

NEXT GENERATION TRENDS IN **FOOD AND BEVERAGE SERVICE SECTOR**

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ABSTRACT

The hospitality sector in India represents an integral part of the tourism industry and comprises hotels, restaurants, pubs and clubs, guesthouses and self-catering operations etc. The largest component within the India hospitality sector is hotels. The hotel industry today has been recognized as a very large industry in the entire world and food & beverage service department is considered one of the prime field which brings quite a great deal of profit and satisfying the guests. Food and beverage service operations are continuing to improve and develop, together with advances in quality. The hospitality industry depends on good quality of food and beverages service because most of the tourist spend more than 25% (Outlook June, 2012 | Emerging Trends in Food & Beverage Services Retailing in India) of their expenses on same and it is important that we need to provide not only good food and drinks to the tourist but also serving the food in a better manner. Now a days, people not looking just for the taste of the food but they are deeply concerned with the way the food is presented or served to them. They also observe the quality and standards maintained by the service personnel or the overall staff dealing with them. Quality of food & beverage service is one of key elements for success of any organization and helps in to attract the people to any tourist destination in current environment because it shows positive image of particular place and local people. Good food and beverages service makes a person feel welcome and taken care of. 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'. Whereas, a craze is considered to be a temporary popular idea, artistic activity, fashion or food that is usually followed by a large group of people for a short time. This study focuses on what all new trends we can apply in food and beverage service sector to make it much more impressive and also

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shows that what all positive aspect are related in introducing next generation trends in food and beverage service. This study will 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.

This study mostly based on secondary data. During the research period researchers reviewed and analyzed all available related articles, conference presentations, books, media news, reports ,internet documents and personnel observation.

Keywords: *Hospitality, Food & beverage service, Trend, Quality.*

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. As a result, many tourism products, ranging from tangible to experiential, have been introduced to attract the tourists. The Indian Food and Beverage Services market is expanding rapidly. The compounded annual rate of growth is expected to be 25% (Outlook June, 2012 | Emerging Trends in Food & Beverage Services Retailing in India) and will continue to grow with similar pace in the next few years. 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. Immense activities in F&B Service industry in the last 5 years, including exciting new concepts, food and beverage offerings and new and innovative service elements can be seen. Increased interest in the investment circle for this segment with some big investments deals taking place in the recent times therefore questions arise that what are the rising and current trends in the F&B Services industry? How will people eat, behave and be served in coming years? In this regard we look at some of these foreseeable trends that will become part of the everyday life soon. 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.

Procure Locally

If we will see the fresh produce markets in India is not a trendy thing to do it is a way of life. No chef worth his spices would be caught not knowing what is in season and what it tastes best today. That is why creating menu experiences at Indian hotels are so much fun. It is incredible what innovation and inspiration is drawn from walking among a thousand vendors selling every imaginable herb, spice, legume and vegetables. The exciting thing is how this trend is developing.

Sustainability and the Environment.

Today's consumers are educated they know that their health is intricately tied to that of the planet. Be creative and thoughtful. Keep on top of new innovations in equipment and programs that are open to you.

Increasing beverage innovation

Now a day's Consumers want healthier refreshing beverage and varieties with decorative and innovative beverages. The style in which beverages are drink is just as interesting as what important ingredients are in it. Some of the unique style of beverage categories and there delivery methods are given below.

- **Shots**--- Now days in market pocket shots are available which is very easy to carry and consume, these are come in small test tube type container of 50 ml ,having a lid which can be reclosed and also comes in single use tubes.
- **Stick Packs**--- These are very popular from early days. Stick Packs are elongated, tube shaped paper packets sealed across and at both ends. This can be use for both alcoholic and non-alcoholic drinks.
- **Ready-To-Drink Teas** ---Tea is one of the international drinks consumed throughout the world, and still enjoys widespread popularity today. After water, tea is the one of the most widely consumed beverage, for seeing this now in market ready-to-drinks teas are available, even for tea lovers sparkling, fruit flavor and herbal teas are launched.
- **Sports Drink/Recovery Drink** ---After a making muscles trend in youth for increasing stamina or to get fast recover from tiredness these drinks are launched market and it is also beneficial for sports person who cannot drink water after workout or practice because these contain fluids
- **Enhanced water** --- It is a category of beverages that are marketed as water, but which contain additional ingredients, ranging from natural or artificial flavors, sugar, sweeteners, vitamins, minerals and other "enhancements." Now most of enhanced waters are lower in calories per ounce than non-diet soft drinks. Pepsi and Coca-Cola and other companies market enhanced water.

Importance of menus

A menu card is the face of any food & beverage outlet. It gives details of what is available, the type of cuisine on offer and the categories of food and drinks with price. It helps guests decide what to have and even ask the maitre d' hotel particulars of a dish if it is unknown to them. Well designed menu cards add to the class of an establishments today carefully plan out the format of a menu card which often reflects the theme of the place. The style of menu must be similar with the idea and theme of the restaurant and effectively communicate the overall dining experience to the guest. Many restaurants are trying to create a great experience from the menu. Some of the examples are—

- Spanish creative agency Nuria Vila pays homage to the Japanese folding fan with this beautiful menu design.
- The drinks menu at cocktail bar 13 Wives is inspired the different women featured in the fictional narrative.

