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Lara, Szymon Wojciech (2023) The gastronomic potential of forgotten crops, heritage varieties and landraces. In: Stockholm Gastronomy Conference 2023: Gastronomy Research and Policy Studies - The State of the Art, 23-25 Nov 2023, Stockholm, Sweden. (Submitted)

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Rapport

# STOCKHOLM GASTRONOMY CONFERENCE

**Gastronomy Research and Policy Studies – The State  
of The Art – Stockholm 23-26 November 2023**

Julia Carrillo, Kajsa Hult, Henrik Scander och Joachim  
Sundqvist (Red.)





# STOCKHOLM GASTRONOMY CONFERENCE 2023



*Måltidskunskap 10*



STOCKHOLM GASTRONOMY CONFERENCE 2023

**Gastronomy Research and Policy Studies – The State of  
The Art**

**Stockholm 23-26 November**

**Edited by**

**Julia Carrillo, Kajsa Hult, Henrik Scander och Joachim Sundqvist**

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Sundqvist (Eds.), (2023)

*Titel:* Gastronomy Research and Policy Studies – The State of The Art

*Utgivare:* Örebro University 2024  
[www.oru.se/publikationer](http://www.oru.se/publikationer)

*Tryck:* Örebro universitet, Repro 06/2024

ISBN 978-91-87789-94-6 (PRINT)  
ISBN 978-91-87789-93-9 (PDF)

## Preface

### GASTRONOMY RESEARCH AND POLICY STUDIES – THE STATE OF THE ART

In 2022, Stockholm was appointed to be the next European Capital of Gastronomy year 2023. As part of the events celebrated under this framework, the Stockholm Gastronomy Conference was held at Stockholm University, from the 23rd to the 26th November 2023 organized by the Academy of Culinary Arts and Meal Science, the Swedish Academy of Gastronomy (Gastronomiska Akademien), the Royal Academy of Agriculture and Forestry, the European Community of New Gastronomy, and the International Academy of Gastronomy. This 3rd European conference on Gastronomy was the result of the academies shared conviction that the academic and political status of gastronomy needs to be strengthened and used as a positive and powerful resource to make the world more environmentally, economically and socially sustainable and life more enjoyable and meaningful.

The overall aim of the conference was to give an overview of the state of the art within gastronomy research and the policy studies related to this subject. Gastronomy as a field of study is multidisciplinary and touches upon a diverse range of stakeholders. This is because food, meals and eating are the building blocks of this research area, encompassing all different aspects of production, transformation and consumption of food and meals, both in the private and public spheres. Thus, the proceedings published here bring together the contributions of national and international researchers and policymakers from different fields of science, academic disciplines, research networks, policy areas and sectors of business, and discuss ongoing research and emerging policy issues in the comprehensive area of gastronomy.

Four overarching themes were proposed for the conference, encompassing twenty-six tracks, of which nineteen were research tracks and seven policy tracks. These four themes show how food, meals and eating are embedded in sociocultural, physiological and agroecological processes that interact in different arenas. This complex scenario is further entangled with issues concerning sustainability from climate change to food security, inequality, and cultural acceptability. This array of different approaches is visible in the four themes and give an overview of the intricacy of gastronomy as a field of study.

The theme “Taste, pleasure and delight as levers for sustainable food consumption” was developed with contributions investigating the relation between health and pleasure, in both the public and the private meal sector.



By focusing on the sensory aspects of food and meals, this theme included proposals that investigated how to use sensory attributes to achieve sustainable diets that are both healthy and tasty, with a particular focus on the acceptance of plant-based foods and meat substitutes, including the utilization of food waste or underutilized products. Another take to this theme was to bridge the gap between theories of consumer culture and the empirical context of food and gastronomy, by using traditional and artisanal products as case studies such as wine and beer.

“Gastronomy according to terroir, place, space and culture” theme focused on the connection of places and produces to particular cultures. This included contributions which investigated local food experiences and tourism in connection to markets, restaurants and shorter supply chains. Furthermore, the importance of geographical indications of origin in the experience economy and its role within sustainable development. Another topic included in this theme touched upon gastronomic heritage in connection to identity and to both opportunities and challenges of traditional diets. Heritage was also presented in conjunction with the need to balance safeguarding the sites while enhancing culinary tourism. This connects to the role of restaurants as spaces for cultural production which was widely discussed from different perspectives. Finally, this theme explored the role of coffee and tea in connection to rituals within various cultural contexts.

The third theme “Gastronomy – a powerful force of transformation” was discussed from diverse perspectives. It began by investigating culinary arts as an art form by using food as the means to creative work. This theme invited the attendees to think outside the box by contemplating food production and transformation as a creative outlet while at the same time solving food insecurity issues particularly in urban settings. It continued by exploring how different artifacts and tools can be used to enhance the meal experience and their role in creating culinary experiences comparable to art installations. This theme also investigated domestically produced food to the impact of war in connection to food security. Furthermore, the role of religion in meals creation and consumption in relation to the so-called Anthropocene epoch. Another take was to investigate the aesthetics, moral and material dimensions of meals in different cultural contexts including places, countries, and ethnicities. Moreover, the gastronomic landscape was explored in connection to biosphere stewardship and food equality by using indigenous crops and artisanal products as case studies and lastly the role that gastronomy plays to create bridges among cultures as a diplomatic tool.

The last theme “Gastronomy – norms, skills, competencies and education” explored firstly the role and leadership of the chef in European fine dining restaurants. It continued by asking how the tacit knowledge found in food

production among food professionals and home cooks can be unlocked by using various entry points such as cheese, pasta, lard-based spreads, and tea. This theme moves then, from food production to the role of hospitality and service in producing meal experiences and the different discourses surrounding these professionals. By staying in the dining room, this theme discussed beverages (particularly wine) in connection to restaurant professionals. Natural wine and the notion of naturalness was broadly discussed from philosophical and practical perspectives. This was followed by the role of the restaurant professionals, especially the sommelier as an actor with the necessary skills and knowledge to act as the intermediary between producers and consumers. Finally this theme investigated the challenges and opportunities in higher education to advance the knowledge and skills within gastronomy.

This report is structured according to the four themes of the conference. Each theme is represented by a set of tracks. Respectively, each track consists of series of abstracts. Each track begins with a brief description of the topic discussed. Some tracks did not have written abstracts, and therefore only the track and content are presented. This is because, the conference aimed to bring together not only researchers and policy makers but representatives of different sectors converging at gastronomic endeavors, and thus the contributions reflect this diversity in the way the contributions were accepted and presented. This was done with the purpose of covering social, economic, psychological, medical, cultural and political dimensions of food, meals and eating, as well as all aspects of art and design linked to culinary experiences. The ambition was to lay a solid foundation for collaboration in areas of strategic importance, to be discussed in future international gastronomy conferences.

This report has been compiled by members of the Nordic Association for Food Studies (NAFS), a research network interested in food studies from an interdisciplinary perspective within the Nordic countries. On behalf of the editors, we would like to thank all those who submitted contributions. We would also like to express our gratitude to the track organizers for their organization and execution of the conference. Furthermore, we would like to extend our appreciation to the School of Hospitality, Culinary Arts & Meal Science at Örebro University for their generous financial support in the publication of this report.

Editors and members of NAFS

Julia Carrillo, Kajsa Hult, Henrik Scander and Joachim Sundqvist



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# Taste, pleasure and delight as levers for sustainable food consumption

*Gastronomy considers taste in its pleasures and in its pains. It has discovered the gradual excitements of which it is susceptible; it regularizes its action, and has fixed limits, which a man who respects himself will never pass*

– Jean Anthelme Brillat-Savarin

# Eating Healthier – with Pleasure!

Stephan Rössner

The obesity epidemic is largely driven by ever-increasing food portion sizes. Yet efforts to fight overeating more often seek to influence what people eat instead of how much they eat. The focus is on warnings, labels, taxes, and bans, which, while commendable, are seen by the industry as bad for businesses and consumers as reducing their right to eat what they want. Food reformulation is part of the solution but has major limitations as it may be rejected by many consumers who find it suspect, from both a taste and health perspective. Research also suggests that food reformulation creates a misleading “health halo,” which can backfire and actually lead to overeating. Understanding what drives our choice of portion size provides a unique opportunity to develop innovative ways to improve consumer health and wellness while preserving business growth and eating enjoyment. The amount of food consumed can be regulated in two ways; The first is through Less size: Improve the perception of reasonable portion and package sizes. Food portions and packages have increased enormously. Unfortunately for food marketers, our brains are more accurate regarding downsizing because they now have two reference points: the original size and the knowledge that sizes are always bigger than zero. To encourage people to prefer – and pay for – smaller portions, one strategy is to add small sizes to the range available. Another approach is to brand sizes to communicate volume, like Starbucks branding its smallest size, the “tall” cup. Finally, elongating rather than shortening food packaging and portions masks size reduction and greatly facilitates downsizing. The second approach is on More pleasure: Focus on the sensory enjoyment of eating rather than on satiation or value for money. This approach focuses on making people choose and actually prefer to pay more for smaller portions. Most people choose large portions because they are good value and won’t leave them hungry. However, they forget that sensory pleasure peaks after the first few bites, and that the average bite determines the overall enjoyment of the food. Hence, people often eat portions that are too large from a pleasure standpoint. It has been showed that more vivid menu descriptions made people choose smaller portions and feel good about it, making them willing to pay more for less food. That’s a triple win for health, business, and eating pleasure. In this track we

discuss what is eaten in culinary terms instead of in nutritious terms. We will focus on the pleasure part of making people not only eat less, but also enjoying more delightful meals, eating tasty and healthy food, thus contributing to individual health and – sustainable food systems!



## **Fostering Pleasure and Healthy Eating Habits in Children through Sensory Food Education**

Jason O'Rourke

In the quest to instil healthy eating habits in children, promoting the pleasure of food consumption emerges as a paramount strategy. Sensory food education, with its emphasis on cultivating delight and appreciation for a wide spectrum of tastes, textures, and aromas, stands as a powerful means to achieve this objective. Sensory food education immerses children in an exciting journey through the sensory dimensions of food. By encouraging them to embrace a diverse array of flavours and textures, this approach ignites a profound connection with food that transcends mere sustenance. As children savour the delights of different cuisines, their palates expand, laying the foundation for a lifelong love affair with wholesome eating. Beyond the joy it imparts, sensory food education contributes significantly to social and emotional development. Through collaborative group activities, children learn to effectively communicate their thoughts and feelings about food, fostering not only healthier eating habits but also essential life skills such as empathy and teamwork. To maximize the lasting impact of sensory food education, a consistent exposure to a variety of foods is crucial. Ongoing discussions centred on healthy eating habits and active involvement in meal preparation and cooking reinforce the significance of a balanced diet and the pleasures it can offer. By seamlessly integrating sensory food education into educational settings, we empower children to derive genuine pleasure from nutritious choices, thus shaping a lifelong and harmonious relationship with food. This approach promises to be a transformative force in the battle against unhealthy eating habits among children, ultimately paving the way for a healthier and happier generation.

## **Pleasure as the Ally of Healthier Eating: A Hospital Catering Perspective**

Allen Moore

This abstract explores the importance of nutrition in patient recovery and well-being in the healthcare industry. Hospital catering services face the challenge of providing meals that are both nutritious and enjoyable to enhance patient satisfaction and compliance. The concept of using pleasure as a strategic ally to promote healthier eating is examined. St. John's Hospital's catering team addresses the perception of unappealing hospital food by crafting a menu that combines health and pleasure. By using fresh, locally sourced ingredients and reducing processed components, they offer dishes that satisfy the senses without compromising nutritional integrity. The abstract emphasises the need to balance taste and nutritional value, supported by evidence-based research showing the impact of pleasurable eating experiences on patient outcomes. Furthermore, it discusses the positive implications of pleasure-driven dining, aiming to enhance gustatory satisfaction, increase food intake, and foster faster recovery rates. Introducing culinary variety effectively addresses dietary restrictions and encourages better adherence to prescribed diets. As the Head of Catering Services at St. John's Hospital, the objective is to create a positive dining experience that empowers patients to make healthier food choices during and after their hospital stay. Inspiring outcomes reported by Mottram, D. S., & Edwards, J. S. attest to the lasting influence of pleasurable eating experiences on long-term dietary habits. In conclusion, this abstract underscores the critical role of pleasure in promoting healthier eating practices in healthcare. St. John's Hospital's catering team aims to positively impact patient well-being and foster a culture of nutritional excellence.

## **Eating alone and the effects on older people's food and meal habits**

Amanda Björnwall, Patricia Eustachio Colombo, Ylva Mattsson Sydner, Afsaneh Koochek & Nicklas Neuman

Eating together with others, commensality, is often considered positive for health and well-being, while eating alone is treated as a risk factor for different health related outcomes, especially for older people. For example, eating alone is associated with unhealthy food habits and skipping meals. However, the literature is ambiguous on whether or not eating alone is a problem and methodological issues has been identified. So far, questions asked in quantitative research regards only the objective dimension of being alone or together. Inspired by the literature on social isolation and loneliness, the subjective experience of eating alone may also be relevant for health and food related outcomes. Therefore, we performed a cross-sectional survey, examining how eating alone or together with others are associated with food and meal habits among older, community-living Swedes. Further, investigating if potential associations are modified by if and how often eating alone is subjectively experienced as troublesome. The study population (n=695) consisted of an equal distribution of men and women and about one in four was single-living. The majority was eating together with someone daily, and about one third ate alone. Food habits was assessed using a healthy food index and meal habits though the number of main meals per day. Preliminary results will be discussed during the presentation. This study takes both the objective and subjective dimension of eating alone into consideration when looking at its potential effects on food and meal habits. The social aspects may bring eating enjoyment, and whether eating alone are subjectively experienced as bothersome or not may play a part for health and food related outcomes.

# **Beyond Gastronomy – Sensory Challenges and Opportunities for Meals of Tomorrow**

Pernilla Sandvik

Sensory science has an important role in meeting today's global challenges of sustainability, particularly pertaining to health and environmental consequences of food and eating. Sustainable food and meal innovations have a great impact on the sensory experience and thus, consumers sensory abilities and preferences have to be considered. This track goes beyond gastronomy and focuses on sensory experiences of food and eating and how these can be measured, including also intrinsic and extrinsic factors that are pivotal in shaping these experiences.

# Sensory Innovation in Sustainable Product Development: The Food Design Thinking Approach

Andrea Bononad-Olmo, Cecilia Tullberg, Brian Mårtensen, Martin Hedström, Lars Dahlgren, Lieselotte Cloetens, Wender L.P. Bredie

In an era marked by environmental concerns and precise sensory requirements, considering current gastronomic trends becomes essential when addressing the challenges of shaping tomorrow's meals. Our research explores the transformative power of Food Design Thinking, a human-centered approach that prioritizes consumers' needs and desires in the creation of innovative food products [1]. This approach goes beyond traditional gastronomy boundaries to reshape sustainable and nutritious food consumption practices. Consumers' insatiable desire for multisensory experiences places senses at the heart of every eating occasion. Both intrinsic and extrinsic sensory factors are crucial in meeting consumers' hedonic and sensorial expectations. Applied Food Design takes a multidisciplinary approach, integrating emerging technologies, innovative culinary techniques, and evolving consumer preferences. By aligning food innovation with human longings, we aim to elevate the delight and pleasure associated with meals while exceeding sensory expectations. We exemplify the practical application of the theory through the project "More taste less waste – Sustainable production of healthy nutritious cereal-based food for senior citizens with focus on their sensory perception" (funded by FORMAS). Which focuses on developing healthy, sustainable and sensorially pleasing foods, carefully placing attention on tailoring products for elderly consumers. Oats take center stage in this project, showcasing how Food Design Thinking can excel in taste and sensory preferences while promoting sustainable food processes. The presentation will explore how Food Design Thinking can be used to reshape the future of food, placing consumers at the forefront of sustainable, sensory-driven meal experiences.

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[1] Zampollo, F., & Peacock, M. (2016). Food Design Thinking: A Branch of Design Thinking Specific to Food Design. *The Journal of Creative Behavior*, 50(3), 203-210.

## **Compositional and sensory predictors of hedonic liking: a case study of chicken analogues varying in fat composition**

Elizabeth S. Collier, Greta Geldenhuys, Astrid Ahlinder, Annika Krona, Kathryn L. Harris, Lisa-Maria Oberrauter, Anne Normann, Marcus Bendtsen & Johanna E. Andersson

Deeper understanding of the sensorial drivers of liking, and how these are associated with product composition, could expedite the development of satisfying plant-based analogues for meat. In this study, six commercially available plant-based chicken analogues were assessed compositionally (carbohydrate, moisture, ash, fatty acid, and protein content), instrumentally (microstructure and cyclic compression testing), and sensorially (profiling and hedonic liking). Sensory profiles of the products were ascertained through rate-all-that-apply and just-about-right evaluations by 105 consumers, who also rated liking (appearance, aroma, taste/flavor, texture, and overall) of the products on 9-point hedonic scales. They also described what they (dis)liked about the tasted samples in free-text responses. The data were analyzed using principal component analysis, penalty analysis, Bayesian inference, and text analysis. Participants preferred the chicken sample over all plant-based analogues (probability of effect = 92-99%), which was driven primarily by a tender and juicy/moist texture and characteristic ‘chicken’ aromas and flavours, though it was observed that excessive juiciness and/or too much flavor intensity negatively impacted liking. Participants also mentioned an undefined but unpleasant ‘after-taste’ associated with several of the analogue products. Sensorial drivers of liking for aroma, taste, and texture were identified, while specific sensory attributes (e.g., ‘peas/beans’, ‘cardboard’, ‘rubbery/chewy’) also negatively impacted liking. Some of these could be related to product composition. Nonetheless, the results suggest that the impact of e.g., fat content, on hedonic appreciation of plant-based analogues may be different to its previously established impact for meat. The results indicate opportunities for the food of the future by elucidating the relative importance of the sensory attributes driving (dis)liking of plant-based chicken analogues and highlighting the compositional factors potentially underlying these.

## **Towards nutritious, tasty and health-promoting novel wheat products**

Julia Darlison, Olawale Jubril Olalekan, Mahbubjon Rahmatov, Faraz Muneer, Sara Spendrup, Karin Wendin, Tomas Björklund & Eva Johansson

Wheat is one of the largest and most economically important crops in Sweden and the world. It is a major human food contributor, it adds nutritional (e.g. protein, amino acids, minerals, phytochemicals) and physical (e.g. taste, aroma, flavour and colour) values to food. Modern wheat cultivars have a limited genetic diversity due to years of focused selection and breeding towards mainly higher yield and disease resistance rather than nutrition and taste. Whole-grain wheat adds sensory characteristics and texture of products with its high levels of dietary fibers, however, high fiber containing whole-grain wheat diets can cause irritable bowel syndrome (IBS) for some people. Sourdough fermentation and sprouting improves the quality, flavour, and taste of wheat as well as breaking down certain molecules in the grain causing IBS. A sensory panel will evaluate grains with high nutritional and physical values as well as fermented and sprouted wheat products to be able to attract consumers to the accumulated natural ingredients and health-related compounds found in wheat products. Our project has just started, and aims to identify improved physical and nutritional values in modern and old wheat genotypes by combining sensory and consumer analyses of wheat characteristics with genomics and metabolomics tools. The results will provide valuable knowledge and resources that will enable the enhancement of taste, flavour and nutrition of wheat by plant breeders, millers, bakers and geneticists. If we already at farm level (plant breeding) can increase physical and nutritional values of wheat, these qualities can be further enhanced during processing.

## **Food from plant based proteins: challenge or possibility?**

Mari Sandell, Fabio Tuccillo, Sulo Roukka, Antti Knaapila & Kati Katina

Plant-based raw materials and products have a lot of potential on the dinner table. Food is usually a multisensory stimulus and a creator of experiences. This offers opportunities for creativity in businesses, restaurants and home kitchens. Our interest was to understand consumer experience of different plant-based protein ingredients and to explore the potential limitations of ingredients focusing on pleasantness of smell, taste and flavor. Various plant materials were faba bean, brown pea, hemp, flaxseed and yellow pea. Their concentrates were diluted to water before tasting. To study the pleasantness of those samples we used both hedonic scale with labels and Check all that apply (CATA). Data was collected in the sensory laboratory environment (ISO 8589) with volunteers (n = 26-29) during the COVID 19 pandemic with special arrangement. Based on mean values of the hedonic scores, the samples were not liked in general. However, each of the sample were also liked by few participants. CATA profiles showed that both yellow pea and brown pea included pea smell and flavor more than other samples. Hemp and flaxseed were linked to sandy mouthfeel significantly more often than other samples. Bitterness was relatively stronger in faba bean compared to other samples. The samples examined here are not normally eaten as such at home, but can be used as raw materials in meals and food products. The experience of characteristics is also individual. The sensory profile of perceived properties may be challenging, but other elements of the recipe may support the overall effect to the more pleasant direction. This way the challenge in plant-based proteins may be transformed to possibility.



## **Measuring liking of plant-based lunch dishes with tempeh served in canteens; a natural setting study applying a quick-and-dirty approach**

Rikke Højer & Joachim Elias Holgersen

In Denmark 63% has access to a canteen, which makes it a potential arena for promoting sustainable food behavior. The aim was to explore willingness to try and liking of a plant-based hot lunch dish with tempeh (PBT) served in a canteen. Four canteens participated: two institution-based (L1:  $n = 365$ ; L4:  $n = 395$ ) and two work place-based (L2:  $n = 577$ ; L3:  $n = 797$ ). The main serving style was self-service buffet, and PBT replaced the buffet's hot dish. Methodologically a quick-and-dirty approach was chosen due to diners' time constraint. Observation of choice was used to register willingness to try PBT and an interview with one question (If you tried PBT, did you like it? Yes/no) was applied to measure liking. To explore the relationship between liking and location Pearson's Chi2 test of independence was performed. Across locations, 84% chose the buffet of which 68% tried PBT. Reasons given for not trying related to unfamiliarity, trying related to curiosity and sustainability. Of those who tried PBT, 315 diners were asked about liking: 70% liked PBT. Not liking related to taste of the tempeh. A significant relationship between liking and location was detected ( $X^2(3) = 18.4$ ,  $p < 0.001$ ). Canteens are potential settings for introducing plant-based dishes as the majority displayed willingness to try and liked PBT, but location variation influenced liking. We chose a rapid approach in collecting data to reduce inconvenience for diners, and were able to explore our main aim. In investigating degree of liking or reasons for liking/not liking across locations, a quick-and-dirty approach is less suitable as more controlling factors and/or variables are needed.

## Liking of algae-enriched crackers in Swedish Children and adults

Sermin Dahlstedt, Simoun Bayudan, Noemi Sofia Rabitti, Monica Laureati, Susanne Neugart, Joachim J. Schouteten & Pernilla Sandvik

Providing a growing global population with healthy diets from sustainable food systems is an immediate challenge. One way to meet this challenge is to explore the potential of sustainable raw materials that previously have not been commonly consumed. The sensory experience of these, however, often differs from what consumers are used to, and that is why exploring and adapting them to consumer preferences is vital. Seaweeds are healthy and climate-friendly food raw materials with great opportunities from a sustainability point of view. Thus, this study explored the potential of adding different types of dried algae in crackers. Adults  $n=93$  (mean age  $29 \pm SD: \pm 10$  years, range 19-69) and children ( $n=101$  mean age  $9.4 \pm SD: \pm 1.1$  years, range 8-11) were asked to taste and assess the overall liking of five crackers enriched with 5% (w/w) of different algae powders and one control cracker (no algae). Findings revealed that both children and adults provided on average positive liking scores (range: 4.4-5.5 on a 7-point scale) toward all the algae enriched crackers. Children provided somewhat higher liking scores overall compared to the adults. Crackers enriched with *Spirulina* protein and *Calcareum* powder were comparable to the control sample and had the highest liking scores. Finding will be presented more in detail.

