

5 Enhanced Food Service Operations in Industry 5.0

Aim

Explore the developments of industrialisation and the use of new technologies within culinary and food service operations.

Objectives

1. Explore the historical progression of industrial revolutions and their impact on food service operations.
2. Identify the unique features and technologies that distinguish Industry 4.0 and 5.0.
3. Investigate the value of effective digital marketing strategies through social media and influencers for brand promotion.
4. Identify the importance of the application of big data for marketing insights.

5.1 Introduction to Industry 5.0

Industry 5.0 marks a significant transition in the way businesses operate, placing a strong emphasis on human-machine collaboration, sustainability and people. Unlike Industry 4.0, which focused heavily on automation and IoT (Internet of Things), Industry 5.0 integrates human creativity and values into advanced artificial intelligence (AI) systems. In the context of culinary and food service operations, Industry 5.0 blends cutting-edge technologies such as AI, big data, machine learning and robotics, with human intuition, creativity, and cultural understanding.

Evolution of food service operations 5.0

To understand Industry 5.0, it is essential to explore the historical development of food service operations across each of the industrial revolutions. Table 5.1 outlines the key period and features, and these are discussed in the subsequent sections.