



Highlighting Small Businesses: Halo-Halo Café

Each October, we get the privilege of celebrating Filipino American History Month. That's why this month, we're shining a spotlight on a Filipino business with deep roots in the community: Halo-Halo Café.

The very first Halo-Halo Café opened in National City in 1988. Husband and wife owners Lee Magpusao and Cherry Reyes have owned the business since 2017 and take pride in serving authentic Filipino dishes and desserts.



Halo Halo Café was started by one of San Diego's Pinay legends, Consuelo "Conching" Orpilla of Conching's Café. Conching was a pioneer and one of the first Filipina business owners to bring authentic Filipino cuisine to San Diego in the 1980's. Conching's "Pancit Palabok" recipe was featured on the Cooking Channel's "Eden Eats" TV show. To this day, Halo-Halo Café continues to specialize in authentic Filipino cuisine and

desserts. The restaurant has been a staple for South Bay families for years.

"Halo Halo" translates to "mix mix," which is the perfect name for the restaurant's signature dessert. The famous Halo-Halo dessert is a mix of shaved ice, evaporated milk, and tropical condiments such as leche flan, palm seed, coconut jelly, jackfruit, sweet beans, and ube jam. It is then topped with toasted rice and your choice of tropical Magnolia-brand ice cream flavors such as ube, buko pandan, mais queso, langka, and macapuno.

Halo-Halo Café isn't just known for its desserts. The menu includes an array of more than 25 Filipino dishes like lumpia shanghai, crispy pork sisig and lechon kawali.

Halo-Halo Café also offers catering for any occasion, from local school events and weddings, to holidays, birthday parties, and celebrations throughout the year. Trays of pancit and lumpia are always a tasty addition to any party and are usually the first to be finished!

Halo-Halo Café is located at 1392 E. Palomar, Suite 303, and is open seven days a week from 10 a.m. to 8 p.m.

If you would like your small business featured in a future newsletter, please complete this [submission form](#).

For business assistance, please refer to our website at chulavistaca.gov/businesses and be sure to refer to the [Award-Winning Business Resources Guide](#) for additional information on available resources to assist your business.