

# QC launches book promoting city food scene

By Rio N. Araja

THE Quezon City government is promoting food tourism through a book entitled “Food City: A Journey Through Quezon City’s Food Icons.”

“This is a book we are doing in partnership with the Quezon City Tourism Council and a leading publisher on food. We want to make a book on food icons that includes restaurants and eating places that started here in Quezon City but are now known all over the country,” Vice Mayor Joy Belmonte said.

Popular establishments such as Ma Mon Luk, Jollibee, Max’s Restaurant and Red Ribbon, started in Quezon City and have gone on to become household names.

“These are all part of our *pamana* or heritage in our city. They became part of the lives of every Filipino but they are from Quezon City,” Belmonte said.

The book is part of the city’s campaign to promote its history, culture and arts to cement an identity that its residents can be proud of, she added.

“Promoting our tourist sites, facets of faith, food icons, and museums is what we do to show what’s unique about the city especially among millennials,” Belmonte said.