



REGIONAL FOOD – A NEW OUTLOOK ON THE MOUNTAIN AREAS

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Summary

Culinary tourism was characterized in the paper and the perspectives for its development were analyzed, as well as the possible uses of traditional and regional cuisine of the Podhale (mountain region of Małopolska) as a tourist product. Moreover, the cuisine of the Podhale Region was presented with its specialities, as well as the potential use of Polish regional cuisine in tourism to make it a tourist attraction, which may be of major importance for individual region or locality. It causes that a certain dish becomes identified with specific place, which attracts tourists to this region. Traditional dishes reflect also the customs prevalent in the given area; therefore a tourist may acquire information about the culture of the places he visits.

Keywords

culinary tourism • traditional food • regional Podhale cuisine

1. Introduction

Culture, customs and traditions of other regions are the most common tourist motivation. Cultural tourism is an important factor in the development of not only the whole of human society, but also an individual person. It helps to keep the memory of ancestors, to preserve their traditions and customs of given places that make the regions become unique, and therefore attractive to tourists.

Important role in the culture play regional, traditional dishes that are dependent on the geographical region, religion, traditions and customs prevailing in the area. An important part of cultural tourism is a culinary tourism. Application of Polish regional cuisine in the tourism and the creation of it the tourist attraction are important to the region.

In recent years, gastronomic services – especially in the countries with growing level of touristic services – become particularly important. In Poland a significant improvement in the quality and level of food services is also noticeable, as well as the overall development of gastronomic facilities. More and more often, regional cuisines and delicacies are becoming in many regions their brand. Therefore it is worth to consider how to use the regional cuisine in the promotion of touristic regions.

The touristic product offered in rural areas consists mainly of accommodation or accommodation with meals. More and more often, as a touristic attraction connected with rural tourism farm, the role of food as a special offer is emphasized. Its competitive advantage may rely on the use of, traditional and regional products in tourist's nutrition. Accommodation is the element of touristic product, which can be repetitive and copied regardless of location or geographical area. In contrast to the accommodation, gastronomic offer of the region or a rural tourism farm is a unique element, which attraction will long remain in the memory of tourists, and also is a magnet for visitors.

The aim of the paper was to characterize culinary tourism and analyse the perspectives its development as well as the possible uses of traditional and regional cuisine of Podhale (mountain region of Małopolska) as a tourist product. In addition, it is worth to stress that the role and importance of traditional regional cuisine in the field of cultural tourism is still increasing. In addition, I would like to stress a still increasing role and importance of traditional regional cuisine in the field of cultural tourism. The use of Polish regional cuisine in tourism and creation of it a touristic attraction is of great importance for the region, or city. It causes that a particular dish is identified with a particular place, which attracts tourists to the region.

Through traditional dishes the customs prevalent in a given area are reflected, therefore a tourist may acquire information about the culture of the places he visits.

2. Conditions and limitations of culinary tourism development

Polish cuisine is very tasty and varied. It's uniqueness is engendered by high-quality of food commodities and products and by culinary heritage, which contributed to the creation of excellent dishes to the local cuisine which are great tourist attraction. Regional products and kitchen are creating the region's image [Sieczko 2007b]. Regional cuisines and traditional foods prepared according to the old recipes more and more often determine the attractiveness of the site, which is visited by tourists. Also note that eating habits are constantly evolving. Natural factors, religious, historical, etc have the significant influence on changing the habits. People's lives are shaped by the environment around them: climate, geological conditions, availability of plant and animal raw materials and drinking water.

For the sake of local identity and distinctiveness great importance has the legal protection of products manufactured traditionally. Legal protection of the regional products was enabled by the accession of Poland to the European Union. Integration with the EU has given a new dimension to local products, produced by traditional methods, according to old recipes, which simplifies the dissemination and protection from oblivion both technology and dishes and food products. The idea of a regional product determines its origin and assumes that it should be the farm-to-table associated with the region. Produced agricultural raw materials are processed in a local processing plant; next regional specialties are prepared of them and are served by the local gastronomy. Following this, in the region is created a network of specially-marked

primary producers, processing plants and restaurants, where the regional products are prepared and traditional dishes of the region are served.

