

# NEW TRENDS IN FOOD AND BEVERAGE SERVICE SECTOR- PUNE REGION.

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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 sector has moved increasingly from imitation to innovation. New technology is driving products such as bio-hacked foods which may not sound very appetizing as they are de-composed and then reconstituted based on artificial intelligence (AI). There's also a deeper understanding of F&B components at the molecular level.*

*Quantum computing, as it is called, allows companies to simplify and speed up the process. And as new and fresh supplies are generated, it becomes a new source of competitive advantage.*

*On the other side of the spectrum, where the use of technology is frowned upon, we also see strong growth, mostly linked to vegan food trends. Non-vegans are jumping on board as they become more nutrition conscious. These flexitarians (or semi-vegans), as they are referred to, may constitute a new but broad customer base, but producers need to remain mindful about the importance of flavor when launching new products to this niche market.*

*The hospitality sector in Pune 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 Pune 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). 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 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 in Pune, 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 in Pune? 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 Pune, 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 Pune 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 innovation and programs.

**Amazon dash buttons**, which allow you to order your groceries by the push of a button, is what I would currently call the epitome of customer convenience. But approaching technology from another perspective will also reap some greatly promising benefits in the future.

Companies have begun connecting the dots when it comes to consumer convenience, so the quest for dominating the online grocery shopping is on. Set the quality and service standards which became the industry benchmark, say technology have been disappointing so far. 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 recovers 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 in Pune are trying to create a great experience from the menu. The drinks menu at cocktail bars is getting attractive. 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 food.

Here are my top **10 hospitality trends** that will continue to challenge, disrupt and entice producers and consumers in Pune region– bon appetite!

### **Plant-based foods**

**The hype about veganism is still going strong with great market potential, as consumers are looking at healthier lifestyles.**

As meat- and dairy-free diets go viral backed by with celebrities, star chefs and supermarkets filling the aisles, the trend is also riding on the power of the Internet to spread the word: Veganuary, a vegan website provides tips on how to live well without sacrificing taste, educating consumers on balanced diets.

### **International cuisine**

Over the past decade, Asian concept restaurants such as Mainland china or China town have had a good run for their money.

But as different variations of Thai, chineses, Vietnamese or shops and restaurants reach their prime; people are looking for new types of cuisines and combinations. With master chefs traveling around the world and bringing back new spices, flavors and textures, and introducing them into traditional recipes inspired by peasant food markets, there is a new star on the horizon that could just help the industry in filling any ‘after Asia cravings’.

### **Indian food**

**India, with one of the most diverse culinary landscapes, will provide plenty of options.**

The use of aromatic spices, fruits and vegetables that are grown across this fertile country requires skill and mastery to avoid spoiling a dish. India’s vast geography and different demographic regions, all with their own traditions relating to their local cuisines, each with great differences in cooking techniques and cooking utensils, is just what the F&B scene needs right now. Forget those green, red and yellow curries. What people want are grilled, smoked and seared dishes.

Baum + Whiteman predict new ethnic dining niches that will combine Indian cuisine local favorites. New but recognizable is the motto, such as in a tandoori chicken poutine or spicy lamb burritos. Can Indian cuisine become the next fusion cuisine?

### The new fast casual

À la minute cooking, fresh and healthy options, customer engagement and a variety of choices in the dish preparation process have proven to be successful in the fast casual segment in recent years in Pune. **In order for these establishments to succeed in the future, however, relying solely on freshness, healthy options and great flavors and textures will not be enough. Consumers are increasingly demanding food anywhere and anytime.**

That means that fast casual operators need to think about how to provide fast home delivery, or drive-through or self-serve kiosks, to position themselves for competition from new entrants.

### Going cashless

**Restaurateurs are beginning to phase out cash in their operations.** This saves them time by avoiding bank deposits and also has obvious operational benefits: fewer handling errors and incidents of theft; and instead, greater transparency and liquidity.

