

INTEGRATED APPROACHES, NEW TRENDS AND INNOVATIONS IN MENU DEVELOPMENT FOR THE RESTAURANT INDUSTRY

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The article examines modern approaches to menu development in restaurant business establishments, highlighting its pivotal role in shaping an establishment's image, attracting customers, and improving financial performance. The study explores marketing, technological, creative, ecological, and customer-oriented approaches, each contributing to the menu's attractiveness and relevance. The primary functions of a menu are analyzed, including its informational, marketing, managerial, quality control, and customer satisfaction roles. Key trends are discussed, such as the incorporation of local and seasonal ingredients, healthy dining options, innovative cooking techniques, and interactive elements. The article underscores the importance of adapting menus to shifts in demand, evolving gastronomic trends, and changing customer preferences. Emphasis is placed on the role of innovation in enhancing the competitiveness of food service establishments. Current trends influencing menu development are also highlighted, including the rising demand for local and seasonal products, healthier food choices, vegan and vegetarian options, and exotic ingredients. Additionally, the importance of continual menu adaptation to dynamic market needs, customer preferences, and emerging culinary trends is stressed. This adaptability is essential for restaurants to maintain their competitiveness and relevance in the ever-evolving food service industry.

Keywords: restaurant business, menu, trends, innovations, competitiveness.

КОМПЛЕКСНІ ПІДХОДИ, НОВІ ТЕНДЕНЦІЇ ТА ІННОВАЦІЇ В РОЗРОБЦІ МЕНЮ ДЛЯ РЕСТОРАННОЇ ІНДУСТРІЇ

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У статті проаналізовано сучасні підходи до розробки меню в закладах ресторанного бізнесу, яке створює ключову роль у формуванні іміджу, залучення клієнтів та підвищення фінансової ефективності. Розглянуто маркетинговий, технологічний, креативний, екологічний та клієнтоорієнтований підходи, що забезпечують привабливість та актуальність меню. Проаналізовано основні функції меню та ключові тренди, включаючи використання локальних і сезонних інгредієнтів, здорове харчування, інноваційні методи приготування та інтерактивність. Акцент зроблено на важливості адаптації меню до зміни попиту, гастрономічних трендів і вподобань клієнтів. У статті також висвітлено сучасні тенденції, які впливають на розробку меню. Серед них зростаючий попит на місцеві та сезонні продукти, варіанти здорового харчування, веганські та вегетаріанські страви та екзотичні продукти. Крім того, у статті підкреслюється важливість постійної адаптації меню до динамічних потреб ринку, змін уподобань клієнтів і нових гастрономічних тенденцій. Ця адаптивність гарантує, що ресторани залишаються конкурентоспроможними та актуальними в індустрії громадського харчування, що постійно змінюється. Інтеграція інноваційних практик, таких як концепції «від ферми до столу» та цифрові платформи для управління запасами в режимі реального часу, представлена як перспективний напрям для сталого зростання та підвищення лояльності клієнтів.

Ключові слова: ресторанний бізнес, меню, тенденції, інновації, конкурентоспроможність.

STATEMENT OF THE PROBLEM IN GENERAL TERMS AND ITS CONNECTION WITH IMPORTANT SCIENTIFIC OR PRACTICAL TASKS

Menu formation is one of the key aspects of the successful operation of restaurant business establishments. In today's world, where competition in the restaurant business market is growing, it is important not only to satisfy customer needs but also to create a unique image of the establishment. The menu is becoming a powerful tool for attracting and retaining customers, as well as for increasing the financial efficiency of the business.

Thus, the relevance of the study lies in the fact that it provides practical recommendations for owners and managers of restaurant business establishments, helping them to improve the menu in line with the latest trends, improve the quality of service and develop in an ever-changing market.

ANALYSIS OF RECENT RESEARCH AND PUBLICATIONS

The field of menu development for the restaurant industry has made significant progress in recent years, with researchers and practitioners focusing on innovative approaches to improve customer satisfaction, increase operational efficiency, and address emerging trends. While recent research provides valuable insights, gaps remain in understanding the long-term impact of digital tools and new technologies on menu development. The issues of menu development for the restaurant business in Ukraine were researched by Hrytsyshyn S., Nechaiuk L., Martynchuk M., Bachurina A., Telezhenko L., Hushcha Ye., Kalnyshevska M., Zavadynska O. and others.

