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**PROMOTION OF NEW POD FOODS SERVICES IN THE SPHERE OF
HOTEL AND RESTAURANT SERVICES FOR THE PRODUCTION AND
SERVICE OF CONSUMERS**

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Annotation: The article presents the main modern services in the hotel and restaurant business. It is shown that the new Pod Foods services act as a link for quality food suppliers, but do not have a high rating brand in the hotel and restaurant services market.

Keywords: aggregator, hotel and restaurant business, Pod Foods, farmers, restaurant services.

Pod Foods are modern aggregators that successfully operate in the mobile content market, establish multiple agreements to facilitate the process of organizing the delivery of mobile content to its consumers. Such consumers are hotel and restaurant complexes that need a high-quality supply of food products at reasonable prices and with stable quality. Pod Foods, as an online distributor, uses online marketplaces to allow hotel complex restaurants to browse and select products, which are then shipped directly from manufacturer to retailer. By eliminating the need for warehousing, online distributors enable small businesses to set reasonable prices for their products without incurring the high costs associated with traditional distributors [1, c. 66].

This georeferenced relationship between the direct suppliers of farmers and the

hotel complex's restaurants provides quality local, local farm products. Today's hospitality consumers are much more likely to order local farm produce and favor healthy eating, which is well supported by a service like Podfoods that connects farmers and restaurants [2, c. 1].

One of the main goals of Pod Foods is to maintain space for the growth of high quality food brands, which fosters the development of responsible retail suppliers in the food distribution system. For farms that already have a small brand and have not yet entered the consumer market niche, this provider aggregator service is very important. Farmers with no significant upfront investment targeting the discerning consumer can access retail through Pod Foods. With a vast geographic area, Pod Foods can offer boutique brands of different fame to a wide range of restaurant services. This prevents them from missing out on quality food products due to an imperfect distribution system that targets very famous brands [1, c. 66; 3, c. 1].

The tech-trend platform aggregator supplier Pod Foods orients shoppers to access specialized brands across the country so that they can offer their consumers a carefully curated selection of the most relevant products based on data and industry trends. Affordable, fully transparent Pod platform provides brands, based on sales data, information to manage and optimize hotel and restaurant services for production and customer service [2, c. 1].

The restaurant industry is being provided with a new food supply chain with direct links to retail suppliers where clearly locally selected products are of the highest quality [4, c. 113].

Pod Foods, based on predictive analytics of emerging trends, provides a comprehensive list of the most popular products from the earliest stages and the history of purchases in retail [5, c. 1].

Such data can provide a level of insight previously unavailable to this market, by eliminating the many assumptions and offline activities that largely lead to lack of stock, inefficient logistics and the accumulation of significant food waste.

This is relevant against the background of the current epidemiological situation, when the restaurant business is actively fighting to maintain its viability.

Thus, the introduction of Pod Foods services in the field of hotel and restaurant services for the production and service of consumers leads to an increase in the number of visitors, to an expansion of the range of quality products, as well as to the search for new original business solutions that increase the competitiveness of the establishments of the hotel and restaurant complex. As an aggregator of supplies, Pod Foods represents the potential of the global market to improve service technologies, allowing us to reach a new level of service. The use of Pod Foods has a positive effect on farms and finds a response from consumers of their products, which has a direct impact on socio-economic processes. This helps to facilitate interaction among various actors in the hotel and restaurant industry.

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