## **Assessing Sensory Preferences in Wholegrain Flour: A Comparative Study of Ancient and Introgression Lines**

Olawale Olalekan, Elaine Ceresino, Julia Darlison, Karin Wendin, Tina Henriksson, Karin Gerhardt, Thomas Björklund, Firuz Odilbekov, Eva Johansson & Mahbubjon Rahmatov

Looking into the great variety of cereals, there is a great potential for delicious, healthy and sustainable innovations. However, research is needed to specify their functionalities and how to optimise new products. The functionality and characteristics of wheat genotypes from genetically diverse origins have enormous variability. These genotypes are also known for containing significant levels of health-promoting compounds, which impact their sensory characteristics. Responsible production and consumption of nutritious and tasty food are consumers' cravings for personal, health and environmental reasons. They seek a diverse range of nutritious and tasty foods that not only promote well-being but also serve as a protection against chronic diseases. The study aims to evaluate sensory attributes of genetically diverse wheat lines under two growing systems (organic and conventional) using quantitative descriptive analysis performed by a selected and trained panel. Eighty samples comprising genotypes from both organic and conventional fields were tested. Wholegrain flour was homogenously mixed with hot water to produce test samples resembling a porridge-like consistency. Each sample was coded and served in triplicate. The results, to be presented at the conference, will undergo analysis using principal component analysis and correlation assessments to identify genotype differences based on the analysed attributes. The outcomes of the evaluation will provide valuable guidance to breeders in developing wheat cultivars that meet the end-use quality criteria and promote healthy nutrition.

## **Consumer attitudes towards porridge based on landrace cereals: a comparative study of taste, texture and preference**

Hannah Kristofers, Karin Gerdhardt, Karin Wendin

Consumer interest and knowledge of landrace cereals has increased in recent years, as has the significance of food origin and environmental impact in consumer food choice. Compared with modern cereals, landrace cereals are generally more robust and resilient as they are well-adapted and can tolerate environmental variations such as extreme weather conditions. They are also typically of superior quality, taste and nutritional value. The aim of this study was to evaluate consumer preference and interest in porridge based on landrace cereals. Respondents in the study answered questions based on taste, texture, and their willingness to eat the porridge again. The results indicated that taste, texture and nutrition are important factors for consumer food choice, and that consumers had a positive attitude towards and would eat porridge based on landrace cereals again. The results suggest that there is great potential to broaden the market for landrace cereals, thus indicating that landrace cereals could have commonplace in everyday foods for consumers, and aid in mitigating the environmental impacts of modern food systems.

## **Enhancing the nutritional value of cakes, using quinoa flour and inulin, for consumer acceptable products**

Amalia Tsiami

Sustainability and biodiversity of grains are factors that would drive innovation in the food industry especially with baked goods. Wheat flour manifests across many products with unique characteristics for improving the product quality. Research found partial replacement with a non-wheat grain influences the final product quality. Quinoa could contribute to improvements in sustainability and biodiversity in crops with potential health and nutritional benefits. Wheat replacement poses technological challenges especially when sugar is also replaced in products like cakes due to its unique functional properties. The reduction of sugar is also a challenge as its functional properties are challenging to replace with other natural sweeteners. Currently, consumers are looking to indulge in healthier snacks with reduced sugar content. This study examines the effect of wheat flour replacement using quinoa flour (20, 30 and 50%) and replacing sugar (40 and 60%) using date paste (75% solids). Inulin (7.5%) was used as a bulking agent to increase the soluble solids and increase the fiber content of the product. The textural analysis of the cakes was determined using Texture Analyzer (TA. XT2i/TA HD). Two batches prepared using the creaming method. Eight cakes were tested from each batch which demonstrated that the hardness is reduced when replaced by quinoa, however the sugar replacement produced similar cakes to the control. The addition of inulin presented products with similar structure to the control. The consumers indicated through sensory analysis the same score as the control for the cake with 60% sugar replacement with dates, 50% quinoa and inulin. The cake that scored lowest from consumer evaluations was the 60% sugar replacement with dates paste.

## **Swedish Wine and Black Caviar – A Sustainable High-Quality Experience Focusing the Future**

Karin Wendin, Lennart Mårtensson, Henric Djerf, Jens Hultman, Johan Stenberg, Mihaela Mihnea, Betty Collin, Sarah Forsberg, Axel Welinder, Marcus Johansson, Rickard Albin, K Felix G Åhrberg, Christian Bauer & Torbjörn Ranta

The production of Swedish high-quality foods and beverages is an increasing area, not least wine production has increased in step with climate change. Furthermore, production of caviar has expanded to include Black Caviar. A recently started project focuses on optimizing high-quality, complex, and sustainable Swedish foods and beverages, individually and in combinations, with cases of white wine, sparkling wine, and Black Caviar. Sensory aspects play major roles in what we choose to eat and drink. Research on the perception of products individually and in combinations have shown that combination of foods and drinks can be optimized in relation to the taste experience and thus create successful and attractive combinations. However, aspects spanning from genetics to attitudes and culture must be considered. The overall aim is to optimize the sensory experience of white wine and sparkling wine in combination with caviar. Market research will add to sensory methods by investigating implications of key factors for high-quality products. The project performance is multidisciplinary and focuses on 1. perceived sensory qualities including chemical understanding, 2: attitudes, preferences, and liking, 3. sustainability aspects, and 4. national and international market aspects. Preliminary results show the differences in sensory characters of wine and sparkling wine analysed at different temperatures. Also, characters of black caviar produced by the use of different temperatures show great differences. These results will be connected to market aspects as well as sustainability aspects and further to analysis of volatile compounds from the wine and texture properties of the caviar.

## **"Life is like a box of chocolates. You never know what you're gonna get" How sweet & bitter soundtracks can influence our perception of taste**

Johan Swahn & Asgeir Nilsen

Eating is a multisensory experience where the senses interact in various ways, and crossmodal correspondence research between sound and taste have shown that designed soundscapes can affect liking and perception of taste in various ways. The present study aimed to add empirical evidence by investigating how a ganache with two different levels of sugar content (0 g or 35 g) was perceived when soundtracks corresponding to "sweet" and "bitter" were played, as well as no soundtrack. A total of 515 participants rated their overall liking and their perceptions of the balance of sweet and bitter tastes. These findings reveal that overall liking is only affected for ganache with 35 g sugar when no soundtrack was played compared to sweet soundtrack, and the ganache (35 g) was also perceived to have little too much sweetness when sweet soundtrack was played, and little too bitter when bitter soundtrack was played. The ganache with 0 g sugar was perceived to have little too much bitterness when bitter soundtrack was played, compared to sweet soundtrack. These findings are, to some extent, in line with previous research showing that designed soundtracks for sweet and bitter can affect overall liking, although, with some limitations when comparing ganache with different sugar levels. This study thus contributes to research within multisensory and crossmodal correspondences by providing empirical support that designed soundtrack could influence our perception of taste.

## **Odor identification, vegetable liking and food neophobia among school-aged children**

Linnea Apelman, Pernilla Sandvik, Jonas Olofsson & Eva Roos

Picky eating, the unwillingness to try new foods or eat familiar foods, is common among children and is linked to a low intake of fruits and vegetables. Exposure to food odor is known to increase appetite, yet little is known about the role of olfaction in healthy eating among children. Objective: To contribute to further investigating the relationships between olfaction, food neophobia, and, fruit and vegetable liking among children. Methods: A set of fruit and vegetable odorants were evaluated for assessment of identification (with 4-choice suggestion cards) and assessment of liking (with a 7-point Likert scale) through cognitive interviews (n= 26 children, ages 5-13). Collected in school settings (n=76, ages 9-13) were identification and liking of the odorants, as well as 1) liking of the corresponding fruits and vegetables in a tasting session, 2) general odor identification ability, using the validated U-Sniff test, 3) liking of a wider collection of fruits and vegetables in a self-reported questionnaire and the degree of 4) food neophobia and 5) olfactory-oriented behavior. Results: Liking of cabbage was higher when tasted than exposed to the odor, while the odor of grapefruit was more liked than the tasted grapefruit. No significant difference between liking ratings of odor exposure and tastings was found in asparagus. Liking was significantly higher for fruits than vegetables (questionnaire data) and a higher odor awareness linked to a lower liking of tasted vegetables. A high level of food neophobia was linked to a high odor awareness and low liking of tasted fruits and vegetables.



## **The underlying motivations for combining flavours in meals**

Daniel Karlström

What was the best flavour combination you ever tried? Why? Why do you resort to using the same flavour pairings when cooking and avoid others? In order to understand this, we must deconstruct your preference for flavour combinations into unspoken reasons. If you are like most people, you probably never had to give your motivations for enjoying a flavour combination. However, in the context of creating a restaurant menu or giving advice in literature, having good reasons becomes important. A selection of articles and books were reviewed to find out how the topic of flavour combinations is approached in contemporary literature through the lens of two questions: How is the compatibility between flavours motivated? What role does flavour play among other reasons for combining food? While the concept of pairing flavours based on aromatic similarity has gained much attention recently, it has been suggested that chefs in practice motivate flavour pairing decisions mainly by tradition and prior cooking experience, and some of the same affective associations as other recipe creators. Cultural appropriateness is often overlooked as a motivation for flavour pairing but it might be the most prevalent motivation. Aromatic similarity or dissimilarity affect liking through the qualities of complexity and harmony, and which one is preferred is culture dependent. The influence from other sensory input continues to displace the role of flavour in food pairing and a multidisciplinary approach that more accurately accounts for the main motivations for combining flavours is necessary for further research. This severely limits how artificial intelligence can be used to enrich the cooks creativity with flavour pairing suggestions.

## **The impact of atmosphere on the experience of wine**

Johanna Enger, Carolina Hiller, Henrik Scander & Karin Wendin

The atmosphere has a great impact on perception. This includes to a high degree the perception of foods and drinks, where the surrounding atmosphere may have an impact not only on liking but also on the actual sensory perception of tastes and flavours. For example, a nice and welcoming atmosphere at restaurants is what most restaurant guests would both expect and appreciate to have a good experience. A central element in creating a certain atmosphere, as well as to the sensory perception, is lighting. For a sommelier and other wine professionals this is of importance in relation to the perceived wine quality. It is well known that the colour of a beverage can influence its flavour, and that the colour appearance of objects is highly dependent on the lighting in a space. Thus, it may be possible to tailor-made experiences by changing the atmosphere induced by different types of lights. The aim of this planned pilot study is to investigate how different types of wines served in different light atmospheres may affect the perception of the wines as well as the perception of the atmospheres. The set-up consists of four light created atmospheres, two of them having high light levels and colour temperatures, creating cold atmospheres and two of them having low light levels and colour temperatures, creating warm atmospheres. Two wines are served in these atmospheres, one that is described as clean and crispy and one that is described as warm, spicy and musty. Respondents will assess liking of the wines and the atmospheres as well as they will choose descriptive words to describe both wines and atmospheres.

## **‘Sounds salty!’ How a soundtrack affects the liking and perception of the salty balance in bread**

Johan Swahn & Asgeir Nilsen

Research on cross-modal correspondence has revealed interesting findings regarding how sound can affect our taste/flavour perception of food. To address the issue of excess salt in a typical Westerner's diet, approximately 30% of our daily salt intake comes from bread and cereal. Taking this fact as a starting point, the present study investigates the associations between designed soundtracks as taste stimuli for salt and sensory evaluation of bread baked with two different levels of salt. Two experiments were conducted. In Experiment 1, 265 consumers were asked to match four soundtracks with basic taste words such as ‘sweet’, ‘salty’, and ‘sour’. In Experiment 2, 342 consumers tasted bread while listening either to a soundtrack that had been described as ‘salty’ in Experiment 1 or to no sound. The consumers then evaluated their overall liking for the bread and the bread's taste balance in terms of saltiness and sourness. Our findings confirm that consumers can associate different soundtracks with different tastes and that sound can enhance a person's taste perception of salt in bread. Thus, sound can cause consumers to perceive a higher salt intensity in bread without the actual presence of more salt, or even when the salt content has been decreased. From a health perspective, certain soundtracks may hold potential for promoting a reduction in consumers' salt intake by enhancing their perception of saltiness in food.

# **From waste to taste using sensory and consumer science methodologies**

Marlene Grønbeck & Maja Skou

How can we utilise and consume more 'waste' (upcycled material) in the future? Which are the best methods for processing and incorporating the 'waste' into food items and making it both accessible and appealing? Should products be labelled with an upcycling label to signify the use of upcycled materials, or could this potentially deter consumers from buying the products? If a label is used, how should it be framed, and which type of wording should be used to describe a 'waste to taste' product? Some potential solutions could involve integrating upcycled materials into food items in the food service sector as valuable sources of nutrition. Another approach could be to explore traditional foods from other cultures and incorporate forgotten preparation methods that could be adapted in the Nordic countries. The discussion about labelling upcycled materials stated that input from consumers provides a valuable insight in how to describe the product to gain a positive perception and acceptance. The discussions ended with a big question: Is it worthwhile, from a sustainable, economic, or nutritional point of view, to utilise side streams? This question remains unanswered and necessitates further investigation.

## **Untapped, tasty marine food sources: scrap fish, mollusks, algae, and roe**

Ole G. Mouritsen

Foodstuff of marine origin is essential for providing the necessary omega-3 fatty acids in our diet. However, fisheries are dwindling, and environmental concerns make it difficult to expand aquaculture of fish. However, there are untapped marine sources that are either wasted, used as animal feed, or little used. Some of these can even be farmed sustainably in the ocean. More importantly is that the common taste of these sources is umami, precisely the basic taste that plant-rich food generally lacks but which humans evolutionarily is primed to crave. I will give some examples involving seaweeds, mussels, cephalopods, and fish roe and emphasize that a combination of gastronomy and gastrophysics furnishes a viable way to integrate these marine food sources in tasty and sustainable meals.

## **Wheat Bran's Gastronomic & Health Potential Unveiled Through Co-Creation and Sensory Insights**

Bat-El Menadeva Karpantschhof, Sandra Dethlefsen & Margit Dall Asslyng

Wheat bran – a major sidestream from the production of wheat flour - is an overlooked resource in gastronomy and health. Wheat flour has a valuable role in the food culture worldwide as it is used for staples such as pasta, bread, and other baked goods. Bran represents 15-20% of the wheat seed, which means a huge sidestream of bran is left from the wheat flour production. Today, bran is mainly used for feed, but it has vast potential to be used for human consumption. It consists of a high amount of dietary fibers, mainly insoluble dietary fibers, and approximately 18% protein with a high content of the essential amino acid methionine. Using co-creation and rapid prototyping, we explored the vast opportunities of wheat bran in foods other than bread. We gathered insights from different stakeholders in the value chain by inviting them to engage in exploration through rapid product development and co-creation. Furthermore, the functionality characteristics (swelling capacity, water holding capacity, and viscosity) of wheat bran was measured at different bran size, pH, and temperature to be able to predict the most optimal use of the bran. This resulted in 14 different promising prototypes. Four of these were chosen for further sensory and consumer testing. In conclusion, we found that wheat bran is a versatile ingredient that can be used in a range of products. Wheat bran is a valuable nutritional food ingredient, and by using wheat bran for food instead of feed it is possible to not only enhance the nutritional value of a food product but also increase the sustainability of the wheat production.

## **Side streams and food processing technologies: results from experimental focus groups.**

Miriam Garcia Valencia, Kristine S. Myhrer & Mari Ø. Gaarder

A circular mindset towards food production is necessary to overcome the fact that our resources are limited. Upcycling of side streams will create opportunities for developing new circular food products. However, acceptance from consumers and understanding of their food choices is vital for a successful introduction to the market since upcycled food faces challenges due to its novelty and closeness to ultra-processed food. Different side streams can be processed with different technologies, which could impact both sensory profile and consumer acceptance. To explore consumer perception of different side streams and processes, we conducted four focus groups (n=25) in Norway with an experimental focus group protocol presenting the same stimuli in opposite directions. Group A was presented first with vegetable side streams processed mechanically, like soup from carrot peels, continued with meat side streams mechanically processed, with products like pork sausages, and finished with vegetable and meat side streams processed chemically to create, for example, a protein-rich broth from enzymatic hydrolysis. Group B started in the opposite direction. They were presented first with ingredients from enzymatic hydrolysis, continued with meat side streams processed mechanically, and finished with vegetable side streams processed mechanically. Our results indicate a difference between the treatments with distinct consumer attitudes in each group regarding side streams, processing technologies, and upcycled food products. Moreover, the analysis uncovered key aspects for acceptance, like information on food production and country of origin. The findings stress how different process technologies are perceived by consumers, the learning process of food processing technologies, and aid food producers and retailers in their communication strategies to introduce upcycled ingredients into consumer products.

## **Upcycling poultry side streams to human consumption from a sensory perspective**

Mari Øvrum Gaarder, Mats Carleög, Nils Kristian Afseth, Tone Aspevik, Åge Oterhals, Peter Moleswort & Wilhelm Glomm

There is a need for a sustainable and circular food production to meet the growing population and utilize our limited resources to full extent. Huge amounts of protein-rich side stream materials are either used as low-grade feed ingredients, land-fill or incinerated (i.e. residual products from poultry). By proper processing of this material, food-grade ingredients may be produced. Enzymatic hydrolysis is a process used to upcycle side stream proteins, where enzymes cleave raw material protein into smaller and more water-soluble peptides (hydrolysate). A major challenge for consumption of hydrolysates, is the bitter and unpleasant taste that it withholds. To overcome the challenge, different approaches in the downstream processing and masking technique have been tested. Microfiltration was used to remove particles and traces of fat, followed by nanofiltration, to reduce small metabolites and salt that will influence product flavour. In addition, masking of the bitter and unpleasant flavours is built on using mild masking agents combined with binders to prepare a usable powder, that achieves masking by peripheral interactions and providing a physical barrier minimizing release of hydrolysate during consumption. A highly trained sensory panel has evaluated hydrolysates using both rapid sensory methods (i.e. Projective Mapping) and full sensory description methodology. Hydrolysates are evaluated at different steps in the downstream process and masking approach. By using sensory methodology not only on the final products, but also on the intermediate steps, have enabled us to adjust and gain insight about how the sensory profile changes with different technologies, and contributed to optimization of a natural and acceptable hydrolysate. The findings of our work and changes in sensory profile will be presented.



# Consuming food: Consumer culture theories as a lens in food studies

Marcus Klasson Adevi, Jacob Östberg & Jennifer Smith Maguire

The track explored the relationship between consumer culture, food and gastronomy, and bridged the gap between consumer culture theories and the empirical context of food and gastronomy. The track brought together scholars and researchers from various disciplines, such as Consumer Culture Theory (CCT) and Sociology of Consumption, to examine how food culture is a venue for distinction and lifestyle consumption choices, and how consumers engage with food and dining experiences in complex ways. The track consisted of six presentations that covered a range of topics, including: The domain of 'natural' wine and the consumer quest for interconnectedness, which explored how natural wine is a field for the construction of consumer identities and social relations, drawing on the work of sociologist Norbert Elias. The aesthetisation of artisanal food in the urban hipster economy, which illustrated how neo-craft entrepreneurs operate as taste and cultural intermediaries to aestheticize food with an artisanal, authentic aura, and how this process is embedded in an aesthetic regime of consumption and a neo-craft economic imaginary of consumption. An exploration of culinary expertise and the tastecript of sustainable foodieness, which developed the notion of how culinary experts may influence consumers in their identity work by introducing new ways of cooking and eating that reflect novel cultural values, as culinary experts are central to a popular cultural taste script of (sustainable) foodieness. The idea of a 'new' gastronomy, that goes beyond hedonism and instrumentalism, which aimed to rescue the concept of 'gastronomy' from its associations with culinary elitism and argued that the study of food allows us to acknowledge the complex challenges we face and embrace the potential of food as a lever in social, cultural and environmental change. A focus on the liquefaction of consumer lifestyles, which scrutinized user-generated images tagged with #vegan on Instagram and unraveled the complexities of how veganism is intertwined with individuals' lifestyles and self-images in the realm of liquid modernity. Beer sommeliers as intermediaries between beer culture, gastronomy and consumers, which explored beer sommeliers' influence in legitimizing cultural and consumer practices and preferences in the beer market, as well as in enriching the gastronomic experience and allowing consumers to explore

new flavors. The track contributed to the field of gastronomy by highlighting the relevance of consumer cultural theories and their potential for understanding contemporary food practices, as well as their implications for concepts such as identity, authenticity, sustainability, and inequality.

## **Wine and the consumer quest for interconnectedness**

Jennifer Smith Maguire

The paper explores ‘natural’ wine (wine made with minimal or no chemical or mechanical interventions in the vineyard or cellar) as a domain for the construction of consumer identities and social relations. Drawing on the work of Sociologist Norbert Elias, I unpack consumer identities in relation to the basic human problems of interdependence and how these are addressed through material and symbolic properties of natural wines’ modes of production, intermediation and consumption. In doing so, the paper offers two contributions to the Consumer Culture Theory (CCT) engagement with gastronomy: first, an outline of Elias as an underutilized theoretical resource for the field; second, a conceptualization of gastronomic taste experiences as expressions of a vitalist, reparative, figurational aesthetic.

## **The aesthetisation of artisanal food in the urban Hipster Economy**

Alessandro Gerosa

The advent of the twenty-first century has given back to artisanal products their honoured place in post-industrial society (Kroezen et al., 2021) in the heart and palate of consumers. The urban ‘hipster economy’, especially food and beverage sectors, leads this phenomenon (Ocejo, 2017). Chris Land (2018) defines this movement as ‘neo-craft’, describing how the preservation of traditional craft imaginary combines with innovative, skilful manufacturing of high-quality products. Based on a corpus of 40 semi-structured interviews with neo-craft entrepreneurs, this conference presentation will illustrate some key insights from a forthcoming monograph – titled ‘The Hipster Economy: Taste and Authenticity in Late Modern Capitalism’. In particular, it will illustrate how neo-craft entrepreneurs operate as taste and cultural intermediaries (Gerosa, 2021; Smith Maguire & Matthews, 2012) to aestheticise food with an artisanal, authentic aura. To make sense of this process of aesthetisation, it is necessary to properly embed the aesthetisation of artisanal food into the complex entanglement of macro-level aesthetic regimes of consumption and meso-level economic imaginaries of consumption. In particular, the aesthetisation of artisanal food is one of the purest manifestations of a hip aesthetic regime of consumption founded on authenticity, and a neo-craft economic imaginary of consumption. The contextualisation into macro and meso-level taste and market processes highlights the contradictory stance of such aesthetisation processes, between (sometimes explicit) counter-cultural or post-capitalist aspirations and functionality to market processes of capital accumulation. The latter part of the presentation will then focus on the contradicting features of the aesthetisation process, with particular attention to issues of invention of tradition, class inequality and working-class heritage appropriation and the consequences for the ultimate goal of an ‘authentic life’.

## **The tastescript of sustainable foodiness: Exploring culinary expertise in plant-based cooking**

Marcus Klasson Adevi

Eat your greens! It's not news that eating more plant-based foods instead of animal products can boost health and the environment. However, there are undoubtedly barriers for consumers to adopting more sustainable diets, such as lack of knowledge, skills, confidence, or motivation. A core dilemma is that many are accustomed to eating meat as a main source of nutrition, while not being as familiar with plant-based cooking. In response, this study aims to develop the notion of how culinary experts may influence consumers in their identity work by introducing new ways of cooking and eating that reflect cultural values, preferences, and traditions. In previous research, I've illustrated how culinary experts such as celebrity chefs and pioneering foodie entrepreneurs are talked about as sources of inspiration and references of identification, both in terms of food personalities but also in terms of what constitutes a contemporary food culture. In this vein, culinary experts within the area of plant-based cooking may be seen as authorized representatives of sustainable food consumption, as they have the knowledge, skills, reputation, and influence to shape and guide people's food choices and practices. In this study, I follow the idea that culinary experts are central to a popular cultural taste script of (sustainable) foodiness, by telling actors how to act and succeed as proper (sustainable) foodies. I do this by exploring consumers' experiences to plant-based cooking and culinary experts' manifestation of competence to promote and support plant-based cooking, for example, by creating and disseminating physical and symbolic goods, such as actual meals, recipes, books, articles, videos, or podcasts, that showcase the benefits and possibilities of plant-based foods.

