

# Food Culture of the World

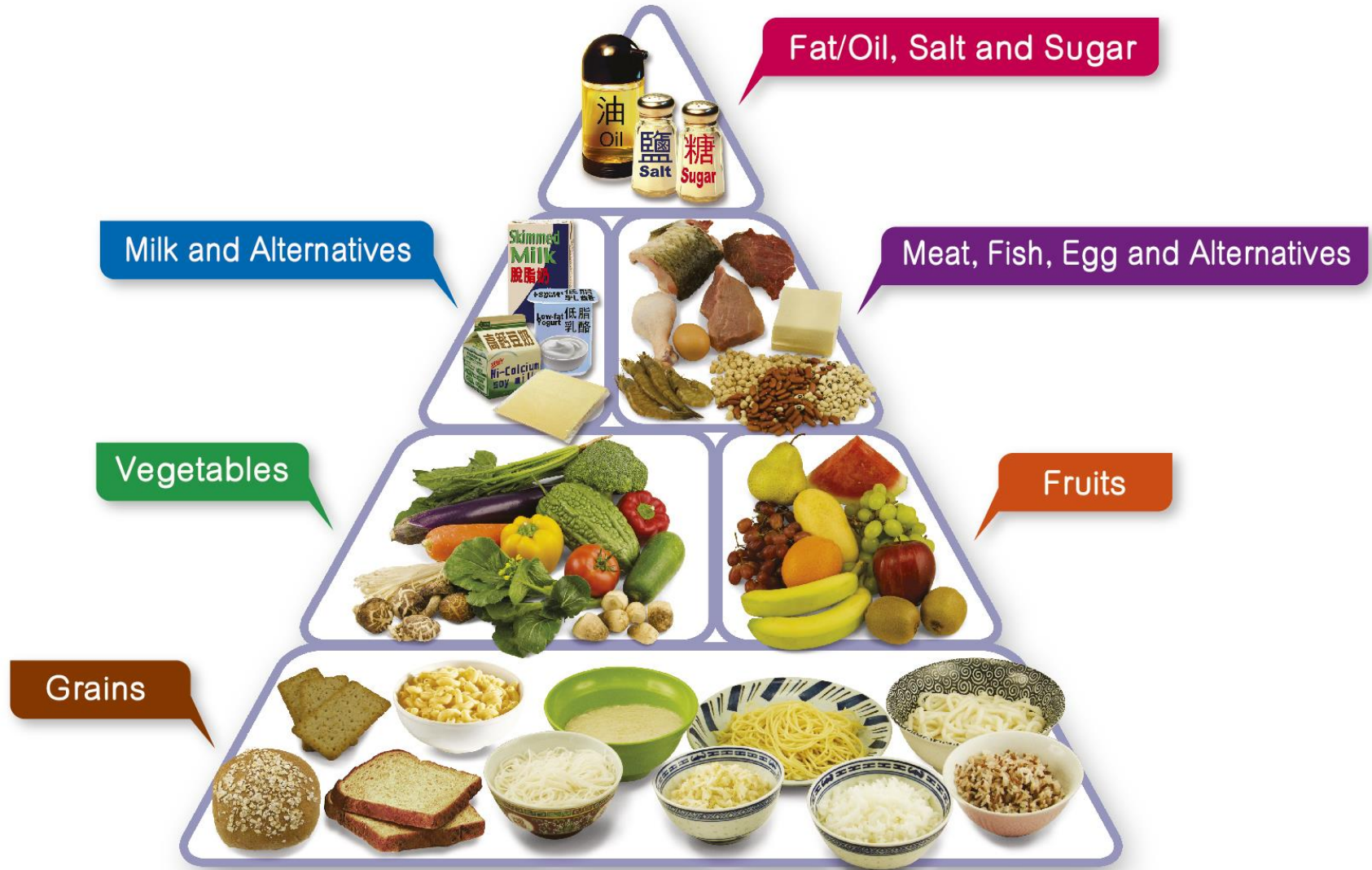
International and Local Cuisine  
Management (HIM3409)



# Introduction

- Food is **any substance** consumed to provide nutritional support for the body.
- It is usually of **plant or animal origins** and contains essential nutrients such as carbohydrates, fats, proteins, vitamins or minerals.
- Food is one of **the basic needs**, we can not live without food, people enjoy eating food .
- There are *wide differences in the ways* that people of various cultural prepare serve and eat food.

