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What if your city isn't known for a unique dish or a distinguishing cuisine?

Find out how Wrocław, Poland, built its own gastronomic brand



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Highlighting Wrocław's cultural & culinary diversity

In Wrocław, cultural diversity is at the heart of the city.

- Multicultural heritage
- Polish, German, and Ukrainian influences
- ...but no single specialty to represent the city's culinary scene



The city chose to elevate this diversity into a source of opportunity...

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How to turn your city into a gastronomic destination?



Rather than inventing a new tradition, Wrocław built its own culinary ecosystem.

Key actions:

✓ Creation of a Gastronomy Council

✓ Audits of hundreds of restaurants

✓ Support for chefs and restaurant owners

✓ Competitions and grants for emerging talent

Objective:

To turn gastronomy into a key factor of the city's appeal.

Wrocław
the meeting place

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What are the results of this strategy?

A strategy that’s paying off:

⭐ Membership in the The Food Capitals international network
⭐ Listing in the Michelin Guide
⭐ Culinary festivals all year round
⭐ Increased visibility in European and international media



A culinary identity isn’t built solely on tradition. It’s also built through vision, effective leadership, and strong collaboration among local stakeholders.

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5 lessons from Wrocław for cities looking to boost their culinary appeal

- Turn your differences into strengths
- Establish a dedicated governance structure
- Support and develop local talent
- Leverage events and collaborations
- Prioritise the ecosystem over marketing





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Find out more about

Wrocław, the Food Capital











Your city here soon!

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Experience Wrocław
at the 2027 Food Capitals Summit!



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Looking for more inspiration?

Take a seat at the table!



🍽️ Connect with cities shaping the future of food

🌍 Share knowledge, ideas, and experiences

✨ Be part of an growing global network

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