

# BMGM4001

*International Gastronomy Management*

*Introduction to Gastronomy*

## Week 9 - Food Culture, Menu Design and Gastro Tourism



# Recap on Last Week

- Molecular Gastronomy
- Assignment #2 Restaurant Review

# Week 9 - Content

## Food culture:

- Food is social
- Understanding culture through food
- Food's role in cultural identities
- Gastro Tourism

## Menu Design:

- Types of menus
- Menu engineering
- Menu Guidelines
- Legal factors



# Food is Social

To appreciate food's role in understanding culture, we must go back to food's essential utility in societies around the world. Beyond sustenance and basic nutrition, food is social. In every civilisation around the world, humans use food as a tool to bond, socialise, and connect.

From our primordial ancestors eating communal meals around the hearth as their social focal point, to modern celebrations such as Birthdays and Christmas, food binds us together and serves as the backdrop for our relationships.

We build deep, meaningful connections, food serving as the gel. It's how we've evolved, making social eating deeply important for our psychological health.

Yet, in today's western world, we have somewhat lost this awareness of food's symbolism. Due to the increasing demands on our attention, time, and schedules, we often eat meals by ourselves. We're on the go, getting takeaways and quick snacks. Sometimes we're not aware of the food itself, our attention elsewhere, perhaps on a box set. Perhaps this is indicative of a wider trend: of our society slowly becoming more isolated and less social in general.

# Understanding Culture through Food

As humans used food to socialise, unique cultures formed, around which food served as the bedrock. When looking at a country, region, or people, food is a physical expression of its cultural fabric.

The idiosyncratic ways in which we eat help us in understanding cultural stories too. In India, it is common to eat certain dishes like a roti with your hands (but never with the left), while such a practice is unheard of in the West. In Japan, where waste is shameful, it is respectful to finish the food on your plate. However, in nearby China, finishing your plate is rude, implying to your host that they did not feed you enough.

It is said that the British staple, fish & chips came from elsewhere. During the Sephardi expulsion from Iberia, Portuguese Jews came to the UK to seek refuge, bringing with them their recipe of battered white fish, which preserved the fish to last during Shabbat, their day of rest where no cooking is allowed.



# How Food Connects Us (National Geographic)



# Food's Role in Cultural Identities

As foods represent our cultures, they become core parts of our identities. Recipes are passed down through generations, the tastes, smells and sights of meals connect us with our ancestral heritage. As humans travel, emigrate and live far from their homeland, this sentiment becomes particularly pertinent.

An Indian grandmother in England may teach her British-born grandson how to make traditional recipes, connecting him to his heritage. A young Japanese student in Wales may make ramen to feel home comforts. A new migrant family from Romania can get together with other Romanians at their local community centre, serving as a community hub and helping them find their place in a new society.

Food, thus, becomes a core part of who we are. It's how we identify where we're from; the history of our cultures.

