
FLAVOURS of EUROPE

**PR2 Training course: Digitalisation of Rural Gastronomic Cultural Heritage in
Europe**

Handbook No.2 Brand &Image of my food's place

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1. Background & understanding of key concepts: brand and image

The term “brand” can mean different things when is used by different people. According to American Marketing Association the term refers to a name, term, design, symbol or any other feature that distinguishes one seller's good or service from those of other sellers (American Marketing Association, 2012). Brand represents a competitive identity making a product distinctive and differentiates it from all others (Anholt S., 2009).

Nowadays in order to attract more tourist destinations try to build strong place brands and properly position them in the minds of consumers (Cai L., 2002). The final choice of tourists regarding their vacation destination is based on the benefits. Except the tourist expectation regarding relaxation, experiencing new adventures or visiting cultural sites, food is also a very important attribute (Robinson and Getz 2014).

The term “destination brand” refers to a destination’s competitive identity, it is what makes a destination memorable and unique. Competitive identity is influenced by the way in which country images are naturally formed and the main factors are mentioned in figure 1.1.



Fig. 1.1. Factors influencing Competitive Identity (Anholt S., 2012)

The coordination between the factors and the development of national strategies, allocation of resources and specialized expertise, innovation can lead to effective national reputation.

The main activity of tourism agencies is selling vacations that in the end are products. Tourism has a secondary impact related to “brand image” of an area, region or a country.

A pleasant holiday has the power to change the brand image of a region or a country in the mind of the tourist. In many cases people change their minds and preconceptions about countries once they visit them, the country become real in this way and stops being only a brand. The Nation Brand Index states that preference for a country and its people, culture, food and drinks increases as a result of any personal experience even when the holiday was not a pleasant one. The human factor is very important because people talk about their vacations with other people. If enough people visit a country and if they present a demographic influence, then over time this can lead to an improvement in country image and more people will want to visit it.

Brand image is a key factor of brand that refers to consumer’s perception in general and feeling about brand and has influence on consumer behavior.

The notion of a brand is a dynamic relationship between the product (food, destination) and the consumers or potential tourist. The food brand is like a promise of an experience that a potential visitor anticipates. That's why it is very important for brand owners and destinations to understand their target audience in order to develop sustainable relations with their valuable consumers.

Schultz and Kitchen (2000) mentioned that “the brand is the best psychological vehicle for delivering meaning”.

Chernatony and McDonald (1998) stated that “a successful brand is an identifiable product, augmented in such a way that the buyer or user perceives relevant, unique, (sustainable) added value which match their needs most closely.

There are many misconceptions about what a brand is, many people refer to a brand when they are talking about a logo (merely a symbol of the brand), often products are called brands. The brand is the main characteristics of a product that makes it different from all other products in the mind of its potential consumer. The brand is distinctive, memorable, valuable to specific types of consumers and it's able to inspire loyalty and retain consumers in hard times and, in some cases, charge a premium because it is unique (Anholt, S. 2009).

A brand is not a product, a logo, a slogan, imagery, a design style or a marketing campaign. Except for a 'product' that is the raw material of the destination, all the other elements are used in marketing a food destination. A logo is a symbol that, through usage over time, achieves recognition for the food destination. A slogan usually accompanies a logo. Imagery is very important for brand essence and building a feeling for the food destination.

The brand is the core of all marketing activities (fig. 1.2)

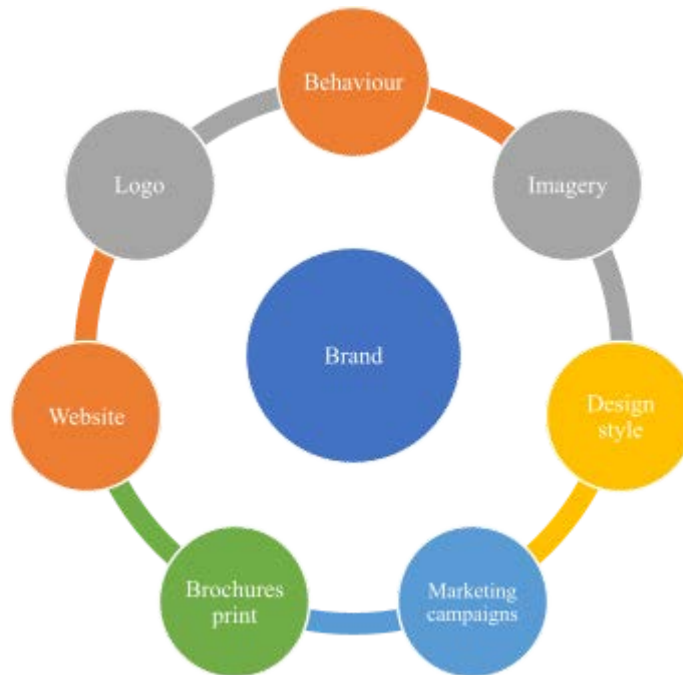


Fig. 1.2. Brand at the core of marketing activities
(Source: Yellow Railroad)

Brand development process involves different stages:

- Branding is for everyone. All regions or countries can and should develop a brand. The brand should run through all marketing communications like simple website pages, TV advertising, and social media.
- When developing a brand, the focus should be on the core market segment because their preferences define the brand's characteristics.
- A qualitative research must be done, in this way the consumer preferences regarding the destination, food, drinks etc. In this way the true reason for travel, identification of experiences that tourist seek can be revealed.
- Stakeholders must be involved in developing a brand, in this way their participation is encouraged and the way they talk about the brand or behave with visitors will be different.
- A creative flexibility is necessary in order to reach different market segment.

- Building a brand requires answers to the following questions:
 - What are the main things I like about the destination/products etc.?
 - What sort of place/product etc. is it?
 - How does it make me feel?
 - How would I describe it in one sentence?
 - What makes it different from all other destinations/products etc.?
- Specialists in branding can help through their experience and analysis.

Once the brand essence and values have been established it should be presented through every single marketing communication, no matter how small. True essence of the brand with real impact relies on creative and clever execution. The brand impact must be regularly monitored by surveys, consumer research and tourist's satisfaction.

The success of a brand depends on some critical factors:

- Good understanding of core market segments.
- Qualitative consumer research
- Brand relative strength and weak points.
- Leadership and support of the brand from the top of the institution and ideally from the government.
- A strong brand management.
- An internal brand communication programme.
- Involvement and good communication with stakeholders.
- Adoption of the brand by commercial stakeholders.
- Constant monitoring of brand's impact.
- Everyone from the organization is responsible for applying the brand.
- Long term commitment.

The aim of a brand is to ensure that tourist experience from their holiday, trip, destination.

Figure 1.3 reveals how a brand should affect tourist perceptions and behavior in relation to a destination/place/holiday:



Fig. 1.3. The brand continuum (Anholt S., 2009)

Food can be used in branding destination. When developing a brand for a specific destination it's recommended that brand name, logo, symbol, slogan and packaging (key elements) should reflect the characteristics of the destination. Food has a strong connection with place (Italian pasta, Porto wine). The distinctiveness of food in relation to a place has a significant role in destination identity (Everett S., 2009).

Although brand identity and brand image are related, they are different concepts. The difference is given by the fact that identity originates from the firm, whereas image is the perception of a brand by an individual.

2. Create a local gastronomy point as tourism destination image

A destination image refers to the qualities of a place that make it attractive enough to visit. Gastronomy tourism offers great benefits to rural and urban places that are visitable. Tourist seek to enjoy, experience and on some occasion take home as souvenirs products that they have enjoyed during their stay.

Tourists that are looking for gastronomic experiences and those looking for authenticity and local specialties can be attracted by food and eating habits to a certain destination.

Gastronomic tourism refers to travelling for tasting local and authentic food, participation to festivals and culinary events, eating local and international cuisine in order to promote a destination through dishes and local culinary products (Sharples and Hall, 2004).

Local gastronomic points are represented by private kitchens, where food is prepared according to culinary recipes, originally coming from an area, that are served directly to the end-consumer. These local gastronomic points are mainly found in rural family farms, animal

and agricultural farms, sheepfolds, wineries and farms, where at least one activity is related to primary production of food (milk, egg and honey production, fishing, aquaculture, plant cultivation).

The term “gastronomy” is derived from the ancient Greek words “gastros”, which means stomach and “nomos” that means law. “Culinaria” is the word used to describe the foods of a country or region (Kivela and Crotts, 2006). The most common term used is “gastronomic tourism” although there are various concepts like “culinary tourism”, “gastro-tourism”, “wine tourism”, “gourmet tourism” and “food tourism”. “Gastronomic tourism” is define as an experience of eating and drinking (Kivela and Crotts, 2005).

World Tourism Organization defines gastronomic tourism as a tourism activity that is described by the tourist experience regarding food and related activities during a trip such as visiting local producers, participation in food festivals and cooking classes (UNWTO and BCC, 2019).

Gastronomic tourism can add value to places of visit by offering an opportunity to live an experience that brings tourist closer to the population visited through practices from a specific locality. Tourist attractions can consist in regional cuisine, gastronomic events, the offer of different drinks and food and gastronomic circuits.

Local or regional cuisine brings value to tourist industry in two ways by the support provided by selling artisanal foods to tourist and by the conservation and cultivation of landscapes. Gastronomic tourism contributes to the development of poor regions through a new agricultural model, because it supports local food producers and can strengthen their market position (Hjalager, 2010).

Local cuisine has become one of the most important factors in choosing a tourist destination and is a part of the cultural heritage of the geographical area visited.

The relation between tourists and gastronomy can be described by three factors: food as a tourist product, food marketing to tourist and gastronomy tourism as a tool of destination and development.

Gastronomic tourism is crucial for a destination because it can make the journey of a tourism unique, the destination can gain a good reputation among potential visitors and show that food and drink can have symbolic meanings.

Countries around the world are developing strategies to establish a culinary identity of their territories and to promote their gastronomy because this a very important factor that can influence the decision of a potential tourist to travel.

Local gastronomic point comes in support of those organizations that produce basic food and want to provide public food services in complete safety for the consumer, without owning guest houses or other kinds of tourist units. Local gastronomic points are family-type units that can provide rural tourism, ecotourism and cultural tourism.

There are several conditions that a local gastronomic point needs to meet in order to function like:

- The need to obtain the veterinary registration document and food safety. Local gastronomic points can function in permanent or seasonal households, located in animal farms, fish farms, agricultural farms, wineries etc. It cannot operate near polluting industrial units or areas with risk factors for food safety.
- The food must be prepared only by local producers and their health must be checked periodically. The raw materials for foods must come only from authorized sanitary-veterinary units, focusing on local products specific for the area. The menu must be prepared and served on the same day and must contain no more than two soups, two main courses and two desserts. The food must be prepared using traditional techniques in compliance with the rules of hygiene.
- The local gastronomic point must have legal organization like an authorized natural person, sole proprietorship, family business or limited liability company. There are documents that must be submitted in order to obtain the veterinary registration and food safety such as: a sketch of the place of food production, a copy of the certificate ascertainment or a copy of the producer certificate.

Regarding hygiene and culinary production there is a set of general conditions to be met in order to avoid risk contamination, spaces for food preparation must be designed, located, cleaned and maintained in good working order, surfaces in contact with food must be easy to clean and disinfected.

Another requirement is that local gastronomic points must be equipped with washing and drying facilities, sanitary facilities and changing rooms, adequate spaces for the storage and control of temperature conditions of the food.

Local gastronomic points refer especially to the authenticity of the traditional method used for food preparation.

The development of a tourist destination depends on the local products and gastronomic heritage. The creation of gastronomic routes refers to attracting visitors who, along this journey, should participate in cultural activities, well explained and interpreted by local products, kitchen and all the related activities and services around them.

There are several recommendations and considerations regarding the creation of gastronomic routes for the development of a tourist destination. A first recommendation is the utilization of the technology that can provide support for gastronomic tourism products, such as: self-guided tours with gastronomic themes in order to encourage tourists to explore the areas and spend time locally; recreation of the production and harvesting of gastronomic products; mobile apps. Regarding gastronomic routes, World Tourism Organization proposes the elaboration of geographical thematic gastronomic routes (foods, products, agricultural landscapes) that can lead to socio-economic development of the region, tourist flows and improvement of local economy.

In Europe there are numerous local initiatives that aim regional development through culinary heritage, like in the city of Burgos in Spain, the commune of Fermo in the Marche region, Italy, the city of L'Hospitalet de Llobregat in Spain (Sirše, 2015). Another example is the Bulgarian gastronomic tour “Green cheese, krockmach and apple halva”, organized by SlowTours.BG, which invites people to try the only green mold cheese in the Balkans, in the village Cherni Vit. Tsvetan Dimitrov, who managed to preserve the traditional recipe for the unique cheese, does not aim to create mass production. His idea is to create a livelihood in the

village through the delicacy, which will attract tourists. A dozen locals have already been trained on how to make green cheese according to an original recipe. To this day, the only way to taste green cheese is on-site in Cherni Vit.

3. Utilization of social media channels

Social media refers to how people interact by sharing, creating or exchanging information and ideas in virtual networks and communities.

Social media is a collection of Internet websites, services and practices that support communication, collaboration, participation and sharing.

Social media typology is very diverse. Table 3.1. shows the categories of social media.

Table 3.1.

Social media categories
(Alizadeh A., Isa R. M., 2015)

Category	Description	Example
Social networks	Helps building relationships among people that have similar interests	Facebook
International Social Networks	Social media site	VK
Social travel networks	Allows travelers to exchange information during and after the trip	Tripadvisor
Private social networks	User can create their own private social networks	Ning

Professional social networks	Business people can share information about their interests and activities	Linkedin
Social recruiting	Allows recruitment of candidates through social platforms	Indeed
Blogging	Discussion or informational sites published on the World Wide Web	Tumblr
Microblogging	The content is delivered in short bursts of information	Twitter
Blogging networks	Large collection of blogs. Many blog networks provide exclusive content and require approval for bloggers to join, which gives those who are accepted a certain level of prestige.	Gawker
Blogging Communities	Blogging communities encourage bloggers to share and interact with one another as well as create regular blog posts	BlogHer

Comment Communities	Blog comments that have hopped aboard the social media bandwagon to create their own domain of communities.	Disqus
Lifecasting	Continual broadcast of events in a person's life through digital media.	Livestream
Podcasting	Social networks that help connect podcasters, advertisers, and listeners.	iTunes
Social Music Networks	Allows users to listen and share music with others	Spotify
Photo Sharing	Users can upload and comment on photos	Pinterest
Video Sharing	Video Sharing	YouTube
Document sharing	Users can upload and share documents.	Scribd
Virtual Worlds	Computer-based simulated environment where the users take the form of avatars visible to others	Active Worlds
Social Search	Some search engines have evolved beyond providing search results	Google blog search

	into a social media community where users can create profiles and interact	
Social Bookmarking & Sharing/Aggregators	Allows users to share, organize, and search bookmarks of web resources for easy access	Digg
RSS	An acronym for Rich Site Summary. Tools in this category automatically feed you current content from the websites that are most critical to your business needs	Atom
Social Q&A	Users can submit or answer questions	WikiAnswers
Wikis/Content-driven Communities	Wikis/Content-driven Communities	Wikipedia
Niche Communities	Niche networking has grown beyond the message boards of old into full-fledged communities.	Car Community
Product/Company Reviews	Allows reviews to be posted about businesses, products, or services	Yelp

Social Commerce	Allows social interaction and user contributions to assist in the online buying and selling of products and services.	Groupon
E-Commerce Platforms	Enables individuals and businesses to create online stores.	Shoppify
Management & Measurement	Provides social media marketing tools and analytics	SocialEye
Productivity Applications	A catch-all category, they enhance business productivity in one way or another	Google Docs
Mobile	The intersection of mobile communications and social media including tools that make mobile phones more powerful business allies.	airG
Interpersonal	Tools that facilitate people-to-people communication and collaboration	Skype

Other social media sites	Social media sites that defy definitions.	Squidoo
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In tourism industry social media has influenced the way in which potential tourist exchange information and how tourism service suppliers create information. Potential visitors seek true information about their destinations and possible activities before and during their trip. User-generated content on social media is an important source of information that influences the whole tourist trip.

Nowadays social media have a very important role in every segment. Platforms like Facebook, twitter, Instagram, WhatsApp, etc. have become important for business and personal affairs (Mir T., 2017). The impact of social media on tourism is enormous as tourists use social channels for information regarding their future travels or to share their personal experience about a trip.

Social media are used by tourists before, during and after they travel. People's ability to share holidays experiences with wider audience is facilitated by social media.

Social media are an important strategy for tourism promotion and helps the tourism services providers to focus on best practices through tourist feedback. Nowadays most tourist make their decision regarding travel plans based on social media shares and reviews. For experience sharing, social media are used predominantly after holidays. User-generated content is perceived to be more trustworthy than official tourism websites, travel agents and media advertising (Fortis et al., 2012).

The most popular sites on internet are the online social networking sites. Facebook for example has the potential to affect tourists' emotion, thus improving tourists experience.

Social media provides important information for future tourists, taking into account that they cannot experience the destination before traveling there (Tussyadiah et al. 2011).

There are three phases that are influencing the travel process:

- Pre-experience that is formed based on other people's travel stories, before travelling;
- Experience during travel with real time shared especially by mobile phones;

- Post-experience that disseminates comments and evaluations.

Tourist companies share their information using official destination and attraction websites such as cultural heritage attraction websites and unofficial sources of information such as blogs, online communities, social networks. The unofficial sources have a great impact on massive growth of information on destinations on the web.

In hotel industry seeing hotel booking via Facebook has surpasses hotel booking via TripAdvisor (Astburry, 2011).

Social networks, named by Litvin et al (2008) “electronic word-to-mouth” are used by users in order to communicate, share information and provide feedback from travelers about different topics (products, services, events). All these are contributing to web page reputation of the destination.

Loyal customers can be encouraged to post links to tourism provider’s website. By monitoring the reviews and uploads managers can reply to critical comments, they can find a popular blogger and cooperate with him/her, for example inviting him/her to the destination for a complementary visit. Studies confirmed that when the amount of positive reviews outweigh the negative ones, then destination is considered credible. The lack of negative reviews may show that the website is filtered.

Social networks facilitate interactivity and promotes the formation of groups that share content for tourism products so in this way they became generators of image of the destination.

Social media applications are used on the whole tourist trip, before, during and post travel. Before travelling, potential travelers use social media for inspiration. Application as Pinterest, YouTube and blogs are used to form an image of the future destination. Tourists use social media to get specific information about activities, attraction, restaurants. Online recommendations and ratings generated by other consumers are relevant when people are using platforms like TripAdvisor, Facebook. During their trip people actively use social media platforms as a source of information about the activities they can perform at their destination. Post travel social media enables virtual storytelling for tourist and provides a sense of belonging to virtual travel communities (Bosio et al, 2018).

Travelers share their experience of their trip in form of videos and photos on platforms like Instagram and Facebook. By sharing personal experience and recommendations during and after a journey on social media, consumers create digital word-of-mouth, which is spread to a global audience.

A social media strategy needs to be developed. The strategy must include target audience, competitor's analysis and activities. Social media leads to returns by creating turnover or saving costs.

Social media influences people's daily lives and impact different industries, especially tourism and hospitality industry. It provides tourism agencies the opportunity to access a diverse exchange information rapidly. For tourists, social media are an essential element in taking a decision on choosing a destination, meal and shopping. By using the feature called check-in, which works with the help of GPS, tourists can share their experience about a place by tagging it.

The following techniques can be used when utilizing social media as an instrument of tourism marketing (Bala M., Verma D., 2018):

- Content creation – presented in different formats (blogs, white paper, case studies, how-to guides, articles, forums, news, images, videos, webinars). The created content must be customized for different platforms. For example, the content for mobile phones must be short.
- Social media marketing – it involves driving traffic on the sites through Facebook, Instagram, Twitter, Pinterest, Google, LinkedIn. A good content is shared and liked, that's way the content must be customized for different social media platforms. The content must be original and the engage with the users must be done daily, at four to five times a day.
- Digital display advertising – it involves the use of display advertising to target potential audience (text, image, banner, video). The message can be customized based on content topics, customer, interests.
- Mobile marketing – refers to the two-way communication between organizations and customers through mobile devices.

