

ACCEPTABILITY OF MAZZARD JUICE WITH TANGHULU AS A REFRESHER DRINK AMONG GRADE 11 HOME ECONOMICS STUDENTS AT BESTLINK COLLEGE OF THE PHILIPPINES

ABSTRACT

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KEYWORDS

*home economics students;
mazzard juice; sensory
acceptability; tanghulu;
refreshing beverage;
acceptability mazzard*

ARTICLE ID

AASGBCPJMRA-B34872

Mazzard juice, derived from tart mazzard cherries, delivers a vibrant red hue and a sweet-tart flavor profile that appeals to fruit beverage enthusiasts. Paired with tanghulu—a traditional candied fruit snack that adds crunch and sweetness—this drink aims to combine refreshing hydration with textural contrast. While sour cherry beers are appreciated for their complex flavors and health benefits, they may not suit all tastes. Mazzard juice with tanghulu offers a non-alcoholic, fruit-forward alternative designed to enhance refreshment and enjoyment among young consumers. A descriptive survey design is employed to assess the acceptability of Mazzard juice with tanghulu among Grade 11 Home Economics students at Bestlink College of the Philippines. Quota sampling ensures participant representation across key demographic traits. A structured questionnaire gathers ratings on appearance, flavor, texture, and aroma using a four-point scale, and a checklist records overall acceptability. Students rated the beverage highly across all sensory attributes. Presentation received top marks for its eye-catching red color and attractive tanghulu garnish. Flavor scores reflected well-balanced sweetness with a pleasant tart finish. Texture ratings highlighted the enjoyable contrast between smooth juice and crunchy tanghulu, while aroma ratings affirmed its inviting cherry scent. Overall acceptability was high, indicating a strong preference for this innovative refresher drink. The findings indicated that Mazzard juice with tanghulu achieved high acceptability among senior high students. Its appealing appearance, balanced flavor profile, refreshing texture, and enticing aroma contributed to positive evaluations. As a result, Mazzard juice with tanghulu demonstrates potential as a popular non-alcoholic beverage option in school settings. Further product development may explore flavor variations and packaging optimizations to enhance market appeal.

RECOMMENDED CITATION

Calixto, C. N., Daculan, J. J., Dalapo, J., Geuvera, J. E., & Lumbog, J. (2025). Acceptability of Mazzard Juice with Tanghulu as a Refresher Drink Among Grade 11 Home Economics Students at Bestlink College of the Philippines. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 155.