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**PRODUCTION PROSPECTS
OF STRONG ALCOHOLIC
BEVERAGES IN THE
CONDITIONS OF PRIVATE
FARMS FOR INSTITUTIONS
OF THE HOSPITALITY
INDUSTRY**

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Topicality. Global trends in the hospitality industry are characterized by the intensive development of innovative products. A promising area is the production of high-quality original spirits in the conditions of farms for the hospitality industry. **Purpose and methods.** The current state and the prospects definition of development of strong alcoholic beverages production have been studied in the conditions of private farm productions for establishments of the hospitality industry. Analytical and theoretical methods have been used in the research. **Results.** Legislative preconditions form significant changes in the alcohol and vodka industry. “Crafts” production has been gaining momentum in Ukraine recently. Today, thanks to unique production technologies, extraordinary recipes and the use of exclusive ingredients, it is possible to produce branded spirits. Manufacturers of strong authentic drinks open the way to the segment of world-class ultra-premium alcoholic beverages. It is substantiated that in the conditions of small farm productions there is a possibility to make in limited quantities high-quality refined strong alcoholic drinks. Revival farms for the production of alcohol will help expand the range of alcoholic beverages in the restaurant business establishments. Given the long tradition and experience, it is safe to say that there are prospects for the development and improvement of the production of spirits in private households.

Conclusions and discussions. The scientific novelty of the article lies in the innovative development of alcohol production for the hospitality industry. Theoretical substantiation of prospects of development of strong alcoholic drinks production in the conditions of private productions has been carried out. The practical significance of the obtained results is manifested in the prospects for the development of the spirits production in private farms for the hospitality industry. Prospects for further research are the possibility of expanding the range of spirits, innovative development of the industry, manufacturing products in family and farms with sales in branded restaurants and bars in compliance with national traditions and customs.

Keywords: strong alcoholic beverages, craft production, farming, hospitality industry.

The topicality of problem

Formulation of the problem. Global trends in the hospitality industry are characterized by the intensive development of innovative products. A promising area is the production of high quality original alcoholic beverages in the conditions of farms for hotel and restaurant complexes.

Legislative preconditions form significant changes in the development of the alcohol and vodka industry, which encourage its development. “Craft” production has been gaining momentum in Ukraine recently. Branded spirits appear, which, thanks to unique production technologies, extraordinary recipes and exclusive ingredients, open the way to the segment of ultra-premium unique alcoholic beverages.

The state of the problem study. P.L. Shiyan, V.V. Sosnytsky, S.T. Oliynichuk, V.O. Marynchenko, and L.V. Lewandovsky made a significant contribution to the research and the alcohol industry development.

Unresolved issues. Due to the legal preconditions for the DE monopolization of the alcohol industry, there is a possibility of alcohol production and spirits in private households. The rise of the world economy is characterized by the intensive development of innovative products. In recent decades, the hotel and restaurant business is actively developing. To increase turnover, owners try to offer visitors the widest possible range of goods and services. This also applies to branded culinary and alcoholic products presented in bars and restaurants. This article is devoted to the issue of expanding the range of spirits due to the production development in the farms conditions.

Purpose and research methods

The purpose of the article is to study the current state and determine the prospects for the development of the strong alcoholic beverages production in private farms for the hospitality industry.

The methodological basis of the research is the study of promising ways to develop the spirits production in private farms.

Research methods. Analytical and theoretical methods have been used for research.

Information base of the research: monographs, scientific articles of scientific-practical conferences, legislative acts, patents, copyright certificates, statistical data.

Results of the research

Modern trends and conditions of the world economy dictate new priorities and directions of development. One of the industries that has emerged as a leader in recent years is the hospitality industry. The trends in the hospitality industry, which have developed in recent decades, include:

- 1) new directions formation of modern cooking;
- 2) deepening the specialization of hotels and restaurants;
- 3) formation of international hotel and restaurant chains;
- 4) a network development of small enterprises;
- 5) introduction of computer technologies into the hospitality industry (Polotai, 2017).

In most cases, making a profit in the hospitality industry is the result of the implementation of services based primarily on labor and capital. In addition, promising areas of increasing profits are entrepreneurial ability, the introduction of various innovative products, achieving optimal volumes of activity, the ability to take risks (Aheieva & Milieva, 2010). To maintain its position in the market, the hospitality company must implement advanced technologies; look for new forms in a constantly changing environment. The rise of the world economy is characterized by the intensive development of innovative products (Kulchytska & Tsarova, 2018a).

