



## A Comparative Research On the Breakfast Themed Gastronomic Product Diversity of Hatay Province

\*İbrahim ÇEKİÇ<sup>a</sup> 

<sup>a</sup> Kilis 7 Aralık University, Vocational School of Tourism and Hotel Management, Department of Hotel, Restaurant and Catering, Kilis /Turkey

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### Abstract

Hatay, which has hosted dozens of civilizations throughout the history, has a rich culinary culture fed by traditional values. The city, which was registered as the second gastronomy city of Turkey thanks to the aforementioned richness, has drawn attention with its variety of dishes that differ according to the meals. This study has been designed to determine the breakfast-themed gastronomic product variety of Hatay province and to present the sustainability condition of this variety. Within this context, first of all, the existing literature and corporate websites were scanned in detail and the eating and drinking elements in Hatay breakfast culture were determined. The determined products were evaluated by classifying them according to their specific characteristics and. Following the evaluation process, the place of the determined breakfast products in the businesses selling local products, in the food and beverage businesses that serve breakfast (breakfast houses, breakfast halls, country houses, etc.) and in the promotional materials about Hatay was analyzed. In this sense, the sales lists and current menus of the aforementioned businesses operating in the city center of Hatay and in the settlements connected to the city center were examined and then, the identified promotional materials were reviewed. The research was concluded after conducting a comparative evaluation of the collected data. As a consequence of the evaluations, it has been determined that Hatay province has a rich culinary culture; this richness is mostly thanks to the variety of gastronomic products. Breakfast products are one of the basic components of Hatay culinary culture and have a significant place in the menus of food and beverage businesses. Besides, it has also been concluded in the study that the components of Hatay breakfast culture were represented at a very low rate in the promotional materials of the cuisine culture.

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\* Corresponding Author

E-mail: [ibrahimcekic@hotmail.com](mailto:ibrahimcekic@hotmail.com) (İ. Çekiç)

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## INTRODUCTION

Culinary culture is a complex concept that includes particularly food and beverage elements, kitchen tools, cooking methods, presentation styles and food-themed social formations (oral culture products, performing arts, traditions, etc.). The concept, which has been developing under the influence of environmental and social factors, is sometimes considered as one of the distinctive features of a country, region or district; and sometimes it appears as a component of the ethnic identity. This situation creates a ground for the formation tourist masses who want to get to know different culinary cultures, observe kitchen practices and experience natural, local and ethnic dishes.

In Turkish culinary culture, there are a lot of symbolic flavors that have been fed from tradition and vary according to meals. Breakfast products are considered to be one of these flavors. Breakfast, which is accepted to be the most important meal of the day (Spence, 2017), has a significant place in almost every culture. The breakfast products in Turkish cuisine are generally meat and milk based and they have a wide range of usage areas. Kayseri sausage, Antep cheese, Hatay sürk, Trabzon butter can be counted among these products. What's more, in some regions, it is observed that nuts, dried fruits, salads and appetizers are also included in the breakfast tables. In Turkey, there are a great number of destinations that are rich in terms of local breakfast product variety. Some of the destinations that have been branded are Konya with its moldy cheese and pita, Gaziantep with its Beyran soup, Trabzon with its corn bread and butter, Van with its honey and cream (Sociola, 2021), and Hatay with its breakfast culture including salads and appetizers. Among the above mentioned destinations, Hatay stands out in terms of breakfast product variety. Hatay, where livestock and agricultural practices are common, has an ethnic structure that is open to cultural interaction and the main reason of this product diversity is the ethnic structure. In this research, the place of breakfast products in businesses that sell local products, in food and beverage businesses that serve breakfast (breakfast houses, breakfast halls, country houses, etc.) and in promotional materials about Hatay was examined. In the following parts, the literature information about Hatay and Hatay breakfast culture and a comparative evaluation of the data collected within the scope of the research is given.

