

## Determination of the inclusion levels of street foods in the menus of food and beverage businesses in Kadıköy İstanbul<sup>1</sup>

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### ABSTRACT

Turkey is a country that tourists highly prefer due to its geographical location, nature, historical beauty, and food culture. Street foods can be affected by geographical location, mode of production, historical development, economic and cultural relations, beliefs, and ethnic status. With the increasing popularity of street food in recent years, street food has been added to the menus of cafes and restaurants. The main purpose of this study is to determine the inclusion levels of street foods in the menus of food and beverage businesses. The population of the study are employees of food and beverage businesses in Kadıköy. The level of street food on the menu is examined with a sample of personnel (n=25) from a food and beverage business in Kadıköy. A semi-structured interview technique among qualitative research techniques was used. Interviews were conducted with the authorities (chef, waiter, business manager, and employer) of food and beverage businesses determined through purposive sampling. The findings illustrate intense preference for street foods in food and beverage businesses. It has been observed that some businesses use street foods as the main theme in restaurant design and menu planning. It is seen that street foods are preferred either as sides next to beverages or as appetizers before the main meal.

### KEYWORDS

Food and beverages businesses, menu planning, street food, İstanbul, gastronomy.

## İstanbul Kadıköy'deki yiyecek içecek işletmelerinin menülerinde sokak yemeklerinin yer alma düzeylerinin belirlenmesi

### ÖZET

Türkiye coğrafi konumu, doğası, tarihi güzellikleri ve yemek kültürü nedeniyle turistler tarafından oldukça tercih edilen bir ülkedir. Sokak yemekleri coğrafi konum, üretim şekli, tarihi gelişim, ekonomik, kültürel ilişkiler, inanç ve etnik durum gibi faktörlerden etkilenebilir. Sokak yemeklerinin son yıllarda artan popülaritesi ile birlikte kafe ve restoranların menülerine sokak yemeklerinin eklendiği görülmektedir. Bu çalışmanın temel amacı, yiyecek içecek işletmelerinin menülerinde sokak yemeklerinin yer alma düzeylerini belirlemektir. Araştırmanın evrenini Kadıköy'de bulunan yiyecek içecek işletmelerinin çalışanları oluşturmaktadır. Örneklem ise, Kadıköy'deki yiyecek içecek işletmelerinde çalışanlar (n=25) oluşturmaktadır. Nitel araştırma tekniklerinden yarı yapılandırılmış görüşme tekniği kullanılmıştır. Amaçlı örnekleme yöntemi ile belirlenen yiyecek içecek işletmelerinin yetkilileri (şef, garson, işletme müdürü ve işveren) ile görüşmeler yapılmıştır. Bulgular, yiyecek içecek işletmelerinde sokak gıdalarının yoğun bir şekilde tercih edildiğini göstermektedir. Bazı işletmelerin restoran tasarımı ve menü planlamasında sokak yemeklerini ana tema olarak kullandıkları gözlemlenmiştir. Sokak yemeklerinin ya içeceklerin yanında yan ürün olarak ya da ana yemek öncesi meze olarak tercih edildiği görülmektedir.

### ANAHTAR KELİMELER

<sup>1</sup> Ethics committee permission to collect data for this study was obtained from Bartın University Ethics Committee with approval no E-23688910-050.01.04-2100036984 dated April 30th, 2021.

## Introduction

The phenomenon of eating and drinking is seen as a means of socialization and it is emphasized that a sociological perspective should be adopted. The main purpose of food and beverage businesses is to deliver their products to a wide spectrum of consumers (Avcıkurt et al., 2007). As a result of the extensive research conducted by Johns and Pine (2002), the focus of the studies investigating the phenomenon of eating out was determined as meal selection, restaurant selection, the economic dimensions of eating out, the sociology of eating out, satisfaction, and loyalty of consumers. Many factors affect consumers in restaurant selection as well as in meal selection. Lewis (1980) emphasized that five factors affect consumers' restaurant selection: food quality, menu variety, price, atmosphere, and convenience.

Shenoy (2005) stated that in the world tourism market, where competition is increasing, all regions and destinations try to create their own products to differentiate from their competitors, and local cuisines are unique marketing sources. It is important today that culinary heritage is considered a tourism product. It is possible to transform fine food and drink into tourism products and offer them as an experience for the tourist. The spending on this tourism product will contribute to the local people and the region's economy and create a multiplier effect (Deveci et al., 2013).

One of the changes in food and beverage consumption habits is that street foods are given more attention than before. Eating out is mainly related to out-of-home food and beverage consumption. In this context, eating out refers to individuals consuming food and beverages produced and served by the business at a certain fee outside the home (Özdemir, 2010, p. 218). According to Boyne, Williams, and Hall (2002), travelers generally spend 40% of their travel budget on enjoying food at their destination. There has been increased interest in street foods worldwide due to food tourism development. The development and expansion of street food sectors may be due to the growing economic benefits derived from tourists. Street foods have various advantages such as low price, high nutrition content, and easy accessibility. It also gives positive feedback for employment and income (Alimi & Workneh, 2016; Pilato et al., 2016).

Most of the studies on street foods seen in the literature review are focused on food safety. There are intense studies on bacteria, microorganisms, and contaminants in street foods and street food vendors' hygiene and sanitation knowledgeability. In contrast, studies on tourists' preference for businesses that sell street food are limited.

