

## **ABSTRACT**

This experimental research was conducted from June to October, 2018 at Capiz State University, Pontevedra, Capiz to explore the feasibility of utilizing Ube flour into cake products. Specifically, the objectives of this study aimed to find out the acceptability of Ube cake in terms of appearance, flavor, aroma, texture and general acceptability; find out if there is significant difference among the cakes in terms of sensory qualities tested, and determine the raw cost and yield per treatment. This product was evaluated by 20 panelists using the sensory evaluation cards with rating scales. The statistical tools in the analysis and interpretation of data were ANOVA or F-test and ranges of mean. Result showed that the Ube cake was desirable as to appearance, flavor was delicious, aroma was slightly noticeable, texture was fine, and general acceptability was liked moderately. There was no significant difference among treatments per parameters.

Keywords: *Ube cake, cake, ube.*