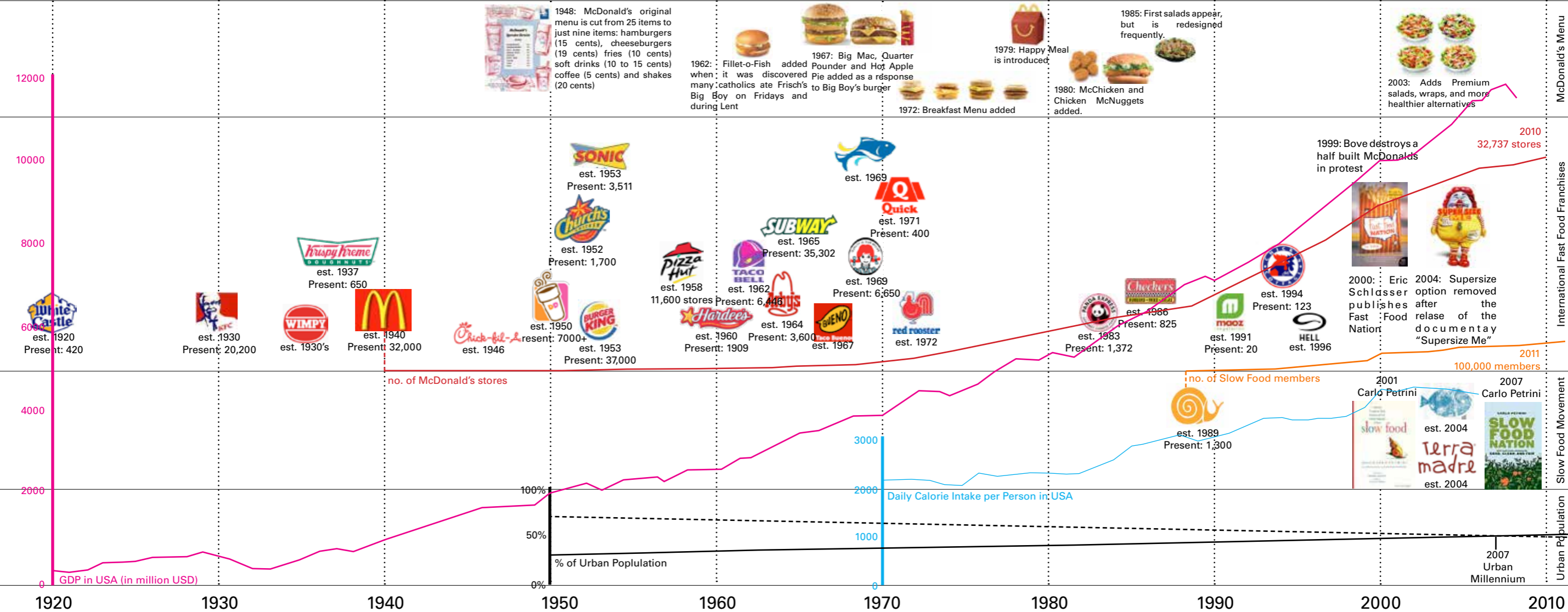


FASTFOOD & SLOW FOOD

Emergence of Fast Food & Slow Food



Operation
Publicity is achieved by advertising. Franchising has been highly successful, where the owner of the new shop has to pay royalties to the franchising company.

Criticism
The wide spreading of the fast food chains has received many anti-movements from 2000 onwards, Main points of arguments are that it promotes unhealthy lifestyle, is not environmentally friendly, and the large quantities of animals slaughtered.

Main Food Types
Those franchised by American fast food companies are mostly quickly prepared, standardised meals consisting of hamburgers, Asian take-aways, baked goods, hot dogs, and Mexican food



Main Food Types
Other less franchised fast food include; donor kebabs, sushi, ramen, take aways, hot dog stands and many more. There are countless variations and

Philosophy
"Fast, Convenient and Tasty"

Definition
Food such as hamburgers, pizza, or fried chicken, that is prepared in quantity by a standardized method and can be dispensed quickly at inexpensive restaurants for eating there or elsewhere.

