

INNOVATIONS IN RESTAURANT BUSINESS (ІННОВАЦІЇ У РЕСТОРАННОМУ БІЗНЕСІ)

Галаніна Ю.М., гр. МЕ-28м

Науковий керівник – доц. Борисова А.О.

Харківський державний університет харчування та торгівлі

Being a big fan of trying new places for eating out, I distilled the types of innovations down to three main categories and give some local examples.

Food is the innovation that involves creating new tastes or new ways to present foods. Perfect examples are the many fusions of different types of cuisine. Food innovation has also been taken to the extreme through a trend known as “molecular gastronomy,” which uses advances in science to create new textures and flavors. Food innovation is top of mind and what primarily drives customers through the door. Customers looking for a fine culinary experience are often prompted to patronize a restaurant based on food recommendations through websites

Space design is the innovation that takes into account location and the physical design of the restaurant. Many restaurants are now taking on a theme to develop their brand. The design of space works in the background: creating a romantic atmosphere, prompting successful business conversations, or just exerting good “vibes.” While this type of innovation is not likely to encourage new customers, it is crucial to keep customers coming back. Customers remember how they felt at places they’ve visited and will rely on these experiences when planning a special event such as a date or a business reunion.

Operations design – as the name indicates, this type of innovation is responsible for the fast turnover of tables and influences both the front and back of house. These three innovations are without a doubt interrelated and a smart restaurateur should balance all to be successful. Each of these three types of innovations has a different level of impact on the customer.

Operation design innovation is the one that customers are least conscious about. Nothing ruins an experience more than slow or bad service. Bad service could be considered a single event, like a bad waiter, and the bad experience could be overcome by excellent food and restaurant character.

As mentioned before, the three innovations are important; however, one is more top of mind than others. It would be a worthwhile exercise to compare these three characteristics with the overall rating given to a restaurant.