

Give Food Now. wfp.org/Syria

> her recipes existed only in her memory. But Mr. Honig, who runs a Web video production company in the Boston area, coaxed his grandmother to convert those rough measurements to metric ones and share her kosher specialties with the world through the online video series Feed Me Bubbe. Thousands have viewed and read her tutorials. They're even making Bubbe's chicken schnitzel in China, it seems.

<object width="480" height="385"><param name="movie" value="http://www.youtube.com/v/gwVoPEsEONo&hl=en_US&fs=1&"> </param><param name="allowFullScreen" value="true"></param><param name="allowscriptaccess" value="always"></param><embed src="http://www.youtube.com/v/gwVoPEsEONo&hl=en_US&fs=1&" type="application/x-shockwave-flash" allowscriptaccess="always" allowfullscreen="true" width="480" height="385"></embed></object>

grandmothers to reveal their signature recipes for gumbo, pho and chicken tetrazzini online, in part to share the wealth, but also to give readers and viewers a more "authentic" meal. Nathalie Cooke, editor of What's to Eat? Entrées in Canadian Food History and associate dean of arts at McGill University in Montreal, says that in an age when a simple Google search for any recipe can yield a few thousand

While cherished family recipes were once closely guarded secrets, passed

down orally to blood relatives, the Internet has overturned tradition.

Appreciative grandchildren, such as Mr. Honig, are persuading their

"You need somebody to be held accountable - it has to be the author," she

Recipes should have three elements, she explains: ingredients, method and handover. But many Internet recipes lack that crucial third element, which acts as an introductory note to contextualize and add personality to the recipe.

Grandmothers have a knack for nailing that part.

hits, home cooks are starved for guaranteed successes.

In the popular YouTube series Depression Cooking with Clara, 94-year-old Clara Cannucciari prepares cheap meals from the Great Depression while sharing personal tales with her viewers.

"I had to quit high school because we couldn't afford socks - we couldn't afford anything to wear. But we survived," she muses on camera while peeling potatoes for her signature dish: Poorman's Meal, a bizarre but apparently tasty medley of potatoes, onions, pasta sauce and hot dogs ("because they were cheaper").

<object width="480" height="385"><param name="movie" value="http://www.youtube.com/v/3OPQqH3YlHA&hl=en_US&fs=1&"> </param><param name="allowFullScreen" value="true"></param><param name="allowscriptaccess" value="always"></param><embed src="http://www.youtube.com/v/3OPQqH3YlHA&hl=en_US&fs=1&" type="application/x-shockwave-flash" allowscriptaccess="always" allowfullscreen="true" width="480" height="385"></embed></object>

nothing"), she says, "Once we had quail. Somebody must've shot it and it fell in our yard...My dad said, 'It fell in my yard, so it's my property.' So my mother cooked it. It was very good." Even when times got more prosperous, Ms. Cannucciari continued making

budget-friendly dishes such as egg drop soup, which her children happily

scarfed down.

Cooke explains.

make it easier to relate to her.

In her dandelion salad recipe ("they're cheap - you can get 'em for

"They were nourishing, they were good, they taste good," she explains in an interview from her home in upstate New York. "You get used to them and you wish for them."

When her grandson Chris pitched the idea of a video series to her, she was hesitant. "I thought, 'I make such miserable meals, why are you going to

put it on TV?' " she says. But he convinced her that her best-loved dishes were too delicious to keep to herself, an idea that runs counter to the long-standing tradition of

protecting family recipes. "Quite often, those recipes aren't shared because it's a way of adding particular value to an occasion or event to bring [a dish]like that," Ms.

To outsiders, the added value comes in the form of back stories and characters that round out the cooking experience, she says. But interestingly, it can sometimes be even more appealing when identifying

details are left out, because it makes the recipe's author larger than life. In the case of Mr. Honig's grandmother, the sassy octogenarian is intentionally referred to as Bubbe - never by her first or last name - to

"That [lack of detail]gives them the personal touch and taste and feel that they're looking for," Mr. Honig explains. "This could be their own bubbe."

That connection between Bubbe and her viewers became clear to Mr. Honig when, in one video, his grandmother mused about renovating her kitchen.

Viewers didn't react well. "I started getting e-mails saying, 'If you change that kitchen, you're going

"People see something in the show that makes them feel like they're part of the family," he says.

to be in a lot of trouble,' " Mr. Honig recalls. Apparently, the outdated

appliances added to the grandmotherly charm of the space.

When Cathy Danh decided to teach herself how to make Vietnamese cuisine, she found that cookbooks and recipe sites were void of the homecooked sensibility she craved.

The 28-year-old Los Angeles resident yearned to recreate Bò Kho - the

fragrant lemongrass-and-cinnamon-infused Vietnamese beef stew she'd grown up eating at her grandmother's home in suburban San Diego - but nothing ever measured up. If she wanted it to taste like her 79-year-old grandmother's cooking, Ms.

"She would just be doing her thing and I would just write a rough approximation."

