

Abstract

My thesis is devoted to the influence of food retail units with an exclusive assortment on the territory of Prague 1 at the time of normalization, specifically in the 80s of the 20th century. All facilities which are mentioned in the thesis have been incorporated into the enterprise Potraviny Prague 1, and were somehow exceptional in its own way, whether it was a privilege in supplying compared to standard establishments, or the customers' demand for local delicacies. As the enterprise Potraviny Prague 1 was a direct superior of the member establishments and their important part, this thesis deals with its origin and history. Its inseparable part consists also in the mention of organized competitions, shows, and last but not least, I mention the awards, which were granted to this enterprise. The fourth chapter focuses on the availability of the specialized range of products, their quality and the level of provided services, which is connected to overseeing the establishments by its parent organization. The methodology of this thesis uses both the scientific literature, the press of that time, and the interviews conducted using the method of oral history.