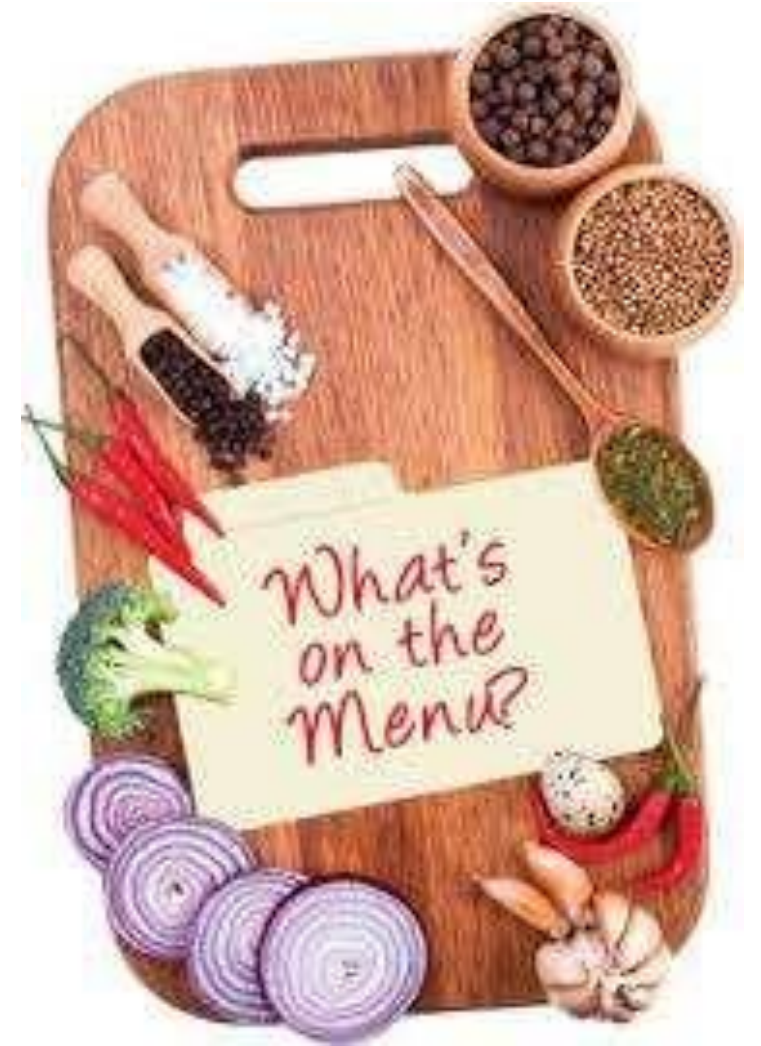


# What School Lunch Looks Like Around the World



# What is A Menu?

- A list of available food & drinks
- Helps shape your restaurant's identity
- Physical/Digital



# Menu Types

- À la carte
- Du Jour
- Cycle
- Static
- Fixed



# A la Carte

Translates as “according to the menu”.  
According to The Oxford Companion to Food,  
"À la carte means that each dish is  
priced separately, and the customer  
chooses from the available dishes to  
make up a meal”  
(Davidson, 2014).

|                                                                                                                                                                                                                                                                       |                                                                                                                                                                          |                                                                                                                                                              |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Restaurant Opening Times</b><br>Mon-Tue: Closed<br>Wed-Sat: 17:00 - 21:00<br>Sun: 12:00 - 17:00                                                                                                                                                                    | <br><b>THE WYCLIFFE</b><br>HOTEL & RESTAURANT                                          | <b>Events</b><br>For private functions<br>please contact<br>reception@wycliffe-hotel.com                                                                     |
| <b>ANTIPASTI</b>                                                                                                                                                                                                                                                      |                                                                                                                                                                          |                                                                                                                                                              |
| <b>Marinated olives (VEGAN)</b><br>£3.5<br><b>Toasted ciabatta</b><br>topped with garlic butter (V) £4.5                                                                                                                                                              |                                                                                                                                                                          | <b>Traditional bruschetta</b><br>tomato, red onion & basil (V) £4.5<br><b>Focaccia</b><br>with cherry tomatoes (VEGAN) £4.5                                  |
| <b>STARTERS</b>                                                                                                                                                                                                                                                       |                                                                                                                                                                          |                                                                                                                                                              |
| <b>Soup of the day (V)</b><br>£7<br><b>Farmhouse pata</b><br>with toasted brioche £9<br><b>Traditional caprese</b><br>beef tomato, mozzarella di bufala & basil (V) £8                                                                                                | <b>Gnocchi Cardinale (V)</b><br>£9<br><b>Smoked salmon</b><br>brown bread with mixed leaves & lime £9<br><b>Classic prawn cocktail</b><br>brown bread and butter £8      |                                                                                                                                                              |
|                                                                                                                                                                                                                                                                       | <b>Calamari fritti</b><br>with garlic mayonnaise £9                                                                                                                      |                                                                                                                                                              |
| <b>PASTA</b>                                                                                                                                                                                                                                                          |                                                                                                                                                                          |                                                                                                                                                              |
| <b>Lasagne</b><br>homemade beef ragu & béchamel £9/£15.5<br><b>Penne</b><br>spicy tomato sauce with chili and garlic (Ve) £8/£14                                                                                                                                      |                                                                                                                                                                          | <b>Spaghetti</b><br>with mussels, prawns and squid £10/£16<br><b>Spinach and ricotta ravioli</b><br>with a truffle sauce £10/£16                             |
| <b>MAINS</b>                                                                                                                                                                                                                                                          |                                                                                                                                                                          |                                                                                                                                                              |
| <b>Cressingham duck</b><br>in a plum sauce (GF) £21<br><b>Fish of the Day (GF)</b><br>Ask a member of the waiting staff for<br>more details £19                                                                                                                       | <b>Chicken</b><br>with a pepper, tomato & herb sauce (GF) £18<br><b>Roasted British Lamb Shank</b><br>Slow cooked, chef's seasoning served<br>with homemade jus (GF) £19 |                                                                                                                                                              |
|                                                                                                                                                                                                                                                                       | <b>Salmon fillet</b><br>topped with sautéed leeks & lemon (GF) £20                                                                                                       |                                                                                                                                                              |
| <b>STEAK</b>                                                                                                                                                                                                                                                          |                                                                                                                                                                          |                                                                                                                                                              |
| <b>8oz British Sirloin / Fillet</b><br>Grilled tomato, mushrooms, choice of<br>bearnaise, peppercorn, or blue cheese<br>sauce (GF) £25/£28                                                                                                                            |                                                                                                                                                                          | <b>16oz Chateaubriand For 2</b><br>Garnished with spinach, mushrooms, and tomato.<br>Served with a homemade<br>bearnaise sauce and a choice of two sides £45 |
|                                                                                                                                                                                                                                                                       | <b>Classic Steak Diane</b><br>8oz Sirloin with a mustard, onion &<br>mushroom sauce £24                                                                                  |                                                                                                                                                              |
| <b>EACH MAIN &amp; STEAK DISH HAS A CHOICE BETWEEN CHIPS OR MIXED VEGETABLES INCLUDED</b>                                                                                                                                                                             |                                                                                                                                                                          |                                                                                                                                                              |
| If you suffer from a food allergy or intolerance, please let the manager know upon placing your order. Guests with severe allergies or intolerances should be aware that although all due care is taken, there is a risk of allergen ingredients still being present. |                                                                                                                                                                          |                                                                                                                                                              |

