



Marketing

UDC 659.127.8:338.48(477+52)

DOI <https://doi.org/10.5281/zenodo.17757162>

**Management of cultural codes in restaurant branding at the intersection of
ukrainian and japanese traditions**

Karyna Moskalchuk,

Secondary Vocational Education, Chef/Restaurateur, Seafood Symphony,
4 N Federal Hwy, Dania Beach, FL, 33004, USA,
<https://orcid.org/0009-0003-3790-8709>

Accepted: 12.11.2025 | Published: 29.11.2025

Abstract. The relevance of this research stems from the growing importance of cultural codes in restaurant marketing, where intercultural interaction is not only an aesthetic component but also a substantive foundation for shaping brand identity. In the globalised gastronomic environment, models capable of harmonising the cultural meanings of different traditions with the requirements of sustainable development acquire particular significance, forming a necessary basis for competitiveness in the restaurant industry. The **purpose of this article** is to substantiate the conceptual and applied foundations of managing cultural codes in restaurant branding at the intersection of Ukrainian and Japanese traditions, taking into account the principles of waste-free production and ecological sustainability, and to identify mechanisms for their harmonious integration into a coherent brand structure. **Methods.** The research applies systemic, semiotic, cultural, and comparative methods, enabling it to examine patterns of cultural representation, analyse mechanisms of symbolic integration, and reveal problem areas in intercultural restaurant branding. Elements of content analysis were used to study



visual and linguistic codes, while analytical modelling enabled the assessment of their compatibility and ecological effectiveness. **Results.** It has been established that the effective integration of Ukrainian and Japanese cultural codes is achievable when their underlying value orientations are aligned, material and gastronomic practices are harmonised, and a structured brand communication model is ensured. Key barriers have been identified, including risks of cultural appropriation, difficulties in adapting traditional practices to waste-free production standards, differences in service models, and semiotic inconsistencies in interpreting symbols. It has been demonstrated that implementing environmentally oriented technologies, particularly waste-free practices, enhances brand authenticity and strengthens its resilience in an intercultural environment. **Conclusions.** The study has shown that managing cultural codes in an intercultural context is a multi-level process involving semiotic coherence, ethical borrowing, technological feasibility, and ecological rationality. It has been established that the successful integration of cultural models requires careful selection of meanings, adaptation of gastronomic techniques, and standardisation of service practices, which together ensure the coherence and competitiveness of the brand structure. Future research should focus on developing a methodology for quantitatively assessing the impact of cultural codes on consumer behaviour, modelling intercultural service scenarios, and creating integrated ecological indicators for restaurant concepts that merge diverse cultural traditions.

Keywords: intercultural identity, semiotic integration, gastronomic representation, ritual practices, ecological sustainability, waste-free production, brand architecture.

Управління культурними кодами у ресторанному брендингу на перетині української і японської традицій



Москальчук Карина Миколаївна,
середній спеціальний освітній рівень, шеф-ресторатор, Seafood
Symphony, 4 N Federal Hwy, Данія-Біч, Флорида, 33004, США,
<https://orcid.org/0009-0003-3790-8709>

Анотація. Актуальність дослідження зумовлено посиленням ролі культурних кодів у ресторанному маркетингу, де міжкультурна взаємодія стає не лише естетичною, а й змістовою основою формування ідентичності бренду. У глобалізованому гастрономічному середовищі особливої ваги набувають моделі, здатні поєднувати традиційні смисли різних культур із вимогами сталого розвитку, що стає необхідним елементом конкурентоспроможності ресторанного бізнесу. **Метою статті** є наукове обґрунтування концептуальних і прикладних засад управління культурними кодами в ресторанному брендингу на перетині української та японської традицій з урахуванням принципів безвідходного виробництва та екологічної стійкості, а також виявлення механізмів їхньої гармонійної інтеграції в бренд-структуру. **Методи.** У дослідженні застосовано системний, семіотичний, культурологічний і порівняльний методи, що дозволили дослідити закономірності репрезентації культурних моделей, проаналізувати механізми інтеграції символічних систем та виявити проблемні зони у практиці міжкультурного ресторанного брендингу. Використано елементи контент-аналізу для розгляду візуальних і мовних кодів, а також аналітичне моделювання для оцінювання їхньої сумісності та екологічної ефективності. **Результати.** Встановлено, що ефективна інтеграція українських і японських культурних кодів можлива за умови узгодження світоглядних орієнтирів, гармонізації матеріальних і гастрономічних практик та формування структурованої комунікаційної моделі бренду. Виявлено ключові бар'єри:



ризика культурної апропріації, складність адаптації традицій до стандартів безвідходного виробництва, відмінності сервісних моделей та семіотичні суперечності в трактуванні символів. Доведено, що впровадження екологічно орієнтованих технологій, зокрема безвідходних практик, посилює автентичність бренду та підвищує його стійкість у міжкультурному середовищі. **Висновки.** Доведено, що міжкультурне управління культурними кодами є багаторівневим процесом, який охоплює семіотичну відповідність, етичність запозичень, технологічну здійсненність та екологічну доцільність. Встановлено, що інтеграція культурних моделей потребує ретельної селекції смислів, адаптації гастрономічних технік та стандартизації сервісних практик, що забезпечує цілісність і конкурентоспроможність бренд-структури. Перспективи подальших розвідок пов'язані з розробленням методики кількісної оцінки впливу культурних кодів на поведінку споживачів, моделюванням міжкультурних сервісних сценаріїв та формуванням інтегрованих показників екологічності для ресторанів, що поєднують різні культурні традиції.

Ключові слова: міжкультурна ідентичність, семіотична інтеграція, гастрономічна репрезентація, ритуальні практики, екологічна стійкість, безвідходне виробництво, бренд-архітектура.

Problem statement. The issue of managing cultural codes in restaurant branding at the intersection of Ukrainian and Japanese traditions arises from the growing need to form authentic, culturally sensitive, and at the same time globally competitive brands. In today's conditions of rapid transnationalization of the gastronomic market, the presence of a distinct cultural identity in a brand ceases to be a decorative element and becomes a strategic tool for consumer interaction. Rethinking Ukrainian and Japanese symbolic systems, their iconic practices, visual codes, and ritual models allow us to construct new forms of brand communication that can ensure high differentiation of a restaurant product and its stable emotional



attachment in the minds of the audience. At the same time, integrating cultural narratives from different civilisational areas raises several scientific and practical challenges, including determining the boundaries of appropriate cultural borrowing, assessing the risks of meaning distortion, addressing the phenomenon of commercial appropriation, and adhering to the ethical principles of intercultural communication.

From a scientific point of view, the problem lies in the lack of sufficiently developed theoretical and methodological foundations to explain the mechanisms of combining cultural codes in the field of gastronomic branding and to model their interaction, complementarity, and conflict. The issues of symbolic representation of Ukrainian and Japanese traditions in advertising discourse, the semiotics of menus and spatial solutions, and the influence of cultural models on consumer behavioural expectations remain insufficiently researched. At the practical level, the problem of developing a tool to manage cultural codes that would ensure a balance between authenticity, innovation, and the market feasibility of a restaurant brand remains unresolved.

Analysis of recent research and publications. A review of modern research reveals four interrelated scientific directions. The first direction focuses on the economic and strategic principles governing brand performance in the hospitality sector. A. Iutkina's article demonstrates that omnichannel distribution determines the level of marginality and the cost structure, thereby forming the economic basis for brand-oriented business models in the restaurant sector [1]. In the study by V. Rudevskya and co-authors, the civilisational factors underlying sustainable development are identified, which directly affect the social mission of service brands and determine the cultural orientation of their positioning [2] in the work of A. Iutkina, devoted to scenario-based anti-crisis management, emphasises the importance of adaptability in the decision-making system, which is highly significant for brands that integrate ethnocultural meanings and seek to avoid identity loss in unstable conditions [3]. Further research in this area should focus on



developing economic models of sustainable restaurant brands that can integrate the cultural codes of different traditions without compromising market competitiveness.

The second direction covers works devoted to local gastronomic identity and the formation of ethnocultural meanings in restaurant brands. In the work of V. Tserklevych and co-authors, the cultural determinants of the formation of gastronomic specialities of Podillia were analysed, demonstrating the importance of local traditions in building an authentic brand code [4]. In a subsequent work, V. Tserklevych and co-authors demonstrate that, in wartime conditions, local cuisine, tourist attractions, and cultural symbolism become key factors in the stability of restaurant brands [5]. M. Riabenka and A. Lukianets, in their work, determine the mechanisms of forming hospitality brand names through the communication of cultural identity with the audience [6]. O. Mital reveals the importance of ethnic food products as tools for expanding the assortment and as carriers of cultural codes, allowing for the flexible integration of transcultural elements into the menu [7]. Further research in this area should aim to identify mechanisms for synthesising Ukrainian gastronomic codes with Japanese minimalist aesthetics, seasonality, and ritual.