IDENTIFICATION OF PREVIOUSLY UNRESOLVED PARTS OF THE GENERAL PROBLEM TO WHICH THE ARTICLE IS DEVOTED

Sustainability challenges, such as the practical aspects of sourcing organic ingredients and minimizing waste, have not received sufficient coverage, especially in terms of implementation in real-world scenarios. Consumer-oriented menu personalization, such as the use of feedback, customization options, and loyalty incentives, also remains an underdeveloped topic in existing research. In addition, the financial implications of innovative and sustainable practices, especially for small and medium-sized enterprises, have not been thoroughly analyzed. By addressing these gaps, the article contributes to the development of balanced, innovative and adaptive menus that meet the growing needs of the modern foodservice industry.

DEFINITION OF THE RESEARCH PURPOSES

The purpose of the study is to explore modern approaches to the development of menus in restaurants, to determine their impact on the image of the institution, attracting customers and improving financial efficiency. The main goal is to highlight key trends and innovations in the field of gastronomy, to emphasize the importance of adapting the menu to changes in demand, gastronomic trends and customer preferences, as well as to emphasize the role of innovation in increasing the competitiveness and sustainable development of catering establishments.

SUMMARY OF THE MAIN POINTS

Menu development is one of the most important tasks in the management of any restaurant business. The menu not only determines the range of dishes and drinks, but also shapes the image of the establishment, attracts customers and influences their satisfaction. In today's environment, there are several approaches to menu development that help make it more attractive, convenient for consumers and effective for business. Proper planning and constant analysis of the menu help to maintain its relevance and attractiveness to visitors, ensuring a steady flow of customers and increased profits. [1].

The main approaches include marketing, technological, creative, environmental, and customer-oriented approaches, as shown in Figure 1.

The marketing approach involves analyzing the market, target audience, and competitors in order to create a menu that best meets the needs of consumers and distinguishes the restaurant from its competitors. The main stages include: analysis of the target audience (determining the demographic characteristics, preferences and needs of potential customers. This helps to create a menu that meets the tastes and expectations of consumers); competitor research (studying the range, pricing policy and menu features of competitors to identify unique offers that can attract more customers); menu positioning (developing a unique selling proposition that distinguishes the establishment in the market and attracts the attention of customers) [2].

The technological approach is based on the use of modern technologies in the process of cooking and presentation of dishes. This includes: the introduction of the latest equipment (use of modern kitchen devices that allow cooking faster, more efficiently and with less resource consumption); innovative cooking methods (use of advanced techniques such as sous vide, molecular cuisine, etc. that allow creating unique and high-quality dishes); digital technologies (use of software for inventory management, order automation and sales analytics that helps to optimize kitchen operations and improve customer service).

The creative approach involves creating original and unique dishes that attract customers' attention and create a special image of the restaurant. The main aspects include: development of author's dishes (creation of unique recipes that differ from standard offers on the market); aesthetics of serving (great attention to the visual appeal of dishes, use of creative serving and decorating techniques); themed menus (development of special menus for holidays, seasons or events that attract customers with their originality and exclusivity).

The ecological approach focuses on sustainable development and reducing environmental impact. This includes: the use of organic products (purchasing ingredients from certified organic farms, which ensures high quality of food and supports sustainable development); waste reduction (implementing waste minimization practices such as composting and recycling, which reduces the restaurant's environmental footprint); eco-friendly packaging (using biodegradable and recyclable materials for packaging takeaway dishes).

