

## Banknotes and gastronomy Banknotlar ve gastronomi

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**ABSTRACT:** Banknotes are among the key elements that reflect a nation's identity and values. The figures depicted on banknotes provide not only citizens but also visiting tourists with valuable insights into the country's history, art, nature, and cultural heritage. While intangible cultural heritage elements are often associated with historical landmarks, prominent figures, or artistic representations, gastronomy is also an integral part of this heritage. Culinary traditions play a crucial role in understanding societies' histories, lifestyles, and values. This study examines the presence of gastronomic elements on banknotes by analyzing the most widely circulated and strongest 16 currencies worldwide. Using a qualitative research approach, the analysis reveals that only the Norwegian Krone features a gastronomic representation. In particular, the depiction of codfish highlights the species' economic and cultural significance for Norway. These findings indicate that food culture is generally overlooked in banknote design, with visual representations of cultural heritage primarily focusing on historical landmarks, political figures, and artistic symbols. However, incorporating gastronomic elements into banknote designs could serve as an effective tool for promoting a country's culinary identity, enhancing cultural awareness, and strengthening its potential, particularly in the field of gastronomic tourism.

**Keywords:** Money, Banknote, Gastronomy, Culture

**ÖZ:** Banknotlar, bir ülkenin kimliğini ve değerlerini yansıtan önemli unsurlar arasında yer alır. Banknotların üzerinde yer alan figürler, yalnızca vatandaşlara değil, aynı zamanda ülkeyi ziyaret eden turistlere de ülkenin tarihi, sanatı, doğası ve kültürel mirası hakkında bilgiler sunar. Özellikle somut olmayan kültürel miras öğeleri genellikle tarihi yapılar, önemli şahsiyetler veya sanatsal öğelerle ilişkilendirilse de gastronomi de bu mirasın ayrılmaz bir parçasıdır. Yemek kültürü toplumların tarihini, yaşam biçimini ve değerlerini anlamada kritik bir rol oynar. Bu çalışma, dünyada en yaygın kullanılan ve en güçlü 16 para birimini inceleyerek banknotlar üzerinde gastronomik unsurların varlığını araştırmaktadır. Nitel bir araştırma yöntemi kullanılarak yapılan analiz sonucunda, yalnızca Norveç Kronunun üzerinde gastronomik bir figüre yer verildiği tespit edilmiştir. Özellikle morina balığına yer verilmesi, bu türün Norveç için ekonomik ve kültürel önemini vurgulamaktadır. Bu sonuç, yemek kültürünün banknot tasarımında genellikle göz ardı edildiğini, kültürel mirasın görsel temsillerinin daha çok tarihi yapılar, siyasi figürler ve sanatsal semboller etrafında şekillendiğini göstermektedir. Oysa gastronomik unsurların banknot tasarımlarına dahil edilmesi, bir ülkenin mutfak kimliğini tanıtmak, kültürel farkındalığı artırmak ve özellikle gastronomi turizmine yönelik potansiyelini güçlendirmek için etkili bir araç olabilir.

**Anahtar Kelimeler:** Para, Banknot, Gastronomi, Kültür

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## GENİŞLETİLMİŞ ÖZET

### Literatür taraması

Para, genel olarak borçların nihai ödenmesinde kabul edilen bir değişim aracı olarak dünya çapında dolaşımda olan, teklif eden kişinin karakterine veya kredisine bakılmaksızın ve onu alan kişinin onu tüketme niyeti olmaksızın herhangi bir şeyi içeren nesnedir (Geva vd., 2021). Pryor (1977) parayı aktif olarak ticari amaçlarla (yerli veya yabancı işlemler için) bir değişim aracı olarak veya ticari olmayan amaçlarla yurtiçinde bir ödeme aracı olarak hizmet veren herhangi bir standartlaştırılmış nesne olarak tanımlar.

Her ülkenin kendine ait para birimi bulunmaktadır. Bu anlamda para aslında ulusun kendisine aittir. Amerikalıların Doları, Japonların Yen'i, Türklerin Lira'sı, Avrupalıların Euro'su ülkelerin kendine ait para birimlerine örneklerdir. Bu anlamda paranın coğrafyası tam olarak ulus devletlerin siyasi sınırlarıyla örtüşür (Cohen, 1998). Ancak bu sınırlar ve sınırların ötesi bağlamında kullanılan banknotlar sadece ekonomik amaçlarla değil, politik, sosyal ve ideolojik düşünceleri yansıtması nedeniyle önemlidir (Unwin ve Hewitt, 2001). Nitekim belli bir zaman ve mekân içerisinde sosyal olarak oluşmuş bir topluluk için ifade edilen anlamlar banknotlar üzerindeki görseller aracılığıyla aşılır. Topluluk üyeleri de bu görseller ile ifade edilen kavramları kendileri ile örtüştürür. Banknot, bu noktada, ülkenin siyasi kimlik planları ile vatandaşlar arasındaki bir köprü olarak çalışır. Bu anlamda ulusal elitlerin hazırlamış olduğu bir ulusal hikâye kurgu aracı olarak da düşünülebilir. Bu nedenle ulusal liderlerin, anıtların ve diğer benzer ikonların varlığı aslında toplulukta birliktelik duygusu yaratmak içindir (Raento vd., 2004; Hymans, 2005). Görseller aynı zamanda kimliğin derinliğini ve yoğunluğunu da ifade eder ki bunlar aslında paranın kültürel değerini artırır (Penrose ve Cumming, 2011). Ancak banknotlarla sağlanan yansımanın çağdaş bir tasarım ile desteklenmesi önemlidir. Bir banknotun basıldığı yıl ile sonraki 15 yılı temsil edeceği düşünüldüğünde, fazla güncel ve uzak geleceği ifade etmemesine de önemlidir (de Heij, 2000).

Banknotların temelde sahip olduğu bir takım ortak özellikler vardır. Bunlar sadece güvenlik özellikleri olarak değil, banknotun anatomisi olarak da değerlendirilebilir. Bu özelliklerden birincisi filigran, ikincisi portre, üçüncü özellik seri numarası, dördüncü özellik, yetkili makam/kurum bilgisi, beşincisi kupür değeri, altıncısı arka plan ve yedinci özellik yetkili imza sahipleridir. Banknotlar, sadece gündelik yaşamda ekonomik bir araç değil, ülkeyi ziyaret eden turistlerin ülke kimliği hakkında bilgi edinmeleri için kullandıkları ilk kaynaktır. Bu anlamda aslında paranın üzerindeki görsellere yerel halktan ziyade turistler daha hâkimdir (Unwin ve Hewitt, 2001). Özellikle ulusal kimliğin en güçlü taşıyıcılarından biri olan yemek kültürünün ve gastronomik öğelerin bu görseller arasında yer alması, ülkenin kültürel mirasını yansıtmaya potansiyelini daha da güçlendirmektedir.

### Yöntem

Mevcut çalışma temel olarak nitel bir araştırma yöntemini benimser. Araştırma, dünyanın en güçlü ve en yüksek dolaşımda olan para birimlerini kapsar. Bu anlamda her iki grupta ilk 10'da yer alan para birimi seçilmiştir. Ancak İngiliz Sterlini, İsviçre Frangı, Euro ve Amerikan Doları her iki listede ortak olan para birimleridir. Bu nedenle birbirinden farklı toplam 16 para birimi vardır.

Mevcut çalışmanın amacı ülkelerin gizli tanıtım aracı olarak kullanıldığı banknotlarda, ülkelerin tanıtımlarını sağlayan gastronomik unsurlara ne kadar yer verildiğini belirlemektir. Bunun için dünyadaki en güçlü para birimleri ile en çok dolaşımda olan para birimleri olmak üzere farklı listeler tercih edilmiştir. Zira her iki listede İngiliz Sterlini, İsviçre Frangı, Euro ve Amerikan Doları hariç diğer para birimleri birbirinden farklıdır.

### Bulgular ve tartışma

Mevcut çalışmada banknotlar ülke için önemli olan birçok öğeyi/kişiyi içermektedir. Mevcut çalışmada elde edilen sonuçlardan biri banknotların önyüz ve arka yüzlerinde kullanılan figürlerdir. Banknotlarda sırasıyla ülkelerin sembolik yapılar (13 ülke banknotunda), sembolik öğeler (10 ülke banknotunda) ve ülke geçmiş veya şimdiki başkanlarının (9 ülke banknotunda) figürleri yer alır. Banknotların önyüzlerinde sırasıyla ülke başkanları, sembolik yapılar ve sembolik öğeler vardır. Arka yüzde ise

sırasıyla sembolik yapılar, sembolik öğeler ve ülkenin coğrafi unsurlarına yönelik figürler yer alır. Banknotların önyüzünde nadiren coğrafi unsur ve bitki/hayvan figürü vardır. Arka yüzde ise başkan figürü hiç yer almazken, nadiren ülke için önemli kişi ve bitki figürleri yer alır.

