

Abstract

Filipino cuisine is fast evolving primarily because of the Filipinos' perspective on colonial mentality that foreign dishes are better than Filipino cuisines. It is the reason why most Filipinos, especially the younger generation, forget how rich our culture is. Most of the younger generation would prefer fast food and don't even bother knowing or tasting Filipino dishes, resulting to the extinction of the food culture of the Philippines.

The study "EXOTICA ILOCANDIA: Photo Compilation of Various Exotic Foods by Ilocano" aimed to create & publish three coffee table books that will illustrate Ilocos' finest and most exotic dishes to be more appealing and appetizing to Filipino young generations. The researcher took pictures of some of the Ilocano exotic foods and designed a layout for the coffee table book. The book illustrates different kinds of exotic delicacies with their ingredients and procedures.

