

INNOVATING MENU TWIST: EXPLORING HOW FOOD BUSINESS ADOPTS LOCAL FOOD INNOVATION IN QUEZON CITY

ABSTRACT

AUTHORS

Rochelle Arellano
Emily Shane Cariaga
Angel Crishelda Nacional
John Brix Nicolasora
Mary Claire Padrones

ADVISER

Roland Rambo B. Jayoma,
CHP, MBA

AFFILIATION

Bestlink College of the
Philippines

DISCIPLINE

Hospitality Management

KEYWORDS

local food innovation; quezon city; food business; culinary innovation; traditional and modern balance; fusion cuisine

ARTICLE ID

AASGBCPJMRA-B67221

The food industry in Quezon City is increasingly embracing local food innovation, adopting a "menu twist" approach that incorporates unique, locally sourced ingredients into both traditional and contemporary dishes. This study aims to explore how restaurants in Quezon City utilize local food innovation to develop distinctive and competitive menus. Specifically, it examines the motivations, methods, and strategies driving this innovation, while identifying the successes and challenges food businesses encounter in integrating local ingredients and flavors. Additionally, the study highlights best practices in sustainability, ethical sourcing, and customer education. Ultimately, it seeks to propose ways to support the growing trend of local food innovation for the benefit of both businesses and local communities. The research employed a quantitative design to enhance validity and reliability. A descriptive approach was used to investigate the innovation of the "Menu Twist" and how food businesses in Quezon City adopt local food innovation. Data were collected from 60 customers (20 per restaurant) across three establishments—Tres Filipino Twist, Mesa, and Storya Kitchen and Bar—using simple random sampling to ensure equal selection probability. The majority of respondents were between the ages of 23 and 32, with the age groups 23–27 and 28–32 equally representing the largest segments of the sample. Female participants made up 53% of the total, indicating a slightly higher inclination among women to explore innovative local cuisine. Additionally, 42% of respondents reported visiting these food businesses occasionally, suggesting that customer interest is driven more by the novelty and variety of offerings than by routine dining habits. The study found that food businesses in Quezon City effectively embrace local food innovation, appealing especially to respondents aged 23–32, the majority of whom were female. There was a strong interest in fusion cuisine and creative food experiences, with most participants dining occasionally, suggesting a desire for variety and discovery. Restaurants such as Tres, Mesa, and Storya were praised for skillfully blending traditional Filipino flavors with modern twists. Respondents valued the consistent quality and thoughtful presentation of new dishes, noting that these innovations maintained cultural authenticity while catering to contemporary tastes.

RECOMMENDED CITATION

Arellano, R., Cariaga, E. S., Nacional, A. C., Nicolasora, J. B., & Padrones, M. C. (2025). Innovating Menu Twist: Exploring How Food Business Adopts Local Food Innovation in Quezon City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 128.