Fast Food

Philosophy
"Good, Clean and Fair Food"

Definition
A movement created to counteract fast food and fast life, the disappearance of local food traditions and people's dwindling interest in the food they eat

Slow Food

Main Food Types
Individually prepared meal, prepared from fresh, local ingredients.

Mass Produced Slow Food



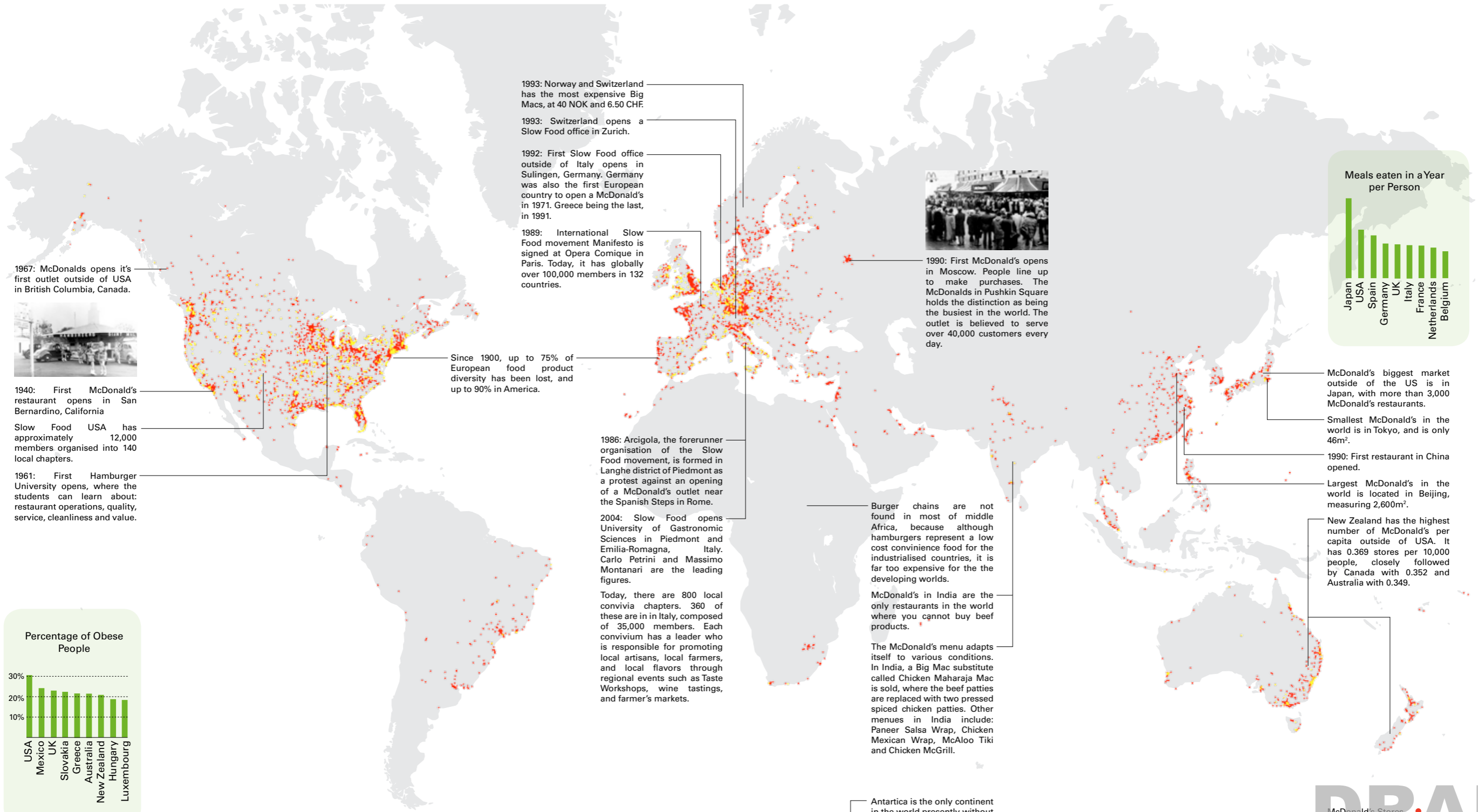
Operation
Publicity by publications and media coverage. Divided into local chapters called Convivia, lead by Slow Food Headquarters in Italy.

