

# BLACK SEA CUISINE DEVELOPMENT & PROMOTION PROGRAM

BLACK SEA CUISINE UNITED MENU  
FORMATION

BSC ITEC

**BLACK SEA CUISINE UNITED MENU**

**FORMATION**

- 1 **GOAL - IN 2021 GET PRACTICAL TOOL - FINAL UNITED MENU**
- 2 **STRATEGY - SELECT ONLY MOST MARKETABLE DISHES**
- 3 **TACTIC - COAST BY COAST SELECTION FROM COMMON DATABASE TO MENU**

**GOAL**

IN 2021 GET PRACTICAL TOOL FOR BUSINESS DEVELOPMENT

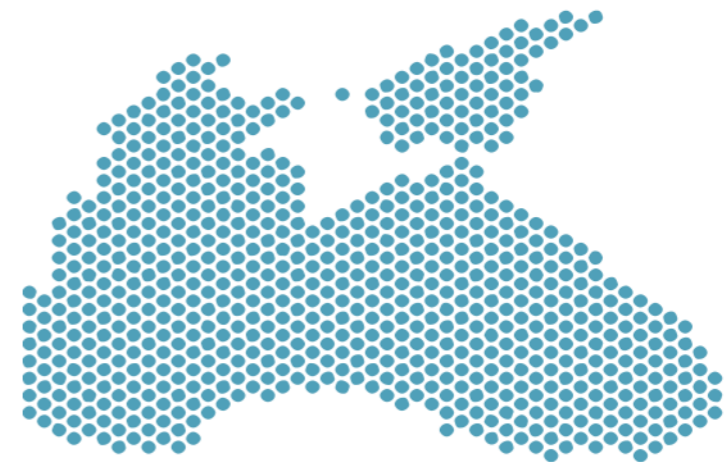
**STRATEGY**

SELECT FROM DATA BASE MOST MARKETABLE DISHES

**TACTIC**

ANALYSIS, DISCUSSIONS, CULINARY SESSIONS, TASTINGS, MARKETING ANALYSIS, SELECTION, & FINAL APPROVAL FOR MENU

**UNITED 'BLACK SEA CUISINE'**



## COMMON DATABASE

- 1 TYPICAL BLACK SEA COASTAL AREA DISHES AND PRODUCTS
- 2 CONTAIN 662 ITEMS COVERING ALL COASTS OF BLACK SEA
- 3 PLATFORM FOR UNITED MENU

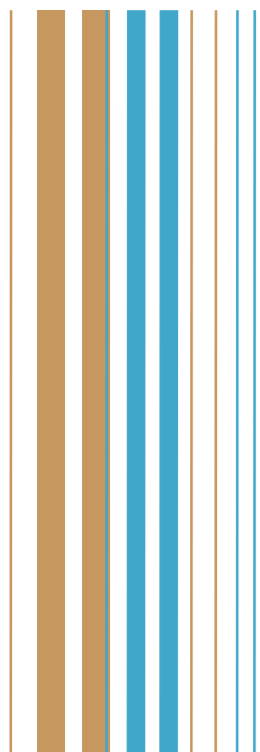
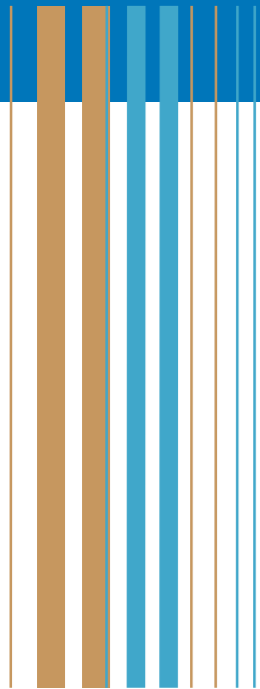
## NARROWING OF THE COMMON DATABASE

- 1 SELECTION CRITERIA- 20
- 2 200+ EXPERTS INVOLVED
- 3 LONG-LIST - 126 ITEMS SHORT-LIST - 73 ITEMS

## BLACK SEA CUISINE UNITED MENU

- 1 THE CORE OF THE BLACK SEA CUISINE BRAND
- 2 INCLUDE ONLY MOST MARKETABLE 50 DISHES
- 3 10 SPARE DISHES FOR ADJUSTMENTS DURING THE MARKETING





