



Focusing On New Trends Applicable In Food And Beverage Service Sector

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ABSTRACT

Food and beverage has witnessed a healthy growth over the past couple of years in Pune city and with this trend there have been some significant shake-ups. The focus of the industry has shifted from copying to innovating. Products like bio hacked meals, which may not sound delicious since they are decomposed and then reconstituted using artificial intelligence, are being driven by new technologies (AI). F&B components are also well understood at the molecular level. In modern environment people don't like standard serving style for food and drinks but they desire some innovation which may be amusing, appealing and presentable physical surroundings such as service staff, ambience and table settings are also crucial to attracting guests.. Customers are more likely to return to a restaurant if the service they get is of high quality. There are numerous trends in the food and beverage industry, and these trends have an impact on the success or failure of restaurants. New trends and innovations in food and beverage service style are examined, as well as the significance of a restaurant's physical setting, as part of this study.

Keywords: – food and beverage service, innovation, trend, physical environment.

INTRODUCTION

Tourism plays a vital role in economic income to many countries. For attracting tourist and satisfaction of their specific travel experience is important to generate both word of mouth and repeat visiting intention. Satisfied tourists were found to have higher tendency to revisit the same destination and provide positive comments to friends and families which could be translated into higher income generation to a country. There have been several tourism goods, both physical and experience offerings that have been developed as a consequence. The Indian Food and Beverage Services market is expanding rapidly. In the next several years, the compound annual growth rate is predicted to reach 25% (Outlook June, 2012 | Emerging Trends in Food & Beverage Services Retailing in India). The overall scenario of the F&B market has evolved over the few years. There was a time when only few brands were available in the market to eat out. But today, the customers are spoilt for choices.

Hospitality is defined as the act of showing genuine care and kindness to an unknown person, a friend, or anyone else in need. Hospitality entails courteous treatment of guests and is a highly significant area in the tourism industry. Travel, lodging, food and beverage service, meetings, and entertainment and leisure are all part of the hospitality sector (The International Institute of 5864 | **Mr. Ajinkya Vinod Pandirkar** **Focusing On New Trends Applicable In Food And Beverage Service Sector**

knowledge Mgmt, ICOHT-2017). The restaurant business has turned out to be a standout amongst the most beneficial enterprises on the world. In the hospitality industry, the food and beverage department is one of the most lucrative. Quality and style of service and visitors satisfaction are not kidding factors for achievement of food and beverage benefit division. Customers' loyalty can only be earned by anticipating and meeting their demands, which can only be done by recognising and anticipating the needs of your visitors. If you want your customers to be happy, you need to be able to identify their needs and anticipate their desires. In today's restaurants, the emphasis is on putting something new on the table to entice customers. To come up with a new idea that has never been attempted before, they're brainstorming. Today, the hospitality industry is focused on developing new ideas, improvements, and customer-friendly features to help build customer loyalty. Today's restaurateurs focus on bringing a unique dish to the table quickly in order to attract customers. They are conceptualising for accomplishing something one of a kind which has never been done before. The food and beverage industry is currently confronted with a major challenge: how to keep customers satisfied for an extended period of time.

In the future, how will people eat, act, and be served? In this respect we look at some of these predicted developments that will become part of the regular existence shortly. This study also shows that what all positive aspect are related in introducing next generation trends in food and beverage service for example, now people are very health conscious so they wants healthy food .This study also clarify that why menu plays the important role in food and beverage service and how restaurants can attract the people to the particular place and gain profit for the company. To generate Guest pleasure and client's commitment, restaurant owners must gain ground toward superior administration via administration quality. Food and Beverage service industry is extremely huge however this study focuses on impact of new trends and innovations admitted by food and beverage service style and why ambience is important for any restaurant.

