

# Traditional Breakfast of the C/B area

**Branding Scheme and Mobile Application for the  
preservation and promotion of common traditional  
gastronomy**

**Title of the study: Identification of common traditional products of the  
cross - border area. Analytical list of the traditional and local products  
that are produced, cultivated, originated in the area (Output 3.5.1).**

**Albanian Basket of Local Products for  
Vlora Region and Gjirokastra Region**

**Produced by:** ECO Partners for Sustainable Development with the contribution of  
the expert Saniela Xhaferi and Blerta Tuci

Project is co-funded by the European Union and by national funds of the countries participating in the “Interreg IPA Cross-border Cooperation Programme “Greece – Albania 2014 – 2020”. The contents of this publication are the sole responsibility of ECOPartners for Sustainable Development and can in no way be taken to reflect the views of the European Union.



<b>Introduction .....</b>	<b>3</b>
What is the basket of the local products for CBTB Project?.....	3
Methodology for the creation of Albanian Basket of local products for Vlora and Gjirokastra Municipalities.....	4
Criteria for the selection: Quality? Origin? Certified Products? .....	6
Table 1: List of common traditional products of Vlora Region an Gjirokastra Region .....	9
Table 2: A database registry with information about each local product (description, location/origin, history, and visual materials (photos or videos)). .....	11
This database will have a list of the traditional and common local products that are produced, cultivated, originated in the c/b area, Vlora and Gjirokastra in Albania. ....	11

## Introduction

### **What is the basket of the local products for CBTB Project?**

This document is developed under the CBTB Project with the specific assignment to create the list with local and traditional products from Vlora and Gjirokastra Municipalities, which would help the project team to create the basket of the common local products for CBTB Project.

There is a recent trend in the cross-border area between Albania and Greece to preserve and promote local cultural heritage, the CBTB project team responded through mapping and promotion of traditional gastronomy. Local stakeholders in both countries in the tourism industry have already acknowledge the fact that tourists are becoming more sophisticated and they seek a holistic experience including discovering cultural and gastronomical secrets instead of the conventional sea and sun pattern. Thus the need for upgrading tourism product towards that direction is common in both sides of the borders and our team is addressing this challenge.

The local traditional gastronomy of the targeted cross-border area between Albania and Greece (Vlora Gjirokastra, Corfu and Grevena) has its own special character and could be developed as a tourism product and promoted through the development of the ecotourism in this area. Local/ traditional gastronomy can be combined with other natural and cultural promotional advantages of the area to enhance its attractiveness. A new approach to tourism development with respect to common culture and traditions can be further promoted through this initiative on the benefit of the targeted region.

The project combines the collective associations representing the tourism enterprises in 4 regional units (Grevena, Corfu, Vlore and Gjirokastër) of the cross-border area and aims for the first time to provide an integrated branding procedure and mobile application for a holistic promotion of local and gastronomic products. The main output of the project consist of the promotion of the “Cross-border Traditional Breakfast” with the local and traditional products and receipts which this project is identifying first locally, by creating the basket of the local products for CBTB Project for the targeted area in each of the Countries. Then as a second step the project team is identifying the list of

common local and traditional local products for the cross-border area, and create the basket of the common local products for CBTB Project. Basket of the common local traditional products as well as the tourism outlets which offer such products will be further promoted with the CBTB Mobile Application and social media. This way, the hotels, restaurants of the targeted area will benefit directly by the project, while the local actors (regional authorities, municipalities, local associations) and the rest of the tourist enterprises (restaurants, tourism agencies) will have a holistic promotional tool for the destination management of the area.

### Methodology for the creation of Albanian Basket of local products for Vloa and Gjirokastra Municipalities

Project team is using a combination of primary and secondary data. Secondary data consist in collection and interpretation of data and information from research papers, studies in the respective field, technical reports, different documents, specific strategies (sectorial, national, local ones), specific laws and decisions/orders of relevant ministries; and primary data were taken mainly through meetings and semi-structured interviews with key factors/ individuals, such as representatives of central institutions operating at the local level (Directorate of Agriculture and the National Food Authority, Regional Council, Regional Directorate of Taxes) in Vloa and Gjirokaster regions; with tourism (agro tourism) entrepreneurs.

