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**On one of the options
for promoting goods and services
from Turkic countries
to the US market**

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On one of the options for promoting goods and services from Turkic countries to the US market

- Do you want tea with white or black sultanas?
- What's the difference?
- White sultana protects against colds, black sultana strengthens the muscles of the heart. But I advise you to try both.

Unfortunately, such a dialogue can hardly be heard in any of the many restaurants and cafes in New York. Like the offer to try navat or bekmes for tea. Or drink koumiss to refresh yourself and have fun. These items simply do not exist.

The tourism business, like any other, is based on supply and demand. But demand does not arise by itself, it must be created. Proven means - advertising and promotion. But an ordinary advertisement for a tourist holiday on the high mountain lake Issyk-Kul or a tourist trip to Samarkand to visit sights that are about three thousand years old will attract no more than 20 percent of the tourists who choose to visit Central Asia. And an even smaller percentage of those who do not care where to go. And such tourists are the vast majority.

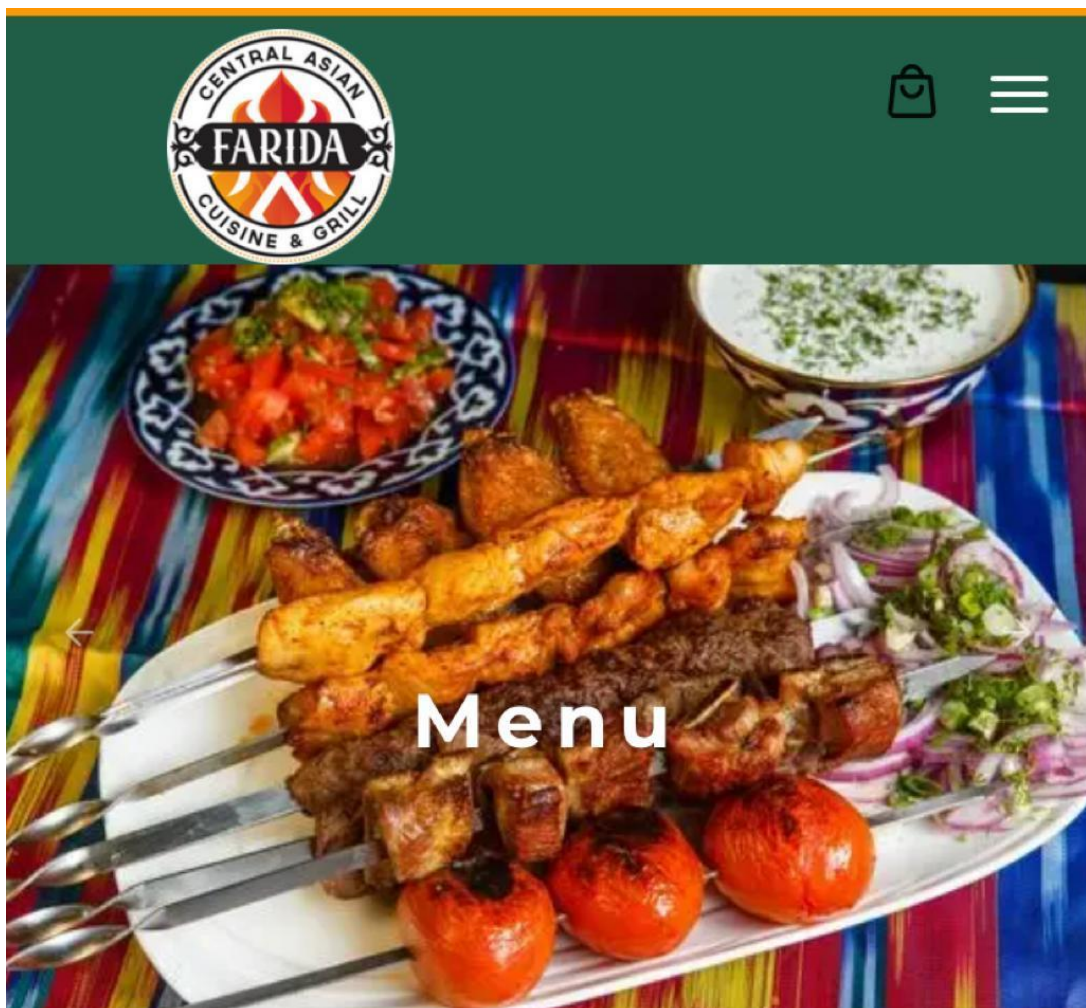
First of all, we must remember that a tourist is a person. A person needs to sleep and eat. But if there are those who are not averse to spending the night or two in a yurt or in a tent, then there will obviously be no one willing to eat hot dogs on a tourist trip. However, the American tourist will not accept bugs, caterpillars, a dog's thigh or a crocodile's tail as food.