LITERATURE REVIEW

Dr. Yashwant Singh Rawal (2017), The hospitality business in India forms a vital aspect of the tourism industry and encompasses hotels, restaurants, pubs and clubs, guesthouses and self-catering operations etc. The largest component within the India hospitality sector is hotels. The hotel business nowadays has been acknowledged as a very huge sector in the whole globe and food & beverage service department is considered one of the primary areas which generates quite a great deal of profit and gratifying the customers. Advances in the quality of food service operations are also making a positive impact on the industry as a whole. The hospitality industry relies on good food and beverage service because most tourists spend more than 25% of their budgets on these items. It is critical that we not only provide good food and drinks to tourists, but also serve the food in a better manner. Outlook June, 2012 | Emerging Trends in Food & Beverage Services Retailing in India People these days aren't just interested in the taste of the food; they're also very particular about how it's presented or served to them. They also observe the quality and standards maintained by the service personnel or the overall staff dealing with them. When it comes to attracting tourists in today's climate, the quality of the food and beverage service provided by a business is an essential factor in ensuring its success. Providing excellent food and beverage service makes a guest feel at home and cared for. The food and beverage industry is subject to numerous trends and these trends

have an impact on business success or failure. A trend is defined as 'a line of general direction of movement, a prevailing tendency of inclination, a style or preference, a line of development, or the general movement over time of statistically detectable change'.

Melia, D.: 2011, The hospitality sector in Ireland represents an important part of the tourism industry and comprises hotels, restaurants, pubs and clubs, guesthouses and self-catering operations. Hotels make up the bulk of Ireland's hospitality industry. Large portions of the business are devoted to restaurants and bars, in addition to hotels. As a result of a variety of factors, these businesses find themselves in a highly competitive environment. First, there is a downturn in the global and domestic economies with a corresponding decrease in business across the tourism industry (Failte Ireland, 2010; Pitta, 2010). (Failte Ireland, 2010; Pitta, 2010). As a result, customers have higher expectations about the quality and value of the in-house facilities, the quality of service and products, and the overall experience (Jones, 2009; Hotel and Catering Review, 2010). Guests expect a high level of service and quality, as well as an overall experience that is affordable. Since 2000 there has been a 40 percent rise in the number of hotel rooms available. The increased competition and overcapacity in the sector were a result of this growth. Food and beverage enterprises developed significantly in the same time with strong rivalry in the industry (Kincaid, Baloglu, Mao and Busser, 2010). (Kincaid, Baloglu, Mao and Busser, 2010). Finally, a substantial increase in operational expenses has resulted in falling profitability for firms in addition to the requirement to control costs and deliver lower pricing throughout the sector.

Melissa Demartini (2018) In recent years, manufacturing companies have faced significant challenges as demand fluctuated and the demands of both customers and suppliers evolved. Since then, technology roadmaps and suggested modifications to manufacturing processes have been implemented. With the rapid expansion of ICT in business, new opportunities for innovation and economic growth have arisen. This is where these solutions come in. We're going to talk about the food sector in this piece. Using information technology, many of the problems that companies confront throughout the globe may be resolved (IT). Design and production processes are at the heart of this study's main objective: to help food industries digitise. From a methodological viewpoint, the Case Study has been used as a research instrument. A questionnaire was created and used to gather data from businesses as part of the MVMM (Manufacturing Value Modeling Methodology). After doing preliminary literature study and participating in focus groups, we've come up with a strategy for the food industry's digital transformation. This framework's completion has led to the consideration of enabling technologies. These are instances of technological solutions to specific food concerns in the setting. An experiment was then carried out to test the material's structural integrity.

Ki Woong Nam (2018) Despite the fact that design has long been recognised as a vital asset to organisations, many designers still struggle to manage their designs. In the opinion of academics and practitioners, it is impossible to run a firm without first appraising these assets. It is thus necessary to establish criteria for assessing the design effectiveness while creating the tools. But in order to prove success and provide actionable items, criteria must anticipate meaningful business results. It doesn't matter how it turns out; the criteria should be tied directly to the company's goals. Customers' online buying habits may now be tracked more accurately thanks to new technology,

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such as how long they spend doing so. In this context, a statistical understanding of design elements is vital for choosing successful techniques in the digital era. This study uses a Service Blueprint to solve current open innovation challenges in a novel way. Data is gathered via in-depth interviews and analysed statistically utilising previously defined business theory. As a result, the Structural Equation Modeling validates parts of design for the food and beverage business...

Sustainability and the Environment

Consumers nowadays are well-informed, and they understand how closely their own health and the health of the planet are intertwined. Think beyond the box. Keep up with the latest technology and programmes..

