



OPPORTUNITIES FOR FOOD FUSIONS

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ABSTRACT

Food is an integral part of any culture. Changes occurring in food culture can indicate changes in the cultural environment of the society. In the modern era, the demand for new taste and new recipes are increasing day by day. Instead of traditional food, people want to try something new. With adequate nutrients in such situation, people are moving towards food fusion to change the taste. This chapter will deal with food fusion. Food fusion is the preparation of a new dish by mixing two or more traditional dishes and providing them a new flavour. In short, food fusion is the modernization of traditional dishes with lots of nutritional value. It provides variety in food to the people. Food fusion has been very popular in recent decades. It is one of the fastest growing food trends across the global. Food fusion gives people a chance to enjoy new cuisines. Indian food fusion is also gradually making its own identity in the world. Food fusion provides an opportunity for local foods to be recognized globally. Presently food fusion is becoming an alternative to fast food.

KEYWORDS :- Food Fusion , Food Philosophy , Food Cuisine .

INTRODUCTION

The way to heart goes through stomach. A good and tasty food wins everyone's heart. The craving for delicious food is always present in human nature. That's why many types of recipes were invented.

In the process of making food more palatable, new recipes were created. The process of making new recipes existed earlier, is still present today and will continue for future. With time, people's food taste is also changing. Along with the types of dishes, the way of eating is also changing. In the modern era, the demand for new tastes and new dishes is increasing. Instead of traditional food, people now want to try something new. The medium of communication, especially television and mobiles, has created interest in different planning patterns for cooking. As our world becomes increasingly interconnected, we are exposed to more new cultures and cuisines than ever before. In this era of technology, recipes for new experiments are presented on social media as Facebook and YouTube etc. Which encourages people to do some new experiments in food. A dish with a different taste that suits us. In such a situation, the effect of fusion food is increasing. You must have heard a saying that 'we are what we eat'. The philosophy of food reflects the ethical, political, social, artistic, identity-defining aspects of food. This ideal food philosophy saves us from junk food and fast food and motivates us to take practical healthy diet. Food fusion has become very popular in recent decades. In such a situation, people are moving towards food fusion to change the taste.

WHAT IS FOOD FUSION

Food fusion is the preparation of a new dish by mixing two or more traditional dishes. Food fusion is the presentation of the best of traditional dishes by doing some unique experiments with them. Food preparation methods from different cultures mix to produce new types of cuisine. Food fusion is a cuisine that combines elements of different traditions to create a fusion of them with new flavors.

We can define food fusion as innovation in food. Food fusion can take place between several traditional cuisines of a regional region that are used to flavors the dish.

This changes the tastes of the people and gives them a chance to enjoy new dishes. Food fusion gives us variety by giving a new taste and new look to the existing dishes and making them special dishes. In short, it is a mix and match of different cuisines. Food mash ups are also a form of food fusion which is one of the fastest growing food trends across the globe.

BACKGROUND OF FOOD FUSION

Slowly moving towards modernity, as the means of communication and transportation increased, humans entered from one culture to another will exchanged of taste and cuisine. The increasing influx of migrants has played an important role in popularizing fusion food. The history of fusion food is so complex that its origins cannot be easily determined. It is in the nature of man to try to create something new by mixing cuisines. Food fusion has been adopted since the 16th century to adapt the cuisines of different cultures. Food fusion was defined in the late 1900s. Wolfgang Puck is considered one of the pioneers of



food fusion who created food fusion combining French and Chinese traditions at the Imperial Dynasty restaurant in Hanford, California in the 1960s.

Food fusion was created by mixing French and Chinese traditions in the restaurant of Imperial Dynasty. Chef Norman van Aken was the first to use the term 'fusion cooking' when he gave a speech in 1988 at a symposium in Santa Fe to several well-known food industry people about how food fusion has always existed. He mentioned the use of coffee in Italian cuisine. In the 1970s, French chefs experimented with adding other ingredients to some of their dishes. Japanese cooking techniques were combined with French techniques in France. For example, after Japan won the claim of its island nation from China, the Chinese noodle was made in its own way by the Japanese and it became known as Shin Soba - Chinese Noodle. Food fusion is classified according to a particular cuisine or style. It is the art of creativity and innovation. Food fusion has been included in the list of foodies.

