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OPPORTUNITIES AND CHALLENGES INTRODUCING CRAFT IN THE RESTAURANT BUSINESS

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МОЖЛИВОСТІ ТА ВИКЛИКИ ВІД ВПРОВАДЖЕННЯ КРАФТОВИХ ПРОДУКТІВ В РЕСТОРАННИЙ БІЗНЕС

The relevance of the study is due to the growing role of craft products in the development of the restaurant business, which contributes to a positive customer experience creation at the expense of elements of uniqueness, quality diversity, and authenticity of the restaurant's menu. Under the above, the article aims to consider the possibilities and challenges of introducing craft products into the restaurant business. The article's aims achievement through research methods such as logical generalization or scientific abstraction, and structural analysis. Within the framework of the study, noted that in the context of the restaurant business, craft products are now a basic component, which allows its kitchens to move on to the creation of the author's dishes that exist as unique and identify an individual chef or the entire institution. It is proved that the introduction of craft products in the restaurant business opens up a wide range of opportunities for its successful development, including opportunities to achieve uniqueness and differentiation in the market, opportunities to attract new customers and expand the audience, opportunities to increase reputation and image, opportunities to create an individual brand, opportunities to the customer satisfaction index increase. Development opportunities manifest themselves only if the owners of the restaurant business have taken into account several challenges that may arise when introducing craft products, namely those related to: the selection of suppliers, high production costs of craft products, incorrect perception value of "craft", the continuous staff training needs, consumer awareness of craft products concept, equipment, and infrastructure investment needs, significant risk of implementation failure. Noted that minimization of the above-outlined challenges and maximization of existing opportunities are possible at the expense of careful planning, restaurant market study, proper marketing, and ensuring high-quality standards of craft restaurant products. Therefore, the prospects for further research are to study approaches to the integrated management of the implementation of craft products in the restaurant business.

Актуальність дослідження зумовлена висхідною роллю крафтових продуктів в розвитку ресторанного бізнесу, яка полягає у створенні позитивного клієнтського досвіду за допомогою елементів унікальності, якісної різноманітності та автентичності меню закладу. Відповідно до вищенаведеного, метою статті є розгляд можливостей та викликів впровадження крафтових продуктів в ресторанний бізнес. Досягнення поставленої у статті мети реалізоване за допомогою таких методів дослідження, як логічне узагальнення та наукова абстракція, структурний аналіз. У межах дослідження констатовано, що в контексті ресторанного бізнесу, наразі крафтові продукти є базовим елементом, що дозволяє його кухням перейти до створення авторських страв, що існують як унікальні та ідентифікують окремого шеф-кухаря або весь заклад. Доведено, що впровадження крафтових продуктів у ресторанний бізнес формує широкий спектр можливостей для його успішного розвитку, серед яких основними є можливості з досягнення унікальності та диференціації на ринку, можливості залучення нових клієнтів, можливості підвищення репутації та покращення іміджу, можливості створення індивідуального бренду, можливості підвищення рівня задоволеності клієнта. Можливості розвитку проявляють себе якщо власники ресторанного бізнесу врахували низку складних викликів, які можуть виникнути при впровадженні крафтових продуктів, а саме ті з них, що пов'язані: з вибором постачальників, з високими витратами на виробництво крафтових продуктів (порівняно з класичними), зі сприйняттям цінності та вартості "крафт" споживачем, з потребою постійного навчання персоналу, з недостатньою обізнаністю споживачів, щодо концепції крафтових продуктів, з необхідністю інвестицій в обладнання та інфраструктуру, зі значним ризиком неуспішного впровадження. Зазначимо, що мінімізація окреслених вище викликів та максимізація наявних можливостей можливі через ретельне планування, вивчення ресторанного ринку, правильний маркетинг та забезпечення високих стандартів якості крафтових ресторанних продуктів. Відтак, перспективи подальших досліджень полягають у вивченні підходів до комплексного управління процесом впровадження крафтових продуктів в ресторанний бізнес.

Key words: craft product concepts; expanding the audience; author's dishes.

Ключові слова: концепції крафтових продуктів; розширення аудиторії; авторські страви.

