

Magdalena Woźniczko<sup>1a</sup>, Dominik Orłowski<sup>2b</sup>

<sup>1</sup> University of Ecology and Management in Warsaw, Polish Association of Food Tourism

<sup>2</sup> Higher School of Tourism and Foreign Languages in Warsaw, Polish Association of Food Tourism,

ORCID: <sup>a</sup> <https://orcid.org/0000-0002-2846-4240>, <sup>b</sup> <https://orcid.org/0000-0001-7859-285X>

<sup>a</sup> corresponding author: Woźniczko Magdalena, email: [mwozniczko@poczta.onet.pl](mailto:mwozniczko@poczta.onet.pl)

---

## Traditional cake products as a culinary tourism attraction from the regional perspective

---

**Abstract:** The paper presents a theoretical explanation of the concept of “cake products”, classification of said products and a brief history of pastry-making. The authors discuss individual cake products from the regional perspective, as well as outline an overview of cake products inscribed on the List of Traditional Products in Poland in the category: “bakery products and confectionery”. Lastly, the paper presents selected culinary tourism attractions in Poland that are believed to promote regional, traditional or local cake products, thus attracting gourmets to certain specific places.

**Keywords:** culinary tourism, regional cake products, attractions of culinary tourism, traditional products, Poland

### 1. Introduction

Recent years have seen rapid development of culinary tourism in Poland, which is evidenced by, among others, numerous culinary events, emerging culinary trails, new restaurants specialized in Polish cuisine – including regional and local – culinary exhibitions in museums or the emerging living museums, fairs promoting traditional food as well as workshops dealing with practical preparation of dishes and food products. There is an increasing number of people travelling thematically that are interested in having direct contact with cuisine and catering. Cuisine has become an added value during trips undertaken by tourists (Orłowski and Woźniczko, 2016).

Each region on the culinary map of Poland has its distinguishing culinary features associated with local tradition, culture, rites and customs (Byszewska, 2008). Traditional recipes are linked to specific production methods. Regional products are often home-made and do not contain any chemical additives. Usually, they are made using natural, time-consuming and labour-intensive processes, which guarantee high quality that has remained unchanged for generations (Byszewska and

Kurpińska, 2012). Cake products are made according to such traditional recipes (cakes, pies, cookies).

Cake products are desserts – sweet dishes served at the end of the meal (e.g. lunch, dinner or special occasions), but also during afternoon tea or a non-committal meeting at any time of the day.

Typical Polish cake products include the following:

- Holidays: Easter (e.g. yeast cakes with raisins and dried fruits, *Mazurek* cake, cheesecakes) and Christmas (e.g. gingerbreads and ginger cake, poppy seed cake),
- Carnival (e.g. Angel wings (or *chrust*), donuts filled with rose jam),
- traditional (e.g. wedding *Korowaj* cake),
- regional (e.g. *sękacz* and anthill in Podlasie, Silesian *kołocz*, St. Martin's croissant in Poznań, Kurpian *fafernuchy*).

When reading Polish cookbooks, one can find numerous recipes for pastries, e.g. apple pie, *Karpatka*, meringues, cakes with various fruits, biscuits, shortbread cakes, pound cakes (*babka*) (among others: sponge, sand, steamed), strudels, cakes, fruit cake, strudels, yeast buns

(e.g. with black currant), yeast croissants, biscuits, muffins, etc.

The aim of the study is to present traditional cake products from the regional perspective

and to demonstrate the selected culinary tourist attractions promoting the sweet culinary heritage of Poland.

## 2. Area descriptions, methods and material studied

The scope of this paper includes:

- explanation of basic concepts related to confectionery and cake-making;
- brief history of cake-making;
- presentation of cake products from the regional Polish perspective;
- tabular overview of cake products inscribed on the List of Traditional Products maintained by the Ministry of Agriculture and Rural Development;
- presentation of selected culinary tourism attractions that contribute to the promotion of regional, traditional or local cake products in Poland.

The study is based on a non-reactive research method of content analysis. The authors performed a review of secondary sources, which accounted for literature and web portals concerning the study subject. The study also employed the participant observation method in relation to the practical aspects concerning sensory qualities of traditional, regional and local cake products. Lastly, in the years 2016–2019, a field research was performed to investigate the development of various culinary tourist attractions associated with cake products in Poland.

