



Republic of the Philippines
Department of Education
REGION IV-A CALABARZON
SCHOOLS DIVISION OF BATANGAS

Advisory No. 235, s. 2026

October 21, 2026

In compliance with DepEd Order (DO) No. 8, s. 2013
this advisory is issued not for endorsement per DO 28, s. 2001,
but only for the information of DepEd officials,
personnel/staff, as well as the concerned public.
(Visit www.deped.gov.ph)

UGNAY-BATANGAN 2026: KAKILANLAN, KULTURA, KAPISTAHAN

With reference to the invitation to participate in the activity by MICE Class of 2026 under the College of Business, Accountancy and Hospitality Management (CBAHM) of the University Batangas please refer to the attached letter containing the details of the activity.

This Office interposes no objection provided that the participation of learners and teachers shall be purely voluntary and will not hamper instructional time in compliance with the provisions of DepEd Order No. 9, s. 2026 policy on the Three Term School Calendar particularly the observance of the instructional block and DO 9, s. 2005 titled Instituting Measures to Increase Engaged Time-on-Task and Ensuring Compliance Therewith and the policy on off-campus activities stated in DO 66, s. 2017. For the information and guidance of all concerned.

This is also subject to the no-collection policy as stated in Section 3 of Republic Act No. 5546 also known as An Act Prohibiting the Sale of Tickets and/or the Collection of Contributions for Whatever Project or Purpose from Students and Teachers of Public and Private Schools, Colleges and Universities (Ganzon Law), issued in DO 19, s. 2008, and reiterated in DepEd Memorandum No. 041, s. 2024.

For information and widest dissemination.

EMD/ UGNAY-BATANGAN 2026: KAKILANLAN, KULTURA, KAPISTAHAN/R2-156884/10/21/2026



University of
Batangas



September 24, 2026

DR. MARITES A. IBAÑEZ, CESO V.
SDS for SDO Batangas Province

Subject: Request for Approval to Invite Grade 12 Students Batangas City Schools to Participate in UGNAY-BATANGAN 2026 Activities

Dear Dr. Ibañez,

Mabuhay!

The **MICE Class of 2026**, under the **College of Business, Accountancy and Hospitality Management (CBAHM)** of the **University of Batangas**, respectfully seeks your approval to invite **Grade 12 students from schools in Batangas City** to participate in **UGNAY-BATANGAN 2026: Kakilanlan, Kultura, Kapistahan**, which will be held on **November 19, 2026, at the University of Batangas**.

UGNAY-BATANGAN 2026 will serve as the official **BESTINATION Showcase** of CBAHM. The event is designed to provide a meaningful platform for celebrating and promoting **Batangueño identity, cultural heritage, creativity, hospitality, and youth excellence**. At the same time, it serves as an experiential learning opportunity through which the student organizers can apply their knowledge and competencies in event planning, program development, project management, and hospitality management.

The event will feature an educational seminar and competitive activities that will encourage participating students to demonstrate their knowledge, creativity, technical skills, teamwork, and appreciation of local culture. The major activities include the following:

- **SANGKAP: Kuwento at Karunungan Mula sa Kusina**
An educational **culinary seminar** featuring experienced chefs and hospitality industry practitioners who will share their professional experiences, career journeys, technical expertise, and insights with the participants.
- **PAMANA: Weaving Batangueño Heritage into Every Flavor**
A **Tulingan Challenge** that will provide participating student teams with an opportunity to showcase their culinary creativity and technical skills by transforming *tulingan* into innovative culinary creations while highlighting Batangueño food heritage and culture.
- **TIMUSAN: Celebrating Filipino Coffee, Creativity & Hospitality**
A **Kapeng Barako Challenge** that will feature two competition categories: **LIKHA**, which focuses on the creation of original coffee-infused desserts, and **SIKLAB**,

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 UGNAY BATANGAN 2026



INVITATION LETTER

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which challenges participants to develop innovative coffee-infused beverages featuring the locally recognized *Kapeng Barako*.

Through these activities, UGNAY-BATANGAN 2026 aims to encourage **teamwork, leadership, creativity, cultural appreciation, and active youth participation**. It also seeks to provide Senior High School students with opportunities to discover and develop their potential while gaining greater exposure to academic programs and career opportunities in the **tourism, hospitality, culinary, and events industries**.