## Literature Review

Hatay, which is located near the Adana province of the Mediterranean region, is the southernmost province of Turkey. Hatay is surrounded by the Mediterranean from the west, Syria from the south and east, Adana from the northwest, Osmaniye from the north and Gaziantep from the north-east and it is the province with the longest land border administratively with Syria, where Turkey has the longest land border (Geçen & Usun, 2017).

Hatay, which has been attracting attention with its historical texture, rich culture and natural beauties, as well as its traditional culinary practices, has a rich culinary culture arising from its deep-rooted history and the fusion of cultures within this rooted historical diversity.



**Picture 1.** The Map of Hatay Province

Source: (Hatay İl Kültür ve Turizm Müdürlüğü; 2021).

It has been stated that Hatay, the second gastronomy city of Turkey, has around 600 traditional dishes. (Şahin, 2012). Breakfast products shaped with local touches consist of an important part of this food variety. The basis of Hatay's breakfast product variety is the result of the interaction of its ethnic and cultural values. The fact that the city is on the historical silk road has made Hatay cuisine the meeting point of civilizations throughout the historical process.

The traces of typical Mediterranean diet can be clearly observed in Hatay breakfast tables. Olive, olive oil, local plants, milk and dairy products are the main elements that make up the breakfast culture of Hatay. Although meat and meat products are not commonly preferred as breakfast products in Hatay, they can get a place on the breakfast tables on religious holidays and special days. Eggplant, pepper, tomato, mint, parsley, green onion and fresh zahter (thyme) are considered to be the indispensable elements of Hatay breakfast tables. Salad and appetizer types prepared by combining these elements with animal products such as yoghurt, salted yoghurt, cheese, sürk, cottage cheese and eggs are frequently included in Hatay breakfast tables.



**Picture 2.** Traditional Hatay Breakfast Table

Source: (Gastrofests, 2021)

When the relevant literature is examined, it is seen that there are studies on Hatay culinary culture, and studies on the elements of Hatay breakfast culture are quite limited. The main breakfast products included in these studies are listed below.

*Suzeyti*: The olive oil produced with traditional methods in Hatay is called suzeyti. Suzeyti production is based on the careful collection of the oil of the cracked olives that come to the surface (Ertaş & Karadağ, 2013; Şenköylüler, 2021). Suzeyti, which is more aromatic than oils produced with modern techniques, is used in the preparation of traditional dishes as well as consumed with zahter (thyme) for breakfast.

*Surk/Moldy Surk*: Surk is a food product prepared by mixing cottage cheese, zahter (thyme), salt, pepper paste and optionally with various spices (red hot pepper, mint, cumin, coriander, mahaleb, allspice, fig, nutmeg, cloves, black pepper, cinnamon). Moldy surk, on the other hand, is a type of surk of which surface is preserved by molding (Turkish Patent and Trademark Office, 2021). Both surks are among the products of Hatay province that have received geographical indication with the theme of gastronomy.

*Carra cheese*: Carra cheese, made from goat or cow milk and pressed into pots, is matured by burying it in the ground. In the production of this cheese, which is one of the imaginary flavors of Antakya, mountain thyme, which is defined as zahter, and also black cumin are used. Carra cheese is one of the regional food products of Hatay with geographical indication.

*Salted yogurt*: The history of salty yogurt, which is a fermented dairy product produced in the province of Hatay and its districts, goes back 80-100 years. Salted yoghurt produced from cow or goat milk is obtained by cooking strained and optionally diluted yoghurt in large copper-tinned bowls or cauldrons. A certain amount of salt is added to yogurt during cooking (Turkish Patent and Trademark Office, 2021). Salted yoghurt, which is generally used in soup making and peppered bread making and which is not missing from breakfast tables, received a geographical indication registration certificate under the name of "Antakya Salted Yoghurt" in 2020.

