

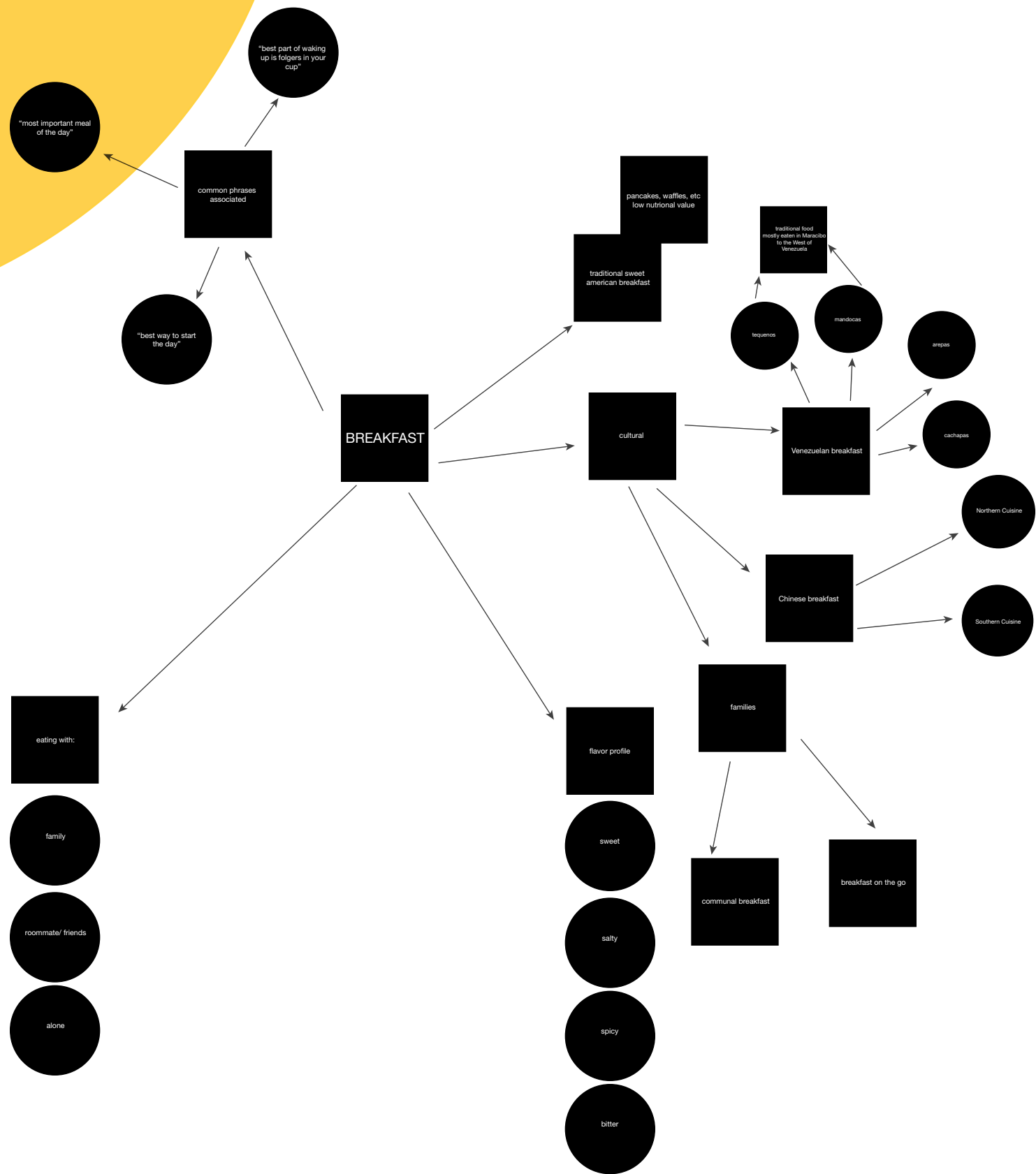
The World and Breakfast

Zhixin Shi

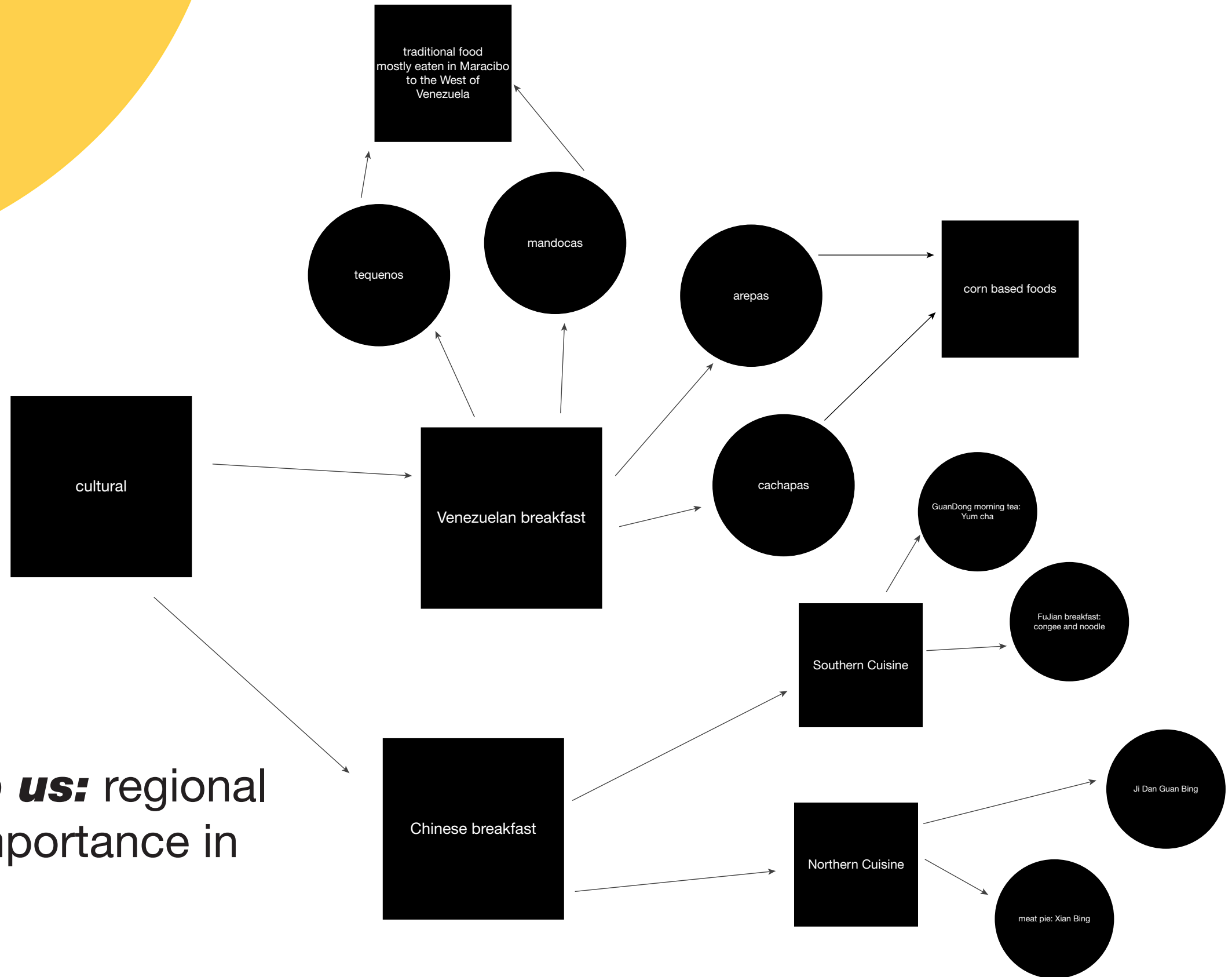
Yuanqing Lu

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Mind Map



Mind Map



what stood out to us: regional cuisines and their importance in traditional food

Our Goal

The purpose of this research study is to explore the intersection of culture, geography, and breakfast habits. How does the region of origin effect the breakfast foods you eat and how you eat them?

