

FUNCTIONAL FOOD IN THE RESTAURANT BUSINESS TRENDS

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Annotasiya. *This article is a restaurant in the business functional nutrition of modern trends analysis has been. Healthy is a lifestyle , the demand increase, innovative technology and customer needs change functional products in the development of motivation that is illuminated. Also, the restaurant in the functional menu of the introduction of the advantages and prospects considered has been.*

Keywords: *restaurant, functional nutrition, menu, functional beverage, restaurant business, healthy food, innovasiyalarservice.*

Annotasiya. *Mazkur maqolada restoran biznesida funktsional ovqatlanishning zamonaviy tendentsiyalari tahlil qilingan. Sog'lom turmush tarziga bo'lgan talabning ortishi, innovasion texnologiyalar va mijozlar ehtiyojlarining o'zgarishi funktsional mahsulotlar rivojiga turki bo'layotgani yoritilgan. Shuningdek, restoranlarda funktsional menyularni joriy etishning afzalliklari va istiqbollari ko'rib chiqilgan.*

Kalit so'zlar: *restoran, funktsional ovqatlanish, menyu, funktsional ichimlik, restoran biznesi, sog'lom ovqat, innovasiyalar, servis.*

In recent years, world food culture in significant changes observed. Consumers are not only delicious, but also health to beneficial that are products to choose strives. This is the view point of functional food restaurant business important areas of one 's becoming.

Functional food products in the human body additional benefits - bearing, that is, immunity booster, digestion may improve and diseases, the risk of commercial that reduce the product is .

Functional nutrition – this not only nutritional needs meet, but also of health, conservation and the improvement of directed food system. Such products probiotiklar, antioxidants, vitamins with fortified foods include.

Research that shows, consumers in health beneficial products for more pay than willing.

Restaurant business functional nutrition main trends:

1. Healthy menu require increased toI. Restaurants have their menu, low calorie, organic , and diet dishes are included. This while customers attracting in an important factor is becoming. This with along, on the menu “healthy” the signs the application of practice is wide spread .

2. The development of functional drinks. In recent years, kombucha, herbal tea and drinks in the menu of the restaurant as a functional vitaminli smuzilar is wide spread .

3. Superfud and the use of biologically active components. Chia seeds, spirulina, kurkuma like “superfud”’s restaurant is widely used in cuisine. These products are not only the most favorite flavors, but also the feed value also increases.

4. I individuallashtirish diet.Modern technology through customer personal dieta to the corresponding menu offer to a trend is developing. This, especially, health , with associated needs to be able to customers for importantit is.

5. Sustainable and ecological approach.Calamities trends from year 2025, according to a leading local design and environmentally friendly products have become the use of direction in the restaurant business .

Functional feeding current in number of problems there are:

- product high price;
- qualified professionals from the lack of;
- some functional products effective scientific aspects of full proof ;
- consumers are all also healthy food delicious that accept do not .

Functional food restaurant of the business in the future, the main drivers of one is. The following directions are promising is:

- digital technologies through smart menus create;
- functional dessert and snack work out;
- dietologlar with the collaboration of the menu of the formation;
- fitness and healthy a lifestyle with integrate.

Restaurant business functional food development in the future of the area's most important strategic areas of one to remain. In the society healthy a lifestyle the interest of the increase, urbanizatsiya process and consumers of manners of the change functional for the product, the demand further enhances.

First place, future of the restaurant business in personalized nutrition (personalized nutrition) of a wide spread is expected. Modern digital technology and artificial intelligence , using any of a client's health status, age, physical activity and your diet needs to fit the menus shall be formed. This while functional feeding new level of take out.

The second important direction — biofunktsional ingredients and innovative products from the protected use were the main focus. In the restaurant probiotiklar, antioxidants, vitamins and minerals rich products on the basis of new dishes to work out for the tendency will strengthen. This with along, superfudlar and natural organic products , the share will increase.

Thirdly, the restaurant business in the digital transformasiya the process further will enhance. Online ordering systems, mobile applications, smart menus and automated service

functional feeding to the consumer more convenient and accessible makes. This is through customers their needs suitable food quickly and easily to choose a chance to have a will.

Fourth promising direction — healthy nutrition and fitness industry with integratedis. Restaurants, fitness centers, dietologlar and health to maintain specialists with the collaboration of special menus work out will take. This while functional feeding only the service is not, but a full healthy life style system translates into.

Fifth, environmental sustainability and “green” kontsepsiya restaurant in the business, an important role plays. Local raw materials use, waste reducing and organic products prefer to see the trend for functional nutrition with merge into.

2026 year calamities trends according, functional ingredients and healthy eating kontsepsiyalari more popular, is expected to .

Conclusion I say, functional food restaurant business strategic importance in the profession continues. Consumers healthy a lifestyle as the interest increases, the growing conditions, the restaurants this trend adapted spark needed. Functional menu of the introduction to not only competitive increases, but also customer satisfaction both ensures.

Restaurant business functional nutrition prospects are very broad this isit, not only in service provision , the quality of increases, but also consumers of health to improve both serve will. Innovasiyalar, digitization and healthy eating culture by a combination of the future in this area of sustainable development ensures.

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