



EUROPEAN REGION OF GASTRONOMY
CENTRAL DALMATIA CANDIDATE 2027

CENTRAL DALMATIA



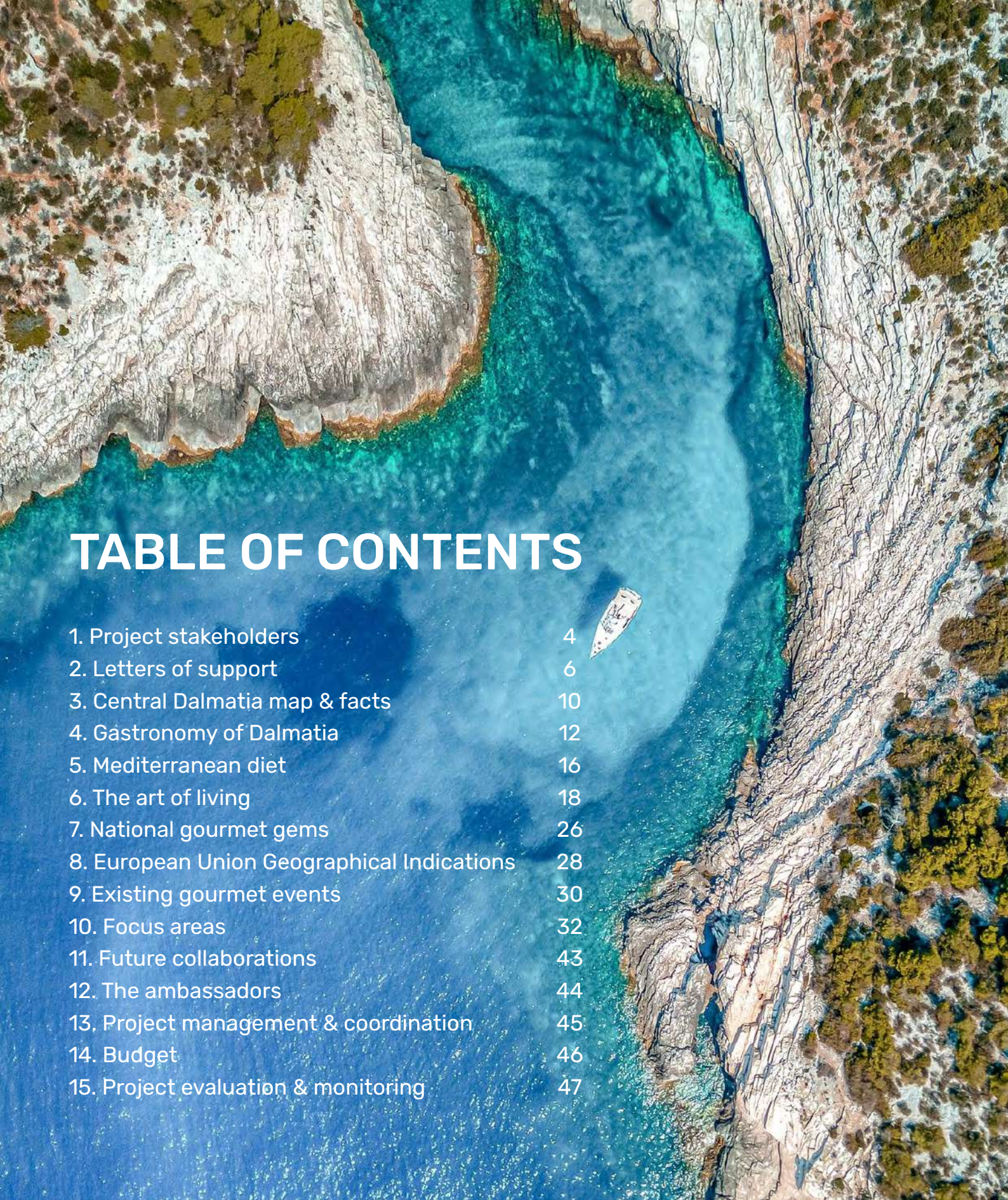


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Intro

In Dalmatia, every significant life event—whether a celebration, a gathering, or a solemn farewell—begins and concludes at the table. From joyous weddings to reflective memorials, the table becomes a sacred space where lives intertwine, and memories are forged over the delightful flavors of Dalmatian cuisine.

This shared meal ritual represents the importance of connection within Dalmatian culture, emphasizing how every journey in life is enhanced by the company of those we hold dear.

Ultimately, it is at the table, filled with the aromas of traditional dishes, that we celebrate our beginnings and endings, reinforcing the idea that every life event is a shared journey rooted in love and kinship.

Like all the previously mentioned life events, the idea of our Central Dalmatian region’s candidacy for European Region of Gastronomy in 2027 was developed and decided upon at the same spot—at the table.

Central Dalmatia, with its natural beauty, historical context, cultural legacy, and gourmet heritage, stands out as a unique Mediterranean region and deserves the opportunity to become a European Region of Gastronomy in 2027.

Project stakeholders emphasize the region’s rich culinary heritage by showcasing traditional recipes and local ingredients that reflect its unique identity.

By organizing all projects and initiatives within our candidacy for EROG 2027, we aim to elevate Dalmatian gastronomy from a family-centered tradition to a recognized tourist attraction.

This strategy would enhance the visibility of our local cuisine and foster a deeper appreciation for the cultural significance of Dalmatian food, providing a compelling reason for visitors to explore and truly enjoy the region of Central Dalmatia.

1. Project *stakeholders*

Regional Stakeholder Committee from the Central Dalmatia region:

Tourist Board of Split-Dalmatia County

Represented by: Ivana Vladović,
Director

Prilaz braće Kaliterna 10/I, p.p. 430,
21000 Split, Croatia

www.dalmatia.hr

Split-Dalmatia County

Represented by: Blaženko Boban,
Prefect of the Split-Dalmatia County

Domovinskog rata 2,
21000 Split, Croatia

www.dalmacija.hr

Croatian Chamber of Economy, Split County Chamber

Represented by: Joze Tomaš, President
of Croatian Chamber of Economy, Split
County Chamber (by the power of
attorney of Luka Burilović,
President of the CCE, Class: 303-01/24-
03/5, Reg.No. 311-33-00-00/416-24-2)

Trumbićeva obala 4,
21000, Split, Croatia

www.hgk.hr

University of Split, Faculty of Economics, Business and Tourism

Represented by:
Prof. Bruno Ćorić, PhD, Dean

Cvite Fiskovića 5,
21000 Split, Croatia

www.efst.unist.hr

Association of Chefs from Mediterranean and European Regions

Represented by:
Željko Neven Bremec, President

Jobova 2 I
21000 Split, Croatia

www.skmer.hr



2. Letters *of support*

Republic of Croatia

Ministry of Tourism and Sport

The Ministry of Tourism and Sport of the Republic of Croatia continuously supports the tourism activities of the Tourist Board of Split-Dalmatia County (Central Dalmatia), its dedication towards gastronomy development, and its contribution to sustainable tourism.

