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## ANTIOXIDANT FOOD AND DRINKS AS AN INNOVATIVE DIRECTION OF RESTAURANT BUSINESS DEVELOPMENT AND THE ROLE OF PR IN THEIR POPULARIZATION

*Summary.* The article considers a new direction in the development of the restaurant business, which consists in introducing dietary dishes and drinks enriched with antioxidants into the menus of establishments. This corresponds to global trends in the growth of demand for healthy food, which includes dishes with a high content of biologically active substances that have a positive effect on human health. Particular attention is paid to the analysis of modern methods of using raw materials rich in antioxidants, such as berries, nuts, herbs, spices, as well as other natural ingredients that provide a balance of taste and benefits. This approach not only improves the organoleptic properties of dishes, but also has a significant impact on improving the health of consumers: reducing the risk of developing cardiovascular, oncological and other chronic diseases, as well as maintaining a high level of immunity.

An important component of the article is the consideration of the importance of antioxidants for the human body. Antioxidants, in particular vitamins (C, E), flavonoids, polyphenols and other active compounds, play a key role in neutralizing free radicals, which prevents oxidative processes and helps slow down cell aging. Based on such an analysis, the conclusion is provided that the restaurant business, which implements an antioxidant menu, not only satisfies the requirements of modern consumers, but also becomes an important agent in promoting a healthy lifestyle.

*Keywords:* antioxidants, restaurant business, biologically active substances, PR strategy, healthy eating, innovative technologies.

*Problem statement and its relevance.* In modern conditions of globalization, urbanization and acceleration of the pace of life, the population's nutrition is increasingly characterized by imbalance, excessive consumption of refined products and insufficient intake of biologically active substances, in particular antioxidants. The lack of these compounds in the daily diet is considered by scientists and nutritionists as one of the factors of the increase in the level of chronic non-communicable diseases, premature aging of the body, decreased immune defense and deterioration of the quality of life of the population. At the same time, the social demand for healthy, functional and preventive nutrition is growing, which creates new challenges and opportunities for the restaurant industry. Despite the presence of a significant number of scientific studies devoted to antioxidants in the context of medicine and food technologies, the issue of their systematic introduction into the menu of restaurant establishments remains insufficiently studied. In particular, it requires an in-depth analysis of the use of local raw materials with high antioxidant activity, technological aspects of preserving biologically active substances during culinary processing, as well as the possibility of enhancing their synergistic effect in the composition of dishes and beverages. The communication aspect of this problem has also not been sufficiently studied – the role of PR strategies in forming consumer awareness, trust and loyalty to establishments that position themselves as leaders of healthy eating.

The relevance of the study is also due to the increase in competition in the restaurant services market, which encourages establishments to look for new ways of differentiation and creation of a unique value proposition for consumers.



The introduction of an antioxidant menu can be not only a tool for increasing the nutritional value of products, but also an important element of the restaurant's image and marketing policy. Consumer interest in the topic of healthy eating, confirmed by the dynamics of search queries and the popularity of relevant establishments, indicates the feasibility of an integrated approach that combines technological, nutritional and communication solutions. Thus, there is an objective need for scientific substantiation of the feasibility of using antioxidants in the restaurant industry, identification of promising types of local raw materials, analysis of their properties and development of effective PR tools for popularizing antioxidant dishes and drinks. Solving the outlined problem will contribute not only to increasing the competitiveness of restaurant business establishments, but also to the formation of a culture of conscious nutrition and improving the health of the population in general.

*Analysis of recent studies and publications.* In recent years, the scientific literature has seen an increase in interest in the problem of antioxidant protection of the body and the role of biologically active substances in the formation of a healthy and preventive diet. A significant number of studies in the field of nutrition, food chemistry and medicine are devoted to the study of the mechanisms of action of antioxidants, their ability to reduce oxidative stress and prevent the development of chronic non-communicable diseases.

