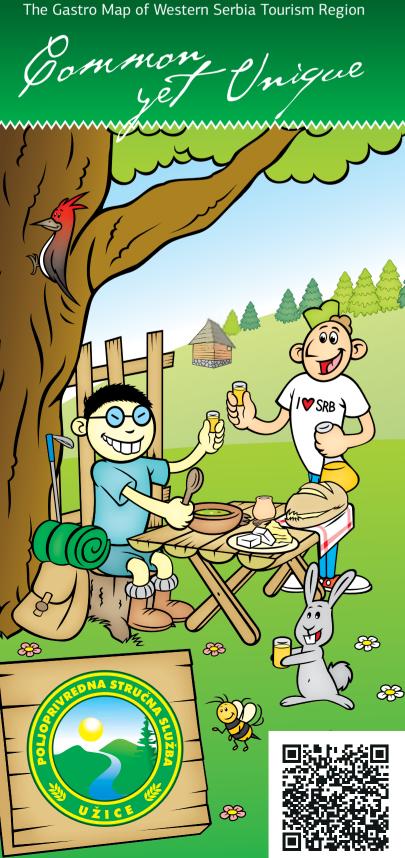
00007 Circulation: bns noig9A sid192 n19129W 9A1 Local Tourist Organizations of Grafičar, Užice Editorial Assistants: :gnitnir4 PSD Program Team Miloš Maravić, Marija Petrović Pulsar Agency and :etromegnerra gnivre2 bns Food Preparation Edited by: 31000 Užice, Republic of Serbia Pulsar Agency Author: Milan Bogojević, Užice, 125 Dimitrija Tucovića, Property of ADA Zlatibor Agricultural Extension Service Броговгарћу: Republic of Serbia and Užice, Republic of Serbia Zlatibor, Petra Ćelovića bb, Užice, Yonag A inamqolavaQ Isnoiga9 Text, Design and PrePress:



About Her (Ercovka)

YUMMY!

Educated through oral tradition saying that health enters through the mouth, she believed it was no sin to dive into delicious gourmet dishes from her granny's kitchen consisting of the best ingredients her home town in the Zlatibor region had to offer. And she felt perfectly fine! Until she left home to study at the University, that is. It was then when she entered a completely different world.

She is a typical girl from Užice. She likes all the things young people enjoy doing: she makes friends with liberal young people, and hates simpletons and yokels; she studies political correctness and is a wellinformed independent and objective media viewer. She is not only smart but very beautiful, too. She collects stuffed toys and mobile phone charms; she suscribes to the magazines that explain what's hot and what's not and she has learned the entire list of best weight loss teas and pills by heart. "For Christ's sake, what has changed in the meantime", she couldn't help but wonder into a masochistic proportion of 90-60-90 seemed unachievable. What an absurd

when she stepped on a scale for the 99th time in one day! The ideal beauty turned thing! She was living a really healthy life and always had healthy meals garnished with weight loss supplements. But again, truth be told, a sane person can't stand so much "health" all the time, so she used to treat herself to a fast food meal every once

I believe I have forgotten basic lessons on life and good health given by my uneducated yet wise grandmother, darling", she was complaining to her roommate. Respect for food is a respect for life, she used to say claiming that eating many different foods helps maintain a healthy diet. She was also saying it's not all about the ingredients used to make foods – it's also about getting emotionally invested

And that is the very concept of my cuisine – common yet unique! There is a vital ingredient I use when cooking, officially undefined but proved to exist! She also used to say you eat better in the company of friends!

Carried away by her feelings, she dived into memories and scents of her home town cuisine thinking out loud. Talking about sweet home cuisine is as dangerous as discussing the world poetry. It is easy to turn to declamatory banality! Then again, there is nothing banal about wild strawberry preserve and a glass of ice cold, crystal clear mountain spring water offered to everyone who enters your home. It's a gesture of hospitality so you can refresh yourself, or regain your strength and come to your senses, as my grandmother used to say.

Sipping a welcome cup of coffee one can chat for hours before noticing it's a lunchtime. The guests usually hesitate then, they feel uncomfortable, they feel it's not very polite to stay, say they haven't planned to have lunch, and so on and so forth... "Well, you can make plans while I am serving food", the host would quickly react thus making a final decision.