An important step in the history of revival of regional and traditional Polish products was the entry into force of the 2005 Act for the registration and protection of names and indicators of agricultural products and foodstuffs and traditional products. [Ustawa... 2004].

Registration of the products of a specific nature, in accordance with the adopted Act, makes possible the protection of the native specialties, and also their promotion at the markets of the whole EU. The Act regulates the registration procedure at the national level – from the moment of submission of the application to sending it to the European Commission. To protect regional specialties, according to the legislation, the name of the product or the foodstuff can be registered as *Protected Destination of Origin*, *Protected Geographical Indicator* or *Traditional Speciality Guaranteed*. The primary objective of the system is to protect and promote regional and traditional products, which are characterized by their high quality and special features arising from the circumstances of the geographical area of origin or traditional production methods [Kamińska 2009].

Producers and consumers benefits resulting from this law are interrelated. Consumers of traditional and regional products receive warranty that the products are of high quality, which is the result of its origin from a particular site or compliance by manufacturers, the old exceptional methods of production. If we can win the trust of buyers it will result in a higher demand for these unique products, which in turn will enable the establishment of higher prices and increase producers' incomes.

On the one hand we have a system protecting regional and traditional products, supporting their producers and safeguarding the quality for the consumers; on the other hand, in rural areas an interest in traditional dishes and traditional regional cuisine is growing. From this should already be a simple way for the promotion of the local culinary specialties as interest in rural tourism. How much more interesting for "city dwellers" is the menu where we have food with exotic and intriguing sounding names and tastes, ingredients and products that we can not try anywhere else.

Regional cuisine od Podhale could be used as a tourism product, attracting tourists and bringing income.

The factors limiting the possibility of the development of culinary (gastronomy) tourism are:

- a number of legal and formal constraints related for example with the preparation of the application for entry on the list of traditional products or the duty to implement quality systems (HACCP) in the local gastronomy facilities,
- poor awareness of the potential contained in Polish restaurants (among both service providers and consumers),
- lack of research on Polish culinary traditions (eg, cooperation of historians and product researchers on the history of the food industry),
- lack in Poland of elaborations containing detailed descriptions of the cuisine of the region – which could be used in culinary tourism.

Rather negatively influencing factor for the cultivation and promotion of Polish culinary traditions is the activity of large food companies and restaurants. Their policy is rather to promote “industrial food”, which is not conducive to the development of gastronomic traditions that are close to „natural foods”. Therefore, a database of gastronomy and Polish culinary traditions (in several languages) should be created in Internet, what could be prepared, for example, by Polska Organizacja Turystyczna (Polish Tourist Organization). A number of initiatives at the local and regional level should be considered as a positive sign. Their goal is to cultivate and promote Polish cuisine and culinary traditions (e.g. by organizing competitions, gastronomic festivals, etc.). These activities are supported among others by professionals working in gastronomy, which can cause that they will be interested in the promotion of Polish culinary traditions abroad.

Return to regional cuisine, digging out the old recipes, can reveal the charms of the old Polish cuisine, long forgotten, which is worth to restore it and thus preserve from the oblivion [Siczko 2007a]. The regional cuisine may become a development potential for many places in Poland. It is sufficient to have a well organized promotion and propagation of the traditional dish, for example by:

- promoting foods, traditional products with high quality and nutritional value (such as sourdough bread),
- carrying out research in fields related to tradition and history of Polish art of cooking,
- promotion of the culinary art, so that it is accessible to a wide group of purchasers for example through workshops (production of oscypek – smoked sheep’s cheese, etc.),
- organizing of demonstrations, conferences on regional cuisine.

Regional specificity is expressed mainly in the food, their nomenclature, preparation methods and rituals associated with their consumption, generally of similar materials. Regional cuisines are often considered a touristic attraction and consumed more occasionally and usually seen as very refined and unhealthy. In Polish society persist stereotypes of poor, greasy and sugary regional cuisine. Some of the regional cuisines, however, are worth popularizing not only because of its originality, but also health benefits. Such kitchen is the kitchen of our Podhale highlanders, whose values derive from the historically developed customs and traditions based mainly on natural features.

