



Ministry of Tourism – Secondary School
Zabok

Project

Traditional Zagorje Food Fair
(*Sejem starinske zagorske košte*)

We are keeping recipes from slipping into oblivion
and preparing food with love!

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Studying the public call



- Students:
 - studied the public call- Promoting and Strengthening of Vocational Competencies for Tourism 2015
 - looked into the Tourism Development Strategy until 2020 more closely
 - wrote homework– essays relating to the public call
- Discussions about possible project topic ideas:
 - new products
 - creative workshops
 - making traditional souvenirs
 - landscaping walkways and parks
 - environment protection



Selecting the content and project topic



New tourist products based on:

- Connecting public, civil, private sector and science (development)
- Inclusion of strategically defined special forms of tourism-cultural, wine and gastro tourism

Improvement of destination management:

- through bringing together tourism destination stakeholders



Selecting the topic related to the Strategy

Priorities:

- branding national and **regional gastronomic offers**;
- development of **educational programs** and best practices manuals **for all** wishing to participate in the gastro-wine tourism offer

Other product development activities deal with:

- **discussing Croatian regions** for the use of eno-gastronomic diversity
- encouraging investments in the **events relating to food and drinks**

Selecting the topic and name



- We have asked ourselves the following questions:
 - Does a town have its tourist product? What is it like?
 - How can students contribute to the development of a tourist product?
 - Why would a tourist visit our town?
- Idea – gourmet tourist product?
- Interest expressed by:
 - Zabok Tourist Board
 - Zagorje Tradition Association
 - Krapina - Zagorje County
 - Terme Tuhelj and the others
- Project name: ***Traditional Zagorje Food Fair – Sejem starinske zagorske košte***

Planning project activities



- Studying old, traditional and authentic recipes and records of Zagorje dishes
- Creating the gastronomic offer for use in the hospitality industry
- Presenting the gastronomic offer to the public and catering facilities
- Holding the event and presenting dishes:
 - *Sejem starinske zagorske košte* during ‘*Mali Gastro*’
 - *Sejem starinske zagorske košte* during ‘*Štruklijada*’
- Producing a printed brochure with the most interesting dishes

Researching recipes

- Old notes written by our grandmothers and great-grandmothers
- And moms have contributed – especially Mirjana Labas
- Literature:
 - Cookbooks and manuals from home libraries
 - *Kajkavijana* library archives- society for the promotion of Kajkavian culture



Research on our ancestors' nutrition



Literature

- seasonal, modest and rational nutrition prevails
- nutrition of nobility and middle-class families
- foreign influences in shaping local cuisine

Grandmothers and great-grandmothers

- simplicity, rationality and using what nature offers: mushrooms, nettles, cereals,...
- resourcefulness and creativity while preparing dishes: potato dumplings (*luleki*), home-made noodles (*krpice*), cheese-filled pastry (*štruklji*), phyllo strudel (*strepá*), strudels, potatoes and home-made pasta with very little meat

Researching catering facilities' gastronomic offer



Negative examples

- some catering facilities haven't included Zagorje dishes into their offer
- 5-6 Zagorje dishes are offered in about 20 catering facilities
- about 10 catering facilities offer around 15 Zagorje dishes

Positive examples

- family farms
- *Vineyard cottage, Bolfan Vinery, Vinski Vrh*
- *Bluesun Hotel Kaj, Marija Bistrica*
- *Restaurant Villa Zelenjak, Kumrovec*
- *Traditional household Majsec's Mill, Donja Stubica*

Creating gastronomic offer for use in catering industry



Presenting gastronomic offer workshop 1 - Terme Tuhelj



- A trial presentation for the guests of Hotel Well (4*)
- We prepared 3,000 finger foods
- Tasting of about 10 finger foods on the buffet table: cornmeal cake (*zlijevka*), sweet yeast buns (*buftlini*), Lobar cheese filled pastry (*loborski štrukljeci*), pork rind scones (*krampogačice*), gingerbread cookies, ...
- Guests were asked to complete feedback questionnaires



Presenting gastronomic offer workshop 1- Terme Tuhelj



- The feedback showed that the best grades were given to:
 - Lobor cheese filled pastry (*loborski štrukljeci*)
 - sweet yeast buns with plum jam (*buhtlini z pekmezom od šljiv*)
 - Cornmeal cake with nuts (*zlijevka z orehimi*)
- There were no negative comments
- The best comment: Traditional dishes should be included into the menus of Terme Tuhelj



