

food inspiration

Lisbon
september 2023

INTERNATIONAL
ESMA
NETWORK

food inspiration

hans steenberg

study
Dutch language and culture, philosophy,
journalism
(University of Amsterdam)

1990
Television, Radio, B2B journalism food & hospitality
editor in chief

2009
Co-founder, managing partner and editor in chief of
Food Inspiration Community

2010
Best trendwatcher of
the year in food

2016
Winner of the Media Inspiration Award 2016

food inspiration

**inspiration
is magnetic**

we collect, **enrich** & distribute
visual and relevant inspiration
world of **food**, drinks &
hospitality
multimedial, interactive, **online**
and offline

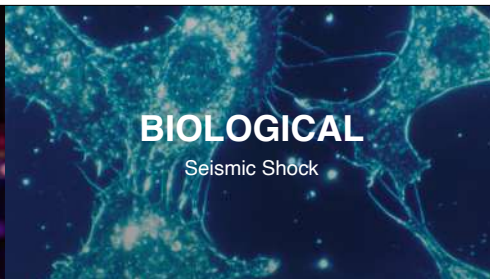
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our world of inspiration
destinations

food inspiration







FEAR FOR
CONTAMINATION



FEAR FOR CONTACT



FEAR FOR MEETINGS



FEAR FOR THE OTHER ONE



FEAR FOR GOING OUT



DISRUPTION

HIGH TECH LOW TOUCH
DISRUPTIONS IN FOODSERVICE



SEVEN SHIFTS IN FOODSERVICE



from *out of home*
to *staying in*

01



© Wael Saadouni, restaurant Empire

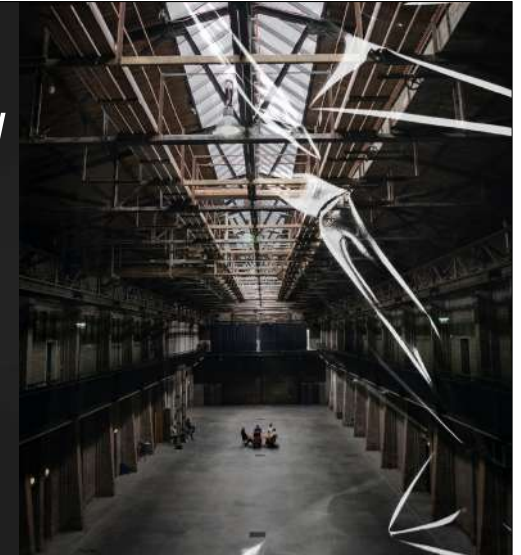
from *distant lands* to *living local*

02



from *mass appeal* to *modest niche*

03



from *city* to *backcountry*

04



from *high touch* to *high tech*

05



from *indoors* to *outdoors*

06



from *dine-in* to *delivery*

07



BACK TO NORMAL?

WHAT CHANGED?

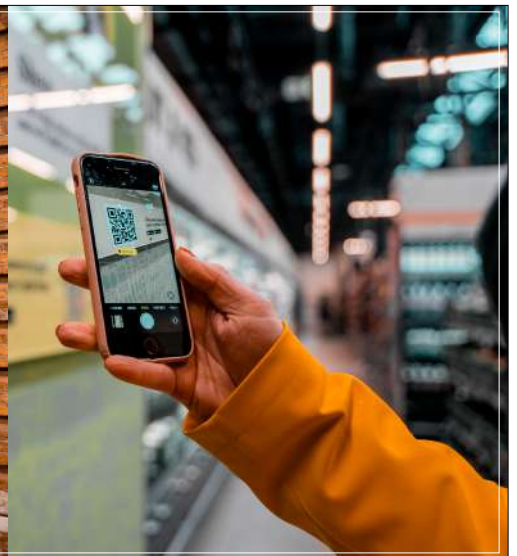
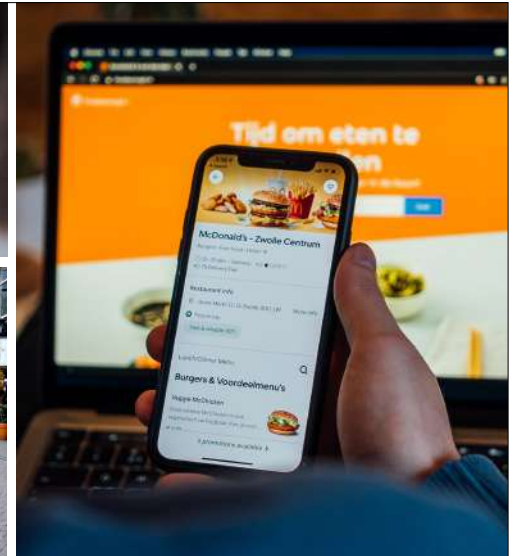
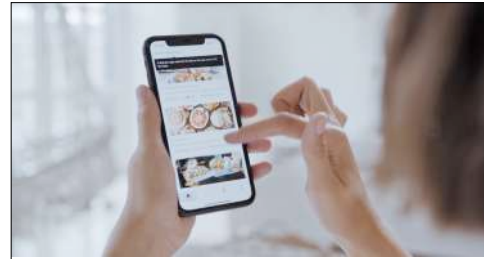