Therefore, the Ministry of Tourism and Sport firmly endorses the candidacy of Split Dalmatia County for EROG-2027 with the aim of obtaining the status of “European Region of Gastronomy”.

With its projects and long-term efforts, Split-Dalmatia County is constantly working towards positioning itself as a gastronomy destination. Therefore, the candidacy for EROG-2027 presents the right move towards that goal.

The status of “European Region of Gastronomy” is awarded by the prestigious IGCAT (International Institute of Gastronomy, Culture, Arts, and Tourism), a non-profit institute in partnership with regional consortia of stakeholders in the fields of gastronomy, culture, art, and tourism.

We believe that designating Split-Dalmatia County as the “European Gastronomy Region” would significantly contribute to the overall development and promotion of its rich regional gastronomy, both at the European level and worldwide.

Once more, we express our strong support for the candidacy of Split Dalmatia County for this prestigious title and look forward to celebrating its future development together.

Tonči Glavina
Minister



Croatian National Tourist Board

Dear Mrs. Vladović

Thank you for presenting the business platform European Region of Gastronomy, managed by the International Institute of Gastronomy, Culture, Arts and Tourism-IGCAT, for the purpose of preparing the candidate book for the title of European Region of Gastronomy in the year 2027.

The Croatian National Tourist Board fully supports the participation of the Tourist Board of Split-Dalmatia County in this platform and recognizes the importance of obtaining the title of European Region of Gastronomy for 2027. We highly appreciate your initiative and recognize the significance of this title for local food producers, restaurateurs, and tourist boards, with whom the Tourist Board of Split –Dalmatia County already has successful collaborations.

The Croatian gastronomic scene continues to progress, keeping up with global trends. Through its promotional activities, the Croatian National Tourist Board aims to further highlight all Croatian regions as high-quality, sustainable, and attractive destinations on the global gastronomic map.

In Split-Dalmatia County, this is reflected in the support and promotion of numerous gastronomic activities, festivals, and workshops, as well as through long-standing successful collaboration with prestigious global gastronomic guides such as the Michelin Guide, 50Best, Gault&Milau, and JRE, which have recognized the quality of many restaurants and contributed to the reputation and attractiveness of this destination.

Therefore, we believe that this business platform, along with the title, will significantly contribute to the region’s and country’s visibility, bringing guests closer to the excellence of the gastronomic offer and encouraging further tourism development in Croatia.

The Croatian Tourist Board expresses its full support for the candidacy of the Tourist Board of Split-Dalmatia County for the European Region of Gastronomy in 2027.

We wish you great success and send our warm regards.
Sincerely,

Kristjan Staničić
Director



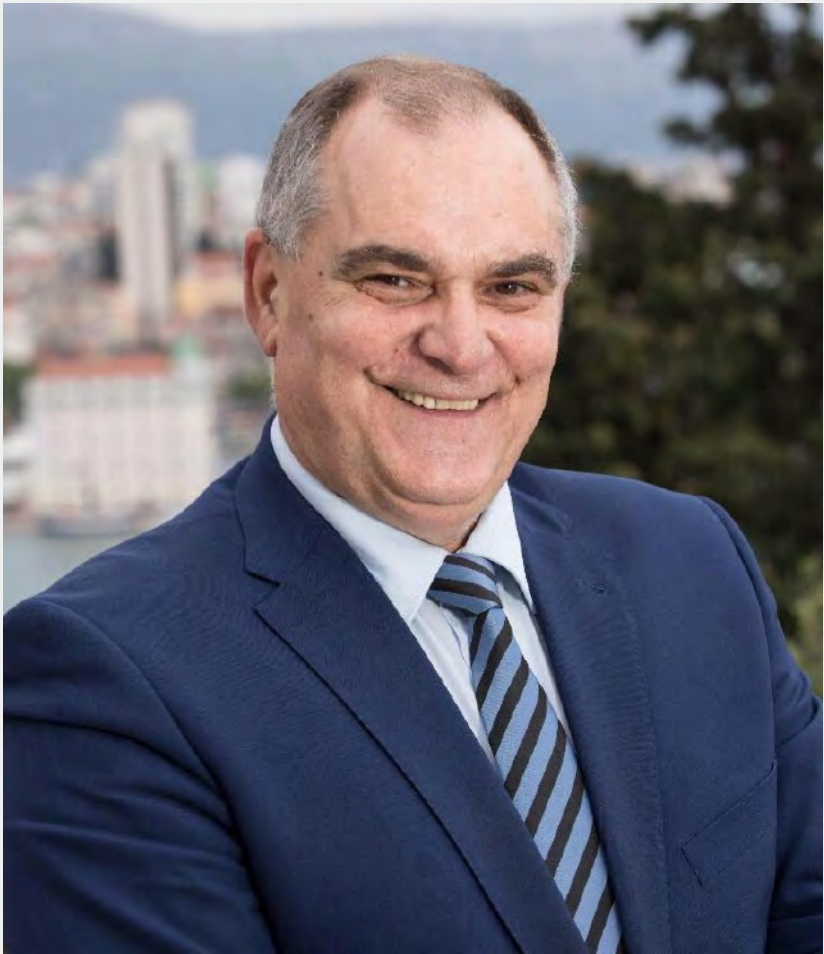
**Split - Dalmatia County
(Central Dalmatia)**

The County of Split-Dalmatia is well-acquainted with the long-term activities of the Tourist Board of the Split-Dalmatia County (Central Dalmatia) in the field of gastronomy development and strongly supports the candidacy of Split-Dalmatia County for EROG-2027., obtaining the status of “European Region of Gastronomy”; awarded by the prestigious IGCAT, a non-profit institute in partnership with regional consortia of stakeholders in the fields of gastronomy, culture, art, and tourism.

We are aware of our gastronomic beauties, aromas, and authentic experiences, but in order to adequately present ourselves to the rest of the world—complementing all previous campaigns, fairs, presentations, photo-video materials, workshops, education, brochures, awards, and recognitions—being awarded the title of European Region of Gastronomy in 2027 would strongly affirm our joint effort and significantly contribute to the sustainable growth and development of the gastronomic offer in the area of Split-Dalmatia County.

Therefore, we support the candidacy and look forward to all further challenges and joint actions in developing gastronomy in Split-Dalmatia County.