Figura 2: Harta e potencialëve të agroturizmit dhe shpërndarja e njësisë agroturistike në vitin 2018

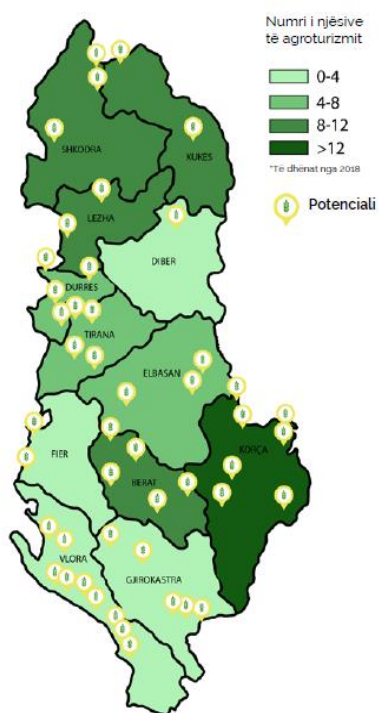
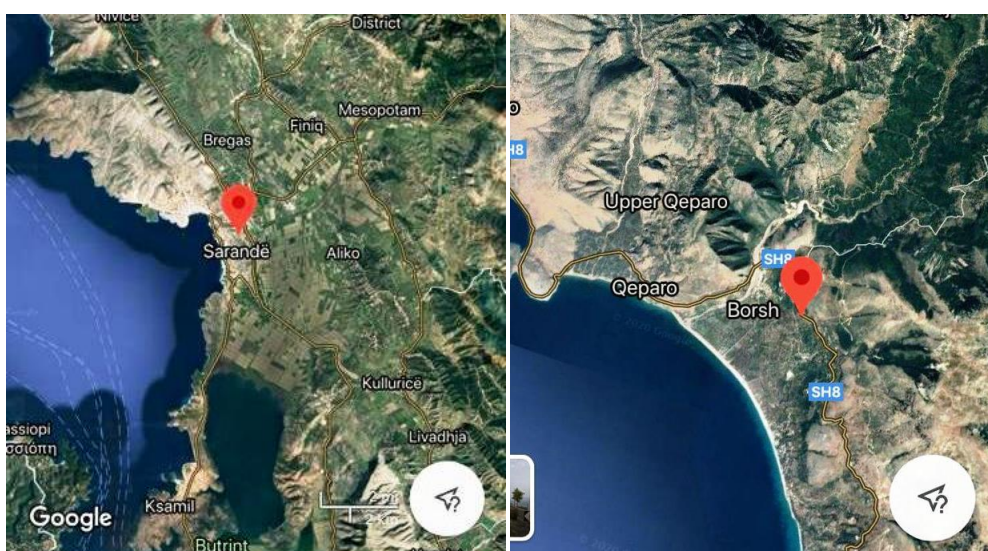
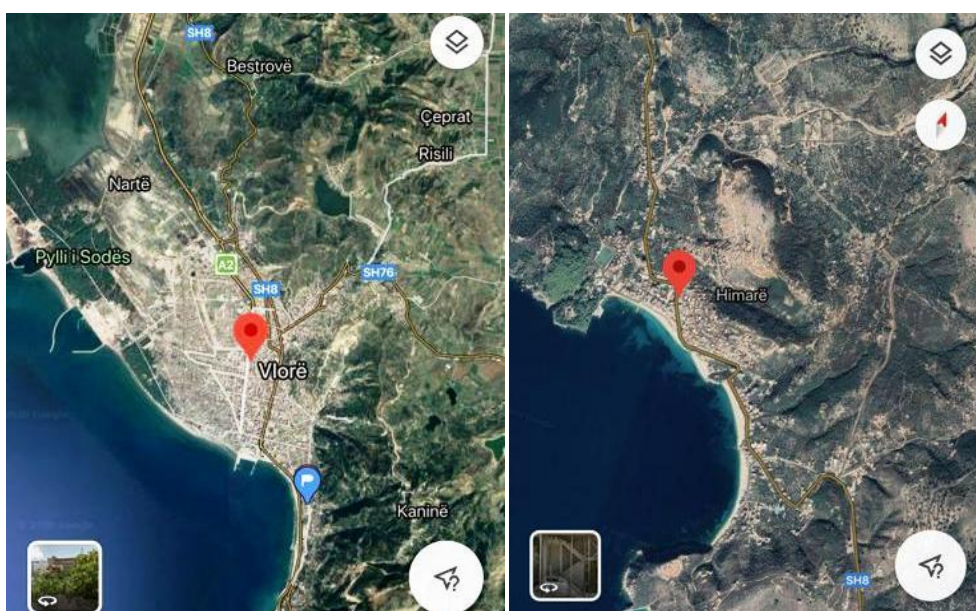


