

TRADITIONS - FLAVOURS, and REGIONS

Magyarország íztérképe Taste Map of Hungary

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Traditions, Flavours and Regions

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Traditions, Flavours and Regions

- Collection of traditional meals and foods:
EUROTERROIRS program since 1992
- Production and marketing of regional food articles in Hungary: local food and meal
- The role of soil, climate, raw materials and manufacture (preparation and preservation)
- Taste-map of Hungary: a valuable guide in the field of gastronomy.

Collection of traditional meals and foods: EUROTERROIRS program since 1992

- Globalisation of eating culture, but keeping national character in gastronomy
- The French example: 22 regions were introducing their traditional, regional food
- Rich European collection of 4000 traditional food articles and meals compiled
- In Hungary collecting has started in the 90's with the guidance of French experts

Conditions for acceptance: selection criteria and description of a product

- Availability of the food on the market today and at least 3 generations in production
- Strong tradition in manufacture and popularity in regional consumption
- Well known local specialities and clear description of the technology
- National Council for Acceptance: members from science, business and government



*Hagyományok
Ízek
Régiók*



Magyarország hagyományos és tájjellegű
mezőgazdasági és élelmiszer-ipari termékeinek
gyűjteménye

I. kötet

*Hagyományok
Ízek
Régiók*

I. kötet

Dél-Alföld, Észak-Alföld, Észak-Magyarország



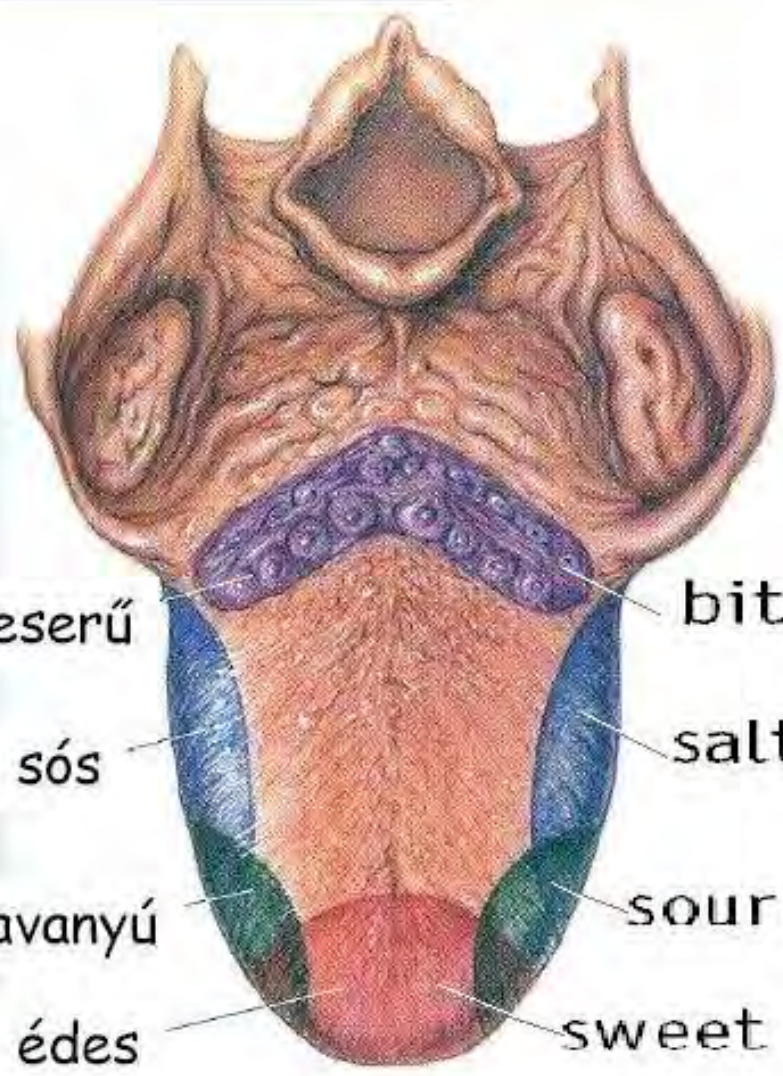
Földművelésügyi és
Vidékfejlesztési Minisztérium

