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TRADITIONAL FINNISH CUISINE.  
ORGANIZING THE EVENT  
“DAYS OF FINNISH AND RUSSIAN  
CUISINES”.

Bachelor's Thesis  
Hospitality Management


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## DESCRIPTION

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<b>Name of the bachelor's thesis</b> Traditional Finnish cuisine. Organizing the event "Days of Finnish and Russian cuisines" in the restaurant Talli.		
<b>Abstract</b>  National cuisine of a particular country – is a peculiar a reflection of its culture. Finnish cuisine as well as the cuisine of other countries has its own distinctive features and characteristics.  The purpose of this thesis is to learn more about the traditional dishes of Southern, Central and Northern Finland, their preparation and using. I was interested in the organization of the events like days of Finnish and Russian traditional dishes. It includes research about promotion and temporary of extension the boundaries of food choice in the Restaurant Talli in Mikkeli. One of the objectives of the thesis is to analyse and survey customer satisfaction with respect, awareness and attitude to the national cuisine and their preferences with the use of the questionnaire.  The theoretical part includes general information about the Finnish traditional cuisine and its comparison with traditional Russian cuisine. Also the theoretical part provides information about the service, the main trends in the field of catering, segmentation, competitiveness and profitability.  The practical part consists of the following steps: planning, organization, preparation, carrying out of the event, a survey among the visitors of the restaurant. After the event I collected and analyses all the data. I was also held a brief interview with the manager of the restaurant.  Received results have been summarized. The Traditional day's event was carried out successfully enough according to the profit and survey responses.  Also, suggestions were made to conduct such events in future for a large public awareness of the traditional cuisine.		
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## 1 INTRODUCTION

The success of every business aims to meet the desires and needs of its customers in goods and services. Nowadays the restaurant business is a very popular destination, so many new cafes and restaurants are opening. Consequently, competition arises. Every businessman wants buyers to be interested exactly in his product. Thus in order to attract customers and increase profit there appears new forms of service as well as new dishes in catering.

People acquire new eating habits. Interest in new dishes, trying new food and experiencing it is good, but traditions of the country you live should be remembered. Food is an integral part of each person and his history. People of all nationalities have their own eating habits and traditional cuisine. They start to forget their true national traditions and move away from them. This thesis should help to raise the national cuisine to the proper level of development.

The main goal of the following thesis is to get more knowledge about the National Finnish cuisine, about its history and distinctive features. The topic was chosen to go deeper through this kind of cuisine and to get experience in cooking techniques and development in the future. Special attention in this thesis work is given to the dishes of Northern, Southern and Western regions of Finland.

The second target of this bachelor's thesis project is to create and organize an event "Days of Finnish and Russian cuisines" in the restaurant Talli in Mikelli. This thesis uses methods of research, observation and survey to collect the information about preferences and habits of local customers in food. The task of diploma is to determine how much national cuisine is popular nowadays.

To achieve the desired results, the thesis is divided into several parts.

The first part provides general information about the traditional cuisine of Finland, particular in its Southern, Central and Northern regions. The content of this section gives some information about the style of cuisine, the history, cooking techniques and examples of dishes. The sources are Finnish cookbooks and online sources. The second part of the thesis includes general information about the service industry. The third part of the thesis includes gives information about the dishes of Russian cuisine. This is necessary because in the practical part

of the thesis Finnish and Russian menu dishes are used. There also arises the question about comparison of similar dishes of these two cuisines. For writing this part Russian Cooking books and encyclopedias, as well as personal experience were used. In the fourth part there is a description of the preparation, drafting menu, advertising, purchasing, process of cooking and serving process in the restaurant Talli. It includes basic information about the restaurant Talli, its personnel and equipment. The last fifth part contains opinions and feedback from visitors of the restaurant Talli about the traditional cuisine and proposed food and service. This part provides information and results of the survey. In conclusion, the findings of the work are presented.

## **2 METHODS**

This paragraph is based on experience of the lessons of Kushcheva N., Basics of Research and Development Work, 2013. For writing this thesis methods of research and observation were used. Method of research is a complex of theoretical and empirical methods. The essence of this method is to determine the goals and objectives subject or object, the ways of observation, recording the required data, the processing of the information received. In this work the observation can be described as a method of collecting social information through direct study of human behaviour in the submitted conditions. It is necessary to survey among the customers in the restaurant Talli about their preferences in food. Communicating with people is a very important element of any survey. Analysis of results of this survey helped to understand people's position in different questions. Literature review from different sources helped to write the theoretical part of the thesis and to know more new information. Resources that were used were in English and Russian language. Some Finnish Cooking books with language translation also are used. By means of an interview with the manager of the restaurant have been clarified necessary things. Using Excel the cost and weight of ingredients were calculated. All of the above methods are used in this work.

## **3 FINNISH CUISINE**

This section is based on a literature review of Tantt 2007.

Finland is a Scandinavian country with a predominance of cold and dank climate. Geographical location of this country significantly influenced the habits of citizens related to food. The

Baltic Sea and its gulfs wash the shores of the country. Finland is situated in northern Europe and has borders with Sweden and Russia. These two countries, as well as the other Nordic countries affected on the development of the Finnish food culture. Major Russian features that are presented in the Finnish cuisine are pickles, sauerkraut, beef stroganoff and pancakes. As in Russia in Finland pancakes with caviar are becoming increasingly popular. Meatballs and cutlets came from Sweden. Despite the impact of foreign cuisines, Finnish cuisine has retained its own identity. Of course, Finland has a variety of dishes that were "born" in this country. Nowadays Finland's national dishes are rarely encountered in restaurants of other countries. Finland is a very peaceful country in which life is pleasant. Finnish cuisine has significant local differences: Western (Tornio-Muonio), Central (Ounasjoki - Kemijoki) and district-Enontekie Utsjoki. In every region of the country people prepare their traditional dishes, or there are some differences in the preparation of the same recipes. (Uusvirta 1982.)

Finnish cuisine has two distinct areas:

1. Historical heritage, which was formed under the influence of harsh environmental conditions. This is noticeable in every dish.
2. Predilection for simple and hearty "home cooking."

Despite the cold climate and the absence of southern vegetation, Finnish food is amazingly diverse. For Finnish cooking main characteristic are flavor, freshness and purity of the starting materials. The first edition of the cookbook in Finnish language was published in 1849. Finnish recipes are very unusual. In one dish cooks can simultaneously combine both different ingredients: meat and fish. This confirms the antiquity of Finnish cuisine, when there was no difference between hunting and fishing. In Finland, the chefs use a lot of spices. There is a feeling that this is not the Northern country, but some kind of an Eastern country. (Pokhlebkin 1982, - 72.)

As mentioned above, natural conditions in Finland are cold and not acceptable for many greenhouse plants, so people had a limited variety of foods. They had to invent a variety of interesting recipes from raw materials available. Nowadays it is not so, the world is developing and many foreign products have become easily available. In Finland local products are changing from season to season. Finns found such processing methods that differ sharply

from other national cuisine techniques in using the same product. For example, in Finnish cuisine a pearl barley is soaked in milk or curdled milk before cooking. This processing gives a pleasant taste for porridge. Instead of frying Finns prefer to stew meat or fish. That is why this cuisine is considered dietary. Many products help to improve health. Various studies have shown that nutrition in Finland is at the highest international level. Thus, the Finnish national cuisine demonstrates that not only available products constitute the cuisine of the country, but also the technology of their preparation. (Tanttu 2007, 6 - 9.)

### **3.1 Foodstuffs**

Finland has developed many food industries. This section covers items such as fish, meat, poultry, dairy products, beverages, bakery products. The following sections are written using the method of literature review.

#### **3.1.1 Fish**

Due to the abundance of marine waters and lakes fishing is very developed in Finland. Hence hearty cooked fish dishes has become a tradition and it is a feature of Finnish cuisine. Numerous variations of fish dishes have become a “business card” of Finland. Following fish species have circulated: salmon, rainbow trout, Finnish cod, pike and herring, as well as bass and multicolour small cod. In any restaurant chefs can cook fish in many different ways. It could be fresh, smoked, dried, fried fish. In Finland chefs know how to cook delicious dish with fish. It is used for salads, main dishes, casseroles, soups. Salad "rosolli", fish pie from unleavened dough, milk soups with salmon named “lohikeitto and kalakeitto” are particularly popular. Besides of fish on sale caviar is supplied. There are some types of caviar such as salmon caviar, caviar trout, whitefish roe caviar, caviar of freshwater fish (pike, perch, and walleye) and others. Due to high demand, the price for caviar remains quite high. There is unusual way of cooking caviar. It is mixed with sour cream and onions and served in a deep plate. (Tanttu 2007, 59 - 77.)