And what's for lunch? It depends on the season - whether it is winter or summer! On second thought, it doesn't really make the difference! Always start with the Užice corn bread made from cornflour ground at a nearby water mill, still preserving the scent of the rocks and mountain river. No, I am not talking about the corn bread made by the modern feminists using low fat yoghurt, reduced fat cream and industrial cheese! Oh, no! I am talking about the Užice corn bread with a crisp, deep-gold crust you didn't even know you loved before you tried it! You know, there is a saying in Užice about being able to eat corn bread even when you are full! You use the same type of flour to make the Zlatibor polenta. You can add a tablespoon of kaymak and some cold milk...It's a flavour combination to

THE SECRET OF FOODS TO ENJOY

Spending the best part of his life at the table, unfortunately not the longest one as well, Era (A guy from Western Serbia) has already been convinced

place is anywhere in the Zlatibor region and the right time depends on your

"To make it clear, the secret of our common yet unique food is to eat your lunch

You will have a revelation while taking breaths of fresh air among mountain

peaks of Zlatibor, Tara, Golija and Zlatar. The secret ingredient is the nature!

Without its active participitation you could not have any of our traditional

The air is the main ingredient of the dry-cured meat, dried by the mountain wind.

That is how the Zlatibor prosciutto gets its deep red blush and its wind flavour.

The clear and swift flowing mountain water contributes a great deal to

the food and products quality. It gives us both good flavour and plenty of

Scarce land covering local mountains turns into blossoming meadows during

the summer with cows grazing in them. They are like bees since they live at

the very source of nectar. It makes their milk sweet, Sjenica and Zlatar cheese

unique and Užice kaymak irresistible. Dairy products are delicacies here!

delicious fish - trout, carp, zander, huchen, grayling...

at the place where it has been grown with the "ljuta", field and flock to go with

: (Plum brandy stronger than 20 grad (54% alc) is known as liuta. A/NI

that delicious meals create the same kind of euphoria as drinking does,

especially when you eat them at the proper place and time. The proper

About Him (Era)

rock your palate. And there are delicious appetizers to go with corn bread, so good they feel naughty, one might say. Prosciutto, dry-cured ham, smoked beef sausage (in three tight rows, you can't arrange them in thin rows, the tighter the rows are the better, the last thing we want is to embarrass ourselves). Right next to them there is a wonderful, perfectly white, delicious Sjenica and Zlatar cheese made from unskimmed milk, surrounded by yellow-gold scoops of the old Užice kaymak! There is another plate next to the one full of magic appetizers waiting for the homemade pita pies – Serbian cheese and spinach pies – to be taken out of the round pans. There is a special place for the Zlatar and Prijepolje buckwheat pie, fit for the queen! Only now have I begun to

can get all your problems solved faster. And the juniper brandy from Bajina Bašta is the best drink to go with such appetizers!

understand what my grandmother meant by saying - if you eat well, you

And then what? Lamb roast! Big mountain lambs grazing the fragrant wild grasses and herbs on Pešter and Zlatibor mountains. Appreciating the fragrance of blossoming mountain pastures we need to say that the skill of a shepherd is more important here than cooking skills, which is out of the ordinary when it comes to culinary world. It is a matter of taste though and not quality whether you choose lamb roast or veal roast baked under the clay pan!

"Enough already, your story's making me hungry!", the roommate objected trying to decieve her appetite with a fresh carrot. The girl from Užice, however, went on mercilessly, like being in a trance-like state!"

"All roads lead to the raspberry cake that is sinfully good! Or is the destination the apple, walnut and cinnamon pie made from homemade phyllo dough? Mmm, even now I can feel the scent of the sponge cake made from fresh eggs mixed with the vanilla and deep red, large raspberries fragrances!"

She suddenly went quiet. You are what you eat, she remembered, but the way you eat also counts, she was thinking. "Eat everything in small quantities and don't overeat. And eat slowly! Nobody is going to take the

> food away from you", her grandmother's words rang in her mind. That's what she was being told constantly when she was growing up, when eating the food too fast. "And now go do something. You should burn calories you've eaten off!"

Remembering the unforgettable satisified feeling of being full after having a meal, she turned to her roommate: "You know, I save the best for last! I am not going to tell you anything about it since I am taking you to the spot so you can try a unique specialty - the Užice flat bread bun!" She was suprised when she realized

that her grandmother had the same philosophy of life as François Rabelais although she had never heard of him, she was sure of that. They both claimed that the overall health depended on satisfying both physical and spiritual needs. To be healthy, they both claimed, you need a yummy bite of life!





For preparing a flat bread bun you need the following:

UZICE FLAT BREAD BUN

- 1 bun
- 1 egg • 1 tablespoon of the old Užice kaymak (clotted cream)
- 4 tablespoons of gravy (roast lamb or pork gravy; it can be found in any barbecue restaurant)
- Solid fuel stove or the "smederevac" stove (you can use an electric stove as well, but in that case we cannot guarantee the full experience)

Cut off the top third of the bun. Coat the bottom part with kaymak. Add the egg to kaymak. Use the fork and mix the egg and kaymak on the bun until it is completely covered with the mixture. Make small holes in the bun using the fork so the mixture is easily absorbed. Put it in the "smederevac" stove oven. When the bun is baked, pour warm gravy on it!