TARGET SETTING

Until recently, the word "craft" could be heard only in the phrase "craft beer" (so this is a beer brewed by small breweries, in small volumes, and, as a rule, according to the author's recipes). Now, the term craft has begun to be used in the restaurant sector. It predetermines that more and more restaurants focus on the natural use of products, on the use of author's dishes and products, abandoning the complexity of recipes. Therefore, the arm of the study is due to the growing role of craft products in the development of the restaurant business, which contributes to the creation of a positive customer experience at the expense of elements of uniqueness, quality diversity, and authenticity of the restaurant's menu. The refers to the inclusion in the menu of dishes that involve not only manual or small-scale production with an emphasis on quality, and taste but also tra-

ditional methods of making ingredients. Craft foods help the restaurant get affordable new tools to stand out from the competition, find new customers, and increase profits by creating dishes and drinks that can't be found elsewhere. Note that an additional factor of relevance is that craft products are often associated with the preservation of natural resources and production without a significant impact on the environment.

ANALYSIS OF RESEARCH AND PUBLICATIONS

Among the publications that consider the problematic issues and features of the introduction of craft products in the restaurant business, it is worth noting the works of Ivashina, L., Byshovets, L., Oliferchuk, O., Paska M.Z., Grafskaya O.I., Kulik O.M. At the same time, the outlined scientists draw attention to the fact that the original cuisine

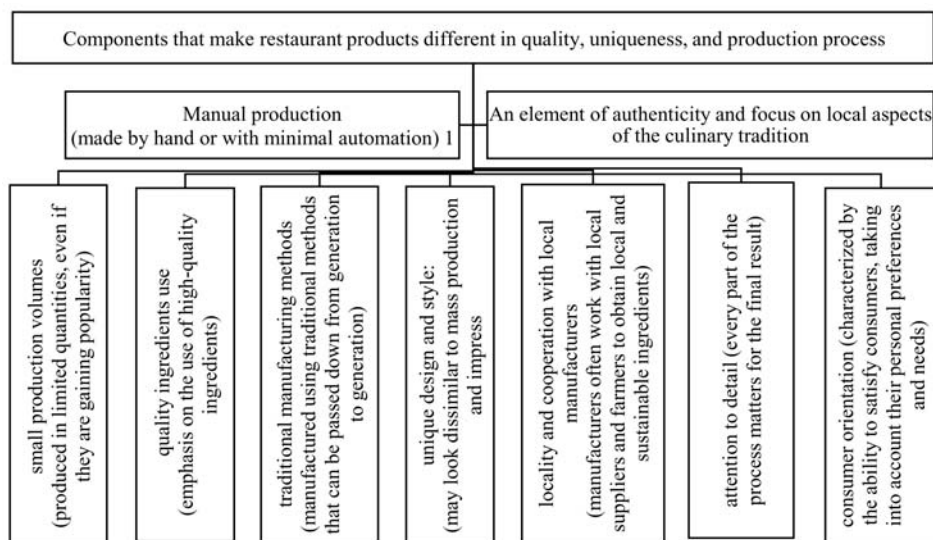


Figure 1. Context of original, handicraft restaurant products in the context of production or provision of restaurant services

Note:

1 This may include manual processes and attention to detail.

Source: formed based on [1; 3—4].

is now gaining popularity, which allows creatively reworking the existing cuisines of the world and creating their craft restaurant product, but not highlight the opportunities and challenges formed such products introduction in the sustainable menu of the institution.

THE WORDING OF THE PURPOSES OF ARTICLE (PROBLEM)

Under the above, the article aims to consider the possibilities and challenges of introducing craft products into the restaurant business.

THE PAPER'S MAIN BODY WITH FULL REASONING OF ACADEMIC RESULTS

According to the available interpretations, craft products are individual ingredients, dishes, and drinks presented as independent products [2]. They are made in limited quantities, usually by hand or in small productions, with a great emphasis on quality, uniqueness, and traditional manufacturing methods. Not every craft product is a restaurant product. A craft product becomes a restaurant product if transformed into a service and product complex, which is formed by:

- products of the original cuisine (dishes, culinary products, drinks, cocktails, etc.) or its precentral part (quantitative and qualitative compositions of ingredients);
- attracting funds that ensure the consumption of this product (hall, wardrobe, furniture, dishes);

— establishment of service (table setting, service, music, lighting, additional services) [3].

Modern examples of "craft restaurant products" (served as part of the menu) are:

- individual craft ingredients, in particular craft flavored oils (for example, basil, lemon, or nut oil), craft sauces (such as avocado-lime or blueberry-basil sauce, to give a unique taste to the dishes), craft marinades for vegetables (such as pickled artichoke with garlic and green mustard), craft herbal salts (such as rosemary or lavender salt, adding an interesting flavor and taste to dishes, exclusive coffee mixes); cured meat or fish;

— craft desserts (such as hand-chopped chocolate tablets, various variations of tiramisu or raisin buns with vanilla cream, etc.) and jam;

— craft cocktails (containing in the composition in liquid ingredients and special syrups to create a unique taste profile [5]);

— dishes that are available only in this institution because they are created using unique recipes, ingredients, and culinary methods.

