

COFFEE TRENDS IN BELARUS

From trendy coffee shops to coffee brewed at home, worldwide we drink over 500 billion cups of coffee every year. It is no wonder why coffee shops are one of the fastest-growing niches in the restaurant business. To remain current in a highly competitive and successful industry, foodservice operations need to stay ahead of new trends. The purpose of this research is to define what helps coffee shops to hold up among the rivals.

Nowadays more and more people are concerned about environment. According to a 2018 survey by Forbes, as much as 88% of consumers prefer brands have a positive environmental footprint. This willingness to invest in sustainable and ethical products affects everything, from the car a consumer drives to the coffee they drink [1].

As an example of coffee shop following this trend Tiden should be mentioned. **Tiden** is environmentally friendly coffee shop in Minsk. It does not use disposable tableware and gives a discount if you make coffee in your own cup. Here you can buy many different eco-goods: eco-bags for fruits or nuts, shopping bags, dry shampoos and more. They recycle plastic cards, toothbrushes and medical blister packs. They restores and modernizes 20th century furniture, which makes the interior of the coffee shop very stylish. Also one of the cool features of the coffee shop is the weekly screenings of films in English [2].

If you are a coffee drinker, you are most likely to have heard of a coffee shop referred to as “specialty” or a bag of beans deemed “specialty coffee”. While some might use the term colloquially as a code for “fancy” or “expensive” (or even “flavored”), specialty coffee has a finite, industry-specific definition.

Specialty coffees are coffees at their peak and are different to other coffee because specialty coffee has been grown at the perfect altitude, at the correct time of year, in the best soil, and then picked at just the right time. Only coffees free of defects and picked at their peak of ripeness will continue on to the next hands that will shape them [3].

Once the specialty coffee beans reach the retail environment, they have already passed 3 levels of inspection to ensure an extremely high level of quality control. It is generally accepted that **only around 10% of all coffee produced** reaches specialty grade [3].

Arabica and Robusta are the popular coffee species in the coffee world though only Arabicas are considered speciality coffees. So countries known for producing speciality coffee include Colombia, Ethiopia, Brazil, and Indonesia [3].

Specialty coffee is usually roasted in small stores or factories, using traditional methods and technology, and is often sold where it has been roasted. **Zerno Coffee Roastery** was one of the first coffee shops in Minsk that roast the beans themselves. The

first café of this brand was opened back in 2012. “Zerno” still exists on the market after 10 years. They support art exposition – there are always different exhibitions of local artists and photographers on the walls [2].

Another trend is inclusiveness. These days, people all around the world are conscious about comfort of others and try to make convenient environment for everyone. There are inclusive cafes in St. Petersburg and in some European cities. But in Belarus we have the only project related to inclusiveness like this so far. **Inclusive barista** includes training in the profession of barista and opening a cafe where all employees are people with disabilities. The first inclusive cafe was opened in Lida back in 2019. Now there are 4 such cafes in Belarus (1 in Lida, 1 in Brest and 2 in Minsk). Inclusive barista has only disabled people both as staff and the owners. With assistance of A1 company, the main purpose of the project is to build friendly environment for everyone [4].

Dogs are man's best friend, but for years, people had to leave their furry friends at home when they went out to eat. Nowadays, though, this trend is changing and more foodservice operations are allowing dogs in their outdoor spaces. In 2015, the Okidog project was launched in Minsk, aimed at making life easier for owners and their pets in the big city. Under this project, cafes where you can safely go with a dog were marked with special stickers on the doors. **Little mops** was one of the first coffee shops that reached title of dog-friendliness. This coffee shop is not just named after a cute breed of dog. Everything in this coffee shop is dedicated to this breed: from the photos on the walls to the names of drinks. A worthy representative of this very breed – a pug – meets guests and has the honorary title of director of the business [5].

To conclude it should be mentioned that there are more than 350 coffee shops in Minsk. To gain consumers commitment coffee shops should sell quality and image rather than coffee itself. Every cafe has its own Instagram account where they share cozy photos of their places. They all have different vibes but they are united by the one thing – desire to sell coffee. Such places do not expect huge queues for their products but welcome their own, maybe rare, but unique guests. Those who will evaluate the quality of coffee he or she drinks and the atmosphere of the place itself.

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STIMULATION OF THE DEVELOPMENT OF TECHNOLOGY PARKS IN THE REPUBLIC OF BELARUS

The formation of an innovative infrastructure is one of the primary tasks in the implementation of the state innovation program, which stimulates the improvement of domestic science and technological progress. To achieve this goal, the Strategy “Science and Technology: 2018-2040” of 04/07/2017 was prepared, which is based on the Directive of the President of the Republic of Belarus dated June 14, 2007 No. 3 “On priority areas for strengthening the economic security of the state”, decisions of the Fifth All-Belarusian People’s Assembly, the National Strategy for Sustainable Development of the Republic of Belarus for the period up to 2030, the Program of Social and Economic Development of the Republic of Belarus for 2016– 2020, the State Program of Innovative Development of the Republic of Belarus for 2016-2020 [1].

The development of technology parks as subjects of innovation infrastructure is associated with the introduction of flexible tools for state support of business incubation of small innovative enterprises.

In order to improve the conditions for the creation and operation of innovative infrastructure entities, on March 12, 2018, the Decree of the President of the Republic of Belarus No. 105 “On changing the decrees of the President of the Republic of Belarus” was adopted [2]. The ideas of this Decree are focused on improving the conditions for the creation and operation of technology parks, as well as stimulating their residents:

1. Creation of a mechanism for reinvestment of up to 50 % of tax deductions from technoparks and their residents for their development. This mechanism involves deductions to technology parks in off-budget funds for innovative development of part of the proceeds from the sale of goods, works, services, rights, as well as gross profit equal to 50 % of the tax amount under the simplified taxation system [3].