

Quality of food and service any more are not the only factors of development of restaurant business. In recent years innovations have changed significantly the industry of public catering. Therefore, it is now important to be aware of actual novelties of restaurant business.

It is possible to tell with absolute confidence that among several restaurants of the same class the customer will choose one, that has, for example, free Wi-Fi. In such restaurant people will be able not only to eat, but also to have a rest and be always online: to check mail and communicate with friends on social networks.

One of innovations in restaurant business offers to show the menu to people directly on a restaurant show-window. It is known, that it is almost unreal to make by means of ready dishes. Even the most qualitative photos of dishes, cannot cope with this task. The only way is to decorate a show-window, but also to become an attractive information source for a passersby are models of dishes. Thanks to high quality of the used materials models look as the presents, it is visible their size and volume. It is also possible to put the price and to specify ingredients that are a part of a dish. Models facilitate for visitors the process of a restaurant or dish choice. Such innovation in registration gives indisputable advantages to the restaurant and is convenient for the visitor.

**QR code in restaurant business.** The invention of a QR code — a two-dimensional bar code — opened new unlimited opportunities for on-line of interaction of the companies and customers. In a small bright square labyrinth of a QR code it is possible to program all known innovations of restaurant business, and also a set of new opportunities.

The abbreviation of QR is translated from English as "fast access", and the matrix code is capable to keep the huge volume of information in the form of the text, figures, URL addresses, calendars and images. Speed of recognition of a QR code is very high, it can be placed on any carriers, beginning from cash vouchers and the menu and finishing various signs. It is possible to scan it by a mobile phone or a laptop video camera.

The QR code placed on the account handed over to the client is an amazing advertising course. In a bright small square restaurant history, an origin, age, authorship of unique details of an interior and pictures can be coded. Visitors with pleasure will study the restaurant menu with detailed information on each dish:

structure and origin of ingredients, stages and ways of processing, nutritional value and caloric content.

Thanks posted in QR-code information about opening hours and contacts, be sure to increase the number of orders in the office and at home. By means of the QR code the restaurant can notify the clients on actions, lotteries, draws, to make active various loyalty program, to arrange votes, interactive polls and to receive comments about restaurant from clients. The visitor, having scanned QR code of a restaurant and entered the calendar of the phone information on the interested event or made appointment, will never forget about them.

To sum up, these innovations in restaurant business promote the popularity of food establishment and facilitate the access of customers to the information about the restaurant menu with detailed information on each dish, etc.

## **REFERENCES**

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