

## FOODPAIRING AS A MODERN TREND OF RESTAURANT BUSINESS

**Chepurda H. M.**, *Doctor of Historical Sciences, Professor,  
Head of Tourism, Hotel and Restaurant Business Department*

**Diachenko A. M.**, *Master's Degree student,  
specialty «Hotel and Restaurant Business»  
Cherkasy State Technological University*

It has long been known that people perceive food not only through its taste, but also through its sense of smell, by touch and sight. Eating affects all the senses: hearing and eyesight affect the perception of food, touch gives a sense of texture, freshness, firmness, and smell and taste are the base of degustation.

It is interesting that only 20 % of the understanding of the taste of food comes through taste receptors, but the sense of smell plays a much more important role. The human sense of smell is able to distinguish up to 10,000 different scents. Thus each scent consists of several molecules – aromas [1].

It is the aromas that play a key role in shaping the taste, reaching the senses through the nose and mouth. In fact, 80 % of dish taste is its aroma.

If previously traditional combinations of products, such as bacon and eggs or basil and tomato were developed through practice (by trials and mistakes), nowadays we rely on molecular gastronomy (foodpairing), and one can already create extraordinary recipes.

The Foodpairing food project of Belgian chemist Lauss is based on a spectographic analysis of scents and a scientific method of combining products, which is more likely to ensure that the ingredients of your innovative dish will combine well [2].

In other words, foodpairing is a method that determines which ingredients in a food and drink combine well with each other at the molecular level. The main secret is that they must have common basic aromatic components.

At the beginning of millenium, the culinary «chemist» Heston Blumenthal published a recipe for «The Guardian». It was a recipe for a black caviar with white chocolate. He said that he had found the combination in an experimental way, but it was so exciting for his mind that he had to turn to a specialist – François Benci (from a reputable Geneva company «Firmenich», which produces taste and aromatic components.

Francois has found that both chocolate and caviar contain high levels of amines – a group of proteins that break down to amino acids, but not enough to release ammonia. Amines are responsible for the desired taste of cooked meat or cheese, among other things [3].

Foodpairing is a gastronomic trend that is independent of general gastronomic principles and traditions. It has confirmed the correctness of classic

scent combinations that have been used by chefs of all levels in their kitchens for years, as well as at our home. But there is one point: often chefs consider foodpairing as the principles of combining wine and food.

The trend of foodpairing is spreading more and more. 2016 the first all-Ukrainian competition of foodpairing took place. At the Whiskey Dram festival, which took place in the late autumn in Kyiv, a separate food pairing area was opened, where three chefs table with famous local chefs took place. They prepared a separate menu, each dish of which would go perfectly with some whiskey.

The most interesting thing is that not only chefs but also chocolatiers, bartenders and even baristas can use the method of foodpairing.

It is also worth to say that foodpairing contributes to the development of both the gastronomic culture and the restaurant business. This is a great opportunity to attract customers and increase sales [4].

Arranging various tasting and catering practices for visitors, you increase their interest in your institution. Vivid impressions are always wanted to share, so guests are sure to tell their friends and acquaintances – the flow of visitors is sure to grow.

Including exclusive offers on the menu with unusual taste combinations, developed by the chef will be more expensive than the cost of usual dishes, but this way is much cheaper than various PR companies.

This gives your chef bartender and chef the opportunity to work in a team.

It also attracts customers because the restaurant's guests want to taste not only the food they understand, but also the food that they are unable to eat at home or in other institutions. Foodpairing menu can be the highlight of a restaurant that can not be found in others.

## REFERENCES

1. Foodpairing: Новый взгляд на традиционные вкусовые комбинации [Электронный ресурс]. – Режим доступа: <https://www.restorator.ua/post/2017/05/26/foodpairing>
2. Іновації в кулінарії фудпейрінг [Електронний ресурс]. – Режим доступу: <https://alexsolor.net/innovatsii-v-kulinarii-fudpejring>
3. «Барвистий» фудпейрінг: як гармонійно та смачно жити [Електронний ресурс]. – Режим доступу: <http://kievvlast.com.ua/style/barvistij-fudpejring-yak-garmonijno-ta-smachno-zhiti>
4. Фудпейрфнг або штучний інтелект в кулінарії [Електронний ресурс]. – Режим доступу: <https://hype.tech/fudpeyring-ili-iskusstvennyu-intellekt-v-kulinarii-9lwjtqe7>