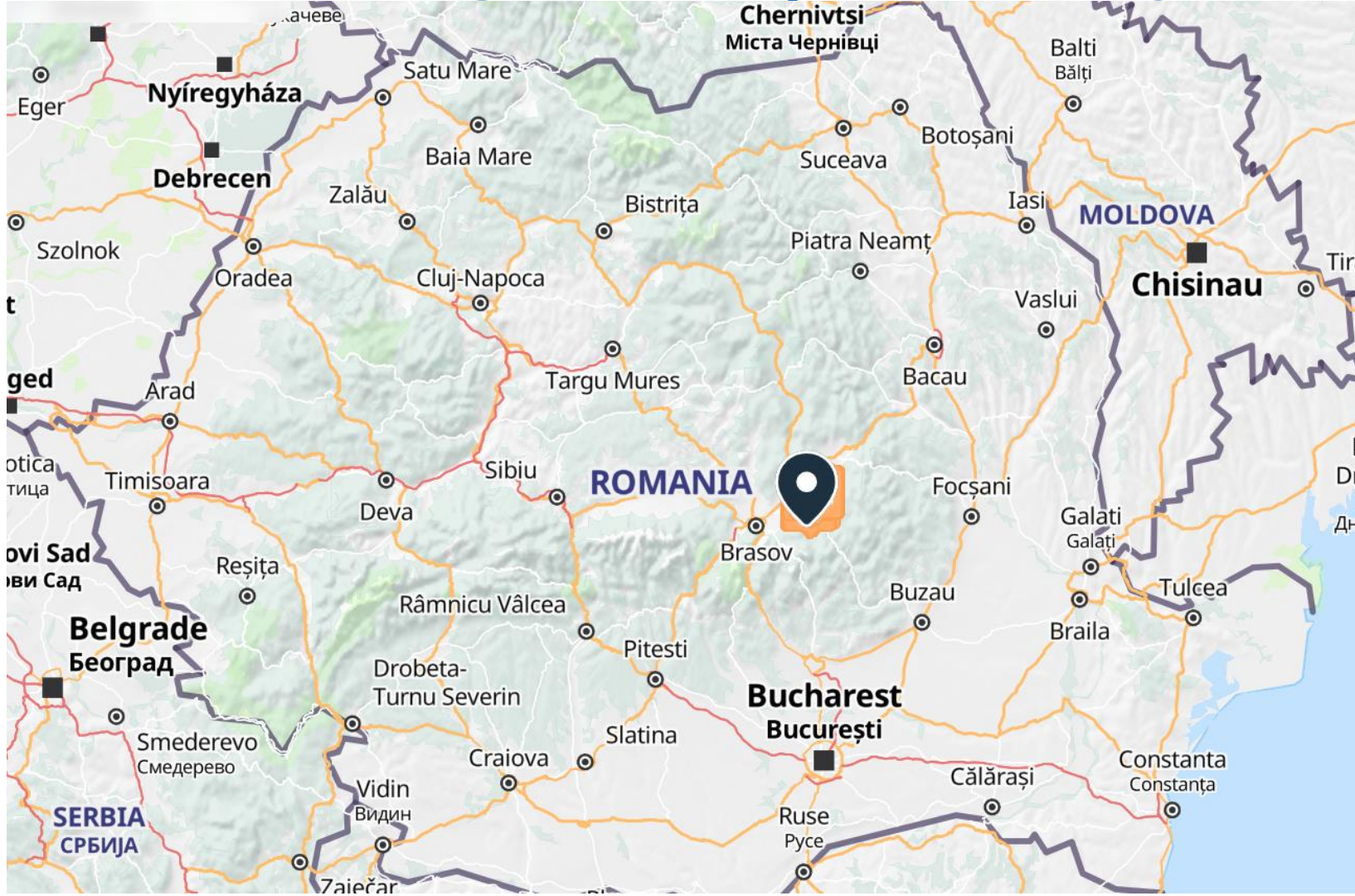




Tradiții gastronomice rurale în **R**omânia

Vama Buzăului village – Braşov county - Romania



Tradiții gastronomice rurale în România



How it started

- In 2018, when the village of Vama Buzăului in Braşov County was accredited as a **local interest touristic area**.



Situation

- More and more tourists were coming to Vama Buzăului, a majority one day destination at that time.
- There was NO place where you could eat.

