

TETOUR Launches Social Media Campaign Celebrating Sustainable Gastronomy Day on June 18



Indrek Kõverik, Estonian chef from the Franzia restaurant. Photo credit Nicola Vuolo

*TE*TOUR, a European research project focused on preserving and promoting cultural heritage through sustainable tourism experiences, is set to launch an engaging social media campaign in honour of Sustainable Gastronomy Day on June 18. This initiative aims to highlight the profound connection between sustainable gastronomy, local recipes and ingredients, and the rich tapestry of cultural diversity found across the globe.

Sustainable Gastronomy Day, established by the United Nations, recognises the significance of sustainable and culturally rooted culinary practices in fostering sustainable development. The concept revolves around embracing local, seasonal ingredients and traditional cooking



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techniques to reduce the ecological footprint of the gastronomic sector, while simultaneously preserving cultural heritage and promoting social inclusivity.

TExTOUR has been at the forefront of promoting sustainable tourism experiences that celebrate the natural, cultural, and gastronomic diversity of different regions. In conjunction with Sustainable Gastronomy Day, TExTOUR's pilots will take to social media platforms to share captivating local recipes from their respective regions. These recipes serve as a testament to the unique flavours, indigenous ingredients, and time-honoured culinary traditions that define the cultural identities of their communities. By utilising the hashtag #Cook4Heritage, TExTOUR encourages individuals from around the world to actively participate in the campaign by sharing their own cherished local and traditional recipes.

Throughout the campaign, participants can expect a tantalising display of regional gastronomic wonders. For instance, the Cypriot Palouzes, a delicious grape jelly-like dessert, will provide a glimpse into the vibrant gastronomic heritage of Cyprus. Meanwhile, the Narva region will unveil its culinary gem, the Lampreys, a traditional Estonian dish renowned for its distinct flavours and cultural significance. These mouthwatering examples showcase the beauty of preserving culinary traditions and the significance of sustainable gastronomy.

TExTOUR aims to foster a global community that cherishes and safeguards diverse culinary traditions through this campaign. By embracing local ingredients, traditional recipes, and cultural diversity, the project seeks to inspire a collective movement towards sustainable gastronomy.

Join TExTOUR on June 18 as they embark on a gastronomic adventure, celebrating Sustainable Gastronomy Day. Follow the project's pilots on social media platforms and contribute to the campaign by sharing your own local recipes using the hashtag #Cook4Heritage. By doing so, you become an integral part of a global endeavour to preserve and honor the culinary heritage of our world.

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To learn more about Sustainable Gastronomy Day, please visit:

<https://www.un.org/en/observances/sustainable-gastronomy-day>



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