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Trends map 2023

| DIGITAL AND PRINT PERMANENT CONTENT | PERIOD | MEGATREND | THEMATIC CONTENT | APPROACH | ACTIONS | | |
|---|---|----------------|----------------------|---|---|---|--|
| | | | | | PRINT | DIGITAL | EVENTS |
| Proteins | Image: Second s | Sustainability | Economy | Labor crisis in the sector: How to face it? | 133th IssueClosing Dates:February 15,2023Distribution Print:April 28,2023 | 3 Newsletters (Distributed one per month) Editorial webinar | <section-header><text><text><text></text></text></text></section-header> |
| | | | | Inflation and its effects on the hospitality industry | | | |
| | | | | Generating profitability with better raw materials without lowering prices | | | |
| | | | Plant based | Recommendations for creating a plant based menu | | | |
| Beverages | | | | Advances in plant-based baking ingredients | | | |
| | | | Food awareness | Functional, delicious and profitable dishes | | | |
| | | | | The sector in figures: the business of healthy products | | | |
| | | | | Products on the market for the preparation of mocktails | | | |
| Machinery | | | Environment | Public policies for closing kitchen cycles | | | |
| | | | | New packaging and new ways of serving | | | |
| | | | | Ethical ingredients: transcending sustainability | | | |
| Tools | | | | How to reduce food waste and gain profitability? | | | |
| | | | Inclusive food | Tips for veganizing recipes | | | |
| | | | | Trends in flavors and ingredients | | | |
| | | | Labor | Inclusive employment policies | | | |
| | | | | Why is it important to support staff in their training? | | | |
| Technology | Q2 (Apr-Jun) | Glocalization | The female legacy | Success stories of women behind the stoves | 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 Asociation Show, Chicago, may 20-23,2023 Premios La Barra |
| | | | Ethnic cuisine | Five international cuisines that can be offered in Colombia | | | |
| | | | 0 KM | The importance of revaluing the local from a profitability, marketing and business standpoint | | | |
| Menu Engineering | | | Internationalization | 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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| | | | | | PRINT | DIGITAL | EVENTS |
| Baking | Q3 (Jul-Sep) | Digital transformation | Intelligent machinery | Advances in automation in operations | 135th Issue Closing Dates: August 10,2023 Distribution Print: October 20,2023 | 3 Newsletters (Distributed one per month) Editorial webinar | Gastromaq, Lima Sabor Barranquilla, Barranquilla |
| | | | | Trends in restaurant management software | | | |
| | | | Contactless | New ways to order: Kiosks and lockers | | | |
| | | | | Click and collect: growth trend | | | |
| | | | New business models | Food Service + Retail: an increasingly attractive model | | | |
| Pastry | | | | Top 100 companies in the industry | | | |
| | | | | The virtual market: an overview in Colombia | | | |
| | | | Labor | New contracts and new compensation models | | | |
| | | | New spaces | Dark kitchens and deliveries: changes in restaurant layout | | | |
| | | | | What is the last mile and why should we think about this concept? | | | |
| | | | Virtuality | Dark kitchens: how have they evolved since the pandemic? | | | |
| | | | | This is how the delivery industry is moving in Colombia | | | |
| | | | | Digital storytelling for gastronomic establishments | | | |
| Cleaning and disinfection | Q4 (Oct-Dec) | Serving experiences | Fast casual | What are small menus? | 136th Issue Closing Dates: October 20,2023 Distribution Print: January 4,2023 | 3 Newsletters (Distributed one per month) | Expo La Barra |
| | | | | Convenience restaurants: a model that is gaining presence | | | Anuga, |
| | | | | Snackification: menus for sharing | | | Colonia, october 7-11,2023 |
| | | | | New breakfasts: how to satisfy the consumer | | | HostMilano, Milan, october 13-17,2023 Maridaje, Medellín |
| | | | Fine dining | Sustainability and locality, new ingredients in haute cuisine | | | |
| | | | | Food and wine pairing as a tablecloth experience | | | |



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