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## Actualization of Decisions to Expand the Distribution of Food Products

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**Abstract:**

*This article substantiates the significance of providing population with quality food as a constituent element of population's living standard and a basic requirement for nation's health.*

*The focus of members of society on maintaining a healthy lifestyle is noted in the paper, which creates an additional interest in the product offer of quality food.*

*The authors actualize the importance of population's opportunity to consume quality food, including sausage products, in the context of a temporary resource deficit.*

*The focus is made on practical solutions to expand product distribution.*

**Keywords:** *Distribution, food products, sausage products, catering, healthy lifestyle, retailing.*

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## **1. Introduction**

Uninterrupted operation of retail enterprises in Russia and the satisfaction of the population's need for food products is possible with a well-established supply of quality food products that, according to the ideal scenario, are produced and supplied by domestic enterprises. In these conditions, the main issues are the identification of the role of import substitution in building up the economy of Russia's regions, production capacity in the volumes necessary for the domestic market (Sukhanova, 2015). In this aspect, the role of marketing as an integrator of supply and demand in the domestic market is manifested.

The factor of economy self-sufficiency as a guarantee of resistance to external influences and the ability to fully implement their own interests is important (Bondarenko and Erokhina, 2017). The role of the marketing policy of Russian food companies in this aspect is difficult to overestimate. Expanding the distribution of high-quality food products seems to be a significant aspect for research, since in this case, consumers have the opportunity to meet face-to-face with the products of their interest in convenient places and formats.

Issues of providing the population with quality food have always been and will be relevant, since the quality of life of the population depends on them and they are mainly decisive in ensuring the health of the nation. The focus on improving the nation and maintaining a healthy lifestyle is traced in initiatives to form a "green" brand of certain products and even entire territorial entities (Bondarenko and Diyanova, 2018). This creates an additional interest in the product offer of high-quality food, which is reflected in the scientific and practice-oriented works of various researchers (Kozlova, 2011; Kostoglodov, 2014; Kostoglodov, 2015; Bondarenko, 2018; Zobov *et al.*, 2017).

The rhythm of life in the modern metropolis leads to the fact that consumers wanting to lead a healthy lifestyle, and, if possible, to eat healthy, actively consume various snack foods (Bondarenko, 2015). This trend is also true for sausages, which Russians traditionally willingly buy (Bondarenko, 2016).

Ideally, the issue of the opportunity of acquiring the desired products is inextricably related to high-quality domestic production, availability of products at retailers' enterprises, at sales points and sufficient distribution of distribution channels; therefore, practical solutions to expand the distribution of high-quality sausage products currently need to be understood.

## **2. The role of catering places in bringing products to the consumer**

Considering the expansion of distribution channels for high-quality sausage products ideally made from animal meat, animals not receiving nutritional supplements and growth hormones, it is necessary to take into account some details. It is the

specificity of the culture of consumption of these products, the structure of the developing consumer market in the region of the manufacturing company, the development trends of large power networks, both in the world and in Russia (Bondarenko and Guzenko, 2017). Referring to food markets in the regions, the development of catering services plays an important role in promoting high-quality sausage products via retail. It makes sense to characterize the main functions of organized public catering in contemporary conditions, such as:

- the repositioning of priorities in terms of the organization of life and lifestyle of the population and the increasing business activity of residents of cities and megapolises;
- providing the population with hot meals at the place of work, which increases its efficiency and preserves health;
- the possibility of organizing a balanced rational nutrition in kindergartens and educational institutions;
- a positive impact on the development of society by raising the level of culture of consumption of food services resulted from the emergence of new forms of service.

