

A CASE STUDY

Changing food habits and cooking styles in metropolitan cities

AJEET KUMAR SINGH* AND NIDHI BHATIA GOGIA
Amity School of Hospitality, Amity University, NOIDA (U.P.) INDIA

ABSTRACT

The purpose of this paper is to explore and analyze the changing food habits, trends and cooking styles in metropolitan cities to understand consumer behavior, food selection pattern and to analyze the chemistry behind the food composition which directly or indirectly is leading or heading towards unhealthy life styles. These unhealthy cooking styles, food habits etc are ultimately affecting the health and psychological standards of people living in the metropolitan cities. The continuous food changing preferences and reflective evaluation of the food choice which depends on various parameters like occupational stress, and limited time has grooved the chance of study. The major emphasis of this paper lies in the food chemistry part which is not only spared by the consumers but even by the chefs of some star category hotels and restaurants. The study is not only limited to the changing pattern of customer preferences but also the negligence in understanding their ill effects. Chronicling the evolution food preparation and food making procedures which emphasizes the nutritional aspect and appeal of food which now a days is intertwined and jumbled up with a number of other complex food production practices changing the track of healthy food consumption pattern in the metropolitan cities. The constant urge of the chefs and few connoisseurs for experimenting new dishes and changing the food varsity as per the changing needs and consumption pattern of the metropolistic life style has evolved a new form of cooking all together leading to life style diseases like diabetes, blood pressure, hypertension, cancer and various others. The influential practices of certain specific cooking methods and the convergence of wine and other objectionable ingredients like monosodium glutamate etc. with some drastic chemical reactions outside and inside the human body is creating gastronomic intolerance. The more and more inclination of the newer generation towards the fast food eating habits is not fit for the healthier lifestyle as discussed and reported by various researchers. More over the ease in such food preparation and quicker consumption in today's metropolistic environment does not bar the changing consumption pattern from getting the process standardized.

Key Words : Food habits, Food chemistry, Gastronomy, Immune system, Healthier lifestyle, Changing food pattern and preference

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* Author for correspondence

Nidhi Bhatia Gogia, Amity School of Hospitality, Amity University, NOIDA (U.P.) INDIA