The theoretical foundations of antioxidant protection of the body are highlighted in the fundamental works of B. Halliwell and J. Gutteridge, which substantiate the role of free radicals in the development of pathological processes and prove the preventive significance of natural antioxidants in human nutrition [1]. Further development of these provisions is presented in the works of L. Packer and C. Rice-Evans, which thoroughly studied the biological properties of polyphenols, flavonoids, carotenoids and antioxidant vitamins, as well as their contribution to maintaining the immune system and slowing down the aging process [2].

A separate direction of modern scientific research is related to the quantitative assessment of the antioxidant activity of food products. A significant contribution to this area was made by R. Prior, G. Cao, A. Martin and other scientists who developed and applied the ORAC (Oxygen Radical Absorbance Capacity) method for the comparative analysis of plant raw materials [3]. Their works proved that fruits, berries, nuts, spices and their processed products are characterized by high antioxidant potential. Meta-analyses published in the American Journal of Clinical Nutrition confirm the relationship between regular consumption of products with a high content of antioxidants and a decrease in the risk of cardiovascular and inflammatory diseases [4]. At the same time, the feasibility of using local and seasonal raw materials is emphasized, which is of great importance for the development of regional restaurant industry. In the field of food technology, research is focused on the preservation of biologically active substances during cooking. The works of F. Toldrá, J. Ruiz, M. Estevez prove that the use of gentle cooking technologies, in particular sous-vide, low-temperature heat treatment and fermentation, contributes to the preservation of antioxidant activity of products and an increase in the nutritional value of ready-made dishes [5]. Domestic scientists N. V. Prytul'ska, O. I. Cherevko, L. P. Malyuk substantiate the prospects of using plant raw materials of Ukrainian origin for the creation of dietary and functional dishes and drinks in restaurant establishments [6]. Along with technological aspects, more and more attention is paid in scientific publications to the implementation of the concept of healthy and functional nutrition in the restaurant business. Foreign authors J. Pine and J. Gilmore consider the orientation towards consumer health as an element of the formation of the unique consumer value of a restaurant product [7]. Studies published in the Journal of the American College of Nutrition, in particular the works of D. Jacobs and M. Gallaher, confirm the positive effect of dishes with a high content of antioxidants on the antioxidant status of the body and indicators of inflammation [8]. At the same time, the issue of the systematic introduction of an antioxidant menu into the activities of restaurants remains insufficiently covered in domestic



scientific sources. A separate group of studies is made up of scientific works devoted to PR and marketing communications in the restaurant industry. The works of P. Kotler, K. Keller, S. Hudson emphasize the importance of communicating the values of a healthy lifestyle for the formation of a positive brand image and increasing consumer loyalty [9]. Domestic researchers I. M. Pisarevsky, O. M. Azaryan, O. V. Kravchenko focus on the role of social media, influencer marketing and educational events in the popularization of healthy eating and increasing the competitiveness of restaurant establishments [10]. However, comprehensive studies that combine the technological aspects of creating antioxidant dishes with PR tools for their promotion are limited in the scientific literature.

Thus, the analysis of recent studies and publications demonstrates the existence of a solid theoretical basis for antioxidants and their importance for human health, as well as a growing interest in using this knowledge in restaurant practice. At the same time, the issues of a comprehensive combination of food technologies, nutrilogy and PR communications remain insufficiently developed, which directly justifies the purpose of this article and determines the direction of further research.

*Purpose of the article.* The purpose of the article is a comprehensive study of the possibilities of using antioxidants in the restaurant industry as a component of dietary and functional nutrition, as well as substantiation of the feasibility of introducing dishes and drinks with a high content of antioxidant compounds in the menu of restaurant establishments, taking into account modern trends in a healthy lifestyle. The study includes an analysis of scientific approaches to assessing the antioxidant activity of food raw materials, in particular those of local origin, determining its nutritional and biological value, as well as studying the influence of technological processes and culinary methods on the preservation of biologically active substances in finished products.

