

**SECRET™
WEAPON**ORAL LIQUID NATURAL MINERAL
SUPPLEMENT FOR GAMEFOWLSLIQUID, NATURAL, 98% ABSORBABLE
BFAD APPROVED**The enterprise****Official Newsletter of Salinas Foods, Inc.**

Vol. 13 Issue No. 15

April, 2009

**Mr Biboy Enriquez on Tour -
"I was there"**

The past few weeks were hectic as it may seem for someone who tags along every now and then with an icon like Mr. Leandro "Biboy" Enriquez. Being one of the pioneers of the gamefowl industry and being a known breeder and cocker for 39 years, Mr. Biboy Enriquez indeed has already gained a concrete experience to share our new breeders out there who are willing to have a share of his talents. Being in TUKAAN for a year now, his avid fans are thirsty for his words of wisdom that are aired in his segment on television or for even just a simple reply from text message inquiry. These people would eagerly watch the program every Sunday to have a taste of his segment.

Same thing happened when Salinas Foods Inc., makers of Secret Weapon, invited him to have a tour in the different cocking establishments not only here in Manila but also in nearby provinces, as a part of Secret Weapon promotion, having him as an endorser. During the tour, his fans were crowding around him and his calendars were "selling like hotcakes".

Our first destination was in Farmbreed Poultry Supply in Quezon Avenue, Metro Manila. Farmbreed is one of the largest poultry supply in Manila having a variety of products not only for gamefowls but for different pets as well. They also have an in-house incubator that serves small scale breeders for their gamefowl eggs. Mr. Biboy Enriquez was scheduled to come over to target these small scale breeders in order for them to properly start in managing their gamefowl investment.

We arrived at around 8:30 in the morning March 19. Mr. Enriquez wasn't around yet, so we had enough time to set up our booth in front of the store. His arrival at around 9:30 was discreet, being in his famous exposed-biceps outfit; people in the store didn't notice him that much. Until we started giving out flyers upon registration, product samples (1) (2), Secret Weapon calendar with a free autograph from their idol himself, Mr. Biboy Enriquez (3)(5), people began to crowd our booth and Mr. Biboy. Some went to talk with Mr. Biboy Enriquez directly to ask for better farm management and for some tips that he could share our breeders (4) (7). Fans idolize Mr. Biboy as they took pictures with him too (6). Mr. Enriquez also spoke with the store owner Marilyn de Guzman (8) and of course, we are not leaving the area without having a picture with him too (9).



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After lunch at around 1:00 in the afternoon, we were ready to go to our next destination. Progressive Poultry Supply Corporation. This is another big poultry supply in Alabang Mandaue which is located at the heart of Cebu city. We didn't expect that Progressive indeed prepared for this endeavor, that they invited breeders to come over their store to actually meet our idol, Air. Biboy Barotaza (1) (2). He was surprised. We were welcomed with hospitality and the people gave way to Air. Barotaza to speak (3) (4). Like in his segment in TIKILAKI, Air Biboy was eager to ask him questions about the proper management of a broiler farm, what Vaccines are good, how to breed them and what certain drugs are to be given on some certain diseases (4) (5). One thing or two to properly evaluate the health of a good gamecock. Air Biboy demonstrated how to control the breeding of eggs or chicks to capacity to eat his money, he also he got this from an American breeder (6). Everyone was touched. Mr. Barotaza gave his talk for almost 2 hours. Most people known for being humble and kind. Mr. Biboy Barotaza never failed his followers in showing his skills in breeding gamecocks. He is very welcome to visitors in his farm in Tinay just to observe his farm management.

His talk was really appreciated after he covered all his farm activities (6) (7). Some were offered to sign their name to be signed along the banners were gone fast (8) (9) And this what happened in Panabo, people want to take pictures of him and with him (10). Owners of Progressive, Donatillo, Alay and Tito Chibon was also invited to the store to do a talk with (11) (12).



"I was touched by their admiration which gives me inspiration and joy" - Biboy



March 20. Third stop is in a cockpit arena in Alaminos, Laguna - Fantastic Coliseum. As the name implies, it is indeed fantastic in size. The arena was huge and voices were echoing, a sign of great air space. Though some part is still under development, we could picture as early as now how it would look like when it's done. We were accompanied by Mr. Ramon Adriano, a known gater or "mamiminto" in different cockpits nationwide. Being with him made a lot of things easier to happen in our promotion.



Promoting in a cockpit is a different scenario. Not all are breeders but all were "gating." Mr. Bobby Enriquez was so patient for his time to speak in the "Tueda." We had set up our booth (3)(4) in the morning and even then, we were already attracting some people at our booth (3). We played the Secret Weapon commercials and other product presentations. We also played standard management that made the visitors even curious what our visit in Fantastic was all about. After lunch, it was time for Mr. Bobby Enriquez to speak. He was called in the "Tueda" during their break time and his small talk gathered more people in our booth and the promotion began (4)(5)(6).

People were hesitant to ask questions but our star was patient. Some did (9), some didn't. Being in that position in the cockpit arena wasn't easy but Mr. Bobby Enriquez didn't mind. He is more than willing to serve those people who are patronizing the fireworks industry.

The calendars that were given away were signed as well (8). People took pictures of him while some had their photos taken with him. It was a carnival (7)(10).

It's hard for us to leave all of a sudden but our giveaway was all gone. Later that day, we had to go from owned by Mr. Enriquez (brand (11)). He called us to go there to promote Secret Weapon. The farm owners were delighted to see us (12). This is our first with the promotion, the purchase value of 20ml per of Secret Weapon. We had persons and left very satisfied (13).





March 22. We were invited by MANA (MASang NAgmamanok) to attend their seminar/meeting. It was held in Taguig, Metro Manila. We were given a space for our booth (1). We gave calendars and product samples during Mr. Enriquez's talk and open forum (2)(3). He signed the calendars for autograph after his talk (4).

People from MANA (5) were very glad to have him talk in their seminar. Mr. Biboy Enriquez was also happy to have been invited in this activity. Again, he was able to reach the small scale breeders. These are the ka-MANAs out there that despite being small scale is willing to invest in the growing industry of gamefowl. The visit was worth it.

March 27. The final stop: AGBB - Association of Gamefowl Breeders of Bulacan. Together with BMEG which is the organizer of the said activity, we were able to conduct a seminar (1) for gamefowl breeders regarding what exactly is Secret Weapon and again, a short lecture from our icon, Mr. Biboy Enriquez. The seminar was held in Max's restaurant in Pulilan, Bulacan.

It was my time to shine as well. A small portion of the seminar is a short presentation about minerals by yours truly (2). Mr. Biboy Enriquez gave his words of wisdom thereafter (3). We hate to end the seminar so sudden but the venue was just available for the whole morning. The picture taking and autograph signing were done after the talk (4)(5). We gave away product samples and some 10ml Secret Weapon were given for raffle. Everyone was cut short but satisfied. Mr. Biboy Enriquez didn't fail them.



...being with a star like Mr. Biboy Enriquez was tiring but fulfilling. I should know because I WAS THERE...
-Leah Zen E. Eslava

The enterprise

Official Publication of SALINAS FOODS, INC.
Vol. 13 Issue No. 15 March 2009

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