# The Food Pyramid – A Guide to a Balanced Diet





# What does food indicated?

- Food is a symbol of hospitality and friendship throughout the world.
- We express our hospitality to a guest through offer of food or drink.
  - Offering a cup of tea or coffee or any snacks or food is a symbol of friendship.
- Food is ***an expression for emotions***, as a relief from tension one may eat or over eat, anger and frustration may turn one against food.

# What does food indicated?

- Some specific foods are associated with unhappy experiences;
  - All just emotional reactions;
  - Found hairs/glass in your foods.
  - Got surprise with allergic reactions.
  - Got an insect on your sandwich.
  - Use low quality ingredients to make your orders.
  - Etc.



# Food Allergy



Milk



Shellfish



Fish



Wheat



Tree Nuts



Peanut



Egg



Soy

## FDA FACT

While more than 160 foods can cause allergic reactions in people with food allergies, these 8 foods account for **90 percent of food allergic reactions**, and are the food sources from which many other ingredients are derived.



# What does food indicated?

- Thus food is just not a substance that supplying nutrients for health.
- It is the ***sum of cultures and traditions, emotional outlet, relief*** from stress various means of communication.



# Definition of culinary

- An art and science of cooking.
  - It is combined of ingredients,
  - Prepare ingredients,
  - Applying heat and methods,
  - Food safety and quality,
  - Consistency, and etc.
- which is considered to be both science and art.





# Father of modern cooking

- Chef George Auguste Escoffier is the father of modern cooking.
- He is the legendary figure among chefs and gourmands.
- He was one of the most important leaders in the development of modern **“French Cuisine”**
- He has written many books and brought in the awareness of chefs and modern cooking of the world.

# Evolution of cookery

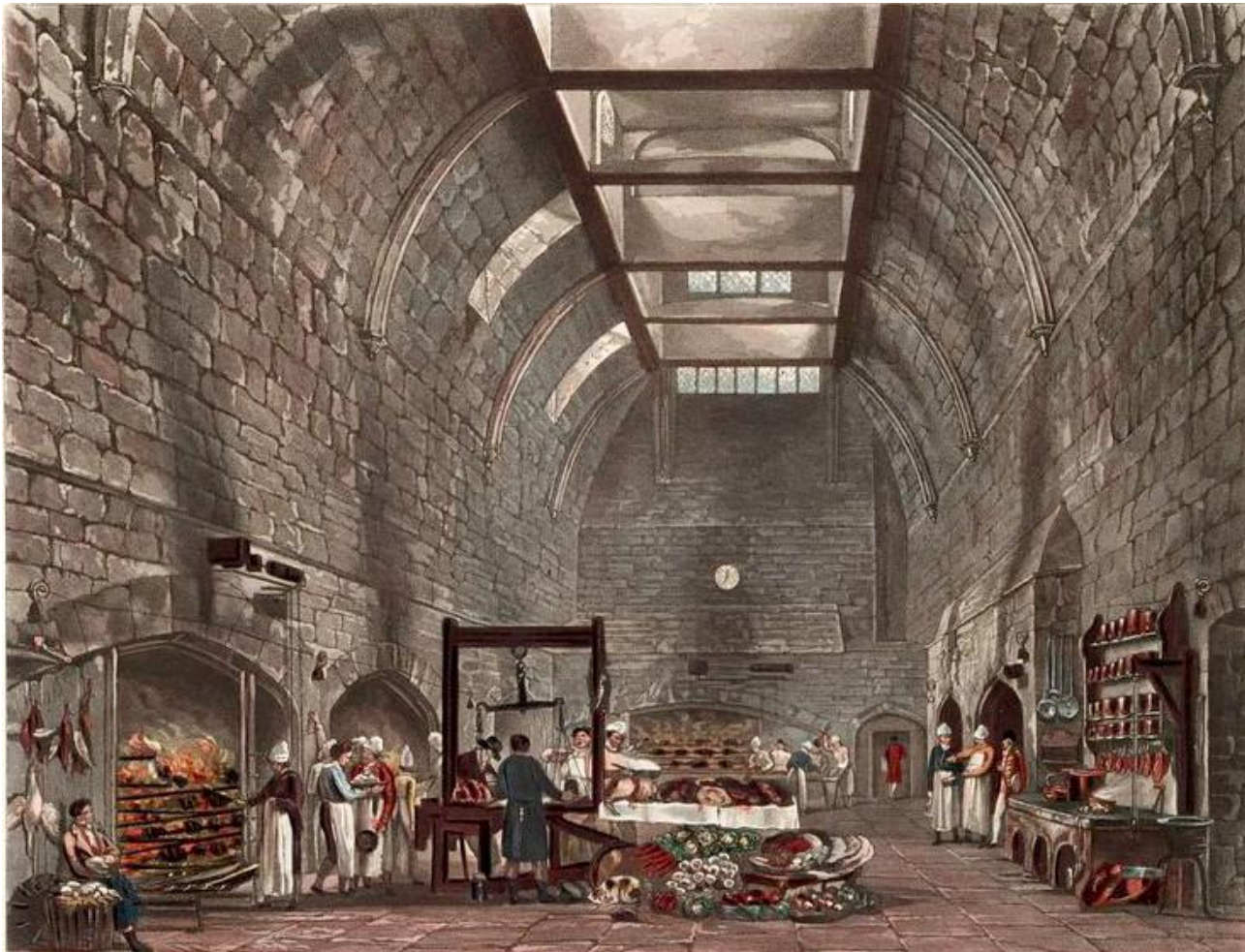
- The evolution has been developed by the improvement of cooking methods and techniques.
- The different methods of cooking like boiling, steaming, baking, sous vide etc. all added to the cookery.
- The availability of raw materials and influence from abroad as brought forward inventions of different means to cook food.
- Molecular gastronomy