İncelenen banknotlardan sadece Norveç'e ait banknotlarda Morina ve Ringa balığı olarak gastronomik öğeye rastlanmıştır. Ülke 1946 yılında kurduğu bakanlık ile balıkçılığa verdiği önemi gösterir. Nitekim Morina balığı ülkenin en önemli balık türleri arasında yer almaktadır. Bu durum, Norveç'in deniz ürünlerine dayalı mutfak kültürünün sadece tarihi ve ekonomik bir getiri kaynağı değil, aynı zamanda ulusal kimliğin ve uluslararası algının da önemli bir parçası olduğunu açıkça ortaya koymaktadır.

### **Sonuç ve öneriler**

Ülkelerin kendilerine özgün yerel yiyecek hazırlama teknikleri vardır. Bunlar da turistlerin destinasyon seçiminde önemli rol oynar. Turistlerin bir destinasyonu ziyaret etmesini sağlayan faktörlerden biri de ülkelerin gastronomik değerleridir. Taste Atlas istatistiklerine göre 2024 yılının en iyi mutfakları Yunanistan, İtalya ve Meksika'dır ve bu da kültürler arası bir iletişim sağlar. Gastronomi turizmi ile ülkeler sahip oldukları gastronomik zenginlikleri turistlere sunar. Bu anlamda gastronomi öğelerinin para üzerinde kullanılması, ülkenin tanınırlığını ve tercih edilebilirliğini artırabilir. Günlük yaşamda sürekli dolaşımda olan banknotların kesintisiz birer görsel iletişim aracı olarak kullanılması, gastronomik değerlerin küresel turizm pazarında akılda kalıcılığını artırmak adına güçlü bir potansiyel sunmaktadır. Gelecekteki çalışmalar için de birtakım öneriler sunulabilir. Bu anlamda bir ülkenin kullandığı tüm banknotların değerlendirilmesi, ülke için önemli olan değerlerin neler olduğunu ve ne tür değişimler geçirdiğini yansıtması adına önemli olabilir.

## Introduction

Just as the wheel is of crucial importance to engineering, fire to science, and voting to politics, so money stands as the most significant invention in economics. The term ‘*money*’, derived from the Latin word ‘*moneta*’, is linked to the Roman goddess Juno, as coins were minted in Roman temples (Nadar, 2013). Money is frequently regarded as the business card of nations, as it embodies a wealth of cultural information (Langwasser, 2014; Rafiei et al., 2023), evolving continuously since its inception. Commodity money marks the initial phase of this evolutionary process. Materials used for barter are considered commodity money. The next types of money are metal coins, which are preferred due to their rarity, durability, and superiority over commodities such as gold, silver, copper, and iron. However, the risks associated with transporting metal coins and their potential for being tampered with by merchants paved the way for the invention of paper money. Paper money (banknotes), created as a substitute for metal coins, gains full legitimacy in states and banks. The final stage in this evolution is bank cards, which represent deposits held in banks, allowing individuals to withdraw money at any time and transfer it to others. Following this, radical changes have occurred in daily life with the introduction of information technologies. As one of the newest of these changes, QR code applications have been initiated by the banking sector, allowing consumers to make purchases more easily and quickly than traditional methods (Eyüboğlu & Sevim, 2016). This system eliminates the burden of carrying paper money (Nadar, 2013). Despite the necessity of banknotes being questioned in contemporary societies (Prime & Solomon, 2010) and the rise of electronic banking and the widespread use of credit cards, banknotes continue to maintain their relevance (Williams & Anderson, 2007).

Money is generally defined as an object that circulates globally as a medium of exchange accepted for the final settlement of debts, regardless of the character or credit of the person offering it, and without the intention of consumption by the person receiving it (Geva et al., 2021). Pryor (1977) defines money as any standardized object that serves as a medium of exchange for commercial purposes (whether domestic or foreign transactions) or as a domestic payment instrument for non-commercial purposes.

Money consists of banknotes and coins issued by a country (Geva et al., 2021). In primitive societies, before the invention of money, people exchanged goods and services through barter. Items such as seashells, beads, and whale teeth, which are also referred to as primitive money (de Heij, 2012), were used until the 12th century BCE. Until the 7th century BCE, when the Lydians invented metal coins made of a gold and silver alloy (Tikkanen, n.d.), the copper-based Katanga Cross was in use. In Mesopotamian and Egyptian civilizations, silver rings and other valuable metals served as mediums of exchange instead of money (de Heij, 2012). In the 11th century, banknotes began to be issued and circulated during the Song Dynasty in China, which numismatists consider the world’s first paper money. In the 960s, a copper shortage hindered the production of metal coins, prompting the imperial government to issue the first banknotes, thereby realizing the advantages of paper currency (Clear Junction, 2024).

Each country has its own currency, meaning that money inherently belongs to the nation itself. Examples of national currencies include the U.S. Dollar, the Japanese Yen, the Turkish Lira, and the European Euro. In this sense, the geography of money aligns precisely with the political boundaries of nation-states (Cohen, 1998). However, banknotes are significant not only for economic purposes but also for their role in reflecting political, social, and ideological ideas (Unwin & Hewitt, 2001). Indeed, within a specific time and space, the meanings attributed to a socially constructed community are conveyed through the imagery on banknotes. Members of the community identify with the concepts expressed through these visual elements. In this regard, banknote functions as a bridge between a nation’s political identity framework and its citizens. Consequently, it can also be considered a narrative instrument crafted by national elites to construct a national story. Therefore, the presence of national leaders, monuments, and other similar icons on banknotes serves to foster a sense of unity within the community (Raento et al., 2004; Hymans, 2005). These visual elements also convey the depth and intensity of identity, which in turn enhances the cultural value of money (Penrose & Cumming, 2011). However, it is crucial that the reflections conveyed through banknotes are supported by a contemporary design. Considering that a banknote represents not only the year it was issued but also the following 15 years, it is important that its design is neither overly contemporary nor excessively focused on the distant future

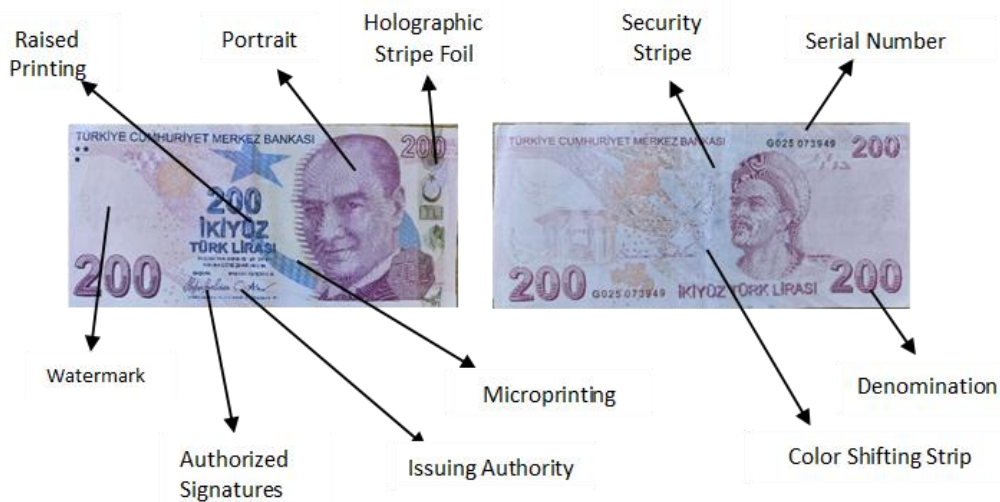
(de Heij, 2000). Within this context, the primary objective of this study is to examine the presence of gastronomic elements on banknotes by analyzing the 16 most widely circulated currencies worldwide. Furthermore, the study aims to discuss how integrating culinary heritage into banknote designs can serve as a strategic instrument for promoting gastronomic tourism.

## Literature review

### Banknotes

Banknotes share a set of fundamental common features, which can be considered not only as security elements but also as part of the anatomy of a banknote. The first of these features is the watermark. As a security measure to distinguish counterfeit money from genuine currency, the watermark is embedded into the banknote's paper before the printing process. When held up to the light, the watermark appears as an image within the background. Blank spaces on banknotes are often designated for this purpose. The second feature is the portrait, which typically depicts a significant or prominent figure from the country issuing the currency. Watermarks are often designed as replicas of these portraits. The third feature is the serial number, one of the oldest security measures. Each banknote has a unique serial number. The fourth feature is the issuing authority, which identifies the institution responsible for printing money in each country. The fifth feature is the denomination, which indicates the nominal value printed on the banknote. The sixth feature is the background. Banknotes with complex, multicolored backgrounds are more difficult to counterfeit compared to simpler designs. The seventh feature is the authorized signatures, which serve as official validation stamps that authenticate the currency (Collect Paper Money, 2024).