Making the bun

Mix flour and salt to make dough. Mix yeast and sugar in the warm water and leave it to rise. Add sunflower oil and raised yeast to flour. Let the dough rise in a warm place. Divide dough into 4 pieces and make four buns. Grease the baking sheet and bake in the "smederevac" stove oven or any other solid fuel stove. Do not bake in the electric stove!

Dough

- 500gr of flour 250ml of warm water
- 3 tablespoons of oil
- 1 teaspoon of salt
- 1/2 teaspoon of sugar
- 1 package of yeast Serve with yoghurt.

Enjoy your meal!!!

Užice flat bread bun **HOW TO EAT IT PROPERLY**

Eat only with bare hands – do not use cutlery! Break a top of the bun into small pieces with your hands and dip them slowly into gravy and baked egg and kaymak. When you are done eating the top, eat the rest of the bun in the same way. Chin and hands smeared with gravy are the clear sign you have eaten the Užice flat bread bun properly. Do not take bites like you do when eating a hamburger (the top and the bottom part of the bun are supposed to be apart). Do not add prosciutto, grilled skinless sausages or anything else to the Užice flat bread bun! Only ignorant people will tell you the right time for consuming the specialty is in the morning, for breakfast. No! The right time is any time during the day or night for that matter. It is best when eaten at about 2 a.m. after a good party, concert or some other similar event! If you don't believe us, go past any Užice bakery at that time.

TRADITIONAL DISHES OF OUR REGION

I have never seen a happier alliance than the one of the Užice flat bread bun and homemade fermented buttermilk or yoghurt getting united in the cool winter morning





Veal roast baked under the iron pan: soft, lush, melting in the mouth...you feel blessed happiness and hedonic contentment once you try the dish! A rich vegetable side dish eases a possible "gourmand" remorse saying – this is really healthy!

Lamb roast baked under the clay pan (and/or) veal roast baked under the clay pan, that is the question!





Some Zlatar and Sjenica cheese, some Zlatibor prosciutto, several slices of Zlatibor bacon, a few slices of Užice dry-cured ham, a handful of pork cracklings, some corn bread and old Užice kaymak and a bottle of aged plum brandy... It is called the Užice appetizer. If you omit just one element, the whole concept of the full local experience is gone.

Polenta: powerful, delicious and healthy! It's better than any corn flakes or cereals. It can be consumed just with milk, just with kaymak or cheese, or using all the additional ingredients, or combining some of them, or... Each way is the right way – it is a matter of taste.







TRADITIONAL PRODUCTS IN THE WESTERN SERBIA REGION

away from all the kinds of polluters, forests and neadows of Zlatibor, Tara Golija, Zlatar and Mokra Gora are a unique treasure full of diverse plants and herbs. Many of them are pee pasture and production of honey, royal jelly and propolis! Mountain honey from this region is of high quality and has medicinal benefits

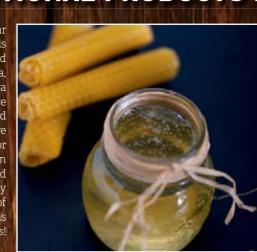


strange knowing the fac

rfect flavour are

ince the fruit is handpicke manually and prepare to traditional recipes. Ir experience given by a fruity aroma all you need to do s degustate a glass of cold blackberry wi

What makes Zlatar cheese different from all the others is geographic position, more than 1.000 metres altitude above sea level, flowery fragrant meadows and the aditional way of production Water, air, wind, grass and aromatic herbs give it a natural, recognizable quality seal. That's why the famous