The third area concerns studies of cultural identity and its impact on restaurant competitiveness in a multinational environment. E. Sira demonstrates that Ukrainian cuisine is an essential element of cultural identity and a key differentiator for restaurant brands [8]. K. Lytvynenko, in his study, shows that cultural identity forms not only the uniqueness of a brand but also strengthens its competitive advantages in conditions of cultural diversity [9]. S. H. Han and co-authors analyse how individual cultural values affect the cognitive mechanisms underlying the perception of global restaurant brands, thereby allowing us to explain the nature of the cultural resonance between Japanese and Ukrainian gastronomic traditions [10]. Further research in this area should focus on analysing transcultural models of brand equity formation that combine sensory and symbolic codes from different national cultures.



The fourth area concerns global mechanisms of brand communication and culturally determined models of gastronomic brand perception. D. C. Taylor and co-authors investigate the phenomenon of restaurant wine culture as a symbolic space in which the brand's cultural value is formed [11]. S. Veloutsou and E. Ballester propose a typology of brand knowledge and associations, which allows describing the semiotic mechanisms of perception of restaurant brands in the global environment [12]. W. Batat, in his study, demonstrates that ethical norms and moral orientations of consumers in the luxury dining segment significantly affect trust in gastronomic brands and their authenticity [13]. Further research in this area should aim to model the ethical frameworks of transcultural restaurant brands that can integrate the Ukrainian tradition of hospitality with the Japanese culture of ritual, purity, and respect for the product.

Identifying previously unresolved parts of the general problem. Despite recent developments in cross-cultural branding, key issues related to the formation of a holistic brand identity through a combination of different cultural models remain unresolved. The patterns of representation of Ukrainian and Japanese meanings in visual, gastronomic, and spatial elements have not been sufficiently studied, which makes it challenging to understand the mechanisms of their adaptation without simplification or distortion. The issues of ethical use of cultural elements, avoidance of cultural appropriation, and integration of traditions in the context of waste-free production remain open, as the lack of methodological approaches creates risks of operational incompatibility. The shortage of tools for assessing the semantic harmony and compatibility of cultural codes significantly limits the development of cross-cultural restaurant concepts. The proposed study fills these gaps by offering a comprehensive view of the integration of cultural codes across semiotics, service, gastronomic practices, and environmental approaches. The work substantiates the mechanisms of harmonisation between Ukrainian and Japanese symbolic systems, identifies the factors of their compatibility and the risks of distortion, and also integrates the environmental dimension through an analysis of the possibilities for



waste-free production. It enables the development of a scientifically sound model of cultural code management and lays the foundation for competitive, culturally sensitive, and sustainable restaurant brands.

Formulation of the objectives of the article (task statement). The article aims to substantiate the conceptual and applied principles of managing cultural codes in restaurant branding at the intersection of Ukrainian and Japanese traditions, taking into account the principles of waste-free production and sustainable development.

To achieve the goal, the following tasks have been defined:

1. To analyse the theoretical and methodological foundations of the formation of cultural codes in restaurant branding and to investigate the patterns of their representation in the visual, linguistic, gastronomic and spatial elements of Ukrainian and Japanese traditions.

2. To assess the possibilities of integrating cultural codes of two traditions into a holistic brand structure, identifying compatibility factors, risks of symbolic distortions and scientific and practical limitations, in particular those related to the ethics of borrowing and the implementation of waste-free production.

3. To formulate practical recommendations for effective management of cultural codes to ensure authenticity, cultural sensitivity, environmental friendliness and competitiveness of the restaurant brand.

Presentation of the main material of the study. The formation of cultural codes in restaurant branding is based on a combination of semiotic analysis, culturological concepts and principles of marketing communication, which allow reproducing the deep semantic structures of a particular tradition in the format of a commercial product. The theoretical and methodological approaches used for this purpose include the analysis of symbolic systems, the study of archetypes, the interpretation of ritual practices and the reconstruction of cultural memory as a basis for constructing brand identity. All these forms a multi-level structure of meanings, where each element – from the name of the restaurant to gastronomic solutions - acts



as a carrier of certain cultural information. The influence of cultural codes on brand identity involves creating stable associations, ensuring a sense of authenticity, and maintaining an emotional connection with consumers, thereby increasing recognition and building trust in the restaurant brand (table 1).

