

## 16. THE INTRODUCTION OF INNOVATION METHODS IN THE RESTAURANT BUSINESS

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Competition in the restaurant industry is growing every day and this situation makes restaurateurs regularly introduce new technologies in order to increase the attractiveness of the enterprise. Innovations in the restaurant industries are developing very quickly, because if restaurateur don't apply, then achieve success to much more difficult. The main reason of innovation methods are two:

1) To attract the maximum number of clients, while selling them to the highest number of services;

2) To win the favor of guests to enterprise, to their brand, to make this guests like a regular customer.

Despite the risks, restaurateur are create many interesting services, that will not only the pays off quickly, but also attracted the attention on numerous customers. One of these innovative propositions is:

*Reimagine Food ccompany* decided to implement 3D-cooking to the masses. For several years, such companies making food on the 3D-printer, but for now, this technology wasn't included to the mass consumption. Innovation in the food industry: priority thing that develops culinary know-how for several years. For example, Spanish experts reached the top positions, not only in the printing of food, but everything associated with its preparation and submission: 3D-printers create dishes, restaurant design elements, robot waiters etc. Of course, if you decided to introduce this innovation in your hotel and restaurant business, you won't be able to work without chief. It's necessary to monitor the 3D-treats manufacturer. This work will do a chef, who have personal taste, and if necessary he to adjust an additional ingredients and spices. With regard to machinery for food, the Natural Machines company has created food Printer - Foodini 3D. Thus, the introduction of this innovative service in the restaurant business has exceptional because it will give an opportunity to execute many tasks, for example: unification of common cooking dishes, Automatization routine processes, reducing the time for the ordered dishes.

The next innovation in restaurant business connected with *Sealed Air Company*, what a few years ago, conducted a web monitoring and developed a system of identification and registration of any non-compliance with health standards and safety regulations. Their registration system provides video recording not only the place of cooking, but also able to fix the malfunction of employee, his behavior. Last year in autumn, during research and experimental development staff restaurants identification cards were equipped with radio transmitters that allow transmitted and recorded information when an employee went to the sink to wash hands, how long he was washing his hands, have he used the soap, or sanitizer. This technological development has allowed staff to monitor and record the moments of self-abuse, "seeing" where staff work without gloves or hats in the processing of food, which in

turn allowed the administrative staff of the restaurants have a correct idea of the level of training of its staff and determine whether they need to additional training

In 2014, innovation management took the bar above, implementation in the restaurant business system signals, smilies, which will inform guests about the level of hygiene in the resteraunt. Green smile tells guests about the sanitary conditions in prosperous institution, orange - the presence of some shortcomings, red "weeping" smile - that the restaurant serious problems with hygiene. For catering, a red icon, closely monitoring regulatory authorities, if the owners do not make any steps to remedy the situation, these restaurants wii be closed.

The question is whether it is possible to implement a "barometer of health institutions restaurant industry" in Ukraine - definitely. Since this technology allows you to monitor the behavior of working remotely, it can be particularly useful in Ukraine for networking restaurants, franchises who have difficulties with managing multiple simultaneous objects. The system according to standards of personal hygiene estimated by Sealed Air Company costs \$ 300 - \$ 500 monthly payment for a restaurant. The price depends on the number of monitoring stations. Thus, this innovation will not only comply with restaurants, cafes and bars sanitary requirements, but also eliminate bacteria getting into the food, chemical and mechanical items for cooking.