

# ‘Cyprus Breakfast for Cypriot Hotels’

## APPENDICES



# **APPENDIX 1**

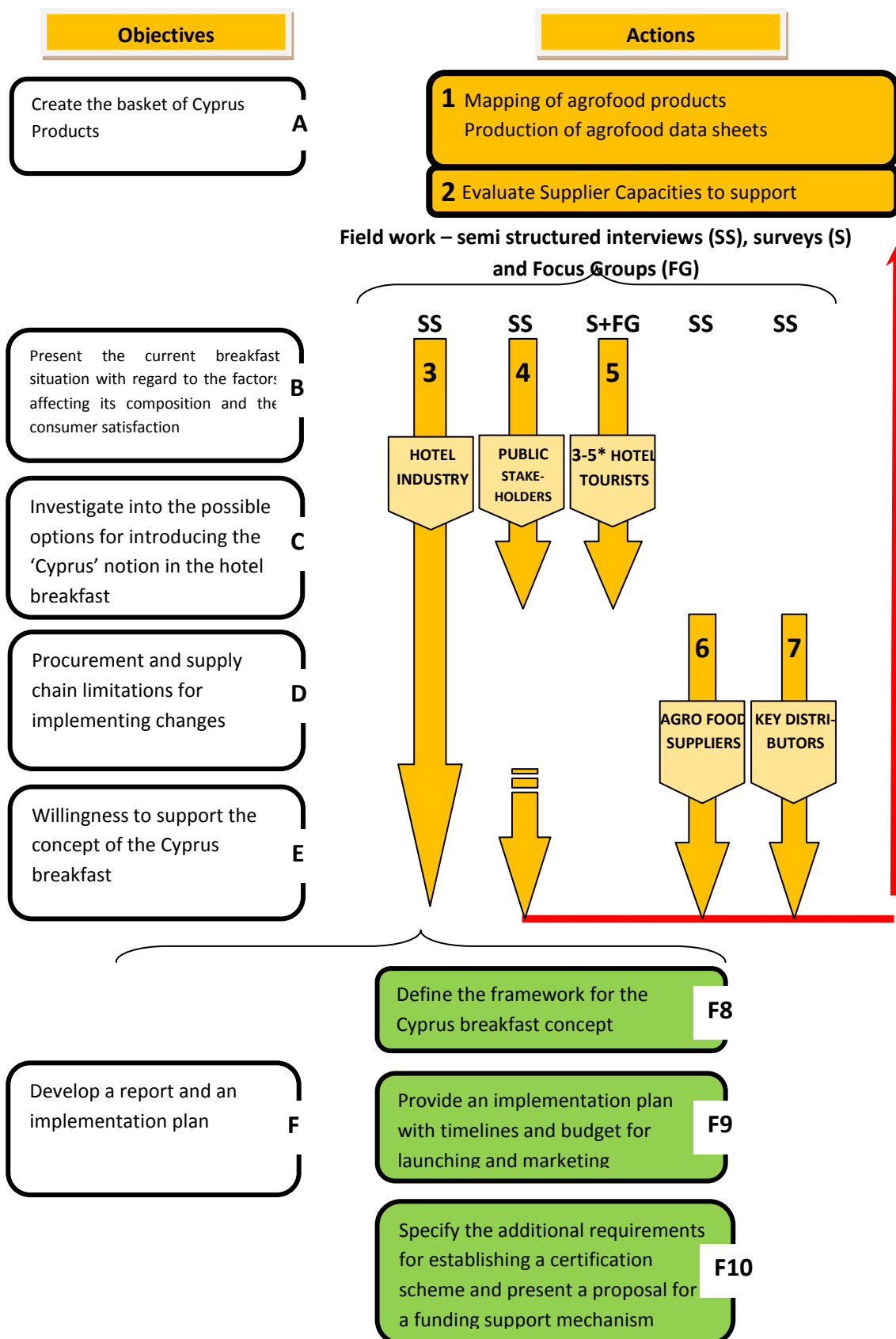
## **FOOD TOURISM DIAGRAM**



- Food tourism needs
- Food tourism services & products

# **APPENDIX 2**

## **METHODOLOGICAL CHART**



## **APPENDIX 3**

### **PRODUCT DATASHEETS**



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**Category:** Cheese Products

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**Product Names:**

1. Haloumi
  2. Anari
  3. Pafos or flaouna cheese
  4. Chalikia of Tilliria region
  5. Kefalotyri
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**Type:**

☒ Authentic

☒ Traditional

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**Haloumi:**

Halloumi is an unripe, semi hard white cheese with a texture between cottage cheese and mozzarella. Halloumi may well be eaten raw but it tastes best when cooked, fried or on charcoal. It is this distinctive characteristic that makes halloumi a unique cheese. In fact, it claims to be the only commercially known cheese that can be cooked in a number of different ways and retain its shape. Though the cheese keeps its shape, its outward appearance turns into a crispy golden brown colour taking on the grill marks while inwards it softens significantly but it does not melt.

References suggest that halloumi may have its origins in the Beduin tribes of the Middle East who probably found its long keeping attributes ideal for their particular way of life. Yet, its presence in Cyprus is lost in time, definitely produced on the island before the Turkish invasion of 1571. In older times, halloumi in brine was an essential part of the people's diet, especially so in the absence of any refrigeration facilities. The traditional character of Halloumi is revealed through its importance in the life of local people described in century old documents, as well as from the transfer of Halloumi processing know-how from generation to generation. Historical reports dating as back as the period of Venetian domination in 1554 confirm that Halloumi was produced in Cyprus for centuries.

The versatility of halloumi allows for its presence in a broad range of Cyprus dishes. It may be consumed fresh in salad or sandwich, grated over pasta, as a stuffing in ravioli and pastries or in the more Cypriot style as a side to chilled wedges of ripe watermelon making this an excellent appetizer especially during summertime. A typical Cyprus toasted sandwich includes cooked lountza, fried or grilled Halloumi and slices of tomato and cucumber. Cypriot women also use halloumi as a stuffing in making pies, the traditionally known pourekia. Halloumi slices of about an inch thick can be grilled on a stove grill, barbecued or fried with a spoonful of oil. Halloumi accompanies perfectly another Cypriot unique product, trachanas soup, added at the end of its preparation. Halloumi cheese contains three kinds of milk: Sheep, Goat and Cow milk. The possible variations of halloumi are usually related to the different concentrations of the three kinds of milk during its production. It should be noted that halloumi production is governed by a legally binding standard, CY 594/1985 which clearly defines the parameters that are essential for naming a product as halloumi, the most important ones being that (a) the milk is either sheep or goat or a mixture of these, with or without cow milk and (b) that halloumi is a folded type of cheese with the addition of dry mint.

Another variation of the product is its saltiness, which is related to the days it remains in brine. Industrial halloumi is vacuum packed in individual pieces and refrigerated right after production. This results in low saltiness and soft texture. Leaving the product in brine for up to 40 days, results in higher saltiness and stiffer product, both depending on the number of days left in the brine. In the old days, when the refrigerator was non-existent, halloumi could well store for up to a year in earthenware pots filled with brine.

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<b>Anari:</b>	A cylindrical shaped (ricotta type) unripe white cheese made mostly from the whey that drains off during the process of making halloumi cheese. The whey is gradually heated to 65°C in a large cauldron and a small amount of goat or sheep milk (5-10%) can be added at this temperature to improve the end product quality. The temperature is then increased to the boiling point, whilst mixing. At 80-85°C small crumbly curds of anari start forming and are skimmed off the surface using a slotted spoon or a colander. They are placed in a container that allows further drainage and then cut into cubes of roughly 10cm sides. Excluding the drainage, the above process takes roughly 1 hour. Anari cheese is rich in protein and is often used fresh as a dessert along with Carob Syrup or honey and walnuts. Fresh anari is also used as a stuffing in a number of Cypriot sweet pastries such as the traditional pourekia (anari pies). Selected traditional restaurants offer pourekia as a desert. Anari cheese can also be matured by keeping in a thin cloth (kouroukla), draining and allowing to 'breathe' for a month by hanging it in the sun to dry out. Mature anari is a hard cheese that may be stored for long and is often used as grated cheese.
<b>Pafos or flaouna cheese:</b>	Ample evidence, recorded in its application file for a PGI, suggests that this long cylindrical type of cheese has its origins in the Pafos area. Yet, the market has known this type of cheese as the flaouna cheese as it is produced seasonally, mainly in spring time and used as the basic ingredient for making traditional eastern flaouna pies. Production is mainly seasonal and supply is fairly limited as the market for this type of product is confined to the preparation of flaouna cheese. Although it can be consumed also as raw cheese, lack of adequate supplies and not proper positioning in the retail market creates a constraint in consistent production supplies. Made from sheep and goat milk, the cheese has a pale straw yellow color and a cylindrical shape but it is smaller in size than kefalotiri. A significant characteristic of this cheese relates to the marks on the hard rind of the wicker baskets that are used as mould.
<b>Chalikia of Tilliria:</b>	A regional cheese, mainly produced in the region of Tilliria and not known to the wide public. Currently, this type of cheese is made by small local producers or village women but no commercial production is currently reported.
<b>Kefalotiri</b>	A long matured cheese with a soft crumbly texture that has been produced in various regions of Greece since Byzantine times. A traditional Greek hard and salty cheese, Kefalotiri is known historically as the cheese to be produced at the start of the new season, ensuring that the milk that was used during the cheese making process was taken after the lambs were weaned. Produced from pasteurized sheep and goat milk and ripened in controlled temperature and humidity rooms, this cheese has a smooth, dry, yellowish rind and a cylindrical shape ((30 cm diameter, 15 cm height) with a weight of about 10 kg. Its body shows eyeholes coming from propionic fermentation. For retailing purposes, the cheese is cut in slices and vacuum packed in weights of 500-800grms per slice.