Table 1

Main approaches to the formation of cultural codes in restaurant branding

Approach	Brief description	Impact on brand identity
Semiotic analysis	Identification of sign structures, symbols and meanings inherent in a particular culture	Forms recognisable semantic markers of the brand
Cultural approach	Interpretation of traditions, rituals and cultural memory	Provides authenticity and deep emotional attachment
Archetypal model	Use of universal cultural archetypes for branding	Creates predictable and stable behavioural scenarios of perception
Marketing and communication approach	Adaptation of cultural codes to the needs of the target audience and market	Provides relevance and competitiveness of the brand

Source: formed by the author based on [4, p. 68–69; 8, p. 9; 11, p. 1927–1928; 12, p. 380–381]

In the context of modern restaurant branding, the methodological approaches outlined in the table do not constitute an abstract model but a practical system capable of transforming cultural information into a strategic brand resource. Semiotic analysis is used as a basis for developing visual and verbal brand identity carriers that ensure the semantic integrity of the restaurant concept. The material of the New Europe Centre, dedicated to the formation of the image of Ukraine in the Japanese cultural environment, emphasises that gastronomy and traditional meanings can serve as key brand-forming elements, generating predictable cultural associations and enhancing brand recognition [14]. The culturological approach offers the opportunity to integrate ritual practices and traditional values into the format of a modern restaurant concept without distorting their original meanings. For example, in Kyoto, the introduction of waste-free gastronomic techniques demonstrates how the traditional Japanese idea of the rational use of products is transformed into a specific brand strategy, forming not only a culinary style but also



an ethical component of the brand [15]. The archetypal model used in branding allows you to endow the restaurant with a clear «character», which ensures emotional recognition and predictability of consumer interaction. From a marketing and communication perspective, cultural codes work as a tool for adapting to real market expectations: zero-waste practices, described in the example of a Tokyo cafe [16], become not only an operational technology, but also an integral element of brand communication, through which the restaurant broadcasts its values, forming trust and emotional attachment to the audience. In the domestic context, the practical implementation of environmentally oriented brand approaches has also yielded concrete examples. In particular, the vegan restaurant *DYVO* in Kyiv demonstrates how zero-waste principles can be integrated into the concept of a modern Ukrainian establishment: the use of ecological dishes, waste minimisation, and an emphasis on plant-based cuisine form a consistent ecological identity of the brand and strengthen its ethical position in the market [17]. Such an example demonstrates that ecological practices can be organically combined with the cultural component of restaurant branding in Ukraine, and not only in Japanese cases. Taken together, this provides an opportunity to form a brand that combines deep cultural meaning, intercultural correctness, market relevance, and ecologically ethical practices – which is especially important for concepts that integrate Ukrainian and Japanese traditions. The representation of Ukrainian and Japanese cultural models in restaurant branding is based on a combination of visual, linguistic, gastronomic, and spatial elements that reproduce the deep meanings of each tradition and form a holistic emotional perception of the brand. The regularities of such representation stem from the fact that culture manifests itself through signs, rituals, and material practices, which, in brand communication, serve as markers of authenticity. The Ukrainian tradition demonstrates a tendency towards multi-layered symbolism, ornamentation, manual texture and communicative warmth. At the same time, the Japanese model is distinguished by minimalism, structural purity, ritualism and the concept of «ma» as a balance of space. The combination of these systems requires a precise selection of



tools capable of translating cultural meanings without simplifying or mixing them into a state of decorativeness (table 2).

Table 2

Tools for representing Ukrainian and Japanese cultural models in restaurant brand communication

Element of representation	Ukrainian model	Japanese model	Potential for integration
Visual identity	Ornamental motifs, natural colours, hand-drawn graphics	Minimalism, clean lines, the concept of «ma»	Harmonisation of textural richness and spatial purity
Linguistic communication	Emotionality, imagery, lyricism	Laconicity, clear form, restraint	Combination of warm narrative and structural messages
Gastronomic stylistics	Local products, generosity of serving, «home» character of taste	Seasonality, precision of techniques, and minimal waste	Creating a menu from local products using Japanese techniques
Spatial solutions	Warm materials, textiles, and a multi-layered interior	Simplicity, natural materials, visual silence	Balance of texture and spatial organisation

Source: formed by the author based on [4, p. 70–72; 5, p. 57–59; 8, p. 10–11; 13, p. 758–760]

