The food of the immigrants - or "colonial" food - has motivated academic and marketing researches in order to keep the recipes, ingredients, knowledge and know how, in many cases linked to tourism projects. Based on this, the article analyzed interviews collected by the project named Italian Immigration Cultural Elements in Northeastern of Rio Grande do Sul of the University of Caxias do Sul-RS, Brazil. In the project the oralities of persons of the first generation of Italian-born descendants in Brazil that talked about eating are emphasized. It was observed that although the cuisine of the immigrants was, at least initially, judged as poor in flavor and nutrients, it became a tourist and culinary mote. Currently the tourist region known as Serra Gaucha is one of the most consolidated destinations in Brazil. It was also observed, that when properly prepared, the colonial foods presents complexity on its preparing techniques.

KEY WORDS: tourism, catering, Italian immigration, Serra Gaucha, Brazil.