Blaženko Boban
Prefect



**Tourist Board of Split-Dalmatia
(Central Dalmatia)**

The Tourist Board of Split-Dalmatia County (Central Dalmatia) is excited to announce its application for the prestigious title of European Region of Gastronomy in 2027. Our mission is to showcase our region’s rich and diverse gastronomic heritage, highlighting what makes it truly exceptional. This endeavor goes beyond mere cuisine; it embodies the essence of our unique lifestyle, the preservation of our traditions, and the spirit of the “Dalmatian man.”

By pursuing this initiative, we are taking a significant step toward realizing our ambitious vision: to position Dalmatian cuisine at the forefront of the culinary landscape in Europe and beyond. For years, our guests have savored the distinctive flavors that define our region, and we are eager to share these experiences with those who have yet to discover them.

We aspire to reach every corner of Europe and the globe, inviting guests to immerse themselves in the rich tapestry of flavors, aromas, and experiences only Dalmatia can provide. Each dish serves as a testament to our heritage and the passion we pour into our culinary creations.

We embark on this journey with great enthusiasm, confident in the wealth of experiences we can offer and open to the new opportunities that will emerge from our commitment. We warmly invite everyone to join us in celebrating the uniqueness of our culinary offerings and help us craft this extraordinary gastronomic narrative together.

Ivana Vladović
Director



3. Central Dalmatia

map and facts



Country:	Croatia (European Union)
Total surface:	14 045 km2 (Land: 4 524 km2; Sea: 9 576 km2)
Population:	423 427 (2021)
Population Density:	93,26 per sq km.
Capital city:	Split (160 557 – 2021)
Geographical sub-regions:	Inland, Coastal areas, and islands
Number of towns:	16
Number of communes:	39
Total Number of settlements:	368
Number of tourist arrivals (2023):	3,9 million
Number of tourist overnights (2023):	20,2 million
UNESCO World Heritage Sites:	4
UNESCO World Intangible Cultural Heritage:	7
UNESCO Geo parks:	2
National parks:	0
Nature parks:	1

4. *Gastronomy* of Dalmatia

Traditional Dalmatian gastronomy is a delightful fusion of Mediterranean flavours, characterized by the use of fresh, local ingredients such as olive oil, seafood, and aromatic herbs. Meals often emphasize simplicity and authenticity, allowing the natural flavors to shine through.

Culinary traditions are deeply intertwined with local customs and family gatherings, showcasing the importance of food as a means of connection and celebration in Dalmatian culture.

Although primarily influenced by the Mediterranean, the culinary traditions of Dalmatia

vary significantly among its sub-regions, reflecting local ingredients, historical influences, and cultural practices.

However, all Dalmatian gastronomical sub-regions share a unifying concept that harmonizes them, their Majesty, the “Queen of Dalmatian gastronomy” - Dalmatian Marendal

Dalmatian Marendal is a cherished tradition that embodies the essence of Dalmatian cuisine, featuring simple yet flavorful dishes enjoyed during a mid-morning break, often highlighting fresh, locally-sourced ingredients.



In the following, there is a basic comparison of the culinary traditions of Central Dalmatia’s sub-regions:

COASTAL REGIONS & TOWNS

INGREDIENTS:
Coastal cuisine features abundant seafood, fresh vegetables, and aromatic herbs, often complemented by local wines.

- DISHES:**
- CITY OF SPLIT: Famous for “Brudet” (spicy fish stew), “Black Risotto” made with cuttlefish ink, and “Dalmatian Prosciutto” served with cheese and olives.
 - TOWN OF TROGIR: Offers traditional seafood dishes, including grilled fish and “Peka” with lamb or octopus, along with rich desserts like “Trogirski Rafoli” (sweet pastries).
 - TOWN OF TROGIR: Known for its seafood dishes, particularly “Grilled Sardines” and “Fish Stews,” along with local specialties like “Peka.”
 - TOWN OF MAKARSKA: Offers traditional seafood dishes, “meat “Peka” and desserts like “Torta Makarana”, and “Kupmet”.

INFLUENCES:
The coastal culinary tradition is shaped by a rich history of trade, blending Italian, Greek, and local flavors, while focusing on fresh, high-quality ingredients.

Each subregion’s culinary tradition showcases the unique ingredients and heritage of Split–Dalmatia County, making it a vibrant culinary destination.

ISLANDS

INGREDIENTS:
Fresh seafood, local herbs, and Mediterranean vegetables, along with olive oil and wine, prominently define the island’s cuisine.

- DISHES:**
- ISLAND OF HVAR: Known for its seafood, especially grilled fish and shellfish, as well as dishes like “Gregada” (a fish stew) and “Peka” (meat or seafood cooked under a bell).
 - ISLAND OF BRAČ: Famous for its lamb dishes, particularly “Lamb on the Spit,” “Vitalac”, and local cheeses.
 - ISLAND OF VIS: Offers unique dishes, such as “Peka” with octopus and traditional cakes made with local figs and almonds.

INFLUENCES:
Mediterranean and Italian flavors, emphasizing simplicity and freshness.

INLAND AREAS

INGREDIENTS:
Inland cuisine relies on fresh produce, meats, and dairy products, focusing on seasonal ingredients.

DISHES:
Traditional famous inland dishes include specialties like “Pašticada” (marinated beef stew), “Sarma” (cabbage rolls), “Peka” with meat, various stews, “Arambaši” from Sinj, “Soparnik” from Poljica, and numerous traditional pastries. Local fruits, especially cherries and grapes, are also featured in desserts.

INFLUENCES:
The inland cuisine reflects a blend of Slavic, Ottoman, and Mediterranean influences, with a strong emphasis on traditional cooking methods and family recipes.



5. *Mediterranean* diet

Dalmatian traditional gastronomy vibrantly reflects the region's rich cultural heritage and is deeply intertwined with the Mediterranean diet, recognized as a UNESCO World Heritage element.

As mentioned earlier, the cuisine highlights the use of fresh, locally sourced ingredients, such as olive oil, seafood, and seasonal vegetables. The Mediterranean diet emphasizes a balanced eating approach, fostering both health and sustainability.

In Dalmatia, meals often revolve around communal dining, showcasing the importance of family and social bonds. Traditional dishes, like "Pašticada" and "Rižot", are prepared with care and often passed down through generations.

The use of aromatic herbs, such as rosemary and sage, enhances flavors and reflects the area's natural bounty.

Fishermen play a crucial role in Dalmatian gastronomy, providing fresh catches celebrated in various local recipes.

The region's wine production also significantly contributes with its indigenous varieties that complement the local cuisine.

Festivals celebrating food and wine further promote this culinary heritage, attracting visitors from around the world.