# Food from the old days to 21<sup>st</sup> century

- Before time the food of the wealthy was mainly consisted of beef, chicken, mutton, pork and games
  - (any animal hunted for food or not normally people eg. rabbit, fox, deer etc.)
- The kitchen at that time had the cooking place on the floor, they used wood for fuel and the kitchen was smoky, for roasting they was spit were mad on the floors,
- The fire was kept on all day and night and that was used as a source of light for rest of the household.



# The oldest working kitchen in Britain (Windsor Castle)



# Food from the old days to 21<sup>st</sup> century

- Cooking was done in pots and pan made of heavy iron and copper in large preparation they would be plenty of cooks and serving maids.
- This was time when spice were introduced which was brought from costal regions of Asia.
- Slowly the kitchen design changed in the later part of 17<sup>th</sup> century, the wood was replaced by coal and the development of stove in the kitchen of the wealthy.
- A full range of cutters was also introduced and so did knives, forks and spoons were began to be used for the first time.

# 21<sup>st</sup> century kitchen

- The rapid change in the life styles of all social classes due to the world war.
- There was a huge increase in the manufacture of the furniture and appliances thus the usage of all the sophisticated mechanized equipment were started to be used.
- In todays world we have all the very good sophisticated and easy to used equipment and will built kitchen, in the modular style.
- It has become ***cooking in style and eating in style.***

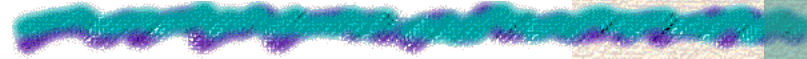


# Modern Commercial Kitchen



# World cuisine

- French cuisine
- Italian cuisine
- Mexican cuisine
- African cuisine
- Asian cuisine
  - Thai cuisine
  - Chinese cuisine
  - Japanese cuisine
  - Indian cuisine
  - Etc...



# What is cuisine?

- A cooking style characterized by distinctive ingredients, techniques and dishes, and usually associated with a specific culture or geographic region.
- Regional food preparation traditions, customs and ingredients often combine to create dishes unique to a particular region.
- Food cooked in a certain way.



# Local foods around the world



# Influencing Factors

- What factors influence the cuisine of different cultures?
  - Land
  - Religion
  - Cultures & Lifestyles
  - Economics
  - Outbreak (COVID-19)

# Land

*- The food that is available and abundant in a particular region of the world will determine part of a person's diet.*

- Surrounded by water?
  - Seafood is available.
- Warm climate?
  - Fruits, vegetables and herbs are grown year around.
- Cold weather?
  - Root vegetables and wheat are grown.
- Grasslands?
  - Grain products and beef are available.





# Religion

- A social-cultural system of designated behaviors and practices, morals, worldviews, texts, places, prophecies, ethics, that relates humanity to supernatural, and spiritual elements.
- Hindus do not eat beef.
- Muslims do not eat pork; also they fast during Ramadan.
- Jews follow dietary restrictions to "keep kosher" (the laws of kashrut).
- Catholics don't eat meat on Fridays during Lent.
  - Preparation of the celebration of Easter.

# Cultures

- Countries throughout the world have a mix of ethnic groups that have influenced their cuisine.
- Early explorers brought their foods, traditions, and eating habits with them.