Presenting gastronomic offer workshop 2- at school



- Rewarded students and mentors at regional, state and international competitions
- 300 finger foods were prepared
- There were no negative comments
- The best grades were given to:
 - Baked polenta filled with mushrooms
 - Lobar cheese filled pastry (*loborski štruklji*)
 - Pork rind scones (*krampogačice*)



Presenting gastronomic offer workshop 3- *Mali Gastro* 2015



- 1,000 finger foods were prepared and the best grades were given to:
 - Potato dumplings with barley porridge and mushrooms
 - Home-made pastry -*mlinci* –baked in cream
 - Gingerbread cookies
- Kindergarten *Zipkica* – an opportunity to be a chef and taste our dishes
- Humanitarian character - proceeds from the sale of delicacies were donated to a good cause - fighting cancer



Presenting gastronomic offer workshop 4- The Fair (*Sejem*) 2015



- Announcement of the event within the 7th Zagorje Štruklijada
- Leaflet printing and sending invitations
- Tasting and presenting approximately 5,000 finger foods
- Sales for charitable purposes- helping students
- Consumer satisfaction survey



Traditional Zagorje Food Fair



- Competition in making *štruklji*- a duel between our students, Mateja and Filip, and professional chefs
- Mateja and Filip won
- The best-graded dishes were:
 - Home-made pastry –*mlinci*-baked in cream
 - Zagorski štruklji
 - Pumpkin pie



Traditional Zagorje Food Fair



- The project has been presented to the public through:
 - Leaflets and posters
 - Announcements and invitations
 - Radio and TV shows
 - Internet portals: School's website, www.kzž.hr, www.zabok.hr, Oblizeki.hr etc.
 - Social networks - FB
 - Local and regional newspapers





Traditional Zagorje Food Fair on Nova TV

Project evaluation



- According to the consumer satisfaction survey
 - grade 3 was awarded to our dishes by 8% of consumers
 - grade 4 was awarded to our dishes by 17% of consumers
 - grade 5 was awarded to our dishes by 75% of consumers
 - Some consumers added grades 6 and 10

Srednja škola Zabok i Terme Tuhelj predstavljaju za Vas Projekt Obrazovanje za poduzetništvo – Starinska zagorska jela pa Vas molimo da odgovorite na ovih nekoliko pitanja!

- | | | | | | |
|---|----|----|---|---|---|
| 1. Želite li konzumirati tradicijska jela? | DA | NE | | | |
| 2. Osjećate li uz naše slastice spoj tradicionalnog i ugodnog „doživljaja“? | DA | NE | | | |
| 3. Željeli bi ste da se starinska jela nude u ugostiteljskim objektima? | DA | NE | | | |
| 4. Mislite li da ovaj naš projekt o starinskim jelima ima budućnost? | DA | NE | | | |
| 5. Utječe li asortiman tradicionalnih jela u na Vaš odabir lokala? | DA | NE | | | |
| 6. Smatrate li dobrim da smo starinskim jelima dodali notu suvremenosti | DA | NE | | | |
| 7. Molimo Vas da ocijenite kvalitetu tradicijskih zalogaja | 1 | 2 | 3 | 4 | 5 |
| 8. Koji Vam je proizvod danas bio najukusniji? _____ | | | | | |
| 9. Koji Vam se proizvod nikako ne sviđa? _____ | | | | | |
| 10. Molimo napišite Vaš prijedlog ili sugestiju _____ | | | | | |

Project results

- We have acquired knowledge regarding
 - table culture then and now
 - our ancestors' nutrition
 - the preparation of traditional Zagorje dishes
 - writing reports for the public and the media
 - communication with guests in a foreign language
 - communication with the media
 - presentation and sales skills
 - humanitarian organizations
 - project applications



Project results



ŠTRUKLIJADA
Zabok 2015.

Pozivamo Vas
na **Štruklijadu**
u Zabok

Trg Ksavera Šandora Gjalskog
23. svibnja 2015.
od 15,00 sati,
a u 13,00 posjetite
Sejem starinske
zagorske košte

**PROMOTIVNA
AKCIJA
OD 16. DO 31.05.2015.
POPUST 50%
NA ZAGORSKE
ŠTRUKLE**

www.struklijada.com.hr

15 MALI GASTRO I SEJEM ZAGORSKE KOŠTE

Open to: Domaći, Približno

15. svibnja at 9:00 - 12:00
Zabok, Zagorje, Croatia

Trg Ksavera Šandora Gjalskog, Zabok

Uvodna Struktura Zabok i UDRUGA ZA BORBU PROTIV RAKA "ZLATNO SRCE"