In the context of providing restaurant services based on craft products, the author's component of the kitchen is formed through the focus on [4]: authenticity; local or regional aspects; attraction of means ensuring their consumption and characterizing the service. The author's component is determined by the content of the local culinary tradition or culinary trends of other areas (using traditional recipes or ingredients that are characteristic of another region).

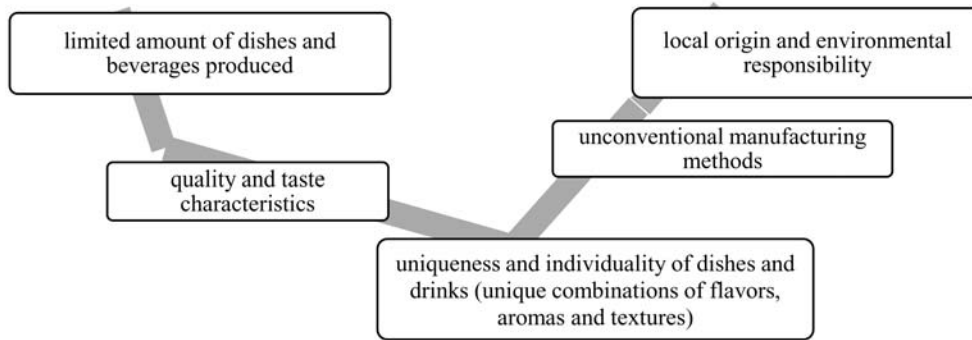


Figure 2. The features of "craft restaurant products" on the restaurant's menu

Source: formed based on [1; 4–5].

Outlined tricks are possible since only those that correspond to the characteristics of "original," "handicraft" products belong to "craft spring products." They are unique in the context of the production or provision of restaurant services, as illustrated in Figure 1.

Therefore, in the context of the restaurant business, such products are now a basic component that allows its cuisines to move on to creating original dishes that exist as unique and identify the individual chef or the entire restaurant. At the same time, in the restaurant's menu such products always distinguish several features defined in Figure 2.

The basis of the range in this case are specialties or dishes from the chef, drinks, etc. These products contain craft ingredients or correspond to the signs of craft and reflect the features of national cuisine or the thematic orientation of the restaurant establishment.

So, among such signs: limited amount (dishes and drinks on the menu consist of ingredients made in small quantities compared to mass production); quality and taste features (dishes and drinks on the menu consist of ingredients for which the highest standards of quality and taste profiles of various national cuisines are observed); uniqueness and individuality of dishes and drinks (dishes and drinks on the menu are often unique combinations of flavors, aromas and textures), unconventional production methods (dishes and drinks on the menu consist of ingredients or are entirely the product of unconventional technologies and production methods passed down from generation to generation), local origin and environmental responsibility (dishes and drinks on the menu are made locally, supporting local producers and reducing environmental impact).

Therefore, in the restaurant business, craft products should become a key element of the menu development strategy, adding elements of exclusivity and concern for quality and taste. A

typical example of a craft products introduction is the restaurant business we consider Gastro-Location restaurant (Kyiv), which produces custom craft products in limited quantities and includes them as an independent dish in the menu. For example, each week chefs a limited number of craft cheeses and homemade marmalades. In addition, the institution's menu includes dishes from craft products, which are characterized by unique combinations of tastes. For example, Lavender and Lemon are a dessert that includes local lavender honey and fresh lemon filling. This restaurant successfully integrated craft products into its menu, creating a unique gastronomic experience and a unique brand that attracts connoisseurs of high-quality and traditional cuisine (including Ukrainian, Italian, Korean, Middle Eastern, American, and Israeli).

