

RESTAURANT IMAGE OF LVIV

Lviv is known as ukrainian center of art, literature, music and theater. Today conclusive evidence of the cultural wealth of the city is in a large number of museums, theaters, concert halls, art groups and holdings of many cultural activities, that allow citizens of Lviv and visitors of the city to leave their everyday life and plunge in the world of beauty. Every year the number of tourists who want to visit Lviv increases, that's why the restaurant business is also growing in order to meet the needs and desires of visitors and residents [1].

Soon european restaurants will look upon Lviv. Stimulating factor was Euro-2012, which helped the owners of the restaurant industry to achieve improvement of quality and service. EURO has passed, but those standards that managers have implemented in their own institutions remained, standards: Wi-Fi, payment terminals, the presence of the menu in many languages.

According to Travel.tochka.net top 10 restaurants in Lviv, which may surprise with their food, drinks, interior and a non-standard atmosphere are: "Veronica", "Casanova", "Masoch Cafe", "Kryivka", "Under the Golden Rosa", "Kerosene lamp", "House of Legends", "Prague", "Seven Little Pigs", "Centaur" [2].

Holding of emotions "iFest" plays an important role in the development of restaurants image of Lviv. "iFest" is a network of creative restaurants and projects with original concepts, established in 2007. "iFest's" mission is to carry on and create unique space of positive emotions and experience, making ourselves, the city and country better. As a result of such attempt is the 4 restaurants in top 10 restaurants in Lviv. This achievement was gained within 5 years.

A striking example of the institution, which became successful both within Ukraine and abroad is "Kryivka" - european restaurant, that has nearly 1 million visitors per year.

Equally attractive is the establishment tavern "House of Legends". In this place all legends of Lviv are gathered together: time, cobbles, lions, weather, food with p'yetsu, homemade goodies, own tinctures and buttons of happiness. This is a seven-story restaurant, where every room – is a keeper of Lviv's legends. In this beautiful restaurant you can explore Lviv's streets' pavements, you can also watch the underground river Poltva through a webcam, or listen to "mayor snoring". On the rooftop we can observe beautiful view of the restaurants terrace in a company of a chimney sweeper monument and a small car [3].

The third restaurant in holding of emotions that enchants with its interior is "Kerosene lamp". Lviv gave the world kerosene lamps, which later became known as the "Viennas". It was invented by local pharmacists: Jan Zeh and Ignacy Lukasevych in 1853. There are numerous kerosene lamps in the museum part of the restaurant, they are gathered from around of Europe. The atmosphere of Lviv's pub is accompanied by emotional explosions, flashing lights, the smell of kerosene and by music in the style of grunge and rock. With a help of conductor with lighted lamp you can get to the restaurant [3].

The next step of holding is going to be an opening of the brewery where you can watch all the brewing process and taste the elite varieties of Lviv beers.

So it is safe to say that the restaurant business in Lviv is successfully developing. Within a few years, Lviv's restaurants will be a model for the Europeans to follow. Within every year more and more tourists open Lviv for themselves. They come to Lviv to taste delicious food, to drink unique Ukrainian beer and explore the beauty of the city and its exciting atmosphere.

1. [Electronic resource]. - Mode of access : <http://www.ct.lviv.ua/uk/culture/>
2. [Electronic resource]. - Mode of access : <http://travel.tochka.net/ua/5857-top-10-luchshikh-restoranov-lvova/>
3. [Electronic resource]. - Mode of access : <http://www.fest.lviv.ua/uk/restaurants/>