## **New Gastronomy – beyond hedonism and instrumentalism**

Donald Reid

It is not a simple task to conceptualise our complex but compelling relationships with food, nor to study or even describe them. In 1826 Brillat-Savarin held that the term ‘Gastronomy’ was the study of ‘the intelligent knowledge of whatever concerns man’s nourishment’, but two centuries later Gastronomy has found itself trapped in high-end kitchens, the holistic study of food has been obscured by specialisation and academic myopia, while the topic of food is too easily compartmentalised as a mere instrument in debates over sustainability. The authors aim to rescue the concept of ‘Gastronomy’ from its associations with culinary elitism, arguing that the broad-minded but also engaged study of food allows us both to acknowledge the complex contemporary challenges we face and, simultaneously, embrace the under-exploited potential of food as a powerful lever in social, cultural and environmental change.

## **A little bit of everything: The liquefaction of consumer lifestyles**

Ileyha Dagalp & Jonathan David Schöps

In liquid modernity, lifestyles constitute the contemporary fabric of everyday life. This notion becomes particularly poignant within the attention economy, where food emerges not merely as sustenance but as a crucial resource for identity construction and distinction and it seems to have coincided with the rise of new technologies for interacting across space. Research on veganism suggests that discursive strategies have an increased connection with lifestyle and self-image that simultaneously promote hedonism, self-care and related habitus and aesthetics. While there have been numerous studies explaining how markets co-opt the fringe consumption practices and intertwine them with the mainstream, liquefaction of consumer lifestyles in the changing appeals of veganism has been overlooked. Utilizing networked content and critical visual analysis, we scrutinize user-generated images tagged with #vegan on Instagram, aiming to unravel the complexities of how veganism is intertwined with individuals' lifestyles and self-images in the realm of liquid modernity, as conceptualized by Bauman (2005). We aim to unveil the nuances of how consumer culture absorbs and modifies food choices, focusing particularly on the underexplored phenomenon of the 'liquefaction' of consumer lifestyles where veganism is one part of broader assemblage of consumer lifestyles and mediated by digital technologies.

## **Beer Sommeliers: Intermediaries between beer culture, gastronomy and consumers**

Andrey Sgorla

This research delves into the vital role of beer sommeliers as cultural intermediaries, exploring their influence and mediating the culture of beer consumption and gastronomy. Although we recognize the importance of sommeliers in enhancing the gastronomic experience through the selection of drinks, specialized combinations of beer and food, and educating consumers through narratives about beverage qualities, this study addresses the gap in understanding the contributions of beer sommeliers. It explores their role as cultural intermediaries, investigating their influence in legitimizing cultural and consumer practices, behaviors, and preferences in the gastronomic and beer market. Utilizing a comprehensive methodological approach, which involves the analysis of digital narratives, analysis of documents, and professional regulations, this research unravels the development of the beer sommelier profession. By bridging the gap between beer culture and gastronomy, these intermediaries significantly impact the appreciation and consumption of quality beers, enriching the gastronomic experience and allowing consumers to explore new flavors and combinations. This research contributes to a deeper understanding of how consumer culture and gastronomy intersect, shedding light on the intricate dynamics between production and consumption. It emphasizes the importance of recognizing the beer sommelier's role as a mediator between beer, gastronomy, and consumers, ultimately providing valuable insights that contribute to the broader discourse on the interplay between cultural practices, market dynamics, and consumer preferences within the context of gastronomy and beverage culture.



# **Sustainable, tasty public meals as a lever for food system transformation**

Maria Frostling

The well-being of both people and planet is a responsibility we all share. Change is urgently needed. Food has always evolved over time and public meals should be no different. In many countries this is a movement that has already begun but we must keep on building on what has already been achieved, asking for more tasty diversity on our plates. We also need an upgraded view of these meals to being a public education effort. Public meals and it's consumers can be change agents who are spreading a new sustainable food culture from the plates in school canteens, in hospitals and elderly care centers to the plates of families, in workplaces and all of society. But we are not there yet. Children today have the largest potential as change agents. They are forming lifelong eating habits as we speak and we must take advantage of the window of opportunity that is given during childhood. Food, and school food in particular, is essential to grow, learn and thrive. At the same time, we need to be conscious of the impact that our eating habits have on the planet. School food programmes create the incredible potential to expose students to nutritious, regional and delicious meals from early on. The vision we have is that tasty and sustainable food in the future is available to everyone and that this is the food we choose to eat. But what is needed to make the change happen? Nudging, education of chefs, knowledge enhancement, certifications, technical aids or the design of meal environments. It's time for a new menu!

## **What policy makers (and others) must know about taste to facilitate the green transition**

Ole G. Mouritsen

Food production is a main cause of the accelerating anthropogenic changes in the Earth's ecosystems. Sustainable and healthy eating has hence become a key issue on the global scene. The provision for a sustainable green transition involves eating more plant-based foods amounting to 500-600g every day. The question then arises if such foods, e.g., vegetables, no matter how healthy, sustainable, and climate friendly, are sufficiently palatable for the carnivorous human whose evolution has been driven by meat-eating and a craving for umami taste for more than two million years. In this presentation I will describe what you need to know about taste, in particular umami, to address fundamental facts of human evolution and plant biology in order to change eating behaviour.

## **Understanding distaste - a new perspective on public meals**

Maria Frostling

Food studies have grown immensely in recent decades covering different aspects of food in culture and society. In the aftermath of the interdisciplinary symposium *The Science of taste* in 2014, numerous studies have focused on taste. The symposium led to a multitude of papers covering taste from a range of different disciplines e.g., taste preferences in children and sick and elderly. Not only in academic writing is taste in vogue at present, but also in education of hospitality, culinary arts and meal sciences. In order to understand taste as a concept, it is of utmost importance to understand the dichotomy between taste and distaste. However, few studies are conducted on distaste. Many daycare centers have to cope with 'picky eaters' who refuse to taste unfamiliar food, a phenomenon referred to as neophobia. Distaste also has moral connotations, e.g., becoming a vegetarian or a vegan for sustainability or animal welfare reasons, often more common among adolescents. Physiological changes can cause a loss of taste in the elderly which may be worsened by e.g., chronic disease or medications. Flavors like sour and bitter becomes more pronounced, while at the same time sweet, salty, and umami tastes declines with age. Apart from that, both taste and distaste are ways of expressing identity. Rejection and distaste are often more important than taste and consumption in making social distinctions. You are more defined by what you don't eat since identity and social boundaries are created through practices of non-consumption. Hence, understanding distaste from an individual's perspective is important for all stakeholders serving public meals. The paper presents an upcoming study concerning adolescents' relationship to distaste.

## **Developing tasty, nutritious, sustainable, and local menus for youth, with youth: YPAR**

Monica Hunsberger

In Sweden, approximately 260 million school meals are served each year, amounting to a significant expenditure of around 7 billion SEK. Our project aims to create delicious, nutritious, sustainable, and locally sourced food products for school menus, tailored to the preferences and needs of the youth. We employ a Youth Participatory Action Research (YPAR) methodology to ensure active involvement and engagement of young individuals in the process. Our initiative aligns with the theme of "Taste and Sensory - from Farm to Fork," focusing on advancing our understanding of taste and sensory experiences among school-age children. This collaborative project involves researchers, industry partners such as Ahlströms Factory, Warbro Kvarn AB, Nordisk Råvara, and a public school located in the Gothenburg area. First, we foster ideation to develop a common taste and sensory language with youth serving on the Food Advisory Council and train them to collect data from peers. Second, we collaborate with chefs in training at Örebro Grythyttan to design new school menu items. The insights and understanding gained from the first step guide the development of these menus. The new menu items are then tested during lunch periods, where students provide valuable feedback. Our trained youth, skilled in taste and sensorics, collect feedback for the research team. In an iterative process, chefs refine the menus until they attain high levels of likability. Third, we develop the business case for the expansion of the selection of Swedish products. This strategic analysis paves the way for optimizing menu options and promoting the adoption of locally sourced ingredients. Last, we disseminate the knowledge acquired and new menu items enter the market.

## **One Planet Plate – food for a living planet one meal at a time**

Anna Wahlberg

One Planet Plate is a unique tool developed for food system transformation that targets the individual meal and at the same time addresses both climate impact and good choices for biodiversity. The world now needs to combat two severe and acute crises simultaneously, and it is important that the solutions are working towards combating both. One Planet Plate can be a concrete tool in kitchens for this aim – “It takes a sustainable meal down to an understandable level and make it into something people can talk about and be inspired by.” The climate budget for meals has gained great recognition in Sweden and has developed into a norm used by many for the climate impact of a sustainable meal. The budget is defined according to the aim of the Paris Agreement to limit global warming to 1.5°C. The budget is set to 0,5 kg CO<sub>2</sub>e per main meal, or 11 kg of CO<sub>2</sub>e for a week of meals. The budget is global and fair – all inhabitants on earth get the same climate budget for their meals. Biodiversity criteria is defined in a local context. Biodiversity solutions need to be landscape-based and related to the crops and cultivation systems that are used in different cultures. This may mean that One Planet Plate stipulates organic production for key crops in some regions, agroforestry crops in some regions and place-based biodiversity solutions for large scale production in other regions. WWF Sweden has developed weekly One Planet Plate-menus for Swedish schools as well as regional weekly menus for the Swedish public based upon ingredients that could be produced locally.

## **Food systems transformation towards healthy and sustainable dietary behaviour – PLAN'EAT**

Maria Jacobsen & Elin Röö

Today's food system contributes to approximately one-third of global greenhouse gas emissions and is a major driver of biodiversity loss, water stress and pollution of waterways. Additionally, the food system contributes to non-communicable diseases such as diabetes, cardiovascular diseases and cancers. Less resource-demanding and healthier diets are crucial to reduce environmental impacts and improve public health. Eating habits are formed at a young age, so promoting sustainable dietary patterns to children is important. PLAN'EAT is a European project aiming to transform food systems and food environments towards healthy and sustainable dietary behaviour in the EU. PLAN'EAT will implement a systemic and participatory approach through nine Living Labs in nine EU countries. In the PLAN'EAT Swedish Living Lab, we focus on Swedish children <6 years old and their parents. About 86% of Swedish children between 1 and 5 attend early childhood education, and the Swedish preschool system provides a unique opportunity to influence law-enforced healthy preschool meals. In this project, we will start by mapping the environmental impact of small childrens' diet using the recent Riksmaten dietary survey on small children. We will then map barriers and enablers to adopt healthy and sustainable dietary behaviours as perceived by food system actors for our target group. Building on this, we will co-create interventions on the food system's micro, meso and macro levels and deliver a toolbox with strategies, recommendations, and interventions to enable more healthy and sustainable diets.

## **Local vs. Organic: Navigating Sustainable Food Procurement in Sweden**

Elvira Molin

As the global community grapples with the urgent need for sustainable food systems, my research spotlights public food procurement as a pivotal agent of change. Delving into the multifaceted realm of sustainable public food procurement, I have gathered insights from academia and Swedish practitioners. My findings illuminate the prominence of various facets, including locally sourced, organically labeled, and high-quality, healthy food items in procurement agendas. Notably, my research uncovers a nuanced shift from prioritizing organic products to a heightened emphasis on locally sourced goods, driven by claims of augmented environmental benefits. It's crucial to emphasize that the 'local' label does not inherently signify 'sustainable.' Municipalities often conflate the two, potentially leading to unforeseen consequences. This research confronts the implications of such assumptions, including the risk of overlooking other vital sustainability factors and falling into the 'local trap,' where an exclusive focus on local sourcing may compromise broader values. Furthermore, my research probes the delicate equilibrium between sustainability aspirations and legal obligations. Stakeholder interviews in Sweden reveal preferences for local and organic procurement due to environmental and socio-economic advantages. However, challenges emerge, including defining 'local,' ensuring competitiveness, and navigating product-specific biases. This study underscores the importance of transparent criteria that align with comprehensive sustainability objectives. It advocates for continual evaluation and adaptation of public food procurement processes and emphasizes the stakeholder's role in shaping policy and practice. In summary, my research prompts critical reflection on the 'local equals sustainable' assumption and the strategic use of product-specific requirements. It invites further exploration into how procurement practices can be optimized to foster a genuinely sustainable and health-conscious food system for the future.

## **Unleashing the Potential of an Undervalued Workforce**

Anna Lindelöw Mannheimer

In Sweden, a unique resource lies in the provision of three million taxpayer-funded meals daily. These meals possess the potential to not only serve as a catalyst for sustainable transformation but also as an arena for public education that can alleviate long-term healthcare burdens. This discussion aims to underscore the significance of motivating approximately 30,000 individuals in Sweden who are involved in meal preparation to become inspired educators, while simultaneously advocating for a paradigm shift among policymakers. It is crucial to move beyond the perception of public meals as mere support functions and instead position them as integral components within the institutions they serve. This presentation discusses the challenges and opportunities associated with the potential of this undervalued workforce.



# Food and Wellbeing

Robert Brummer

The vision of the Örebro University Food and Health Profile is “Sustainable-produced food with health benefits will be the consumer’s first choice” This means that health benefits should be scientifically proven, but also that these foods should be at least as tasty as their traditional alternatives and should be affordable as well.

The beneficial impact of healthy food is often described in terms of prevention of chronic diseases associated with affluence. We will show how a healthy life style is associated with health benefits without having a disease or being a patient. We call this the “Wellbeing paradigm” instead of the “Illness paradigm”. Mental health can be compromised during short or longer periods without having a psychologic or psychiatric disorder. How can food improve the resilience against stress and mental disorder and hence improve wellbeing? The other pivotal issue is who responds positive to changes in their diet with what effect and who does not respond? Furthermore, this respons may differ across the life course. We think that measurable effects on wellbeing could serve as a strong incentive for consumers to change their dietary habits and more convincing than prevention of chronic disease later in life.

We will present mechanisms how food can beneficially affect wellbeing and how we can measure this. A special focus will be on the anti-inflammatory properties of food and dietary fibre.

## **The Food and Health Strategic Profile of Örebro University and its concept of “Responsive Nutrition”**

Robert Brummer

The Örebro University Food and Health Strategic Profile, which overarches all three faculties of the university, was established 2018. It comprises infrastructural initiatives, interdisciplinary research and innovation projects, integrated teaching activities, the coordination of national research centres, as well as the recently established Food and Health Collaboration Platform. Our vision is: “Sustainable-produced food with health benefits will be the consumers’ preferred choice”. This implies that health benefits must be scientifically proven, the taste must be equivalent or exceeding that of traditional alternatives, and these foods should be affordable.

Regarding scientifically proven health benefits, the central question is: “What foods confer what kind of health benefits in whom and when in the life course?” This approach is often denoted as “personalised nutrition” or “precision nutrition”. In this presentation the concept of “Responsive Nutrition” will be explained as well as its implications for why we should focus on the beneficial effects of food on wellbeing.

## **Can food improve mental health and wellbeing? Facts, gut feeling or fantasy?**

Robert Brummer

Traditionally, the research on the beneficial effects of food on health have focussed on gut health, metabolic and cardiovascular disorders and cancer. Recent science, although mainly based on animal and epidemiological studies, indicate the enormous potential negative as well as positive impact food may have on mental health and wellbeing. In this presentation the various mechanisms behind these effects, including the Gut-Brain Axis concept, will be explained at a basic level and the interaction between these mechanisms will be illustrated. The next three presentations in this session will exemplify some of these key mechanisms in more detail and show its importance for healthy food.

## **Food and (chronic) low-grade inflammation**

Lina Tingö

Acute inflammation is a normal part of the immune response; an essential coordination of the chemical messengers, antibodies, and immune cells at sites of injury or infection. However, inflammatory processes that do not resolve but turn into chronic states, risk triggering a variety of diseases. Chronic low-grade inflammation, so called “inflammageing”, is for example common among older adults and increase their susceptibility to disease as well as deterioration of physical and cognitive function. Interestingly, diseases of inflammatory origin have increased dramatically over the last century and particularly in affluent societies adopting a “westernized” lifestyle; hence, environmental exposures coupled to the modern way of life are potentially causative. With respect to this, foods are an attractive exposure to consider, as the contemporary ways of eating and producing foods have changed dramatically over approximately the same time-period as the prevalence of inflammatory conditions has increased. Taken together with improvements in health-care, today’s easy access to energy dense food has, however, also had very positive impact on human life-span; to the extent that we are now living in a global trend of “population ageing”. This increased life-expectancy creates a greater demand on older persons health maintenance. Perhaps foods, as it is a modifiable exposure that may impact human health both positively and negatively, could help us meet such demands. In this talk I will share some perspectives on probiotics and omega-3 fatty acids as specific food components with promising effects in that direction.

## **Dietary fibre as “prebiotics” - Health benefits with special focus on intestinal barrier function**

Evangelia N. Kerezoudi & Robert J. Brummer

Dietary fibres have garnered considerable attention for their multifaceted contributions to human health. They are commonly found in fruits, vegetables, whole grains, and legumes demonstrating a range of health benefits. Current research, utilizing advanced techniques has unveiled the fermentation-induced changes in gut microbiota composition as they selectively support the growth and activity of beneficial gut bacterial groups and their related metabolites production e.g. short-chain acids (SCFAs) in response to dietary fibre consumption. Despite of their prebiotic potential being of central focus, their profound influence on intestinal barrier's function emerges as a particularly compelling area of research as well. A robust gut barrier is essential for preventing inflammation and protecting against harmful agents. Non digestible dietary fibers contribute to barrier's integrity by fortifying the mucosal lining, reducing intestinal permeability, and modulating immune responses on a local and systemic level leading to reduced risk of chronic inflammatory related conditions. Therefore, understanding the mechanisms by which dietary fibre may have transformative implications on dietary guidelines and therapeutic approaches may offer potential avenues for the prevention and management of various health conditions leading to shaping the landscape of gut health and overall well-being.

## **How to measure the effect of food and food supplements on mental health and wellbeing? The use of functional brain imaging.**

Julia Rode

We are devoted to developing novel ways of assessing how the interaction between diet, the gut and its microbiota may improve mental health. To tackle this challenge, we employ functional brain imaging techniques. This presentation will cover the neuropsychological aspects of food and food supplements on the example of probiotic interventions in healthy humans. Probiotics (beneficial microbes) have previously been reported to show mental health effects. Interestingly, a nutritional intervention with probiotics evoked changes in resting state brain function and brain function related to emotional and stress processing, accompanied by slight improvements of psychological symptoms and by slight changes in systemic levels of signalling molecules. It is deemed promising that such a mild intervention as probiotics intake evoked mental health effects even in an entirely healthy study population. The available evidence suggests promising effects on precisely targeted health outcomes, contributing to the arising field of personalised nutrition.

# Gastronomy according to terroir, place, space, and culture

*Game derives, also, a great portion of its value from the soil on which it is fed. The taste of a Perigord partridge is very different from that of one from Sologne, and the hare killed in the vicinity of Paris is a very different dish from one shot on the hills of Valromey or upper Dauphiny. The latter is probably the most perfumed of all beasts.*

– Jean Anthelme Brillat-Savarin

# **The importance of food experiences for sustainable place making and destination branding**

Josefine Östrup Backe & Jens Heed

With an increasing competition between places, efforts are needed in order to develop attractive places for both residents, tourists and investors. Previous research has highlighted the importance of food and gastronomy in the making and branding of places, including cities, communities, regions, and nations. To many tourists, gastronomy can be a motivational factor for visiting particular destinations, as restaurants, festivals, markets and other food-related experiences enable interactions with destination culture and people. Further, food and gastronomy is used as a means to highlight unique attributes and values that can enhance the destination attractiveness, in terms of, e.g., local specialties, traditions, and preparation methods, for both inhabitants and visitors. In this sense, food and gastronomy can be a mediator of place identity, which can be communicated in various tourism and place branding efforts, and add to strengthen place competitiveness. This track aims to bring forward perspectives on the relation between food experiences and place making and branding, and welcomes both research and policy contributions regarding, but not limited to:

- Socio-cultural aspects of food and food experiences
- Economic effects of place branding through food
- Gastronomy as a tool for sustainable place making
- The role of local food in tourism and place branding
- Food festivals and events in tourism and place branding
- The relation between food and sustainability in place branding
- Food as nation branding strategy
- Rural and urban food tourism destinations
- The role of entrepreneurship and food networks in place branding
- Food innovation as experience
- Visitors' perception of local gastronomy
- The impact of local food and restaurants on inhabitants life quality
- Restaurants as places for social meetings



## **Food profiling as a development method for local food experiences**

Donna Sundbo

This study aims to evolve a method of developing the local food experiences of an area. When marketing the food experiences of a destination to visitors such as tourists, often a number of signature food products and experiences are carefully curated and highlighted as typical of the area. However, the food experiences visitors actually meet at the destination often vary from this image. Since the criteria for inclusion in the curation are often high culinary quality and originality, the other food experiences can be perceived as less interesting and of less quality, leading to disappointment and negative (re)views. Conversely, visitors can also stumble upon food experiences which they perceive as more relevant than what has been highlighted in the marketing. An alternative approach to uncovering the foodscape of an area is food profiling. It consists of identifying and mapping out the food experiences that are actually available at a destination, classifying them according to criteria such as place, style and cuisine etc., thereby creating a more truthful map of the food experiences. This can then be used as a tool for developing the local food experiences of an area in several ways. First, the overview can be used to communicate more varied options to the visitors. Secondly, it can also be used as a strategic tool for developing the food experiencescape of a destination. Ultimately, the generated portrait of local food experiences can affect the identity of local providers, visitors and the local community. Through qualitative approaches, the feasibility and value of this method will be explored in the empirical case of a new destination in Denmark.

## **Sustainable Food Tourism in the Nordic Region: What's going on? What's next?**

Jonatan Leer

How are food entrepreneurs and destinations in the Nordic region working with sustainability in relation to food tourism? And what are the possibilities, barriers, and futures for sustainable food tourism in the region? These are the questions that I will try to answer in this paper on the basis of a research project “Sustainable Food Tourism in the Nordic Region” (2019-2022) funded by the Nordic Council of Minister. Currently food culture researcher at Aalborg university, I designed and managed the project which explored cases from all the Nordic countries. In this paper, I will give a series of very diverse examples of how food entrepreneurs work with sustainability in experience design, business idea, storytelling etc. These include among others Islandic volcanic tomato farm, a Finish zero waste restaurant, Faroese home dining in remote areas and a plant-based locavore restaurant in Stavanger. These examples display very different understandings of sustainability from social entrepreneurship to waste management, locavorism, and reduction of meat on the menu. Finally, a series of dilemmas and potentials will be raised to discuss the futures of sustainable food tourism in a Nordic context and highlight that to become more sustainable, we need go even further and to rethink the tourism experience and consumption as well as the idea of place making in new radical ways.

## **The role of summer markets to promote food tourism and sustainability: the case of La Santa Market (Catalonia, Spain)**

Montserrat Crespi-Vallbona, Ester Noguer-Juncà, Oscar Mascarilla-Miró

In recent years, the ephemeral gastronomic and leisure markets have grown significantly as a strategy to promote the authenticity of the region and the local community participation (Jong & Varley, 2018; Janiszewska & Ossowska, 2021). These objectives use to have a sustainable social dimension, as they focus on issues that have to do with the welfare of the local population; cultural heritage conservation; community participation in planning and tourism development; and health, hygiene and safety linked to the visit (Crespi-Vallbona et al., 2019). In recognition, this paper aims to analyze the relevance of these social sustainable aspects in La Santa Market, a summer food and leisure event in La Costa Brava (Catalonia) where visitors can enjoy eating and drinking, listening to live music and meeting and buying designer art crafts, jewelry and clothing every day from 18.00pm to 01.00am in July and August. Using a non-probability purposive sampling, the qualitative methodology bases on semi-structured interviews with 30 different stakeholders involved in this event. Additionally, secondary data about the economic situation and “grey” literature research of this market are used. Results show a positive and constant involvement of the local community and private organizations to enhance day-by-day la Santa Market, becoming a must event in their summer agendas. This paper contributes to the literature acknowledging the potential of the gastronomy in the summer markets to improve the economic and social sustainability for a coastal community (Villagómez-Buele et al., 2020; Carvache-Franco et al., 2022). Results can be useful for public and private sectors of the region to identify the strengths and the weaknesses of the role of the local gastronomy in the summer markets to reinforce the authenticity and sociocultural value of the local food products.