Fig. 1 Map of agritourism potentials and distribution of agritourism units in 2018”, Ministry of Agriculture and Rural Development

After the collection of primary data, a table of traditional and local product (from Vlore Region and Gjirokastra Region) was designated. There are specifications regarding the product category, type and origin (geographic location). Mostly of the product were individualized during the semi structured interviews realized with the managers/owners of the restaurants, hotel, agritourism units and guesthouses. The products chosen to be part of the list have also been classified taking in considerations all the information

gathered by websites that promote traditional gastronomy, reviews of the tourists, initiatives that promote traditional gastronomy (local food festivals). In Vlorë Municipality tourism is more developed, diversified and formalized. “Map of agritourism potentials and distribution of agritourism units in 2018”, developed by Ministry of Agriculture and Rural Development indicates that Vlorë Municipality has a great potential for agritourism, consequently of units that produce and serve traditional local products for breakfast.

So, this potential includes not only the rural, but also the urban areas of the main cities of the targeted region, namely Vlorë, Himarë and Sarandë, which are located in the South coast of Albania, as illustrated in the pictures below (source: images from google map)



Gjirokastra Municipality is more oriented towards family tourism, located mainly in Gjirokastra town, due to its special architectural and cultural values. The number of accommodations units in Gjirokastra Municipality is smaller per area than in Vlora Municipality, however the variety of the gastronomic products in Gjirokastra, makes the place very attractive for tourism.



*Figure 2. Map of agritourism potentials and distribution of agritourism units in 2018, Vlorë region and Gjirokastra Region, Ministry of Agriculture and Rural Development*

## **Criteria for the selection: Quality? Origin? Certified Products?**

In general, the term of **quality** is the degree to which a set of inherent characteristics fulfills requirements (ISO 9000:2005). Standard ISO 9000:2000 provides a fairly broad definition of quality: *"The totality of features and characteristics of a product, process or service that bear on its ability to satisfy stated or implied needs"*. When it comes to food it depends greatly on the intended use. More specifically regarding the agro food products the characteristics contributing to quality are safety, nutritional, origin, authentic, convenience, and ethical sensory.

The Albanian legal framework for quality trademarks was partly regulated by the law on industrial property, and there have been gaps in institutional and administrative terms, as evidenced by the fact that today we have only 11 products that are part of quality trademarks.

The law "On quality schemes of agricultural and food products" was approved one year ago, which focuses on assessing the unique characteristics of Albanian products and this law filled a legal gap and paved the way for the recognition and certification of agri-food agricultural products with three main systems approximated to The EU which are: Designation of Origin Protection (PDO), Geographical Protection Indicators (PGI), Traditional Guaranteed Specialty (TSGs).

Amendments to the law will aim to establish the relevant structure in the Department of Agriculture that meets the procedural links in the registration of the three high quality links mentioned for the product, which paves the way for equipping the product with the quality mark. This law came as a consequent of a new government policy, to pave the way for the promotion of traditional and local products.

Since Albania inspires to be part of the European family its regulations and laws regarding to food quality, certifications etc, are adapted from EU directives.

**QUALITY ADDED VALUE – certification which includes:**

- **Organic Integrated Production (OIP)**
- **Designation of Origin Protection (PDO)**
- **Geographical Protection Indicators (PGI)**
- **Traditional Guaranteed Specialty (TSGs)**

**Certified organic products** are those which have been produced, stored, processed, handled and marketed in accordance with precise technical specifications (standards) and certified as "organic" by a certification body.