<b>Category:</b>	Dairy Products (other than cheese)
<b>Products:</b>	<ol style="list-style-type: none"> <li>1. Trahanas</li> <li>2. Sheep yogurt (not reviewed)</li> </ol>
<b>Category:</b>	<input checked="" type="checkbox"/> Cyprus Authentic <input checked="" type="checkbox"/> Traditional
<b>Description:</b>	<p>Trahanas is a porridge made from cracked wheat and soured goat's milk (sheep or cow used less frequently). The name refers both to the sun dried dough porridge and to the soup that is made from it. Every cookbook of authentic Cypriot cuisine contains a recipe for trahanas soup with minor variations regarding its preparation.</p>
<b>Historical Link:</b>	<p>Wheat has been used by the Mediterranean people since the Neolithic times. One such use involves the mixing of wheat with soured milk, a process that is practiced in many countries of the Eastern Mediterranean and the Middle East. The ingredients, the processes and the methods of preparation for use in the local diets are basically similar although certain differences are important in defining local products as unique to their respective areas. It is probably the case that sun-dried porridges made from milk and grain is an ancient concept that has taken place in areas other than Cyprus including Greece, Asia Minor and Egypt, under different names, varied preparation methods and choice of ingredients. William W. Weaver, in his research to identify the origins of trahanas, he writes: <i>"it is impossible to separate trahanas from Cypriot identity"</i>. According to the same source, the word trahanas relates with the Cypriot word "trahonas", which refers to rough surface as such is the surface of the dough that resembles trahanas.</p>
<b>Regional Reference:</b>	No specific regional reference.
<b>Uses in the local gastronomy:</b>	<p>Trahanas remained for centuries an important food of the rural population because of its high nutritional value and its good storing attributes. Modern Cypriots love the nourishing trahanas soup, especially during the winter months along with halloumi cheese and boiled chicken. Trahanas soup requires no additives or preservatives and therefore makes for one of the healthiest and nutritious foods. Dry trahanas can be used in a Cyprus breakfast as an alternative kind of cereals accompanied with milk, while fresh trahanas can be grounded in milk and consumed as porridge.</p>
<b>Product Seasonality:</b>	<p>Trahanas is a product directly related with wheat and thus its production is affected by seasonality. Trahanas porridge is prepared once a year, usually in the months of August and September, however after dried it can be preserved for years, refrigerated or not, until consumed.</p>
<b>Product Variations:</b>	<p>Trahanas, after it turns into a sticky dough, is traditionally cut and left to dry in the sun for two or three days. The shape of the drying pieces can be boat-shaped, oval or round, however it is still the same product. Some people prefer skipping the drying stage and keep large balls of the trahana dough in the freezer. This is called fresh trahanas, while the sun-dried is called dry trahanas or just trahanas, since it is the traditional final product.</p>
<b>Production Capabilities:</b>	<p>The production of trahanas is currently a cottage process. Each family makes its own trahanas, while few small-scale domestic workshops produce extra quantities and sell them to their social circles. Few producers provide supermarkets with trahanas, however people tend to trust their social circles</p>



<b>Category:</b>	<b>Carob Products</b>		
<b>Product names:</b>	<ol style="list-style-type: none"> <li>1. Carob syrup</li> <li>2. Carob powder</li> <li>3. Anoyira pastelli</li> <li>4. Carob based sesame pastelli</li> </ol>		
<b>Type:</b>	<input type="checkbox"/> Cyprus Authentic <input checked="" type="checkbox"/> Mediterranean wide <input type="checkbox"/> PGE/PDO		
<b>Description:</b>	<p>The Carob is a slow growing, evergreen and long living (up to 200 years) tree, well suited to dry, harsh climates and infertile soils with a productivity life ranging from 80-100 years. The leaves are broad and dark offering substantial shade. The fruit, a brownish - colored pod, is elongated, compressed, 10-30cm long and up to 3.5cm wide containing 10-16 hard seeds of similar weight, from which the locust bean gum is extracted. The Cyprus carob varieties are rather unique worldwide in that they contain a much higher percentage of sugars in their pods.</p>		
<b>Historical Link:</b>	<p>The Carob tree is a species native to the Mediterranean region and has been cultivated in the area for nearly four thousand years. The centre of origin of the carob tree appears to be the Middle East and is believed to have been spread by the Greeks to mainland Greece, Cyprus and Italy. Known descriptively as 'the black gold of Cyprus', carobs were in the past the major agricultural export product of the island and for some villages the centre of agricultural activity and the main source of income. Reference regards the carob as the most important tree of the island in terms of tradition and economic importance and notes that Cyprus carobs were rated as the best in the world due to their high sugar content, a fact acknowledged by foreign traders who on occasions were caught marking their crop as of Cyprus origin in an effort to command a better price.</p>		
<b>Regional Reference:</b>	<p>Although carobs are found all over Cyprus, the region of Limassol and especially the rural regions on the southern slopes of Troodos are specifically linked to the Carob tree. The historical Carob Mill in the area of the Medieval Castle in the hart of Limassol is today a major attraction for tourists as well as locals.</p>		
<b>Uses in the local gastronomy:</b>	<p>The carob fruit is not usually used as such, however its products find a variety of uses in the local gastronomy. Charoupomelo or Carob syrup is an all natural sweet drink for improving the functioning of the stomach. In older times, farmers prior to their early morning work took carob syrup dissolved in cool water as a refreshing energy drink. A significant characteristic of carob syrup, especially useful during older times, relates to its ability to keep unaltered for years without the inclusion of any preservative ingredient. Carob syrup is used as a sweetener in cakes and biscuits but may also be blended with cold milk or ice cream to give a different flavor in a health conscious diet. Carob powder has become a popular chocolate substitute used in a huge variety of confectionery products and drinks as well as a general natural sweetener meaning that fewer quantities of refined sugars need to be used in sweetening carob made candies, cakes and cookies. Carob powder is also used as a substitute to coffee or in milk shakes for adding that extra healthiness in the daily diet. Carob powder can also blend very well with many flavors such as orange, vanilla, almond and hazelnut extracts. Pastelli is another natural and healthy food made by a combination of peanuts, carob syrup and sesame seeds giving a crispy, tasteful and healthy snack.</p>		
<b>Seasonality:</b>	<p>Once processed carob products are available all year round</p>		
<b>Legal framework:</b>	<p>No specific regulations apply to the production of carob based products</p>		

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<b>Quality Aspects:</b>	Carob products have a very long shelf life – in fact they never deteriorate in terms of quality. However care needs to be taken when choosing carob syrup as the quality varies depending on the degree of caramelisation during processing
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<b>Product Variations:</b>	Carob is used as basic ingredien in recipes for making healthy alternatives to chocolate and other food items suitable for he breakfast eg cookies, cakes)
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<b>Anoyira Pastelli:</b>	Traditional pastelli made purely from carob syrop is a product exclusinely made at the village of Anoyira in a very unique way. Anoyira village is famous for its carob roduction and a private museum is presenting the history and culture of the carob tree and its products. At late August when the carob pods are harvested, the museum organises sessions of pastelli making open to visitors. However, pure carob pastelli is a product of limited supplies as the process for making it is a difficult one and requires great expertise in its making.
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<b>Sesame pastelli:</b>	A small nuber of local suppliers use the carob as a basic ingredient in sesame pastelli as an alternative to sugar or honey. This type of pastelli is usually more expensive than sugar based pastelli but one may claim that this has a more authentic flavour and is certainly less sticky
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<b>Category:</b>	Cured Meats
<b>Products:</b>	<ol style="list-style-type: none"> <li>1. Lountza of Pitsilia / of Cyprus</li> <li>2. Hiromeri of Pitsilia / of Cyprus</li> <li>3. Posirti of Pitsilia / of Cyprus</li> <li>4. Loukanika (sausage) of Pitsilia / of Pafos / of Cyprus</li> <li>5. Tsamarella of Cyprus</li> </ol>
<b>Category:</b>	<input checked="" type="checkbox"/> Cyprus Authentic <input checked="" type="checkbox"/> Traditional
<b>Description:</b>	Traditional processed meat products, accompanied by a glass of wine or zivania are the prime traditional snack enjoyed by locals and visitors, in all villages of Cyprus. In traditional breakfast these products may be served raw in slices/ cubes or occasionally mixed in omelettes (applies to some products).
<b>Historical Link:</b>	In the past, each family in the Cypriot countryside would raise a small pig to make the different meat products that would be enough to sustain the household throughout the year. The slaughtering of the pig was a great event, and relatives and friends would gather early in the morning to assist in the process. After slaughtering, followed the separation of the parts that would result in the different meat products. The methods of producing these products resulted originally from the need to preserve meat for a long time. The use of wine, smoking and even the fat of the meat itself were some of the methods of preservation that housewives used as part of their daily routine.
<b>Regional Reference:</b>	Processed meat products are produced throughout the Island, however the geographic region of Pitsilia is especially known for the quality and taste of its processed meat.
<b>Uses in the local gastronomy:</b>	Some of processed meat products are used to accompany a glass of zivania or wine, others as starters, others as snacks, others as meze etc. Cyprus Loukanika (sausages) are grilled on charcoal to accompany a traditional meal or cooked in the fireplace in the winter to accompany a glass or red wine in the company of family and good friends. Traditional smoked <i>Lountza</i> is usually served uncooked, sliced or cubed along with a selection of other meat and cheese delicacies. <i>Hiromeri</i> and <i>Tsamarella</i> are truly traditional Cyprus appetizers and perfect snacks with many drinks (wine, beer, zivania). <i>Posirti</i> is normally cut into cubes and served fried, grilled or cold sprinkled over with Cyprus dry oregano. <i>Zalatina</i> is usually served as a traditional starter. <i>Apokti</i> is usually fried and served with vegetables.
<b>Product Seasonality:</b>	The product is not affected by seasonality.
<b>Product Variations:</b>	<p><b>Lountza</b> is made from fresh pork fillet, matured in a mixture of village wine and coriander seeds. The maturity period takes about 15 days and is followed by a smoking process which takes another 20 days. Due to its processing method, it may be preserved for long periods at ambient temperatures, in relatively cool places without losing its freshness and nutritional value. The processing method also gives a product which is low in total fat content.</p> <p><b>Hiromeri</b> is made from smoked pork thighs which have been cleared from fat. It matures in salted wine for 20 days and is then pressed for two days and smoked for three months. Hiromeri needs to be checked thoroughly during the manufacturing procedure in order to ensure it remains free from harmful microorganisms and occasionally pressed to remove any trapped moisture. Hiromeri is suitable for long storage in moderately cool temperatures outside the fridge.</p> <p><b>Posirti-bacon</b> is made of pork chest. It matures in salted wine for 10 days and then smoked over burning wood for another 20 days at a rate of 2-3 times daily.</p>



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**Loukanika (village sausages)** are made from selected fresh pork meat, wine, salt and spices. The pork meat is minced, marinated and then left to mature in dry red wine for 7-15 days. The sausages are left to dry under the sun or smoked with fire of apple-wood, pinewood or any other tree of the Cyprus countryside. Refrigerated or not, Cyprus loukanika may be kept for long periods and may be consumed fried, baked, grilled, on charcoal or provided they have matured enough, raw as they have been dried from the sun.

**Tsamarella** is made by de-boned goat's meat which is cut initially in large pieces, salted and then left to dry in the sun. Once dried, it is then washed and sprinkled with dry oregano whose antibacterial action acts as a natural preserving agent and at the same time gives the meat an extremely tasty flavour.

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**Quality Aspects:**

Traditional village products that mature slowly in wine and are then smoked could be seen as different to industrially made similar products. For all products PGI application files are pending for approval by the Ministry of Agriculture, a quality mark that when granted could differentiate the different production methods and the products produced in specific regions.

