

## ДИСКУССИОННЫЕ СТАТЬИ | DISCUSSION PAPERS

Юдина Татьяна Александровна<sup>1</sup>

[Yudina Tatiana Alexandrovna],

Беловодова Светлана Евгеньевна<sup>2</sup>

[Belovodova Svetlana Evgenievna]

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**НОВЫЕ ТРЕНДЫ В РЕСТОРАННОМ  
БИЗНЕСЕ**

**THE NEW TRENDS IN THE  
RESTAURANT BUSINESS**

<sup>1</sup>Сочинский государственный университет, г. Сочи, Российская Федерация, e-mail: [yudinat@list.ru](mailto:yudinat@list.ru) /  
Sochi State University, Sochi, Russian Federation, e-mail: [yudinat@list.ru](mailto:yudinat@list.ru)

<sup>2</sup>Пятигорский институт (филиал) СКФУ, г. Пятигорск, Российская Федерация, e-mail:  
[sveta111.1959@mail.ru](mailto:sveta111.1959@mail.ru) / Pyatigorsk Institute (branch) of NCFU, Pyatigorsk, Russian Federation, e-mail:  
[sveta111.1959@mail.ru](mailto:sveta111.1959@mail.ru)

### **Аннотация**

Статья посвящена развитию ресторанного бизнеса в России как неотъемлемой части туризма. Ресторанный бизнес во время пандемии очень пострадал, стали востребованы новые технологии в организации доставки кулинарных изделий, методов обслуживания и формирования «нового» меню.

Коллаборация – это процесс совместной деятельности двух и более сторон в какой-либо области для достижения общих целей. Произошла коллаборация с приложениями по доставке кулинарных изделий, внедрение различных технологий с одной стороны, и, подстраиваясь под потребности рынка, стало востребовано «низкокалорийное» и «растительное» меню для приверженцев здорового питания с другой стороны.

**Ключевые слова:** коллаборация в ресторанном бизнесе: от доставки кулинарной продукции до создания «нового» меню (супефуды, молекулярная кулинария, фьюжен кухня, безглютеновые блюда и др.), «Роботизация», фудтех: производство кулинарной продукции – упаковка – перевозка – доставка, внедрение QR-кодов во все типы предприятий питания, TikTok продвижение нового ресторанного продукта.

### **Abstract**

The article is devoted to the development of the restaurant business in Russia as an integral part of tourism. The restaurant business suffered greatly during the pandemic, new technologies became in demand in the organization of the delivery of culinary products, methods of service and the formation of a "new" menu. Collaboration is the process of joint activity of two or more parties in any field to achieve common goals. There was a collaboration with applications for the delivery of culinary products, the introduction of various technologies on the one hand, and adapting to the needs of the market, a "low-calorie" and "vegetable" menu for adherents of a healthy diet, on the other hand, became in demand.

**Key words:** collaboration in the restaurant business: from the delivery of culinary products to the creation of a "new" menu (soups, molecular cooking, fusion cuisine, gluten-free dishes, etc.), "Robotization", foodtech: production of culinary products – packaging – transportation – delivery, implementation of QR codes in all types of enterprises

## **Introduction**

The restaurant business plays a significant role in the development of tourism in Russia, but in 2020, due to the spread of coronavirus infection, enterprises began to suffer losses due to the lack of customers.

The pandemic has exposed serious gaps in legislation that hinder the development of the industry. In particular, the majority of catering establishments were not able to take advantage of the preferences provided by the government, as they do not belong to small and medium-sized enterprises (SMEs).

In addition, both in order to receive benefits and to develop new options, it is necessary, according to market participants, to update the existing OKVED so that they allow the development of the same distance trade in culinary products, and create their own delivery services.