The term fusion food was added to the Oxford English Dictionary in July 2002. It was defined as "fusion cuisine". Basically it is a style of US cuisine that blends cuisine methods from different cultures.

SIMILARITIES BETWEEN MODERN CUISINE AND FOOD FUSION

Modern cuisine includes creative and innovation, in which new dishes are made by adopting new techniques. In food fusion too, along with traditional dishes, innovative methods and other elements are incorporated and made in a new delicious form. The food is diversified by presenting many traditional dishes in a modern form. These are presented in the form of exquisite dishes. Food fusion can be defined as modern cuisine. Which brings a change in the traditional way of eating, making it more delicious and exciting. Food fusion combines local cuisine with international techniques to give it a sophisticated twist.

SIMILARITIES BETWEEN TRADITIONAL CUISINE AND FOOD FUSION

Traditional cuisine is food that has been consumed for many generations and has established its identity as a national cuisine or local cuisine. They are related to the feelings of the people. These traditional dishes are presented in a new form by including some other elements and methods. Fusion cuisine can also be considered as a modern form of traditional cuisine. Food fusion is a combination of different traditional dishes. Food fusion helps in giving these traditional dishes a unique identity by creating innovative methods.

BENEFITS OF FOOD FUSION

Following are the benefits of Food Fusion -

1. The main advantage of Food Fusion is that there will be an opportunity to come forward with traditional recipes.
2. A new identity will be available to them. It gives a modern look to traditional dishes. Food Fusion creates diversity in foods. Variations and creativity are added to the dishes by changing the food items.
3. Food fusion provides an alternative to fast food. People get it in the form of some new and tasty dish. One of the main benefits of food fusion is to enhance food habits and inspiring to enjoy new flavours to public.
4. Food fusion provides new business opportunities. Directs people to prepare dishes using required knowledge and various skills. Due to which new innovative jobs are created in this type of food industry.
5. Food fusion makes dishes more delicious. Provides variety to food and makes it tasty. The importance of food fusion increases even more due to the increasing interest of people to taste new cuisines.
6. Food Fusion combines the cuisines of different countries by combining them. Incorporating elements of one's own culture into the cuisine of another culture inspires one to create something different without compromising on one's own taste.
7. Food fusion gives an opportunity to stamp our identity on new cuisines. Provides support in creating a global identity of local cuisine. Provides opportunities for local food brands to rise.
8. Food fusion enhances the quality of cuisine and makes it cost effective.

INDIAN FOOD FUSION

In Indian culture, where good food and especially sweets are an integral part of celebrating festivals. These traditional sweets are the pride of Indian festivals. The food of different states and regions has its own distinct identity and taste. Now food fusion is the best way to create something innovative with desi touch which blends the best and makes something creative. It appeals more to the younger generation. There are many cuisines around the world such as British, Irish, Scottish, French, Italian, Spanish, German, Russian, Swiss, Scandinavian, Middle Eastern, American, Mexican, Caribbean and African etc. There are Indian, Pakistani, Thai, Chinese, Korean, Japanese and Indonesian culinary systems in Asia and South Asia. The ingredients and methods of preparation used in the cuisine of all these countries are quite different. India itself has a wide variety of regional cuisines from north to south and east to west. Even if the same food items are available, the methods of making them are different and their taste is also different. For example, Khichdi is a dish that is eaten all over India but is prepared in different ways in each state. It is prepared by different cooking methods. Food fusion combines different culinary traditions of the same country. It tries to establish an emotional relationship



by increasing reconciliation between them and Works to connect people. Establishes mutual love and brotherhood among them. In this way, we can say that food fusion is an art of connecting the heart along with connecting the dishes.

CONCLUSION

The foods that we eat today actually represents a fusion of ingredients, flavour, components, recipes styles and food philosophy. Food fusion is combination of ingredients and techniques from different parts of the world. Food fusion is an emotionally bonding element for human being and family. Food fusion combine different tradition dishes of a single country. Food fusion establishes emotional bonding by increasing reconciliation.

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