

## **Implementation of the production of craft soft drinks at the hospitality enterprise**

Andrii Yehorov, Larysa Sharan, Andrii Sharan

*National University of Food Technologies, Kyiv, Ukraine*

**Introduction.** In today's world, more and more people pay attention to their health and actively take care of their lifestyle. Consumer interest in "healthy" drinks, which not only quench thirst, but also provide the body with nutritious nutrients, is growing. One of the key aspects of craft soft drinks production is the use of local products.

**Materials and methods.** In the research process, methods of analysis, synthesis and generalization of the obtained data were used.

**The results.** The production of craft soft drinks from local raw materials will support the local producer, and rationally selected recipe ingredients will satisfy the body's needs as much as possible.

Kvass is a traditional Ukrainian drink that belongs to "healthy" drinks and is a favorite product. This drink is liked by consumers of different age groups. This drink, after fermentation and fermentation, has a positive effect on the work of the organs of the gastrointestinal tract, filling it with useful microorganisms. Its traditional recipe includes a variety of ingredients, but the main ones are water, sugar and yeast, as well as dried rye bread and the like. We propose to improve the technology of making kvass using ethnic and local food raw materials, namely table beets and elderberries. flowers

The selected recipe components are ethnic raw materials and also have a unique chemical composition: they are rich in carbohydrates, in particular fiber, contain ascorbic and malic acids, rutin, carotene, vitamins - A, C, B1, B2, B3 (PP), B5, B6 and B9. The mineral complex is represented by calcium, potassium, iron, magnesium, manganese, phosphorus, sodium, zinc, copper and selenium.

Daily consumption of beetroot and elderberry kvass will positively affect the health of the cardiovascular system, reduce the frequency of heart attacks, stabilize the body's anti-allergic and anti-inflammatory effects and slow down the aging process.

The technological process of making ethno-kvass will be implemented on the territory of a tourist hotel on high-quality equipment in compliance with all standardized parameters, in particular, in the process of craft soft drinks production.

In the tasting hall, which will be located next to the workshop for the production of craft soft drinks, the guests of the establishment will be offered a tasting of "healthy" drinks, a tour with an introduction to the technology of making kvass. Guests will also have the opportunity to prepare a drink themselves.

The introduction of the production of craft soft drinks in the hotel business is a promising step that can significantly affect the potential of the hotel enterprise. Expanding the assortment of "healthy" drinks will allow the hotel to respond to the growing consumer demand for alternative, non-alcoholic options. This will open up new opportunities to meet the needs of different groups of guests.

**Conclusion.** Therefore, by introducing our own production of craft soft drinks in the hotel, we will be able to earn additional income by selling the products through the retail network, cooperating with other hospitality establishments and using it as a souvenir or a compliment from the company.

## **References**

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