3. Features of the Podhale cuisine

Podhale was formerly one of the poorer regions of the country, which was reflected in the local cuisine. Location of the region in the highest Polish mountains and the climate more severe than in the lowlands also did not affect favorably. Highlands traditional dishes come from the harsh climate and geographical conditions, which was not conducive to agriculture in these areas, as well as the severe financial situation of Highlanders [Wiaderek 2005]. The diversity of natural resources contributed to the diversity of dietary habits.

Podhale cuisine is not a luxury, but enraptures with its simplicity and unique flavor. The main dishes included everything that poor highland farm produced and not handled for sale. The specificity of food in the region occurs in each of the food groups such as dairy products and eggs, cereal and grain, potatoes, vegetables and fruits, fish, and meat. Highlanders also have their eating habits both holidays and related to other important events during the year. Specific is also a traditional menu.

Podhale cuisine has many health benefits, which is an additional advantage of its use in tourism. Podhale products and dishes, simple and unsophisticated, sometimes shocking with juxtaposition of raw materials, have one the most important feature – they are delicious, and smell familiar. The use of native traditions, ancestral customs and historical recipes from the past showing our preferences and our lives can be a recipe for success in the tourist development of the region, a treasure in economic terms, but also and most importantly in the socio-cultural terms.

It is said that the highland dishes are as highlander character – crisp and sharp. Regional Tatra cuisine was formed in harsh climatic and material conditions of Podhale inhabitants. The basis were *grule* (boiled potatoes) and *bryjki* (noodles) [Wiaderek 2005]. Other products used every day are barley, oat and corn flour. The dairy was used mainly whey, buttermilk and *żętyca* (sheep milk whey). As *omasta* (fat) fused lard, cracklings sometimes linseed oil were used. Sour and sweet milk were only on special occasions. Of vegetables – mainly cabbage was served. Bread was not baked at home, and a meat diet was based on sheep meat.

Highlander cuisine is becoming increasingly popular and fashionable. To the extent that regional cuisine from the Tatra Mountains can be tasted across the whole country. It is worth to try *oscypek* sheep cheese, *bundz*, *żętyca*, *hałuski*, *kwaśnica*, *moskole*, lamb, trout, and all sorts of liquors.

4. Podhale cuisine specialities

4.1. Products from sheep's milk

It is hard to imagine a highland cuisine without products made from sheep's milk. It is necessary to try *oscypek*, *bundz* and *bryndza* with a unique flavor. All of these cheeses, with a unique taste, can be eaten raw or used as an addition to salads and other sophisticated dishes. *Oscypek*, which in the past was used as a means of payment, is now one of the most important tourist products praising the region outside the country.

4.1.1. Oscypek

Podhale is the kingdom of *oscypek*, there is probably nothing more characteristic of the Highlanders and more Polish product. This hard, smoked cheese is prepared of salted sheep's milk, what gives it a peculiar flavor and makes a regional delicacy, especially for Podhale. It is produced normally in the form of small, spindle-shaped blocks of a typical mountain decorating of the edges, impressed in the wooden split forms. It has a unique flavor and shape that allows recognizing it without hesitation. Sheep cheese is one of perennial regional products, its history dates back more than five hundred years.

It came to Podhale with Wallachian shepherds, wandering through the Carpathians, in the late fifteenth century.

Traditionally, the production of *oscypek* was done by chief shepherd (*baca*) on the pastures high located in the mountains – *hale*. After milked sheep milk is poured by the linen cloth (to strain, for example, a blade of grass) to the wooden *puciera*. Then, the klog is added (dried and powdered rennet), so milk curd arises to be squeezed and formed. During stamping cheese is dipped in hot water. After forming, the cheese is soaked in brine broth overnight, which removes the excess of water, wherein the bath also has bactericidal properties. After being soaked, the cheese is matured on the top shelf in the hut. Traditionally, in the shepherd huts the fire was fueled with pine or spruce wood. Cheeses during maturation were cured in the smoke [Gasik 2005b]. When the sheep were going out for *redyk* (herding the sheep up to mountain pastures) the amount of milk provided by sheep of each owner was metered. This action was repeated after their return from *hale*. On this basis the amount of *oscypek* that should be given to the owners of herds and to the shepherds, who pastured the sheep during the summer, was determined. *Oscypek* therefore was also used for settlements between *gazda* (the sheep owner) and *baca* (chief shepherd) and also between *baca* and shepherds (*juhas*).

