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CURRENT TRENDS OF CREATING MENU IN RESTAURANT BUSINESS ESTABLISHMENTS

Modern restaurant business and cookery art and have their own trends that constantly change depending on consumer preferences. Tracking customer interests and tastes is of great importance to chefs, restaurant owners, and anyone in the food service industry. Thanks to the rapid development of technologies, significant changes have taken place in the cooking world in recent years.

One of these trends is the creation of a new, special menu for restaurants. After all, the success of the restaurant's operation directly depends on the menu. Often the menu itself is the first and only advertisement that will one hundred percent attract the attention of visitors. A well-designed menu will influence price management in a restaurant, help to make a profit and optimize the work process in a particular establishment.

To make it interesting and convenient for visitors to make their orders, at this stage in many restaurants, the Internet and smartphones are widely used, which have significantly changed the life of a modern person, affecting the way of paying for services and ordering them. Today, most services offer mobile applications and restaurants try to keep up with technological progress.

Nowadays one of the most popular is the digital menu.

Digital menu carriers can be miniature tablets and huge screens. They have already firmly established themselves in fast food establishments,

because there is a great need for promptness. After all, it is precisely in such cafes that there is a huge flow of people. The latest technologies are introduced more carefully in elite restaurants. After all, it is not so easy to fit modern media into a peculiar atmosphere. The digital menu is very convenient both for guests of the establishment and for the staff themselves. In the digital menu, you can provide more complete information about the cafe's dishes, services and promotions. Here you can build huge streams of information that will not confuse the guest, but on the contrary will provide maximum benefit. Now you don't need to rewrite all printed menus worrying about printing. It is enough to press the touch buttons several times and make the necessary changes.

Sensory tables can also be included here. The table interface allows the guest to independently choose a dish, place an order, and issue a bill.

On the touch panel, you can see how the dish will look – the image is projected directly onto the plate. With one click, each dish can be added to the list – and then, when the customer has decided on his choice, the electronic list is sent to the kitchen.

Despite the fact that innovative technologies are increasingly introduced into the restaurant industry, the usual menu, which was used earlier in many establishments, also continues to exist. But given the current skills of the designers who develop the menu, it can be considered a real work of art.

It is also important to be able to present the menu in such a way that visitors want to try this or that dish, it can be bright pictures of the dish itself, an original description of the dish. For example, while walking around the city, you can see that at the entrance to one or another restaurant, there is a menu or a photo of the dishes, which allows people to immediately know what they can order.

You can convey the national character and mood of the establishment through the menu, if you decorate it with illustrations and interesting pictures. Especially if it is an establishment that is aimed at the children's contingent of consumers, you can safely add funny and bright pictures that emphasize the mood of the establishment.

Therefore, the menu is not only the "face of the restaurant", but also the subject of its special pride. Each enterprise chooses its menu style, gradually creating the history of its restaurant, its image. Therefore, the menu is not only the "face of the restaurant", but also the subject of its

special pride. Each enterprise chooses its menu style, gradually creating the history of its restaurant, its image. It is very important that the menu offers exactly what the visitor wants to see. It is important to be able to correctly add notes for each menu item. When developing menus and price lists, it is necessary to use the language and style that are closest to the guests. The content of the menu should be as clear as possible, understandable to the guest and able to satisfy his curiosity. In turn, the menu should inform and help sell the offered product, be able to attract attention by offering a variety of options. Among other things, the menu should convince and bring pleasure.

Keywords: restaurant, catering, menu, touch panels.

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