



Understanding the Popularity of Momo as a Beloved Global Food

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Abstract

Momo is celebrated worldwide for their comforting flavours and cultural fusion, representing a blend of traditional Tibetan and Nepali influences adapted to global tastes. This study aims to highlight Momo’s global popularity and cultural significance, employing a literature review of scholarly articles to explore its culinary and cultural dimensions. Momo is considered as a cultural icon of Nepal, representing its rich culinary heritage and national identity with a fusion of Tibetan and Newari composition appealing to diverse global audiences; emerging from traditional Newari origins in the 14th century, Momo has gradually developed into Nepal’s typical dish, offering both traditional interpretations and customised differentiation that foster community and cultural pride.

Despite Momo’s popularity in Nepal, it encounters challenges in achieving global recognition due to factors such as limited availability outside its native regions, unfamiliarity among international consumers, and inconsistent preparation methods. Misconceptions about Asian cuisine further obstruct its acceptance in some markets, necessitating efforts to enhance awareness and appreciation. Overcoming those above mentioned barriers is crucial for Momo to attain widespread popularity as a globally cherished culinary delight.

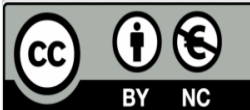
The study highlights Momo’s cultural symbolism rooted in Himalayan traditions, now embraced globally for its versatility and attraction. Economically, Momo contributes to local livelihoods and culinary tourism, displaying its role in cultural exchange and fostering appreciation for culinary diversity worldwide. Insight into Momo’s ingredients, preparation techniques, and nutritional benefits illuminates its adaptation to modern dietary preferences while promoting cross-cultural understanding and respect. This study’s implications benefit food industries in spreading their new product globally.

Keywords: *culinary fusion, culinary tourism, cultural diversity, cultural icon, global popularity, momo, Nepali cuisine*

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Introduction

Background of the Study

In the late 20th century, businesses increasingly engaged in an intense survival game within intensifying global competition. As they crossed this global landscape, “product innovation” was critical for maintaining a competitive edge (Adel Saleh & Aimin, 2019). Promoting Momo globally and repeatedly innovating its offerings are crucial for food enterprises. The ability to consistently introduce new variations, flavours, and adaptations of Momo addresses the significant challenge of staying popular and competing in diverse markets. This focus on ongoing product innovation is crucial for contemporary food enterprises attempting to capture and sustain consumer interest in global culinary diversity and evolving preferences (Hirano & Takekura, 2014).

Context of the Study

This study’s introduction part discusses Momo’s potential to become a global beloved dish, similar to iconic culinary symbols like sushi in Japan or noodles in China. Momo, popular across Nepal, Tibet, Bhutan, the UK, the USA, and the parts of India, are dumplings filled with meat, vegetables, and cheese, often served with a spicy dipping sauce. This study explores methods to promote Momo’s candidacy for national dish status, including raising awareness, incorporating Momo into cultural events, collaborating with local restaurants, and supporting Momo makers and restaurants. By emphasising Momo’s significance, Nepal can highlight its global culinary uniqueness and cultural heritage Adhikari & Baral, 2024; Baral, 2021).

The preparation of Momo, a culinary delight often served alongside different snacks, including the traditional Nepalese dumpling, combines traditional methods and innovative techniques (Cultural & Tourism, 2024). Momo is prepared with a dough of all-purpose flour and water, filled with crushed meat, vegetables, garlic, ginger, and spices. Cooking involves frying or steaming with oil and water, and it is commonly served with a flavourful dipping

sauce containing soy sauce, vinegar, chilli, and sesame oil or garlic (Baral, 2024).

The significance of Momo extends beyond its gastronomic attraction, representing cultural heritage and familial bonds. Momo, with its origins traced back to North-eastern China or its introduction to Tibet in the 7th century, represents a culinary tradition involved across Nepal, Tibet, Bhutan, and certain regions of India (Baral, 2024). Its early performance featured larger dumplings filled with yak meat and onions, wrapped in thicker dough, reflecting the historical exchanges and culinary evolution that shaped its formative years (Binod, 2024). Today, Momo serves as more than just a food item; it symbolises unity and communal bonding within global families, a sentiment rebounded in its preparation process, characterised by a harmonious convergence of culinary activities within the familial kitchen space (Adhikari & Gill, 2020).