**Chart 1:** Turkish 200 TL Banknote



**Source:** Created by the authors based on the 200 TL banknote of the Central Bank of the Republic of Türkiye.

While the features mentioned above apply to all banknotes, there are additional characteristics that vary between different countries' currencies. The first of these is the issue date. In some currencies, the date is formatted as day, month, and year, while in others, only the year is indicated. The second feature is the metallic strip. A metallic strip embedded in the banknote paper enhances security. In some banknotes, this strip is fully embedded within the paper, whereas in others, it is partially embedded and visible on the surface. The third feature is security threads woven into the paper. These threads, which are present in most modern banknotes, are faintly visible within the paper. The fourth non-universal feature is overprinting. To combat extreme inflation, monetary authorities may revalue a country's currency. As a temporary measure before printing and distributing new banknotes, existing banknotes may be overprinted or stamped with a new denomination. For instance, the old 10,000 Bolivian Peso banknote was overprinted to indicate a value of 1 Bolivian Centavo, and the 1,000 Brazilian Cruzado banknote was stamped with a new value of 1 New Cruzado. The fifth feature is the barcode. In Dutch

banknotes, the serial code is embedded in a barcode as an anti-counterfeiting measure. The sixth feature is color-shifting ink, where the color of the banknote changes depending on the viewing angle, as seen in the 1996 U.S. Dollar denominations of \$20, \$50, and \$100. The seventh feature is microprinting. These are extremely small prints on banknotes designed to prevent counterfeiting, as they are difficult to see with the naked eye. The eighth feature is ultraviolet (UV) ink. These are overprints placed on already patterned areas and remain invisible unless exposed to UV light. The final feature is the hologram, which serves as an additional security measure (Collect Paper Money, 2024).

In banknote design, human portraits are commonly used on either the front or back side. There are several reasons for this. First, human portraits more effectively highlight distinctiveness. This distinctiveness can be achieved through (1) the representation of both men and women, (2) varying the portrait's orientation (facing right, left, or looking upward), and (3) incorporating different features in the portraits (such as a mustache, earrings, glasses, or a hat). Second, portraits help individuals detect counterfeit banknotes more easily. This is especially true when the portrait depicts a well-known person, making it even easier to recognize authenticity. The third reason is to prevent counterfeiting. Unlike animals or objects, the fine lines in facial expressions are quickly noticeable and difficult to replicate. Even the slightest modification in line work, dots, or shading can alter the portrait significantly. On the other hand, using images of plants, animals, or buildings presents fewer challenges compared to human portraits. This is because the cost of drawing and reproducing such images is lower than that of detailed human portraits (Abrams, 1995; Monetary Authority of Singapore, 2024).

Banknotes are not only economic instruments used in daily life but also the first source of information for tourists seeking to learn about a country's identity. In this sense, the imagery on banknotes is often more familiar to tourists than to the local population (Unwin & Hewitt, 2001). So, what themes do countries choose for their national banknotes? How do they determine the imagery featured on them? When Norway decided to redesign its banknotes in 2014, it focused on the theme of the 'sea'. This theme was chosen because Norway is a major maritime and coastal nation, possessing the longest coastline in Europe. Its long and winding shores play a key role in shaping Norway's identity. Additionally, the etymology of the word 'Norway' (Norge, Norwegen, and Northward Route) signifies a coastal waterway, and the use of marine resources has significantly influenced Norway's development (Norges Bank, 2016). Similarly, the Central Bank of Denmark has chosen the sea as the theme for the Danish and Greenlandic Kroner banknotes to be issued in 2028. The sea represents a shared identity shaped by maritime culture, sea trade, and fishing, uniting the communities of Denmark and Greenland. The planned banknotes will feature Hans Christian Andersen and his fairy tales, astronomer Tycho Brahe, geophysicist Inge Lehmann and the Earth's core, explorer Arnaralunnguaq, and the Thule expedition on the front side, while the back side will consistently showcase the sea as the unifying theme (Danmark National Bank, 2024).

When designing its current banknotes, the Swiss National Bank symbolizes various aspects of the country, such as organizational skills, creativity, a wealth of experience, a tradition of humanitarianism, scientific expertise, and communication abilities. For example, hand motifs represent movement; a shining globe reflects Switzerland's perception of itself as part of an interconnected world; spatial motifs depict the country's rich cultural landscapes, extensive experience, and central role in communication networks; while object motifs symbolize time, light, wind, water, matter, and language (SNB BNS, 2024). The Swedish Central Bank follows a different approach by featuring a human figure on the front of its banknotes and a natural or environmental motif related to that person on the back. These figures are selected based on their cultural contributions, their prominence in the 20th century, and their international recognition. For instance, the 20-krona banknote features children's author Astrid Lindgren on the front, while the back showcases Småland, the region where she grew up. Similarly, the 1,000-krona banknote displays Nobel Peace Prize laureate Dag Hammarskjöld on the front, with Lapland, one of his favorite natural landscapes, depicted on the back (Sveriges Riksbank, 2019).

However, upon closer examination, the imagery featured on banknotes typically consists of people, landscapes, and objects, all of which are considered integral parts of a country's culture (Central Bank of the Republic of China (Taiwan), 2020). Yet, one of the fundamental elements that shape culture is

food. Indeed, food is deeply embedded in a society's culture and differs from other tangible cultural elements in a unique way. Its consumption and digestion hold significance beyond sustenance, as they convey insights into how individuals and communities perceive themselves and others (Meigs, 1987). In this sense, food not only reflects society's norms but also reveals its social structures and relationships (Murcott, 1982). In other words, gastronomy serves as a medium for expressing different peoples' cultures, heritage, traditions, and sense of community. It fosters cross-cultural understanding and helps bridge people and traditions (UNWTO, n.d.). Given that, since the Agricultural Revolution, food has been a defining feature of human civilization, distinguishing cultural creation from nature through artistry and craftsmanship (Montanari, 2004), and that banknotes symbolize a country's identity, history, beauty, and ideals (Galeza & Chan, 2018), it raises the question: Are gastronomic elements represented on banknotes? If so, which culinary symbols are chosen for banknote designs? These questions define the purpose of the present study.

In 1947, Denmark invited proposals for the motifs to be featured on its upcoming krone banknotes. These proposals were classified into two categories. The first group favored traditional romantic motifs, such as ruins, landscapes, and burial mounds. The second group, however, suggested more mundane themes, including industry, coal piles, and food items. One of the proposals depicted a working-class family gathering in a small home, surrounded by food and drinks. Another suggested featuring traditional Danish products, such as sausages and beer, on the 10-krone note and an illustration of a vacuum cleaner on the 5-krone note. However, the Danish National Bank ultimately chose the more traditional designs, opting to feature poets and writers on the front of the banknotes and landscapes and buildings from Denmark on the back (Sørensen, 2016).

In 2022, the European Union conducted a public survey across 19 EU countries, as well as Bulgaria and Croatia, to determine the motifs that would appear on future Euro banknotes. The most suggested themes included nature, monuments and symbolic structures, notable figures, European values, science and advancements, and art. Additionally, food, beverages, and culinary themes were also among the proposed motifs, as they are associated with unity and sharing. Suggested representations within this category were divided into two groups: widely recognized dishes (such as paella, pizza, schnitzel, and meatballs) and specific food products (such as cheese, charcuterie, seafood, salmon, bread, wine, and whiskey). Beyond individual food items, suggestions also included the broader food system, encompassing food production and farmers' markets (European Central Bank, n.d.).

The aim of the present study is to determine the extent to which gastronomic elements are represented on banknotes, which serve as a subtle promotional tool for countries. To achieve this, different lists were selected, focusing on both the world's strongest currencies and the most widely circulated currencies. Notably, apart from the British Pound, Swiss Franc, Euro, and US Dollar, the currencies included in each list differ from one another (Table 1).

**Table 1:** List of the strongest currencies and the most widely circulated currencies

#	Currency (Code)	Symb.	Dollar Parity	Explanation
<b>The Strongest Currencies</b>				
1	Kuwaiti Dinar (KWD)	د.ك	\$3.27	Kuwait, located between Saudi Arabia and Iraq, is a global leader in oil exports. Its currency was introduced into circulation in the 1960s and was initially pegged to the British Pound. However, it was later re-pegged to an undisclosed currency basket.
2	Bahraini Dinar (BHD)	د.ب	\$2.65	It is an island country located off the coast of Saudi Arabia. Most of its revenue comes from oil and gas exports. Its currency was introduced into circulation in 1965 and is pegged to the US Dollar.
3	Omani Rial (OMR)	ريال	\$2.59	It is located between the United Arab Emirates and Yemen and is a major exporter of oil and gas. Its currency was introduced into circulation in the 1970s** and is pegged to the US Dollar.
4	Jordanian Dinar (JOD)	JD	\$1.41	It is in the Middle East and is less dependent on oil and gas exports compared to its neighbors. The country struggles with slow economic growth and rising debt. Its currency was introduced into circulation in 1950 and is pegged to the US Dollar.

