



POP CULTURE

A household name in more ways than one

By **JOSEPH PIMENTEL**
AJPress

When ABS-CBN brainstormed about the name of its new life-style and magazine style show, many names came up.



ad^obomagazine

Pinoy Talk, *Talk Pinoy*, and *Halo Halo* were among many titles that were considered. But it just didn't have that special ring to it. Until someone brought up the word *adobo*.

"*Adobo* is so *Pinoy*," said ABS-CBN North America News Bureau Chief Ging Reyes. ABS-CBN's new show *Adobo Nation* spawned from that brainstorming session.

First, it was named *Ultimate Adobo* before it changed to *Adobo Nation*.

It is a fitting name showcased on The Filipino Channel.

The word *adobo* is reflective of not only arguably the most popular signature dish among Filipinos but also synonymous with the Filipino people.

All over the world, the word *adobo* has embedded its way to popular pop culture referring to Filipinos and Filipino culture. There was an *American Adobo* movie in the early 2000. *Adobo Magazine* covers advertising news around the Philippines and Asia. *Adobo Republic* is a popular chain restaurant in the Philippines. Actor Travis Kraft on Youtube made *adobo*. *Adoborepublic.net* is a popular blog in Canada. And "*adobo country*" is referred to any place with a large Filipino population. These are just a few examples of this pop culture craze.

Reyes said that the word *adobo* is representative of being a Filipino.

"No Filipino is unaware of that word," said Reyes. "Filipinos around the world eat and cook *adobo*. We were fascinated by the fact that every family has a different version of this dish. It's just so representative of our culture. Even if it's different from your house to mine it's the same thing it's something we are deeply into."

Adobo Nation is trying to capitalize on this fact. The one-hour show focuses on guest appearances and showcases recipes, restaurants or "anything that deals with food."

"When we were brainstorming we thought we would veer away from the generic sounding names like *Talk Pinoy*," said Reyes. "We wanted eating to be a big part of the show but we

also did not want to stereotype it. It's not a cooking show. It's a talk show and a place where we want our viewers to hang out and capitalize on the Filipinos favorite past time talking and eating."

Like *adobo* itself, the word is a concoction of many different flavors. *Adobo* is a Spanish word for seasoning or marinade. Through the years, Filipinos have adopted the word and the dish as their own.

As Filipinos continue to migrate all over the world. There is one thing that they share, a common bond.

Adobo.

"Every Filipino identifies with it," added Reyes. "And I don't know anybody that does not like the dish." ☺



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