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ХАРЧОВИХ ТЕХНОЛОГІЙ

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РОЗДІЛ 6

**СОЦІАЛЬНІ ТА ЕКОЛОГІЧНІ АСПЕКТИ
СУЧАСНОЇ ЖИТТЄДІЯЛЬНОСТІ**

On the basis of the data obtained, two blended vegetable oils were created: a mixture of sunflower oil (content in the blend of 90,35%) and linseed (content in the blend of 9,65%) of the oil; a blend of grape (content in the blend of 53,2%) and oil (content in the blend of 47,8%). The resulting amount of vegetable oils allows you to create blends with a balanced ratio of ω -6: ω -3 PUFA, which in the finished two-component blends is 10,03: 1.

Conclusions. The choice of the components of the blended oils, followed by the prediction of the fatty acid method, allows you to create a product with a balanced ratio of ω -6: ω -3 PUFA 10,0: 1 recommended by the World Health Organization, that is, sunflower and linseed oil – each content in the blend is 90,35% and 9,65% respectively; and grape and mustard oil – 53,2% and 47,8% respectively.

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ANALYSIS OF GASTRONOMIC FESTIVALS MARKET IN ODESSA

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Gastronomic tourism is gaining popularity in the world. This tendency is happening in Ukraine too. Odessa is considered to be the most powerful cultural and historical, economic and tourist center of the South Ukraine.

According to the works of Kivela and Croats, Khialager, Corilyano and Yuan, gastronomic events, and festivals in particular, are one of the forms of gastronomic tourism, and play an important role in the acquaintance of tourists with local traditions.

In 2000, Gates stated that gastronomy provides an opportunity to feel the authenticity of the lifestyle of local people in a pleasant atmosphere. Goldblatt believes that great events are an attractive element of the deployment.

Moreover, in 2012, Gates expressed the opinion that gastronomic subjects multiply the degree of place's attractiveness.

Gastronomic festivals are becoming more and more popular in Odessa. You can taste the best dishes of Odessa restaurants, meet friends, sit at the big table in the colorful courtyard or in the nature, listen to local musicians or attend master classes. Lots of events are being arranged on weekends, and gather hundreds of guests.

The most authentic gastronomic festival in Odessa is Tsimes Market. TsimesMarket is a traditional gastronomic festival for the citizens of Odessa and city guests.

Generally, Tsimes is a dessert dish of Jewish cuisine, a sweet vegetable stew with various ingredients, which may vary depending on the terrain. The festival collects and treats guests with masterpieces of culinary and confectionery art, and the cheerful atmosphere creates a cozy and friendly atmosphere. The essence of Tsimes is that well-known restaurants and young Odessa cooks sell branded food, and guests taste it at a large general table. In addition to having a good meal, visitors can dance to the Odessa songs, as well as check or buy different inedible eco-goods and other hand-made items.

Sova Picnic is a festival that is being held by the SOVA event planning firm for 3 years. The main sites of the PICNIC festival:

- Food court: restaurants and cafes represent the cuisine of the world, famous desserts and coffee from distant countries from confectionery and coffee shops.
- Family-market: designer clothes, home decor, toys and books, author's accessories and other popular, but remarkable products that are not so easy to find in stores.
- KidsCamp: child-friendly zone, here you can play musical instruments, build your own boat, explore and crawl, play.
- DIY project: interesting and authoritative personalities conduct master classes and give recommendations on trends and fashion.
- Culinary Workshop: place of gastronomic experiments, disclosure of the secrets of national dishes.
- The musical stage.

The festival "Taki-da, delicious" is a platform where Odessa cafes, restaurants, cooks and confectioners, manufacturers and food suppliers present and sell their products. The festival takes place in Odessa several times a year, each time with a new thematic focus – "Fish Crop", "Dolce vita", "Apple Mood", "Country Season", "Season of Hunting", etc. "Taki-da, delicious" includes an entertaining program, where you come to relax, have fun, listen to music and dance. In the warm season, the festival is being held in the open air, on the territory of the Odessa Film Studio; in cold weather - in closed, comfortable spaces.

