

# “Kayang-kaya kung sama-sama” is the spirit of Seafood City’s commitment to customers

As the saying goes, “when the chips are down, that’s when you know who your friends are.” Nothing can be truer in tough times such as these.

But adversity is when Filipinos can really say that they are most fortunate. After all, the *Bayanihan* spirit of *tulong-tulungan* is nothing new to the Pinoy.

An expression of that age-old value is the *pagkakapit-bisig* of People Power that earned global acclaim and admiration for the Filipino.

Today, as we find ourselves in the midst of challenging times, Seafood City makes good on its self-appointed role as keeper of the faith, to keep alive the values that make the Filipino a true Filipino, wherever he may be.

And that’s the spirit behind Seafood City’s new commitment. Now, more than ever, *‘di lang kaibigan, ‘di lang partner, kabalikat sa buhay.*

A company spokesperson said, “We want our customers to feel that Seafood City is their *kabalikat* in very real and practical terms.”

**Kabalikat means, Kabalikat Savings that provide real and helpful value.**

By enlisting the help and cooperation of their long standing vendor partners, Seafood City is able to launch Kabalikat Savings that promises substantial savings of 40% and more on items that people need and use every day.

So while prices of commodities everywhere else are going up, customers can count on great value on meat products, seasonings and condiments, ingredients and staples, fresh produce and seafood at Seafood City.

**Kabalikat means, providing helpful services important to the Pinoy.**

Most, if not all Filipinos living or working abroad help support loved ones back in the motherland.

Seafood City is the place where they can find useful conveniences like remittance and cargo forwarding services, or, if homesickness kicks in, there’s even a “Pinoy Avenue” where one can purchase Pinoy movies (DVDs) and music (CDs), phonecards and magazines.

Be it shopping, dining, socializing, re-connecting with loved ones, Seafood City has become a hub and haven for the Pinoy in search of the people, services and things that matter most to him.

**Kabalikat means, enhancing the lives of Filipinos through community involvement.**

In the belief that no one will care for a Filipino more than a *kapwa* Filipino, Seafood City has embarked on various Kabalikat Advocacies to give *kababayan*s and their children a chance at a better life.

Seafood City’s involvement with Gawad Kalinga (GK) and GILAS (Gearing up Internet Literacy and Access for Students in the Philippines) are prime examples of its desire to be a true *Kabalikat sa buhay.*

And that’s not all as Seafood City continues to find ways by which anyone whose heart burns with *pakikipagkapwa* and *damayan* can have a chance to help his *kababayan.*

**Kabalikat means, making life better, together.**

There is no problem too big, no challenge insurmountable if there is faith in God and love for fellowman. “The Filipino has these in heaps,” avers an execu-

tive at Seafood City. “His values, his character will help him not only survive, but thrive in trying times.”

Here’s the equation that seems to be in place: Seafood City makes a commitment to be a *kabalikat sa buhay.* Its merchant partners agree to help with value pricing. Continued patronage by customers makes the relationship sustainable. Then, further success goes back

to the Filipino community at large. “It’s the spirit of cooperation that makes it work.” And that’s why Seafood City is committed to making sure that the *Bayanihan* spirit is alive and well sa *Bayan ni Juan* and wherever Juan might be.

Seafood City has a total of 17 locations in Southern California, Northern California and Nevada. For more information, visit [www.seafoodcity.com](http://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 *kababayan*s — 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 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!*