## Space, Mobility and Food Tourism

Seo Yeon Jang

Food tourism/culinary tourism has become one of the major trends in tourism, and it plays a role as a kind of cultural tourism. Food tourism plays an important role for both tourists and DMOs. Eating is one of the essential tourist behaviors in a destination, as it is not just an experience but it is crucial for the survival of tourists (Plummer et al., 2005; Cohen & Avieli, 2004). Food tourism connects tourists to culture of a destination through not only food but also customs, ingredients, cooking style related to foods (Ignatov and Smith, 2006). The definition of food tourism requires tourists to physically move to a destination and experience the culinary culture in that region. This is mainly due to the traditional definition of tourism, where mobility is a prerequisite. However, there has been several research providing perspectives that meaning of food tourism can be expanded by rethinking the meaning of space and mobility in tourism (Jang and Eves, 2019; van der Berghe, 1984; Long, 2004). Due to the advanced technology and the restriction of mobility during pandemic, many types of travel have arisen in cyber space, such as online tours and virtual tours, as well as metaverse. Then how about in food tourism? Is there any possibility to have anything equivalent to online tours and metaverse in food tourism? Or should food tourism be destined to stay in traditional form while tourism is being evolved in diverse ways? This study adopted grounded theory ethnography approach. This approach gives priority to the phenomenon being studied, started with participant observation. This is an ongoing study and exploratory in nature.

## **Sense of place, local food systems and entrepreneurship: An analysis of Swedish food strategies**

Emma Björner

'Sense of place' is often associated with characteristics that make a place special or unique. It is also used to describe how someone perceives or experiences a place. Furthermore, sense of place is about the relationship between people and spatial settings and about human attachment and belonging. Sonnino and Milbourne (2022) draw on Massey's (1991) notion of a 'progressive sense of place' and conceptualize it in the context of food and the food system. They identify four main features: 1) socio-natural composition of place, 2) interactions and connections that underpin spatial identity, 3) social processes that shape everyday spatial practices, and 3) flows of ideas, materials, people and resources that cut across space. Building on this conceptualization, the aim of the present study is to analyze sense of place in Swedish food strategies. Five food strategies were selected and analyzed, namely food strategies from Jämtland, Halland, Skåne, Stockholm and Södermanland. The study examines how sense of place is narrated, represented and exemplified in the strategies, and conceptualizes sense of place in relation to local food systems and entrepreneurship. The findings show that local food systems and entrepreneurship are closely associated with sense of place as an identity creator for places with gastronomic ambitions. Local food production and active agriculture are depicted as important elements in creating open landscapes, cultural environments, and tourism experiences, claimed to be attractive to both tourists and residents. Furthermore, local food systems are depicted as growing, strong and meaningful in creating attractivity, pleasure and wellbeing, and with potential to strengthen place identities and place brands.

## **Strategies for place making and branding through food and food experiences**

Josefine Östrup Backe

In today's growing competition, places and destinations need to work actively to be attractive to visitors as well as residents and investors. This work is often a balance between attracting different target groups and securing an economically, socially and environmentally sustainable development of destinations. This presentation draws on results from two research projects focusing on food as a means for sustainable destination development and branding. Studying two so-called food destinations in Denmark and Sweden, different strategies to include food and food experiences in the destination branding were identified and analysed. Accordingly, two main strategies seem to direct this work; first, the more practical use of food and food experiences to create nodes and links between different attraction sites and areas of the destination; and second, the more abstract ways food and food experiences are made part of telling stories about the destination. Accordingly, storytelling can be a way to emphasise unique attributes of a destination, and build relations between e.g. food providers and guests (c.f. Tellström et al. 2005; Mossberg, 2008; Pico Larsen, 2010; Mossberg and Eide, 2017). Taken together, such strategies highlight the role that food and food experiences can play in the development of sustainable destinations, e.g. in relation to challenges with overtourism, seasonal fluctuations, and potential conflicts between different target groups (e.g. visitors/locals). The presentation aims to open up for a discussion on the role of food in sustainable place making, and how research and policy can benefit from each other in such process.

## **Gastronomy Tourism – The Tool for Sustainable Place Development**

Eva Jilkén & Anna Hegethorn

More and more people want to discover and experience a place through its regional food and drink - while sustainability and the opportunity to contribute and do good are important parameters for the future traveller. An attractive place will in the future have both a gastronomic and sustainable profile and offer innovative and educating local food and drink experiences. We want to present gastronomy tourism as a tool for sustainability in practice with tasty examples of how to contribute to sustainability. Come hungry for inspiring examples of how gastronomy tourism contributes to a sustainable place.

## **The potential of geographical indications in the development of places**

Malena Bathurst

In 2014 a mapping of Swedish traditional food products was made. The purpose was to identify products with the potential to receive a geographical indication within the geographical indications and quality schemes in the European Union. A strategic decision was made to increase the number of Swedish geographical indications. At that time Sweden had six products approved by the quality scheme and by October 2023 they are 19. The mapping resulted in 100 suitable applicable Swedish food products. Since 2016, 20 of these products have been subject for an application. The work has been longterm, dedicated and still continues today. This track will also highlight the purpose of the geographical indications and the potential it has, to strengthen the economy in rural areas and also to attract tourists. To benefit from a geographical indication and its advantages requires effort and commitment from several stakeholders in the geographical area. Is it possible to use a product with a protected geographical designation in developing places and destinations, with the aim of capitalising the product's intangible values? An example from the pilot project that Kalix Lövrom undertook is described. Kalix Lövrom was Sweden's first product to achieve a geographical indication, a PDO (Protected Designation of Origin) in 2010. The conclusions and recommendations to other destinations who want to benefit from the potential with geographical indications is presented.



## **Geographical indications, apples, and the Norwegian food festival nation**

Atle Wehn Hegnes & Ingrid Haugsrud

Toward the end of the 1980s, Norwegian governmental authorities and other key agri-food stakeholders started mobilizing what came to be described as mental border protection. Simply put, the strategy aimed to trigger new ways of understanding food and to convince Norwegian consumers to choose Norwegian products. In line with this new strategy, the regulations for Geographical indications (GIs) were set up and entered into force in July 2002. Beyond the realm of GIs, food and drink festivals (FDF) also got more attention in this period and the number and diversity of GIs and FDFs have increased over the past 30 years. However, despite this food cultural evolution, festivals and GIs do not have a particularly significant place in the cross-sectoral strategy "Food Nation Norway" launched by Norwegian governmental authorities in 2021. The strategy envisions that, by 2030, food will be a source of joy, pride, good health, and bonding among the population, and will also serve as a prominent element in Norway's tourism industry. On a more general level, the strategy is meant to provide a political framework for positioning Norway as a 'Food Nation' globally by 2030. The fact that GIs and food and drink festivals have increased in number, and that the combination of GIs and festivals is not mentioned directly in the strategy, forms the resonance for this presentation and its question: Can GIs and festivals constitute more than the sum of their parts in Food Nation Norway in the future? The discussion will be based on material collected during fieldworks at GI apple festivals in the Norwegian regions of Telemark and Hardanger in 2022 and 2023.

## **Fika in the Anthropocene – spearheading food systems transformations through food cultures**

Anne Charlotte Bunge & Line Gordon

The Swedish fika, a cherished tradition of enjoying coffee and pastries in company, constitutes an important cultural heritage and has been utilized as a nation branding strategy for Sweden. However, the romanticised high consumption of coffee and the ingredients of the accompanying pastries, such as chocolate and palm oil, are associated with negative environmental and social impacts, which are often neglected in discussions about sustainable dietary transformations. At the same time, coffee production is threatened by climate change, and its production is predicted to decline. To reverse this unsustainable trajectory and to meet the growing demand for these commodities, the food innovation landscape addressing coffee and sweet pastry consumption is expanding. Using a holistic sustainability perspective, we investigate the role of food innovations as leverage points to achieve more sustainable diets while preserving local-specific (food) cultures, taking the Swedish fika as one representative example. We present a comprehensive analysis of the multifaceted challenges posed by fika production and consumption in Sweden, encompassing issues related to child labour, deforestation, climate change and human health. Using the “good Anthropocene” as an analytical framework, we then present an inventory of emerging food innovations that aim to reduce this burden, such as lab-grown coffee and upcycled cocoa-free chocolate. Sweden's deliberate promotion of the fika as an emblematic part of its cultural identity showcases how food traditions can be harnessed to communicate positive values. We argue that embracing food traditions through more sustainable practices can reinforce Sweden's commitment to sustainable food systems and enhance its destination branding as a trailblazer for navigating the challenges of the Anthropocene responsibly.

## **Local Uniqueness and Sustainability Actions Promoting Value for Restaurant Business**

Annika Karppelin & Päivi Penttilä

The purpose of this case study was to identify the challenges faced by restaurants in a tourism destination in their quest for sustainability of operations, regional continuity of operations, and economic livelihood for the entrepreneur and employees. It also looked at the role of the certification by the national programme for sustainable development for restaurant operators. The review assessed the added value of the certification for business development, as well as the potential motivation to green transition. The destination's food offer is a key element in the service package of the region. It is necessary to identify the target groups visiting the area, highlight the (local) uniqueness and use the food offer as a tool to position and differentiate the destination. A distinctive restaurant concept, clear communication and regional cooperation seem to support the sustainable development of the area, the restaurants and brand of the destination. The review resulted in recognition of the factors restaurants face during seasonal changes. The review shows that combining local food experiences with sustainability creates new sources for extending the season, creating new products and attracting new visitors. The case study found the certificate to improve the quality of the work and to provide a good start for development work. Sustainability measures are sometimes cumbersome, but also help to focus the restaurant operator's activities towards a sustainable future. The review gave destination operators recommendations on how to strengthen the region's brand and highlighted the importance of food and restaurant offerings as part of the visitor experience.

# Gastronomic Heritage - Dietary and Cultural perspectives

Gregorio Varela Moreiras

In 2010 UNESCO included the Mediterranean Diet (MD) in the List of the Intangible Cultural Heritage of Humanity. The MD is a philosophy of life based on a way of feeding ourselves, of cooking food, of sharing it, of enjoying our environment and landscape, of living and relating to the environment, of generating art and culture, history and tradition. The traditional MD was defined originally as a diet with high consumption of whole cereals, legumes, vegetables, fruits, nuts and olive oil, a low to mild consumption of dairy products, and a low consumption of meat and poultry.

The New Nordic Diet (NND) is a relatively new constructed diet built with strong anchorage onto the Nordic food traditions to positively contributing to both health and the environment. It was launched in 2004 by chefs from the Nordic region to rediscover local produce. It comprises foods traditionally sourced in the Nordic countries and focuses on those from the wild countryside and from the sea and lakes. The valorization of the national food traditions in each of the Nordic countries helped in the cultural appropriation and in increasing the number of adapts to a label without a previous history in the culinary domain, as it's the case of the MD.

The diet of each society, until relatively few years ago, was based on inherited dietary guidelines that were transmitted from generation to generation, what we know as dietary and culinary traditions, food habits: products of the environment and of the season, using a wise combination of foods, which could not be dispensed without having a direct impact on health, and therefore these concepts were educated, transmitted and acquired in the family. With the important changes that in a few years have taken place in our society, and although in general they must be considered as very positive, with the globalization, industrialization, the systems of transport and food preservation, with the new rhythm and way of life, there has been a certain rupture of the teaching and the nutritional traditions, in short, of our Mediterranean legacy, in its widest expression, and its variants and nuances according to our unique and never sufficiently extolled gastronomic diversity. This has led to a state of nutritional and gastronomic transition, often associated with disorientation, a lack of guidelines on which to base the organization of the daily meal, sometimes by the almost endless supply of food and beverages, and that is making scientific knowledge of what we

eat and drink is increasingly complex; but also due to the current non-prioritization of what in fact occupies more time in our lives-food-, or due to the excessive errors and myths surrounding food and nutrition as well as in gastronomy. Consequently, it seems necessary to reflect on whether it is necessary to redesign the traditional Mediterranean diet towards also a new label, New Mediterranean Diet, following the case of the NND. The presentation will address both types of territory-based diets, their evolution and state of the art.

## **A Systematic review: The risk to develop T2D in generations of migrant South Asian, Caribbean and African, in relation to adopted lifestyle and diet**

Arif Ahmed

Type-2 diabetes (T2D) is common in South and Southeast Asian, African and Caribbean immigrants in developed countries. Thus, the current systematic literature review (SLR) aims to examine the risk of T2D over different generations given their dietary and lifestyle habits. Studies selected in this SLR should include the above population for first generation and second-generation immigrants living in developed countries having T2D, articles written in English and discussing dietary or lifestyle habits. The search was carried out in PubMed and CINAHL for articles published between 1974 – 2022 using keywords like South Asia\*, Diet\*, Lifestyle, Smoking, Alcohol\*, Generation\*, etc. AXIS Tool and the JBI appraisal tools used for evaluating quality check of the studies. A total of 6195 hits were found and after removing duplicates 5046 duplicate free articles were used in screening process, and 9 articles were finally selected, which satisfy the inclusion criteria. They are mostly based on UK and USA and published between 2015-2023. The findings indicate that eastern Asians have higher prevalence in men than women (25.5% vs 19.9%, in 1993; 40.6% vs 32.4%, in 2000,  $p < 0.05$ ). Overall, Forest Plot demonstrates lower T2D odds in second generation compared to the first generation in all selected ethnic groups, however, there are few exceptions. Moreover, higher odds of T2D revealed in men vs women, in longer vs shorter periods of immigrants, in former smokers, non-alcoholic, and in those who sleep <7 hours and >8 hours per day. Thus, the evidence demonstrates that first generation people should be more cautious to follow healthy lifestyles in order to reduce prevalence T2D than the other generations of ethnic minority people.

## **Feeding into Settler-Colonialism: An Exploration of Palestinian Food, Culture, and Identity**

Karma Haram, Neda Sattarzadeh & Amalia Tsiami

Food is a vital element in different cultures worldwide, particularly those of immigrants, diasporas, and minority groups, and is also a valuable tool for showcasing national identity. The culinary culture of a nation can be saturated with contemporary and historical narratives that correspond to the political and social contexts from which they originate. Especially within the politically and socially loaded context of settler-colonialism, whereby disputes over such narratives are commonplace between the occupiers and the indigenous people – claims to the culinary culture of a specific land tie into contemporary and historical claims over the land itself. The interconnections between food, culture, and identity have made food a central domain for the deployment of colonial strategies of appropriation, erasure, and resistance. The present study explores how these interconnections are shaped, enacted, perceived, and understood by the indigenous people of (settler) colonial states, with a specific focus on Palestinians. The study employed in-depth semi-structured interviews with Palestinian individuals from the diaspora (based in the UK and Jordan) to explore their lived experiences and perceptions and to evaluate the extent to which conflicts over land and power are reflected in the narratives surrounding food. The politicisation, weaponisation, and symbolism underpinning Palestinian food culture were explored. The research demonstrated how food acts as a prism, through which narratives of history can be either reinforced as a means of resistance by the indigenous people or rewritten as strategies of appropriation and/or erasure within the context of settler-colonialism.

## Food Tourism as a heritage co-creation tool: touristification Vs heritagisation multi-actor perspectives about food culture in Santorini

Marianna Sigala

Although numerous studies investigate the use of food culture as a way to create and enrich food experiences, we still know very little about the role of food tourism in (re)creating food culture. This study examined how the resources, activities and social practices of various actors involved in food tourism in Santorini contribute to the preservation, communication, commercialisation but also heritagisation of local food culture. Data was collected through field observations and in-depth interviews with 18 professionals representing a variety of stakeholders (e.g. wineries, restaurants, chefs, a master of wine, food souvenir shops, tomato factory owner, gallery manager, Greek wedding performance). Heritagisation mechanisms (Chaney et al., 2018) and co-creation were used for data interpretation. Heritagisation shows how ordinary object/social practices obtain heritage value. Value theory stresses that value is co-created during the production/consumption, which emphasises the need to adopt an actors' ecosystem theoretical perspective of value co-creation and co-destruction to understand processes/forces leading to the co-creation/re-formation of food value. As cultural agents, professionals use a combination of *materialistic* (e.g. (dis)placement of food artifacts in folklore museums, converting old tomato factories/ wineries into heritage attractions), *symbolic* (e.g. naming of menu dishes, cooking classes, use of life events/weddings and life philosophy/healthy and sustainable eating, cuisine for the soul and body) and *institutionalisation processes* (e.g. restaurant certification, local food label) for co-creating food culture. Findings also confirmed the divergent and sometimes conflicting professionals' interpretations about the use food objects/ social practices: e.g. words “cultural inflation”, “cultural contamination”, touristification and commercialisation of food culture reflecting value co-destruction; “revitalisation”, “revive of food culture”, “modernisation of eating patterns” demonstrate value co-creation perspectives to food culture (re)generation.



# **Safeguarding Tharu Gastronomical Heritage Through Culinary Tourism**

Kedar Sharma & Kiran Koirala

This article examines the ethnocultural importance of Tharu gastronomy, the challenges it faces and the attempts to revive it. Additionally, it explores the possibility of preserving living heritage through eco-tourism, participatory cooking and prix fixe menu. The Tharu community is passionate about its food and possesses a deep understanding of the indigenous flora and fauna. They traditionally rely on subsistence agriculture and foraging. The Tharu language has five different single word-terms for everyday meals of different times of the day. This indicates the strong gastronomic roots and dietary practices. Five essential meals once found in nearly every household are now prepared by only a few, and finding someone who can describe them has become rare. Based on the observations and interviews, this article examines the history of Tharu cuisines, its recent revivals and the challenges ahead. I have interviewed several individuals from wider communities about the importance of Tharu gastronomy. The conclusions are as follows:

1. Tharu ethnocultural gastronomy matters not only to Tharus but also benefits society by enhancing their knowledge of local plants and animals.
2. Traditional à la carte restaurants helped promote Tharu cuisine, but their commercial constraints restrict their ability to fully showcase Tharu ethnocultural gastronomy
3. Establishing ethnocultural and localized homestays could be an important initiative to preserve this simple, sustainable and delicious culinary tradition.

Tharus can reclaim their heritage and ecology through ethical monetization of their cultural gastronomy, fostering pride and control. Reviving traditional food practices via homestays reconnects them to culture, nature, and community while preserving valuable ecological knowledge and skills for society.

## **Tasting the intangible - geography and storytelling in the Scandinavian North**

Kajsa G Åberg

The relation between place, food and tourism is gaining interest from actors in both private and public sectors in the Swedish part of the cross-national country of Sápmi. Food is discussed as potential for product development and branding, based on reasoning on value adding through geographical food branding. However, food and drink may also be regarded as a tangible way to communicate local ways of life and as bearers of symbolism and values. The process of commercialization is therefore closely linked to aspects of control and respect, elements found in the criteria section on socio-cultural sustainability in the Global Sustainable Tourism Council (GSTC) system for sustainable tourism development and the way this system is put into use by the regional development organization in the Swedish region Västerbotten in Sápmi. The work methodology of this organization together with initiatives of the Sámi associations can be used to illustrate how food, place-based heritage and tourism communication can be performed in virtual as well as tangible ways, to promote economic and sociocultural potential. This presentation entails a case study published in *Folklore, people and place: International perspectives on tourism and tradition in storied places* (Åberg and Carson in Hunter and Ironside eds., 2023, Routledge), together with an exploration of the strategic context of Västerbotten where the regional tourism organization has based its approach on the GSTC. The authors Åberg and Carson are human geographers, exploring the effects of tourism development in more peripheral areas of the North.

# **Swedens New County Meals – a National Gastronomic Mobilization**

Magnus Gröntoft

Regional business development in the form of gastronomic destinations based on local ingredients, craft traditions, recipes, and meal creators is seen today as a way to start a positive rural development. However, there are indications that the various initiatives, campaigns and programs at national and regional level that exist to support such development are clashing with each other, creating friction and hindering the development of common local or regional conceptual ‘narratives’ about the dining destination and its profile (Rinaldi & Lucarelli, 2022).

In this track, an alternative Swedish model for local and regional gastronomic mobilization is presented that can demonstrate great national commitment and concrete results. The model that will be presented in the track has led to twenty-six Landscape meals around Sweden (including also a Stockholm meal), created by over 500 persons all over Sweden and up till today consumed by approximately 50,000 guests. The program has also been used internationally to convey a positive image of Sweden. The book with the regional menus will also be presented in the track.

# **Restaurants as spaces for cultural production**

Håkan Jönsson

The connections between culture and restaurants are plentiful. Restaurants can be arenas for cultural distinctions, between high and low, rich and poor, what's hot and what's not. They are also places for staging of food culture, often in terms of geographically defined cuisines. Further, restaurants can be an integrated part of cultural exhibitions (e.g. museum restaurants) or claimed to be cultural heritage. They are also workplaces, where professionals with distinct working cultures, (chefs, waiters, cleaners etc) interact, collaborate and clash.

Restaurants are central places for the practices, rituals and development of gastronomy as a cultural phenomenon. Yet still, the connections between restaurants and cultural production have not been sufficiently covered in research on gastronomy. The session invites papers dealing with restaurants as spaces for cultural production. Topics may include, but are not limited to, restaurants relation to; cultural heritage, arts, staging of food cultures, cultural conflicts and/or dialogue. Research from different fields in time and space are all equally welcome, as a papers on workplace, school or hospital restaurants, all producing different form of culture. Papers dealing with ancient Mesopotamian inns, Roman taverns, restaurants in contemporary cosmopolitan and rural areas, in the global north or global south are all equally welcome.

## Post-restaurants: Restaurants turn into museums

Amadeu Ventayol Soler

The opening of elBulli1846 has inaugurated a new era in gastronomy, where visitors can visit a restaurant transformed into a museum. A new model of space that helps to understand the revolution and the global impact that made this restaurant. A place where food is now placed as an artwork and it's not possible to eat. The new commensals/visitors can only drink water or café and eat knowledge and food culture. The participation of el-BulliRestaurante in Documenta 12 of Kassel contributed to rethink the future of restaurants. ElBulliFoundation has made it possible that now Noma could close the restaurant in 2024 to open a research center or that El Celler de Can Roca can open a platform space where it's possible to eat in a restaurant, take rest in a hotel, research, or visit some exhibition. But this model of business, which can be called post-restaurants is not a novelty. The restaurant El Internacional of the artist Antoni Miralda showed us how a restaurant can be turned into a cultural space and be part of an exhibition. This research wants to investigate how restaurants can be turned into cultural spaces and explain how a kitchen can be understood as the workshop of an artist and how it can be displayed as a museum or foundation. Dalí's house in Portlligat, Miró atelier in Mallorca or Jardín Majorelle of Yves Saint Laurent in Marrakech are some examples of how a place of work can be transformed into a place of exhibition.

## **Menu and outdoor signage: The effect of texture and materials on restaurant brand authenticity**

Hanqun Song

The existing literature has examined the relationship between non-food objects (e.g., menu and outdoor signage) in restaurant and food authenticity (Kim & Baker, 2017; Song et al., 2023; Yu et al., 2020). For instance, some scholars have researched this topic from a linguistic perspective. Kim and Baker (2017) confirmed that foreign language written used in ethnic menu items significantly increase food authenticity. Focusing on display characters (traditional Chinese vs simplified Chinese), text flow (horizontal vs vertical), and writing style (handwritten vs computer font) of outdoor signage, Song et al. (2023) found that only display characters and text flow significantly affect restaurant authenticity. Other scholars focused on the content of menu, and found that description of ethnic originality, unfamiliar ethnic name and ingredients could lead to food authenticity (Kim & Baker, 2017; Youn & Kim, 2017). However, whether the materials and texture of menu and signage could affect restaurant brand authenticity is unknown in the literature. The author conducted two experiments. In the experiment 1 (N=168) with menu, 2 (material: paper vs wood) x 2 (texture: matte vs glossy) of menu was developed. In the experiment 2 (N=218) with outdoor signage, 2 (material: wood vs stone) x 2 (texture: matte vs glossy) of outdoor signage was conducted. The results of two experiments consistently confirm that heavy materials such as wood in experiment 1 and stone in experiment 2 indicate a higher level of restaurant brand authenticity. In addition, both studies reveal that glossy texture demonstrates a higher level of restaurant brand authenticity. This study offers new knowledge on restaurant authenticity and provides practical implications to restaurateurs.