assumptions:

people are greatly affected by their geography and culture when it comes to what they eat



Secondary Research

Cultural Influence

“Food traditions are usually one of the last aspects of culture we’re willing to relinquish. We learn new languages to facilitate communication, we embrace new traditions and experiment with new fashions in order to ‘fit in’. Yet, **there’s nothing more comforting than the tastes of home.**”

-Nicola Temple, Lauel Ives,
National Geographic

American Influence

“The North American market holds the majority of share in the global breakfast food market demand, followed by Europe. **The market in the U.S. continues to face mounting pressure from growth in raw material prices, especially meat and milk.**”

-Mordor Intelligence

Tradition and Industrialization

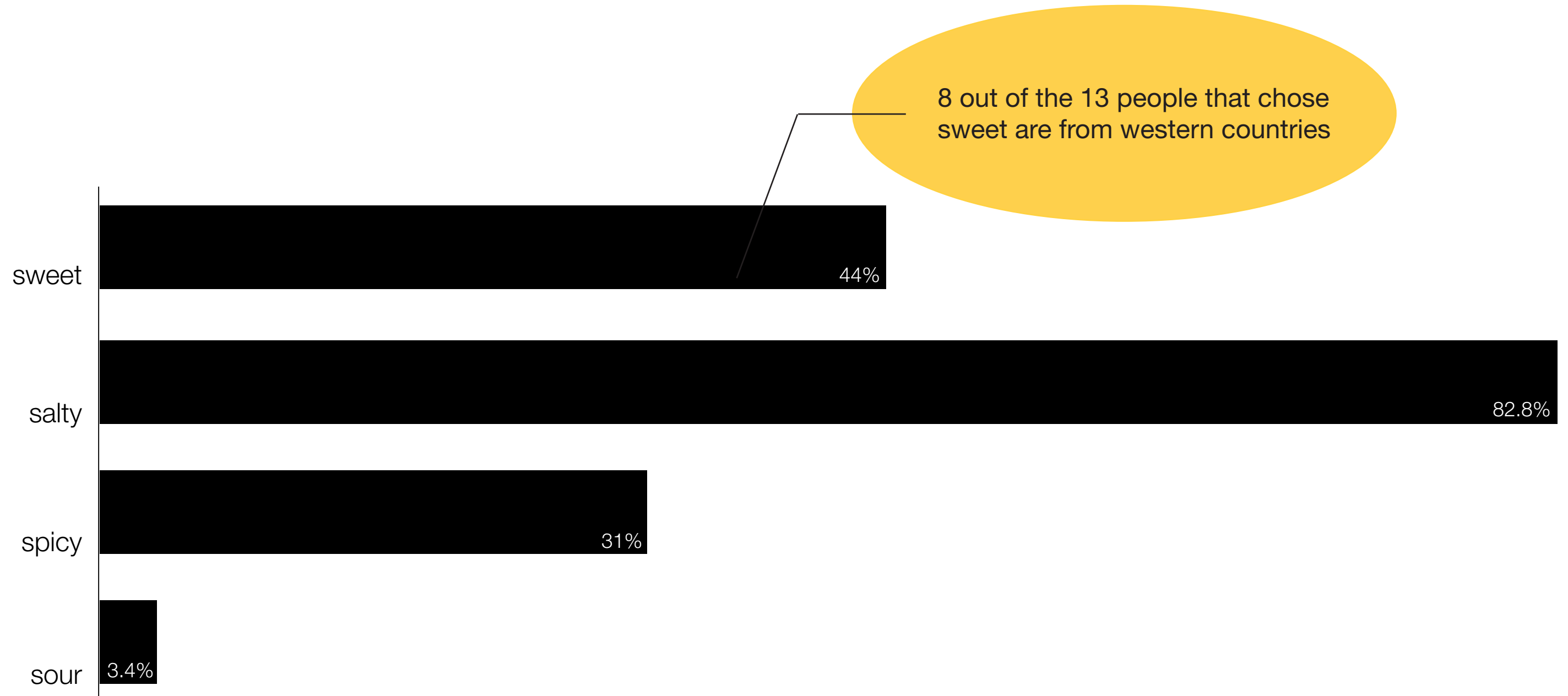
“Although regional differences are apparent, breakfast tends to take the form of a traditional meal in most countries in south-east Asia. **Rice, wheat and rice noodles, soup and egg appear to be dietary staples through out the region.** Coffee, tea, and hot chocolate drinks are also popular.”