*Walnut jam*: Made from unripe walnuts, walnut jam is a complex product identified with Hatay breakfast tables. The complexity of the product comes from the manufacturing process. The process in question consists of the stages of harvesting, peeling, soaking, lime depositing, boiling/cooling and cooking in sugar. Hatay walnut jam, which is also referred to as walnut dessert (Gökçe et al., 2018) in some sources, draws attention with its color, degree of hardness and unique aroma.

## Methodology

This study has been carried out between 19th of June and 13th of July in order to determine the breakfast-themed gastronomic product variety of Hatay province, which is the second city of Turkey registered as a gastronomy city by UNECSO, and to reveal the sustainability of this variety. For these purposes, firstly, the sales lists of twenty enterprises selling local food in the city center of Hatay have been examined, and the determined breakfast products have been classified according to their structural features. After the classification, the menus of the breakfast-concept food and beverage enterprises (breakfast houses, breakfast rooms, country houses, etc.) operating in the city center of Hatay has been examined and the representations of the breakfast products in the sales lists of the enterprises selling local food have been revealed. In the study, an evaluation has been made on printed and visual promotional

materials in order to determine at what level the elements of breakfast culture were used in the promotion of Hatay province.

## Findings and Discussion

### Findings Related to the Components of Hatay Culinary Culture

Considering the structural features of the breakfast products in Hatay culinary culture, it is possible to examine them in eight groups. This grouping can be listed as milk and dairy products, olives, jams, desserts, molasses, syrups, spices, olive oils, salads/appetizers and pastries. The breakfast products in the mentioned groups are numbered on a group basis and listed in Table 1 in alphabetical order.

**Table1.** Components of Hatay breakfast culture

Code	DAIRY PRODUCTS	Code	OLIVES	Code	SPICES
1	Bitter brined surk cheese	1	Altınözü cracked olive	1	Zahter for breakfast
2	Mild brined surk cheese	2	Attun	2	Dry zahter
3	Antakya sheet cheese	3	Halhalı seedless olive	3	Brined zahter
4	Carra cheese (Goat)	4	Halhalı cracked olive	<b>Code</b>	<b>OLIVE OILS</b>
5	Carra cheese (Sheep)	5	Uncracked green olive	1	Extravirgin olive oil
6	Cottage cheese	6	Halhalı sauced olive	2	Cold press olive oil
7	Cottage cheese with black cumin	<b>Code</b>	<b>JAMS-MOLASSES</b>	3	Suzeyti olive oil
8	Lavash cheese black cumin	1	Andız molasses	<b>Code</b>	<b>SALAD-APPETISERS</b>
9	Cheese with black cumin	2	Walnut jam	1	Abugannuş
10	Stick cheese	3	Tomato jam	2	Bitter mashed peppers
11	Boiled farm cheese (Sheep)	4	Carrot jam	3	Attun salad
12	Boiled farm cheese (Goat)	5	Fig jam	4	Dip sauce with walnut
13	Hataystring cheese	6	Nagami jam	5	Cottage cheese salad
14	Hatay brined domestic cheese	7	Watermelon peel jam	6	Fried thyme
15	Crush cheese with thyme	8	Kebbet jam	7	Fried cheese
16	Blue mould cheese	9	Carob molasses	8	Mütebbel
17	Mouldy surk	10	Kömürçukuru molasses	9	Surk salad
18	Kunefe cheese	11	Damson jam	10	Roasted salted yoghurt
19	Lavashcheese	12	Mint jam	11	Eggplant with Yoghurt
20	Marble cheese	13	Pomegranate jam	12	Paprika with Yoghurt
21	Brined frech cheese	14	Eggplant jam	13	Paste with Yoghurt
22	Crush cheese	15	Sweet potato jam	14	Egg salad
23	Curd cheese	16	Bergamot jam	15	Zahter salad
24	Surk	17	Grape sweet potatoes	16	Surk salad with zahter
25	Butter	18	Green fig jam	17	Olive salad
26	Salted yoghurt (Spicy)	<b>Code</b>	<b>SYRUPS</b>	<b>Code</b>	<b>PASTRY</b>
27	Salted yoghurt (Cow)	1	Rosesyrup	1	Peppered bread
28	Salted yoghurt (Goat)	2	Black mulberry syrup	2	Thin bread
29	Crush cheese for deep fry	3	Lemon syrup	3	Kaytaz pastry
30	Sheet cheese	4	Mandarin syrup	4	Muska (triangle) pastry
31	Buttermilk	5	Orange syrup	5	Serimsek
32	Cottage cheese with zahter	6	Black mulberry syrup	6	Village bread