5	British Pound * (GBP)	£	\$1.31	It is the 6th largest economy by Gross Domestic Product (GDP). The currency was first introduced in the 1400s* and was decimalized in 1971. It operates under a free-floating exchange rate and is therefore not pegged into other currencies.
6	Gibraltar Pound (GIP)	£	\$1.30	Located at the southern tip of Spain, it is officially a British territory. The currency was introduced into circulation in 1950 and is pegged to the British Pound at a 1:1 ratio, meaning 1 British Pound equals 1 Gibraltar Pound.
7	Cayman Islands Dollar (KYD)	\$	\$1.20	It is in the Caribbean and is a British territory. It serves as an offshore financial center. The currency was introduced into circulation in the 1970s and is pegged to the U.S. dollar.
8	Swiss Franc * (CHF)	CHF	\$1.17	It is the official legal currency of Switzerland and Liechtenstein. Due to Switzerland's political stability, it is considered a safe-haven currency. It was introduced into circulation in 1850 and was briefly pegged to the Euro before transitioning to a free-floating system.
9	Euro* (EUR)	€	\$1.10	It is the official currency of the Eurozone within the European Union. It was introduced into circulation in 2002 and operates under a free-floating exchange rate system.
10	U.S. Dollar* (USD)	\$	-	The remaining currencies on the list have a value of less than 1 US dollar. It is the world's largest economy by GDP. Introduced in the 1700s, it is the world's most significant reserve currency (the currency most held by central banks) and is used for pricing various commodities, including oil, gold, and copper.
The most widely circulated currencies				
1	U.S. Dollar* (USD)	\$	-	It is the primary reserve currency and a global powerhouse dominating international trade and finance.
2	Euro* (EUR)	€	\$1.10	It ranks second in global foreign exchange trading. It is essential for international transactions and significantly contributes to the economic environment of the Eurozone.
3	Japanese Yen (JPY)	¥	\$0.0067	It is actively traded, particularly in Asia. Its presence in various financial markets highlights its significance on the global stage.
4	British Pound * (GBP)	£	\$1.31	It holds historical significance and is one of the cornerstones of international finance.
5	Australian Dollar (AUD)	\$	\$0.67	It is supported by Australia's strong economy and trade relations. It holds an active trade status and is preferred in global commerce due to its stability and strength.
6	Canadian Dollar (CAD)	\$	\$0.73	It is a currency that grows with Canada's resource-rich economy. Its connection to commodities such as oil and minerals increases its trade volume in global markets.
7	Swiss Franc * (CHF)	CHF	\$1.17	It derives its strength from Switzerland's robust financial system. Known for its stability and safe-haven status, it is a preferred choice for investors during times of uncertainty.
8	Chinese Yuan (CNY)	¥	\$0.14	It has emerged as a formidable player in international trade and investment. China's growing presence in global markets has contributed to its prominence.
9	Swedish Krona (SEK)	kr	\$0.096	It is actively present in European markets and is preferred for its stability and reliability.
10	Norwegian Krone (NOK)	kr	\$0.093	It is influenced by Norway's oil exports and economic stability. It is a significant currency in global trade and finance.

\*Currencies common to both lists.

**Source:** Created by the authors based on the works of Groves (2024) and Skersyte (2024).

The focus of the present study is the use of gastronomic elements on the banknotes of the strongest currencies and the most widely circulated currencies. Since money is not only used by the local population but also by tourists and foreigners (such as migrants and refugees), it is believed that the inclusion of relevant figures and gastronomic elements can contribute to the promotion of a country.

### Methodology

The present study primarily adopts a qualitative research methodology. The research encompasses the world's strongest and most widely circulated currencies. In this context, the top 10 currencies from both

groups have been selected. However, the British Pound, Swiss Franc, Euro, and US Dollar are common to both lists. As a result, there are a total of 16 distinct currencies.

Countries issue both banknotes and coins. However, since banknotes serve as the primary means of payment, represent national identity, and play a significant role in shaping a country's image (Kızılırmak & Ayan, 2020), only banknotes have been considered in this study, while coins have been excluded. The examined banknotes were obtained from the official websites of the respective countries' central banks. However, as the Central Bank of Oman does not provide information on Omani Rial banknotes, it was excluded from the study. Additionally, the denominations of banknotes vary across countries, leading to the evaluation of a different number of banknotes for each country (Table 2). The issuance years of the examined banknotes are presented in Table 3.

**Table 2:** Currency banknote denominations and quantity

Currency	Denominations of Banknotes	Number of Banknote Denominations
Australian Dollar	5, 10, 20, 50, 100	5
Bahraini Dinar	½, 1, 5, 10, 20	5
British Pound	5, 10, 20, 50	4
Canadian Dollar	5, 10, 20, 50, 100	5
Cayman Island Dollar	1, 5, 10, 25, 50, 100	6
Chinese Yuan	1, 10, 20, 50	4
Euro	5, 10, 20, 50, 100, 200, 500	7
Gibraltar Pound	5, 10, 20, 50, 100	5
Japanese Yen	1000, 2000, 5000, 10000	4
Jordanian Dinar	1, 5, 10, 20, 50	5
Kuwaiti Dinar	¼, ½, 1, 5, 10, 20	6
Norwegian Krone	50, 100, 200, 500, 1000	5
Swedish Krona	20, 50, 100, 200, 500, 1000	6
Swiss Franc	10, 20, 50, 100, 200, 1000	6
U.S. Dollar	1, 2, 5, 10, 20, 50, 100	7

**Source:** Created by the authors based on the websites of the countries' central banks.

**Table 3:** The issuance years of the examined banknotes

Currency	Denominations of Banknotes	Year of Issue
US Dollar	1	1963
	2	1976
	5	2008
	10	2006
	20	2003
	50	2004
	100	2013
Australian Dollar	5	2016
	10	2017
	20	2019
	50	2018
	100	2020
Bahraini Dinar	All Banknotes	2008
Cayman Islands Dollar	All Banknotes	2011
Gibraltar Pound	5	2011
	10	2010
	20	2011
	50	2010
	100	2011
Chinese Yuan	All Banknotes	2019
	5	2013
	10	2014

	20	2015
Euro	50	2017
	100	2019
	200	2019
	5	2016
	10	2017
British Pound	20	2020
	50	2021
	20	2015
	50	2015
	100	2016
Swedish Krona	200	2015
	500	2016
	1000	2015
	10	2017
	20	2017
Swiss Franc	50	2016
	100	2019
	200	2018
	1000	2019
	1000	2024
	2000	2000
Japanese Yen	5000	2024
	10000	2024
Kuwaiti Dinar	All Banknotes	2023
	50	2018
	100	2017
Norwegian Krone	200	2017
	500	2018
	1000	2019
	1	2022
	5	2023
Jordanian Dinar	10	2023
	20	2023
	50	2023

Countries may issue multiple series of banknotes over time for various reasons. For instance, Turkey has issued banknotes in nine different emission groups during the Republican era, with each emission group containing different issues. For example, the ninth emission group consists of eight different issues. In the present study, only banknotes that are currently in circulation have been considered.

In this study, content analysis was utilized to evaluate the banknotes. Content analysis is a research technique used to derive repeatable and valid inferences from texts (or other meaningful subjects) regarding the contexts in which they are used. The subject of content analysis is not limited to text; it also includes art, images, maps, sound, signs, symbols, and numerical records as data, thereby extending beyond a mere counting technique. In this regard, content analysis focuses on analyzing these data to understand what they signify for people and what they offer to them (Downe-Wamboldt, 1992; Krippendorff, 2019). Stemler (2015) highlights the potential of visual data in advancing content analysis and emphasizes its role in improving the method. In this context, visual data are considered to mitigate biases associated with individual-based indicators. Moreover, visuals serve as richer stimuli. While Drisko and Maschi (2016) argue that the placement and size of visuals are significant and that failing to consider these aspects may result in substantial data loss, this concern is not relevant to the present study, as its focus is not on the position or size of the gastronomic elements depicted on the banknotes. The

focus of the study is on primary production sources such as agriculture and aquaculture, which form the basis of the country's food culture, and final food products. Consequently, the data losses mentioned by Drisko and Maschi are not applicable in this context.

### Findings and discussion

In total, banknotes currently in circulation from 16 different currencies were identified based on the official websites of the respective countries' central banks. The United States Dollar has seven banknotes of different denominations. The images on both the front and back sides of these banknotes were analyzed in terms of content (Table 3). On the front side of U.S. dollar banknotes, portraits of various U.S. Presidents and the Secretary of the Treasury (such as Alexander Hamilton on the \$10 bill) are depicted. The reverse sides feature significant symbolic structures, including the White House and the Lincoln Memorial. In this regard, no gastronomic elements were found on U.S. dollar banknotes.

**Table 4:** Front and back imagery content of the U.S. dollar

Denomination Value	Front Side	Back Side
1 <sup>3</sup>	George Washington	The Great Seal of the US
2 <sup>4</sup>	Thomas Jefferson	Declaration of Independence
5 <sup>5</sup>	Abraham Lincoln	Lincoln Memorial
10 <sup>6</sup>	Alexander Hamilton	US Treasury Building
20 <sup>7</sup>	Andrew Jackson	White House
50 <sup>8</sup>	Ulysses S. Grant	US Capitol
100 <sup>9</sup>	Franklin D. Roosevelt	Independence Hall

The Australian Dollar has five banknotes of different denominations. When analyzing the images on both the front and back sides of these banknotes in terms of content (Table 4), it is observed that the front sides feature portraits of significant historical figures associated with different periods of Australian history. The reverse sides depict important historical structures, plant species, and animal species. However, no gastronomic elements were found on Australian Dollar banknotes.

