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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	6 Newsletters (Distributed two 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	6 Newsletters (Distributed two 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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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	6 Newsletters (Distributed two per month)	Gastromaq, Lima Sabor Barranquilla, Barranquilla
Pastry			Contactless	Trends in restaurant management software			
Management			New business models	New ways to order: Kiosks and lockers			
Cleaning and disinfection	Q4 (Oct-Dec)	Serving experiences	Labor	Click and collect: growth trend	136th Issue Closing Dates: October 20,2023 Distribution Print: January 4,2023	6 Newsletters (Distributed two per month)	Expo La Barra Anuga, Colonia, october 7-11,2023 HostMilano, Milan, october 13-17,2023 Maridaje, Medellin
			New spaces	Food Service + Retail: an increasingly attractive model			
			Virtuality	Top 100 companies in the industry			
			Fast casual	The virtual market: an overview in Colombia			
			Fine dining	New contracts and new compensation models			
				Dark kitchens and deliveries: changes in restaurant layout			
				What is the last mile and why should we think about this concept?			
				Dark kitchens: how have they evolved since the pandemic?			
				This is how the delivery industry is moving in Colombia			
				Digital storytelling for gastronomic establishments			
				What are small menus?			
				Convenience restaurants: a model that is gaining presence			
				Snackification: menus for sharing			
				New breakfasts: how to satisfy the consumer			
				Sustainability and locality, new ingredients in haute cuisine			
				Food and wine pairing as a tablecloth experience			



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