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<b>Category:</b>	Spoon sweets
<b>Products:</b>	The full range of spoon sweets can be termed as traditional, yet a few could be regarded as authentic to Cyprus (the list below is indicative and non-exhaustive) Walnut, Citron, Rose pedals (PGI file for Agros village submitted)
<b>Category:</b>	<input checked="" type="checkbox"/> Cyprus Authentic <input checked="" type="checkbox"/> Traditional
<b>Description:</b>	A traditional and delightful Greek Cypriot custom is the offering of spoon sweets to guests as a symbol of hospitality. They are called spoon sweets because the usual serving size is a well-filled teaspoon. Spoon sweets are popular both in Cyprus and in Greece, usually served with Greek coffee and a glass of cold water. They are usually offered to guests in a small china or crystal dish or bowl. To this day, spoon sweets remain a traditional offering, literally a sweet welcome for the visitor to the friendly environment of a Cypriot home.
<b>Historical Link:</b>	Over the past centuries, travellers and writers have commented extensively on the Cypriot hospitality and on many occasions tying this with the habit of offering visitors home-made spoon sweets. In the mid-19 <sup>th</sup> century, French traveller and architect Edmond Duthoit, was impressed in tasting <i>‘the traditional sweets offered to him at the welcoming ceremonies’</i> . Citrons made into spoon sweets were a unique experience for Archduke Louis Salvator who visited and stayed in Nicosia for some time during the 1880s. A long description of the welcoming process in the Greek Cypriot homes during the late 19 <sup>th</sup> century is given by Magda Ohnefalsch Richter: <i>‘When one visits a Greek Cypriot family... he is welcomed with the home-made “glyko”, the sugary fruit, which is served on a silver dish along with a glass of water and a cup of Cypriot coffee. In the preparation of these sweets, Greek Cypriot women are leaders, making an endless line of these excellent sweets from almonds, walnuts, peaches, cherries, dates, rose petals, orange, lemon blossom and many more’</i> .
<b>Regional Reference:</b>	Spoon sweets are produced all over the island by housewives, traditional cottage workshops and larger industries. The only kind of spoon sweet with a regional reference is the Rose Spoonsweet, directly linked with the village of Agros, Limassol, where the famous wild rosa damascene flourishes.
<b>Uses in the local gastronomy:</b>	Spoon sweets are usually served along with Greek coffee and a glass of cold water, or as a dessert after lunch or dinner. Another use of the spoon sweets is in the Cypriot Christmas Cake, where they are chopped in small pieces, dried and then added in the mixture of the Christmas cake. In the Cyprus Breakfast concept, spoon sweets can be used to give different flavours to cakes instead of using sweeteners, artificial aromas or food colouring, as part of a healthy diet. Additionally, spoon sweets can be combined with strained yogurt.
<b>Product Seasonality:</b>	The seasonality affects the production of the sweets, depending on the time the specific fruit is available. However, spoon sweets are preserved in syrup and can be stored for years in cool and shadowy places or refrigerated.
<b>Product Variations:</b>	A diverse range of spoon sweets is produced in Cyprus, Greece and in other parts of the world. However, the island of Cyprus is famous for a few distinct spoon sweet products that are uniquely made by local women, using simple, traditional methods. These are: Walnut, Apricot, Cherry, Watermelon, Fig, Citrus (lemon, orange, bergamot, citron, grapefruit), Rose (made from the pedals of the famous wild rosa damascena), Baby Eggplant, Zucchini, Grape etc.
<b>Quality Aspects:</b>	Quality is dependent on the fruit used as the main ingredient and the process of making. Very hard fruit with woody texture or very soft fruit that melt to the mouth should be avoided. This is dependednt on the producer and the procurement manager should take care to evalutae the texture as key parameter for quality.

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**CREATING THE BASKET OF CYPRUS FOOD & DRINK PRODUCTS**  
**Product Datasheet 6**

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<b>Category:</b>	<b>Honey</b>
<b>Product:</b>	<ol style="list-style-type: none"> <li>1. Honey from thyme flowers</li> <li>2. Honey polyflora</li> <li>3. Honey of specified plants</li> </ol>
<b>Category:</b>	<input checked="" type="checkbox"/> Mediterranean
<b>Description:</b>	<p>Produced solely by diligent bees, honey is a product that comes straight from nature's factory, reaching the consumer with the minimum interference by man. It is composed of around 180 different chemical substances, which are interrelated organically in a perfectly natural balance. Despite the fact that its chemical composition is known to man, no technology has as yet been able to copy this complex balance in order to produce man made honey. Honey is rich in microelements and vitamins and a source of high energy. It contains substances that are absorbed by the human organism without side effects, contrary to common sugar.</p> <p>Honey's flavour and texture varies according to the natural environment, i.e. the type of donor plants and flowers. The quality and character of honey is related to the type of plant and flower visited by the bee and the quality characteristics of the pollen extracted from the flowers which are in turn directly related to the microclimate characteristics of the surrounding environment. The main factor for successful honey production is to provide the bees with luscious blossoming habitats, usually with a variety of plants, but with a dominating plant of unique characteristic that will provide the aroma and flavor to the honey. Most honeys come from bees that feed on many different floral sources and are known as polyfloral. However, some plants provide an irresistible scent to bees during their flowering period that a hive can yield all its honey from one single type of flower. Such honey, known as monofloral is keenly sought by beekeepers and usually commands higher prices in most markets.</p>
<b>Historical Link:</b>	<p>Cyprus was well known for its honey since antiquity although little evidence is available to support this from ancient sources. We know that during the celebrations in favour of Goddess Aphrodite a sweet product named 'plakountas' was offered that was made with honey and dough (or honey, olive oil and flour). More recent evidence is recorder by Kassianos Bassou in his well known book, <i>Geoponica</i> (6<sup>th</sup> century) quoting Diophanes of the 1<sup>st</sup> century AD who wrote that <i>'the Attican honey is excellent but Cyprus honey from Chytroi (Kithrea village) is also very good'</i>. Pliny in <i>Naturalis Historia</i> (77 A.D.) comments also that <i>'Sicilian hives are excellent for their bee wax but elsewhere, in places such as Crete and Cyprus, honey is better known for its abundance'</i>. During the medieval period, products of the honey bee, mainly honey and wax were recorded as major export products. Well known traveler and writer of the 18<sup>th</sup> century, Russian Basilios Barsky makes explicit reference to the fact that ships were approaching Larnaca port to load the main export products of the island, namely olive oil, wines, carobs and <i>honey</i>. Jiovanni Mariti (1760) also makes reference to the trade of wax which was gathered in Nicosia, packaged into barrels and sent to Larnaca port for export. Prussian traveler J. Bramsen (1818) includes honey trade as a major export sector of the island and German archaeologist Magda Ohnefalsch-Richter (1894-1912) noted that bee keeping was in the hands of clergy men who managed especially in the mountainous regions to produce excellent and aromatic honey.</p> <p>The unique Cypriot bee hive, named <b>'tziverti'</b> is also highly praised by many foreign travelers who appear to have been impressed by the fact that Cypriots were cultivating bees literally in their houses. First Denis Possot in 1533 and later Clarke (1801) gave a thorough description of the Cypriot hives and the local apiculture practices which are probably dated since ancient times as suggested by the excavation of pottery cylinders dated from 650-750 AD. Tzivertia are the traditional, cylindrical shaped hives made from potter or a mixture of mud and fodder 60-90 cm long and placed top of each other in horizontal rows covering the whole side of an outer house wall. Bees entered the hive from the outer side of the wall and the honey was harvested from the back of the hive which was placed literally inside the house. Data from 1894 indicate that at the time there were 500,000 such tzivertia in Cyprus, a situation that changed as British beekeepers who came in Cyprus during the early colonial period introduced the more productive European hive, that gradually replaced the older traditional type. Today (2005 data), out of a total 44,338 hives in use only 890 are of the traditional tzivertia type.</p> <p>In the 19<sup>th</sup> century, two great American bee keepers and researchers, Canadian D.A. Jones</p>

and American writer, Frank Benton decided in the 1880s to set up a breeding apiary in Cyprus with the purpose of exporting bees to North America. At that time the importation of honey bees to the American continent intensified as a result of successful imports of Italian bees in 1858 that set ground to the establishment of a bee keeping industry involved in the trade of bee hives and queens from Europe. They both managed to ship the Cypriot race to the American and Canadian market, while later on, they bred and exported Cyprian bee queens selling them for \$10-15 each, as Jones notes. Jones published several articles in the American Bee Journal including "Cyprian bees: a superior race (1880)" expressing the view that 'the Cyprian bees are superior to any other race in the hands of experienced European bee-keepers'. At a speech he gave in 1880 to a national convention of bee keepers he made reference to the importation of Cyprian bees quoting that 'I feel satisfied that the years 1880-1881 will be marked in the bee history of America as making greater outward strides than any previous years' (ABJ 1880: The Cyprian and the Holy bees). Whether this was an exaggerated claim given the fact that Jones was building a business on the import of Cyprus bees, we don't know – but the fact remains that American bee keeping may owed much to the Cypriot indigenous bee.

**Regional Reference:**

Due to its varied landscape, rich flora, temperate climate and long sunshine periods, Cyprus as other Mediterranean countries, retains its long tradition as a producer of excellent quality honey with distinct aromatic and organoleptic characteristics. The flora especially around the Troodos Mountains is varied and rich of aromatic wild herbs while large citrus groves are present around the island leading to the production of two major types of honey, one derived from thyme plants which flower during the summer period and the other derived from citrus trees that flower during the autumn season. Two other unique honeys available in much smaller quantities come from two wild growing plants with a short flowering period, namely wild lavender – known commonly in Cyprus as '*Mirofora*' (*lavandula angustifolia*) and wild growing '*Melissochorto*' (*Melissa Officinalis*).

The uniqueness of Cyprus honey, as in other Eastern Mediterranean regions, relates to its monofloral honey originating from wild thyme flowers, regarded worldwide as a top quality honey due to its strong aromatic scent, thick texture and deep golden color. Retail jars with 100% thyme honey are much more expensive as pure thyme honey is much rarer but they are worth their value. Thyme honey has such a strong and dominating aroma that even when mixed in small quantities (5-10%) with polyfloral honey, manages to influence its perfume – such blended honeys are available in the market at lower prices.

**Uses in the local gastronomy:**

Honey is a basic ingredient in Cyprus cooking and confectionery since ancient times and a healthy alternative to sugar in coffee, tea or in baking. As part of an everyday diet it makes for a healthy breakfast if stirred in fresh milk or spread on toasted bread. A great local favourite desert involves honey spooned over yogurt and sprinkled over with a handful of walnuts. To give the desert an even more Cypriot taste, one may substitute yogurt for grilled Halloumi cheese or fresh unsalted anari (a local soft white cheese).

A well known Cypriot and Greek product made with honey is Pastelli, a traditional sweet crunchy product whose origins are traced back to ancient Cyprus. Made with honey and sesame seeds both of which were part of the basic diet of ancient Greeks, this sweet product was probably named 'sisamis' at the time. Pastelli is of great nutritional value and an energy booster well suited for substituting candies, lollies and other manufactured sweets which involve chemical stabilizing agents. A recent variation of the product involves the addition of almond or pistachio nuts in the mix.