Furthermore, the advocacy efforts led by Baral (2024) have positioned Momo as the strong competitor for recognition as Nepal’s national dish, strengthened by strategic integrations into the culinary offerings of renowned airlines like British Airways, Qatar Airways, Emirates, and Etihad Airways (Baral, 2024). This strategic positioning not only elevates the profile of Momo on international platforms but also highlights its cultural significance within Nepal’s culinary landscape. Considering the above findings, this study seeks to explore the cultural significance and culinary evolution of Momo, shedding light on its role as a cherished culinary tradition and advocating for its rouge aim to examine Nepali Momo’s literature age and explore the knowledge of Momo as the global food (Cultural & Tourism, 2024).

The Focus of Research

Traditionally, the notion of product innovation has often been associated with advanced enterprises in developed countries, placing many business enterprises in developing countries at a perceived disadvantage. However, closer examination reveals numerous opportunities for late-comer enterprises to engage in innovative practices, particularly those promoting globally



beloved foods like Momo. This research explores how business enterprises in developing countries can effectively foster product innovation. By analysing successful cases and identifying key strategies, the study aims to explain pathways for these business enterprises to consistently generate innovative Momo differences that produce with diverse global audiences (Baral, 2024).

As Momo has become widely popular, its design and specifications have standardised around a dominant style. This standardisation can prompt competitive enterprises to enhance manufacturing processes to maintain competitiveness. With market expansion and heightened competition, major production centres are relocating to emerging countries to capitalise on lower operational costs (Cultural & Tourism, 2024). The technological innovation between developed countries like the USA and emerging economies is narrowing due to technology transfer and collaboration. Consequently, Momo products are increasingly sourced from emerging countries to the USA, driven by lower production expenses. However, late-comer enterprises in these emerging markets encounter challenges in consistently innovating Momo products to stand out in the competitive global market (Hirano & Takekura, 2014). While product innovation typically originates in advanced countries, there are significant opportunities for innovation in emerging countries. Emerging markets often exhibit unique demands for new food products that differentiate from those in more developed nations. When a new Momo variation is madeto-order to meet the earlier mentioned specific demands in emerging markets, it occasionally aligns with potential demands in developed countries. This dual appeal can lead to the widespread popularity of innovative varies of Momo within emerging markets and across advanced economies, thereby establishing Momo as a globally recognised and appreciated culinary delight (Hirano & Takekura, 2014).

Author's Experience in Promoting Momo's Global Popularity

With a recognised culinary journey crossing 26

years and traversing 79 countries, his experience in the kitchen is a testament to his passion for food and cooking. This author's career began with a multinational company (www.doco.com) which sets the stage for his subsequent projects. Among them, the establishment of "Momo and Roti", is a restaurant with two branches that has garnered a dedicated following. In the UK, he has taken his love for Momo: a type of dumpling traditionally from Nepal to many large and small events. Operating under the brand name "By Binod Baral", he has introduced countless people to the unique flavours of Momo through pop-up stalls and food festivals (Shrestha & Subedi, 2020). Baral (2024) has presented his Momo making and decoration skills (see Plate 1).



Plate 1: *Reflection of Momo as Globally be Loved Food*

Last year, Baral (2024) incorporated a new role as a Goodwill Ambassador for the Gurkha Center in the UK, allowing him to blend his culinary skills with philanthropy. He raises funds for charity through multiple initiatives, including selling Momo, conducting cooking classes, offering Momo master classes, and organising kids' Momo workshops, which support charitable causes and spread the joy of cooking and enjoying Momo. Mr. Baral's expertise and enthusiasm for Momo led him to write articles for national and international magazines, sharing insights and stories about this different beloved dishes. During his travels, he makes it a point to seek out Momo shops, meet with their founders, and learn from their experiences. This exchange of knowledge and ideas helps him refine his own skills and allows him to share valuable

insights with others in the culinary community (Momo). In recognition of his contributions to the culinary world, the Greece-Nepal Society honoured him last year with the title “Momo King.” Furthermore, the Nepalese Business Ambassador to Greece called him “Momo Shiromani” several times, whose accolades underscore his dedication to promoting Momo and celebrating its cultural significance around the globe (Baral, 2024).

