Am chefs, food scene to screen at LA Times Food Bowl

Quote: ““All these chefs are incredible,” says Cuervo, who was born and raised in Orange County, California. “I’m their number one, biggest fan. It’s been such a pleasure to tell their stories and taste their food—which is absolutely amazing.”

Link:

<http://usa.inquirer.net/2731/ulam-film-fil-chefs-food-scene-screen-la-times-food-bowl>

YOMYOMF: Short Shoots, Long Takes: The Making of ULAM

Quote: “ULAM is coming at a time when Filipino food is, at long last, entering the mainstream conscious; so much so where restaurants like the LA-based RiceBar are being recognized as among the best in the country.”

Link: <https://www.yomyomf.com/short-shoots-long-takes-the-making-of-ulam/>

LAist: Weekend Planner: 20 Of The Coolest Things To Do In Los Angeles

Quote: “[ULAM \(Main Course\)](#), directed by Alexandra Cuervo, documents the rise of the Filipino food trend through conversations with chefs at the center of the movement.”

Link: http://laist.com/2017/05/18/weekend_planner_051817.php

Los Angeles Times: 34th Los Angeles Asian Pacific Film Festival Screening: “ULAM (Main Dish)”

Quote: “This screening will present director Alexandra Cuervo's new and extended cut of the Filipino food documentary "Ulam (Main Dish)." Kicking off a day of Filipino food-centric programming during the opening weekend of the 2018 Los Angeles Asian Pacific Film Festival, "Ulam" provides a space to celebrate the major players and innovators of Filipino cuisine in America.”

<http://lafoodbowl.com/bowl-events/34th-los-angeles-asian-pacific-film-festival-film-screening-ulam-main-dish/>

Los Angeles Times: Documentary features Valencia brothers from Lasa restaurant

Quote: “The Valencia brothers are featured in the documentary 'ULAM', which will preview at the Los Angeles Times Food Bowl on May 20. ...The chefs will [discuss](#) the film with The Times' Jonathan Gold following the screening.”

Link:

<http://www.latimes.com/food/la-food-bowl-updates-documentary-features-valencia-brothers-1495128107-htmlstory.html>

Los Angeles Times: Food documentaries get a showcase with Newport Film Festival's new Culinary Series

Quote: "Epicureans can indulge in culinary cinema at the 19th annual Newport Beach Film Festival with the introduction of the Culinary Film Series, a new documentary film program spotlighting the art of gastronomy, international food culture, emerging and prominent gourmet chefs, and the craft of winemaking and distilling."

Link:

<http://www.latimes.com/socal/daily-pilot/entertainment/tn-wknd-et-culinary-film-series-20180419-story.html>

Eat Drink Films: San Francisco International Film Festival Soars High

Quote: "There is science in cooking but the Festival's two food documentaries are mostly about the passion for creating delicious meals and both will leave you inspired and hungry. ULAM: MAIN DISH visits Filipino food experts who are trying to get respect for their cuisine, long little known outside their own communities. But in New York and Los Angeles things are changing as eaters are discovering an astonishing range of preparations beyond lumpia and adobo chicken. Meet the chefs and owners, learn about their struggles to succeed, their innovations and watch them prepare food you will want to taste."

Link:

<http://eatdrinkfilms.com/2018/04/06/san-francisco-international-film-festival-soars-high>

Dig In Mag: SFFilm Kicks Off with 186 films, Tributes and Premieres

Quote: "SFFILM is dedicated to championing exceptional and innovative films and filmmakers. Following a successful initial year resulting in purchases by distributors including Magnolia Pictures and Sundance Selects, SFFILM's Launch program will return to provide a platform for a select group of exceptional films such as 'The Rescue List' and 'Ulam: Main Dish', which are just beginning their distribution journey."

Link:

<http://www.diginmag.com/2018/04/03/sffilm-kicks-off-with-186-films-tributes-and-premieres/>

Festival Scope Pro: Ulam: Main Dish

Quote: "For lovers of food documentaries like JIRO DREAMS OF SUSHI (2011) and the Chef's Table series, ULAM: MAIN DISH will come as a welcome and fresh addition. The film centers on the honest struggle for authenticity and respect for a cuisine often marginalized by the food world. Deploying rousing interviews with owners, restaurateurs, top chefs, as well as mouth-watering dishes placed front and center,

filmmaker Alexandra Cuervo follows the heartaches and triumphs of contemporary chefs that seek a place for their culture at the dinner table, one dish at a time.”