## 3. Results and analyses

### 3.1. Explanation of concepts related to confectionery and cake-making

Literature often mentions two concepts: “confectionery” and “cake-making”. The former has a much broader meaning, and in fact, its scope includes the latter. Thus, confectionery is understood as: “production of sweet food products, non-perishable confectionery products (e.g. chocolate and chocolate products, candy, non-perishable pastry products) and perishable confectionery products (e.g. cakes, cookies), which are increasingly often referred to as cake-making” (<https://sjp.pwn.pl/slowniki/cukiernictwo.html>) In addition, confectionery may also denote a profession (confectioner). Confectionery industry produces non-perishable goods, i.e. those that do not undergo significant chemical and physical changes within the period of at least 1 month from the date of production.

In contrast, the concept of “cake-making” is associated directly with cakes, cookies and other cake products. As defined in the PWN Encyclopaedia, cake-making is: “a branch of the food industry including the production of a wide range of the so-called perishable pastry

products, a field associated with bakery and confectionery” (<https://sjp.pwn.pl/szukaj/ciastkarstwo.html>).

For the purpose of this study, the term “cake products” has been adopted, because its scope accounts for cakes, pastries and cookies. Cake products are defined as “products in which flour is the primary raw material, and other ingredients constitute no less than 40% of the input. Other products not containing flour may include cheese, poppy seeds, etc. Cake products also include dry wafers and dry biscuits” (Dojutrek and Pietrzyk, 2000). Non-perishable pastry product is a cake product whose shelf life is from several to 30 days.

The classification of cake products (according to the Polish Standards) distinguishes the following groups (Dojutrek and Pietrzyk, 2000):

- cake products made of yeast dough,
- cake products made of puff pastry,
- cake products made of steamed dough,
- meringue cake products,
- cake products made of shortbread cake,
- cake products made of sponge cake,

- cake products made of sponge-fatty cake,
- cake products made of walnut or almond mass, or substitute materials;
- cakes, pastries, pastry products and other bakery products with added sweetener, others.

### 3.2. History of cake-making

The beginnings of cake-making date back to the distant past. Most likely, cake products derived from bakery products. In ancient times, many methods of producing different kinds of bread were developed. With time, the dough for making bread was enriched with honey, resulting in a new product featuring a flavour similar to *miodownik*.

The first information on the production of confectionery products were reported by Herodotus and come from approx. 600 years BC. In the eleventh century in Europe (Salerno), the Arabs established the first confectionery school. Its students learned the principals and skills of manufacturing sugar from sugar cane, preparing juices, jams, as well as medicines, since sugar and honey were believed to be therapeutic at the time.

The thirteenth and fourteenth century marked the development of gingerbread production in places such as: Gdańsk, Tuła, Nuremberg, Toruń. Owing to geographic discoveries, people had new spices: cloves, cinnamon, ginger, pepper. The word *piernik* (gingerbread) is derived from the word *pieprz* (pepper) (*pierny* – hot, heavily seasoned with pepper).

The next step in the development of cake products was the rise of pastry technique associated with obtaining clear types of flour. It was sieved by hand using sieves with different mesh sizes. The development of cake-making on the Polish territory dates back to the seventeenth and eighteenth century and is related to the Italian emigration, mainly from Venice and Salerno. Confectioners from those places

According to the applicable regulations, cake products intended for marketing may be produced only in compliance with a predetermined recipe, which should be developed by the producer of cake products.

passed their knowledge to Polish cake-makers, who then set up their own workshops.

A variety of cake products in Poland is evidenced by a large number of recipes in cookbooks from that time. In the first Polish cookbook titled “Compendium ferculorum albo zebranie potraw” published in the seventeenth century, the author Stanisław Czarniecki gave recipes for, among others, sweet cakes, pies (fruit tarts with fried or steamed apples, pears, plums, gooseberries or currants in sugar, baked in puff pastry) (Dumanowski and Spychaj, 2010).

The anonymous cookbook manuscript from approximately 1686 contained numerous recipes for cakes, among others, *kalach* served with marzipan, gingerbread, flavoured and dyed “sugars” (or carved figures of sugar), candied fruit and jams served during the so-called *sugar dinner*, ending the wedding feast. The manuscript lists several recipes for gingerbread, donuts, bagels, strudels, marzipan, sponge cakes and tarts.

It should be emphasized that the development of cake-making was associated with the discovery of new sweeteners. In the sixteenth century in Germany, the first sugar cane plant was built. However, it was not until the nineteenth century that the first sugar factory processing sugar beet from Europe was established (in Kowary, Lower Silesia). Success of the first refinery was soon followed by the emergence of a number of such facilities, which gave rise to the spread of sugar production, thus enabling the development of confectionery and cake-making (Dojutrek and Pietrzyk, 2000).