The activity of so-called «craft» productions which make qualitative production in small parties gains popularity. Strong «craft» alcoholic beverages are, first of all, the search for new tastes, overcoming stereotypes and going beyond standard solutions (Shvindina et al., 2019).

According to the producers' philosophy of "craft" products, the quality and authenticity of the goods produced are in the first place, it is possible to hope that access to a new market will be an impetus for the small farms development and launch new authentic products (Kline et al., 2017).

Based on the experience of the United States, we see that in the country the active production of «craft» products (alcohol, coffee) was carried out by local producers in the 1990s. More active production began only in 2012. To date, more than 4,000 plants have been registered across the country. Strong "craft" alcoholic beverages are made only from raw materials of local origin, and all recipes are created by the owners' private factories.

Legislative preconditions of Ukraine encourage the revival of private production, which will allow producing original refined alcoholic beverages. On January 1, 2020, the law on DE monopolization of the alcohol industry № 318-IX «On Amendments to the Law» On State Regulation of Production and Circulation of Ethyl Alcohol, Cognac and Fruit, Alcoholic Beverages, Tobacco Products and Fuel «came into force, which provides for the abolition of state monopoly on the production of alcohol, which allows businesses, regardless of ownership, to produce alcohol with a license. Food alcohol must be used to make concentrated alcoholic beverages. A necessary condition for ensuring the high quality of alcoholic beverages is to obtain high-quality food alcohol.

According to Statistics MRC, the global alcoholic beverage market in 2017 is estimated at 1324.1 billion dollars, and by 2026 it is expected to reach 1864.2 billion dollars, an increase of 3.9% on average over the forecast period. High growth rates in developing economies, high disposable income; rising costs of finding new entertainment and demand for alcoholic beverages are factors contributing to the growth of the market ("Alcoholic beverages", 2018). Thus, global trends in the production of alcoholic beverages predict an increase in demand in the market of spirits.

The range of alcoholic beverages produced at factories in Ukraine, mostly unable to satisfy the demanding consumer. Therefore, the revival of private production will allow to produce original refined spirits from raw materials inherent in this area in limited quantities in family and farms with sales in branded restaurants and bars in compliance with national traditions and customs (Shyian & Sosnytskyi, 2017).

It should be noted that in Ukraine there is a wide range of natural ingredients for making «craft» strong drinks, namely various nuts, spices, herbs, dried and fresh berries, fruits of trees and shrubs, fruits. Vodka, alcoholic beverages and other alcoholic beverages belong to the taste products. Alcohol increases appetite, improves digestion,

increases tone. Well-decorated bottles with them decorate the holiday table. The National University of Food Technologies has developed a number of recipes and technologies for alcoholic beverages.

Strong alcoholic beverages include distilled beverages, the main component of which is ethyl alcohol. According to the way of preparation, drinks are divided into two groups (Fig. 1).

The first are obtained by simple distillation of germinated sugar-containing raw materials (grape or fruit wines) and mash obtained from carbohydrate-containing raw materials. The second are drinks obtained from rectified food alcohol by mixing it with specially prepared water and other ingredients, followed by appropriate processing of the resulting blends.

Distilled alcoholic beverages are produced in distillation units of periodic action, which include a distilling cube, a distillation column (nozzle or with bubbling contact devices) with appropriate heat exchangers. The National University of Food Technologies has developed distillation units, the production of which is established at the Nizhyn Mechanical Plant under the trademark DU-1 and DU-10 with a capacity of 10 and 100 liters per day, respectively (Shyian & Sosnytskyi, 2017).

Sugar-containing, starch-containing agricultural raw materials, fruits and berries are used for the production of alcohol mash. At the Biotechnology Department of Fermentation Products and Winemaking NUHT developed a universal distillation unit PU-500M for distilled alcoholic beverages (Shyian & Sosnytskyi, 2017).