In view of this, we respectfully request your **approval and permission to extend the invitation to qualified Grade 12 students from Batangas Province schools** to participate in the activities of UGNAY-BATANGAN 2026. We believe that their participation will contribute to the meaningful exchange of ideas, talents, and cultural experiences among young people while strengthening collaboration between educational institutions within the community.

These attachments are provided to give your office and the concerned school personnel a comprehensive overview of the event, including its activities, schedule, competition requirements, and guidelines.

We sincerely hope for your favorable consideration of this request and would be honored by the participation of the Grade 12 students from Batangas City schools in this meaningful celebration of **Batangueño culture, creativity, and youth excellence**.

For inquiries and further information regarding the event, registration, and participation requirements, you may reach the organizing committee through mice.ugnaybatangan2026@gmail.com.

Thank you very much for your valuable time, consideration, and continued support for initiatives that promote experiential learning, cultural appreciation, and holistic student development.

Respectfully yours,

MR. BRENT ROYN. GUTIERREZ

MICE 2026 Adviser, Tourism Management

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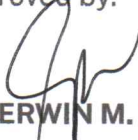

MRS. SHIELA M. POSUGAC

MICE 2026 Adviser, Int'l. Hospitality Management


DR. MELLINA B. ANDAYON

MICE 2026 Adviser, IHM - Cruise Line Operations

Approved by:


DR. ERWIN M. LUMANGLAS
Dean, CBAHM

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UGNAY BATANGAN 2026



FOR: SENIOR HIGH SCHOOL PRINCIPALS
DATE: SEPTEMBER 18, 2026
FROM: UNIVERSITY OF BATANGAS – CBAHM, MICE CLASS OF 2026
SUBJECT: UGNAY BATANGAN 2026 INVITATION

Dear School Heads and Administrators,

Mabuhay!

The MICE Class of 2026, operating under the College of Business, Accountancy and Hospitality Management (CBAHM) at the University of Batangas, presents its highest compliments to your institution. It is our distinct honor to cordially invite your school administration, faculty, and Senior High School students to participate in our upcoming landmark event, **UGNAY BATANGAN: Kakilanlan, Kultura, Kapistahan**, scheduled to take place on **November 19, 2026**, at the University of Batangas.

Serving as the official university **BESTINATION** showcase, this initiative stands as a dynamic platform designed to celebrate and strengthen Batangueño identity, cultural heritage, creativity, and hospitality. More than an academic project, **UGNAY BATANGAN** represents the practical application of event planning, program development, and project management competencies acquired by our student organizers, while simultaneously offering participating Senior High School students a meaningful, experiential learning environment.

The event features an educational seminar alongside four competitive segments crafted to highlight culinary arts, performing arts, cultural expression, and hospitality management skills:

- **SANGKAP: Kuwento at Karunungan Mula sa Kusina** – An inspiring *culinary seminar* featuring seasoned chefs and hospitality industry practitioners who will share their professional insights, career journeys, and technical expertise with the students.
- **PAMANA: Weaving Batangueño Heritage into Every Flavor** – A *culinary competition (Tulingan Challenge)* where student teams demonstrate their creativity, culinary techniques, and respect for local food heritage by transforming *tulingan* into modern culinary concepts.
- **TIMUSAN: Celebrating Filipino Coffee, Creativity & Hospitality** – A multi-category competition (Kapeng Barako Challenge) focused on innovation in food and beverage, challenging participants to craft *original desserts (LIKHA)* and *beverages (SIKLAB)* featuring local *Kapeng Barako*.
- **MISTIKA: Bringing Filipino Folklore to Life on the Modern Stage** – A cosplay and character showcase where student participants demonstrate their creativity, craftsmanship, and reverence for local mythology by bringing the unseen, mysterious, and enchanted figures of Philippine folklore into vibrant visual reality.

Through these activities, our goal is to foster teamwork, artistic expression, and leadership among young scholars across the province, while deepening their appreciation for local heritage and exposing them to academic and career opportunities within the hospitality and tourism sectors.

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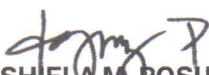
📘 UGNAY BATANGAN 2026

Attached to this letter are the complete Competition Guidelines, Rules, Mechanics, Time Allotments, and Official Judging Criteria for each respective contest. We request that you share these attachments with your department heads, advisers, and student leaders to assist in their preparation.