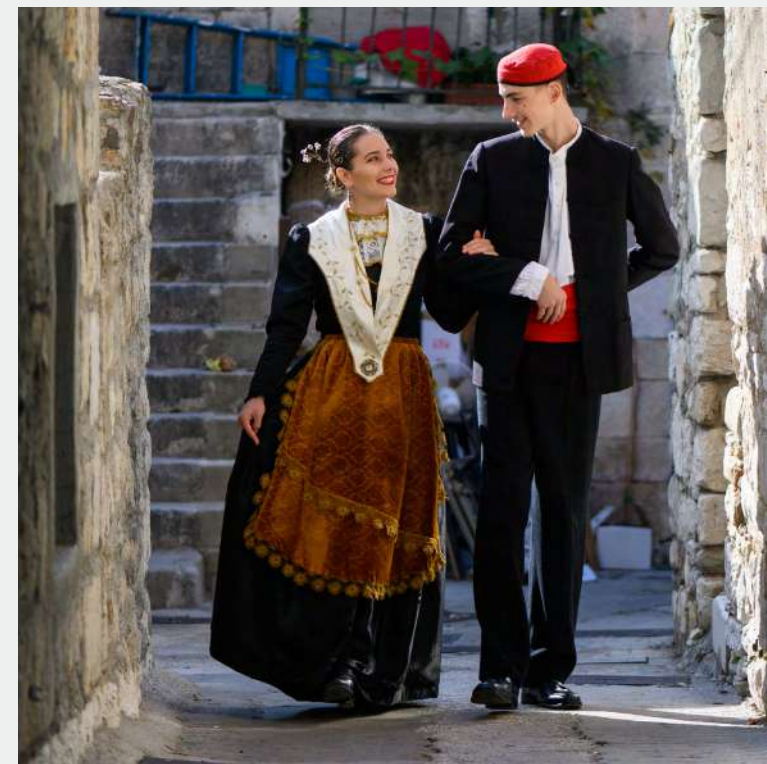
Olive oil is a special treat of Dalmatian cuisine, traditionally produced throughout the islands and coastal regions of Central Dalmatia.

The island of Brač, for instance, is a region that produces the most olive oil in Croatia. The connection between food and culture is evident in Dalmatian traditions, where meals transcend mere nourishment; they embody a celebration of life.

UNESCO's acknowledgment of the Mediterranean diet encourages the preservation and enhancement of these traditions. By embracing traditional gastronomy, we protect a vital aspect of our shared identity. While savoring these flavors, we also pay tribute to the history and community that influence them. Thus, Dalmatian cuisine stands as a testament to the Mediterranean way of life, thriving on shared values and a respect for nature.

OTHER INTANGIBLE CULTURAL HERITAGE FROM THE UNESCO LIST:

Lacemaking in Croatia; Sinjska Alka, a knights' tournament in Sinj; Procession Za Križen ('following the cross') on the island of Hvar; Nijemo Kolo, the silent circle dance of the Dalmatian hinterland; Ojkanje singing; Festivity of Saint Tryphon and the Kolo (chain dance) of Saint Tryphon, traditions of the Croats from Boka Kotorska (Bay of Kotor) who live in the Republic of Croatia; Klapa multipart singing of Dalmatia, in southern Croatia; and the Art of dry stone walling, knowledge and techniques.



6. The art of *living* in Dalmatia

DALMATIAN MARENDA

Dalmatian Marenda is a traditional meal in Dalmatia, a coastal region of Croatia, reflecting the local lifestyle and culinary heritage. Typically enjoyed in the late morning, this meal usually features simple local ingredients showcasing the region's abundant produce and seafood. It often includes cured meats, cheeses, olives, and fresh bread, embodying the Mediterranean diet's emphasis on freshness and quality.

The practice of Marenda is deeply rooted in the Dalmatian way of life, where meals are considered opportunities for socializing and relaxation. This tradition fosters a sense of community, as friends and family gather to share food and stories. The leisurely pace of Marenda reflects the laid-back lifestyle of the Dalmatian people, who prioritize enjoying life's simple pleasures.

Many Dalmatians take pride in their culinary traditions, passing down recipes and techniques from generation to generation. The connection between Marenda and the local environment is significant, as many ingredients are sourced from local farms and the Adriatic Sea. The meal often varies with the seasons, showcasing the region's seasonal produce and seafood catches.

Dalmatian Marenda is more than just sustenance; it represents cultural identity and celebrates local flavors. It symbolizes a harmonious balance between nature and lifestyle, emphasizing the importance of savoring each moment. Through this meal, the Dalmatian spirit of hospitality and warmth is vividly expressed, inviting others to partake in this rich cultural tapestry.





KONOBA

“Konoba” is a traditional Dalmatian tavern, often found in the coastal regions of Croatia. These establishments serve as gathering places for locals and visitors, offering authentic regional cuisine and a warm, rustic atmosphere.

Traditionally, konobas were family-run businesses that featured locally sourced ingredients, reflecting Dalmatia’s rich agricultural and maritime heritage.

The value of konobas in traditional gastronomy lies in their commitment to preserving age-old recipes and cooking methods, often featuring fresh seafood, homemade pasta, and local wines.

In today’s culinary scene, konobas continue to thrive, blending tradition with modern influences to attract a diverse clientele. They play a vital role in promoting local culture, enriching the dining experience with their distinctive ambiance and connection to the region’s history.

DALMATIAN KLAPA

Dalmatian Klapa singing is a traditional form of vocal music that originated in the Dalmatia region of Croatia, characterized by its harmonious a cappella style. This unique musical expression is often performed by groups of singers, known as klapas, who gather in intimate settings, fostering a strong sense of community and cultural identity. Klapa music plays a fundamental role in celebrations and gatherings, enhancing the joy of social events such as weddings and festivals, and is closely linked to the Dalmatian lifestyle, which values camaraderie and shared experiences. The lyrics often reflect themes of love, nature, and the sea, capturing the essence of Dalmatian life and its stunning landscapes. Klapa singing complements the practice of the Marenda, a traditional light meal enjoyed in the early afternoon, often featuring fresh seafood and local ingredients. Together, Klapa singing and Marenda create a vibrant cultural tapestry, highlighting Dalmatia's rich heritage and social fabric.

SHIPBUILDING AND FISHING

Dalmatia has a rich history of traditional shipbuilding that dates back centuries. The craft of constructing wooden boats, known as "gajeta", "trup", "falkuša", "bracera", and "leut", is deeply intertwined with the region's fishing traditions.

Skilled artisans employ age-old techniques, often passed down through generations, to craft seaworthy vessels designed for coastal fishing. The materials primarily used are local woods like oak and pine, chosen for their durability and resistance to saltwater.

Fishing in Dalmatia is not merely an economic activity; it is a way of life that fosters community and a connection to the sea. Traditional fishing methods, such as net fishing and longlining, are still practiced, reflecting a respect for sustainable practices and the environment. Festivals celebrating maritime culture often showcase these traditional boats and fishing methods, attracting locals and tourists alike.

