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## **AVAILABILITY OF SOMMELIERS IN RESTAURANTS OF MINSK**

There are a lot of restaurants in Minsk. Among them we can find a lot of luxurious and prestigious restaurants that correspond to the international standards. Such places usually offer a wide range of wine cards to choose.

The author of this work considers a sommelier to be an integral part of a luxury restaurant. In Europe a sommelier plays a great role in food and beverages service sphere and that contributes to the overall image of the city, having such a restaurant, and therefore to the quality of hospitality and restaurant business of the country.

Taking into account this fact the author has set the task to explore the level of availability of sommeliers in the restaurants of Belarus, to analyze how it contributes to competitiveness of such places.

The main idea of the author's research is to identify benefits of restaurants that are considering sommelier vacancies or inviting them for menu making.

The research was conducted in following restaurants: Grand Café, Bardot, Café de Paris and Wine Cabinet. These restaurants have the highest markup category and are institutions that have deluxe or premium status.

«Wine Cabinet» establishment is located in the very center of Minsk. The most distinguished kinds of wine from old and new world are available in this restaurant. However, there is no specialized staff, namely a sommelier, but «Wine Cabinet» positions itself as one of the best wine bars in Belarus.

There is also no sommelier in Grand Café, but they invite an authentic specialist in this field to draw up a wine list.

Bardot is luxury restaurant on the 21st floor of the hotel Double Tree by Hilton. It has a fairly wide wine list and an assortment list of wines from different countries. Having conducted interviews with managers of this establishment, the author found out that Bardot claims not to need the services of a sommelier and that its staff perfectly understands the art of combining dishes with various kinds of grape drinks.

The restaurant Café de Paris is interested in attracting such narrow specialists as a sommelier, but this idea still remains only a «must do» task in the list of the management plans; no one denies the necessity of such innovations, but according to the restaurant manager it is costly and requires special conditions.

According to Belstat statistics for 2018 the average Belarusian citizen older than 15 years consumes about 8.8 liters of pure alcohol per year.

Anyway, in period from 2010 to 2016 Belarusians started to drink a lot less alcohol: we were among the leaders among alcohol abusing na-

tions. Now we have shifted to the 28th place. It indicates to the reviving culture of decent consumption of alcoholic beverages. Besides, it would be nice to hold more topical meeting like the seminar «Wine in hospitality industry» which took place in September in Willing Hotel. The seminar was held under the leadership of the Association of cavistes of Russia. Unfortunately, there is no such an organization in our country. Still, a number of sommelier courses are available in Minsk. Everyone can try himself in the following courses: WSET, Dante, wine school «VINO&VINO» expert.

Having studied the labor market data, the author of the work discovered that there are no vacancies for sommeliers, even though lots of foreign visitors have a strong desire to use sommelier services.

The author of this work considers Belarus to be a true European city with numerous prestigious catering establishments and cultured citizens, that have their right and desire to experience the achievements of catering science.

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## ADVERTISING THAT WORKS

What is advertising? Most common people view advertising as an unwanted distraction and are annoyed when advertising interrupts the flow of their favorite movie like for example *1XBET* or a show at the most improper moment or time. No wonder that they quickly switch to other channels or even quit. On the other hand, you may see something special or unique in an ad and say: «Hmm, what a nice thing and I really want it!» Of course, such ads are so rare to see, and we never think who and how makes them work. William Bernbach, one of the giants of American advertising in the 1960s and 1970s famously said of his profession, «Advertising is fundamentally persuasion and persuasion happens to be not a science, but an art [1].» That may be true. But the idea of advertising as a science is surely getting stronger.

Now as I've started to work in the sphere of advertising, I can confess to you that all good and eye-catching ads are made by very brilliant people. Earlier, I used to think that such ads were the results of painstaking activities of talented lone wolves sitting before their PCs and creating masterpieces. However, the art of advertising and branding is more complicated than an ordinary person would normally think.

All concepts are painstakingly developed and deliberated, researches and endless surveys are made to determine the markets current preferences. This is all geared towards making an intelligent forecast and calculation on the consumers reactions to certain products, and what would