Link: <https://pro.festivalscope.com/film/ulam-main-dish>

Fil-Am Reporter: Fil-Am films at Asian Am Int'l Film Fest

Quote: “Ultimately, ULAM is a celebration — and confirmation — that Filipino food, and Filipinos, are here to stay.”

Link:

<http://www.filipinoreporter.us/arts-a-entertainment/showbiz/4538-fil-am-films-at-asian-a-m-intl-film-fest.html>

The Daily Bruin: Alumna cooks up documentary on Filipino foods, mixes in personal roots

Quote: ““I spent so much time working for other people and helping to tell other people’s stories ... but for me as a Filipina-American, it means the world to make a film that inspires people, humanizes people that look like me and adds to representation,” she said. “(ULAM) is about my family, culture and community, and it’s a validation of all of that.””

Link:

<http://dailybruin.com/2018/05/16/alumna-cooks-up-documentary-on-filipino-foods-mixes-in-personal-roots/>

MEDIA COVERAGE: REVIEWS

VCinema: ULAM: Main Dish (USA, 2017) [AAIFF 2018]

Quote: “In Alexandra Cuerdo’s sumptuous documentary, it is argued the greatest authenticity comes from those memories, from upbringing, and from the personal connections we all have with food. Serving up the myriad of delectable delights the Philippines has to offer, ULAM: Main Dish’s chefs and restaurateurs elevate their heritage for all of America to taste....

Although the narrative of ULAM is dedicated to the successes of Cuerdo’s subjects, ultimately the food steals the show. With gorgeous cinematography by John Floresca these dishes pop from out the screen into our mouths. We can smell them as they are cooked, and we can taste them as they are brought to the table. They fill the visual side of things with the same love and passion their creators exude; hearing what food means to them is pure poetry, their faces light up with excitement....

Lively and rich, ULAM delivers a resplendent entrée of culture fermented in vivid authenticity, a loving tribute to those who have toiled like no other to leave their mark and pave the future of Filipino representation across the globe. Indeed, this future tastes delicious.”

Link: <http://www.vcinemashow.com/ulam-main-dish-usa-2017-aaiff-2018/>

Stark Insider: Filipino Food Has Finally Arrived: First Time Director’s Documentary Reminds Us Why (Review)

Quote: “4 out of 5 stars - 'Smashing' ... ULAM is now one of the “top 5 food documentaries to watch.” Well worth viewing.”

Link:

<http://www.starkinsider.com/2018/04/filipino-food-ulam-main-dish-film-review.html>

Moveable Fest: “LAAPFF ’18 Interview: Alexandra Cuerdo & Rey Cuerdo Jr. on Cooking Up Something Special with “Ulam: Main Dish”

Quote: “Adding one intriguing ingredient after another into the mix, the filmmaker creates something every bit as complex and satisfying as the subjects she follows, relaying the personal journeys of such recently crowned culinary celebrities such as Eggslut’s Alvin Cailan, Ricebar’s Charles Olalia and Maximiliana maestro Andre Guerrero to tell a fascinating and far larger story about a people that have been made to feel marginalized, with some getting their foot in the door to cook as dishwashers, and how liberation from not only how society has treated them, but how they envision themselves, hasn’t come easily.

Still, “Ulam” is very easy on the eyes, if not necessarily an empty stomach, introducing one tantalizing plate after another as Cuervo visits restaurants across the East and West Coast, and the opportunity to see chefs celebrated for their inventiveness is one thing, but to appreciate them expressing their authentic selves through their food is incredibly rewarding.”

Link: <http://moveablefest.com/alexandra-rey-cuerdo-ulam-main-dish/>

Film Inquiry: ULAM (MAIN DISH): Best Served With Heart

Quote: “Ulam is not only a triumph for Cuervo but one for the entire Filipino community. It leaves your mouth watering for the vibrant flavors but most of all a longing to experience the lively spirit that exists within their community.”

Link: <https://www.filminquiry.com/ulam-main-dish-2017-review/>

Kore Asian Media: ‘ULAM: Main Dish’ Serves Up Food and Filipino American Identity

Quote: “At a time where words don’t seem to say enough and actions don’t seem to do enough, food becomes a universal conversation starter.