Statement of the Problem

Promoting a new food product globally involves challenges such as cultural differences, regulatory compliance, and market competition. Different regions have unique taste preferences, dietary restrictions, and traditional foods that affect product acceptance (Sheth & Mittal, 2004). Each country’s food safety standards, labelling regulations, and trade laws impact distribution and sales. Effective logistics and sourcing are essential for maintaining product freshness and cost-efficiency. Tailoring marketing messages to local audiences and educating consumers about health benefits and usage are crucial for successful promotion (Chopra, 2016).

Despite Momo’s rich culinary heritage and popularity in Nepal, the country of origin, Momo faces challenges in gaining widespread recognition and acceptance as a globally beloved food. Factors such as limited availability outside of Nepal and neighbouring countries, unfamiliarity among international consumers, and a lack of standardised preparation methods hamper its ability to exceed cultural boundaries and establish itself as a staple in global cuisine (Rahman et al., 2019; Shrestha & Koirala, 2018). Additionally, misconceptions or stereotypes about Asian cuisine have further hampered its acceptance in some markets. Addressing the barriers, as mentioned earlier, is essential to unlocking the full potential of Momo as a precious and widely celebrated global beloved food (Wong & Yeoh, 2019).

Significance of the Study

The study of Momo as a beloved global food holds significant cultural, economic, and culinary

implications. Originating in the Himalayan region, particularly in Nepal, Tibet, and parts of India and Bhutan, Momo is a cultural symbol deeply rooted in local traditions and culinary practices (Dorjee, 2017). Its popularity has transcended regional borders, becoming a valued dish worldwide, reflecting the globalisation of food cultures and the adaptability of traditional cuisines in diverse settings (Shrestha & Subedi, 2020). From an economic perspective, the widespread consumption of Momo has fostered opportunities for small-scale producers and vendors, contributing to local economies and livelihoods (Choudhury & Sharma, 2018). Moreover, Momo’s appeal as a culinary delicacy has positioned it as a significant component of culinary tourism, attracting travellers seeking authentic local flavours and cultural experiences (Harris, 2019).

Studying Momo provides insights into its ingredients, preparation methods, and dietary implications, offering perspectives on how traditional foods adapt to meet modern nutritional preferences and health considerations (Lamichhane & Adhikari, 2019). The study of Momo celebrates its gastronomic appeal and underscores its role in promoting cross-cultural understanding and appreciation for culinary diversity on a global scale (Thapa & Khatiwada, 2021). Thus, Momo is a tangible example of how food can bridge cultural divides and foster mutual respect and understanding among diverse communities (Katuwal, 2020).

Critical Analysis of Resources

In conducting our critical analysis of resources, we began by focusing on the comprehensive body of work by Binod Baral, which includes many articles linking Momo as a globally recognized cuisine. We systematically accessed and compiled all of Baral’s published articles, organising them into a dedicated folder to facilitate thorough research findings extraction. Our literature review extended beyond, employing a systematic approach that encompassed a wide array of reputable online sources, which included platforms such as Google Scholar, Springer, Web of Science,



BASE, LEE/ELT Engineering Library, Cochrane Library (UEF, accessed via Haka login), Ebook Central, EBSCOhost Academic Search Premier, EdiLex (Finnish legislation), and Finna.fi (incorporating the Arto database). Each source was meticulously reviewed to gather pertinent information on Momo's global popularity and cultural significance. Furthermore, we utilised Impact Factor data from Journal Citation Reports and accessed resources from Engineering Village to ensure a comprehensive coverage of relevant literature. This methodological approach allowed us to critically evaluate the scholarly landscape surrounding Momo, synthesising diverse perspectives to enrich our understanding of its culinary and cultural dimensions on a global scale. But we regretfully conclude that most of the resources were out of abovementioned sources. Our resources used in this study were collected from LinkedIn and other insecure resources. The resources of our study are very not secured because this study is the first attempt to write an article entitled the popularity of the globally beloved food Momo.