Noted that the introduction of craft products in the restaurant business opens up a wide range of opportunities for its successful development, among which following:

1. Achieve uniqueness and market differentiation opportunities. In particular, craft product introduction allows restaurants to stand out favorably among competitors through exclusive recipes and flavor combinations (we are talking about the uniqueness of the institution menu); using the unconventional ingredients (we are talking about the focus on unique visual effects); high-quality ingredients use and their quality emphasis; emphasis on thematic actions and special events (we are talking about thematic events organizing, such as culinary master classes, tastings or gastronomic events, to give the institution a unique touch and attract the attention of guests); individualization of each dish or drink presented in the menu (we are talking about adapting dishes and drinks by the taste preferences of customers to create a personalized approach and impression); interactive gastronomic elements introduction (we are talking

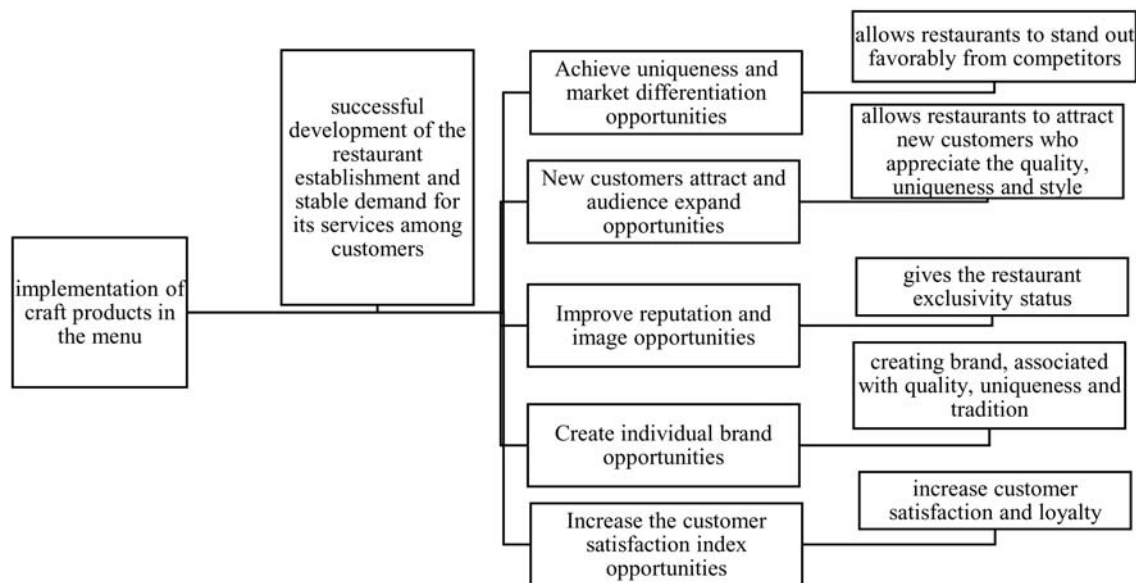


Figure 3. Opportunities for the restaurant business from the craft products introduction in the menu

Source: formed based on [1; 3–5].

about attracting guests to the cooking process or serving dishes to unique experiences create and expand interaction with customers).

2. New customers attract and audience expand opportunities. In particular, the craft products introduction allows restaurants to attract new customers who appreciate the quality, uniqueness, and style, thanks to the formation of prerequisites for sustainable gastronomic interest among customers who are looking for new and unsurpassed taste impressions; formation of prerequisites for trendiness, among consumers appreciate trendy products, culinary innovations and refined tastes; formation of prerequisites for attention to the institution in social networks.

3. Improve reputation and image opportunities. In particular, the craft products introduction gives the restaurant exclusivity status thanks to the focus on high-quality dishes, manual production, and traditional manufacturing methods, which are perceived by customers as art.

4. Create individual brand opportunities. Restaurants can use craft products to create their brand, associated with quality, uniqueness, and tradition, thanks to the focus on uniqueness and appreciation (we are talking about acting product line creating and available only in this restaurant); individual taste and style (we are talking about taste and style that attract customers with originality and can serve as a marker of sophistication). Restaurants can use craft products to create unique branded elements, such as logos, labels, or packaging, which causes recognition and enhances the image.

5. Increase the customer satisfaction index opportunities. Increase the customer satisfaction index opportunities. The unique and high-quality gastronomic experience of craft products provided can contribute to increased satisfaction, and customer loyalty and form a request for repeated visits to the institution. At the same time, the outlined opportunities are formed through the focus of restaurants on the gastronomic experience (we are talking about satisfaction with the taste and texture of dishes), emotional pleasure (we are talking about the aesthetic appeal of dishes, their special taste and aroma, to the extent that they can create memorable moments for the client). Customers who feel the restaurant offers them something special and distinctive tend to come back again and recommend the establishment to others.