The unique design of Dalmatian boats is tailored to the region's specific sea conditions, enabling fishermen to navigate the rocky coastline and islands effectively. Many families maintain their own fishing traditions, often involving recipes passed down through the years, highlighting the region's abundant seafood. Overall, Dalmatia's shipbuilding and fishing traditions stand as a testament to the region's cultural heritage and its enduring relationship with the Adriatic Sea.



Klapa, Morski.hr



Falkuša, Dalmatia Storytelling

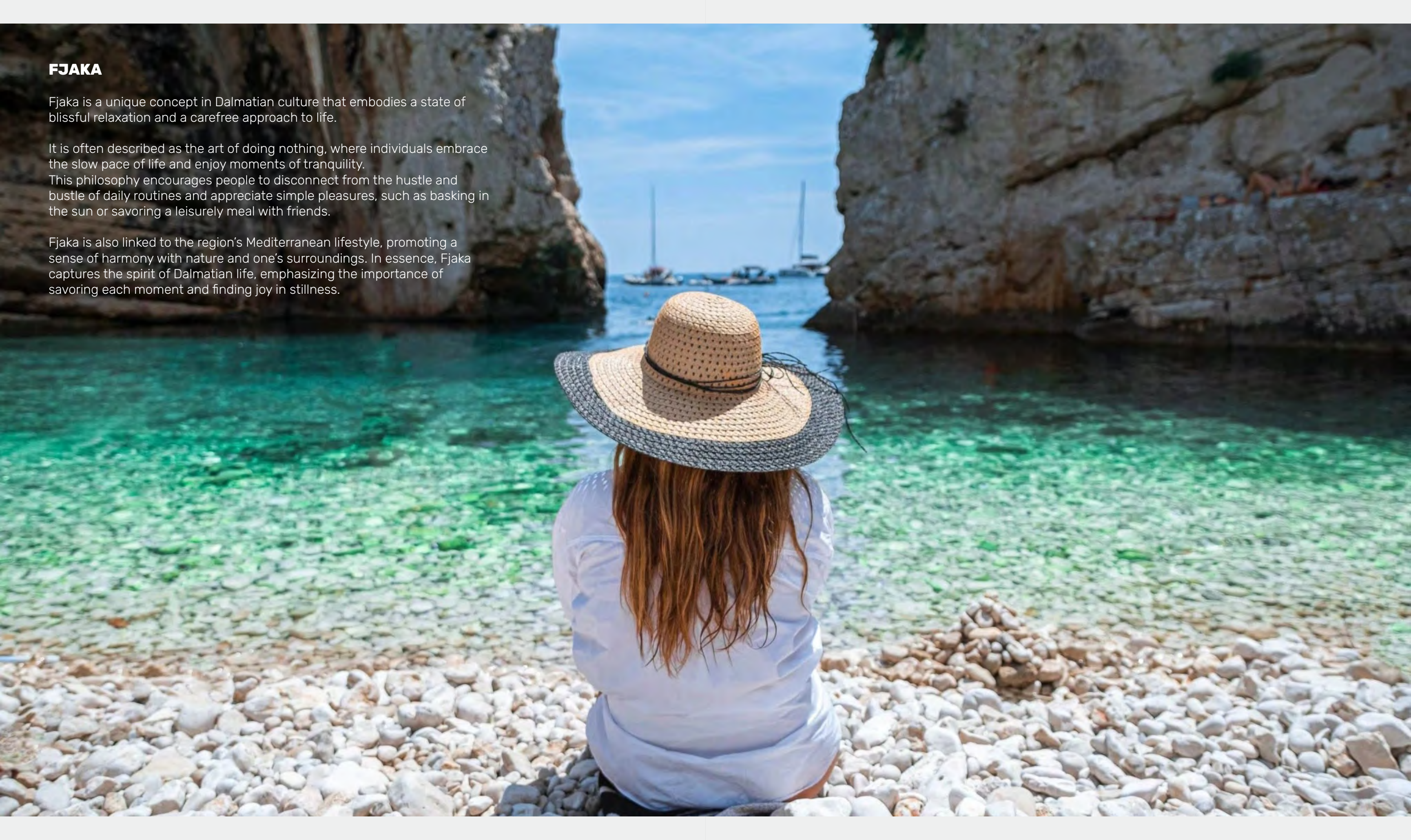
FJAKA

Fjaka is a unique concept in Dalmatian culture that embodies a state of blissful relaxation and a carefree approach to life.

It is often described as the art of doing nothing, where individuals embrace the slow pace of life and enjoy moments of tranquility.

This philosophy encourages people to disconnect from the hustle and bustle of daily routines and appreciate simple pleasures, such as basking in the sun or savoring a leisurely meal with friends.

Fjaka is also linked to the region's Mediterranean lifestyle, promoting a sense of harmony with nature and one's surroundings. In essence, Fjaka captures the spirit of Dalmatian life, emphasizing the importance of savoring each moment and finding joy in stillness.



7. National *gourmet gems* from Central Dalmatia

On the national list of Croatian intangible cultural heritage, 44 items originate from the Central Dalmatian region. Nine of these 44 items are based on food-related customs, including the preparation of foodstuffs from all three Central Dalmatian subregions. The protected dishes from Central Dalmatia represent a vital part of the region's cultural heritage and culinary traditions.

These dishes are listed in Croatia's national register of protected intangible heritage, highlighting their historical significance and unique preparation methods.

Preserving these recipes honors the region's culinary history, fosters a sense of identity and community among the people of Central Dalmatia, and serves as an incredible platform for developing Central Dalmatia into a year-round gourmet destination.

1. Preparation of the traditional "soparnik" dish
2. Preparation of the traditional "arambaši" dish in Sinj
3. Preparation of the traditional "vitalac" dish on the island of Brač
4. Preparation of cheese from "mješina"
5. The art of preparing the traditional "paprenjok" biscuit from Stari Grad on the island of Hvar
6. Preparation of the traditional "hrapočuša" cake from Dol on the island of Brač
7. The art of preparing the traditional "Makarana" cake in Makarska
8. The art of preparing "kumpet", traditional sweets from the Makarska, Imotski, and Vrgorac area
9. Mediterranean diet on the Croatian coast of the Adriatic



8. European Union *Geographical Indications*

Geographical Indication (GI) and Protected Designation of Origin (PDO) play crucial roles in preserving the unique qualities and heritage of Croatian agricultural products and, consequently, Central Dalmatian agro products.

These designations help protect local producers by ensuring that only products genuinely originating from a specific region can use the name, thereby preventing imitation and safeguarding traditional methods.

They enhance consumer confidence by assuring authenticity and quality, encouraging consumers to choose locally sourced items. Furthermore, GI and PDO status can significantly boost the economic prospects of rural areas, promoting tourism and increasing the visibility of Croatian culinary heritage.