From the data of "Tourism Statistics 2021, January – December" prepared by the Turkish Statistical Institute, the total number of foreigners visiting Turkey in that period is 24.712.266. From this number, 9.025.004 are visiting Istanbul, making it the first among the most favored destinations in the twelve-month period (Istanbul Provincial Directorate of Culture and Tourism, 2022). Therefore, it can be said that Istanbul was chosen as the most preferred city in Turkey, with Turkey itself being in the top ten countries hosting the most tourists worldwide.

Istanbul has a rich street food culture proven by having street food festivals organized all over the city and the presence of some of the best street foods in the world approved by national and international organizations. In addition, even though street foods are normally sold by vendors and handlers for quick consumption, because of their ongoing popularity, their presence within the menus of restaurants and cafes is increasingly seen nowadays (Kargiglioglu & Aksoy, 2019). The purpose of this study is; 1) To reveal the presence of inclusion of street food in the menus of food and beverage businesses, 2) To learn the demand for street foods on the menu through the businesses' employees, 3) To learn the effect of the inclusion of street foods in the menu on customer preference, 4) To learn the rate of customers who prefer street foods.

## Theoretical Framework

Eating out, which used to be an activity that people disliked, is now considered a normal event, even a social activity. Social changes such as family life that turned to gender equality and how women contribute to the family budget by working, as an increase in the young and educated population, enabled the development of the food and beverage industry. As people's income and leisure time increased, their tendency to travel and travel frequency increased. This change led to opening food and beverage businesses that will meet people's eating and drinking needs during their travels (Rızaoğlu & Hançer, 2005). Eating outside has become an integral part of modern life for many people, with one every six meals eaten out of home, such as in restaurants, cafes, or public eating places like canteens in the workplace.

The food and beverage industry consists of commercial and institutional businesses that produce goods and services to meet people's food and beverage needs in their travels or temporary accommodation other than their own residences for various reasons (Sökmen, 2006). People are coming to food and beverage businesses for various purposes, such as meeting the daily need for eating, business lunches, special day celebrations, entertainment, socializing, discovering new tastes, snobbism, and engaging in socio-cultural activities. (Babat & Kılıç, 2011: 97). Food and beverage businesses can be classified as follows (Sökmen, 2006); fine dining restaurants, cafes, fast food/quick service restaurants, food halls/courts, casual dining restaurants, ethnic restaurants, specialty restaurants, and port restaurants (airport, seaport, train and bus station).

Eating out, by having food and beverages served outside the home environment, is an important part of the economy, especially within the hospitality industry. The food and beverage serving activity itself are defined as an act of providing complete meals or drinks suitable for immediate consumption, whether in traditional, self-service or take-away restaurants, from a permanent places or temporary stands/tents, either with or without seating arrangements (Davis et al., 2013). The food and beverage industry, one of the most popular sectors of the first quarter of the 21st century, is gradually developing. In parallel with this, the competition between businesses is increasing (Küçükaslan, 2006: 1). Nowadays, most people do research with the help of the Internet before purchasing any service. It is of great importance for businesses to pay attention to this issue, as research that can be done on food and beverage businesses may be related to the price scale, product range, customer comments, and menus of the businesses.

In addition to being one of a business's most important communication and promotion tools, the menu is also very important for cost control, marketing, and sales activities. The menu design includes many factors, such as the selection of the products to be included in the menu, the physical characteristics of the menu cards, naming and descriptions of the products, and product positioning (Şahin & Yazıcıoğlu, 2018).

Menu planning appears before the managers in the food and beverage businesses and units as a separate experience and specialization job that requires thinking and applying many factors in food and beverage operations and units (Sezgin et al., 2008). The menus show the food and drinks the businesses offer and their prices. In addition, menus are also the determiner and supplementary in marketing, financing, and policies. The main goal of the menu is to reduce the amount of unsold products as much as possible because no business knows exactly what its guests want (Sökmen, 2011).

Menu planning is the process that determines which foods and drinks offered by a food and beverage business will be placed on the menu. For menu planning to continue accurately and effectively, food and beverage lists that are acceptable to business managers and meet customers' expectations must be created (Gordan & Davis, 2004). While a correctly planned menu leads the business to success, menus that are incorrectly planned, have too many errors and have deficiencies in cost control lead the business to failure (Özgen, 2015). After determining the preference rates of the food and beverages from the customers' feedback, managers of food and beverage businesses use this feedback when planning the menu. For this

reason, the demands of the target audience should be analyzed thoroughly while planning the menu and the changes in the requests of the customers should be followed.

Due to their nature, having street foods included in the menu is thought to be distinct from the common food and beverage culture. Yet, with street delicacies being consumed frequently by both locals and tourists nowadays, it is seen that food and beverages which are offered by street food vendors that are primarily served outside as mobile or fixed stands in a certain place have started to be added to the menus of food and beverage businesses as a result of the increasing demand in recent years.

The FAO defines street foods as “ready-to-eat foods and beverages prepared and or sold by vendors and handlers especially in streets and other similar places for immediate consumption or consumption at a later stage without further processing or preparation” (Food and Agriculture Organization of the United Nations (FAO), 1986). When looking at the historical development of street foods in ancient Rome, the Romans who went to watch Gladiator wars, bet on matches in the Colosseum, visited the bath after their daily activities, and socialized actually consumed lots of street foods such as sausage and fried fish (TheLocal, 2015). In addition, street food sellers earn their primary or supplementary income by preparing the food or readily selling it in a mobile or fixed stand in open areas.

