



Impact of Innovation on Food and Beverage Services

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Abstract— This paper discusses the significance of the food and beverage department in the hospitality industry and its impact on revenue generation. The success of this department depends on service quality, visitor satisfaction, and anticipating and meeting customer demands. With the increasing competition in the industry, restaurant owners aim to provide innovative and creative services to attract more foot traffic and retain customer loyalty. The paper explores the changes in consumer attitudes towards food and drink choices and the impact on food and beverage distributors and customers. The article emphasizes the importance of adopting new trends to provide visitors with a novel dining experience, and the necessity of serving customers well to encourage them to return. The paper draws on previous research to highlight the importance of understanding consumer preferences and addressing the challenges faced by the food and beverage sector in the current market.

Keywords— food, beverage services, innovation, impact, hospitality industry.

INTRODUCTION

The restaurant industry has emerged as one of the most lucrative businesses in the world. One of the actual revenue-generating departments in the lodging sector is the division of sustenance and refreshment. The accomplishment of the food and beverage benefit division depends on aspects like the quality and style of service and visitor pleasure. It is crucial to recognize, anticipate, and be able to meet visitor demands if one wants to build customer loyalty.

Restaurant owners nowadays focus on bringing something creative to the table quickly to increase foot traffic. They are developing ideas for completing an original, never-before-attempted task. One of the most significant issues the food and beverage sector is currently experiencing is how to make the customer stay longer.

There have been many changes in consumers' attitudes toward food and drink choices throughout recent research. These modifications affect the food and beverage distributors and the customer (regarding the food they consume) (regarding the foods and beverages they serve). Due to various media outlets and creative individuals, who try to serve food and drink in an attractive, engaging, intriguing, and eye-catching style, the general public is eventually looking for novel and inventive food and drink services with upscale menu items and more refined stylistic layout and feeling in both larger cities and smaller towns. In some cases, this can show a particular culture's customs and way of life.

This article aims to give specific and significance data on how the innovative food and beverages services had great impact to hospitality industry and the necessity to adopt new trends to provide visitors with a novel dining experience. Trefor Griffith (2018) asserts that this research presupposes that there have been many modifications for food and beverage associations throughout the years, all driven by shifting consumer preferences.



In addition, Alfa (2018), the author claimed that if you want to open your restaurant, you must be aware of the intense competition in the region and strive to be the best to earn the confidence of your patrons. Serving the customers well will encourage them to come back to the restaurant. Making delicious food is essential to owning a restaurant, but it does not end there. In order to have a successful business also need to ensure the loyalty of final customers.

SERVICE INNOVATION

Today, robots are working as cooks and servers in restaurants. Some examples are the following. Café X is a fully automated, cashless, strong coffeehouse brand that has expanded to three San Francisco locations. The booths are enclosed in acrylic and have contact screen tablets in front of which customers place orders and make payments if they have not already done so on their phones. Inside are programmed espresso machines that make Americanos, coffees, cappuccinos, lattes, and level whites using the customers' preferred privately cooked beans and drain types. Its barista, a mechanical arm in the mechanical style, performs a series of programmed actions such as pushing buttons, transferring a container from the syrup dispenser to the drain distributor, and bringing finished beverages to a window for collection. It can often distribute two beverages for each moment, depending on how unpredictable the beverage supply is. The concept includes human employees assisting with ordering and educating customers about the menu.

Robot Themed Restaurant is the first robot-based restaurant in India located in Coimbatore. Customers may place orders on an iPad. The chef prepares the food for the robot's plate, which is modified to serve it to a specific table where customers can choose their meal. The robots will also be able to recognize anyone standing in their way and order them to get out of the way.

According to previous studies, most restaurants focus only on food, but the food alone may not draw people to a restaurant for the first time. Instead, the lure may be an eye-catching exterior design, entertainment, a great media review, or a word-of-mouth recommendation that would increase.

MARKETING STRATEGY INNOVATION

Innovation of food and beverages helps to leverage marketing concepts and strategy to better improve services towards impact to the increases of customers and consumers. Thus, marketing strategy innovation provides a strategic and practical approach to attract, market and communicate new innovative food and beverages services to a targeted group of consumers.

According to Dr. Rios (2022), marketing innovation strategy allows hospitality industry to harness the power of customer satisfaction and have made great efforts to build brand loyalty.

INVENTORY MECHANISM INNOVATION

Inventory mechanism innovation help hospitality industry to produce, develop and create innovations in satisfaction to the fast-paced world of fulfillment today. Inventory mechanism innovations have introduced innovations to optimize security and opportunities in investing solutions necessary to maximize inventory management.



CONCLUSION

In conclusion, the success of the food and beverage service sector depends on various factors such as quality and style of service and guest satisfaction. One of the significant challenges faced by the industry is how to make customers stay longer. To overcome this, restaurant owners focus on offering something new and creative to attract more foot traffic. Customers nowadays are looking for innovative and engaging food and beverage services that provide a unique dining experience. Service innovation has led to the emergence of robots that work as cooks and servers in restaurants, and marketing strategy innovation helps to attract and communicate new innovative food and beverage services to a targeted group of consumers. Inventory mechanism innovation also plays a crucial role in optimizing inventory management to meet the fast-paced world of fulfilment. Thus, it is essential for the hospitality industry to adopt new trends and innovations to offer customers a unique and satisfying experience to ensure customer loyalty and business success.

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