

Rapport

# Nordic Association for Food Studies Workshop 2021

**Communicating and presenting food from the past to  
the future:**

**Historical, contemporary and evolving perspectives**

Kajsa Hult, Inger M. Jonsson, Henrik Scander and Lotte Wellton  
(Eds.)



# Nordic Association for Food Studies Workshop 2021



*Måltidskunskap 6*



**Communicating and presenting food from the  
past to the future:  
Historical, contemporary and evolving perspectives**

**NAFS Workshop 2021  
Grythyttan, November 25<sup>th</sup>**

EDITED BY

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## Preface

At first, I would like to thank you all who took part in *The Second NAFS/ The Nordic Association for Food Studies, Workshop* arranged by the current affiliation of NAFS the School of Hospitality, Culinary Arts and Meal Science at Örebro University, Sweden. The Nordic Association for Food Studies, NAFS, is a Nordic network for academic researchers with a common interest in Food from different perspectives.

We are delighted and grateful for the successful engagement from the Nordic network members from Norway, Denmark and Sweden that contributed to the workshop.

This year our second digital workshop was organised with the theme: “Communicating and presenting food from the past to the future, Historical, contemporary and evolving perspectives” resulting in this proceeding report. The presentations led us from the keynote of professor Virgin Amelien with the base in food culture and consumer research on a digital approach according to everyday food culture and cultural heritage.

Thereafter we looked into the restaurant sector and Gourmet Restaurant’s local impact i.e. “creation of culinary spaces” in the North of Sweden a study with researchers from cultural geography and culinary and meal science.

With a deeper dig into the restaurant environment a scoping review on Sommelier practices and food and beverage pairing by culinary arts and meal science researchers and practitioners was presented, followed by reflections on the change from universal kitchen French and quiet corporality to computer systems and individualized e-mails in English in the communication between restaurant practitioners.

The next part of the workshop included researchers from food and tourism research together with communication and psychology discussing how new digital practices integrate in our food practices, from shopping to eating and evaluating food based on a recent anthology on Research Methods in Digital Food Studies. With an ethnological perspective researchers from art and cultural studies together with culinary arts and meal science talked about recontextualization and emotionalization of traditional food storage spaces within the Swedish society, as one way to reflect upon and emotionally deal with contemporary issues by managing everyday life and to deal with uncertain future.

The workshop continued with an interdisciplinary collaboration including meal research, Food Science, Agricultural Sciences, showing that from a consumer point of view heritage cereals have the potential to supply the market with alternative products with an attractive cultural background. A project from the Agricultural University showed the future importance of food studies and the ability to use data from areas outside own's own subject. This time a student project in landscape planning used restaurant menus as tools for regional development i.e. to highlight certain properties of the landscape (including its inhabitants) for potential sustainability. The project showed that "the complex and vital task of producing food brings together many aspects of the society and has a potential for developing new ideas on how to make landscape-oriented solutions for the future". At last a keynote speak presented by professor Göran Eriksson, Professor of Media and Communication Studies Department of Humanities, Education and Social Science, Örebro University looking into marketing, food, and science.

After a year of pandemic, we are all used to digital meetings. We have learned that it can be both positive and easy to attend but a bit sad because we cannot meet physically, chat, learn to know each other and of course eat a meal together in company. But nevertheless, NAFS committee has a positive belief in the future and plans for a physical conference in 2022 at Örebro University, campus Grythyttan.

Finally, I would like to extend the thanks to my companions in the NAFS committee with PhD-student Kajsa Hult, senior lecturers Lotte Wellton and Henrik Scander for their engagement during the year 2021 including joyful companionship and planning activities and at last the successful workshop.

Inger M Jonsson  
Professor emerita in Culinary Arts and Meal Science  
December 2021

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## Contributors

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**Mischa Billing**, Senior Lecturer, School of Hospitality, Culinary Arts and Meal Science Örebro University, Sweden.

**Göran Eriksson**, Professor of Media and Communication Studies Department of Humanities, Education and Social Science, Örebro University. His research is situated within the field of discourse studies. He has written extensively in the areas of politics and media, mainly studying televised political interviews and representations of politics and journalism. His current research is linked to the sociology of health and is concerned with multimodal representations of healthy food and healthy eating in different settings. Ongoing studies look at different kinds of marketing, and is especially interested in how science and scientific expertise is communicated. Göran is Associate Editor of the International journal *Discourse, Context & Me*.