**Product Variations:**

Cyprus honey is available (a) with a specified plant which bees pollinate from – the dominant one being thyme, (b) polyflora

<b>Category:</b>	<b>Olive Tree Products</b>
<b>Product names:</b>	<ol style="list-style-type: none"> <li>1. Olives (Olive fruit varieties)</li> <li>2. Crushed olives (Elies Tsakkistes)</li> <li>3. Olive Oil (virgin)</li> <li>4. Olive Oil with herbal infusions</li> </ol>
<b>Type:</b>	<input checked="" type="checkbox"/> Mediterranean wide
<b>Description:</b>	Products of the olive tree are available, from Cypriot producers in various forms made with the local (Cyprus) variety or by other varieties grown in Cyprus, the dominant one being the koroneiki.
<b>Historical Link:</b>	<p>The wild olive tree has been around since prehistoric times. Most theories related to the origin of the Cyprus olive tree point to southern Asia Minor, while other theories place the origins in the wider Mediterranean basin or Lower Egypt. In any case, the olive tree has been in the Eastern Mediterranean for many thousands of years and there is enough evidence to prove that it was cultivated more than 5,000 years ago while olive oil production began much later at around 2000 BC. Olive trees have been cultivated in Cyprus for thousands of years, and the fact that "Olive" appears as a name of locations (toponym) on the island more than 500 times, is an indication of its importance in the lives of the Cypriot people. Olive pits were found in a number of sites at least as far back as the Neolithic period, all over Cyprus. Finds related to the production of olive oil include mill mortars and millstones, press beds and weightstones, amphorae, separation vessels and settling vats. Perforated monoliths found scattered mainly in the south (west) of the Troodos range are believed to have been used for the production of olive oil. A historically important remark was made by 1st century Greek writer, Strabo who characterized the island as 'eveleon' meaning that it was producing good and plentiful olive oil.</p> <p>Besides olive oil, olive fruit were an important staple food in rural communities and a basic supplement of the farmer's breakfast. The phrase 'to feed on bread and olive' still makes reference to the food of the poor. Olive fruit has also been very important to Greek Orthodox monasteries, as a staple food during fasting (bodily cleansing prior to its main holy events, such as Christmas and Easter. For these reasons monasteries have always maintained extensive olive groves throughout Cyprus and century old olive mills are often located next to churches and monasteries.</p>
<b>Regional Reference:</b>	No specific regional products are currently commercially available. However it could be possible, given that supplies are sourced from specific growers or olive mills that a regional aspect may also be promoted.
<b>Uses in the local gastronomy:</b>	Two types of olives are predominantly consumed in Cyprus: the black ripe olive and the green slit olives (with olive oil, garlic and coriander) named as 'tsakkistes' denoting the fact that these are cracked usually using a big flat stone or a hammer. Grilled olives are a delicacy and olive pies have been and continue to be widely consumed by the population. Olive oil is a necessary ingredient of salads, and accompanies many dishes, especially legumes or boiled vegetables.
<b>Seasonality:</b>	Harvesting of olives begins in mid to late autumn, after the fruit ripens. Olives are then conserved as black ripe olives or processed into green split olives or olive oil. The processed forms can be stored and used throughout the year.
<b>Quality Aspects:</b>	Diverse varieties are noticable in the olives as this depends both on the variety, the harvesting time and the processing method. In olive oils, the use of salad oil which is not a virgin olive oil is extensively used by the HORECA business due to its lower price.

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<b>Cyprus Variety:</b>	The Cyprus variety is regarded as indigenous to the island and well adapted to the dry climate and suited to different soil compositions. It is used both for the production of olive oil, as well as for consumption as fruit, and it is usually a low yielding variety with significant variability in yield performance. Its exceptional characteristic is its strong scent and its high oil content (22%) which makes it suitable for oil extraction.
<b>Koroneiki Variety:</b>	Koroneiki, is the leading Cretan cultivar imported to Cyprus in the late 70s especially for its high yield, good taste and low toxicity. It is the leading imported cultivar in Cyprus and is considered excellent in the production of olive oil (has an oil content of around 28%).
<b>Other Varieties:</b>	There are also other, less important cultivars in Cyprus, including Amfissis or Voliotiki, which is a Greek variety that produces very large fruit used for consumption, Kalamon or Kalamatiani, which is a Greek variety yielding midsize fruit suitable for consumption, Manzanillo (meaning small apple in Spanish), a Spanish variety imported recently whose fruit is used for consumption and Picqual, another Spanish variety recently cultivated successfully in Cyprus, which is used in the production of olive oil (though its fruit can also be used for consumption).

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<b>Category:</b>	Grape must products		
<b>Products:</b>	<ol style="list-style-type: none"> <li>1. Soujoukos</li> <li>2. Palouzes</li> <li>3. Kiofteria</li> <li>4. Epsima (concentrated black juice)</li> </ol>		
<b>Category:</b>	<input checked="" type="checkbox"/> Cyprus Authentic	<input type="checkbox"/> Mediterranean wide	<input type="checkbox"/> PGE/PDO
<b>Description:</b>	<p>The above are all products based on grape must. Palouzes or moustalevria is a thick-jelly like sweet, made by adding flour, rosewater, cinnamon and mastic in clean grape must. Palouzes that is left to dry in the shade is then cut in rectangular shaped pieces is called kiofterka. Soujoukos is has a long sausage-like shape sweet, made with almonds or walnuts, shelled and soaked to turn soft, then sewn onto a cotton thread of around 2m length, and then covered with several layers of thick grape must.</p>		
<b>Historical Link:</b>	<p>In older times, traditional sweets were made from the boiled thick grape juice which, apart from honey, was the only other available sweetener. Such sweet grape products were especially made in village clusters that produced grapes in abundance. In 1801 Clarke noted that, <i>“perhaps there is no part in the world where the vine yields such redundant and luscious fruit. The juice of the Cyprian grape resembles a concentrated essence.”</i> (Cobham, 1908: p.80). Apart from wine making, grapes were consumed fresh, dried in the form of raisins and their juice was used for making a range of different sweet products which formed part of the people's daily diet. Most common of these traditional sweets were palouzes and soujoukos, still made using methods that are no different from those of our great ancestors.</p>		
<b>Regional Reference:</b>	No specific regional reference.		
<b>Uses in the local gastronomy:</b>	<p>Palouzes is jelly-like snack and it is commonly served cold but some people enjoy consuming hot palouzes which has just been removed from the heat but with a garnish of almonds or walnuts, whole or crushed.</p> <p>Kiofterka are a favorite energy food, often consumed along with zivania, a perfect warm-up during the winter season.</p> <p>Soujoukos is usually served in 2-3 cm thick slices along with other nuts accompanying a drink however most Cypriots also enjoy consuming it alone as a nutritious, natural sweet snack.</p> <p>Epsima is used with pies or can be included in pastry recipes</p> <p>All grape juice products can be used in the Cyprus Breakfast as nutritious sweet snacks in a healthy diet corner.</p>		
<b>Product Seasonality:</b>	<p>Grapes are harvested during September and October, the period that all grape products were traditionally made. Palouzes, due to its high moisture content, it has a few days of shelf life if kept in refrigeration. Soujoukos and kiofterka can be stored in ambient temperatures only for a few days. For longer storage, keep refrigerated in vacuum packs for up to four months. They may also be stored in the freezer (in plastic bags) for much longer.</p>		
<b>Product Variations:</b>	<p>All grape products are made from the must – the juice that has been extracted following mechanical pressing. In Cyprus, the grape must comes mainly from the indigenous white xynisteri and to a lesser extent from the red variety ‘mavro’. Variations of the products concern the kind of grape – alone or in combination – used for its production. Another variation of soujoukos is the nut used inside, which can be almonds or walnuts. Soujoukos is also produced using carob syrup, distinguished by its impressive black colour.</p>		

	Commercially produced soujoukos and palouzes are occasionally made from white sugar, instead of grape juice, as a more profitable alternative, but it is certainly not as traditional in flavour and less nutritious. Sugar-based soujoukos has a whitish crust and a very hard texture.
<b>Quality Aspects:</b>	Some traditional products made with grape must are currently produced with sugar instead. No legislation is available to ban this practise but the product's ingredients should be labeled. We regard that traditonal grape must products can only be served with their traditional recipes and not with sugar.
<b>Production Capabilities:</b>	Today, apart from making traditional sweet products at home, there are around twenty commercial producers, especially concentrating in the production of soujoukos and other grape products. All of them are small size, rural processors that besides grape juice traditional foods produce a range of other traditional fruit preserves, spoon sweets and carob based products.

## CREATING THE BASKET OF CYPRUS FOOD & DRINK PRODUCTS

### Product Datasheet 9

<b>Category:</b>	<b>Aromatic herbs &amp; Essential Oils</b>
<b>Product names:</b>	<ol style="list-style-type: none"> <li>1. Oregano</li> <li>2. Thyme</li> <li>3. Rosemary</li> <li>4. Lavender</li> <li>5. Sage (mostly officinalis)</li> <li>6. Basil</li> <li>7. Marjoram</li> <li>8. Mint</li> <li>9. Dill</li> <li>10. Sideritis</li> <li>11. Lemon Balm</li> </ol>
<b>Type:</b>	<input checked="" type="checkbox"/> Mediterranean wide
<b>Description:</b>	<p>According to one definition, herbs are seed-bearing plants without woody stems (from which the name "herbaceous" is derived). Yet in other definitions, herbs include trees, shrubs, annuals, vines, and more primitive plants, such as ferns, mosses, algae, lichens, and fungi. Herbs have a great variety of uses including culinary, medicinal, cosmetic and spiritual. The green, leafy part of the plant is most commonly used, but herbal medicine processes also the roots, flowers, seeds, bark, berries and other parts. A medicinal herb may be a shrub or other woody plant, whereas a culinary herb is a non-woody plant, whose leaves are typically used.</p> <p>Essential oils are volatile oils (distinguished from those known as fixed oils, which are mainly triglycerides or fatty acids) usually having the characteristic odour or flavour of the plant from which they are obtained and are often used for making perfumes and flavourings. They may be isolated by steam distillation, chemical extraction or mechanical traction of specific parts of a plant (eg. roots, buds, leaves, or flower petals). Essential oils have been produced and used for flavouring, incense, and medicinal purposes for thousands of years.</p>
<b>Historical Link:</b>	As a result of the island's geography, geology and climate, hundreds of herbs are found on the island, many of them indigenous to Cyprus and others imported either through trade and contact with other civilizations, or brought in by some of Cyprus' foreign rulers. There exist more than 600 herb species in Cyprus today. The written records discussing the use of herbs in Cyprus in previous centuries (and thousands of years) are largely restricted to the commercial and financial discussion of the herbs. However the existence of these herbs (as well as imported herbs, such as pepper or cinnamon), their processing and trade is proved through archaeology (eg. a perfumery in Pyrgos-Mavrorachi is dated since 2,000 BC).
<b>Regional Reference:</b>	None
<b>Uses in the local gastronomy:</b>	Cyprus herbs are widely used in the local gastronomy mainly in their dry form, either as aromatics in recipes, either as drinks (teas). Some of the aromatics are also used fresh but on a smaller scale.
<b>Quality Aspects:</b>	Cyprus Aromatic Herbs are claimed to be very aromatic due to the dry and sunny climatic conditions. Quite often imported herbs are used which are cheaper but with lower quality in terms of scent and purity (purity implies the percentage of foreign particles per gram of pure herb)