Turkic and, in general, all Central Asian and Caucasian cuisine will satisfy the American tourist. But trying is always better than reading. But this is the problem in New York.





There are specialized restaurants and cafes. However, they are designed for migrants or visitors from Central Asian countries, and not for the future American tourist. The menu includes main dishes that can be prepared in the USA and which remind of the taste and smell of a distant homeland. But there is not the very zest that would convince the American of the correctness of his tourist choice. There is no koumiss and shubat on the menu, not even ayran. No dishes with kurut, no surhüllu with lamb pemmican. There are no at least four out of four thousand types of pilaf, because there is no albukhar, dried apricots, there are no native Turkic spices. There is not a single kind of bekmes for tea, there is no Jalilabad raisins and Jalalabad kaisa, There is not even a dried Chardjou melon. All this can and would be beneficial to supply in small batches from Turkestan precisely to attract tourists to Turkestan. Prices, as can be seen from the menu, allow even the supply of small batches to be made profitable.





← Nargis Cafe Menu	
Hot Entrees	
Lamb Shanks	\$25.00
Brick Pressed Marinated Cornish Hen with Garlic	\$15.00
Uzbek Plov	\$15.00
Manti with Meat	\$12.00
Crispy Manti with Meat	\$12.00
Manti with Pumpkin	\$11.25
Crispy Manti with Pumpkin	\$11.25
Khonim (Vegetarian)	\$12.00
Ox-tail Stew	\$20.00

← Nargis Cafe Menu	
Fried Eggplant Salad	\$11.00
Korean Carrot Salad	\$10.50
Tashkent Salad	\$15.50
Nargis Salad	\$11.00
Humus	\$10.00
Uzbek Tondir Baked Round Non	\$3.50
Kebabs	
Mixed Grill Kebab Platter	\$57.00
Chicken Kebab (2 Skewers)	\$18.00
Chicken Wings Kebab (2 Skewers)	\$19.00
Lamb Kebab (2 Skewers)	\$19.50
Lamb Ribs Kebab (2 Skewers)	\$19.50
Beef Kebab (2 Skewers)	\$19.00

← Kaskhar Cafe Menu	
Ganfan - Ганфан	\$13.99
Yutaza Say - Ютаза сай	\$15.99
Kovurga Say - Ковурга сай	\$18.99
Guyru Say - Гуйро сай	\$15.99
Dapani - Доданчи	\$18.99
Mushoro Say - Мушоро сай	\$15.99
Vegetarian foods	
Lagman without meat	\$12.99
Broccoli and Tofu	\$12.99
Tukumsay - Тукумсай	\$12.99
String Beans Say	\$12.99

← Kaskhar Cafe Menu	
Yutaza Dough	\$2.00
Gigar Say - Жигар сай	\$14.99
Hot Appetizers	
Kazi	\$19.99
Naryn - Нарын	\$13.99
Beshbarmak	\$19.99
Khaisip - Хайсип	\$15.99
Khonoom - Хонюм	\$9.50
Polo - Поло	\$11.00
Kozon kabob	\$18.99
Dumplama - Думпламас	\$18.99
Non ovommasi - Нон овоммаси	\$18.99

← Kaskhar Cafe Menu	
Shurpa-Cyn Uyuna	\$9.99
Pirani - Цын Пирани	\$9.99
Kashkar - Cyn Kausap	\$9.99
Lagman	\$8.99
Mampar-Mampar	\$9.99
Chuchvara	\$9.99
Appetizers	
Ayrim say - Айрим сай	\$14.99
Guyru say - Гуйро сай	\$13.99
Bosu lagman - Жарымы Лагман	\$13.99
Tsomyan - Цомян	\$13.99