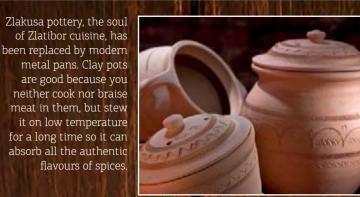








cheeses are recognizable by their geographic origin





















NATIONAL CUISINE RESTAURANTS +381 31 859 08 In the centre **NOVA VAR** M9 The highway Požega-Bajo M8 5, Braće Mićić Magnet +381 31 811 695 In the town centre Požega +381 31 3816 261 Vinka PRIBO) Dabar G16 At the spa near the me +381 65 5473 482 +381 64 615 6171 +381 33 244 8747 +381 33 454 618 +381 64 6488 537 Zlatibor G15 4, Proleterska PRIJEPOLJE Gradska kafana 119 48, Valterova +381 60 0713 679 On the highway, Kol +381 69 781 800 Lovac H20 Kolovrat +381 33 782 292 Pingvin I19 1, Bratstva i jedinstva +381 33 711 695 SJENICA +381 63 620 433 Borići N21 M. Jovanovića bb +381 20 741 242 On the highway (ro N21 Stadion bb +381 63 698 558 UŽICE . +381 60 323 0298 Dva cveta K8 15, Vukole Dabića +381 31 514 268 Kneginja K8 16, Kralja Petra I +381 31 510 207 K8 142, Dimitrija Tucovića Krčma kod Ere +381 31 518 645 Across the I Primary S L8 Sevojno +381 31 533 737 Naša kuća K8 Banjička bb +381 31 565 731 F8 Tara, Kaluđerske bare +381 31 593 901 Osmica E10 Mokra Gora +381 31 800 505 In the centre of Mokra Near children's dispensary +381 31 519 893 K8 1. Kosovska Restorani u Drvengradu F9 Mokra Gora Drvengrad +381 31 800 686 F9 Kremna Kremna +381 31 3808 455 Railway Station +381 31 800 545 At the Užice quay +381 31 510 267 Šopalović J10 Mačkat On the highway; halfway between Užice and Zlatibor Terzića avlija LJ9 Zlakusa +381 31 546 118 J9 Bela Zemlja On the highway to Zlatibo Zlatiborska noć +381 31 571 910

Welcome to the Tourism Region of Western Serbia!

Here you will eat well! FISH RESTAURANTS Užice Užice Užice Užice V. Ježevica o sporien ku OPEN MARKETS Rastište Perućac Baserovina N21 Milorada Jovanovića bb MAKE YOUR OWN POLENTA Ivanjica THEPOHE Golijska reka Rezervat biosfere Jankov kamen park prirode Ratajska V. Borovac ▶ Prekobrdo Crni vrh Ravna gora Karaula Stavelj & Gora Sopotnica Milovče brdo-1 Revuša Kumanica . Izvor Vape Sjenička vrela ETHNIC RESTAURANTS Crni vrh Koliba kod Jara N10 Arilje Place Location/Contact At Visočka Spa/MilanMilojević 110 Čajetina H11 Čajetina 1km after the turning from the highway/Milić Žunić +381 60 582 5000 112 Čajetina Naselje Gajevi bb, Zlatibo A few km away from Zlatibor, on the highway to Sirogojno +381 31 841 96 Cajetina You don't eat prosciutto to get full. You eat it slowly and never much of it! In You don't eat prosciutto to get full. You eat it slowly and never much of course, other words, you enjoy it! Rakija goes best with it, the one from Užice, of course, other words, you enjoy it! Rakija goes best with it, the one from Užice, of course, other words, you enjoy it! Rakija goes best with it, the one from Užice, of course, other words, you don't eat prosciutto between the cold one. Prosciutto slices must be tissue-thin! But not transparent for the cold one. Prosciutto slices must be tissue-thin! It's regarded a sacrilige to eat prosciutto people might think you're a cheapskate! It's regarded a sacrilige to eat prosciutto people might think you're a cheapskate! ZLATIBOR PROSCIUTTO L13 Čajetina n the centre of Sirogojn Stara Čeza Uzice Uzice K8 Užice the cold one. Prosciutto slices must be tissue-thin! But not transparent for people might think you're a cheapskate! It's regarded a sacrilige to eat prosciutto people might think you're a cheapskate! It's regarded a sacrilige to eat prosciuto you with hard cheese made from people might think you're a cheapskate! It's regarded a sacrilige to eat prosciuto you want a with hard cheese made from Zlatar or Sjenica if possible. If you want a with ketchup and mayornaise. It goes best with hard cheese from Zlatar or Sjenica if possible. If you want a with ketchup and mayornaise. It goes to the appetizer.