Either way, the industry is heading towards a cashless future with simplified payments made easy through PIN-less card contact payments or ApplePay. Are we

Looking at future payments through electronic fingerprints, retina scans or even facial recognition?

### One dish wonders or ODWs

**Such as shawarma bars, hotpot, Burger and Sandwich, Pizza and some local delicacy such as Vada pav, Misal, Pav Bhaji, Dosa center etc. you name it – authenticity works.**

Single dish outlet is still up and coming. It's all about specialization, finding, and exploring niches that few if any players have ventured into yet, staking a claim and providing for a unique experience while optimizing inventories and bringing about greater profitability. So far, this has been mainly savory but expect more sweet seductions or one *dessert* wonders to pop up. What will be the next big thing after **Dunkin donuts and Chocolate Biclade.**

The advantage of the pastry world is that we can create everything and anything from scratch. So with millennials entering the job market, I wouldn't be surprised to find some really exciting product innovations designed by highly skilled and creative individuals. Kryptonite apple pie anyone?

## Values and ethics

2019 will be increasingly about connecting with consumers on different levels. **More and more customers will look beyond the product itself as a standalone purchase and take into account values such as ethics and transparency.**

Therefore, how companies in Pune demonstrate their commitment to their missions and visions will become increasingly important in the future. Companies will need to consider how they give back to mother earth through organic and biodynamic production processes, a human approach to farming, as well as the reduction of waste, and recycling.

## Self-service kiosks and Grab and Go

**People are mobile, and always on the go. Over the past years we have seen the ‘grab and go’ trend develop and evolve into a new lifestyle among Pune-kars.**

People are more time sensitive, or as market research agency Mintel puts it, “time is of the essence”. The mobile snacking trend is only getting started. Today consumers are looking not only for health-conscious snacks allowing them to bypass lengthy meal times, but also expect fast snacks to be good for them. This has given rise to companies promoting **slow cooking** with traditional recipes.

What’s new is that self-service kiosks, accessible 24/7, are becoming the new grab and go on Railway terminal and bus terminal and there will be no surprise if we see some 24/7 outlet opened in main city area.

## Homemade

2019 is also going to be the year of homemade products. As governments encourage the development of start-ups, there is a blue ocean that is just waiting to be exploited .Hence with the expansion of food delivery services; we should expect a lot more home chefs to come forward with their own unique products, providing for a wide selection of F&B offerings across all ethnicities.

**But this market won’t be limited to stay-at-home moms and dads with a passion for cooking.**

Hotels, making the best use of kitchen down times or semi-professional centralized production kitchens, will also become key players, using branded websites for distribution and maximizing profits through reduced fixed overhead costs. Along with key success factors will be convenience, quality, healthy food, which is locally sourced and has ethnic appeal. Can we then expect a new series of TV shows featuring the most successful private chefs according to sales on distribution platforms?

## Companion beverage bars

New creations, ranging from smoked and grilled ingredients to alcohol-free plant-based liquors, signature house craft beers and customer-tailored drinks will become the new unique selling point and a source of competitive advantage.

In summary, the trends for 2019 are a logical sequel to the evolution of the sector in recent years for Pune. **We should expect to find some astonishing new concepts around honest, transparent, highly-customized and specialized F&B, while also being mindful about profitability in a traditionally low-margin industry driven by high labor costs.** Such developments are greatly inspiring and provide momentum, calling for a paradigm shift in not only what we do and how we do things, but also why.

## 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. 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. 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 Pune mentions entertainment facility also plays very important part to attract and spend time on the table of Food & Beverage outlets.

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. Customer welcome / customer care and service which, incorporates many tangible and intangibles delivered with consistency, quality and creativity. 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.

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.

## Conclusion

From this paper it can be concluded shows that food & beverage service trends are changing day by day with a steady pace in Pune. 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 F&B sector to another level In Pune Region.

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