

## **ABSTRACT**

This study is an experimental research conducted from October to November, 2018 to explore the acceptability of squash flour cupcake enriched with malunggay. It aimed to: Determine if squash made into cupcake is acceptable in terms of appearance, flavor, color, aroma, texture, and general acceptability; Determine if there is significant differences among treatments in terms of appearance, flavor, color, aroma, texture, and general acceptability; Determine the cost and yield of the product for recipe; and Find out the acceptable selling price of the product per treatment. The product was evaluated by the evaluators, composed of the faculty, staff and student of Capiz State University Pontevedra, Campus. The statistical tools used in the analysis and interpretation the data were mean and ANOVA. The appearance, aroma, color, texture, flavour and general acceptability of Squash Cupcake were “liked very much”. There is a significant differences existed among all treatments. All treatments were generally acceptable.

*Keywords: Squash, Cupcake, Enrich, Malunggay*