- Viral marketing – a unique content is spread online because it's appreciated, shared and liked immensely. The content can have any format.
- Email marketing - send a commercial message through email to a list of potential customers. There is an inconvenience due to the fact that email marketing can be considered spamming and in some countries there are laws against it.

4. Communication and storytelling

Stories are a common part of our lives and have a central role in the way we communicate with each other, understand world and store our memories (Moscardo, 2010). Stories (myths, legends, folktales) pass on knowledge and culture for thousands of years. All over time, people have told each other stories about places (where they are, where they have lived in, places they have visited). Through social media people can tell stories and share their experience with other people. Deeply felt stories stimulate interest and motivate tourists to visit a destination (Bossano et al., 2019).

In digital age, storytelling is very important because places compete for tourists, economic development and to convey culture and information. Digital storytelling is an innovative way of communication about regions, places through experiences, anecdotes and stories shared with stakeholders. This communication process involved different parties such as the place value position and the value created by local partners, governance institutions and targets. Storytelling has the power of communicating the experimental value of a place.

Storytelling can play different roles: stories are useful for commitment, adaptation, vehicle of social control, meaning can develop consciously. Also stories can have value, such as legends, myths, rituals and ceremonies, all this being the expression of a culture.

Storytelling can be applied to a region to (Bossano et al., 2019):

- Present specific place goals;
- Present place value;
- Motivate tourist to visit a place;
- Maintain the memory;
- Create trust and sense of belonging;
- Share tacit knowledge;
- Share values;
- Reformulate place stories;
- Provide value.

The process of storytelling of a place includes three stages: building a place story, telling it to place stakeholders and listening to story feedback (fig. 4.1).

Autobiographical analysis refers to the unique aspects of a region (culture and values) and important events already memorably. Region stories must have the power to differentiate a place from its competitors. A place story should be a description in 400-600 words, based on the essence of a place.

In order to be efficient a story must be spread on social media like local communication media, advertising, online platforms.

Storytelling enables local stakeholders to identify themselves and tell their personal stories about a place. Local governments should understand and encourage place storytelling. Storytelling can influence regional marketing and communications.

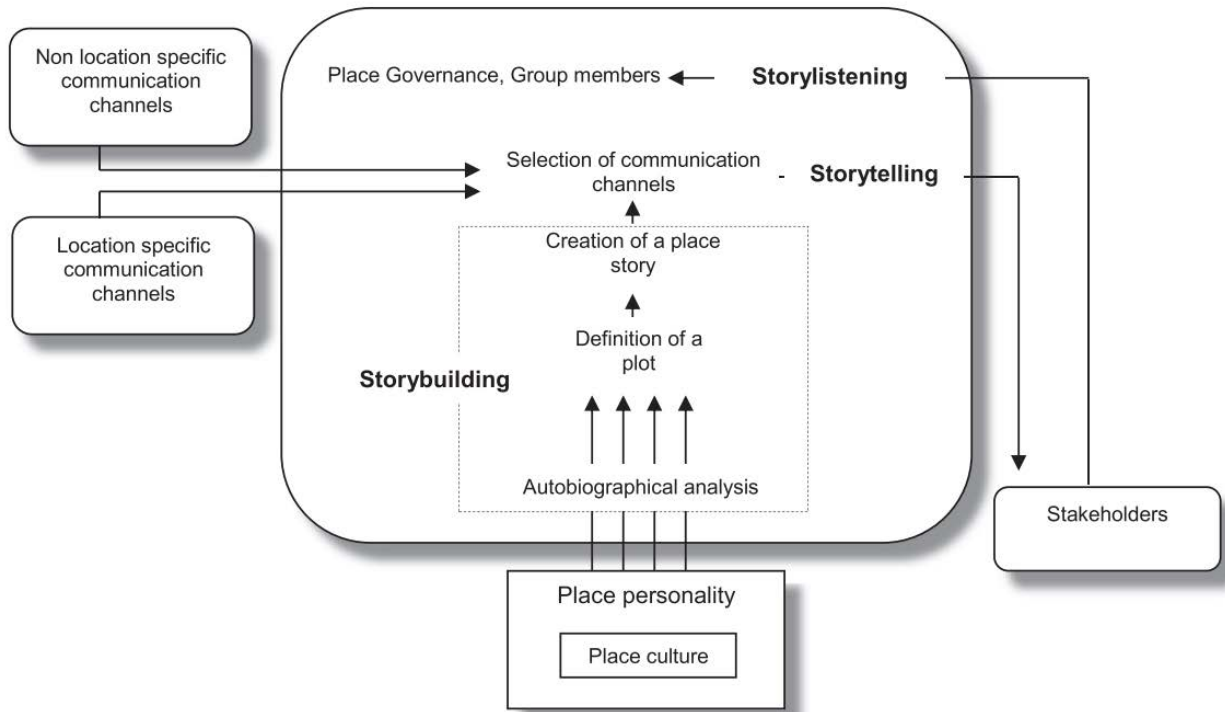


Fig. 4.1. Storytelling stages (Piciocchi et al., 2011)

Nowadays tourists want to experience, learn and participate. They are not interested only in buying tourist product but also in buying and hearing the story behind it (Mossberg L., 2007).

Storytelling, based on creativity and with the help of new technologies has become a very important destination marketing tool. With the help of technology, the audience can participate in the storytelling process with positive impact on engagement and facilitating the development of long lasting relations.

Visually orientated social media technologies have facilitated tourists experience based on storytelling and offered new ways to develop and share these experiences.

The success of a destination market depends on creating and promoting a clear brand based on the main characteristics of the destination.

Creative storytelling is defined as the development of stories that are able to (OECD, 2014):

- Create a sense of community and belonging;

- Engage and interact with the audience;
- Transform followers into promoters;
- Inspire, invite the audience to be creative.

Creative storytelling is used to communicate effectively and sell narratives and local characteristics of the area. Stories can be used as strategic marketing tool in order to support tourist products and development of a tourist destination and for creating messages and delivering the to the target audience.

The main functions of storytelling as a destination marketing tool for sustainable tourism management are (Korez-Vide R., 2017):

- facilitating market access of all stakeholders, especially smaller enterprises or community-based tourism initiatives with limited marketing resources;
- promoting of particular forms of tourism or specific tourist products that are more sustainable than others;
- promoting history, cultural heritage and traditions of the place, including implications both in terms of visitor interest and behavior;
- promoting natural environment, including special qualities and sensitivities to certain activities;
- reducing seasonality, by promoting off-season images and opportunities;
- raising the use of more sustainable transport;
- maximizing value retained locally;
- increasing spend per head and length of stay.

Storytelling is an important tool in regional development that bound together images and cultural information into visitor's experience.

5. Sustainability and support of the local community for preserving the specific

Cultural heritage tourism is increasing year by year, thus is used as a tool to stimulate regional development in rural areas. Tourism attraction for arts, culture, history, gastronomy and heritage aren't new, especially in Europe and due to the fact that travelers become more interested in opportunities to learn about places through their history and gastronomy, cultural tourism consistently grows. Cultural heritage tourism is used for preservation of region and economic development of regions (Günlü E. et al, 2009).

Cultural tourism refers to a country or region's culture and customs focusing on unique forms of art, traditions of indigenous communities (festivals, ritual).

Preserving the specific of regions and countries it's a key factor in economic policies that support tourism development and represent a tool for tourism destination differentiation.

The specific or the heritage of a place is a concept that includes the natural and the cultural environment. It includes landscapes, historic places, sites, collection, cultural practices, foods, drinks and living experience. It expresses the historic development, forming the particularities of national, regional and local identities.

The “specific” of a place can be characterized by three categories of heritage attraction (Table 5.1):

Table 5.1.

Categories of heritage attraction
(Jun S. H. et al, 2004)

Natural	Cultural	Built
Landforms	Festivals	Historic homes
Rural scenery	Arts/craft	Monuments
Flora and fauna	Traditional practices/products	Industrial sites

A climate of conservation awareness it's possible to be developed by education, entertainment and heritage attraction such as nature reserves, national parks, museums, historic houses and gardens and villages. Heritage resources are not replaceable that's way the conservation is critical in heritage management (Günlü E. et al, 2009).

The first definition related to sustainable tourism was given by the United Nation World Tourism Organization in 1996: "tourism which leads to management of all areas, in such a way, that the economic, social and environmental needs are being fulfilled with the cultural integration, ecological processes, biodiversity and supporting the development of societies".

Preservation of cultural and natural heritage it's very important. The cultural heritage protection has four principal reasons (Prompayuk S. and Chairattananon P., 2016):

- the cultural memory – preservation of cultural heritage maintains physical evidence history and transfers knowledge and skills of their ancestors.
- The convenient proximity - cultural heritage can support the interaction among environment, people and community activities.
- The environment diversity – the preservation will retain local artifacts and artisans.
- The economic gain – preservation is a benefit to the community due to cost saving of new building and attractions to visitors.

United Nations Educational, Scientific, and Cultural Organization (UNESCO) stated that cultural heritage can be tangible (buildings and surrounding) or intangible (local customs and way of life).

Authorities from different countries, like Italy, Greece and Romania, are taking measured so that tourist can eat in the homes of the locals at decent prices in order to experience the aroma of the places and the flavor of the local foods.

Food is important for sustainable tourism. Increasing consumption of local foods generated by tourist can lead to the growth of the local economy also buying local reduces the carbon footprint.

Regarding sustainability, a tourist destination brand and associated images must be (UNEP and WTO, 2005):

- Sufficiently strong to successfully draw attention and generate new interest;
- Distinctive in order to differentiate the destination from other;
- Match the values of the destination's target;
- Authentic;
- Avoid stereotypes and images that may demean local values.

United Nations Educational, Scientific, and Cultural Organization (UNESCO) declared that are 10 ways to support and sustain local communities and culture:

1. “Integrate local cultural elements in hotel environments using local products. It's important that tourists benefit from accommodations with local influences and culture. The local culture plays an important role in tourist stay by using local cultural elements on the menu and rooms.
2. Avoid over-commercialization of local cultural products and be tasteful – hire members of the community.
3. Provide guests with simple phrasebooks and cultural advice to add an extra dose of authenticity to their vacation experience – provide free guidebook that explains details of local life and society, offer cultural activities to the guests (teaching, cooking, dance, art).
4. Create an exhibition on traditional craftsmanship and sell local handicrafts – areas that show local culture and art. Tourists want to buy unique and representative souvenirs that remind them of their stay. Selling locally made handicrafts helps everyone, tourists, local crafters and in this way the traditions are passed down to younger generations within the community.
5. Encourage the hiring of local staff and tour operators. Tourists appreciate the help they can get from local receptionists, servers, concierges and tour guides that have lived in the area. It gives tourists a unique and intimate local experience and leads to the generation of goodwill and marketing. The staff and their families benefit in this

- way from the skill training, wages and other benefits. Good community engagement that prioritizes sustainability means paying a living wage with benefits.
6. Offer tours into local UNESCO World Heritage sites and co-create experiences with locals. UNESCO World Heritage sites reflect the culture and history of a destination. Tours offer guests valuable experience into the local culture and help the local community by giving business to local guides and tour operators. Work with local groups to set up activities that show off this culture whether it's workshops, courses, or simply invitations to cultural events.
 7. Host awareness-raising activities for local communities and offer training to local businesses. Jobs are easier to perform if people are working with the community members. Conducting educational training can provide lasting results than a single day's activity. Having more and better shops, restaurants, bars, and other businesses immediately around you is more likely to encourage guests to choose your hotel over more remote, isolated alternatives.
 8. Collect litter in your immediate surroundings and use eco-friendly alternatives when you can. The local community is as much about the environment as it is about the people, and looking after the environment benefits everyone.
 9. Sponsor and support local community events and host fundraising events for local community organizations. You can give directly to the community in a very visible way by sponsoring and supporting local events. Organizing—or even just hosting—a fundraising event can help support local charities without costing you too much. Events can take various forms, ranging from charity auctions to exhibitions, fairs, and dinners.
 10. Donate a share of your profits to a local charity and make it easy for guests to donate spare change. The simplest and most direct way to support your local community is to donate some of your profits directly to local charities or community projects.”

6. Tourist destination and gastronomy market

Tasting experiences and foods have become important aspects in nowadays tourism. Gastronomy is considered an element of culture and is used in destination marketing mix, because it gives a place a sense and allows tourists to “taste” the destination they visit. Food is related to local culture, is not only a basic human need. Gastronomy is the element of culture that tourists come most frequently in contact with. Tourists are looking for alternatives for travel experiences, local attractions and food is considered an attraction also. The main characteristics is that food is available all year-round, any-time and any weather, thus being the main reason why tourists consider food as an important aspect of their destination choices as they are seeking new food culture. Gastronomy is an added value on travelling experience and can be the most memorable part of the destination visited. For example, many tourists from Asia have stated visiting Europe, not only for its culture but for its gastronomy as well, being thus involved in a culinary destination (Greek Travel Pages, 2019).

According to recent studies, tourists spend one third of their travel expenses at fine dining restaurants or for food related purchases (Hu Y., Ritchie B. J. R., 1992).

There are many countries like Greece, Spain, Italy, Bulgaria, Portugal, Romania that attract gastronomy tourist who consider different types of gastronomy the main factor in choosing their destination for travelling. These tourists are foodies, adventurers and traditionalist. Europe countries offer to gastronomy tourists unique experiences regarding local cuisine. Food and tourism are two concepts direct related. Hall and Sharples (2003) explain the relation between food and tourism as the “visitation to primary and secondary food producers, food festivals, restaurants and specific locations for which food tasting and/or experiencing the attributes of specialist food production region are the primary motivating factor for travel”.

Gastronomy tourism is linked with cultural and natural attraction. Food has “cultural, social, geographical and political significance” (Ashleigh E. et al, 2018). Gastronomy tourism, food tourism or culinary tourism are terms that can define tourists activities and requirements related to food. Gastronomy tourism include physical experience of food and interactions with food related activities such as food events and visitation of food production sites. All these

contribute to economic restructuring of rural areas, providing the developing and maintenance of local foods. Rural or urban places become attractive to tourists, mainly to those specialized in particular ethnic taste.

The term of gastronomy has many definitions according to tourist destination. The famous gastronome, Anthelme Brillat-Savarin, stated that “Gastronomy is the knowledge and understanding of all that relates to man as he eats. Its purpose is to ensure the conservation of men, using the best food possible” (Brillat-Savarin J., 2009). Nowadays the term is more scientific treated and gastronomy is viewed as a science.

Yeoman and McMahon-Beattie stated that: “Awareness, interest and the enjoyment of food have coincided with the increased consumption of tourism, therefore it was perhaps inevitable that they would combine and be referred as food, culinary, gourmet or gastronomic tourism”.

Gastronomy has a big impact on tourism development. Only the fact that food is an essential element of the travel package made the tourism suppliers to focus on replacing restaurant foods with local foods offering in this way a “culinary experience”. The culinary experience consists in serving food to tourist in this way the local culture is transferred to the visitor through colors, scent and flavors.

Richards and Hjalager (2002) mentioned that “Gastronomy has a particularly important role to play in this, not only because food is central to the tourist experience, but also because gastronomy has become a significant source of identity formation in postmodern societies.”

An important factor in gastronomy tourism success is the collaboration between the public and the private sector. Gastronomy is reflected mainly in rural areas. Gastronomy is being seen by destinations as a way to add value to the tourist experience and is correlated with high quality and yield tourism.

There are many festivals that use gastronomy as a theme, providing in this way an opportunity to promote their local products and generating awareness in an informal environment. Gastronomy tourism has the advantage that even with no knowledge of the

language, food and beverages can offer “acclimatization” of the tourist. There are many benefits that gastronomic tourism can give to a destination, but the most important are:

- Gastronomic tourist contributes to the rural tourism development.
- Destinations can develop a complete gastronomic profile.
- Food can be included in other tourism activities.

UNWTO stated that: “The interrelation between gastronomy and tourism provide a vehicle for the transmission of culture which in turn, if properly managed, enhances local economic development, sustainable practices and food experiences. Hence, gastronomy tourism, helps to brand and market destinations, as well as assists in maintaining and preserving local tradition and diversity, harnessing and rewarding authenticity.”

Through the year’s gastronomy tourism has continuously developed, an example being wine tourist that started to consist of a single market. Many wine regions, like Porto, and tourism destinations have realized that benefits form wine tourism are not limited to wineries but also to each area of the regional economy (Carlsen J, Charters R, 2006).

After analyzing food-related information present in tourism brochures and destination websites, Lin et al. (2011) proposed a frame work for the identity of food in relation to a destination:

Table 6.1.

Identity of food in relation to a destination (Lin et al., 2011)

Dimension	Category	Example item
Class of food	A type of food	Raw, cooked, packed, drink, snack
	A style of food	Traditional, regional, international
Role of food	A food related establishment	Restaurant, café, market, farm, shop
	A food related festival	Festival, tour, holiday

Character of food	A symbol of a culture	History, religion, custom
	An indicator of a society	Lifestyle and socio-economic status
	A reflection of a natural environment	Land, sea, mountain, river
Value of food	Dining	Authentic, ethnic, exotic, religious, exotic
	Social and cultural experience	With families, friends and certain group people
	Organoleptic quality	Appearance, taste, smell, texture
	Promised quality	Food safety, health, claim and labeling
Feature of food and related subjects	A characteristic of food or food related subjects	Origin, ingredient, recipe, preparing and farming methods
Attribute of food service	An attribute of food service	Service type, décor, dining setting, special offer
Availability of food and food related subjects	An availability of food and food related subjects	Days open, price, phone, address, transportation, map

7. Food satisfaction of tourist

Food is one of numerous factors that give a positive impact on destination brand and image (Freire J. R. & Gertner R. K., 2021).

In the last decade food tourism has experienced significant growth. Due to the demand food tourism numerous destinations are trying to offer unique culinary experiences to tourism (Mykletun and Gyimothy 2010). Many countries are making efforts to attract food tourists by supporting and promoting local food tours or festival (Lai et al. 2017). Due to this fact food tourist, those people who travel primary to experience local food and culture, can be considered a niche segment (Enteleca Research and Consultancy 2000).

According to Hall and Mitchell (2000) food is defined as: “Food means more than eating. Food relates to issues of identity, culture, production, consumption and, issues of sustainability.” This definition means that local cuisine and restaurants are part of destination brand dimension.

The importance of food satisfaction of tourists is based on the premise that it meets two needs, a physiological and a social one. All tourists need to eat, in this way they meet the physiological need, but food also fulfils the social need, as it is a way to experiment new things and socialize (Cohen and Avieli 2004). Food consumption is an important element of overall tourism experience. By participating in food events, eating at local restaurants, experimenting local cuisine, tourists merge social and cultural activities (Park et al., 2008). In some cases, food can be the principal motivation to travel, for some tourists experimenting local cuisine at local restaurants offers a unique food experience that can be considered an important factor in tourism. Cohen and Avieli (2004) think that travel food experience can have a high influence on how tourists perceive the image of a destination and thus serve as a way to attract future visitors. Jin et al. (2012) found that tourists’ dining motivations and restaurant experiences have influence their perceived image regarding their destination. A food experience can form a connection between people and their tourism destination, which can increase the overall satisfaction of the trip. There are numerous studies that mention that tourists are more likely to return to the same vacation destination if they were satisfied with their food experience (Dimitrovski D., Crespi-Vallbona. M., 2016). The positive food experience is related to quality and local cuisine,

ambience and service. Tourists connection with food and food related elements have also important impact on a destination choice as food experience are most shared on social media.

Doshi (1995) stated that the function of food in society are the following:

- Gastronomic function
- Cultural identity
- Religious function
- Means of communication
- Expression of economic status.

Gastronomic function is a part of the science of good eating. The sensorial properties of a dish can determine whether tourist accept or reject a food. The pleasure obtained by consuming a food is determined by appearance, taste, aroma, temperature, structure and texture. The social aspect of food consumption refers to the fact that they are a part of the cultural identity.

Food has many roles when taking into consideration the final consumer; it's a physiological need (it's sustain life); it's present at celebrations; it's a mean for socializing; it's delicious and it is a way of experiencing new culture and countries. For many tourist food becomes highly experimental when is a part of a travel experience, it's symbolic and ritualistic.