Particular attention in the article is paid to the study of the synergistic effect of antioxidants in the composition of multi-component dishes and drinks, their effect on organoleptic indicators, shelf life and consumer properties of restaurant products. In addition, the purpose of the study is to analyze the role of PR and marketing communications in forming a positive image of restaurant establishments that implement an antioxidant menu, as well as to identify effective tools for promoting healthy eating, increasing consumer awareness and strengthening their loyalty. The implementation of this goal is aimed at developing practical recommendations for restaurant establishments on combining technological, nutritional and communication approaches in order to increase the competitiveness and social significance of the restaurant business.

One of the key conditions for the proper functioning of the human body, according to the theory of rational and balanced nutrition adopted in international practice, is the mandatory presence of biologically active substances (BAS) in the diet. The main sources of BAS are vegetables, fruits, berries, as well as products of their processing. Today, innovative technologies and formulations using this raw material are being actively developed, which makes it possible to improve the quality of finished products, increase their nutritional value, and enhance sensory characteristics.

The demand for dietary food products with a high level of antioxidants is increasing, as the deficiency of these compounds is a significant public health problem. Antioxidants protect cells from the action of free radicals, which can damage DNA, accelerate aging processes, and contribute to the development of cardiovascular diseases, cancer, skin disorders, and other pathologies. The issue of incorporating antioxidants into the diet is discussed not only among specialists in food technology and medicine, but also within the restaurant industry, which can offer innovative solutions for enriching consumers' diets.



Dietary nutrition implies an optimal balance of nutrients, which depends on product diversity, cooking methods, a specific dietary regimen, and the selection of a diet in accordance with the physiological needs of the body [11; 12].

According to the ORAC (Oxygen Radical Absorbance Capacity) index, the average daily requirement for antioxidants for an adult is approximately 5,000 units, although the exact value depends on individual factors such as age and lifestyle [13; 14].

An analysis of local raw materials used by food service establishments for the preparation of dishes and beverages in bars has been conducted. Accordingly, the combination of technological ingredients enhances the synergistic effect of antioxidants, contributes to extending the shelf life of finished products, and improves their sensory properties [15; 16].

Table 1

## Local raw materials with high antioxidant activity and their properties

Ingredient	Value per 100 g (ORAC, mmol/100 g or equiv.)	Properties
Fruits and berries		
Blueberry	up to 9.2 mmol	Low-calorie; supports brain function and cardiovascular health
Cranberry	~7.8 mmol	Powerful natural antiseptic; supports immune function
Plum	~5.0 mmol	Improves digestion; contains phenolic antioxidants
Raspberry	~6.1 mmol	Exhibits anti-inflammatory properties; contains ellagic acid
Strawberry	~4.2 mmol	Supports heart health; source of vitamin C
Vegetables		
Artichoke	~9.4 mmol	Promotes detoxification; high antioxidant activity
Broccoli	~2.1 mmol	Anticarcinogenic properties; source of sulforaphane
Spinach	~1.5 mmol	Contains lutein; supports vision and vascular function
Avocado	~2.0 mmol	Source of beneficial monounsaturated fats; anti-inflammatory effect
Beetroot	~1.7 mmol	Improves blood circulation; contains betalains
Nuts		
Pecan nut	up to 10.6 mmol	Source of healthy fats; reduces oxidized LDL levels
Walnut	~7.7 mmol	Rich in omega-3 fatty acids; supports brain function
Hazelnut	~4.5 mmol	Supports heart health; contains vitamin E
Almond	~4.4 mmol	Antioxidant protection of the skin; reduces cholesterol levels
Peanut butter	~3.0 mmol	Source of plant protein and healthy fats
Spices and herbs		
Clove	~27–30 mmol	One of the most powerful antioxidants; antimicrobial activity
Cinnamon	~17 mmol	Regulates blood glucose levels
Turmeric	~10 mmol	Strong anti-inflammatory effect due to curcumin
Oregano	~20 mmol	Antiseptic properties; high concentration of polyphenols
Caraway	~5 mmol	Promotes digestion; antibacterial properties
Parsley	~1.3 mmol	Source of vitamin C and flavonoids
Basil	~1.0 mmol	Exhibits antibacterial and anti-inflammatory properties
Dried fruits		
Prunes	~8–9 mmol	Regulates digestion; contains phenolic compounds
Raisins	~3 mmol	Source of energy; contain organic acids
Dried apricots	~4.0 mmol	Supports vision and immune function; source of beta-carotene
Dark chocolate and cocoa		
Dark chocolate (70 %+)	up to 15 mmol	Reduces inflammatory processes; moderately lowers blood pressure
Cocoa powder	~26 mmol	Contains flavanols; improves vascular tone and mood