#### **3.1.2 Meat and game**



In preparation of the first and second courses Finns use not only fish, but different kinds of meat too. In many dishes there is a combination of three kinds of meat: beef, lamb, pork. On a par with home livestock the slaughter of game occurs. In northern Finland in the Lapland region residents eat venison every day. Dishes of venison are delicious and easy to prepare out. Of the meat dishes there can be distinguished national stew of sliced venison, served with mashed potatoes and lingonberry or poured overhead of cloudberry jam. From goose liver it is traditional to make a soft pate, which is served on a piece of loaf with jam or smetana with onions. (Uusvirta 1982, 42-60.)

### **3.1.3 Berries and mushrooms**

In Finland people use a variety of gifts of nature food in cooking. This is the country of berries and mushrooms. Here cooks prepare delicious blueberry pies and a variety of dishes with the addition of mushrooms. Berries such as lingberries and cranberry are actively used as ingredients for sauces for meat dishes and game. For example, pickled cranberries served with traditional cereal sausage rice and pearl barley. Berries and mushrooms markets are organized on city squares in the summer and autumn periods. Among the berries the most common are strawberries, cloudberry, raspberries, cranberries and sea-buckthorn. The most popular dishes of them are: jelly, cereal berry, berry salads, jellies, frozen mashed potatoes, pies and soups. Cloudberry jam has a great fame in Europe. The most popular mushrooms are chanterelles and morels (*Gyromitra esculenta*), which is used to make excellent ragout (Finnish *korvasienimuhennos*). White mushrooms and champignons are used for making creamy soups and sauces. There are innumerable forests in Finland. Tourists come to Finland to wander through the woods and gather some berries and mushrooms. Everything is environmentally sound. (Tanttu 2007, 95 – 93.)

### **3.1.4 Vegetables and fruit**

Vegetables and fruit from Finland have good quality, they correspond the EU standards. Leader of fruit is apple. Apple trees grow well in this region. It is added to salads, desserts, main dishes, drinks. Finnish apple can be eaten unclesed, because chemicals or wax are not used to reduce spoilage. Finland has a fairly highly developed gardening, but most of the fruit is imported from abroad. A lot of attention is paid to methods of production, growth, breeding

of new species, protection, storage, freezing and quality of fruit crops. A lot of researches on this topic have been conducted every year. (Food from Finland 2012.)

Finnish vegetables are available all year long. Products, which are mainly grown here, are cucumbers, tomatoes, potatoes and lettuce. They are grown in greenhouses. Also sprouts of all kinds, beets, turnips and Jerusalem artichokes are grown. One of the dishes is warm sauerkraut, which is used as a side dish to many main dishes. Vegetables are usually baked or steamed to preserve nutrients in them as much as possible. (Penfield Books copyright 2002, 55-60.)

### **3.1.5 Beverages and water**

The most popular drinks in Finland are beer and coffee. Finns prefer drinking coffee more than tea. Coffee has become an integral part of the diet in Finland. Coffee is appropriate at any time of day. Specific national alcoholic product is a Finnish liqueur infused on the wild berries. Beer is appropriate for evenings or weekends. Alcoholic beverages are sold only in specialized stores named «Alco». Like everywhere else people here drink clean water, juices, and concentrated juices. The water in the water supply networks in Finland is clean and potable. So here the tap water can be drunk without danger. (Food from Finland 2012)

### **3.1.6 Milk and dairy products**

Milk is one of the most consumed beverages in the diet of local citizens. All schoolchildren should drink milk every day. There is milk without lactose and with minimal content, as well as different fat content. Lactose-free milk has a sweet taste. In all restaurants chefs also use dairy products without lactose content in them for cooking, this is due to a large number of people with disorders of the digestive tract and the perception of ordinary milk. It is also used in the preparation of various broths, soups, stews and puddings. It is to mention the traditional Lappish cheese. This cheese is baked in the oven in the shape of a cake, so it has a brown surface. It has quite a soft texture and a sweet taste. It is served with cloudberry jam. Finland is one of the largest suppliers of dairy products in Northern Europe. A huge variety of yoghurts, kefir, butter, cheeses are produced here. It is impossible to imagine a grocery market in Europe without dairy products of “Valio” brand. (Food from Finland 2012.)

### 3.1.7 Bread and bakery products

Finnish cuisine is impossible to imagine without fresh baked bread. Finns bake different types of bread from all kinds of flour: white, black, gray, corn, rye, wheat and so on. In bakery there is a noticeable difference between the western and eastern Finland. In Southern Finland bread should always be soft. To the east from Lappeenranta they bake a sweet pretzel for special occasions. Also various cakes, cookies and biscuits are baked all around the country. For example, traditional wicket with rice and egg and yeast rolls called “the pulla”. The rye loaf with a hole in the center is getting more popularity. Interesting dishes are potato pancakes named “perunarieska” that are served as a cold appetizer to raw red fish. There is also an interesting sweet pastry. For example, berry pies, which are prepared with the sugary or quark dough. All kinds of berries that grow in the forests of Finland can be filling for these cakes. The top of cakes are covered with a cream or whipped cream. As in Russia in Finland there pancakes are baked. In these two countries pancakes are different in their ingredients. Finns use for their preparation rye flour (Finnish sultsina) and serve pancakes with cream, cinnamon sugar and jam. (Mikkelinlahiruokatori.fi)

### 3.2 Diet

In restaurants and cafes in Finland the following clock supply is adopted:

- breakfast 7.00 am-10.00 am
- first lunch from 11.00 am-2.00 pm
- second lunch from 4.00 pm -6.00 pm
- dinner from 7.00 pm

Finns' working day begins early in the morning and ends after six o'clock. They prefer porridge or muesli with milk for breakfast. In Finland people like to cook porridge from various cereals and cereal dishes. Many people drink a cup of coffee for breakfast and eat a sandwich. At lunchtime they tend to eat one dish. Most often it is a soup. There is also buffet served in the restaurant in lunchtime. For lunch, they eat bread with butter and drink milk. At 14.00 they have time to drink tea/coffee. After a working day Finns have supper at home, because

most restaurants are already closed, this is clearly seen in small towns. (This section is written based on the mode of restaurants in Mikkeli).

### **3.3 Culinary calendar, festive meals.**

In Finland, as in other countries of the world, there are public holidays and special meals, which are cooked in those days. For example, for Easter Finns prepare “Mämmi” - a thick porridge made of black malt, rye flour, water and salt, seasoned with cream and sugar. In July harvest season for chanterelle mushrooms starts, as well as catching cancers occur. Housewives cook pies with some berries. National blueberry pie (for SOUTH Savo) made from rye flour. In late summer and early autumn the hunt of small game (rabbits, ducks) and gathering cowberry and cranberry begins. In October the country fish fairs are organized all around county when the “queen” is a herring, especially the smoked one. (Finnish Touches: Recipes & Traditions 2002.)

Top New Year's holiday celebrations begin in 1-2 months in advance. At Christmas Finns traditionally serve baked ham or turkey; casseroles of turnips, rutabagas, carrots and potatoes; herring with different sauces and vinaigrette. Desserts in Christmas time are some cakes, gingerbread with cinnamon, gingerbread houses and hot beverage “Glögi”. This drink came to Finland from Sweden. (Tanttu 2007, 108 – 119). This product can be made from red or white wine and berry juices. The dish called “fish-cock” (Finnish Kalakukko) has a widely known, including outside their country. This cake of unleavened rye dough, the filling is made of bacon and fish. Kalakukko can be served at Christmas and other holidays too. In February chefs and housewives traditionally make special cake. It consists of milled cookies, sour cream and jam. Also on various events accepted to cook soups from different ingredients. Guests always bring different casseroles and cakes for a festive table. Without a doubt, a classic holiday meal is a Karelian wicket with rice, butter and chopped egg. It is like a jewel of a celebratory table. (Counties and Their Cultures. Finland 2014.)

### **3.4 Catering Finland's population today**

Currently, traditional Finnish cuisine is not very popular among the population. Individual institutions, which serve only traditional cuisine, practically are founded only in tourist areas.

In the menu of a respectable restaurant people can find a couple of traditional dishes. Many traditional dishes have been also are modified and become more like the European dishes. Mixing in one dish incongruous of products is still one of the main ways of cooking in restaurants and cafes. (Haaja, Jesse 2012)

This paragraph is based on my own observations and communicating with people living in different cities in Finland. On the streets of cities the American fast food (burgers), Italian food (noodles and pizza), Asian (sushi, noodles and kebabs) dominate. Since this is a quick and easy way to eat. Fast food here may include Finnish features, such as kebabs with deer meat. In supermarkets many ready-made frozen food, bread and different types of content are sold, as well as the astounding variety of milk and dairy products. Today in Finland nonfat and dry kinds of milk have taken the place of whole milk. Among young people skim milk has a great demand as well as other products with reduced fat content. The older generation adheres of proper nutrition. The biggest part of catering Finnish residential areas consists of modern European food.

