

TYCOONS OF FAST FOOD BUSINESS (ВОРОТИЛИ ІНДУСТРІЇ ФАСТФУДУ)

Колісник Є.В., гр. ХТ-20

Наукові керівники: канд. техн. наук, доц. **А.О. Колесник**,
доц. **О.О. Мануєнкова**

Харківський державний університет харчування та торгівлі

It's impossible to imagine take-away food or snacks without popcorn. Clear as a day, it is made from corn. Under putting a kernel of corn on a fire, the water inside makes the corn explode. This makes a «pop» noise. That is why it is called popcorn. A seed of corn must contain 14% water in it. Other kinds of corn have less water and do not pop. The American Indians, who popped corn a long time ago, knew that special sort. They introduced corn to the first settlers. Since that time people continued to pop corn at home. In 1945 a new machine was invented that changed the history of the product. The electric machine enabled to pop corn outside the home. The famous habit of eating popcorn at the movies is well-known.

The original name of the hot dog was the frankfurter, after the German city of Frankfurt. In the United States frankfurters, sausages on buns were first sold in the 1860s. But for Americans the name «dachshund sausage» seemed to be a good one for the frankfurter. A dachshund is a dog from Germany with a very long body and short legs.

An obligatory item on the list of fast food, the hamburger has no connection to ham, but with the German town of Hamburg, which was famous for its ground steak. German immigrants to the United States introduced the «hamburger steak». At the St. Louis World's Fair in 1904, hamburger steaks were served on buns for the first time. It was convenient and tasty and became a usual way of eating hamburgers.

The world famous fresh drink Coca-Cola firstly was an all-purpose medicine, made in 1886 by a druggist from Atlanta, who made a brown syrup by mixing coca leaves and cola nuts. The syrup wasn't a success and then another druggist, Jacobs, had an idea of selling Coca-Cola as a soda fountain drink. He mixed the syrup with soda water. Soon everyone was going to soda fountains and asking for Coca-Cola. An immigrant from Ireland, Asa Candler bought the recipe of the drink and having registered the company in 1892. It's a curious thing but of 1903 coca leaves were no longer used in the drink. The exact ingredients and the quantities are not known – the Coca-Cola Company keeps its recipe a secret.

Modern life runs so quickly that people often don't have enough time to eat and to cook. Lots of people think that fast food is the best solution in this situation. That's why fast-food chains with their fast food «pillars» have become so popular.