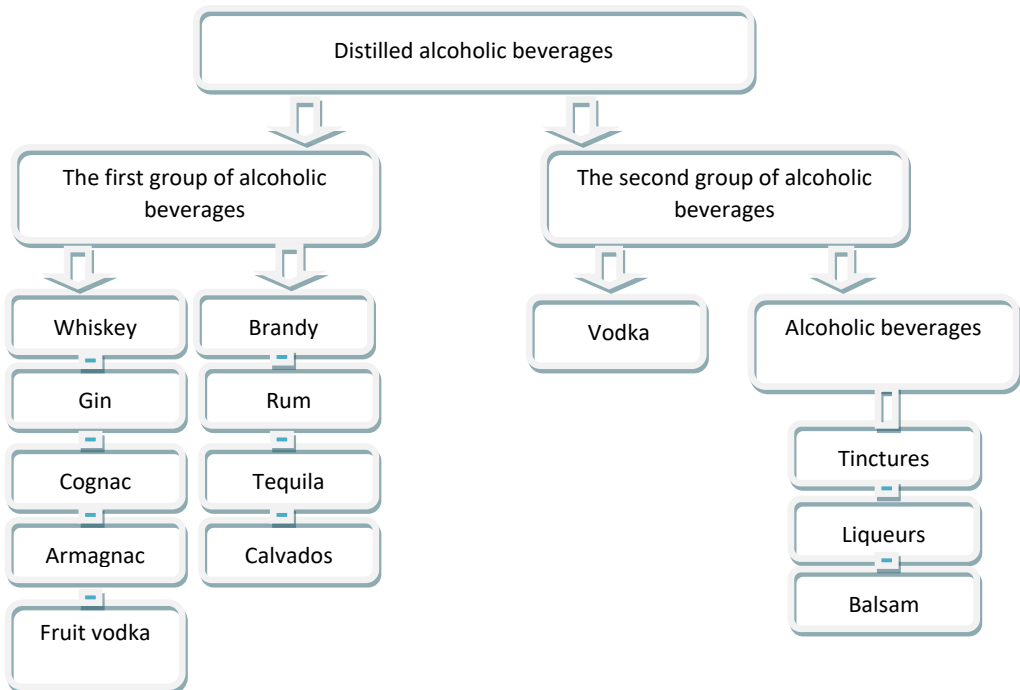


Fig. 1. Distribution of alcoholic beverages by method of preparation
Source: based on data from (Shyian & Sosnytskyi, 2017)

The revival of alcohol farms will expand the range of spirits in restaurants. Given the long tradition and experience, it is safe to say that there are prospects for the development and improvement of the production of spirits in private farms.

Conclusions and results discussion

Given the legal prerequisites, as well as many years of tradition and experience of generations, today it is possible to revive and enrich the ancient recipes and technologies of alcoholic beverages. Only in the conditions of small farms it is possible to make in limited quantities high-quality refined strong alcoholic drinks.

Theoretical substantiation of prospects of development of production of strong alcoholic beverages in the conditions of private productions has been carried out. The practical significance of the obtained results is revealed in the prospects of production development of strong alcoholic beverages in the conditions of private farms for establishments of the hospitality industry.

Prospects for further research are the possibility of expanding the range of spirits, innovative development of the industry, the manufacture of branded products in family and farms with sales in branded restaurants and bars in compliance with national traditions and customs.

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ПЕРСПЕКТИВИ ВИРОБНИЦТВА МІЦНИХ АЛКОГОЛЬНИХ НАПОЇВ В УМОВАХ ПРИВАТНИХ ГОСПОДАРСТВ ДЛЯ ЗАКЛАДІВ ІНДУСТРІЇ ГОСТИННОСТІ

