

62. CREATING OF HEALTHY CINEMA BAR

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The main visitors of the cinema there are teenagers, young couples (often in the evening and night seances) and parents with children (particularly in the morning and afternoon seances). These categories of viewers are the most active consumers of fast food, and it is on their tastes are aimed cinema bars. Unlike ordinary cinema bars

offer to the viewers a specific range of products: popcorn, corn chips nachos with spicy cream cheese or salsa sauce, hot dogs, ice cream and other types of fast food, soft drinks, coffee, hot chocolate. Cinema bar is focused on sale of such products that do not require elaborate preparations, prolonged heat treatment, that will be easy to storage and accounting.

Marketers divide all visitors of cinema bars into two groups. Assortment of cinema bar must take into account the interests of both groups. The viewer of the first group takes the traditional "duty set" - the cup of popcorn and cola, goes with them to the auditorium and placing cups in special holders on the chairs to fully enjoy watching movies. For the second group, which conducting 30-45 minutes at the table, it is necessary to have a more varied assortment.

In terms of profitability, the range of cinema bar can be divided into two groups. The first group includes the products which occupy the top position in the rankings of sales and brings maximum profit for the cinema - 250% or more, as well as products of popular brands. There are popcorn, draft soda, corn chips nachos with cheese or vegetable sauce, soft ice cream and coffee. For this group of products is necessary to pay special attention to outdoor advertising, promotion actions. Equipment for production and demonstration of these products should be placed in the most advantageous in terms of the review places of cinema bar; menu boards should be clearly visible from afar for all people. Service should be quick, lasting less than a minute. All products in this category of menu should not only good combine, but also to dependent of each other.

All other food and beverages are included in the second category, which is also important for the assortment set, and which will have the consumer. This group of products can include beer, potato chips in industrial packaging, mineral water, fruit juices, hot dogs, sandwiches, chocolates and candy bars, cakes to coffee.

But the new concept involves the creation of a better menu, which will include only healthy fast food. The trend towards a healthy lifestyle provokes people to pay great attention to the quality of life, including the safety and usefulness of its power supply.

What is a "healthy" fast food? There are dishes based on familiar and traditional technology, but only organic food grown on farms is used for their preparation. Thus strictly excluded adding any flavor enhancers and other harmful additives.

In the USA, which is known as a country with the growing problem of obesity among the population, a network of cafes and restaurants, which positioning itself in the segment of a healthy diet has been successfully developed for several years. "Healthy catering" is actively developed in France.

It is supposed to offer visitors balanced nutrition. Of course, for the preparation will be used only products which to past quality control department – there are products that do not contain GMO, products from trusted, reliable suppliers. It is supposed to use only modern methods of cooking that can reveal the taste quality

of certain products. For most products, no matter how exquisite and environmentally friendly they are, they require proper preparation.

The main products on which is based the new menu are definitely vegetables and fruits. Furthermore, recommended usage of biologically valuable ingredients which impact functional properties of the products.

It is best used mostly sparing cooking methods. Cooking temperature, for example, not 180-200 degrees but at 120-140, is a little longer than usual, but it retains the beneficial properties of the products. So-called low-temperature cooking can be accomplished in modern combi steamers. The process of cooking on a grill stores mineral salts and vitamins. It uses very little fat. Steamer allow to work in normal mode (boiling point 100 degrees), and in the mode of 70-80 degrees. This gives a delicate preparation of product, practically intact its beneficial properties.

So, today people began to support themselves in good physical shape, to engage in sports and began want to eat correctly. Of course, in this boom, there are a craze, but thanks to this achieved useful result – people started to monitor their health and to the purity of the environment. That is why we are thinking about the development of a new concept for power supply – Healthy cinema bar. We believe that food, which ultimately adjudged to the customer from the beginning of its origin and the transportation to the preparation technology, must be a useful and proven for environmental friendliness.

Opening Healthy cinema bar at the hotel will meet the needs of visitors to a quick and healthy food, and will get rather big profits.

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