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Resources & Research

- Studying similar experiences from Italy, France, Austria, Bulgaria. European legislation.
- Studying poor national legislation – the internal order of The National Agency for Food Safety in Romania.
- Meeting with the local authorities – DSVSA Braşov, the Mayor of Vama Buzăului, Braşov County Council
- Meeting Ivan Patzaichin at Bucharest – the Ministry of Agriculture
- Meeting the representatives of The National Agency of the Mountain Area and The Ministry of Agriculture
- Meeting local producers and interested people in Vama Buzăului
- Why Vama Buzăului? Do we need a branding? At what level?
- My own experience – how McDonald's was founded by Ray Kroc / Luado Chocolate / etc.



Conclusions

- **Poor gastronomy in rural area for tourists. No network(s), only individuals.**
- **Poor legislation. Lot of endangered recipes, especially in rural areas.**
- **Lack of trust from consumer side, black market in touristic villages.**
- **Broken chain for the tour operators and individuals which want to visit rural areas.**
- **Less and less local producers, no orizontal growth economy in rural areas**
- **Poor added value for the real value of basic products made by local producers**
- **Long chain for producers, less sustainability, carbon footprint.**



IDEA

- Starting a Pilot Project in Vama Buzaului – Brasov County - Romania
- If it works, expand in entire Brasov County
- If it works, expand in Romania, starting with touristic areas
- If it works, go to European level

I want to achieve

- Minimum waste, encourage local producers, creating shortest possible chains, bringing more tourists in rural areas and making memorable experiences, creating sustainable local communities, lowest carbon footprint, a reliable growing network for all actors involved.



Solving the problem

The Question(s)

Where can you experience today a real, certified, unique culinary experience in the rural environment? How can be replicated, promoting the local culture and recipes?

Or otherwise:

- 1. Where can you eat well, healthily, and safely for you and your family if you visit or are just passing through the rural area?**
2. What convinces you to choose a specific gastronomic location in the rural environment?
3. How can the rural environment with untapped/insufficiently exploited tourist potential be revitalized?
4. A way to create community synergy and a model of rural socialization around the gastronomic act.



Tradiții gastronomice rurale în **R**omânia

Gastro Local today

- It's an authentic, safe rural dining experience with local, healthy ingredients;
- The menu is simple and short and can be consulted very easily;
- There is a transparent price for a full menu or a fraction of a menu, regulated by supply and demand depending on the location;
- You'll interact directly with those which are preparing the food – the local producers;
- Gastro Local points are easy to find: see www.gastrolocal.ro;
- It is desirable to make a reservation at the desired Gastro Local point;
- GL are NOT restaurants, production and response capacity to potential customer requests are limited (max 15 people once);
- At least 70% of the food on the table, consists of local ingredients or from the shortest supply chain of local producers.



