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The Culinary and Nutritional Aspects Surrounding the Newfound Sport of Tailgating

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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.

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culinary tourism

Notes

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