### 3.3. Cake products from the regional perspective

Regional cake products are characterized by originality, uniqueness, distinctness and a long tradition. They are prepared with high quality ingredients. Flavour, aroma, and visual

characteristics are important and sought after by manufacturers. Polish cake-making invigorates the culinary space of cities, towns and villages, and thus increases their tour-

ist attractiveness (Orłowski and Woźniczko, 2018).

Former practices related to making cake products refer to celebratory rites, which are very rich in the Polish tradition, but only some of them are known today. In addition to practices common to the entire country, there are also regional ones that are carefully cultivated in individual Polish provinces. Historically, the following occupied an important place in the Polish culinary tradition and domestic rites: gingerbread, *miodownik*, *sękacz* (*baumkuch*), strudels, *baba*, *pies*, *mazurek*, large sweet dumplings, stripes – Easter yeast rolls, donuts or Angel wings. Some of these pastries had a rich symbolic content. This symbolism is apparent, for instance, in wedding cakes, e.g. *kołacz* – wedding *korowai* (Ogrodowska, 2010).

In the past, the term *kołacz* also referred to a festive and traditional sweet cake, named so for its round shape. Even today, yeast cake *kołacz* (*kołocz*) with cheese, poppy seed or apple stuffing, sprinkled with crumble, is still an important Christmas cake in Silesia. It is a traditional local delicacy, which originally (as in other regions) was the most important wedding cake. Later, it became a holiday cake baked for the most important annual celebrations, e.g. Easter, Pentecost, Assumption of the Blessed Virgin Mary, harvest festival, family celebrations and, in wealthy homes, even on Sundays (Ogrodowska, 2010).

One of the customs deeply rooted in the tradition of Cieszyn Silesia involves baking small cookies before Christmas. They contain large amounts of butter, sugar, dried fruits and nuts (walnuts and hazelnuts, almonds, coconut and raisins), and sometimes alcohol. Small Cieszyn cookies can be of several dozen different types and shapes: mushrooms, croissants, flowers, etc., often very sophisticated, characterized by tenderness, fineness and great taste (Drożdż, 2013; Orłowski and Woźniczko, 2018). Other pastries considered popular in Cieszyn Silesia include ginger cookies known as *zozworki* (*zozwor* means ginger in Silesian dialect), which were adopted from the German culture.

Another example of a regional cake is *sękacz*, which appeared in the north-eastern part of Poland (Sejny and Suwałki) in the nineteenth century. The origin of this cake has not been fully explained, although similar pastries are

known in Germany and Scandinavia. In the 50s and 60s of the last century, many poor housewives from villages near Sejny baked *sękacz* in their homes using traditional methods – over the fire blazing in a bread oven, pouring down the dough on a manually rotated oak shaft fitted with a crank, placed on bricks. This cake is expensive, because it is made with at least 40 eggs, large amounts of sugar, butter and good quality flour. Currently, *sękacz* is baked for important holidays and family celebrations. It is also prepared by local bakers and confectioners using old recipes (Ogrodowska, 2010).

Another well-known cake product in Podlasie, in addition to *sękacz*, is ant hill (*mrowisko*), or dough sheets fried in oil, stacked in a pyramid, covered with honey, raisings and steamed poppy seeds. When visiting Podlasie, it is worth to try *marcinek* in Hajnówka, which is a cake made of 20–30 pieces of very thin pancakes with cream (Orłowski and Woźniczko, 2018).

*Miodownik*, also called gingerbread, occupies an important place in the Polish culinary tradition. The best known are Toruń gingerbreads, but we can also distinguish Szczecin, Lubusz, Żywiec, Lower Silesia or Przemków gingerbreads. In Kociewie, the tradition of baking *Kociewo fefernuski*, or gingerbread hard cookies, is associated with Christmas, as the gingerbread dough is prepared after St. Andrew's Day, is left to mature and then is used just before Christmas (Orłowski and Woźniczko, 2018).

In traditional Pomeranian cuisine, we have mainly yeast cakes, commonly referred to as *kuchy*, slab cakes and wafers, which were baked using special cast iron moulds called *wafelnice*. Hence, the best known is yeast cake with crumble, raisins and icing (honey *kuch*). In this region, we also have: *marchwiowi peperkùch* – carrot gingerbread, Kashubian cheesecake with potatoes, *Debrzeński wianek* – iced yeast cake with cottage cheese and raisins, or Kashubian wafers – fried batter. In Kashubia, there are also *ruchanki*, i.e. grown yeast pancakes sprinkled with powdered sugar (Orłowski and Woźniczko, 2018).