Odessa Beer Festival – the largest and most diverse tasting platform for classical and craft various drinks produced by technologies collected in different parts of the world. Every afternoon, on the first Friday of August, Odessa citizens and visitors of the city have the opportunity to try rare beers, learn about the history of creation and the art of consumption of true trendy beer, visit the photo exhibition, listen lectures of beer experts and enjoy atmospheric music.

Gesheft Garage Sale is four large-scale seasonal festivals in Odessa, 3 of which are held in the open-air format. The festival includes design-market, concerts, street food, creative workshops, children's area and market.

According to a study conducted using Google forms, which was placed on the relevant topic in the contact group and involving 126 people, mostly from the age of 18 to 30, 95%, or 120 people who once attended gastronomic festivals.

The most popular gastronomic festival in Odessa was "Tsimes Market", which was visited by 60% of respondents. The second place is Gesheft Garage Sale, SOVA PICNIC.

43% of respondents believe that the price for an entry ticket is overpriced. 65% of respondents attend festivals with friends, 28% - with the family, and 7% - themselves.

Table 1 – Comparative characteristics of the main gastronomic festivals of Odessa

The name of the festival	Periodicity	Location	Price	Number of participants
Tsimes Market	Once a month	34a Marasliivskastr, Champagne Wine Factory	50-60 hrn (\$2)	60-70
SOVA PICNIC	3 times a year	Gorky'sSanatorium	60 hrn (\$2)	70
Taki-da, Delicious	2 times a year	OdessaFilmStudio	50 hrn (\$2)	1
Odessa Beer Festival	2 times a year	OdessaFilmStudio	100 hrn (\$4)	20
Гешефт Garage Sale	4 times a year	Green Theatre	60-70 hrn (\$2)	25

The most important disadvantages of gastronomic festivals in Odessa, respondents consider high prices and insufficient number of places to eat. On the other hand we see that prices may seem too low for foreign travelers (due to the high difference in salaries abroad).

The above shows the need for in-depth study of this topic in order to improve the development of tourism in Odessa.

Scientific supervisor – Doctor of Economic Sciences, assistant professor Basurkina N.

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PROSECCO AND CHAMPAIGN. PRESENT SITUATION IN BRAND NAME DEFENSE ALL OVER THE WORLD.

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Appellation d'Origine Contrôlée (AOC) are the wines with controlled names of origin (AOC). The main idea of AOC is the defense against the dishonest competitors who can affect the image of wine and control during all stages of wine production and marketing. This category of wines satisfies all production conditions introduced by INAO – Institute of Original Names.

The rules for wine production are severe.

- Local production: the region of grape growing should be indicated.
- Selection of grape breed: wine should be produced from the grape allowed in the region
- Productivity: for each OAC the max permissible productivity is fixed
- Max production volume: a guideline – “the less harvest the better quality” – decrease of harvest is realized by close planting and lopping
- Methods of grape cultivation (lopping mode and plants density) must correspond to norms of specified region

All the wines pretending to AOC status should undergo analytic examination and degustation. In case of positive solution the wines receive a Certificate.

In case the producer follows all rules he receives the right to print the label - «Appellation d'origine contrôlée» (controlled name of origin). It means that organoleptic properties of Champagne (taste, color, flavour) meet the standards adopted in the region.

The best known region of France which produces champagne of AOC category is Champagne.

According to EU legislation and the legislations of most countries, brand champagne is settled for wine produced in Champagne province.

Mansions producing champagne are quite numerous – about 256. Every year the local factories produce about 300 million bottles of champagne, including a world famous brands as «Moët et Chandon», Ruinart, Veuve Clicquot and other smaller producers. For champagne

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Том 1

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