## Dining rooms in a vegan foodscape

Veronica Abnersson

Since 1990's, when the animal rights movement gained a strong foothold in Sweden, veganism has continued to arouse debate while vegan dishes have been included as obvious elements on many restaurant menus. The radical expression related to animal rights veganism persists. Nowadays the "activism" has broadened to more commercial initiatives were, for example professional chefs, market themselves as mouthpieces for plant-based food as well as veganism. Using ethnographic methods I investigate how cultural norms and meanings of vegan food and meals are created in different times and contexts. Such meanings are procedural and variable, that they change over time and look different in different contexts. In this talk three venues are presented considered places where meanings of veganism have been made and are made particularly clear. The first arena crystallized in the 1990s when interest in animal ethics increased significantly. The second arena consists of vegan gastronomy as practiced and presented by chefs. The third arena is digital and consists of social media accounts run by food influencers. In the participants' professional roles as chefs with restaurant guests who want to "eat vegan", they must relate to both the word vegan and to veganism as a lifestyle in question how, they can meet the guests' food preferences. The same applies to food influencers who, based on a specifically formulated vegan message, communicate with their followers. In contrast to the home's kitchen, the restaurant and the social media platform become public dining rooms where food-related words and concepts, but also culinary definitions, designations and descriptions are given power depending on the position from which they are formulated.

## **Food culture and food history as utilized competences in the contemporary restaurant?**

Matilda Marshall & Joachim Sundqvist

*“Swedish cuisine today centres on healthy, locally sourced produce, while certain preparation methods can be traced back to the Viking era.”*

The quote comes from Visit Sweden’s website about food culture which continues with a text about food preservation’s role in past and contemporary cuisine. The reader may easily get the idea that food culture and history is at the heart of Swedish gastronomy. Courses in food culture, and to some extent also food history, are taught within the higher educational programmes given in Sweden resulting in a degree in Culinary arts or Gastronomy. These students are often depicted as the restaurant sector’s future actors. Yet, we know little about the need for these competences and how they are made use of in the restaurant sector. That is, how does restaurants make use of historical/traditional knowledge and skills in their daily operations? This ongoing project aims to explore the possibilities and challenges with applying past ways of preserving and storing food in today’s restaurant sector. Through interviews and so called “fridge stories” (a form of walk-alongs in the food storage) with representatives from restaurants and wholesalers, we intend to come closer to what role storage and preservation methods have in contemporary gastronomy and whether historical practices could contribute to a more sustainable gastronomy sector.



## **Tackling disorder and immorality by art – Swedish public restaurants in the mid-war period**

Håkan Jönsson

In the late 19<sup>th</sup> century, the simple taverns for the growing urban working class became a symbol for societal problems among social reformers in Sweden. Many of the taverns were taken over by publicly owned companies. The new owners started to reorganize the restaurant space and decorations, especially during the mid war period (1918-1939). Initiatives were taken to encourage a higher moral standard of the working-class males, among which the investments in arts to decorate the taverns was considered to be a powerful tool. The paper presents and discuss the role of art in public restaurants during the mid war period in Sweden. Based on archival material, the research presented aim to discuss gastronomy as a politically and culturally contested field. In particular, how upper-class interpretations of eating out was imposed on the working class. Finally, the legacy of the public restaurants in the contemporary gastronomic culture in Sweden is discussed.

## **The tea is on the house! – Cultural insights and their impact on the provision of hospitality**

Neda Sattarzadeh, Amalia Tsiami, Cristina Maxim & Elitza Iordanova

At its core, the hospitality industry thrives on the innate diversity and cultural abundance it encompasses. The profound impact of cultural insights held by those providing services is instrumental in sculpting the delivery of hospitality services. This study is dedicated to uncovering the dynamic interplay between cultural insights and the realm of hospitality within the specific context of Iranian ethnic restaurants. These establishments serve as distinct arenas where the convergence of cultural values, traditions, and norms intersects harmoniously with the art of hospitality. This intersection often results in distinctive service delivery approaches when contrasted with more generic culinary establishments. By employing in-depth semi-structured interviews, the study captured the opinions and perspectives of nine Iranian ethnic restaurant owners and managers. During the interviews, multiple themes emerged around a number of concepts, including Ahammiat (care), Ehterām (respect), Mehmān-Navāzi (hospitality), and Bāvar (beliefs). The study's findings shed light on the intricate ways cultural insights echo throughout hospitality practices. This has the potential to uncover novel strategies aimed at enriching customer satisfaction and fostering loyalty. Beyond its immediate applications in the operations of Iranian ethnic restaurants, the insights gathered from this research can stand as a roadmap for other dining establishments aspiring to deliver authentic and resonating experiences to their diverse customers.

# Local food systems: When and how the producer interacts with the customer

Birgitta Schwartz, Jessica Lindbergh & Helena Lindström

With an increased growth of small-scale food production, we also see an increase in other, more direct, distribution channels for food (Norrman, Hunter & Berg, 2020), which places demands on new business models, new communication channels, and utilization/development of digital technology cutting off the food retailers. Examples are REKO, Farmers' markets, Community-Supported Agriculture, farm shops, food cooperatives, and urban agriculture. The complexity of Local Food Systems extends beyond the business level, as they involve numerous stakeholders such as farmers, consumers, policymakers, social movements organizations and community members. These stakeholders may have conflicting interests, which can further complicate the development and sustainability of Local Food Systems. These issues were discussed in the track and four researchers presented their projects. Bonow's study explore if REKO as a model can play a part in a larger sustainable food system. The study discusses what REKO-rings need to keep the model alive and on a sustainable pathway. Today many rings struggle with delivery routines and available produce. Oreskovic study presented a model of "community-supported farming cooperative" in an urban setting for a more sustainable farming system in relation to the climate change. Her study shows how collective gardening promotes social values. Both presentations focused on relationships between farmers and consumers and the importance of these relationships for the models' success. The two other presentations brought the perspective of networks and relations between actors. Schutzer, Sjölander and Björner presented a study about alternative agri-food networks focusing on social relations between farmers and their customers such as restaurants, giving new insights of trust and reciprocity in agri-food networks. Lindström presented her study about REKO-rings as networks. The study focuses on the importance of REKO-ring's context for developing their own specific activities and how they translate "the" REKO-vision in different ways to form a coherent, vital network.

## **A study on farmers' visions and conditions for building relational bonds with their customers in the restaurant business**

Beatrix Schützer, Annelie Sjölander Lindqvist & Emma Björner

Sustainable consumption trends are currently a widely discussed topic, particularly concerning food production and consumption within alternative agri-food networks (AAFN). AAFNs could be viewed as a system that prioritize sustainable practices and foster close farmer-consumer relationships (Jarosz, 2008), marking a “quality turn” away from mainstream industrial food practices (Goodman, 2003). Previous research on these relationships often emphasizes trust, interactions and shared goals as factors that generate value. However, these assertions are rooted in uncertain assumptions and sometimes tend to overlook the diverse characteristics within the alternative food system (Mount, 2011). This study aims to provide nuanced insights into farmers’ ability to establish close relationships with their customers in the restaurant business. An empirical study, based on interviews with farmers and participatory observation at the farmers’ workplace, reveals farmers’ multifaceted perspectives on interaction, trust, and in-person meetings with restaurants. The theoretical framework is rooted in prior ethnographic research about social relations within farming, characterized by analytical concepts such as “social embeddedness” and “relational materiality”. These concepts help understanding the complexity of AAFNs and illustrates their dynamic and constantly evolving nature. The results show that close relations between farmers and restaurants is crucial for progressing knowledge about food quality as well as building reciprocal trust. However, it is not always a straightforward solution as many farmers perceive costumer relationships as complex and time-consuming. The study underscores the importance of not oversimplifying the interaction between actors without overlooking the farmers’ actual conditions, self-benefiting principles, and market-bound forces.

## **Can local REKO-rings play a part in a larger sustainable food provisioning system?**

Madeleine Bonow

Consumers' interest and valuation of local or locally produced goods has increased throughout the world. In line with the increased interest, LRF believes that local producers also have a desire to be able to sell their goods to consumers in the local market and in 2017 the Swedish Parliament made a historic decision on a national food strategy. The idea was that more Swedish food would be produced, i.e. that consumers would be offered a greater range of locally produced goods. This places demands on regional and local development and requires investments, locally, regionally, and nationally. One movement that has emerged that connects producers and consumers is the REKO- ring. The aim of this study is to explore if the REKO-ring can be part of a larger sustainable food provisioning system? The focus here is of the sustainability that is provided by the REKO-ring. An important question then is what do the REKO rings need to do to keep the movement “alive” and on a sustainable pathway? I have conducted ethnographically inspired fieldwork in which I combined interviews with observations, digital observations of websites, and surveys on two REKO communities in the county of Uppland. In the preliminary findings it is noticeably that it is hard establish a routine and to get the consumers to place an order, for instance it is hard to find a time and day of delivery that suits everybody, i.e., both producers and consumers. The REKO-ring is also dependent on certain products, to attract the consumers.

## **Making Vision a Reality: the Local Food Network REKO**

Heléna Lindström

With the shared vision of facilitating direct local food trade, producers and consumers come together at REKO markets. REKO stands for REjälKOnsumption, roughly translated to "fair consumption". With fair consumption at the heart of it, REKO embodies a vision to make local food trade more accessible and enable closer interaction between consumer and producer. The will to enact this vision has in turn lead to an innovative way of organizing local food markets, taking place in a digital space at Facebook, as well as "offline", in physical markets that mirrors the digital interactions. Today, there are more than 200 REKO market Facebook groups in Sweden alone. A REKO market is characterized by a low bureaucracy, non-profit orientation and focus on direct sales of locally produced food products. The REKO concept is not owned by any centralized organization nor patent: anyone willing to engage and adopt this market innovation is free to do so. This is in line with original goal of the first REKO market, to facilitate local food trade. By letting the innovation be free for any to adopt, the goal and vision itself is constantly being reached, as more and more consumers and producers get access to local food. REKO highlights how a goal is understood and translated by a multitude of actors, both human and non-human (here Facebook). Rather than being realized by the embodiment of a bureaucratic organization, the market actors create a network in which they organize together and enact REKO's vision and goal. This paper focuses on the how a vision-driven local food market innovation is made, through a network perspective.

## **The closeness of cultivation**

Nikolina Oreskovic

This paper presents findings from an empirical study about collective urban gardening which is part of a PhD project exploring urban collective gardening and its potential role in sustainability. This particular case concerns a local food system in the form of a community-supported farming cooperative (andelsjordbruk), stemming from a collective gardening initiative in central Stockholm. The paper describes the stakeholders involved in the creation and development of the cooperative. The findings demonstrate how a number of social values are associated with the practice of cultivation, including physical and mental closeness between producer, customer, and soil/earth, and how cultivation is presented and promoted as a concrete way to address challenges associated with climate change.

## **A lot can happen over coffee and tea: Swedish Fika, Afternoon Tea, Japanese Tea Ceremony, Turkish Coffee & Tea Ceremonies, and more**

Stina Almroth & Thomas Blom

Ceremonies centered around coffee and tea, while embodying culture, heritage, traditions, and community, tend to be overlooked in gastronomy. Our intention was to draw attention to the significance of such ceremonies. We were fortunate to gather eminent professionals and researchers who addressed British Afternoon Tea, Turkish Coffee & Tea, and Swedish Fika. Participants remarked on the friendly atmosphere in the meeting room, possibly resulting from a general delight over being able to engage with fellow participants who shared their passion for coffee and tea; and perhaps also reflecting the theme of the track. Common among the different coffee and tea ceremonies presented was an emphasis on the social value – communicated through statements such as, “As long as there is tea, there is hope,” and “A cup of coffee is the beginning of 40 years of friendship.” A Swedish participant concluded her presentation by sharing cookies that her mother had baked – with raspberry jam made from her own berries. Highlighting care as an important aspect of Swedish Fika, she audibly impressed and moved the audience. The presentations, which explored the role of national coffee or tea ceremonies in nation branding and destination marketing, brought out the significant potential for leveraging these ceremonies for such purposes. However, the consensus was that there is considerable untapped potential for achieving more. This combined exploration of different nations’ coffee and tea ceremonies proved useful – especially by bringing out and underscoring commonalities. Inherent core similarities related to hospitality and social interaction, values that would make these ceremonies quality as intangible cultural heritages – and in the case of the Turkish Coffee and Tea already had done so. It also became evident that each ceremony has a role to play in nation branding and destination marketing, and that this role could be larger.



## **Evolving traditions of British afternoon tea**

Paul Cleave

This paper investigates the concepts and traditions of British afternoon tea and focuses on the evolving regional (Westcountry) provision of a 'cream tea', which originated from rural, and farmhouse hospitality. The cream tea is strongly associated with the counties of Devon and Cornwall, and evolved from staple food stuffs of bread, clotted cream, and homemade jam which presented a commercial opportunity for enterprising households when the public began to travel for pleasure in the nineteenth century. Afternoon tea provided an affordable occasion for visitors to enjoy local produce (and the rich clotted cream) close to the place of production. The rituals and traditions of afternoon tea feature in Westcountry literature, for example, du Maurier, Rebecca (1938), Corelli, *The Mighty Atom*, (1896), and Reynolds, *A Poor Man's House*, (1909), each depict afternoon tea as a meal in the context of class, status, and gender. Whether farmhouse provision, or in tearooms and cafes, the cream tea has become an essential part of the food identity, destination and place branding of the region. Today, scones, clotted cream, and jam form a key component of the sophisticated 'afternoon tea' experience offered in Britain's luxury hotels. The hospitality industry sometimes markets British afternoon tea as a nostalgic evocation of a more leisurely way of life. It is presented as a tradition which evolved from a light meal between lunch and dinner, and the cream tea as an export of the perceived tradition of rural domesticity. However, with its etiquette, language, and social mores, British afternoon tea is a meal which tends to overlook its wider social and regional influences.

# Gastronomy – a powerful force of transformation

*Nature, however, loves to wrap herself in veils, and to stop us at every advance, and has concealed the laboratory where new transformations are affected. It is difficult to explain how, having determined that the human body contained lime, sulphur, and phosphorous iron, and the other substances, all this CAN be renewed every ten years by bread and water.*

– Jean Anthelme Brillat-Savarin

# **Culinary Curating – Art as/and/in Food**

Pierre Guillet de Monthoux

This will be a joyful, experimental, and performative Track, making ART hybridize with FOOD – by transforming our culinary capital Stockholm by dynamic new Art Food spaces. One example will be the restaurant BRUTAL-ISTEN turned by an artist into a Gesamtkunstwerk where Food and Eating aesthetically fuses into his complete artwork. Thus, we want our track sessions to reflect such CULINARY CREATION & CURATING. We play with the idea of having presentations as performances and shape participation to our track.

## **Agriculture as a tool to overcome the urban crisis of imagination**

Philip Linander

This thesis is a philosophical/auto-ethnographic/artistic inquiry into the beneficial aspects of farming, in the light of individualisation and commodification of society, as I show it to be a marginal experience of both identity and body. The following philosophers with respective concepts are used: Tim Ingold and Correspondence; Richard Shusterman and Somaesthetics; Mariana Ortega and World-Travelling; Joseph Beuys and the Extended concept of art. This experiential journey is captured in an artwork where bodily transformations are shown with repeat photographs of hands and upper body, along with daily video recordings of self-reflective kind, along with a hand-written diary. The thesis shows how body and identity are porous concepts, co-created in a larger horizon of experience and subject to multiplication through liminal, embodied experiences that are detrimental to the mainstream idea of ourselves as unitary and transcendental. To farm traditionally is to follow a set of extraordinary consequences catalyzed by the “rubbing up” of one’s own body onto the surface of the earth, constantly responding to them. It blurs the split between mind and body. Traditional food producers are here seen for their multitude of functions and relationships that sticks onto each other on a specific site. Accepted as such they constitute a tactical resource, a threat to the cartesian view of the self as unitary, which is also a threat to the hierarchical, mechanical and compartmentalized view of the world. Combining physical, social, ecological and technological aspects of the self, I try to manifest the holistic experience of an urban identity/body moving awkwardly towards a deeper understanding of the sustainability issues of our time.

# Creativity, Art, and the Culinary Arts

Patrik Engisch

In the last decades or so, the culinary arts have seen a notable rise in their cultural status and have now established themselves as a major creative endeavor. This phenomenon has made pressing the question of whether the culinary arts can, in some cases at least, count as art or bear artistic value. In this paper, I give a nuanced answer to this question. On the one hand, I argue that the culinary arts and art belong to a same family of creative endeavors, namely those that can not only display productive creativity (*i.e.*, a kind of creativity that improves on some already known value of a domain), but also super-productive creativity (*i.e.*, a kind of creativity that occurs new ways to be valuable in a certain domain). Such a similarity is striking and speaks in favor of treating the culinary arts as art. On the other hand, I argue that the culinary arts and art are dissimilar because the former remain tied to the sensorily pleasurable as an essential value. In other words, the culinary arts lack the unbounded freedom of genuine art, and this speaks against treating the culinary arts as art. Some might be disappointed by this result and be tempted to find ways to nonetheless treat the culinary arts as art. Instead, I will argue that we should welcome this result and rather try to understand the culinary arts on their own terms by narrowing down what is specific about the culinary arts as a distinct kind of super-productive creative endeavor.

## **Designing for all senses, the importance of the artifacts to the meal experience**

Erika Lagerbielke

This presentation addresses the importance of the artifacts to the meal experience from a sensory and a social perspective, also gastronomy as an artform. Among the artifacts on the table are the drinking vessels. This author has extensive experience of designing glassware. Designing wine glasses is about aesthetics and trends, but also a sensory issue. All senses are engaged when experiencing a drink of wine, touch, sight, hearing, smell, and taste. The same wine will taste different in glasses with different design, largely depending on how the perfume is perceived. The sensory analysis is objective, but the experience is individual. The objectively perfect wine glass may not be everybody's preference. Customers also make buying decisions based on norms and trends, such as an increasing demand for sustainable design. Food and drink are about life and death, the field of gastronomy deals with vital questions through artistic processes and methods. Gastronomy presents itself as an artform through meals created with the ambition to explore new ground. At the table we communicate who we are and whom we would like to be, through our choices of food and drink as well as how the meal is composed with selections of artifacts, how the room is set and social decisions, such as whom to invite. In the play of life, that the mealtime is, the combination of these different choices is what stages the meal. Once we are saturated, we will soon engage in the staging of the meal. Better understanding of these mechanisms may create greater opportunity to contribute the future development of the field.

# **Food Supply Security – from a Consumer Perspective**

Jenny Asplund

Security of food supply has turned into a burning topic for Sweden. Up until the end of the cold war, the Swedish government had a detailed plan for dealing with food supply disturbances, including rationing and stock keeping. Today, there are no such plans, and the process of rebuilding the security of food supply is currently ongoing with several governmental investigations and private initiatives. At the session organized by The Royal Swedish Academy of Agriculture and Forestry (Kungl. Skogs- och Lantbruksakademien, KSLA), security of food supply was discussed from different perspectives. Firstly, the food supply chain is very vulnerable and under constant threat from the adverse climate change effects and increased geopolitical turbulence. To ensure profitability, the food value chain has become concentrated to large but few sites, where a discontinuance of production can greatly impact the national food supply. Secondly, the new Nordic Nutritional Recommendations are currently being adopted in Sweden. However, the recommended intake of vitamin C, vitamin D, selenium, iodine, and the recommendation to consume pulses and nuts, cannot be fully met solely through domestic food production. Lastly, a discussion on whether these turbulent times have increased consumer awareness of the vulnerability in our food system followed. Despite an increased focus on low-price, 69 % of consumers state that they chose Från Sverige-labelled food to contribute to the ability of maintaining a Swedish food supply. This, according to an attitude measurement study from 2023. Key takeaways from this much appreciated session, was that the desire to strengthen the robustness of the food system is present, but focus must be on maintaining the flow through the value chain and increasing consumer awareness of the significance of a domestic food production.

## **Is there a need for improved food security from a consumer perspective?**

Peter Normark

The last years' challenges to the areal sector, such as the 2018 drought, the pandemic and its consequences, cyber-attacks on critical infrastructure and the ongoing war in Ukraine, has made security of supply a key topic. Several investigations on security of supply and total defence have been initiated – some ongoing and some presented – and private sector companies are constantly working on their own resilience. KSLA's knowledge and experience about the areal sectors is deep, and it is therefore important for the academy to be active on the security of supply topic. Peter Normark, the secretary general for the Royal Swedish Academy for Agriculture and Forestry (KSLA) will talk more about the background to why the Academy has started a two-year Program for security of supply.



## **Food supply in times of crises**

Jenny Asplund

Up until the end of 1990, Sweden had a well thought out plan for security of food supply in times of crises. When the Cold war ended this plan, and all the infrastructure around it, was demounted. Today there is no national plan or strategy for maintaining and securing food and water for the population in Sweden in times of crises. Jenny Asplund, project manager for the KSLA program, will present an overview of the vulnerabilities and threats to our food supply, and how the structure has changed over the course of the past decades. She will also do a brief lookout towards Finland and how they handle their security of food supply.

## **Are we able to get the nutrients we need solely from domestically produced food?**

Åke Bruce

The new Nordic Nutrition Recommendations (NNR) were published during 2023 and are now being implemented in the Nordic countries. The Swedish Ministry of Rural Affairs and Infrastructure has asked the National Food Agency to analyze how the environmental sustainability aspects can affect Swedish food production and especially focus on food in times of crises and war. But to what extent will the new recommendations make it possible for Sweden to be self-sufficient of all the nutrients and foodstuffs needed? Åke Bruce, former vice president of KSLA, will highlight some of the key aspects in the new NNR from a self-sufficiency perspective and the possibility for Sweden to supply these nutrients. Perhaps this could develop new fields of agricultural production in Sweden?

## **Do wars and conflicts make us more aware of the food we consume and the choices we make in stores?**

Ulrika Norvell

During the Covid pandemic, people sought comfort through well-known meals and recipes. Online searches for traditional Swedish husmanskost, and grandmother's old cookbook in the attic were moral support during these times. But have these times of crises also made us more prone to find locally produced foods? Ulrika Norvell, acting CEO at Svenskmärkning, will talk about the consumer attitude to Swedish-produced food in troubled times with increasing costs for households and how the daily choices in the stores can strengthen the competitiveness of the Swedish food chain and reduce the vulnerability of the Swedish food system.

# **Eat Drink and Pray: Study of Religions perspectives on Religion and Meals**

Jenny Berglund

The Eat, drink and Pray track consisted of 13 presentations on various aspects of religion and meals. While the consumption of both solid and liquid nutriment always has been necessary for human survival, over the course of our sociocultural development, what we consume or avoid consuming, as well as why, how, and when we consume it, has taken on great meaning for various groups of people. The discussions in the track centred on these questions and showed that for many religious traditions, the simple act of preparing and sharing meals has been a highly significant aspect of their social and ritual behavior. Indeed, the consumption of food and drink can be understood as a cultural feature that markedly contributes to the construction of religious identity. More broadly, we can conclude that religion is often constructed, internalized, normalized through various aspects of food consumption, and that what we consume is regulated by rules that not only form group identity but also help to structure societies and cultures. Through analysis of religious doctrines and practices that focus on what we consume and how people prepare and partake of meals, we discussed how the study of food and drink can make us better understand how religion is enacted in social settings. We explored the interrelatedness of meals and religion across diverse religious traditions, geographical areas, and historical periods. Diverse interpretations to vegetarianism and alcohol were also discussed, since these stood out as interesting examples of shifts in interpretation in relation to social settings.