The process of its making is passed down from generation to generation. *Oscypek* should have a straw color, compact structure, salty taste and shape of the spindle. It can be eaten raw or broiled in the oven or grilled on a pan. In whatever form it tastes delicious.

On 28 September 2005 *oscypek* was included in the list of traditional products, of Małopolska region for Dairy Products, and in 2007 the product is put on the EU list of regional products.

4.1.2. *Bryndza* from Podhale

Bryndza – soft rennet cheese made from sheep’s milk, one of the most famous Tatra cheeses. Name of *bryndza*, comes from the Romanian language is *Brinza* and is derived from the Wallachian shepherds pasturing their sheep in upland meadows. Its production has been associated with the wanderings of the Wallachian tribes that arrived in Poland along the arc of the Carpathians. Production of *bryndza* in the early stages is the same as the production of *oscypki*. The resulting *bundz* is crushed and allowed to heat for about 2 weeks (to mature by the enzymes secreted by the mold *Oidium lactis*). *Bryndza* is tangy, salty flavor, sometimes slightly spicy or sour. Its color is white, creamy white, sometimes with a touch of celadon.

A very significant impact on the final quality of sheep’s milk used for its production has specific vegetation of Tatras and Podhale, which the sheep eat during grazing. Many species of plants, which are in undergrowth of the meadows, pastures and mountain pastures occurs only in Podhale. Areas where production of Podhale *bryndza* is performed are some of the cleanest regions not only in Poland but also in Europe.

Currently, the dairy industry, also produce *bryndza* varieties with mixtures of cow’s milk and sheep’s milk, with flavorings, etc. *Bryndza* contains about 45% fat, 50% water

and 2–3% salt [Gasik 2004]. The content of cow's milk may not exceed 40% of the total quantity of milk used in the production of *Podhale bryndza*.

Podhale bryndza on 28 September 2005 was admitted to the Małopolska traditional products in the category Dairy Products and in 2007 was admitted to the EU regional products, and thus became officially protected and proprietary product of the region.

4.1.3. *Bundz*

Bundz is a cheese from sheep's milk – a kind of cottage cheese [Krämer 2007]. *Bundz* production process in the first stage is the same as the production of *osycpki*. Pured to *puciera* milk is being coagulated *kłag*. The resulting cheese curds are then blanched for a few minutes at about 70° C. Cheese is then drained, on the canvas in the form of large lumps. *Bundz* is subject of dripping of whey for 24 hours in a sling hanging on a peg. After 24 hours, it is removed from scarves and put on the shelf for a preliminary ripen within 1–2 weeks, where every few days is reversed. At this time *bundz* becomes covered with smear substance as follows lactic fermentation, propionic acid, lactic mold growth on the surface, which is purified. The taste of the cheese is bland, slightly sweet, and only after several days, after undergoing fermentation, becomes a kind of sour, slightly sharp, pleasant taste. The interior creates a lot of round holes, and the top becomes a hard, thin crust. *Bundz* is shaped like a loaf of white or white celadon color.

The taste qualities of *bundz* are not fixed. *Bundz* is the best tasting after spring grazing of sheep. *Bundz* produced in May even has its usual name – May *bundz* [Zieja 2001]. Until the night of St. John (24 June) is traditionally considered a delicacy. Fresh *bundz* has compact, smooth texture and a delicate, clearly sweet flavor [Mamoń 2011]. Flavor *bundz* attractiveness of the later months significantly reduces.

On 10 October 2005 *bundz* was inscribed on the list of traditional products of Małopolska region for Dairy Products.

4.1.4. *Gazda* (farmer) cheese – *gołka* (*pucok*, *kara*)

Characteristic feature of *gazda* cheese is that in its entirety is produced from cow's milk, what gives it delicate flavor. Cheeses from cow's milk were given different names. They were *kłodki*, *klocki*, *gołki*, *pucoki* or *gazda* cheese. Cheese is named after the appearance of the finished product: *gołka* – *kłotek* is smoked cheese. Cheese from cow's milk was produced first for use at home. In time, they became more and more popular. Sheep are milked only a few months a year, so the cheese was produced also from cow's milk. Cow's milk had to be utilized, and the best way was to rework it into cheese, which by smoking can be stored for long periods and did not lose its flavor. *Gazda* cheeses were prepared for weddings, other family celebrations, as well as on church fairs.