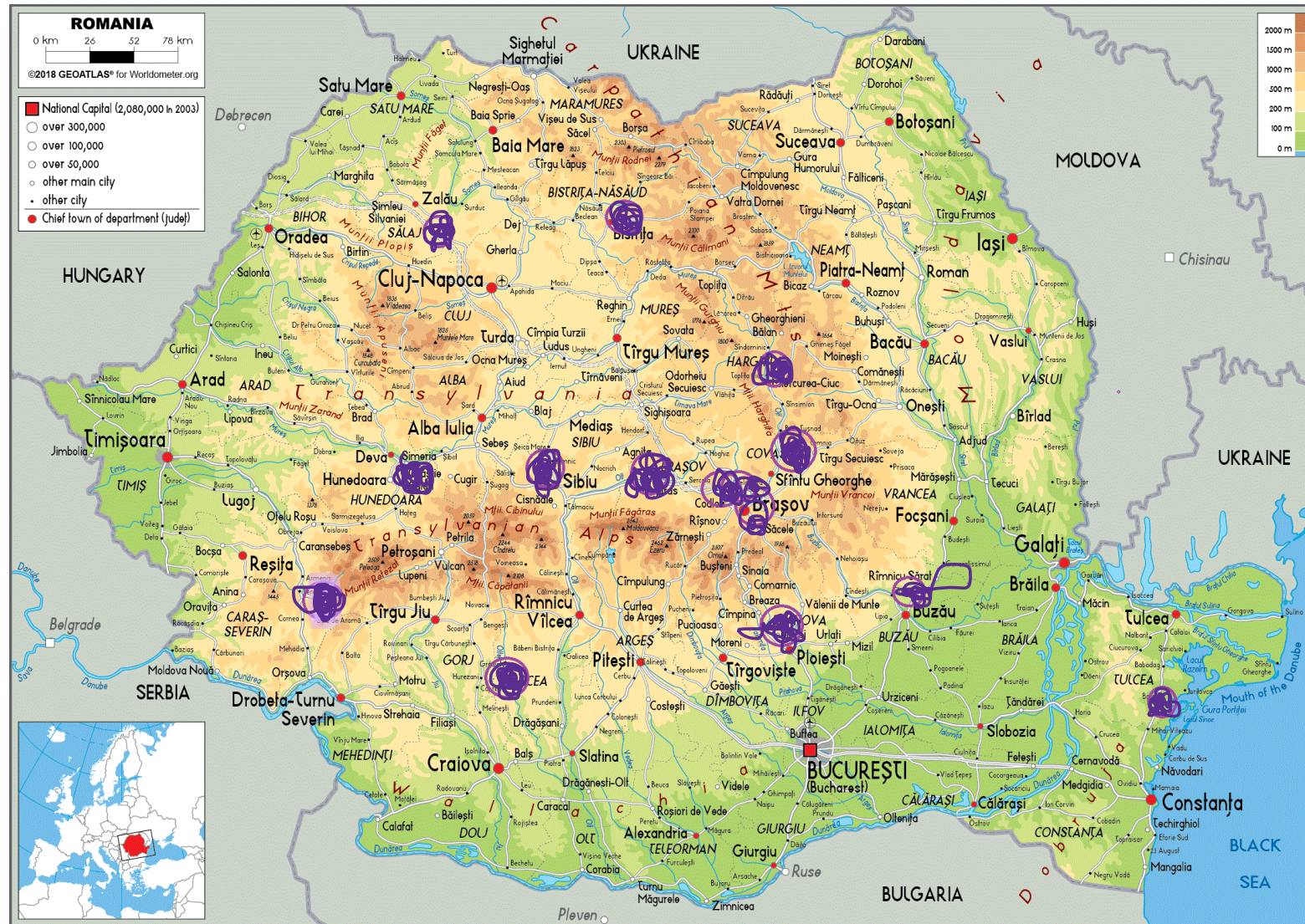
Gastro Local today

- **Romanian NGO established in 2021;**
- The most important network of local gastronomic points in Romania – 43 locations
- He create the Guide for Gastro Local Points, approved by national authorities;
- **A growing trade Mark Brand at national level;**
- We establish an operating regulation in which quality and safety come first and we ensure its compliance;
- **We provide specific consultancy both before and after the realization of the local gastronomic point Gastro Local;**
- We mediate local/regional/national/European partnerships;
- **We are developing collaborative links with similar networks in Europe;**
- We are a unitary and approved discussion partner, in relation to the qualified institutions;
- **The law of local gastronomic points: no. 412 of December 18, 2023;**
- 2 national conferences with more than 300 participants and all involved ac