MEAT ENTREES	
LIVIA DUSHANBE	10.99
CHICKEN TABAKA	15.99
PAN-FRIED CALF'S LIVER	8.99
KURBITOB	10
DUMPLINGS 4 pcs.	7.99
FRIED DUMPLINGS 4 pcs.	8.99
SAMSA GIZHDA 4 pcs.	6.99
PUFF SAMSA MEAT or PUMPKIN	3.50
SKIRT STEAK	13.99
TANDIR KEBAB	25.99
PLOV	8.99

FISH ENTREES	
ATLANTIC SALMON	12.99
BRANDER	10.99
SIDE DISHES	
HOME STYLE POTATOES WITH MUSHROOMS	9.99
FRENCH FRIES	4.60
STEAMED VEGETABLES FRENCH STYLE IN WINE SAUCE	5.99
FLATBREAD "DUSHANBE"	1.99
NON-TORI	2.60
FATIR BREAD	4.99
BARBEQUE	
CHICKEN	4.99
CHICKEN BONE-IN	4.99
LAMB	5.99
LAMB RIBS	5.99
LILA SHISH KEBAB	4.99
BEEF	6.99
BEEF ROULADE "DUSHANBE"	6.99
VEAL LIVER	4.99
RACK OF LAMB 3 pcs. with french fries	24.99
SALMON KEBAB	9.99

COLD APPETIZERS	
ASSORTED PICKLES	7.99
PETER OGGER WITH TOMATOES	7.99
VEAL TONGUE	8.99
FISH APPETIZERS	
FISH PLATTER	15.99
SOUPS	
SHURPA	7.99
HEAT DUMPLINGS WITH BROTH	7.99
LAGMAN	8.99
OKROSHKA seasonal	6.99
PITI SOUP "DUSHANBE" beef or lamb soup in crockpot	9.99
HASH "DUSHANBE"	7.99
CHALOP	5.99
CHICKEN NOODLE SOUP	6.99



Soups

- CHICKEN VEGETABLE SOUP** 14.00
Pulled organic chicken, fresh vegetables in our homemade chicken stock.
- SHURPA** 15.00
Traditional Uzbek soup in natural beef broth with chunks of beef, carrots, potatoes, chick peas, onions.
- LAGMAN** 15.00
Traditional hand pulled noodles soup with beef, assorted central asian vegetables and spices.
- "UKHA" SALMON SOUP** 16.00
Chunks of salmon in natural salmon broth with carrots, organic celery and fresh herbs.
- MEET DUMPLINGS WITH CLEAR BROTH** 14.00
Hand made little dumplings stuffed with ground beef in home-made chicken broth.
- RUSSIAN BORSHCH** 15.00
Russian - Ukrainian soup chunks of beef, vegetables, red beets, served with sour cream.
- KHARCHO** 15.00
Georgian style soup, natural lamb broth with lamb ribs, rice and carrots.
- OKROSHKA** 14.00
Cold yogurt soup with meat and boiled vegetables.



Cold Appetizer

- ASSORTED PICKLED VEGETABLES** 12.00
Pickled tomato, cucumber, Korean Carrot, cabbage salad and olives
- FETA CHEESE WITH TOMATOES** 13.00
Sliced organic tomatoes and feta cheese.
- MIX SPREAD**..... 19.00
Babaganush, humus, eggplant caviar, zucchini caviar, traditional tomato-onion spread.
- PICKLED HERRING** 13.00
Served with boiled fingerling potatoes, onion rings and fresh herbs



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In general, the key to a tourist's wallet lies through his stomach. It seems that in this wallet there will definitely be money for buying souvenirs. This, in turn, will open American doors to Central Asian light industrial goods. The Kyrgyz cap,

Turkmen outerwear made of natural astrakhan, Uzbek robe and silk products, Kazakh steppe embroidery may well be in demand in the United States.

In my opinion, this is what Central Asian businessmen should pay attention to in order to work in the US consumer market.