

Cuisine challenge - Fiji Times Online

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FOOD and cuisine are now the top deciding destination choice after price and environment for tourists.

And Fiji is in a good position for this food tourism and the result would be massive.

Food tourism has a significant contribution to the success of Fiji's tourism industry.

According to international award-winning celebrity chef Robert Oliver, this could be a potential thriving industry of its own.

Pure hospitality, he said, was when you shared the food from your culture with guests.

"There is more to do in the food industry in Fiji but we are on the road.

"There's no shortage of great food here (Fiji). There's no shortage of great cuisine but it hasn't migrated to the hotels and resorts."

While some local chefs are practising local ingredients in their cuisines, he said there was a lot to be done.

"There's a terrific cuisine in the country but we just have to offer it up."

The challenges for most cuisines, he said, supply lines were always inconsistent as it was a usual comment from chefs.

"If we just take a strategic approach and develop it like a five to 10-year plan. It's something that cannot be created overnight," he said.

Foundation for Rural Integrated Enterprises & Development (FRIEND) founder Sashi Kiran said they had been talking to a lot of chefs and working with them on how their products could be utilised to a range of cuisine.

"A lot of our foods are integrated into a lot of western cuisines."

She said they had been raising awareness with chefs on how to use their products.

Mango Caf  director Kalara Vusoniwailala recently launched her new Fijian cuisine focused menu at her popular hot spot cafe in Nasese, Suva.

"As Mango Caf  goes back to our origin, we call out to everyone to support Fijian entrepreneurial

spirit and in particular, women who continuously show their reliability, sustainability and adaptability in the face of the world challenges," she earlier told this newspaper.