## **The world is greater than the human beings**

Martin Lind

The world is greater than the human being. A greater international conference took place in the year 2000 in Cuernavaca in Mexico. It was about a geological program around the sum of existing ecosystems. At this occasion the Dutch Nobel Laureate and the chemist Paul J. Crutzen (1933-2021) proposed that the geological epoch Holocene should be regarded as finished and replaced by a new epoch which ought to be called Antropocene. Crutzen claimed that human beings during the last centuries for the purpose of their own have misused the resources of the earth as if the entire existence was solely about human welfare. Such an approach overlooks nature's own conditions as well as the conditions of animal and vegetation. Now you may raise the question in what way it could go so bad. Which were the reasons for the human neglect of the wholeness perspective. How could human beings overlook the development that almost everything happened on human terms neglecting almost all other interests on our earth? A simple and unambiguous reply seems not possible to find. But we might find puzzle pieces with enough interest.

## **Teaching religion through food and meals**

Jenny Berglund

In Sweden, religious education (RE) is a mandatory non-confessional school subject taught to pupils of different backgrounds in the same classroom. From a global perspective this is a fairly unique system since in most countries, religious education is a school subject where pupils are divided according to religious belonging. Although there are benefits with the type of RE that Sweden provides, there are also challenges. One such challenge is what is commonly described as the “world religions paradigm” where religions are presented as conform boxes, stereotyping the adherents. In this presentation I show that a focus on food and meals in religious education can be a way to counter such challenges. When doing this I use examples from Islamic law.

## Food as a sign of true piety and political tool in the ‘Abbasid era

Susanne Olsson

During the early ‘Abbasid era, several interpretations and practices of Islam flourished and were in competition to gain interpretative authority. Some opted for discussions to convince others of their truths, other relied more on practice, to show through their conduct what was considered a true Islamic life. One Islamic duty that was stressed was the obligation to command good and forbid evil (*al-amr bi al-ma'rūf wa al-nahy 'an al-munkar*). How this was to be performed in practice was answered in different ways. Some advocated violent attacks and verbal abuse against those considered wrongdoers. Some advocated withdrawal and quietism. In this paper, we will look at how food and eating were used as signs of true piety, but also functioned as political tools. The focus will be on the biography of the strict puritan Traditionalist Ahmad Ibn al-Hanbal (780–855).

## **‘Conserving a Kosher Tradition: The History and Preservation of Jewish Food Practices in Ireland since 1881’**

Angela Hanratty

This research examines the historical food practices of the Jewish population in Ireland and the extent to which these have been preserved. Part of this exploration will focus on the diminishing numbers of Jews on the island, and the increased reliance on imports from British cities, as a result of a move away from home cooking towards convenience foods in the latter years of the 20th century. The impact that Brexit and the Northern Ireland Protocol has had on the food traditions of the Irish Jewish community will be considered. A brief history of the opposing political views in Northern Ireland will clarify why the protocol was deemed necessary. Key members of the Jewish community in Ireland will be interviewed, while various media reports will be examined, including comments from former Secretary of State for Northern Ireland, Brandon Lewis, and from former British Prime Minister Boris Johnson, on the negative impact the protocol had on the Jewish community in Northern Ireland. The paper will draw conclusions on the effect of the recent political upheaval on the food traditions of the community, and the options available to preserve this disappearing culture. This research will not only make an important contribution to the social history of the Jewish community in Ireland, but will also add to the growing body of work on food history and practices on the island. The study of the Jewish experience will offer an original and alternative interpretation of the traditions around food that exist in Ireland, and highlight the challenges that come with attempts to preserve these rituals, despite the development of an increasingly multi-cultural society.



## **Shojin Ryori: The Traditional Dining Style of Zen Buddhist monks in Japan**

Benedicto Marinas

The cuisine that many gastronomes consider to be the world's most sophisticated is largely ignored in the country that elevated it into one. Shojin Ryori, the traditional dining style of Buddhist monks in Japan, is devoured by the fast-food chains that proliferate in the nation of more than 120 million inhabitants. Shojin Ryori is delicious — and definitely much healthier than a meal of hamburger, French fries and soda. This should have been more than enough to make it the most favored diet in the country globally known for its robust appetite for delicious, nutritious food. But Shojin Ryori is a Japanese creation: its simplicity secretes layers of complexity; its unpopularity is sheathed in enigma. Before the arrival of Buddhism in the 6th century, Japanese were meat eaters. At the advent of Buddhism, the Japanese avoided consuming meat. They may have not succeeded in totally eliminating meat in their eating habits but the intention was strong. This went on for more than 12 centuries. The fundamental tenet of Buddhism forbids its followers to cause any suffering for all sentient beings, including animals. It prohibits the destruction of life. Buddhism also believes in reincarnation. Humans can spend their next incarnation as another creature, including the animal they ate. Buddhist principles shaped the Japanese culture in the early part. Its respect for life was essential in embracing a meatless diet. In 675 A.D. the first official decree that banned the inclusion of beef, chicken, pork and others in their eating habits saw the light, courtesy of Emperor Tenmu. This prohibition would be embraced and it was integrated into the native Shinto beliefs.

# Gastronomy and Social Life

Nicklas Neuman

In the social organization of human life, food and eating are central. Societies form in close connection to its food production and provisioning, and social communion (or exclusion) evolve through our meal patterns. Gastronomy, defined by Priscilla Parkhurst Ferguson as ‘the socially prized pursuit of culinary excellence’ (2004, p. 84), inevitably entail aesthetic, moral and material dimensions to food and eating that is out of the ordinary. This has profound implications for social relations, implications at the core of this track. We invite scholars from all fields with an interest in the social significance of gastronomy as defined above. Themes of interest can be, but are in no way limited to, how gastronomy organizes markets, the changing nature of sociability in a la carte restaurants (e.g. trends of eating out alone or promotion of social dining), the aesthetization of everyday eating patterns, gastronomy and social differentiation (e.g. the changing social status of the chef or the intersectionality of kitchen work), gastronationalism and gastrodiploacy, gastronomic experience in online interaction, or fine dining in times of economic disruption. Contributions can be in the form of original empirical work, modelling or scenario-based studies, literature reviews, or theory development.

# How Discourse Structures Social Dynamics in Natural Wine Tasting

Thomas Dufresne-Morin

A more inclusive approach to wine is opening new possibilities in a cultural forum that has long been associated with elitism. Discourses on natural wine are rapidly transforming social dynamics in wine drinking. Language in wine tasting has long served individuals wishing to signal knowledge, but natural wines are blurring the lines between expert and amateur by introducing new vocabularies and audiences. Natural wines' openness to taste fluctuations transform the way people socialize around them. In this theoretical contribution, I analyze the intersection of wine and narrativity to highlight the role of discourse in communal natural wine tasting. Bridging academic theories with para-academic perspectives on natural wines is essential to understanding the social dynamics produced by discourse. I combine postcolonial literary perspectives with winemaker Anders F. Steen's observations in *Poetry Is Growing Our Garden* (2022) to unveil the fundamental differences between the discourses structuring natural and conventional wine. Steen provides first-hand knowledge of the entanglements between how wines are made and how they are talked about. I nuance his ideas through decolonial researcher Julietta Singh's conception of mastery as "situated at the threshold of matter and narrative" (2018), and feminist scholar Erinn Gilson's concept of vulnerability, which she presents as a universal openness to being affected (2011). I show that natural wines, thanks to their indeterminacy, are open to being narrated through the drinker's affects and emotions, in contrast to conventional wine tasting, which emphasizes categorization. Natural wine's broader discursive range is what makes it more inclusive in communal tasting. I suggest it therefore serves as a useful model for decolonizing and de-classifying wine and food culture more generally.

## Vegan Gastronomy in France

Michael A. Johnson

In a 2023 episode of the France Culture radio show, *La Terre au Carré*, about plant-based gastronomy, host Mathieu Vidard asks food sociologist Eric Birlouez to unpack the socio-cultural significance of the first-ever Michelin star attributed in 2021 to a vegan restaurant in France. Birlouez explains, “Well, just a few years ago [plant-based gastronomy] would have been a perfect oxymoron. How can one associate veganism with gastronomy in a country that is still extremely culturally attached to meat? [my translation].” Indeed, as Michaela DeSoucey demonstrates in her study of foie gras in France, the French gastronationalist project upholds local artisanal production as a bastion against the homogenizing forces of neoliberal globalization. As a result, veganism is often perceived through the French gastronationalist lens as a foreign import, a threat to artisanal production of cherished national foods, and thus ultimately a threat to French national identity. Even though it represents a radical departure from established gastronationalist norms in several important ways, French vegan gastronomy nonetheless expresses a deeply French culinary ethos and participates in a new kind of gastronationalism, I argue. A snapshot from a larger project on vegan gastronomy in France, this paper examines cultural artifacts from the past four years, including chef-proprietor of France’s first Michelin-starred vegan restaurant Claire Vallée’s cookbook, *ONA: Origine Non-Animale: pour une gastronomie végétale* (2022), France Culture radio shows investigating plant-based gastronomy, and two recent studies on the eating habits and attitudes of French people conducted by France AgriMer and INRAE, l’Institut national de recherche pour l’agriculture, l’alimentation et l’environnement.

## Comfort in Crisis: Recipes for Sweets in World War I

Helga Müllneritsch

In March 2021, a member of the public in Germany decided to find a new home for a manuscript cookery book that had been started by his great-grandmother in March 1894. He agreed to provide background on the manuscript (Bischoff, 2021) and indeed was delighted to engage with the family history. Of particular note are 22 recipes belonging to a section entitled “War Cuisine” [Kriegsküche] and marked “18th January 1918.” Suffering from severe shortages due to a British blockade, German authorities during this period had made repeated attempts to rationalise food distribution, including, for example, the “Kriegskochbücher” [War Cookery Books], which were intended to educate the masses on the then new understanding of nutrition, including the necessity to consume an appropriate amount of calories from carbohydrates, fat and protein without producing unnecessary waste (Perry 2019, 22; 26-28; Teuteberg 2011, 66). This study of the handwritten manuscript, which was added to and used throughout World War I while the author lived in what was then Alsace-Lorraine, will analyse the function of recipes during times of global crisis, and especially the attempt to create ‘everyday peace’ (Mac Ginty 2021) through the re-creation of dishes that symbolise familiarity and safety in the middle of conflict and food scarcity, as women baked cakes made out of oats and malt syrup, and drank coffee made of dried turnips or chicory root, even while food nutritionists might have wished the populace to be more rational about their food choices (Perry 2019; Teuteberg 2011, 66).

## **Excessive artification: policing and challenging the boundary of food and art in elite gastronomy**

Jonas Bååth

In recent decades, elite chefs have increasingly come to be cast as ‘artists’: inspired persons – sometimes geniuses – who have great ideas and materialise them as conceptually daring works – dishes, menus, and restaurant concepts. However, food writers, chefs and diners regularly critique and scorn such gastronomic creations for being ‘too much art’ and simultaneously ‘too little food’. By analysing food literature by Swedish elite chefs and food writers, the article examines this contentious relation of art and food, asking the question: how does the boundary of food and art in fine dining work? To answer the question, the paper uses valuation theory to examine boundary works in the food literature and uses them to engage with the theory of artification – the institutional process of valorising and distinguishing certain forms of aesthetic expression as art and similar such forms as non-art. The preliminary analysis suggests that the contentious relation of food and art emerges as gastronomic creations transgress beyond conventional conceptions of the meal as a both material and socio-cultural event. Thus, presenting food-art in the form of a meal seems to provoke also elite gastronomy diners, because it betrays the conventional expectations on a meal, seemingly leaving the diners feeling deceived or experiencing the event as a parody of a meal.

## **What's on the Menu Card: Performance and Representation of South Asian identities in Stockholm through restaurant menus**

Mohini Mehta

Diasporic identity represents a twofold characteristic – the act of assimilation in the new country of residence, and performance of identity from the country of origin (Aulja, 2000; Bhatia & Ram, 2004). Food becomes the marker of performing the intersectional identity. For the fellow members of diasporic community, food carries the cultural currency of nostalgia, familiarity and the (arguable) taste of home, while for others it becomes a medium of gastrocultural exposure. Several South Asian restaurants in Stockholm play around some of the globally recognized geocultural characteristics through their names, ambience and culinary offerings. This performance also reflects through their menus, which offer the experience that hinges on stereotypes, sense of familiarity or alienation, and innovation through fusion. My proposed ethnopoetic paper/performance will entail a content analysis of the menus of different South Asian restaurants in Stockholm, along with an ethnography of some of these restaurants to elucidate on how the food offered in these ‘foodspaces’ (Johnston, 2009) could be a marker of multifaceted identities performed for different sets of clientele. I also intend to look into the areas of contention, debate and agreement around the argued territory of ‘authenticity’ among different clients these restaurants cater to. Lastly, the ethnopoem will highlight which socio-religious groups and sections of South Asia are represented through their food in these Stockholm restaurants, and what does the void or absence of representation tells us about the demographics of this diasporic group. The findings will be presented in the form of ethnopoetry, a method of academic enquiry that documents the experience of both the participants and the researcher through the process of conducting the research (Islam, 2019).

## **Marketing ‘Singularities’ of Istanbul: Ethnographies of Food Tours**

Nimrod Luz

Food markets have traditionally been the gastronomic centers of cities as well as a valid reflection of their past, present, and surely culture and politics. Istanbul’s food markets generally conform to this description and in recent years under the mounting global interest in the city’s foodscape (as might be inferred from the recent Michelin Istanbul guide) they also serve as the focal point for numerous culinary tours. In this lecture I explore the ways the city is marketed in both its food related venues and the culinary tours which explore them. To that end, I Follow Karpik’s conceptualization of economies of singularities which means to suggest a global economy that invoke a romantic notion of the local and aims to appeal to an urban-global middle-upper class. My ethnographic exploration of food tours and markets in Istanbul demonstrate how the city is produced as unique, multidimensional, and incommensurable. This is mediated through culinary tours and their guides, which provide by and large highly a-political images and narratives of the city. While doing so, the pursuit of (allegedly at times) authentic, high-quality food as mediated by these local agents downplay controversial political and environmental issues while also promoting waste. As these types of tours are becoming a global phenomenon and cater to usually affluent customers the challenge that lies ahead is surely: can they, indeed are they supposed to, market different socio-cultural-political messages?



## **Distaste as a moral discourse?**

Maria Frostling

Taste and distaste are both important parts of our relations with food. Whereas taste has been extensively researched, distaste has attracted far less interest. However, if one wants to understand taste, distaste is vital to understand. Hence, in order to contribute to taste as a theoretical construct, it is of utmost importance to understand the concept of distaste. Distaste can have different forms: gustatory distaste (elicited by unpleasant tastes), basic disgust (contaminants) and moral disgust (unfair treatment). The few studies conducted on distaste have addressed distaste from various academic perspectives. From a psychological perspective there are some studies highlighting the perceived contamination aspects of food. There are further several studies stressing the importance of understanding disgust as a system that evolved in order to avoid diseases. From an anthropological perspective disgust is considered a mirror of desire, and food in relation to identity and difference is discussed which can encompass both consumption and non-consumption. Sharing a similar distaste, as a moral discourse, can form the foundation for identity and social inclusion. Rejection and distaste are therefore more important than taste and consumption in making social distinctions. Hence, you are more defined by what you don't eat since identity and social boundaries are created through practices of non-consumption. The paper discusses distaste as a moral activity, an activity in which identity can be both formed and maintained. The paper also discuss distaste in relationship to concepts such as disgust and neophobia.

## **Insects on the plate – from disgusting to a food delicacy?**

Maria Nyberg & Lilia Pianella

Putting insects on the plate with the ambition to experience a delicious meal, might be an uncomfortable thought for many people in the Western world. The resistance is still profound even though insects have a long history of being consumed as human food in different parts of the world, and are legally sold and consumed in European territory, including in Sweden. Consumer attitudes and perceptions on insects as human food are often characterized by a balancing between the perceived edible and non-edible, as part of our relation to unknown food. Several studies have focused on acceptance and willingness to try eating insects and a number of fine dining restaurants and well-known chefs have served dishes with insects. However, when exploring insects in the field of gastronomy, it is also of interest to investigate what would make insects part of an everyday meal experience. Empirical data from primarily two different qualitative studies will be presented: the first study conducted with children in pre-school in Sweden, highlighting how young children used and associated to imagination and curiosity when thinking about insects on the plate. Findings will also be reported from a recent study where insects were explored as a food delicacy using Italian culture as a tool. The connection to culinary identity could be a strategy to connect to familiarity, as well as to what is perceived to be both safe and of high-quality food.

## **Sensing sociality: Food in the life of patients with persisting chemosensory dysfunctions after COVID-19**

Nicklas Neuman, Elin Lövestam & Pernilla Sandvik

As human beings, we move through life with our senses. Hearing, seeing, feeling, smelling, and tasting are all central to how social life is organized. A disruption in one or several of these senses will therefore disrupt sociality. An example of such a disruption that has affected many people in the recent years is smell and taste alterations – chemosensory dysfunctions – caused by COVID-19. We have interviewed 30 patients (25 women and 5 men) from a clinic specialized in chemosensory dysfunctions that opened up during the pandemic. All participants developed their problems after having COVID-19, but the intensity and type of symptoms differed profoundly – from minor inconveniences with decreased sensory perceptions, to devastating disabilities from severe taste and smell distortions. Interviews were focused on the participants' encounters with healthcare, the trajectory of their symptoms at the onset until the time of the interview, everyday (mainly food-related) practices, experiences, and strategies, as well as their thoughts about the future. This particular analysis focuses on social relations, especially concerning food and meals. Among other things, the participants spoke about the realization that “food is everywhere” in social interaction, the ways that social relations were managed when food was or could be involved (e.g. avoiding restaurants, not eating with colleagues, eating prior to a shared dinner out of worry that the food there would be inedible, eating despite not enjoying it, etc.), and relying on social support from people with awareness of their situation. The findings are discussed in relation to sociological questions about commensality and the everyday life of living with a chronic illness.

# Gastronomic landscape and biosphere stewardship: Food as a tangible entry point for revitalizing landscapes and equitable food system transformations

Amanda Margareta Jonsson

The track was anchored on the concept of *Gastronomic Landscapes* i.e., emphasizing the interactive feedback between landscapes that are governed, managed, or cared for to enable culinary development that enhance landscape resilience and food system sustainability (Jonsson et al. *forthcoming*). The three sessions showcased the breadth and different meanings of gastronomy of relevance for landscapes, focusing on a) gastronomy as space for sustainable and equitable food system transformation; b) gastronomy for landscape stewardship; and c) transdisciplinary meanings of gastronomic landscapes. The first session centered on exploring transformations through purposeful design and re-imagination of practices and narratives from both the Global North and South. Presentations spanned a broad range of contexts and scales in which gastronomic landscapes can be explored: from daily food habits, professional kitchens, indigenous foodscapes, to blue-foods-focused national coalitions. The presenters attended to questions of agency, power and justice, which sparked meaningful discussions among participants on our different roles in gastronomic landscapes. The second session zoomed in on present challenges and solutions that exist when working towards sustainable food system transformations in globalized and standardized contexts. The presenters explored the importance and challenges of artisanal cheese production, looked closer at the probiotic turn within gastronomic landscapes with emphasis on the microbiome and underutilized crops. The discussions focused on the importance of enabling and promoting adaptive capacities among food system actors and celebrating the sometimes either hidden, forgotten, and taken for granted aspects that underpin our food systems. The final session offered a collaborative and creative opportunity to think critically about gastronomic landscapes. A panel of a chef, gardener, farmer and researcher offered their perspectives of gastronomic landscapes and then worked together with ses-

sion participants to map out gastronomic landscapes from different perspectives, highlighting strengths and weaknesses of the concept which will be used in its further development.

## **Indigenous, local and a supergrain!: Mabele (*Sorghum bicolor*) as an entry point towards indigenous sustainable gastronomic landscapes.**

Batlhalifi Nkgothoe

*Indigenous, local and a supergrain!:* Mabele (*Sorghum bicolor*) as an entry point towards indigenous sustainable gastronomic landscapes. Locating the balance between consumption and production for the Anthropocene, remains a key area of priority within sustainability discourse. Interestingly, no other area is as relevant for focus as the current food system. The gastronomic climate of the contemporary globalised world is one of the biggest stumbling blocks in humanity's desire to create equitable and just kin with nature. The current global food system, birthed during the green revolution, extensive inclusion and role of capital and natural resources exploitation, is one of the worst social-ecological crises of our time. Paying particular attention to foodscapes is one of the best entry points in imagining what a transformed sustainable food system that serves the Human-Nature interaction equally, could look like. By honing in on food practices, stewardship, dietary choices, and various other indigenous-sorghum-gastronomic activities, this paper brings attention to indigenous foodscapes as a valuable addition in the growing discourse surrounding positive gastronomic and stewardship related works. My argument centres the sorghum grain foodscape as part of a rural food system in a remote village of the North West Province, South Africa. The paper makes use of data collected from a qualitative study that employed purposive sampling in the abovementioned rural context. This paper offers that indigenous food narratives and gastronomic foodscapes, as in the context of sorghum management practices, are critical imaginary tools in rethinking some of the issues pertaining to gastronomic landscapes as they relate to broader sustainability challenges and discourse.

# The gastronomic potential of forgotten crops, heritage varieties and landraces

Szymon Lara & Amalia Tsiami

Global levels of agrobiodiversity are decreasing, leading to food and nutrition insecurity, loss of dietary diversity and negative implications for culinary heritage. This is partially due to the homogenisation of the global food supply. The standardisation of food systems after the green revolution had many implications, such as the loss of ingredient variety; as a result, 90%, of today's global food production originates from just 15 crops and many of the minor-crops and traditional varieties have been lost or diminished from consumer plates. The study is based on a mixed methods approach, firstly it includes a case study on the sensory characteristics of 10 UK forgotten pea varieties and comparison to their commercial relatives (1) This has been carried out using the TA.XTplus 100C Stable Micro Systems' Texture Analyser, (2) sensory analysis with a 15 person trained panel (descriptive test), (3) preference/acceptance analysis with 140 untrained panellists (affective test). The second method consisted of a systematic literature review of peer reviewed articles on the sensory characteristics, culinary applications, and gastronomic potential of forgotten crops versus their commercial relatives worldwide.

## Main Findings

- **Texture Analysis:** These crops contain unique texture characteristics such as higher puncture thresholds, elevating the consumer desirability.
- **Sensory Analysis:** Many forgotten crops/varieties, when compared to commercial cultivars, have greater flavour profile and higher consumer acceptability.
- **Systematic Literature Review:** Many of these forgotten crops are cultivated and consumed on micro scale in local food systems, often correlated to culinary heritage, orphan traditions and heirloom seeds passed on from generation to generation. Their sensory, organoleptic, nutritional, and societal characteristics tend to be superior to their commercial cultivars.

## The case of illegal cheese

L. Jamila Haider, Julia Rouet-Leduc, Laura Pereira & Präa Sepp

Coming over a ridge at 1800m, I approach the Alm hütte (hut at the summer pasture), reachable only by foot. Cows graze on herbs and flowers in the meadows around the hut. At the Alm, I'm served fresh raw butter milk, and a 6-week old Schnittkäse. These experiences are now few and far between as farmers struggle to meet sanitation standards at the summer pastures. The modernisation of food processing, such as pasteurization has had remarkable benefits over the past 150 years, including playing a major role in reducing foodborne illnesses. On the flip side, ultra-processed food is a major culprit of many health problems. Artisanal foods, such as unpasteurized butter and cheeses are on the rise. Such artisanal foods contribute not just to the enjoyment of food, but also to the preservation of biocultural diversity, or gastronomic landscapes. High mountain pastures and meadows, hold an important cultural and ecosystem value in Europe and are dependent on grazing animals. The producers, craftspeople, who produce these foods face increasingly stringent sanitation regulations, to the point where many of them close. In Gastein valley in the Austrian Alps, over half these producers were shut down in the summer of 2019 for not meeting sanitation standards. Meeting sanitation requirements in century old huts without electricity is a monumental challenge, and it is easier for most farmers and producers to stop their cheese-making practices all-together. A few farmers have managed to adapt their practices sufficiently to continue producing cheese at the summer pasture, by 'bending rules'. In this paper we investigate the role such 'illegal' cheese plays in maintaining biocultural diversity and gastronomic landscapes.



