

# SHARE THE FILIPINO CULTURE



## TODAY IS OUR DAY

**JOIN IN AND SHARE OUR CULTURE THROUGH FOOD**

**FOR A LIST OF KAIN TAYO EVENTS HAPPENING NEAR YOU, OR INFO ON HOW TO ORGANIZE  
YOUR OWN, GO TO YOUR LOCAL RESTAURANT, OR VISIT:**

**[WWW.KAINTAYODAY.COM](http://WWW.KAINTAYODAY.COM)**







## **Hello Fellow Eater, Restaurant, Bakery, Store, Brand, and supporters!!**

Kain Tayo day is coming up quickly and Filipinos around the world are celebrating the Filipino culture by creating their own events. To make it simple for you, all the items you might need to promote your event (or simply support the official holiday) are already created and ready to put your event info and logos on them through this packet and online. We hope you find these items helpful in setting off your own ideas and creativity!

Included in this packet you will find the following goodies:

- The media kit- everything you should know about KTD!
- A list of ways you can celebrate
- Future Dates
- Questions and
- KTD Poster you can fill in.

You can also find the logo and graphics available for download on [www.KainTayoDay.com](http://www.KainTayoDay.com)

For more info or questions on Kain Tayo Day please email [KainTayoDay@willysantos.com](mailto:KainTayoDay@willysantos.com)

Thank you for Sharing the Filipino Culture!



## What's it all about??

**Kain Tayo Day** is a global holiday dedicated to celebrating Filipino culture. Created to shine a spotlight on all things Filipino, this day encourages everyone to pause and recognize the richness and greatness of the Filipino heritage.

### **The Heart of the Celebration: Sharing a Meal**

What's the first thing someone ask you when you walk into a Filipino home? "Kain Tayo Day" draws inspiration from the question we hear often: "Did you eat? / Why don't you eat now?/ Let's Eat." Let's eat!, two simple words that describe the beauty of the Filipino. This phrase is a universal greeting in Filipino homes, embodying warmth, hospitality, and a genuine concern for others. Falling during Filipino Food Month, KTD honors one of the most cherished aspects of the culture: sharing a meal. At the core of this tradition is the spirit of *kapwa*—a profound sense of shared identity, community, and connection with others. Sharing a meal is a beautiful and inviting way to welcome people into the culture, sharing not just food, but stories and the inherent warmth of Filipino hospitality.

Kain Tayo Day is a versatile celebration that can take place anywhere: from an intimate dinner at your own table to a vibrant community potluck. It's an inclusive event, welcoming everyone—whether you grew up on *pancit* and *lumpia* or are bringing your own favorite dish to share. The day is about celebrating the flavors, stories, and spirit of togetherness that strengthen communities worldwide.

It is also a powerful opportunity for economic *kapwa*. A core mission of KTD is to actively support and spotlight Filipino businesses, restaurants, chefs, and food makers who carry on these vital traditions daily. By dining out or ordering from a local Filipino establishment, you are helping to get customers into their businesses and supporting the community ecosystem.

Spread the word, get involved, and encourage as many people as possible to celebrate this global event.



# TAKE ACTION

## How to Celebrate Kain Tayo Day as an Individual

### **Eat at a Filipino Restaurant**

Support a local spot and try something new — from adobo to kare-kare to halo-halo.

### **Host a Meal**

Invite friends or neighbors over for a shared meal. It doesn't have to be fancy or even Filipino — it's the act of gathering that counts.

### **Cook a Filipino Dish at Home**

Try making lumpia, sinigang, or pancit. You can follow a recipe or ask a Filipino friend or relative for a family version.

### **Share a Story or Memory About Food**

Post on social media about your favorite food memory, Filipino or otherwise, and tag it with #KainTayoDay.

### **Support Filipino Food Makers and Creators**

Buy from a small food business, try a Filipino food brand, or shout out a Filipino chef, cookbook, or influencer online.

### **Learn About Filipino Food Culture**

Watch a documentary, read an article, or explore how food connects to Filipino history, identity, and kapwa.

## How Restaurants Can Celebrate Kain Tayo Day

### **Offer a Kain Tayo Day Special**

Create a featured dish, sampler plate, or discounted item to highlight Filipino flavors.

### **Host a Community Meal or Kamayan Night**

Set up a shared-table experience to encourage conversation and cultural exchange.

### **Share the Stories Behind the Food**

Highlight the history or inspiration behind dishes on your menu — through table cards, social media, or staff interactions.

### **Collaborate with Other Local Businesses**

Partner with fellow Filipino-owned businesses, food vendors, or artists for a pop-up or mini-market.

### **Celebrate Staff and Family Recipes**

Feature a dish from a team member's family recipe book and tell their story.

### **Create a Social Media Moment**

Use #KainTayoDay to share photos, videos, and messages about the meaning behind the celebration.

### **Host a Cultural Workshop or Demo**

Teach guests how to roll lumpia, make halo-halo, or explain ingredients like bagoong or calamansi.

### **Decorate the Space with Cultural Touches**

add festive Filipino decor — woven fans, jeepney art, or banana leaves — to create an immersive experience.

### **Invite a Local Artist or Performer**

Bring in live music, spoken word, or cultural performance to add a deeper community connection.

### **Encourage Customers to Bring a Friend**

Make it a day of sharing by encouraging first-timers to explore Filipino food with someone who's tried it before.

## FUTURE DATES

CELEBRATED THE SATURDAY AFTER EASTER

2025	April 26th	Saturday
2026	April 11th	Saturday
2027	April 3rd	Saturday
2028	April 22nd	Saturday
2029	April 7th	Saturday
2030	April 27th	Saturday





# QUESTIONS & ANSWERS

## **WHAT IS KAIN TAYO DAY?**

a community celebrating food, culture, and local restaurants promoting the love for filipino culture and food

## **WHO CAN PARTICIPATE?**

food vendors, small businessess, and anyone who loves to eat!

## **WHAT DO VENDORS NEED TO PROVIDE & HOW THIS WORKS?**

this is your day, choice a way to celebrate that would work best for you. here are a few ideas.

- Buy a dish and get the second dish 20% off
- Kain Tayo Day Meal for 2
- 20% off any party platter
- Code word: Kain Tayo Day

go on our website and download marketing material to help to promote your event. let us know how we can help

## **I'M NOT A VENDOR, BUT HOW CAN I CELEBRATE?**

here are a few ideas on how you can celebrate:

- Host an event at home, invite family and friends and celebrate the Filipino culture. Don't forget to bring out the karaoke machine
- Host a potluck at work. Let your coworkers know you're celebrating Kain Tayo Day. Filipino's show love through food.
- Share a recipe that others can make on Kain Tayo Day
- Tell us about a restaurant people should "Kain Tayo" at

## **WILL THIS BE PROMOTED?**

absolutely! let us know what you are doing and we will featured on our social media, website, and event materials. let us know how we can help you promote

# APRIL 11, 2026



**#KAINTAYODAY**

**#KAINTAYO**