Source: compiled by the authors.



Table 1 below presents completed indicators and characteristics of the main local ingredients. The data are provided as an example based on average values of antioxidant activity (ORAC) and known nutritional properties.

Under modern conditions characterized by high stress levels and the adverse impact of environmental factors, the inclusion of foods rich in antioxidants in the diet is particularly important, as they are a key component of dietary nutrition. Antioxidants protect cells from damage and effectively reduce the negative effects of free radicals [18].

Antioxidants contribute to lowering the risk of developing chronic diseases such as cancer, cardiovascular pathologies, Alzheimer's disease, and age-related degenerative processes. In addition, their consumption improves immune function, supports the digestive system, enhances overall health status, and reduces signs of aging [17].

Incorporating antioxidant-rich dishes into the diet is a simple and effective way to improve health and reduce the risk of chronic diseases [21; 22]. Although the concept of including antioxidant-rich ingredients in menus may appear to be a relatively recent trend, many restaurants and food service chains have applied this approach for years [19]. Their success stories, combined with a growing body of scientific research, illustrate the benefits and innovative use of antioxidants in the restaurant industry, for example, Kappa Chakka Kandhari and The Secret Kitchen.

Based on the principles of an anti-inflammatory diet, True Food Kitchen has built its reputation on dishes filled with vibrant fruits, vegetables, whole grains, and healthy fats – primary sources of antioxidants. A study published in the *Journal of the American College of Nutrition* (2019) analyzed the effects of consuming meals at True Food Kitchen. The researchers found that the restaurant's dishes led to significant improvements in markers of antioxidant status and a reduction in chronic inflammation among participants. This real-world example demonstrates that restaurants can not only offer “antioxidant-rich” dishes but also actively promote their health benefits through menu design [20; 25; 26].

The fast-casual restaurant chain Sweetgreen in Boston has gained a loyal following due to its made-to-order salads and soups prepared with high-quality ingredients, predominantly sourced locally. Its menu prominently features antioxidant-rich foods such as kale, spinach, blueberries, and beetroot. The success of Sweetgreen, as well as similar chains, indicates a growing consumer demand for convenient food options that align with healthy lifestyle priorities [25; 26].

Antioxidant-rich ingredients are not limited to fruits and vegetables. Aromatic spices, widely used in cuisines around the world, are also powerful sources of antioxidants. For instance, turmeric, with its active compound curcumin, plays a central role in Indian cuisine and exhibits anti-inflammatory properties confirmed by scientific studies. Similarly, ginger, commonly used in many East Asian cuisines, has been studied for its antioxidant and antiemetic effects. These examples highlight the potential for increasing antioxidant content while enhancing flavor in global cuisine [24].

Modern restaurants in Kyiv and public catering chains also actively use products with a high antioxidant content. Typical dishes and beverages rich in antioxidants commonly offered by contemporary restaurants in Kyiv include:

Restaurant	Antioxidant-rich dishes and beverages (examples)
1. Milk Bar	Berry smoothies; quinoa bowl with avocado and spinach; matcha latte
2. Honey Café	Green buckwheat and beet salad; pomegranate fresh juice; ginger and mint tea
3. The Naked Room Café	Chia pudding with blueberries; green smoothie; hibiscus (karkade) infusion
4. Samna	Fattoush salad with vegetables and herbs; turmeric lemonade; spiced hummus
5. 100 Rokiv Tomu Vpered	Fermented vegetables; sea buckthorn drink; wild greens salad
6. Orang+Utan Coffee	Matcha; blueberry smoothie; green bowls
7. Simple. Restaurant	Avocado and spinach salad; beetroot tartare; oolong tea
8. Vero Vero	Caprese salad with basil; berry dessert; jasmine tea
9. City Zen Café	Quinoa and salmon bowl; açai smoothie; matcha shake
10. FreshLine (chain)	Leafy green salads; citrus and mint beverages; vegetable fresh juices
11. Basin Café	Quinoa and beet salad; mango and spinach smoothie; matcha tea
12. Healthy Habit	Quinoa, spinach, and berry bowl; kombucha; turmeric tea
13. Nebos	Avocado and arugula salad; berry fruit drink; ginger tea
14. Kyiv Food Market (various food corners)	Açai bowls; vegetable bowls; freshly squeezed juices
15. Žizn' Café	Green smoothie; chia pudding with berries; broccoli and nut salad
16. Dogs & Tails	Spinach and pomegranate salad; goji berry drink; oolong tea
17. Good Wine / Good Girl	Beetroot and orange salad; berry desserts; sencha tea
18. Not Only Fish	Tuna and avocado poke; jasmine tea; pomegranate fresh juice
19. Altruist	Green buckwheat bowl; berry smoothie; herbal tea
20. Imbir (vegetarian restaurant)	Pumpkin and turmeric cream soup; blueberry smoothie; ginger-lemon drink
21. Living Room Cafe	Green smoothie with spinach and apple; broccoli salad; matcha latte
22. Turquoise	Tabbouleh salad; pomegranate fresh juice; thyme tea
23. Fujiwara YOSHI	Salmon and avocado poke; green tea; wakame seaweed
24. Win Bar	Beetroot and cheese salad; blueberry dessert; herbal teas
25. Catch Seafood Restaurant	Quinoa and tuna salad; sencha tea; citrus lemonade
26. Tres Brut	Green buckwheat and herb salad; berry fruit drink; matcha tea
27. O'Café	Chia pudding with berries; açai smoothie; green tea
28. Very Well Cafe	Quinoa, spinach, and avocado bowl; beetroot fresh juice; ginger tea
29. Mingle Café	Green detox smoothie; berry bowl; oolong tea
30. Idealist Coffee	Matcha; orange and carrot fresh juice; berry tart

Source: developed by the authors.

Scientific literature increasingly supports the view that a diet enriched with antioxidants has protective effects against chronic diseases. A meta-analysis published in the *American Journal of Clinical Nutrition* identified a correlation between high dietary antioxidant intake and a reduced risk of cardiovascular diseases [22]. Further studies emphasize the potential role of antioxidants in improving cognitive function and slowing age-related decline. In technological modeling of a specific product, food item, dish, or beverage, the combined use of antioxidant-rich ingredients makes it possible to enhance synergistic antioxidant activity, extend shelf life, improve bioavailability, optimize the chemical composition, and increase the sensory evaluation of a new or improved dish. This opens opportunities for restaurateurs to engage the average consumer, influence consumer perception, and emphasize the antioxidant properties of their products.

Product promotion is not possible without a PR component [23]. Restaurants have numerous opportunities to influence consumer opinions through public relations by promoting the positive health effects of antioxidant-rich dishes. They can introduce special menus featuring dishes rich in antioxidant compounds that highlight their health benefits. This may be part of a temporary promotional campaign or become a permanent element of the menu. Another effective approach is collaboration with dietitians or other nutrition experts to obtain recommendations and validation of



the health benefits of antioxidant-rich dishes. This may also include partnerships with celebrities or influencers who publicly support a healthy lifestyle and diets high in antioxidant components.

Social media and active blogging can be used to disseminate information about the benefits of antioxidants and to attract consumer attention to dishes with a high antioxidant content. Educational events or master classes can also be organized to explain to consumers the advantages of consuming such dishes and how they contribute to improved health. These strategies can help restaurants raise consumer awareness of the positive effects of antioxidants and encourage the selection of healthier food options. A restaurant can create a clear and compelling message about its commitment to a healthy lifestyle and protection against free radicals, reinforcing this message across all communication channels.