Актуальність. Світові тенденції розвитку індустрії гостинності характеризуються інтенсивним розвитком інноваційних продуктів. Перспективним напрямком є виробництво високоякісних оригінальних міцних алкогольних напоїв в умовах фермерських господарств для закладів індустрії гостинності. **Мета і методи.** Дослідження сучасного стану та визначення перспектив розвитку виробництва міцних алкогольних напоїв в умовах приватних фермерських виробництв для закладів індустрії гостинності. При проведенні досліджень використовували аналітичні та теоретичні методи. **Результати.** Законодавчі передумови формують значні зміни у спиртовій та лікєро-горілчаній галузі. Останнім часом в Україні набирає стрімких обертів «крафтове» виробництво. На сьогодні завдяки унікальним технологіям виробництва, екстраординарним рецептурам і застосуванню ексклюзивних інгредієнтів є можливість виготовляти брендові міцні напої. Для виробників міцних автентичних напоїв відкривається шлях у сегмент ультрапреміальних алкогольних напоїв світового рівня. Обґрунтовано, що в умовах невеликих фермерських виробництв є можливість виготовляти в обмежених кількостях високоякісні вишукані міцні алкогольні напої. Відродження фермерських господарств із виробництва спирту сприятиме розширенню асортименту міцних алкогольних напоїв у закладах ресторанного господарства. Враховуючи багаторічні традиції та досвід, можна із впевненістю сказати, що є перспективи розвитку та вдосконалення виробництва міцних алкогольних напоїв в умовах приватних господарств. **Висновки та обговорення.** Наукова новизна роботи полягає в інноваційному розвитку виробництва алкогольної продукції для закладів індустрії гостинності. Здійснено теоретичне обґрунтування перспектив розвитку виробництва міцних алкогольних напоїв в умовах приватних виробництв. Практичне значення одержаних результатів виявляється у перспективах розвитку виробництва міцних алкогольних напоїв в умовах приватних господарств для закладів індустрії гостинності. Перспективи подальших наукових розробок полягають у можливості розширення асортименту міцних алкогольних напоїв, інноваційному розвитку галузі, виготовленні продукції в умовах родинних та фермерських господарств із реалізацією у фірмових ресторанах та барах із дотриманням національних традицій та звичаїв.

Ключові слова: міцні алкогольні напої, «крафтове» виробництво, фермерське господарство, індустрія гостинності.

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ПЕРСПЕКТИВЫ ПРОИЗВОДСТВА КРЕПКИХ АЛКОГОЛЬНЫХ НАПИТКОВ В УСЛОВИЯХ ЧАСТНЫХ ХОЗЯЙСТВ ДЛЯ ЗАВЕДЕНИЙ ИНДУСТРИИ ГОСТЕПРИИМСТВА

Актуальность. Мировые тенденции развития индустрии гостеприимства характеризуются интенсивным развитием инновационных продуктов. Перспективным направлением является производство высококачественных оригинальных крепких алкогольных напитков в условиях фермерских хозяйств для гостинично-ресторанных комплексов. **Цель и методы.** Исследование современного состояния и определение перспектив развития производства крепких алкогольных напитков в условиях частных фермерских производств для заведений индустрии гостеприимства. Для исследований применены аналитический и теоретический методы. **Результаты.** Законодательные предпосылки формируют значительные изменения в развитии спиртовой и ликеро-водочной отрасли, побуждающие развитие в данной области. В последнее время в Украине стремительные обороты набирает «крафтовое» производство. Появляются брендовые крепкие напитки, которые благодаря уникальным технологиям производства, экстраординарным рецептурам и эксклюзивным ингредиентам открывают путь в сегмент ультрапремиальных уникальных алкогольных напитков. Обосновано, что в условиях небольших фермерских производств можно изготавливать в ограниченных количествах высококачественные изысканные крепкие алкогольные напитки. Возрождение фермерских хозяйств по производству спирта будет способствовать расширению ассортимента крепких алкогольных напитков в заведениях ресторанного хозяйства. Учитывая многолетние традиции и опыт, можно с уверенностью сказать, что существуют перспективы развития и совершенствования производства крепких алкогольных напитков в условиях частных хозяйств. **Выводы и обсуждение.** Научная новизна работы заключается в инновационном развитии производства алкогольной продукции для заведений индустрии гостеприимства. Осуществлено теоретическое обоснование перспектив развития производства крепких алкогольных напитков в условиях частных производств. Практическое значение полученных результатов оказывается в перспективах развития производства крепких алкогольных напитков в условиях частных хозяйств для заведений индустрии гостеприимства. Перспективы дальнейших научных разработок заключаются в возможности расширения ассортимента крепких алкогольных напитков, инновационном развитии отрасли, изготовлении брендовой продукции в условиях семейных и фермерских хозяйств с реализацией в фирменных ресторанах и барах с соблюдением национальных традиций и обычаев.

Ключевые слова: крепкие алкогольные напитки, «крафтовое» производство, фермерское хозяйство, индустрия гостеприимства.