## **Roadside and backyard apples in Bergslagen, central Sweden — a latent gastronomic landscape**

Magnus Westling

Bergslagen is a region characterized historically by the work of Bergsmän (mining peasants), Finns (labor migrants) and industrial ironworks, as well as by the landscape of lakes and dense forest. There is also a rich tradition of beverage production in Bergslagen; home to two of Sweden's largest breweries alongside numerous small-scale breweries focusing on fermenting locally sourced foods such as birch sap, blueberries and honey. The region's forests and local traditions serve as valuable sources for these products. However, the potential of roadside and backyard apples has often been disregarded. Strikingly, estimates suggest that across Sweden, amateur growers yield approximately ten times the quantity of apples compared to their professional counterparts. These apples thrive in various gardening settings, yet there are challenges associated with their commercial exploitation, particularly regarding harvest and distribution. In fact, more than twice the number of apples rot away on the ground compared to what is available in the commercial market. In this study, we employ an action research methodology to explore and improve a product development process, tailored for minimal-intervention cider crafted from surplus fruit. The objectives are two-fold: first, to establish and implement an approach to product development that facilitate the sustainable utilization of surplus fruit resources in Bergslagen; and secondly, to reveal an overlooked gastronomic landscape that encompasses private houses and their adjacent gardens. The findings of this research contribute to the concept of gastronomic landscapes by emphasizing the importance of local resources, community involvement, culinary innovation, and sustainable practices. It sheds light on the overlooked potential of roadside and backyard apples, revealing a hidden gastronomic landscape within Bergslagen.

## **Gastronomic Landscapes and Biosphere Stewardship**

Amanda Margareta Jonsson, Jamila Haider, Laura Pereira, Alexander Fremier, Carl Folke, Maria Tengö & Line Josefin Gordon

As a result of years of increased rationalization and consolidation of food systems, the knowledge, and skills of many actors in food value chains, especially those linked to smaller-scale traditional and artisanal production, processing, and cooking, have rapidly been eroded, despite the resilience that such knowledge and skills could offer. Following, a transformation of our local and global food systems has been argued essential to decrease humanities pressures on earth system boundaries. Here, we suggest using gastronomy as a lens and potential entry point. Through it, we highlight how culinary craftsmanship and innovation hold potential to drive biosphere stewardship that can contribute to more biocultural, diverse, and resilient landscapes. In the paper and session, we present the concept of ‘gastronomic landscapes,’ i.e., landscapes that are governed, managed, or cared for to enable culinary development while having substantive value for landscape resilience and food system sustainability. We suggest three main characteristics of such a gastronomic landscape; locality, diversity, and quality. By using diverse cases representing different knowledge systems and landscapes across the world, we highlight and exemplify the breadth of gastronomy and how it is linked to landscapes. We argue that thinking and acting in line with gastronomic landscapes can help build resilience and food sovereignty over time and offer a helpful conceptualization for further studies. In the session we will first present the concept of Gastronomic Landscapes to then use it as a backdrop for further discussions and invite diverse voices to discuss and work with the concept to discover, play with, and disentangle if, how, where, and when the concept can be useful.

# Gastronomy and territorial development: gastro-diplomacy and national/regional branding

Óscar Cabral

At this session we delved into the aspects of gastronomy that allows cultural, political and mutual understanding through food, fostering the institutional cooperation and the awareness of the other's culture in a tasty manner. Starting with the "Taste Diplomacies", different concepts have been debated with the audience since they are not exactly the same. We had the opportunity of building upon the concepts of "gastrodiplomacy", "culinary diplomacy" and "food diplomacy" as interconnections of State functions, public policy and gastronomic culture to strengthen a territory's positive image abroad, through different channels, and with different purposes. Speaking about "culinary diplomacy", one of the presentations dealt with a case study of a State Banquet in Ireland, prepared to receive HM Queen Elizabeth II, bringing into the discussion the *mise-en-scene*, the semiotics and the identitarian interactions behind the preparation of such important diplomatic meal and all of its aspects. The power that lives in food was also debated as a promoter of intercultural understandings alongside with the tensions when its used, e.g., in different backgrounded refugee meals. Finally, the discussion included an autoethnographic analysis of an Irish former tourism officer in what comes to the policy-making challenges of food tourism policies and actions design and implementation.

## **Culinary Diplomacy, Politics and Gastronomy: An Irish State Banquet Fit for the Queen**

Elaine Mahon

In early 2011, Ross Lewis, Chef Patron of the Michelin-starred Restaurant Chapter One in Dublin, Ireland, was asked by the Irish Food Board to create a menu for a high-profile banquet. The name of the guest of honour would only be divulged several weeks later after vetting by the protocol and security divisions of the Irish Department of the Taoiseach (Prime Minister) and the Department of Foreign Affairs and Trade. Lewis was informed that the menu was for the state banquet to be hosted by President Mary McAleese at Dublin Castle in honour of Queen Elizabeth II's visit to Ireland the following May. He was given the following brief: the menu had to be Irish, the main course had to be beef, and the meal was to represent the very best of Irish ingredients, all of which had to be sourced on the island of Ireland. It was less than fifteen years since the signature of the Good Friday agreement, prior to which the state visit of a reigning British monarch to Ireland would have not been considered possible. The visit was therefore highly symbolic, and the state banquet in particular was a highly orchestrated and formalised process, carefully curated to represent Ireland's diplomatic, cultural, and culinary identity. This paper will discuss the semiotics of culinary diplomacy within the context of the state banquet for Queen Elizabeth, how the event provided an exceptional showcase of Irish culture and design, and how the menu, which would later be described as 'Ireland on a Plate', was created.

## **Inside Food Tourism Policy development – a practitioner’s perspective**

John D. Mulcahy

The process of public policy development is challenging in any sector of an economy. It requires consultation and collaboration between diverse and disparate stakeholders, usually civil servants, politicians, businesses, all of whom have very different agendas and disparate ideas on what success looks like. Tourism policy is even more challenging. Although tourism is referred to as ‘the tourism industry’, tourism is actually comprised of a disparate collective of interdependent industries, interest groups, and elements of the State, characterised by varying degrees of fragmentation, specialisation, and diversification. Food Tourism policy, if it exists at all, adds a further layer of complexity by converging on the nexus of where food and tourism interact. Furthermore, there is a lacuna in the anglophone literature on the specific subjects of both tourism policy and food tourism policy development. This paper therefore seeks to open up a discourse on these specific subjects by presenting an autoethnographic perspective, the voice of a practitioner, informed by four decades of experience in the tourism and hospitality sectors, in a government tourism agency, in State hospitality skills education, and as an academic. This perspective will closely examine how those disparate parties, with their distinct relationships, networks and operating environments, regard food and tourism, while they sustain the orthodox tourism paradigm that emphasises economic benefits and marketing outcomes rather than political, social, cultural, environmental objectives. It will argue that there needs to be a more critical analysis of three stakeholders in particular: the ‘industry’, politicians, and the public administrators. In doing so, the objective is to bring a different and informed perspective to the advocates of food-focused policy activity in tourism.

## **“Political cooking” lessons: contributes to an implementation model for gastrodiplomacy public policies**

Óscar Cabral, Raquel Moreira & Luís Lavrador

Gastrodiplomacy, as a concerted, purposeful, not-serendipitous, projection of a gastronomic image in the world, has been widespread since what have been called the culinary revolution from the 1980s. Actions and measures have been underpinned based on the design of more coercive (top-down, a “passive gastrodiplomacy”) than participative (bottom-up, an “active gastrodiplomacy”) public policies. Across the globe, there are endeavours aimed at cultivating a culinary identity rooted in a collection of customs, ingredients, dishes, and symbolic elements associated with a particular nation, which are either imposed or negotiated. These “culinary nations” have born due to several reasons (including nation rebranding needs, conquer of geopolitical space, alliance formations) and in strict link with dimensions like identity shaping and tourism. Unlike what happened since the first literature has been produced on the topic, gastrodiplomacy is no longer associated with middle-powers. Gastrodiplomacy has developed in tandem with the realms of public diplomacy expansion and the world-broadening scope of cultural diplomacy, fueled by both soft and “Minervian” powers. It has become a strategic tool composed by a wide range of activities and utilized by nations of varying sizes, from small to medium-sized to major global powers, which are collecting benefits from the raise of exports, the increments in tourism, and the reinforcing of positions within the diplomatic channel. The first author acknowledges the financial support of Portuguese Foundation for Science and Technology (FCT) through the granted doctoral research project no. FCT 2022.BDANA.12373.

## **Gastronomic Diplomacy in Refugee Camps. Food as a Link of Understanding and Respect for Diversity.**

Alvaro Campelo Pereira

The presentation is a consequence of fieldwork conducted at the Portuguese Council for Refugees (CPR) in Lisbon. After entering Portugal and applying for asylum, many of the migrants who cross the border are placed in support institutions like CPR before obtaining refugee status. The diversity of origins among these aspiring refugees, coming from different continents and countries, is evident in the richness of their cultures. Despite being in precarious situations, in need of shelter and social support for basic needs, throughout the work, instances of conflict and racism were evident among people of diverse origins and cultures. One of the strategies to overcome conflicts and mistrust, in the pursuit of greater understanding and mutual knowledge, was to organize collective meal sessions. Sharing different culinary knowledge and having joint meals provided opportunities to create moments of social interaction and overcome mistrust. The purpose of this work is to demonstrate how gastronomy, influenced by the particular culture of communities and countries, can contribute to bringing people together and serve as a means of establishing dialogue and peace among individuals, in this case, refugees accommodated in an institution. From the conclusions of this work, we inquire: how can the diversity of gastronomy be employed in cross-cultural dialogue within Non-Governmental Organizations (NGOs) and United Nations (UN) Institutions? Can gastronomy be regarded as one of the strategies to promote social integration of refugees? Throughout the history of humanity, diplomacy has been expressed through food and rituals of commensality. Can it, today, serve a diplomacy of conflict management?

# Gastronomy – norms, skills, competencies, and education

*These qualities, however, are not so inherent as not to a certain degree to depend on the skill of the cook. Put some water, salt and beef into a pot, and you can obtain from them a very good soup. Substitute venison for the beef, and the result will not be fit to eat. Butcher's meat, in this respect, has the advantage. Under the manipulation, however, of a skilful cook, game undergoes various modifications and transformations, and furnishes the greater portions of the dishes of the transcendental kitchen.*

– Jean Anthelme Brillat-Savarin



# **The role and leadership of the Chef in European fine dining restaurants**

Michael Brimm

Following a clinical study of the Chefs in Michelin ‘Three Star’ French restaurants from an earlier period, their leadership roles have evolved significantly. While the emergence of ‘Celebrity Chefs’ in other European countries has followed a similar dynamic, but with unique features determined by the style, culture and available products in their domain, many are now managing multiple restaurants scattered around the world or finding other means to extend their unique cuisine more broadly at ‘home’ or to other parts of the world. Their status as publicly recognized “celebrities” has drawn them out of their kitchens for a greater percentage of their time. In many cases, their significant role in the training and development of the next generation of chefs has been ceded to others. Similarly, the direction of the ‘dining room’ which was previously managed by their marital partners or long-term associates is now delegated to individuals with only a passing knowledge and interaction with the Chef and a knowledge of his/her cuisine. As the period of Covid has resulted in the failure of many younger chefs who had attempted their own, restaurants without sufficient financial resources to withstand the closures and changing restaurant habits of this period. This too has changed some elements of the training and development of younger chefs. This track will explore research on the changing roles of chefs and the significant implications for developing the next generations of restaurants, chefs and their cuisine. Many chefs take consultancy with airlines and hotels to increase profitability and visibility. The attempts to substitute formal ‘schooling’ for the traditional, more ‘apprentice-like’ processes of development (e.g. in France) and changes in other European countries raise questions about the formal studies, certificates and new pathways that are designed to eclipse the lengthier and often slower acquisition of culinary skills and knowledge through apprenticeship. Equally, the advances of technology risk adding new elements to the ‘mix’ in this changing world. All of these are important issues but might better be developed by separate tracks that come together to share the findings of their focus. The shared learnings of the cross-Europe experience will also draw on significant developments in other countries to amplify the cross-European focus of the track.

# **Advancing Science to unlock the tacit knowledge of chefs and home cooks – Northern Lights on Food revisited**

Tommy Nylander

In order to switch to a more sustainable and future oriented gastronomy, we need to better understand the basic structures of food. Food materials are made up of protein, fat, and carbohydrates, together with water, minerals, and many other smaller compounds that are nutritionally important such as vitamins. These various molecules are assembled and structured in unique ways, and the structures regularly change as our food goes through processes such as harvesting, cooking, and digestion. To create a new generation of sustainable food that is both tasty and nutritious, we need to study these structures as they go through these processes. This is not a straightforward task, and depending on the type of food, requires the latest scientific techniques. The Nordic countries have invested in two large-scale scientific facilities; MAX IV and ESS, which allow us to make the most advanced images of materials at nano-sized scales. Thanks to the research carried out at these facilities will be a great help in our understanding of food structure. But in order to make use of the new potentials, perspectives from different research fields and practitioners are important. The panel welcomes papers that explore the potential of nano structure analysis for a more sustainable gastronomy, be it for industrial applications, taking molecular gastronomy to the next level or simply trying to reveal the tacit knowledge of chefs and home cooks which have been working with developing the structures of food in ways which are yet to be explained in a scientific manner.

## **Unlocking and communicating tacit chef knowledge via gastro-physics**

Simon N. Sørensen , Louise B. Brønnum, Morten Christensen, Eva Ryman, Mikael Schneider & Ole G. Mouritsen

During 2014-2022 the authors were engaged in the national Danish center Taste for Life. The center engaged scholars, researchers, and practitioners from the humanities, natural sciences, social sciences, communication, as well as from chef schools. Working with integrated outreach all the way from pre-school, elementary school, high school, vocational schools, to university, taste in general was used as a model and frame for learning. One outcome of this work is a new comprehensive textbook, *Gastrophysics and Taste Skills*, that seeks to uncover and convey the tacit chef knowledge via gastrophysics. Some relevant references: 'Taste for Life': An exemplary case for interdisciplinary collaboration between scientists and practitioners on taste research and communication (M. Schneider, A. Kamuk, K. Wistoft, M. B. Frøst, A. Olsen, L. Hedegaard, and O. G. Mouritsen) *Int. J. Food Design* 3, 164-165 (2018); *Grønt med umami og velsmag: Håndværk, viden & opskrifter* (K. Styrbæk and O.G. Mouritsen) Gyldendal, Copenhagen (2020). 352pp; *Umamification as a culinary means for sustainable eating at home and at restaurants* (O. G. Mouritsen and K. Styrbæk) In *Chefs, Restaurants, and Culinary Sustainability* (C. Counihan and S. Højlund Pedersen, eds.) University of Arkansas Press: Global Foodways Series, in press (2023); *Gastrofysik og smagshåndværk* (S. N. Sørensen, L. B. Brønnum, M. Christensen, E. Ryman, M. Schneider and O. G. Mouritsen) *Praxis*, Copenhagen, in press (2023).

## **Water and oil do not mix! Or do they?**

Ben Humphreys , Cecilia Tullberg, Jennifer Gilbert, Eimantas Gladkauskas, Patrick Adlercreutz & Tommy Nylander

We all have tried to mix oil and water in preparing a salad dressing and noted that the oil separates and floats to the top of the water. So, what is going on at the interface between oil and water? Why do they not like each other? In the kitchen we can notice that adding an egg yolk can improve the stability of the mixture. We are saying that components from the egg yolk is an emulsifier. Food industry is using a range of emulsifiers. But we want to use less additives. Here we can learn from Nature: In our gastrointestinal tract, food is broken down with the help of biological processes! Can we apply this also in the kitchen? We use it when we prepare cheese, but there we are mainly concerned with the proteins. Here we will discuss what is happening when oil meets water and how we can modify the interactions in a sustainable way. We will take you into the fascinating world of where exciting processes take place at the interfaces. With modern techniques using light, x-rays and neutrons we can unlock the secrets of the oil-water interface.

## **The future of cheese: Unlocking the Science Behind Texture, Taste and Functionality**

Frida Lewerentz & Maria Glantz

Cheese is a food product that is produced all over the world with up to 1000 different varieties. This is no surprise as cheese is believed to have been produced for 8000 years. In 2021, 9 million tons of cheese, corresponding to half of the total world production, was produced in the EU countries and the average cheese consumption was 20 kg cheese per capita and year. As cheese is such a big part of the western diet, several vegan versions of cheese are available. However, these products are found lacking in taste, nutrition, texture and functionality. The ingredient labels tell us that the structure of these products is fundamentally different from dairy cheese as starch is the structure giving component. In dairy cheese it is milk proteins that make the structure. With a protein content of around 25% cheese is an excellent source of all essential amino acids. In order to develop and produce healthy and functional alternatives to cheese in the future, it is important to understand the formation of the protein structure, the role of the building blocks in the structure (milk protein) and what causes the unique texture of dairy cheese. Several of the techniques offered at MAX IV in Lund can be used to study milk proteins and the structure of cheese. The protein structures can be studied using X-ray scattering techniques and the formation and properties of the microstructure can be studied with for example Synchrotron Fourier transform infrared microspectroscopy and Full-field microtomography. Using these techniques together with complementary traditional methods, it will enable us to generate a new generation of sustainable foods.

## Fat phase transitions in lard with pork cracklings

Daniel Topgaard, Diana Bernin & Emmanouela Leventak

The consumer satisfaction of lard-based bread spreads depends on a delicate balance between a liquid fat phase, allowing the spread to flow, and solid fat crystals, providing the product with substance sometimes further enhanced by crispy pork cracklings. Here we apply  $^{13}\text{C}$  solid-state NMR with dynamics-based spectral filtering to characterize and follow the temperature-dependence of the co-existing solid and liquid triglyceride phases in commercial German *Griebenschmalz* and Polish *smalec*, both containing cracklings, as well as home-made Danish *grevefedt* and, as a chemically more pure reference, German *Schweineschmalz* intended for baking. The NMR method allows detection of carbon atoms representative of saturated, unsaturated, and polyunsaturated acyl chains in both solid and liquid states. The results show that the solid comprises multiple crystal forms with different melting temperatures, while the liquid is at low temperature enriched in triglycerides with shorter acyl chains and higher degree of unsaturation, which become diluted with long-chain saturated triglycerides as the solids are melting. The obtained deeper understanding of the concomitant aspects of the phase transitions may pave the way for future efforts of rational optimization of fat blend composition to extend the temperature range over which the product contains sufficient amounts of both solids and liquids to give texture properties appealing to consumers.

## A food engineering perspective on why tea tastes better when served in the right cup

Andreas Håkansson

That the shape, texture and general appearance of cups, plates and tableware can enhance the eating or drinking experience is no surprise in the gastronomical research community or among restaurateurs. For tea-following water the most imbibed beverage in the world—studies have found that both the colour and the shape of the cup influences the perceived taste [1,2]. These effects are typically explained as multisensory psychological effects. And they most certainly are, at least mainly. But could there also be physical effects? How fast the tea cools will certainly be influenced by cup shape (as will colour, although to a lesser extent). Moreover, the shape of the vessel will influence how convective currents carry and distribute microscopic particles throughout the cup; particles that can carry astringency for example. This contribution is a part of our efforts to develop tools and methodology for *culinary engineering*. Here, state-of-the-art computational fluid dynamics (commonly used in food engineering for studying industrial food processing) is used to study if and how the shape of the teacup has any substantial effect on physical factors that are linked to the sensorial perception of the beverage. Results are compared to literature sensory data [1].

- [1] Yang., S.-C., Peng, L.-H., Hsu, L.-C. *Sustainability* 11 (2019); 6895.
- [2] Piqueras-Fiszman, B., Spence, C. *J. Sens. Stud.* 27 (2012); 324 .

## **Optimizing pasta composition using magnetic resonance imaging**

Diana Bernin & Daniel Topgaard

Pasta, traditionally made solely of durum semolina, is an important staple food all over the world. It is a challenge to tailor pasta products keeping up with upcoming ‘healthier’ food trends and simultaneously providing similar texture and taste properties as pasta made from refined flours. We evaluated the effects of raw materials such as wheat fiber, whole grain flour, soft wheat, gluten-to-starch ratio and fiber particle size on the microstructure and water distribution in pasta using  $^1\text{H}$  magnetic resonance imaging (MRI) and microscopy techniques. Four spaghetti samples were analyzed, which were made of durum wheat flour, both plain and enriched with wheat fiber, as well as with wholegrain and soft wheat flour. Although all pasta samples showed similar macroscopic water absorption as measured by weight increase, the sample structures differed at the microscopic scale. Macroscopic properties of pasta, such as texture, are formed during cooking by a complex interplay of water and heat with the structuring agents starch and gluten. The impact of the starch-to-gluten ratio on microstructure and water distribution during cooking was monitored non-invasively using MRI in real-time with a temporal resolution of 45 s. The water ingress rate was neither dependent on pasta composition nor on the presence of salt in the cooking media (0.7% NaCl). Starch-rich samples showed a more homogeneous water distribution in the gelatinized zone compared to gluten-rich samples. Fiber-rich bran particles led to a redistribution of water in particular for the largest particles. The findings show that bran particle size has a strong impact on local water transport and microstructure in cooked pasta.



# **Gastronomy's most important companion – the hosting. The contribution of the hospitable meeting and service to gastronomic experiences**

Lotte Wellton

In order for gastronomy to acquire the cultural value it holds and become environmentally, economically, and socially safe and sustainable – and the life we live more enjoyable and meaningful, it needs to be developed on all levels. Therefore, what happens before and after the meal needs attention as an actual part of gastronomy. The hospitable meeting with the guest is the introduction to a gastronomic experience, regardless of whether it takes place in restaurants, at public meals in hospitals and schools or in private settings. Research shows that hosting regardless of context is significant, even very significant, to the entire experience of a meal. The guest should be noticed and greeted correctly and guided through the meal in a safe and respectful way, with knowledge and competence in relation to the design and content of the meal, to be ensured a good gastronomic experience, that also includes ethical and sustainable considerations.

In this track, the contributions put emphasis on the hospitality and service that surrounds meals and the people performing the hospitableness. The first presentation suggested that it may be advantageous to link hospitality training to IDG (Inner Development Goals) of service personnel to promote hosting skills and increase ability to meet guests with confidence and supportive knowledge. The next presentation discussed how a new era of concept restaurants might be changing the ways we perceive hospitality in restaurants, such as the meeting between guests and staff being on an equal level as far as sharing gastronomical knowledge. The third presentation put forward how social interactions, between both personnel and customers and customers and customers, can be acknowledged as drivers of hospitable restaurant experiences. The last presentation put forward how the materiality of hospitality – the waiter's significant instruments – supports and enhances gastronomic experience in dining rooms.

## **Can we link hospitality training to IDG (Inner Development Goals) to promote hosting skills?**

Annika Göran Rodell

Linking hospitality training and Inner Development Goals (IDG) in higher education can be a powerful way to enhance students' personal and professional growth while preparing them for careers in the hospitality industry. Hospitableness is both an approach and a set of behaviors and skills aimed at promoting positive relationships, personal development, and collaboration within an academic or organizational context. It is also one of the most important tools of the hospitality industry as it focuses on creating a positive and memorable experience by emphasizing behavior, emotions, and relationships. IDG is a non-profit initiative that works for inner development by researching, collecting and communicating science-based skills and qualities to support people to achieve the SDG:s (17 UN Sustainable Development Goals) faster. The SDGs cover a wide range of issues that affect people with different needs, values, and beliefs. The initiators of IDG believe that we lack the inner capacity needed to deal with our increasingly complex environment and sustainability challenges. Through five different themes; Being, Thinking, Relating, Collaborating, Acting, IDG aims to promote inner development. At the School of Culinary Arts and Meal Science, campus Grythyttan, we have included courses in hospitality, personal development and interpersonal skills in the university curriculum that coincide in various ways with the objectives of the IDG. This includes theory and practice in communication, conflict management, personal leadership, and empathy. Linking university education in hospitality with the IDG can be an effective strategy to promote both personal development and the ability to cope with sustainability challenges as well as promoting academic performance.