**Karin Gerhardt**, Swedish University of Agricultural Sciences, Uppsala, Sweden. In addition to her research position at CBM, Karin also works as program director for Sustainable Development - Master's Program, at SLU and Uppsala University. She has a doctorate from 1994 in tropical forest ecology. Her ongoing research concerns historical cereals and sustainable production and consumption of bread.

**Anders Herdenstam**, PhD, Senior lecturer at the School of Hospitality, Culinary Arts & Meal Science, Örebro University, Sweden. Current research: how analytical sensory approaches can be combined with analogical to develop new situational methods that can be applied in different areas to deepen the understanding of sensory and situational factors crucial in different meal situations.

*Inger M. Jonsson*, PhD, Professor emerita in Culinary Arts and Meal Science, School of Hospitality, Culinary Arts & Meal Science, Örebro University. Sweden with interdisciplinary interest in food culture and meals in society.

*Stinne Gunder Strøm Krogager*, Associate Professor at the Department of Communication and Psychology, Aalborg University. She has published on children, food, gender, and methodologies in e.g. *Critical Food Studies*, *Trends in Food Science & Technology* and *Nordicom Review*, also, she is Editor in Chief at the *Nordic Journal*, *MedieKultur: Journal of media and communication research*.

*Jonatan Leer*, Professor of applied sciences and head of food and tourism studies at University College Absalon, Roskilde. He has published widely on food culture, notably on the new Nordic cuisine, food mediations and the gendering of food practices, in journals such as *Food, Culture and Society*, *Food and Foodways*, *European Journal of Cultural Studies* and *Feminist Review*. Jonatan is also visiting lecturer at the University of Gastronomic Sciences in Pollenzo, Italy, and member of the Danish gastronomic academy.

*Annica Långvall*, Doctoral student at the Department of Food, Nutrition and Culinary Science, Umeå University, Sweden. Annikas research project is on the importance of Fine Dining restaurants for regional development platforms and the establishment of linkages between rural food producers and Consumers

*Matilda Marshall*, Associate lecturer at the School of Hospitality, Culinary Arts & Meal Science, Örebro University, Sweden. She has a PhD in ethnology from Umeå University (2017). Her research concerns food culture, everyday food consumption, perceptions of sustainability and food storage. Her interest lays in food as a cultural phenomenon. By using cultural analytical methods, she explores how mundane habits and practices have been stable or changed over the past century.

*Dieter Müller*, Professor at Department of Geography. Deputy Vice-Chancellor of research and postgraduate education within the social sciences and humanities at Umeå University, Sweden. Current research: Climate Change and the Double Amplification of Arctic Tourism: Challenges and Potential Solutions for Tourism and Sustainable Development in an Arctic Context; Urban growth in northern peripheries and new development opportunities for sparsely populated hinterlands; The Creation of Culinary Spaces in Sweden

**Anna Peterson**, Senior Lecturer at the Department of Landscape Architecture, Planning and Management, Swedish University of Agricultural Sciences, SLU, Alnarp, Sweden. Landscape architect (1991) and Agr Dr (2006), generalist focusing on the broad perspectives, such as the whole landscape - rural and urban - and the whole sustainability. Special interest: cultural heritage and the food supply chain.

**Jón Þór Pétursson**, Researcher, Division of Ethnology, Lund University, Sweden. Current research focuses on contemporary food culture, consumption and sustainability, food heritage, human-microbial relations, and the cultural history of food preservation.

**Henrik Scander**, Senior lecturer, PhD in Culinary Arts and Meal Science, School of Hospitality, Culinary Arts & Meal Science, Örebro University, Sweden. He is interested in Food and beverage combinations and the notion of good taste.

**Ute Walter**, Senior lecturer in Culinary Arts and Meal Science at School of Hospitality, Culinary Arts and Meal Science, Örebro University, Sweden. She also is head of department at Campus Grythyttan. Research interests: consumers' meal experiences and experiences of meals in different contexts; the significance of gastronomy for regional development in peripheral areas; gastronomy, restaurants and culinary craft in kitchens and front of house.