In Wielkopolska, typical pastries include *szneki z glancem* – yeast buns with icing, St. Martin's croissant – a horseshoe stuffed with white poppy seeds and dried fruits and nuts,

*Poznańska babka* – cake made with powder and lemon peel, and *skubaniec* – shortcake with blackcurrant and gooseberry jam with meringues. St. Martin's croissant is associated with baking traditions in Poznań and some parts of Wielokopolska, and since 1860 is baked on November 11, on the occasion of St. Martin's Day (Drozdowska et. al., 2017). Kalisz and the surrounding areas are recognized for their Kalisz *andruty* – slightly sweet, thin wafers made from water, sugar, flour and rapeseed oil. They have been made from the beginning of the nineteenth century (Woźniczko et. al, 2015).

In multicultural Lubuska cuisine, we have, for instance, strudel (*strucla*) – yeast roll with poppy seeds, or the famous *Bukowińska paska* – yeast cake in the shape of a cylinder, decorated with braids and birds, which is the traditional cake of Czadecy mountaineers, who emigrated to the east of the Carpathian, to Bukowina Rumuńska in the nineteenth century. In the years 1945–1946, they returned to their homeland and settled in compact groups in the Recovered Territories. They continue their traditions during culinary events organized in the region. After World War II, i.e. after 1945, Ziemia Gorzowska areas were re-settled by families from other regions of the Polish Republic. All farms had backyard orchards, with apple varieties such as *Reneta Landsberska*. Due to its taste and delicate flavour, to this day the people of Ziemia Gorzowska use this variety of apples to prepare the famous cake known as *Landsberg apple pie*.

In Małopolska, *kołacz* is known in Jodłownik municipality in Beskid Wyspowy, where, just like centuries ago, it is sweet, with a golden crust and a thick layer of cheese filling. Typical Kraków specialities, dating back to the old days, include: Galician donuts – made of yeast dough with almond and fruit jam, Kraków *przekładaniec* – yeast dough with walnuts, and Kraków *małdrzyki* – pancakes made of vanilla cottage cheese with powdered sugar and the addition of fresh fruits.

Lubelszczyzna is famous for its typical cake products, such as: Żakowolskie donuts with apple jam (plump donuts with alcohol and domestic apples), Lublin gingerbread (made of dough aged in the cold for two weeks in a stone pot, with plum jam added after baking), Lubartów *makowiec* (a thin layer of yeast dough, a thick layer of poppy seeds and almonds). Pszczelowski *całuski*, round and golden-brown honey cookies, are very simple. One should also mention the delicious Józefowska apple pie, baked with traditional varieties of apples characterized by a vinous flavour and acidity, which adds a distinctive flavour to the cake (Orłowski and Woźniczko, 2018).

The table below presents a summary of selected cake products inscribed on the List of Traditional Products maintained by the Ministry of Agriculture and Rural Development (Tab. 1). A total of 167 delicacies were collected, often with unusual names. Most cake products come from Lubelskie, Śląskie and Pomorskie.

**Table 1.** Summary of cake products inscribed on the List of Traditional Products in the category “bakery products and confectionery” by regions (Source: own study based on <https://www.gov.pl/web/rolnictwo/lista-produktow-tradycyjnych12>)

No.	province	cake products	the number of cake products
1.	Dolnośląskie	begle, cake crumble from Ziemia Kłodzka, kołacz Ormian kuckich, honey gingerbreads from Przemkowo, wheat-rye gingerbreads from Oleśnica	5
2.	Kujawsko-Pomorskie	small gingerbreads (pebbles), yeast cake, Kujawskie gingerbreads with potatoes, amoniaczki, royal cookies from Sosno Królewskie, Kujawskie apple pie, kujawiok – Easter yeast baba, Kujawskie carrot cake, Mazurek with nuts, potato and pumpkin donuts, gingerbread with caramel / Kujawskie brukowiec, cakes with soda, yeast ruhańce	13

