

Pain and Breakthrough Path in High-end Catering Transformation Development

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Abstract. There is an old saying in our country claiming "Food is the paramount necessity of people", which suggests that, in human life, regardless of age, catering industry is a matter to people's livelihood. With the rapid development of modern society and modern social development and application analysis, different social structure leads to a series of social limitations problems in food industry. High-end catering industry's social influence also is gradually changing. In this paper, from modern society developing, high-end catering industry transformation development is analyzed, and selection path in the process of breakthrough is explored.

In the high speed development in our country, in order to better meet the needs of people's livelihood and economic rapid development, different industry, in the development, also needs to make development adjustment combined with actual production requirements, and promotes the transformation of modern food industry. And in the process, high-end catering transition is especially complex. A brief analysis of the foundation for the high-end catering industry transition development technology in modern information society is discussed below.

I. CATERING TRANSFORMATION IN INFORMATION AGE

With the continuous development of era, the emergence of network order mode, to a large extent, increases the change of dining environment, and the first is in traditional food industry. In this process, different groups' adjustment of the demand for food and beverage need to be interpreted from different facilities application environment and breakthrough path. High-end catering industry's change in the form, compared to the transition of small and medium-sized restaurants, does not have better flexibility, leading to a serious decline in market share.

In the ordering meal business process in information age, people can make remote reservation by phone, and in the process, the spatial relationship between customer and restaurant need to meet through the Internet. With different codes, different information product applications paths, and the production trends of food and beverage industry, etc., combined with international market competition strategy, implement the basis of obtaining commercial value via different approaches.

II. THE PROBLEMS EXISTING IN HIGH-END CATERING ENTERPRISES' TRANSFORMATION AND UPGRADING

From our country's catering forms, the basic food and beverage industry distribution in our country are present with great regularity. High-end restaurants, on the distribution, mainly concentrate in large and medium-sized cities. In such circumstances, how to use modern network channels to realize the expansion of industry has become the foundation of current social development. And under continuous expansion of information age, how to apply high-end industry of the enterprise to implement different application operation of execution problems will also become a top priority in the transformation of the whole market. And in the process, brand effect has become an essential in the development process.

The biggest information markets which have big role in promoting market are meals network forms such as Meituan take-away and Baidu take-away, and these forms' influence for the whole brand is huge. How in the development of The Times, advance with The Times and realize the throughout year reform of catering E era has become the foundation of catering market

development. In the application analysis process of such cater form, combined with the corresponding market research forms, degree catering and service application has become the key problem in the process. From the perspective of market values, in the process of production, there are the following a few questions.

A. Information channels problem

From modern social development form, information channels problem is restricting the development of the entire food industry. Many high-end catering enterprises have good reputations, but their market trend mainly lies in local reputation. Comparing with McDonald's, KFC and other foreign chains, the difference is fundamental. So information channel has become a unique breakthrough. In the development of electricity information age, food industry pays more attention to physical operation; therefore, once again it lost the initiative in terms of access to information, which seriously affects their normal development. Through the operating strategy analysis of information channels, such enterprises' unsound information access becomes the reason of relying on the external information channels. Only with the help of outside channels information supply, business information dissemination can be ensured under modern information age.

B. Clear localization

From the development form of food industry, China's vast territory also caused localization in terms of food. Different schools such as Sichuan cuisine, Zhejiang cuisine, Shandong cuisine, and so on, limit the internationalization development on high-end catering connection. Tastes also restrict the comprehensive advancement in actual development. Although after the country's reform and opening up, the restaurant industry is making continuous reforms, but its development is still insufficient, which seriously restricts the rational development of whole society diet. Dietary needs diversity of different people has seriously restricted the whole social safety development.

C. High-end restaurant fast food construction problems

The development of high-end catering industry is severely impacted by fast food market. The development of the new era is advancing gradually, and people's food and beverage concept has also been gradually shifted. The thought of food culture is changing dramatically. In the process, fast food demand, compared to the demand of high-end food and beverage, is higher. High-end meeting form through remote communication is gradually reduced, so the demand of high-end restaurant is also gradually reduced. In such circumstances, fast food society is gradually forming. How to apply the existing social supply connection to complete the comprehensive reform of food and beverage is around the corner, so the focus of transformation has become a market.

D. Diet idea change leads to catering development form transformation

Along with economic society gradual mature, people's demand for food and beverage not just stays on tastiness, more on the health of diet. The abundant meat on the table in the past is on health diet forms gradually. To a large extent, it improves the quality of People's Daily life. In high-end catering enterprises' actual economic operation, further development is needed. Market demand is increasing, and people's demand for health will become the main direction of business.