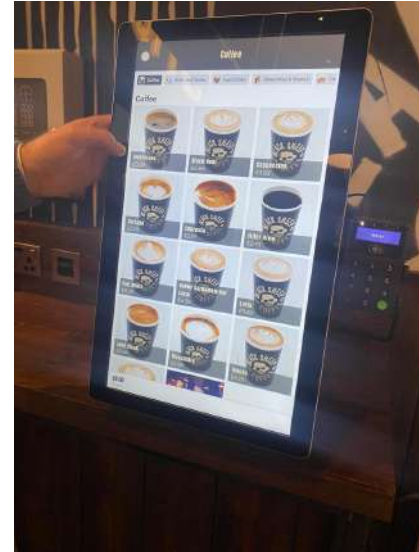
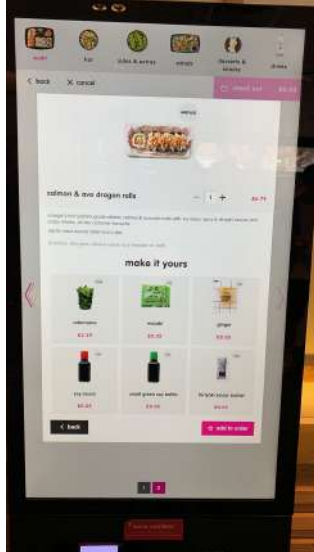
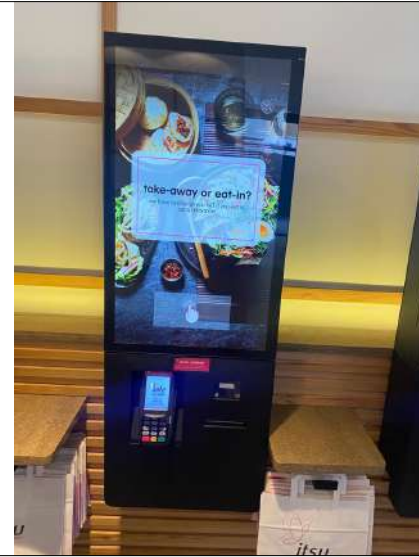
Digitization in the marketplace

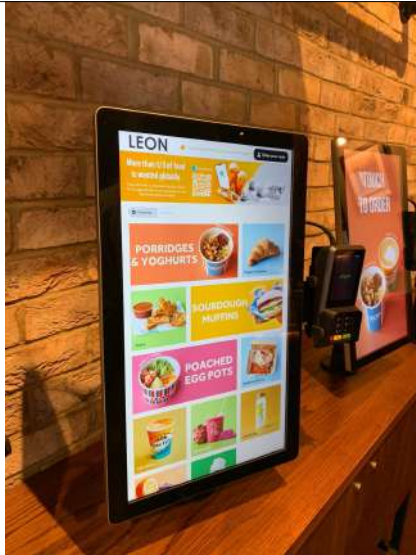
- The rise of delivery
- Blurring of foodservice and foodretail
- Convenience is king
- Instore technology



