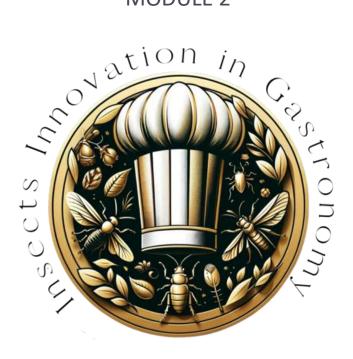


Insects Innovation in Gastronomy

MODULE 2



Module 2
What are edible insects?

Disclaimer:

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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 insectbased 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