## **APPENDIX 4**

### **PRODUCT LIST SUGGESTED FOR USE IN SYNTHESIZING THE 'CYPRUS TRADITIONAL BREAKFAST PORTFOLIO'**



T – Traditional    A – Authentic    M – Mediterranean    L – Local (based on the definitions on page 12)

Product of Cyprus origin: The supplier(s) should be provided on the application form, updated annually and supported by relevant documentation eg supplier invoices

Product category	Product	Categ.	Usage examples			Comments
			Example 1	Example 2	Example 3	
1. Cheese	Halloumi	A/T	slice	Halloumi pie	With scrambled eggs	Only of Cyprus origin, non specific to a particular region
	Anari	A/T	slice	Anari pourekia (anari filled pies)	With carob syrup	Only of Cyprus origin, non specific to a particular region
	Kefalotyri	T	Slice	Cheese pies or penirli		Only of Cyprus origin, non specific to a particular region
	Flaouna cheese	A/T	Slice	Flaouna pies		Only of Cyprus origin, non specific to a particular region
	Chalikia	A/T/L	Raw cheese			Only of Cyprus origin, produced locally in the region of Tilliria
2. Other Dairy	Trahanas	T	soup	Dry porridge as snack		Only of Cyprus origin, non specific to a particular region
	Sheep Yogurt	L	yogurt			Only of Cyprus origin, preferably the region of production to be specified
3. Carob products	Syrup	M	Carob biscuits, cakes or breads	Spread (healthy chocolate substitute)	Stir a few drops in fresh milk	Only of Cyprus origin, non specific to a particular region
	Powder	M				Only of Cyprus origin, non specific to a particular region
	Pastelli with 100% carob	A/T	Served in small pieces			Only of Cyprus origin, specific to Anoyira village
	Pastelli with carob ingredient	M	Served in small cubes			Only of Cyprus origin, non specific to a particular region
4. Cured Meats (in wine, smoked or dried in salt)	Lountza & Lountza matured in wine	T/L	Slice	Used in omelettes		Only of Cyprus origin. A local famous originates from Pitsilia which matures slowly in red wine
	Chiromeri	T/L	Slice	Used in omelettes/or breadsticks	With fresh figs (figs rolled in thin slices of chiromeri)	Only of Cyprus origin. A local famous originates from Pitsilia which matures slowly in red wine
	Posyrti (Cyprus bacon, mostly from Pitsilia Area)	A/L	Slice	Used in omelettes	In breads	Only of Cyprus origin, preferably the region of production to be specified
	Loukanika (Sausages)	A/L	Small pieces cooked	Used in omelettes	In pies	Only of Cyprus origin. Locality differences in production methods and ingredients especially in Pitsilia and Pafos regions
	Tsamarela	A/L	Small cubes served raw cooked			Only of Cyprus origin, non specific to a particular region

5. Spoon sweets	Indicative list <ul style="list-style-type: none"> <li>• Walnut</li> <li>• Citron</li> <li>• Grape</li> <li>• Agros Rose pedals</li> <li>• Quince</li> </ul>	T, L	Whole	In cubes with yogurt	In pastries as ingredients	Most of the spoon sweets are traditional but not authentic as they can be found in other countries too. A few could be claimed as authentic in terms of the raw material used and the processing method eg walnut, Agros rose pedals. Preferably of Cyprus origin, except for those named in the side list which must be of Cyprus origin
6. Honey with specified place of origin	<ul style="list-style-type: none"> <li>• Thyme</li> <li>• Polyflora</li> <li>• From any specified plant of the Cyprus flora</li> </ul>	M/L	raw	Suggested to be combined with anari cheese or kefalotyri	With pittes tis satzis, a traditional folded dough cooked in a special pan	Honey may only be used in the Cyprus Breakfast if it is of Cyprus origin. It is also suggested to mention, if known, the dominant flower from which the bees have been harvesting. Otherwise honey of non Cypriot origin could only be used in the Cyprus breakfast as an ingredient to recipes.
7. Olive products	Olives Crushed olives Preserved in br (green) and served with olive o coriander or fennel seeds or th lemon and garlic	M	raw	In pies	In omelettes	Preferably of Cyprus origin. Preferable to state the variety on the tag
	Olive Oil (virgin) Olive Oil with herbal infusions	M	raw	In recipes		Preferably of Cyprus origin.
8. Grape and grape juice	Epsima Natural grape syrup	M	Grape syrup cakes cookies or pittes tis satzis	Suggested to be used with muesli as a sweetener	Used to make health truffles with sesame and nuts (an authentic recipe)	Only of Cyprus origin
	Grape must dessert/soutsoukos	M//T/L	Grape must sticks with almonds Traditional recipe	Suggested to be used in round thin slices with muesli or other cereal		Only of Cyprus origin made from 100% grape juice
	Grape must dry jelly /kiofteria	M/T/L	Kiofteria, dried must jelly cut in squares	Suggested to be used in small cubes with nuts to enrich muesli or other cereal		Only of Cyprus origin made from 100% grape juice
	Palouzes (grape must jelly)	A/T	Raw with almonds or walnuts			Only of Cyprus origin made from 100% grape juice



9. Herbs	Due to the big variety, suggestions are left to the hotelier	M	Herbal teas	Garnishes in fresh and dry form	Ingredients in Pies	Preferably of Cypriot origin
10. Fruit Commercially grown	Due to the big variety, suggestions are left to the hotelier	M/L	Fresh	In fruit salad		Only of Cyprus origin, provided the region of production can be stated on the tag
11. Vegetables commercially grown	Due to the big variety, suggestions are left to the hotelier	M/L	fresh	In pies	In omelette	Only of Cyprus origin, provided the region of production can be stated on the tag
12. Marmalades	Any fruit	L	Used as a spread on toast	With pasta flora or crepes		Only if made in-house or of Cyprus origin, provided the producer is stated on the tag
13. Juices	Any type of freshly squeezed juice	M/L				Only of Cyprus origin, provided the region of production can be stated on the tag
14. Fruit and vegetable of the wild	Due to the big variety, suggestions are left to the hotelier (greek names cited as examples skouratha, moloha, marathos, potamoitanos)	M/L Occasionally A	In pies	In omelettes	boiled	Only of Cyprus origin, provided the region of collection can be stated on the tag
15. Bakery	Due to the big variety, suggestions are left to the hotelier	A/T/L	Koulourakia (bread rolls)			Preferable with the use of other local, authentic, Mediterranean and/ or traditional ingredients
16. Cakes, cookies and pastries	Due to the big variety, suggestions are left to the hotelier,					Their inclusion as a Cyprus traditional depends on the key ingredients used and the link to tradition in the recipe and the method of preparation
17. Eggs	Only organic or free range eggs					Only of Cyprus origin with the producer name labelled and the dominant feeding crops denoted on the tag
18. Cereals	Based on suggestions by hotels					
19. Alcoholic drinks	Commandaria	A/L	Used to make bread or biscuits			Only of Cyprus origin
	Liqueurs	A/T/L	Used in orange or citrus marmalades	Used in a sauce for pancakes		Only of Cyprus origin



## **APPENDIX 5**

### **LIST OF HOTELS IN THE SAMPLE**

PAPHOS - HOTELS							
A/A	Name	Stars	Telephone	Fax	Website	Rooms	all inclusive
3	ANNABELLE	5*	26885000	26945502	www.thanoshotels.com	198	NO
9	ASIMINA	5*	26964333	26964870	www.asimina-cbh.com	121	NO
1	LEPTOS CORAL BEACH	5*	26881000	26621742	www.leptoscalypso.com	421	YES
11	ALEXANDER THE GREAT	4*	26965000	26965100	www.kanikahotels.com	202	NO
10	ATLANTICA GOLDEN BEACH	4*	26947777	26945963	www.atlanticahotels.com	168	YES
13	LAURA BEACH	4*	26944900	26944911	www.dhcyprotels.com	292	YES
12	LOUIS IMPERIAL BEACH	4*	26965415	26964293	www.louishotels.com	242	NO
17	ST.GEORGE	4*	26845000	26845800	www.stgeorge-hotel.com	245	YES
22	THALASSA	4*	26881500	26881700	www.thalassa.com.cy	58	PARTLY
23	RIU CYPRIA MARIS BEACH	4*	26964111	26964125	www.cyprotelshotels.com	237	YES
16	DIONISOS	3*	26933414	26933908	www.dionysoshotelpaphos.com	94	PARTLY
15	MAYFAIR	3*	26948000	26945708		50	YES
19	QUEEN'S BAY	3*	26946600	26946777	www.queensbay.com.cy	200	YES
HOTEL APARTMENTS							
5	ANEMI	A	26945666	26945781	www.anemihotelcyprus.com	40	NO
24	CAPITAL COAST	A	26201000	26939888	www.kirhotels.com	113	NO
18	ST.GEORGE GARDEN	A	26845555	26845800	www.stgeorge-gardens.com	75	PARTLY
TOURIST VILLAGES							
8	AKTI BEACH VILLAGE RESORT	A	26272777	26273777	www.aktivillage.com.cy	162	YES
7	ALIATHON HOLIDAY VILLAGE	A	26964400	26964700	www.aliathonvillage.com	270	YES
6	AVANTI HOLIDAY VILLAGE	A	26965555	26965511	www.avantihotel.com	244	NO
TRADITIONAL HOTELS							
14	VASILIAS NIKOKLIS INN	1*	26432211	26432467	www.vasilias.nikoklis.com	8	NO
RESORT & SPA HOTELS POLIS AREA							
20	ZENING RESORTS	4*	26332777	26030249	www.zening.eu	135	NO
2	NATURA BEACH	3*	26323111	26322822	www.natura.com.cy	76	NO
21	DROUSHIA HEIGHTS	3*	26332200	2633250	info@droushiaheightshotel.com	58	NO
4	MARION	2*	26321216	26322124	www.marionhotel.com.cy	57	NO

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# **APPENDIX 6**

## **HOTEL QUESTIONNAIRES**

## 6.1. ΕΡΩΤΗΜΑΤΟΛΟΓΙΟ (GREEK)

<b>ΜΕΡΟΣ Α.: ΣΤΟΙΧΕΙΑ ΞΕΝΟΔΟΧΕΙΟΥ</b>			
Όνομα Ξενοδοχείου:	.....		
Κατηγορία: .....	Αρ. Δωματίων: .....	Αρ. Κλινών: .....	All Incl. Ναι/Όχι/ Μερικώς
<b>ΜΕΡΟΣ Β.: ΣΤΟΙΧΕΙΑ ΕΡΩΤΟΥΜΕΝΩΝ</b>			
A/A	Όνομα	Θέση	Ημερ. Συνέντευξης
1.	.....	.....	.....
2.	.....	.....	.....
3.	.....	.....	.....
<b>ΜΕΡΟΣ Γ1.: ΠΡΟΦΙΛ ΠΕΛΑΤΩΝ (να απαντηθεί μόνο από Διευθυντή Εργασιών/ Γενικό Διευθυντή)</b>			
Οι πελάτες του ξενοδοχείου σας έχουν τα εξής χαρακτηριστικά:			
Εθνικότητα	All Incl. Ποσοστό	Ηλικιακή Σύθεση (Περιγραφή)	
Άγγλοι .....%	..... %	.....	
Ρώσοι .....%	..... %	.....	
Γερμανοί .....%	..... %	.....	
..... %	..... %	.....	
..... %	..... %	.....	
<b>ΜΕΡΟΣ Γ2: ΠΡΟΦΙΛ ΠΡΟΜΗΘΕΥΤΩΝ (να απαντηθεί από τον αρμόδιο)</b>			
Ενδεικτικοί προμηθευτές			
Όνομα	1 Παραγωγός, 2 Τοπικός έμπορας, 3 εισαγωγέας, 4 μεταποιητής	Είδος συνεργασίας (συμβόλαιο, μακροπρόθεσμη, σύμβαση με προσφορά κλπ)	Προϊόν και ποσότητα
			Τυροκομικά
			Μαρμελάδες και μέλι
			Αλλαντικά
			Φρούτα και λαχανικά

			Αρτοποιήματα/ γλυκά
			Ελιές και ελαιόλαδο
			Χυμοί
			.....
			.....
			.....

