

### *Editor's Note*

This issue of *Flavours* covers an array of areas ranging from product development, product evaluation, business venture and travel.

The first research article entitled “Acceptability of Chicharooms as an Alternative Snack aimed to determine its acceptability to the selected people of Bustos, Bulacan. Mushroom chicharon or “chicharoom’ is one of the growing food products in the Philippines and that it is recommended in the research study that continuous growing of mushroom should be done by the raisers/farmers in order to sustain the manufacturing of the said product.

The second article highlights the complex process of product development. This requires knowledge of ingredients, processing techniques, packaging materials, consumer demands and preferences. It is the objective of the research proponents in the research article to produce potato and malunggay pie crust as a new product that will become acceptable to the consumers in terms of appearance, taste, texture and aroma.

In line with business venture, themed restaurant is gaining popularity nowadays especially to millennials. It is the social media that has made the diners curious on how the food taste and how the ambience of the restaurant can please them. Based on the results of the research study, diners in themed restaurants have some preferences in terms of the design/theme of the restaurant and expect that the themed restaurants serve quality food and provide good customer service.

Finally, the travel preferences of Baliwageños was explored in the last article. Based on the results of study, leisure, followed by meeting friends and relatives were the reasons for

traveling and family is the preferred companion of almost half of the respondents. The respondents considered price, attractions, opportunity for rest, cleanliness and orderliness, personal safety and security, activities and variety of local foods as important factors/considerations in choosing a tourist destination.