

Cuisine: Luosifen





01

Introduction

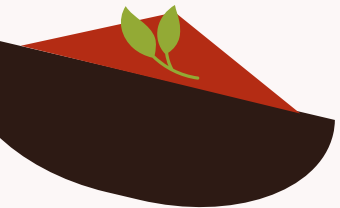


River snail rice noodles

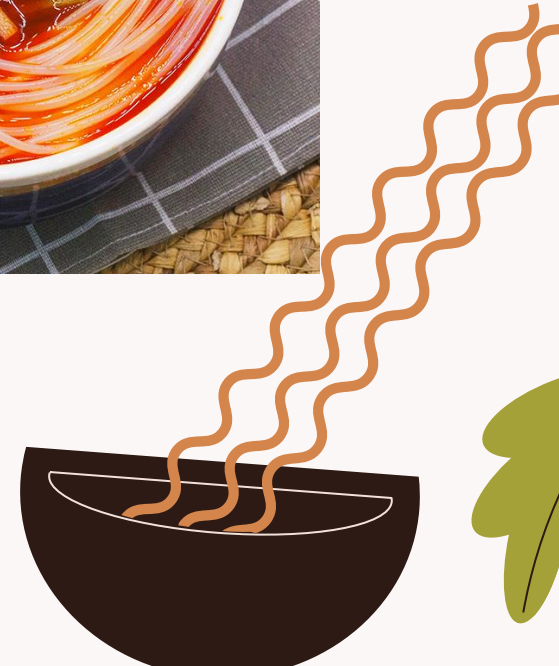
Impressive feature: “Offensive” odor, Rich ingredients

Unique flavor: sour, spicy, refreshing, hot and umami

Local characteristic: Liuzhou city



Luosifen



Making progress



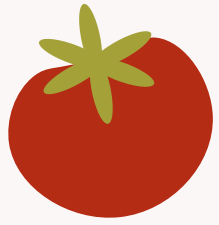
Stew river snails and pork bones for several hours with many kinds of spice.



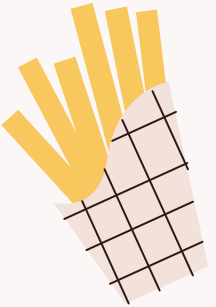
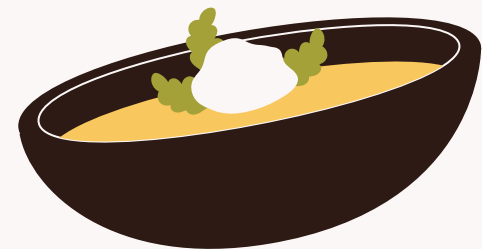
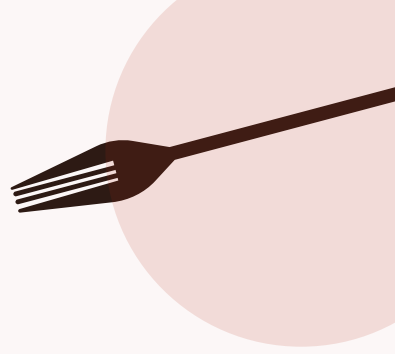
Prepare the ingredients. Cut the ingredients into shreds and dice, fry the sliced tofu, black fungus and pork.



Add blanched rice noodles and ingredients to the stewed soup. Choose to add some ingredients or not according to your taste



Why does the river snail rice noodles smell so bad?





02

Development

Origin

River snails

In the last Paleolithic age, forerunners have eaten the river snails in the Guang Xi province



Rice noodles

Since the Era before Qin Dynasty, rice noodle has become the food to people in southern China including Guang Xi Province



Luosifen has appeared around 1970s-1980s

Assumptions

In the mid-1980s, the clerks in the grocery store that sold dry-cut noodles used to cook dry-cut noodles at the granny's river snail stall next door. The granny thought it taste good and started to sell river snail noodles



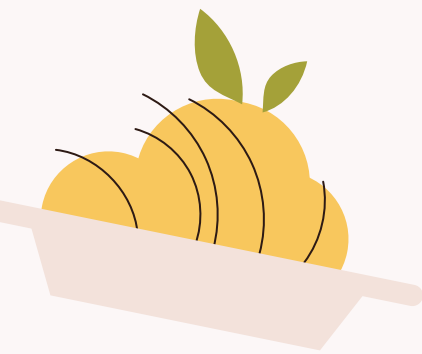
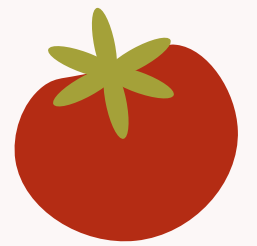
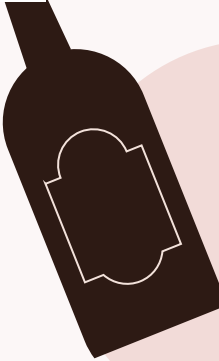
In the 1970s and 1980s, the Gu Bu Street night market owners operated both boiled snails and rice noodles. Some diners liked to add snail soup with a lot of oil and water to the rice noodles, thus forming the prototype of snail noodles.



