

Traditional Practices and European Requirements: Metamorphoses of Tradition in Regionally Marked Meat Specialties in Bulgaria

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(Summary)

The article is dedicated to the relationships between traditional and modern, local and European – from the viewpoint of the procedures of certifying food products with traditional character or designated geographical origin. On the basis of examples from the production, distribution and promotion of meat products, such as *Gornooryahovski sudjuk*, *Elenski but* and *Smyadovska lukanka*, the article analyzes the role of food in forming notions of local specificity, which is based on the idea of traditional practices and tastes, whilst being in accordance with the European regulations and standards of producing certified traditional products.

Keywords: traditional food; meat specialties; protected designations; European regulations; local specificity

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