# Du Jour

- Du Jour translates to “As of the day”
- Highlight daily specials or focus on fresh/seasonal produce
- Changes often



# Cycle Menu

- Repeated options over a period of time
- Cost effective
- Specials

| Week 1                                                               | Monday                                                                                                                         | Tuesday                                                                                                           | Wednesday                                                                                                  | Thursday                                                                                                         | Friday                                                                                                                                    |
|----------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------|
| Main Meal                                                            | Chicken Goujons<br>Herby Diced Potatoes<br>Or<br>Cheese and Tomato Pasta Bake<br>with Baked Beans and Peas                     | Gammon Ham<br>Mashed Potatoes<br>Or<br>Cheese wheel Mashed Potatoes<br>with Spaghetti Hoops<br>Sweetcorn or Salad | Chicken Breast<br>Whole Potatoes<br>Or<br>Quorn Sausage Whole Potatoes<br>with Carrots or Broccoli & Gravy | Minced Beef Pie<br>Mash Potatoes<br>Or<br>Quorn Dippers Potatoes<br>with Mixed Vegetables and Peas & Gravy       | Gluten Free Fish Fingers<br>Chipped Potatoes<br>Or<br>Chicago Town Pizza<br>Chipped Potatoes<br>with Sweetcorn or Side Salad              |
|                                                                      | Filled roll, Sandwiches and Jacket potatoes with choice of Ham, Cheese or Tuna                                                 |                                                                                                                   |                                                                                                            |                                                                                                                  |                                                                                                                                           |
| Dessert                                                              | Frozen Yoghurt                                                                                                                 | Chocolate & Pear Brownie                                                                                          | Toffee Apple Sponge                                                                                        | Decorated Jelly                                                                                                  | Artic Roll                                                                                                                                |
|                                                                      | or Fruit of the day                                                                                                            |                                                                                                                   |                                                                                                            |                                                                                                                  |                                                                                                                                           |
| Juice break and water served with every meal. Unlimited 50/50 bread. |                                                                                                                                |                                                                                                                   |                                                                                                            |                                                                                                                  |                                                                                                                                           |
|                                                                      |                                                                                                                                |                                                                                                                   |                                                                                                            |                                                                                                                  |                                                                                                                                           |
| Week 2                                                               | Monday                                                                                                                         | Tuesday                                                                                                           | Wednesday                                                                                                  | Thursday                                                                                                         | Friday                                                                                                                                    |
| Main Meal                                                            | Gluten Free Bubble Coated Fish Fingers<br>Potato Puffs<br>Or<br>Veggie Sausage Potato Puffs<br>with Baked Beans<br>Or Broccoli | Chicken & Tomato Pasta Bake<br>Side salad<br>Or<br>Quorn Dippers Mashed Potatoes<br>with Peas or Sweetcorn        | Gluten Free Pork Sausages Potatoes<br>Or<br>Quorn Sausage Potatoes<br>with Carrots and Green Beans & Gravy | Chicken Meatballs in Tomato Sauce & Pasta<br>Or<br>4 Cheese Pizza Potato Wedges<br>With Sweetcorn or Baked Beans | Gluten Free Beefburger in a Open Roll<br>Chipped Potatoes<br>Or<br>Vegan Sausage Roll<br>Chipped Potatoes<br>with Coleslaw and Side Salad |
|                                                                      | Filled roll, Sandwiches and Jacket potatoes with choice of Ham, Cheese or Tuna                                                 |                                                                                                                   |                                                                                                            |                                                                                                                  |                                                                                                                                           |
| Dessert                                                              | Decorated Angel Delight                                                                                                        | Waffle and Ice Cream                                                                                              | Jelly                                                                                                      | Jam Sponge and Custard                                                                                           | Cookie or Fresh Fruit                                                                                                                     |
|                                                                      | or Fruit of the day                                                                                                            |                                                                                                                   |                                                                                                            |                                                                                                                  |                                                                                                                                           |
| Juice break and water served with every meal. Unlimited 50/50 bread. |                                                                                                                                |                                                                                                                   |                                                                                                            |                                                                                                                  |                                                                                                                                           |

# Static Menu

- Most widely used
- Consistent and dependable menu options
- Design allows for faster service

## BURGERS & DOGS

INCLUDES A DRINK

**Classic hot dog** 812 Cal

Pork hot dog, with chips (add 398 Cal).