**Lotte Wellton**, Senior Lecturer, PhD in Culinary Arts and Meal Science, School of Hospitality, Culinary Arts & Meal Science, Örebro University, Sweden. She is interested in the meal makers, cooks and chefs in a gender context, historically and contemporary; work processes in the professional kitchen; work life in the hospitality industry.

**Karin Wendin**, Professor of Food and Meal Science, Department of Food and Meal Science, Kristianstad University, Sweden. Associate Dean at the Faculty of Natural Sciences, Kristianstad University. Affiliated associate professor at Copenhagen University, Denmark. Food and Meals in Everyday Life (MEAL). A large part of Karins research is related to health and well-being, such as adapting products, both sensory and nutritional, to specific target groups. Environmental issues also play a central role, such as alternative protein sources such as algae and insects.

*Galia, Zamaratskaia*, Senior Lecturer at the Department of Molecular Sciences; Ph.D., Department of Food Science, Swedish University of Agricultural Sciences (SLU), Uppsala, Sweden. Galias' research areas: Factors regulating boar taint; Cytochrome P450: activity and regulation in various species. Implication for food; Food and health

## **NAFS Workshop 2021: Keynote Speakers**

This is a workshop proceeding from the NAFS workshop at the School of Hospitality, Culinary Arts & Meal Science, Örebro University. The workshop started at 9.15 until 16.30 the 25<sup>th</sup> November 2021. We take the opportunity to thank our two keynote speakers:

- **Virginie AMELIEN**, Title: A digital perspective on food culture, Professor of Consumption Research Norway, Oslo Metropolitan University.
- **Göran ERIKSSON**, Project: Marketing, food, and science Professor of Media and Communication Studies Department of Humanities, Education and Social Science, Örebro University

## A digital perspective on food culture

*Virginie Amelien*

The idea of a dialogue builds on the proposed timeline in this workshop, “Communicating and presenting food **from the past to the future: Historical, contemporary and evolving perspectives**”, where I would like to highlight the past to the future perspective. The idea of a digital approach builds on the communication aspect, in “**Communicating and presenting food from the past to the future**”. This presentation wishes to combine those ideas, in a dialogue à la Arendt, a social space where speakers consume information within normative discourse including both the concept of food culture and food heritage lie on a tension between innovation and tradition.

Taking into consideration that culture originally builds on, at least, two meanings which are the sum of knowledge of the individual and the social, artistic and ethical knowledge belonging to a certain group, we acknowledge Mary Douglas’ view of culture as a set of common principles and values that are used every moment to justify behavior (Douglas, 2002) and Gilles Deleuze considering culture as process of learning and educating the mind, also taming the thoughts (Deleuze and Patton, 2001). Food culture, which is then the combination of food and culture (refers to **food** -concrete products that are grown, produced, sold and eaten AND The social that surrounds the specific products-) and **Culture** is thus reflecting both production/ the cultivation of products from nature and the development of social perspective as community, identity, commensality etc. (Amilien and Krogh, 2007).

*Food culture* embraces practices, structure, norms, situations, and signs, also taking into account the environment in which food as a cultural system is established or transformed, at once in its material and its immaterial aspect (Amilien and Notaker, 2018). This “total” approach based on a tripartite structure grounded in complementary and indissociable perspectives: **The first aspect** covers traditional recipes and know-how. **The second pertains to consumption practices** and habits and explores notions of identity, protocol and appropriation. **The third aspect conceives food culture as an integral part of culture itself.** The relations among them shape a comprehensive view and the cultural food frame is then dynamic. Food heritage is obviously the less used and “less well known” of all the alternative food concepts we hear about (traditional food, typical food, local food etc.), and that are a living part of the new quality turn. The con-

cept of traditional food is a complex one that allows a more concrete approach of heritage. It is related to four main axes linked to 1) time, 2) place, 3) form of knowledge and 4) depth of meaning (Amilien and Hegnes, 2013) to which our colleague Richard Tellström proposed a fifth dimension 5) exclusion/inclusion (Tellström, 2015). To what extent these axes are emphasised by different actors in different tradition or heritage discourses varies but the tension between preserving, moderating and innovating discourses is crucial.