List of certified organic operators by AlbINSpekt <sup>1</sup>:

- Lunxheria Honey
- Olive Oil Musai Vlore
- SHBB Straight Gjirokaster
- Gjikondi Olive Oil Vlore
- Fig Manufactory Haruni Ksamil

**Rural tourism**

Any form of tourism that shows rural life, art, culture and heritage in rural areas, which brings economic and social benefits to the local community, as well as enabling interaction between tourists and locals for a richer tourist experience, can be defined as rural tourism (OECD).

- Organic Flavours shpk Gjirokaster
- Butrinti Farm (eggs production)

The only certified organic products are those listed above. The law "On quality schemes of agricultural and food products" was approved one year ago, which focuses on assessing the unique characteristics of Albanian products. Till now there are only 11 products all over Albania that has the quality brand. Only one of them is in Vlora Region (Olive oil from Borsh).

There are 13 certified agritourism subjects in Albania by Ministry of Environment and Tourism, but none of them is in Vlora or Gjirokastra.

---

<sup>1</sup> Albinspekt is the only Albanian inspection / certification body that is accredited and listed by the European Commission to perform the inspection-certification activity according to the European organic regulation.

### **Agritourism**

Agritourism is a host activity that takes place on the farm or in other agricultural units with aimed at attracting visitors, often enabling them to participate in agricultural activities or other ancillary activities taking place in the agricultural environment. (DCM No. 22, dated 12.1.2018).

The enterprises to be selected by this project will be the ones that serve breakfast including: Hotels, restaurants, agritourism units, guesthouses. The primary criteria for this selection would be the offer of the **local products as defined by this project** and **traditional recipes produced with the local products**.

It will be important to assess the connection that these enterprises do have with the local farmers and how do they assure the quality of the products (especially hotels and restaurants, since agritourism and guesthouse in general do have they own cultivated products). It is understood that only those enterprises that do exercise their business under the national legal framework will be chosen to be part of the project.

**Firstly**, as mentioned above, **the products chosen** to be part of the list of common products of Vlora and Gjirokastra region, have been classified taking in considerations the desk research based on the information gathered by the semi structured interviews realized with the managers/owners of the restaurants, hotel, agritourism units and guesthouses, by websites that promote traditional gastronomy, reviews of the tourists, initiatives that promote traditional gastronomy (local food festivals).

**Secondly** since in Albania the legal framework regarding the certification of products for their quality, geographic denomination, origin protection has been activate lately, different criteria have been respected many for the **selection** of the products which are part of **Table nr1**.

1. quality
2. provenience of the tourists
3. cost
4. typicity
5. authentic
6. unique
7. common
8. nutritional
9. similarity with other types of foreign breakfasts

In order to have a more comprehensive list of traditional product for the CBTB logo, some other indicative criteria used are the following:

- **COMMON:** The traditional & local products & recipes should be common for the whole cross-border area



- **ORIGIN/AUTHENTIC:** The product should be produced/cultivated in the project cross-border area and the recipes mainly include as ingredients the local cross-border products
- **SAMPLE:** It is highly recommended that a sample of products could be able to be available to the public via festivals, events, WSs and other cross-border events taken place in the project
- **PRODUCTION:** The product selected should have a good production capacity and are still produced till today.
- **STILL UNKNOWN:** Priority could be given to products/recipes that are not already included in the National Breakfasts and other initiatives.

There was a cross combination of data in order to assure the evaluation of all the possible products, respecting traditions, organizing face to face meeting with local producers and tasting different recipes.