**Table 5:** Front and back imagery content of the Australian dollar

Denomination Value	Front Side	Back Side
5 <sup>10</sup>	Queen Elizabeth II Acanthorhynchus tenuirostris (Eastern Spinebill) Acacia verticillata (A perennial shrub species)	New Parliament House and Forecourt Mosaic Schematic Plan of the Parliament House Acanthorhynchus tenuirostris (Eastern Spinebill) Acacia verticillata (A perennial shrub species)
10 <sup>11</sup>	AB 'Banjo' Paterson Equestrian Figure Acacia victoriae (Elegant Acacia Plant) Cacatua galerita (Sulphur-crested Cockatoo)	Dame Mary Gilmore Cabin in the woodland Acacia victoriae (Elegant Acacia Plant) Cacatua galerita (Sulphur-crested Cockatoo)

<sup>3</sup> US Currency Education Program, \$1 Denomination, <https://www.uscurrency.gov/denominations/1>

<sup>4</sup> US Currency Education Program, \$2 Denomination, <https://www.uscurrency.gov/denominations/2>

<sup>5</sup> US Currency Education Program, \$5 Denomination, <https://www.uscurrency.gov/denominations/5>

<sup>6</sup> US Currency Education Program, \$10 Denomination, <https://www.uscurrency.gov/denominations/10>

<sup>7</sup> US Currency Education Program, \$20 Denomination, <https://www.uscurrency.gov/denominations/20>

<sup>8</sup> US Currency Education Program, \$50 Denomination, <https://www.uscurrency.gov/denominations/50>

<sup>9</sup> US Currency Education Program, \$100 Denomination, <https://www.uscurrency.gov/denominations/100>

<sup>10</sup> Reserve Bank of Australia, \$5 Banknote, <https://banknotes.rba.gov.au/australias-banknotes/banknotes-in-circulation/five-dollar/>

<sup>11</sup> Reserve Bank of Australia, \$10 Banknote, <https://banknotes.rba.gov.au/australias-banknotes/banknotes-in-circulation/ten-dollar/>

20 <sup>12</sup>	Mary Reibey Acacia buxifolia (Box-leaf Wattle Plant) Dacelo novaeguineae (Laughing Kookaburra)	John Flynn De Havilland DH.50
50 <sup>13</sup>	David Unaipon Acacia humifusa Cygnus atratus (Black Swan) Acacia pycnantha	Edith Cowan King Edward Memorial Hospital Gumnut brooch Acacia pycnantha
100 <sup>14</sup>	Tyto novaehollandiae (Australian Masked Owl) Nellie Melba	Tyto novaehollandiae (Australian Masked Owl) John Monash

In the upgraded fourth emission of the Bahraini Dinar (Central Bank of Bahrain, 2023), there are five banknotes of different denominations. When analyzing the images on both the front and back sides of these banknotes in terms of content (Table 5), the front sides feature portraits of Bahrain’s king, King Hamad bin Isa Al Khalifah, along with significant structures in the country. The reverse sides depict the first oil well in Bahrain, which holds historical significance, as well as other symbolic elements. Upon examining Bahraini Dinar banknotes, no gastronomic elements were identified.

**Table 6:** Front and back imagery content of the Bahraini dinar<sup>15</sup>

Denomination Value	Front Side	Back Side
½	Old Bahraini Court	Bahrain International Circuit
1	Al Hedyia Al Khalifiya School (Bahrain’s first school)	Galloping Arabian Horses and the Sail and Pearl Monument
5	Sheikh Isa House in Muharraq and Riffa Fort	Bahrain’s First Oil Well and Aluminum Bahrain (Alba)
10	King Hamad Ibn Isa Al Khalifah	Sheikh Isa Bin Salman Al Khalifa Causeway
20	King Hamad Ibn Isa Al Khalifah	Al-Fateh Islamic Center

In the D series of the Cayman Islands Dollar, which was issued in April 2011 (Cayman Islands Monetary Authority, 2024), there are six banknotes of different denominations. When analyzing the imagery on the obverse and reverse sides of these banknotes (Table 6), it is evident that the obverse features marine life such as the Angelfish and the Hawksbill Turtle, reflecting the Cayman Islands’ identity as an island nation. Additionally, a portrait of Queen Elizabeth II is present on the obverse of all banknotes. The reverse side showcases various seashell species and the wild banana orchid. Notably, no gastronomic elements were identified on the Cayman Islands Dollar banknotes.

**Table 7:** Front and back imagery content of the Cayman Islands dollar<sup>16</sup>

Denomination Value	Front Side	Back Side
1	Angelfish Map of the Cayman Islands Coat of Arms of the Cayman Islands Queen Elizabeth II Hawksbill Turtles	Nautilus Shell The Bluff in Cayman Brac
5	Map of the Cayman Islands Coat of Arms of the Cayman Islands Queen Elizabeth II Black Crabs	Seashell Cayman Parrots
10	Map of the Cayman Islands Coat of Arms of the Cayman Islands Queen Elizabeth II	Shell Wild Banana Orchid

<sup>12</sup> Reserve Bank of Australia, \$20 Banknote, <https://banknotes.rba.gov.au/australias-banknotes/banknotes-in-circulation/twenty-dollar/>

<sup>13</sup> Reserve Bank of Australia, \$50 Banknote, <https://banknotes.rba.gov.au/australias-banknotes/banknotes-in-circulation/fifty-dollar/>

<sup>14</sup> Reserve Bank of Australia, \$100 Banknote, <https://banknotes.rba.gov.au/australias-banknotes/banknotes-in-circulation/hundred-dollar/>

<sup>15</sup> Central Bank of Bahrain (2023). Upgraded Fourth Issue, <https://www.cbb.gov.bh/upgraded-fourth-issue/>

<sup>16</sup> Cayman Islands Monetary Authority (2024). D Series Banknotes, <https://www.cima.ky/d-series>

25	Scallop Shells Map of the Cayman Islands Coat of Arms of the Cayman Islands Queen Elizabeth II Stingrays	Scallop Shell Hawksbill Turtle Fish Coral
50	Map of the Cayman Islands Coat of Arms of the Cayman Islands Queen Elizabeth II Cayman Schooner Boats	Seashell Stingray
100	Map of the Cayman Islands Coat of Arms of the Cayman Islands Queen Elizabeth II	Seashell Aerial View of the Financial Center in George Town

The Gibraltar Pound, issued in 2010 (10 and 50 Pound) and 2011 (5, 20, and 100 Pound) (Government of Gibraltar, n.d.), consists of five banknotes of different denominations. An analysis of the imagery on the obverse and reverse sides of these banknotes (Table 7) reveals that the obverse side of all banknotes features a portrait of Queen Elizabeth II along with the Key and Castle emblem. The reverse side showcases significant historical landmarks and sites relevant to Gibraltar's history. However, no gastronomic elements are present on either side of the Gibraltar Pound banknotes.

**Table 8:** Front and back imagery content of the Gibraltar pound<sup>17</sup>

Denomination Value	Front Side	Back Side
5		Upper Ward and Respect Tower of the Moorish Castle
10		"The Sortie Made by the Garrison of Gibraltar" by John Trumbull
20	Queen Elizabeth II Coat of Arms with a Keyed Castle	HMS Victory Ship (1805)
50		Casemates Square
100		King's Bastion Leisure Centre

The Chinese Yuan, issued in 2019 (The People's Bank of China, n.d.), consists of four banknotes of different denominations. An analysis of the imagery on the obverse and reverse sides of these banknotes (Table 8) reveals that the obverse side of all banknotes features a portrait of Mao Zedong, the founding figure of the People's Republic of China. The reverse side shows natural landscapes such as lakes and rivers, while the 50-unit banknote includes an image of a castle. Notably, no gastronomic elements are present on the Chinese Yuan banknotes.

**Table 9:** Front and back imagery content of the Chinese yuan<sup>18</sup>

Denomination Value	Front Side	Back Side
1		River
10		Waters Flowing Through a Canyon
20	Mao Zedong	A Body of Water and a Boat Among Mountains
50		Castle

The first series of the Euro consists of seven banknotes of different denominations. An analysis of the imagery on the obverse and reverse sides of these banknotes (Table 9) reveals that the obverse side features design symbols based on specific themes. The reverse side shows bridge designs that do not exist but were created within the framework of the theme titled "Ages and Styles." Upon examining both sides of the banknotes, no gastronomic elements were identified.