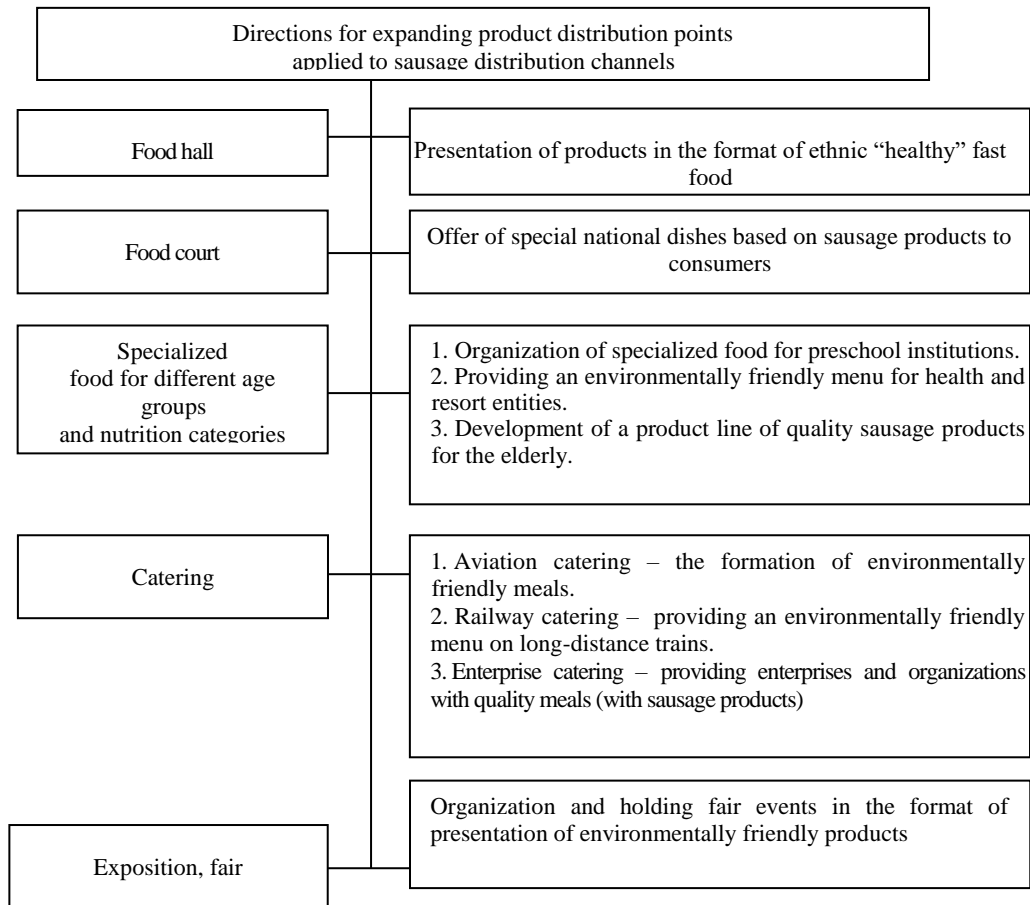
Catering is a special type of business activity, the main purpose of which is to maximize the satisfaction of the nutritional needs of the population. This is due to the emergence of a new format of retail chains, including the format of food and the network of entertainment and leisure activities on the same territory. As is known, the specifics of the economic activity of public catering enterprises consists in combining three main functions: production, sales and organization of consumption of cooked food, which determines the presence of both food (processing) industry and retail trade common with enterprises and specific features. Public catering enterprises are similar to enterprises of the processing industry in the function of production, but its sales channels are different. Thus, the finished products of the food industry enterprises pass through several links in the supply chain before being available to the final buyer.

### **3. The direction of expansion of the field of product distribution and coverage of the consumer segments**

We have identified a number of features intrinsic to the process of expanding the distribution of products, coverage of consumer segments in relation to the distribution channels of environmentally friendly sausage products. Schematically, they should be presented as follows (Figure 1).

The main trend of changes in the consumer market in Russia was the change in the network forms of organization of retail business, when retail chains establishing a system of direct sales changed the traditional distribution business model, the organizational resource of which was the active construction of supermarkets and hypermarkets.

**Figure 1.** Options for expanding the distribution of quality sausage products covering new consumer segments



On the basis of large shopping centers, the emergence and development of a promising area in the field of fast food – food court – has become possible. The concept of “food court” means a food court, a place where many representatives of fast food chains united by a common dining area can be located on the same square within the shopping centre. Shopping centres, as a rule, use foodcourt as a tool to influence consumers to go through the largest possible trading territory. Given this circumstance, the location of such a place usually occurs at the maximum distance from the entrances, since some visitors reach it only motivated by the desire to have a snack.

The owners of the shopping centre and operators of fast food points pursue different goals by organizing a food court. The former consider it as an opportunity to manage customer flows and keep visitors in the mall longer. The latter use it is a profitable way to expand the network, and often the element of promotion. Another advantage

for food court retailers is the ability to control the flow of visitors, as if “pushing” them in the right direction (Bondarenko and Guzenko, 2017). Food court is the most effective form of mutually beneficial cooperation between a shopping centre and representatives of food points, which are mainly represented by fast food, since it is traditionally considered that the average buyer of a shopping centre can spend about 15–20 minutes to visit one point. The territory of a food court in shopping centres is the combination of several fast food points on a single retail space, which, as a rule, belong to several representatives of fast food chains (Romanika, 2015).