### **3.5 Example of traditional Finnish dishes**

This part presents the most popular dishes from the Finnish national cuisine. During a search for recipes of dishes through Finnish Cook Book, various internet sites and restaurant chefs' councils were used. (Uusivirta 1982; Previdi 1995.)

#### Fish dishes:

- Graavi lohi - rainbow trout in its own juice
- Rosolli - herring salad (similar to the Russian vinaigrette)
- Rapu - crayfish are served with beer
- Mati – caviar of Finnish freshwater fish are sold with chopped onions and sour cream
- Entire baked vendace under various spices, can be served with garlic cream sauce or with any other white milk sauce with herbs.

#### Soups:

- Kalakeitto - fish soup
- Lohikeitto - salmon soup (both are prepared with milk, potatoes and onions; also possible to add other vegetables)
- Korvasienikeitto - mushrooms soup morel

#### Meat dishes:

- Karjalanpaisti - meat in a pot; a mixture of beef, lamb and pork.
- Meat patties / balls - a mixture of minced beef, veal and lamb
- Poronkaristys - thin slices of dried reindeer
- Poronpaisti - roast venison
- Kalakukko - fish and fried bacon are baked in crispy rye bread - a dish typical of Eastern Finland, for Kuopio especially.

#### Bakery:

- Mustamakkara - grill pudding special dish in Tampere, usually is served with cranberries
- Karjalan piirakat - Karelian wicket of rye dough stuffed with rice or mashed potatoes. It is served like a hot dish with a mixture of hard-boiled eggs and butter.
- Pancakes with cloudberries
- Rättänä - traditional blueberry pie from province of South Savo

#### Desserts:

- Pulla - sweet yeast buns with vanilla coffee
- Kiisseli - soft berry jelly, usually are served with cream

#### Beverages:

- Coffee with milk or cream and sugar.
- Tea/water/milk for children
- Concentrated juices

- Beer. The most famous brand is Lapin Kulta (Gold of Lapland) and Koff (the oldest brewery).
- Homebrew - kotikalha (composition: water, maltose, sugar, yeast, containing a small amount of alcohol)
- Vodka “Finland” (appeared in 1970)
- Liqueur made from cloudberries – Lakka. Lingonberry liqueur – puolukkalikööri. Cranberry liqueur – karpalolikoori. Liquor from arctic brambles (rare berries, resembling strawberries)
- Finnish champagne (of yellow currant and gooseberry one) - Kaveljeeri & Elysee.

## 4 RUSSIAN CUISINE

Russia is a very big country and has a long tradition. Today it is home for more than 180 nationalities. Therefore, there is its own particular cooking in every corner of this country. There are some dishes that are an integral part of Russian history, which create the image of traditional Russian cuisine. (Kovalev 1990, 69 – 90.)

### 4.1 Russian dishes and their history

As mentioned above Russia has many regions with rich and diverse nature and their own features of cooking. Russian cuisine is based on customs, its meals are simple and does not require a lot of frills. Church has had a great influence on the cuisine. Many days in the year are meatless. Table should be modest, some products are forbidden to use.

The Russian government pays great attention to agriculture. Cereals, vegetables and fruit form the basis of nutrition. Products such as turnips, cabbage, cucumbers, radishes, apples, pears have the greatest distribution. Since the second half of the XIX century potatoes occupy the leading role in cooking. Due to the numerous forests and fields, people eat a lot of various berries and mushrooms. Cooking soups, dishes from cereals and pastries are an integral part of Russian food culture. (Kostomarov 1868, 74.)

Traditional and most famous are such dishes as cabbage soup, borsch, rossolnik, soljanka, ukha, okroshka, sauerkraut, pickled mushrooms, cucumbers and herring. The most popular

desserts are pancakes, buns, brushwood fritters and soaked apples, jelly. Dairy meals such as cottage cheese and cheese cakes as well as soups are filled with smetana. (Sutkin & Sutkina 2011, 262.)

As in Finland, in Russia there are many rivers and lakes. Therefore, fishing plays an important role in the lives of citizens. Fish is steamed, grilled, boiled, stewed, baked. Caviar has always been a special delicacy. Earlier in every village house people held domestic cattle and poultry. Most meals are cooked in the village oven.

Russia is a neighbour for different countries. There was a mixture of cultural values that are firmly rooted in the Russian tradition. Currently, half of traditional dishes are included in the daily food intake of Russians. People relate to posts in food not so serious as before. Many products become available and dishes become more diverse. There were changes in restaurant business. In many restaurants and cafes foreign cuisine dominates, but there are also those which specialize in the traditional Russian cuisine. Thus, the traditional Russian cuisine is more home-made than a restaurant-served food. In general Russian cuisine has also undergone changes and innovations, but retained its traditional features.

#### **4.2 The neighbourhood areas of Russia and Finland**

Finland and Russia have a long common history. Over the long years of cooperation in the sphere of catering certain mutually used cooking recipes were formed. Therefore, traditional Russian cuisine has been taken for the practical part of the thesis. Since it is two neighboring countries, preferences of people in their selection of food are similar. Long term communication allowed learning more about different types of cooking and shared experiences. At present a large number of Russian people, leave and come to vacation every weekend. For example, many Russian students are studying in Mikkeli. Comparison of two different, but at the same time similar cuisines is interesting and relevant. Purpose of this is to attract more customers of different nationalities. (Krivtsov 2009.)

### **5 SERVICE INDUSTRY**

Catering service - it is called totality of actions that the restaurant staff or other catering establishments perform with a guest who uses the services of this company (ordering meals or lei-



sure activities). Quality of services should satisfy the needs of the guest. Along with this catering services must meet the safety requirements. Service must meet the requirements of aesthetics. This means that the interior of the restaurant should be harmonious and meet the needs of consumers. Service industry is focused on providing services to the consumer. Currently it is developing rapidly. It has a significant impact on aspects of life of people. Managers of enterprises and the service staff are responsible for the quality of services, development, standards compliance services institutions. The most common leisure services include music service organization and concerts. (Balashova 2008, 104-108.)

Catering service for customers:

- Nutrition
- Production of dishes
- Sales
- Organization of services (including leisure)
- Other services

You need to remember that the quality of customer service often consists of trifles. All these rules are developed and tested in practice, tailored to the needs of buyers. Adhering to them in all cases a restaurant can be sure that the guest will return to us again and again. It is the main aim when working with clients. The buyer must be always in the spotlight of the waiter. (Johnson, Herrmann 2008, - 224.)

Related to service in the restaurant, cafe, bar, coffee shop, club - the principles are the same:

- Pleasant intonation, voice
- Smile, eye contact
- Pleasing appearance of staff
- Professionalism, flowing movement honed
- Thoughtful phrases
- Attention to their presence, to requests and comments
- Menu in different languages, wine list, services, news
- Timely service rate

- Equally welcoming greeting and farewell
- Equal attention to placing an order and after the filing of accounts
- Welcoming guests at the door
- Replacing ashtrays after one or two butts
- Beverages are served at the first place and rapidly
- Impeccably clean table, timely cleaning of dirty dishes
- Pleasant atmosphere and interior
- And so on

(Thompson 2013)

According to Statistics Finland, turnover in service industries grew by 1.3 per cent from November to January from the corresponding time period of the year before. One year previously, it grew by 2.2 per cent from the corresponding period. (Statistics Finland 2013.)

An important element is to preserve the health and psychic well-being with the help of well-managed food services. Finland gained fame for a well-organized system of public catering. There are two major problems in dealing with clients of catering service: to attract and to keep. To attract customers, it is necessary to interest them. Internal and external advertising plays an important role. There to keep the guests service must to satisfy their needs. Visitors appreciate the institution of a few basic items, which determine customer satisfaction:

- Kitchen (dishes)
- Bar (drinks)
- Interior
- Entertainment program (if available)
- Price policy
- Quality of service

(Karnauhova & Krakovsakaya 2012, 9 – 30.)

## **5.1 Customer satisfaction**

Customer satisfaction is the priori goal for any company, which works with people. It is the key to higher revenue. The potential success of the event depends on it. Buyer should be satis-

fied with all, the service, the quality of food, etc. The first impression is very important. It is much more difficult to correct the impression than initially achieve the desired result. (Kotler 2010.) Most customers mentions about the negative experience of the service rather than about the positive. Employees of the restaurant must make the maximum effort so the client leaves the place with a positive opinion. Satisfied customers return again and again. They are also the source “free advertisement” to attract new visitors.

To attract new customers is much harder and more expensive than to keep “old” ones. Regular customers provide the restaurant a steady income, so always it is needed to pay due attention to them. They are not so affected by competition as new customers. Today many companies have their own strategies, loyalty programs to attract and retain customers. Customer’s satisfaction should exceed their expectations. This poses a great influence on the development of the company. (Thompson 2013.)

