



From Inherited Cuisines To Local Brands: The Historical Gelibolu Zafer Cheese Halva Artisanal Producer

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Abstract

This study examines the historical development, brand heritage, and cultural significance of Gelibolu Tarihi Zafer Peynir Helvacısı, the oldest documented producer of cheese halva in Gelibolu. Rather than treating cheese halva as a local food generalizable to the entire region, the research focuses on a single, deeply rooted brand intertwined with Gelibolu's gastronomic and cultural history, analyzing how a traditional product transforms into a heritage brand. The research is designed as a qualitative single case study based on Robert K. Yin's case study methodology. Data were collected through semi-structured in-depth interviews with Süleyman Burak Batır, the fourth-generation representative and brand manager of the Zafer brand, and analyzed using thematic analysis. The findings demonstrate that the Zafer brand is a key actor in preserving the authenticity and continuity of cheese halva through artisanal production practices, heritage-based branding, and integration with destination image. The study reveals how a single traditional product establishes a link between cultural continuity, local entrepreneurship, and gastronomic tourism through a heritage brand. The main limitation of the study is that the data is limited to a single key information provider and brand sources.

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