Source: (Ray &Demirtaş, 2019; Şahin, 2012; Hatay Gastronomy, 2021; Hatay Governorate, 2011; Hayat Regional, 2021).

When the product groups in Table 1 are examined, it is seen that ninety-one local breakfast products related to Hayat cuisine have been identified. It can be seen that these products are grouped together under the groups of dairy products (32 products), olives (6 products), jams and molasses (18 products), syrups (6 products), spices (3 products), olive oils (3 products), salads and appetizers (17 products), and pastries (6 products). As a consequence, it can be concluded that dairy products have an important place in Hatay breakfast culture. The breakfast products that come after dairy products in Hatay cuisine are jams, salads, and appetizers. In Hatay, salads, appetizers and pastries are

produced by the food and beverage enterprises with breakfast concept using local elements. Some of the appetizers (hummus, abugannuç, etc.) are usually prepared on order and included in the breakfast tables. For these reasons, findings related to salads, appetizers and pastries are discussed under the title of “Availability of Local Food Products in Enterprises with Breakfast Concept”. Olive oils and spices, which are important components of Hatay breakfast culture, are not considered under the aforementioned title as they are not directly consumed products.

### Availability of Breakfast Products in Enterprises Selling Local Products

Findings regarding the presence of gastronomic elements, which are a part of the breakfast culture of Hatay province, in enterprises selling local products are given in the table below. These findings reveal the representation rates of gastronomic elements listed in Table 1 in businesses that sell local products.

**Table 2.** Availability of Breakfast Products in Enterprises Selling Local Products (%)

Enterprises	Dairy Products	Olives	Jams-Molasses	Syrups	Spices	Olive Oils
Enterprise 1	68,7	83,3	27,7	33,3	100	33,3
Enterprise2	65,6	50	22,2	16,6	66,6	33,3
Enterprise3	46,8	66,6	11,1	-	100	33,3
Enterprise4	56,2	50	11,1	-	66,6	33,3
Enterprise5	53,1	50	16,6	-	100	33,3
Enterprise6	56,2	16,6	16,6	16,6	66,6	66,6
Enterprise7	56,2	66,6	27,7	33,3	100	66,6
Enterprise8	53,2	50	16,6	16,6	66,6	66,6
Enterprise9	50	50	27,7	-	66,6	33,3
Enterprise10	34,3	16,6	16,6	-	100	33,3
Enterprise11	40,6	50	22,2	-	66,6	-
Enterprise12	59,3	50	16,6	-	33,3	66,6
Enterprise13	43,7	83,3	22,2	33,3	100	33,3
Enterprise14	50	66,6	22,2	16,6	66,6	33,3
Enterprise15	53,1	16,6	22,2	-	100	66,6
Enterprise16	59,3	50	11,1	-	66,6	33,3
Enterprise17	40,6	50	16,6	-	66,6	33,3
Enterprise18	34,3	66,6	27,7	-	66,6	66,6
Enterprise19	31,2	50	27,7	16,6	66,6	33,3
Enterprise20	37,5	66,6	11,1	-	33,3	33,3
Mean ( $\bar{x}$ )	49,3	52,4	19,6	9,1	74,9	41,6

When the analysis results presented in Table 2 have been evaluated, it has been understood that the breakfast product groups with the lowest level of availability in the enterprise selling local products are jams/molasses (19.6%) and syrups (9.1%). The product groups with the highest availability in the related enterprises are spices (74.9%), olives (52.4%) and dairy products (49.3%), respectively. As a consequence, it is possible to say that breakfast spices (breakfast zahter, dried zahter, brined zahter), dairy products and green olive varieties (Altınözü cracked olive, attun, halhalı seedless olive, halhalı cracked olive, un-cracked green olive, sauced halhalı cracked olive) are among the most demanded breakfast elements.