BLACK SEA CUISINE POSITIONING		BSC
1	SIMPLE	100%
2	TASTY	100%
3	INEXPENSIVE	100%
4	... AND NOTHING ELSE	0%

AMONG OTHERS CUISINES **BLACK SEA CUISINE IS ... SIMPLE, TASTY AND INEXPENSIVE...**

**SIMPLE** - MEANS EASY IN COOKING AND EASY IN RECOGNITION AND EASY IN REMEMBERING...

**TASTY** - MEANS MORE ENJOYMENT BY MORE CUSTOMERS...

**INEXPENSIVE** - MEANS LESS COSTLY INGREDIENTS AND PRICES AFFORDABLE BY WIDER CONSUMERS...

...AND IT BRINGS MORE PROFIT FOR HORECA AND RETAIL

**BLACK SEA CUISINE IS**

SIMPLE

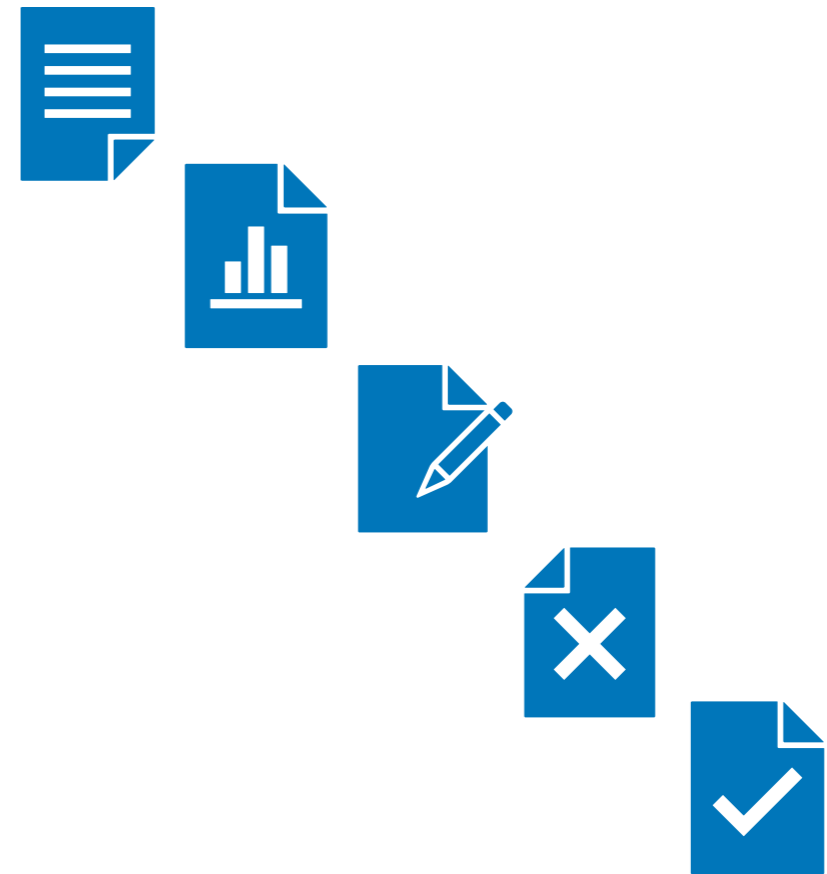
TASTY

INEXPENSIVE

## UNITED MENU FORMATION

### STEPS OF PROCEDURE

- COMMON DATABASE ANALYSIS
- RESULTS DISCUSSION
- LONG LIST FORMATION
- CULINARY SESSIONS
- DISH TASTINGS
- POST TESTINGS DISCUSSIONS
- SHORT LIST FORMATION
- MARKETING ANALYSIS
- FINAL SELECTION AND APPROVAL



DATA BASE 662

LONG LIST 126

SHORT LIST 73

UM 50

## SELECTION CRITERIA

### ANALYSIS, DISCUSSIONS, SELECTION, APPROVAL

- **HISTORICAL ROOTS** RELATED TO THE BLACK SEA COASTAL AREA
- **PREVALENCE OF RECIPES** IN NEIGHBOURING COUNTRIES
- LOCAL PEOPLE/INBOUND TOURISTS **PERCEPTION** / **DISH PREFERENCE RATE**
- **SALES RECORDS** 2019 IN HORECA FOR LOCALS /INBOUND TOURISTS
- **COST OF INGREDIENTS** AT DOMESTIC MARKET / ACROSS COASTAL AREA
- **CROOKING SIMPLICITY** / **TIMING OF DISH PREPARATION**
- **RECIPE VARIABILITY** / **NAMING** OF THE DISH ACROSS THE COASTS
- POSITIVE OR NEGATIVE **CONNOTATIONS** OF THE NAME IN ENGLISH
- ATTRACTIVENESS FOR **MARKETING COMMUNICATIONS ...ETC.**