Finally, a digital approach of food concretely emerged from fieldwork during the pandemic. Social event gathering people were forbidden and several people used digital ways of meeting each other or eating with each other. Inspired by the pandemic situation I will invite everyday food culture and food heritage to have a talk, thinking about food culture in constant negotiation between people, places, time, market and material devices.

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**Restaurants – Communicating food and taste,  
Institutional menus and distribution lines,  
Media’s role on influencing food and eating**

## How to study food in a digital age?

*Stinne Gunder Strøm Krogager & Jonatan Leer*

Digital media has dramatically changed our relationship to food and food has become a predominant topic on digital and social media (Lewis, 2018; Hu et. al, 2014). However, the literature on digital food studies is still relatively limited, despite innovative works appearing particularly since 2016 (maybe most importantly Leer & Povlsen, 2016; Lewis, 2020; Lupton & Feldman, 2020; Rousseau, 2012; Schneider et al., 2018). These works explore a range of issues such as how are new forms of food-political activism enabled on digital media? Or how are new digital practices integrated in our food practices from shopping to eating and evaluating food? However, it seems fair to say that the literature on digital food studies has mainly focused on describing how the digitalisation of food practices have significantly transformed the mundane political and cultural aspects of food.

However, in this paper, we argue that the digital epoch of food studies also poses significant methodological challenges and potentials. In terms of potentials, the digital age offers new kinds of data sets (online debates, restaurants reviews, social media, etc.) as well as new kinds of tools to recruit informants and access material across the planet. In terms of challenges, the endless and ever-expanding platforms and amounts of new information can seem bewildering. These digital spheres are thus difficult to navigate with traditional research techniques and theories.

On the basis of our recent anthology *Research Methods in Digital Food Studies*, we will present some key points from the volume and future directions in relation to methodological potentials and challenges in digital food studies.

## **Communication between restaurant practitioners – from universal kitchen French and quiet corporality to computer systems and individualized e-mails in English**

*Lotte Wellton*

Traditionally, French has been the language in professional kitchens and dining rooms. On menus all food courses had French names, such as Sole meunière, Boeuf Bourguignon, Crêpes Suzette and so on. Their names also told the exact ways they were cooked and presented. Thus, both cooks and chefs and waiters as well as guests were aware of what was served in the restaurants. Furthermore, French was the work language used in the communication between all the practitioners, especially expressions in the kitchens such as the “mise-en-place”, the “Oui chef”, the “derrière” and so on during service. But mostly the communication was wordless, and still is, in smaller restaurants. The practitioners on all levels mostly know one another ways of working so well that words are not needed. In many kitchens silence is mandatory for more discipline and total focus on excellent outcomes. Also, the corporality of the cooking craft helps signal what is going on and what is to be anticipated in the next moment. Waiters often talk of “ballet” in the dining room where everyone is totally aware of one another’s actions and next moves, together with the physical environment, an obvious but non-verbal communication. These communication practices in traditional restaurants may be harsh but still socially sustainable.

Although, since the latest development in the restaurant industry is towards larger units or groups of restaurants, communication needs to evolve at the same time as the complexity of the daily work practices increase. Furthermore, since the workforce consists of a multitude of different nationalities, the detailed planning of tasks, requires written instructions in a specific computer system and personalized e-mails in English. The computer system is also necessary to simplify traceability concerning the sustainable origin and handling of the food and drinks. The detailed planning of tasks requires written instructions in specific computer systems and personalized e-mails in English.

A coming study on restaurant language will likely have the following goal: to examine if there is an evolution of the prevailing knowledge culture in the restaurant industry and its communication; and if this evolution can be one way to counteract stressful working conditions and in the long run, staff turnover in the hospitality industry.

Monica Nerland (2012) determines professional knowledge cultures as follows:

- The constituents of a knowledge culture lie in the ways knowledge and practitioners' continuing learning are organized in different professions.
- Professional knowledge is formed by means of *production*; through science, experiences and reflexivity; through *accumulation*, linear and collectively and/or individually; through *distribution*, locally linked to tools and artefacts provided; and by sharing (communicating) applications of general knowledge through work settings.
- These forms of knowledge shape each other by enactment along with the construction of learning, in work-based situations and in the ways the professional practitioner approaches learning.