3.	Lubelskie	full grain apple pie from Lublin, puff with whipped cream and raspberries from Lublin, yeast baba (babka) with apples, Pszczelowski całuski, machine-made cookies, cookies with sugar from Perkwice, old Polish Podhoreckie cake, kołacz with blackberries from Perkwice, korowaj – wedding bread from Paszenki, Lubartów poppy seed cake, carrot cakes with poppy seeds, miodownik from Jaszczów, Żakowolskie donuts with apple jam, decorative gingerbreads, Lublin gingerbread, Jewish gingerbread, yeast pancakes with apples from Dokudowa, Turowo pancakes, pancakes with poppy seeds, semi-French cream croissants with nuts and rose jam, Podlaskie sękacz, cheesecake with potatoes from Jaszczów, Józefów apple pie, dry cake wafers, zawijaki wygnanowskie	25
4.	Lubuskie	yeast cake, babka ucierana, machine-made cookies – smalcówki, Lubuskie gingerbreads, Lubuskie donuts, Paska Bukowińska (Paska, Bukowiński Bread), strudel (strucla), apple pie with Landsberska	8
5.	Łódzkie	yeast babka from the Mroga River, steamed babka, crackling cake, rolled cakes with jam, apple pie from the Mroga River, Tomaszów bagels, traditional donuts, gingerbread house from the Mroga River, carrot gingerbread, yeast croissants without sugar, croissants with plum jam from the area of the Mroga River, cheesecake from Nagawki, apple pie from Nagawki	13
6.	Małopolskie	buchta bolecińska, gourmet cookies, cwibak made of beans with nuts, jodłownicki kołacz with cheese, kołacz jurajski, Kościelice poppy seed strudel, grulownik – twarożnik spiski	7
7.	Mazowieckie	amoniaczki, baba made of rye bread, yeast buns with blackberries, fafernuchy, wedding korowaj, Mazowieckie cookies made of crackling	6
8.	Opolskie	babka zista, anyżki, chrust/chrustek/chrustki/faworki, “jeż” – cake with cream and black currant, Silesian kołocz, krajanki, kretowina – sponge cake with chocolate, Opolskie cookies made of crackling (szpyrek), śliszki – Christmas dish	9
9.	Podkarpackie	zoibak from Grodzisk, Piękny Jaś bean cake, Korniaktowskie amoniaczki, Jarosławskie biscuits, nut siemieniaki, Brzozowska poppy seed strudel, sytnik with krupy, home-made apple pie with fresh and roasted apples, wedding pinecone from Grodzisk, bread cake from Korniaktów, wilijnik,	11
10.	Podlaskie	wedding korowaj from Mielnice, blackberry bun from Augustów, marcinek from Hajnówka, poppy seed cake from Ejeryszki, ant hill, wedding bread – “korowaj Lipski” and wedding goose, Sejneński sękacz / bankuchen, sękacz from Suchowola	8
11.	Pomorskie	amoniaczki – Sunday cookies, Kocięskie fafernuski, Kocięskie grochowinki (chruściki, faworki), Kashubian carrot nuts, Kashubian carrot kuch, Kashubian cheesecake with potatoes, Kashubian kukle, marzipan hearts from Piekło, młodziowy kuch with crumble, stoneware gingerbread, pùlwerkùch / deszny kùch (powder cake), Kashubian pùrcle (donuts), croissant with cherries, ruchanki, sznëka z glancã (yeast bun with icing), Gdański cake, Gdańskie waffles, Debrzeński wianek, rural pickled yeast bun from Kocięwo	19
12.	Śląskie	brutfaniok /krupiczniok, buchciki/buchciczki, crackling cookies, Easter fruit bread from Cieszyn, crackling biscuits from Cieszyn, dołki – yeast pancakes, small cookies from Cieszyn, kołocz /kołacz from Międzyrzecze, wedding kołocz from Cieszyn, Silesian wedding kołocz, koszyki /koszyczki, krepliki /kreple, gingerbread from Żywiec, Silesian chrustek /chrust/faworki, exquisite Silesian kołaczyki, Silesian oblaty, traditional Silesian gingerbread, apple strudel from Podbeskidzie, szplitry and szpliterki from Radzionkovo, zozworki/imbirki	20

13.	Świętokrzyskie	burocorz from Bogoryja, Opatowski donut, gingerbread with rye flour, cake from under a rock, szczodroki, chocolate-hazelnut cake from Rżuchowo	6
14.	Warmińsko-Mazurskie	Mazurian brukowiec, fefernuszki, Prussian waffles, blackberry buns from Olsztyn, Mazurian sękacz	5
15.	Wielkopolskie	Kalisz wafers, gingerbread from Krzywín – St. Nicholas figurine	2
16.	Zachodniopomorskie	strudel with poppy seeds from Choszczno, poached apples, gingerbread from Szczecin, kaziukowe serca /kaziukowe serducha	4
	Poland	---	167

Some regional and traditional cake products are protected by the EU certificates (Protected Designation of Origin, Protected Geographical Indication, Traditional Speciality Guaranteed). Of the 42 food products from Poland, three cake products are registered in the EU, namely: St.

