The relevance of the research topic shows us that today in the strategy of promoting the gastronomic business, a high percentage is media inflation, in which there is a decrease in the effectiveness of advertising through classical means of marketing against the background of an increase in the average cost of one advertising contact, which indicates the inability of traditional types of advertising and PR to meet the challenges Modern economy and the current level of development of information technology.

In such cases, the importance of identifying the brand-forming attributes of a particular restaurant business (restaurant-club "DAKI"), exploring the characteristics and technologies for promoting its brand in accordance with innovative trends in the development of the communication environment, describing the most appropriate brand promotion strategy for its parameters and identifying promising areas Its implementation actualizes the topic chosen by us.

The goal of the work is a systematic analysis of the features and technologies of forming competitive advantages of the DAKI restaurant club and the development of a project to create an integrated brand promotion system in the regional market.

Achieving this goal involves setting and solving the following tasks:
1. systematize the main approaches to the content content of the concept of "brand";
2. to specify the features of the organization's brand-building policy in the service sector
3. Identify the key attributes of the brand of the restaurant-club "DAKI" and analyze the means and techniques for representing the brand's competitive advantages;
4. Develop a draft strategy for promoting the restaurant club "DAKI" in the regional leisure market.

Results of the research . In the conditions of modern realities the process of creating and promoting the brand of a leisure-time institution involves the use of the entire range of managerial, strategic, program, creative-innovative and information-communication solutions. Quality of service and gastronomic assortment, location and interior design are only a part of the competitive advantages of the leisure sector establishment. Only an integrated approach to the development and implementation of the brand platform, the consideration of trends in the development of the communication space can guarantee the sustainable development of the restaurant in the unstable economic conditions of the Russian realities.

Keywords: brand, restaurant brand, complex promotion strategy.