We would be deeply honored by your institution's presence and active participation in this celebration of culture and youth excellence. Should you have any questions or require further details regarding registration, please do not hesitate to contact our organizing team at mice.ugnaybatangan2026@gmail.com.

Thank you very much for your time, consideration, and continued partnership in promoting holistic student development.

Respectfully yours,


MR. BRENT R. GUTIERREZ
MICE 2026 Adviser, Tourism Management
MRS. SHEILA M. POSUGAC
MICE 2026 Adviser, International Hospitality Management
DR. MELLINA B. ANDAYON
MICE 2026 Adviser, IHM - Cruise Line Operations

Approved by:

DR. ERWIN M. LUMANGLAS
Dean, College of Business, Accountancy and Hospitality Management (CBAHM)
University of Batangas



UGNAY BATAANGAN

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PROGRAM FLOW

AM SESSION

TIME	ACTIVITY	VENUE	PERSON/COMMITTEE-IN-CHARGE
8:00 AM – 8:30 AM	Street Dance Parade and Ribbon-Cutting Ceremony Opening parade and ceremonial ribbon-cutting to officially commence the event	Road beside F Bldg. and K. Bldg.	Hosts Technical Committee Tourism Management MICE Class
8:30 AM – 8:40 AM	Invocation Opening prayer for the success of the event and all its activities	Carmelo Q. Quizon Gymnasium	Technical Committee
8:40 AM – 8:45 AM	Philippine National Anthem Formal singing of the Philippine National Anthem	Carmelo Q. Quizon Gymnasium	Technical Committee
8:45 AM – 8:55 AM	Opening Performance Special cultural performance to officially welcome the participants and guests	Carmelo Q. Quizon Gymnasium	UB Indayog Kultura / UB Dance Company
8:55 AM – 9:00 AM	Welcome Remarks Official welcome message to participants, guests, faculty members, and other stakeholders	Carmelo Q. Quizon Gymnasium	Dr. Erwin M. Lumanglas Dean, CBAHM
9:00 AM – 9:05 AM	Message Inspirational message and words of support for the event and its objectives	Carmelo Q. Quizon Gymnasium	Mrs. Lily Marlene Hernandez-Bohn University President
9:05 AM – 9:10 AM	Statement of Purpose Presentation of the rationale, objectives, and significance of the event	Carmelo Q. Quizon Gymnasium	Dr. Mellina B. Andayon Program Head, Tourism MICE Adviser, IHM– Cruise Line Operations
9:10 AM – 9:20 AM	Introduction of Judges Formal introduction of the members of the Board of Judges for PAMANA: Weaving Batangueño Heritage into Every Flavor and TIMUSAN: Celebrating Filipino Coffee, Creativity & Hospitality	Carmelo Q. Quizon Gymnasium	IHM–Cruise Line Operations MICE Chairman

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9:20 AM – 9:30 AM	Transition and Event Preparation Participants and committees proceed to their designated venues. Technical and organizing committees prepare the respective competition and seminar areas.	Designated Event Venues	Technical Committee Tourism Management MICE Class Int'l. Hospitality Management MICE Class IHM–Cruise Line Operations MICE Class
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SIMULTANEOUS EVENTS — AM SESSION

TIME	ACTIVITY	VENUE	PERSON/COMMITTEE-IN-CHARGE
9:30 AM – 12:00 PM	Senior High School Attendees SANGKAP: Kuwento at Karunungan Mula sa Kusina A Seminar on Culinary Experiences and Learning A learning session featuring insights and experiences in culinary practices, hospitality, food culture, and the development of meaningful culinary experiences.	Carmelo Q. Quizon Gymnasium	Int'l. Hospitality Management MICE Class
9:30 AM – 11:30 AM	PAMANA: Weaving Batangueño Heritage into Every Flavor Tulingan Showdown A culinary competition highlighting the creativity, culinary skills, presentation, sanitation, teamwork, and appreciation of Batangueño culinary heritage through the use of tulingan.	Study Area 1	IHM–Cruise Line Operations MICE Class
9:30 AM – 11:30 PM	LIKHA: Coffee-Infused Dessert A dessert-making competition that challenges participants to creatively incorporate Filipino coffee into an innovative and appealing dessert while demonstrating culinary creativity and presentation skills.	F Building Hallway	IHM–Cruise Line Operations MICE Class