## **Food delivery has become a new trend in the restaurant business**

In the context of the pandemic and the imposed restrictions, many entrepreneurs were rescued by delivery - their own or partner, as well as takeaway. In addition to the mobile "application", "Robotization" boldly enters the food industry. Robots are designed to free people from dirty, boring or dangerous work. They must improve quality by eliminating human errors and reduce production costs. In the restaurant business, it has become possible to create a technological chain from the production of culinary products, packaging, to transportation and delivery. An innovation was the introduction of QR codes in all types of food establishments, and TikTok helped promote a new restaurant product. The new restaurant product is not only "robotization", but the creation of a new "low-calorie" menu, taking into account the needs of the market: superfoods, molecular cooking, fusion cuisine, gluten-free dishes, etc.

## **Research methods**

Observation, analysis of articles to identify positive trends in the development of the restaurant business in world practice, processing the results of the analysis. The theoretical basis was regulatory documents, namely GOST 30389-2013 (the standard establishes general requirements and classification of public catering establishments in the Russian Federation). When solving the tasks set, the article uses modern methods of scientific research: a systematic approach, conceptual analysis.

## **Practical significance of the work**

The research materials can be applied in practice to the heads of tourism and restaurant enterprises that make up the tourism product, investors and other organizations.

## **Discussion of the problem**

The development of tourism is currently experiencing conflicting trends, which are formed under the influence of both objective and subjective factors. Objective factors include the global financial crisis, coronavirus infection (flu), as well as fierce competition in the tourism sector, including in the restaurant business. Subjective factors include the conduct of an incorrect marketing policy of a restaurant enterprise, namely, on an ongoing basis, the demand for catering products is not studied. The company's overpriced pricing policy, poor service, no staff training, etc. The result of the financial crisis due to COVID restrictions is a drop in the solvency of tourists (consumers of a restaurant product), they choose the most economical offers in the field of restaurant services. Food companies that have been able to adapt to new conditions and introduce food delivery through various applications are becoming popular.

Therefore, in order to be a competitive restaurant enterprise, it is necessary, along with traditional service, to create a new restaurant service - food delivery and make a "new" emphasis on the menu, offer "low-calorie" dishes.

1. To feed their guests, some restaurants turned establishments into grocery and farm shops (they have the opportunity to order groceries online and with delivery to the office or home).

2. In the presence of a personal bakery, entrepreneurs offer their customers bakery products from their own grinding wheat.
3. The Healthy Living Request (HLS) is a new trend that is driving restaurants to sell "low-calorie" fish and seafood dishes, poultry, lean meats, dressings and more.

The current state of the restaurant market is such that it is necessary to introduce the entire technological food chain - Foodtech: production of culinary products – packaging – transportation – delivery.

Today, the delivery of culinary products has become an integral part of our modern life, restaurants began to develop "applications" in order to establish a connection between the catering (culinary store) and its consumers, thereby reducing the burden on staff.

Today, "apps" allow food service businesses to optimize restaurant throughput and ensure efficient service by coordinating with the kitchen and integrating with third-party organizations (including transporters) to accurately deliver culinary products.

Fast food chains are implementing advanced logistics to find out where a customer or courier is and then notify restaurant workers (food staff) when they should start preparing the order. A restaurant that responded promptly with a good "app", efficient cuisine and a variety of delivery methods for culinary products is now clearly ahead of those who use only the services of aggregators.

In addition, a mobile "application" will allow serving guests in a restaurant without waiters. The mobile "application" will allow:

- Reserve a table;
  - Menu ordering without a waiter;
  - The ability to pre-order and receive a notification about the readiness of the dish, so that later you can pick it up from the restaurant yourself;
- automatic payment from the card linked to the account;
- Calling the waiter to your table directly from the "application", listing tips and much more.

In addition to the mobile "application", "Robotization" boldly enters the food industry. Robots should free people from dirty, monotonous, routine work, improve the quality of culinary products by eliminating staff errors and thereby reduce production costs. Today, robots in some work positions can replace the ever-rising labor force in various areas of the restaurant business. This is an important step in automation and robotization, which will lead to fast and high-quality cooking and delivery of culinary products.