9 MONTH

200+ EXPERTS

20 CRITERIA



## MAIN INGREDIENTS OF BLACK SEA CUISINE DISHES

### CATEGORIES

- **VEGETABLES AND NUTS:** AUBERGINES, TOMATOES, BELL PEPPERS, GARLIC, WALNUTS, HAZELNUT
- **MILK PRODUCTS:** YOGHURT, BUTTER, WHITE BRINE CHEESE, PASTA FILATA
- **MEAT AND POULTRY:** LAMB, BEEF & CHICKEN
- **BEANS AND CEREALS:** DRY AND GREEN BEANS, RICE, LENTIL, CORN GRAIN,
- **EGGS**
- **BERRIES:** FIGS, GRAPES
- **FISH AND SEA FRUITS:** HAMSI, SURMULLET, MUSSELS, RAPANA
- **HERBS AND MINERALS:** MINT, PARSLEY, SEA SALT
- **TEA**



BLACK SEA CUISINE UNITED MENU STRUCTURE

STARTERS/APPETISERS



SALADS



SOUPS

PASTRIES

MAIN COURESE

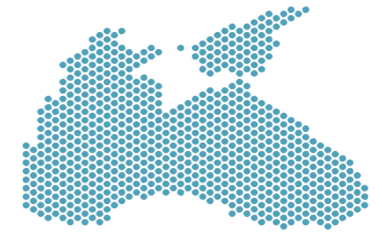


GARNISH



DESSERTS

BEVERAGES



STARTERS/APPETISERS

SALADS

SOUPS

PASTRIES

MAIN COURSES:

FISH, SEAFOOD,

POULTRY, MEAT,

EGGS, BEANS,

VEGETABLES

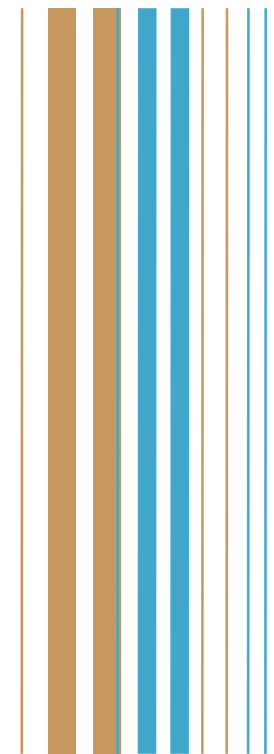
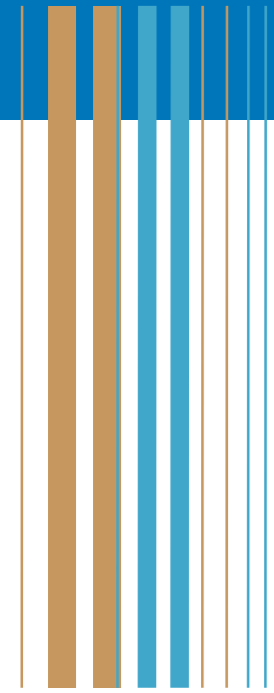
GARNISHES

DESSERTS

BEVERAGES

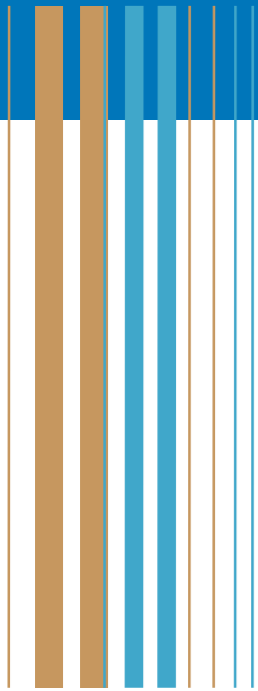






**BLACK SEA CUISINE UNITE ALL COASTS**

**BLACK SEA CUISINE UNITED MENU**



THANK YOU



**BLACK SEA CUISINE IS SIMPLE, TASTY AND INEXPENSIVE**

