

“Kabalik sa buhay” comes to life at Seafood City

“Kabalik” means solidarity with friends, family and the community. It is a relationship of caring and sharing in good times as well as in hard times.

“Sino pa ba ang magtutulongan kung hindi tayo ring kapwa Pinoy?” said a Seafood City company spokesperson, explaining that the new “Kabalik sa buhay” program, now at Seafood City, reflects the company’s commitment to its customers, especially in these challenging times.

KABALIKAT SAVINGS

By working closely with long-standing vendors, Seafood City is able to obtain high quality products -- such as fresh seafood, produce and USDA-grade meat -- at the best prices. And Seafood City passes the savings on to its customers.

According to the Seafood City spokesperson, “customers can expect to enjoy substantial Kabalik Savings from 40% and more on thousands of products!”

REAL VALUE FOR REAL NEEDS; A COMPLETE RANGE OF ITEMS

More important, these savings are on a wide range of products that Filipinos use everyday.

“These are the ingredients that they need for preparing their favorite Pinoy dishes, and other items they use at home,” the Seafood City spokesperson added.

ONE-STOP SHOP; “HOME AWAY FROM HOME”

But more than just a supermarket chain, Seafood City offers the convenience of one-stop shopping -- with a variety of dining choices as well as services like money remittance and cargo forwarding -- all within the same premises.

It caters to the Filipino lifestyle in the United States, and serves as the “home away from home” for the Fil-Am community.

“Kabalik sa buhay” after all is embodied in Seafood City’s Mission, Vision and Values: Caring for its customers, its employees and business associates.

COMMUNITY INVOLVEMENT

Belief in the “Kabalik” principle is also evident in Seafood City’s service to the community, and in its deep ties to the

hometown.

“We strive to help enhance the lives of Filipinos everywhere, and to make a difference where it matters, through our Kabalik Advocacies, such as Gawad Kalinga and GILAS,” the Seafood City spokesperson said.

As the Kabalik Community Partner of Gawad Kalinga and GILAS (Gearing Up Internet Literacy

& Access for Students in the Philippines), Seafood City helps build homes, establish livelihood programs and provide computer access for the less fortunate back home.

Kaibigan, kapitbahay, kapitbisig, and most of all, “Kabalik sa buhay”. These are cherished Filipino values. And at Seafood City, these values come to life.

Now more than ever, Seafood City gives its customers much-needed support and reassurance. Because, “Kabalik” is here to stay, at Seafood City.

Seafood City has a total of 17 locations in Southern California, Northern California and Nevada.

For more information, visit www.seafoodcity.com.

Seafood City. Now more than ever,
‘di lang kaibigan, ‘di lang partner,

Kabalikat sa buhay

Making life better, together

Kabalikat Savings.

Real value for real needs.

A complete range of best-quality merchandise.

One-stop shopping and service convenience.

The unique “At Home” experience.

We’re working closely with merchant partners and allied businesses to help our *kababayans* — especially in times like these. That’s why we’re introducing industry firsts like *Kabalikat Savings*. Our partners have graciously cooperated with us to give you unmatched value on items that you need and use everyday. What’s more, our stores have become both a haven and a hub for *kapwa Pinoy*s to find the people, services and the products that matter most to them. *Mabuhay nang maginhawa at masaya — kayang-kaya kung sama-sama, ‘ika nga* — making life better, together.

SEAFOOD CITY
SUPERMARKET
At Home Ako Sa'yo!