Recently, a new trend in catering has become popular, namely “foodhalls”, which are considered to be a breakthrough in the development of food courts. Food products presented in food courts are often a set of semi-finished products that do not always meet the standards and requirements of healthy, diet, and, in particular, baby food. There are more opportunities in the foodhall format to provide a complete, and most importantly, healthy food. Modern trend in the popular fitness direction, tracking the composition of products and their availability for food in the fast mode of the city seems to be quite a promising direction.

In Russia, this trend is still beginning to be reflected, but it has very good prospects. The development of such a direction is primarily possible in large cities, since the movement in the construction of large shopping centers often begins with them. “Food court” is an extremely profitable format for both branded networks and restaurateurs beginning their business. The latter is quite problematic to move into this market. However, there are effective measures to attract the attention of the shopping centre administration presented in a new, unusual format of the institution. Such examples can be the formation of highly specialized fast food chains offering their visitors products in the form of ethnic fast food in the event of a food court format or increasing their own status and offering consumers special national dishes based on quality sausage products (Bondarenko and Guzenko, 2017).

As is known, the regions of the South of Russia possess quite attractive tourist and recreational resources that can be considered as marketing partners. For example, a sufficient concentration of people in places of Mineralovodsky district can be used as a potential opportunity to organize the supply of environmentally friendly sausage products. Health and resort institutions primarily provide their visitors with various diets, the general orientation of which is expressed in healthy eating. In the case of sausage products, it can be considered in permissible quantities as an “affordable pleasure” that does not harm the health of holidaymakers.

The issue of healthy nutrition for children should be considered separately. In this regard, the proposal to enter children attending preschool institutions of a special environmentally friendly food into the diet will be found quite favorable. It is possible to introduce sausage environmentally clean products to the market (in the form of sausages or wieners) for the child and teenage segment.

Awareness-raising policies and articles in printed and electronic editions of the region play a crucial role in the effective distribution of products. The articles should provide the fullest information about the beneficial effects of these products. It is a need in understanding of information by potential consumers and the product by indirect consumers – the parents of the usefulness of such nutrition. The perception of the product should be based on the current trend “fitness – healthy food”. It is important that such an opinion is formed on quality sausage products. To do this, it is necessary to conduct appropriate communication activities and advertise such products properly. Here, specialized exhibitions and fairs of quality food can be of certain significance.

At the same time, it is necessary to understand that the opportunities of interaction with state institutions by means of the public procurement system are, if desired, an open and accessible distribution channel, which guarantees stable consumption volumes for a certain period. This requires the formation of a competitive offer. The modern public procurement system allows using electronic resources, tracking the potential needs of this segment in the supply, and making an offer that may be competitive with others.

The development of organic food product line for the elderly is also a very promising segment, for whom the composition and quality of food have a key influence on the indicators of health and life expectancy. Elderly people rather actively consume sausage products. At the same time, they are objectively preoccupied with the state of their health, and diet products, manufactured according to GOST and having a certificate of conformity in this situation are reliable confirmation of the usefulness for them.

Aviation catering is also interesting. Its main task is to provide food in the format of the opportunity of its reheating at the time of flight, but taking into account the preservation of taste and appearance of a freshly prepared dish. Thus, aviation nutrition is a highly specialized market that cannot be compared either with fast food chains or with individual sandwich makers. The aviation food market has its own specifics. For example, there are certain terms and conditions for storing the product, a special method of bundling, delivery service of meals on board, removal from the aircraft and processing of used equipment and utensils, etc. All this implies special equipment and streamlined technological chains.

Railway transport of the Russian Federation plays a significant role in the economic development of the country, ensuring the movement of passenger traffic over long distances; operational length is more than 85 thousand kilometers, bringing it to the third place in terms of the length of the railway network in the world. It is advisable to make a contract for the supply of the following ecological meals to the trains of this particular destination and the design of the corresponding menu. Traditional catering with the provision of quality food to employees of enterprises is no less significant.

#### **4. Conclusion**

Thus, promising channels for expanding the distribution of quality food, including sausage products, are the opportunities provided by food courts (for large cities) installed to organize fast food points, possible contracts for the supply of child menu products to kindergartens in the regions (based on the opportunities of marketing nutritious and healthy food). The promising chain is also the offer of products to railway and aviation catering (the inclusion in the menu of passengers making long journeys on certain directions). Determining the points of expanded sales of products, it is necessary to understand that products should be positioned from the point of having useful properties for different categories of consumers, which is significant for them in the framework of the general trend in society for maintaining a healthy lifestyle.

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