The Role of Innovative Technologies in Catering

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Abstract: The article describes the increasing role of innovations in catering establishments and the strengthening of their position in the market by those operating in this way.

Keywords: Fast-casual restaurant, Tepan-show, Interactive bar.

It allows to ensure the rapid growth of the service sector in the republic, further support entrepreneurship in this direction and create new jobs for the population. In particular, the importance of innovations and an innovative approach in strengthening the health of the population and the effective operation of enterprises is incomparable. the continuation of the industrial policy aimed at increasing the industrial share in the product and the development[1] of the food industry will lead to the improvement of both food security and people's lifestyle.

The trend of automation is actively developing in the world. More and more restaurateurs are integrating with new technologies to optimize service speed and optimize labor costs. For example, in the United States, according to the National Restaurant Association, about 41% of fast food establishments use tablets, desktop ordering systems, self-service kiosks and restaurant automation programs.

Free Wi-Fi in the infrastructure of catering today has become no longer an additional advantage, but a necessity. The places where people come to eat are turning into work sites, almost all modern restaurants provide the opportunity to check the mailbox and chat on social networks while waiting for an order.

Poster experts collected data from surveys conducted by McKinsey in Europe and the United States and identified trends that will affect the restaurant business this year. Research has shown that most people cut back on their spending during times of crisis, especially when it comes to restaurant delivery and takeout.

Food delivery from a restaurant is the most important and current trend of recent years, it will only intensify in the future due to quarantine restrictions. Without such an option, it will be extremely difficult for a sushi bar or pizzeria to compete and, accordingly, quickly reach a payback. The use of an automation system with an integrated delivery module can be a significant plus in this case.

Delivery apps - Delivery.com, Uber Eats, Caviar are some of the most popular in the world. There is also an increase in the number of orders from virtual restaurants that do not accept offline guests and cook exclusively for delivery. One of the new ideas on the market is "hubs" for virtual establishments: the kitchens of different restaurants under one roof, between which autocarts run, pick up orders and deliver them to customers. This reduces the cost of establishments and makes delivery more affordable for visitors.According to

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[1] 2022 — 2026 йилларга мўлжалланган Янги Ўзбекистоннинг тараққиёт стратегияси тўғрисида. Ўзбекистон Республикаси Президентининг Фармони, 28.01.2022 йилдаги ПФ-60-сон.

ResearchAndMarkets, the global market for online food delivery in 2018 amounted to $84.6 billion.

Delivery service target audiences are Millennials and Generation Z, who spend a large share of their budget on ordering prepared meals and have the highest demands on services such as instant delivery, gamification, personalization, and tracking the entire process. Recently, it has become quite common installation of tablets with a delivery service in catering establishments that display order notifications. However, for a long time, the use of this technology was not sufficiently optimized, since the waiters were forced to manually "interrupt" orders into the institution's accounting system.

Since 2018, this problem began to be gradually solved. So, the Grub Hub Company announced integration with five popular food point accounting systems. At the same time, Uber Eats, in the context of integrating technology with checkouts, acquired Order Talk, an online booking system. In the future, this integration will optimize the system for accounting and sending orders by concentrating its main elements in one place, which will greatly simplify the service process.

To meet customer expectations, delivery services are also innovating and simplifying the ordering mechanism as much as possible. You can order products in social networks, with the help of virtual assistants and from the navigation system of the car. Taking into account the latest trends and directions, namely the transition of offline trading platforms to online sales and vice versa, multi-channel in catering establishments is also beginning to acquire great importance. A significant number of offline catering establishments already operating in the context of this trend are effectively using their resources, offering customers not only to visit the establishment, but also order food at home, or place an order and pick it up themselves.

Also, the trend of opening Fast-casual restaurants is gaining momentum. This type of establishment is aimed at people who want to get healthy food, close in quality to expensive restaurants, taking into account the observance of minimum waiting times.

3D printing technologies are developing faster every day. So, in the US, you can already visit one of the first bars created using this method. The structure has a shape that vaguely resembles a cocoon. If you look at this bar (in the picture below), it seems that the structure is woven from numerous steel rods.

Tepan show is a newfangled invention of the catering business, which consists in demonstrating the preparation of a dish by a chef. The audience sitting in the hall has the opportunity to observe all the stages of cooking with their own eyes or on the monitor screen. The interactive menu is another of the latest innovations in food service. Instead of boring paper books, visitors are provided with an iPad, where they can independently place an order, see its final amount, and calculate the calorie content of dishes.

More and more restaurants are moving from paper menus to QR codes. This is convenient because no additional equipment is required, it is enough to place a sticker on the table in the establishment so that the guest can scan the menu with his smartphone and then pay for the order. Using the code, you can also create a note on the calendar with a promotion or event that will be in the institution or you can simply redirect the visitor to the reviews page.

The inventors of the interactive table have gone even further. Unlike an ordinary wooden product, on an interactive one you can place an order that will reach the kitchen with lightning speed, read the news feed, change the design of the countertop. You can also watch videos and play board games on it.

An interactive bar is another interesting invention that allows you to keep the client at the bar. It is a screen that displays video effects of movement and behavior, and their creator is the visitor himself.

To minimize costs and exclude the work of a cashier, as an extra link for fast food and fast casual formats, restaurateurs have begun to install self-service kiosks more actively. Accordingly, this option has become safer during the pandemic, as there are no crowds near the cash register. Self-service kiosks can also be smart: identify a guest by their face, offer them to repeat the previous order, and then automatically deduct money from the card. Today, for example, Face ID works in an experimental mode in the Cali Burger network.

The trend to store the institution's data in the cloud, rather than on the institution's own server, is gaining momentum faster and faster. Restaurateurs want to have full access to operational data and analytics from anywhere in the world, and not depend on one workplace. Not only tablet systems work in the cloud. Traditional stationary automation systems have also begun to offer data storage on more secure remote servers.

Unlike the West, the owners of Russian establishments are introducing automation, first of all, in order to comply with the law - to send fiscal receipts to the tax office, to fight theft, to keep a detailed account of the warehouse, inventory. Detailed technological maps make it possible to control the work processes in the institution.

Procurement automation is another useful time-saving invention. With the help of a special program, the restaurant purchases products from the supplier. The innovative project allows you to control the cost and automate the workflow.

If cooking standards are not met and there are problems with quick service, a special management program can be implemented. This is a board that displays the optimal cooking time. After accepting an order, it is entered into the program, and the chefs mark the readiness of orders on the screen. Many restaurants give out pagers or beepers to alert guests when an order is ready. By transmitting a vibration signal, they can also notify that an occupied table is free.

Guests who are increasingly thinking about a healthy lifestyle want to receive quality local products and know where and how they were grown. Against the backdrop of these changes in consumer behavior, marketplaces such as Podfoods are emerging, connecting farmers and geo-referenced restaurants.

Innovations also affected the personnel control system. Now, in some places, workers are given identification cards that transmit radio frequencies. They track the movement of a person; determine how often and efficiently he washes his hands, whether he wears gloves while cooking. Public kitchens are equipped with webcams that record violations of sanitary and safety standards.

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