The use of unsecured resources in research articles presents both advantages and potential drawbacks. On the positive side, unsecured resources such as publicly available data, open-source software, and crowd-sourced information can significantly reduce research costs and increase accessibility and promotes collaboration, transparency, and the democratization of knowledge, enabling researchers to build upon existing work more efficiently. However, reliance on unsecured resources also introduces risks. Quality assurance becomes a concern as the accuracy and reliability of such resources can differentiate widely. We carefully evaluate the credibility and validity of unsecured data sources to ensure the integrity of our findings. Moreover, intellectual property issues and ethical considerations can arise, particularly when using crowd-sourced data or proprietary software without ethical permissions. Therefore, while leveraging unsecured resources can enhance research efficiency and inclusivity, rigorous scrutiny and ethical awareness are essential to uphold the standards of scientific integrity and

trustworthiness in scholarly work.

Literature Review

Cultural Significance and Family Tradition

Baral (2020) highlights Momo holds a special place in his heart as it symbolises more than just food; it represents a cornerstone of family life and a shared experience that unites families and friends. Making Momo, from kneading dough to filling and steaming, is described as a symphony of activity and a love song translated into every fold and filling (Ghimire & Regmi, 2021).

Global Phenomenon and Culinary Treasure

We further highlight that Momo exceeded borders and has garnered a global popularity. Its versatility and ability to please every palate have contributed to its recognition as a Nepalese dish and an international culinary treasure. We advocate for Momo to receive more recognition and celebrates them as a cultural ambassador and a testament to the unifying power of food (Gurung & Tamang, 2014).

Deliciousness and Emotional Value

We conclude that Momo is described as a “little drop of heaven inside the mouth”, evoking strong images of something incredibly delicious and satisfying. The burst of flavourful broth, the perfect combination of flavours and textures, and the comfort and warmth of the dish contribute to its deliciousness and emotional value (Baral, 2024).

Historical and Culinary Evolution

“Momo” translates to steamed bun in the Shaanxi dialect, originating from a historically significant region as a Silk Road gateway to northwest China. Today, this province remains a popular destination for tourists. It is renowned for its irresistible juicy dumplings that vary in style from city to city, is typically filled with meat, and are a favoured snack often enjoyed with tea at local tea houses. Making and enjoying Momo is particularly trendy during the Chinese New Year festivities (Vaidya, 2020).

We strongly argue that the origins of Momo are debated, tracing back to North-eastern China or introduced to Tibet in the 7th century



Plate 2: *Literature of Momo Food (Vaidya, 2020)*

In Nepal, Newar traders adapted the recipe, leading to innovations like “Momo-cha,” smaller

and more delicate Momos filled with buffalo meat and local spices. Commercialisation in the 20th century further popularised Momo, establishing it as a national favourite food in Nepal (Dhakal & Joshi, 2018) (see Plate 2).

Global Recognition and Versatility

We also highlight those Nepali migrants and students who introduced Momo to international menus, symbolising Nepal’s culinary heritage. Momos come in various options, including vegetarian, vegan, and pescetarian, catering to different dietary preferences (Adhikari & Baral; Baral, 2024).