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10:00 AM – 11:30 AM	SIKLAB: Coffee-Infused Drink A beverage-making competition showcasing creativity and innovation through the preparation of a coffee-infused drink that highlights Filipino coffee and hospitality.	Patio Café	IHM–Cruise Line Operations MICE Class
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AFTERNOON SESSION

TIME	ACTIVITY	VENUE	PERSON/COMMITTEE- IN-CHARGE
1:00 PM – 5:00 PM	THCMAC Student Attendees SANGKAP: Kuwento at Karunungan Mula sa Kusina A Seminar on Culinary Experiences and Learning A learning session featuring insights and experiences in culinary practices, hospitality, food culture, and the development of meaningful culinary experiences.	Juan Y. Javier Culture and Arts Building	Int'l. Hospitality Management MICE Class
1:00 PM – 1:05 PM	Invocation Opening prayer for the afternoon session and the successful conduct of the competition	Carmelo Q. Quizon Gymnasium	Technical Committee
1:05 PM – 1:10 PM	Philippine National Anthem Formal singing of the Philippine National Anthem	Carmelo Q. Quizon Gymnasium	Technical Committee
1:10 PM – 1:15 PM	Welcome Remarks Welcome message for the participants, guests, faculty members, and stakeholders attending the afternoon competition	Carmelo Q. Quizon Gymnasium	Mrs. Cyrene Catimbang Program Head, IHM and IHM–CO

1:15 PM – 1:20 PM	Reading of Guidelines for INDAYOG: Himig at Galaw ng Kultura Presentation and clarification of the competition mechanics, rules, criteria, and other important reminders	Carmelo Q. Quizon Gymnasium	Tourism Management MICE Chairman
1:20 PM – 2:10 PM	First Part INDAYOG: Himig at Galaw ng Kultura Competition Proper Presentation of participating groups showcasing Philippine culture and heritage through festival-inspired dance, music, choreography, costumes, and overall performance.	Carmelo Q. Quizon Gymnasium	Participants Technical Committee Tourism Management MICE Class
2:10 PM – 3:00 PM	MISTIKA: A Filipino Mythology Cosplay Con This convention invites participants and enthusiasts to bring the ancient stories of our ancestors to life through creative cosplay, character design, and dramatic interpretation.	Carmelo Q. Quizon Gymnasium	Participants Technical Committee Tourism Management MICE Class
3:00 PM – 3:40 PM	SecondPart INDAYOG: Himig at Galaw ng Kultura Competition Proper Presentation of participating groups showcasing Philippine culture and heritage through festival-inspired dance, music, choreography, costumes, and overall performance.	Carmelo Q. Quizon Gymnasium	Participants Technical Committee Tourism Management MICE Class

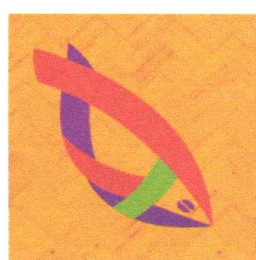
3:40 PM – 3:50 PM	Introduction of Judges and Presentation of Certificates and Tokens of Appreciation Formal recognition of the members of the Board of Judges for INDAYOG: Himig at Galaw ng Kultura , followed by the presentation of certificates and tokens of appreciation.	UB Juan Y. Javier Culture and Arts Building	Tourism Management MICE Vice Chairman
3:50 PM – 4:30 PM	Awarding Ceremony Recognition of winners and outstanding participants across the different competitions and presentation of awards and certificates.	UB Juan Y. Javier Culture and Arts Building	MICE Advisers Deans Program Heads
4:30 PM – 4:40 PM	Closing Remarks Closing message highlighting the significance of the event, appreciation of the participants and stakeholders, and acknowledgment of the committees who contributed to its successful implementation	UB Juan Y. Javier Culture and Arts Building	Mr. Brent Roi N. Gutierrez Tourism Management MICE Adviser
4:40 PM – 5:00 PM	Photo Opportunity Official documentation and group photographs with organizers, participants, judges, guests, faculty members, and other stakeholders	UB Juan Y. Javier Culture and Arts Building	Documentation Committee Technical Committee MICE Advisers