### Availability of Local Food Products in Enterprises with Breakfast Concept

The findings regarding the availability of gastronomic products, which are a part of the breakfast culture of Hatay province, in the breakfast concept food and beverage enterprises are given in the table below. These findings reveal the availability rates of the product groups listed in Table 1 (dairy products, olives, jams and molasses, syrups, salads

and appetizers, pastries) in enterprises that sell local products. While determining the availability of salads and appetizers in the table, abugannuç is not included in the calculation as it is usually served upon request.

**Table 3.** Availability of Local Food Products in Enterprises with Breakfast Concept (%)

Enterprises	Dairy Products	Olives	Jams-Molasses	Syrups	Salads-Appetizers	Pastries
Enterprise 1	34,3	33,3	16,6	-	18,7	66,6
Enterprise 2	28,1	50	22,2	-	25	66,6
Enterprise 3	40,6	66,6	33,3	-	37,5	100
Enterprise 4	31,2	33,3	27,7	16,6	43,7	66,6
Enterprise 5	25	16,6	11,1	-	31,2	100
Enterprise 6	34,3	33,3	11,1	-	31,2	83,3
Enterprise 7	28,1	33,3	33,3	-	12,5	83,3
Enterprise 8	21,8	33,3	22,2	16,6	35,2	66,6
Enterprise 9	25	16,6	27,7	-	17,6	83,3
Enterprise 10	18,7	33,3	16,6	-	25	66,6
Enterprise 11	34,3	33,3	33,3	-	37,5	83,3
Enterprise 12	31,2	66,6	33,3	-	37,5	66,6
Mean ( $\bar{x}$ )	29,3	37,4	24	2,7	29,3	77,2

When the analysis results in Table 3 have been evaluated, it can be seen that the breakfast product groups with the lowest availability level in the breakfast concept food and beverage enterprises operating in the province of Hatay are syrups (2.7%) and jams / molasses (24%). The product groups with the highest availability in the mentioned enterprises are pastries (77.2%), olives (37.4%), salads / appetizers (29.3) and dairy products (29.3%). As a consequence, it can be concluded that pastries, olives, salads, appetizers and dairy products are among the most demanded and served breakfast products.

### Promotional Materials About Hatay Province

The concept of promotional material covers posters, brochures, books, booklets, short films, documentaries, websites and interactive applications and complex products include all these, prepared by the relevant institutions, organizations or non-governmental organizations in order to increase the awareness of the cultural heritage elements of any destination. As a consequence of the literature review conducted within the framework of the research, it has been determined that a large number of materials on the cultural heritage of Hatay province have been prepared and a significant part of these materials are in formats of promotional film and book. Within the scope of the research, fifty-seven materials (numbered in the order of detection) consisting of eleven books, seven brochures, twenty-four promotional films, thirteen posters and a documentary prepared by Hatay Governorship, local governments and various units affiliated to them were discussed. The table below contains information on the qualifications of brochures, short films and documentaries that directly or indirectly talk about Hatay culinary culture.