**Table 1: List of common traditional products of Vlora Region an Gjirokastra Region**

Name	Product category*	Type**	Origin
<b>Fruit Jams</b> (fig, cherries, quinces, oranges, strawberries)	Marmalade	Recipe	Albania/Vlora (Ksamil Fig Manufactory) Gjirokastra
<b>Buke misri (Corn bread)</b>	Bread	Recipe	Albania/Vlora, Gjirokastra
<b>Revani</b>	Sweet Cake	Recipe	Albania/Vlora (every restaurant and agritourism in Llogora),
<b>Manxurane</b>	Mountain herb for Tea	Product	Albania/Gjirokastra
<b>Mountain Tea</b>	Mountain herb for Tea	Product	Albania/Vlora (Dukat) Gjirokastra (Cajup Mountain)
<b>Karkanaqe</b>	Sweet Cake	Recipe	Albania/Gjirokastra (homemade)
<b>Dhalle / Buttermilk</b>	Diary product: Caw Yogurt drink	Product	Albania/Vlora (Tragjas, Dukat) Gjirokastra (Gjirofarm)
<b>Sheep yoghurt with honey and nuts Llogora</b>	Diary product: Sheep Yogurt	Recipe	Albania/Vlora (every restaurant and agritourism in Llogora)
<b>Butter</b> (cow, sheep, goat)	Diary product: Butter	Product	Albania/Vlora, Gjirokastra(Libohove, Lunxheri, Gjirofarm)
<b>Juices</b> (oranges, tangerines, pomegranates, peach)	Fresh fruit juice	Product	Albania/Vlora (Radhime, Llakatund) Gjirokastra(Xarre)

<b>Harapash/memelige</b>	Pie	Recipe	Albania/Vlora (every restaurant and agritourism in Llogora), Gjirokastra (Guesthouse)
<b>Byrek</b>	Pie	Recipe	Albania/Vlora, Gjirokastra
<b>Mjalti shumelulesh Lunxheria Lunxheria Honey</b>	Honey	Product	Albania/Gjirokastra (Lunxheri)
<b>Petulla, Kila, Kulece, Pite (donuts)</b>	Pie	Recipe	Albania/Vlora Gjirokastra
<b>Trahana</b>	Pie	Recipe	Albania/Vlora (homemade)Gjirokastra (Trahana Lunxheria)
<b>Paçe</b>	Soup	Recipe	Albania/Gjirokastra
<b>Omelettes, scrambled or boiled eggs</b>	Chicken or duck egg	Product	Albania/Vlora, Gjirokastra
<b>Cottage cheese from Tragjas Vlora</b>	Diary product : Cheese	Product	Albania/Vlora (Tragjas), Gjirokaster (Libohova)

\*Product categories: Selection of one of the following categories (those are specifically selected for breakfast): olive oil, olives, citrus fruit, meat, wine, milk, yogurt, cheese, honey, egg, fresh fruit juice (not packed) (i.e. orange juice), fresh drinks by herbs (i.e. tea), fresh drinks by fruits (i.e. lemonade), pies, soups, cakes, omelettes, bread, sweet, marmalade.

\*\*Type: selection if it is traditional/local product or a recipe made using local products

\*\*\*Origin: selection of one of the following categories: Greece/Corfu, Greece/Grevena, Albania/Vlora, Albania/Gjirokastra

**Table 2: A database registry with information about each local product (description, location/origin, history, and visual materials (photos or videos)).**

**This database will have a list of the traditional and common local products that are produced, cultivated, originated in the c/b area, Vlora and Gjirokastra in Albania.**



**SHORT PRESENTATION OF THE PRODUCT/RECIPE**

NAME	<i>Manxurane</i>
PRODUCT CATEGORY	Mountain herb for tea
TYPE	Product
ORIGIN	Albania/Gjirokastra

SHORT DESCRIPTION (*max 800 characters including spaces*)

Every old gjirokastrian house cultivate this plant. If you go to old traditional houses, you can see this plant in balconies, or amid different flowers in the yard. The most unique thing is for what is used this herb. In this case, gjirokastrian are adding it to the home-made coffee. There is a special way to prepare coffee in their tradition. They have a special stone, with a hole, and there they put some coffee beans and smash up them with a big rock or a stone tool. With the coffee beans they put some leaves of manxurana to have a better and special taste. And they know what they do. The taste is just amazing and very aromatic. When they serve this coffee to you with in a small cup, they put some leaves of manxurana too, behind it. It is good to see the herb that you also have inside the coffee. There are many songs about this tradition. In the songs, gjirokastrians appraise the housewives who serve you this kind of coffee with manxurana. They also called beautiful girls manxurana, or compare aromatic things with manxurana



**SHORT PRESENTATION OF THE PRODUCT/RECIPE**

NAME	<i>Mountain Tea</i>
PRODUCT CATEGORY	Mountain herb for tea

---

TYPE	Product
------	---------

---

ORIGIN	Albania/Vlora (Dukat),Gjirokastra (Cajup Mountain)
--------	--

---

SHORT DESCRIPTION (*max 800 characters including spaces*)  
**Mountain Tea:** Çaj Mali, also known as Albanian mountain tea and Sideritis Raeseri, is a wild-growing herb that has been used as a healthy, caffeine-free tea for centuries, is a delicately sweet tea that grows along Albania's Mediterranean coastline at an altitude of 1800m. Traditionally used as a remedy for colds and other health issues, this delicious herbal tea is rich in iron and antioxidants.