## **6 PROJECT**

The practical part of my bachelor thesis is about consisted of the organization of Finnish and Russian day’s event in the Restaurant Talli. Organization of the project is the totality of processes or actions that lead to the formation the interrelation between the various parts of it and to receive the desired result. (Big Soviet Encyclopedia 1978.) The targets of this part of the work are described below.

### Target:

- 1) Common information about restaurant Talli
  - customer segmentation
  - equipment
- 2) Promotion of the idea
- 3) Planning the menu
  - comparing recipes of the Finnish and Russian dishes, technical features of preparation.
- 4) Preparation of the event
- 5) Organizing and conducting the event

## 6) Interview with the manager of the restaurant

### Timetable:

6th of March- recipes for menu's suggestion, calculate in program "Jamix" (for Hölttä Merja)

10th of March- provision of advertising for the restaurant "Talli"

11th of March-ordering products

17th of March- preparing for Finnish and Russian days

18th of March- providing a Finnish day in "Talli"

19th of March- providing a Russian day in "Talli"

### **6.1 Restaurant Talli**

This paragraph is based on information that has been gained while working in the restaurant Talli in 2013-2014. Information was provided by the restaurant manager and staff. Restaurant Talli is located in the Campus area of Mikkeli University of Applied Sciences. The restaurant occupies a separate building (former stables). It is a spacious brick building. The restaurant is open for visitors from Monday to Friday every week from 11 am to 3 pm. The restaurant has its own website. The university advertises the restaurant via brochures, flyers and business cards.

Atmosphere in the restaurant is calm. Interior is much of a Scandinavian style. The basic materials of interior are wood and stone. It has big windows on the first floor. For serving tables personnel use napkins, paper tablecloths, glasses and utensils. The table decor elements, such as flowers in the daytime (it depends of season) and candles in the evening, must be present on the table always.

The menu of the restaurant Talli is based on Scandinavian cuisine, but they also use their own recipes. Finland is one of the Scandinavian countries, thus food choice is obvious. These dishes are simple to prepare. Products are easily combined to each other. Dishes can be modified depending on seasonal products. Restaurant Talli serves guests on two systems: buffet (lunch-time, banquets) and A 'la carte. Customer can order a personalized meal, too. The bar is open every day during the working hours of the restaurant. There are also organized evenings for a

group of people and served coffee and cakes in the office building Mikpoli. Cycle of the menu is 6 weeks. The cost of lunch for customers is 10 euro and 8,20 euro for staff and students of the university. The standard menu must include:

- 3 kinds of salad
- 1 kind of soup
- 2 types of garnish
- 2 types of main course
- 1 kind of dessert
- 2 types of bread
- Oil, sauces, dips, nuts, fried onions, butter
- Coffee/tea

All restaurant meals are made from products that do not contain lactose. The main cook makes inventory and purchase 1-2 times per week, as required. Meals that do not contain gluten (gluten-free diet), milk (milk-free diet), and products of animal origin (vegetarian diet) can be made. Most of the products is ordered from local producers and Finnish partners, such as: Ahdesalon maatila (meat), Coja Fishing (fish), Valio (milk products), Hirvosen Sienimö (mushrooms), Mikkelin Vihannes Oy (vegetables, fruits, dairy products, meat, products from meat, fish, products from fish), Atria, Wihuri Metro, PaTu. (Restaurant Talli's Handbook 2012-2013.)

My predegree practice was carried out in the restaurant Talli, therefore this place was chosen to have an event "Days of Finnish and Russian Cuisines". It was coordinated with supervisor of this work and restaurant manager.

### **6.1.1 Customer segmentation**

Approximately 80-100 customers come every day for lunch to the restaurant Talli. The main audience of the restaurant are students and teachers of Mikkeli University of Applied Sciences, as well as residents of the city. The restaurant often organizes meetings for office workers. Age of clients varies. The age of target group is 20 to 50 years with an average income level.

The survey submitted in section 6.1 showed that 80% of surveyed visitors of the restaurant are Finns, 10% - Russian, the remaining 10% of the visitors belong to other countries.

### **6.1.2 Equipment**

The entire range of equipment, used in the kitchen of the restaurant Talli is regularly updated and replenished. The main supplier is the company “METOS”. The main feature of the equipment in the restaurant is their versatility. Most of the samples are multifunctional; they have affordable and easily comprehensive software, energy and water-saving, and easy to use and clean. Also the following kitchen tools are used: cutting tables, boards, knives, cutlery, glassware (glass, metal, ceramic), pans, pots, etc. For cooking dishes in time of the event equipment was used which is located in two rooms: training kitchen and restaurant kitchen. Detailed plan of the kitchen is in the appendix 1. (Tuovinen 2013.)

### **6.2 Promotion of the idea**

“Advertisement is the engine of trade”. (Metzel 1962.)

Therefore for conducting any event we need to advertise, it is necessary to let people know about the event. Promotion should be the implementation in advance before the event. Promotion activities of the Finnish and Russian days of traditional cuisine in the restaurant Talli were held a week before the event. The advertisement was aimed at students, teachers and staff of the University.

Plan to create advertisements of the events to attract visitors consists of the following steps:

- Create flyers about the event (figure 1)
  - Design of leaflets was made by me. On the flyer there is: title of the event, venue, date, time and price
- Placing flyers on bulletin boards at the university
- Entering information on the student portal of MUAS
- Entering information on the Talli’s website



**FIGURE 1. Promotion flyer**

View of promotional flyer was designed by me. Advertising was organized by the marketing department of the restaurant. Leaflets were attached to the university website, social networking site (Facebook) and to the information stands in the university buildings.

### **6.3 Planning the menu**

Drawing up the menu is one of the main stages of the event. Customer satisfaction will depend on correct composing of the menu. Dishes in the menu should interest a buyer. Well-designed and literate menu attracts more customers and leaves a positive impression, which subsequently can bring success to your business.

The lunchtime menu for each day of my event was completely planned by me. All recipes of dishes were taken from the collections of recipes, as well as electronic cook books. For two days of the Finnish and Russian traditional cuisine dishes were presented as similar in composition of ingredients as well as various meals. In each dish the following items are indicated:

- MF - milk free
- LF - lactose free,

- LL - low lactose
- GF - gluten free
- V - vegetarian

These diet notes help customers to choose the suitable meal for themselves. (Standard menu of the restaurant Talli's 2014.) Drafting the menu included a selection of recipes of salads, soups, main courses and desserts, which will be served during the event. It was agreed by manager of the Restaurant Talli, when the menu list for 2 days was ready. The names of all dishes are in tables 1 and 2.

**TABLE 1. The menu for the Finnish day (18.03.14)**

Salads	<p>MIXED FRUIT AND VEGETABLE SALAD <i>Ingredients: cucumbers, canned peach in cubs, apple, ice salad , green salad, dark grape</i></p> <p>MUSHROOMS SALAD <i>Ingredients: mushrooms, juice of 1 lemon, ham, onion, mayonnaise, dill</i></p> <p>VINEGRET with cream <i>Ingredients: potatoes, pickled beets, pickled cucumbers, onion, sour apple, carrots, food cream 15 %, vinegar, parsley</i></p>
Soup	<p>SALMON SOUP <i>Ingredients: food cream 15 %, salmon fillet, bulb onion, potatoes, carrots, water (fish bullion), parsley</i></p>
Main Dishes	<p>BAKED VENDACE (FISH)</p> <p>MEAT PATTIES <i>Ingredients: lamb (minced), beef (minced), veal (minced), smetana, breadcrumb, water, egg yolk, butter</i></p>
Garnishes	<p>MASHED ARTICHOKE WITH POTATO <i>Ingredients: artichoke, potato, milk, butter</i></p> <p>PEARL BARLEY</p> <p>WARM SAUERKRAUT</p>
Desert	<p>BLUEBERRY PIE <i>Ingredients: butter, sugar, rye flour, baking powder, blueberries, frozen, potato</i></p>



	<i>starch</i>
--	---------------

(Uusivirta 1982; Previdi 1995; Haaja, Jesse 2012.)