With soft drink **5.69**

With alcoholic drink **6.69**

**Gourmet Hot Dog**

With chips (add 398 Cal), six onion rings (add 285 Cal).

**BBQ hog dog**, with BBQ pulled pork, cheese. 1095 Cal

With soft drink **7.29**

With alcoholic drink **8.29**

**Burgers**

With chips (add 398 Cal).

**Classic 6oz burger** 576 Cal

**Vegetable burger** 434 Cal

**Chicken breast burger** 428 Cal

**Skinny chicken burger** 316 Cal

With salad, instead of chips.

Double any burger for an extra

**1.25**

With soft drink **5.69**

With alcoholic drink **6.69**

**Gourmet Burgers & Sandwiches**

With chips (add 398 Cal), six onion rings (add 285 Cal).

**Philly cheesesteak sandwich** 875 Cal

British or Irish shaved rib-eye steak, on a brioche sub roll, with sautéed onion, Monterey Jack cheese & pepper sauce.

**BBQ pulled pork sandwich** 886 Cal

Burger bun, BBQ sauce, coleslaw.

**BBQ hog burger** 703 Cal (with chicken)

Beef or chicken - BBQ pulled pork, cheese.

**Tennessee burger** 641 Cal (with chicken)

Beef or chicken - bacon, honey glaze, made with Jack Daniel's® Tennessee Honey.

**Brunch burger**, with beef, cheese, bacon, fried egg. 887 Cal

**Mexican burger** 593 Cal (with chicken)

Beef or chicken or vegetable burger - cheese, salsa, guacamole, chili peppers.

**Original gourmet beef burger** 813 Cal

Bacon and a Stilton, Shropshire blue & spring onion sauce.

**Original gourmet chicken burger** 643 Cal

Bacon and a Monterey Jack cheese & pepper sauce.