<sup>17</sup> Government of Gibraltar (t.y.). Know Your New Gibraltar Banknotes, Know <https://www.gibraltar.gov.gi/new/sites/default/files/Press%20archives/Press%20Releases/2011/135.1-2011.pdf>

<sup>18</sup> The People's Bank of China (t.y.). <http://www.pbc.gov.cn/rmyh/2019rmb/index.html>

**Table 10:** Front and back imagery content of the euro first series<sup>19</sup>

Denomination Value	Front Side	Back Side
5	Greek and Roman Architectural Works	
10	Romanesque Architectural Works	
20	Gothic Architectural Works	
50	Renaissance Architectural Works	Bridge
100	Baroque – Rococo Architectural Works	Map of Europe
200	19th-Century Iron and Glass Architectural Examples	
500	20th-Century Architecture	

The Europa series of the Euro, unlike the first series, consists of six banknotes of the same denominations. An analysis of the imagery on the obverse and reverse sides of these banknotes (Table 10) reveals that the obverse side features architectural door designs created within the framework of the "Ages and Styles" theme. The reverse side includes a map of Europe along with bridge details. In this regard, no gastronomic elements are present on the Europa series banknotes.

**Table 11:** Front and back imagery content of the euro ‘europa’ series<sup>20</sup>

Denomination Value	Front Side	Back Side
5	Greek and Roman Architectural Works	
10	Romanesque Architectural Works	
20	Gothic Architectural Works	
50	Renaissance Architectural Works	Bridge
100	Baroque – Rococo Architectural Works	Map of Europe
200	19th-Century Iron and Glass Architectural Examples	

The British Pound consists of four banknotes of different denominations. An analysis of the imagery on the obverse and reverse sides of these banknotes (Table 11) reveals that the obverse side of all banknotes features a portrait of Queen Elizabeth II. The reverse side showcases notable figures in British history, such as writer Jane Austen, artist J.M.W. Turner, and mathematician Alan Turing. In this regard, no gastronomic elements are present on the British Pound banknotes.

**Table 12:** Front and back imagery content of the British pound

Denomination Value	Front Side	Back Side
5 <sup>21</sup>		Winston Churchill
10 <sup>22</sup>	Queen Elizabeth II	Jane Austen
20 <sup>23</sup>		JMW Turner
50 <sup>24</sup>		Alan Turing

<sup>19</sup> European Central Bank (2024). First Series. <https://www.ecb.europa.eu/euro/banknotes/current/denominations/html/index.en.html#es1-005>

<sup>20</sup> European Central Bank (2024). Europa Series <https://www.ecb.europa.eu/euro/banknotes/current/denominations/html/index.en.html#es2-005>

<sup>21</sup> Bank of England (2024). £5 Note. <https://www.bankofengland.co.uk/banknotes/5-pound-note>

<sup>22</sup> Bank of England (2024). £10 Note. <https://www.bankofengland.co.uk/banknotes/polymer-10-pound-note>

<sup>23</sup> Bank of England (2024). £20 Note. <https://www.bankofengland.co.uk/banknotes/polymer-20-pound-note>

<sup>24</sup> Bank of England (2024). £50 Note. <https://www.bankofengland.co.uk/banknotes/polymer-50-pound-note>

Due to the passing of Queen Elizabeth II, four newly issued banknotes of the same denominations have been introduced (Table 12). The only distinguishing feature of these new banknotes compared to the previous ones is the presence of King Charles III on the obverse side. In this regard, no gastronomic elements are present on the newly issued British Pound banknotes

**Table 13:** Front and back imagery content of the new British pound

Denomination Value	Front Side	Back Side
5 <sup>25</sup>		Winston Churchill
10 <sup>26</sup>	King Charles III	Jane Austen
20 <sup>27</sup>		JMW Turner
50 <sup>28</sup>		Alan Turing

The Swedish Krona, issued in 2015 (20, 50, 200, and 1000 kronor) and 2016 (100 and 500 kronor) (Sveriges Riksbank, n.d.), consists of six banknotes of different denominations. An analysis of the imagery on the obverse and reverse sides of these banknotes (Table 13) reveals that the obverse side features notable Swedish figures such as writer Astrid Lindgren, composer and singer Evert Taube, and film actress Greta Garbo. The reverse side showcases locations and landmarks associated with these figures. For instance, the 20-krona banknote depicts Småland, the region where Astrid Lindgren grew up. In this regard, no gastronomic elements are present on the Swedish Krona banknotes.

**Table 14:** Front and back imagery content of the Swedish krona

Denomination Value	Front Side	Back Side
20 <sup>29</sup>	Astrid Lindgren	Småland, where Astrid Lindgren grew up
50 <sup>30</sup>	Evert Taube	Bohuslän
100 <sup>31</sup>	Greta Garbo	Stockholm
200 <sup>32</sup>	Ingmar Bergman	Gotland (Fårö)
500 <sup>33</sup>	Birgit Nilsson	Skåne
1000 <sup>34</sup>	Dag Hammarskjöld	Lapland

The Swiss Franc, issued in 2016 (50 francs), 2017 (10 and 20 francs), 2018 (200 francs), and 2019 (100 and 1000 francs), consists of six banknotes of different denominations (Table 14). An analysis of the imagery on the obverse and reverse sides of these banknotes reveals that the obverse side features symbolic elements such as Swiss watchmaking and the country's railway system, both of which hold significant importance in Switzerland's industry. Geographically, the Alps are depicted, while political

<sup>25</sup> Bank of England (2024). £5 Note. <https://www.bankofengland.co.uk/banknotes/5-pound-note>

<sup>26</sup> Bank of England (2024). £10 Note. <https://www.bankofengland.co.uk/banknotes/polymer-10-pound-note>

<sup>27</sup> Bank of England (2024). £20 Note. <https://www.bankofengland.co.uk/banknotes/polymer-20-pound-note>

<sup>28</sup> Bank of England (2024). £50 Note. <https://www.bankofengland.co.uk/banknotes/polymer-50-pound-note>

<sup>29</sup> Sveriges Riksbank (t.y.). 20 Krona Banknote, <https://www.riksbank.se/en-gb/payments--cash/notes--coins/notes/valid-banknotes/20-krona-banknote/>

<sup>30</sup> Sveriges Riksbank (t.y.). 50 Krona Banknote, <https://www.riksbank.se/en-gb/payments--cash/notes--coins/notes/valid-banknotes/50-krona-banknote/>

<sup>31</sup> Sveriges Riksbank (t.y.). 100 Krona Banknote, <https://www.riksbank.se/en-gb/payments--cash/notes--coins/notes/valid-banknotes/100-krona-banknote/>

<sup>32</sup> Sveriges Riksbank (t.y.). 200 Krona Banknote, <https://www.riksbank.se/en-gb/payments--cash/notes--coins/notes/valid-banknotes/200-krona-banknote/>

<sup>33</sup> Sveriges Riksbank (t.y.). 500 Krona Banknote, <https://www.riksbank.se/en-gb/payments--cash/notes--coins/notes/valid-banknotes/500-krona-banknote/>

<sup>34</sup> Sveriges Riksbank (t.y.). 1000 Krona Banknote, <https://www.riksbank.se/en-gb/payments--cash/notes--coins/notes/valid-banknotes/1000-krona-banknote/>

symbols such as representations of the parliament are also present. Notably, no gastronomic elements are found on the Swiss Franc banknotes.

**Table 15:** Front and back imagery content of the Swiss franc

Denomination Value	Front Side	Back Side
10 <sup>35</sup>	Conductor's Hand	Clock Railway Tunnel
	World	
	Clocks	
20 <sup>36</sup>	Swiss Railway Network	Butterflies Cinema Scene
	Hand Holding Prism	
	World	
50 <sup>37</sup>	Hand	Paragliding
	Dandelion	
	Alps	
100 <sup>38</sup>	World	Glaciers
	Hands Collecting Water	
	World	
200 <sup>39</sup>	Hand Showing Three-Axis Coordinates	Particle Collision
	World	
	Two Hands Clasp Together	
1000 <sup>40</sup>	World	Swiss Parliament
	Map	

The Japanese Yen, issued in 2000 (2000 yen) and 2024 (1000, 5000, and 10,000 yen) (Bank of Japan, n.d.), consists of four banknotes of different denominations. An analysis of the imagery on the obverse and reverse sides of these banknotes (Table 15) reveals that the obverse side features prominent figures such as Dr. Kitasato Shibasaburō, educator Tsuda Umeko, industrialist and banker Shibusawa Eiichi, as well as the significant symbol of Shurei-mon Gate. The reverse side includes the artwork 'The Great Wave off Kanagawa' and the Japanese wisteria flower. Notably, no gastronomic elements are present on either side of the Japanese Yen banknotes.