**Table 4.** Hatay Culinary Culture Themed Promotional Materials

Number	Material No	Material Type	The Availability of Breakfast Products
1	Material 5	Book	✓
2	Material 8	Booklet	✓
3	Material 9	Book	✓
4	Material 11	Book	✓
5	Material 12	Brochure	-
6	Material 13	Brochure	✓
7	Material 19	Promotional Film	✓
8	Material 23	Promotional Film	✓
9	Material 25	Promotional Film	✓
10	Material 26	Promotional Film	✓
11	Material 29	Promotional Film	✓
12	Material 30	Promotional Film	✓
13	Material 35	Promotional Film	✓
14	Material 41	Promotional Film	✓
15	Material 43	Documentary	✓
16	Material 44	Poster	-
17	Material 45	Poster	-
18	Material 47	Poster	-
19	Material 49	Poster	✓
20	Material 51	Poster	✓
21	Material 52	Poster	✓
22	Material 54	Poster	-
23	Material 55	Poster	✓

When Table 4 is examined, it is seen that twenty-three of the fifty-six promotional materials (three books, one booklet, two brochures, eight promotional films, eight posters, one documentary) included the elements of Hatay culinary culture directly or indirectly. It has been determined that in eighteen of the aforementioned materials (three books, a booklet, a brochure, eight promotional films, four posters, a documentary) various food products belonging to Hatay breakfast culture are found. In Table 5, there are determinations regarding the presence of breakfast items classified according to product groups in Table 1 in materials about Hatay culinary culture.

**Table 5.** Availability of Breakfast Products in Promotional Materials Related to Hatay Culinary Culture

Products	Material 5	Material 8	Material 9	Material 11	Material 13	Material 19	Material 23	Material 25	Material 26	Material 29	Material 30	Material 35	Material 41	Material 43	Material 49	Material 51	Material 52	Material 55	Number (n)
Carra cheese	✓		✓	✓					✓			✓		✓		✓	✓	✓	9
Sheet chees			✓																1
Blue mould cheese												✓	✓						2
Mouldy surk			✓	✓							✓	✓							4
Curd cheese			✓																1
Surk			✓	✓	✓		✓					✓		✓			✓		7
Salted yoghurt			✓	✓		✓		✓		✓									5
Walnut jam			✓	✓								✓	✓						4
Kebbet jam			✓	✓							✓								3
Eggplant jam			✓	✓															2
Bitter orange jam			✓	✓															2



**Table 5.** Availability of Breakfast Products in Promotional Materials Related to Hatay Culinary Culture (continues)

Dip sauce with walnut	✓	✓	✓		✓	✓	✓		✓									7
Cottage cheese salad	✓																	1
Surk Salad							✓											1
Eggplant with yoghurt				✓														1
Paprika with yoghurt				✓														1
Zahter salad		✓	✓		✓					✓		✓	✓					6
Olive salad	✓	✓	✓										✓	✓	✓			6
Peppered bread	✓	✓	✓	✓		✓		✓	✓	✓		✓	✓	✓				11
Thin bread								✓					✓					2
Katıklı bread	✓		✓														✓	3
Kaymaz pastry	✓		✓	✓		✓							✓	✓				6
Semirsek	✓	✓		✓		✓				✓	✓							6
Village bread	✓																	1
Attun				✓								✓						2
Cracked olive				✓		✓		✓				✓			✓		✓	6
<b>Number (n)</b>	<b>9</b>	<b>5</b>	<b>16</b>	<b>15</b>	<b>3</b>	<b>6</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>5</b>	<b>8</b>	<b>5</b>	<b>7</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>2</b>

When the data in Table 5 has been examined, it has been understood that twenty-six breakfast products are included in the promotional materials of Hatay culinary culture. Abugannuç, which is under the salads and appetizers product group in Table 1, has not been taken into account in the material review since it is usually served for the breakfast tables upon request. As a consequence, it is possible to say that the material (material 5, n=9; material 9, n=16; material 11, n=15) that includes the products in Table 5 most is in book format. The materials that include breakfast products least (material 51, n=2; material 55, n=2) are in the poster group. Based on the data presented in Table 5, when an evaluation has been made on a product basis, the breakfast products with the highest rate of inclusion in the materials are pepper bread (n=11), carra cheese (n=9), surk (n=7), walnut paste (n=7), zahter salad (n=6), olive salad (n=6), kaymaz pastry (n=6), fat (n=6) and salted yogurt (n=5). Breakfast products with the least amount of inclusion in the related materials are mashed cheese (n=1), cottage cheese salad (n=1), surk salad (n=1), eggplant with yogurt (n=1), paprika with yogurt (n=1), tandoori bread (n=1), eggplant jam (n=2), citrus jam (n=2), moldy cottage cheese (n=2), thin bread (n=2) and attun olives (n=2). As a consequence, it is possible to say that the most frequently used product groups in the promotional materials are pastries, salads / appetizers and dairy products, respectively.