Ultimately, these protections contribute to the sustainable development of agriculture in Croatia, fostering biodiversity and cultural identity.

Croatia officially joined the European Union (and European Single Market) on July 1st, 2013, and has been ensuring that its agricultural products can easily be placed on this 400 million-people market ever since.

At the moment of writing this document, there are 76 agricultural products, foodstuffs, and spirits from Croatia that bear one of those two EU labels, of which 11 products originate from (Central) Dalmatia. Those are:

1. Soparnik from Poljica
2. Olive oil from the island of Šolta
3. Dalmatian Zagora wine
4. Varenik from the island of Brač
5. Olive oil from the island of Brač
6. Dalmatian lamb (pramenka sort)
7. Dalmatian pancetta
8. Dalmatian pečenica
9. Dalmatian honey
10. Dalmatian prosciutto
11. Carob from Komiža (the island of Vis)



9. Existing *gourmet events*



Fešta Vina u Jelsi, Skitnice.hr

ISLANDS

HVAR

- Puhijada – Dol
- Lavender festival – Velo Grabje
- Wine Festival – Jelsa
- Dani u vali – Stari Grad
- Jazz and Wine Festival – Stari Grad
- Wine, Olive & Heritage Festival – Jelsa

BRAČ

- International Culinary Festival „Pearl of the Sea” – Supetar
- Easter Marendin – Supetar

- oriGINal Fest
- Stroll through the vegetable market – Supetar
- Christmas Marendin
- Hrpočuša Night – Dol
- World Championship in Olive picking – Postira
- Squid Game – Bol
- Meeteating Mediterranean – Bol
- Bol Gourmet Week – Bol

VIS

- Carob Days – Komiža
- Seafood Festival – Komiža

COASTAL REGION

TROGIR

- Babarol – street food festival

KAŠTELA

- Šalša & Salsa Festival
- Zinfest – Zinfandel Festival
- Nostalgija – Kaštela Tradition Festival

SPLIT

- Wine cellar – Festival of Wine and Delicacies
- Wine and Walk Split Underground
- Gast Fair
- Split Spring Gourmet Fair
- PLACe Market Split
- Wine VIP Event
- Wine of Dalmatia Festival
- International Festival Grand Gourmet
- Gastronomy month – Food Stories

DUGI RAT

- Festival of the Poljica Savoury Pie (soparnik)

MAKARSKA

- Autentica Food and Wine Festival
- Easter breakfast
- Fishermen's nights
- Apfel – Wine and Food Festival
- Makarana Cake Day
- Night of the Biokovo potato
- Craftsmen's Gathering Blue and Green

PODGORA

- Blitvijada
- Carob and Chocolate Love
- Autentica Food and Wine Festival

BRELA

- Autentica Food and Wine Festival

BAŠKA VODA

- Taste Croatia fair
- Labor Day Festivity

PROMAJNA

- Fishermen's nights in Promajna

BAST

- Bast Festival

PODACAC

- St. Stephen's Festivity
- Fishermen's nights
- Bikla Fest

BRIST

- St. Margaret Festivity – Fishermen's night
- Adio lito – Farewell summer

GRADAC

- Brodetto Eve

INLAND

VRGORAC

- Days of Dalmatian Prosciutto & Wine
- Biklijada – Bikla fest
- Spužarica – Snail Fest Festival
- Strawberry Days
- Dusina Fisherman's evening

TRILJ

- Days of Heart, Polenta and a Pot in Tijarica

SINJ

- Village Products Fair
- Prosciutto Fair

10. Our *focus areas* & *initiatives*

10.1. FEEDING THE PLANET

1. CONTINUATION OF THE EXISTING SPLIT – DALMATIA COUNTY'S ANNUAL SUPPORT PROGRAMS AND TENDERS

Split Dalmatia County's annual tenders have played a vital role in supporting local food producers, ensuring the stability of their businesses and the production of essential traditional commodities.

These tenders enable farmers and producers to invest in their operations by providing financial assistance and resources, enhancing productivity and quality.

Moreover, the tenders prioritize the procurement of locally sourced products, fostering a strong market for regional commodities. This generates a reliable income stream for producers, helping them to sustain their livelihoods and contribute to the local economy (and gastronomy).

10.2. INNOVATION, CREATIVITY, AND JOB OPPORTUNITIES

1. DALMATIA STORYTELLING DESTINATION

The Dalmatia Storytelling Destination is an initiative by the Department for Tourism and Maritime Affairs of Split-Dalmatia County. Its goal is to enhance the cultural tourism experience in the region by using storytelling techniques to present and interpret local heritage.

This project allows tourists to engage with unforgettable and authentic Dalmatian stories through a unique storytelling platform. As part of this initiative, creative interpretive walks have already been introduced across the county, led by participants trained in these storytelling methods.

New tourist products have been developed, including themed interpretive walks and guided museum tours featuring revitalized heritage characters. Additionally, efforts are underway to compile a register of existing themed experiences within the county.

The project's website encourages users to explore Dalmatian stories through its commercial offerings, utilizing search engines like "Find Your Story" and "Find Your Trip."

Visitors are also invited to share their experiences by publishing short travelogues about heritage stories they have discovered, contributing to the "Become a Story Hunter initiative."



Further enhancing the Dalmatia Storytelling project through traditional Dalmatian food, drinks, and culinary customs stories will significantly enrich the region's cultural tapestry.

By highlighting the unique culinary heritage, visitors can gain a deeper appreciation for Dalmatian traditions, making their experience more immersive. Incorporating local recipes and food narratives will create engaging workshops or events, attracting food enthusiasts and tourists alike.

Additionally, showcasing traditional drinks and customs can foster connections between locals and visitors, promoting cultural exchange and understanding.

Ultimately, this focus on gastronomy can elevate Dalmatia's destination image, positioning it as a must-visit destination for those seeking authentic cultural experiences.

2. STORIES – EXPERIENCE PREMIUM CROATIA

The Croatian Chamber of Economy's brand "Stories" represents an association of unique offers in Croatia, encompassing seven carefully selected sectors, including the gourmet industry.

The brand "Stories" is awarded to gourmet venues and experiences that offer an authentic and thoughtful introduction to the legacy, heritage, and warm hospitality of the Croatian Adriatic and continental regions. The Split and Dalmatia County is well known for its gourmet gems located in its cities, towns, and villages, alongside hidden and secluded nautical pearls.

The "Stories" brand seeks these gems to include them in Croatia's premium gourmet offer, starting with the valued members of the Croatian Gourmet community who hold the Michelin and/or Gault & Millau recommendations, as well as those still undiscovered but deserving of a premium preamble.