It is general accepted that the kind of foods and drinks offered to tourists can have major implications for the economic, environmental and culture sustainability of tourism destinations and by focusing on locally products can result in benefits for both host and visitor.

Food is an important element in tourism marketing and in determining tourist's satisfaction, also as an important element of hospitality studies. Food tourism is very important because food is an attraction when traveling (a winery or a brewery), a destination can have the best reputation for certain foods and drinks (wine from Tuscany or Porto could have a special interest for tourists) and is an important element in tourism marketing.

Hall and Mitchell (2001) stated that food tourism can be defined as “visitation to primary and secondary food producers, food festivals, restaurants and specific locations for which food tasting and/ or experiencing the attributes of specialist food production region are the primary motivating factor for travel”. This doesn't mean that any trip to a restaurant is food tourism.

Food tourism can be regarded as a culinary, gastronomic or cuisine tourism that reflects visitors for whom interest in food and drinks are important.

Wine, food and tourism are products which are differentiated on the basis of regional identity. Wine is often identified by its geographical origin (Champagne, Porto). Food, like cheese for example, are also identified by their place of origin. Similarly, tourism is promoted by the attractions from regional or local destinations.

Gastronomic tourist can be classified as follows (Hall and Mitchell, 2001):

- Gourmet tourist that visit expensive restaurants or wineries;
- Gastronomic/culinary tourists that are interested also in culture and landscapes which produce food and wine;
- Cuisine tourists that are interested in specific cuisines from a region or a country.

Gastronomic tourists in general are wealthier and better educated and usually travel without children. The above mentioned authors stated that only 3% of international tourist can be characterized as gastronomic tourists. Enteleca Research & Consultancy (2000) provided a research on tourist typology that implies that more tourist enjoy gastronomy:

- Food tourists (6-8%);
- Interested purchases (30-33%);
- The un-reached (15-17%);
- The un-engaged (22-24%);
- Laggards (17-28%).

For food tourist local food has an important role in choosing their destination. In the case of interested purchaser's food contributed to holiday satisfaction and they eat local food when they have the chance. Un-reached tourists think that food can contribute to their enjoyment of their holiday but they rarely buy local foods (fig.7.1). The un-engaged and laggards are those people that have limited or no intention in consuming local foods (Smith et al., 2010). In the case of postmodern tourist, food and gastronomy is fundamental for their identity formation.

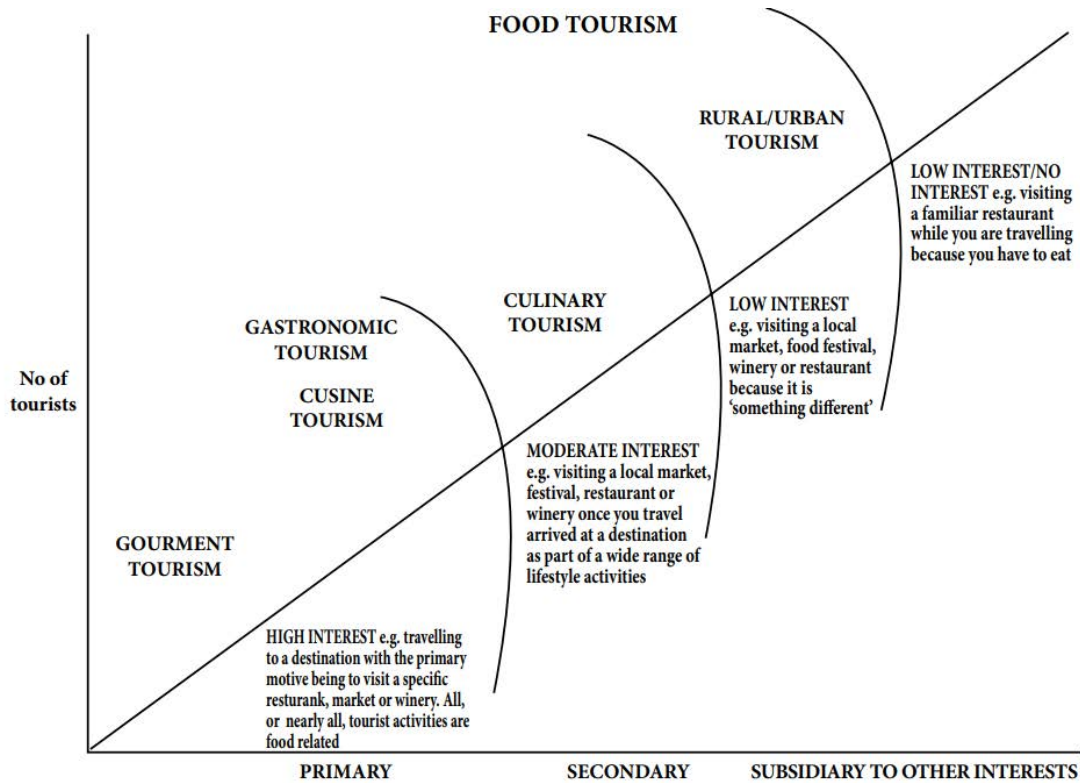


Fig. 7.1. Importance of interest in food as travel motivation

8. Travel agencies and joining the gastronomy tourism routes

Travel agencies can promote the identity of a destination to national and international spheres. Traveling agencies are institutions that bring together touristic products (logistic, accommodation, food-drinks and other products) with consumers, provide consulting and information to customers, support the promotion of the country/region and generate new travel destinations (Cankül D., Demir İ., 2018). Another role of these institutions is to inform the consumer and manage purchasing decision. When taking into account gastronomic tourist big responsibilities fall to travel agencies in order to bring together culinary tourism and consumers and to offer experience.

Gastronomy experience can be related to food-drinks festivals, fairs, events, baking shows, food tasting, wine and other concepts about food events. Unfortunately, there are many tourist agencies that are lacking in information regarding gastronomic services.

Travel agencies should take the gastronomical dynamics of the destination into consideration when they prepare tour programs. The gastronomic services that a travel agency could take in count are presented in figure 8.1.



Fig. 8.1. Gastronomic Services (Cankül D., Demir İ., 2018)

Gastronomic routes are popular tourism products within the gastronomic tourism. By experiencing a tourist rout people can find information about other attractions. According to a survey from World Tourism Organization over 88% of tourists believe that gastronomy is an important element in defining destination brand and image and 67% stated that each country has its own gourmet brand (World Tourism Organization, 2012). The study mentioned that the most important gastronomic events are: gastronomic events (79%), gastronomic routes (62%), cooking courses and workshops (62%), visits to local markets and producers (53%).

Gastronomic routes are the most advanced products of tourism. According to Gheorghe G. et al (2014), gastronomic routes are:” a system that represents a complete and a thematic tourist offer defined by one or more routes from a particular geographic area (although, in reality, cuisine has no borders) with a number of products or tourism sites such as factories and restaurants, which are listed in tourist guides and revolve around a specific food, product or type of food generally with differentiated quality, and events or gastronomic activities.” The main purpose of the gastronomic routes is to offer the tourist different types of attraction in a convenient package so that the tourist stays longer in the area. Gastronomic routes have success if they manage to activate gastronomic heritage and turn it into a gastronomic tourism as a point of attraction.

Recently cuisine became an indispensable element in defining culture and lifestyle of a destination. Cuisine means respect for culture and tradition, sustainability, feeling and a healthy lifestyle.

Gastronomic tourism is the most dynamic segment of the tourism market. The natural resources are turning into tourist products. Gastronomic offers must take into account the access to cultural and historical heritage of a destination through tasting, making experiences and buying of products.

Destination that promote gastronomic tourism must protect and recognize local products, develop a competitive offer, train and retrain professional human resources in order to increase tourist satisfaction.

9. Case Studies

1. Vale Putna – traditional fish specialties

The company is based in the heart of Bucovina, in the town of Valea Putnei, and produces trout specialties. The factory continues the local tradition of processing trout by smoking. The brand „Valeputna”, is a tribute to the first trout farm in Romania - established in 1896 under the name "Valeputna Fischbruthutte" - and to the artisans that tested and created the smoking recipe.

The local delicacy known as „Cobza” was invented in the region. Cobza consists of trout smoked with fir cones and beech wood, dressed in fir oil and tied with hazelnut sticks.

Vale Putna’s policy is to work with the best quality raw material, to integrate as many local resources as possible and to keep the products clean, 100% natural, without additives and enhancers.

Vale Putna’s specialties include smoked trout according to the local recipe, baby trout rounds preserved in various sauces, smoked trout preserved in vegetable oil, spreads and trout salads. Valeputna products enjoy the appreciation of the most famous chefs in Romania and are both on the menu of prestigious hotel chains and in luxury stores.

Vale Putna is an example of preserving traditional recipes and capitalizing on local resources. Using the principles of the circular economy, this organization promotes traditional gastronomy by offering less commercial products, but which are appreciated both by those who know the recipes and by those who taste these specialties for the first time.

<https://www.valeputna.ro/>





2. AER – Zero-Waste and Eco-Friendly Store

AER is a zero waste store and a community that promotes responsible consumption, supports small local producers and provides alternative, sustainable and ethical solutions to plastic products. AER's mission is to connect people and promote a different lifestyle. It's about adjusting the entire lifestyle for the better.

85% of the products they sell are Romanian. And not only that they are Romanian, but many of the things found on their shelves are actually made in the home county Neamț. The remaining 15% are foreign products, but they are still zero-waste products.

AER is a social enterprise, this means that their profit will also be invested in the community: they return 90% of the profit to nature - it is invested in ecological education activities (workshops for children, fairs and workshops for local producers)

AER avoids plastic, reuse packaging and everything that can be reused. They support producers, meaning the people who dedicate time, energy and passion. The manufacturers don't just find a place to promote their products. They find support and a place to connect with other producers, sharing experiences and know-how.

The sold products are small series, and most of them are made by the local, such as: personalized boxes & kits of zero waste products, from cosmetics to food.

Some of the projects carried out by AER are:

- STOP Green

The project aims to inform and educate children about how they can protect nature. This project includes projecting ecological films, working with permaculture farming specialists to take compost bins to 3 primary schools and teach children how to use them.

- Ecological education workshops for children

The workshops are designed and implemented by AER and the people from the community. They are dedicated to children to learn what sustainable living is, emphasizing the respect and care given to the resources we have.

<https://www.aerlocal.ro/>

<https://www.facebook.com/aerRomania>



AER

back to basics







3. Ferma de sub Penteleu - “The Farm under Penteleu”

The farm is a place where tourists can experience a vast number of traditional activities, in the middle of nature, thus disconnecting from the everyday hustle and bustle.

Here tourists can enjoy and discover activities such as:

- Milking and picking eggs
- Animal feeding and grooming
- Cleaning stables
- Mowing and garden Maintenance
- Harvesting fruits and picking berries

In addition, the farm offers a variety of other practical and creative activities, meant to revive old crafts specific to the agrarian society.

It all began in the summer of 2009, when the Dincă family were looking for a quiet place of retreat, away from the everyday stress of the city and of our current business. In a short time, they were having over 50 goats, pigs, chicken, ducks, cows and started sharing the farm products with their friends. And that's how the Farm started, resurrecting the old way of life of the Romanian farmers, in close brotherhood with the Mother Nature.

Guests can enjoy cozy accommodation units and a traditional restaurant, where they can feast and cuddle their senses with typical Romanian food, cooked with natural ingredients, most of them produced by the Farm.

In order for the traditional experience to be complete, the owners gathered and restored old, traditional tools and equipment and set-up craftsmen's workshops. They have pottery, blacksmith, weaving and traditional art workshops. The rides in an old horse-driven carriage and accompanying the shepherds in taking the goats up on the mountain trails also add to the experience.

Moreover, the Farm offer opportunities for the grown-ups to take some time away from their parenting obligations and take care of their own leisure at the SPA. In the same rustic style, the SPA A hot bath-tub (with salty water) and a dry sauna, strategically placed slightly above the pub, will offer you a magnificent view over the Farm and will caress your senses in the fresh summer nights, or in the cold winter days. Or in whatever season and at whatever time of the day you feel like being pampered.

<https://fermapenteleu.com/about/>







4. „Vatra Boiereasca” Guesthouse

The guesthouse is located in a quiet area with fairytale landscapes in the north of Romania and consists of a mansion and 4 renovated traditional cottages.

The rooms, renovated in authentic Bucovina style, have a modern touch for maximum relaxation, such as electricity, heating, water and indoor bathrooms.

Among the services that the guesthouse offers are:

- gazebo with access to the barbecue;
- fishing in the pond;
- carriage rides through the nearby forest;
- dry sauna,
- local stable where dairy specialties can be bought;
- fire pit – where bonfires can be organized.

The meal can be served both in the manor's restaurant, in the cottages, but also on the pontoon or in the guesthouse's gazebo.

All the food is natural, the raw material being from their farm. The guesthouse also has a grocery (Băcănia Boiereasca) in Suceava with traditional smoked dishes made in its own pantry. There they are marinated, maturated and seasoned with natural spice mixes, without additives or harmful preservatives.

The guesthouse is a beautiful example of preserving the built heritage, by restoring traditional houses, keeping the same design features and by capitalizing on the local gastronomy through its own grocery store.

<https://www.vatraboiereasca.ro/>





5. Bucataria Zimbrului – Bison’s Kitchen

The Bison’s Kitchen is a local gastronomic business from Neamt county, Romania that has the aim of capitalising on the traditional local products, by creating and selling appetizer platters.

The culinary products are arranged in a very attractive way, being placed in a sustainable cardboard packaging.

They are a perfect option to make a good impression on the guests when organizing festive meals, celebrations, parties and other events.

The chef who prepares these dishes aims to use as many local products as possible, such as: meat and sausages, different types of cheese, seasonal products or other traditional products.

The platters are of several types: traditional products, fish specialties, vegetarian or other combinations depending on the customers' requirements.

A business model that can be easily adapted and applied in many rural areas where there is a varied range of local producers.

The main advantages of this model are:

- it requires low initial investment
- it offers flexibility
- it encourages creativity
- it promotes other producers
- it creates synergy.

<https://www.facebook.com/BucatariaZimbrului>







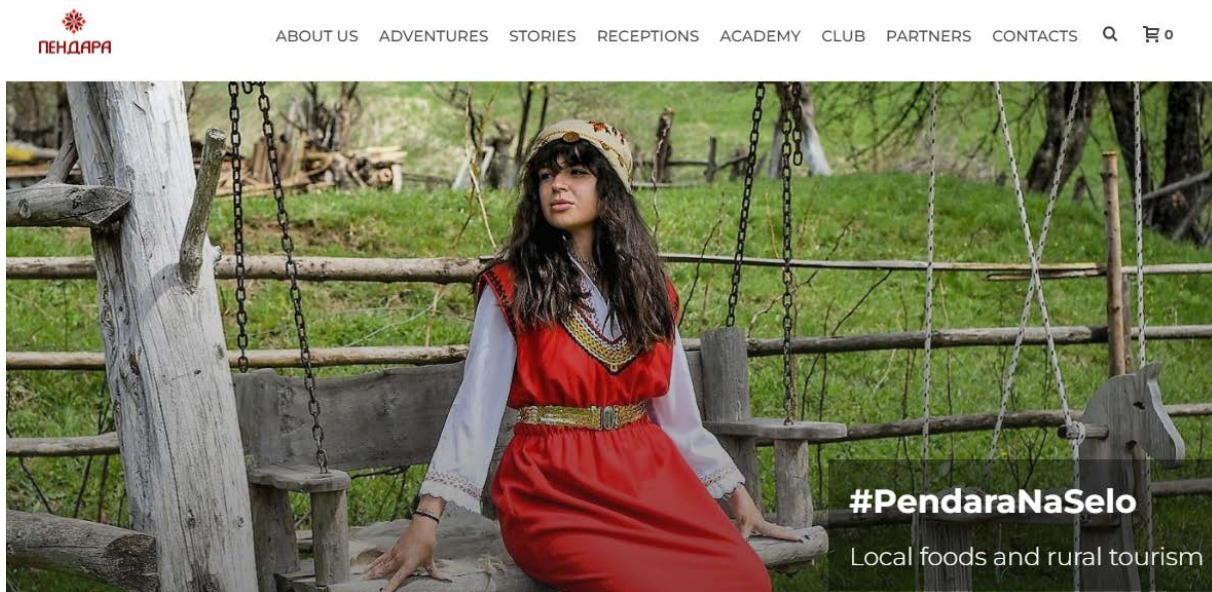
6. Interactive culinary-wine tourist map created by the government

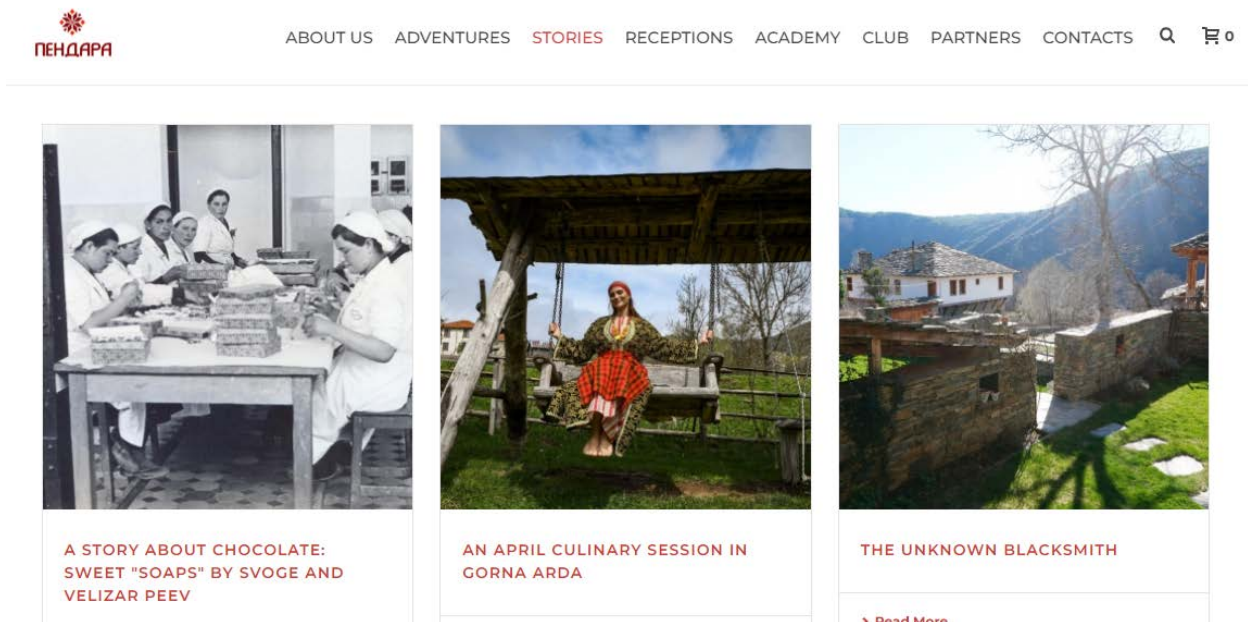
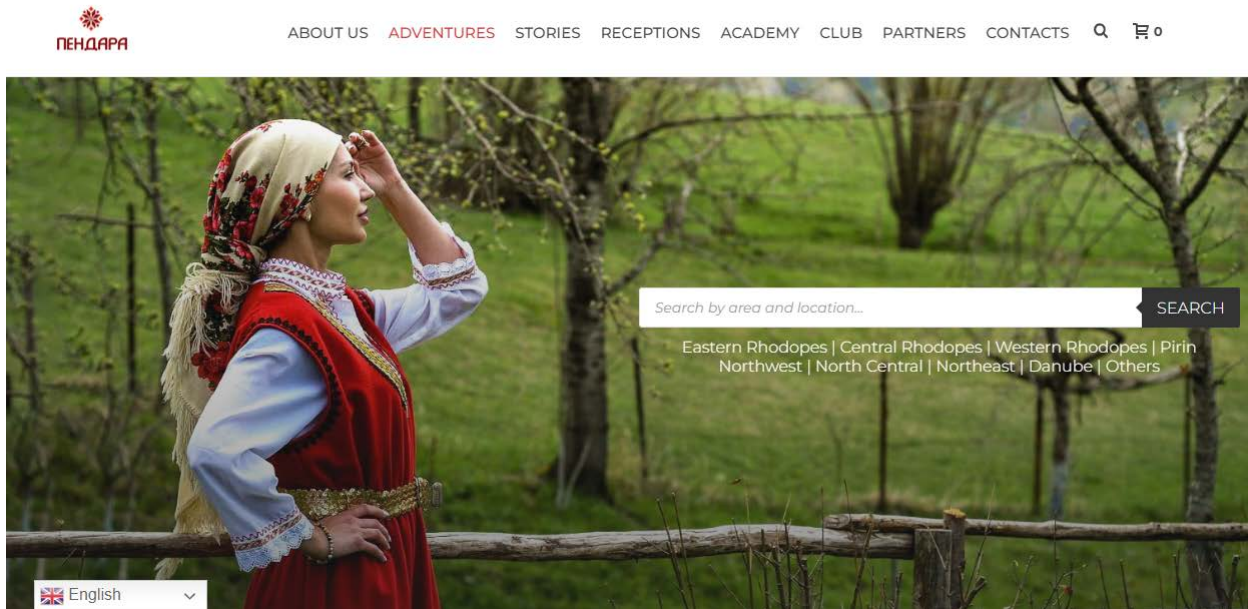
The map offers culinary tourist routes across Bulgaria. One can choose from various regions. When he/she clicks on them, they feature information about local recipes, as well as places to visit in the same area (monuments, natural places. etc.). Then one can click on all sightseeing options along the culinary route and read short additional information. The texts are inviting people to see, taste and drink (local wines). The map is a project of the Bulgarian Tourist Ministry. Unfortunately, this map and the information provided are currently available only in Bulgarian.