With soft drink **7.29**

With alcoholic drink **8.29**

ADD

Bacon 168 Cal **75p**

Cheddar cheese 75 Cal **1.00**

BBQ sauce 111 Cal **1.15**

Peel-peel sauce 23 Cal **1.25**

Bacon with Cheddar cheese 236 Cal **50p**

Sautéed onion 45 Cal **1.25**

Six onion rings 285 Cal

100% BRITISH  
BEEF BURGERS  
ALWAYS FRESH  
NEVER FROZEN

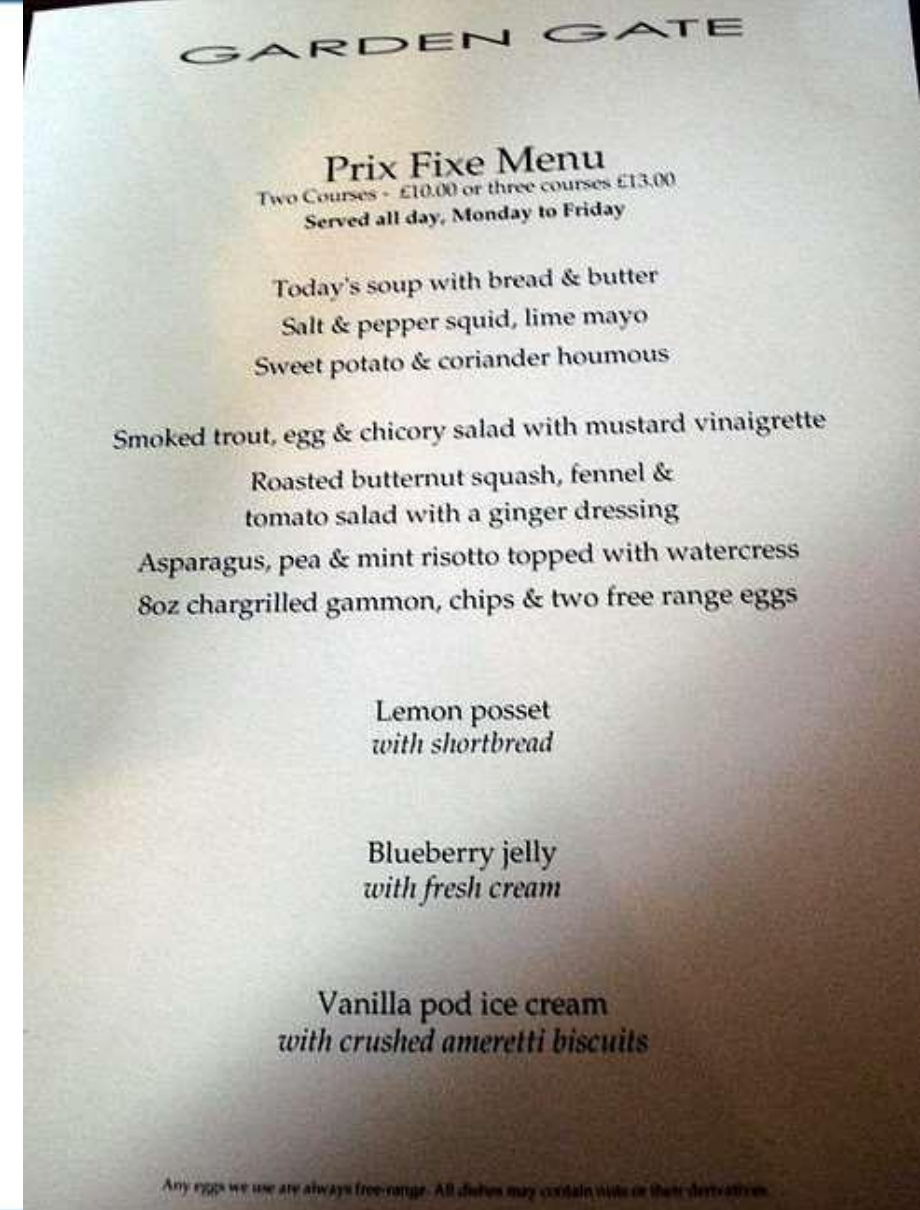
# Fixed Menu

- A fixed menu is a menu with several items but always a fixed total price. There are two main types of menu when it comes to a fixed menu: **prix fixe menus** and **table d'hôte menus**.
- While the words “fixed” and “static” are similar in other contexts; it's important to note that fixed menus differ from static ones.



# Prix Fixe

- Little to no variability
- Easy to prepare and produce
- Very little food waste



# Table d'hôte

- Limited selection but more variability than prix fixe
- Easy to prepare and produce
- Less wastage than larger menus

## *Table d'hôte*

### *— Starter —*

Soup of the Day served with Warm Bread Roll  
Cabbage Soup with Toasted Buttered Bread