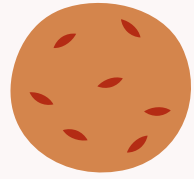
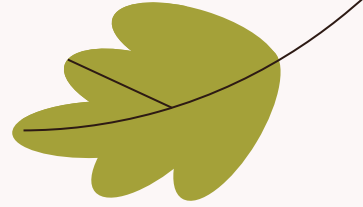
Assumptions

Late one night in the early 1980s, several foreigners came to a rice noodle stall in Liuzhou. The bone broth was no longer available, so the stall owner cooked the rice noodles with river snail soup. The stall owner improved it and generally made it into snail noodles.

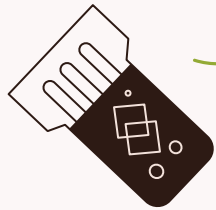
In the Tang Dynasty, Liu Zongyuan was relegated to Liuzhou. He was so depressed that he had no appetite for food. His chef boiled the river snail into soup, and then combined them with local rice noodles. Liu Zongyuan thought it was delicious after eating it. Since then, the snail rice noodles has spread



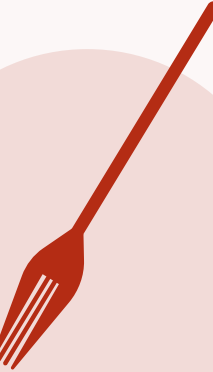
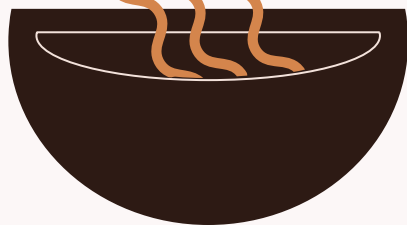
Innovation



In 2014, local authority proposed to industrialize it into bagged instant river snails noodles for large-scale production of special snacks.



As of the end of 2021, Liuzhou has 127 pre-packaged snail river noodles production enterprises. Liuzhou snail noodles is going into the "bagged fast food" era.



60.07billion

In 2022, Liuzhou snail rice noodles sales revenue of the whole industry chain

19.8%

The increase from the previous year



From Liuzhou to the world



Why is Liuzhou snails rice noodles so popular?



Unique taste

Its flavor attracted many curious people to have a taste. At the same time, The rich ingredients in the snail noodles make the taste more layered to satisfy different people's tastes



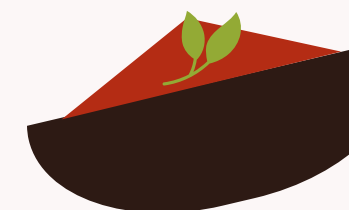
The inheritance and innovation of culture

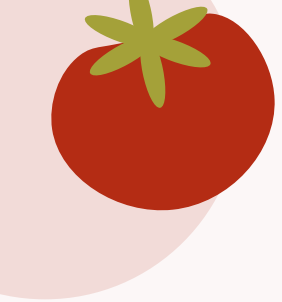
It is full of deep cultural heritage. The development of snail noodles also reflects the cultural heritage and innovation, and satisfies the modern people's pursuit of food.



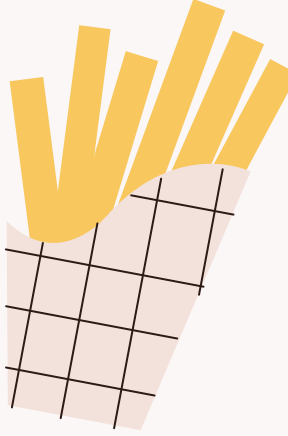
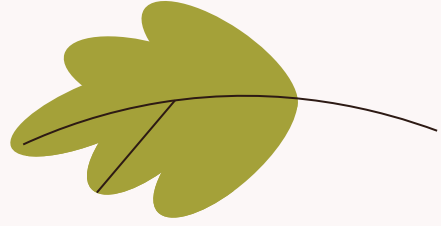
The promotion of social media

It is widely spread and discussed on major social media platforms. Local government actively advertises it and live commerce makes it become more popular.

