

Date: 30 May 2025

Interactive Meeting on Promoting Goan Cuisine locally and Globally Organized by WTC Goa

The primary objective of the interactive meeting organized by World Trade Center (WTC) Goa on 30th May 2025 was to explore strategies to promote Goan cuisine locally and in global market. Goan cuisine, shaped by over four centuries of Portuguese influence, has evolved into a unique blend of flavors. Two distinct genres of cuisine stand out namely the Saraswat and Catholic culinary traditions both are so unique in their own way that the same dish may be prepared differently within each tradition however both styles offer distinct and delectable flavors.

WTC Goa invited three women entrepreneurs from Goa who have made significant contributions in the field of Goan cuisine, Mrs. Revati Sanzagiri –Proprietor of Reva's and an Expert in Goan masalas and Saraswat cuisine; Ms. Vibhuti Kamat – Specialist in Saraswat cooking and culinary education Mrs. Ruth Marchon–Expert in Catholic Goan sweets and snacks.

Mrs. Revati Sanzagiri emphasized the importance of using authentic Goan masalas and ingredients. She highlighted dishes like Ambadache Udameti, Polle, and Khatkhate. She said that her ready to cook masalas need just coconut powder, coconut milk and fresh grated coconuts to carve out Goan dishes thus making it convenient for global use. She stressed adapting with time while preserving traditional practices and presented a dish called Ambache Shiro which is a sweet snack made with semolina and having the distinct taste of Mangoes keeping the season in mind.

Mrs. Ruth Marchon shared her journey of starting by selling local snacks like samosas, rolls, and patollios. Mrs Marchon stressed on the fact that one needs to always use fresh and best ingredients so that the flavours of the dish can be highlighted. She also emphasized the importance of preserving and promoting Goan sweets and expressed a desire to take them to the local and international markets.

Ms. Vibhuti Kamat highlighted her work in educating youth about Goan culinary traditions. She focuses on catering for large gatherings and emphasized the need to educate Goan catering professionals on business upscaling and quality enhancement. She said that she has created a unique powder form of a popular Goan beverage known as Solkadi and just adding the required water to the powder will bring out an authentic beverage ready for consumption. The discussion also addressed the challenges of ingredient availability for the Goan diaspora. In response, Mr. Cyril Desouza from WTC Goa outlined the potential of the WTCA Network, which has a presence in over 300 locations across nearly 100 countries. This global network could be instrumental in taking Goan

cuisine to international markets. The meeting successfully brought to light the diverse richness of Goan cuisine and the potential avenues to globalize it. Collaboration, innovation, and use of global trade networks were recognized as key to ensuring Goan culinary traditions thrive worldwide.

The meeting was held at World Trade Center Goa on the May 30, 2025.