### *— Main Course —*

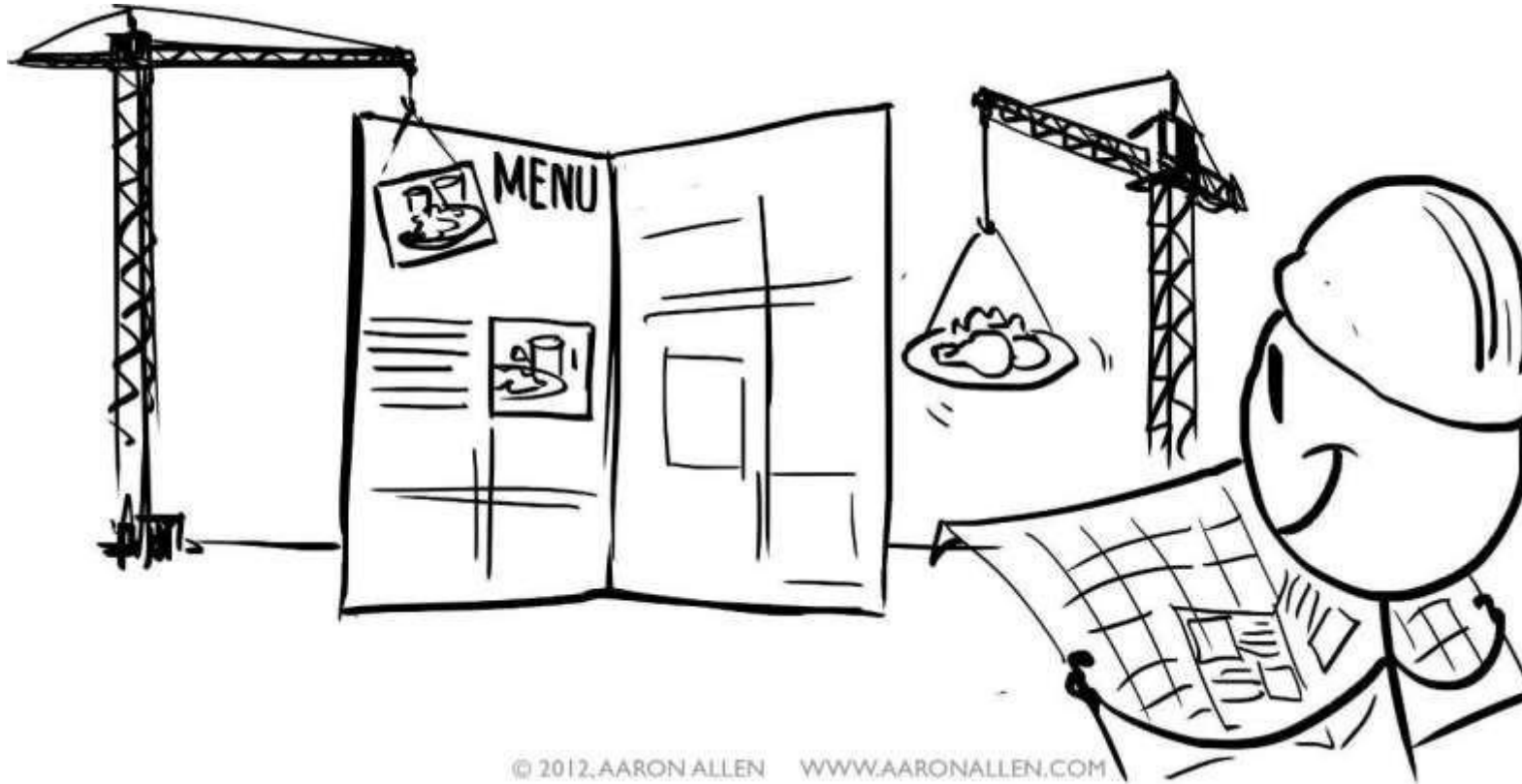
*table d'hôte*

|                                                       |         |
|-------------------------------------------------------|---------|
| Chicken Brest topped with Mozzarella Cheese and Bacon | \$30.50 |
| Mushroom Ravioli with Tomato sauce and Parmesan       | \$31.50 |
| Steamed Smoked Haddock with Poached Egg and Herb Oils | \$35.50 |

### *— Dessert —*

Bread Pudding with fresh Vanilla Bean Icecream  
Hot Pancake with choice of Berry Compote  
Waffle with Raspberry Compote and Vanilla Icecream

# Menu Engineering



© 2012, AARON ALLEN WWW.AARONALLEN.COM

# Menu Engineering Tips & Tricks

Limited-time offers can create a sense of urgency and increase sales of certain menu items.

Grouping items, such as appetisers or entrees, can help customers make quicker decisions and increase sales of those items.

Regularly analysing menu performance, such as sales data and customer feedback, can help restaurants make adjustments to their menu and pricing strategies to increase profits.

High-quality photos and graphics of menu items can make them more appealing and increase sales.

Using a larger font size and an easy-to-read font style can make menus more readable and increase sales.

Naming menu items creatively can make them more appealing and memorable to customers, which can lead to more sales.

# What else should we consider?

Consumers seek greater transparency in menu items and guidance towards healthier options

% agree

All restaurants should have a healthy option on their menu

70%

Having a healthy option on the menu is more important than a year ago

56%

(Oracle, 2022)

## People are also influenced by a restaurants' broader sustainability commitments

% who say these actions are important

Companies to make efforts to lower food waste



93%

Clear labelling about the source of food and ingredients



91%

Transparency about a company's social responsibility commitments is important



87%

Companies encourage customers to bring their own cups for drinks refills



80%

(Oracle, 2022)

# How to price a menu

1. Food cost percentage
2. Gross profit margin

Today we are going to cover how to price items on a menu by GP Margin.



# Pricing a Menu: via Gross Profit (GP) Margin

Gross profit margin is the percentage of total sales that's profit.

## Step 1: Determine ideal gross profit margin.

Choose the gross profit margin you want for your menu item.

Restaurant gross profit margins vary wildly. They can be as low as 20% and as high as 80%.

## Step 2: Determine the cost of goods sold (COGS) of the menu item in question.

We need the total cost of all the ingredients used to make menu items, right down to the garnishes and condiments. For example, onion rings. The COGS would be onions, batter, and dipping sauce.

## Step 3: Calculate how to price food items.

The formula for pricing food by gross profit margin is: **Gross Profit Margin = (Menu Price - Raw Food Cost) / Menu Price**. The equation is for gross profit margin, not menu price.

Which means a little experimentation is required.

If you have an existing menu, why not calculate the gross profit margin for each of your menu items.

# Pricing a Menu: via Gross Profit (GP) Margin

*Let's price up a Cajun fries starter.*

**Step 1:** Determine ideal gross profit margin. = 70%

**Step 2:** Determine the cost of goods sold (COGS) = *The COGS would be sweet potato, cajun spice, homemade chive and onion dip £3.00.*

**Step 3:** Calculate how to price food items.

*Gross Profit Margin = (Menu Price - Raw Food Cost) / Menu Price*

*Profit Margin = (£8 - £3) / £8*

*Gross Profit Margin = 62.5% (We need to try again, remember our ideal is 70%)*

**Try again with £10.** *Gross Profit Margin = (£10 - £3) / £10*

*Gross Profit Margin = 70% (YES!)*



# VAT/TAX

In the UK, the Government puts a tax called VAT on to the selling price of any food dish.

This % is not fixed but varies with the Government, currently it is set at 20%. This % needs to be added to your menu prices.

Different countries have different TAX rates and calculations should be carried out using the appropriate level of tax.

In some countries the TAX is ONLY added on when guests are presented with the bill/check, therefore the TAX rate is not included in the selling price.