Martin's Day croissant, Kalisz wafers and Silesian *kołocz* / Silesian *kołacz*. Certificates allow people to distinguish and protect the unique culinary heritage, which is an achievement of many generations.

### 3.4. Selected culinary tourism attractions promoting regional or traditional cake products – examples

Culinary tourists seek not only taste experiences, but they also want to expand their knowledge, acquire skills, make purchases, etc. The factors determining the culinary attractiveness of a region or town are distinctness and diversity of cuisine as well as opportunities to observe tradition. Culinary tourism not only gives satisfaction, but also can be an important factor for local development.

Traditional or regional cake products are sweet dishes which constitute a theme for culinary travels. The attractions are organized in the form of:

- events (e.g. festival, celebration),
- living museums or museum exhibitions (e.g. gingerbread or croissant),
- confectionery fairs (e.g. Expo Sweet in Warsaw, Sweet Targi in Katowice),
- demonstrations of baking traditional cakes (e.g. sękacz baking workshops in agritourism farms).

One of the better-known events concerning sweet traditional specialties is, **Ziemia Radkowska Sweets Festival** in Wambierzyce. This recurring event is organized at the beginning of June in the Lower Silesia. It involves a thematic contest (e.g. in 2019, “Fruit sweet for dessert”, in 2018, the best “Home-made yeast and shortbread cake”). The competition is attended mainly by Country Housewives’ Clubs, which present confectionery based on multigenerational recipes with a modern twist. They use

traditional, ecological household products. The event is accompanied by pastry and sweets fair and live music (Jakimowicz-Klein, 2019).

Another example is **St. Martin's Day** in Poznań. On this day, on the street of **St. Martin**, there is a festival under the “street name”. It has existed in its current form since 1993, but refers to medieval traditions. On this day, a procession headed by St. Martin walks down the street, who receives the keys to the city from the Mayor. Traditionally, St. Martin's Day croissants are eaten throughout Poland.

One should also mention **Gingerbread Feast** in Toruń, a cyclical event celebrating gingerbread (including the well-known and loved *Katarzynki*, formed by combining six gingerbread discs). The event in question is usually held in late August or early September. Since 2002, it has been organized by the Confectionery Factory “Kopernik”, a producer of gingerbread. The Feast, which in recent years took place in various places of the city, features workshops, demonstrations and animations dedicated to gingerbread. During the event, visitors can see the process of gingerbread production in detail – cereal grain processing, flour production, threshing demonstrations at the quern and mill (Woźniczko and Orłowski, 2018).

**Bread and Gingerbread Festival** in Jawor – an event with a twenty-year history organized in late August, during which bakery and confectionery masters present their pastries.

The event is accompanied by a bread and gingerbread fair. In addition, bakers and confectioners participate in the competition called “Baking-Confectionery Sculpture”, judged by the attendees. Additionally, visitors can witness an attempt at beating the record for the longest gingerbread in Poland. It is worth noting that Lower Silesia gingerbread (and those from Wrocław) are not as famous as Toruń gingerbread due to the interruption of local tradition in 1945. However, Lower Silesia (including Wrocław) has a rich history associated with gingerbread-making as well as a great tourist potential associated with this craft.

Another example of a regional event promoting cakes is **Sękacz Feast** in Żytkiejmy – a cyclical event held in mid-August, at the border of Mazury Garbate and Suwalszczyzna. Its main attraction is the baking of a gigantic *sękacz* (in 2019, it was 5 meters long and weighted about 85–90 kg; it required: 25 kg of flour, 25 kg of sugar, 25 litres of cream, 1000 eggs, 25 kg of butter and some additions). After baking, the cake is cut and given to the attendees. The event also includes folk band concerts, regional food and handicrafts fair, as well as ant hill baking workshops. Over the years, the event has been attracting more and more people.

The second event in Poland dedicated to *sękacz* is **Bialski Sękacz Festival** in Łomazy. This periodic event is organized in mid-September. It is accompanied by the *sękacz*-baking show, the competition for the “Most beautiful and delicious *sękacz*”, as well as a song contest.