Cow's milk cheeses are made from heated milk seasoned with rennet. *Gołki* are produced preferably in *puciera* wooden smoked in smokehouse. The milk for cheese must be heated well, should have a temperature of 36–37 degrees. Cheese must be well knead and bathed in hot water, and finally formed the shape. The cheese has a cylindrical shape, decorated with convex and concave patterns, with a slightly yellowish color.

The product has been included in the list of traditional products of Małopolska on 7 October 2008 in the category Dairy Products.

4.1.5. *Redykołka*

Redykołka is obtained from the remaining of cheese prepared for *oscypek* production [Tumidajska 2010]. The name *redykołki* means every gift made of cheese, which is brought during the autumn when the sheep come back from *hale* (*redyk*), so both *oscypek* brought as a gift, and above all, little heart or *parzenica*. The remnants of cheese that are not enough to make an *oscypek*, are manufactured in figures – animals, or figures in a heart-shaped, imprinted in special molds, and salted. It is interesting that the cheese figurines are manufactured, sold and given in pairs. Sheep cheeses also meet a role in rituals, such as doves and cocks of cheese decorate wedding twigs, or they are attached to the top of the harvest festival rim. In the past they were done in each farm which raised the sheep, intending them as gifts for friends, especially for children. *Redykołki* have a smooth, elastic skin with elastic flesh. The taste is spicy, slightly salty, smoky scent, the color of light cream. The product has been included in the list of traditional products of Małopolska on 10 October 2005 in the category Dairy Products.

4.1.6. *Żętyca* (*żętyca*)

Żętyca, a beverage obtained by production of *oscypki* and *bundz* [Hare, 2008] from sheep's milk. It is next to the whey (with which is often confused) the residue after treatment of milk with rennet, which cuts down most proteins – in that way *bundz* is created. It is drunk mainly in the *hale*, very chilled and fresh (sweet) or sour after a few days. For not accustomed to it people can cause a laxative effect (like whey or buttermilk). The taste of *żętyca* is sweet and slightly acidic with a white or light cream color. Water content in *żętyca* is from 60% to 70%, content of salt to 0,5%, content of fat: – sheep *żętyca* from 3% to 4% – sheep and cow *żętyca* from 2% to 3%.

In the nineteenth century, it was used as a means of treating respiratory tract, especially tuberculosis [Serwatowski, 2011] (no confirmation of medicinal properties). It was drunk hot, boiled with thick cheese skin.

On 28 September 2005 *żętyca* was added to the Ministerial List of Traditional Products Małopolska for Dairy Products.

4.2. Famous highlander soups

Podhale cuisine is famous for its traditional soups: *kwaśnica*, *bryjki* and *czośnianki*. The greatest delicacy is obviously *kwaśnica* (sour soup).

4.2.1. *Kwaśnica* – Highlander's cabbage

Kwaśnica [Kuchta et al. 2010] is a traditional highland cuisine soup, obtained from sauerkraut and meat, usually served with potatoes or bread, and reminds famous Polish *kapuśniak*. Good *kwaśnica* must be very acidic, because cabbage acid, according to the hyrax, absorbs fat from meat [Wiaderek 2005]. In the highland cuisine it is unac-

ceptable to add carrots or other vegetables, because then we obtain *kapusniak*, which has nothing in common with *kwaśnica*. On Christmas Eve, *kwaśnica* is cooked in broth with fish heads. Very sour taste is a good dish, and fish heads give it a unique Christmas flavor. In terms of taste it reminds the Hungarian *holaszla*, which may be evidence of the influence of the Hungarian cuisine on Żywiec cuisine.

On 22 March 2013 Highlander's cabbage was added to the list of traditional products of Małopolska region in the category of ready meals and dishes.

