

*Preserving the  
home cookings traditions  
in the young generation life*

Case study **“Plum Magiun”**

# Instead of an Index:

Plums are the fruit produced by the Plum tree (*Prunus domestica*), brought to Europe from Siria.



# Romanian Cuisine - the sum total of:

- Tools used
- Specific dishes
- Imagination
- Soul






“Then ..”





“Now ...”





When it comes to something sweet, my favorite is neither jam, nor marmalade but plum magiun with its ruby color, rich sweet and sour flavor and unmistakable aroma. It is the perfect desert or breakfast for the little ones and it can make the most delightful filling for some home made pancakes, not to mention my favorites, dumplings which I am so very fond of.

I can barely wait for the next package from mother . 😊



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- Lack of time;
  - Convenience;
  - The more “E”s the better;
  - Its easier to buy then it is to keep.

Why are only the  
grandmothers  
cooking the Magiun?



What remains  
to be done??

We pass on  
“to the little  
ones”

Our  
Love  
Culture  
and  
Traditions.





**Deal?**

**Yes!**

