

DIONA JOYCE (TITA FLIPS)

Chef | Restaurateur | TV Host



Street food is synonymous with the Philippines and Diona Joyce put Filipino cuisine on Canada's culinary map as the country's first purveyor of the Filipino street food with Kanto by Tita Flips in 2013.

At a time when Filipino street food was unheard of, Diona broke culinary barriers and set up Kanto by Tita Flips in an upcycled shipping container at Market 707, the stretch of sidewalk near Dundas and Bathurst. Diona's signature dishes include Lechon Kawali - roasted pork belly, Tapsilog - beef ribeye slices and Sisig Fries, which is her version of poutine. She opened her second restaurant at The Junction.

With a mission to make Filipino cuisine mainstream, Diona has appeared on the *Fidel Gastro Show*, Food Network's *Fire Masters*, *Canada AM* and *The Social* on CTV, and *The Morning Show* on Global TV. She also hosts a Tagalog language cooking show, *Lutong Pinoy Eh*, on Filipino TV.

As a champion for Filipino cuisine, Diona is a mainstay at cultural events like Taste of Manila, TO Food Fest and the KULTURA Filipino Arts Festival. She was also one of the headlining chefs at the inaugural BBQ Eats Festival that saw over 30,000 attendees in Toronto. She also recently hosted a 10-week Kanto night festival with themes paying homage to various Philippine regions.

Focussing on innovation, Diona developed the Kanto Kamayan Kit. This experience offers the traditional Filipino style of eating communally and without plates or utensils. All the ingredients are made in-house and can be ordered online.

A firm believer in giving back to society, Diona collaborated with a non-profit organization and launched a *Feed the Frontline* campaign, which delivers meals to frontline workers throughout the GTA during the pandemic. Through the sale of her food, Diona is also raising funds for the victims of the recent Typhoon Vamco in the Philippines.

Appearance and Collaboration Inquiries
JENNY SHIN, MILESTONES PUBLIC RELATIONS
1 Yonge Street, Suite 1801
Toronto, ON, M5E 1W7
+1-647-286-8584 | jshin@milestones-pr.com