



# Insects Innovation in Gastronomy

## MODULE 2



### Module 2

#### What are edible insects?

***Disclaimer:***

*This project is co-funded with the support of the European Union.*

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## Module 2: What are edible insects?

### Unit 1: How to propose rare and unusual ingredients in your restaurant for economic and environmental sustainability

- **Objective:** Explore how psychological, evolutionary, and cultural factors influence our resistance to novel ingredients and provide strategies to promote acceptance of these foods, particularly edible insects.
- **Content:**
  - Evolutionary roots of food aversion and psychological resistance.
  - The Mere Exposure Effect and how familiarity reduces aversion.
  - Strategies for introducing novel foods through familiar contexts, trust, and storytelling.
  - Engaging sensation-seekers with exclusive and adventurous culinary experiences.
- **Materials:** Visual aids on food aversion and familiarity, a video on aversion and familiarity towards new ingredients

### Unit 2: From Aversion to Adventure. Persuasive strategies to propose rare ingredients to customers

- **Objective:** Explore the evolution of discarded ingredients into delicacies and strategies to promote unconventional foods like offal and insects.
- **Content:**
  - Historical shift of discarded foods (e.g., offal, lobster) to gourmet status.
  - Social psychology linking rare foods to exclusivity.
  - Examples of traditional practices using all animal and plant parts and strategies for its promotion, rebrand, nutrition and presentation in restaurants.
  - Forgotten foods like cod, wild herbs, and insects as sustainable options.
- **Materials:** Infographics, videos, and case studies

## Unit 3: The practice of rare and unusual foods: design the strategy of your restaurant

- **Objective:** Promote rare, unusual, and insect-based ingredients using strategic marketing, education, and engaging dining experiences.
- **Content:**
  - Educate on sustainability, ethics, and cultural value.
  - Introduce rare ingredients in familiar dishes.
  - Host interactive events and themed tastings, collaboration with influencers
  - Emphasize sustainability and local sourcing.
  - Food challenges and gamified experiences.
- **Materials:** video and explanation

## Unit 4: Sustainable rare and unusual food: how to promote a responsible approach towards plants and meat consumption and fight neophobia

- **Objective:** Promote sustainability in cuisine by encouraging the use of rare, unusual, and insect-based ingredients while educating diners about their environmental and nutritional benefits.
- **Content:**
  - Highlight rare foods like algae for their eco-benefits.
  - Encourage “nose-to-tail” and “leaves-to-root” practices to reduce waste.
  - Showcase rare ingredients in fine dining for exclusivity.
  - Use storytelling and interactive experiences to educate diners.
  - Emphasize insects' nutritional value and sustainability.
  - Case studies
- **Materials:** Visual aids, infographics, videos, case studies.

## Unit 5: Customers debate

- **Objective:** Encourage critical thinking and discussion about the integration of insect-based ingredients in gastronomy, exploring potential benefits, challenges, and sustainability aspects.
- **Content:**

- Debate between two customers regarding the integration of insects-based ingredients in gastronomy, one PRO, one CON
- Two debate questions:
  - how do you view the incorporation of insects in gastronomy and would you adopt a diet that includes insect-based proteins?
  - What are the potential benefits of using insect-based flour, proteins, and ingredients?
- Discussion on themes highlighted by the European Cluster Collaboration Platform.
- **Materials:** debate prompts, discussion questions, links to resources like the Cluster Collaboration Platform, video