Table 1: *Summary of the Previous Studies*

Authors and years	Objectives	Findings
Adhikari and Gill, (2020); Gurung 2016)	To find the literature on Momo as a global food	The results show that Momo is widely recognised as a cultural icon of Nepal, representing the country's culinary heritage and identity
Cultural and Tourism (2024)	To find the literature on Momo as a global food	The literature highlights that Momo has become a leading representative of Nepali cuisine, which is celebrated globally in different forms.
Nepal (2023)	To find the literature on Momo as a global food	Nepalese culinary culture integrates flavours from neighbours, incorporating Momo widely. Originally Tibetan and Newari, its appeal spans diverse ethnicities. Found in streets and eateries across Nepal, Momo is now a culinary cornerstone.
Luitel and Pradhan (2019); Thapa and Timilsina (2020)	To find the trends of Momo popularity	Results indicate that Momo has transcended Nepal's borders, emerging as a global phenomenon in street food culture, appreciated for its distinctive flavours and versatile nature.
Rai and Tamang (2016); Shakya and Shrestha (2019)	To find the current trends of Momo's popularity globally.	The results highlight that Momo represents a successful culinary fusion, integrating traditional Nepalese flavours with local adaptations and global culinary influences.
Shrestha and Shrestha (2017); Gurung and Gurung (2017)	To find the literature origin of Momo in Nepal	The results show that Momo plays a significant role in promoting tourism and has economic implications, particularly in rural areas where it supports livelihoods
Poudel and Dhungel (2016)	To find the literature on Momo's popularity in Nepal	The results show Momo's nutritional value, highlighting its ingredients and health implications, especially in urban settings.
Gurung and Gurung (2017)		The results show that Nepalese Momo and its economic impact on rural communities.
Subedi and Rijal (2017)	To examine the literature on Momo popularity globally	The results show that Momo symbolises cultural integration and identity among Nepalese migration communities, influencing foodways and cultural practices abroad.
Budhathoki and Paudel (2019)	To find the origin of Momo as a global food.	The results show that Momo, originating as a traditional Newari dish in the 14th century, has evolved into a staple of Nepalese cuisine. It now includes variations with meats such as beef, mutton, chicken, pork, and vegetarian options, becoming popular in Kathmandu and throughout Nepal.



Cultural Significance and Culinary Evolution

The results highlight that Momo is portrayed as a beloved and iconic dish from Nepal that has captivated people's taste buds worldwide. Its historical origins trace back to being a luxurious delicacy reserved for the upper class, evolving over time into a beloved everyday comfort food for people from all walks of life. The dish's evolution from an aristocratic luxury to an everyday delight reflects its enduring appeal and cultural significance (Adhikari & Baral, 2024; Baral, 2024).

Craftsmanship and Ingredients

We declared that the preparation of Momo involves meticulous attention to detail, including achieving the perfect dough-to-filling ratio, ensuring a succulent and flavourful filling, selecting high-quality ingredients, and mastering the wrapping technique which contribute to Momo's reputation as a culinary masterpiece and highlight the importance of craftsmanship in its preparation (Shrestha & Koirala, 2018).

Versatility and Adaptability

We stated that Momo's versatility is highlighted, with variations in fillings, portion sizes, and even health-conscious alternatives like whole wheat and buckwheat Momo. This adaptability has contributed to Momo's widespread popularity, appealing to diverse dietary preferences and reflecting the rich tapestry of Nepal's cultural diversity (Shrestha & Subedi, 2020).

Global Impact and Recognition

This author highlights that Momo's journey from its Tibetan roots to its present-day global acclaim is emphasised, highlighting its ability to transcend borders and cultural boundaries. The dish's universal appeal has led to its recognition as an ambassador of Nepalese cuisine, introducing people worldwide to Nepal's rich flavours and culinary heritage (Adhikari & Baral, 2024; Baral, 2024).

Community and Identity

We conclude that Momo is portrayed as a dish and a communal experience that brings people together sparks conversations, and forges

connections. It serves as a reminder of home and cultural heritage for Nepalese living abroad, fostering a sense of identity and connection to their origins (Adhikari & Gill, 2020).

Methods and Material

In our research on Momo as a globally beloved food, we began by compiling and analyzing articles from Baral (2024). We systematically accessed his published works and organized them for detailed examination. Our literature review used a methodical approach, using different online databases and platforms such as Google Scholar, Springer, Web of Science, and others, including specialized libraries like BASE and Ebook Central. We employed specific search terms like "Momo", "Nepali dumpling", "Tibetan dumpling", cultural identity, and "global popularity" to identify relevant studies. Despite challenges in finding enough literature initially, we expanded our search to include hard copies obtained through resources like Finna.fi and EBSCOhost. Each article database was critically reviewed to assess its objectives, research methodologies, findings, and the credibility of its sources.

