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Trends map 2023

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DIGITAL AND PRINT PERMANENT CONTENT	PERIOD	MEGATREND	THEMATIC CONTENT	APPROACH	ACTIONS		
					PRINT	DIGITAL	EVENTS
Proteins	Q1 (Jan-Mar)	Sustainability	Economy	Labor crisis in the sector: How to face it?	133th Issue Closing Dates: February 15, 2023 Distribution Print: April 28, 2023	3 Newsletters (Distributed one per month)	HIP, Madrid, march 6-8, 2023 Alimentaria México, Guadalajara, march 17-19, 2023
Beverages			Plant based	Inflation and its effects on the hospitality industry			
Machinery			Food awareness	Generating profitability with better raw materials without lowering prices			
Tools			Environment	Recommendations for creating a plant based menu			
Technology			Labor	Advances in plant-based baking ingredients			
Menu Engineering	Q2 (Apr-Jun)	Glocalization	Inclusive food	Functional, delicious and profitable dishes	134th Issue Closing Dates: April 26, 2023 Distribution Print: July 11, 2023	3 Newsletters (Distributed one per month)	Alimentec, Bogotá, may 18-21, 2023 National Restaurant Association Show, Chicago, may 20-23, 2023 Premios La Barra
			The female legacy	The sector in figures: the business of healthy products			
			Ethnic cuisine	Products on the market for the preparation of mocktails			
			0 KM	Public policies for closing kitchen cycles			
			Internationalization	New packaging and new ways of serving			
			Ethical ingredients: transcending sustainability				
			How to reduce food waste and gain profitability?				
			Tips for veganizing recipes				
			Trends in flavors and ingredients				
			Inclusive employment policies				
			Why is it important to support staff in their training?				
			Success stories of women behind the stoves				
			Five international cuisines that can be offered in Colombia				
			The importance of revaluing the local from a profitability, marketing and business standpoint				
			What is regenerative agriculture and how does it benefit the establishment?				
			Experiences by four hands: why do them?				
			Gastronomic tourism in Colombia: how is the sector doing?				



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