**Table 16:** Front and back imagery content of the Japanese yen<sup>41</sup>

Denomination Value	Front Side	Back Side
1000	KITASATO Shibasaburo	Kanagawa-oki nami ura (The Great Wave off Kanagawa" by Katsushika Hokusai) Work by Katsushika Hokusai
2000	Shurei-mon Gate	A Scene from The Tale of Genji
5000	TSUDA Umeko	Japanese Wisteria (Fuji)
10000	SHIBUSAWA Eiichi	Marunouchi Building of Tokyo Station

The Canadian Dollar, issued in 2011 (100 dollars), 2012 (20 and 50 dollars), and 2013 (5 and 10 dollars), consists of five banknotes of different denominations. An analysis of the imagery on the obverse and

<sup>35</sup> Swiss National Bank (2024). The 10 franc note, <https://www.snb.ch/en/the-snb/mandates-goals/cash/new-banknotes/design/10-franc-note>

<sup>36</sup> Swiss National Bank (2024). The 20 franc note, <https://www.snb.ch/en/the-snb/mandates-goals/cash/new-banknotes/design/20-franc-note>

<sup>37</sup> Swiss National Bank (2024). The 50 franc note, <https://www.snb.ch/en/the-snb/mandates-goals/cash/new-banknotes/design/50-franc-note>

<sup>38</sup> Swiss National Bank (2024). The 100 franc note, <https://www.snb.ch/en/the-snb/mandates-goals/cash/new-banknotes/design/100-franc-note>

<sup>39</sup> Swiss National Bank (2024). The 200 franc note, <https://www.snb.ch/en/the-snb/mandates-goals/cash/new-banknotes/design/200-franc-note>

<sup>40</sup> Swiss National Bank (2024). The 1000 franc note, <https://www.snb.ch/en/the-snb/mandates-goals/cash/new-banknotes/design/1000-franc-note>

<sup>41</sup> Bank of Japan (t.y.). Bank of Japan Notes and Coins Currently Issued, [https://www.boj.or.jp/en/note\\_tfjgs/note/valid/issue.htm#p04](https://www.boj.or.jp/en/note_tfjgs/note/valid/issue.htm#p04)

reverse sides of these banknotes (Table 16) reveals that the obverse side features prominent political figures. The reverse side includes scientific symbols such as a DNA helix, a compass, and an astronaut. In this regard, no gastronomic elements are present on the Canadian Dollar banknotes.

**Table 17:** Front and back imagery content of the Canadian dollar

Denomination Value	Front Side	Back Side
5 <sup>42</sup>	Wilfrid Laurier Mackenzie Tower	Astronaut International Space Station
10 <sup>43</sup>	John A. Macdonald Parliament Library	The Canadian Train Canadian Mountains Canadian National Vimy Memorial
20 <sup>44</sup>	Queen Elizabeth II Central Building of Parliament	Poppy Flag of Canada CCGS Amundsen (Research Icebreaker)
50 <sup>45</sup>	William Lyon Mackenzie King Central Building of Parliament	Map of Northern Canada Compass Researcher Using a Microscope
10 <sup>46</sup>	Robert Borden	Insulin DNA Helix Electrocardiogram (ECG)

The sixth issuance of the Kuwaiti Dinar, introduced in 2014 (Central Bank of Kuwait, n.d.), consists of six banknotes of different denominations. An analysis of the imagery on the obverse and reverse sides of these banknotes (Table 17) reveals that the obverse side features significant architectural structures within the country. The reverse side includes images of an oil refinery, a sea turtle, and a diver. In this regard, no gastronomic elements are present on the Kuwaiti Dinar banknotes.

**Table 18:** Front and back imagery content of the Kuwaiti dinar

Denomination Value	Front Side	Back Side
¼ <sup>47</sup>	Liberation Tower Vignette	Traditional Wooden Kuwaiti Gate Vignette First Kuwaiti Coin Vignette
½ <sup>48</sup>	Kuwait Towers Vignette	Hawksbill Sea Turtle Vignette Silver Pomfret Vignette
1 <sup>49</sup>	Grand Mosque Vignette	Real-Life Example of Various Ancient Influences Vignette Greek Civilization on Kuwait's Failaka Island
10 <sup>50</sup>	New Central Bank Building Vignette Kuwait National Assembly Building (Parliament) Vignette	Oil Refinery Vignette Oil Tanker Vignette Falcon Vignette Seated Camel Wearing Sadu Saddle Vignette

<sup>42</sup> Bank of Canada (t.y.). \$5 Polymer Note, <https://www.bankofcanada.ca/banknotes/bank-note-series/frontiers/5-polymer-note/>

<sup>43</sup> Bank of Canada (t.y.). \$10 Polymer Note, <https://www.bankofcanada.ca/banknotes/bank-note-series/frontiers/10-polymer-note/>

<sup>44</sup> Bank of Canada (t.y.). \$20 Polymer Note, <https://www.bankofcanada.ca/banknotes/bank-note-series/frontiers/20-polymer-note/>

<sup>45</sup> Bank of Canada (t.y.). \$50 Polymer Note, <https://www.bankofcanada.ca/banknotes/bank-note-series/frontiers/50-polymer-note/>

<sup>46</sup> Bank of Canada (t.y.). \$100 Polymer Note, <https://www.bankofcanada.ca/banknotes/bank-note-series/frontiers/100-polymer-note/>

<sup>47</sup> Central Bank of Kuwait (t.y.). Quarter KD Note, <https://www.cbk.gov.kw/en/banknotes-and-coins/banknotes/sixth-issue/quarter-kd-note>

<sup>48</sup> Central Bank of Kuwait (t.y.). Half KD Note, <https://www.cbk.gov.kw/en/banknotes-and-coins/banknotes/sixth-issue/half-kd-note>

<sup>49</sup> Central Bank of Kuwait (t.y.). One KD Note, <https://www.cbk.gov.kw/en/banknotes-and-coins/banknotes/sixth-issue/one-kd-note>

<sup>50</sup> Central Bank of Kuwait (t.y.). Ten KD Note, <https://www.cbk.gov.kw/en/banknotes-and-coins/banknotes/sixth-issue/ten-kd-note>

20 <sup>51</sup>	Seif Palace Vignette	Al-Boom Traditional Kuwaiti Dhow Vignette Pearl Diver Vignette
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The Norwegian Krone, issued in 2017 (100 and 500 kroner), 2018 (50 and 500 kroner), and 2019 (1000 kroner), consists of five banknotes of different denominations. An analysis of the imagery on the obverse and reverse sides of these banknotes (Table 18) reveals that the obverse side features images such as the Gokstad ship, the Atlantic seagull, cod, and herring. Seafood holds significant importance in Norway’s history and culture, as the country ranks among the top in both per capita fish consumption and seafood exports. In this context, the depiction of cod and herring on the banknotes can be considered a gastronomic element. The reverse side also includes imagery related to fishing, such as a lighthouse beacon, a fishing boat, and the Orion constellation.

**Table 19:** Front and back imagery content of the Norwegian krone

Denomination Value	Front Side	Back Side
50 <sup>52</sup>	Utvær Lighthouse	Lighthouse Beam Ursa Major Constellation
100 <sup>53</sup>	Gokstad Ship X-BOW® Norwegian Bow Design by Ulstein Design & Solutions AS	Globe Orion Constellation
200 <sup>54</sup>	Atlantic Gull Cod Fish Herring Fishing Net	Fishing Boat
500 <sup>55</sup>	Atlantic Gull RS 14 "Stavanger" Rescue Vessel	North Sea Gas Pipeline Fossil
1000 <sup>56</sup>	Wave in the Open Sea	Water Molecule

The fifth issuance of the Jordanian Dinar, introduced in 2022 (1 dinar) and 2023 (5, 10, 20, and 50 dinars), consists of five banknotes of different denominations. An analysis of the imagery on the obverse and reverse sides of these banknotes (Table 19) reveals that the obverse side features images of Petra, mosque ornaments, and prominent statesmen of the country. The reverse side includes geographical elements such as the Wadi Mujib cliffs and the Wadi Rum Mountains. Additionally, Neolithic flint tools are depicted as symbolic elements on the reverse side. In this regard, no gastronomic elements are present on the Jordanian Dinar banknotes.

**Table 20:** Front and back imagery content of the Jordanian dinar

Denomination Value	Front Side	Back Side
1 <sup>57</sup>	Sharif Hussein bin Ali Wild Acanthus Plant Inspired by the Roman Corinthian Capital Ornamentation of King Al-Hussain Mosque	Jordan’s National Bird, the Finch Mountains of Wadi Rum

<sup>51</sup> Central Bank of Kuwait (t.y.). Twenty KD Note, <https://www.cbk.gov.kw/en/banknotes-and-coins/banknotes/sixth-issue/twenty-kd-note>

<sup>52</sup> Norges Bank (2017). 50 Krone Note Motifs, <https://www.norges-bank.no/en/topics/notes-and-coins/banknote-series-VIII/50-krone-note/50-description/>

<sup>53</sup> Norges Bank (2017). New 100 Krone Note Motifs, <https://www.norges-bank.no/en/topics/notes-and-coins/banknote-series-VIII/100-krone-note/new-100-description/>

<sup>54</sup> Norges Bank (2017). New 200 Krone Note Motifs, <https://www.norges-bank.no/en/topics/notes-and-coins/banknote-series-VIII/200-krone-note/new-200-description/>

<sup>55</sup> Norges Bank (2017). New 500 Krone Note Motifs, <https://www.norges-bank.no/en/topics/notes-and-coins/banknote-series-VIII/500-krone-note/new-500-description/>

