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RESTAURANTS

Hip-hop-themed Filipino slider restaurant opening in renovated Selden Market

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Courtesy Slide Thru

Dinuguan banh mi-style slider at Selden Market Filipino-inspired spot Slide Thru #FAM with pork, carrots, cilantro and jalapeno. Slide Thru celebrates its grand opening Oct. 12-13, 2018.



Courtesy Slide Thru

Slide Thru #FAM owners Eric Jackson, left, and Rina Parrilla Garcia, in a self-made send-up of hip-hop artist Raekwon's 1995 album "Only Built 4 Cuban Linx."



Courtesy Slide Thru

The dragonfruit-laden "Ye" burger slider special at Filipino-inspired slider spot Slide Thru #FAM. The restaurant often names its burger specials after hip-hop artists or albums.

This week, downtown Norfolk will get some flavors it's been conspicuously missing for a while: Filipino cuisine.

On Friday, Eric Jackson and Rina Parrilla Garcia will open hip-hop themed Filipino slider spot [Slide Thru #FAM](#) in Selden Market – the indoor arcade of shops and restaurants between Slover Library and the Main.

Since May, the pair's business has been a pop-up regular at breweries in Hampton Roads, serving up "super lumpia" and pancit alongside chicken adobo mini-sandwiches on pandesal bread rolls, gussied up with mango slices and Filipino-style pork rinds. Banh mi sliders made with pork dinuguan will also be in the house.

Some of the food comes from Parrilla Garcia's Filipino-American upbringing – with improvisations from Jackson, whose own family has long been houseguests for her mother's home cooking.

"We're all family," Jackson said, "We've known each other for 10 years now."

According to Jackson, the new fast-casual mini-restaurant will be decorated according to the partners' shared love of hip-hop. It's located in the former space of [Doughminion Donuts](#), whose owner Stephanie Dietz will kickstart an undisclosed project in Virginia Beach.

Slide Thru will also offer off-the-wall burger sliders named for Notorious B.I.G. and the Beastie Boys.

"The decor will have slight nods to the four elements of hip-hop," said Jackson, referring to the classic pillars of rap, turntables, graffiti and b-boying. "So the condiment table is a DJ table with milk crates of condiments. There will be picture frames with paper rolls for people to create art live. It'll already be in a frame."

The pair also recreate hip hop album covers – [already on display on Slide Thru's Instagram](#) – with Slide Thru-themed versions of '90s classics like Raekwon's "Only Built 4 Cuban Linx" and Missy "Misdemeanor" Elliott's "Supa Dupa Fly." The Beasties-themed burger is one of Slide Thru's most popular items, according to Jackson. The New York-deli inspired burger features pastrami, dill sauerkraut and whole grain mustard, with caraway seeds in the burger patty to mimic the taste of rye.

B.I.G. fans will recognize a verse from his 1994 track "Big Poppa" in the namesake sandwich: "So we can steam on the way to the telly go fill my belly, a T-bone steak, cheese, eggs and Welch's grape."

Here, that becomes a burger with Welch's grape onion jam, cheddar and a slider-sized quail egg.

Potential future plans, according to Jackson, include karaoke nights, delivery in downtown Norfolk and later hours than Selden Market's usual 5 p.m. closing time.

Fans of the slider shop should take advantage while they can. Slide Thru is considered an incubator business at Selden Market, Jackson says, which means they'll likely be in Selden for only six months to a year.

When that's over, there's always the back-up plan, dating back to a lucky find by Parrilla Garcia's mother.

"Her mom was getting into retirement," Jackson said. "Her dream was to have a little spot to socialize and get Filipino food. It all started with her mom finding a small food trailer to fix up – which we still haven't done yet."