We synthesized the findings to gain comprehensive insights into Momo's worldwide popularity, focusing on its cultural significance, culinary diversity, economic implications, consumer preferences, and historical evolution across diverse geographic regions. This rigorous approach allowed us to offer a nuanced understanding of how Momo has emerged as a prominent global culinary phenomenon. We employ a range of strategies to optimize their scholarly investigations, which include leveraging institutional access through platforms like FinELib for accessing databases and journals, identifying legally available articles through established repositories and online guidelines, adhering to structured protocols for conducting open-access searches.

This study is grounded in a comprehensive review of literature utilizing diverse online resources. While the majority of sources did not explicitly designate articles on the subject of 'Momo' as

a universally cherished food, pertinent literature was collected from platforms such as LinkedIn, as well as through open searches on reputable search engines such as Google, including platforms such as Quora, Slow Food, and GVI. Despite the reliance on less robust resources, owing to the relatively recent emergence of Momo as a beloved culinary item, we are content that this article represents an initial stride in the exploration of new knowledge within the realm of Food Science on a global scale. Open sources serve as the primary foundation for the content of this article.

Results

The findings highlight that Momo is widely acknowledged as a cultural symbol of Nepal, embodying its culinary heritage and national identity. It has evolved into a prominent representative of Nepali cuisine globally, reflecting a mixture of Tibetan and Newari origins and appealing to diverse ethnicities. Found ubiquitously in Nepal's streets and restaurants, Momo has exceeded borders to become a global street food phenomenon, admired for its unique flavours and adaptability. It successfully fuses traditional Nepalese tastes with global culinary influences, supporting tourism and rural economies while offering different nutritional benefits in urban settings. Originating as a traditional Newari dish in the 14th century, Momo has since diversified to include a range of fillings such as beef, mutton, chicken, pork, and vegetarian options, solidifying its status as a staple in Nepalese cuisine both in Kathmandu and beyond. Momo has arisen to culinary fame in Nepal, becoming the nation's favourite dish due to its affordability and versatility. It serves as both a snack and a hearty meal, offering options from traditional buffalo meat to vegetarian versions customised to individual spice preferences. Sharing Momos fosters community at gatherings. Nepalese origins have migrated, they have introduced Momos worldwide, adapting recipes to local palates. Today, Momo proudly represents Nepali cuisine globally, valued for its flavours and cultural importance despite its mysterious beginnings (see Table 1).

Research Gap

Research on Momo food faces several key gaps across different dimensions. Firstly, there is uncertainty regarding the methodologies employed in existing studies, lacking explicit descriptions of data collection methods such as qualitative interviews, surveys, or ethnographic approaches. Understanding the representativeness of samples across different demographics within Nepal and internationally remains crucial. Moreover, there is a need to assess the methodology's robustness in capturing diverse perspectives on Momo, particularly from rural versus urban areas and varying socioeconomic backgrounds.

Secondly, the research objectives are inadequately defined, with limited quantitative analyses on economic impacts like GDP contributions or tourism revenues derived from Momo. Qualitative aspects, such as exploring cultural meanings attributed to Momo across diverse communities, require clearer delineation. Thirdly, investigating contextual factors influencing Momo's global spread such as geopolitical dynamics, migration patterns, tourism trends, and international culinary influences is essential. Understanding how Momo adapts and gains acceptance in different global regions and cultural contexts remains unexplored.

Fourthly, existing literature lacks a comprehensive synthesis that positions Momo within the broader framework of Nepalese culinary traditions and its historical evolution. Furthermore, there is a gap in comparing Momo's cultural and culinary significance with neighboring regions like Tibet and India, which could reveal shared influences and distinct features.