Michelin recommended restaurants
in Central Dalmatia for 2024:

- BÒME, Split
- Dvor, Split
- Il Ponte, Trogir
- Jeny, Tučepi
- Kadena, Split
- Konoba Fetivi, Split
- Konoba Kala, Supetar
- Konoba TRS, Trogir
- Mediterraneo, Hvar
- Nicolo Polo, Gradac
- Otok, Supetar
- PiNKU fish & wine, Split
- Restaurant Mare, Trogir
- Šug, Split
- The Restaurant at Maslina Resort, Stari Grad
- Zinfandel Food & Wine bar, Split
- ZOI, Split
- Zrno Soli, Split

Number of Gault & Millau recommended
restaurants in Central Dalmatia for
2024:

- Split - 34
- Trogir - 2
- Island of Hvar - 18
- Island of Brač - 10
- Island of Vis - 8
- Makarska Riviera - 2
- Kaštela - 1
- Stobreč - 1
- Omiš - 1

10.3. INSPIRING AND EDUCATING NEW GENERATIONS

1. DALMATIAN MARENDA – NEW MODULE IN CULINARY SCHOOLS

Split – Dalmatia County, as the organizer of secondary school programs in the region, and the Central Dalmatia Tourist Board, as the promoter, will jointly create and establish Dalmatian Marena as a permanent, independent educational module in culinary schools throughout Central Dalmatia.

This educational module will be introduced in the 2026-2027 school year.

By integrating hands-on cooking practices and cultural lessons, culinary students and future chefs would:

- develop a sense of pride in their heritage
- foster deeper appreciation for our local culinary traditions
- adopt the knowledge and secrets of our local cuisine
- be encouraged to use local ingredients during their education, and consequently, their future careers

We are confident that introducing this module will help preserve the unique flavors and customs of Dalmatian merenda and inspire future generations to continue our unique culinary tradition.

2. NEW GEN INITIATIVE (NGI)

NGI is a comprehensive educational project that will be created by Split–Dalmatia County and the Central Dalmatia Tourist Board and implemented in Central Dalmatia’s kindergartens and elementary schools (1st–4th grade, age 7 – 11).

This project will be created and designed during the 2025/2026 and implemented in the 2026/2027 school year.



It will include:

- Design and print of a picture book and a coloring book on the Mediterranean diet and Dalmatian Marena, including their basic ingredients, health benefits, and cooking tools.
- Development of a Quiz App covering the same topics
- Lectures and workshops on the same topics will be held at all kindergartens and elementary schools in the Central Dalmatian region, during which picture books, coloring books, and links to the digital Dalmatian Marena Cookbook will be distributed.
- Encouraging kindergarten and elementary school teachers to discuss the benefits of the Mediterranean diet regularly and to organize visits to local food markets and production facilities.

10.4. MAKING IT SUSTAINABLE (AND VISIBLE)

1. FURTHER DEVELOPMENT OF DALMATIAN MARENDA PROJECT

The Dalmatian Marena Project, launched by the Tourist Board of Split-Dalmatia County in 2023, plays a crucial role in preserving and promoting traditional Dalmatian gastronomy. It aims to encourage restaurateurs throughout Central Dalmatia to reintegrate the Marena into their menus, transforming it into a newly revived cultural gastronomic experience.

By focusing on local ingredients and recipes, the project helps sustain the region’s culinary



heritage. It creates a sense of community among local chefs, farmers, and food producers, encouraging collaboration and knowledge sharing. The project also highlights the importance of seasonal and sustainable cooking practices that align with modern culinary trends.

The attractiveness of this project is confirmed by the inclusion of 23 certified restaurants as part of the Dalmatian Marena project until December 31st, 2024.

Through various workshops and events, the Dalmatian Marena Project educates both locals and tourists about authentic Dalmatian dishes.

This not only enhances appreciation for the region’s culinary arts but also boosts local tourism. By showcasing traditional cooking methods, the project ensures that younger generations appreciate and learn about their culinary roots.

Furthermore, it supports local economies by encouraging the consumption of regional products. The project aims to establish a network of local restaurants dedicated to serving authentic dishes to increase the visibility of Dalmatian cuisine. Engaging storytelling about the history and culture behind each dish enriches the dining experience for visitors.

Ultimately, the Dalmatian Marenda Project is a vital initiative that celebrates and revitalizes Dalmatia’s rich gastronomic traditions, ensuring their continuity for future generations.

2. DALMATIAN MARENDA COOKBOOK

The Dalmatian Marenda Cookbook is a project set to launch and be presented at the end of 2025 or the beginning of 2026. It will feature traditional Dalmatian recipes from the entire Central Dalmatian region, encompassing all of its sub-regions.

In addition to the recipes, this cookbook serves as a monograph on Dalmatian Marenda and an ode to the Dalmatian people, their traditions, food, and customs. The cookbook will also include elements of Dalmatian history and educate readers about the spices and secret ingredients that impart a distinctive flavor to the dish.

It will make a lovely gift for every guest and present the warmth of Dalmatia and our unique lifestyle through its recipes. The accompanying photos for the recipes will vividly illustrate how to enjoy that special meal.

In addition to its printed version, the Dalmatian Marenda Cookbook will also have a digital edition available online, serving as an excellent tool for worldwide promotion and engaging local younger generations.

3. DALMATIAN FOOD FILM FESTIVAL

The Dalmatian Food Film Festival is envisioned as a biennial event that will showcase gourmet tourist films in various locations throughout Central Dalmatia, encompassing all its subregions.

This project will serve as an incentive for tourism workers and professionals at the local level to create quality gastronomic films and promotional content that will be showcased in the festival program and also shared on EROG’s Food Film Menu platform.

The first edition of the festival is scheduled for 2027 and will be organized by a local tourist board (host) with the organizational and financial support of the Central Dalmatia Tourist Board. The host selection for the 1st Dalmatian Food Film Festival will be conducted through a public tender organized by the Central Dalmatia Tourist Board. The first such tender will be held in 2026 with the purpose of selecting the host for the 2027 festival.

