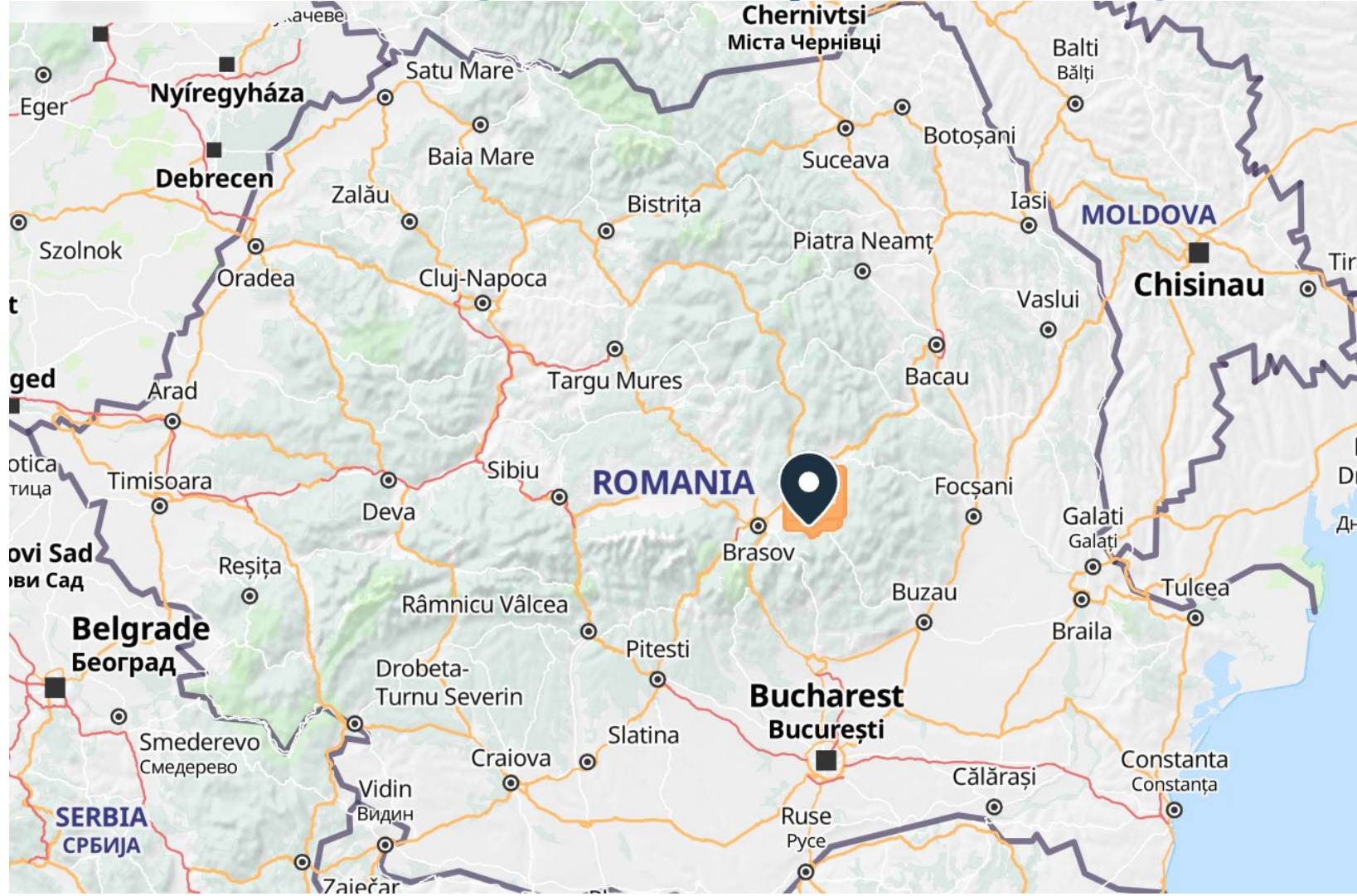




Tradiții gastronomice rurale în România

Vama Buzăului village – Braşov county - Romania



Tradiții gastronomice rurale în România



How it started

- In 2018, when the village of Vama Buzăului in Brașov 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.