COMPETITION GUIDELINES

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 **UGNAY BATANGAN 2026**



PAMANA: WEAVING BATANGUEÑO HERITAGE INTO EVERY FLAVOR

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PAMANA: WEAVING BATANGUENO HERITAGE INTO EVERY FLAVOR

Tulingan Challenge

A. Competition Overview

PAMANA: Tulingan Challenge is a culinary competition designed to encourage Senior High School students to explore and celebrate the rich culinary heritage of Batangas through **tulingan**, a locally significant ingredient associated with Batangueño food culture. The competition challenges participants to transform tulingan into creative and well-presented dishes while maintaining its identity and connection to local culinary traditions.

B. Objectives

The competition aims to:

1. Encourage Senior High School students to appreciate and showcase the **culinary heritage of Batangas** through the creative use of tulingan.
2. Develop participants' culinary skills, creativity, teamwork, food presentation, and ability to work with a locally significant ingredient.
3. Promote appreciation and preservation of **Batangueño food culture** by incorporating local traditions and cultural influences into contemporary culinary concepts.
4. Encourage responsible cultural representation by allowing participants to communicate the concept, inspiration, and cultural significance behind their dishes.

C. Eligibility

1. The competition is open to **Grade 12 students** from participating senior high schools.
2. Each participating school may send **one (1) team** consisting of **two (2) Senior High School participants**.
3. Participants must be officially enrolled Senior High School students at the time of the competition.
4. Each team shall prepare **two (2) servings/plates featuring tulingan as the main ingredient**, following the requirements of the competition.

D. Competition Mechanics

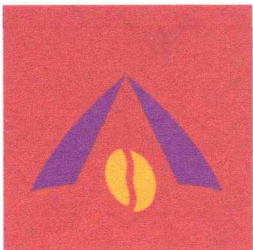
1. Each team shall have **two (2) participants**.
2. Participants shall prepare **two (2) servings/plates featuring tulingan as the main ingredient**.
3. One dish shall be prepared as a **Display Dish**, which will be presented as the team's visual and creative showcase.
4. The second serving/plate shall be prepared as the **Judging Dish**, which will be served to the panel of judges for evaluation and tasting.

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5. Both dishes should demonstrate creativity while maintaining the **identity and flavor of the main ingredient**.
6. Participants may incorporate other ingredients, seasonings, garnishes, and cooking techniques appropriate to their concept.
7. The dishes should reflect or be inspired by **Batangueño culinary heritage and culture**.
8. Participants must properly explain the **concept, inspiration, and cultural significance** of their dishes when required by the judges.
9. Proper food handling, sanitation, cleanliness, and kitchen safety must be observed throughout the competition.
10. Participants will be given **15 minutes** to prepare their ingredients, equipment, and workstation.
11. Participants will have **1 hour and 30 minutes (90 minutes)** to prepare and complete their two (2) required dishes.
12. Upon completion, the **Display Dish and Judging Dish** shall be presented according to the instructions of the competition committee and made ready for evaluation.
13. Exceeding the allotted preparation time or failure to comply with the competition requirements may result in **point deductions**, as determined by the competition committee and judging panel.

F. General Judging Criteria

CRITERIA	DESCRIPTION	POINTS
Taste and Flavor	Evaluates the overall taste, flavor balance, seasoning, texture, and quality of the finished dishes.	25
Use and Integration of Tulingan	Evaluates the effective and identifiable use of tulingan as the main ingredient while maintaining and highlighting its identity and flavor in both required dishes.	15
Creativity and Innovation	Evaluates originality, creativity, innovative use of ingredients and techniques, and the uniqueness of the dishes.	15
Batangueño Heritage and Cultural Relevance	Evaluates how clearly the dishes reflect or are inspired by Batangueño culinary heritage, culture, traditions, and local identity.	15
Technical Execution	Evaluates the proper application of culinary techniques, doneness, texture, consistency, and overall quality of preparation.	10
Presentation and Visual Appeal	Evaluates the professional plating, arrangement, garnish, composition, and visual appeal of the required Display Dish and Judging Dish.	10
Sanitation, Food Safety, and Kitchen Safety	Evaluates proper food handling, hygiene, cleanliness, workstation organization, safe use of equipment, and observance of food safety practices throughout the competition.	5
Time Management and Professionalism	Evaluates the team's efficient use of the allotted competition time, ability to complete both required dishes within the official preparation period, teamwork, discipline, respect, and professional conduct throughout the competition.	5
TOTAL		100