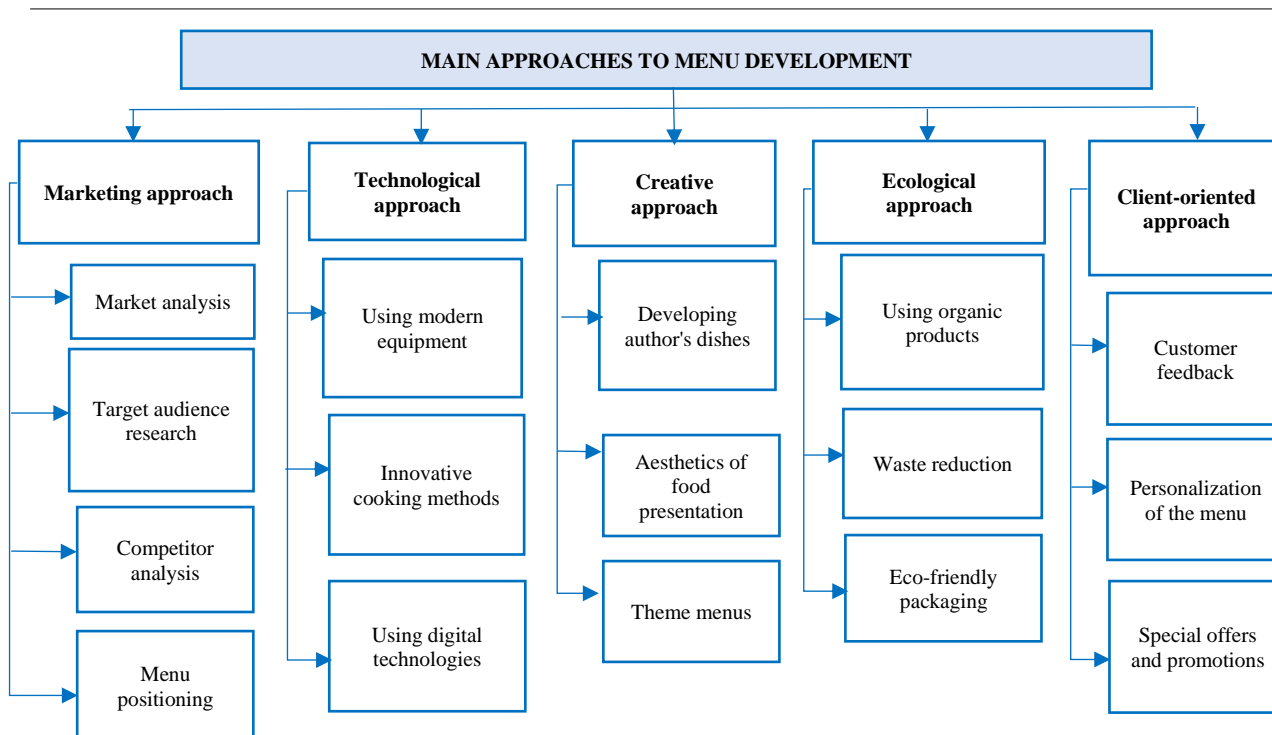


Fig. 1. The main approaches to menu development for the restaurant business

A customer-centric approach involves creating a menu tailored to the wishes and needs of customers, ensuring a high level of service and continuous improvement. The main aspects include: feedback (actively receiving and analyzing customer feedback to identify their needs and expectations, and making changes to the menu based on this data); menu personalization (offering options for individualized customization of dishes (e.g., adding or excluding ingredients), which increases customer satisfaction); promotions and special offers (developing loyalty programs, discounts, and promotions that encourage customers to make repeat visits) [3].

The menu not only informs consumers about the dishes available in the assortment, but also reflects the style, concept and uniqueness of the establishment. The menu is a business card of the establishment, and creates the first impression and shapes the expectations of visitors, which is why it should be impeccably designed and correspond to the concept of the enterprise.

The main functions of the menu are:

The menu's information function provides visitors with detailed information about the available food and beverages, their composition, weight, cost, and preparation methods. This allows customers to make informed choices based on their own tastes and dietary restrictions.

The marketing function of the menu, in turn, is an important marketing tool, helping the establishment to stand out among competitors. The use of attractive descriptions of dishes, photos, special offers, and promotions helps to attract customers' attention and stimulates sales.

The management function of the menu affects all aspects of restaurant management, including procurement planning, inventory control, kitchen organization, and customer service. A well-designed menu helps to optimize processes and reduce costs.

The menu quality control function sets quality standards for the dishes served in the restaurant. It helps to ensure consistency in cooking and adherence to recipes, which is important for maintaining a high level of service.

The customer satisfaction function allows the establishment to meet the diverse needs of customers by offering a wide range of dishes, including vegetarian, dietary, children's and special event dishes. This helps to attract more customers and increase their loyalty.

The menu plays an important role in shaping the image of an establishment. Effective resource management also depends to a large extent on the menu. Through careful planning and development, an establishment can effectively manage its resources. This includes reducing the cost of purchasing products, avoiding losses due to leftovers, and optimizing staff performance.

The menu ensures high quality of service by standardizing the process of cooking and serving dishes. This is important to meet customer needs and maintain customer loyalty. Standardization allows the establishment to ensure the stability of the quality of dishes, which increases customer confidence.

