This paper proposes to investigate the cultural elements and characteristics of the German culinary of the Brazilian town of Novo Hamburgo. It emphasizes on the food habits and customs brought in by the German immigrants and how it relates to tourism. The methodology adopted was descriptive exploratory with qualitative approach, and among the technical procedures bibliographic review and a survey with some interviews was used. As a result of this study it was noticed that there is a line among customs brought by German immigrants and everyday eating habits in Novo Hamburgo. The traces from colonization still remain in how food is prepared and what kind of food people eat, however it was not identified a gastronomical supply that could be significant as a differential category in cultural tourism.

KEY WORDS: tourism, heritage, gastronomy, German culture, Novo Hamburgo city.