Street foods, which play an important role in forming national identity together with social, economic, technological, cultural, and artistic developments, are widely consumed in both developed and developing countries and form part of the local culinary tradition. (Tinker, 1987). Street foods are considered an important source of daily nutrient needs, especially for people with low/middle income and students. In addition to ensuring food security among low-income urban people, street foods are the main means of subsistence for some populations in many developing countries (Tavonga, 2014), moreover, the unique taste, experience, and ease of street foods could interest all-income-level population as well (Ackah et al., 2011; Cross & Morales, 2007; Muzaffar et al., 2009). Street foods are also considered a potential sector for creating employment and job opportunities in many developing countries (Haque & Kohda, 2020).

Street food plays an important role in preserving cultural and social heritage by maintaining the local food habits of the countries along with their content, preparation, sales methods, and consumption (Calloni, 2013). As street food is a part of daily life, it is also important as a tourist product. Foods and beverages which are defined as street foods do not only meet the physiological needs of the customers but also contribute to their socialization (Çavuşoğlu & Çavuşoğlu, 2018, p. 641). The richness of culinary culture is also reflected in street food. The results of nomadic food culture and immigrants from different regions bringing their own culinary culture have indeed been reflected in street food. Especially in Istanbul, one of the capitals of the Ottoman Empire, it is thought that different religious and ethnic structures, migrations, palaces, and folk cuisine contributed greatly to street food.

Street foods provide economic and social benefits for both consumers and sellers. As Turkey's most populated province and considered among the world's leading metropolitan cities, Istanbul has a rich and diverse street food culture. Consuming street foods late at night has become a daily ritual for Istanbul's working and young population (Kargiglioglu & Aksoy, 2019).

Kebab, grilled fish sandwiches, wet burgers, boza, doner, kokoreç (street food made of animal intestines), and stuffed mussels are considered to be the primary Turkish street foods. While street foods meet the daily, inexpensive, and nutritious nutritional needs of the population living in Istanbul, they are known as attractive, economical, and delicious food alternatives for tourists seeking different tastes. They are also an important source of income for many people. Finding a street vendor in almost every street and corner around İstanbul 7/24 is possible. This ensures that street delicacies differ in every district and culture (Ballı, 2016). Some street foods that stand out in Istanbul can be categorized as follows; Fried Mussels, Stuffed Mussels, Grilled Fish Sandwich, Lakerda, Meatballs, Sogus Kelle (a type of offal), Wet Burger, Spiced Mutton Liver, Icli

Kofte (Stuffed Meatballs), Sweetbread, Chickpea Wrap, Simit (Turkish Bagel), Kanlıca Yogurt, Mobile Breakfast Bar, Pilaf with Chicken, Boza, Pickle Juice, Turkish Coffee, Sherbets, Salep, Helva, Ottoman Paste, Tulumba Desert (Syrup-soaked Pastry), Green Plum, Cengelköy Cucumber, Iced Almond (Demir, et al., 2018).

The phenomenon of eating and drinking is seen as a means of socialization, and it is emphasized that a sociological perspective should be adopted. The main purpose of food and beverage businesses is to deliver their products to a wide spectrum of consumers (Avcıkurt et al., 2007). As a result of the extensive research conducted by Johns and Pine (2002), the focus of the studies investigating the phenomenon of eating out was determined as meal selection, restaurant selection, the economic dimensions of eating out, the sociology of eating out, satisfaction, and loyalty of consumers. Many factors affect consumers in restaurant selection as well as in meal selection. Lewis (1980) emphasized that five factors affect consumers' restaurant selection: food quality, menu variety, price, atmosphere, and convenience.

## Material and Method

The semi-structured in-depth interview method, which is one of the qualitative research methods, was used in this study. The reasons for a qualitative approach are to have a participatory role by the researcher, to examine the subject in its natural environment, to gain a holistic approach, to reveal perceptions, to obtain information from top management, and to have a flexible research pattern (Yıldırım & Şimşek, 2011; Karasar, 2008). Interviews were conducted with the authorities (chef, waiter, business manager, and employer) of food and beverage businesses determined through purposive sampling. The questions determined by the researcher are important to collect systematic information. However, other questions appropriate for the purpose of the study may be asked to obtain deeper information according to the answers given by the participants (Gürbüz & Şahin, 2016).

The aims of the study are to reveal the presence of inclusion of street food in the menus of food and beverage businesses, to learn the demand for street foods on the menu, to learn the effect of the inclusion of street foods in the menu on customer preference by interviewing the staff of food and beverage businesses operating in Kadıköy.

The reason why Kadıköy was chosen for the research is that it stands out as the most visited district of Istanbul, together with Fatih, Üsküdar Beyoğlu, and Beşiktaş districts (Tremglobal, 2020). In the selection of food and beverage businesses in Kadıköy, food and beverage businesses in Kadıköy were searched on the TripAdvisor website, and a total of 424 businesses were reached in four categories: 257 restaurants, 112 cafes, 43 patisseries, and 12 pubs (Tripadvisor, 2023). Qualitative studies are generally conducted with small sample groups and a purposive sampling method (Miles & Huberman, 1994). An exact number has not been determined at the sampling stage. Because in qualitative research, the sample size varies according to the richness of the data collected from the participants and the frequency of repetition (Kozak, 2015). An interview form was applied to restaurants, cafes, and pubs in Kadıköy on the TripAdvisor website. The population of the research is the employees of food and beverage businesses operating in the Kadıköy district of Istanbul. The study sample consists of 25 employees working in food and beverage businesses operating in the district of Kadıköy, Istanbul. Due to the repetition of the answers received after the 20th interview, the interviews ended with the 25th employee of the food and beverage business. Since it is recommended to have a sample size of at least 15 in all qualitative studies (Mason, 2010), it has been concluded that the sample is sufficient to evaluate the data.