Criticisms
Critics accused the movement of being an elitist behavior, and that industrially produced foods are cheaper and thus more available for the general public.

DRAFT
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Fast Food & Slow Food

Co-existence of Fast Food and Slow Food



1967: McDonalds opens it's first outlet outside of USA in British Columbia, Canada.

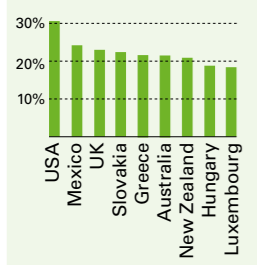


1940: First McDonald's restaurant opens in San Bernardino, California

Slow Food USA has approximately 12,000 members organised into 140 local chapters.

1961: First Hamburger University opens, where the students can learn about: restaurant operations, quality, service, cleanliness and value.

Percentage of Obese People



Source: Nation Master

1993: Norway and Switzerland has the most expensive Big Macs, at 40 NOK and 6.50 CHF

1993: Switzerland opens a Slow Food office in Zurich.

1992: First Slow Food office outside of Italy opens in Sulingen, Germany. Germany was also the first European country to open a McDonald's in 1971. Greece being the last, in 1991.

1989: International Slow Food movement Manifesto is signed at Opera Comique in Paris. Today, it has globally over 100,000 members in 132 countries.



1990: First McDonald's opens in Moscow. People line up to make purchases. The McDonalds in Pushkin Square holds the distinction as being the busiest in the world. The outlet is believed to serve over 40,000 customers every day.

Since 1900, up to 75% of European food product diversity has been lost, and up to 90% in America.

1986: Arcigola, the forerunner organisation of the Slow Food movement, is formed in Langhe district of Piedmont as a protest against an opening of a McDonald's outlet near the Spanish Steps in Rome.

2004: Slow Food opens University of Gastronomic Sciences in Piedmont and Emilia-Romagna, Italy. Carlo Petrini and Massimo Montanari are the leading figures.

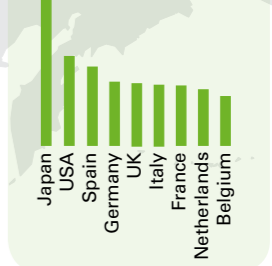
Today, there are 800 local convivia chapters. 360 of these are in Italy, composed of 35,000 members. Each convivium has a leader who is responsible for promoting local artisans, local farmers, and local flavors through regional events such as Taste Workshops, wine tastings, and farmer's markets.

Burger chains are not found in most of middle Africa, because although hamburgers represent a low cost convenience food for the industrialised countries, it is far too expensive for the the developing worlds.

McDonald's in India are the only restaurants in the world where you cannot buy beef products.

The McDonald's menu adapts itself to various conditions. In India, a Big Mac substitute called Chicken Maharaja Mac is sold, where the beef patties are replaced with two pressed spiced chicken patties. Other menus in India include: Paneer Salsa Wrap, Chicken Mexican Wrap, McAloo Tiki and Chicken McGrill.

Meals eaten in a Year per Person



McDonald's biggest market outside of the US is in Japan, with more than 3,000 McDonald's restaurants.

Smallest McDonald's in the world is in Tokyo, and is only 46m².

1990: First restaurant in China opened.

Largest McDonald's in the world is located in Beijing, measuring 2,600m².

New Zealand has the highest number of McDonald's per capita outside of USA. It has 0.369 stores per 10,000 people, closely followed by Canada with 0.352 and Australia with 0.349.

Antartica is the only continent in the world presently without a McDonald's outlet.