

# Chapter 7

## Menu Hybridization Development: Opportunity for Food Business Performance

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### **ABSTRACT**

*The evolving landscape of food consumer preferences and dietary trends has necessitated a paradigm shift in the food business, leading to the emergence of hybridization as a strategic approach to menu development. This chapter discusses the concept of menu hybridization, which combines diverse culinary traditions and innovative ingredients to create unique dining experiences that cater to a broad spectrum of tastes and dietary needs. It centrally delves into the development of menu hybridization through the familiarization of recipes, ingredients, methods of cooking, and decorum as well as an adaptation that acts as a precursor toward food business performance. Ultimately, this chapter posits that embracing hybridization not only fosters creativity and differentiation in menu offerings but also positions food businesses to thrive in an increasingly competitive environment. Through a comprehensive examination of these dynamics, it provides actionable insights for food entrepreneurs and industry stakeholders seeking to leverage hybridization as a catalyst for growth and innovation.*

DOI: 10.4018/979-8-3693-8542-5.ch007

## INTRODUCTION

As the world is constantly accelerating and human development is unstoppable, the process of enhancing people's freedoms, and opportunities and improving their well-being is happening synchronously in building the nation (United Nations Development Programme, 2020). In this sense, human development is about the real freedom in which people of the nations must decide who to be, what to do, and how to live. Human development is also about giving people more freedom to live the lives they value, and this means that developing people's abilities and allowing them to use them is of utmost crucial (United Nations Development Programme, 2020). According to Mehrotra and Acharya (2017), three foundations of human development; to live a long, healthy, and creative life, to be knowledgeable, and to have access to resources needed for decent nation development. Many other things are important too, especially in helping to create the right conditions for human development and once the basics are achieved, they open up opportunities to progress in other aspects of life (United Nations Development Programme, 2020). Craig and Baucum (1999) accentuated that human development is, fundamentally, about more choices. It is about providing people with opportunities, not insisting that they make use of them, but instilling and combating issues and problems through innovation. In this context, the process of human development should at least create an environment for people, individually and collectively, to develop their full potential and have a reasonable chance of leading productivity and creativity for national economic development in line with technological advancement in almost all realms (Papalia et al., 2007).

Due to human development and advancement, the term hybrids has broadened for its new relevance and expanded in other related areas. According to Biology-Online Dictionary (2021), the hybrid has a wider application than the terms mongrel or crossbreed, which usually refer to animals or plants resulting from a cross between two races, breeds, strains, or varieties of the same species. Following this, hybridization keeps on expanding in hybrid orientation technology (Yang et al., 2006), manufacturing (Mahapatra et al., 2012), organization (White et al., 2021); Gibbons and Roberts, 2012), financial, banking-related system (Singh, 2021) and also in social science phenomena (Grosalik and Ram, 2013).

Hybrids in technology are a combination of systems that embed two or more technologies in one complete cycle that aim for efficiency in systems operated (Climate Technology Centre and Network, n.d.). Several possible combinations are available, including wind-solar photovoltaic (PV) hybrid systems, wind-diesel hybrid systems, fuel cell-gas turbine hybrid systems, wind-fuel cell hybrid systems, electric-fuel systems, etc. (CTCN, 2020). Hybridization in complete systems combines numerous electricity production and storage units to meet the energy demands of a given facility or community. In manufacturing, hybrid technologies

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