# Seasonal Menus



*As seasonal food and beverage offerings can add an important, dynamic to your existing menu options in several ways.*



*Your customers will enjoy fresh new flavours and limited-time offerings.*



*Seasonal foods are usually less expensive than some of your other menu items because of their abundance, which means more savings.*



*Using out of season ingredients could lead to increased waste due to it not being fresh and therefore more prone to decomposition.*

# Why use seasonal ingredients?

Flavour

Variety



Nutrition

Sustainability

# Why use local produce?

Supports the  
local economy

Promotes  
sustainability



Provides fresher  
and healthier  
options

Enhances the  
dining  
experience

# Food Laws & Regulations



# Pricing

All pubs and restaurants should display their prices clearly to their customers. Restaurants must show prices with their menu at or near their entrance so people will know how much they'll be charged.

Bars should display prices for their whole range of drinks.

Restaurants, pubs, and bars that don't do this may face a fine.





# Food Descriptions

- The description of the food should match the food that arrives on your plate. For example, 'homemade' food should be homemade.
- Selling food or drink that isn't as described on the menu is a criminal offence under the **Consumer Protection from Unfair Trading Regulations 2008**. You can report any instances of this to your local trading standards department.

# Service Charge

Usually, restaurants either leave the service charge entirely to the discretion of the customer or automatically add a charge to the bill.

According to UK law, service charges added by the restaurant are entirely optional.

If you aren't happy with the service or if you'd prefer to calculate your own tip, you can ask for it to be removed and for a new bill to be printed.

Service charges, along with pricing should be displayed as clearly as possible.



# Calories on Menus

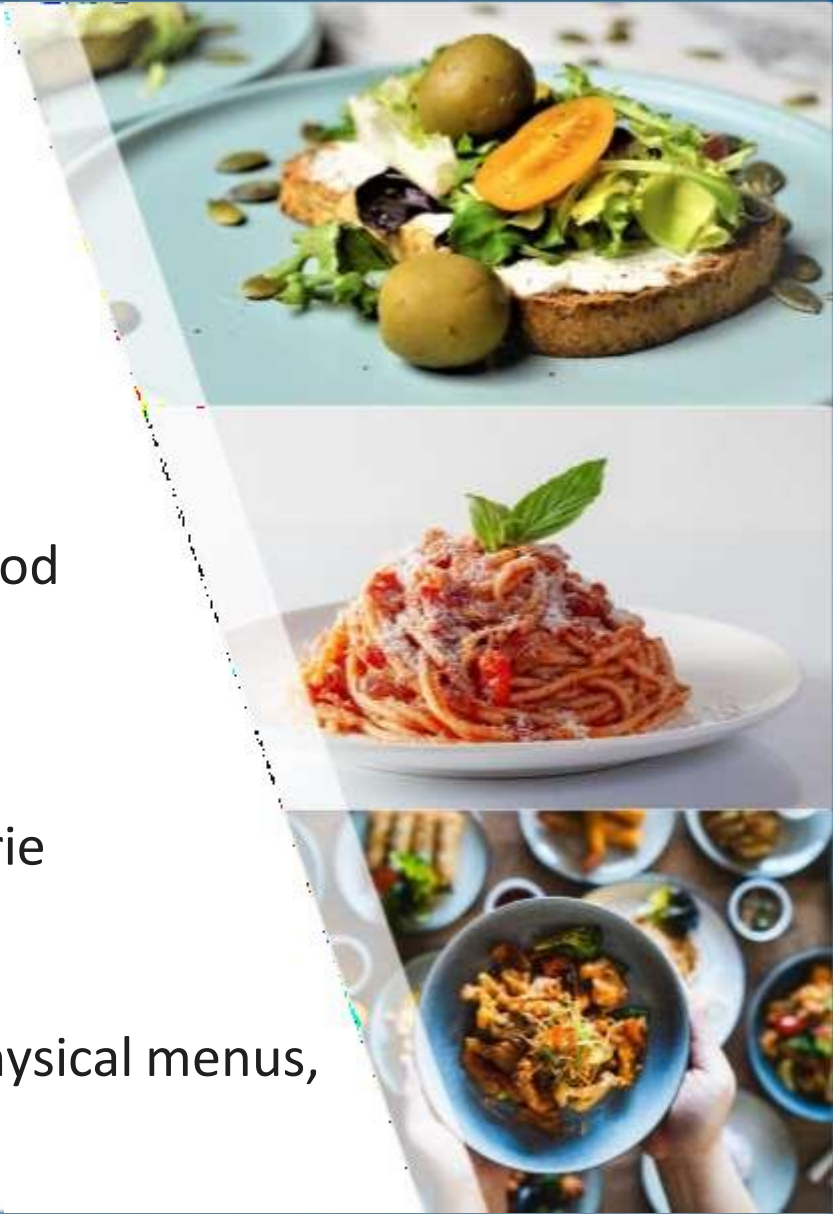
Large businesses are required to display calorie information on menus and food labels as of April 6<sup>th</sup>, 2022.