**TABLE 2. The menu for the Russian day (19.03.14)**

Salads	<p>MIXED VEGETABLES SALAD <i>Ingredients: cucumbers, tomatoes, radish, green salad, ice salad, dill</i></p> <p>‘CAPITAL’ SALAD WITH HAM <i>Ingredients: potatoes, ham, eggs, pickled cucumbers, green salad, green peas, carrots, mayonnaise, parsley</i></p> <p>VINEGRET with oil <i>Ingredients: beets, carrots, potatoes, pickled cucumbers, sauerkraut, leek, peas</i></p>
Soup	<p>CABBAGE SOUP <i>Ingredients: beef chuck without bones, beef bouillon (water +), bold onion, smetana, potatoes, carrots, vegetable oil, cabbage</i></p>
Main Dishes	<p>CHIKEN CUTLETS <i>Ingredients: chicken fillet, breadcrumbs, butter, food cream 15 %, oil, bulb onion, eggs</i></p> <p>FISH UNDER BROWNEED VEGETABLES <i>Ingredients: pike, salmon, carrots, bulb onion, parsnip, tomato paste, lemon, olives, cucumbers</i></p>
Garnishes	<p>MASHED POTATO <i>Ingredients: potatoes, milk, butter</i></p> <p>STEAMED TURNIP AND RUTABAGA</p> <p>BUCKWHEAT PORIDGE</p>
Desert	<p>”BABUCHKA” BUN <i>Ingredients: milk, dry yeast, butter, sugar, eggs, white flour, cottage cheese, smetana (sour cream), vanilla sugar</i></p>

(Supercook.ru 2014)

#### 6.4 Preparation of the event

To prepare the event, it was necessary to complete the following steps:

- determine the number of guests
- calculate the weight portions per person
- orient costs
- make the order of the necessary products
- to accept delivery of the order and check quality and availability of goods

Usually 80-100 customers visit the restaurant Talli at lunchtime. There are also orders for individual groups of people. For Finnish day staff had to prepare meals for 80 customers plus 5 persons (personal order). In Russian day also had to prepare meals to 80 customers, and also there was a separate order for 72 participants. Therefore, in the second day of the event it was cooked twice more meals than on the first day.

In developing the menu the number of grams of the meals for 1 person had been calculated. Approximate weight of one portion of each dish is presented in table 3

**TABLE 3. Weight per portion**

salad	120 g
soup	200-250 g
main dish	200 g
side dish	120-150g
dessert	100-150g (depending on the kind)

The cost of lunch at the restaurant is 10 euro for customers and 8,20 euro for students and university staff. The price of each dish also included the tax - 14%. During carrying out of this event the price of lunch did not change. Revenue is divided into three components:

- costs of the acquisition of goods should be not more than 33% of the profits per lunch;
- another 33% go to the staff salaries and other expenses;
- the remaining 33% - it is the restaurant's profit.

10 euros - (33%+33%) = 3,3 euro - the price, which was spend on products for one portion, including the VAT. Without VAT the cost of expenses on products is 2,89 euro.

80 customers \* 3,3 euro = 264 euro (including the VAT) - roughly amount of money that restaurant must spent on order of products for the lunchtime in one day without extra orders. Without VAT the cost of expenses is 231,2 euro.

There were two days of the traditional cuisine. To calculate the costs, I had received the following figures:

237 customers \* 3,3 euro = 782,1 euro (without VAT - 685 euro) - the money resources, which was spent to the event named "Days of Finnish and Russian traditional Cuisines". But this amount isn't accurate, because the restaurant had some of the necessary ingredients in stock at the time of ordering products.

The manager and the main cook of the restaurant constituted and sent the purchasing sheet to suppliers. Order of products is done a week before the upcoming event. This is done in this period of time to be sure that products come at the appointed time and will be fresh. One product was brought from Russia, because it isn't sold in Finland. It was buckwheat porridge. All other products were delivered on time in the day of preparation (17/03/14). It was in the proper quantity and quality.

On the day of preparation responsibilities were also distributed among the kitchen staff that is, who are preparing which dishes. Desserts and one salad without dressing for the following day were prepared beforehand. Raw main meals were made beforehand too. That gave more time to prepare other meals on the next day.

## **6.5 Organizing the event**

The event "Days of Finnish and Russian cuisines" was held during a regular working day of the restaurant Talli. 18/03/2014 –Finish traditional cuisine; 19/03/2014 – Russian traditional cuisine. It was important to introduce the menu for staff and organize the workflow before starting the event. It included distribution of work between the staff, checking availability of necessary products, etc. The situation in the kitchen and the dining room was calm. Each participant of the event engaged in their job.

The menu of lunch was presented in two languages: English and Finnish. All meals were served at the buffet in due time. Dishes were replaced in time. Customers were interested in components of some dishes. Both days of the traditional cuisine went well.

## **6.6 Interview with the manager of the restaurant**

Interview with the manager of the restaurant Talli took place after the event. Before the event manager approved the idea and holding the event “Days of Finnish and Russian cuisines”. She was asked a few questions about the event. Manager said that the event was quite successful and she liked almost everything. She noted that it would be better add more spices to Finnish meatballs. Perhaps the restaurant will use presented national dishes in the future. Manager reported that 1000€ is a normal profit for lunch time in one day, but it is not enough for good further work of the restaurant. Therefore they are engaged in selling coffee, tea, beer, special orders for a large number of customers, take-out orders for Mikpoli. In general the manager gave a positive assessment of the event.

## **7 SURVEY**

To conduct a survey it is necessary to collect the information of preferences and choices of people and their eating habits. The survey includes research methods, analysis and calculation of results. Feedback helps to know the opinion and ideas of visitors. Subsequently it will help to improve performance of the restaurant. Customer feedback is a very important element in this work. Client should answer a few simple questions. In developing a questionnaire questions with answer choices and open-ended questions that require a disclosed answer are presented. A cover letter is another important item in the questionnaire. It is necessary for the customer to understand why and for whom he is responding, as well as to motivate the respondent to complete a questionnaire. Direct language and simple sentences are used. (Rautiainen 2012.)

### **7.1 Questionnaire for customer’s feedback**

Survey was conducted among visitors of the restaurant Talli. Questionnaires were put on the table in the hall. Survey was performed directly on the paper version. In this restaurant 2 days

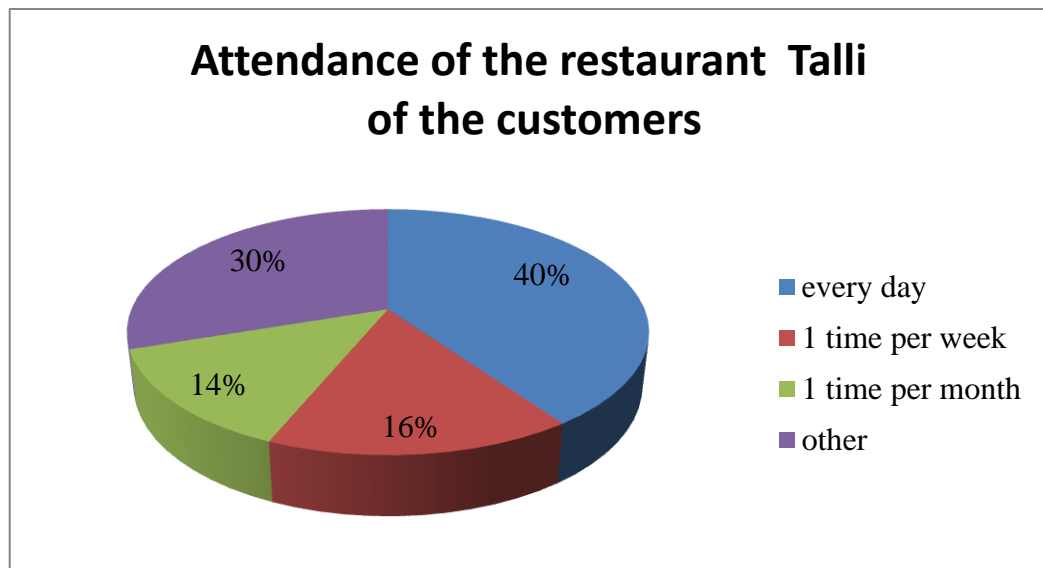
of traditional cuisine was arranged. Finnish cuisine and Russian cuisines have been selected for the event. The second cuisine was chosen because Finland and Russia are large trading partners and many Russian people work and live in Finland. Questionnaires included simple questions, such as whether: customers are satisfied with quantity and quality of food, service, and choice of food and so on. Task of this organization is to find out people's preferences in food, their habits, and their knowledge about the features of traditional cuisine. Example of questionnaire is in appendix 4.

## 7.2 Analyses and statistics of the questionnaire

These statistics are needed for the restaurant Talli to determine various items of its work. It could help make more favourable changes in restaurant. Statistics of customers' answers on the questions is listed below.

### 7.2.1 Question 1

The results on attendance of the restaurant are present in diagram 1. Most buyers visit the restaurant Talli in lunchtime every day. Hence they are frequent visitors who bring a steady income.



**DIAGRAM 1. Attendance**

### 7.2.2 Question 2-6

Buyers were asked to rate the importance of and their satisfaction with various services in the restaurant. Answers of visitors are presented in table 4.