The sociodemographic characteristics of respondents were measured using the typical sociodemographic variables (i.e. age, gender, level of education, marital status, race/ethnicity, and income level). The data in the study was obtained through the interview form, which included questions created after the literature review on street food and menu planning. The questions in the interview form were prepared in line with the review of the relevant literature

(Demirçakmak & Mutlu,2020; Sarıtaş & Sormaz, 2020; Hazarhun & Koçak, 2019; Çetinsöz & Polat, 2018) and the opinions of expert lecturers. To measure the content validity of the interview form, the form was finalized by performing a preliminary evaluation with 5 chefs and interviewing 5 instructors who are experts in tourism and gastronomy. In the next process, a pilot study was carried out with 2 managers with the interview form created to ensure validity. As a result of the pilot application, the interview form was rearranged.

Six questions are about determining the characteristics of the participant and the business, and the other six are about determining the status of including the street foods in the menus.

The questions used in the interview form are as follows:

1. Gender?
2. Educational Status?
3. What is your position in the business?
4. How long have you been working in the business?
5. How long has your business been operating?
6. How many people in total work in your business?
7. What street foods are included on the menu of the business you work for?
8. What are your thoughts on the menu of the food and beverage business you work for?
9. What are your views and thoughts on street foods?
10. Do you think street foods are important in the context of the sustainability of culinary culture?
11. What are your views on including street foods in the menus of food and beverage businesses?
12. Do you think including street foods on the menu affects customer preferences?

Ethics committee permission to collect data for this study was obtained from Bartın University Ethics Committee with approval no E-23688910-050.01.04-2100036984 dated April 30th, 2021. The data were collected between June 1st and July 10th, 2021, and the interviews were recorded with the consent of the participants. The meeting time for each participant (business owners, managers, kitchen workers, and waiters) varied between 30-45 minutes. As Yıldırım and Şimşek (2013) stated, it was important to keep the interview times long to ensure the internal reliability of the research. The audio recordings obtained from the interviews were transferred to the computer and put into writing. The study's findings were presented to the reader by directly quoting what the participants said.

Including descriptive citations in qualitative data analysis ensures that the data and the results obtained are very close to each other in terms of expression, and also enriches and strengthens the expression (Wolcott, 1994). The data were analyzed by content analysis technique. The data obtained from the participants were first organized to be analyzed, then the theme coding process was carried out by coding and presented with the help of tables in the final stage (Creswell, 2016). The answers received for each question in the interview form were categorized, and descriptive analysis was conducted. In the study, questions were asked of the participants in line with the predetermined themes and codes. The study was carried out with 3 themes and 6 codes. These themes and codes are presented in Table 1.

**Table 1** Themes and codes

Themes	Codes
Thoughts Regarding Street Foods	- General views and opinions on street foods
Thoughts on the Inclusion of Street Food in Menus	- List of street foods included on the menu of the business
	- Thoughts on the menu of the food and beverage business
	- Views and opinions on the inclusion of street foods in the menus of food and beverage businesses
Thoughts Regarding the Sustainability of Inclusion of Street Food in Menus	- Thoughts on the inclusion of street foods in the menu affecting customer preference
	- Views regarding the importance of street foods in the context of the sustainability of culinary culture

## Findings

Semi-structured in-depth interview method, one of the qualitative research methods, was used in this study. The reasons for a qualitative approach are to have participatory role by the researcher, to examine the subject in its natural environment, to gain a holistic approach, to reveal perceptions, to obtain information from top management and to have flexible research pattern (Yıldırım & Şimşek, 2011; Karasar, 2008). Interviews were conducted with the authorities (chef, waiter, business manager, and employer) of food and beverage businesses determined through purposive sampling. The questions determined by the researcher are important in order to collect systematic information. However, other questions appropriate for the study's purpose may be asked to obtain deeper information according to the answers given by the participants (Gürbüz & Şahin, 2016).

### Information about the businesses

With the data obtained, frequency and percentage calculations have been made to determine the years of service, the number of personnel employed, and whether street foods are included in the menus of the food and beverage businesses. In this context, the frequency and percentage distribution of the service years of the 25 restaurants included in the sample are given in Table 2, the number of employees in Table 3, and the frequency and percentage distribution of whether street foods are included in the menus of food and beverage businesses are given in Table 4.

**Table 2** Years of service

Years	n	%
1-3 Years	14	56,0
4-7 Years	3	12,0
8-10 Years	2	8,0
10 Years and above	6	24,0
Total	25	100

It has been determined that most of the businesses participating in the research have been operating for 1-3 years with a percentage of 56%. It is seen that this rate is followed by older businesses, that is, businesses that have been operating for more than 10 years, with a percentage of 24%. On the other hand, businesses between 8- 10 years, have been found to have participated in the research with the percentage of 8%.

**Table 3** Number of people employed

Number	n	%
1-5 People	7	28,0
6-10 People	11	44,0
11-15 People	4	16,0
15 people and above	3	12,0
Total	25	100,0

When the food and beverage businesses to which the questions are asked are examined in terms of the number of people they employ, it is seen that a large part of them (44%) employ 6-10 people. This rate is followed by businesses employing 1-5 personnel with a percentage of 28%. It has been determined that there are only three businesses with 15 or more employees.

