

The Development of the Viennese Wirtshaus through the Commercialization of Veganism

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Abstract

With the help of a mixed-methods approach including a quantitative, longitudinal menu analysis of past and current Wirtshaus menus and a qualitative expert interview with the Austrian food critic Severin Corti, the aim of this thesis is to find out how the Viennese Wirtshaus culture has changed through the commercialization of veganism. While the menu analysis found a statistically significant increase in vegan dishes and a statistically significant decrease in beef dishes, the expert interview opened new questions and theories as to whether the broader cultural change of the Viennese Wirtshaus is driven by the commercialization of veganism. The conclusion is drawn that the Viennese gastronomy landscape is indeed being influenced by the rise of veganism, yet the cultural institution that is the Wirtshaus is developing due to other social, cultural, and economic factors.