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Gastro Local today



Tradiții gastronomice rurale în România



Gastro Local today





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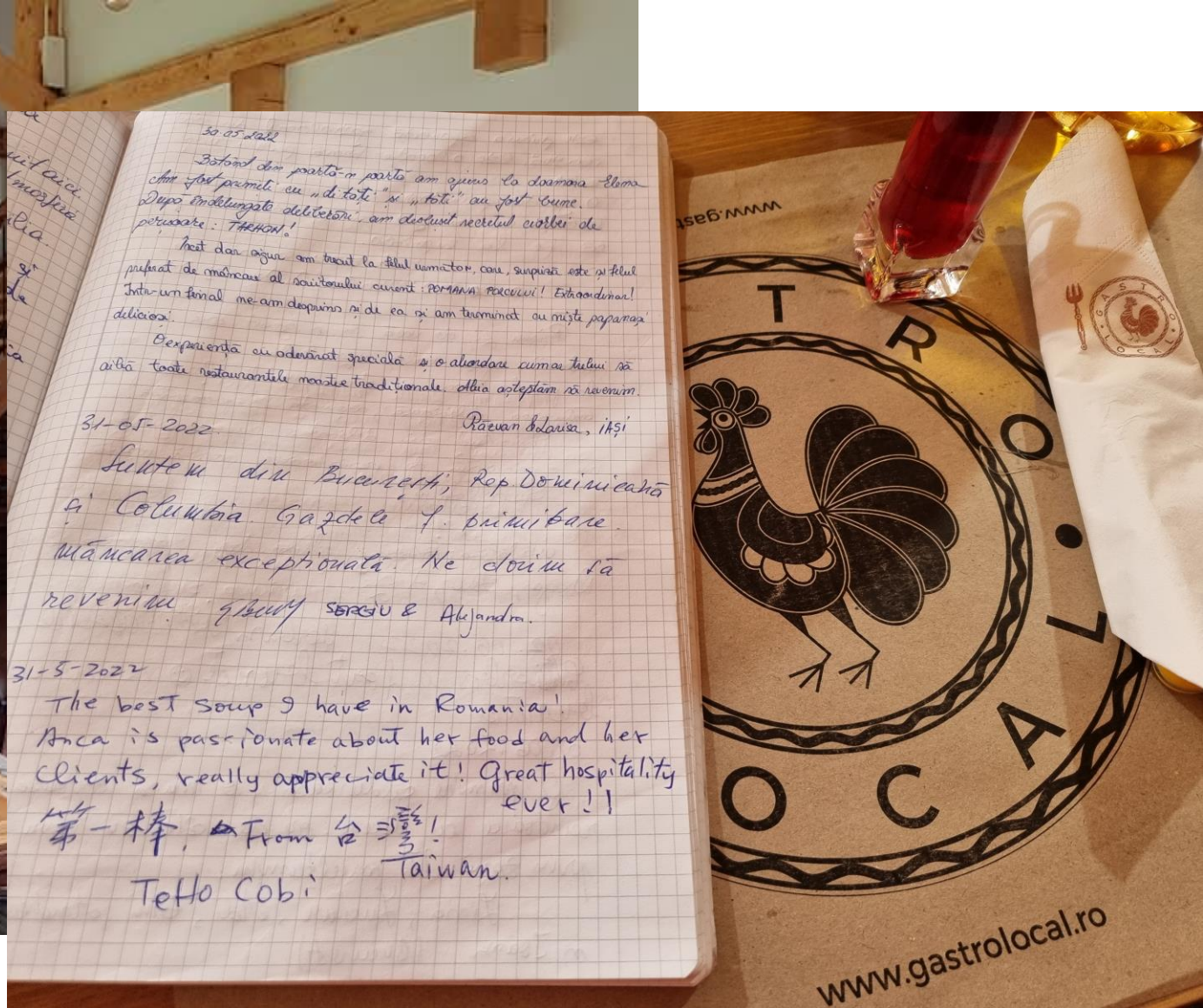
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Tradiții gastronomice rurale în România





30.05.2022
 Istoria din parte-n parte am ajuns la doamna Elena
 care fost primită cu „de tot” și „tot” au fost „cume”.
 După îndelungate deliberări, am decis secretul culbei de
 perisare: TEFLO!

Încă din copilărie am trecut la fiul umator, care suspină este și fiul
 preferat de mătușă al soarelui curent: ROMANIA PECELU! Extraordinar!
 Într-un final ne-am desprins și de ea și am terminat cu niște papavoz
 delicioși.

Experiența cu o adâncă specială și o abordare cumai tulburătoare
 a în toate restaurantele noastre tradiționale. Alina așteptăm să revenim.

31-05-2022 Răzvan Bălășoiu, IKS!

Sutele din București, Rep. Dominicană
 și Columbia Gazdele și primivare.
 Mâncarea excepțională. Ne dorim să
 revenim ghibu și Aljandra.

31-5-2022
 The best soup I have in Romania!
 Anca is passionate about her food and her
 clients, really appreciate it! Great hospitality
 ever!!

第一棒, From 台 3/3!
 Teflo Cobi Taiwan.

Tradiții gastronomice rurale în România





Tradiții gastronomice



Tradiții gastronomice rurale în România



Thank you!

Dorian Lungu

Asociația GASTRO LOCAL

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www.facebook.com/gastrolocal.ro



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