Fifthly, while nutritional aspects of Momo are briefly touched upon, deeper exploration into the nutritional profiles (vegetarian vs. meatbased) and their health implications across diverse consumer demographics is warranted. Additionally, further research on the socioeconomic impacts of Momo production and consumption, particularly in rural versus urban settings, is needed to understand factors such as



employment generation, market integration, and sustainability of local food systems.

Lastly, integrating findings to explore how Momo contributes to tourism promotion and economic development, aligning with sustainable development goals, especially in rural areas supporting livelihoods, remains underexplored. Additionally, investigating how Momo's cultural symbolism influences identity formation and community cohesion among Nepalese movement communities globally presents a possibility for further research. Addressing these gaps would provide a more comprehensive understanding of Momo's significance, both within Nepal and as a global culinary phenomenon.

Discussion

Research on Momo as a global food reveals several critical gaps. Firstly, while studies focus on Nepal, there is a notable absence of comparative research across other countries where Momo has gained popularity, such as India, Bhutan, and Tibet. Secondly, there is a need for updated data on contemporary trends in Momo consumption, particularly in the context of globalisation and evolving consumer preferences. Additionally, while certain research exists on Momo's nutritional content, there remains a gap in comprehensive studies addressing its health implications, especially concerning the dietary habits and nutritional outcomes among regular consumers. Furthermore, more detailed studies are required to understand Momo's broader economic impact beyond tourism, including its role in local economies and employment generation in urban and rural areas (Baumgartner et al., 2016).

Moreover, a more profound exploration into the cultural and social dynamics influenced by Momo, both within migrant communities and among diverse ethnic groups, is warranted. Historical research on Momo's evolution from a regional dish to a global phenomenon is also lacking, along with studies on consumer behaviour and preferences related to Momo. Addressing the above mentioned gaps would provide a more nuanced understanding of Momo's global significance and its multifaceted

impact on different aspects of society (Paley, 2017).

We can promote Momo globally by highlighting its unique aspects, cultural appeal, and culinary versatility. Focusing on cultural exchange and festivals is one of the crucial strategies for promoting Momo globally and increasing the number of participants in international food festivals, cultural exchanges, and culinary events where Momo can be highlighted alongside other global cuisines. This exposure can introduce Momo to a diverse audience interested in exploring different foods. Secondly, Social Media Campaigns could be another critical strategy to spread the popularity of Momo globally. Increasing the application of social media platforms, such as Instagram, Facebook, WhatsApp, and TikTok, to share visually appealing images and videos of Momo being prepared, served, and enjoyed (Cummins & Mullin, 2002). Engaging with food influencers and creating viral challenges (MomoChallenge) can help increase the visibility and curiosity of Momo globally. Collaborating with restaurants and chefs is the next crucial strategy to promote Momo globally. We need to increase the cooperation with partners with local restaurants and chefs in different countries to introduce Momo to their menus or feature it in special events because collaborations could help adapt Momo flavors to suit local preferences while retaining their authenticity (Paley, 2017).

The fourth crucial strategy for promoting Momo's popularity is cooking workshops and classes. Organising cooking workshops or online courses is necessary to teach people how to make Momo at home. It could spread awareness and encourages participation and a deeper appreciation for the dish. We further suggest culinary tourism and food trails. We need to increase the promotion of Momo as part of culinary tourism experiences in regions known for their food culture. We need to develop food trails highlighting Momo and other regional specialties to attract food enthusiasts and travelers (Cummins & Mullin, 2002).

Similarly, it is necessary to apply storytelling and branding strategies to promote Momo globally. We should focus on storytelling to highlight



Momo's history, ingredients, and cultural significance and emphasise its versatility as a street food snack, a family meal, or a gourmet dish to appeal to different consumer segments. Another strategy to promote Momo as a globally beloved food is to focus on product innovation and packaging (Adel Saleh & Aimin, 2019).