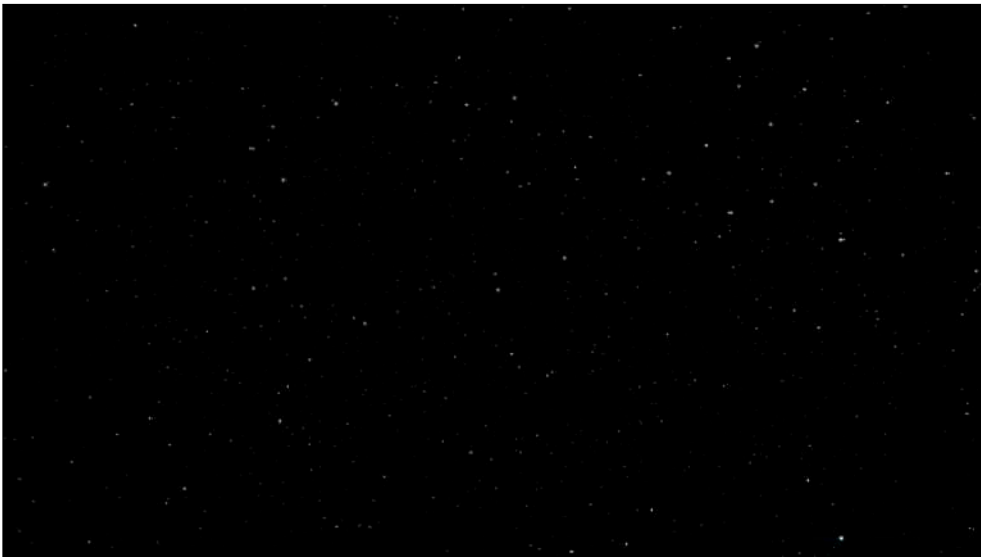
The Rise of the YOUNG Chief Executive Consumer







EVOLUTION



**Sociologist
Zygmunt Bauman**

"Solid to fluid modernity"



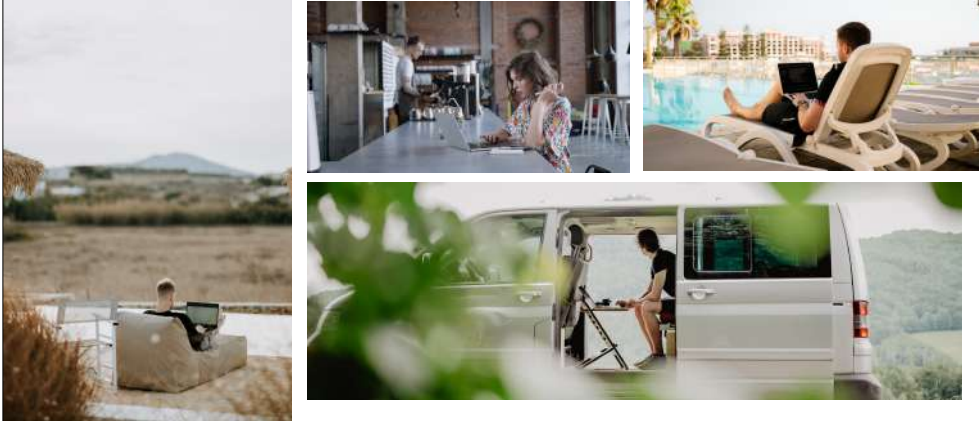


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New work-life balance

The collage consists of three separate images. The first image on the left shows a woman with long dark hair sitting on a light-colored sofa, working on a laptop. A young child is sitting on the floor in front of her, looking at something. The second image in the middle shows a woman with long dark hair sitting at a wooden table outdoors, looking at her smartphone. In the background, there is a view of a beach, ocean, and some buildings. The third image on the right shows a man with a beard and dark hair sitting on a light-colored sofa, working on a laptop. He is also talking on a mobile phone. The background is a plain, light-colored wall.

