

**DISH MILLS AS THE MOST ATTRACTIVE  
ADVERTISING IN RESTAURANT BUSINESS  
(МУЛЯЖІ СТРАВ ЯК ПРИВАБЛИВА РЕКЛАМА  
В РЕСТОРАННОМУ БІЗНЕСІ)**

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*Муляжі страв є однією з легких та економних реклам в індустрії ресторанного бізнесу. Вони виготовляються з якісних штучних матеріалів, завдяки яким можуть зберігатися протягом тривалого часу, та схожі на справжні страви майже стовідсотково.*

The quality of food and service are no longer the only factors in the development of the restaurant business; A showcase filled with molds is the best advertising for the food industry. Marketers have recognized the fact of the greatest effect when using dummies in advertising products. The model attracts the consumer by 200% more effective authentic dishes and drinks.

Now, in order to maintain high profits, it is important to stay up-to-date with the marketing innovations of the restaurant business. Any restaurateur understands the importance of advertising for his business, whether it is a restaurant, cafe or pizzeria, but it is not always obvious that it is not necessary to allocate a solid budget for it, and sometimes it is quite attractive to design a showcase of a food industry establishment.

Modeling is rightly considered an optimal advertising solution, because displaying authentic dishes is not very reasonable in terms of finances. In addition, some dishes, even in the cold showcase, lose their appearance in a few hours. Therefore, restaurateurs began to use a copy of dishes from their menu to demonstrate. Foods and drinks made of silicone are exact silicone copies that do not require special storage and care. After a short time, fresh dishes lose their attractiveness, and the model retains its original appearance for a long time. By ordering one-on-one advertising, you can use it for a long time, sometimes updating or supplementing your storefront.

Thus, such advertisements as food scraps will expand the consumer audience of a restaurant establishment, will allow you to see what the consumer will expect, thereby facilitating reflection and maximizing profit. Good and interesting advertising is always the key to the successful prosperity of the restaurant industry.