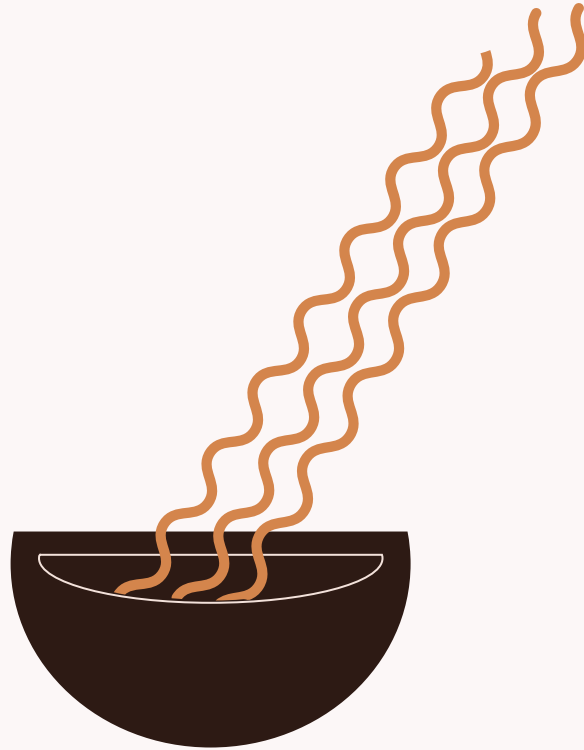
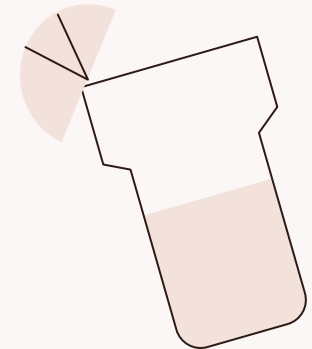




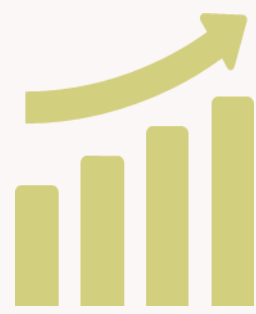
03



Influence

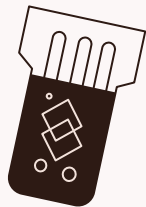


Economy



Luosifen has promoted the growth of economy and the development of industrialization in Liuzhou. It also provided thousands of jobs for people.

Many tourists come to Liuzhou for a taste of local snail rice noodles. It directly stimulates the rise of Liuzhou tourism and culture industry.



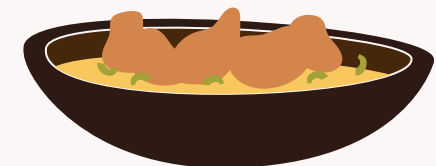
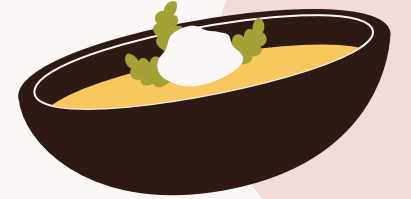
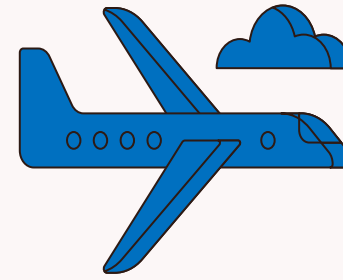
Culture

Cultural heritage

- In 2021, it has selected in the list of national intangible cultural heritage.
- It is a typical example to show the profound influence of traditional Chinese medicine.
- It is precious memory for people born and growing in Liuzhou.

Cultural exchange

- The popularity of snail noodles across the country has promoted the exchange and integration of different regional cultures.
- It demonstrates the diversity and inclusiveness of traditional Chinese food culture





Spirit



The spirits behind river snail rice noodles are worth learning:

The spirit of innovation and tolerance

River snail rice noodles is constantly innovated and improved to meet the taste needs of more people. It also demonstrates inclusiveness by accepting consumers of all tastes

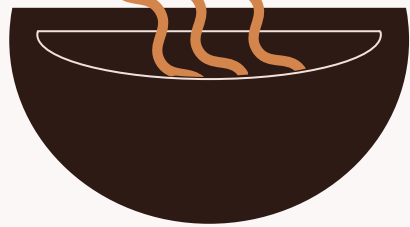
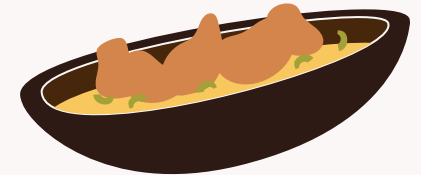


The spirit of constant struggle

The development of river snail rice noodles from a local snack to the whole country even to the world can not be separated with people's hard work