Partially automated burger and beer bars, operating with little to no people, in which restaurant guests place their orders through computer screens, and then receive food and drinks prepared and delivered by robots. Some restaurants equip the trading floor in the form of a railway, where the "locomotive" delivers the order to consumers.

Couriers, cooks, bartenders cannot yet be completely replaced, but they will reduce the load on restaurant staff. Robots can accurately pick the order when assembling products. For example, when preparing dishes such as pizza, where the amount of food waste depends on the exact weight of cheese, seafood, sausages or other ingredients.

Restaurants in the structure of transport "hubs" (railway, air, etc.) plan to introduce self-service kiosks to automate payment at the front office and robots at the back office. "Computer vision" is becoming popular, which can use up to 10 surveillance cameras to monitor the processes in the kitchen and notify staff of possible problems with orders.

Today, the introduction of payment through QR codes has become popular. During the pandemic, many restaurants have added QR codes to dining tables to view the restaurant menu. This made it possible to get rid of the usual printed versions of the restaurant menu, which require careful processing after each guest. Having offered such a service - ordering a menu and paying a bill, restaurateurs began to introduce QR codes in all types of catering establishments.

As we can see, this technology will be more and more widespread in restaurants, as it can significantly improve the efficiency and quality of service. For example, customers won't have to call a waiter to place an order or pay a bill.

Subscriptions to farm products, where consumers can choose high-quality vegetables and meat delicacies, remain popular. TikTok promotion plays an important role in this matter.

At first glance, it might seem that TikTok is for the restaurant business and farmers. You need to understand that the audience of the TikTok application has changed, now they are people over thirty years old, who are the main buyers of restaurant services. For the successful operation of the restaurant, they invite a well-known blogger who makes promotional videos on national cuisine or an interesting music program. ([https://t.me/ « Digital Lovers & Vasilis A »](https://t.me/«DigitalLovers&VasilisA») )

Collaboration with applications it must be remembered that only 4 out of 10 guests return to restaurants after the pandemic, while the rest prefer delivery. Therefore, the main emphasis in 2023 should be placed on the development and implementation of various technologies. The time spent on the Internet by consumers of restaurant services is inevitably growing, so it is worth making suggestions for a varied "low-calorie" menu, including taking into account healthy lifestyles, adjusting to the needs of the market.

The needs of the restaurant services market are changing. Consumers want new taste sensations . The taste preferences of guests change much faster than the menu in a restaurant, and they are often very difficult to keep track of. A start-up of "food intelligence" based on artificial intelligence – tastewise, has appeared abroad , it not only helps in tracking people's tastes, but also helps to predict them, making it possible to offer exactly what consumers want.

The main trends in the development of the restaurant business are largely based on the kitchen itself, proposed by the restaurateur. Nobody canceled the trends, and a fresh look at already familiar things always serves as a good help to the restaurateur. It is the unique approach and adaptation of the menu for the guest of the catering company that allows you to create the most comfortable conditions for the development of the restaurant and serving even the most fastidious gourmets. The fashion for a healthy lifestyle, which has been developing so rapidly for more than five years, has had a serious impact on European and domestic cuisine. More and more people are striving to diversify their table with healthy and environmentally friendly products, because the demand for diet food is growing exponentially. Nutritionists advise eating a healthy diet to get the most benefit. That is why the "low-calorie" and "vegetarian" menu is widely popular and trusted by people who adhere to a healthy diet. ( [https / t . me / " Digital Lovers & Vasilis A " \)](https://t.me/«DigitalLovers&VasilisA») )

Modern trends in the development of the restaurant business have long set up restaurateurs to include vegetarian dishes in the menu. The vegetable menu today is extremely popular and is actively promoted by many domestic and foreign restaurateurs, in addition, many adherents of a healthy lifestyle who dream of throwing off a few extra pounds exclude "harmful" foods from their diet - bread, sugar, dairy and other products.