Amazon dash buttons, What I'd term the ultimate in consumer convenience is a service that allows you to purchase groceries with a single click. However, taking a different approach to technology in the future will provide some very exciting results. The race to dominate online grocery shopping has started as companies begin to connect the dots when it comes to customer convenience. Set the industry standard for quality and service, despite the fact that some think the technology has been a letdown thus far. Increasing the variety of beverages - Today's consumers are looking for drinks that are both healthy and refreshing, as well as aesthetically pleasing and unique. The way a beverage is consumed is equally as fascinating as the elements it contains. Listed below are a few of the more unusual beverage types and delivery options.

Shots--- A new product in the market is a 50-ml test tube with a resealable lid that is easy to carry and consume. It is also available in single-use containers..

Stick Packs--- These have been quite popular since their inception. Long, tube-shaped paper packages sealed on both sides and at both ends are known as "Stick Packs." In the case of both alcoholic and nonalcoholic beverages, this may be used.

Ready-To-Drink Teas --- Tea is one of the most widely drunk beverages in the world, and its appeal hasn't faded in the intervening decades. There are now ready-to-drink teas on the market, as well as herbal, fruit-flavored, and effervescent teas for those who want their tea with a little something more.

Sports Drink/Recovery Drink ---Drinks containing fluids were introduced to the market after a muscle-building craze among young people with the goal of enhancing stamina or speeding recovery from fatigue.

Enhanced water --- Natural or artificial tastes, sugar, sweeteners, vitamins and minerals, and other "enhancements" are all included in this category of drinks. Most enhanced waters are now lower in calories per ounce than regular sodas. Companies like Pepsi and Coca-Cola sell flavoured water..

Importance of menus - A restaurant's menu card serves as its public face. Provides a list of food and drink options, along with a pricing range for each item. If a meal is unfamiliar, visitors may ask the maitre d'hotel for further information about it. Today's restaurants pay close attention to the design of their menu cards, which typically mirror the overall concept of the company. When
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designing a restaurant's menu, it's important to keep in mind the restaurant's concept and theme, as well as the entire eating experience. Some of the best restaurants in Pune focus on providing a memorable dining experience via their menus. Cocktail establishments' drink menus are becoming more appealing. 3D menus, which allow guests to feel the texture of the food they're about to eat, are expected to become more common at restaurants in the future. We've also seen video menus, which allow guests to see while the chef prepares their meal; this method has the benefit of teaching guests about food and beverage preparation and how clean the kitchen is.

METHODOLOGY

These findings are mostly derived from secondary sources. My study included a thorough analysis of relevant publications, journals, conference presentations, books, media reports and online materials as well as personal observation of employees..

FINDINGS OF THE RESEARCH

A review of the relevant literature and a study found that the style of food and beverage service is constantly changing, allowing companies to make more money while providing customers with new and interesting experiences. Different studies have shown that customers are now visiting restaurants not only for the quality of the food but also to gain new and interesting experiences in the form of The following are some of the most recent food and beverage service trends:

Robotic Service Innovation

Engineers are trying to incorporate machines into the process of creating and delivering food to clients in order to minimise the amount of time it takes to prepare and transport meals, as well as the amount of manpower required. Robots are now employed in restaurants as cooks and waiters, and some instances are shown below.

Café X- San Francisco has just seen the development of an entirely automated, cashless strength cafe mark. Encased in acrylic, the booths house espresso machines programmed to prepare Americanos, coffees, cappuccinos, lattes, and level whites with customers' choice of privately cooked beans and drain types, and are fronted by touch screen tablets on which customers place orders and pay if they haven't officially done so on their phones. An automated arm, dubbed the barista, performs a series of predetermined actions, including as pressing catches, transferring a container from beneath the drain distributor to the syrup device, and delivering finished refreshments to a window for collection. Depending on the unpredictability of the beverage, it may supply two drinks at a time. Customers will be able to order items, learn about menu items and ingredients, and keep the bistro stocked thanks to human staff members.

Zume Pizza-- In Mountain View, California, the company employs robots to perform tedious, low-ability tasks, such as batter squeezing (multiple times faster than a human can, and in flawless shapes), sauce spreading (the correct amount inevitably), and putting pizzas into Zume's 800-degree stoves (no wounds) in the company's central generation office. Every day's production is guided by innovative foresight, displaying the amount and variety of pizzas that will likely satisfy demand. Conveyance vans equipped with several automated, clever pizza burners allow customers

to order pizzas online or through a mobile application and have them cooked in the middle of the road. To minimise expenses, accelerate administration, and free up the new firms' 120 or so full-time, with benefits, employees to focus on more inventive, instinctive, and gifted undertakings, the apply autonomy assisted the generation, delivery merely model, and on-course cooking join. Customers of Zume Pizza may order online or through a mobile app. Their pizzas are cooked on-the-go in specially designed delivery vans, each equipped with a slew of robotic broilers..

