

Appendix. Opening coding and focussed coding

| Interviewee A | Open codes | Focussed codes | Categories |
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| <p>Interviewee A: I choose the picture of the pirate ship because the dining experience reminded me that Portugal was well-known for its <u>pirates</u>. I think this comes from my <u>history lessons</u>. The only ship in the photo shows sorrow and loneliness against the dark blue sky under the moon. Being on the boat on a dark, quiet night also makes one feel <u>peaceful</u> and <u>purified</u>. It is where I would like to be sitting enjoying the feelings of the <u>peace</u> and <u>being alone</u>. A real opportunity to <u>escape</u> the busy, frantic, modern routines - being there you need do nothing but enjoy your own company.</p> <p>Interviewer: What was your experience in the restaurant to make you think like that?</p> <p>Interviewee A: <u>Decoration</u> in the restaurant and the <u>amenity</u>. It was <u>dark</u>: the <u>dimmed light</u>, the <u>dark</u>, <u>heavy wooden furniture</u> and the <u>mournful background music</u>. The interior decor is so different from Chinese restaurants! The wood furniture was particularly arousing. <u>I once went to a foreign boat show in Guangzhou. The one that made the deepest impression on me was a Swedish boat that exposed many spectacular, complex wooden structures – that were heavily timbered</u>. The wooden furniture in the restaurant such as the <u>table, bench and cabin ceiling</u> were <u>heavily timbered</u> too.</p> <p>Also, the <u>lined tablecloth</u> that reminded me of a pirate’s t-shirt. The <u>paintings</u> and <u>cultural artifacts</u> hanging on the wall were choreographing the same pirate theme. The restaurant feels like a <u>bar</u> near the <u>sea</u> where <u>sailors</u> frequented to <u>have fun</u> after anchoring their boat.</p> <p>Oh, also the <u>wine barrel</u> in the restaurant! I felt myself to be transported into a different place and I was feeling <u>very free</u> and <u>at ease</u>.</p> | <p>Pirate History lessons</p> <p>Peaceful Pure Peace Being alone Escape</p> <p>Restaurant décor Restaurant amenity</p> <p>Dark Heavy wooden furniture mournful background music memory</p> <p>table, bench and cabin ceiling heavily timbered lined tablecloth paintings cultural artefacts bar-like sea Sailors have fun</p> <p>wine barrel very free</p> | <p>Past knowledge</p> <p>Relaxed</p> <p>Restaurant décor Restaurant amenity</p> <p>Restaurant décor Restaurant décor</p> <p>Restaurant amenity</p> <p>Past knowledge</p> <p>Restaurant décor</p> <p>Restaurant décor Tableware Restaurant décor Restaurant décor Restaurant amenity</p> <p>Relaxed</p> | <p>Past knowledge</p> <p>Dining emotions</p> <p>Space - Restaurant ambience and design</p> <p>Past knowledge</p> <p>Space - Restaurant ambience and design</p> |

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| | at ease | Restaurant decor Relaxed | Dining emotions Space - Restaurant ambience and design Dining emotions |
| <p>Interviewee B: I used the picture of many of <u>spice</u> to show that the Portuguese food <u>seems to use a lot of different spices in their cooking</u>. The <u>spice combination</u> is interesting. For example, Chinese beef dish <u>uses yellow wine but Portuguese uses wine</u>; the former gives sharp and crisp aroma while the latter mild and sour taste. The <u>oven baked</u> sea food rice is different – the <u>cooking method</u> is unique (to Chinese) and that’s why I ordered it. <u>Portuguese food seems to be influenced by Asian cuisine as you can see Star Anise in pork dishes, coconut milk that is associated with Thailand, and the popular ‘main dish’ with rice</u>. Also their <u>crockery</u> has blue patterns with the design similar to Chinese Qianhua Ci (China ware developed in the Chinese Qing dynasty). But they can still <u>be differentiated – the patterns on the Portuguese ware are bolder, colours brighter and smoother, more delicate edges</u> – they appear <u>exotic!</u></p> <p>Interviewer: What else did you experience in the restaurant to be ‘exotic’ in your words?</p> <p>Interviewee B: <u>Tables and chairs</u> – they are <u>hard wood</u> and <u>dark!</u></p> <p>The <u>checked tablecloths</u> which feel clean, inviting and <u>family-like</u>, <u>unlike the crispy white ironed tablecloth</u>. I felt I was <u>at home</u></p> <p>and it seemed a little <u>romantic</u>... a place where you can invite your close friends. <u>But I wouldn’t take my girlfriend there for the first date – I would prefer French!</u> Portuguese restaurants seem to pay attention to details but are mainly <u>rustic</u> and <u>home</u> feel.</p> | <p>Spice Food character spice combination Different ingredients Oven baked cooking methods Portuguese fusion cuisine</p> <p>Crockery</p> <p>Exotic Exotic</p> <p>Tables and chairs hard wood dark checked tablecloths family</p> <p>informal at home</p> <p>romantic less superior cuisine</p> <p>Rustic Home</p> | <p>Food culture</p> <p>tableware</p> <p>Different</p> <p>Restaurant décor</p> <p>Restaurant amenity Tableware Restaurant amenity</p> <p>Restaurant amenity Relaxed</p> <p>Romantic Food culture Restaurant amenity</p> | <p>Lay knowledge – Portuguese food characteristics</p> <p>Space - Restaurant ambience and design</p> <p>Lay knowledge – Portuguese art and culture</p> <p>Space - Restaurant ambience and design</p> <p>Dining emotions</p> <p>Dining emotions Lay knowledge – Portuguese food characteristics</p> |

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| <p>The Portuguese waiter and waitress are <u>dark, passionate, easy going and have good humour</u>. They clearly love their food! All these meet what I vaguely expected from a Mediterranean.</p> <p>I also find <u>olive oil</u> fancy that was light green colour and fitted itself in a small sturdy glass jar with a <u>wooden cork</u>. My dreamed Portugal would be a <u>pristine land</u> with <u>olive trees and bare-foot farmers</u>.</p> | <p>passionate, easy going and have good humour Stereotype</p> <p>olive oil wooden cork pristine land olive trees bare-foot farmers</p> | <p>Interaction with staff</p> <p>Past knowledge</p> <p>Tableware</p> <p>Imagined Portuguese landscape</p> | <p>Space – restaurant social space</p> <p>Past knowledge</p> <p>Space - Restaurant ambience and design Lay knowledge - Portuguese landscape</p> |
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