The trends in the development of the restaurant business in Russia are constantly changing, therefore our consumer, an adherent of delicious food, has become even more picky - now he is interested not only in the taste of the dish, but also in its composition.

Superfoods – this is the name given to products that attract the attention of regular restaurant guests. They are raw or pickled products, which are prepared according to a special technology (which allows, during cooking, to preserve all useful trace elements).

The next trend in demand is molecular cuisine.

**Molecular Cooking Gained Popularity** not so long ago and won the hearts of many restaurant guests who prefer gourmet dishes with an original presentation, such as Michelin restaurants. This kitchen it requires special equipment, but it is extremely difficult to promote it during a pandemic - already experienced guests who want to eat deliciously order it, but for "newbies" the presentation itself is important (there is no question of delivery).

**Fusion cuisine is becoming another popular trend.** Fans of a light and satisfying snack that does not cause heaviness in the stomach will especially like fusion cuisine. It involves a flavor "composition" that can be easily absorbed in the body.

Another fashion trend is the gluten-free diet, which eliminates foods that contain vegetable protein (gluten) from the diet. In addition, gluten is used as a thickener, and it is included in confectionery, creams and various sauces.

The main sources of gluten are rye, wheat, and barley. It is necessary to exclude such products from the diet: bakery, pasta, semolina, sausages (sausages), beer, etc. Of course, you don't need to completely abandon cereals, you need to replace gluten-rich foods with other raw materials and take this into account when creating the menu.

### **Conclusion**

Thus, we can conclude that today in the Russian Federation all the prerequisites have appeared for the development of a "new" restaurant product that will help meet the demand of the population for the services of a catering enterprise.

The introduction of "robotics" and "new" menus in the restaurant business will allow to analyze the impact of new technologies on work processes or to check the correctness of the built supply chain of culinary products. Specialists, restaurateurs, can predict scenarios for the delivery of products and the creation of a "new" menu in order to better understand their potential positive or negative impact on the restaurant.

If a restaurant wants to increase sales by a certain percentage, with the help of these tools (new approaches in the restaurant business), then it will be possible to calculate how many employees will be required to achieve the goal.

When an idea is formed about new preferences in menu selection and ways of delivering culinary products, it will be possible to integrate this data into a single solution (creating a "new restaurant product"), and the degree of involvement and customer loyalty will definitely increase.

The aggregated data will provide insight into how customers respond to marketing and the impact campaigns have on restaurant revenue.

For example, the combination of access to loyalty points, contactless ordering at the table and online payments are real opportunities for "growth" in profits in the future.

Before implementing any technology, it is worth considering and calculating how quickly it will pay off.

Data, new technologies, will be developed not only in large cities, but also in villages where there are catering points and good mobile communications, with the ability to use the "app" or online payments.

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#### ОБ АВТОРАХ / ABOUT THE AUTHORS

**Юдина Татьяна Александровна**, доктор социологических наук, профессор, Сочинский государственный университет, Российская Федерация, 354000, Краснодарский край, город Сочи, ул. Пластунская, 94, e-mail: [yudinat@list.ru](mailto:yudinat@list.ru)

**Tatiana A. Yudina**, Doctor of Sociology, Professor, Sochi State University, Russian Federation, 354000, Krasnodar Territory, Sochi, ul. Plastunskaya, 94, e-mail: [yudinat@list.ru](mailto:yudinat@list.ru)

**Беловодова Светлана Евгеньевна**, кандидат психологических наук, Пятигорский институт (филиал) СКФУ, 357500, Российская Федерация, Ставропольский край, город Пятигорск, пр. 40 лет Октября 56, e-mail: [sveta111.1959@mail.ru](mailto:sveta111.1959@mail.ru)

**Svetlana E. Belovodova**, Candidate of Psychological Sciences, Pyatigorsk Institute (branch) NCFU, 357500, Russian Federation, Stavropol Territory, Pyatigorsk, ave. 40 years of October 56, e-mail: [sveta111.1959@mail.ru](mailto:sveta111.1959@mail.ru)

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