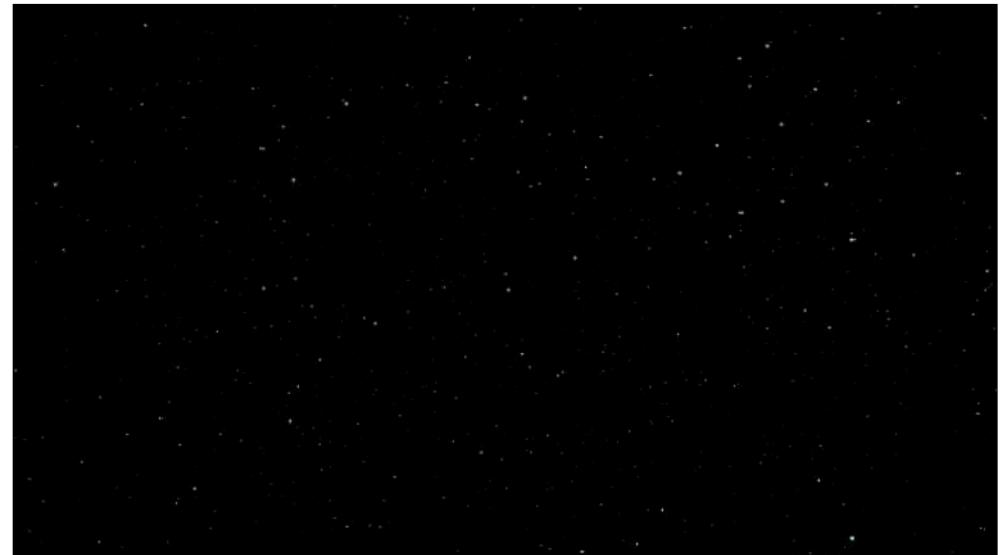
Workation

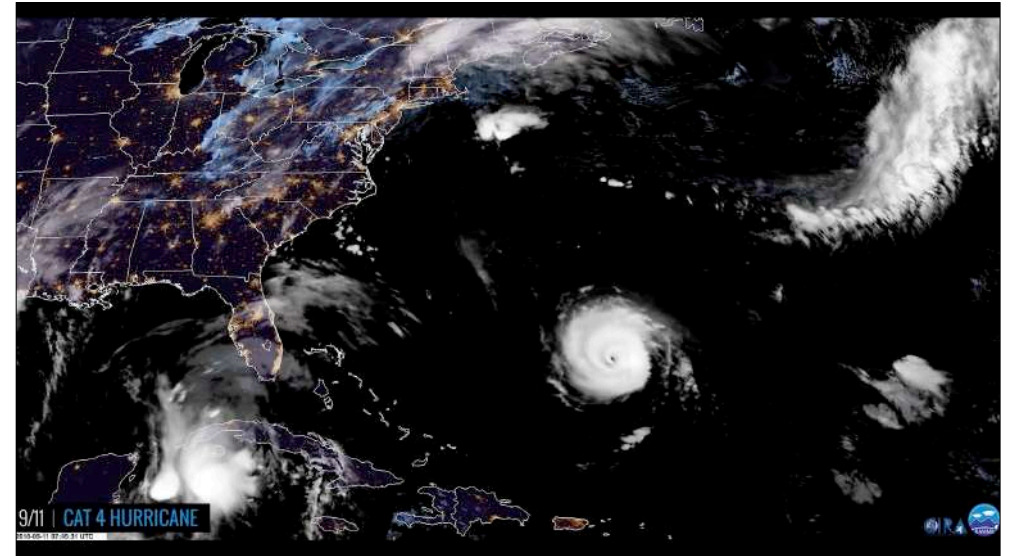


Bleisure



Offline real contact





GLOBAL WARMING: WHY?