Rules are to help the public to make healthier choices when eating out.

Calories should be labelled on menus and food labels in out of home food businesses.

Regulations require large businesses with 250 or more employees in England, including cafes, restaurants and takeaways, to display the calorie information of non prepacked food and soft drink items prepared for customers.

Calorie information must be displayed at the point of choice, such as physical menus, online menus, food delivery platforms and labels.



# Allergens

*From December 13, 2014, all European Union food businesses have had to declare the 14 identified allergenic ingredients which are used in non-packed loose foods that are sold or provided.*

*Food allergen labelling and information requirements fall under the EU Food Information for consumers Regulation No 1169/2011: Technical guidance April 2015. Food standards Agency (FSA).*

The FSA guidance states that information on allergenic ingredients must be either:

- written up front (for example on a menu or menu board) without the customer having to ask for (food allergens) information
- sign-posted to where written information can be found or obtained
- sign-posted to say that oral information can be obtained from a member of staff



(Food Standards Agency, 2022)

# Takeaway Menus in Wales



From November 2016, if a takeaway leaflet or menu shows food for sale, the price and a way of ordering the food without visiting the premises, it will also have to include a bilingual statement encouraging customers to check the food hygiene rating of the business on the food hygiene ratings website. The statement will also remind customers that they have a legal right to ask the food business for their food hygiene rating when they order over the phone.

The legislation also enables food businesses to voluntarily display their valid food hygiene rating on this type of publicity material, but if they do so the rating must be valid and in the specified format so it can be clearly seen.

(Welsh Government, 2016).

## The statement that should be included is:

Ewch i [food.gov.uk/ratings](https://food.gov.uk/ratings) i ganfod sgôr hylendid bwyd ein busnes neu gofynnwch inni beth yw ein sgôr hylendid bwyd wrth archebu / Go to [food.gov.uk/ratings](https://food.gov.uk/ratings) to find out the food hygiene rating of our business or ask us for our food hygiene rating when you order.

# Gastro Tourism

Food tourism is the act of traveling for a taste of place in order to get a sense of place."™ –  
*World Food Travel Association*

# Gastro Tourism

Food Tours

Cooking Classes

Wine tasting sessions

Brewery tours

Producer visits

Market experiences

# Culinary Destinations

*\*Tripadvisor: The Travellers' Choice Awards Best of the Best.*

Rome (Italy)

London (England)

Marrakech (Morocco)

Paris (France)

Naples (Italy)

Barcelona (Spain)

Lima (Peru)

New Orleans (USA)

Buenos Aires (Argentina)

Athens (Greece)

Jamaica, Charleston (USA), New York City (USA), Bangkok (Thailand), Istanbul (Turkey), Kyoto (Japan),  
Cairo (Egypt), Mexico City (Mexico), Lyon (France), Chiang Mai (Thailand), Mumbai (India)

# Cooking Communities. The Cultural Importance of Food | Rocio del Aguilla | TEDxWichitaStateUniversity



# The Impact of Globalisation on the Food System

## 1. Expansion of Trade and Food Availability

With globalisation, there has been a diversity of foods made available to consumers around the world

International trade means seasonal and non-native foods are available all year and as a result, that consumers can experience a broader range of ingredients, which helps to encourage cultural exchange

*\*The Impact of Globalization on the Food System (Sawjana)*

# The Impact of Globalisation on the Food System

## 2. Altered Food Production Practices

Changes in food production due to globalisation, such as monocropping and large-scale farming

This may have improved efficiency and lowered costs, however, there are concerns about biodiversity loss, soil degradation and over-reliance on a few crops

# The Impact of Globalisation on the Food System

## 3. Impact on Local Agriculture

Small farmers in developing countries may have access to international markets, leading to new income and technological advancements

However, there may be more competition from imported goods, which can threaten their livelihoods and potentially lead to dependency on these goods, rather than on providing locally farmed foods

# The Impact of Globalisation on the Food System

## 4. Food Security and Vulnerability

### *Benefits and challenges:*

International trade means food is available locally during a scarcity, however, there can be fluctuations in global food prices and supply chain disruptions

Exporting crops for profit may mean that resources are diverted away from growing local staple foods, leading to food insecurity in some regions

# The Impact of Globalisation on the Food System

## 5.Cultural Homogenisation and Preservation

The spread of fast food chains means that there may be concerns about the loss of traditional dietary practices and food culture (diets may become standardised)

On the other hand, there is an exchange of culinary traditions around the world that can enhance and enrich local cuisines (different ingredients, different methods/techniques of cooking, different ingredients paired together, new and innovative approaches etc.)

# The Impact of Globalisation on the Food System: Summary

Expanded food choices, added to international trade

Concerns about food security, cultural preservation, environmental sustainability

Consideration of holistic approaches that prioritise people and planet, such as supporting local farmers, sustainable agricultural practices, encouraging cultural exchange to achieve a food system that is fair, robust and diverse

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