In practical terms, such tools function as a system that combines the emotionality of Ukrainian tradition with the Japanese aesthetics of structural restraint. Visual identity, for example, is created by using light Ukrainian ornaments, but presented in a minimalist Japanese composition; this ensures recognition without overload. In verbal communication, the combination of the laconicism of Japanese messages with Ukrainian warm narrative forms a style that simultaneously conveys hospitality and professional restraint. In the gastronomic aspect, integration is realised through the use of Ukrainian local products processed with Japanese precision and seasonality, creating a new taste quality and reinforcing the concept of zero waste [6]. Spatial solutions allow for synthesis: the Ukrainian texture of materials is combined with Japanese organisation of space, where each element has a functional and aesthetic justification. As a result, a brand communication emerges in which two cultural systems do not compete but reinforce each other, creating a



new form of intercultural restaurant identity. The integration of cultural codes from Ukrainian and Japanese traditions into a single brand structure involves harmonising semantic, aesthetic, and ritual components so that they function not as a random combination of elements, but as a holistic semiotic system. The effectiveness of such a synthesis depends on the brand's ability to establish semantic harmony between two cultural systems with different historical narratives, models of interaction with the world, and ways of materialising values. The key task is not a mechanical combination of motifs, but the identification of structural points of compatibility that allow integrating cultural codes without losing authenticity. At the same time, it is necessary to take into account the risks of symbolic distortions associated with incorrect borrowing, excessive stylisation or mixing of deep meanings with superficial visual attributes (table 3).

Table 3

Factors of cultural codes integration and risks of their distortion in the brand structure of a restaurant

Analytical aspect	Factors of compatibility	Factors of semantic harmony	Potential risks of distortions
Worldview foundations	Common values of naturalness, craftsmanship, and respect for locality	Consistency of ideas of simplicity, honesty of taste and attention to the process	Formalisation of deep meanings to the level of decorative aesthetics
Material practices	Use of natural materials, seasonality of products, and handwork	Harmonisation of textures, natural colours, ritual gestures	Incorrect interpretation of traditions or excessive commercialisation
Communication models	Focus on hospitality and respect, with emphasis on consumer experience	Synchronisation of gestures, language formulas and interaction rituals	Loss of authenticity through the standardisation of cultural elements
Strategy brand development	Focus on sustainability, locality and eco-orientation	Integration of waste-free techniques and resource-efficient processes	Using environmental friendliness only as a marketing image

Source: formed by the author based on [2, p. 88–90; 7; 9; 10, p. 3–4]

In the context of integrating the cultural codes of Ukrainian and Japanese traditions, the restaurant brand structure serves as a space where semantic, material,



and communication elements form a coherent system. For example, the restaurant *Zhyto* in Nagoya demonstrates how Ukrainian gastronomy and cultural meanings can be integrated into the Japanese context. The opening of the establishment on May 15, 2024, with the participation of the Ukrainian ambassador, confirmed that such a representation of Ukrainian cuisine and culture can shape brand positioning and promote social integration in the Japanese context [18]. In such practice, it is essential not to borrow symbols, but to create a brand architecture in which Ukrainian and Japanese codes interact through common values: locality, craftsmanship, environmental friendliness and hospitality. On the material level, this occurs through the combination of the Ukrainian product base with Japanese culinary techniques; on the communication level, through the language of service, space design, menu, and service interaction, which should be «readable» by both Ukrainian and Japanese audiences [7]. In light of this, the example supports the thesis that effective integration of cultural codes is possible when the brand structures them into the logic of interconnection, rather than simple superimposition or «exotic» borrowing. The use of cultural codes in cross-cultural restaurant branding poses numerous scientific and practical challenges, particularly in integrating Ukrainian and Japanese traditions. The central challenge is the ethics of borrowing cultural elements: symbols and rituals easily lose their original meaning when used out of context or reduced to decoration. Such simplification leads to cultural appropriation, which poses a serious risk for cross-cultural brands in an environment where society is increasingly attentive to authenticity and the accuracy of representations. The implementation of zero-waste production models is particularly problematic, as the Ukrainian and Japanese gastronomic systems differ in labour organisation, product processing, and cooking logic. The Japanese tradition of zero-waste production is based on strict seasonality, portion control, high-precision techniques, and minimalist dish structure. In contrast, Ukrainian cuisine historically gravitates towards bulkiness, long cooking cycles, and a wide range of ingredients [11, p. 1926]. As a result, the mutual adaptation of technological maps,



recipes, and product processing processes requires not just culinary correction but a profound restructuring of operating systems.