In future we can see menus can be 3D style menus from which guest can feel how the dish look like ,the advantage of this it can helps in stimulate the appetite.

We can also see the video menus in which guest can see how chef is preparing their meal, the advantage of this style is guest get the knowledge of food and beverage and how hygienic chef is preparing the food.

LITERATURE REVIEW

Some important literature on the subject is reviewed in this section. Due to rapid growth of food & beverage industry people have many options so they are focusing on food & beverage service quality. In this topic very few people did the research but little bit similar topics are found. The purpose of this section is why food and beverage service is important to the hospitality sector and why we need to implement new trends in same for giving the new experience to the tourists in term of food and beverage service and why menu plays the important role in gaining more profit. **Mukhles M Al-Ababneh ,(2017)** Mentioned many benefits can be achieved by service quality such as establishing customer satisfaction, contributing to business image, establishing customer loyalty, and providing a competitive advantage to a business. **Junaid Aftab, Huma Sarwar, Qurrat-ul-ain Sultan, Maryam Qadeer,(2016)** They Concluded that Service quality is considered as dire success factor of fast food restaurants. The management of restaurants needs continuous improvements in service quality to get optimum customer satisfaction. **Sam Lewis, (2015)** According to Innova Market Insights, a shift in food and beverage labeling, as well as an increased demand for fresh foods and ingredients will be among the top drivers of the food industry next year. **U. Canny ,(2014)** said Dining experience is one of the important factors that relate to customers judgment by comparing customer's expectation on restaurant tangible products (food quality and physical environment) and intangible product (Service quality in regard of employee-customers interaction) with the actual performance of restaurant. **Yang (2012)** report evidences that restaurant menus may consist of sweet spots where the first gazes of customers focus on. As per **Outlook (2012),topic Emerging Trends in Food & Beverage Services Retailing in India** mentions entertainment facility also plays very important part to attract and spend time on the table of Food & Beverage outlets. **Fortitech Strategic Nutrition (2011)** Innovation is the key for beverage manufacturers looking to step ahead of the competition and truly differentiate their products on store shelves. Open innovation has helped play a significant role in companies looking to boost sales and develop a unique product that resonates with consumers. According to **Da Browska (2011)** household sizes are smaller, healthy options are more important and safe food is a priority. In addition, organic foods are showing a slower growth pattern along with high quality and premium products. **Ottenbacher and Harrington, (2009)** have focused on innovation processes in restaurant kitchens. The studies of those researchers empirically demonstrate how chefs create new menu items relying on innovation processes that are generally encompassing the stages such as idea generation, screening, concept development and tests, commercialization, implementation and evaluation. **Jones, (2009)** state that what customers are demanding is value in all its guises. This includes price, quality, standards, experience, flexibility and the welcome / customer care and service which, incorporates many tangible and intangibles delivered with consistency, quality and creativity. **Reynolds et al., 2005** which also have considerable effects on customers' item choice as empirically supported by **Guéguen et al. (2012)** who found that pictures of sea on the menu card significantly increase the consumption of fish dishes. **Kwong (2005)** also share the idea that menu planning is a process of selecting menu items and their research reports empirical evidences that the criteria of menu item selection are based on the cost of raw materials, cost of labor, profitability of menu item, the skill level of staff needed, availability of ingredients, space and equipment requirements, and customer demand. A valid alternative to selecting menu items from an existing items' pool based on some pre-determined criteria is to make menu item innovations. **Liao& Chuang, (2004)** believed that to interact with customers and, by delivering high-quality services generate favorable evaluations from customers who experience higher

satisfaction and, as result, will increase the purchases during, and frequency of future visits. **Kincaid and Corsun, (2003)** Menu maintains its dominant position in restaurant firms, since it is the core of food and beverage operations. Specifically, menu is an instructor that clearly dictates (i) what will be produced, (ii) what type of equipment and ingredients are needed, and (iii) which qualifications employees should have. Menu also functions as a communicating and selling tool. **Dittmer, (2003)** suggests that the food presentation as the main focus, personal service is also provided by well trained wait staff.

CONCLUSIONS

From this paper it can be concluded shows that food & beverage service trends are changing day by day with a steady pace. It's not only the from the side of service provider, who is keen to introduce new trends in the sector but also the customer who always keeps on looking for latest and innovating trends introduced in the F & B sector. Today customers are educated and well exposed; they look for creative things that attract them like never before. These days, Customers are very much comfortable in paying good money as far as they are getting value for it. for not only good food but something innovative type of F&B service and These consumers are health conscious and are sensitive to price. Now new generation people wants to make this industry more entertaining because most the people like to have the food outside from home. By the above study we conclude that the introduction of new and latest technologies and methods could lead the food &beverage sector to another level.

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