



## Branding Bangladeshi Cuisine

Our local cuisine is rich in diversity, history and in taste. However, the awareness regarding our food culture - in our country and around the world - is still relatively low. Putting Bangladeshi cuisine on the global culinary map will be a long journey indeed, involving myriad stakeholders, encompassing many activities. The first step towards it would be to actually understand our cuisine and have an appreciation of its uniqueness and richness. Read our article 'Food for Thought: Understanding Bangladeshi Cuisine' to get a quick overview about our food. Meanwhile, 'Of Imports and the Indigenous: Treasures of Bangladeshi Cuisine' talks about some of the delicacies which we have mastered and those which we can claim to be uniquely ours. And 'Culinary Campaigns: Promoting Bangladeshi Cuisine' is an article which provides ideas on how to promote our cuisine to locals and foreigners. On the other hand, keeping the global trend in mind, we have delved into the topic of eating organic, in our write-up, 'Gong Organic: Challenges and Possibilities'. From understanding what our cuisine is all about to identifying our treasures to promoting the cuisine to understanding organic food, The Daily Star, on its twenty-sixth anniversary, takes this opportunity to shed light on branding Bangladeshi cuisine.

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