4.2.2. *Bryjka*

Bryjka [Kuchta et al. 2010] is a mealy dish of the regional Podhale cuisine. It was in the nineteenth century main mealy Highlanders dish. To prepare the basic version flour was boiled in salted water. After about half an hour of cooking when *bryjka* thicken it was put out to a bowl, rubbing it over the entire surface rubbing it on the whole surface and added available fat: pork fat, linseed oil, lard – seldom butter. Sometimes buttermilk or even milk whey is added during.

4.2.3. *Czośnianka*

Czośnianka – soup prepared with potatoes (*grule*), garlic, onion and fresh or dried mint [Zajac 2008]. Cooked and drained potatoes are flooded with boiling water again; the chopped garlic, onion and mint are added. It can be lightly salted to taste. On the plate fused bacon is added. This dish is now replaced by a light broth boiled with garlic and served with potatoes and toast.

4.3. Potato dishes

Bread in Podhale was not baked at home. It was bought on the market day in Nowy Targ. Bread was replaced in the interwar period by *moskole* – cakes baked on a baking sheet until the late 60th of the last century.

4.3.1. *Moskole*

Moskole is a regional dish in Podhale restaurants. This dish appeared in Podhale during the World War I, along with Russian prisoners, who, in a primitive way baked them on a baking sheet (hence it derives its name). The basic components of *moskole* are cooked and mashed potatoes, water, flour, salt, sometimes an egg. Kneaded dough is formed into pies with a diameter of about 6–10 cm and a thickness of 1–3 cm. There are also versions of *moskole* entirely made of potatoes or only potato flour called Spisz *moskole* which were also prepared of a corn flour.

On 25 August 2011 *moskole* were inscribed on the list of traditional products of Małopolska region in the category of ready meals and dishes.

4.3.2. *Haluski* dumplings

Haluski are potato dumplings made from grated potatoes, flour and salt. Potatoes grated on a grater are combined with starch. A little flour is added then to thicken

enough mass. Fingers kneaded small portions are thrown into boiling water, and when they will surface, they are drained and served with warm milk, cheese or topped with accessible, hot fat. The original version of portioning dumplings was scooping (the dialect *scykanie*) with the spoon of the layer prepared on the plate. On the Christmas table *haluski* are served with dried plums, sweet, late supper at the end of the supper [Gasik 2005a]. Now this recipe is almost completely forgotten and dumplings boiled in so called Slovak variant – *haluřki* with boiled potatoes and larger quantities of flour and eggs. Slovaks consider *haluřki* a national dish, which is not entirely true, as in the Tyrol similar dumplings are called *spätzle*, or slightly larger Italian dumplings with similar recipe named the *gnocchi*.

On 22 March 2013 *haluski* dumplings are added to the list of traditional products of Małopolska in the category Ready meals and dishes.

4.3.3. *Tarcioki*

Potatoes for years have been an important component of the diet of the inhabitants of Podhale, as they were one of the few crops, which gave yields in poorly fertile land. Well-known *tarcioki* noodles also known as *kluski scykane* or *bukty* were prepared of them in Podhale. Frequently they were made during the potatoes excavations in autumn, and in the spring when cutting potatoes for planting. Preparation of *tarcioki* begins with potatoes peeling grating, and draining the mass of potato starch. Flour, raw egg, salt and juice from grating are added to the grated potatoes; next all the ingredients are mixed. After obtaining elastic dough, small, oblong dumplings are hand-formed, and then thrown into boiling, salted water. After cooking *tarcioki* are usually topped up to the taste with greaves of lard. Currently on the menu of every highland inn *tarcioki* occupy eminent place and enjoy an excellent guests' reputation.

On 22 March 2013 *tarcioki* have been added to the list of traditional products in the category of ready meals and dishes.

4.4. Meat dishes

Although the mountain rivers are the cradle of trout, Danube salmon, pike, grayling, fish were very rare eaten by the Highlanders. Fish began to appear on the highland tables only between World War I and World War II, and their presence at the holiday table is the effect of *ceper* (people from lowlands) menu.

The base of highland meat diet is obviously sheep meat. The tradition of sheep farming in Podhale lasts for hundreds of years, as evidenced by records the privileges of the local rural investment at least from the late sixteenth century, allowing their citizens to “free grazing sheep in the mountains”. Today's farms are established on the basis of race, “Polish mountain sheep” and “cakiel”, are traditionally carried out in a manner unchanged for centuries. Sheep farming is carried out in small herds on pastures that are not fertilized, and a large effect on the taste of lamb meat is the Podhale specific highland mountain flora unparalleled outside.

