

As Chinese 'crepe' catches on abroad, a fight to preserve its soul

<p>Notes &amp; Cues:</p>	<p>Article:</p> <p>The unassuming jianbing, an eggy street-food snack from China, is increasingly trendy abroad — a symbol of Beijing’s growing soft power. While the original jianbing is still hugely popular as a street snack, gentrified versions can now be found from Beijing to Brooklyn. In New York, for example, Mr. Bing serves bings à la kimchi.</p> <p>But in the Chinese city of Tianjin, a local trade association sees the snack’s soaring popularity — and variety — as a threat. It imposed rules that attempt to standardize the jianbing, apparently as a way of saving the soul of northern China’s quintessential street food.</p> <p>The rules have prompted head-scratching among Chinese eaters, and even some metaphysical speculation about what makes a jianbing in the first place. On Sina Weibo, a Twitter-like social media platform, some said that part of the fun of eating jianbing was that its flavor varies by vendor. And one vendor in Tianjin told a local newspaper that he viewed the rules as an affront to his art. \</p> <p>Fuchsia Dunlop, a food writer who specializes in Chinese cuisine, said that as people in China become more interested in food as a marker of cultural heritage, culinary associations see an opportunity to lure tourists and are moving in some cases to enforce allegiance to traditional recipes.</p> <p>But Ms. Dunlop said there was now a debate in China whether efforts to strictly preserve culinary heritage were going a bit too far. ”It’s a living form of culture that is always changing and being influenced, ” she said.</p>
<p>Summary:</p>	