III. HIGH-END CATERING TRANSFORMATION'S SHORTCOMING AND BREAKTHROUGH COUNTERMEASURE ANALYSIS

From the above some forms, the breakthrough gap in high-end food and beverage industry transformation is very obvious, mainly concentrating in four directions: the era of competition template, the taste of the market crowd, the market orientation of dining demand and transformation of market consumption concept. According to these four issues, a brief strategy is briefly analyzed.

A. Information e-commerce platform construction

In the construction of information e-commerce platform, strengthen the relationship with external resources. Popular forms in the market in recent years such as Meituan, Baidu take-away, are typical success such as Ali tomato sauce noodles, and McDonald's food and beverage and the platform of cooperation have established a more convenient way out. And across the country, this realizes the intelligent meal delivering effect. Transformation of high-end restaurant should be combined with modern electrical business economy needs, conduct a comprehensive adjustment,

and in accordance with the existing form of changing times, make promotion to ensure its own development in market share.

B. Tastes shift strategy

This is mainly aimed at our country's local cuisine system. For instance, Sichuan traditional food is given priority to spicy, but in the crowd, spicy problems, such as allergies and taste, led to that most people dare not to try them, leading to a bottleneck on the demand of the market. In places such as Shandong, Zhejiang, Sichuan system sales is not high. Therefore in the process of market reform, we should combine with local characteristics to adjust food tastes, make hot and spicy food tastes regulating commercial effect.

At the same time, food category should also be adjusted by combining local characteristics change in order to cater to the tastes of customers, and according to the development of its main form, carry on reasonable design to promote the sales task of base industry.

C. Top grade restaurants' fast food development model

Perception of fast food tends to be in a cheap price as well as a visual sense. But the actual fast food culture is not a simple fast food catering. Fast food is also a brand of high-end form. This mode should speed up today's pace of development. High-end food pattern should be mainly for friends and relatives' party, marketing operations, etc. And in the development of high-grade food and beverage, along with the change of The Times, the change of such problems and the trend of adjustment to the whole market also need to be combined with market research method to strengthen the development of fast food form adjustment.

In this form, all kinds of cooking series products in major quick-frozen products are a promotion to run marketing. Some customers argue the cooking process is a kind of enjoyment, so simple operation process becomes the only way to enjoy cooking. Only by strengthening the basic development of ideological transformation can better meet the application of the process of promoting. The basic social needs can ensure the safety execution of fast food culture on application development model according to market survey form with integration analysis.

D. Healthy catering pattern creation

The transformation of high-end catering should take the development of healthy catering patterns as the main operation mode. Adjust according to the actual social demand analysis, and create the form of healthy catering. In the form of this kind of food and beverage, combined with the requirements of the high-end food and beverage development, implement comprehensive grasp of modern catering market and promote the true meaning of high-end catering enterprises break. For different needs of applications, combined with the existing catering mode as well as the setting of network operations, ensure that the overall process form will also be able to used for the analysis. And people in restaurant mode regulation, can be combined with the corresponding bottom creation form to carry out dynamic security of comprehensive information industry.

IV. SUMMARY AND OUTLOOK

With the continuous development of modern information technology, in the organic construction of health patterns, to better meet the transformation of high-end restaurant, you need to combine with the demand of times for business definition. Electricity age is developing a remote service form. How to define table in the range of users' life becomes an important indicator of the current social development. Only better meet the safety guarantee on the basis production level can further improve industrial base production application adjustment.

The construction of modern high-end catering mode requires a combination of corresponding background model. Strengthen breakthrough path analysis form grass-roots model. In accordance with corresponding social analog form, implement structure construction in different transformation field, and build a sound business catering connection mode.

And in the construction process of this model, market economic model can be combined with breakthrough path for operation conduct code regulation. Predict the transformation of development mode to realize the organic construction of economic breakthrough function and industrial

foundation form. Only based on the grasp of market trends can we better meet the demand of enterprise development, and implement food and beverage construction in different fields.

Combined with the existing development trend, through path influence analyzing, transform and improve from the fundamental demand of enterprise, which can more effectively promote the development of industry's social influence. On the impact analysis for this kind of facilities, the advent of the era of modern food and beverage will also become a major driving force. In modern development, combining with electric business mode, it will become a major development model of modern high-end catering high quality culture development.

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