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The Culinary and Nutritional Aspects Surrounding the Newfound Sport of Tailgating

Eileen Beebe, Claire Marsh, Lauren Riemann, Tianyu Ying & Margaret D. Condrasky

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Abstract

Tailgating is becoming America's fastest growing "sport," with Americans spending more money every year to create the ultimate tailgating experience. This study investigates the culinary aspects and nutritional quality of tailgating food items. The analysis focused on nutritional content and quality as well as visual acceptability of physical appearance of foods in respect to gender differences. A better understanding of tailgaters' food priorities will ultimately help foodservice providers offer more efficient ways of marketing for the increasing popularity of tailgating. Tailgating foods

and other related paraphernalia could be marketed directly to potential customers who, based on this study, are most interested in including these products in their tailgates.

Keywords:

culinary | tailgating food | nutrition | college students' food choices | culinary tourism

Notes

Team mentor: Margaret D. Condrasky, EdD, RD, Associate Professor; Team members: Sarah Borowicz, Andrew Cauble, Elise Hubbard, Josh Powell, Culinary Tourism Creative Inquiry Team, Clemson University, Clemson, SC; Department of Food Science and Human Nutrition

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