Classification of importance has been divided into the following meanings:

- 1 - not important
- 2 - is not critical
- 3 - needs attention
- 4 - important
- 5 - very important

Classification of satisfaction has been divided into the following meanings:

- 1 - frustrated
- 2 - satisfied is not enough
- 3 – satisfactorily/ neutrally
- 4 - satisfied
- 5 - very satisfied

**TABLE 4. Importance and satisfaction**

importance						satisfaction				
1	2	3	4	5		1	2	3	4	5
0	3	8	7	2	décor, atmosphere	0	0	3	4	12
1	0	8	16	6	service	0	0	8	15	7
0	0	17	6	3	value for money	1	0	7	17	4
0	0	1	8	20	taste and quality of food	1	0	8	15	6
0	0	2	2	12	cleanliness	1	0	1	9	15

The obtained results of customer survey were processed, as well as were made the necessary calculations. Points (from 1 to 5) were multiplied by the number of votes for a particular item, then all expressions are summarized. For example calculation of satisfaction of service:

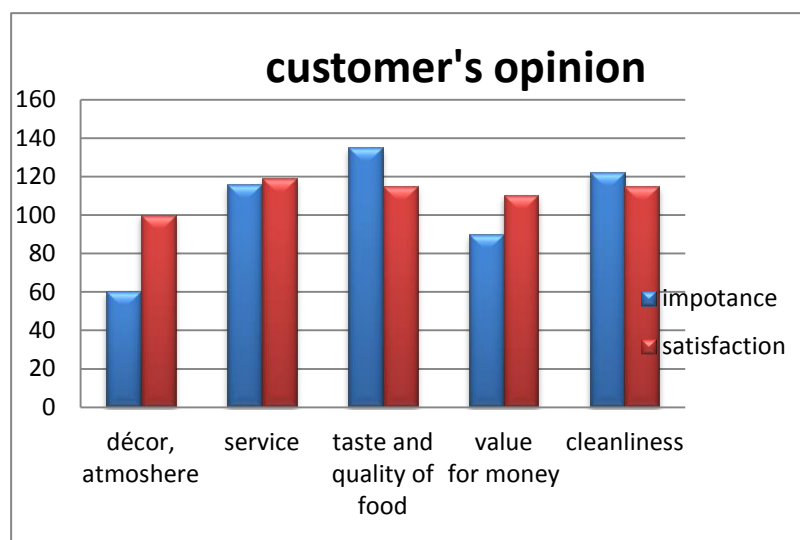
$$1*0+2*0+3*8+4*15+5*7 = 119 \text{ points}$$

These data are in table 5. On the basis of it the diagram 2 has been constructed. Diagram 2 shows the ratio of the importance and satisfaction of customers in different items.

**TABLE 5. Calculations of buyers vote**

	importance	satisfaction
décor, atmosphere	60	100
service	116	119
taste and quality of food	135	115
value for money	90	110
cleanliness	122	115

On the diagram 2, we can see that the taste and quality of food are the most important for customers and the smallest meaning have atmosphere and decoration. Visitors are approximately identically pleased with all items. It should be noted that the importance of eating is more than the satisfaction gained from this.

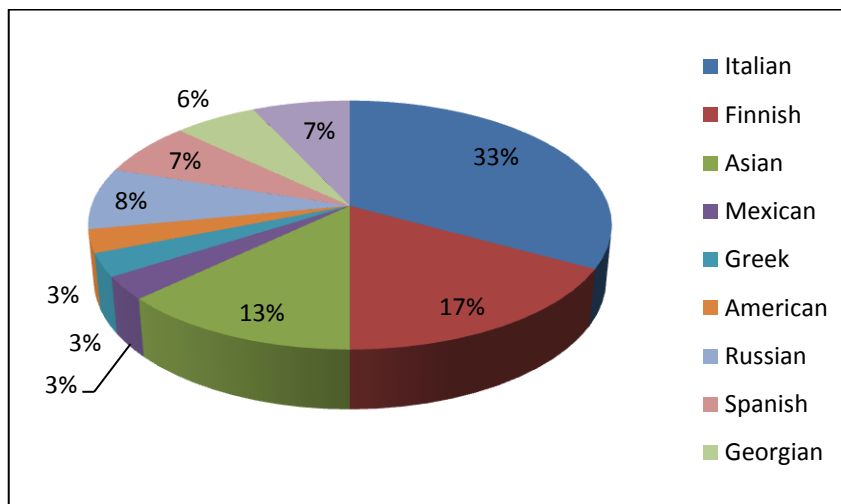


**DIAGRAM 2. Customer's opinion**

### 7.2.3 Questions 7, 8

The majority of respondents have not tried new dishes; others noted the novelty of Russian dishes.

Preferences of people in the national cuisine are submitted in the diagram 3. The survey was conducted in the Finnish restaurant, where the overwhelming numbers of customers are Finns. However according to the survey, Italian cuisine had the greatest result. Most likely this is due to the fact that it is easy to prepare and it is more accessible for the most of the population. This shows that the Finnish food isn't a priority in Mikkeli. After talking with the customers I concluded that they are aware of the traditional Finnish cuisine, but not enough. Also in a choice of food, most of the respondents give their preference to foreign cuisine, rather than their own.

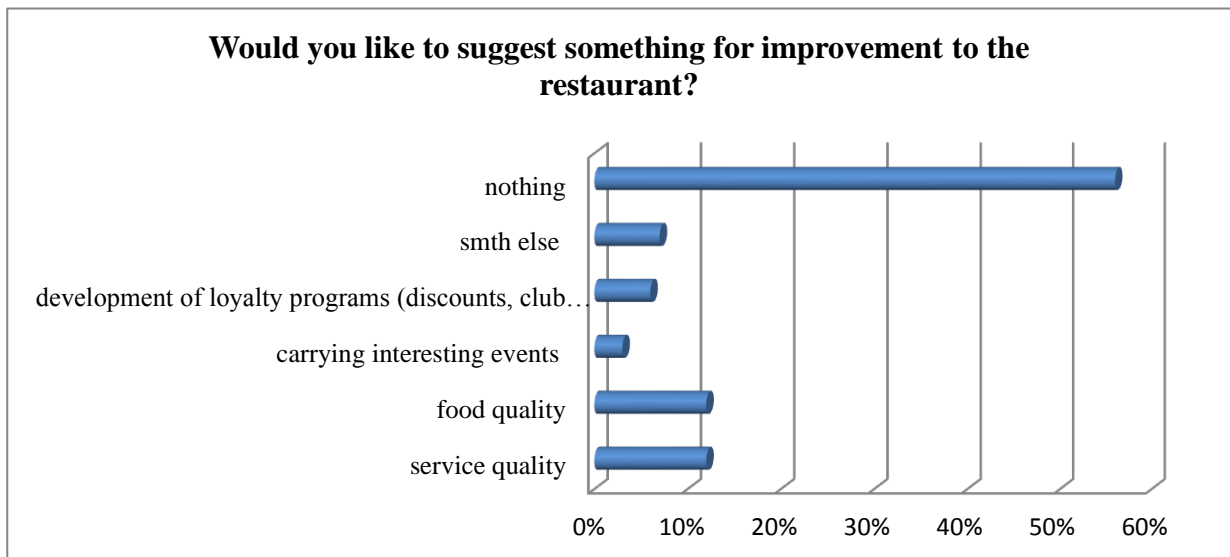


**DIAGRAM 3. Consumer preferences in cuisines**

### 7.2.4 Question 9

The wishes of customers to improve the performance of the restaurant are presented in diagram 4. In general visitors are satisfied with the work of the restaurant and with the event, but basically they required to improve service and food quality (for example, people would prefer having Finnish tomatoes than the Spanish, which are used for cooking more often). Some customers of the restaurant said that it would be nice to conduct such days of traditional cuisine.





**DIAGRAM 4. Suggestions**

### 7.3 Profit

Profit - it is the difference between the sales proceeds and total costs and expenses of the enterprise. (Lopatnikov 2003, – 350.) Profit was calculated for the past events. Table 6 provides information about the cost of meals during lunchtime. 237 visitors came in the two day event at the restaurant. Total revenue per lunchtime turned out 2182,2 €, without vat this sum is 1876,7€. It's a normal profit for lunch time (section 5.6). Total income for the two days, including coffee and various other orders amounted 6861,3 €. Amount of the proceeds was enough to cover all costs. The net profit of the restaurant after deducting all expenses and tax was 638 euro.