The introduction of bread and pastries on a regular basis to the breakfast menu in urban Singapore, Malaysia, the Philippines, Thailand and Indonesia suggests that **the first meal of the day is altering consistent with the life style changes accompanying urbanization and industrialization.**”

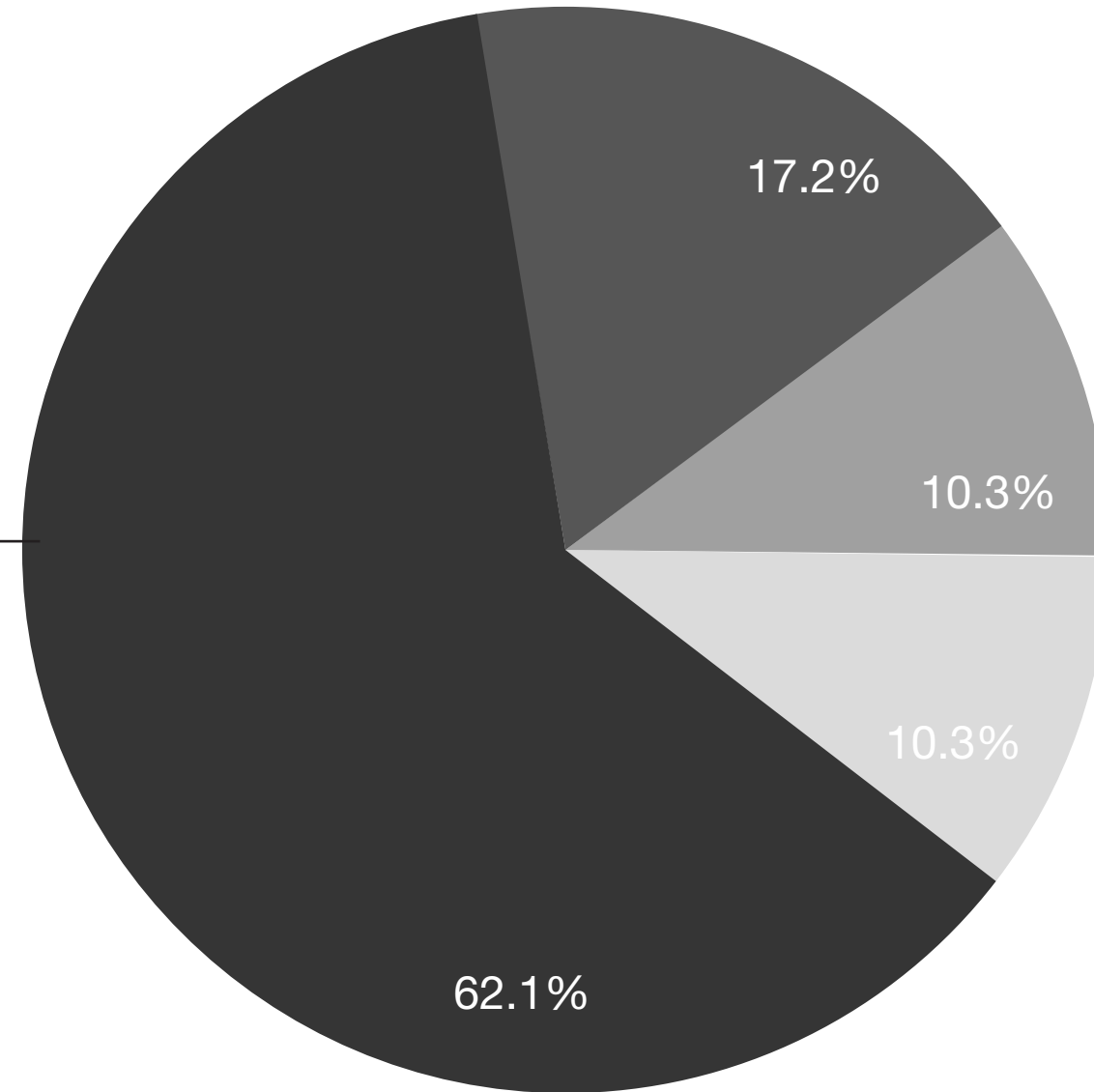


Primary Research: surveys and interviews

What do you want your breakfast to taste like?



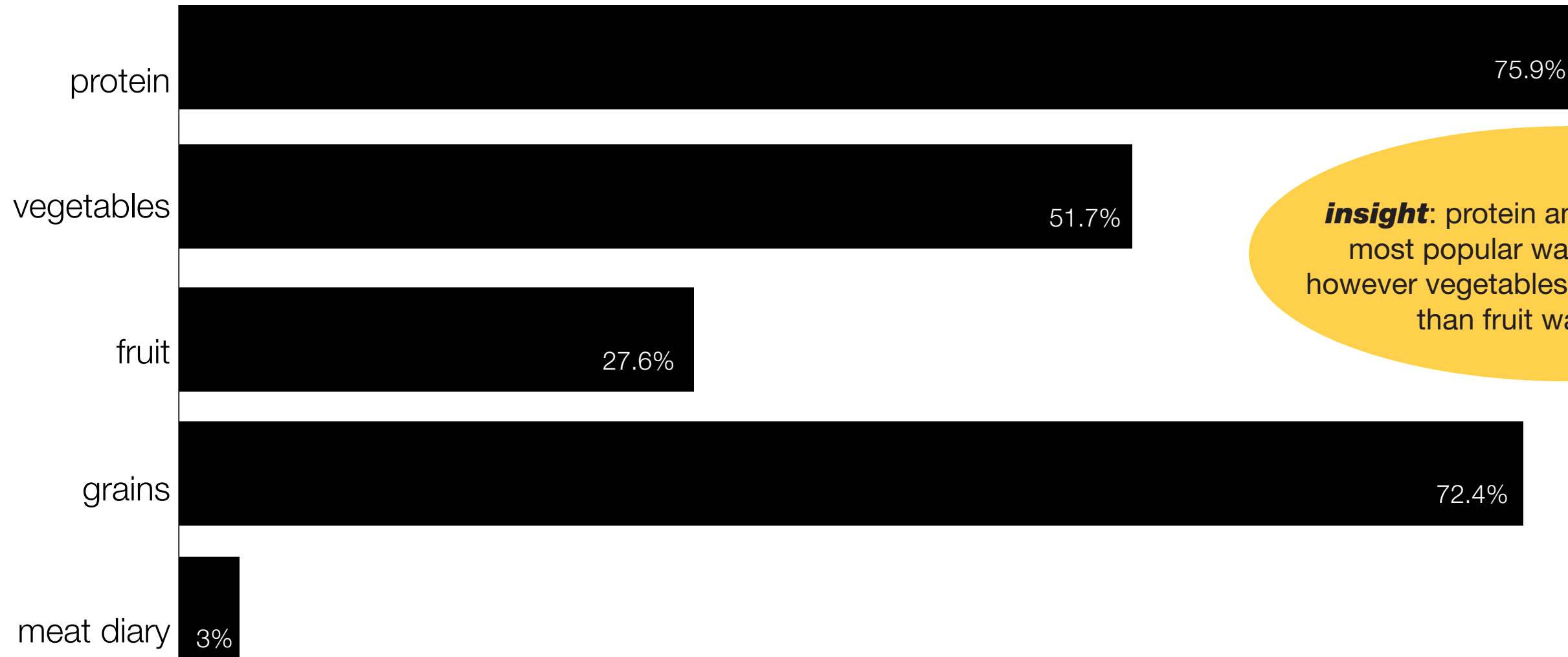
Do you typically eat hot or cold breakfast foods?