**Table 4** Availability of street foods in the menus of food and beverage businesses

Menus	Available		Non-available		Total %
	n	%	n	%	
1 Salep	9	36,0	16	64,0	100
2 Sherbet	10	40,0	15	60,0	100
3 Boza	4	16,0	21	84,0	100
4 Pickle Juice	13	52,0	12	48,0	100
5 Stuffed Mussels	12	48,0	13	52,0	100

6	Grilled Fish Sandwich	13	52,0	12	48,0	100
7	Iced Almonds	0	0,0	25	100,0	100
8	Corn	2	20,0	20	80,0	100
9	Chestnut Kebab	0	0,0	25	100,0	100
10	Kokorec (street food made of animal intestines)	14	56,0	11	44,0	100
11	Shambali	3	12,0	22	88,0	100
12	Halka Tatlısı (Syrup-soaked Pastry)	6	24,0	19	76,0	100
13	Simit (Turkish Bagel)	4	16,0	21	84,0	100
14	Pilaf with Chicken/Chickpeas	9	36,0	16	64,0	100
15	Liver Kebab	8	32,0	17	68,0	100
16	Içli Kofte (Stuffed Meatball)	4	16,0	21	84,0	100
17	Wet Burger	4	16,0	21	84,0	100

A total of seventeen street foods determined within the scope of the study and the foods included in the menus of the restaurants from the study were examined. It is found that the most common street foods present on the menu of the restaurants included in the study are Kokorec, Grilled Fish Sandwiches, and Stuffed Mussels, respectively. Moreover, it was concluded that these foods were on the menus of more than half of the businesses participating in the study. When the beverages of street foods available on the menu are examined, pickle juice, sherbet, salep, and boza can be seen, respectively. Iced almonds and chestnut kebabs were not found in any of the food and beverage businesses included in the study.

### Demographic information

15 of the participants were men, and 10 were women in the study investigating the presence of street foods in the menus of food and beverage businesses operating in the Kadıköy district of Istanbul. Of the interviewees, 6 are executive chefs, 10 are managers, and 9 are waiters. Looking at the educational status, it is seen that most of the participants (11) are university graduates, followed by 10 high school graduates and 4 primary school graduates. It is seen that the majority of the participants have a working period of three years or less, yet one-third of the employees stated that they have been working in the business for more than 8 years.

**Table 5:** Demographic Data of Participants

Participant	Gender	Position	Educational Status	Working Time
P1	Male	Manager	University	8 years
P2	Female	Waitress	High-school	6 months
P3	Male	Executive Chef	High-school	10 years
P4	Male	Waiter	High-school	3 years
P5	Male	Executive Chef	High-school	5 years
P6	Male	Executive Chef	Primary school	15 years
P7	Female	Manager	University	2 years
P8	Male	Manager	High-school	4 years
P9	Male	Executive Chef	University	1 year
P10	Female	Manager	High-school	6 years
P11	Female	Manager	University	2 years
P12	Female	Waitress	High-school	3 months
P13	Male	Waiter	Primary school	10 years
P14	Male	Waiter	High-school	5 years
P15	Male	Manager	University	3 years
P16	Female	Waitress	University	2 months
P17	Male	Manager	University	1 month
P18	Male	Waiter	High-school	6 years
P19	Female	Waitress	Primary school	8 years
P20	Female	Manager	High-school	3 years
P21	Female	Manager	University	5 years
P22	Male	Executive Chef	University	6 months
P23	Male	Executive Chef	University	8 years
P24	Female	Manager	University	12 years

P25

Male

Waiter

Primary school

1 year

**Examination of the answers to the question, "What are your thoughts on the menu of the food and beverage business you work for?";**

They stated that the menus are updated twice a year according to the supply of seasonal vegetables, fruits, and seafood. Employees in a few of the businesses stated that their menus have stayed the same for many years, and this situation positively affects customer preferences. Although the waiters and kitchen staff were surprised that street food was included in the menu at first, and they thought that street food would not be ordered, yet with the orders actually coming from the customers, this thought was replaced by an idea for the management to add different street foods to the menu.

**Participant 3:** "Our menus change twice yearly according to the product supply. With that, our customers are familiar with the food and beverages we generally offer in summer and winter."

**Participant 4:** "Since the place I work in is a bar, we offer more snacks and appetizers as food."

**Participant 8:** "I think that the inclusion of street foods in the menu positively affects customers' preference."

**Participant 12:** "Although I was surprised at first that the food and drinks that we normally bought outside and consumed on foot were put on the menu, I saw that our business actually satisfies customer wants with the presence of street foods."

**Participant 23:** "From my experience, most customers who come to our restaurant prefer street foods not only as a main meal but also as a snack."

**Examination of the answers to the question "What are your views and thoughts on street foods?";**

When we look at the opinions and thoughts of the participants about street foods, we see that they think of street foods as something that all people consume at least once in their lives. It is defined as the food and drinks consumed while leaving home to work, after getting on or off the transportation vehicles, and even while waiting for a friend for a meeting. Regarding tourism, the most consumed food and beverages in foreign travels may be the street foods of that country. Therefore, in recent years, street foods have been added to the menus of food and beverage businesses. In fact, we see food and beverage businesses that only offer street foods are opened. A small part of the participants, on the other hand, advocates that street foods should be prepared and sold by street food vendors on the streets rather than food and beverage businesses.

