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**John B. Lacson Foundation Maritime University-Molo, Inc.**  
**College of Business**  
**Iloilo City**

THE TASTE OF ILONGGO DELICACIES

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A Research Paper Presented to the  
Faculty Members of the College of Business  
John B. Lacson Foundation Maritime University-Molo, Inc.  
Iloilo City

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In Partial Fulfillment  
of the Requirements in Research  
(Methods of Research)

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*Abstract*

This investigation was undertaken to determine the taste of Ilonggo delicacies. The respondents themselves were the researchers who made a list of guide questions to gather the data needed for this study. Top ten Ilonggo delicacies were identified for the respondents to taste and describe. This included La Paz batchoy, biscocho, barquillos, barquiron, pancit molo, galletas, seafoods galore, butterscotch, chicken inasal, and siopao. The data gathered were used as basis to describe and develop a brochure of the chosen delicacies. The study revealed that each Ilonggo delicacy is distinct when it comes to the taste, preparation, availability of the product and other features, as well as, food choice and quality perception of each consumer differ from each other. A brochure promoting the different Ilonggo delicacies was then made, which could be reproduced and distributed to both local and foreign tourists.