Explore opportunities for frozen or ready-to-eat Momo products that can be exported or distributed globally. Considering packaging designs that highlight Momo's unique shape and flavours to stand out on store shelves can spread Momo globally as the best-loved food. Again, collaborative marketing with tourism boards is another strategy. To promote Momo we can partner with tourism boards of countries where Momo is less known to include it in their culinary promotional campaigns which can create synergies between food promotion and destination marketing. Other promotional strategies include online presence and e-commerce (Rajagopal & SpringerLink, 2019). We can establish a robust online presence through a dedicated website or e-commerce platform where people can order Momo kits, sauces, or merchandise so that we can provide recipes, cooking tips, and customer testimonials to build credibility and trust. Media outreach and food reviews are also possible promotional strategies to promote Momo as a beloved global food. Engaging with food journalists, bloggers, and travel writers must feature Momo in articles, reviews, and travel guides because positive media coverage could enhance Momo's reputation and generate interest among a global audience (Rajagopal & SpringerLink, 2019).

Contributions of This Article

The article on Momo's global appeal spans multiple academic disciplines, offering insights into its cultural, social, gastronomic, public health, and tourism dimensions. Culturally, it examines how Momo, originating from Tibetan and Nepali cuisines, has extracted regional boundaries, glowing discussions on cultural appropriation and culinary globalization. Socially, it explores Momo as a communal meal in its places of origin and its adaptation in

global settings, shedding light on food rituals, identity formation, and social integration. From a gastronomic perspective, we analyzed Momo's culinary differentiation, cooking techniques, and sensory appeal, reflecting local tastes and culinary evolution. Addressing public health and nutrition, it assesses Momo's nutritional components and safety considerations in global nutrition. Lastly, it can explore Momo's role in tourism as a culinary attraction, contributing to cultural heritage and local economies through discussions on culinary tourism and authentic food experiences.

Future Strategy to Promote Momo Globally

Momo, appreciated worldwide as a comfort food, is enhancing its interest with different effective promotional tactics. Adopting a price deal strategy, customers can enjoy temporary discounts like 20% off on Momo for a limited period. Additionally, Momo can introduce a loyalty reward program where patrons earn points with each purchase; upon accumulating ten points, customers receive a complimentary Momo, fostering repeat visits (Homburg, Schäfer, & Schneider, 2012). Engaging giveaways aims to boost brand awareness by offering free items in exchange for valuable customer information, enabling personalized marketing efforts. Coupons are another avenue, allowing customers to enjoy a 5% discount on their next Momo purchase. Mobile couponing via SMS ensures convenient savings, while sampling initiatives enable customers to experience new Momo flavours firsthand.

Finally, bonus-pack deals offer added value, such as receiving complimentary sides with the purchase of Momo, encouraging greater satisfaction and loyalty among patrons which promote Momo's delectable offerings and cultivate lasting customer relationships globally (Baumgartner, Valdivieso, & Hatami, 2012).

Momo, the globally beloved comfort food, is launching an extensive sales promotion campaign to boost brand recognition, stimulate

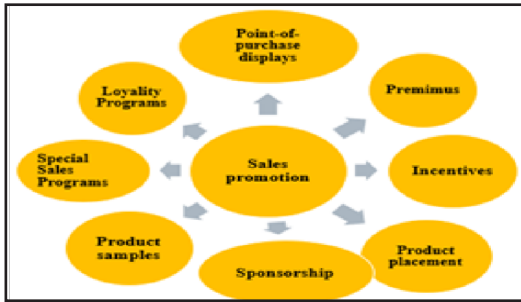


Figure 1: Momo Promotional Strategy

demand, and nurture customer loyalty worldwide. Utilizing a mix of promotional techniques such as limited time offers, consumer and trade promotions, innovative sampling events, digital coupons, loyalty rewards, seasonal specials, and social media engagement, Momo aims to engage both new and existing customers (Baral, 2024), which enhance market presence and ensure that Momo remains a preferred choice through enticing discounts, exclusive offers, and interactive campaigns that celebrate the essence of Momo's irresistible flavour and customer satisfaction. Join us in savouring the joy of Momo, where every promotion promises delightful experiences (Rajagopal & SpringerLink, 2019).

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