ΜΕΡΟΣ Δ.: ΥΦΙΣΤΑΜΕΝΗ ΚΑΤΑΣΤΑΣΗ – ΔΙΑΧΕΙΡΙΣΗ ΠΡΟΓΕΥΜΑΤΟΣ			
A/A	ΕΡΩΤΗΣΗ	ΕΠΙΛΟΓΕΣ	
1.	Ποιος αποφασίζει για τη σύνθεση του προγεύματος;		
2.	Πότε ή κάθε πόσο γίνεται αλλαγή στη σύνθεση του προγεύματος;		
3.	Να ιεραρχηθούν τα κριτήρια πάνω στα οποία στηρίζεται η απόφαση για τη σύνθεση ή/και την αλλαγή της στο πρόγευμα; (να χρησιμοποιηθούν οι επιλογές ως βοηθήματα)	<input type="checkbox"/> Feedback Πελατών <input type="checkbox"/> Εποχικότητα Προϊόντων <input type="checkbox"/> Διαθεσιμότητα από προμηθευτές <input type="checkbox"/> Κόστος υλικών <input type="checkbox"/> Ευχέρεια χρήσης στη κουζίνα <input type="checkbox"/> Άλλο:..... <input type="checkbox"/> Άλλο:.....	
4α.	Ποια διαδικασία και ποιοι παράγοντες καθορίζουν την επιλογή των υλικών του προγεύματος;		
4β.	Πως επηρεάζει η συνεργασία σας με τους ταξιδιωτικούς πράκτορες τις αποφάσεις για το πρόγευμα (τιμή πακέτου, καθορισμός ποιοτικών κριτηρίων κλπ)		
5α.	Ποιος αποφασίζει σχετικά με τη διακόσμηση (αίθουσας, τραπεζιών) στην αίθουσα προγεύματος / χαρακτήρας που επιδιώκεται		



5β.	(Να δοθεί περιγραφή της διακόσμησης της αίθουσας και του τρόπου παρουσίασης του προγεύματος)			
.....				
5γ	Να ζητηθεί περιγραφή του μενού και των χρησιμοποιούμενων υλικών στο πρόγευμα και να ταυτιστούν με τους προμηθευτές που αναγράφονται στην ερώτηση Γ2			
.....				
<b>ΜΕΡΟΣ Ε.: ΑΝΤΙΛΗΨΗ ΧΑΡΑΚΤΗΡΑ ΠΡΟΓΕΥΜΑΤΟΣ</b>				
A/A	ΕΡΩΤΗΣΗ	ΕΠΙΛΟΓΕΣ		
1α.	Επιδιώκετε να δώσετε κάποιο ιδιαίτερο χαρακτήρα στον τρόπο παρουσίασης και στη σύνθεση του προγεύματος;	<input type="checkbox"/> ΝΑΙ <input type="checkbox"/> ΟΧΙ <input type="checkbox"/> Δ/Γ		
1β.	Αν ΟΧΙ ή Δ/Γ, γιατί δεν θεωρείτε αναγκαίο να δώσετε κάποιο ιδιαίτερο χαρακτήρα;			
1γ.	Αν ΝΑΙ, ποιος είναι αυτός ο χαρακτήρας;	<input type="checkbox"/> Διεθνής <input type="checkbox"/> Αγγλικός <input type="checkbox"/> Κυπριακός <input type="checkbox"/> Λίγο απ' όλα <input type="checkbox"/> Άλλο:.....		
1δ.	Πως θα ορίζατε τον κυπριακό χαρακτήρα στο πρωινό σας / που δίνεται η έμφαση για να προσδώσει τον επιδιωκόμενο Κυπριακό χαρακτήρα – να γίνει ιεράρχηση	<input type="checkbox"/> αυθεντικός/ παραδοσιακός (εξήγηση) <input type="checkbox"/> Προσθήκη ορισμένων προιόντων <input type="checkbox"/> διακόσμηση χώρου <input type="checkbox"/> πληροφόρηση (πως) <input type="checkbox"/> άλλο .....		

1 <sup>ε</sup> .	Προβαίνετε σε κάποιες δράσεις προβολής και προώθησης του χαρακτήρα στο πρωινό σας (να μην επικεντρωθεί στο Κυπριακό)	
2.	Εκτιμάτε πως οι πελάτες σας επιζητούν κάτι περισσότερο για να έχουν την εμπειρία του κυπριακού πρωινού αν αγνοήσουμε το πιθανό πρόσθετο κόστος	
3α.	Εκτιμάτε πως διαφέρουν οι ανάγκες/ απαιτήσεις των πελατών σας με βάση την εθνικότητα/ φύλο/ ηλικία?	
3β	Έχετε ποτέ κάνει έρευνα κατανόησης αναγκών των πελατών σας για διαμόρφωση του πρωινού που προσφέρετε (ή άλλες ενέργειες παρόμοιας φύσης)	
4.	Τι άλλο στοιχείο εκτιμάτε πως θα βοηθούσε στην ενίσχυση του Κυπριακού χαρακτήρα στο πρωινό	

**ΜΕΡΟΣ ΣΤ.: ΕΝΙΣΧΥΣΗ ΚΥΠΡΙΑΚΟΥ ΣΤΟΙΧΕΙΟΥ ΠΡΟΓΕΥΜΑΤΟΣ**

A/A	ΕΡΩΤΗΣΗ	ΕΠΙΛΟΓΕΣ		
1α.	Πιστεύετε ότι θα βοηθούσε η ενίσχυση του Κυπριακού στοιχείου στην ικανοποίηση των πελατών σας (γενικά);	<input type="checkbox"/> ΝΑΙ <input type="checkbox"/> ΟΧΙ <input type="checkbox"/> Δ/Γ		
1β.	Αν ΝΑΙ, σε ποιους τομείς και πως;			
1γ.	Αν ΟΧΙ ή Δ/Γ, γιατί;			
2.	Σε περίπτωση ενίσχυσης του Κυπριακού/ τοπικού στοιχείου, ποιες αλλαγές θα απαιτούνταν στις διαδικασίες αγορών;			
3.	Εκτιμάτε ότι η ενίσχυση του Κυπριακού στοιχείου, θα οδηγούσε σε αύξηση του κόστους, και αν πόσο;			
4.	Εντοπίζετε κάποιες ελλείψεις στην ενίσχυση του κυπριακού πρωινού	<input type="checkbox"/> έλλειψη προϊόντων <input type="checkbox"/> εκπαίδευση προσωπικού <input type="checkbox"/> μη κατανόηση απαιτήσεων καταναλ. <input type="checkbox"/> Αδιαφορία διεύθυνσης <input type="checkbox"/> άλλο .....		
<b>ΜΕΡΟΣ ΣΤ.: ΕΝΙΣΧΥΣΗ ΚΥΠΡΙΑΚΟΥ ΣΤΟΙΧΕΙΟΥ ΠΡΟΓΕΥΜΑΤΟΣ (Συνέχεια)</b>				
A/A	ΕΡΩΤΗΣΗ	ΕΠΙΛΟΓΕΣ		

4.	Ποια από τα πιο κάτω (α) χρησιμοποιούνται στο πρόγευμα σας, (β) θα θέλατε να χρησιμοποιηθούν αλλά για συγκεκριμένους λόγους (να αναφερθούν) δεν χρησιμοποιούνται ποτέ/ συχνά? (γ) ποια χρήση βλέπετε να έχουν για ενίσχυση του κυπριακού χαρακτήρα (δ) ποιες αδυναμίες/ δυσκολίες καταγράφετε για την χρήση τους (Η λίστα είναι ενδεικτική για να δώσει έναυσμα στη συζήτηση - μπορεί να γίνει εκτενέστερη συζήτηση με βάση τις εισηγήσεις των ερωτώμενων)		
	Χαλούμι / τυρί Πάφου κλπ		
	Χαρούπι και προϊόντα του		
	Προϊόντα χυμού σταφυλιού		
	Τραχανάς		
	Αρωματικά		
	Μέλι		
	Γλυκά κουταλιού		
	Κυπριακό ελαιόλαδο		
	Επώνυμα - τοπικά φρούτα & λαχανικά		
	Λικέρ & Κουμανδαρία		
<b>ΜΕΡΟΣ Ζ.: ΕΝΔΙΑΦΕΡΟΝ ΓΙΑ ΣΥΜΜΕΤΟΧΗ ΣΕ ΣΧΕΔΙΟ ΠΡΩΩΘΗΣΗΣ ΤΟΥ ΚΥΠΡΙΑΚΟΥ ΠΡΩΙΝΟΥ</b>			
A/A	ΕΡΩΤΗΣΗ	ΕΠΙΛΟΓΕΣ	

1a.	Θα σας ενδιέφερε η συμμετοχή σας σε ένα πιλοτικό πρόγραμμα εφαρμογής Κυπριακού πρωινού	<input type="checkbox"/> Όχι <input type="checkbox"/> Μάλλον ναι	
1b.	Πως θα βλέπατε τη συμμετοχή / υιοθέτηση στο ξενοδοχείο σας του Κυπριακού Πρωινού;	<input type="checkbox"/> Θα μας ενδιέφερε να ακολουθήσουμε ένα σύνολο κατευθυντήριων γραμμών, οι οποίες να έχουν αναπτυχθεί από έναν αρμόδιο φορέα <input type="checkbox"/> Θα μας ενδιέφερε η συμμετοχή σε ένα σύστημα πιστοποίησης, όπου κανόνες και κανονισμοί θα εφαρμόζονται από όλους <input type="checkbox"/> Θα μας ενδιέφερε η απόκτηση σήματος συμμόρφωσης από τον αρμόδιο φορέα με βάση την έγκριση υποβληθέντος σχεδίου (τήρηση των κατευθυντήριων γραμμών) <input type="checkbox"/> Άλλο: .....	
2.	Που θα επικεντρώνατε το ενδιαφέρον σας σε σχέση με την προσφορά ενός Κυπριακού πρωινού (οι επιλογές είναι απλώς ενδεικτικές – Συμπέρασμα μέσα από συζήτηση)	<input type="checkbox"/> Στη χρήση τοπικών, παραδοσιακών προϊόντων και πιάτων <input type="checkbox"/> Στη χρήση τοπικών υλικών ως δευτερευόντων συστατικών για να δώσουν απλώς μια μικρή στροφή προς το Κυπριακό στοιχείο <input type="checkbox"/> Δίνοντας περισσότερες πληροφορίες σχετικά με τα προϊόντα / πιάτα <input type="checkbox"/> Δουλεύοντας περισσότερο με τη διακόσμηση και την παρουσίαση του προϊόντων κλπ. ..... .....	
2.	Δεδομένου ότι θα σας ενδιέφερε η συμμετοχή, ποιοι παράγοντες πιστεύετε ότι είναι περιοριστικοί για την εφαρμογή αυτής της προσπάθειας;	<input type="checkbox"/> Η επιπλέον προσπάθεια ενδέχεται να αυξήσει το κόστος <input type="checkbox"/> Επιπλέον κόστος για αγορά των εν λόγω προϊόντων <input type="checkbox"/> Έλλειψη κοινού εμπορικού σήματος για διευκόλυνση της προώθησης <input type="checkbox"/> Έλλειψη οράματος για διαφοροποίηση από (ποιον) <input type="checkbox"/> Άλλο: .....	