Dalmatian Marenda awarded restaurants in Central Dalmatia for 2024:

- Restaurant “KULA”, Vrgorac
- Restaurant “VINA PILAČ”, Vrgorac
- Restaurant “IZLETIŠTE ANDRIJA”, Vrgorac
- Restaurant “OSMINA-BLIZANCI”, Jabuka
- Restaurant “LOVAC”, Trilj
- Restaurant “DALMACIJA”, Trilj
- Restaurant “PREMIJER”, Trilj
- Restaurant “MARINERO”, Trilj
- Restaurant “ALKARSKI DVORI”, Sinj
- Konoba “POJTA”, Sinj
- Konoba “POTKOVA”, Sinj
- Trattoria “TINEL”, Split
- Konoba “DUJKIN DVOR”, Split
- Konoba “MARJAN”, Split
- Konoba “MA: TONI”, Split
- Konoba “BAJSO”, Krilo Jesenice
- Restaurant “EMOTHEO”, Imotski
- Bistro “KOD DAMIRA”, Stari Grad, otok Hvar
- Konoba “KALALARGA”, Makarska
- Konoba “KOPAČINA”, Donji Humac, otok Brač
- Restaurant “PALUTE”, Supetar, otok Brač
- Restaurant “BALETNA ŠKOLA”, Kaštel Kambelovac
- Konoba “INTRADA”, Kaštel Novi



10.5. LINKING RURAL AND URBAN

The subregions of Central Dalmatia display varying levels of tourism development. Coastal areas and islands experience significant influxes of tourists and have well-established infrastructure, while more rural inland regions face challenges in attracting visitors.

This disparity highlights the need for targeted strategies to enhance tourism in less developed areas, ensuring they can benefit from the economic advantages and cultural exchange that tourism brings to the region as a whole.

Branding local foodstuffs, drinks, and food-related customs in the less developed tourist subregions and connecting those areas with better developed tourist destinations in Central Dalmatia would enhance the region's appeal by showcasing unique culinary traditions that attract food enthusiasts and culturally curious travelers. By promoting authentic experiences of the inlands, the regions can create a distinctive identity that not only differentiates them from more commercialized tourist destinations but also fosters a deeper connection between visitors and local communities.

Furthermore, sustainable tourism can be supported by cultivating and promoting local produce and traditional practices, ensuring economic benefits remain within the community while preserving cultural heritage and the environment.

Therefore, the Central Dalmatia Tourist Board plans to:

1. ENHANCE THE EXISTING GREEN LINE PROJECT, a relatively new tourist product designed to create a basic travel infrastructure connecting Split and the Visitors Center in Dugopolje, where tourist agencies and destination management companies offer a wide range of amazing outdoor adventures in the inland areas, such as rafting, horseback riding, storytelling, mountain quad and bike riding.

2. CONDUCT THE CALL / PUBLIC TENDER FOR BRANDING OF THE LOCAL FOODSTUFF, DRINKS, AND FOOD-RELATED CUSTOMS in the less developed inland areas, in collaboration with local tourist boards, during the 1st quarter of 2026, at the latest, to ensure its results are visible during the planned candidacy year of 2027.

3. CONDUCT THE CALL / PUBLIC TENDER FOR THE CREATION AND ORGANIZATION OF NEW GASTRONOMIC EVENTS AND FESTIVALS in the less developed regions of Central Dalmatia to support the branding mentioned in point 2 of this section. This call/tender will also be held during 2026.



10.6. WELL BEING AND HEALTHIER LIVING

The Mediterranean diet, recognized as a UNESCO World Heritage element, is regarded today as one of the healthiest diets in the world. It emphasizes the consumption of fresh nutrients, particularly fresh fish and olive oil, while limiting processed foods. This dietary pattern is associated with numerous health benefits, including lower rates of heart disease, improved brain function, and increased longevity.

Since it has been the fundamental diet of our ancestors for centuries, we have an obligation to preserve it, enjoy it, and pass it on to future generations. Unfortunately, this original diet of ours is endangered by the negative influences of today's processed fast food, soda drinks, and other artificial elements.

Within the program for our candidacy for the European Region of Gastronomy in 2027, the Central Dalmatia Tourist Board commits to conducting a:

PROMOTIONAL CAMPAIGN OF THE MEDITERRANEAN DIET targeting local residents (and tourists), highlighting its health benefits and the importance of its perseverance. This campaign will be conducted through various local and regional media and marketing channels: radio stations, television, and social media. It will commence in January 2026 and continue for at least two years.



11. Future *collaborations*

Central Dalmatia expresses its intention to collaborate in the future across all four areas of cooperation:

- [FOOD FILM MENU](#) – bringing existing films to the platform and creating new films about Central Dalmatian food, traditions, and other related subjects
- [WORLD FOOD GIFT CHALLENGE](#) – selection of official gifts for the Candidacy through tender(s) that will take place in 2026, aimed at selecting a total of 8 official Candidacy gifts
- [YOUNG CHEF AWARD](#) – in collaboration with the Association of Chefs from Mediterranean and European Regions (ACMER/SKMER) within the PEARL OF THE SEA annual culinary competition and festival program.
- [WEBSITES FOR FOODIE TRAVELERS](#) – a selection of local and regional websites and portals that promote Dalmatian cuisine and traditions.

In addition to cooperation in all the aforementioned fields, the Central Dalmatia Tourist Board, in collaboration with all other project stakeholders, plans to organize and host a conference in 2027 to which representatives of previous EROG candidate and title-winning regions will be invited to exchange their experiences on the topic of “Possibilities and Opportunities for continued Cooperation between EROG Candidate and Title-winning Regions.”

12. The *ambassadors*

Due to the ongoing negotiations with possible project ambassadors, we will conclude the Ambassadors list by March 1st, 2025, and consequently update this part of our Bid Book.

13. Project *management and coordination*

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Executive Manager
Ivana Vladović, Central Dalmatia Tourist Board Director

14. Budget

ESTIMATED BUDGETS FOR 2025 – 2027 PERIOD

YEAR	STAKEHOLDERS	LOCAL TOURIST BOARDS	TOTAL
2025	350 000,00 €	700 000,00 €	1 050 000,00 €
2026	450 000,00 €	755 000,00 €	1 205 000,00 €
2027	775 000,00 €	800 000,00 €	1 575 000,00 €
TOTAL:	1 575 000,00 €	2 255 000,00 €	3 830 000,00 €

15. Project *evaluation and monitoring*

Regarding the sustainability of the planned activities post-candidacy, many initiatives and events within the program have been in existence for years and are self-sustaining.

These initiatives and events receive financial support from local and regional tourist boards, government entities, and various public and private donations and sponsorships. They are anticipated to persist in this manner; however, their efforts will be fortified by the core elements and values of the project to guarantee their sustainability.

Three of the project stakeholders, the Tourist Board of Split-Dalmatia County, the Association of Chefs from the Mediterranean and European Regions, and the County of Split-Dalmatia, are

actively involved in organizing, funding, and promoting these initiatives and events, thus ensuring the continuation of the project's legacy.

Moreover, the project stakeholders are key players in the regional socio-economic system. Their commitment, position, and influence, along with a wide and dense network of partner institutions, ensure the visibility of all project activities before, during, and after the project's duration.

Additionally, other opportunities to support these activities will be explored, including various funding sources from the Ministry of Tourism, Culture, and other national institutions, as well as EU funds, for the further development of relevant project activities.

Faculty of Economics, University of Split





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