Street foods  basic definitions and facts

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A definition of a rather intuitive subject

Street foods are wide range of ready-to-eat foods and beverages sold and sometimes prepared in public places, notably streets.

A long history, now the subject of descriptions and discussions

street food selling stall, Pompei
Street foods are so common, that most people do not even think of their categorisation with one definition.

This is perhaps the most common street food in Italy, but who even thinks of it as a "street food"?

A well known feature: each artisanal ice cream is different from the others: variability.
Transitions

Street foods
- consumed inside, standard context
- or / and standardised supply

Restaurant foods
- consumed inside

Fast foods
- variable, consumed in the street or taken away
Evolutions

The Piadina romagnola adventure

- once a typical home food: a flat bread prepared everyday
- variable: pre WW2 piadina was mostly mixed: wheat, corn flour and whatever else
- became a street food in the last 50 years

Piadina kiosks: a transect from a pure street and an almost restaurant situation
Evolutions

Nowadays the typical “street food” in common perception is:

- a doner kebab

- the street is the place where people meet (and also foods)
Evolutions

a joint venture

a kebab, piadina and pizza kiosk,
Savignano sul Rubicone

a fusion

a kebab-filled “crescione”,
done by a terrified but realistic artisan manufacturer: “they ask me!”
Evolutions

The Piadina is almost ethnic, already in Bologna: (same administrative region, but do not tell !)

But also “international” Piada & Piada, a US based company, stemming from the Associazione produttori piadina fresca della provincia di Rimini (the ones applying for GPI, see next slide) promoting the origin, but also creating: Piadizza™, a registered product: the base is piadina and top is pizza.

A quite intricate (but apparently successful) fusion between
- foods (traditional + traditional)
- concepts (street vs. fast)
- approaches (industrial vs. artisan)
Evolutions

Piadina has gone a long way
Nowadays some industrial manufactures are applying for GPI registration for "Piadina romagnola"

street producers are against

word "romagnola", not allowed anymore with PGI !?

The “true” piadina is here, what IGP!

NO to the IGP proposal, that protects industrial productions

let’s defend our traditions

We do not enter into the fight

simply, a further tassel of how street, as other “categorical” foods, are much more complex, dynamic and “free” than what we would like them to be
Economic impact

Street foods are often cited as a source of:
- income for local sellers
- low cost food for urban dwellers in developing countries

But also a diverse and diffuse employment opportunity in western countries

... and a “business”

- each piadina kiosk is a technological device, in line with personal safety and hygiene norms

- Street Food Business: a magazine devoted to equipments and supplies connected to street food economic activities. First issue (9/2012)
  http://www.streetfoodbusiness.co.uk/index/magazine/
Summary

Welcome to the Street Food Seminar

• an occasion of illustration of facts, discussion and exchange of experiences
  
  • beyond definitions, although necessary for a regulatory approach
  
  • to promote individual awareness, diversity, opportunities

and hope this is a first occasion, and to meet you again