- cold
- hot
- depends on weather
- both

insight: we assumed weather would have a larger impact on desired temperature

What are food groups do you typically have in your breakfast?



insight: protein and grains being the most popular was to be expected however vegetables being more popular than fruit was suprising

Siwen: Shenyang, Northern China

traditional food

“Traditionally, rice and side dishes, like fried shredded potato, fried eggs, “Doufunao” (made from tofu) (Salty). If it is early in the morning, there are morning markets. Some breakfast like Dofunao, plain congee, pickles, eggs.”

traditional tableware

“Chopsticks, and my son (2 years old) he tries to learn how to use Chopsticks, and we bought training chopsticks for him. He uses spoon and hand now.”

Siwen: Shenyang, Northern China



taste

“After coming here, the only change is I cook less and often heat some frozen food and eat. Also, my taste not changed much, but trying different American food sometime.”

“Whoever cooks decides the taste, but we still try each other’s hometown food.”

breakfast schedule

“My breakfast we eat late...two pm because we usually wake up late.”

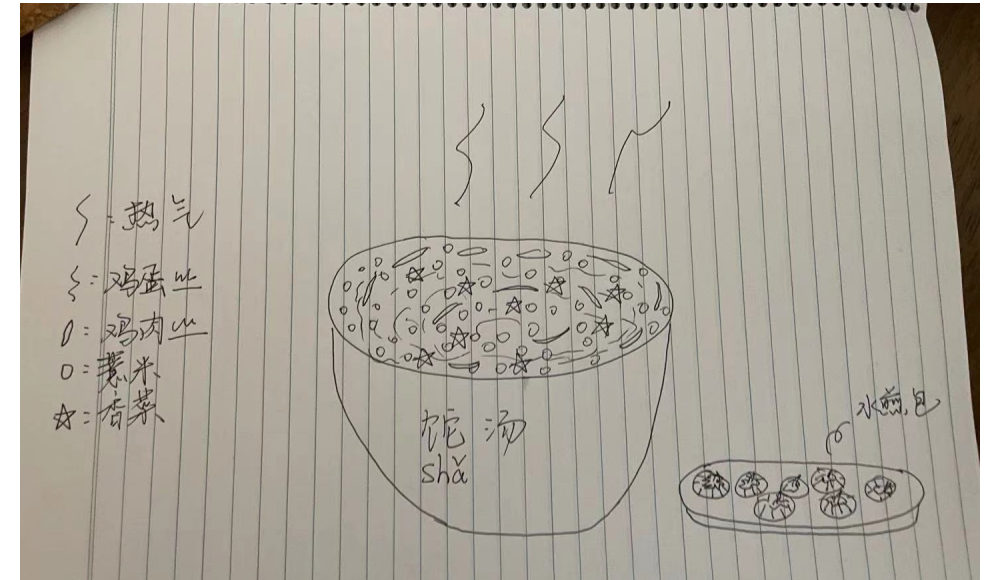
“Yes, because when my son wake up, he already skips breakfast just like me.”