**Participant 16:** "Besides the beer orders of the guests coming to the business, the orders for stuffed mussels and kokoreç are increasing daily. Customer preferences affect each other, especially when more than one table is occupied."

**Participant 18:** "I can say that especially for foreign tourists when they come to businesses like ours, common Turkish cuisines like kebab or baklava may be the first things that come to their mind, and street foods are actually their next preference."

**Participant 24:** "Street delicacies are the foods and drinks that people buy both to fill their stomach and to have a better mood according to the situation during the day."

**Examination of the answers to the question "What are your views on the inclusion of street foods in the menus of food and beverage businesses?";**

Looking at the general participants, they stated that the presence of street foods on the menus was in direct proportion to the customer demand. That's why we see street foods on the menus of most businesses, especially gastropubs. Our chefs, who approach street foods differently, also reflect this in their presentations.

**Participant 9:** "Although I was not very fond of the presence of street foods on the menu at first, I found myself starting to work on how we could add a different food to the menu due to the high demand from the customers. In the service sector, we must offer what the customer demands with an understanding of business policy and quality."

**Participant 13:** "Since there is a great demand for street delicacies from the customers, I think their presence on the menu affects the business positively."

**Participant 15:** "Considering street food as a part of culture, its importance can be better understood. That's why I'm happy to have street foods on our menu."

### **Examination of the answers to the question "What is the average rate of customers who order street food?";**

Most of the participants, managers, chefs, and waiters, stated that the demand for street foods is quite high, and almost half of the guests who come to the business order street foods. They stated that especially the guests who come as a group order street foods, at least as an appetizer.

**Participant 4:** "Although fast food-style foods are generally ordered, the interest in street foods is quite high."

**Participant 19:** "Most of our guests prefer street foods alongside their drinks."

**Participant 24:** "Since we are a company that brings street foods to the forefront with our restaurant design and menu planning, orders for street foods are quite high."

### **Examination of the answers to the question, "Do you think the inclusion of street foods on the menu affects customer preferences?";**

The fact that the customers who came to the business recently asked the welcoming hostess or the waiter whether street foods are included in the menu indicates that the inclusion directly affects the customer choice of the business.

**Participant 1:** "Thinking from the point of view of tourists, I can say that street foods are included in our menu as an element of attraction."

**Participant 2:** "I have witnessed many times that customers who look at the standing menu in front of the restaurant say "we can try it here" when seeing the street foods on the menu."

**Participant 22:** "At first, I was one of those who found it strange to include street foods on the menu. After seeing that the customer demands were intense, we started to work on which street foods we could add to the menu, and there are so many street foods in the menu we use now that we can allocate a separate section for street foods."

### **Examination of the answers to the question "Do you think street foods important in the context of the sustainability of culinary culture?";**

Most participants think street foods are important for Turkish cuisine culture as a society that has moved from a nomadic lifestyle to a settled life. They think street food preparation and presentation are maintained similarly or with minor changes from past to present. Another striking point is that in addition to meeting the criteria of street foods, the street foods are presented in different ways in first class restaurants.

**Participant 1:** "We attach importance to street foods in our business because they are a part of our culture rather than customer preferences."

**Participant 6:** "The richness of Turkish cuisine stems from its cultural heritage. We must be conscious of passing it on to future generations."

**Participant 12:** "Although street foods have been included in the menus of food and beverage businesses because of their popularity, I think street food sellers/vendors should be protected as well."

**Participant 25:** "The sustainability of street foods that we consume in every moment of our lives, from a cotton candy bought as a child, a boiled corn, to a meatball and bread eaten in front of a stadium, is very important."

## **Conclusion**

In addition to being one of a business's most important communication and promotional tools, the menu is also very important for cost control, marketing, and sales activities. There are many factors in menu design, such as the selection of the products to be included in the menu, the menu cards' physical properties, the products' naming and descriptions, and product positioning

(Sahin & Yazıcıoğlu, 2018). Street foods reflect the culture of a region visited by tourists and constitute the main motivation for visiting the region (Demir et al., 2018; Henderson et al., 2012). Street food tours are among the top five worldwide food tours as of 2021 (Cifci et al., 2021). In this sense, the content and menu planning of the menus of the food and beverage businesses operating in Istanbul, Turkey's most visited city, is important.

The number of publications on street food has increased since 2019. Yet there is no study on whether street foods are present in the menus of food and beverage businesses. In addition, the study was conducted after the Covid-19 pandemic, so it can be considered that there has been no change in people's view of street foods after the pandemic. This study examines the presence and status of street foods on the menus of food and beverage businesses. For this purpose, face-to-face interviews were conducted with employees in food and beverage businesses operating in Istanbul, the most visited city in Turkey, and Kadıköy, one of Istanbul's most visited locations. Twenty-five people were interviewed, including waiters, chefs, and managers. As a result of the interviews, almost all businesses offer street foods.

Street foods are the foods and beverages offered for sale on the streets, where all or part of the preparation stage is made at the place where the product is sold. Lately, it has been observed that street foods have a positive effect on the choice of destination, and it's been noticed that there are even Michelin star restaurants which offer street foods. Considering the demand for street foods and potential customer preferences, food and beverage businesses have also started to add street foods to their menus.