# Lifestyles

- Families in these areas are traditionally close-knit.
- Children helping parents at home with the care of the family and providing an income is often needed.
- Old & new economies and technologies have influenced lifestyles. Industry, businesses and skyscrapers in contrast to rural farming.
- Great wealth and great poverty creates lifestyles of contrast.



# Economics

- A country's economy influences food production and availability.
- Family income influences what types of foods are prepared by the income available.
- Purchasing locally grown food is convenient and economical.



# Outbreak (COVID-19)

- The real uncertainty and the challenge for all governments;
  - To weigh the risks to society and economy against the risks of the virus taking hold again.
  - Stockpiling and panic buying.
  - Lost their jobs, incomes are declining, and the future is covered in deep uncertainty.
  - Limited people, social distancing, wearing masks, and keep yourself sanitized.

# COVID-19 Impact on the Food and Beverage Industry



We apologize for  
the inconvenience,  
but we are currently  
**OUT OF  
TOILET PAPER**  
at this time



<https://spoonshot.com/blog/2020/04/16/covid-19-impact-on-the-food-and-beverage-industry/>

<https://www.abc.net.au/everyday/coronavirus-covid-19-why-is-everyone-buying-toilet-paper/12024738>



# Origins Of Traditional Food

From Across The World



## CHILLIES

**Origin:** South America (Peru and Mexico)  
**Destinations:** Europe and Asia  
**Migrated:** 1942 - Columbian Exchange / Portugese traders. Chillies have been part of the human diet since 7500 BC and were originally brought to Spain for their medicinal purposes.



## VANILLA

**Origin:** South America (Guatemala & Mexico)  
**Destinations:** Europe, North America & Asia  
**Migrated:** 15th Century - To Europe from South America by Hernan Cortes. Following saffron, vanilla is the most expensive spice in the world.



## TOMATOES

**Origin:** South America  
**Destinations:** Europe, North Africa & Asia  
**Migrated:** 1943 Columbian Exchange. Given it's name by the house Steward of the Duke of Florence who described the fruit as a 'pomi d'oro'. They were also grown as ornaments in Italy.



## FISH AND CHIPS

**Origin:** Spain and Portugal  
**Destinations:** UK  
**Migrated:** 17th Century - Immigrants travelling Europe. Britain's longest running fish and chip shop is still operating in Yeardon, near Leeds.



## VINDALOO

**Origin:** Portugal  
**Destinations:** (Asia) India  
**Migrated:** 15th Century - Developed in Goa following heavy influence from Portuguese settlers. Vindaloo traditionally uses pork, but now chicken, mutton and vegetarian variations exist.



## FRENCH FRIES

**Origin:** Belgium and France  
**Destinations:** UK and USA  
**Migrated:** 19th Century - Variants from Europe. Popularised by the 1940s rise of American fast food chains. President Thomas Jefferson was said to have served them at a White House in 1802.



## DOUGHNUTS

**Origin:** Ancient Greece  
**Destinations:** USA  
**Migrated:** 1847 - Dutch settlers brought them to New York in the early 19th Century. Food resembling doughnuts were found in Ancient Greece.



## CHEESECAKE

**Origin:** Ancient Greece  
**Destinations:** USA  
**Migrated:** 1872 - Greeks created cheesecake. First mentioned by Greek Physician Aegimus, (5th Century BCE). Served to athletes at the first Olympic Games to provide energy.



## COFFEE

**Origin:** North Africa, Ethiopia  
**Destinations:** USA, Europe  
**Migrated:** 16th Century - Introduced to Europe, in Malta. Then later to South America in 1727. Coffee is the most traded commodity in the world.



## SCOTCH EGG

**Origin:** India and North Africa  
**Destinations:** UK  
**Migrated:** 19th Century - Department store Fortnum and Mason have laid claim to the invention of the Scotch egg. Early recipes in Whitby were said to have used fish paste not meat.





# Umami around the world



● Foods made by fermenting legumes or cereals □ Used in paste or liquid form

● Foods made by fermenting seafood □ Used in paste or liquid form

● Other foods

● Regions where tomatoes are used as a staple in cooking



- Culinary art skills
  - <https://hospitalityinsights.ehl.edu/culinary-arts-skills>
- World food atlas
  - <https://www.tasteatlas.com/search>
- A taste of authenticity
  - <https://www.thegrocer.co.uk/category-reports/a-taste-of-authenticity-world-cuisine-category-report-2018/573562.article>