1. The map is very visual and practical when planning a trip to Bulgaria.
2. The map combines traditional food recipes + sightseeing + local traditional drinks.
3. All the information is divided into regions.

4. The food description features interesting facts, which aren't very popular, but might spark tourist's curiosity.
5. The map can be printed (such an option is embedded in the website).

<https://www.tourism.government.bg/bg/pages/destinacii-za-vinen-turizum>





7. Venets Permaculture Farm

Venets Farm is growing over 80 kinds and many more varieties of fruits and vegetables, as well as Einkorn, in its organic and permaculture orchards. The orchards are located near the villages of Todorovo (near Pleven) and Debnevo (near Troyan). Venets process their own and other local farms' fresh produce in their own drying facility and kitchen.

Venets goal is to produce good food that is accessible to everyone. They produce dried fruits and vegetables, juices, grain-based meals and other food items. By “good food” is meant food that is sustainably grown, locally processed, clean, healthy, of highest quality and delicious. By “accessible” is meant food that has a fair price for producers as well as consumers, and that allows consumers to have a stake in growing and processing it.

Venets' orchards comprise a total of nearly 70 hectares and are located close to the villages of Todorovo (near Pleven) and Debnevo (near Troyan).

Their aim is to create diverse, resilient gardens that yield healthy food while protecting and restoring the land. Based on permaculture and organic principles, their gardens are intended to preserve biodiversity by providing a heaven for wild plants, insects, birds and other animals, and by cultivating a wide array of edible plants.

The orchards have been designed by the [Balkan Ecology Project](#) (Balkep), after months of observation of the specific land conditions. The individual possibilities and constraints of each plot have played an important role in Venets' decision what to grow where. Rather than trying to adapt the site to a crop they want to grow, the founders primarily grow plants that would naturally grow there. In an effort to imitate naturally resilient and productive ecosystems, such as a forest, they combined edible and other plants that support each other with nutrients, shade, their water-holding capacity or other “services”. This allows them to put less effort and inputs into the system, once it is established. In addition, the team intentionally mixes crops and varieties in their gardens, in order to increase pest and disease resilience – a practice called intercropping.

In Venets' orchards you will find apple, quince, plum, pear, cherry, mulberry, medlar, hazel and many other fruit and nut trees; currants, Japanese quince, aronia and other berries;

aromatic herbs; perennial and annual vegetables; Einkorn, amaranth, sorghum and maize; as well as many flowers that will serve as food for pollinators or as natural dyes. There are also rock piles, tyre ponds, larger ponds and wild strips that provide habitat for beneficial insects and animals.

One can read more about the different permaculture designs the team applied in these blogs on their site in [Debnevo](#) and in [Todorovo](#), on Balkep’s website.

Going forward, they plan to grow more vegetables at larger scale, applying lessons learned from [Balkep’s polyculture project](#).

Firstly, Venets applies the principles of permaculture design and works on various projects, supporting sustainable farming.

Furthermore, Venets Permaculture Farms has also worked closely with the Research Institute of Organic Agriculture (FiBL) and other experts on various elements of our gardens, such as a 4 ha intensive organic cherry orchard, nestled inside extensive sour cherry and hazel orchards.

Secondly they offer CSA boxes.


“CSA” stands for community-supported agriculture, also known as solidary agriculture. When subscribing to a CSA box, the customer supports a local farmer by buying a share of the farm’s produce upfront. In return, one will receive fresh, tasty and healthy fruits delivered to him/her on a regular basis at a previously agreed fixed price. In Venet’s case, once a week the customer receives a box with about 4-5kg of various seasonal fruits and vegetables, grown in their organic polyculture gardens and by other hand-picked local producers. The subscription is for 3 or 12 months. Before one subscribes, one can order one trial box.

Last, but not least, people are welcomed to visit Venets’ orchards and processing facilities.

<https://venets.co/>

<https://www.facebook.com/Venets.T/>

Дестинации за винено-кулинарен туризъм


 Дестинация - Розова долина

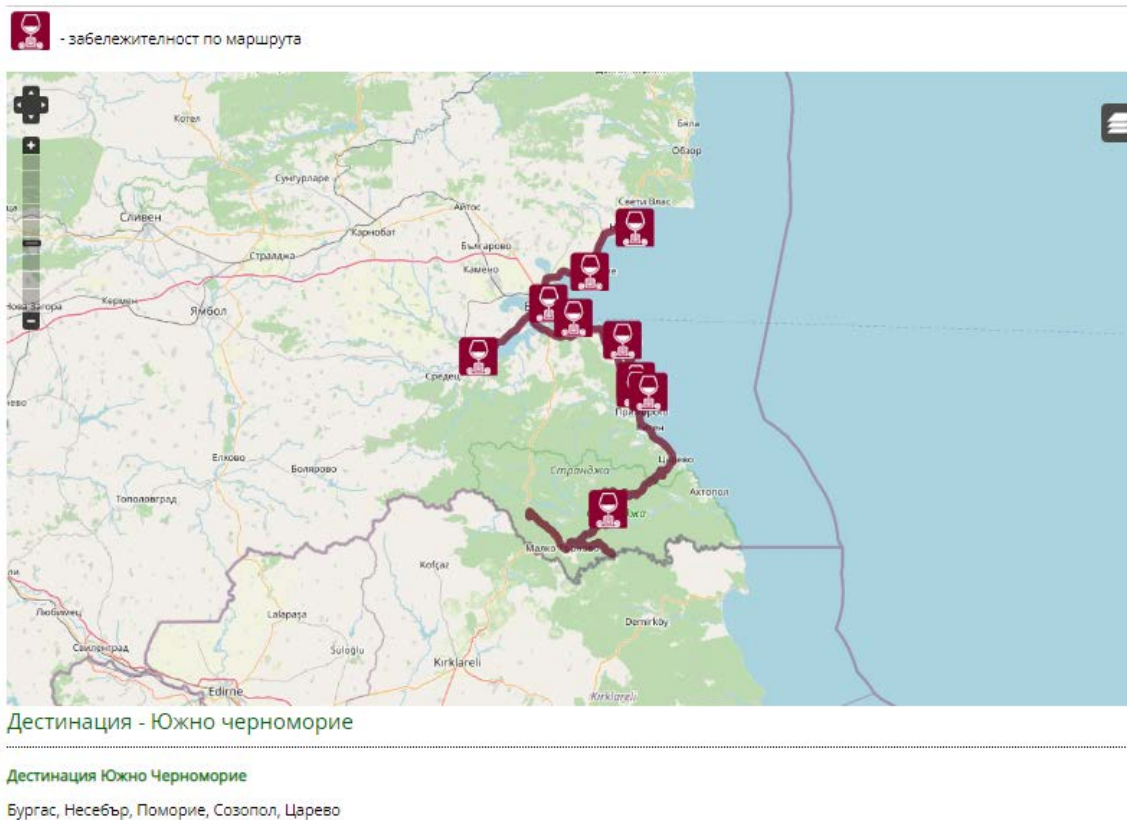
Панагюрското съкровище

Панагюрското съкровище е тракийски, античен, златен комплект съдове, състоящ се от девет съда с общо тегло 6,164 kg, открито на 8 декември 1949 г. на 2 km от гр. Панагюрище от Павел, Михаил и Петко Дейкови.

Смята се, че комплектът е принадлежал на владетел(и) на племето одриси от края на IV и началото на III в. пр.н.е. и е било използвано за религиозни церемонии. В стила и украсата му се съчетават тракийски и елински влияния.

Състои се от 9 златни предмета – една фиала и осем ритона. Подобни съдове от благороден метал са символи на социален статут и са използвани при ритуални действия на тракийските князе. Представянето на богове и герои, на глави с негроидни черти, свещени животни и митологични същества през античността има ритуална функция – те трябва да пречистват течността и да пазят участващите в ритуала.

Архитектурно-исторически резерват, Копривщица



8. Nearby Farm - a family farm growing organic production while practicing restorative agriculture

Nearby Farm's mission is to grow healthy, seasonal, clean and local food while restoring life and health to the soil and ecosystem. They offer activities which **connect children to the land** and food. The farm regularly transforms into an outdoor classroom, a place for free play and learning in nature. The farm is near the capital of Bulgaria (Sofia), easily accessible by public transport.

The farm grows different varieties of cucumbers, radishes, zucchini, carrots, cherry tomatoes, basil, dill, parsley, onions, garlic, red beets, etc. They are experimenting with resistant varieties, new species and beautiful selection. They are offering recipes with their products, which vary according to season and availability.

They're practicing and popularizing **restorative agriculture**, including:

- Minimal and gentle tillage;
- Composting;
- Cover crops;
- Green manuring;
- Integration of animals;
- Organic production;
- Perennial crops;
- Precision crop rotation;

The farm offers:

- summer camps for children (with food provided , designed just for the children in the children's camps and their families.;
- organic seasonal production;
- schools and kindergartens can visit the farm;

Nearby farm claims to use no plastic and to be a zero waste place.

The summer camps include a great variety of outdoor and creative activities - gardening, composting, talent show, etc.

Last, but not least the farm is participating in various charity initiatives and cleaning actions.

- The food during the summer camps is specifically tailored to the children's needs.
- They are popularizing sustainable lifestyle, zero waste philosophy, organic farming and restorative agriculture;
- They are working with many children, schools and kindergartens;
- They are participating regularly in charity and solidarity initiatives;
- The farm has vivid online presence and social media marketing;
- They have a vlog;

<https://blizkataferma.com/>

<https://www.facebook.com/blizkataferma/>

<https://www.youtube.com/channel/UCh9nVNT9sdnQKHDC1cEOWA>



9. Farm HaLo - a family estate

Farm HaLo is a small farm, where a family is growing their own food and offers seasonal baskets with organic production. They also have herbal balms, homemade soap for sale, various herbal drinks with healing properties.

Their story: Lora and Halil met in 2018, and 8 months later they bought a house in the village of Brestovo. After their meeting many things changed for both of them - they excluded bad habits from their lives and tried to live a more natural life in harmony with their surroundings. A natural extension of all this was the restoration of an old farmhouse with a large yard, with the idea of turning them into a garden of Eden and a cozy home, preserving the traditions to pass them on to the next generation as they have adopted them.

Farm HaLo has a simple marketing strategy - they're offering their products on Facebook. The pictures aren't edited and they are sharing some aspects of their daily life. The online presence of the farm is natural and authentic.

One of the founders - Lora is featured on 2 platform for alternative/rural lifestyle:

<https://www.youtube.com/c/SeloBGvideo/featured?app=desktop>

<https://utopiabg.life/person/lora-ot-imenie-halo/>

<https://www.facebook.com/ImenieHalo>





10. BIOTIFUL Permaculture farm: Farming in harmony with nature and outdoor children's centre

BIOTIFUL Farm is an extraordinary place where clean food is being grown using the power and wisdom of nature. There visitors can drink aromatic tea with herbs from the garden, eat delicious strawberries and vegetables and play with the children outdoors - with sticks, mud and straw. Time stands still, freedom is real, and the taste and experience lingers long in the memory of everyone who passes through the farm.

BIOTIFUL is a small multi-purpose family farm where efforts are focused on creating a network of consumers and supporters who truly value healthy food and good experiences.

Through their activities and programs on the farm with the children, BIOTIFUL's team imparts an attitude towards life, and this is done through an attitude towards nature. The farms is teaching children that no one in nature is more important than another, that when people work together they accomplish much more; that giving and creating is much more valuable than taking and consuming. BIOTIFUL wants to provide children with a sense of happiness and freedom

that they can remember and aspire to when they grow up. The founders want kids to be able to admire nature's creations and want to emulate it, awakening in them a desire to be creators themselves - today of flower gardens, tomorrow of their own lives.

BIOTIFUL offers:

- Online shop with their own organic production, educational products (books, cards);
- Various outdoor activities for children - summer camps, birthday celebrations, educational visits and programs;
- Various events - gardening courses and others;
- Free educational materials related to sustainable lifestyle;
- Blog;

The founders prefer to have a few but genuine customers who understand and appreciate what they do. BIOTIFUL not only sells products, but they also create relationships. The farms want those who buy from them to see BIOTIFUL as their farm.

The mission of the farms is first and foremost to grow food that is able to **restore health** because it is grown according to nature's dictates with minimal intervention. Then, they offer **alternative educational outdoor activities** in order to experience the beauty of the natural world and outdoor play. Finally, they are **freely sharing their experience**, knowledge and interests with others in order to help anyone who wants to draw on the wisdom of nature.

BIOTIFUL's mission is to connect people with nature - not just the nature around, but the nature within. They contribute to a higher quality of life through clean food, meaningful experiences and a deep connection to the natural, the wild and the unadulterated. BIOTIFUL thinks that Bulgarian people need to understand the parallel between food and emotions (as a person's inner experience).

<https://biotifulfarm.bg/>

<https://www.facebook.com/biotifulfarm>

<https://www.youtube.com/channel/UCWpbXK4e07pXfkb7P5TvOhw>







11. Corn Farm Experience in Ribatejo, Portugal

The activity happens on a farm located in Ribatejo, South of Portugal. In the farm, more than 500 hectares are exploited in order to produce maize. It's a family business where management is already in the third generation. This farm is a great user of the latest technologies for agriculture.

What is included:

- Arrival at the farm and welcome by the producer
- Presentation of the history of the farm
- Appetizer with the producer on the farm
- Visit the facilities (warehouse of machines, drying, etc.)
- Demonstration of the technology (tractors without drivers, drones, etc.)
- Visit a cornfield
- Visit the field of aromatic herbs
- Visit the farm store

The Corn Farm experience takes the visitors to have a 5-hour experience with tickets from 15€ to 30€. The visitors have access to a unique contact with nature with good food, where they will learn about the historical overview of the family business, which makes the visitors feel closer to the production and to the products of the farm.

This initiative is innovative not only because it instigates people to lead and learn from the source how the exploitation of corn happens but also allows the visitors to have an insight perspective of the production and the technology used, including drones, modern tractors, etc.), explaining how the maize they see on supermarkets are produced before getting there. In addition, visiting the farm also allow people to buy products directly from the producers, which is very important in economic terms, and provides a sense of community and respect for farmers.

<https://www.portugalfarmexperience.com/tours/corn-farm/>



12. Quinta e Hotel Rural Madre De Água in Gouveia, Portugal

The Farm and Hotel Rural Madre de Água, located in Portugal, is a recent project (started in 2008) with the opening of the hotel in January 2013 that aims to revive the arts and traditions of the region. The Farm and Hotel are set on 60 hectares consisting of a vineyard, olive grove, orchard, forest, organic garden and fields of red fruits.

The climate where the farm is located is good for obtaining agricultural products and the Bordaleira Serra da Estrela sheep cheese with a unique terroir where the mountain and sub-region of Dão are blended.

In order to attract tourists and ensure a unique experience, the hotel provides different activities and experiences related to staying, visiting the surroundings and wine tasting.

The Farm provides two important things: a place for visitors to stay, and full access to tours where they can visit and participate in agricultural and farming activities in the vineyards and olive grove, such as milking, shearing, adjustment of load, defoliation of the vines, harvest, olive picking, cherry picking, harvesting garden produce biological, pruning, etc.

Another interesting aspect is that visitors can spend some time with the animals of the farm, the customers the possibility of enjoying the company of the Serra da Estrela Portuguese dog breed, faithful companion of shepherds, sheep Bordaleira Serra de Estrela, indigenous animals with which their milk is produced the famous cheese Serra da Estrela, the mountainous goats, horses and Lusitanian Britons and all the wild animals that roam the farm and give life and dynamic in a day passed in the Farm.

<https://www.winetourismportugal.com/en/catalogue/hotels/quinta-e-hotel-rural-madre-de-agua/>



13. Sardinia Cooking Class: Fresh Handmade Pasta in Cagliari, Italy

According to the description of the activity, this is an experience for animal lovers in a familiar environment. Located near Cagliari, Sardinia's capital city, Sinnai is a small town where

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you can still see the typical Campidanese-style houses, with their mud-brick walls and wooden roofs, in its historic centre.

In fact, the class happens inside one of the typical houses, which makes the experience even more traditional and „homemade”. The visitors will learn how to make two different types of local traditional pasta: malloreddus (also known as Sardinian gnocchi) and culurgiones (ravioli closed in a peculiar way). Later, the participants will cook the pasta and eat together, with a glass of lovely local wine and other typical products.

Travelling to a place and not eating the typical food is almost like not visiting the place, but what if you learn how to actually prepare and cook from the scratch the traditional pasta of Italy? This kind of activity is motivating and makes people really connect with traditional and regional cultures, no matter where they are from. In this activity, people are invited to cook with nationals, they learn about the history of the plate and, then, they enjoy the meal together with typical wine.

The feedback from the activity is extremely good, which means that people really enjoy those kinds of activities. Some of the comments were: „went to do the cooking class with my mom and we both loved it! The hosts are super friendly, nice, funny and have a lot of patience when it comes to explaining!” and „Together with their dear friends, we learned step by step how to prepare fresh pasta. After all the work was done, we had a nice drink while enjoying a glass of wine, meat and cheese snacks. Afterwards, we can enjoy our homemade pasta together.”

<https://www.getyourguide.com/cagliari-1820/sardinia-cooking-class-fresh-handmade-pasta-t168732/>



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14. Volos: Cook Like a Local at a Greek Farm in Volos, Greece

The experience is based on a farm's organic garden, in Volos, Greece, where the participants will collect all the necessary ingredients, fresh eggs from the chicken house, and herbs from the herb garden. Then, advance to the wood-fired oven in the open kitchen where people will cook local recipes and learn the hosts' secrets. Throughout the cooking lesson, sip on "tsipouro" (a local drink) with a small meze. Then set the table and sit down to enjoy what was cooked.

At the end of the tour, the participants receive some souvenirs.

Similar to the previous case study, this is an activity that involves being even more in contact with food and nature by collecting the needed ingredients for the receipt. The interesting and innovative aspect is that this allows people to interact with greek people, cook with them and learn with the producers. This implements any touristic travel.

The feedback about this activity was also very good: „We had such a blast learning how to prepare and cook greek food! Our hosts were amazing and so friendly. The food was delicious. Great day!”

<https://www.getyourguide.com/volos-l2545/volos-cook-like-a-local-at-a-greek-farm-t241982/>





15. Cave de Vinhos – Secret Wine Cellar at Vila Vita Parc, Portugal

The Cave de Vinhos (meaning, a cave of wines or wine cellar) was built in 1998, to store the substantial wine collection of the luxury resort. 11,000 bottles representing 1,200 different labels are kept here in a constantly cool, slightly humid environment. Wines from global wine-producing regions are represented, including France, Italy, California, Australia and South Africa. Of course, Cave de Vinhos also maintains an incredible variety of Portuguese wines, including some spectacular Madeira wine and Ports, and indeed a large stock of award-winning wine from the resort-owned Herdade dos Grou.