The term “ulam” means “main dish” in Tagalog. It is exactly what Alexandra Cuervo’s documentary, directorial debut “ULAM: Main Dish” works to become: a “main dish” that can spark conversations of Filipino American identity and its subsequent relationship to not only just Filipino Americans but greater society as a whole.”

Link: <http://kore.am/ulam-main-dish-serves-up-food-and-filipino-american-identity/>

AsAmNews: Filipino Food Sizzles in ULAM: Main Dish

Quote: “Sold out in four hours, Pacific Arts Movement teamed up with more than a dozen of San Diego’s top Filipino American chefs to develop a menu to accompany the film. The kamayan-style feast was a smashing success for the crowd of 300 at San Diego’s Natural History Museum, so much so that guests were taking home desserts in napkins. The one regret of the evening I have, I didn’t follow suit. The following night, a second showing took place and hopeful viewers lined up an hour in a half early hoping to get a last minute rush ticket for the sold out screening.”

Link: <https://asamnews.com/2018/04/28/filipino-food-sizzles-in-ulam-main-dish/>

Asian Film Vault: Ulam Main Dish (2018) by Alexandra Cuervo

Quote: ““Ulam Main Dish” is a very interesting spectacle that succeeds in three axes:

Promoting the chefs who are also the protagonists, introducing Philippino culture through the culinary, and more than anything, raising appetites. Personally, I can't wait to taste the Amboy Chicken Inasal & Amboy Sausage.”

Link:

<http://www.asianfilmvault.com/2018/04/ulam-main-dish-2018-by-alexandra-cuerdo.html>

Unseen Films: SFFilm '18: Ulam (Main Dish)

Quote: “In fact, Ulam is not just about food. It also pays tribute to the entrepreneurial spirit, which is very cool.”

Link: <http://www.unseenfilms.net/2018/04/sffilm-18-ulam-main-dish.html>

Cine-Journal 3.0: Reopenings, Reinventions and Returns

Quote: “The chefs and entrepreneurs are engaging and very funny, and the food looks gorgeous. Don’t go on an empty stomach.”

Link:

<http://cine-journal.blogspot.com/2018/08/reopenings-reinventions-and-returns.html?m=1>

CREDITS

ULAM
MAIN DISH

DIRECTED AND WRITTEN BY
ALEXANDRA CUERDO

PRODUCED BY
ALEXANDRA CUERDO
JOHN FLORESCA
REY CUERDO

EXECUTIVE PRODUCER
PAUL PUZON

EXECUTIVE PRODUCER
MIA MANLUNAS

CINEMATOGRAPHY BY
JOHN FLORESCA

EDITED BY
TAYLER BRAASCH

MUSIC BY
STEPHEN SPIES

SOUND MIXING BY
MICHAEL MENDOZA

INTERVIEWS BY
ALVIN CAILAN
NICOLE PONSECA
MIGUEL TRINIDAD
ROMY DOROTAN
AMY BESA
JOHNERIC CONCORDIA
CHRISTINE ARAQUEL-CONCORDIA
CHARLES OLALIA
CHASE VALENCIA
CHAD VALENCIA

ANDRE GUERRERO

CAMERA OPERATORS

NIKNAZ TAVAKOLIAN

NADINE MARTINEZ

MATTHEW MARTIN

MARK QUINTOS

PHOTOS BY

WYATT CONLON

COLORIST

MARIKA LITZ

TITLE DESIGNER

ADAM PETKE

POSTER AND ILLUSTRATIONS

MADELYNNE DELA RAMA

MUSIC RECORDED AT

THE UCLA OSTIN SCHOOL OF MUSIC RECORDING STUDIO

SCORE SUPERVISORS

KATE BACICH

JAKE BORING

AUDIO ENGINEERS

ERIK SWANSON

CARLOS MOSQUERA

MUSICIANS

VOCALS/ RAPPING - KENNY HESSE

STRINGS

VIOLIN 1 - XENIA DEVIATKINA-LOH

VIOLIN 2 - CATHERINE ELIZABETH ARAI

VIOLIN 3 - JOYCE KWAK

VIOLIN 4 - MARIKO DE NAPOLI

VIOLIN 5 - ANJI LOPEZ-ROSENDE

VIOLIN 6 - NELLIE PONARUL

VIOLA 1 - MORGAN OSHAUGHNESSEY

VIOLA 2 - JULIEN ALTMANN
VIOLA 3 - REBECCA BACICH
CELLO 1 - KILLIAN KELLY
CELLO 2 - CALEB YANG
DOUBLE BASS 1 - MARK GUTIERREZ
DOUBLE BASS 2 - JULES LEVY

