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The Authenticity of Chinese-styled Pastries in Bakery: Case of Tai Tung Bakery, Hong Kong

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Among well-preserved Chinese foodways in Southern China, the Chinese-styled pastries and associated indigenous and local foodways in Hong Kong have never been discussed in anthropological field. As the New Territories indigenous bakery, Tai Tung Bakery (Chinese: 大同老餅家) is exclusive of preserving great varieties of traditional pastries, service of Mooncake Club, and practice of festive pavilion installment during Mid-Autumn Festival. Hence, this study would study the bakery in perspective of Cultural Anthropology, discussing the inclusive role of the bakery in space communities, the meanings of food and food practices preserved and transformed, and the grounded notion of authenticity, by conducting ethnographical research methods and collecting archives. Theories of Appadurai's Social Life of Things, Bourdieu's Practice Theory, Van der Leeuw's Production Sequences, and concepts such as authenticity and neo-liberalism would be applied as theoretical frameworks.

From the findings, different social actors have created values to the pastries through production, distribution and consumption, in which the pastries themselves has

defined Tai Tung Bakery as authentic retail store, in claim of unbounded political territoriality, constructing indigenous identity for local villagers and Hong Kong identity for local residents. Correspondingly, customers' submission to local authority and their imagination of hand-making local production exemplifies the foundation of pasties preserved in Tai Tung Bakery over generations.