**Korowaj Festival** in Mielnik, on the other hand, is a cyclical event organized in early May. It features the “Mielnicki Korowaj” contest, tasting of pastries entered in the competition, folk band performances and a dance party. Korowaj-baking workshops are an accompanying attraction.

There are two museums located in Toruń that are associated with gingerbread. The first is **The Living Museum of Gingerbread**. This interactive museum facility, the first of its kind in Europe, was founded in 2006. Its reconstructed sixteenth-century bakery holds demonstrations and workshops of gingerbread-baking. Tourists can see the method of production, but above all, they can participate in gingerbread-making – sift the flour, crush the spices, form the dough. Toruń gingerbread is baked in traditional wooden forms.

The second “gingerbread” museum is the “Toruń Museum of Gingerbread”. It is located in the old nineteenth-century gingerbread factory of Gustaw Weese. The modern “Toruń Museum of Gingerbread” is the largest gingerbread museum in Europe – it has the largest collection of wooden gingerbread forms and carries out most extensive research on the history of Toruń gingerbread. It is a place which presents the history of gingerbread-making in Toruń from the Middle Ages to the present in an attractive and interesting way. The exhibitions include: old ovens and bakery tools, gingerbread forms, souvenirs left by Toruń gingerbread-makers, collections of packagings. Multimedia stands and presentations encourage visitors to actively explore the history of Toruń gingerbread. Visitors can also prepare and bake their own decorative gingerbread and take it as a souvenir from their visit to the museum (Woźniczko and Orłowski, 2018).

Another example of a museum associated with a cake product is the **Croissant Museum** in Poznań. This museum devoted to St. Martin's Day croissant is located in the Old Market of Poznań. The museum is dedicated to the tradition of baking croissants, which already has 150 years. The experience is interactive. Visitors learn about the production process that follows the original recipe. The museum aims to promote the culture and history of Poznań, where the most characteristic elements are: St. Martin's croissant, Poznań dialect and goats on the Town Hall tower.

Another facility is the **Museum of Bakery and Confectionery** in Ustka. It is a private museum owned and founded by a baker and confectioner from Ustka. It was established in 1998 and features a bakery, which has operated since 1945. The museum in Ustka is the only museum of its kind in the Pomerania province and one of the first bakery and confectionery museums in Poland. The museum reveals the secrets of making bread and bakery products, demonstrating both the old ways from times when modern machines were not available, as well as more contemporary procedures. The oldest exhibit is a gingerbread processing table. In museum, visitors can see exhibits such as: mortars and pestles (*stępy*), a refrigerator that works without electricity, moulds for cookies, and many other interesting items (Woźniczko and Orłowski, 2009).

Trade fairs represent yet another attraction associated with cake products. One of the most notable events of this type is **Sweet Expo** in Warsaw – the largest confectionery and ice-cream industry fair in Poland (and Central Europe). In 2019 it was visited by nearly 25 thousand people from Poland and abroad (mainly the Czech Republic, Slovakia, Belarus, Ukraine, Germany, but also Italy). Due to the dynamic development of confectionery and ice-cream industry in Poland, one may expect even greater interest in the fair in the coming years. Aside from the fair part, there have also been numerous championships, among others, Polish Championship in Cake Decoration.

Another example of a trade fair is **Sweet Targi** in Katowice. This cyclic event is devoted to confectionery, bakery and ice-cream making. It is the largest trade event in the southern

Poland, gathering more than 6 000 visitors from home and abroad every year. Several hundred exhibitors present their products and offer specialized trainings, workshops, innovation presentations. The event is held in the International Congress Centre.

An attractive form of learning about the traditional methods of confectionery production are **workshops combined with tasting**. Some farmhouses organize **shows of baking traditional cakes**, e.g. *sękacz*. A good example is the **agri-tourism farm “Chata za wsią”** in Hamulka (Podlaskie province), where the tradition of baking *sękacz* according to the traditional recipe dates back over 30 years. Furthermore, tourists are invited to actively participate in the baking. The show is accompanied by a feast with several local dishes (e.g. potato baba, kartacze). After the cake is baked, it is time for tasting (<http://hamulka.pl/>).