<sup>56</sup> Norges Bank (2017). New 1000 Krone Note Motifs, <https://www.norges-bank.no/en/topics/notes-and-coins/banknote-series-VIII/1000-krone-note/new-1000-description/>

<sup>57</sup> Central Bank of Jordan (2024). 1 Dinar, [https://www.cbj.gov.jo/EN/ListDetails/Issuance\\_of\\_Banknotes/2338/31](https://www.cbj.gov.jo/EN/ListDetails/Issuance_of_Banknotes/2338/31)

5 <sup>58</sup>	King Abdullah, I bin Al Hussein The Treasury Monument in Petra Jordan's National Flower, the Black Iris King Talal bin Abdullah	Detail from the Treasury Monument in Petra Camel Riders in Wadi Rum
10 <sup>59</sup>	Qusayr Amra Ornamentation from King Al-Hussain Mosque and Decorative Details from the Umayyad-era Qasr Al- Mushatta	Roman Amphitheater A Section of the Qasr Al-Mushatta Facade, Currently in Berlin, Germany
20 <sup>60</sup>	King Hussein bin Talal King Hussein Mosque Ornamentation from King Hussein Mosque and Byzantine-era Mosaic Decorations	Wadi Mujib Cliffs Neolithic Flint Tools
50 <sup>61</sup>	King Abdullah II Ibn Al-Hussein Al-Haram Al-Sharif in Jerusalem Ornamental Decorations from King Al-Hussain Mosque and Nabatean Ornaments from Petra	Wadi Rum Byzantine-Umayyad Era Ornamentation and Umayyad Era Qasr Al-Mushatta Decorations

Another finding of the present study is the types of figures used on the obverse and reverse sides of banknotes. The banknotes primarily feature symbolic structures (on the banknotes of 13 countries), symbolic elements (on the banknotes of 10 countries), and past or current national leaders (on the banknotes of 9 countries). On the obverse side, national leaders appear most frequently, followed by symbolic structures and symbolic elements. On the reverse side, symbolic structures are the most common, followed by symbolic elements and representations of the country's geographical features. Geographic elements and plant/animal figures are rarely found on the obverse side of banknotes. Meanwhile, depictions of national leaders are entirely absent from the reverse side, where a limited number of banknotes feature significant national figures or plant imagery.

**Table 21:** Front and back imagery content of the currencies

	Front Side	Back Side
President	Australian Dollar, Bahraini Dinar, British Pound, Canadian Dollar, Cayman Islands Dollar, Chinese Yuan, Gibraltar Pound, Jordanian Dinar, US Dollar	-
Fauna	Australian Dollar, Cayman Islands Dollar, Norwegian Krone	Australian Dollar, Cayman Islands Dollar, Jordanian Dinar, Kuwaiti Dinar, Swiss Franc
Flora	Australian Dollar, Jordanian Dinar, Swiss Franc	Australian Dollar, Canadian Dollar, Cayman Islands Dollar, Japanese Yen
Geographical Feature	Norwegian Krone	Canadian Dollar, Cayman Islands Dollar, Chinese Yuan, Jordanian Dinar, Norwegian Krone, Swedish Krona
Notable Person	Australian Dollar, Canadian Dollar, Japanese Yen, Swedish Krona	Australian Dollar, British Pound
Symbolic Structure	Bahraini Dinar, Canadian Dollar, Euro, Japanese Yen, Jordanian Dinar, Kuwaiti Dinar, Norwegian Krone, Swiss Franc	Australian Dollar, Bahraini Dinar, Canadian Dollar, Cayman Islands Dollar, Chinese Yuan, Euro, Gibraltar Pound, Japanese Yen, Jordanian Dinar, Kuwaiti Dinar, Norwegian Krone, Swiss Franc, US Dollar
Symbolic Element	Cayman Islands Dollar, Gibraltar Pound, Jordanian Dinar, Norwegian Krone, Swiss Franc	Australian Dollar, Canadian Dollar, Cayman Islands Dollar, Chinese Yuan, Euro, Gibraltar Pound, Japanese Yen, Jordanian Dinar, Kuwaiti Dinar, Norwegian Krone, Swiss Franc

<sup>58</sup> Central Bank of Jordan (2024). 5 Dinar, [https://www.cbj.gov.jo/EN/ListDetails/Issuance\\_of\\_Banknotes/2338/32](https://www.cbj.gov.jo/EN/ListDetails/Issuance_of_Banknotes/2338/32)

<sup>59</sup> Central Bank of Jordan (2024). 10 Dinar, [https://www.cbj.gov.jo/EN/ListDetails/Issuance\\_of\\_Banknotes/2338/33](https://www.cbj.gov.jo/EN/ListDetails/Issuance_of_Banknotes/2338/33)

<sup>60</sup> Central Bank of Jordan (2024). 20 Dinar, [https://www.cbj.gov.jo/EN/ListDetails/Issuance\\_of\\_Banknotes/2338/35](https://www.cbj.gov.jo/EN/ListDetails/Issuance_of_Banknotes/2338/35)

<sup>61</sup> Central Bank of Jordan (2024). 50 Dinar, [https://www.cbj.gov.jo/EN/ListDetails/Issuance\\_of\\_Banknotes/2338/34](https://www.cbj.gov.jo/EN/ListDetails/Issuance_of_Banknotes/2338/34)

## Results and recommendations

The aim of the present study is to determine whether banknotes feature gastronomic elements, which are part of a country's cultural identity. According to this study, among the world's strongest and most widely circulated currencies, only the Norwegian Krone includes gastronomic elements on its banknotes. Banknotes serve as a miniature graphical representation of a country, and they reflect the country's values. However, the absence of prior studies in the literature specifically examining the inclusion of gastronomy—one of the most common and recognizable aspects of daily cultural expression—on banknotes highlights the originality and significance of this research.

In the present study, banknotes are shown to feature numerous elements and figures of significance to their respective countries. In this sense, the images on banknotes serve as reminders to citizens of who they are (or should be) and where they belong (or should belong). As of 2024, Bank of England declares that there are 4.6 million banknotes in circulation as British Pounds, European Central Bank has 30.5 million as Euros, and according to US Currency Education Program 54.6 million U.S. Dollars are in circulation. However, despite being a widely used medium, the presence of distinct and recurring cultural elements on banknotes may highlight a certain conceptual rigidity or limited perspective, suggesting the influence of various other factors. Banknote design is not only pragmatic but also holds philosophical significance. When designing a new banknote, authorities should be aware that national currencies symbolize the country's political ideology. Nevertheless, it should be acknowledged that while banknotes are national products, the visuals on banknotes are considered more informative when they are about daily life.

The aim of the present study is to identify the gastronomic elements featured on the banknotes of the world's most widely circulated and most valuable currencies. Among the examined banknotes, only those of Norway contain gastronomic elements, specifically the cod and herring fish. Norway's commitment to the fishing industry is evident through the establishment of a dedicated ministry in 1946. In Norway, cod fish is one of the most significant fish species.



**Graphic 1:** Norwegian Krone (Front and back)

The preparation techniques of local foods are unique to the country. And this uniqueness plays a crucial role in the selection of destinations. In this regard, one of the most significant factors influencing tourists' choice of destination is its gastronomic values. According to Taste Atlas statistics, the best cuisines of 2024 are those of Greece, Italy, and Mexico and this provides a communication between cultures. Through gastronomic tourism, countries can present their gastronomic richness to their visitors. In this context, the incorporation of gastronomic elements into banknotes, which hold economic significance for a country, could enhance its recognition and attractiveness.

The present study has certain limitations. The first of these is the limited number of banknotes that have been evaluated. According to the United States-based CIA, there are 261 entities, while the United Nations recognizes 193 countries along with two observer states (Vatican City and the State of Palestine), totaling 195 countries. However, only a portion of these countries were considered in this study. Therefore, the findings are applicable solely to the banknotes of the examined countries.

Furthermore, the research focuses exclusively on banknotes currently in circulation. As a result, it remains unknown whether past banknotes contained any gastronomic elements. Additionally, since the list of the most widely circulated and highest-valued currencies may vary from year to year, this study is limited to the currencies relevant to the current year.

Several recommendations can be made for future studies. Evaluating all banknotes used by a country could provide insights into the values that are important to the nation and how these have evolved over time. Additionally, the present study focused exclusively on banknotes, however, countries also mint coins, which similarly require a design process. Therefore, future studies may consider evaluating coins alongside banknotes. Moreover, coins and banknotes differ in their physical characteristics, such as size and color, which distinguish their economic value. These physical attributes such as size, color, and design, play a role in how people recognize currency. In this regard, future research could also explore whether the colors used in banknotes align with the chosen thematic elements of the currency.

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### **Ethical approval**

The authors declare that the article titled 'Banknotes and Gastronomy' is a qualitative research study based exclusively on the analysis of publicly available data. Consequently, this study is exempt from the requirement for ethics committee approval.

### **Contribution rate of researchers**

1st author contributed 70%, 2nd author contributed 30% to the study.

### **Conflict of interest**

There is no potential conflict of interest in this study.