## 6.2. QUESTIONNAIRE (ENGLISH)

<b>PART A: HOTEL DETAILS</b>			
Hotel Name:		.....	
Category: .....	Number of rooms: .....	Number of beds: .....	All Inclusive Y/N/partly
<b>PART B: INTERVIEWEE DETAILS</b>			
A/A	Name	Position	Interview Date
1.	.....	.....	.....
2.	.....	.....	.....
3.	.....	.....	.....
<b>PART C1: CUSTOMER PROFILE (only for CEO/ General Manager/Managing Director)</b>			
The guests of your hotel have the following characteristics:			
Nationality		All Inclusive Percentage	Age Composition (Description)
English	.....%	..... %	.....
Russian	.....%	..... %	.....
German	.....%	..... %	.....
.....	.....%	..... %	.....
.....	.....%	..... %	.....
<b>MEPOΣ C2: PROFILE OF SUPPLIERS (to be answered by the responsible person)</b>			
Indicative supplier list			
Name	1 Primary producer, 2 local trader, 3 importer, 4 manufacturer/processor 5 other to specify	Type of co-operation (long term, procurement agreement, seasonal etc)	Products and Qtys

PART D: CURRENT SITUATION – BREAKFAST MANAGEMENT				
A/A	QUESTION	INTERVIEWEE 1		
1.	Who decides on the composition of the breakfast?			
2.	When or how often changes in the composition of the breakfast take place?			
3.	Upon which criteria do you base the decision and/or any changes on the composition of the breakfast – criteria should be ranked in importance (you can use options as help)	<input type="checkbox"/> Feedback Πελατών <input type="checkbox"/> Product Seasonality <input type="checkbox"/> Availability from suppliers <input type="checkbox"/> Cost of materials <input type="checkbox"/> Use fluency in the kitchen <input type="checkbox"/> Other: ..... <input type="checkbox"/> Other: .....		
4a.	What procedure and what factors determine the choice of materials or quality elements of the breakfast?			
4b.	How does your relations with tour operators affect the decision on the breakfast selection (cost, quality criteria etc)			
5α.	Who decides on the decoration (room, tables)and character of the breakfast room			
5β.	(Give a description of the decoration of the breakfast room and the presentation of the breakfast) – PHOTOS TO BE SUBMITTED			
5c.	Give a description of the breakfast on offer and the ingredients used linking this with que C2 regarding the suppliers			
PART E: PERCEPTION OF BREAKFAST CHARACTER				

A/A	QUESTION		
1a.	Do you seek to give a special character in the composition and the presentation of the breakfast?	<input type="checkbox"/> YES <input type="checkbox"/> NO <input type="checkbox"/> N/A	
1c.	If you answered NO or N/A, why don't you consider it important for your breakfast to have a special character?		
1b.	If you answered YES, how would you describe this character?	<input type="checkbox"/> International <input type="checkbox"/> English <input type="checkbox"/> Cypriot <input type="checkbox"/> Mix <input type="checkbox"/> Other: .....	
1d.	How would you describe the Cypriot character in your breakfast / which elements would you emphasize to impact the desired character? criteria should be ranked in importance	<input type="checkbox"/> Authentic/traditional features (explain: <input type="checkbox"/> Addition of certain products <input type="checkbox"/> Room Decor <input type="checkbox"/> Inform Customers (how: ..... <input type="checkbox"/> Other: .....	
1e	Do you promote/ advertise the preferred character in your breakfast (not to be focussed exclusively on CY breakfast)		
2.	Do you think that your customers could be demanding more from the breakfast offered if the cost is irrelevant?		
3a.	Do you believe that the needs differ among customers depending on nationality/ gender / age		
3b	Have you ever carried market research to evaluate the needs of your customers (or other relevant actions for feedback)		
4.	What other features would contribute to the enhancement of the Cypriot character of the breakfast?		



PART F: BREAKFAST CYPRIOT FEATURES REINFORCEMENT			
A/A	QUESTION		
1a.	Do you think enhancing the Cypriot / local character of your breakfast would help your hotel business?	<input type="checkbox"/> YES <input type="checkbox"/> NO <input type="checkbox"/> N/A	
1b.	If you answered YES, in which sectors would it help and how?	..... .....	
1c.	If you answered NO or N/A, why is that?	..... .....	
2.	In case of Cypriot / local character enhancements, what changes would be required in the purchasing processes?	..... ..... .....	
3.	Do you believe that a Cypriot / local character enhancement would lead to higher cost? Can this be quantified?	..... ..... .....	
4.	Do you spot any limitations that could restrain the enhancement of the Cypriot character of your breakfast?	<input type="checkbox"/> Lack of products <input type="checkbox"/> Inadequate staff training <input type="checkbox"/> Not comprehending customer needs <input type="checkbox"/> Management indifference <input type="checkbox"/> Other: .....	

PART F: BREAKFAST CYPRIOT FEATURES REINFORCEMENT				
A/A	QUESTION			
5.	<p>Regarding the following products:</p> <p>(a) Which ones do you currently use at your breakfast?</p> <p>(b) Which ones would you wish they could be used but for specific reasons (to be named) they are not used at all/ often?</p> <p>(c) How would you use each one in order to strengthen the Cypriot character?</p> <p>(d) What flaws / difficulties could their use create?</p> <p>(The list is indicative to drive the debate - can become more extensive discussion based on the respondents' suggestions)</p>			
i.	Halloumi / Paphos Cheese / other cheese products			
ii.	Carob and its products			
iii.	Grape must products			
iv.	Trahanas			
v.	Herbs			
vi.	Honey			
vii.	Spoon Sweets			
viii.	Cyprus olive oil			
ix.	Branded – local fruit & vegetables			
x.	brandies & commandaria			

PART G: INTEREST IN PARTICIPATING IN A PROMOTION PLAN OF CYPRUS BREAKFAST				
A/A	QUESTION			
1a.	How do you foresee your hotel in participating/ implementing the Cyprus breakfast within a pilot scheme?	<input type="checkbox"/> Not interested at all <input type="checkbox"/> Would be interested in supporting further development of this initiative		
1b.	How do you foresee your hotel in participating/ implementing the Cyprus breakfast?	<input type="checkbox"/> Would like to see a certification scheme developed where particular rules and regulations are enforced <input type="checkbox"/> Would like to see a basic set of guidelines that could be adapted by each individual hotelier <input type="checkbox"/> Would like to see a system based on the approval of a submitted plan (adhering to certain guidelines) developed by which you could obtain a logo / marque <input type="checkbox"/> Other		
2.	What are the broad areas that would interest you in offering a Cyprus breakfast (the options are just indicative – conclude from the discussion)	<input type="checkbox"/> Using local, traditional products and dishes <input type="checkbox"/> using minor local ingredients to give a twist <input type="checkbox"/> giving more information on the products/ dishes <input type="checkbox"/> Working around the decor and the product presentation/ names etc		
2.	If YES, from the above discussion which factors do you see as limiting the effort	<input type="checkbox"/> Extra effort that may raise the cost <input type="checkbox"/> Extra cost of ingredients <input type="checkbox"/> Lack of a common brand for promotion <input type="checkbox"/> Lack of vision for differentiation by?? <input type="checkbox"/> Other: .....		



# **APPENDIX 7**

## **QUESTIONNAIRES FOR TOURISTS**

## QUESTIONNAIRE FOR EVALUATING CUSTOMER PREFERENCES AT THE HOTEL BREAKFAST HOTEL .....

### Dear customer,

*The Travel Foundation, in cooperation with the Cyprus Tourism Organization and the Cyprus Sustainable Tourism Initiative, is carrying out a market research for the purpose of evaluating customer preferences with regard to the breakfast choices offered by Cypriot hotels. Please take a few minutes to complete this short questionnaire. Your help will be valuable in improving the services offered by the Cyprus Hotel Industry and in adapting their breakfast choices to customer needs and expectations.*

### PERSONAL INFORMATION

Age: ☐ 18-24 ☐ 25-34 ☐ 35-44 ☐ 45-54 ☐ 55+

Sex: ☐ M ☐ F Nationality: .....

(For non-Cypriot) No. of visits to Cyprus in the last 10 years including this one:

☐ 1<sup>st</sup> ☐ 2<sup>nd</sup> ☐ more than 2 times

### **1. Which of the following best describes the breakfast that you choose to eat at your hotel?**

**(please select only 1 option based on the dominant character of your food selection)**

- ☐ English ☐ Traditional Cypriot  
☐ European ☐ American  
☐ A combination of all

Comments may be added here .....

### **2. Please rate each of the following in terms of the breakfast on offer from 1 (poor) to 5 (excellent):**

- |                                      |   |
|--------------------------------------|---|
| ..... The overall room décor         | ..... The food quality  |
| ..... The food presentation          | ..... The traditional Cypriot character of the food                 |
| ..... The variety of dishes on offer | ..... The overall traditional Cypriot character in the room setting |

Comments may be added here .....

### **3. How would you describe your food preferences when in another country (please select only 1 option)?**

- ☐ Enjoy tasting traditional / local foods  
☐ Prefer to stick with the same choices of food that I eat at home  
☐ I like to try traditional / local foods, but mix these new items with my usual food choices  
☐ Not sure / never thought about it

### **4. Please express your favorite food selection for breakfast during your holiday in Cyprus by rating each category in the scale from 1 (not favorite) to 5 (most favorite)**

..... **English breakfast** e.g eggs, sausages, bacon, baked beans

..... **European-style items** e.g toast, ham, cheese, cucumber, tomato

..... **Gourmet Choices** e.g Smoked salmon, bagels, cream cheeses etc

..... **Healthy options** e.g Cereals, low calories yogurt

..... **Cakes & Sweets**

..... **Mediterranean** e.g olives, olive oil

..... **Cyprus traditional dishes** e.g halloumi, local ham,

..... **Fresh fruit**

---

**5. Would you like the breakfast options provided by the hotel to have a more distinct Cyprus traditional character?**

☐ Yes

☐ No (go to question 7)

☐ Indifferent (go to question 7)

---

**6. If yes, which of these factors are the most important (please select up to 2 options)?**

☐ local products e.g. olives, local cheeses offered

☐ information / labels provided about where the food has been sourced from

☐ information on local food-related history and culture

☐ use of locally-produced cutlery, crockery, tableware etc

☐ local recipes available to take home

☐ Other (specify) .....

