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
### 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 (*strepa*), strudels, potatoes and home-made pasta with very little meat
Researchers are examining 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
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), Lobor cheese filled pastry (loborski štrukljeci), pork rind scones (krampogačice), gingerbread cookies, ...
Guests were asked to complete feedback questionnaires
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
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
- Lobor cheese filled pastry (*loborski štruklji*)
- Pork rind scones (*krampogačice*)
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](http://www.kzž.hr), [www.zabok.hr](http://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
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
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???’
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*
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• 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