Looking at the data obtained from the interviews held in food and beverage businesses, it was understood that they examined customer preferences and included street foods in their menu planning. It is seen that the majority of customers coming to food and beverage businesses prefer food or beverages from street foods, and the employees' opinions regarding the inclusion of street foods in the menus are positive.

In general, when the opinions regarding street delicacies are asked, they thought that street delicacies are mostly preferred as sides next to alcoholic beverages or as appetizers before the main meal. It was shared that some cafes and bars have just started to open, serving only street foods. As a result of their research, Uslu, Ayyıldız, and Yumuk (2022) concluded that street foods appeal to people of all ages and genders, and the products demanded as street flavors differ according to age and gender.

In this research, in which the presence of street food in the menus of food and beverage businesses, the thoughts of the business personnel on this subject and street food are discussed in terms of sustainable gastronomy, it has been seen that customer preferences have a positive effect on menu planning and facilitate the work of kitchen chefs. In the study of Hazarhun and Koçak (2019), it has been seen that kitchen chefs carry out menu planning because they find that the menu planning process is important for the success of the businesses.

While the perspectives of the food and beverage business employees participating in the research regarding the presence of street delicacies on the menu were negative before, it was seen that their perspectives turned to be positive as a result of the street delicacies orders. They even made suggestions to the people in the management position about street delicacies that could be added to the menu. It shows that not only kitchen staff, but also waiters working as service personnel, who closely follow customer preferences, have an important role in menu planning of a food and beverage businesses. Sezgin, Zerenler and Karama (2008) from the study they carried out reached the conclusion that menu preparations were made in cooperation. It has been observed that the inclusion of street delicacies in the menus of food and beverage businesses positively affects customer preferences, and suggestions for adding different street delicacies in menu planning have been presented. It is stated that most customers must have ordered street delicacies.

The preference of street flavors supports the sustainability of a region's culinary culture and therefore the continuity of the society (Cifci et al., 2021). In the answers given to the question about street foods in terms of the sustainability of the culinary culture, it was stated that as a country that moved from a nomadic life to a settled life and hosted many nations, Turkey has a very rich culture of street foods, that the street foods that are about to be forgotten should be brought in and resold, and that the culture should be kept alive. There are street foods that have survived from the nomadic Turkish societies hundreds of years ago, thus street delicacies are of great importance in conveying the culture. It was stated that carrying street delicacies from the past to the present and future is an inevitable positive fact.

Awareness about street foods has been created in our country, both with the festivals and organized events and with the inclusion of street foods on the menus of food and beverage businesses. Street delicacies, generally the first foods and beverages that tourists encounter, should be given importance as an introductory element of our culinary culture.

- Suggestions developed as a result of the research; Attention should be paid to hygiene, sanitation and food safety in preparing street food.
- The taboo against putting street food in the menu planning of food and beverage businesses should be broken.
- Signs can be placed at the entrances of food and beverage businesses indicating that they offer street food.
- Street food should be included in tourism promotional films and brochures.
- Regarding the sustainability of food and beverage culture, street food should be prepared originally.
- Street foods in Turkish cuisine should be included in the menus of our country's flag carrier airline and other airline companies.
- Promotion and marketing should be increased with the presence of food and beverage businesses serving street food at the airport.
- In touristic areas, street food should be sold with the clothes and equipment used by traditional street vendors, and promotion should be made by attracting attention.

Although the majority of academic studies on street foods are related to food safety, it has been observed that some studies have been conducted in different areas, such as street food vendors, destination preferences, and city-specific street foods. Furthermore, studies can be carried out on the preference of tourists or local people for street food in food and beverage businesses and the street food service by street food vendors.

## Author Contributions

1. Author: 100 % contributed to the study.

## Conflict of Interest Statement

There is no financial conflict of interest with any institution, organization or person related to my article "Determination of the Inclusion Levels of Street Foods in the Menus of Food and Beverage Businesses in Kadıköy District of İstanbul".

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## Genişletilmiş Özet

Türkiye coğrafi konumu, doğası, tarihi güzellikleri ve yemek kültürü nedeniyle turistler tarafından oldukça tercih edilen bir ülkedir. Çok fazla medeniyete ev sahipliği yapan Türkiye Cumhuriyeti, yemek kültürü ile dünyanın en önemli mutfaklarından birisi olarak gösterilmektedir. Yemek kültüründeki zenginliğin sokak yemeklerine de yansıdığı görülmektedir. Gerek göçebe yaşamdan bu yana devam eden göçebe yemek kültürü gerekse farklı bölgelerden göç edenlerin kendi mutfak kültürlerinden ürünleri geldikleri bölgede hazırlamaları sonucunda sokak yemeklerine de yansımıştır. Özellikle Osmanlı İmparatorluğunun başkentlerinden birisi olan İstanbul'da farklı dini, etnik yapıların, göçlerin, saray ve halk mutfağının sokak yemeklerine büyük ölçüde katkısı olduğu düşünülmektedir. Yeme içme kültürünün bir sonucu olarak sokak lezzetlerinin doğasının dışına çıkarak menülerde de yer almaya başladığı göze çarpmaktadır. Özellikle son yıllarda, sokak lezzetleri, gerek bölge halkı gerekse turistler tarafından sıklıkla tüketilen yiyecek ve içeceklerdir. Bu yüzden, asli olarak dışarıda mobil olarak ya da belli bir yerde seyyar olarak hizmet veren sokak lezzetleri satıcıları tarafından sunulan yiyecek içecekler son yıllarda artan rağbet sonucunda yiyecek içecek işletmelerinin menülerine eklenmeye başlandığı görülmektedir. Sokak yemeklerinin son yıllarda artan popülaritesi ile birlikte kafe ve restoranların menülerine sokak yemeklerinin eklendiği görülmektedir.

