

**Trends map**  
**2023**

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



**EDITOR EN JEFE**  
**Angela Patricia Delgado**  
 angela.delgado@axiomab2b.com

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Baking	Q3 (Jul-Sep)	Digital transformation	Intelligent machinery	Advances in automation in operations	3 Newsletters (Distributed one per month)	Editorial webinar
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	3 Newsletters (Distributed one 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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 angela.delgado@axiomab2b.com