Danh knew she had to go straight to the source. So she made monthly visits to her grandmother's house and took notes during prep time.

never before been transcribed - on her food blog, gastronomyblog.com.

"For me, personally, it's a way of preserving a part of family tradition," she says. "There will come a day where grandma isn't around and our parents

Ms. Danh put more than a dozen of her grandmother's recipes - which had

aren't around to [cook]for us, so we can do it for ourselves." For her readers, it's simply a matter of good taste. "Why do grandmothers always make the best stews?" one posted on her blog beneath the Bò Kho

recipe. "Thanks for the recipe, to the detriment of my local bo kho lady

who'll be seeing less of me!" (1) Report Typo/Error Follow Dakshana Bascaramurty on Twitter: @DakGlobe

campaign manager

WEDNESDAY, AUG. 17, 2016, 1:41PM EDT

MORE RELATED TO THIS STORY Hungry for a snack? Try baby food

LIFE: REAL FOOD CHALLENGE Ditching processed foods is not as easy as it looks

0 Comments

What you need to know about Donald Trump's new



Next story | Learn More

why WEDNESDAY, AUG. 17, 2016, 12:38PM EDT



Get top Globe stories sent to your inbox.

Subscribe to email newsletters

A collection of articles by the Globe.

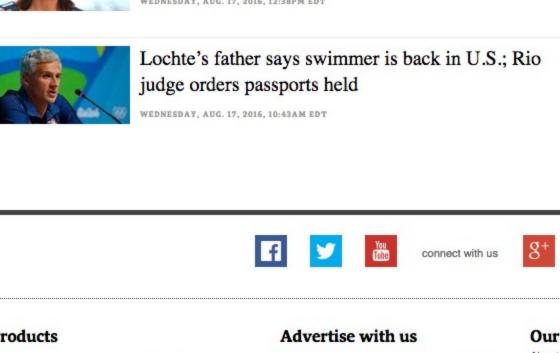
Privacy Policy

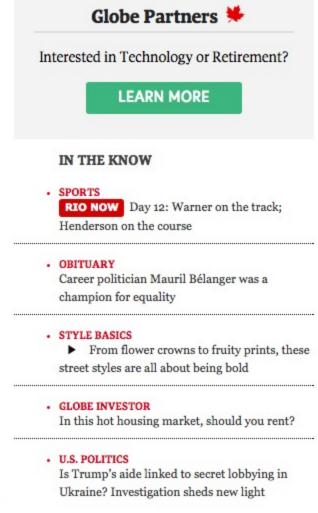
Globe eBooks

View the library

Terms & Conditions

WEDNESDAY, AUG. 17, 2016, 10:43AM EDT







MOST POPULAR VIDEOS »





summer



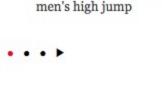
BC kayakers come







workplace pension?





A little self-doubt is to

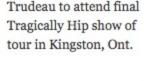
HIGHLIGHTS



be expected entering an EMBA program MORE FROM THE GLOBE AND MAIL







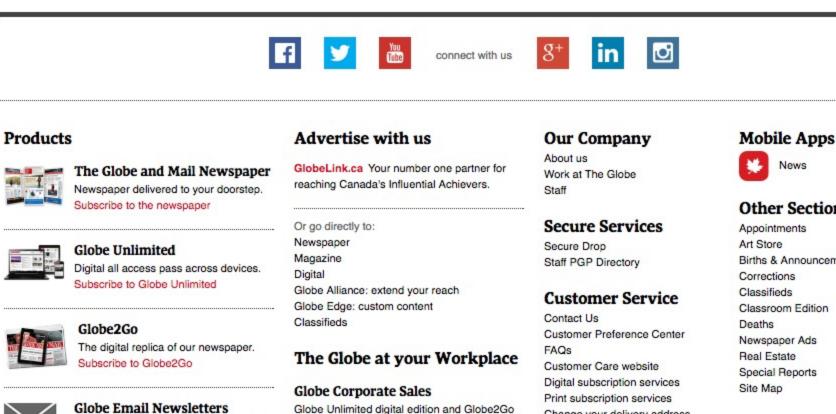


Olympic sport is no longer safe for women.

- Here's why 2. Six moments when the podium took a back seat
- to the Olympic spirit 3. Slipping in polls, Trump again overhauls campaign team
- 4. What you need to know about Donald Trump's new campaign manager
 - with personal ties to executives: audit

St. Joseph's hospital contracts went to firms





e-paper group discounts available. Learn more

Corporate financial data and content licensing

DataStore essential business intelligence

for your organization. Learn more

Report On Business Top 1000

Or go directly to:

Disclaimer

Other Sections Births & Announcements Classroom Edition Newspaper Ads Special Reports Change your delivery address Vacation Stops

Editorial Code of Conduct

Globe Recognition Special Globe

events and offers for subscribers

444 Front St. W., Toronto, ON Canada M5V 2S9 Phillip Crawley, Publisher