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TIMUSAN: CELEBRATING FILIPINO COFFEE, CREATIVITY & HOSPITALITY

LIKHA: Coffee-Infused Dessert

Kapeng Barako Challenge

A. Competition Overview

LIKHA: Coffee-Infused Dessert is a culinary competition designed to showcase the creativity, innovation, and beverage and culinary skills of Senior High School students through the development of an original dessert featuring **Barako Coffee**. The competition challenges participants to transform the distinct character of Barako Coffee into a creative and appealing dessert while demonstrating proper culinary techniques, thoughtful flavor combinations, and effective product presentation.

B. Objectives

The competition aims to:

1. Showcase the creativity, innovation, and culinary skills of Senior High School students through the development of an original Barako Coffee-infused dessert.
2. Encourage participants to explore the versatility of **Barako Coffee** as a local ingredient by developing creative and well-balanced flavor combinations.
3. Promote appreciation for local coffee and its potential in contemporary culinary and hospitality experiences.
4. Develop participants' skills in food presentation, product storytelling, and basic marketability through a marketing-style product presentation.

C. Eligibility

5. The competition is open **Grade 12 students** from participating senior high schools.
1. Each participating school may send **one (1) team** consisting of **two (2) Senior High School participants**.
2. Participants must be officially enrolled Senior High School students at the time of the competition.
3. Each team shall be responsible for preparing and presenting **one (1) original dessert featuring Barako Coffee as the main ingredient**.

D. Competition Mechanics

1. Each team shall consist of two (2) Senior High School participants.
2. Each team shall create one (1) original dessert featuring **Barako Coffee as the main ingredient**.
3. Participants may incorporate other ingredients, flavors, and components; however, Barako Coffee must remain the main and identifiable ingredient of the dessert.
4. Participants shall be given **15 minutes** for preparation, ingredient organization, equipment setup, and workstation preparation.

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5. Participants shall have **1 hour and 30 minutes (90 minutes)** to prepare, finish, plate, and ready their dessert for judging.
6. The dessert must demonstrate creativity, innovation, originality, balanced flavor, proper integration of Barako Coffee, visual appeal, and marketability.
7. Participants must observe proper food safety, sanitation, cleanliness, food handling, and kitchen safety throughout the competition.
8. Upon completion, the dessert shall be presented to the panel of judges for evaluation and tasting.
9. Each team shall be given **5 minutes** to introduce and explain their dessert through a marketing-style product presentation. The presentation must include the product name, concept or inspiration, key ingredients, flavor profile, unique selling point, innovation, and target market or market appeal.
10. Judging shall consider taste and flavor, creativity and innovation, originality, presentation, use of Barako Coffee, sanitation, and product presentation/marketability. Exceeding the allotted preparation or presentation time may result in point deductions.

E. General Judging Criteria

CRITERIA	DESCRIPTION	POINTS
Taste and Flavor Balance	Overall taste, flavor harmony, texture, and quality of the finished dessert.	25
Integration of Barako Coffee	Effective and identifiable use of Barako Coffee as the main ingredient.	15
Creativity and Innovation	Originality, creativity, innovation, and uniqueness of the product.	15
Technical Execution	Proper preparation techniques, consistency, texture, structure, finishing, and overall quality.	10
Presentation and Visual Appeal	Professional appearance, plating presentation, composition, and garnish.	10
Marketing Presentation and Marketability	Delivery and effectiveness of the required 5-minute marketing-style presentation, including the product name, concept or inspiration, key ingredients, flavor profile, innovation, unique selling point, and target market, as well as the dessert's commercial appeal and potential as a marketable offering.	10
Sanitation and Workstation Management	Proper hygiene, food safety, cleanliness, and organization throughout the competition.	5
Time Management and Professionalism	Completion within the allotted preparation and presentation time and demonstration of proper professional conduct.	10
TOTAL		100

TIMUSAN: CELEBRATING FILIPINO COFFEE, CREATIVITY & HOSPITALITY

SIKLAB: Coffee-Infused Drink

Kapeng Barako Challenge

A. Competition Overview

SIKLAB: Coffee-Infused Drink is a beverage competition designed to showcase the creativity, innovation, and beverage-making skills of Senior High School students through the development of an original drink featuring Barako Coffee. The competition challenges participants to transform the distinct character of Barako Coffee into a creative, flavorful, and visually appealing beverage while demonstrating proper beverage preparation techniques and thoughtful ingredient combinations.