**TABLE 6. Prices**

	buffet	soup	salad	soup+salad
price €	10	5	6,5	7,7
price with discount €	8,2	4,1	5,3	6,8
number of customers at the normal price	134	8	2	8
number of customers at the price with discount	80	4	4	5
total money €	1996	56,4	34,2	95,6

## 8 CONCLUSION

Finnish national cuisine is a huge story that is impossible to reach at all. It is the one of Scandinavian countries, thus food choice is obvious. These dishes are simple to prepare. Products are easily combined with each other. Traditional Finnish cuisine combines of incongruous things. These combinations are very tasty and unusual. Here meat and fish are connected in one dish. Such dishes as game dishes with dressing from berries or milk soups with fish are prepared there. The sophistication of these dishes amazes. The Finnish national cuisine demonstrates that the cuisine of the country constitutes not only available products, but also the technology of their preparation. Only environmentally friendly products are used. Meals are prepared in various ways, in some of the most common ways of cooking - baking and steaming. Meals of the same products as in the rest of the world are prepared differently there. For example, Lapland cheese is fried and served with cloudberry jam. The main dish on the Finnish table is fish with many variations of cooking. This is due to the natural environment: many rivers and lakes.

It was very exciting to have the event “Days of Finnish and Russian Cuisines”. Using the methods of research and observation a survey among the visitors was carried out. Making it was interesting and hard. Conducting the survey was successful. Questionnaire was drafted in English language; therefore not all visitors were able to give their answers. The research revealed that consumers were fairly satisfied with visit to the restaurant Talli. Buyers prefer eating foreign cuisine, but they were pleased to eat the traditional Finnish cuisine more often too. Most of the surveyed customers talked about improving the quality of the service. Now the management of the restaurant is thinking about introducing new loyalty programs for their customers. Extension of the range of the menu would be a good solution to attract new visitors. All research results will also be sent to the restaurant manager.

Today Finnish traditional cuisine is not so popular among young people. Many citizens prefer foreign food. People prefer innovation and new interpretations of old dishes. At home and on holidays Finns always prepare traditional dishes such as wicket with rice, blueberry pie and fish pie. They honor their traditions. Unfortunately Finnish cuisine does not have sufficient development abroad. The quality of goods and services attracts new partners in the foodservice industry. Dairy products by company “Valio” have worldwide fame.

Doing this work, I learned a lot of new interesting information for myself. To try the national Finnish cuisine, you need to come to this country. Finnish dishes are like nothing on earth, and understand the nature of Finland you to fully definitely need to try them.

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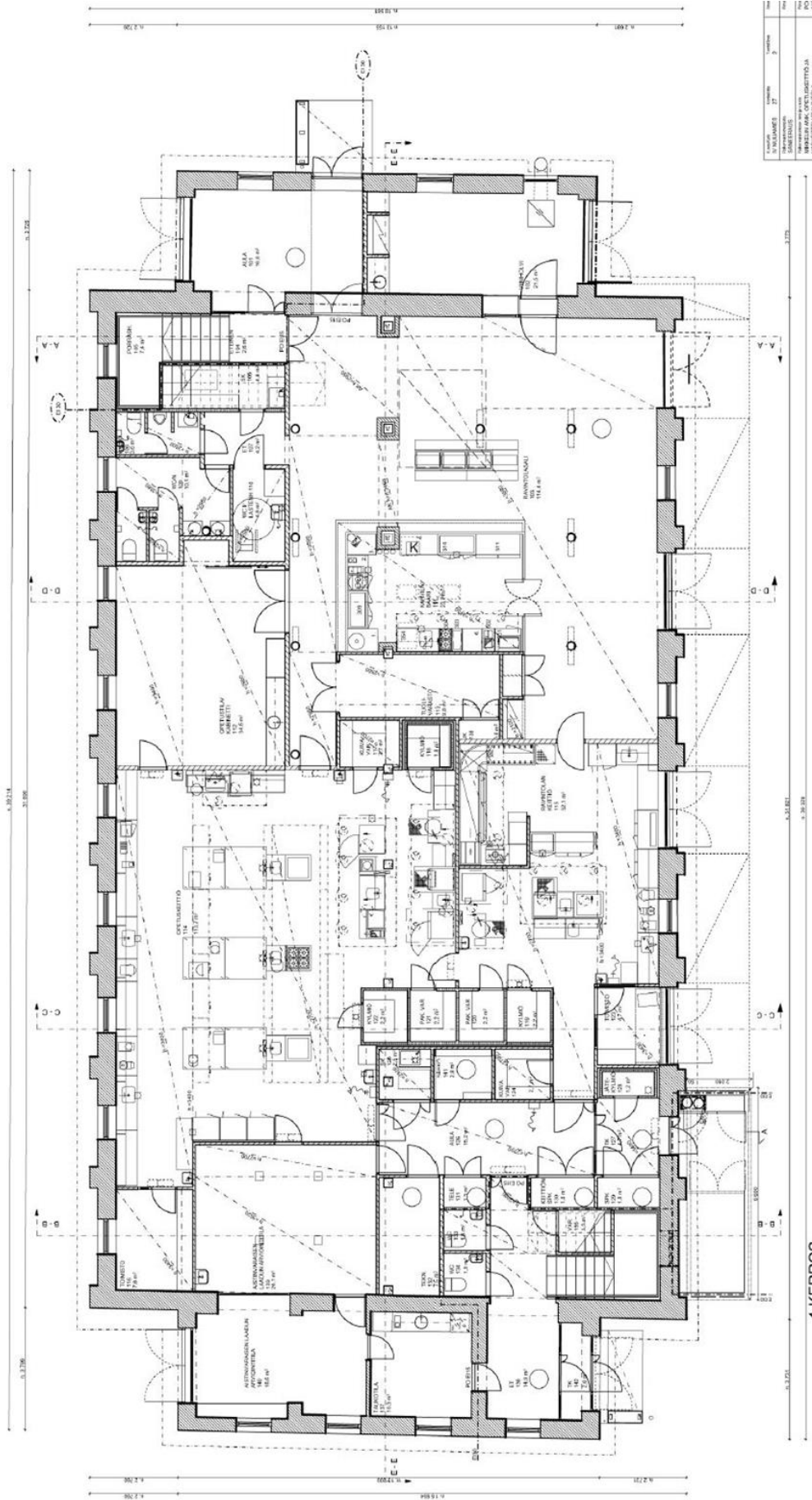
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# APPENIX 1

## First floor plan of the restaurant Talli.



## APPENPIX 2

### Appendix on several pages

#### Examples of the calculation of Finnish dishes.

Name of Cook	date	Name of the komponent
	11.03.2014	F blueberry pie

Weight		loss %	Weight of use		ingredients	price /kg	price of use	Whole price
1,620	kg		1,62	kg	butter	4,20 €	4,20 €	6,80 €
0,800	kg		0,8	kg	sugar	0,64 €	0,64 €	0,51 €
3,240	kg		3,24	kg	rye flour	0,78 €	0,78 €	2,53 €
0,040	kg		0,04	kg	baking powder		0,00 €	0,00 €
4,000	kg		4	kg	blueberries, frozen	5,63 €	5,63 €	22,52 €
0,040	kg		0,04	kg	sugar	0,64 €	0,64 €	0,03 €
0,160	kg		0,16	kg	potato starch	1,44 €	1,44 €	0,23 €
3,240	kg		3,24	kg	icecream or creamy sauce		0,00 €	0,00 €

Ingredients	13,140	kg	100%
loss og cooking	0,000	kg	0,00%
Ready food	13,140	kg	100,00%
Portion weight	0,131	kg	
Portions	100		

Price of ingredients	32,62
Price / kg	2,48
Price of one portion	0,33

How to make:
<p>Mix flour, sugar and baking powder (20 tsp).</p> <p>Add the softened butter and knead the dough.</p> <p>In a baking form spread the dough with your fingers tightly clutching to the edges and bottom of the baking form.</p> <p>Add blueberries to sugar and starch (20 tablespoons).</p> <p>Put the mixture into the mold on top of the dough.</p> <p>Roll out of the remaining dough and cover them cakes .</p> <p>Bake in the oven for one hour at 200C.</p> <p>Serve with creamy sauce</p>

Name of Cook	date	Name of the komponent
	11.map	F Salmon soup "lohikeitto"

Weight		loss %	Weight of use		ingredients	price /kg	price of use	Whole price
1,150	kg		1,15	kg	food cream, 15 %	1,96 €	1,96 €	2,25 €
1,920	kg		1,92	kg	salmon fillet	10,73 €	10,73 €	20,60 €
0,500	kg		0,5	kg	peeled bulb onion	1,09 €	1,09 €	0,55 €
2,000	kg		2	kg	peeled potatos	0,77 €	0,77 €	1,54 €
0,540	kg		0,54	kg	carrots, peeled	1,27 €	1,27 €	0,69 €
7,700	kg		7,7	kg	water (fish buljong)		0,00 €	0,00 €
0,050	kg		0,05	kg	parsley	25,44 €	25,44 €	1,27 €
0,002	kg		0,002	kg	bay leaf		0,00 €	0,00 €
0,000	kg			kg	salt and black paper		0,00 €	0,00 €

Ingredients	13,862	kg	100%
loss og cooking	2,079	kg	15,00%
Ready food	11,783	kg	85,00%
Portion weight	0,147	kg	
Portions	80		

Price of ingredients	26,90
Price / kg	2,28
Price of one portion	0,34

How to make:
cook fish broth of head / tail / fins, water + peppercorns, bay leaf (40 minutes).
filter the broth
add the diced potatoes and carrots and onions. Boil for another 15 minutes.
cut salmon into cubes and into pot.
Reduce heat to medium, add the cream, dill and salt to taste. Boil until cooked 10 minutes.



