



Volume: 02 Issue: 06 | June 2021 ISSN: 2660-454X

<http://cajitmf.centralasianstudies.org/index.php/CAJITMF>

Pandemic and Trends in the Restaurant Business in 2021

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Received 15th April 2021,
Accepted 19th May 2021,
Online 21th June 2021

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ABSTRACT: This article determines pandemic and trends in the restaurant business. This research article assesses the health of the restaurant business in the world during the coronavirus pandemic. All necessary conditions for the successful development of delivery and possible difficulties in its implementation.

Keywords: restaurant business, the pace of development of the restaurant business, pandemic, trends

Introduction:

Restaurant trends are changing fast, especially due to the introduction of quarantine measures in different countries. If earlier delivery from a restaurant was not very popular, now most of the proceeds come from orders for delivery and with you. Studies have shown that a review of the restaurant market and talk about how technologies have changed the restaurant market, which services are already available in our countries, and which have not taken root.

There are still prospects for the development of the restaurant business. An important condition for their implementation, however, should be the ability of entrepreneurs to adapt to the new conditions of the current economy. Those who show flexibility and the ability to implement new technologies, principles of work and customer service will be able to easily pass this period. The so-called status establishments, which are very difficult to lower the bar and offer their VIP customers a budget food option, will have the hardest time of all. Forecasts of further developments in the restaurant industry are not the ultimate truth.

The safest way to organize a restaurant business at the moment is a franchise – type establishment. Even banks are much more willing to open loans if we are talking about a franchise. So far, this method of opening an enterprise is the most budget-friendly and least expensive. Creative, unusual, modern cafes and bars will survive in any conditions. To do this, you need a good specialist-a marketer, designer and creative person in one person. Small stylized establishments, for example, a cafe-library or a bar that reflects the style of a certain era, will be able to stay afloat.

The guarantee of success will be endless promotions, guests and hosts of evenings, unusual events. "Restaurant days" are becoming more and more popular, when anyone who shows a desire can become a

restaurant manager for exactly one day. The more unusual the concept of a new establishment is, the greater the flow of customers it will provide. A well-chosen consumer will also help to keep the business going during a crisis. This means that your establishment should not hope to warm everyone up. Choose the stratum of society that you will attract with your ideas. For example, a cafe can become a meeting place for bikers or connoisseurs of jazz music. There can be as many options as you want. Here everything depends on the personal ingenuity of the owner.

Main part

Data from surveys conducted by McKinsey in late March across Europe and the United States. Polls show that most people expect to cut their spending during the crisis, especially when it comes to delivery from restaurants and takeout. At the same time, polls in China showed that after the pandemic, people are likely to spend more on food delivery, and it is also likely that the demand for delivery will quickly return to pre-crisis levels.

Find out more in McKinsey Research article for in-depth surveys and restaurant trends in 2021.

Now about the trends that will affect the restaurant business in 2021.

1. Delivery and takeaway food

Food delivery from a restaurant is the most important and relevant trend of recent years and will only intensify in 2021 due to quarantine restrictions. Especially if you plan to open a sushi bar or pizzeria, this option is just a must-have. Without it, it will be extremely difficult to compete and, accordingly, quickly reach payback. And the use of an automation system for a sushi bar or pizzeria with an integrated delivery module will be a significant plus when launching this option in an institution.

The culture of food delivery and online ordering is developing at an incredibly fast pace, especially during a pandemic, when establishments are closed to the public, and only takeaway or delivery is allowed (except for alcohol delivery and the sale of take-away drinks). Delivery.com, Uber Eats, Caviar apps are some of the most popular in the food industry in the world. In addition to delivery from regular establishments, a growing number of orders from "virtual" restaurants that do not accept offline guests and prepare exclusively for delivery. One of the new ideas on the market is "hubs" for virtual establishments: kitchens of different restaurants under one roof, between which autonomous cars ply, picking up orders and delivering them to customers. This reduces the cost of the establishments and makes the delivery more affordable for the visitors.

According to the latest research by Research And Markets, the volume of the global online catering delivery market in 2018 amounted to \$ 84.6 billion. According to analysts, active growth will continue in the future - by an average of 9.8% - until 2026. In CIS countries, the delivery segment is also showing active growth: over the past 5 years, the market has grown by 35%.

To meet the needs of their customers, delivery services introduce new technologies and simplify the ordering mechanism as much as possible. You can order on social networks, using virtual assistants and from the car's navigation system.

For example, in the USA, pizza from Pizza Hut can be ordered and paid directly from the digital menu of the machine, and from Domino's Pizza - simply by moving the pizza emoji. The same Pizza Hut released a digital menu that determines the focus of the customer's eyes and offers the best pizza ingredients out of 4,896 possible combinations in just 2.5 seconds.