---

**7. If no or indifferent, please specify why (please select only 1 option)**

☐ I am happy with what is currently being offered

☐ I'm not interested in receiving information during my breakfast

☐ I'm not interested in where my breakfast is sourced from

☐ Other (specify) .....

---

**8. Which of the sentences below best defines your understanding of a Cypriot traditional breakfast? Please select up to 2 options only.**

☐ Authentic recipes

☐ Authentic food products, made/grown locally

☐ A decoration that resembles closely the historical and cultural aspects of a traditional Cypriot house

☐ Any recipe as long as it is made from locally produced ingredients

☐ A friendly waiter capable of introducing and explaining about the local cuisine

☐ Anything labeled with a specific logo as traditional

☐ Other (specify) .....

---

**9. If your hotel decides to establish a breakfast dedicated to Cyprus traditional products, how would you prefer this to be offered? Please select only 1 option**

☐ Presentation in a dedicated area where traditional products are separated from the rest

☐ Particular products or dishes are clearly labeled as Cypriot, but do not have to be in a special corner

- ☐ The full breakfast menu is traditionally Cypriot (without any international variations / options) and is served once a week
- ☐ The full breakfast menu (including any international variations / options), where possible, is made from local ingredients and served daily
- ☐ The full breakfast menu is traditionally Cypriot (without any international variations / options) and is served daily
- ☐ Mixed with all other dishes on the buffet and unlabelled
- ☐ Do not wish to have any Cyprus traditional products in my breakfast

**10. Which of the following would help you, most clearly identify a Cypriot Breakfast? Please select only 1 option.**

- ☐ A special logo (confirming that an external body controls the traditional character and quality attributes of the food served) is present on menus and breakfast restaurant signage
- ☐ Clear and decorative signage which provides information on the history / culture of the food ingredients
- ☐ Information on the origin of the food ingredients
- ☐ Overall traditional Cypriot decoration and character of the restaurant
- ☐ Other (specify) .....



This Project is managed jointly by **A.M. Filagrotiki Consultancy Ltd** and the **Pafos Regional Board of Tourism**.

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## АНКЕТА ОЦЕНКИ ПРЕДПОЧТЕНИЙ КЛИЕНТОВ В ГОСТИНИЧНОМ ЗАВТРАКЕ ОТЕЛЬ .....

### Дорогие клиенты!

Туристическая ассоциация в сотрудничестве с Кипрской туристической организацией и Кипрской инициативой по устойчивому развитию туризма проводит маркетинговое исследование в целях выявления предпочтений относительно завтраков, предлагаемых кипрскими отелями. Просим вас уделить несколько минут на заполнение этой короткой анкеты. Ваша помощь имеет неоценимое значение в улучшении услуг кипрской гостиничной отрасли и приведении предлагаемого на завтрак выбора в соответствие с потребностями и ожиданиями клиентов.

### ЛИЧНАЯ ИНФОРМАЦИЯ

Возраст: ☐ 18-24 ☐ 25-34 ☐ 35-44 ☐ 45-54 ☐ 55+

Пол: ☐ М ☐ Ж Гражданство: .....

(Для иностранных граждан) Количество посещений Кипра за последние 10 лет, включая нынешнее: ☐ 1<sup>е</sup> ☐ 2<sup>е</sup> ☐ более двух раз

**1. Какое определение наиболее подходит к завтраку, который вы выбираете в своем отеле? (выберите 1 вариант на основе ваших гастрономических предпочтений)**

- |   |  |
|---|--|
| <input type="checkbox"/> Английский     | <input type="checkbox"/> Кипрский традиционный |
| <input type="checkbox"/> Европейский    | <input type="checkbox"/> Американский          |
| <input type="checkbox"/> Сочетание всех |  |

Комментарии и замечания .....

**2. Оцените предлагаемый завтрак от 1 (плохо) до 5 (отлично):**

- |                           |  |
|---------------------------|--|
| ..... Убранство помещения | ..... Качество еды                           |
| ..... Подача еды          | ..... Традиционный кипрский характер         |
| ..... Разнообразие блюд   | ..... Кипрский характер обстановки помещения |

Комментарии и замечания .....

**3. Опишите свои кулинарные предпочтения при посещении других стран (выберите только 1 вариант)**

- ☐ Люблю пробовать традиционные / местные блюда
- ☐ Предпочитаю придерживаться обычных блюд, к которым привык дома
- ☐ Люблю традиционную / местную еду, но сочетаю ее с привычными блюдами
- ☐ Не знаю / никогда не задумывался (не задумывалась) об этом

**4. Оцените выбор любимой еды на завтрак во время отдыха на Кипре от 1 (не любимая) до 5 (самая любимая)**

- ..... **Английский завтрак** (яйца, сосиски, бекон, фасоль)
- ..... **Европейский завтрак** (тосты, ветчина, сыр, огурец, помидор)
- ..... **Деликатесы** (копченый лосось, булочки, мягкий сыр и пр.)
- ..... **Здоровый завтрак** (злаки, низкокалорийный йогурт)
- ..... **Пирожные и сладости**
- ..... **Средиземноморская еда** (оливки, оливковое масло)
- ..... **Традиционные кипрские блюда**
- ..... **Свежие фрукты**

**5. Хотели бы Вы, чтобы отель предлагал на завтрак традиционные кипрские блюда?**

- ☐ Да ☐ Нет ☐ Не важно

**6. Если да, насколько важно присутствие следующих продуктов (укажите 2 варианта)?**

- ☐ местные продукты (оливки, местный сыр и т.д.)
- ☐ информация о месте выращивания продуктов
- ☐ информация о местной кухне и культуре
- ☐ использование местных столовых приборов и посуды
- ☐ местные рецепты, которые можно увезти с собой
- ☐ Другое (укажите) .....

**7. Если нет или не имеет значения, укажите, почему (выберите 1 вариант)**

- ☐ Я доволен (довольна) тем, что предлагают
- ☐ Мне не интересно изучать информацию во время завтрака
- ☐ Меня не интересует, где произведены продукты, которые я потребляю на завтрак
- ☐ Другое (укажите) .....

**8. Какое выражение служит более точным определением Вашего понимания кипрского традиционного завтрака? Выберите не более 2 вариантов.**

- ☐ Традиционные рецепты
- ☐ Традиционные продукты местного производства
- ☐ Убранство, наиболее соответствующее историческим и культурным аспектам традиционного кипрского дома
- ☐ Любой рецепт, если блюдо приготовлено из местных продуктов
- ☐ Приветливый официант, способный рассказать о местной кухне
- ☐ Любые продукты с пометкой, что они традиционные
- ☐ Другое (укажите) .....

**9. Если Ваш отель решит создать завтрак, основанный на традиционных кипрских продуктах, как, по Вашему мнению, его следует подавать? Укажите 1 вариант**

- ☐ В отведенной зоне, где традиционные продукты отделены от остальных

- ☐ Продукты или блюда специально помечены как кипрские, но выставлены вместе с другими
- ☐ Весь завтрак представлен традиционными кипрскими блюдами (без интернациональных вариантов) и подается раз в неделю
- ☐ Весь завтрак (включая интернациональные блюда) по возможности приготовлен из местных продуктов и подается ежедневно
- ☐ Весь завтрак в традиционном кипрском стиле (без интернациональных блюд) подается ежедневно
- ☐ На шведском столе вместе с другими блюдами
- ☐ Я не хочу традиционные кипрские блюда на завтрак

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**10. Что из этого поможет Вам наиболее легко распознать кипрский завтрак? Укажите только 1 вариант.**

- ☐ Специальный знак (указывающий, что надзорный орган контролирует традиционное приготовление и качество продуктов) присутствует в меню и на столах раздачи
  - ☐ Разборчивые и декоративные знаки с информацией об истории и культуре ингредиентов
  - ☐ Информация о происхождении продуктовых ингредиентов
  - ☐ Общее традиционное кипрское убранство и характер ресторана
  - ☐ Другое (укажите) .....
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Проект осуществляется совместно компанией **A.M. Filagrotiki Consultancy Ltd** и **Пафосским региональным туристическим советом**. За дальнейшей информацией обращайтесь по телефону 26818173, факс: 26944602 mail: [info@visitpafos.org.cy](mailto:info@visitpafos.org.cy)



## **APPENDIX 8**

### **FOCUS GROUP PARTICIPATION LISTS**

## **Focus Group 1 – 13<sup>th</sup> December 2013**

### **Attendance:**

#### Students

*Cyprus University of Technology – Hotel management Faculty students*

- Anna Loizides,
- Elina Andreou,
- Theano Georgiou

*University of Nicosia – Hospitality & Tourism Faculty*

- Petros Theodosiou,
- George Georgiou,
- Stelios Mavromoustakos

#### Academic staff

- Andreas Kasinos (Lecturer in hospitality at the Higher Hotel Institute)
- Photis Papademas (Assistant lecturer and researcher in food technology at the Cyprus University of technology, Food & Agriculture Faculty)
- George Kyprianou (Lecturer in Hospitality arts, Ministry of Education)

#### Gastronomy researchers

- Marilena Ioannidou (food researcher, Gasterea NGO)
- Florentia Kythreotou (food researcher and member of the Project Team of experts)

#### C.T.O. staff

- Monika Liatiri
- Lygia Dermatis

#### Project Team members

- Savvas Maliotis (Co-ordinator)
- Agni Photiou (Analyst)

#### Invited but not attended

- Silia Ioannidou (Journalist)
- Miranta Lysandrou (Journalist)

## **Focus Group 2 – 16<sup>th</sup> December 2013**

### Hotel Associations

- Savvas Perdios (Pasyxe Hotel Associations - Louis Hotels)
- Panikos Leonidou (Pasyxe Hotel Association - Centrum Hotel)
- Nikoletta Athanasiadou (Stek Hotel Association)

### Cyprus Association of Restaurants

- Phanos Leventis

### Ministry of Agriculture (Department of Quality Products)

- Andreas Selearis

### Cyprus Agrotourism Company

- Evi Panayiotou

### CSTI

- Philippos Droushiotis
- Irene Yiasemi

### C.T.O. staff

- Monika Liatiri
- Lygia Dermatis

### Project Team members

- Savvas Maliotis (Co-ordinator)
- Agni Photiou (Analyst)
- Florentia Kythreotou (Food writer)

### Invited but not attended

- Cyprus Association of Executive Chefs

## **APPENDIX 9**

### **SAMPLE BROCHURES FOR TRADITIONAL PRODUCTS**

## **APPENDIX 10**

### **PHOTOS OF BREAKFAST AT VARIOUS HOTELS IN THE PAFOS & POLIS REGIONS**