Organizator: 15. zagorski MALI GASTRO + sejem SEJEM ZAGORSKE KOŠTE

PROGRAM

- 10 sati - gostujuće
- 11-12 sati - predstava gastronomskih učitelja i poslužitelja iz Zagorske kuhinje

45 likes, 3 photos

23 ŠTRUKLIJADA I SEJEM STARINSKE ZAGORSKE KOŠTE

Open to: Domaći, Približno

23. svibnja at 11:00
Zabok, Zagorje, Croatia

Zabok

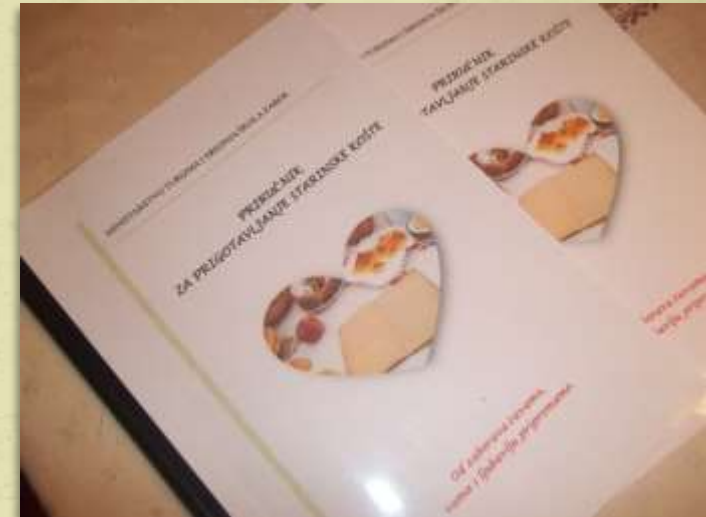
Konferencija čiji je osnovni cilj promocija i zaštita zagorskih štrukli, prepoznatljivog gastro brenda Zagorje i izdubeno-nadicačinskog je kvaliteta i okusa nabavke zagorske ispaštane u najvećem 23. štruki Prvi štruki Zabok. Na manifestaciji štruki štruki Zabok predstaviti će biti i prigodna promatranja "SEJEM STARINSKE ZAGORSKE KOŠTE".




14 likes, 3 photos, 116 comments

Project results



- The recipes have been made accessible to:
 - the public -more than 100 leaflets
 - around 20 catering facilities (for now) - brochures
 - our mums and teachers
 - our peers who kept asking- *‘What are you doing???’*



	Pogulice od kopriva sa sirum <ul style="list-style-type: none">0,20 kg kopriva0,20 kg svježeg sira i 2 žlice vthaja0,10 kg kukuruznog brašna0,05 kg krušnih mrsvicaSol, papar, začetak za pečivo, ribani luk i čeljustak i 1 jajce	Isključiti koprivo, osušiti i pomiješati sa ostalim sastojcima. Oblikovati pogulice i pečiviti ih na malo vrućem papirnatom obrtnu i poslužiti.
	Okruglice od krumpira s gljivama i špekom <ul style="list-style-type: none">50 g kuhane preostalog krumpira100 g mljevenih gljiva i100 g kuhane pečenoj kate2 jaja i2 žlice špekovog špeka100 g krušnih mrsvica	Sjediniti preostali kuhani krumpir, gljive i špek, s pečenoj katom. Oblikovati okruglice i pečiviti kao toplu posudu.
	Krupogacice <ul style="list-style-type: none">30 dag brašna (za dizana tijesta)2 jajca za sjaj1 kvas1 žlica šećera, 2 žlice soli, papar po želji4 dl mljevenog1 kg mljevenih čvaka1 jajce	Pripremiti kvas u mljevenom brašnu od navedenih sastojaka. Pomiješati, razneti i pečiviti čvake. Pečiviti posudu da se tijesto malo napuhne i pečiviti posudu, oblikovati posudu, razneti, poslužiti i poslužiti.

We are proud:



- because we have contributed to the development of a new tourist product
- of the fact that our ideas have been accepted and appreciated by all those whom we turned to for a piece of advice or support
- of the fact that the county prefect personally came to open the *Sejem*, talk about our ideas, express the gratitude, take part in a workshop and taste our *košte*



ACKNOWLEDGEMENTS



We are grateful to:

- Ministry of Tourism
- Zabok Tourist Board
- Krapina - Zagorje County
- Terme Tuhelj
- Zagorje Tradition Association
- Kajkavijana Association, Donja Stubica
- all mums, grandmas, great-grandmas and neighbours who spared their time and shared their recipes
- all those involved in catering business who accepted our brochures

