

TRADITION SEASONED WITH INNOVATION

The Commercial offer of Barreado at the Coast of Paraná, Brazil

*Maria Henriqueta Sperandio Garcia Gimenes
Universidad Federal de Paraná – Curitiba – Brasil*

Gastronomy is a relevant element for tourism supply increase and development of several localities. The use of traditional food and beverage for tourism purpose, however, requires reflection and care. This paper deals with the transition of traditional food and beverage from domestic to commercial use and the changes required in such process, taking the "Barreado" as an example, a typical dish of the Paraná State coast. By reviewing changes in the preparation and consumption of such dish, and especially by concluding that such changes might occur in relation to other typical dishes, both local or foreign, during their transition to tourist use, allow to contribute to Culinary Tourism debate. This study is based on the research made for the doctoral thesis in History for the Federal University of the State of Paraná entitled "Cozinhando a tradição: festa, cultura e história no litoral paranaense" (Cooking tradition: party, culture and history in the coast of Paraná), which comprised a bibliographic review of the history of Paraná, with particular emphasis on food, research of documents in libraries and public archives (including folders, institutional and restaurant marketing materials), as well as forty four Oral History interviews of cooks, entrepreneurs and other people related to tourism in Antonina, Morretes and Paranaguá, coastal cities that explore the dish for tourism.

KEY WORDS: *culinary tourism, typical dishes, Barreado, Coast of the Paraná State.*