Yue and Eric: Henan and Guangdong, China

traditional Breakfast

Yue: “I like rice porridge, cold dressed cucumber, food delivery, Hulatang, doumou, fried dough, Caijiao, Tofu pudding,”

Eric: “The taste usually salty and sweet” “We drink teas, such as Onlong, Tieguanyin, Puer. We have tea in the morning. But I don’t drink tea in the other time”



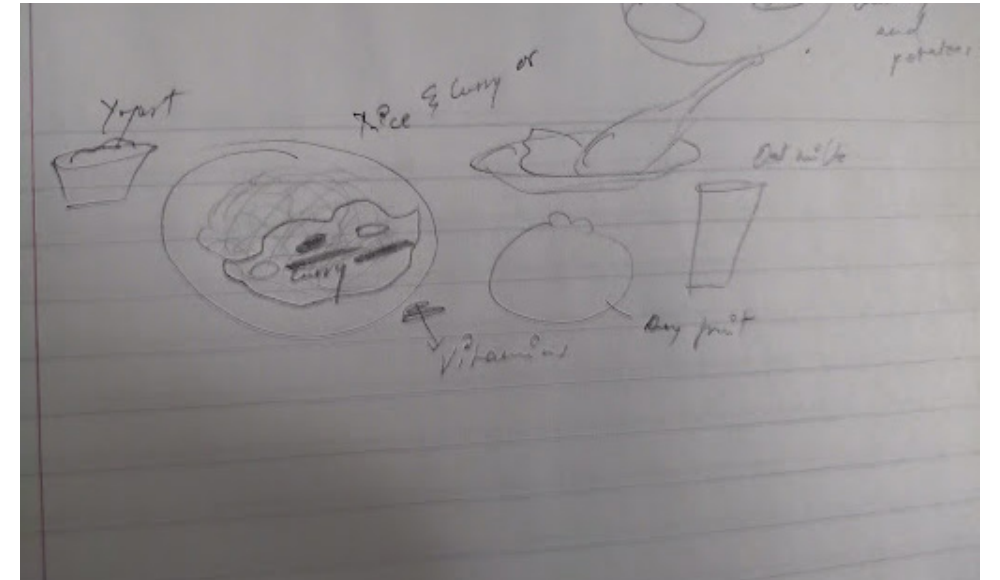
changes

Eric “maybe more bread and spaghetti. the breakfast become more western.”

Yue: “These are traditional Chinese cook ware, I bring from China”

Eric “My taste doesn’t change at all. Australian food are bad taste’

Deepika: Bangalore, Southern India



traditional breakfast

“fermented rice batter that would be fried as a thin sheet with potato with mint corriander and chutney, there another with semolina , it like grits but smoother” “they’re traditional breakfast dishes but I never eat them”

“mostly the taste, cause I need to eat something spicy I find most foods arent spicy enough for me”

changes

“frequency of having bread has increased a little”

has the US effected your breakfast eating habits? “no not al all...i eat the same food” “I can have sweet stuff but not too sweet... (american) syrup is always too sweet”

Valeria: Maracibo, Venezuela

traditional food

“Everyone in Venezuela generally eats apepas for breakfast because it is our bread it is something we eat all the time”

“In my city specifically we eat a lot of fried stuff, so like a really typical Maracaibo breakfast might be like Tequenos that like a cheese stick. Something called mandocas so a lot a fried stuff”

