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SENATE
P.S. Res. No. 1045

RECEIVED BY

Introduced by Senator Richard J. Gordon and Senator Juan Miguel F. Zubiri

RESOLUTION
HONORING THE LATE VICTOR VINCENT "VICVIC" VILLAVICENCIO, MAVERICK IN THE FILIPINO FOOD INDUSTRY AND BUSINESSMAN, PIONEER OF SUBIC YACHT CLUB, FOR HIS ACHIEVEMENTS IN ENTREPRENEURSHIP AND IMMENSE CONTRIBUTIONS TO THE COUNTRY'S CULTURE AND HOSPITALITY INDUSTRY

WHEREAS, Victor Vincent "VicVic" Villavicencio has, in a span of almost five (5) decades, helped shape the landscape of dining in the Philippines through his restaurants;

WHEREAS, Villavicencio was born on 08 November 1951 in a compound which housed several families, where, through the years, he learned to cook in large quantities for family gatherings;

WHEREAS, even at a young age, Villavicencio was primed to be an entrepreneur. He managed their family's school bus service business while studying engineering at the De La Salle University. While he was not able to finish his engineering degree, he was later able to become a pioneer in the restaurant business;

WHEREAS, Villavicencio was the pioneer of the Subic Yacht Club. As a businessman, he opened jobs for people in the Subic Bay Metropolitan Authority (SBMA);

WHEREAS, Villavicencio was one of the first to attempt to elevate Filipino cuisine. In 1977, he launched Kamayan restaurant, which served Filipino food at affordable prices and the main attraction of which was to eat with bare hands;

WHEREAS, Villavicencio was a true visionary and maverick in the restaurant and hospitality industry. He was dubbed the "king of buffet." In 1993, he opened Dad's restaurant, the first buffet restaurant in the country. Since then, he has launched restaurants such as Dad's World Buffet, Sambo Kojin, Number 1 Barbecues, and Ogetsu Hime;

WHEREAS, through his restaurants, Villavicencio merged Filipino values into the dining experience. He offered a 50% percent discount in Dad's buffet to customers who had no leftovers, inspired by the traditional Filipino teaching that no food should be wasted. His restaurants also do not charge service fees, as he believed that good service

should be part and parcel of work. His restaurants also popularized eating with one's hands even outside of one's home;


WHEREAS, Villavicencio also illustrated that good food and company need not be expensive. He made different cuisines accessible to Filipinos by setting affordable prices and giving constant promotions at his restaurants;

WHEREAS, even then, his restaurants Kamayan and Saisaki had open kitchens to ensure the quality of food and the cleanliness of the kitchens;

WHEREAS, Villacencio is a paragon of Filipino hospitality and good service. He believed firmly that one must innovate and improve on any good idea and make it work until it's accepted, appreciated and remembered;

NOW, THEREFORE, BE IT RESOLVED, AS IT IS HEREBY RESOLVED by the Senate to honor the late Victor Vincent "VicVic" Villavicencio, maverick in the Filipino food industry and businessman, pioneer of Subic Yacht Club, for his achievements in entrepreneurship and immense contributions to the country's culture and hospitality industry.

Approved,



RICHARD J. GORDON



JUAN MIGUEL F. ZUBIRI