---



### SHORT PRESENTATION OF THE PRODUCT/RECIPE

NAME	<i>Dhalle/Buttermilk</i>
------	--------------------------

---

PRODUCT CATEGORY	Diary product from milk
------------------	-------------------------

---

TYPE	Product
------	---------

---

ORIGIN	Albania/Vlora,Gjirokastra (homemade)
--------	--------------------------------------

---

SHORT DESCRIPTION (*max 800 characters including spaces*)  
**Buttermilk (dhalle):** is a traditional and healthy yogurt-based drink in Albania made by blending yogurt with water or milk and spices. It is especially popular during the summer month and it may be served with salt, according to taste.

---



### SHORT PRESENTATION OF THE PRODUCT/RECIPE

NAME	<i>Mjalte shumelulesh Lunxheria//honey</i>
------	--

---

PRODUCT CATEGORY	Honey
------------------	-------

---

TYPE	Product
------	---------

---

ORIGIN	Albania/Gjirokastra (lunxheri)
--------	--------------------------------

---

---

SHORT DESCRIPTION (max 800 characters including spaces)

Mjalti shumelulesh Lunxheria is an organic certified honey, collected by the flowers of the Lunxheria Mountain near Gjirokastra.

*Honey of Himara*

This honey is collected in the forests of the slopes of Llogara, but also further, from Palas to Borsh.

The vegetation of the area, the great richness of flowers and aromas, combined with the marine and mountain climate, make this honey very popular all over the country.

*Gjirokastra Mountains Honey*

The mountain pastures of the Gjirokastra region are a good natural base that provides a honey with healthy values.

The honey of the mountains and ranges of Gjirokastra covers the needs of the surrounding population and reaches the markets of the main cities.

---



---

**SHORT PRESENTATION OF THE PRODUCT/RECIPE**

NAME	<i>Cottage cheese from Tragjas Vlora</i>
PRODUCT CATEGORY	Diary product: Cheese
TYPE	Product
ORIGIN	Albania/Vlora (Tragjas), Gjirokaster( Libohove)

---

SHORT DESCRIPTION (max 800 characters including spaces)

Cottage cheese is a fantastic breakfast food. It has a high level of protein which increases metabolism, gives you the feeling of being full and thus helps you with weight.

---



---

**SHORT PRESENTATION OF THE PRODUCT/RECIPE**

NAME	<i>Fresh Cheese Llogora</i>
PRODUCT CATEGORY	Diary product: Cheese

---

TYPE	Product
ORIGIN	Albania/Vlora (Dukati Agrotourism Llogora)

SHORT DESCRIPTION *(max 800 characters including spaces)*

Fresh Goat cheese is a traditional product which is found in every restaurant or hotel kitchen in the Llogara area (Vlora Region).



**SHORT PRESENTATION OF THE PRODUCT/RECIPE**

NAME	<i>Musai Oil</i>
PRODUCT CATEGORY	Oliveoil
TYPE	Product
ORIGIN	Albania/Vlora (Skrofotine)

SHORT DESCRIPTION *(max 800 characters including spaces)*

Musai oil is certified organic (bio) by Bio Inspecta and USDA Organic. These certifications guarantee Bio production in all processes. Thanks to the above certifications Musai Olive Oil has been exporting olive oil for many years to Europe, Asia and America.

Behind this successful venture which dates back to 1995, stands Vesaf Musai with his wife and two children, specializing in food technology and marketing.

Evidence of the success of Musai olive oil are the 4 gold medals in international competitions and many other awards and evaluations, inside and outside the country.

The factory produces oil only from olives of the Vlora area, grown and cultivated organically and one of the richest regions in the country with olives and famous for the presence and cultivation of the indigenous variety "Kalinjot", unique for its incomparable qualities and uncompetitive oil