

# Experiencing Culture With Food in Global Business

## Food Tastings

### Savory

Brazilian Feijoada (h)  
German Bierocks (h)  
European Cheese Sampler w/Grapes (s)  
Middle East Tabouli Salad (h)  
Middle East Humus Sampler w/ Pita (s)  
Middle East Falafel, Grape Leaf Rolls (c)  
Japanese Soma Salad (h)  
Indian Curry Soup (h)  
Italian anti-pasta olives, mozzarella (s)

### Sweet

Brazilian Brigadeiro (h)  
Brazilian Queijadinhas (h)  
S.A. Guava Paste & Queijo Fresco (s)  
European Cookie Sampler (h, s)  
European Chocolate Sampler (s)  
Middle East Baklava (c)  
Fruit Sampler - papaya, lychee, star (s)  
Haiti Benny Cakes (h)  
Candy Sampler (s)

### Drink

Guava, Mango, Maracuja juices (s)  
Brazilian Guarana – soft drink (s)  
Coffee Sampler (s)  
Tea Sampler (s)

c = catered  
h = homemade  
s = store (Trader Joes, Grocery)

## Methods

### System

Lab fee of \$20.00  
Served once a week  
Alternate savory & sweet

### Procedure

Introduce general country  
etiquette or eating customs  
Explain origin, when & how used  
Describe ingredients  
Show short video clip or give a  
fun cultural quiz

## Future Ideas

Add Biblical integration – ideas?  
Trace the history, culture &  
economics of salt or sugar  
Assess cultural IQ before and  
after course to verify  
improvement in cultural IQ  
Use music from that culture  
during the sample tasting  
Add business etiquette discussion  
for that culture

## Food is Culture

**Food is a powerful cultural symbol** (Counihan & Esterik 2008; Launay, 2003)

**“Food is used in every society on earth to communicate messages”**  
(Anderson, 2005, p.6)

**Food is not only a symbol of cultural difference but is actively used to  
maintain identity** (Long, 2001)

**It is a “form of social exchange and is imbued with meanings...”** (Rozin,  
1996, p. 235)

## Cultural Intelligence (CQ) Education

**CQ is an important capacity in cross-cultural management** (Earley & Ang, 2003)

**3 Part framework for CQ : *Cognitive* – “head” or awareness, *Motivation*  
– “heart or perseverance, and *Behavior* – “action” or adjustment to the  
cultural environment** (Earley & Ang, 2003)

## Experiential Learning

**“The experiential model is especially suited to cross-cultural skill  
training because most of the techniques are active and involving, and  
get participants to practice and try things out”** (McCaffery, 1993, p. 235).

**Experiential Cultural Intelligence Education has 7 stages**

**Stages of: Awareness, Discussion, Pre-Experience, New Culture Experience, Post-  
experience Internalization, Feedback, & Group Discussion** (MacNab, 2012, p. 71)

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