

**Exploring the Culinary Delight of Dirty Ice Cream in Iloilo:**

**Lived Experiences of Ice Cream Makers**

A Research Paper

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## ABSTRACT

This study explores the cultural and economic significance of dirty ice cream in Iloilo City, Philippines, a beloved traditional street food deeply rooted in local heritage and identity. A nostalgic treat cherished by both locals and visitors, dirty ice cream embodies community pride and cultural resilience. Through focus group discussions with vendors, makers, and business owners, this research examines their experiences, entrepreneurial practices, and sustainability efforts. Findings reveal that despite challenges such as seasonal income fluctuations, physical demands, and competition with commercial brands, vendors adopt innovative strategies like social media marketing, quality control, and delivery services to remain competitive. Moreover, environmental sustainability is prioritized through the use of traditional ingredients, minimal waste practices, and recycling initiatives. These practices not only preserve the authenticity of dirty ice cream but also align with broader sustainability goals. By documenting these practices, the study contributes to the academic discourse on street food culture, local entrepreneurship, and tourism. It highlights how dirty ice cream functions as both a resilient business model and a cultural symbol, fostering social connections while enhancing Iloilo City's reputation as a unique culinary destination. These findings underscore its dual role in celebrating local pride and attracting tourist interest, advancing our understanding of the interplay between heritage food and sustainable tourism development.

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