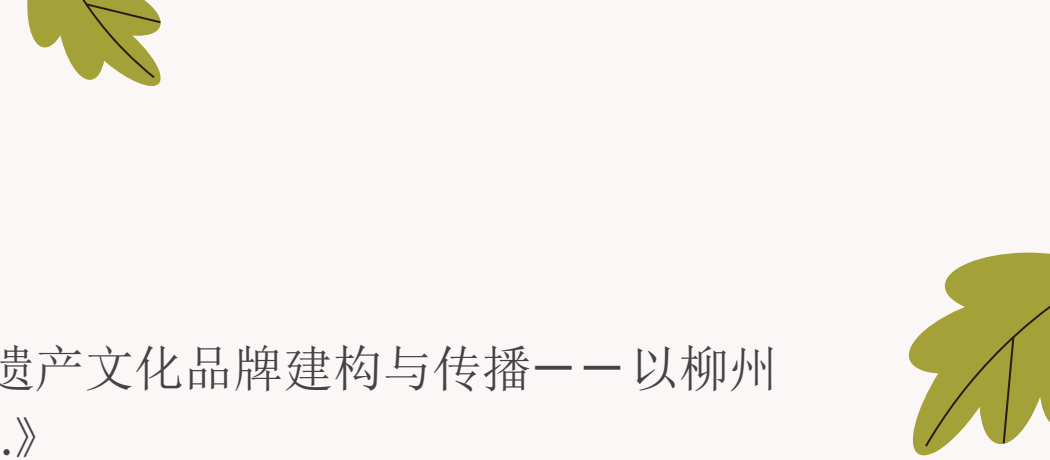
The spirit of open and diversified culture

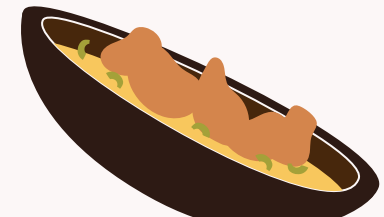
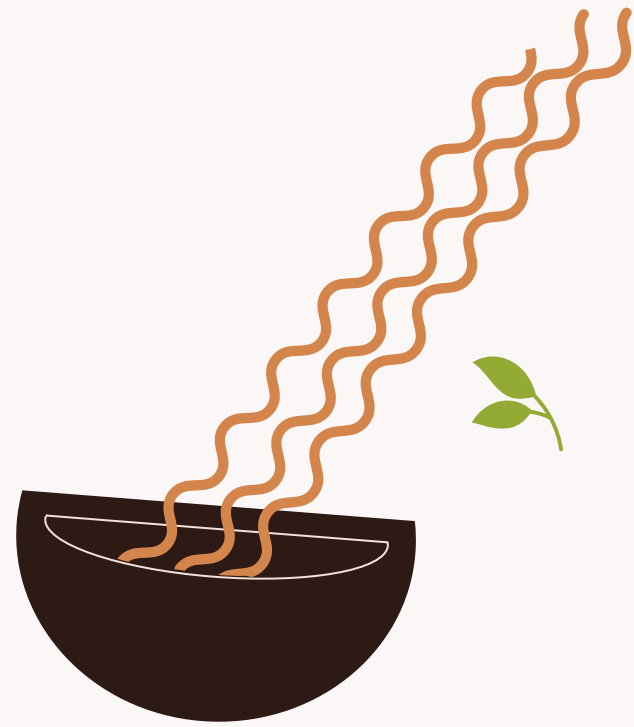
River snail rice noodles is not only a cuisine, but also a carrier of culture. Through it, people can better understand Chinese food culture and local customs, and also promote respect among different cultures

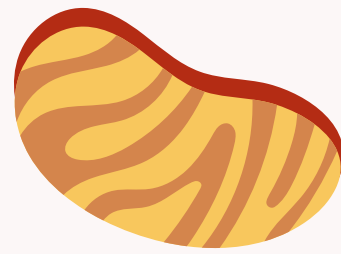
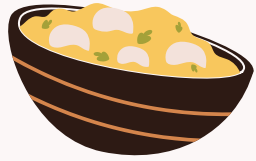




Resources

- [1] 黎学锐 高健 《媒介融合语境下传统技艺类非物质文化遗产文化品牌建构与传播——以柳州螺蛳粉为例[J].长江大学学报(社会科学版),2021,44(02):37-41.》
 - [2] 艾媒网 《64页纯干货、24张图表——深度解读2023年中国螺蛳粉行业发展现状及消费行为分析报告》
 - [3] [广西日报]李志雄 韦江萍 骆万丽 《一碗粉如何带火一座城 ——柳州螺蛳粉文旅品牌打造解密》
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Thank you