An establishment may also create its own community or club for individuals committed to a healthy lifestyle, where participants can exchange advice and ideas on nutrition and health, as well as organize themed events or special evenings dedicated to healthy eating. This can further emphasize the restaurant's commitment to these values.

The implementation of advertising campaigns highlighting the benefits of restaurant dishes can attract new visitors who value a healthy lifestyle [23]. For this purpose, press releases and other media communication tools may be used to disseminate information about antioxidant-rich dishes and their health benefits.

In the modern context, where fast-paced lifestyles and stressful environments have become integral to everyday life, the issue of balanced nutrition has gained particular relevance. Contemporary scientific research emphasizes the importance of including antioxidants in the diet as an effective means of protection against free radicals that can lead to various diseases.

The initiative to introduce such products into menus can become an important step toward improving consumers' quality of life and a strategic business decision in the food service and food retail sectors. It represents a development stage for restaurants, cafés, and food stores in attracting customers who prefer conscious and health-oriented eating. Consideration of consumer health and benefits can not only contribute to the popularity of an establishment but also define its uniqueness in a competitive environment [18; 19; 23].

According to Google Trends query statistics over the past five years, the dynamics of searches related to antioxidants have increased more than twofold, indicating a growing public demand for products with enhanced antioxidant properties. Access to such statistics is a key element in developing effective PR methods for promoting antioxidant-rich products among potential consumers.

Under modern conditions, there is a rapid increase in the number of food service establishments – restaurants, cafés, and other formats – characterized by diverse specializations and cuisines capable of satisfying the tastes and preferences of even the most demanding visitors. This indicates the dynamic development of the industry and its significant role in the modern economy.

The restaurant business is a complex yet delicate field, as nutrition represents one of the basic human needs. This activity encompasses a wide range of aspects, including concept development, menu formation, procurement of raw materials, food preparation technologies, organization of customer service, marketing and advertising, financial management, and human resources policy.

Practice shows that the greatest popularity is achieved by establishments whose dishes combine high sensory quality with aesthetic appeal and possess high consumer value. The use of modern technologies and innovative equipment, such as sous-vide technology or Jospier ovens, enables the creation of unique gastronomic products and the achievement of new textures and aromas. Intangible factors also play an important role, including new service formats, a unique atmosphere, and a strong brand image concept.

The task of PR is to skillfully present these advantages and to create appealing promotional content that comprehensively and attractively reveals all the positive aspects of a restaurant. An effective and



high-quality PR strategy helps attract new customers and maintain the loyalty of regular visitors. This also includes cooperation with bloggers and influencers who enjoy significant popularity among audiences of different age groups. Their publications, reviews, and feedback in the media space can substantially influence the image and popularity of an establishment. In crisis or problematic situations, PR can act as an effective tool for reputation management and maintaining a positive image.

One of the key features of PR activities in the restaurant business is their focus on achieving long-term results. The organization of themed evenings, gastronomic festivals, and culinary master classes not only increases brand awareness but also enhances the overall perception of the establishment among consumers. In particular, organizing master classes led by chefs can become an effective means of attracting guests and increasing interest in the restaurant's cuisine. Partnerships and cooperation with other local businesses are also important, as they may lead to mutually beneficial promotions and joint events.

Thus, PR plays a key role in shaping and sustaining the success of the restaurant business. It helps attract the attention of potential customers, increases brand recognition, creates a positive image, and strengthens the restaurant's brand. PR in the restaurant sector requires a creative and integrated approach, the ability to analyze current gastronomic trends, and effective interaction with the public and the media.