4.4.1. Podhale lamb

Lamb – an important ingredient in the highland cuisine is a sheep meat, most often occurs in the form of roasted lamb, sheep chops or a perfect leg of mutton [Czerwińska 2008]. The best is the meat of young lambs fed with mother's milk – it is very tasty and easy to work with, without specific smell of meat from adult animals, not liked by some consumers. Contrary to what it may seem, sheep meat, especially lamb meat was never eaten every day. Cuisine products from sheep's milk, or moskaliki and zentyca are much more likely to appear in the highland kitchen.

Podhale lamb has been added to the list of traditional products of Małopolska on 26 June 2008 in the category of meat products.

4.5. The famous highland tinctures

Traditional Podhale cuisine is famous for many tinctures. When the bonfire or in the long winter evenings, there is no better drink than the Highlander Tea, seasoned with spirit and raspberry juice. Highlanders pantries in *hale* hide many secrets. Mulled wine is a obligatory drink served in highland pubs, taverns or in huts in the cool autumn evenings. It has to warm up, so highlanders who wander in winter in the Tatra and the Karkonosze Mountains warm up the drink that prevents colds, and also significantly improves mood. The tradition of drinking mulled wine and beer with dried fruit, honey and spices appeared in the Noble Republic of Poland at the end of the sixteenth century and was recommended to warm up and to strengthen the body.

4.5.1. The Highlander Tea

The Highlander Tea is laced with alcohol and juice most of the Tatra raspberries, because they are after all the best under the sun. According to the traditional recipe is made the in the following proportions: 1/3 strong, hot, sweetened tea, 1/3 of raspberry juice and 1/3 of spirits or possibly vodka. How the Highlanders say "It heats as hell and even protects against flu!"

4.5.2. Honey Liqueur

Mountaineers make honeydew, as the name suggests with honey, according to the oldest recipes that are handed down from generations. Ingredients for honey liqueur: one liter of spirits, a glass of real honey. Boil in half a glass of water 6 cloves, half cinnamon stick, a piece of ginger and a quarter of nutmeg. Spices are boiled in half a cup of water for about 15 minutes over low heat. Strain the brew and combine with alcohol and honey. Leave in a dark bottle for a few days.

4.5.3. Tincture of blackthorn

Blackthorn tincture is prepared from the following ingredients: 1 kg of blackthorn fruits, 1 liter of spirits 45%, 2 cups of sugar, zest of 1 lemon, 5 cloves. Blackthorn must be rinsed, put into a bottle, add sugar, lemon zest and cloves, next add vodka. Place

in a sunny spot for six weeks. Every few days shake the bottle. After this time, pour liqueur, filter, pour it into bottles. Let stand for at least 6 weeks.

5. Conclusion

Currently knowledge of Polish producers on regional and traditional agri-food products is nevertheless negligible. There is also no consistent reporting feature that allows showing such products before the eyes of buyers and promoting them accordingly. These products should never become a mass product. Due to its unique character, should be niche products – known and desired by gourmets, willing to pay appropriate prices for special offer. Otherwise, they will lose the emotional qualities, and may also lose the unique taste, vanishing in the mass of food products available in the market. To construct market for such products in our country, it is necessary to create specialized wholesalers, stalls, shops (including mobile) and restoring (not elimination) bazaars. To disseminate the products (and food) regional and traditional, both among potential “hosts” of tourists in rural areas as well as potential consumers of these products and dishes, an extensive promotional program is needed (even during the touristic and agrotouristic fairs). The production and consumption of regional and traditional products in order to really deliver significant gains their producers, they must be “promoted” in social awareness in the country and in the regions. If visitors will know what there is regarded as traditional regional products, regional specialties – they will claim them. Although this can not be overstated in promoting gastronomy in rural tourism and agrotourism – may be in so modest use of products and regional cuisine lays the fear of acceptance of these products by tourists, and perhaps too little knowledge, inadequate common among those preparing and serving meals to tourists. It is also necessary in the interests of the culinary heritage, to make a fashion statement on the products and regional cuisines.

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