Delivery services install their own tablets in establishments - it is on them that restaurants receive order notifications. However, waiters are forced to manually "interrupt" these orders in the restaurant's accounting system. Some establishments in the United States may have up to 5-6 tablets of different delivery services. This double work dramatically delays the maintenance process.

In 2018, leading delivery platforms finally began addressing this pain of restaurateurs – GrubHub announced integrations with five popular inventory systems, and UberEats decided to purchase orderTalk online booking system to leverage their checkout integration experience. Software integration will automatically send orders for delivery to the store's accounting system and receive all operational data from all sales channels in one place. Using your own delivery automation software integrated into the accounting system for a cafe or restaurant also greatly simplifies the process.

If you start organizing your own delivery service, you can save money by not spending it on aggregator shipping fees, which is important when the budget is limited. With delivery automation, you can control couriers, see the revenue from your delivery orders and develop delivery services by expanding the staff and delivery map.

2. Multichannel

The trend of the last few years in retail, when large offline stores are switching to online sales and vice versa, as shown by Amazon. Multichannel in public catering is also a combination of online and offline sales. Most offline establishments that have already adopted this are effectively using their resources to increase sales, inviting customers not only to visit the establishment, but also order food at home, or place an order and pick it up themselves.

For example, if you use the Poster restaurant automation system, then you can connect the Poster Shop, a fully integrated online storefront for your establishment, and start accepting online orders. In Poster, you will be able to fully track the order from its acceptance from the website to the delivery of the order to the client, view sales statistics and control the work of couriers, see more details about automating your delivery service.

3. Casual segment and healthy food

More and more fast-casual restaurants are opening up, a popular format for those who love healthy food but don't like to wait long. In such establishments, guests receive food that is close in quality to expensive restaurants for little money, and the service here is slightly better than in fast food.

4. Automation and digitalization

An automation trend is developing in the world - more and more restaurateurs are integrating with technologies to optimize the speed of service and save on labor costs. According to the National Restaurant Association of the United States, about 41% of fast food establishments in the United States use tablets, desktop ordering systems, self-service kiosks and automated programs for restaurants.

Self-service kiosks – this is a trend for fast food and fast casual formats. In fact, the cashier becomes an extra link in establishments of this format, and restaurateurs are trying to replace him and minimize costs. This option is safer during quarantine, since there is no crowding near the cash register.

Cloud services - the tendency to store the data of the institution not on its own server in the institution, but in the cloud is gaining momentum more and more. Restaurateurs want full access to operational data and analytics from anywhere in the world, rather than being dependent on a single workplace. Not only tablet systems work in the cloud, traditional stationary automation systems have begun to offer storing data on more secure remote servers.

If in the West, automation is primarily about increasing the speed and quality of customer service, then our restaurateurs have these goals so far not the main ones. Establishment owners are adopting technology primarily in order to operate according to the law, for example, send fiscal checks to the tax office, and fight against theft. Detailed accounting of the warehouse, inventory, detailed technological maps make it possible to better control the work processes in the institution.

In many Western countries, there is no fiscalization and special requirements for the management of an establishment, and the topic of theft is less relevant. Establishments do not keep records as carefully as

our restaurateurs: recipes may not be "driven in", inventory is carried out every few months, etc. Less attention to accounting - more to speed of service and loyalty.

5. QR codes

More and more restaurants are moving away from using paper menus because it is unsafe. The QR code menu is convenient to use because no additional equipment is needed. Place the sticker on the table in the restaurant and the guest will scan the menu with their smartphone. Use this technology so that the guest can pay for the order using a smartphone.

QR code can contain different information: menu, delivery terms, restaurant history or personal loyalty card data. Using the code, you can also create a note in the calendar with a promotion or event that will be in the institution, or you can simply redirect the visitor to the reviews page.

There is another practical use for codes. For example, Poster's latest integration with an app that helps guests call a waiter or request an invoice after scanning a QR code. Place a sign on each table or stick stickers on the menu. Visitors can scan the code with the camera and call the waiter or ask for the bill in the browser window that opens.

6. Franchises

More franchised establishments. Aspiring entrepreneurs do not want to risk their project, so starting a business on a successful and stable model looks much more tempting, as evidenced by the statistics of open catering establishments.

7. Monoproduct

Less universal restaurants "sushi - pizza - hookah - karaoke". More and more often, guests prefer to such establishments more narrowly focused cafes, pizzerias or hookah bars - places where their favorite dishes are prepared really tasty.

Fewer and fewer people are willing to be content with average quality in such supermarket restaurants, often for the same money as in cozy, atmospheric establishments. Hence the conclusion that it is worth focusing on monoproducts: burgers, pizzerias, etc.