## Changing the idealization of hospitality?

Kajsa Hult

The idealization of hospitality as a restaurant practice has permeated late modern service culture, forming a profitable strategy for restaurant companies. A typical portrayal is that the guest is always right, and the staff's duty is to meet their needs. In other words, being subordinated to the other. As a consequence, guests sometimes tend to criticize what is offered because it does not fit the expected ideal of hospitality. However, in a time of novel taste regimes, aesthetics, and crafts related to gastronomy, the evolving restaurant culture has started to value other aspects in the provision of meals. This entails performing in ways that fit the professionals' own needs and interests. Consequently, the social context in which hospitality takes shape has a great impact on how it is perceived and received, serving belonging, self-representation, and the creation of identity. Therefore, there is a need to question the idealization of hospitality and rethink the way we understand dining room professionals' practices. This conceptual paper aims to reflect upon the idealization of hospitality in the context of contemporary restaurants that do not always adhere to norms such as "the guest is always right" and other attributes that may subordinate the professionals and source the guests, which is often significant in the valuation of "good" hospitality. The paper argues that, in order to elevate the status and make the profession more attractive, there is a need to shed light on the individuals performing hospitality in relation to their acquired tastes and interests.

## **Social interactions as drivers of customers' restaurant experiences**

Ute Walter

Social interactions as drivers of customers' restaurant experiences. Hospitality is pointed out as an important aspect economically and socially, especially in gastronomy. Social interactions are an important driver of customer service experiences, especially regarding interaction-intensive services offered at restaurants, where customers actively participate as co-creators of their experience in the physical environment of restaurant establishments. Often when services are designed, customers are treated as passive receivers of a service offering. The present study addresses social interactions as drivers and customers as active contributors to their restaurant experiences. The aim of this study was to analyze and portray the contents and importance of social interactions in customer restaurant experiences, and the role social interactions play as a driver of customer service experiences as described by customers in their own words. A Critical Incident Technique study was conducted, and data were analyzed applying constant comparative principles. The results provide a detailed description, analysis and categorization of social interactions as drivers occurring throughout the service process. The dynamic role of social interactions, involved throughout the service process is illustrated by categorizing social interactions into favorable and unfavorable experiences. The importance of social interactions for customers indicates that hospitality might be an important issue for all types of restaurants and other interaction intensive service contexts.

## **The materiality of hospitality – the waiter's significant instrument**

Lars Eriksson

The materiality of hospitality – the waiter's significant instrument service and hospitality in practice. The waiter's work in a restaurant is to serve food and drink and to provide hospitality to the guests. Providing service means knowing what needs to be done, when it needs to be done, and also having the skills to carry out the practical processes that will enable the guest's wishes to be met. Hospitality occurs when the waiter meets the guest with warmth and heart. Presence or absence of hosting affects whether the guest feels welcomed or not. Hosting is qualitative. Hosting can be personal but need not be private. The waiter's work is carried out in rooms where the guest stays to eat and drink. This room can be compared to being on a stage – and I the waiter's work includes constantly establishing and maintaining the order of the "stage room". A significant part of the waiter's work thus involves handling materiality, i.e. the physical objects, in order to carry out his/ her work – to provide service and hospitality. The waiter's duties include moving furniture such as tables and chairs. This happens, for example, when the number of chairs needs to be adjusted to the number of guests at the table. Food and drinks are transported to the place where the guests are in order also to be served. The waiter sets glasses, plates, cutlery and decorations and removes these items from the table. A future study will identify the waiter's knowledge of the materiality of the room and how it is managed to provide both service and hospitality.

# **Beverages in Culinary Arts and Hospitality: Norms and new Normalities**

Joachim Sundqvist, Kajsa Hult & Henrik Scander

During the track the domain of wine became the central topic of discussions and presentation. Interesting dialogues about the fact that, while there are those who produce wine, those who sell wine, and those who serve wine, despite their different roles, they are all connected by a shared passion for it and a desire to promote its authenticity and sustainability. Natural wine producers, for instance, are united in their pursuit of 'naturalness' and 'authenticity', even as they grapple with the contradictions and paradoxes that come with farming and commercializing their products. They strive to create wines that are true to their terroir, but must also navigate the commercial imperatives of the market. This tension raised questions about the resilience and integrity of natural wine production in the face of mainstream perceptions and market demands. Meanwhile, sommeliers, the wine specialists who serve wine in restaurants, are tasked with ensuring that beverages are served properly in combination with food. They possess a unique craft that combines knowledge of wine, food, and aesthetics, as well as the ability to interact with guests and create a memorable dining experience. Their craft is not just about serving wine, but about creating a temporal space that enhances the culinary experience. These restaurant professionals, sommeliers, also play a crucial role in shaping customer's understanding of wine quality and the sustainability of wine. They are the curators of wine spaces, accumulating culinary capital as they select and promote wines that meet them. However, traditional notions of wine quality are being challenged by sustainability issues within wine production, and restaurant professionals are beginning to recognize the importance of incorporating sustainability into their assessment of wine quality. Through their respective crafts, natural wine producers, sommeliers, and restaurant professionals are all contributing to a larger conversation about what it means to produce, serve, and appreciate wine in a way that is authentic, sustainable, and respectful of the environment and cultural norms. As the wine industry continues to evolve, it is crucial that these stakeholders work together to promote a more nuanced understanding of wine quality, one that prioritizes not just the sensory attributes of wine, but also its social, philosophical, cultural, and environmental implications.

## **The Paradox of Purity: Cognitive Dissonance in the Pursuit of 'Naturalness' among Natural Wine Producers**

Joachim Sundqvist, Adina Ader & Mathilda Berlin

This study aims to elucidate the intricacies of winemaking practices among natural wine producers in relation to their roles within the broader wine community. Semi-structured interviews were conducted with seven natural wine producers across five European countries. The collected data were analyzed through thematic analysis, the analysis was subsequently interpreted through the lens of social practice theory, with a focus on teleoaffectivities and underlying understandings. Despite the internal conflicts and paradoxes that characterize the natural wine production landscape, the winemakers are united in their pursuit of 'naturalness' and 'authenticity,' even as these concepts are fraught with contradictions. For instance, the very act of farming challenges the raw notion of 'naturalness,' creating a cognitive dissonance at the core of the practice. Moreover, while producers aim for ethical and sustainable activities, they are not immune to the commercial imperatives of the market. This tension reveals an inherent contradiction where the pursuit of 'authenticity' is diluted by broader societal forces. Producers perceive that younger customers misunderstand the 'natural wine' space as 'funky,' a term associated with poor winemaking. This raises questions about the resilience and integrity of natural wine production in the face of mainstream perceptions and market demands. Our study offers a nuanced and critical examination of natural wine production, unearthing the complexities and contradictions rooted in the practice. It elaborates the teleoaffective structures and understandings that guide producers towards their goals. The study calls for a reevaluation of what 'authenticity' means in the context of natural wine production, especially as it gains mainstream attention.

## Naturalness Matters

Patrik Engisch

The wine world likes, and fuels on, controversy. In recent years, the one over so-called natural wine has been raging. The issue can be put as follows: “Is wine just wine, or does it make sense to distinguish between two oenologically substantial sub-kinds of wine, *i.e.*, natural and conventional wine?” With respect to this question, three kinds of answers or camps can be distinguished. First, those for whom wine is just wine and who therefore reject the distinction. Second, those for whom natural wine is oenologically substantially different from conventional wine, and therefore endorse the distinction. And third, the moderates for whom natural wine is substantially different from conventional wine, though not necessarily oenologically so, and who therefore reject the distinction but welcome a less directly oenological one such as, *e.g.*, clean *vs* unclean wines. In this paper, I offer a philosophical analysis of the distinction between natural and conventional wine, and I argue that the distinction does matter. In particular, I reject the popular argument that, after all, all wine is natural by arguing that the question is not whether a wine is natural—as indeed all wine is in some sense natural—but which specific property of naturalness a certain wine possesses. And, I argue, so-called natural wine does possess a specific property of naturalness that conventional wine lacks. Namely, only so-called natural wine, because it eschews intrants, directly manifests powers of nature that winemakers merely guide. As a result, natural wine acquaints us directly with powers of nature while conventional wine instead acquaints us with humanity’s direct intervention into nature.



## **Sommelier's Aesthetic Craft – temporal knowledge acquired by theory and practice**

Henrik Scander, Lars Eriksson & Annika Göran Rodell

Sommeliers are wine specialists tasked with the responsibility of ensuring that beverages are served properly in combination with food. Like other craft persons, the sommelier's is connected to their knowledge of the products, primarily wine and other beverages, and the products' relation to different foods as well as the approaches that belong to the craft. However, there is a difference to several other crafts – the sommelier performs the craft practice with an aesthetic point in front of a guest, like a performance. The communication that the sommelier has with guests can be described as a social craft, the ability to interact with others. Another area of knowledge is the embodied craft, which is an inner ability to taste. A third area of knowledge is the spatial craft and how the external circumstances shape logic. Understanding the aesthetic judgement of the sommelier craft has been explained by cognitive planning and situational adjustments, allowing more time for socialising with the guest to increase the understanding of the guest. This study aims to develop the knowledge of the sommelier's crafts as social, embodied and spatial and how it relates to the temporal space. The study uses a video-reflexive ethnographic method to get close to the procedural content. The processes are analysed through a time-geographical lens to identify critical moments in the craft procedures. Moreover, micro-phenomenological interviews are conducted where sommelier gives descriptions of selected aesthetic strategies during the practise. Findings point to a new understanding of how 'temporal' space contributes to the knowledge surrounding the sommelier's crafts and how aesthetic judgements are developed as an acquired taste as a professional category of sommellerie.

## **Restaurant professionals' management of wine spaces: norms and practices guiding wine quality and sustainability.**

Julia Cristina Carrillo Ocampo

There are few investigations of restaurant professionals' views on wine sustainability and how these beliefs are embedded in cultural norms that guide notions of wine quality. Using ethnographic fieldwork, looking at the content and management of wine spaces in restaurants, this study sought to explore the norms and practices guiding restaurant professionals in their assessment of wine, and how quality intersects with sustainability. The paper depicts wine spaces as emblems mediating a particular wine culture with its own norms guiding the assessment of wine quality and sustainability. The spaces provided professionals with a setting to accumulate culinary capital as curators, hence restaurants' wine storage can be understood as the realm of experts. The results illustrate that traditional notions of wine quality are being challenged by sustainability issues within wine production and that wine quality assessment is not only a matter of evaluating wine's sensory attributes, but also obeys socio-cultural norms. This study suggests that sustainability has not been yet incorporated as a fundamental parameter of wine quality assessment by restaurant professionals and that, in their role as curators, they can use their expert status to make sustainability a parameter as important as the level of acidity, tannins, and overall balance.

# Advancing the future of higher culinary education

Carita Bengs

This track focused broadly on the challenges and possibilities within higher education in the field of gastronomy, food service, and hospitality. This is a timely and important area, given that many universities -- both nationally and internationally -- face challenges recruiting students and, at the same time, the industry and wider society seek skilled labour. Furthermore, gastronomic professionals and scholars are crucial for achieving the goals of global sustainability related to food and eating. Representatives from all five Swedish Universities offering higher education in gastronomy and food service highlighted different ways of organizing higher education, along with strategies on how to move forward. Key points included the need to increase the status and allure of higher education related to gastronomy and to embrace the role of future chefs as agents of change. Additionally, upholding and further developing high-quality doctoral education programs is of utmost importance for training the next generation of scientists who will lead innovation in society.

*BFUF* – the R&D Fund of the Swedish Hospitality Industry and *VISITA* – the trade and employer organization for the Swedish hospitality industry underscored these views. They further emphasized the need for trained professionals within the hospitality industry and close links between university research and teaching to tackle the future demands and expectations from guests, companies, and employees. New didactic perspectives and the integration of craft and science in gastronomy education, particularly the transmission of craft skills in teaching situations, was also addressed, together with sustainability aspects. The latter focused on ongoing educational and collaborative projects, resulting in revised regional self-sufficiency plans, and on how students can utilize their academic knowledge to cultivate sustainability ideas in their future professional life. These are all significant areas for further exploration.

## **What does an academic education on food and meals bring to the table?**

Pernilla Sandvik, Åsa Öström, Carita Bengs, Viktoria Olsson, Annika Strandh Johansson & Ute Walter

One year ago, representatives from leading Swedish academic institutions on food and meals started meetings regularly to discuss common challenges and needs. Here, we will provide an overview of the academic educational landscape of the field and show where the competencies of our alumni are being used. We will further pinpoint critical aspects that need to be addressed to be able to continue providing skilled and talented individuals that can develop the sustainable meals of tomorrow. Three of our institutions provide bachelor degree programs in food and nutrition. A unique feature of these programs is the focus on quality, development and leadership in meals service provision. Three institutions further provide bachelor degree programs in culinary arts, food and meal science. Unique for these programs is the combination of practical culinary knowledge, science and aesthetics when training students in understanding, developing and creating meals for very different contexts. The labor market for all students is broad including different food related businesses and many of our alumni are also those who shape the millions of public and commercial meals served every day. Our students are key actors in the urgent need for a more sustainable food system and consumption. A common challenge we are facing however is a fluctuating and downward facing interest in applying for our programs. Food is something we all meet every day. Do employers see the value in an academic, research-based education on food and meals? Let's discuss!

## **Doctoral education in Gastronomy, Culinary Arts and Meal Science**

Åsa Öström, Carita Bengs, Viktoria Olsson, Pernilla Sandvik, Annika Strandh Johansson & Ute Walter

A complete academic environment is based on three parts; research, education, and collaboration and activities are carried out all the way from basic education (Bachelor), advanced level (Master), to postgraduate education (Doctoral) to research. The aim of the Doctoral education is to develop knowledge and skills required to undertake autonomous research. Doctoral education programs train the next generation of advanced scientists that contribute to discovery, innovation, and development within the society. Among Swedish academic institutions on foods and meals doctoral, studies are conducted within research subjects connected to Food and Meal Science, Culinary Arts, Food Service and Nutrition. The training is mostly organized within the subjects, although in some cases there is also ongoing collaborations with thematically oriented research schools. Doctoral studies within the field often reside in interdisciplinary and multidisciplinary research environments with collaboration among a variety of disciplines. From a university perspective, the research subjects connected to foods and meals could be considered as quite young subjects, with a history of 20 to 30 years. Given the relatively short time perspective, there are many challenges in building high-quality doctoral educations that secure a systematic knowledge development and develops the doctoral student's ability to "face changes in working life". In this presentation we discuss the strengths and challenges of the future doctoral education and how academic institutions may cooperate also with the wider gastronomic fields to further develop the doctoral education.

## **Master of Food City Design – experiences from an international multidisciplinary masters program**

Wilhelm Skoglund & Daniel Laven

Since 2010, the City of Östersund and Region Jamtland-Härjedalen have worked closely with Mid Sweden University to utilize the cultural and creative industries as drivers for sustainable regional development. Much of this work has been directly supported by Östersund's membership in the UNESCO Creative Cities Network (UCCN) as a city of gastronomy. One initiative emerging from the membership in the UCCN is an advanced educational program on Food City Design (FCD). For two academic years (2020-2021; 2021-2022), this program was delivered through a partnership between the Universities of Parma, Alicante, Bergen and Mid Sweden University. Funding from Region Emilia-Romagna covered placements for 20 students per year, and the program drew students from Italy, Sweden, as well as other parts of Europe, U.S.A., and South America. The pandemic turned the program into a distance learning effort, with course modules focusing on the ideas of the UCCN: The provenance of local food; Food tourism and local development; Culture and creativity for sustainable regional development; Food consumption and environment; and Lifestyle, education and sustainability. Along with university lecturers, the courses also offered lectures from other experts and entrepreneurs. For example, Mid Sweden University included guest lecturers from Eldrimner National Institute of Artisan Food, the regional UNESCO office, cheese producers, and butchers. This collaboration also opened up possibilities for hosting rewarding internships, which provided highly valuable input into Mid Sweden University's public outreach. After delivering two years of the FCD program, the University of Parma and Mid Sweden University have agreed to develop a 2-year master version of the FCD, in the shape of a joint program, enabling double degrees for the graduating students.

## **A research funder's interest in higher culinary education**

Stina Algotsen

The aim of BFUF (the R&D Fund of the Swedish Tourism & Hospitality industry) is to promote scientific research and innovation within the hospitality sector. Through yearly open calls BFUF offer financing of research and development projects with the mission to contribute to the development of the sector. One of the aims with BFUF's funding of research is to strengthen the quality in different levels of the educational system, not at least in the higher education. Every second year BFUF performs a mapping of ongoing research in the field of tourism and hospitality in Sweden. Last mapping which was performed 2021 includes research in the field of gastronomy. Next mapping is starting soon and will be of ongoing research the year 2023. Some research projects financed by BFUF covers education in the field of hospitality. The project "In the hospitality industry's "new normal" – how is tourism training valued? started 2021 and is investigating the importance of training and education in the hospitality industry and what it should look like to be optimal. Moreover, BFUF have funded shorter development projects based upon research in the field of gastronomy and of interest to the industry and the educational sector. These projects often respond to sustainability challenges for instance food waste. An accelerating climate change and technological development make the world more complex and demands for new skills and knowledge in the industry. With the future demand and expectations from guests, companies and employees BFUF expect that closer links between university research and teaching will become increasingly important in order to enhance the quality of higher education and subsequently of the industry's service offer.

## **The need for competence supply within the Hospitality industry in Sweden**

Peter Thomelius

Competence supply is one of the big challenges in the Hospitality Industry in general and in Sweden in particular. Crucial for ensuring competence supply within the Hospitality industry is that firms can hire the right competence. Demand of practical competence is increasing while supply of persons with a practical high school education does not match the needs. This mismatch on the job market is restricting the opportunity for firms to grow and develop. Strengthening competence supply is therefore of great significance. It is important that there are high quality educations, opportunities for competence development for employees as well as information about the many career opportunities that are available. To strengthen employability, better conditions and more resources are needed at all levels of educations within the hospitality industry: from high school level and up to post-secondary level. Furthermore, University educations and research within the area of hospitality is important, as it contribute with knowledge to the industry and its development. Another important piece in the puzzle for a stronger competence supply is politicians' and authorities' consciousness around the industry's needs and challenges, so that the educations on offer match the needs of the industry.



## **"It was the knife that showed the way" – the chef teacher's ability to transfer their craft knowledge to the pupil**

Ragnhild Bolin

The teaching within in upper secondary school is dependent on practical knowledge and the professional competence that the chef teacher has. Historically, teaching has been linked to concepts such as tacit knowledge and master and apprentice teaching. Often there has been a lack of in-depth descriptions. The aim of the study is to investigate how chef teachers can increase their transmission of craft skills in a teaching situation. The study's methods are filmed participant observation and interview. The observation took place during a cooking lesson. The next step was a semi-structured interview. The teachers got to see the recorded lesson. The methodology surrounding their didactic approach to conveying knowledge was discussed. The interviews were filmed. The material underwent a deductive analysis. Four themes were identified: Prior knowledge, Environment, Tools and Body. A pedagogical figure was produced, illustrates how the craftsman's prior knowledge is used and adapted to the teaching. The figure also shows how the craftsman handles tools, e.g. the knife, creates a synergistic effect between hand and tool. The result showed that the teachers have good prior knowledge regarding craft and the didactics surrounding it. On the other hand, the craft-based transfer of knowledge to the students could be clarified. When the teachers saw their own teaching videos, they could begin to reflect on how the imparting of knowledge can be developed. The teachers convey the craft at its best when they are in the actual "making". Through more reflection and discussion, after a lesson, about how hand-crafts are imparted and by being explicitly clear during the lesson, the craft knowledge can be better conveyed to the student.

## **Gastronomy as a driver of sustainable societal change**

Annika Göran Rodell

At the School of Culinary Arts and Meal Science, Örebro university we have a ten-week course part of the program for chefs and sommeliers in their third grade called “Development of meal experience”. The course addresses the importance of place; it’s history, ecosystem, primary production, entrepreneurs and circular systems. It is formed as a design process where the student, on behalf of a real client, explore how a meal experience proposing sustainable solutions can reflect a future concept linked to Agenda 2030. For the last two years, the client has been Hällefors municipality where the school is situated. The first year, the mission was about “What does Grythyttan taste 2030”. During the second year the war in Ukarine started and the theme was extended to deal with self-sufficiency. Through collaboration with the municipality and the region, the course acted as a catalyst for a regional development process that has now resulted in a proceeding with a review of the whole region's degree of self-sufficiency. The course has also resulted in two granted applications from The Swedish Agricultural University (SLU) and Vinnova which makes it possible in the course that starts 2023 to expand the collaboration and include Region Örebro, and the County Administrative Board together with Hällefors municipality as clients. The new mission for the students will be: Through development of meal experiences, explore the possibility of different stakeholders to start interacting to move towards increased local food security. How do people meet across borders, social bubbles, ideology and interests? How can stakeholders and actors develop interactions that can pave the way for innovation in the food system?

## **Footprints of Gastronomy: Intertwinement of Higher Education and Practical Experiences Viewed from a Bildung Perspective.**

Daniel Östergren

Higher education prepares gastronomes to understand their work as knowledge, to actively see how practical and theoretical knowledge interact in their work. The aim of this presentation is to explore how graduated gastronomes can use their academic knowledge to continue cultivating ideas of sustainability in their professional life after education. An emerging aspect of sustainability is put forward: how a gastronomic mindset can cultivate inner capacities needed for sustainable transformations. Four culinary professionals with a bachelor's degree, participated in semi-annually recurring dialogic interviews during the first two years after they finished their education. In these recurring dialogues the ideas of the researcher and the participants were gradually brought towards a common explanation. Inspired by Gadamer's idea of *bildung* as hermeneutic interpretation, the focus is on the individual sense-making process after a meal. The gastronomes were catalyzed by their higher education backgrounds as well as their individual endeavors when they further developed ideas of sustainability from a gastronomic point of view. By intertwining academic knowledge with their professional experiences, the gastronomes are found communicating not primarily to people's role as citizens but rather to them as individuals. The discussion revolves around how civic sustainable development is dependent on intertwining with an inner cultivation of the self, and that academically educated gastronomes by their work can manage profound links between the individual and the civic perspectives. Thereby, the impressions of a meal can drive change, through how gastronomy communicates communal ideas to the individual self via all senses.

## **Advancing a Holistic Approach to Sustainability in Higher Culinary Education**

Jonatan Leer

To be a chef of the future involves so much more than serving Tornedos Rossini with a smile. Recent important agendas, notably climate change and #meetoo, have questioned traditional norms and ideals of culinary education. At the same time, it has provided possibilities for new generations of chef to go from the role of food maker to that of agent of change in the context of the green transition. This paper reflects on what culinary education should look like if we were to take seriously that the chefs of tomorrow should embrace this role of agent of change. Particularly, the paper focus on three aspects: 1) the role of the chef as a promotor of novel sustainable foods 2) challenging the economic structures around the restaurant business and discovering new greener business models 3) facilitating diversity and inclusivity in culinary workplaces. The paper argues that adding these dimensions to culinary education would demand a fundamental change in mindset of students, teachers, and institutions in culinary education. The new mindset would demand a novel degree of reflection and experimentation, new tools and goals of culinary education, and ultimately a revision of what it means to be a successful chef.

Detta är en rapport från Nordic Association for Food Studies (NAFS), med stöd från Restaurang- och hotellhögskolan vid Örebro universitet, som återspeglar Stockholm Gastronomy Conference 2023 vilket organiserades i samarbete mellan Kungliga skogs- och lantbruksakademien, Måltidsakademien, Gastronomiska Akademien och NAFS.

NAFS är ett nätverk som samlar nordiska mat- och måltidsforskare inom områden som reklam och PR, arkeologi, näringsliv, matkonst, ekonomisk historia, etnologi, historia, journalistik, landskapsforskning, medicin, statsvetenskap, religion och sociologi. Medlemmarnas gemensamma intresse är att träffa andra forskare som studerar människans relation till mat och måltid över tid.



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ISBN 978-91-87789-94-6 (print)  
ISBN 978-91-87789-93-9 (pdf)