The manifestation of the above possibilities can be both local and complex. It differently spares the development of the restaurant establishment and forms the demand among customers (see Figure 3).

At the same time, these opportunities are manifested if the owners of the restaurant business have taken into account several challenges that may arise when introducing craft products, namely related to:

1. Selection of suppliers. Craft products are based on small suppliers or even manual labor, which can create problems with supply consistency, quality consistency, and supplier reliability. It is important to choose stable suppliers (able to ensure a constant supply,

especially if craft products become popular among guests) and reliable (able to supply quality and fresh ingredients that meet the standards of the restaurant. The restaurant can cooperate with suppliers who offer unique products or produce them manually.

2. High production costs for craft products (compared to classical ones). Craft products require attention to detail and high quality and unique ingredients use (which can be high-value because of their quality and brand). The manufacturing craft products can include manual labor or special techniques; therefore, it is laborious (which is the reason for the higher labor costs). It can affect the restaurant's price strategy and competitiveness.

3. Incorrect perception value of "craft". Customers may not always be willing to pay a higher price for craft products, especially if they do not understand the entire production process and the uniqueness of such products.

4. The continuous staff training needs. Restaurant staff should be well aware of the characteristics of craft products, their manufacturing methods, principles, and techniques of their presentation. It requires staff training, which requires time and expense

5. Consumer awareness of craft products concept. Some customers may be informed of the craft products concept and feel doubt about their quality or safety. It is important to work on marketing and communication with customers with customers based on: degustation and trial sets of craft products organization (we are talking about providing customers the opportunity to personally verify the quality, safety, and taste qualities of products); special menu creating (we are talking about including craft products in a separate section of the menu to help distinguish them from other dishes and drinks); special menu creating (we are talking about including craft products in a menu section to help distinguish them from other dishes and drinks); open dialogue with customers (we are talking about constant communication with customers, answering the question to eliminate doubts about the quality or safety of craft products); obtaining certifications and quality guarantees for craft products (we are talking about strengthening customer confidence through quality certificates that products meet high standards and are completely safe). Doubt destruction and craft product concepts studied by consumers are important for creating a positive perception and positioning the restaurant as a place where high quality and uniqueness are appreciated

6. Equipment and infrastructure investment needs. Craft production requires specialized equipment (which may include specialized furnaces, manual production equipment, flavoring machines, etc.), expansion or adaptation of industrial premises (which may include the creation of a zone for preliminary storage of ingredients, zones for equipment placement, and zones for processing and packaging of products). Investments in these aspects can be significant for the restaurant business.

7. Significant risk of implementation failure. If you do not take into account all aspects of the craft products implementation, there is a risk of project failure. This may be due to the lack of popularity of relevant products among customers (this is possible if the restaurant introduces craft products into the menu that do not find reviews among customers or do not match their taste preferences), high costs, and low implementation profitability (if the cost of producing craft products is higher than the market price, the restaurant may become ineffective) or poor-quality production (which is possible due to technical malfunctions with equipment, which can lead to production stoppage or loss of products, non-compliance with quality standards, etc.).

Avoiding the challenges outlined above and minimizing the available opportunities are possible at the expense of careful planning, studying the restaurant market, proper marketing, and ensuring high-quality standards for craft restaurant products.

CONCLUSIONS FROM THIS STUDY AND PROSPECTS FOR FURTHER EXPLORATION IN THIS AREA

Within the framework of the study, it is proved that in the context of the restaurant business, craft products are a main component, which allows its cuisines to move on to the original dishes creation that exists as unique and identify an individual chef or the entire institution. The following conclusions have been drawn:

1. Proved that the introduction of craft products in the restaurant business opens up a wide range of opportunities for its successful development, including opportunities to achieve uniqueness and differentiation in the market, opportunities to attract new customers and expand the audience, opportunities to increase reputation and image, opportunities to create an individual brand, opportunities to the customer satisfaction index increase.

2. Development opportunities manifest themselves only if the owners of the restaurant business

have taken into account several challenges that may arise when introducing craft products, namely those related to: the selection of suppliers, high production costs of craft products, incorrect perception value of "craft", the continuous staff training needs, consumer awareness of craft products concept, equipment, and infrastructure investment needs, significant risk of implementation failure.

Noted that minimization of the above-outlined challenges and maximization of existing opportunities are possible at the expense of careful planning, restaurant market study, proper marketing, and ensuring high-quality standards of craft restaurant products.

The prospects for further research are to study approaches to the integrated management of the implementation of craft products in the restaurant business.

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