This case study is innovative through its unusual location. To enter this wine cellar, you have to go through the beaten path at VILA VITA Parc marks the entrance to the Cave de Vinhos. Stone steps lead visitors eight meters down to the cellar, designed in a Gothic style, complete with vaulted ceilings. An open room with a large banquet table at the center is the focus of this space. Wine bottles, of all ages, placed in antique cabinets, on top of wine casks and inside niches, decorate the room. On either side of the room, storage aisles hold shelf-upon-shelf of various wine lots. The shelves are made of bricks and tiles, hundreds of years old, imported

from Egypt, Greece and Austria. A small black chalk board rests at the front of each shelf and designates the label, vintage and region of each lot.

<https://vilavitaparc.com/pt/restaurantesebares/cave-de-vinhos>





16. Foundation Campagna amica - Fondazione Campagna Amica

Promoted by Coldiretti, Campagna Amica Foundation was established in 2008 to carry out initiatives aimed at fully expressing the value and dignity of Italian agriculture, making clear its key role in protecting the environment, territory, traditions and culture, health, food safety, equity, access to food at a fair price, social aggregation and labor.

Campagna Amica Foundation is the ideal meeting place between the interests of farmers and those of citizens and is aimed precisely at everyone to provide answers to topical issues such as food, tourism, ecology, health and well-being, thus ushering in a new way of life.

Campagna Amica Foundation supports Italian agriculture in the three main areas of direct sales, tourism, and eco-sustainability and is a point of reference for anyone interested in the destinies of the environment and the land, the quality of consumption, and lifestyles. For this:

- Organizes and promotes the points of excellence in the Italian agricultural supply chain: from the land to the table
- Defends biodiversity and its farmers are its custodians
- Supports Made in Italy and the typical products of our wonderful territory
- It helps protect the environment through paths of sustainability and circular economy
- It plays a social role for the country, helping those most in need
- Enhances the true Italian agritourism promoted by Terranostra, the Coldiretti association that supports tourism in the countryside
- Monitors prices, lifestyles and eating habits of citizens
- Produces knowledge tools for conscious spending
- Promotes proper food education in schools and to citizens

One reality that fits within the Campagna Amica Foundation is the Campagna Amica Market held at the Circus Maximus in Rome.

In the heart of Rome, between the Roman Forums and the Bocca della Verità, stands The Campagna Amica market at the Circus Maximus, 74 Via di San Teodoro: a meeting point between producer and consumer. There are more than 60 farms with zero-mile, guaranteed, safe

and quality products for direct sale, grown or raised directly by the same producers behind the stalls.

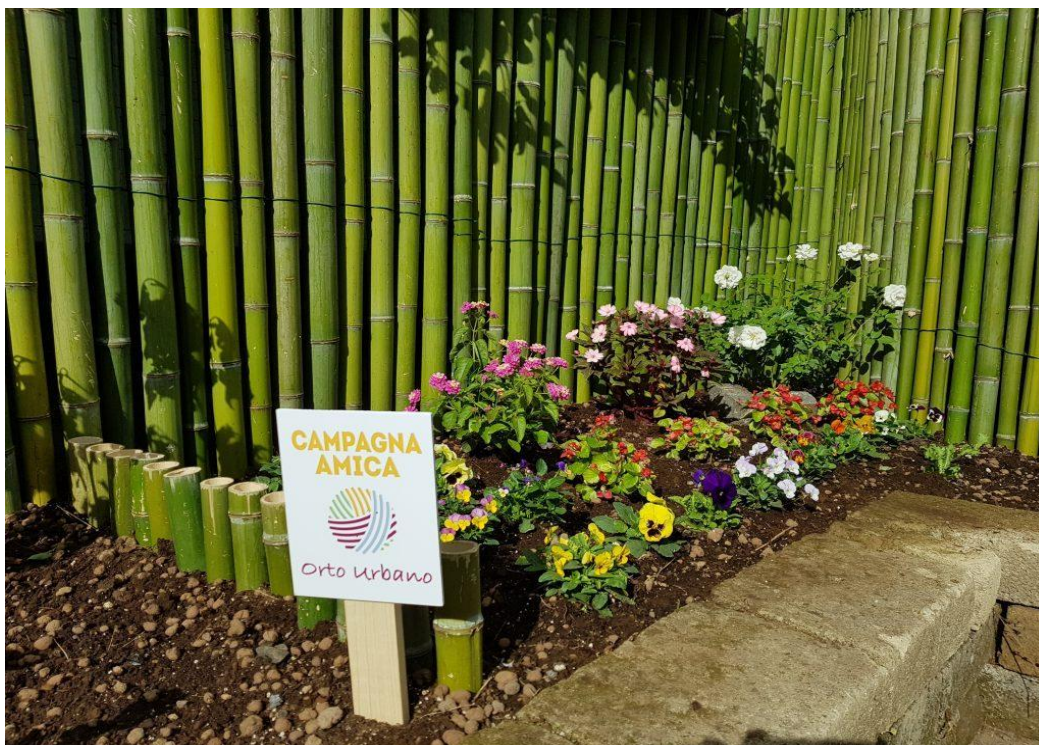
Inside are the "Campagna Amica Seals," products saved from extinction thanks to the work of farmers such as the Atina cannellini bean, Pontecorvo bell pepper, Onano lentil and Columella Caciofiore. In the market there is a wide selection of fruits and vegetables, cheeses, dairy products, oil, fish, bread and baked goods, cereals, flours and pasta, fresh fruit, legumes, oil, fresh meat, cured meats, honey, preserves, fresh milk, plants and flowers, and much more.

Every Saturday and Sunday the Peasant Chefs offer new dishes cooked according to tradition. You can eat in the outdoor courtyard where food trucks prepare typical street food: fried fish, vegetable soups, porchetta sandwiches and barbecued meat. In addition, the Campagna Amica market offers activities dedicated to adults and children, with educational workshops, show cooking, tastings and exhibitions of typical foods.

There is no shortage of charitable initiatives such as the Spesa Sospesa, a help for all people with economic difficulties.

www.campagnamica.it





17. Ice Cream Farmhouse - La Fattoria del Gelato

The Dellerba family, Pianezze since time immemorial and always linked to agriculture, has distinguished itself in the last 40 years for the production of High Quality milk, with a state-of-the-art cattle farm, both for the characteristics of the animals raised (strictly enrolled in the Genealogical Book of the Friesian breed), and for the professionalism with which it is conducted (to the experience of more than half a century, a degree in Animal Production was also added in 2007), as well as for the high degree of Animal Welfare present in the farm and certified in 2018.

Rigor and tradition, enthusiasm and innovation: it is from the balance of these seemingly conflicting feelings that the idea of opening the "Fattoria del Gelato" was born, in an area that, a stone's throw from an ever-expanding city, still maintains its agricultural vocation intact. It is precisely the expanding city that is calling for a refuge where it can breathe in the quiet of the countryside, let the children play on a meadow and rediscover the genuine flavors of yesteryear. But the city also sides with the School, which is asking for a place where children can experience a day in the countryside, where they can learn that nature is a mine of resources, all waiting to be discovered. The Ice Cream Farm is the answer to these needs. In a simple but refined environment, friendly and sincere, the Dellerba family offers ice cream that comes from the milk milked by its cows, which eat the grass of its farmstead. That same grass on which children can play.

Felice and Giusy are both farmers' children and were married in 1975 at the age of 22.

In 1976 Silvia was born. While raising their little girl, Felice and Giusy carry on the farm by raising grandfather Matteo and grandmother Irma's Piedmontese cows.

In 1980 they turned the farm around, preferring to produce high-quality milk from Friesian cows. To realize this dream, however, a new barn with a milking parlor was needed. Felice and Giusy, who are now 27 years old, gather all their courage, take out a 20-year mortgage and start renting land in the area to produce high-quality milk.

Felice begins taking refresher courses on cow fertilization while Giusy attends classes on advanced genetics. These courses will prove to be important for selecting the best cows and

consequently producing increasingly high quality milk, rich in fat and protein. Felice and Giusy's cows, bred with skill and care, turn out to be great milk producers and long-lived animals.

The many sacrifices and passion put into the work begin to yield great results: Felice and Giusy have achieved top breeding! Full of enthusiasm, they throw themselves headlong into their occupations. There is no shortage of hardships, such as giving up vacations and outings with friends, but the satisfactions are many.

In 1980 the farm became part of the ABIT Cooperative, to which Felice and Giusy contribute the milk from their cows. Also for this activity they will be rewarded several times for the great quality of the milk produced.

In 1983 Marco was born, and the family's work continues. The children grow up, and they study: Silvia gets her diploma as an accountant and Marco gets a degree in Animal Production at the Faculty of Agriculture in Grugliasco. After finishing their studies, Marco and Silvia choose to stay and work on the farm and think about how to make the most of this great milk that mom and dad have made with years of work and passion. Thus the Ice Cream Farm was born.

This Farm gives customers the opportunity to enjoy quality and absolutely km0 raw materials.

Among all for example the milk from which the ice creams and yoghurt are made.

Today The Ice Cream Farm can count 70 cows in production and a number of young cattle.

All of their cattle are of the Friesian breed. Each bovine is registered in the breed herd book, and all their cows undergo an official production inspection monthly.

The ingredients of their cows' diet are corn, hay and soybeans, as well as a very modest supplementation of mineral salts that are essential to make the ration palatable and to compensate for those that are lost through milk.

Cattle are milked twice a day: in the morning at 5 a.m. and in the evening at 5 p.m.

Milking, which is fully mechanized, takes place in a specially equipped room where cows are led in groups of ten.

Milking is one of the most delicate and professionally demanding operations: any mistake made at this stage affects the quality of the milk and, in the long run, the health of the animals.

This operation is essential to avoid contamination. Mechanical milking allows total isolation of the milk from the environment, as it passes directly from the udder into a hose, first made of rubber then steel, and goes into the refrigerated tank. In this way, it takes in no odors from the environment and is immediately subjected to refrigeration.

The milk produced in the barn complies with the extremely restrictive regulations of the Public Health Service regarding hygiene and wholesomeness of animal production.

The milk from this farm, in addition to being processed into ice cream and yogurt, is also given to an external dairy that, in compliance with the law, tests it for antibiotic residues and toxic substances, as well as for bacterial count and leukocytes, on a variable frequency, from weekly to daily.

It is possible to purchase the bed at the milk shed in this way the distribution is direct from the producer to the consumer, without intermediaries.

Another important and innovative aspect of this farm is the educational farm.

The Ice Cream Farm is an educational farm accredited by the Province of Turin and registered in the Regional List of Educational Farms: in fact, it meets all the requirements regarding safety, sanitation standards, communication, information and training/education.

The outdoor space dedicated to children's games is equipped with everything needed to have fun in complete safety without being lost sight of the entertainers.

Since 2016, Ice Cream Farm has been equipped with a brand new classroom so that activities can be held indoors in case of bad weather.

www.lafattoriadelgelato.com



La
Fattoria
del **GELATO**

PIANEZZA



18. PQlin Winery - PQlin Azienda Vitivinicola

The PQlin winery is located in Castagnito, a small town in Roero separated from the Langhe hills by the Tanaro River.

This is an area popular with lovers of Piedmontese food and wine, culture and the outdoors, thanks to its dense network of hiking trails and Rocche del Roero fortresses.

In a winery that combines tradition, technique, attention to the environment and vineyard ecosystems, it is owner Margherita Battaglino who welcomes guests.

The Q, the protagonist of the logo, replacing the syllable /cu/, was chosen as a symbol of continuity between the family of the progenitor Angelo, known as the little one, and the generation to come, the fourth, identified on the label by the sunrise among the Roero hills.

It is an agricultural estate immersed in the Roero, recognized by Unesco as a World Heritage Site. Landscape of exceptional value characterized by the presence of rugged and steep hills, the so-called rocche, daughters of the "Capture of the Tanaro." With this event that occurred 250,000 years ago, the course of the Tanaro was diverted by another river that profoundly changed its identity and led to the creation of the new Tanaro valley.

As for the Winery, it was Built in 1903, it underwent a major renovation and expansion in 2015.

The project led to the creation of a modern architectural structure that maintains its original historical character and is perfectly integrated into the territory that hosts it.

More than a winery, it is a place where, in addition to winemaking, refining and aging, one can taste and breathe the same atmosphere as in the past.

A space beyond time.

The philosophy used by the owners in making wine is truly unique.

They respect all that they have received from their family and their land so that this is enhanced and appreciated. As far as technique is concerned, they use the collaboration of the best experts in winemaking by carrying out the processes with respect for the land and vegetation. They also minimize chemical treatments on plants and soil, improving the energy efficiency of the winery. The goal is to work with commitment and sacrifice to achieve the highest product certifications. A great synergy toward efficiency.

To tell the story of their wines and the land, the owners have created two tasting tours, or their format of visiting the winery with tasting: informative, fun, and tasty!

As soon as you cross the threshold of pQlin's gate, the customer will be like a guest to be treated to an unforgettable experience.

You will then find a large green space that is jokingly called "the Solarium of the Roero," for all intents and purposes a panoramic and sunny spot from which you can admire the beautiful surrounding hills.

Next will begin the visit to the winery, the "magical" place where the wines take shape and acquire their character.

It is a very instructive experience since the customer will have the opportunity to know in total transparency all the stages that allow the wines to be produced.

Finally there will be the tasting of the products of the 'company, between wine and local products of the territory.

[Pqlin – Azienda vitivinicola](#)





19. Valsusa Mill - Mulino Valsusa

This is the story of the old watermill coming back to life, in the municipality of Bruzolo just over forty kilometers from Turin. The plant that can still be seen today, restored of the old part (water wheel, stone millstones, tumbler and tools) and in working order, dates back to 1884 but its location is on the village's ancient "mill road," a street that had as many as three active mills since the Middle Ages.

It is the first mill in the entire Susa Valley to become fully productive again with the goal of developing a 100% traceable and sustainable local agricultural supply chain by repopulating the Susa Valley soils with traditional ancient wheat varieties.

In addition, the project positively impacts the area and tourism by becoming a place for gathering and tasting.

The goal of the mill is this : to repopulate the lands of the Susa Valley with traditional ancient variety grains and other grain varieties such as rye and corn, to build a 100% traceable and sustainable supply chain with raw materials born, grown and processed in the Susa Valley.

In addition, the owners want to enhance with the processing of the raw material, local products such as chestnuts.

To succeed in this intent, they call for compliance with the parameters defined in the production specification, specially created by Mulino Valsusa together with local agronomists and farmers, so that uniformity of cultivation can be guaranteed by preferring natural growth systems.

This small but large mill gives customers the opportunity to enjoy flours and products from a unique area.

Products can be purchased both in the store and on their web page and you have the opportunity to buy: stone-ground flours, baked goods, legumes, and grains.

In recent years, the Mill gave birth to an innovative project namely "The Academy of Stone."

The Stone Academy was created to stimulate the meeting between professionals in the field of white art and food, other professionals or simple amateurs who share the same passion: from this meeting come to life consultations, courses and open days.

New techniques, cutting-edge processes and top-quality raw materials to make things with your own hands and in a workmanlike manner!

Several workshops can be found in this project including: how to make pizza and flatbread with local flours and fresh, unfilled pasta.

[Mulino Valsusa](#)





20. La Maliosa Farm - Fattoria La Maliosa

La Maliosa Farm is a farm that covers about 160 hectares in the hilly Maremma. Vineyards, olive groves, arable land and woods for an artisanal production of natural wines, extra virgin olive oil and honey. The company has been certified organic since 2010 as proof of a constant commitment over time and for an increasing transparency towards the customer who chooses with awareness.

La Maliosa is a project based on the choice of quality, beauty and environmental healthiness while respecting the territory and its originality

The choice of La Maliosa Farm is aimed at the preservation of the land use capacity, through the limitation of compaction and erosion, the enhancement of organic matter and biological life.

Preferred cultivation methods are minimally invasive and in harmony with the surrounding environment. Old vines are used, encouraging genetic variability among different selections.

The winery has recovered a vineyard more than 60 years old from a state of semi-abandonment; this has made it possible to verify the richness of viticultural germplasm, both red and white vines, which have been selected and recovered within the winery.

The current size is 8.5 hectares, in which red vines are mainly grown: Ciliegolo, Sangiovese and Cannonau grigio; white vines: Procanico and Ansonica.

There are also some wild vines (*Vitis Vinifera* subsp. *silvestris*) on the farm, witnesses of a form that preceded the current vine (*Vitis Vinifera sativa*). They are occasionally found resting on trees in the woods and fruiting small bunches and berries. These finds are evidence of an environment that was also anciently preserved from intensive agricultural actions. Another unique product of this farm is oil.

La Maliosa Farm is committed to the recovery of the original and historically rooted varieties in the area. From here, fine oils of high health value are produced with high presence of polyphenols, antioxidants, and low acidity.

The farm offers several experiences to offer guests including unique tasting experiences among its own vineyards and olive groves, in the unspoiled nature of the hilly Maremma. Specially designed itineraries suitable for visitors who love nature, tranquility, beauty and silence.

For lovers of natural wines and evo oil it is possible to book guided tours through the vineyards and olive groves, trekking, yoga trails, tastings, e-bike tours, winery visits, picnics and personalized experiences. The ability to take advantage of the wide open spaces all year round allows La Maliosa to guarantee total security and privacy in every experience offered. Visits to Fattoria La Maliosa are always available by reservation.

For lovers of ecotourism and outdoor tourism is the StarsBOX, which allows a unique experience in Tuscany among the vineyards of Monte Cavallo, with breathtaking sunsets and a starry sky, among the darkest in all of Italy.

Here there is, in addition, the first Big Bench installed in the province of Grosseto. This is a large bench from which it is possible to admire the hilly landscape of the Maremma.

Tourism experiences at La Maliosa can also become an original gift, thanks to the Vouchers available and customizable for every occasion, which can be purchased directly from the company website.

The products that can be tasted in all experiences, as well as their own, have been carefully selected. The owners have chosen the best of their territory, namely: the Caseificio di Manciano and the Caseificio di Sorano for the selection of cheeses and the Salumificio Ercolani and Aia della Colonna for the cured meats. These are all zero-kilometer realities that guarantee guests an authentic, quality experience.

www.fattorialamaliosa.it





21. Collecting *Mastiha drops* in the island of Chios, Greece.

The case of Anemos company

Local food is a principle of sustainability related to the consumption of food products that are locally grown and produced. Food and family have an important role in creating our culture, landscape and health.

Local food production brings people together. When it comes to the small island of Chios in the east part of the Aegean Sea, then the local community unites in order to cultivate and collect mastiha drops from Schinos, a green tree that belongs to the family of Pistachia. Schinos thrives only in the South part of the island. In South Chios there are 24 villages that consider themselves as mastic growers and producers.

Chios mastiha has been identified as Protected Designation of Origin product (PDO) and has been registered in the relevant community list since 1997.

Chios Mastiha is a natural resin extracted by the phloem of a Schinos tree when the latter is at least 15 years old. This resin can be enjoyed as a chewing gum, beneficial for the oral health and for good stomach function. You can either take small pieces and grind them into powder, since they are often hard to eat.

Several products are made with Chios mastiha, such as care products, alternative medicines (related to wounds, dentistry and orthodontics, digestion issues & ulcers, cholesterol and in general Chios Mastiha is considered to have antibacterial properties). It is also a delightful ingredient for cooking and baking as well as for industrial use.

Anemos company is located in Chios Island, and it exclusively works with mastiha products based on traditional recipes or on mastering new ones. The company uses only pure real mastic and/or pure mastic oil, despite the fact that these raw materials are quite expensive. Their customers are highly appreciating the flavour and aromas of Chios mastiha.

Chios mastiha is probably the first reason tourists visit the island. Chios mastiha products are famous all around the globe both for the pharmaceuticals and care elements and of course the refined flavour that can be found in coffees, delights and candies.

This product is responsible for the island's sustainability and branding and attracts millions of tourists every year. As a result, this supports rural economy and brings awareness and visibility, beneficial for the local community.

