

WE ARE WHAT WE EAT

Cultural Identity and Food Habits

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Food habits are related to cultural identity and are influenced by culture and society. Religious traditions, social class, income, food restrictions and prohibitions are classic elements of each culture. Social transformation introduced new food habits and as a result new identities became part of everyday life creating new needs, which were born as a consequence of economic, social and technological changes. Particularities of each region, the influence of colonial power and immigrants made Brazil's culinary one of the worlds most diversified. It became a tourist attraction in some cities where it promotes values of cultural and regional values and raises in tourists or visitors the interest in local culture and smells, colors and tastes as well.

KEY WORDS: *cultural identity; food habits; tourism.*