



A Comparative Research On the Breakfast Themed Gastronomic Product Diversity of Hatay Province

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Abstract

Hatay, which has hosted dozens of civilizations throughout the history, has a rich culinary culture fed by traditional values. The city, which was registered as the second gastronomy city of Turkey thanks to the aforementioned richness, has drawn attention with its variety of dishes that differ according to the meals. This study has been designed to determine the breakfast-themed gastronomic product variety of Hatay province and to present the sustainability condition of this variety. Within this context, first of all, the existing literature and corporate websites were scanned in detail and the eating and drinking elements in Hatay breakfast culture were determined. The determined products were evaluated by classifying them according to their specific characteristics and. Following the evaluation process, the place of the determined breakfast products in the businesses selling local products, in the food and beverage businesses that serve breakfast (breakfast houses, breakfast halls, country houses, etc.) and in the promotional materials about Hatay was analyzed. In this sense, the sales lists and current menus of the aforementioned businesses operating in the city center of Hatay and in the settlements connected to the city center were examined and then, the identified promotional materials were reviewed. The research was concluded after conducting a comparative evaluation of the collected data. As a consequence of the evaluations, it has been determined that Hatay province has a rich culinary culture; this richness is mostly thanks to the variety of gastronomic products. Breakfast products are one of the basic components of Hatay culinary culture and have a significant place in the menus of food and beverage businesses. Besides, it has also been concluded in the study that the components of Hatay breakfast culture were represented at a very low rate in the promotional materials of the cuisine culture.

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