IT'S ALSO THE FOOD, MY FRIEND



25% CO₂

45% CH₄
(methane)



90% H₂O





HOPE



0



0



4.543.000.000
JAAR



300.000
JAAR



WE HAVE TO EVOLVE FROM A
EGOSYTEM TO AN ECOSYSTEM

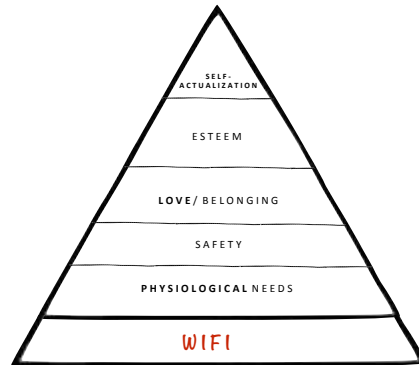


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THE FOODLOV
PYRAMID



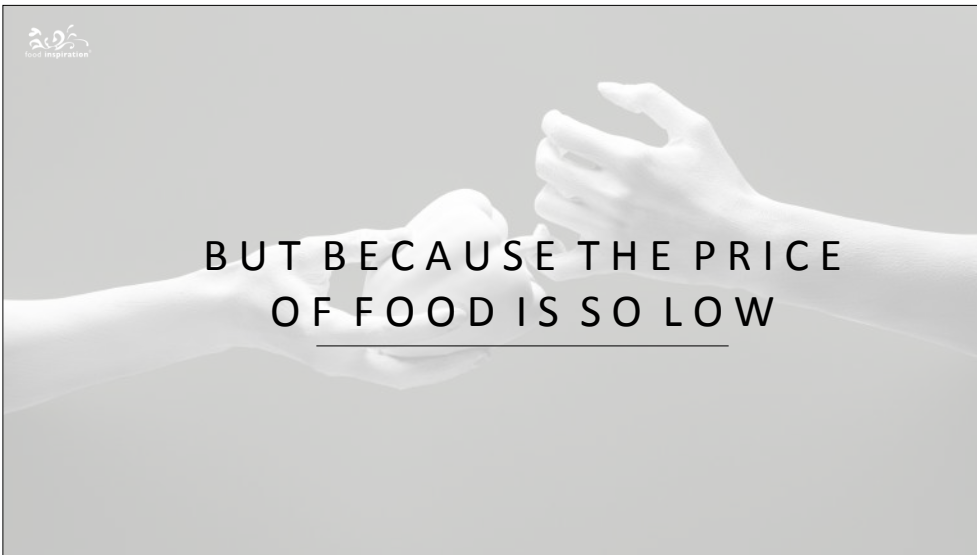
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THE PYRAMID OF MASLOV



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FOOD HAS
IMPORTANT VALUES



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BUT BECAUSE THE PRICE
OF FOOD IS SO LOW



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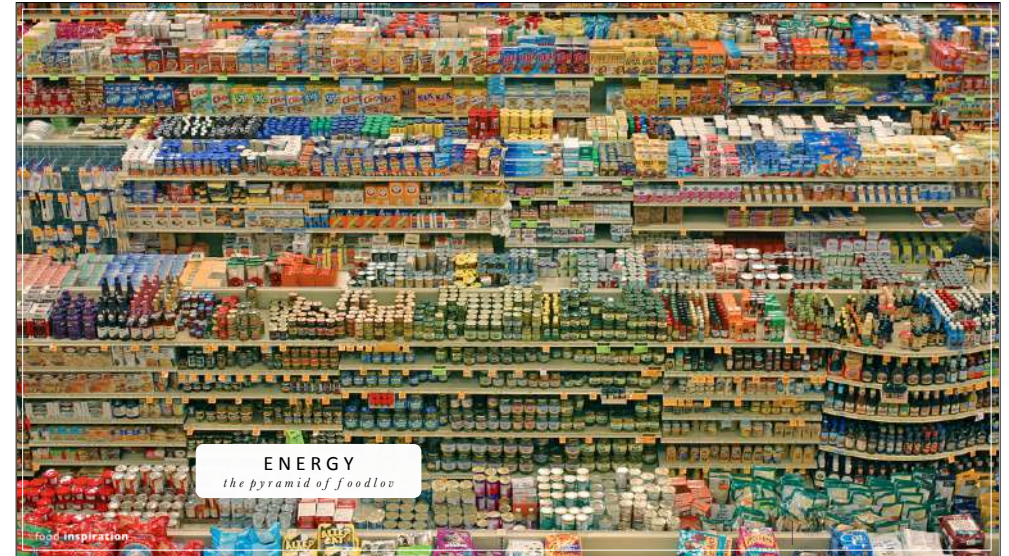
THOSE VALUES ARE NOT
IN THE FOOD ANYMORE