Robot Themed Restaurant— Robots deliver food to this diner in Coimbatore, which is the first of its kind in India. Visitors at this café may order their meals using an iPad, which serves a variety of cuisines. The sustenance arranged by culinary specialist is then exchanged to the plate held by robot and they are modified to serve it at explicit table and clients can pick the nourishment . Also, the robots will be able to recognise anybody standing in their path and order them to get out of the way..

Home Stay

In contrast to lodgings, motels, and cute small inns, a home stay is a completely other kind of convenience, one that takes place in rural areas where the whole network is still practising the traditional lifestyle and holding strong culture and customary traditions. If you're looking to get a taste of the local cuisine at a particular location in a traditional manner, this is the ideal option. home stays are a great way for tourists to get a taste of the local culture, meet and interact with the locals, and become a part of a family that otherwise wouldn't be possible. They also give visitors the opportunity to see and experience some of the most amazing items, including food, and to become a part of a family that otherwise wouldn't be possible. This design is well-known around the world, but it is particularly well-known in India. Uttarakhand, Himanchal Pradesh, and other states are on the list of possible homestay destinations.

This market, however, will not be restricted to stay-at-home parents who like cooking. Using branded websites for distribution and reducing fixed overhead costs, hotels that make the most of kitchen downtime or semi-professional centralised production kitchens will also become significant participants. Along with essential success aspects will be convenience, quality, healthful food, which is locally produced and has ethnic appeal. What about a new series of television programmes that feature the most successful private cooks based on sales on distribution platforms?

Street Food

Street food, as the name implies, is food prepared, cooked, and sold on the street or in another open public location. Street food is an essential aspect of a country's culinary culture. In order for the world to learn about local eating customs, certain foods and beverages are essential. In addition, they play a significant role in maintaining social and cultural legacy via local food. Tourists interested in learning about a country's culinary history and sampling its diverse cuisine appreciate the variety of flavours found in the country's street food. Job creation is also facilitated by their role in creating money for the vendors. They are widely sought after by both producers and consumers

alike because of their great nutritional value and diverse cultural and social associations as well as their delectable flavour. Food & drink on the streets of India are well-known worldwide.

Themed Based Restaurant

These kinds of restaurants are built on a certain atmosphere and the same style of food. There is a theme-based restaurant in which everything from the ambiance to the menu is arranged around a certain theme, usually one associated with a particular region's or country's food..

Devil Island Prison Restaurant (China) And Kaidi Kitchen (Kolkata): Have you ever had a meal in a prison cell? At Devil Island Prison, you can! Customers are photographed and fingerprinted as soon as they enter the facility. Sliding jail doors, metal flooring, and iron bars adorn the eatery, which seems like a prison inside. There are black-and-white striped convict uniformed waiters serving guests in jail cells..

Ninja Dining, New York: Waiters at this ninja-themed restaurant in New York City wear ninja costumes and do nunchuck techniques while delivering your food to you. Something like it has never been seen before.!

Chill Out, Dubai: In order to access this Inuit-inspired haven, guests must don thermal apparel, including parkas, shoes, and gloves. Upon entering, they will find a complimentary beverage to help them defrost.

UFO, Mumbai: This Mumbai spinning eatery provides you the ultimate spaceship experience. You could assume you've been kidnapped by aliens because of the seating arrangement and illumination..

Companion beverage bars

The new distinctive selling point and competitive advantage will include smoked and grilled foods, alcohol-free plant-based liquors, trademark house craft brews, and customer-tailored beverages. In summary, 2019's tendencies show a continuation of the sector's recent development in Pune. In a generally low-margin business driven by high labour expenses, we may expect to see some awe-inspiring new ideas surrounding honest, transparent, highly-customized, and specialised F&B. Inspiring innovations like these demand for a paradigm change in both what we do and how we do it, but also why we do it..

