

## INNOVATIONS IN FOOD CATERING (ІННОВАЦІЇ В РЕСТОРАННОМУ ГОСПОДАРСТВІ)

Сидельникова Т.С., гр. ГРС-38

Науковий керівник – ст. викл. І.І. Ков'як

Харківський державний університет харчування та торгівлі

*У доповіді йдеться про основні напрями інноваційної діяльності у сфері ресторанного господарства, а також фактори, що впливають на інноваційний розвиток ресторанного господарства.*

The restaurant business is one of the most important components of the hospitality industry. Improvement in the service sector depends directly on the application of innovation. It is worth noting that since our country is now experiencing a financial crisis, the level of service in catering establishments is not the best. Therefore, in order to attract the attention of potential customers, managers of restaurants and cafes introduce new technologies into the activities of institutions.

The main innovations can be classified by type. These include:

- marketing (on-line booking process management);
- food (application of cleaning technologies, patenting of new dishes and their registration);
- organizational (new forms and methods of personnel training, opening of a network of catering establishments, planning of new concepts).

Given the above types of innovation, I propose to consider more deeply those of them that are now actively used in the restaurant business:

*The emphasis on eco-friendly products.* It has become a popular trend to purchase products for restaurants and cafes from farmland, from people who are engaged in growing vegetables, fruits, animal care, fishing. Most restaurateurs make an attempt to completely switch to eco-products, which are more expensive, but have a higher quality. A good example is the restaurant “Maemo” in Oslo (Norway), which has three Michelin stars.

*Creative serving of dishes.* In order to surprise customers cooks come up with new ideas. Michelin-starred restaurants serve a non-standard serving on a large platter which will not impress anyone. Now is gaining the spread of forging dishes with imitation under texture (grass, ropes, etc.).