With ketchup and mayornaise. The goes best with hard cheese made from the people with the cheese from Zlatar or Sjenica if possible. If you want a with ketchup and mayornaise. It goes best with hard cheese made from the people with the peop In the centre of Ljubis K16 Nova Varoš The Kokin Brod-Priboj highway 3km away from Kokin Brod in Priboj direction +381 33 674 234 unskimmed milk, the cheese from Zlatar or Sjenica if possible. If your skimmed milk, the cheese from Zlatar or Sjenica if possible. If your skimmed milk, the cheese from Zlatar or Sjenica if possible. If your sunskimmed milk, the cheese from Zlatar or Sjenica if possible. If your sunskimmed milk, the cheese from Zlatar or Sjenica if possible. If your sunskimmed milk, the cheese from Zlatar or Sjenica if possible. If your sunskimmed milk, the cheese from Zlatar or Sjenica if possible. If your sunskimmed milk, the cheese from Zlatar or Sjenica if possible. If your sunskimmed milk, the cheese from Zlatar or Sjenica if possible. If you sunskimmed milk, the cheese from Zlatar or Sjenica if possible. If you sunskimmed milk, the cheese from Zlatar or Sjenica is the appetizer. Užice **DEGUSTATION CENTRES** Užice-Karan Aćim J10 Mušvete 6km away from Čajetina on the road to Kriva Reka Destilerija Zarić L5 Kosjerić 42, Maksima Markovića

+381 60 31 32 705

+381 11 840 9604

+381 63 638 035

+381 31 3830 151

H10 Šljivovica On the road to Mokra Gora

PRODUCTS

	Jžice	24, 1300 kaplara
	Jžice	Međaj bb
Palermo K8 l	Jžice	19, Vuka Karadžića
	N.	THE PERSON NAMED IN COLUMN 1
PDUDIICE	20	OF TRADITIONAL
HINODOGE	72	CHINADITIONAL
Place	Marie	Producer
Arilje	N10	Moravica, Arilje (frozen pies, fresh raspberries, blueberries and forest fruit)
AND A COLORED DE LA COMPLETA	9 W	
Arilje	N10	Healthy Fruit-Arilje frozen fruit (raspberry, plum, cherry, strawberry, blueberry)
Arilje	N10	
Arilje		Spasoje Radović
Arilje-Mirosaljci	011	Drenovac (dried raspberries, prunes)
Artige Will osutjer		Arilje raspberries
B. Basta-Višesavska 18	F6	Pčelica sa Tare (A Bee from Tara), Bajina Bašta
Bajina Bašta-Dub	Н6	Milovan Milošević
Bajina Bašta-Kokošica	G7	Simić MGS
Bajina Bašta-Pilica	G7	Tim Pilica
Čajetina-Kačer	J9	Ružica Stojanović
Čajetina-Kriva reka	J10	Stojanović Milovan
Čajetina-Mačkat	J10	Obrad Šopalović
Čajetina-Mačkat	J10	Šopalović Obrad
Čajetina-Mačkat	J10	Šopalović Radomir
Čajetina-Mušvete	J11	Aćim Mušvete
Čajetina-Rožanstvo	K11	Biljana Krin
Čajetina-Šljivovica		Torlak
Ivanjica-Kušići		Bogdanović Mile Household
Ivanjica-Kušići		Stevanić Milivoje Household
Ivanjica-Kušići		Zečević Radovan Household
Kosjeric	L5	Zarić Distillery
Kosjerić	L5	Miloš Đurić
Nova Varoš	J17	Jekoslav Purić
Nova Varoš-Akmačići	L18	Šaponjić Obren
Nova Varoš-Komarani	L17	Milanka Trtović
Nova Varoš-Komarani	Maria de la compansión de	Milanka Trtović
Priboj	36	Idriz Agović
Sjenica	N21	BENI COMERC d.o.oNikola Marić
Sjenica	N21	FASS-Ismail Ljumić
		The Joinet Ejamic
Sjenica	N21	Giljeva Fuad Hrnjak
Sjenica	N21	Metko Hodžić
Sjenica	N21	Safet i Nusret Gilić Association;

N21 Sandžak komerc-Mujo Gašanin N21 Turković Ltd – Muriz Turković K8 Aria trade Užice K8 Merkur Užice K8 Beekeeping Filipović

LI9 Goran Savić

LJ9 Milojko Nikitović LJ9 Vaso Šunjevarić LJ9 Veljo Šunjevaric

Užice-Zlakusa

Užice-Zlakusa

Užice-Zlakusa

Bacon, prosciutto

Kaymak and cheese

Bacon, prosciutto

Pottery

Pottery

Pottery

+381 20 481 062 +381 63 186 383 +381 20 72 960 +381 31 3830 151 Zlatibor tea +381 31 51 55 82 +381 31 524 172 +381 64 46 035 12

+381 60 3132 705

+381 64 642 9028

+381 31 3830 151

+381 11 840 9604

+381 31 886 110

+381 64 270 6766

+381 62 665 573

+381 62 665 573

+381 64 979 5514

Užički dukat-Prvoslav Aćimović (fruit brandies, thin fruit preserves, jam, marmalade, juice...)
Milija Brković Bacon, prosciu +381 64 4603 512

+381 63 6146 82

+381 64 1506 418

Rakije (fruit brendies)