Bu çalışmanın temel amacı, yiyecek içecek işletmelerinin menülerinde sokak yemeklerinin yer alma düzeylerini belirlemektir. Araştırmanın evrenini Kadıköy'de bulunan yiyecek içecek işletmelerinin çalışanları oluşturmaktadır. Örneklem ise, Kadıköy'deki yiyecek içecek işletmelerinde çalışanlar (n=25) oluşturmaktadır. Nitel araştırma tekniklerinden yarı yapılandırılmış görüşme tekniği kullanılmıştır. Amaçlı örnekleme yöntemi ile belirlenen yiyecek içecek işletmelerinin yetkilileri (şef, garson, işletme müdürü ve işveren) ile görüşmeler yapılmıştır. İstanbul Kadıköy ilçesinde faaliyet gösteren yiyecek içecek işletmelerinin menülerindeki sokak lezzetlerinin yer alma durumunun araştırıldığı çalışmaya katılan katılımcılardan 15'i erkek, 10'u kadındır. Görüşmeye yapılan katılımcılardan 6'sı mutfak şefi, 10'u yönetici, 9'u garsondur. Eğitim durumlarına bakıldığında katılımcıların çoğunluğunun 11'i üniversite mezunu, 10'u lise mezunu ve 4'ünün ilkokul mezunu olduğu görülmektedir. Katılımcıların çalışma sürelerine bakıldığında büyük çoğunluğunun üç yıl ve üç yıldan az çalışma süresine sahip olduğu görülmekle birlikte çalışanların üçte birinin 8 yıldan fazla süredir işletmelerde çalıştıklarını belirtmişlerdir.

Bulgular, yiyecek içecek işletmelerinde sokak gıdalarının yoğun bir şekilde tercih edildiğini göstermektedir. Bazı işletmelerin restoran tasarımı ve menü planlamasında sokak yemeklerini ana tema olarak kullandıkları gözlemlenmiştir. Sokak yemeklerinin ya içeceklerin yanında yan ürün olarak ya da ana yemek öncesi meze olarak tercih edildiği görülmektedir. Araştırma kapsamında belirlenen on yedi sokak lezzetinin, işletmelerin menülerinde yer alma durumlarına ilişkin menüler incelenmiş ve araştırmaya dâhil edilen restoranların menüsünde en fazla yer alan sokak lezzetlerinden yiyeceklerin sırasıyla; Kokoreç, Balık ekmek ve Midye dolma olduğu görülmekle birlikte bu yiyeceklerin çalışmaya katılan işletmelerin yarısından fazlasının menüsünde yer aldığı sonucuna varılmıştır. Sokak lezzetlerinden menüde yer alan içeceklere sırasıyla bakıldığında ise, Turşu suyu, şerbet, salep ve boza görülmektedir. Araştırmaya dâhil edilen restoranların hiçbirinde buzlu badem ve kestane kebaba rastlanmamıştır.

Genellikle turistlerin ilk karşılaştığı yiyecek ve içecekler olan sokak lezzetleri, mutfak kültürümüzün tanıtıcı bir unsuru olarak önemsenmelidir. Gerek festivaller ve düzenlenen etkinliklerle gerekse yiyecek-içecek işletmelerinin menülerinde sokak yemeklerine yer verilmesi ile ülkemizde sokak yemekleri konusunda farkındalık oluşturulmuştur.

Araştırma sonucunda geliştirilen öneriler;

- Sokak yemeklerinin hazırlanmasında hijyen, sanitasyon ve gıda güvenliğine dikkat edilmelidir.
- Yiyecek-içecek işletmelerinin menü planlamalarında sokak yemeklerinin yer almasına yönelik tabu yıkılmalıdır.
- Yiyecek içecek işletmelerinin girişlerine sokak yemeği sunduklarını gösteren levhalar konulabilir.
- Turizm tanıtım filmlerinde ve broşürlerinde sokak yemeklerine yer verilmelidir.
- Yeme-içme kültürünün sürdürülebilirliği açısından sokak yemekleri özgün şekilde hazırlanmalıdır
- Türk mutfağında yer alan sokak yemeklerine ülkemizin bayrak taşıyıcı havayolu ve diğer hava yolu şirketlerinin menülerinde yer verilmelidir.
- Havalimanında sokak yemeği servisi yapan yiyecek-içecek işletmelerinin bulunması ile tanıtım ve pazarlama artırılmalıdır.
- Turistik bölgelerde geleneksel sokak satıcılarının kullandığı kıyafet ve ekipmanlarla sokak yiyecekleri satışı yapılmalıdır.

Sokak gıdaları ile ilgili akademik çalışmaların çoğunluğu gıda güvenliği ile ilgili olsa da sokak gıda satıcıları, destinasyon tercihi, şehre özgü sokak gıdaları gibi farklı alanlarda da bazı çalışmalar yapıldığı gözlemlenmiştir. Ayrıca yiyecek-içecek işletmelerinde turistlerin veya yerel halkın sokak yemeğini tercih etmesi ve sokak yemeği satıcılarının sokak yemeği servisine yönelik çalışmalar yapılarak araştırma alanı geliştirilebilir.