## Conclusion

In terms of food variety, gastronomy cities have a very rich accumulation. These cities, which stand out with their local food diversity, also attract attention with their social formations (ceremonial organizations, festivals, traditions, oral cultural products, performing arts, etc.) Hatay is the second gastronomy city of Turkey and is among our provinces that contain this diversity with its more than six hundred local dishes. The city, which is identified with meat products, pastries, salads and appetizers, is also the center of attention with its variety of breakfast products. This study has been designed to determine the breakfast-themed gastronomic product variety of Hatay province and to reveal the sustainability status of this variety. In the parallels of this purpose, first of all, the relevant literature and corporate websites have been reviewed. As a result, ninety-one regional breakfast products have been determined, mostly dairy products, jam/molasses, salads and appetizers. After this determination, a comparative evaluation has

been made on the sales lists and menus in order to determine the availability of the products in question in the enterprises that sell local food in Hatay and the level of service in the breakfast concept food and beverage enterprises. The study has been concluded with the determination of the availability in the materials of local breakfast products.

Within the framework of the study, ninety-one breakfast items have been determined under eight product groups of Hatay province. It can be seen that these products are grouped together under the groups of dairy products (32 products), olives (6 products), jams and molasses (18 products), syrups (6 products), spices (3 products), olive oils (3 products), salads and appetizers (17 products), and pastries (6 products). This means that dairy products have an important place in Hatay breakfast culture. The breakfast items that follow dairy products in Hatay cuisine are jams, salads and appetizers. It has been determined that the product groups with the highest availability in enterprises selling local products are spices (74.9%), olives (52.4%) and dairy products (49.3%). In addition, the breakfast product groups with the lowest availability have been determined as jams/molasses (19.6%) and syrups (9.1%). In the study, the availability levels of the determined breakfast products in the breakfast concept food and beverage enterprises operating in the province of Hatay have also been examined. The breakfast product groups with low availability in the mentioned enterprises have been determined as syrups (2.7%) and jams/molasses (24%). The product groups with the highest availability in these establishments are, respectively, pastries (73.3%), olives (37.4%), salads/appetizers (29.3%) and dairy products (29.3%).

When the availability of these products in enterprises that sell local products and the level of their service in breakfast concept food and beverage enterprises have been examined, it has been understood that the lowest rates belong to the syrup and jam-molasses product groups. In the study, it has also been determined that the promotional materials of the regional breakfast products regarding the Hatay cuisine culture were insufficient in terms of quantity and quality. The breakfast products with the highest rate of inclusion in the mentioned materials are paprika bread (n=11), carra cheese (n=9), surk (n=7), walnut paste (n=7), zahter salad (n=6), olive salad (n=6), kaytaz pastry (n=6), semirsek (n=6) and salted yogurt (n=5). When these data have been evaluated comparatively, it can be concluded that the breakfast products found in the promotional materials of Hatay are mostly in the dairy products and pastries group.

The results of the study reveal that breakfast products have an important place in Hatay culinary culture. The basis of this situation lies in the variety of breakfast products. The obtained data reveal that the related product variety has a sustainable basis. In this context, it is important to give more place to the components that make up the culinary culture in the promotional materials of the Hatay region, and to support the tradesmen and women entrepreneurs who sell local products. In addition, participation in national and international cultural organizations will be beneficial in terms of promoting breakfast culture of Hatay.

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