

A STUDY ON THE EFFECT OF DRY-AGED TECHNIQUE ON RESTAURANT AMBIENCES

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Preface

The phenomenon of eating out, which has become quite important today, contributes to the growth and development of the food and beverage sector. However, a wide variety and number of restaurants and restaurant chains are emerging. The elements that will distinguish or differentiate restaurants from each other are listed as the quality of food and beverages, the types of service provided, and the quality of service. However, in recent years, the interior ambiance of restaurants has been used to differentiate them from other restaurants. Therefore, the personalized special ambiances created by the owners of the restaurants are considered quite important.

Eating out meets people's physical, social, and psychological needs. Eating out with family members or friends contributes to people's nutrition, socialization, and improvement of their mood. Therefore, the taste of food and beverages offered by restaurants needs to be supported by ambiance elements such as visual appeal, aroma and music.

The number of meat restaurants, one of the most important concept restaurants, is increasing day by day. The dry-aged meat offered by meat restaurants is cooked and served after resting in special refrigerators with a humidity level of 80-85% at temperatures between 0 and 4 degrees for approximately 28 days. Glass cabinets containing dry-aged meats are generally placed at the entrance of restaurants, where customers can easily see and examine them. Therefore, it becomes a part of the restaurant's ambiance.

This research has been created based on the idea that dry-aged meats positively contribute to the overall ambiance of the

restaurant, the atmosphere of the environment, and the table ambiance.

The fact that almost no research has been done in this field in Turkey makes this research quite valuable. It is believed that it will make a significant contribution to the literature on the use of meat processing and meat cooking methods in creating restaurant ambiance. We hope that it will be useful for meat restaurant owners, restaurant entrepreneurs and industry employees, as well as our students and colleagues who are interested in this subject.

Prof. Mehmet SARIOĞLAN
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Introduction

There has been a significant increase in people's eating and drinking habits on a global scale. In addition, the increasing variety of restaurants and the fact that customers always demand more (Liu & Tse, 2018) are important elements of competition (Polat, 2022). Getting ahead in the competition is not only achieved with quality food and beverage service (Liu & Jang, 2009). In addition, business owners need to innovate in creating a different and attractive restaurant atmosphere (Choy, Lam, & Lee, 2012). While businesses that can meet these requirements continue to survive, businesses that cannot adapt face the risk of bankruptcy (Temeloğlu et al., 2017).

The Dry-Aged technique is performed by keeping the meat at low temperatures for a long time. In this way, a significant improvement is achieved in the moisture, flavor and tenderness of the meat (Kim, Kemp & Samuelsson, 2016). The Dry-Aged technique also increases the value of the meat thanks to the special flavor it gives to the meat (Warren and Kastner, 1992). There are also findings in the literature that the color of the meat applied with the Dry-Aged technique becomes more attractive to the customer (Mottram 1998; Uğur, Nazlı, & Bostan, 2001; Gasperlin, Zlender, & Abram, 2001). In addition, the use of processed, dried, etc. meats within the scope of providing

restaurant ambiance provides many advantages to the business (Şenel & Yılmaz, 2021).

As a result of the literature review, it was determined that there were not enough studies on the contribution of meats prepared with the Dry-Aged technique to the restaurant ambiance. In order to fill this gap in the literature, this study attempted to determine the effect of the Dry-Aged technique on the restaurant ambiance in restaurant businesses.

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