Practical recommendations on public relations presented in scientific literature indicate that the visual attractiveness of a restaurant's presence on social media – particularly through the use of well-designed graphic content – significantly influences consumer decision-making by generating interest even before a direct visit. This visual perception has not only an aesthetic but also a strategic nature, as it creates a narrative that resonates with the target audience and defines priority directions of PR efforts to achieve maximum engagement and loyalty. Moreover, a deep understanding of the evolution of the food industry and its interconnection with tourism contributes to the formation of best-practice typologies which, when applied to social media strategies, increase a restaurant's visibility and attractiveness in the digital environment. This approach aligns with the concept of customer loyalty management, according to which – despite the high costs of acquiring new consumers – the effective use of social media in PR activities can become a cost-efficient tool for maintaining stability and fostering the development of restaurant enterprises.

*Conclusions.* Health and time are valuable resources of human existence. The restaurant industry is one of the sectors capable of supporting a high quality of life by reducing the time spent on home cooking while providing opportunities for recreation and entertainment. The use of high-quality technological equipment, modern methods of creative food presentation, and an expanded assortment of new dishes and culinary products with antioxidant properties makes it possible to improve health while simultaneously enjoying the leisure experience.

The initiative to introduce menu items with an increased antioxidant content may become an important stage for restaurants in attracting the attention of the average consumer who prefers a conscious and health-oriented diet. Consideration of consumer health and benefits can not only contribute to the promotion of an establishment but also define its uniqueness within a competitive environment.

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## **АНТИОКСИДАНТНІ ПРОДУКТИ Й НАПОЇ ЯК ІННОВАЦІЙНИЙ НАПРЯМ РОЗВИТКУ РЕСТОРАННОГО БІЗНЕСУ ТА РОЛЬ PR У ЇХ ПОПУЛЯРИЗАЦІЇ**

### *Анотація*

У статті розглянуто новий напрям розвитку ресторанного бізнесу, що полягає в упровадженні меню закладів дієтичних страв і напоїв, збагачених антиоксидантами. Це відповідає глобальним тенденціям зростання попиту на здорове харчування, що включає страви з високим умістом біологічно активних речовин, які позитивно впливають на здоров'я людини. Особливу увагу приділено аналізу сучасних методів використання сировини, багатой на антиоксиданти, таких як ягоди, горіхи, зелень, спеції, що забезпечують баланс смаку й користі. Такий підхід покращує органолептичні властивості страв, має значний вплив на зміцнення здоров'я: зменшення ризику розвитку серцево-судинних, онкологічних захворювань, а також підтримання високого рівня імунітету.

Розглянуто значення антиоксидантів для людського організму, а саме: вітаміни (С, Е), флавоноїди, поліфеноли, які відіграють ключову роль у нейтралізації вільних радикалів, це запобігає окислювальним процесам і сприяє уповільненню старіння клітин. Окрема увага приділена маркетинговим і PR-стратегіям, які сприяють популяризації здорового харчування через антиоксидантне меню.

Визначено ключові напрями комунікаційних стратегій, зокрема співпрацю з дієтологами та фахівцями з харчування, організацію освітніх заходів і майстер-класів для потенційних відвідувачів. З огляду на стрімке зростання популярності соціальних мереж та інфлюенсерів, вивчається вплив цифрових платформ на формування лояльності клієнтів і популяризацію здорового харчування серед молоді. Окремо акцентовано увагу на використанні соцмереж для залучення нових відвідувачів, завдяки організації акцій, конкурсів, онлайн-курсів, що підвищують зацікавленість до продуктів з високим умістом антиоксидантів.

Додатково розглянуто можливості ресторанного бізнесу для створення довготривалих взаємин зі споживачами через інтеграцію дієтичних страв у меню ресторанів і барів.

Отже, сучасні комунікаційні й маркетингові стратегії, з огляду на нові вимоги до харчування, дають змогу залучити новий контингент, створюючи лояльну аудиторію, яка обирає ресторани, що підтримують їхні цінності здоров'я та благополуччя.

**Ключові слова:** антиоксиданти, ресторанний бізнес, біологічно активні речовини, PR-стратегія, здорове харчування, інноваційні технології.