Editorial: Taste of City, transnational food and place marketing

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In this special issue of Transnational Marketing Journal, we brought together a selection of articles drawn from presentations at the Taste of City Conference 2016: Food and Place Marketing which was held at the University of Belgrade, Serbia on 1st September 2016. We have supported the event along with Transnational Press London. We thank to Goran Petkovic, the Faculty of Economics at the University of Belgrade, and Goran’s volunteer students team who helped with the conference organisation.

Mobilities are often addressed within social sciences varying across a wide range of disciplines including geography, migration studies, cultural studies, tourism, sociology and anthropology. Food mobilities capture eating, tasting, producing and consuming practices as well as traveling and transferring. Food and tastes are carried around the world, along the routes of mobility through out the history. As people take their own culture to the places, they take their food too. Food meets and mingles with other cultures on the way. Fusion food is born when food transcends the borders and mix with different ingredients from different culinary traditions. Although certain places are associated and branded with food, it is a challenging job to understand the role of food and taste in forming and reformulating the identity of places.

Mobility is closely related to spatiality. Therefore, the city and the spatialities of the urban experience and everyday life are critical in grasping the space mentally, symbolically and materially shaped by the mobilities from place to place, event to event and taste to taste. The urban drifter is not only exploring the streets, buildings, arcades of the city, walking the city in the wake of hunt for senses; smells and tastes.

Therefore, the city can be imagined and experienced around the notion of taste and the taste determines what we go for in the city. A cup of coffee in the morning in the regular coffee shop of the neighborhood before commuting to

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the work, a long coffee break with intellectual discussions in a Paris café, a cup of espresso on the bar stool in a Tabachheria or a take-away filtered coffee from Starbucks. The temporality is coupled with spatiality in determining what we do, where we go, what we eat and drink. Fast food and Slow food might be first associations that came to our mind about the temporality, but we should also remember visiting the food stalls in London’s Borough Market on Thursdays, family gatherings for Thanksgiving dinner or communal İftar dinners during Ramadan, and food fairs and festivals as annual events. Nevertheless, we are equally interested in understanding the processes and patterns in ways in which these foods and gastronomic events follow their clients as people move around the world and the ways in which food is modified and become part and parcel of the cultural heritage in destinations. This was one of the objectives of the Taste of City Conference.

First of the Taste of City Conference series was held in 2016 at the University of Belgrade, Serbia. Taste of City is an international conference on food and place marketing that touches upon the internationalization strategies, protectionism, interconnectedness, transnational space, population movements, marketing, branding, food and taste from a multidisciplinary perspective. Over 30 participants attended the event and 15 papers were presented. The one-day symposium provided an excellent opportunity to exchange ideas and explore the ways in which food is influencing what cities are made up. Apart from the opening plenary session, where Jonathan Liu delivered a speech on food supply chain and cities with a reference to Chinese food business in the UK followed by a paper on Doner Kebab and its conquest of the UK fast food market by Ibrahim Sirkeci and a guiding speech on gastronomy, heritage and tourism emphasising the development of tourism and tourism planning in Serbia by Tamara Ognjevic from Artis Center in Belgrade, Serbia.

The three further sessions were titled “Food and identity of places”, “Food as culture; heritage, identity, myths, narratives”, and “Food as brand, image and identity of place”. The selected papers are published in this special issue of Transnational Marketing Journal offers a wide array of issues and perspectives from around the world including Tacos al Pastor in Mexico to Doner Kebab in the UK, to Italian expats and Serbian efforts in Expos to further touristic recognition are included in this issue.

In this special issue we brought together a multidisciplinary collection of articles discussing various aspects of food and space. Corvo and Matacena looks into the green city, earth markets and how the attitudes changed towards urban gardens in relation to nutrition. Schuster deals with the identity construction of Latin American immigrants in Israel through their food practices. She compares Jewish and non-Jewish women from Latin America who moved to Israel in the last ten years. The article sheds light on how inter-generational and inter-religious discourses are melded while food practices and traditions are embedded in a new Israeli identity.
In the third article titled *Nation Branding in A Transnational Marketing Context: Serbia’s Brand Positioning Through Food and Wine*, Dogan and Petkovic are exploring the ways in which Serbia reinvents itself as a country brand through promotion of the local food and culture in a transnational marketing context. They hope to be of help to place-marketers, strategists and governments.

Robert Lemon moves our attention to the context of Mexicans in the US as he gazes into the world of Taco Trucks in Texas’ capital Austin. He evaluates how taste preferences produce space in the city. He also points out the interactive nature of change in taste between truck owners and locals.

George Chatzinakos investigates the Thessaloniki Food Festival. Barbosa is discussing territorial marketing techniques with reference to city branding and examining the Territorial Marketing Program of the city of Lyon in France. She opens a discussion of the brand positioning adopted by the city of Lyon. Gabriele Di Francesco sheds light in place and food and wine tourism and urban development in Italy. Di Francesco investigates three different Italian towns that gave the name to three foods: Marino, with the wine festival, Fabriano with its production of salami and Ascoli Piceno with the production of the Ascoli olive.

In the following article, Lyon, UNESCO’s Creative City of Gastronomy is examined by Cecília Avelino Barbosa. She critically looks into the use of creativity and / or labeling of creative city for the promotion and analyses the strategies of the Territorial Marketing Program of the city of Lyon in France, Only Lyon.

In the last paper of the special issue, Sirkeci explores the ways in which social remittances change the foodscapes of destination countries with particular reference to the uptake of Döner Kebab in the United Kingdom. He argues that similar to Polish and Irish food in the UK or Italian food in New York, Döner Kebab is changing the foodscape in the UK.

As the members of editorial board for this special issue of *Transnational Marketing Journal*, we would like to thank our reviewers who also served as members of the scientific committee for the *Taste of City Conference* who reviewed substantial number of abstracts and papers. We would like to also thank to authors for their contributions and bringing their rich and interesting works to our attention.