

INNOVATIVE TECHNOLOGIES IN THE BAR INDUSTRY

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Let's highlight the main trends in the domestic and global bar industry this year. Among them are both obvious and very surprising.

The first trend is the trend for locality («Go local»). The COVID-19 pandemic has forced bartenders to think about what to treat guests and where to get ingredients for cocktails. Due to supply issues, many have turned to local ingredients, which is good news for farmers and businesses, as well as good for the environment. Items with local plants, herbs, essences, and seasonal products are actively added to the menu and bar menu. New aromas and tastes are being created, old traditions are being revived. Bartenders strive to surprise and delight people with classic drinks in a new way, using modern equipment, farm products, craft wine and beer to prepare them. Ukrainian bartenders also work with local products, actively using sea buckthorn and viburnum, mushrooms and herbs, and various types of tea. To make the ingredients of the cocktails as authentic as possible, they tend to buy products from local farmers. In pursuit of new tastes, many bartenders are starting to make their own alcohol – gin, rum, craft wine and beer, author's liqueurs, bitters, premixes, tonics, as well as alcoholic and non-alcoholic liqueurs (cordials).

The use of spices and herbs is the second important trend. The field for experiments is huge: once, for example, it seemed very strange that ants were added to gin, but now it is already the norm.

Thirdly, bartenders have long been inspired by cooking techniques and techniques. From the kitchen to the bar, sous-vides, smokers and dehydrators migrate, turning into standard bartending tools. Author's super-concentrated extracts and extracts (infusions) are often prepared by bartenders themselves in order to add natural concentrates with various flavors to cocktails at any time. Today there are three levels of infusion: beginner level – simple maceration (cold or hot at 45°C), intermediate level – vacuum infusion (Sous vide), advanced level – maceration in creamers under nitrogen pressure (rapid infusion). Another method that has gained popularity recently is fermentation. More recently, in the bartending environment, it has been recognized as useful and opens up a lot of opportunities for creating cocktails. Moreover, some bars have made

fermentation the foundation of their mono-concept. Natural fermentation and natural bottled carbonation are the main trends of 2022. In addition, one cannot fail to mention here the popular fermented soft drink – kombucha, which is now produced in all sorts of flavors; there was even a new type of bar – kombucha bar.

The next fashion trend that has already swept America and Europe is «mocktails», or «Low-ABV» cocktails and drinks (drinks in which the alcohol content is less than 0.5%, non-alcoholic beer and wine; in some countries such cocktails are called "virgin", then eat "virgin"), or «non-ABV» drinks (0% alcohol). This is due to the development of a beverage consumption culture and a commitment to a healthy lifestyle: the atmosphere, communication, balance of taste in a cocktail, enogastronomy are more important for guests than just alcohol intoxication. In addition, low-ABV cocktails are popular among customers who do not drink alcohol due to diet or religious reasons, or drink them during lunch hours at work. Another bar trend is «healthy drinks». More and more people are looking for drinks that have health benefits. Saffron, rose, pink pepper, goji berries, matcha, pandanus, and turmeric, which is legendary for its anti-inflammatory effects, are popular this year in the superfood concept. In 2020, vegetable smoothies and cocktails with beets, carrots, spinach, and celery were at the peak of popularity. Everywhere there are products that replace the usual, but no longer related to «healthy». We are talking about alternative milk (coconut, almond, soy, etc.) in coffee shops, alternative protein instead of meat, non-alcoholic vermouth and gins. There are even «smart waters» with a special mineral composition, the use of which contributes to efficiency, mental activity and good mood. Overseas bars serve products infused with cannabinoids, which "make a person happy." In 2021, mushroom drinks have also joined them. In an effort to surprise the guest, bartenders experiment in every possible way, insisting strong alcoholic bases on mushrooms, carbonate fillings or make author's mixes with mushroom foams.

The 2022 mainstream trend is an «eco-trend», as environmental protection remains the main global trend. This topic also touched the restaurant industry. Bartenders are increasingly refusing plastic straws, thinking about the environmental friendliness of drinks and the rational use of ingredients, paying attention to waste-free production, for example, infusing distillates on an avocado pit or its dried peel (zero waste). Sometimes bartenders use aquafaba instead of egg white, the liquid left behind after boiled chickpeas, is an alternative to creating foam in sour cocktails. Some bars are already serving cocktails that are close to room temperature to save energy and water.