

Salted fish in the Spanish cuisine. A case study on the use of salted fish in the Catalunyan restaurants.

1. Name of research leader and project participants

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2. Project objectives

- Establish a knowledge base on the use of salted fish (products, dishes, recipes, area of application) in the Cataluña restaurants.
- Compare the offer in restaurants of salted fish dishes using fillets and dishes made of traditional salted fish products.
- Compare customers' preferences for dishes based on salted fish with other seafood and non-seafood dishes in restaurants.
- Attempt to analyse the future market for salted fish fillets in the Cataluña restaurants.

3. Background

The salted fish raw materials have changed much during years, from traditional and yellowish Tipo Inglese to fillets and split fish with modern white phosphate injected brines. The different types may be used to a varying degree in the Spanish cocinas. The Norwegians are by and large exporting the traditional produced split salted fish which seemingly is inferior to the Icelandic salted fish varieties. The result is a decrease of Norwegian salted fish in Spanish diets. This project will study the basis for a preference change for salted fish in the restaurants in a dominant region in Spain. .

4. Research problems

- Which changes in the use of salted fish are registered in the Cataluña restaurants of Barcelona during the last 10 years?
- What driving forces stimulate or halt possible changes regarding use of, and consumption of salted fish in restaurants?
- Which conventions for use of salted fish by restaurants are dominant and should influence Norwegian production?
- How dominant are the Icelandic products in Barcelona? How satisfied are the actors with the Icelandic products?
- Which qualities are preferable among restaurant guests (reference to blind tests among guests and restaurant chefs)? Is it possible to include restaurant preferences as conventions in the Norwegian production of salted fish?

5. Theories and methodologies

The project analyses the demand and supply sides of the restaurant market in Barcelona. In analyses of the demand side, consumer behaviour theory, pricing theory and perspectives that focus on culture and tradition which influences the preferences, will be central. Analyses of the supply side will use marketing theory in a more broad perspective, but the 4 p's - place (distribution), price, promotion and product will be the theoretical basis. But also relevant theories focusing on culture and traditions in food consumption will be used.

Methodologically, the project will produce two qualitative datasets (with restaurateurs and restaurant guests). Most interviews will be accomplished by students from Finnmark University College, working and studying in Barcelona one semester as a part of their market and restaurant studies. The students will produce term papers based on their investigations. Papers will be summed up by the project leaders.

6. Relation to the tasks of the main project

7. Time schedule

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