## 4. Summary and conclusions

Polish culinary traditions with respect to cake products are still carefully cultivated, especially by the inhabitants of regions with preserved cultural identity, e.g. Kaszubowie, Kurpiowie, Ślązacy, Wielkopolanie, or the inhabitants of border areas, where Polish and foreign influences intermingled. They are an attraction as well as part of a broader tourism product of the whole region or country. The diversity of culinary traditions can be the result of not only cultural diversity, but also, to some extent, natural diversity. The growing interest of tourists in local, regional and traditional food products observed in recent years, especially when it comes to characteristic cake products, affects the development of culinary tourism in Polish regions with rich cultural heritage. Every year, there are more and more culinary attractions, such as events, cake competitions, demonstrations, workshops, living museums, confectionery fairs.

The main factors affecting the culinary attractiveness of a region or town are: the distinctness of a cake product, its diversity and adherence to traditional recipes. Furthermore, the perception of a given place as attractive in culinary terms is also affected by factors not directly related to the culinary art, but resulting from the overall attractiveness of the region or town, appropriate development of tourist facilities and accessibility.

In summary, culinary tourists tend to be attracted not only to places that serve sweet regional specialities (e.g. local bakeries or family manufactures – gingerbread bakeries), but also places that enable them to learn about the history and production technology, participate in workshops devoted to the preparation of cake products, or buy a sweet souvenir from the trip (e.g. *sękacz*, St. Martin's croissant, Silesian *kołocz*, Toruń and Wrocław gingerbread).

## References

- Byszewska I., 2008. *Kuchnia polska*. Wydawnictwo Parma Press, Marki [In Polish].
- Byszewska I., Kurpińska G. 2012. *Polskie smaki*. Wydawnictwo Zyski S-ka, Poznań [In Polish].
- Drozdowska M., Duda-Seifert M., Rogowski M., 2017. St. Martin's croissant – integrated culinary tourism product? *Zeszyty Naukowe Wyższej Szkoły Turystyki i Języków Obcych w Warszawie, Turystyka i Rekreacja* 1, 199-211 [In Polish with English Abstract].

- Drożdż A., 2013. Small Cookies from Cieszyn – the Culinary Heritage of Cieszyn Silesia. [In] Adamowski J., Smyk K. (Ed.), *Intangible Cultural Heritage: Origins – Values – Protection*. Wydawnictwo Uniwersytetu Marii Curie-Skłodowskiej, Narodowy Instytut Dziedzictwa, Lublin–Warszawa, 339-350 [In Polish with English Abstract].
- Dojutrek C., Pietrzyk A., 2000. *Ciastkarstwo*. Wydawnictwa Szkolne i Pedagogiczne, Warszawa [In Polish].
- Dumanowski J., Spychaj M., 2010. *Compendium ferculorum albo zebranie potraw Stanisława Czernieckiego*. Wydawnictwo Muzeum Pałac w Wilanowie, Warszawa [In Polish].
- Jakimowicz-Klein B. 2019. *Słodkie wypieki pogranicza polsko-czeskiego*. Wydawnictwo Urząd Miasta i Gminy Radków, Radków [In Polish].
- Ogrodowska B., 2010. *Tradycje polskiego stołu*. Wydawnictwo Sport i Turystyka – Muza, Warszawa [In Polish].
- Orłowski D., Woźniczko M., 2018. Słodko w regionach. *Smak i Tradycja* 26, 40-43 [In Polish].
- Orłowski D., Woźniczko M., 2016. Culinary tourism in Poland – preliminary research on the phenomenon. *Turystyka Kulturowa* 5, 60-100 [In Polish with English Abstract].
- Woźniczko M., Jędrysiak T., Orłowski D., 2015. *Turystyka kulinarna*. Polskie Wydawnictwo Ekonomiczne, Warszawa [In Polish].
- Woźniczko M., Orłowski D., 2009. Muzeum piekarniczo-cukiernicze jako innowacyjny produkt turystyczny Ustki. *Problemy Turystyki i Hotelarstwa* 1(11), 112-119 [In Polish].
- Woźniczko M., Orłowski D., 2018. Gingerbread as Part of the Culinary Tourism Potential of Toruń. *Zeszyty Naukowe Uczelni Vistula, Turystyka* 60(3), 91-114 [In Polish with English Abstract].

#### **Internet sources**

- <https://sjp.pwn.pl/szukaj/ciastkarstwo.html> (Date of access: 02.01.2020).
- <https://sjp.pwn.pl/slowniki/cukiernictwo.html> (Date of access: 02.01.2020).
- <http://hamulka.pl/> (Date of access: 02.01.2020).
- <https://www.gov.pl/web/rolnictwo/lista-produktow-tradycyjnych12> (Date of access: 02.02.2020).