Going cashless

Cash is being phased out of restaurants' operations. There are clear operational advantages to this: fewer handling mistakes and cases of theft; instead, increased transparency, liquidity, and efficiency. This saves them time and money. PIN-less card contact or ApplePay purchases are both paving the path to a cashless future in the sector. Were you thinking of electronic fingerprints, retina scans, or even face recognition as a future method of payment?

Indian food

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One of the world's largest culinary cultures, India has a wealth of possibilities. This bountiful country's abundance of fragrant spices, fruits, and veggies takes expertise and competence to prevent ruining a meal. India's huge geography and many population areas, each with its own culinary traditions and utensil distinctions, are just what the F&B industry needs at this time. Don't bother with the brightly coloured curries. What consumers are looking for are foods that are grilled, smoked, or seared..

Plant-based foods

There is still a lot of interest in veganism, and there is a lot of room for growth in the industry. Diets devoid of animal products, such as meat and dairy, are becoming more popular, thanks in part to the support of celebrities, top chefs, and grocery chains. Veganuary, a website dedicated to veganism, gives advice on how to eat healthfully without compromising flavour..

International cuisine

The popularity of Asian-themed eateries like Mainland China and Chinatown has soared in the last decade. There is a growing need for new sorts of cuisines as the popularity of Thai and Chinese restaurants and businesses reaches a peak. There is a bright new star on the horizon that might just help the industry meet any "after Asia needs," with great chefs visiting the globe and bringing back new spices, tastes, and textures that are inspired by peasant food markets..

The new fast casual

Fresh and nutritious selections, customer interaction, and a diversity of options in the dish preparation process have proved to be effective in the fast casual market in Pune over the last several years. However, depending exclusively on freshness, healthy alternatives, and amazing tastes and textures will not be enough for these enterprises to flourish in the future. Increasing numbers of people are wanting meals at all times and in all places. Because of this, fast-casual restaurants need to consider about rapid home delivery, drive-thru service, and kiosks in order to prepare themselves for competition from new entrants.

Ethics and morals As the year progresses, it will become more important to engage with customers on several levels. Customers are increasingly considering factors other than the product itself when making a purchase, such as the company's ethics and openness. There will be a growing emphasis on the ways in which enterprises in Pune show their dedication to their objectives and aspirations. Organic and biodynamic production techniques, a human approach to farming, as well as waste reduction and recycling, must be taken into consideration by businesses..

Self-service kiosks and Grab and Go

People are constantly on the go and in constant motion. We've witnessed the "grab and go" tendency grow and evolve into a new lifestyle among Pune-kars over the last several years.. In the words of market research firm Mintel, "time is of the essence" now more than ever before. The mobile eating craze is just beginning. Consumers nowadays are searching for not just health-conscious snacks that enable them to avoid long meal periods, but also rapid snacks that are excellent for them. There are now firms that promote slow-cooking using old-fashioned recipes. As self-service kiosks, available

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24 hours a day, seven days a week, become more popular, it will come as no surprise if we see a 24/7 shop open in the heart of the city..

CONCLUSION

People's changing lifestyles have led to an increase in the number of restaurants offering new dining experiences to their customers. According to previous studies, most restaurants focus solely on food, but food may not be the only thing that draws people to a restaurant for the first time. It could be an appealing exterior design, entertainment, a positive media review, or a recommendation from a friend. The customer's perspective of the eating experience is influenced by the restaurant's décor, atmosphere, and service standards. The latest innovations in the food and beverage service business have both good and negative effects as will be discussed in the following paragraphs. New concepts like robotic restaurants can benefit organisations by reducing the need for human resources while also enabling them to provide customers with food and drink more quickly, all while relieving restaurant owners of some of their administrative burdens. However, robotic restaurants require significant up-front and ongoing financial investments. On the other hand, it has an impact on the jobs of those in the hospitality industry. Because of this, visitors are given individualised service. Customers nowadays are more educated and well-informed than ever before, and they're looking for new and interesting things to pique their interest like never before. As long as they are receiving value for their money, today's customers are more than happy to pay a premium price. Consumers are looking for more than just wonderful cuisine; they're looking for something new and unique in the F&B industry. Because most individuals prefer to eat their meals outside of their homes, a new generation of professionals is trying to make this sector more exciting..

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