Another problem is the lack of methodological development and standardised approaches to cross-cultural zero-waste implementation, which makes it impossible to copy Japanese practices without accounting for Ukraine's raw material base and economic realities. The communication dimension adds another layer of problems: different cultural models of service create the risk of communicative dissonance. Japanese ritualism and restraint are complex to align with Ukrainian emotional openness, which requires clear instructions for staff and rethought interaction scenarios with the guest [12, p. 378]. Unsuccessful integration of these models often creates an inconsistent brand image that undermines consumer trust. Semiotic differences also form a significant part of the problem field. Colour codes, symbols of nature, spatial elements, and ritual gestures have different philosophical connotations in the two cultures, so their incorrect combination can shift meanings or create internal contradictions within the brand system.

Building an effective model for managing cultural codes in restaurant branding requires a combination of authenticity, cultural sensitivity, environmental friendliness, and market sustainability. Practical recommendations should be based on the principle of a holistic semiotic architecture for the brand, within which each visual, gastronomic, spatial, and communication element functions as a carrier of content rather than a decorative fragment. The brand should create its own semantic space in which Ukrainian and Japanese cultural models do not compete but reinforce each other through structured integration, taking into account the philosophical connotations, ethical norms, and ritual nature of both traditions. To this end, it is essential to implement semiotic audit algorithms that assess the correctness of symbol use and prevent their depreciation or distortion.

A key element of the recommendations is the development of a flexible system of gastronomic integration that combines local Ukrainian products with Japanese processing techniques, allowing the creation of dishes that preserve



cultural identity and meet modern environmental requirements. The optimal solution is to implement waste-free production models based on the technological approaches of Japanese cuisine (precision, seasonality, full use of the product) and the Ukrainian tradition of thrift. It contributes to the rationalisation of resources, the reduction of costs, and the formation of an ecological brand image that aligns with global sustainability trends. No less important is the construction of a communication strategy that takes into account the cultural characteristics of both parties: Ukrainian emotionality and openness, and Japanese structuredness and restraint. It involves standardising service language formulas, developing a well-thought-out narrative system, training personnel, and coordinating behavioural models to create a consistent brand tone. Spatial solutions should be minimalist, functional, and, at the same time, textured, creating a material space that is "read" by both cultures. The proposed model of cultural code management should also include mechanisms for interaction with local communities, suppliers, and creative industries. Collaboration with craftsmen, designers, local producers and cultural institutions allows us to deepen the authenticity of the brand and avoid superficial interpretation of traditions. The formation of a transparent system of explanations - through brand storytelling, educational materials, gastronomic descriptions and visual accents - creates trust and provides a sustainable competitive advantage. The effectiveness of the model depends on the restaurant's ability to act as an intercultural platform that combines the meanings, practices and ethical standards of two traditions. Success is ensured not by a mechanical combination of cultures, but by creating a thoughtful, coordinated and environmentally responsible brand structure that forms a new quality of intercultural gastronomy.

Conclusions. The study showed that the management of cultural codes in restaurant branding at the intersection of Ukrainian and Japanese traditions creates a specific type of intercultural identity, in which visual, linguistic, gastronomic, and spatial elements serve as carriers of meaning. It was established that the success of integration depends on the brand's ability to build a holistic semiotic system, where



cultural models interact not decoratively, but at the level of deep values – locality, craftsmanship, naturalness and environmental responsibility. The analysis revealed key problems of intercultural branding: the risk of cultural appropriation that arises in the case of superficial interpretation of symbols; operational difficulties in adapting gastronomic techniques, in particular the implementation of waste-free production; communication contradictions associated with different service models; as well as semiotic discrepancies in the interpretation of ritual gestures, colour codes and spatial organisation. The combination of these barriers complicates the formation of an authentic brand structure and requires scientifically based management decisions. The results of the study identified key vectors for improving the management of cultural codes: the introduction of a semiotic audit to control the correctness of symbols; the use of adaptive gastronomic technologies based on a combination of Ukrainian raw materials with Japanese environmental methods; standardisation of intercultural communications; and the creation of spatial solutions that are understandable for both cultures. The development of intercultural models of waste-free production as an innovative core of environmental and ethical restaurant branding practices is auspicious. The prospects for further research include developing a methodology to assess the impact of cultural codes on consumer behaviour, modelling intercultural service scenarios, and developing integrated sustainability indicators for restaurant concepts that combine different cultural traditions.

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