The most important aspect regarding this case is definitely the emphasis given to high quality by engaging the local community to harvest and work on the Chios mastiha production. Another thing is respecting traditional recipes and exploiting the best raw materials in order to prepare the finest local products. This strategy is also supporting local economy since many recipes are based on Chios mastica and its flavours and aromas.

<https://www.facebook.com/mastic.gr>

<https://mastic.gr/>

<https://mastic.gr/masticha-info/mastic-gum-info/>



22. Raki, the national drink of Crete.

The case of Zouridakis company

Local food is a principle of sustainability related to the consumption of food products that are locally grown and produced. Food and family have an important role in creating our culture, landscape and health.

Local food production brings people together. The raki or tsikoudia is a traditional drink made in Crete. Raki symbolizes the most known virtues of the Cretan society, such as the hospitality and the entertainment. It is served almost on every occasion, especially when Cretans celebrate something or welcome their visitors. Raki is considered a protected product from the EU.

The production of tsikoudia has remained the same for many centuries, but it is very complex and that's why it requires special knowledge and the appropriate equipment. First, the producers use the residues of the vinification and then they press the grapes. After that, they store the skins and the seeds in barrels for 40 days; this procedure is called fermentation. Later, the producers put the marc and the water in the raki kettle where the pomace simmers. When it starts to boil, we have the final stage of the distillation process, in which the fractions are divided into 3 categories, where only the "heart" category is determined for consumption.

It is considered that a high quality of raki is boiled at 20 degrees. The process of distillation is finished once all the grapes reach the desired level in the kettle.

Zouridakis company is a family company founded in 1920. It has bakeries located in different places in Crete and other stores in Athens and Piraeus. Customers can, also, buy the company's product on the website.

Zouridakis company is very known for its production and marketing of Cretan traditional products, and it supports local communities. The know-how procedure is passed down from generation to generation and what distinguishes it from the other companies are the traditional recipes and the excellent quality of the products.

Raki brings people together and it highlights the hospitality and the joyfulness of Cretan people. The consumption of tsikoudia reinforces the relations between human beings as they gather, they have a good time, and they celebrate a special occasion. Another important thing is that the process of its production, although it is very complex, uses traditional recipes in order to reach the best results. This strategy supports local economy because many recipes are based on the making of the traditional raki, and it is exported to a lot of regions. Also, every year it attracts many tourists who want to taste it and even many raki festivals take place.

<https://www.greekflavours.com/en/blog/raki>

<https://zouridakis.gr/monada-paragogis/>







23. Aegina's pistachios.

The case of the company “Aegina® - Nuts”.

Local food is a principle of sustainability related to the consumption of food products that are locally grown and produced. Food and family have an important role in creating our culture, landscape and health.

Local food production brings people together. Aegina, a small island located in the Saronic gulf near Athens, is well known for its pistachios. Their nutritional value is of high importance and the most known variety is kolarati pistachios, which have a round shape.

The production process takes around one year, starting from November when the trees lose their leaves. During the spring season, the wind transfers the pollen from the male trees to the females and, in April, the pistachio trees bloom and they form the nuts. Harvesting starts in August, and it finishes in September. The producers collect the nuts with a special stick, and they send them to the hulling machines in order to keep them fresh.

Aegina® - Nuts is a family company located in Aegina, founded in 1952. It activates in the production, processing (cleaning, sorting), baking and standardization of Aegina's pistachios. It was also the first company in Greece that had a license in the making of this unique product of

the island. The facilities are located on a privately owned land, which is close to the farms and helps the link between the production with the processing and the standardization.

Greece constitutes the largest European exporter of the pistachio and the sixth-largest in the world; Aegina's pistachios is of high importance for the local economy and the production because it highlights the dynamics of the agricultural output. In addition, Aegina receives many visitors every year who want to taste it and there are, also, many sweets which are produced from it (e.g.: spoon dessert or flavor of ice cream)

<https://www.greeka.com/saronic/aegina/products/pistachios/>

<https://www.aiginadrynuts.com/about-us>







24. Graviera (Swiss gruyere) of Naxos.

The case of the Agricultural Partnership of Naxos.

Local food is a principle of sustainability related to the consumption of food products that are locally grown and produced. Food and family have an important role in creating our culture, landscape and health.

Local food production brings people together. Graviera is the second most famous cheese of Greece produced in Naxos Island. It is a hard table cheese with a sweet flavor. It is mostly produced from cow's milk, and it is kept in storage for 3 months. It is considered as a protected product since it has been given a PDO (Protected Designation of Origin). Naxians use this type of cheese in many recipes, such as in traditional dishes or in variations of foreign foods (e.g.: pizza with graviera cheese instead of mozzarella).

Agricultural Partnership of Naxos was founded in 1926 and it activates in the development of the agricultural community and the local economy of the island. The Union

produces annually 1.200 tons of graviera cheese using milk exclusively from animals, following the rules of traditional cheese making at all stages of the process. During the production, it does not add powder, preservatives, antibiotics and dyes, condensation and milk concentrate. Last but not least, Graviera of Naxos has received many important awards, which are, of course, further proof of its high quality.

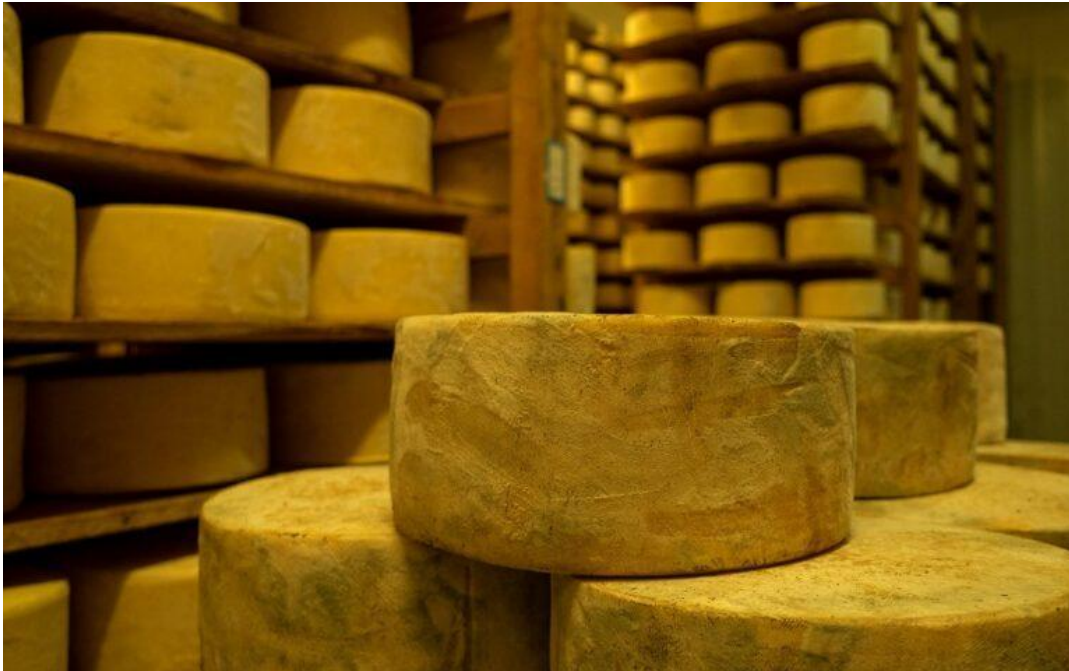
Graviera of Naxos is one of the most known cheeses in Greece and it has received many international awards regarding its flavor and its quality, in general. This recognition and identification have made its popularity well-known around the world; many visitors come annually to taste it and this popularity brings a lot of money to the local community. Also, it is drawn that the cooperation inside the Agricultural Partnership of Naxos is of high importance and their support to the local agricultural community is valuable.

<https://jetsettimes.com/countries/greece/naxos/naxos-foodie/traditional-naxos-cheeses-youve-gotta/>

<https://easnaxos.com/>









25. Chalvadopita Syros, a sweet of refugee origin from 1822.

Local food is a principle of sustainability related to the consumption of food products that are locally grown and produced. Food and family have an important role in creating our culture, landscape and health.

Local food production brings people together. Chalvadopita is one of the most famous delicacies of Syros Island. It is produced from thyme honey, eggs, sugar and chalcedony. The recipe came from the refugees of Chios and Psarra who found shelter in Syros, after the sieges of their hometowns.

Chalvadopita constitutes a trademark of Syros, and it is the essential souvenir for everyone who visits the island. In fact, many street vendors get on the boat before it departs in order to sell some of them. Chalvadopita is exported to many regions of Greece, and they can be found in local shops or even supermarkets.

There are many companies which produce Chalvadopita; Korres is one of the most known. It started in 1962 and its products are made in privately owned workshop located in Manna, outside the capital city of Syros, Ermoupolis. It has, also, an e-shop where customers can buy the products they want.

Chalvadopita constitutes one of the well-known delicacies that many visitors buy them in order to keep a taste of their trip to Syros. There are a lot of companies which produce this type of sweet and the high demand of buyers for this product, in cooperation with the activity of laboratories, reinforces the local economy and entrepreneurship.

<https://www.gastronomos.gr/agora/chalvadopita-apo-ti-syro-eton-200/153039/>

<https://www.korres-syros.gr/>





26. Telemea cheese experience at Ica Cow Farm

Local food is a principle of sustainability related to the consumption of food products that are locally grown and produced. Food and family have an important role in creating our culture, landscape and health.

Local food production brings people together. *Telemea cheese* is an authentic Romanian cheese product made from cow milk, buffalo milk or sheep milk fermented in brine.

Since 2005 the name of *Telemea* is a protected designation of origin product from Romania. Several types of *Telemea* are officially recognized under PDO label like Argeş, Braşov, Carei, Harghita, Huedin, Oaş, Sibiu and Vâlcea.

Telemea cheese is a priority consumption and represents 60% of all assortments of cheese from Romania.

Telemea cheese is a nutritious and versatile food and it can be compared to Greek feta. It is a soft white cheese with creamy texture and salty taste. It contains 50% water and 25% fat. For the production of *Telemea* cheese the milk is curdling with rennet and the curd is removed and pressed. The curd is being cut into squares that are left to mature in brine. The maturation process of curd in brine take place for at least six months in wooden barrels called *putini*.

The cheese was originally produced in Romania but it has spread rapidly to nations like Greece, Macedonia, Poland and Bulgaria.

Ica Cow Farm is a cow farm located in a rural area from Romania which specialized in the production of authentic Romanian milk products. One of these products is the *telemea cheese*. At Ica Cow Farm the cheese is produced from fresh cow milk that are fed with fodder produced by the farm owner and his family.

The quality of cheese depends on numerous factors that include raw material composition, technological process parameters, bacteria load, storage, transportation and delivery conditions.

Due to the fact that cows are feed with high quality fodder, the milk is processed immediately after milking the final products has a high quality.

All the farm works are done by the owner and his family members. The owner understood the role of social media in promoting a rural gastronomic business and due to this fact he promotes his business in online social media channels.

“Cheese tourism” is a form of domestic tourism (especially in rural areas) related to gastronomy. Tourism based on quality agricultural products in rural areas can have a positive impact on areas economy.

The most important aspects regarding this study are related to the production of an authentic food using local raw material by implicating family members. These are the main elements that have a high importance when we talk about local gastronomy and tourism. Another important aspect that an authentic food is produced thus visitors can taste, see and experience Romanian culture and gastronomy. A quality product can be obtained only by using quality raw material.

At this farm located in a rural area of Romania visitors can see, be involved in the production of an authentic food and finally taste the final product.

<https://www.facebook.com/fermavacutaIca>



(Source: <https://www.facebook.com/fermavacutaIca>)



(Source: <https://www.facebook.com/fermavacutaIca>)



(Source: <https://www.facebook.com/fermavacutaIca>)

27. „Șvaițer Călimani” - one of the first mountain products in Romania

„Șvaițer” is a variety of cheese, manufactured in Romania, prepared by long fermentation under special conditions, having many voids in its mass. It is the Romanian version of the Swiss Emmentaler cheese. „Șvaițer” is, indisputably, the king of cheeses from the Călimani Land, due to the size of the wheels that can reach up to 120 kg, its tradition and quality. During the minimum 3 months of ripening, spent in temperature and humidity controlled conditions, the „Șvaițer” develops not only its unique, sweet aroma, reminiscent of the taste of hazelnuts, but also the holes that consecrated it and for which it is so easy to recognize.

At the foot of the Călimani mountains, in the commune of Șaru Dornei in Suceava county, a warm-hearted family founded a small local business. It all started with a piece of land inherited from grandparents and two pairs of arms that wanted to work it at all costs. Beautiful and homely people, as befits the people of Bucovina, the Crucianu family runs a prosperous business that they set up on their own. They started with a cow farm, then at the same time they built the milk processing section and the agro-tourism guesthouse. The Crucianu family farm, at the foot of the Călimani Mountains, is recognized as one of the best profile farms in the region, a unit that corresponds to the sanitary and veterinary regulations in force. In the holding there is a herd of 40 cows of the Brown breed that have at their disposal a 40 ha pasture, personal property, with a superior spontaneous flora. The milk obtained from these animals is the most important product obtained on the farm due to its complex chemical composition and biological value. „The milk we process comes only from cows fed on alpine pastures in the Călimani Mountains area. The taste and flavor of the cheeses are given by the multitude of plant species, in the vast majority of them medicinal plants, with which the animals are fed. Our products are 100% natural, and in the technological flow we do not use lactic cultures. Only the best quality milk and curds are used. We currently have 12 products, five of which are certified as mountain products, namely Șvaițer cheese, smoked and non-smoked cheese, as well as telemea. We also produce matured mountain cheese, yogurts, drinking yogurt and homemade yogurt, butter, cream and cottage cheese.”

The road of milk, however, is long and lasting. It starts in the yard of small local farmers, where it is milked and put into barrels. It then arrives at the factory that Adrian Cruceanu, a cheese enthusiast, owns in the village of Neagra Șarului. „To make a quality Șvaițer, the milk must be collected in cans. If it is brought into the tank, it can no longer be checked canister by canister.” Here, real professionals in the art of milk tasting test its quality. After being filtered and processed, the best quality milk reaches the boilers to be pasteurized. „We do not completely pasteurize the milk because we do not intervene with lactic cultures. We make a 100% natural product, only from milk and curd.” Then follows a long process of maturing the cheese wheels. Everything is done in a controlled environment, for three months. For ripening, the temperature must be somewhere between 22-24 degrees Celsius and humidity of 60-70%.

The Crucianu family runs a prosperous business that they set up on their own. They started with a cow farm, then at the same time they built the milk processing section and an agro-tourism guesthouse. The animal husbandry activity of SC Dany Lily SRL was started in 2005. Since 2011, the owner accesses measure 112 – Installation of young farmers. In 2016, he accesses sub-measure 4.1 – Investments in agricultural holdings, worth 150,000 euros, through which he managed to equip his farm with high-performance machinery and equipment: agricultural tractor, baler, wrapping machine, manure spreading trailer, rear mower, hay rake, hay rake, chainsaw, waste tank. Following an exchange of experience in Germany - Hanover, at several dairy farms, he wanted to copy the model, in the sense of giving up selling milk to processors. Thus, he established a milk processing section, in Șaru Dornei commune, Neagra Șarului village no. 129, from Suceava county. Here is the only place in Romania where, thanks to the mountain flora, it is possible to produce Șvaițer cheese, a fine cheese specialty. „Șvaițer Călimani” together with 4 other cheeses produced under the „Călimani” brand (cheese, smoked cheese, kneaded cheese and telemea) obtained, in 2019, the right to use the optional quality label „mountain product”, being the first mountain products attested and certified at county level.

Website: <https://taradornelor.ro/hai-in-tara-dornelor-locul-unde-se-produce-cel-mai-bun-svaiter/>
<https://produsmontan.ro/lapte-si-produse-din-lapte/sc-dany-lily-srl/>



(Source: <https://produsmontan.ro/lapte-si-produse-din-lapte/sc-dany-lily-srl/>)



(Source: <https://produsmontan.ro/lapte-si-produse-din-lapte/sc-dany-lily-srl/>)

28. „Pleșcoi” sausages, a historical traditional Romanian product

„Pleșcoi” sausages have a special taste because they are made from the meat of animals raised in clean, ecological air, on the nearby Buzoian Subcarpathian hills. They contain sheep and goat meat, being strongly seasoned with garlic, hot pepper, pepper, thyme and garden spices. In the preparation of Pleșcoi sausages, the following ingredients are used as main ingredients: mutton (85%), beef (15%), garlic, hot peppers, salt, thin bowel mutton. The lack of additives, the use of spices, preservatives and natural membranes, make the resulting products remain natural and healthy. The only preservatives used are salt and smoke. The smokehouse uses hardwood, without resin. The first attestation of the link between the locals of Pleșcoi and sheep farming comes from the time of Radu Paisie (1545-1554). In the chronicles of the merchants from Brasov, there is mention of two shipments of sheep skins from Pâcle, a recognized village in Berca commune, and Pleșcoi, worth almost 1500 rough, a sign that many animals were slaughtered in this area, and the preparation of the meat was still then a basic occupation of the locals. The legend of the Pleșcoi Sausages says that a band of outlaws had set up camp in the

area between the hills and the Buzău ford. They caught the sheep of the rich mountaineers when they came to the fair in Buzău and, in order not to catch their with live prey, they made it into pastrami and sausages. The outlaws are no more, but the method of making Pleşcoi sausages has been taken over by the villagers. They discovered that their sheep have a special taste, slightly salty and juicier meat. The explanation is given by the fact that the Buzoian subcarpathian hills have huge salt deposits in the basement, and as a result of the daily process of water evaporation, salt crystals are deposited on the vegetation of the pastures. The sheep meat from this area thus acquires a special flavor and the derived products have an unprecedented taste.

SC GABIOTI TRADITIONAL PRODUCTS FROM PLESCOI S.R.L. is a workshop with the profile of preparing traditional meat products specific to the Pleşcoi area, the area with a tradition in the field since ancient times. The business idea came from the desire to produce quality while preserving tradition. When you say traditional products, the thought takes you to the old recipes that the peasants used in their own households and passed down from generation to generation, recipes with natural ingredients, without additives and colorings. Only in the village of Pleşcoi in Berca commune - Buzau county you will find the real traditional Pleşcoi products, both appreciated in the country and abroad: Pleşcoi sausages, Pleşcoi Babic, Pleşcoi Ghiudem, Pleşcoi pastrama. GABIOTI is among the few companies in the country certified by the Ministry of Agriculture and Rural Development to use the “de Pleşcoi” brand in the name of traditional Pleşcoi products, given that its owners have inherited traditional recipes from their ancestors over time and practice this job from generation to generation. GABIOTI from Pleşcoi – “Two simple people, full of respect and dedication, Otilia and Gabi, we carry on the tradition and art of preparing quality traditional products as our grandparents and great-grandparents taught us.”

Pleşcoi sausages are manufactured and marketed under two types: smoked and raw-dried smoked. Both types of Pleşcoi Sausage are hot, due to the red hot pepper in the composition. They have a clean, intact and non-sticky surface, and in section they have a bound, dense and uniform consistency both on the edge and in the middle. Smoked Pleşcoi sausages are presented in a cylindrical shape; long strings, portioned into sizes of 15-18 cm long, weighing 40-50 g.

Smoked raw-dried Pleşcoi sausages are presented in a flattened form; long strings, portioned to sizes of 15-18 cm long, weighing 25-40 g. Since 2019, Pleşcoi Sausages have been registered as a Protected Geographical Indication product.

The reputation of the Pleşcoi Sausage product and the subsequent development of their production can be attributed to the fact that it is a traditional regional product. The recipe was passed down from father to son, because the preparation of sausages and their utilization was the main source of income for the locals of Pleşcoi. Pleşcoi sausages are distinguished from other sausages in the same category by the specific taste due to the combination of mutton/goat meat, beef, hot peppers, salt (salt mixture), garlic and thyme. The spicy taste of Pleşcoi Sausages is the result of a combination of garlic, red hot pepper and thyme. It is also said that families from Pleşcoi have a secret ingredient for these sausages that have become a tradition, which is passed down only within families. Pleşcoi Sausages are a unique product on the Romanian territory, with an unmistakable taste identity. In order to celebrate this specialty, in Romania, since 2008, the Pleşcoi Sausage festival has been organized. Founder of the Gabioti brand: „My advice is to make a quality product, follow a specification, and then you can always get a traditional product. The Romanian consumer is ready to support the Romanian producer, consumers began to appreciate the taste of the products. The people are more informed in this field, they know how to appreciate and they cannot be verbally deceived.”