8. Pastries and sweets

More bakeries and pastry shops. Fresh baked goods are in demand all year round, and such establishments can be placed both in residential areas and on central streets with high traffic.

9. Craft drinks and meals

An interesting and fresh crafting trend in everything: dishes, glasses and drinks. This is not only a trendy phenomenon, but also a creative approach to reduce costs. Prices for imported products in CIS countries are constantly growing, and by the end of 2020 the difference had already become almost 3 times. A couple of years ago, restaurateurs who wanted to stay on the market revised their menu options and tried to switch to those products that they could afford in the new conditions.

The fall in national currencies led to an internal reorganization of restaurants and an active redesign of the menu. But it also became the reason for the transition to local products, and not only the economy, but also the premium segment.

Local products are a great alternative to imported counterparts. If before restaurateurs rarely looked in the direction of local farmers, now their time has come. Taking into account the unaffordable prices, the previously inflated prices of local producers now look like extremely profitable cooperation.

A large number of new breweries have appeared and even craft brandy, whiskey, gin and, of course, liqueurs, many different types. Now only the laziest does not add a couple of types of strong "home" alcohol to the bar map. The tinctures themselves are most often made on the basis of vodka or the same

craft whiskey with the addition of various juices and syrups. Served both hot and cold, depending on the season.

10. National and regional cuisine

A trend that has firmly "settled" in our country. In many cities, restaurants of national and local cuisine are opening in rather interesting interpretations: a coffee house, a pastry shop and fast food.

Uzbek cuisine is especially popular. Almost every second restaurant of national cuisine, opened in 2020, is Uzbek. Plov, somsa, manty, kebabs, lagman and shurpa - all this is very tasty, understandable to the guest and easy to prepare from local products in CIS countries.

Now is a good time to open small, family-run and soulful restaurants with delicious food.

11. Robotization in restaurants

For some reason, many believe that robots are still a distant future. In fact this is not true. Now robots are divided into:

front of the house - work with guests;

back of the house - close tasks in the kitchen.

There are still more examples of the latter: robotic hands that fry burgers (Miso Robotics), or machines that prepare salads to go (Spyce). Such technologies make it possible to achieve the same product quality in chain establishments. Robots for work in the gym are so far used less often and look very strange. For example, Bear Robotics has a robot that replaces bussboys in restaurants.

Robotics is considered as one of the most effective methods for solving personnel problems in the future. This is not about replacing AI people, but rather about optimizing the most understandable areas of employee work.

Gym robots are used less frequently. One of the latest innovations, which was presented at the last NRA Show in Chicago, is the Penny 2 robot (Bear Robotics). He knows how to move along narrow corridors, navigate the crowd, deliver food and pick up dirty dishes. The new model has a tablet with which you can take orders and communicate with the guest.

Ono Food Company plans to launch the world's first fully automated restaurant on wheels in Los Angeles with robots and technology for food preparation and ordering. In CIS countries, the technology situation is not developing as quickly as in the United States: self-service kiosks and robots are still far from being a massive phenomenon.

Nevertheless, many establishments already work with cloud-based accounting systems, waiters use a smartphone or tablet instead of a notebook with a pencil, and there are screens with orders in the kitchens.

12. Face recognition

Self-service kiosks can be smart: identify a guest by face, offer him to repeat the previous order, and then automatically write off money from the card. For example, in experimental mode, Face ID works on the Cali Burger network.

13. Supplier aggregators

"From the farmer to the table." Increasingly health conscious guests want quality local produce and know where and how they were grown, how they were transported and how they all affect the environment. Amid these changes in consumer behavior, marketplaces are emerging that connect farmers and geo-referenced restaurants. These are, for example, services such as Podfoods.

Conclusion

As a rule, their number in any city is always predominant against the general background of public catering establishments. There is also a preliminary analysis of the restaurant business market, from which it follows who exactly will not be able to stay in the current conditions.

The reason for this is very simple – what is the point of eating a medium-quality pizza when there is a great pizzeria in two blocks; the forecast also does not bode well for high-status establishments. In any case, the opening of such in the near future is not yet expected. This situation is caused even more by the fact that VIP-level restaurants are more designed not even for the local elite, but for foreigners, the flow of which has halved in recent months. A good way out of this situation is to rebrand or reformat your project. This means that you will need a new idea, perhaps not premium, but effective and life-saving. Many restaurateurs today, in place of famous establishments in which the name of the chef says more than the name itself, open less shocking cafes. The second way to solve the problem is to recalculate the cost of dishes. The development of the restaurant business must keep up with the times, and therefore enterprising owners today use various methods to reduce the prices of dishes: reduce the size of portions; they introduce novelties in technical equipment that allow you to store food and ready-made dishes longer.

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