

## **SLOW FOOD AS A PROMISING TREND IN MODERN RESTAURANTS**

At present, the idea of “slow food” restaurants is gaining popularity in the world. The Slow food movement is conceived as the antithesis of “fast food”. Its essence is to support the national cuisine, local farmers, suppliers and restaurateurs.

A lot of people liked the Slow food concept: natural products cooked in the simplest possible ways, the absence of artificial flavoring, stabilizing additives. Considering the very idea of Slow food, it should be noted that this association is not fighting “against” (fast food as such), but, first of all, “for” the right to choose.

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This movement was started by Italian restaurant critics, who were outraged by the opening of McDonald’s in an old Milan mansion in 1986. They wrote a manifesto calling for a boycott of fast food and everything related to it.

Over time, a small group of gourmets has grown into an influential gastronomic organization Slow Food, which involves millions of participants from 160 countries around the world.

The organization is a founding member of the University of Gastronomic Sciences, which provides an academic program in food culture. The yellow snail (Slow Food symbol) on the door of the restaurant serves as a guarantee of quality and authenticity.

According to the philosophy of slow food, one should consume food produced without harm to the environment and health. Slow food stands for farm products, so village cheeses, freshly baked bread and parsley from the nearest market are a must on the table of the followers of the movement.

Slow food supports small private restaurants and fights fast food chains. The movement also advocates for the preservation of traditional crops, vegetables, fruits, animal breeds and foodstuffs that are disappearing as a result of industrialization.

It is well known that a person receives energy and building materials from food. This means that food should:

- a) contain all necessary substances;
- b) be free from unusable and toxic compounds;
- c) be digested properly.

Based on this, in restaurants for healthy lifestyle proponents, dishes are cooked from local products in accordance with the most modern gastronomic and nutritional requirements.

All food here is cooked at low temperatures, preserving the useful properties of the ingredients. No meal, for example, contains sugar, white flour, flavor enhancers, or potato starch. The Slow food principle “Food should be tasty, clean and honest!” became the motto of such restaurants.

Public catering establishments, professing the ideas of slow food, differ significantly from fast food ones. These are small cafes and restaurants where there is high traffic.

In Europe, there are places where not only a table, but also the food itself must be ordered a day in advance so that the cook has time to collect the necessary ingredients.

All food must necessarily consist of products that have undergone minimal heat treatment [2]. And most importantly, you only need to eat what your body is accustomed

to from birth, that is, local products, and, of course, rely on high environmental friendliness.

It is these criteria that underlie the organization of “slow food” restaurants [1]. In Europe, for example, if a restaurant has a slow food sign in the form of a leaf-eating snail, then the menu will include dishes traditional for these places, made from products exclusively of local origin. The food is very natural, but it costs relatively more than in regular restaurants.

Slow food restaurants value gentle cooking methods that maximize the preservation of all useful microelements in the product. The absence of chemical additives in cooking is the main feature of slow food restaurants.

This concept implies the right approach to the selection of food – fresh, without preservatives, ecologically and genetically pure. For example, instead of a serving of french fries or instead of a convenience food in the spirit of “warm over and eat” or “dilute with water and drink” it is better to eat a small amount of blue cheese and a few apples.

Slow food, as a new trend in the public catering market, is still in its maturation stage. But maturation in this case refers not to the movement itself, but to the modern consumer.

Both the world and the domestic market for public catering services reaches a certain degree of saturation in terms of the diversity of already existing forms and concepts of modern catering enterprises.

The new movement has every chance of becoming popular and in demand in Ukraine. And given the mission of Slow Food, focused on healthy eating, this movement can be considered as a modern trend in the catering market.

References:

1. Petrini, K. (2015). *Food & freedom: How the slow food movement is changing the world through gastronomy*. Rizzoli Ex Libris.
2. Waters, A. (2021). *We are what we eat: A slow food manifesto*. Penguin Press.

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