Modern development of the restaurant industry is aimed not only at providing food to the consumer, but also at adapting and introducing new catering directions, in particular, authentic (original national) cuisine in catering establishments. Basic F & B concepts of the thematic restaurant cuisine and the technology of their introduction are developed. Based on the monitoring of the existing restaurants menu, basic principles of menu development and tools for its optimization are determined, basic principles of menu compilation are considered; differences in the menu of the establishments of various formats and the algorithm for its design are indicated. Modern approaches to the development of the menu, which are implemented in the market of restaurant services for the menu preparation, are used; the essence and the algorithm for creating the “selling menu” are highlighted. A set of measures has been developed for the introduction of the dishes included in the menu, into the activities of the kitchen and restaurant, as a whole. To achieve this goal, the following tasks were solved: main characteristics of the restaurant services market of the national kitchen segment were determined using marketing mix technology; main components of the restaurant’s concept of ethnic cuisine were identified; menu of the existing restaurants with ethnic cuisine were monitored; the strategy and tactics of developing a selling menu were specified. According to the results of monitoring the menus of the existing establishments, a menu with a maximum of the main indicators of representativeness was determined. This menu is considered as an analogue for the compilation of the menu of the designed establishment. According to the results of the research, dishes occupying significant positions in the menu of the establishments under study were identified: dishes and raw materials, corresponding to the concept of the restaurant – a restaurant of ethnic Vedic cuisine. Summarizing the results of the research it is possible to make the conclusion that it is possible to include these dishes in the menu of the restaurant. The acts and technological documentation – flow charts for the recommended dishes – are drawn up. In order to improve the technology of promotion and popularization of dishes of this group, legends of dishes were developed – presentations of dishes included in the restaurant menu.

**Keywords:** concept, restaurant, menu, optimization, menu design.