

# THE GASTRONOMIC STRUCTURE OFFER OF PORK MEATS IN RESTAURANTS IN ŠABAC

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## **Abstract**

*Gastronomy is an important segment of the experience that people have on the a particular destination. Meat and meat products are an integral part of most meals in our restaurants. The aim of the research is based on evaluation of the gastronomic offer in hotels, restaurants and fast food restaurants in the area of Šabac. The paper examines presence, structure and standardization of pork meals in restaurant offer, as well as means of presentation in restaurant menus. The authors consulted various domestic and foreign literature, and conducted filed research in order to collect data, which was later analyzed using descriptive statistics. The results show that pork dishes are most dominantly present in the restaurants offer, 24%-42%, followed by fast food restaurants with 25%-31%, and hotels offer 20%-24%. The conducted research indicates current offer of pork dishes in examined facilities and contributes to the improvement of the quality of the offer and standardization of gastronomy services.*

**Key words:** *pork meat, structure offer, menu, Šabac.*