

McDaniel College Budapest
IDS 2236: From Garden to Table
Course Syllabus Spring 2018

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Class times: Thursdays 2.15-5.30pm
Office Hours: By Appointment

Hungary's unique food and beverage offerings are experiencing renewed interest as both increasingly discerning locals and rising numbers of visitors seek out one-of-a-kind products and experiences. They have risen partly in reaction to globalisation, which not only failed to extinguish the flames of local produce but also made it stronger. On first glance it may appear that global chains and brands have come to dominate the Hungarian capital, but on closer inspection local heroes are continuing to appear and thrive. We will examine the global-local dichotomy currently going in Budapest, as well as the meeting the entrepreneurs who are making things happen.

A special focus on this field-trip heavy course of discovery will be placed on 'Hungaricums' – products that are uniquely Hungarian, some of which are establishing a presence on foreign markets and emerging as 'glocal heroes' Accordingly, various agricultural and gastronomic businesses from the raw material acquisition phase through production to the subsequent sales and marketing strategies will be examined. This will also extend to the challenge of how to balance the needs of domestic customers while also seeking presence on prestigious and lucrative foreign markets.

A vibrant gastronomic scene is also developing in the immediate vicinity of McDaniel College Budapest. Participants will experience entrepreneurship in action by meeting the people behind these fledging but popular and varied gastro start-ups, and witness the garden-to-table process first hand. In this course, we'll explore the growing literature and discourse surrounding local, organic and vegan food movements, and students will learn to write like the pros.

Course objectives

- To acquire the tools needed to produce captivating and thought-provoking works of gastro journalism
- To developing reporting and writing skills related to writing about food and drink
- To make students think like gastro journalists
- To learn how to analyse and scrutinize articles on the subject of food and drink
- To improve interviewing and networking skills
- To learn from entrepreneurs and understand the business models of the businesses encountered
- To become fully acquainted with the contemporary Hungarian gastronomic scene
- To develop entrepreneurial ideas in relation to food and drink

Learning outcomes:

- Learn how to write gastro-related reviews by describing sight, smell and sound and taking the experience to the reader, and also to communication about local products
- Observe entrepreneurship and interact with key players
- Development skills related to questioning, observing and networking
- Gain understanding of basic business concepts required for success in entrepreneurial endeavors.
- Explore the farm-to-table process, particularly in terms of sustainability, education, and accessibility
- Explore the growing literature and discourse surrounding local and organic food movements and put this knowledge to action via articles

Grading: Mid-term – 20%, Final – 20%, Course assignments (minimum 6) – 60%.

Visits include: Mennyország szíve Bio Bolt Organic Health Food & Coffee Shop, Tasting Table/Taste Hungary (wine and food), Horizont Brewing (craft beer), Zwack Unicum (bitter liqueur), FindFood (hole-in-the-wall restaurant), Mamma Mia Pizzeria, Cube Coffee Shop, Budapest food markets.

Trip to Eger and Tokaj (UNESCO World Heritage site)

The Hungarian wine industry has transformed itself into one of the cutting-edge commercial sectors of the country. Students will learn the fundamentals of Hungarian wine and winemakers' go-to-market strategies via a trip to wine country, where they will visit working wineries and learn about the country's unique grapes, terroirs, history, and wine styles, and how the wines are produced and marketed. In addition, they will see how Hungarian wine culture has rebuilt itself in the quarter of century since the end of communism whereby the focus has switched from quantity to quality, including makers who have introduced to the ancient art organic and biodynamic practices. Students will as well visit the famous Sunday morning organic food market in the village of Tokaj, and the historic baroque town of Eger, whose spectacularly situated castle was contested by for much of the 16th century by Hungarian and Turkish armies.

Attendance and lateness:

Participants are strongly advised to attend each class. Three excused absences are permitted for such reasons as visits to embassies and immigration office, moving flats, etc. Prolonged absence due to documented illness may also be excused. Grades begin to drop **after three absences**, followed by a letter grade per absence over the three-absence limit. Students are advised not to 'use up' their absences early in the semester. Attendance is expected from the moment a student is enrolled in a course.