

# Experiencing Culture With Food in Global Business

## Food Tastings

### Savory

Brazilian Feijoada (h)  
German Bierocks (h)  
European Cheese Sampler w/ Grapes (s)  
Mediterranean Tabouli Salad (h)  
Mediterranean Humus Sampler w/ Pita (s)  
Mediterranean 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)  
Mediterranean 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

Dan Sterkenburg  
Associate Professor of Business  
Cedarville University 2013

## 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** (MacNab, 2012)

Stages of: Awareness, Discussion, Pre-Experience, New Culture  
Experience, Post-experience Internalization, Feedback, & Group Discussion