Facebook: <https://www.facebook.com/people/Carnati-de-Plescoi-Gabioti/100063864180300/>

Website: <https://gabioti.ro/>



(Source: <https://gabiotti.ro/>)



(Source: <https://gabiotti.ro/>)



(Source: <https://gabiotti.ro/>)



3-4 octombrie
Berca, Buzău

FESTIVALUL
cârnaților de
PLEȘCOI

CASA
MATEI

(Source: <https://gabiotti.ro/>)

29. Horinca from Maramureş, an exclusive double distilled brandy

Pălincă, țuica or horinca are all names that define a family of traditional alcoholic beverages, prepared for generations in rural Romania, but not only. These hard liquors are usually associated with own production and home consumption, but in recent years, various fruit distillates acquire a new status and a new image in the context in which a number of entrepreneurs decide to present them properly to the general public.

Horinca from Maramureş is without a doubt one of the most appreciated and coveted Romanian distillates, especially as this Horinca has a local tradition of hundreds of years - being mentioned in some tax collection documents from the north of Transylvania since the 13th - 14th centuries. However, in order to be truly traditional and authentic, it must be produced according to a set of strict rules and ancient customs from which you must not deviate and which will guarantee the quality and distinctiveness of a final product of a special elegance, so appropriate and inviting alongside the cold platters with traditional products but also savoring moments with loved ones!

La Horincie - Gogota Family Distillery is a brand put on the market for a short time by Ștefan Gogota and his grandson, Andrei Botis, but the story begins to be written several decades ago and it is actually a tradition and a science passed down from generation to generation in generation, from father to son. „The story of the distillates made in our family has a long tradition on the plains of Maramureş. The continuation of this tradition has a first stage in 1957 when my father, Gogota Gheorghe, founded his family in the village of Valea Stejarului in Maramureş, a place of legend, somewhere at the confluence of the Iza and Mara rivers, where even today they can be seen in person traditions and a way of life that in other places are completely forgotten”, recalls Ștefan Gogota. In this village, Gheorghe Gogota established a distillery authorized by the authorities of the time. In the 1950s, the production of distillates in one's own household was forbidden, so in every locality there was at least one small distillery where the locals came with the ready-fermented fruits to make their horinca. The distillery operated with the agreement and under the strict control of the Vinalcol regional office, the

entrepreneur recalls. The old distillery, the one in Valea Stejarului, is now being restored for future tourist purposes, so the entrepreneurs produce horinca in Gârdani commune, located 30 km from Baia Mare. Horinca is not the kind of product to expand manufacturing to other areas. „For this reason, I designed a very strict specification, with 10 points, which I called the Decalogue: 1. The origin of the fruits from traditional, local bio orchards, 2. The triple selection of the fruits after their ripening, thus only 60-70% of the fruits end up in the fermentation vessels, 3. The mode of fermentation, slow, without added sugar, 4. Controlled double distillation, at low heat, with the elimination of many unwanted alcohols from the final distillate, 5. The type of boilers in which the distillation is done (boilers with reflux and reverse flow cooler), 6. Maturation time, with batches with certified age, in fiscal warehouse at the origin, and under legal control, 7. Complete absence of added aromas, and absence of artificial colorings, 8. Unique and exclusive technique of maturing in French oak barrels, special preparation and returned, through a proprietary innovative method, 9. Manual selection and bottling, in the place where it was produced directly from the barrels, through a proprietary semi-filtration method, 10. The batches and their age are guaranteed, and the years written on the bottle represent the exact time spent in the barrels. „This drink can only be produced here, in the Maramureş and Oas regions, and not in other places in Romania.”

The first La Horincie - Gogota Family Distillery products were officially launched on the market in August 2019, in Cluj-Napoca, during a festival, after aging in barrels for several years. During this period, the entrepreneurs worked on branding, presentation and promotion. For production, entrepreneurs currently use apples, pears, plums, quinces, apricots, cherries grafted with wild cherries and strawberries from local bio orchards. Distillates, brand La Horincie, are perfected with passion, through a carefully verified artisan process and at the same time differentiated from the usual processes of other producers. Horinca is obtained from selected fruits, very carefully fermented, without added sugar. The processing and selection is manual and carefully controlled, thus, only the ripest and most aromatic fruits of the highest category are used to obtain the most aromatic and flavorful distillates. During the double distillation, which takes place in traditional copper cauldrons with direct fire - the extremely important and defining

stage for the quality of the distillate that will go on to maturation. The distillates are matured between 1 and 4 years in French barrels made of Romanian oak, reburned - through an innovative proprietary method. La Horincie, promotes and supports the clean and ecological method regarding the production of horinca.

Facebook: <https://www.facebook.com/Lahorincie>

Website: <https://lahorincie.ro/>



(Source: <https://lahorincie.ro/>)



(Source: <https://lahorincie.ro/>)



(Source: <https://lahorincie.ro/>)

30. „Novac afumat din Țara Bârsei” - fish delicacy from the Carpathian Delta

„Novac” is a fish processed in the form of fillets, hot-smoked with hard sawdust (beech) for a unique flavor, a traditional method of expression from the geographical area „Țara Bârsei”. The fillets are golden-yellow in color with metallic reflections, towards brown, having a fibrous texture, without fat deposits, with a slightly smoky and slightly salty taste. The „Novac afumat din Țara Bârsei” is the only product in the fish sector that enjoys PGI (Protected Geographical Indication) certification. „Novac afumat din Țara Bârsei” is produced by Delta din Carpați – Doripesco (Delta from the Carpathians – Doripesco). „Doripesco is a family business developed with passion and dedication, with love for the profession and respect for nature. We have tried and succeeded in combining fish production with tourism (sports fishing, birdwatching). Because of the beginnings, raising and processing fish is the sentimental part of the business”. Doripesco is a commercial company with full private capital established in 1995, the administrative headquarters being in Hălchiu commune, Braşov county. Since March 2006, Doripesco has taken custody of the Dumbrăvița lake complex. A „corner of Heaven” between the mountains, the Carpathian Delta is a protected natural area, a Natura 2000 site and a Ramsar site, located in the Barsei Depression, Brasov county. The Carpathian Delta primarily means the harmony of nature. The fish lives in a controlled natural environment, with aquatic vegetation, reeds, birds and water animals. This area has 415 ha of water, reeds, canals, streams, marshes, wet and flood meadows and is still the only Ramsar Site in Region 7 Centre. The Carpathian Delta is the only location from which Doripesco supplies the production department with fresh fish. Doripesco products, made according to traditional recipes from Țara Bârsei, benefit from the freshest raw material from the natural environment, due to the fact that the fish is transported alive in hydrobionics, from the farms to the processing section, arriving in a maximum of 3 hours. In addition, from reception to obtaining the finished product, it is aimed not to exceed the time of 72 hours, ensuring product freshness, continuity and uniformity of quality, as well as food safety.

The name „Novac afumat din Țara Bârsei” refers to fish from the Asian cyprinid family, respectively the species *Aristichthys nobilis*, processed in the form of fillets weighing 100-400 g, hot smoked, with hard sawdust (beech) with a unique flavor of celery leaves. The fillets are

golden-yellow in color with metallic reflections, towards brown, having a fibrous texture, without fat deposits, with a slightly smoky, slightly salty taste. 1-2 novac fillets are packed by vacuuming in polypropylene bags. In individual households, the salted and dried fish was smoked for a few weeks in the attic of the house for 2-3 days in wooden smokers, as are still found today, with embers made from beech chips at their base, then it was kept cold in the attic of the house. Currently, the fish is smoked in programmed smoking cells, the smoke resulting from the burning of sawdust obtained from beech wood from the Crizbav, Valea Bogății and Râșnov areas. The smoking respects the tradition of the area, being carried out hot, having the possibility to realize the smoking phases (baking, blowing, smoking, cooling) and the smoking parameters (temperature, time, humidity) in automated programs.

By using fresh fish from our own farms which reaches the weight for processing in a longer period of time (3 years, compared to 2 years for fish raised in plain areas), beech sawdust from existing forests in the delimited geographical area, by flavoring with celery leaves and hot smoking by the traditional method, using local labor whose skills have been acquired over time, the „Novac afumat din Țara Bârsei” is obtained with characteristics specific to this area.

At the base of all Doripesco activity is the concept of multifunctional fish farming. This involves the realization of the entire commercial chain: production of raw material (fish farms) - production of finished products (fish processing section) - marketing and distribution of finished products. The entire range of Doripesco products (both spreadable and smoked products) represents a premium category, the best fish products available on the Romanian market. The superior quality is given especially by the ingredients used: raw material first freshness and natural ingredients (beech wood for smoking according to tradition, spices and oil of the best quality). The characteristics of the „Novac afumat din Țara Bârsei” product are linked to the geographical area in which it is produced by tradition, as well as by the particularities of the smoking process and the skill of the staff involved in it, skill that is passed down from generation to generation. In recognition of the concern for quality of the producer of „Novac afumat din Țara Bârsei” he obtained a series of awards. Also, the Doripesco group of companies organizes the „Dor de Pește” festival annually, since 2008, within where fishing contests are held, culinary

art contest with specific fishing. Fish products, such as this one, can be found on the menus of restaurants in tourist complexes in Brasov County.

Facebook: <https://www.facebook.com/ProdusinDeltadinCarpati>

Website: <https://www.produsindeltadincarpati.ro/novac-afumat-din-tara-barsei>

<https://www.doripesco.ro/piscicultura-multifunctionala>



(Source: <https://www.produsindeltadincarpati.ro/novac-afumat-din-tara-barsei>)



(Source: <https://www.produindeltadincarpati.ro/novac-afumat-din-tara-barsei>)



(Source: <https://www.produindeltadincarpati.ro/novac-afumat-din-tara-barsei>)

31. HABLA Winery - Modern luxury wine.

This project was born in 2000 with the construction of the winery in an area with little winemaking tradition but with great potential for the production of great wines thanks to its particular microclimate and the qualities of the land (it has slate and clay soils that maintain a temperature five degrees lower than that of Trujillo, Cáceres).

Currently, the vineyard covers 200 hectares, divided into 42 plots and planted with Tempranillo, Cabernet Franc, Cabernet Sauvignon, Syrah, Malbec, Petit Verdot and Sauvignon Blanc varieties. Grapes used to produce the 'Alta Costura' wine collection: Habla 'Edición Limitada'; the prêt à porter Habla del Silencio, the young wines Habla la Tierra and Gotas de Habla; and the whites Duende and Habla de ti.

In addition, Habla produces a 100% Picual single-varietal oil, Sol del Silencio, from the different olive groves located in the Dehesa de la Torrecilla Estate (Trujillo).

Outside Extremadura, specifically in France, Bodegas Habla controls exclusive hectares of vineyards. In Côte des Blancs, in the south, the Moses champagne is produced, and in the best area of Côte de Provence, in front of the Sainte Victoire mountain, the most sensual and glamorous wine of the wineries, Rita, has its origin.

According to legend, when Michelangelo finished sculpting his Moses, he found it so realistic that he struck a hammer on the sculpture's knee and ordered it to "Speak!". This is the origin of the brand and the level of perfection that Bodegas Habla aims to give to each of its wines, with which it seeks to express the untamed and magical nature; and the creativity and affection of those who work it.

Bodegas Habla is committed to organic viticulture, in which no chemicals are used, combined with the latest technologies, all under the careful supervision of winemakers, both inside and outside the Spanish border.

Although in Spain there are wines that are submerged once bottled, Habla is the only winery that performs the second fermentation under the sea. This process is carried out in

300-liter tanks that rest at a depth of 15 meters in the bay of San Juan de Luz, a Basque-French town.

Habla presents the new edition of an absolutely pioneering wine in the Spanish market, whose second fermentation takes place under the sea, at a depth of 15 meters, in the bay of San Juan de Luz, a Basque-French town.

It is here, at the bottom of an artificial reef, where the wine remains for five months in contact with its lees, at an average temperature of 8°C, with an atmospheric pressure of three bars and subjected to a constant stirring generated by the movement of the waves and tides.

The pressure and temperature conditions of the seabed, controlled by a team of divers led by Florent Dumeau, one of Habla's winemakers, also mean that the yeasts used - a mixture of different strains of cryophilic yeasts - work in a different way to how they would on land.

In this sense, the important thing is its elaboration based on underwater fermentation, which affects the morphology of the wine and gives it unique organoleptic qualities. After five years of research and after a first edition that sold out in just four months from its launch, the winery presents a new Habla del Mar.

- <https://www.bodegashabla.com/>
- <https://www.facebook.com/HABLABodegas>
- @bodegashabla







32. La Chinata. Olive oil masters since 1932.

La Chinata dates back to 1932, when their ancestors began to mill the olives of our region, the Sierra de Gata. At that time, the oil was obtained from very rudimentary mills. The olives were crushed in stone mills or empiedros and a paste was obtained, which was then introduced into a press to extract the olive oil. Layers of paste were formed, separated by circular plates known as capachos, which were placed in a press, and by pressing, the olive oil was obtained. Subsequently, the oil was decanted to separate the alpechín, which is the name given to the water and the remains of the olives.

Nowadays, they have the most modern milling and pressing systems, which even though they are purely mechanical, they can extract much more oil from the olives, in a clean and controlled way, to guarantee the quality of the Extra Virgin Olive Oil, EVOO.

They have an average staff of about 30 workers and their main activity is the bottling of edible oils. They have an annual turnover of 18.8 million euros and their exports account for approximately 12% of their annual turnover.

The company currently bottles around 6 million liters of oil (approximately 2.5 million liters of Extra Virgin Olive Oil and 3.5 million liters of seed oil). The data are published annually by the Asociación Nacional de Empresas Envasadoras de Aceites Comestibles (ANIERAC), of which the company is a member.

With respect to their volume of bottled Extra Virgin Olive Oil, it places them among the 10 most important Spanish companies in this segment in the market.

Nowadays, they work regularly with more than 35 countries, most of them European, but also some from America and Asia. On the other hand, its commercial policy is focused on a capillary distribution of the product, always looking for a good location of the same, and avoiding placing itself in large commercial surfaces, which they understand incompatible with its commercial development (especially in the domestic market).

In short, we are talking about a very dynamic, agile and flexible company, so decision making is very fast. They are eager for continuous improvement and learn every day from both their customers and their suppliers, so they believe they are a good bet for the future for any business partner who is interested in working with them.

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Returning to the ancestral uses that ancient civilizations gave to Olive Oil, they have developed a wide range of cosmetic products based on the natural properties of Extra Virgin Olive Oil. Their extensive experience in working with olive oil, now in its fourth generation, has provided them with the necessary knowledge to make the most of the qualities of Extra Virgin Olive Oil as a component in cosmetics.

In the same way, aware of the growing concern of their customers to consume healthy and natural food, they have been manufacturing for several years a line of high-end products under the brand "La Chinata Selecciones de Gourmets". These are mainly products made with their best Extra Virgin Olive Oil, to which they have also added other types of products such as vinegars, honeys, salts, etc.

On the other hand, and this time in response to the demands of modern catering, they have been researching the frying process with different oils for many years, and as a result of this exhaustive research, they have launched several vegetable oils for professional use to meet the needs of all types of frying in professional catering and the food industry.

Their star product. Extra Virgin Olive Oil (EVOO), aimed at the high-end catering market and specialized gourmet stores.

- <https://lachinata.es/>
- <https://www.facebook.com/LaChinataOficial>
- @lachinataoficial







33. Torta del Casar, a PDO cheese.

Torta del Casar is a cheese with protected designation of origin that is made north of the Sierra de San Pedro in the province of Cáceres in Spain. Its protected designation of origin is European in scope and is regulated by European Commission Regulation (EC) 1491/2003 and amended by Commission Implementing Regulation (E.U.) 2015/2196.

Although many people believe that this cheese is only made in Casar de Cáceres, the geographical area that includes the production of Torta del Casar encompasses 36 municipalities within the Cáceres regions of Llanos de Cáceres, Sierra de Fuentes and Montánchez, occupying 400,000 hectares.

It is an area that lies to the north of the Sierra de San Pedro, bordering the province of Badajoz, the rivers Almonte to the east and Tajo to the north. It is a steppe plain crossed from northwest to southeast by the Sierra de Fuentes, with sandy soils, low fertility and low thickness with frequent rocky outcrops. The climate is continental, with long, hot summers, mild, short winters and rainfall of 300-500 l/m² per year. The flora is basically made up of herbaceous

plants of great nutritional value, but scarce development, with remains of shrub and tree vegetation dominated by the *Quercus* genus.

This entire geographical area has always been used for transhumance and grazing, with the cattle trails being regulated as obligatory paths for herds according to the rules of the Concejo de la Mesta (Mesta Council), approved in 1273. A Royal Privilege of King Sancho IV granted the village of Casar a piece of land around it so that cattle could graze there freely (1291), a period in which this cheese even served as a form of payment. In 1791, Casar de Cáceres sheep cheese is mentioned in the Interrogatories of the Royal Audience, being the first documentation of this cheese.

It is made with raw sheep's milk. It is curdled with wild thistle (*Cynara cardunculus*) between 28 and 32 °C and for a period of 50-80 minutes, which maintains an almost liquid cream inside the cheese, which is the main characteristic of this cheese.

After curdling, the milk is cut into fine grains, like rice grains; then the curd is put into cylindrical molds and pressed for 3-8 hours. Salting can be wet or dry, using only sodium chloride, and then it is left to mature for at least 60 days, in conditions of 4 to 12 °C and between 75 and 90% relative humidity.

The name and logo of the Protected Designation of Origin "Torta del Casar" must appear on the labels, back labels and other systems used to identify the protected products, as well as all other indications stipulated by current legislation.

The Torta del Casar is cylindrical in shape, with flat faces, a flat-convex perimeter surface and rounded edges. Its minimum diameter is 7 cm with a ratio between height and maximum diameter of 50%. They can be made in three sizes:

- Large, from 801-1100g
- Medium, 501-800g
- Small, from 200-500g

As for the organoleptic characteristics, it should be noted that it has a semi-hard rind, with a yellow to ochre color. The paste ranges from soft to spreadable, white to yellowish in color, with a closed cut, but soft and unctuous, and may have small eyes scattered throughout the cut.

The texture, fundamental and differential quality of this cheese, has moderate or high creaminess, fatty character, melting, and soft or no granularity. Its odor is of medium or low intensity from the lactic and/or vegetable family, and the flavor is intense, slightly salty, barely acidic, and with a mild bitterness due to the use of vegetable rennet.

Torta del Casar is nowadays considered a gourmet product. But it has not always been so. In the past, due to its appearance, it was considered a poorly made cheese, badly curdled. But that is only the appearance. And as so often happens, things cannot be judged by their appearance. Because once you taste it, you discover a special, delicate and unique flavor. No wonder that today there is the Protected Designation of Origin Torta del Casar.

Some of the most famous chefs from Extremadura are constantly innovating and creating new dishes, recipes and ways to include Torta del Casar in their most select dishes.

- Spread cream, by Chef Toño Pérez.
- Torta del Casar ice cream, by Chef Claudio Vidal.
- Cold cream of Torta del Casar, by Chef César Ráez.
- Torta del Casar cake, by Chef Rubén Hornero.
- Torta del Casar lactonnaise, by Chef Juanma Zamorano.

<https://tortadelcasar.eu/>

<https://www.facebook.com/tortadelcasar>

[@tortadelcasar](#)







34. Casa Butista. The best Iberian Ham from Extremadura.

Montánchez, located in the north of the region, is the cradle of the Iberian pig in Extremadura. Its unique environment and climate, with hot summers and cold, dry winters, give the ham produced in this land an unbeatable flavor that continues to reap numerous awards over the years.

The origin of Casa Bautista in Montánchez surrounds the Extremadura Ham, which comes from the pasture, with the stories of our ancestors. This is achieved thanks to the traditional production process learned from generation to generation, which is the hallmark of the brand.

Casa Bautista is a family business, founded in 1925 by Mr. Julio Bautista in the town of Montánchez, Cáceres, dedicated to the production of products derived from the Iberian pig.

