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Nota di contenuto	Contents -- Abstracts and keywords -- Guest editorial -- Attitudes of the Croatian population toward genetically modified food -- Market segmentation on the basis of food-related lifestyles of Croatian families -- Food marketing in the function of tourist product development -- A case study of the Croatian beer market structure and performances -- Farmers' wine fair: a case study.
Sommario/riassunto	The Croatian food and drink market The following five case studies, examine current issues and themes in the Croatian food and drink market. Case study 1 "Attitudes of the Croatian population toward genetically modified food", demonstrates how consumers are becoming deeply sceptical about the benefits GM foods provide and also generally, about the food they eat.