The results from two earlier studies on restaurant work (Wellton et al, 2018; Wellton & Lainpelto, 2021) suggest that with growing organizations, the responsibility for distribution of knowledge (communication) seem to disperse and become a matter for all levels in the organization and simultaneously an understanding of how knowledge on work practices is distributed among co-workers increases. This is likely motivated by the larger organization's need to balance production flows and current and future cost efficiencies with quality aspects and social sustainability. These understandings come from everyday work in matters of communication and time pressure, when insights about responsible leadership practices emerged successively that is, to counteract heavy workloads, stress, poor communication, and staff turnover in the hospitality industry.

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## **Food and beverage pairing– Scoping review to support professional Sommelier practices**

*Henrik Scander, Anders Herdenstam & Mischa Billing,*

Following the development of food and beverage pairing research In the gastronomic field, different ways of approaching food and drink combinations exist and there has been a recent explosion of interest in this topic (Spence, 2020). A more recent review on food and beverage paring mentioned that most of the pairing information was provided by sommeliers, food writers, chefs, and other culinary experts, where this information is spread through popular press websites and culinary magazines based on experience and tacit knowledge (Rune et al., 2021). It has also been often shown being a part of a passionate approach towards products and identity formation (Scander et al., 2019). It has early been stated as a link between enjoyment of food and wine together, by complementing food menus with wine as two spouses in a marriage. Furthermore, food and wine pairing are certainly a way to enhance the dining experience. Some basic rules, varying on different evidence basis, such as scientific level, practice experience or storytelling, are well known, recommending red wines with meat, white with fish and heavy wine with heavy food. Still, consumption patterns of food and beverage combinations are eaten in accordance to these recommended paring rules (Scander et al., 2018)

Following the development of food and beverage pairing research, this work initially started out with how to assess the quality of combinations, looking at a limited number of examples of basic taste (Nygren et al., 2001; Nygren et al., 2002; Nygren et al., 2003a, 2003b). Later on, by using a broader understanding of the complicity of combining, as combinations do not only work as adding balance or contrast in flavors, texture and components, but also adding objectives as being refreshing, neutral or providing synergy in a meal (Harrington, 2006). In even later research more complex assessment was made by adding the setting, and pedagogical perspective measurable, in regard to preference. Lately also food and beverage combinations have been used to contribute to health perspective in consumption patterns, as well as socio-cultural taste for understanding sommeliers' acquired taste practices.

Since identifying the need for controlled studies in the field, research has mainly been concentrated within sensory science, where combinations have

been quantified and measured objectively. Still a general agreement is still on the fact that there is a need for further research on the subject.

We propose a new turn in research on how to understand food and beverage combinations. This by taking on a complementary holistic perspective as a tool when communicating food and beverage combinations (when training culinary personal) (Herdenstam et al., 2018). This new approach includes maintenance of already known areas of taste combinations, furthering knowledge on professional development and adding a perspective of understanding consumer choice, health, and sustainability.

Still, this adds up to the view of food and beverage combinations as applied aesthetics' using taste, texture, and aromas as tools for creating the whole experience

The aim of this paper is to do a scoping review of food and beverage pairing, regarding contextual knowledge and theories to emphasis pedagogical use and to identify research gaps to outline further complementary research studies.

Researchers that find an interest in 'food and beverage combinations' or 'food paring' will discover that there is no common research methodology. In this, still young, research area only a scares number of papers are published, mostly within the field of sensory science.

Despite a recent surge in literature identifying professional food and beverage paring as a key competence in sommeliers professional work (Scander et al., 2019; Scander et al., 2020), the empiric study of food and beverage pairing in gastronomy remains in its infancy. To gain insight about food and beverage pairing, the authors examined the literature.

As a preliminary result we propose a new turn in research on how to understand food and beverage combinations. This by taking on a complementary holistic perspective as a tool when communicating food and beverage combinations. This new approach includes maintenance of already known areas of taste combinations, furthering knowledge on professional development and adding a perspective of understanding consumer choice, health, and sustainability. Still, this adds up to the view of food and beverage combinations as applied aesthetics' using taste, texture and aromas as tools for creating the whole experience.

