

INNOVATION OF ESPRESSO SHOT BLACK MILK WITH MARBLE NUTELLA ON TOP AMONG GRADE 12 ABM STUDENT AT BESTLINK COLLEGE OF THE PHILIPPINES

ABSTRACT

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Innovative coffee beverages, such as espresso topped with marble Nutella, offer a rich blend of sweetness, creamy texture, and bold flavor that captivates coffee enthusiasts seeking novel experiences. This fusion of craftsmanship and creativity enhances both taste and visual appeal. A study by Sally McKenney (2020) underscores Nutella's versatility in pairing with coffee and desserts. This research aims to explore the preferences and perceptions of Grade 12 ABM senior high school students regarding this indulgent beverage, highlighting its appeal as a unique and satisfying coffee innovation. This study involved Grade 12 Accountancy, Business, and Management (ABM) students from Bestlink College of the Philippines as participants in the Senior High School program. A descriptive research method was utilized to assess the level of innovation perceived in the espresso shot black milk topped with marble Nutella. Participants were selected through random sampling to ensure unbiased representation. Data collection was conducted using a survey questionnaire, and a checklist format was employed to evaluate the respondents' perceptions of the beverage's innovative qualities. The study examined the innovative qualities of the Espresso Shot Black Milk with Marble Nutella on Top by analyzing customer feedback on its presentation, taste, texture, and aroma. Results showed that the product drew significant attention due to its sleek and visually striking appearance. While the bold bitterness of the espresso was the dominant flavor, it was subtly balanced by the sweet undertones of the marble Nutella, resulting in a rich and well-rounded taste experience. The study examined the innovative appeal of the Espresso Shot Black Milk with Marble Nutella on Top by evaluating participants' responses to its taste, texture, and overall presentation. A total of 50 respondents, aged 16 to 20, participated in the research, with 76% identifying as female and 24% as male. The results revealed a generally positive reception, driven by the beverage's distinctive appearance and its aromatic fusion of rich and unique flavors.

RECOMMENDED CITATION

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