Tradiții gastronomice rurale în **R**omânia



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

- **Strong presence in media: National Geographic, TV, local&European, etc;**
- 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. Ex: Slovacia, Via Transilvanica;**
- 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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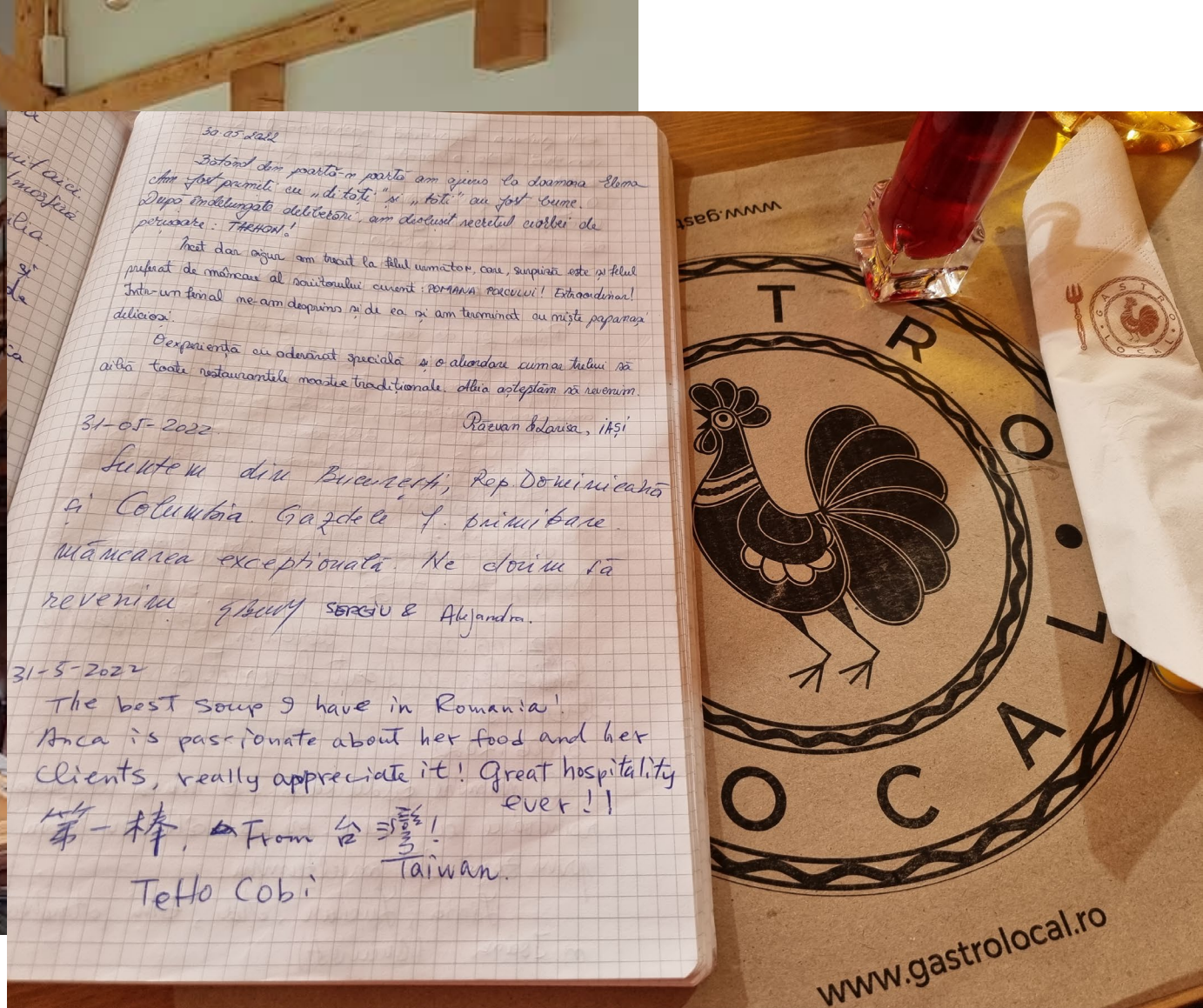
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Tradiții gastronomice rurale în România





30.05.2022
 Întind din parte-n parte am ajuns la doamna Elena
 care fost prietenă cu „di tot” și „toti” au fost „cume”.
 După îndelungate deliberări, am decisul secretul culorii de
 petrusare: **TRICHO!**
 Iest dar ajun am trecut la fiul umator, care suspină este și fiul
 preferat de mătușă al soarelui ei: **ROMANA PERCULI!** Extraordinar!
 Într-un final ne-am desprins și de ea și am terminat cu niște paparaș
 delicioși.
 Experiența cu odănat specială și o abordare cum ai tău să
 ai la toate restaurantele noastre tradiționale. Alina așteptăm să revenim.

31-05-2022 Răzvan Bălăușă, IKS!
 Sutele din București, Rep. Dominicană
 și Columbia Gazdele și prietenii.
 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 台湾!
 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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