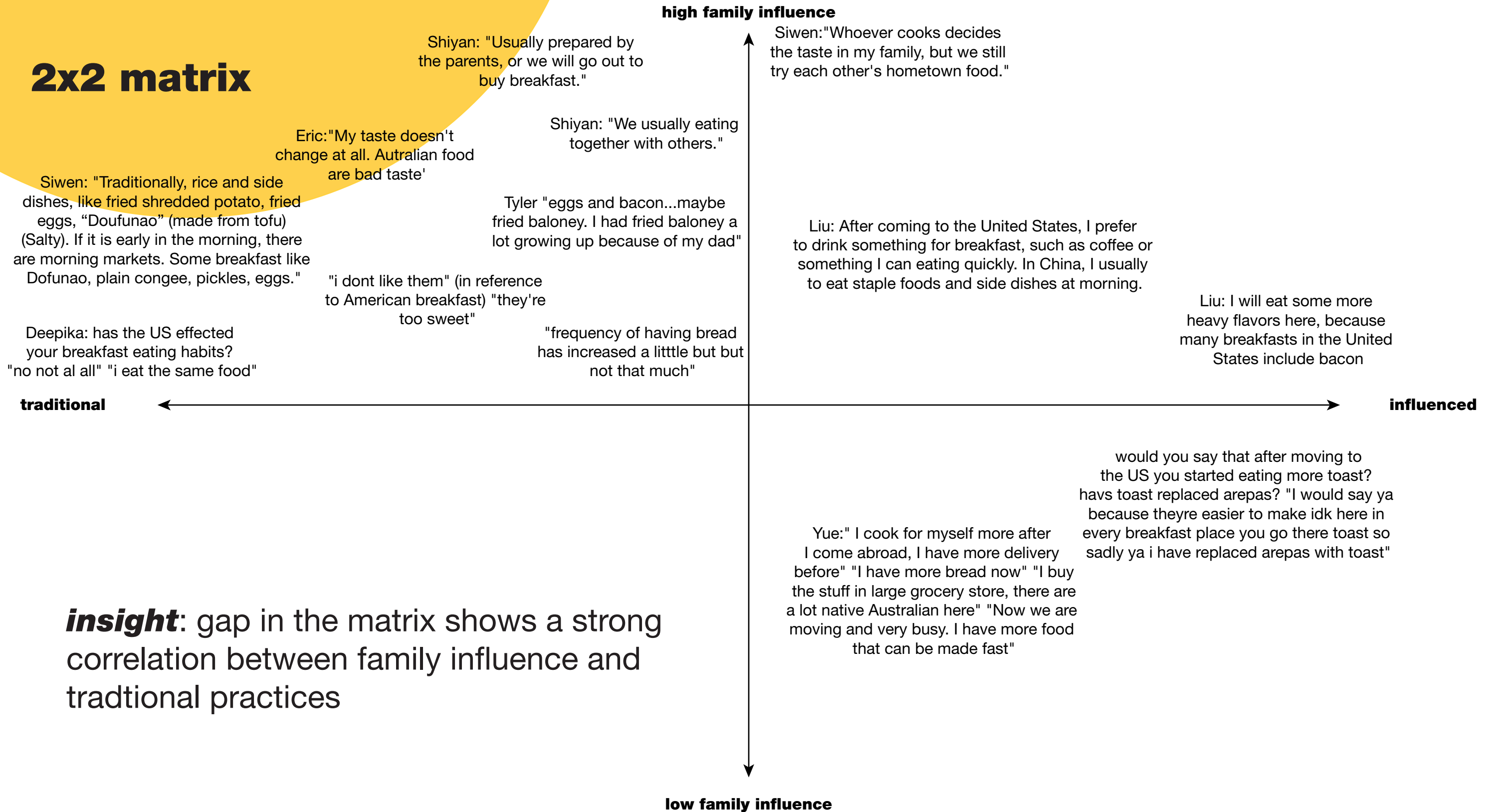


geographic Influence

“Usually my favorite breakfast is eggs and avocado or an avocado toast that's what I've been eating....This is something I started eating when I moved to the US.”

“I would say the two cities or idk cultures that maybe could effect the way that I'm eating are Venezuela and the US, Texas specifically”

2x2 matrix



insight: gap in the matrix shows a strong correlation between family influence and tradtional practices

Theme and Insights

Family Influence

-Family is a much stronger influence around food when people move to the U.S.

-Whoever cooks in the home greatly impacts preferences and routines

Hidden Geographic Influence

- Geography has a much stronger influence outside the U.S. which has a monoculture

- When people move to another place, they attempt to make traditional foods with what available creating a sort of fusion

- Moving to other country will not affect the taste, but it will allow people to try more local food.

Theme and Insights

Cultural Influence

- Culture and convenience is much more influential than geography
- Peoples relationships with their culture is greatly effected by their family relationships

Global Common Choice

- Some breakfast foods are exempt from regional restriction since people eat it anywhere. EX: milk, bread, salty flavor
- Many people need quick breakfast options regardless of region
- Carbs and proteins are the main building blocks for breakfast across the globe



Thank You!