The exquisiteness of its products is guaranteed by the work of three generations focused on the tradition and care of the pure acorn-fed Iberian pig raised in its pasture, feeding freely among oaks and cork oaks.

Their history and know-how, passed down from father to son, allows them to offer the best Iberian hams in Extremadura at the best price and with the highest quality standards. In fact, Casa Bautista has been part of the prestigious Denomination of Origin Dehesa de Extremadura for more than 30 years.

The elaboration process of Casa Bautista's Iberian products, such as ham, shoulder, chorizo, pork loin, patatera or Extremadura salami, is cared for from the origin. Thus, the diet, the climate, the salting and the individual, natural and artisan treatment given to each piece give Casa Bautista's Extremadura Iberian products their excellent flavor, juiciness, smell and texture.

The exceptional quality of Casa Bautista hams, and of all the Iberian products it manufactures, have been awarded numerous national prizes. These awards are its best guarantee of quality.

All its products are certified and covered under the quality standard and the requirements in the Royal Decree 04/2014 are applicable. Currently their Iberian products are certified by the accredited entity: Traza&Control Ibérica, S.L.

They are specialists in the care of the pure acorn-fed Iberian pig. Therefore, their care in the pasture follows strict quality standards that ensure the maximum exquisiteness of each piece. The pigs are selected from birth in small herds, and when they are at the right weight, the best are chosen in the montanera, which enter with 879 arrobas and leave the montanera with 15/17. Every day they walk several kilometers through the pasture looking for the best acorns and eating around 10/12kg per day, which gives the product a unique flavor.

Only Iberian pigs give their hams an incomparable smoothness, texture and aroma. In addition, their acorn-based diet makes Casa Bautista's Extremadura acorn-fed Iberian ham a healthy food, rich in oleic acid.

Extremadura, with nearly one million hectares of pastureland, is one of the best preserved ecosystems in Europe, made up of a grove of quercineas (holm oaks and cork oaks).

The Iberian pig is an animal raised in the dehesa, capable of working the miracle, thanks to its particular metabolism, of transforming the grass and acorns on which it feeds into one of the healthiest and most exquisite natural products.

In order to be able to reach every day to the largest number of customers, Casa Bautista has opened two stores located in Montánchez and later in Trujillo. In addition, they have taken the step and have also started with online sales committing with their customers to deliver the goods with a maximum of 24/48 hours.

On the other hand, they have expanded with great consideration the variety of their products, not limited only to Iberian Ham, but within their products you can find from all kinds of sausages, in different formats, to pates, creams, chocolates, lots and baskets.

Among the varieties of their pieces we can find:

- 100% Iberian Acorn-fed Acorn-fed Ham DOP Dehesa de Extremadura
- Acorn-fed 100% Iberian Ham
- Iberian Acorn-fed Ham 50% Iberian Breed
- Iberian Cebo de Campo Ham 50% Iberian Breed
- Iberian Cebo Iberico Ham 50% Iberico Breed
- Duroc Ham
- Gran Reserva Cured Ham

<https://www.jamonescasabautista.com/quienes-somos/>

<https://www.facebook.com/jamonescasabautista>

@jamonescasabautista





35. La Vera Paprika. Aroma and smoked flavor, unique in its kind.

The first news of bell pepper cultivation in the province of Cáceres date back to the end of the 15th century. It was initiated by the Hieronymite friars of the Monastery of Guadalupe and they extended it to other communities of Hieronymite monks, and so it reached the Monastery of Yuste in La Vera.

It is a plant, cultivated since ancient times by the American Indians, that Christopher Columbus found on his first voyage and brought to Spain in 1493, on his third voyage, thinking of the bell pepper as a possible substitute for the pepper that was imported from the East (García París, 1991).

The progressive increase in the cultivation of bell pepper for paprika had decisive consequences for the region of La Vera. On the one hand because part of the losses caused by the chestnut epidemic (ink attacks) were alleviated, and on the other because an industry based on paprika, essential for the feeding of the population of La Vera, began: the pork industry.

The area of production of peppers for the elaboration of "Pimentón de la Vera" is constituted by the municipalities included in the natural regions of La Vera, Campo Arañuelo, Valle del Ambroz and Valle del Alagón and Arrago, in the North of the province of Cáceres. Abundant and crystalline waters of the Sierra de Gredos, irrigate the fields of peppers.

The region of La Vera gives its name to the product to be protected because it meets the conditions of tradition, prestige, need for protection and specialization of the paprika sector.

The drying shed is the essential element for the first step in the production of paprika, which historically, in this area, has been carried out by the farmer.

The first traders-exporters began to appear, who bought the dried paprika from the producers, and then they took care of the milling. This circumstance put the bell pepper market in the hands of a few, causing a situation of oligopoly that led to a loss of profitability for the farmer (Fernández Manzano, 1981), which led a group of farmers in the municipality of Jaraíz de la Vera, in 1914, to form a Catholic Union, led by the parish priest of the Church of San Miguel of this municipality, Mr. Marcelo Giraldo.

In 1952, the "Consortio de Exportadores" (Exporters' Consortium) was formed, under the "Gremio Oficial de Exportadores de Pimentón" (Official Paprika Exporters' Guild) and responsible for setting maximum purchase prices and minimum sales prices for paprika.

As the crop grew in importance, and after the development of the paprika production system, which at the beginning was done in an artisanal way, roasting the peppers that were later crushed in mortars, a system was developed to dry the fruits in large quantities, but with the same heat source, the smoke from the combustion of firewood, and so the Vera farmers of the 17th century developed the vertical dryer with a lower hearth, which has been used in the area ever since.

These dryers were built in the cultivation plots themselves. At the beginning, the dried paprika was crushed in the same dryer with wooden treaders, until the quantities of paprika from La Vera began to be large and farmers began to use the hydraulic grain mills that marked the gorges of La Vera, to which they transported the paprika in large sacks or sacks called "maquilones", each maquilón was equivalent to 80 kilos of paprika. The paprika thus obtained was known as Pimentón de la Vera, and was clearly differentiated from that produced in Murcia by the varieties used and the way the peppers were dried.

As the paprika produced was exactly the same in all the regions of Cáceres referred to, since the same varieties were grown as in La Vera, they were smoke-dried and ground in stone mills, most of them concentrated in La Vera. The term "Pimentón de la Vera" was linked to the smoked paprika produced in this region and, by extension, to the paprika produced by the same process throughout the northern part of Cáceres.

Recognition as a Protected Designation of Origin (EC Regulation 982/2007 of the Commission), allows the availability to consumers of an authentic product, with a guarantee of origin and traditional production, with the endorsement of the ENAC-accredited certification of its certification system.

Paprika de la Vera is also used as a preservative, coloring and seasoning, helping to achieve a high quality final product.

Today, it is essential in the kitchen, traditionally used in dishes, it is incorporated into avant-garde culinary creations, contributing its differential qualities of aromas and intense flavor. Sweet, bittersweet or spicy, types of paprika with different flavor nuances.

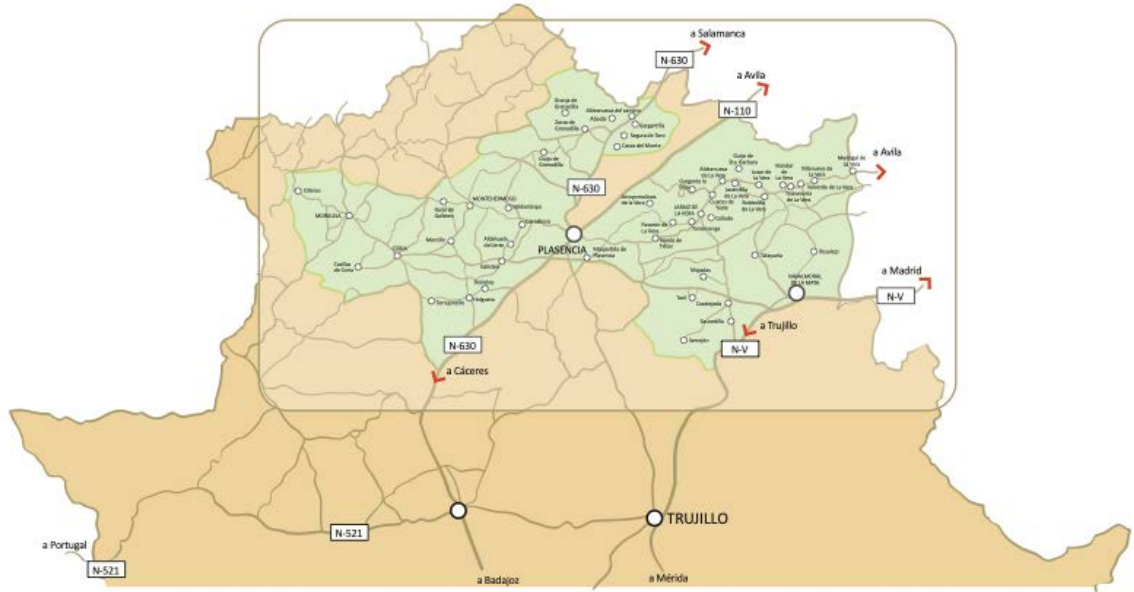
Pimentón de la Vera paprika, associated with quality meat products, gives them unique aromas and flavors, with great color stability over time, maintaining their organoleptic qualities.

- <https://pimentonvera-origen.com/>
- @pimentondelaveradop









36. Viscri 32 Whitebarn

After restoring a Saxon house, the owners have decided to design a restaurant in a Barn. The old buffalo stables were converted into a kitchen and the hay stacking area into a dining area furnished and decorated with restored regional pieces. Behind the nowadays barn-restaurant there is a beautiful orchard where you can relax while enjoying our authentic or slightly reimagined Transylvanian recipes.

The ingredients they use are from within a radius somewhere close to 75 km from Viscri. The menu changes daily or weekly, based on the ingredients are available from the local farmers, and the season .

The team at Viscri 32 is strongly rooted in the village. The social business model ensures a sustainable support of the local economy by hiring only fellow villagers. The staff is made up of eight people from the local community, many of which are working as their first job, and many of which come from vulnerable social groups.

Most of them have other work to tend to before and after they leave 32, like taking care of their animals or studying for high school exams.

Throughout the year, the restaurant organise tastings of locally made products and boutique Transylvanian wines. Also fellow chefs are invited and host cooking sessions inspired by the gastronomical traditions and folklore of the village. Their creations delight guests by celebrating fresh, high quality, locally grown ingredients.

Viscrist 32 is unique by using 100% local resources, either we talking about the the food or the staff.

The promotion by having a user friendly website and a very active page of social media offers them visibility offer them visibility to visitors, another aspect that sets them apart is the organization of gastronomic events that bring them closer to the community and potential visitors.

<https://viscrist32.com/>



Source: <https://viscri32.com/whitebarn/>



Source: <https://viscri32.com/whitebarn/>



Source: <https://viscri32.com/whitebarn/>

37. Conacul lui Maldar

The domain located near Horezu, Romania, opens the doors of an authentic village, where from every corner you can see the stories of ladies and valiant men. Each of the 18 rooms of the mansion has its own story, encrusted in charming details: authentic historical furniture, bark and traditional carpets, dowry chests and scrubbed linens.

Maldar's mansion has a total of 27 places to stay, 12 double rooms and 3 single rooms. Each room in Maldar's Mansion is furnished with unique pieces, some of which are decades old, being handcrafted from walnut wood and refurbished to preserve the patina of time. For gastronomy lovers, Conacul lui Maldar is the place where visitors will meet Olten cuisine. The manor's restaurant will satisfy even the most pampered tastes and will prepare, upon request, a special menu that will complete the culinary experience of visitors.

At the mansion, the time of the meal is organized "as before", by the fireplace, with cutlery and elegant candlesticks, soft light and piped music.

The menus are inspired by the boyar guests - real foil tables, in layers and stages: from the delicious hors d'oeuvres to the main course, the tea ritual with homemade cakes, but also the "coffee treat".

Regarding the manor's menus, there is no predetermined list, à la carte. There are, instead, the 'Boyard's Breakfast' or 'Dinner of the Lady', i.e. pre-set menus.

Culinary moments - different, as people are different, as the seasons each have their own flavors. Each meal is a sequence of 3-4 dishes, in which the only 'rules' are harmony and flavor.

The innovative aspects are the authenticity of the cuisine and the recipes, and the insertion of the historical character of the region where the mansion is located.

At the same time, the business uses, in addition to the website and social media, other channels to promote itself, such as booking sites or articles in various blogs.

<https://conaculmaldar.ro/>

<https://www.facebook.com/ConaculLuiMaldar/>

<https://www.instagram.com/conaculmaldar/>



Source: <https://conaculmaldar.ro/>



Source: <https://conaculmaldar.ro/>



Source: <https://conaculmaldar.ro/>

38. Restaurant Miska

Misk Endre is a chef from Dorobanti commune, Arad county, Romania.

The whole story begins with him after he received a 100-year-old peasant house from his father-in-law and the idea of opening a restaurant came to him. He renovated the house, built a kitchen and furnished 60 seats, including a terrace.

The restaurant with Hungarian specifics is in a small and old, traditional house from Dorobanti, furnished with care and taste. You feel like "in your grandparents' house".

The food is delicious and in the summer they also have a big and beautiful garden behind the house with lots of space for children to play

He prepares traditional border dishes, that is, with specifics from Hungary and Romania. The most sought after is the fish soup, which he prepares according to a recipe from Szeged.

The restaurant in the Dorobanti commune does not have a very diverse menu, but they prepare delicious dishes, such as soups, steak, cordon bleu, ciolanul, pancakes and papanasi.

The innovative aspect is the originality but also the complexity of the recipes, the owner trying to combine two cuisines, the Romanian and the Hungarian. Otherwise, it also gives the place a harmonious multiculturalism.

<https://www.facebook.com/profile.php?id=100020494796096>



Source: Facebook Restaurant Miska



Source: Facebook Restaurant Miska



Source: Facebook Restaurant Miska

39. Breb 148 – Local food&garden

Breb 148 – Local food&garden is a small rural restaurant, located in a traditional orchard, where you can live the culinary experience of the Maramureş village. You are expected in a wonderful setting, to enjoy traditional dishes prepared with love from local ingredients, to feel at home, welcomed by the owners of the place, Irina and Radu, in a "end of the village in Breb, where it is quiet and peace, no worries, books to read, hammocks and a lot of smell of hay and summer"!

You will have as much time as you want, and if you feel the need to rest your soul after a rich meal, you will have the opportunity to rest in the shade, on the blankets provided by the hosts, because here life flows at a slow pace, far from the daily hustle and bustle.

The little two guesthouses are located at the end of the village, surrounded of beautiful green hills, mountains and orchards. No neighbors near by only nature and the little rural restaurant at the other end of the garden, aprox 200m away. The restaurant is open from April to October. The rest of the year the small business is delivering food at the house on guests demanding. The houses are old traditional Maramures houses but you have all the modern utilities and is furnished in a gentle rural style.

The owner moved in the charming Breb 8 years ago from the city.

Breb is a wonderful authentic Maramures village located at the foot of the Gutai Mountains where the locals are still dress in traditional clothes on Sundays and holidays and eat their own pure food and have old recipes specific to the place.

The authenticity of the place and the natural ingredients used for the plates served to the visitors.

<https://www.facebook.com/Breb148>



Source: <https://www.facebook.com/Breb148>



Source: <https://www.facebook.com/Breb148>

40. Veseud 11

The place is wonderful for all those who want to spend a dream vacation full of relaxation. This is due to the environment created in a traditional, rustic but at the same time elegant style. All the renovations offer a pleasant stay and preserve the origin and tradition of the place. The house is located opposite the Evangelical Church and the local park.

As soon as they stay here, the guests are enveloped by an inner peace. The wonderful landscape that surrounds the village is indescribable, and the Saxon houses renovated at the present time by the Saxons who have returned here, have made this place look like it used to be. Also, the spacious yard, full of greenery and many flowers that offer a wonderful view awaits you to spend perfect days in the shade of the vines and fruit trees and unforgettable evenings around a campfire or on the terrace in the light the candles.

The accommodation unit has 3 rooms and 3 apartments and also a perfect place for relaxing and serving meals in a renovated traditional style, which offers a retro air.

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Being in an area where both Saxon and Romanian customs and traditions are still preserved, the owners offer workshops to make bread in the oven on the hearth or fresh cream.

At the same time, breakfast is made only with traditional dishes from the own household and fresh products from local producers. In addition to breakfast, guests can be surprised both at lunch and at dinner with traditional dishes specific to the area.

- Conservation of natural resources and reduction of the impact on the environment
- Stimulating the development of the local community by hiring staff from local communities and by promoting local culture and traditions
- Ensuring safe and quality services
- Employees and tourists should benefit from the safety of both the place work as well as the activities they undertake.

<https://veseud11.ro/>

<https://www.instagram.com/veseud11/>



Source: <https://veseud11.ro/>



Source: <https://veseud11.ro/>



Source: <https://veseud11.ro/>



Source: <https://veseud11.ro/>

10. Further reading

Existing Training materials/content

The complete guide to food branding

Name of material/content

The complete guide to food branding

Link

<https://99designs.com/blog/logo-branding/food-branding/>

Highlights (what topics/parts are useful? e.g. structure, certain topics, etc.)

The basics of food branding

The 10 essentials of a successful food brand

Best branding styles for the food industry

Food branding on social media

Food branding on social media

Effective Food Branding Ideas

Name of material/content

Effective Food Branding Ideas

Link

<https://www.examples.com/design/food-branding-ideas.html>

Highlights (what topics/parts are useful? e.g. structure, certain topics, etc.)

Why Do You Need Food Branding?

Factors that Can Affect Food Branding

Ideas That Can Help You Achieve an Effective Food Branding

The Impact of Brand Image on Consumer Behavior: A Literature Review

Name of material/content

The Impact of Brand Image on Consumer Behavior: A Literature Review

Link

https://www.researchgate.net/publication/273306761_The_Impact_of_Brand_Image_on_Consumer_Behavior_A_Literature_Review

Highlights (what topics/parts are useful? e.g. structure, certain topics, etc.)

Impact of Brand Image on Customer's Attitude toward the Brand

Impact of Brand Image on Consumer's Behavioral Intention

Enrich the Connotation of Brand Image

Brand Image, Customer Satisfaction and Customer Loyalty

The role of gastronomy in shaping the destination's brand identity: an empirical analysis based on stakeholders' opinions

Name of material/content

The role of gastronomy in shaping the destination's brand identity: an empirical analysis based on stakeholders' opinions

Link

<https://www.tandfonline.com/doi/abs/10.1080/19368623.2021.1877587>

Highlights (what topics/parts are useful? e.g. structure, certain topics, etc.)

Destination Branding from the Perspective of Social Identity Theory

Destination's Gastronomic Identity as a Resource

Hypotheses Development

Experiential value in branding food tourism

Name of material/content

Experiential value in branding food tourism

Link

https://www.sciencedirect.com/science/article/pii/S2212571X1630004X?casa_token=a1FfRO4cSbsAAAAA:qblDhdeFLkt038sYzm8Nc0NuujMI7OcZ-Pg86u-DhWvLgz5pf6DEhS2gw_ai_6xdQTkIxYaNjHk

Highlights (what topics/parts are useful? e.g. structure, certain topics, etc.)

Food tourism

Experiential value as the antecedent

Brand image and behavioral intention

The relevance of food for the development of a destination brand

Name of material/content

The relevance of food for the development of a destination brand

Link

<https://link.springer.com/article/10.1057/s41254-020-00164-5>

Highlights (what topics/parts are useful? e.g. structure, certain topics, etc.)

Place branding in a tourism context

Destination brand and its dimensions

Relevance of food for a destination brand

Food as a motivational travel trigger: push and pull factors

Food as an element in destination brand definition

The role of restaurants in the food dimension

Handbook on Tourism Destination Branding

Name of material/content

Handbook on Tourism Destination Branding

Link

https://issuu.com/bibliotecaperiodismoturistico/docs/handbook_on_tourism_-_destination_b

Highlights (what topics/parts are useful? e.g. structure, certain topics, etc.)

Branding explain

Practical guide to branding strategy

Bringing the brand to life

Managing the brand

Measuring brand impact

Branding strategies in action

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