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# **Meal delivery systems in the private and commercial spheres**

## Longing for old-fashioned pantries: Storing food and feelings in Swedish homes

Jón Þór Pétursson & Matilda Marshall

In recent years, references to “old-fashioned pantries” and “classical root cellars” have regularly popped up in real estate ads across Sweden as a potential selling point for people seeking new homes. The use of the words “classical” and “old-fashioned” indicate shifting meanings of traditional food storage spaces. Social media platforms like Instagram and YouTube are now filled with images and narratives of orderly arranged food pantries. Glass jars or plastic containers neatly labelled and arranged accordingly. These pantries are organized around specific aesthetic ideals and materialities as well as organization and utilization of space. The social media pantries showcase a mixture of aesthetics and emotional control: to control space and time in a way that both pleases the eye and has a calming effect against the hustle and bustle of everyday life. The pantry and the root cellar with its food and paraphernalia connects the past, present and the future which, we argue, have become highly emotionalized.

In this paper, we explore the recontextualization and emotionalization of traditional food storage spaces within Swedish society. We base our analysis on an open-ended questionnaire on food storage, preservation, and household preparedness directed to Swedish households (see also Marshall, 2021). These narratives could be understood as a way of conveying past and present memories and practices concerning food to both the researcher and the imagined reader in the future. We investigate how our respondents recount and shape embodied memories in the act of writing about past food storage: the different spaces, times, people, practices, emotions, and objects. We analyze these acts of remembering and writing about past food storage through *reflexive nostalgia* (Davis, 1979), gaining an understanding of how emotional experience in the past is reinterpreted in the present. Viewing these emotional acts through the lens of reflexive nostalgia illustrates the relational nature of emotions. We suggest that longings for past food storage spaces could perhaps be understood as a reflexive way to reflect upon and emotionally deal with contemporary issues about food, sustainability and everyday life. These concerns create an emotional framework to positively re-think and re-interpret the past in the light of the present. These emotional acts show how pantries and root cellars, which not long ago were deemed redundant, have become meaningful again.

### Funding

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## **Biography**

Jón Þór Pétursson is a researcher at School of Hospitality, Culinary Arts and Meal Science, Örebro university and senior lecturer at the Department of Arts and Cultural Sciences at Lund university.

Matilda Marshall is associate senior lecturer at School of Hospitality, Culinary Arts and Meal Science, Örebro university.

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<https://doi.org/10.1080/15528014.2021.1967643>.

## **The Creation of Culinary Spaces through the distribution of Gourmet Restaurants**

*Ute Walter, Dieter Muller & Annica Långvall*

Restaurants are places for tourists and locals to experience local food and gastronomy. It is obvious that the distribution of gourmet restaurants is uneven, therefore it would be interesting to know what distinguishes the places where gourmet restaurants establish. The purpose of this project was to analyze the spatial distribution of gourmet restaurants in Sweden by identifying characteristics of places that attract gourmet restaurants. Theoretically the study uses Innovation Diffusion to explain the recent development of gourmet restaurants' geographical distribution. Empirically, the study presents an analysis of the locations of gourmet restaurants in Sweden listed in the White Guide ([whiteguide.se](http://whiteguide.se)) between 2005-2016. The analysis is based on geographical information systems (GIS). Also, descriptive statistical methods are used to study the spatial distribution of gourmet restaurants in relation to some socioeconomic variables representing place characteristics. The study shows that restaurants are increasingly found all over the country, while urban areas and tourism destinations dominate in growth. Also, the presence of food processing industries corresponds with gourmet restaurants' geography. We conclude that there is a relationship between food processing companies and gourmet restaurants, however there is a need for further studies in this area.

# **Mediating sustainable food production and consumption, food communication and ethics**

## **Heritage cereals – historical ingredients in future foods**

*Wendin, K., Gerhardt, K., Zamaratskaia, G.*

Cereal-based food is a large part of the daily diet and throughout history cereals have been an important source of nutrition (Valamoti et al., 2019). Today, there is a large interest in foods based on heritage cereals, not least since many consumers consider such foods to be healthy and sustainable (Dinu et al., 2018). Moreover, the importance of genetic resources from heritage cereals has been highlighted as they are able to adapt to changing environmental conditions (Kotschi, 2006; Longin & Würschum, 2016; Moudry et al., 2011).

