

Looking inside roadside meal service stations

At first sight, roadside service seems a very tempting commercial idea, but on closer examination you understand that it is very hard business

By Anastasia Shoplya

‘The best coffee is sold on the road’. We were assured of this by one of the gasoline stations near Minsk. The well-known Italian coffee, Lavazza, is not uncommon in roadside cafes and snack bars, but clients at this gasoline station are offered the most refined grades of coffee. The drink certainly lived up to its reputation.

The interdepartmental working group of representatives of the Ministry for Transport, Ministry for Trade and other departments, were performing inspections on highway M-6 in ‘takeoff-landing’ mode. We travel several kilometres and slow down near the next gasoline station, cafe or motel. There are a lot of them on the highway between Minsk and Grodno.

Another gasoline station is located near the city, directly near the ring road. There are a lot of clients all day and night. As for the selling of fuel, it stably takes second place in the city. Good sales are observed in the round-the-clock shop. There is also a drive-through snack bar, where one can order a hot dog, a pancake with



stuffing or other fast food, without leaving the car. However, this ‘nutritious’ service is only available during the daytime. “We tried to work at night, but we had very few clients,” the head of the gasoline station, Gennady Zhinko, explains.

However, this gasoline station is a lucky one. Its

geographical position of the roadside business plays a key role. For several dozen kilometres from the capital, the quantity of clients in gasoline stations decreases considerably. Accordingly, financial turnover from the retail side and from selling fuel and other goods also decreases.

The co-owner and direc-



The Valentina roadside service station in the Ivatsevichi District

A full dinner consisting of salad, first and second course and dessert should cost 5 Euros and it should be prepared in around 10-15 minutes. So it is necessary to be guided by these parameters. Nevertheless, the menu in Park is very varied. We have dozens of dishes from simple and cheap to expensive and interesting.” Although Mr. Boldyusov admits that the large choice is more of a tradition than a requirement. Travellers do not usually study the menu for a long time. Their purpose is to eat quickly, tastefully and cheaply. Therefore, Park now tries to be guided by more standard dishes.

Business beside the road, at least business of the culinary kind, is rather unpredictable. For example, when there are traffic jams on the border, as Mr. Boldyusov confirms, the amount of customers decreases immediately. Truck drivers are the main consumers of dinners and suppers, but these vehicles pass by the cafes, without slowing down because they will have to spend long hours at the border crossing.

But despite these problems, the roadside service is always ready and willing to welcome hungry travellers.

Out-of-town inn Budzma opened in the Gomel Region

tor of the Belarusian-Bavarian enterprise Orientir-International, Grigory Boldyusov asserts that the profitability of roadside cafes is very modest. “In a city, people go to a restaurant to have fun and spend money, while during travel, the majority of people approach this question in a utilitarian manner and try

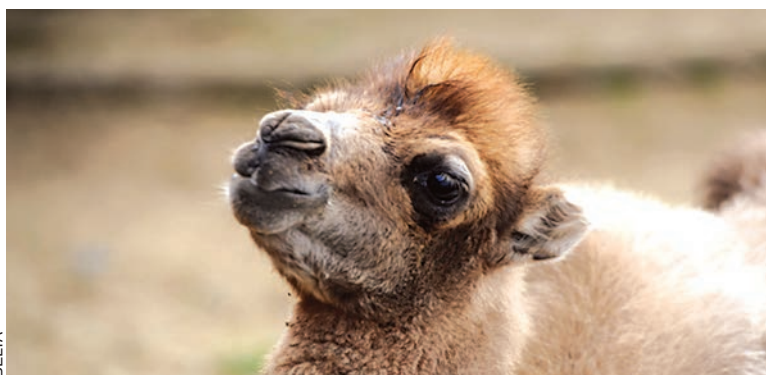
to save,” he says, sharing his 20 years of experience in the management of the Park café located close to a road fork that leads to Grodno and Vilnius. “We have to compete on price not only with our colleagues on the M-6, but actually with Lithuanians and Poles. On the European highways there exists a standard:

Baby camel naming contest started by Zoo

By Olga Svetlova

Minsk Zoo announces their Name the Baby Camel contest to name the young calf born there recently

As they have informed on their website, the Bactrian camel, a buck, was born on May 4th. He is in good condition and lives with his mother — a camel named Zorka — in their enclosure. As of yet, he doesn’t have a name, hence the idea for the competition. The participant who will propose the most suitable name will receive prizes. Suggestions should be sent to prosvetzoo@tut.by, and must be submitted by August 1st. Along with their suggested name, partic-



Baby camel will to be named after competition

ipants must also include their full name and contact information.

Because they are looking after the calf, know his character and habits and can define which name will suit him more, it will be

the workers of the Zoo who will choose the name from the entries. The results of the contest will be announced on August 9th, 2014, when Minsk Zoo will celebrate its 30th anniversary.

Much can be seen from above

By Oleg Yevseev

Belarusian scientists propose to control migration of wild animals with the help of airship

According to Oleg Vasilenko, Chief of Laboratory of Trial and Control of Quality of Unmanned Aircraft Complex and Technologies Scientific and Production Centre of Institute of Physics and Technology of the National Academy of Sciences of Belarus, the unmanned aircraft complex of ecological monitoring by airship can be used for the assessment of forests, especially during the flash-fire periods, as well as for watching big crowds of people and monitoring of wildlife. “We have used

an airship in the Belovezhskaya Pushcha, where surveys on the calculation of aurochs have been held. “The environment-oriented society has remained satisfied and it plans to buy some units,” the scientist says.

The unmanned airship doesn’t need a runway and is considered to be the most stable of all flying machines. It can fly at a height of 300 to 500 metres, can move at speeds of up to 40 km/h and be airborne for 11 hours. The airship can work on batteries or petrol.

“It is operated remotely with the help of a ground point. There are an operator of the target load and an operator of the unmanned flying vehicle on the ground,” Oleg Vasilenko says.