Name of Cook	date	Name of the komponent
	11.03.2014	F meat patties Chattbullar

Weight		loss %	Weight of use		ingredients	price /kg	price of use	Whole price
0,960	kg		0,96	kg	Lamb (minced)	9,64 €	9,64 €	9,25 €
1,920	kg		1,92	kg	Beef (minced)	8,49 €	8,49 €	16,30 €
0,960	kg		0,96	kg	Veal (minced)	8,49 €	8,49 €	8,15 €
0,640	kg		0,64	kg	Smetana	6,11 €	6,11 €	3,91 €
0,640	kg		0,64	kg	breadcrumb		0,00 €	0,00 €
0,640	kg		0,64	kg	water		0,00 €	0,00 €
0,480	kg	50,00 %	0,24	kg	Egg yolk	2,01 €	4,02 €	0,96 €
0,000	kg			kg	Salt, pepper seasoning		0,00 €	0,00 €
0,320	kg		0,32	kg	butter	4,20 €	4,20 €	1,34 €

Ingredients	6,320	kg	100%
loss og cooking	0,632	kg	10,00%
Ready food	5,688	kg	90,00%
Portion weight	0,071	kg	
Portions	80		

Price of ingredients	39,92
Price / kg	7,02
Price of one portion	0,50

How to make:
Beef, veal and mutton mince mix
Add seasonings to taste. Gradually add sour cream, water, rusk crumbs and egg yolk.
From the resulting viscous mass form small balls and fry them on a butter

## APPENPIX 3

### Appendix on several pages

#### Examples of the calculation of Russian dishes.

	12.03.2014	R Dessert: bun with cottage cheese
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Weight		loss %	Weight of use		ingredients	price /kg	price of use	Whole price
1,000	kg		1	kg	milk	1,92 €	1,92 €	1,92 €
0,040	kg		0,04	kg	dry yeast		0,00 €	0,00 €
0,400	kg		0,4	kg	butter	4,20 €	4,20 €	1,68 €
0,400	kg		0,4	kg	sugar	0,64 €	0,64 €	0,26 €
0,500	kg		0,5	kg	eggs	2,01 €	2,01 €	1,01 €
1,800	kg		1,8	kg	flour	0,99 €	0,99 €	1,78 €
2,400	kg		2,4	kg	cottage cheese	3,17 €	3,17 €	7,61 €
0,400	kg		0,4	kg	smetana (sour cream)	6,11 €	6,11 €	2,44 €
0,400	kg		0,4	kg	sugar	0,64 €	0,64 €	0,26 €
0,020	kg		0,02	kg	vanila sugar		0,00 €	0,00 €
0,250	kg		0,25	kg	eggs	2,01 €	2,01 €	0,50 €

Ingredients	7,610	kg	100%
loss og cooking	0,000	kg	0,00%
Ready food	7,610	kg	100,00%
Portion weight	0,095	kg	
Portions	80		

Price of ingredients	17,45
Price / kg	2,29
Price of one portion	0,22

#### How to make:

##### dough:

Warm up milk. Add yeast and 5 tablespoons sugar.

Add 1/3 (750g) flour. Put the bowl in hot water for 15 minutes.

Pull it out. Add eggs, butter, sugar, salt and stir.

Add the flour and knead the dough. Put it in a warm place and let it rise (30 minutes).

Crumple the dough and allow to rise again.

##### filling:

Cottage cheese mixed with sugar and vanilla sugar

Add sour cream.

form tortillas and lubricate it with eggs.

To lay out stuffing. Put it in a preheated 180 ° C oven. Bake for 20-25 minutes.

Name of Cook	date	Name of the komponent
	12.03.2014	R cabbage soup

Weight		loss %	Weight of use		ingredients	price /kg	price of use	Whole price
2,000	kg		2	kg	beef chuck without bones	8,49 €	8,49 €	16,98 €
9,600	kg		9,6	kg	beef boullion (water +)		0,00 €	0,00 €
2,880	kg		2,88	kg	cabbage	1,45 €	1,45 €	4,18 €
0,480	kg		0,48	kg	buld onion	1,09 €	1,09 €	0,52 €
0,400	kg		0,4	kg	smetana	6,11 €	6,11 €	2,44 €
0,960	kg		0,96	kg	potatoes	1,44 €	1,44 €	1,38 €
0,030	kg		0,03	kg	ground black peper		0,00 €	0,00 €
0,800	kg		0,8	kg	carrots, peeled	1,27 €	1,27 €	1,02 €
0,100	kg		0,1	kg	vegetable oil		0,00 €	0,00 €
0,010	kg		0,01	kg	salt		0,00 €	0,00 €

Ingredients	17,260	kg	100%
loss of cooking	1,726	kg	10,00%
Weight of cooced food	15,534	kg	90,00%
Portion weight	0,194	kg	
Portions	80		

Price of ingredients	26,52
Price / kg	1,71
Price of one portion	0,33

How to make:
<p>Boil beef bouillon, strain. Meat cut into small pieces 1, tbs paper</p> <p>Sauté chopped onion</p> <p>Boil sliced vegetables.</p> <p>Sorrel put in broth and cook for 10-15 minutes.</p> <p>Serve with sour cream and boiled egg.</p>

Name of Cook	date	Name of the komponent
	12.map	R "Pozharskie" cutlets

Weight		loss %	Weight of use		ingredients	price /kg	price of use	Whole price
4,000	kg		4	kg	chicken fillet	8,50 €	8,50 €	34,00 €
2,400	kg		2,4	kg	white bread (left-overs)		0,00 €	0,00 €
0,800	kg		0,8	kg	butter	4,20 €	4,20 €	3,36 €
0,400	kg		0,4	kg	food cream, 15 %	1,96 €	1,96 €	0,78 €
0,400	kg		0,4	kg	oil		0,00 €	0,00 €
2,000	kg		2	kg	peeled bulb onion	1,09 €	1,09 €	2,18 €
0,400	kg		0,4	kg	eggs	2,01 €	2,01 €	0,80 €

Ingredients	10,400	kg	100%
loss og cooking	1,040	kg	10,00%
Ready food	9,360	kg	90,00%
Portion weight	0,117	kg	
Portions	80		

Price of ingredients	41,13
Price / kg	4,39
Price of one portion	0,51

How to make:
<p>Cut the butter into cubes 0,5 x0, 5 cm and put it in the fridge.</p> <p>Grind the chicken fillet in a meat grinder. Add spices to taste.</p> <p>1/3 of white bread soak in cream.</p> <p>2/3 of white bread cut into cubes 0.5 x0, 5 cm, and cook in the oven for 15 minutes at 150 C.</p> <p>Slice the onion and fry. Give it to cool.</p> <p>Mix chicken fillet soaked bread, onion. Grind the everything in a blender.</p> <p>Add butter to mince, mix and put it in the fridge.</p> <p>Cutlet mass divided into portions and roll in breadcrumbs.</p> <p>Fry cutlets on a frying pan with oil.</p> <p>Put it in a preheated oven 180 ° C - 10 minutes.</p>

## APPENPIX 4

### Survey

*Hello! Enjoy your meal! My name is Daria! I carry out the survey for studying, please answer questions if you have time, opportunity and wish. Thank you!*

Your nationality \_\_\_\_\_

Please circle the option that corresponds to your satisfaction  
Cross out number that defines the importance of the question  
From 1 (worst) to 5 (best)

**How often do you visit the restaurant Talli?**

every day      1 time per week      1 time per month      other

**How do you evaluate the service?**

1   2   3   4   5

**How do you evaluate taste and quality of food?**

1   2   3   4   5

**How do you evaluate value for money?**

1   2   3   4   5

**How do you evaluate décor, atmosphere?**

1   2   3   4   5

**How do you evaluate cleanliness?**

1   2   3   4   5

**Did you try something new dish today?**

No      Yes (\_\_\_\_\_)

**What national cuisine do you prefer?**

\_\_\_\_\_  
**Would you like to suggest something for improvement to the restaurant?**

No      Yes (please underline): \_\_\_\_\_



**APPENDIX 5**

**Appendix on several pages**

**Photos of various dishes from the event “Days of Finnish and Russian cuisine”.**