A well-designed menu can significantly increase the revenue of an establishment. The use of special offers, promotions, cross-selling, and upselling stimulates sales, increases the average check, and attracts more customers. This contributes to the growth of the cafe-bar's profitability.

Finally, the menu allows the establishment to flexibly respond to changes in demand, gastronomic trends, and customer preferences. Thanks to this, the company can remain competitive and relevant in the catering market, adapting its offers to new conditions and market requirements.

Modern menu development in the restaurant business actively monitors trends and uses innovative approaches to meet changing customer preferences and market requirements. Table 1 summarizes the main key trends and innovations that significantly affect modern menu development, making it more dynamic and responsive to modern consumer demands

Table 1

Key trends and innovations in menu development

Menu trends	Example	Innovation
Local and seasonal ingredients	Use of local fruits and vegetables in salads and desserts	Installing mini-farms or vertical gardens to grow ingredients on site
Healthy food and dietary options [4].	Spinach and avocado smoothies, gluten-free desserts,	Use of superfoods (spirulina, chia, high-protein dishes) to increase the nutritional value of dishes
Menu for children [5]	Colored vegetable sticks with yogurt sauce, mini-burgers with chicken	Attractive for the target audience and positioning on the market as a creative menu
Food shows	Show confectioner, interactive shows, live fire shows, barbecue shows	Use of various techniques that turn cooking into a real show
Innovative cooking methods[6]	Sous vide cooking of meat to preserve juiciness	Use of 3D printing to create unusual shapes and textures of dishes
Farm-to-table concepts	Purchase of products from local farmers	Use of mobile applications to track the origin of products
Exotic ingredients	Salad with dragon fruit and passion fruit sauce	Using seaweed or insects as protein-rich ingredients
Vegan and vegetarian options	Burger with chopped mushrooms	Using chopped mushrooms as a base for a vegan burger
Increased attention to aesthetics and presentation	Dessert in the form of a flower or sculpture	Using edible gold and silver to decorate dishes
Availability and speed of service	Using quick-frozen meals for quick preparation	Using robots and automated systems to prepare and serve food

The table below shows the key trends and innovations that are having a significant impact on modern menu development in the restaurant business. Local and seasonal ingredients help support local producers and guarantee the quality and freshness of products. Dietary options satisfy the demand for healthy food, and the introduction of healthy food increases the nutritional value of dishes. The children's menu is designed to attract family visitors. The interactive menu and unusual presentation of dishes will provide an interesting process of choosing and eating food for the youngest visitors. Innovative cooking methods allow us to create delicious and unique dishes, and the introduction of interactive elements in the process of choosing dishes and eating helps to improve customer interaction with the menu and the restaurant. Special attention to aesthetics and presentation makes dishes more attractive and helps to increase customer loyalty, and the use of 3D printing will provide an opportunity to experiment with shapes and textures. Farm-to-table concepts guarantee high-quality ingredients, which supports sustainable development. Mobile applications allow you to track the receipt of products, which helps to optimize inventory and ensures the stability of the institution, which is an important factor in ensuring the efficiency of service. Exotic ingredients add uniqueness to the menu, offering customers something new to try to impress them. Increased attention to aesthetics and presentation makes dishes more presentable and attractive. Accessibility and speed of service greatly increase the efficiency of the establishment. [8]

**CONCLUSIONS FROM THIS ARTICLE
AND PROSPECTS FOR FURTHER RESEARCHES IN THIS AREA**

The menu is a tool in the restaurant business that performs information, marketing, management, control and customer satisfaction functions. It shapes the image of the establishment, influences the level of customer satisfaction and financial efficiency. Modern approaches to menu development, such as marketing, technological, creative, environmental and customer-oriented, can increase the attractiveness and competitiveness of an establishment. This includes market analysis, innovative cooking methods, creation of unique dishes, environmental friendliness, and focus on customer preferences. Trends, such as the use of local and seasonal products, healthy eating, exotic foods, interactivity, and modern technologies, contribute to increased efficiency and customer satisfaction. Restaurants should regularly monitor customer needs, follow trends, and improve their menus to remain competitive.

Further research will be aimed at customer behavior analysis, which will help to understand how innovations in serving dishes affect their loyalty. The development of adaptive menus based on seasonal changes and gastronomic trends is a step towards increasing flexibility. It is also worth evaluating the effectiveness of digital platforms in menu planning, sales analytics, and inventory management. Such research will optimize menu creation processes, improve service quality, and strengthen the competitive advantages of restaurant businesses.

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