

EUROPE'S LATEST TRENDS IN RESTAURANT BUSINESS

Chala K.

National University of Food Technologies (NUFT), Kyiv

Restaurant management today is no longer confined to simply offering quality food and great service. New trends in the restaurant industry in Europe are focusing more than ever on the customer, and interested like never before in gastronomy, and technology becoming the most practical and natural way of controlling all processes. Healthy eating is becoming increasingly important in consumers' minds. As people realize that health problems are associated with modern lifestyles, interests in healthy eating are escalating. Some of the trends emerged in the last decade is the growing interest in organic food as well as in local food consumption. These trends have had an impact on the foodservice operation. Customers are increasingly willing to pay more for the quality and flavor of fresh, local foods.

Organic food consumption is increasingly popular in Europe.

The term "organic" can be broadly described as food grown without the assistance of man-made chemicals.

Organic food is certified for meeting specific standards, including being produced without most conventional pesticides, synthetic fertilizers, antibiotics and growth hormones.

Organic food may contain more antioxidants and nutrients than regular food, although the evidence is mixed. Consuming organic food may also reduce your exposure to artificial chemicals, hormones and antibiotic-resistant bacteria.

However, it often costs more and may spoil faster.

Additionally, it's not clear if going organic has additional health benefits.

Conclusion The demand-side benefits to restaurants of using locally produced and organic foods are clearer. The studies has shown that individuals choose locally grown foods for perceived tangible benefits such as freshness, taste as well as for more intangible motivations such as sustainability and community support. The motivation to purchase organic food is driven by health concern, environmental concern, sensory properties, food safety and ethical concerns. Health concern is found to be the primary motive to buy and eat organic food.

Literature:

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