BRASS
TRUMPET AND FLUGELHORN - SARA SITHI-AMNUAI
FRENCH HORN - MAX PAULUS
TROMBONE - MAY ZENG
TUBA - STEPHEN NUTT

STOCK FOOTAGE PROVIDED BY

DVarchive.com, VolsKinvols/ Footage Firm, Inc., TellyVision/ Footage Firm, Inc.,
Moddeydho/ Pond5, Olegdoroshenko - Pond5, Alexpunker - Pond5, Silverjohn - Pond5,
CausPlanet - Pond5, Assorted clips from the EDSA People Power Revolution of 1986, courtesy
of People's Television Network, Inc., Clip from "ABC News This Week with David Brinkley,"
Sunday morning February 23, 1986

FOOTAGE USED UNDER LICENSE FROM

Niar/ Shutterstock.com, Toa55/ Shutterstock.com, Broadcast Media/ Shutterstock.com, Alex
Chaplinsky/ Shutterstock.com, VisualFXlab/ Shutterstock.com, Bambara/ Shutterstock.com,
Matteo Nannelli/ Shutterstock.com, Lucky Business/ Shutterstock.com, Brite Blue Spot/
Shutterstock.com, vanish_point/ Shutterstock.com, Subbotina Anna/ Shutterstock.com, Daniel
Zuckerkandel/ Shutterstock.com, Mount Airy Films/ Shutterstock.com, Scott Cornell/
Shutterstock.com, stockelements/ Shutterstock.com, dualstock/ Shutterstock.com

STOCK PHOTOS PROVIDED BY

8th Wonder, The Cosmopolitan of Las Vegas, Andrew Abogado/ Flickr, Chris Feser/ Flickr,
George Parrilla/ Flickr, Jo del Corro/ Flickr, Pulaw/ Flickr, thebittenword.com/ Flickr,
Whologwhy/ Flickr, Ricardo Diaz/ Flickr, Konrad Summers/ Flickr, Jonathan Pincas/ Flickr,
Russell Victorioso/ Twitter, purpleyamnyc.com, Dear Handmade Life, Bon Appétit Magazine,
NBC News, Saveur, Seattle Weekly, The Globe and Mail, New York Daily News, LA Weekly,
Inquirer.net, Rappler, Eater LA, Sunset Magazine, The Washington Post, The Wall Street Journal,
The Los Angeles Times

"Bibingka galapong" by Shubert Ciencia is licensed under CC Attribution 2.0 Generic License,

"Dinagyang 2009 grilled meat on display" by Icqgirl is licensed under CC Attribution 3.0

Unported License, "Sinukmani" by Elmer nev valenzuela is licensed under Creative Commons
Attribution-Share Alike 4.0 International License, "Pastries" by marco antonio torres is licensed
under Creative Commons Attribution-Share Alike 2.0 Generic License, "Dinuguanjf" by Ramon

FVelasquez under Creative Commons Attribution-Share Alike 3.0 Unported License

SPECIAL THANKS

MICHAEL JAMES KELLY
CHRISTINE FLORESCA
CHRISTOPHER GRAY
KENX SO-CUERDO
FRANCIS DAVIS
MONICA CUERDO
AMA BANTIGUE
ERIC MANLUNAS

ANGELA GOMEZ
JOHN NAVEIRA
MALCOLM PURNELL
IMMANUEL SMITH
JULMAN TOLENTINO
ARTHUR RODRIGUEZ
MATT KOPEC

EGGSLUT, UNIT 120, MAHARLIKA, JEEPNEY, PURPLE YAM, THE PARK'S FINEST,
RICEBAR, LASA, THE OINKSTER, MAXIMILIANO, LITTLE BEAR, CREME CARAMEL,
WHITE STAR, GRAND CENTRAL MARKET, THE LOS ANGELES TIMES

© 2018 Kidlat Entertainment Inc. All rights reserved.