Book on Hagyományok (Traditions) , Ízek (Flavours) and Régiók (Regions)

- Selection of 301 raw materials (plants and animals) and products (food and meals)
- A two-volume book was printed to introduce traditional products of regions in Hungary
- Work was sponsored by the Ministry of Agriculture and its Agromarketing Centrum
- National strategy and community project on traditional food production
- Marketing strategy of traditional food articles within a region and on a country level
- Technical development in preservation and packaging to keep quality and safety
- Consumer survey of traditional food products: choice, identification and buying habits
- From small size production (farm-scale) to develop production series and lines (factory)

Sensory evaluation of food and meal: the role of flavour, odour and visual estimation

- Food as a versatile system: changes in the composition (ripening, maturation, stc.)
- The human tongue: a rich tool of biosensors to taste sweet, salt, sour, bitter and spices
- The „Taste-Tetraeder” of Hans Henning: inter-action among different taste characters
- Role of temperature changes in the sensibility of different taste characters (types)



keserű

bitter

sós

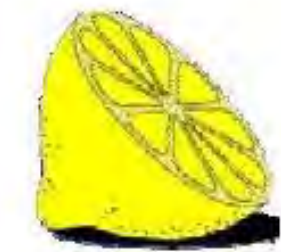
salt

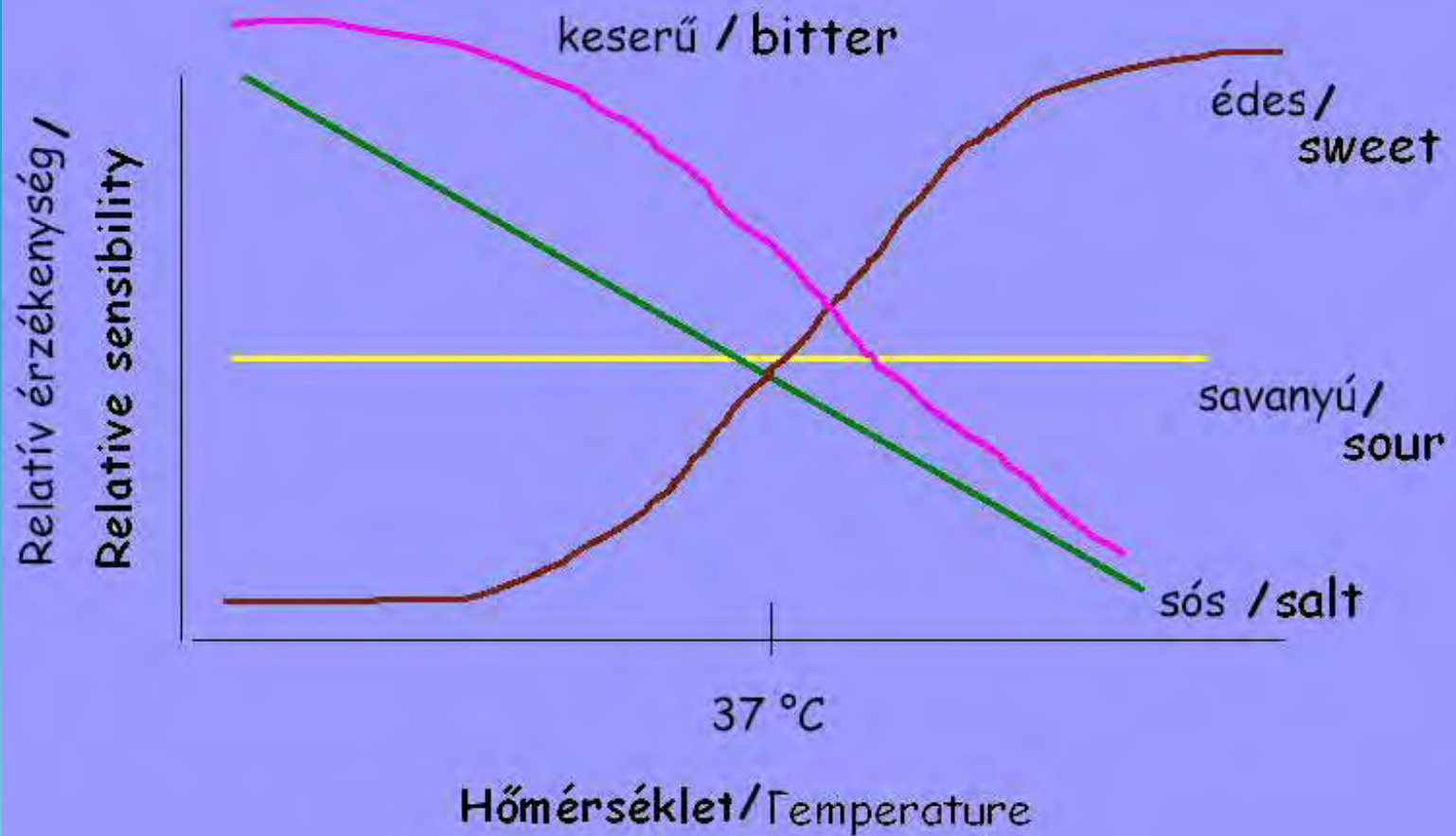
savanyú

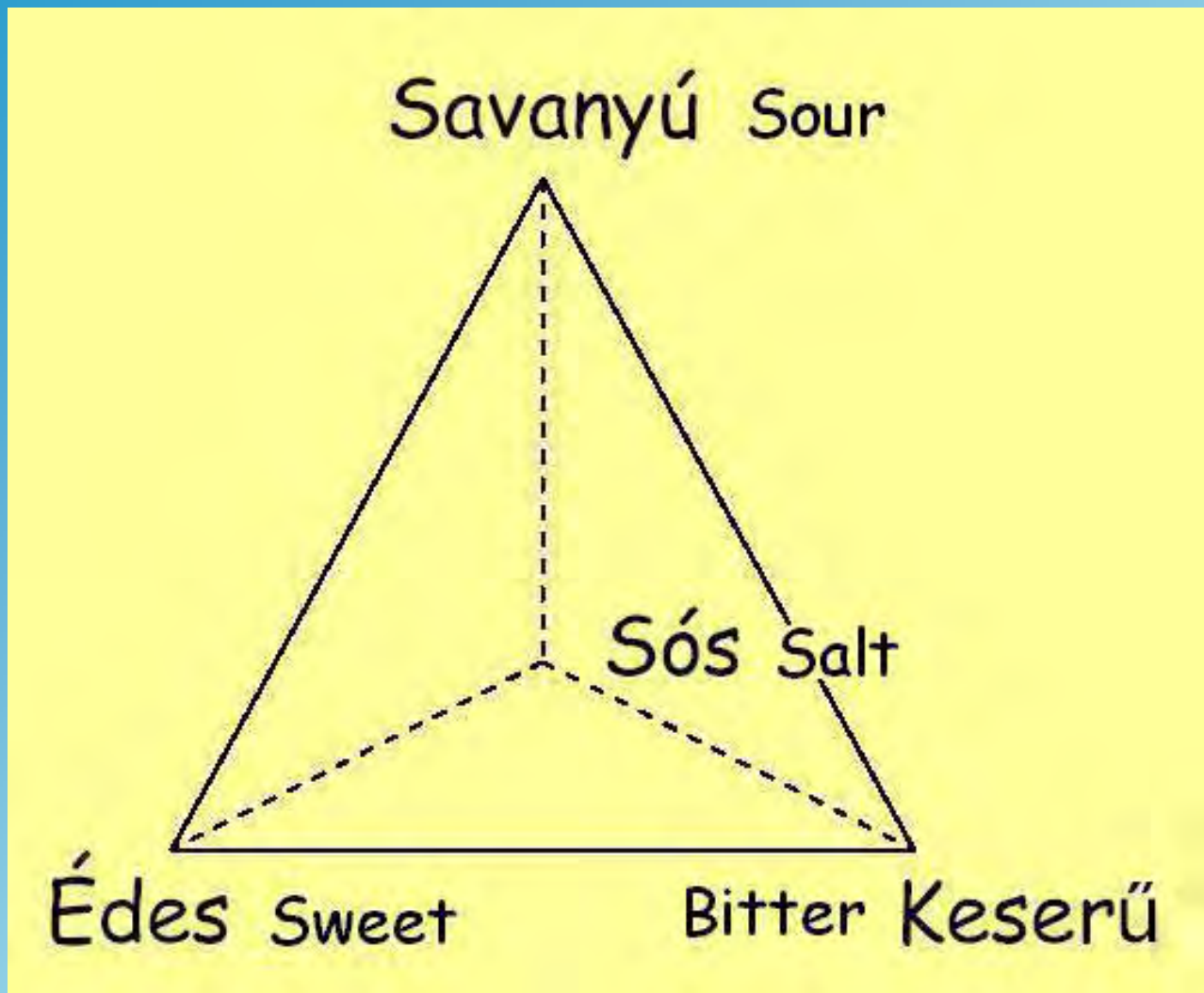
sour

édes

sweet







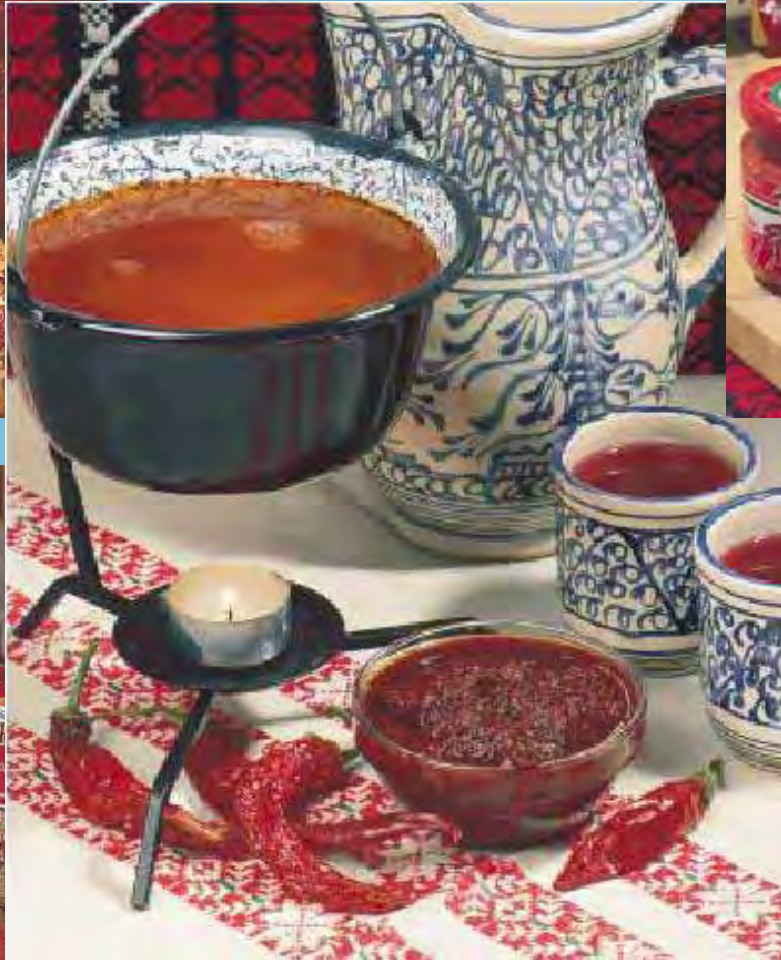
Hans Henning íztetraédere

Regional differences in the food production and preservation methods in Hungary

- Fermented dairy products and sour taste are preferences in food choice in mountain region
- From the first selected 301 traditional food 89 are of sweet character (sucrose, honey)
- In the East-Lowland most of meat products are preserved with salt (pickling, curing)
- In the South-Lowland people give priority to add spices to food like red pepper (paprika)
- Small but unique exception is the Mountain Mecsek with its herbal flora and bitter taste

Édes /Sweet





Fűszeres/Spicy



Sós/Salt





ÍZTÉRKÉP / MAGYARORSZÁG
TASTE-MAP / HUNGARY
Savanyú / Sour



The „Taste-map of Hungary” - one of the approaches to identify traditions and tastes

- In the middle of the Carpathian basin the Hungarian cuisine has melted all gastronomy findings
- Challenging tourists with a fruitful combination of traditions and taste of the local food
- Experimental advantage from the variety of the kitchen of the seven neighbouring countries
- Discover the richness of the gastronomy of this region and enjoy the local food and meal !

Thanks for your attention!