The aim was to investigate links between consumer preferences and nutritional quality of heritage cereals. This was done by two initial studies within a project on heritage cereals (Formas, 2018). The studies were one literature review and one consumer study (Zamaratskaia et al., 2020; Wendin et al., 2020). The narrative literature review included 135 references and the consumer study included 434 respondents.

The literature review pointed out that many varieties of heritage cereal varieties have beneficial nutritional profiles, especially the higher content of phenolic acids, flavonoids and minerals. Cereal proteins are lower in quality than animal-originated proteins due to the amino acid profile. However, many varieties of heritage cereal have higher protein content than conventional cereals and may therefore be a part of a healthy diet. The consumer acceptance was high, and flavours were highly appreciated. Moreover, these cereals have a potential to contribute to improved sustainability and resilience of cropping systems, and indirectly, production and consumption of foods based on heritage cereals have a positive impact on genetic diversity of crops.

In line with the literature review, the consumer study showed high acceptance and positive attitudes towards heritage cereals, as well as a high awareness. Results showed that bread and pasta were the most popular future products based on heritage cereals. The most essential factors for the consumers were taste and flavour, followed by freshness and texture. Health aspects as well as origin of the cereal were also of importance. Most consumers were willing to pay a higher price for heritage cereal products.

Based upon the results from the review and the consumer study, heritage cereals have the potential to supply the market with alternative products

with an attractive cultural background. Due to the high nutritional value and phytochemical profile as well as appreciated sensory characteristics, there is a potential for heritage cereals to become a part of a healthy diet. Delicious and nutritious products based on heritages cereals have a growing market potential.

### **Acknowledgement**

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## **Restaurant menus as tools for regional development – a landscape student project**

*Anna Peterson*

The study of food in a landscape planning perspective highlights certain properties of the landscape, including its inhabitants, for a potential sustainability. The complex and vital task of producing food brings together many aspects of the society and has a potential for developing new ideas on how to make landscape-oriented solutions for the future. Our landscapes are shaped by peoples search for food (Steel 2020) and for future planning we need to understand this heritage. It brings together many aspects of the society and has a potential for developing ideas for a place and landscape-oriented solution for the future (Waterman & Zeunert 2020). The food systems need future professionals and new collaborations (Den Boer et al., 2021) and new research and practices for future food planning professionals (Greenstein 2015).

Landscape architect students were given the challenge to suggest a regional development plan with focus on cultural heritage and natural resources for different Swedish regions. They were to present their results as a restaurant menu – starter, main dish, dessert, and drinks. It was a group assignment that lasted for 1,5 weeks and involved both international and Swedish students. The task has been repeated 5 times in different courses, involving a total of 70 students. The task started with studies of literature and a seminar on regional development and cultural heritage, followed by exploration of internet resources regarding relevant aspects of the specific region – traditions, heritage, history, culture, popular culture, nature conditions, business, etc. From their findings the students looked for food-related ideas to create a plan for development. For the assignment, the students also presented a process plan on for the fictive implementation. Due to the educational context the suggestions have not been tested, but the results and their potential for regional development have been evaluated by the academic staff and regional developers in critique sessions. Comments from students and critique panel were collected after the assignment.

Prior to the task, students were very sceptical since they did not understand why food was relevant for either regional development or their future profession as landscape architects. However, after realising what they could accomplish they understood the potential of food for a holistic perspective and how to plan for a sustainable future. The outcome of the project shows that even a very limited study by outsiders can produce ideas and reveal potentials that the insiders may be blind to. When the students

started to discover the connections to their own landscape and food, it gave them insights in understanding their given region. To make things happen students involved the local inhabitants, producers, entrepreneurs, public officials etc. – the ‘real’ experts – in the future process. It seems clear that food as a development engine has a great potential due to the impact on landscape, people, jobs, etc. and that planners can reach this through studies in landscape and food.

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