Beyond beverage preparation, SIKLAB encourages participants to explore the versatility of local coffee in contemporary beverage concepts while developing their skills in product presentation, storytelling, and basic marketability.

B. Objectives

The competition aims to:

1. Showcase the creativity, innovation, and beverage-making skills of Senior High School students through the creation of an original Barako Coffee-infused drink.
2. Encourage participants to explore the versatility of Barako Coffee by developing innovative beverage concepts with balanced and complementary flavors.
3. Promote appreciation for local coffee and its potential in contemporary hospitality and beverage experiences.
4. Develop participants' skills in beverage presentation, product storytelling, and basic marketability through a marketing-style presentation.

C. Eligibility

1. The competition is open to Senior High School students from participating schools.
2. Each participating school may send one (1) participant for the competition.
3. The participant must be an officially enrolled Senior High School student at the time of the competition.
4. Each participant shall prepare and present one (1) original beverage featuring Barako Coffee as the main ingredient.

D. Competition Mechanics

1. The competition shall have one (1) participant per entry, who must be a Senior High School student.
2. Each participant shall create one (1) original beverage featuring Barako Coffee as the main ingredient. Participants may incorporate other ingredients, flavors, syrups, garnishes, and components, provided that Barako Coffee remains the main and identifiable ingredient.
3. The beverage may be prepared and served either hot or cold, at the participant's discretion. The chosen serving temperature must be maintained when the beverage is presented to the judges.
4. The competition shall be conducted one (1) participant at a time. Each entry shall be assigned a 25-minute competition slot.
5. The first 5 minutes shall be allotted for mise en place, including ingredient preparation, equipment and utensil setup, and workstation organization.
6. The following 15 minutes shall be the official preparation period for making, finishing, and garnishing the beverage. Participants must stop all preparation once the official time ends.
7. The final 5 minutes of each entry's slot shall be allotted for a marketing-style presentation of the beverage to the judges.
8. The beverage must demonstrate creativity, innovation, originality, balanced flavor, proper integration of Barako Coffee, visual appeal, and marketability.
9. Participants must observe proper food and beverage safety, sanitation, cleanliness, and workstation organization throughout the competition.
10. The presentation shall include the drink name, concept or inspiration, ingredients, preparation method, flavor profile, unique selling point, innovation, and target market or market appeal.
11. Judging shall consider taste and flavor, creativity and innovation, originality, presentation, use of Barako Coffee, sanitation, and product presentation/marketability.
12. The next participant shall begin only after the preceding 25-minute competition slot has been completed.
13. Exceeding the allotted preparation or presentation time may result in point deductions, as determined by the competition committee and judging panel.

E. General Judging Criteria

CRITERIA	DESCRIPTION	POINTS
Taste and Flavor Balance	Overall taste, flavor harmony, aroma, mouthfeel, and quality of the finished beverage.	25
Integration of Barako Coffee	Effective and identifiable use of Barako Coffee as the main ingredient.	15
Creativity and Innovation	Originality, creativity, innovation, and uniqueness of the beverage.	15
Technical Execution	Proper preparation techniques, consistency, appropriate serving temperature, and overall quality of the beverage.	10
Presentation and Visual Appeal	Professional appearance, serving presentation, composition, and garnish.	10
Marketing Presentation and Marketability	Delivery and effectiveness of the required 5-minute marketing-style presentation, including the drink name, concept or inspiration, ingredients, preparation method, flavor profile, innovation, unique selling point, and target market, as well as the beverage's commercial appeal and potential as a marketable offering.	10
Sanitation and Workstation Management	Proper hygiene, food and beverage safety, cleanliness, and organization throughout the competition.	5
Time Management and Professionalism	Completion within the assigned competition slot and demonstration of proper professional conduct.	10
TOTAL		100