

## USE OF MODERN TECHNOLOGIES IN PUBLIC CATERING ESTABLISHMENTS OF UZBEKISTAN

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### ABSTRACT

In order to successfully address the problems of innovative development of the restaurant business, it is necessary to monitor the changes in the restaurant business in the national and world markets, with particular emphasis on the main trends in science. and technology.

**Keywords:** Restaurant business, marketing, cafe bar, cafeteria, kitchen, sneme panel

### INTRODUCTION

As a result of the research, the author reviewed the current state of the restaurant business in the country, studied new formats of enterprises, their innovative concepts, taking into account different target segments and emerging development trends. Based on the impact of market factors and consumer demand, innovative trends in the marketing activities of the restaurant business were identified. Current trends in development will be considered, for example: the formation of an ecosystem of services, the introduction of large data systems.

The restaurant business is one of the most dynamic areas of business in Uzbekistan, where there are changes in the methods and forms of organization of public catering establishments and the active use of marketing tools.

Restaurant service is a world that combines art and tradition, national colors and classic elegance, ethics and manners, experience and the latest service technology.

Marketing in the restaurant business is a tool that ensures complete customer satisfaction. The marketing policy of most restaurants is only aimed at providing customers with a list of known discounts, creating attractive brochures and catalogs.

At the same time, it should be noted that the level of competition is growing, consumer preferences are changing rapidly, which determines the need not only to change the development trends of the restaurant business in general, but also to form new marketing concepts. restaurant market

**The following terms are used in public catering establishments in Uzbekistan.**

3.1 Catering (Power) Enterprise (Power Support): A property complex that provides food management services by a legal entity or individual entrepreneur, incl. In addition to catering, catering and orders, as well as on-site production, as well as the creation of conditions for the production of catering and purchased goods to provide various additional services.

3.2 Restaurant: An enterprise (facility) that provides consumer services for the organization of food and recreation or leisure, including corporate dishes and products, alcohol, soft and other types of catering services, Confectionery and bakery products, purchased goods.

3.3 Cafe: Branded dishes, confectionery and bakery products, Alcoholic and non-alcoholic beverages, purchased products, compared to food, leisure and leisure services or leisure consumers, restaurants, product range and services.

3.4 Bar: Specialty, Alcoholic and / or Non-Alcoholic Beverages, Heat and Non-Alcoholic Beverages, Hot and Non-Alcoholic Beverages, Dishes, Heat and Hot Drinks, Dishes, Cold Drinks, Dishes, Cold Drinks, Dishes, Cold Drinks, Dishes, Cold Drinks, Dishes, equipped with cold drinks, utensils, heat and hot drinks, utensils, heat and hot drinks, purchased products, purchased products.

3.5 Feeding- the narrow range of ordinary producer, product, the narrow range of ordinary producers, usually from high-end finished products and semi-finished products that supply and provide minimum cost Consumer service time.

3.6 Buffet: Food products from semi-finished products, including cold and hot meals, snacks, flour cooking, bread, alcoholic beverages, ie Alcoholic beverages, purchased goods.

3.7 Cafeteria: Product (object) equipped with food, non-alcoholic beverages, non-alcoholic beverages, high-end food products, including sandwiches, bakery, colored heating products. manufacturers and purchased products.

3.8 Kitchen: The catering establishment (facility) is to consume and consume a variety of utensils and kitchen products on site in accordance with the menu, as opposed to the days of the week.

3.9 Sneme panel: A limited enterprise (object) of nutrition is an enterprise designed for the rapid storage of consumers who can sell goods purchased by consumers who can sell consumer goods (object) Object).

3.10 Shop (department) Cooking: Shop (department) shop (department) in the form of cooking products, semi-finished products, confectionery and bakery products.

3.11 General type of catering (Object): Type of enterprise (object) Has the type of technical conditions, caustic food and technical equipment.

3.12 Seminar (Object): Public catering enterprise (Object) carries out delivery of culinary products, bakery and confectionery products, cooking, sales, retail and other organizations, as well as to customers' orders "

One of the marketing areas for the restaurant business is the advertising system. At this stage, the process of promoting restaurant services and shaping the image of the institution is important and crucial. From this perspective, social networks, which successfully perform the functions of promoting services, have great prospects. In addition, messengers can simplify a number of procedures in the restaurant business, improve the ordering process, and determine which restaurants have which rating. Subsequent developments in this area will also simplify the communication process between staff and guests.

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