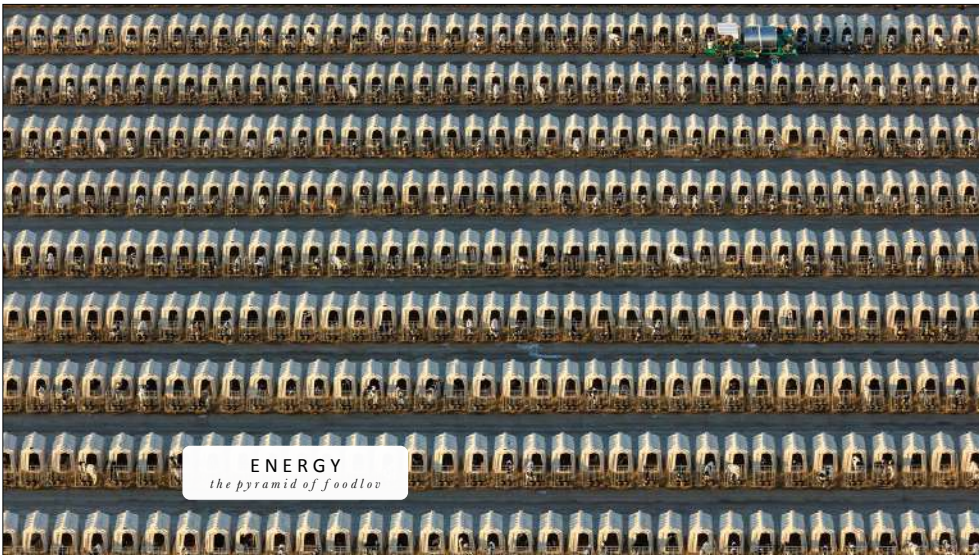
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THE PYRAMID OF FOODLOV

ENERGY & FOOD SAFETY



ENERGY
the pyramid of foodlov



ENERGY
the pyramid of foodlov



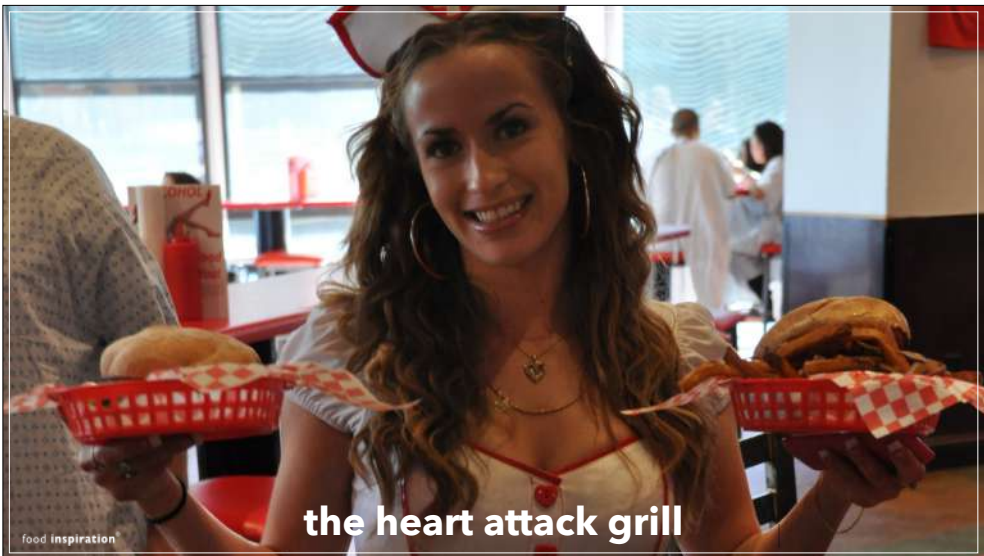
“Our eating
pattern has
changed more
over the last
50 years than
in 10,000
years before.”



the heart attack grill



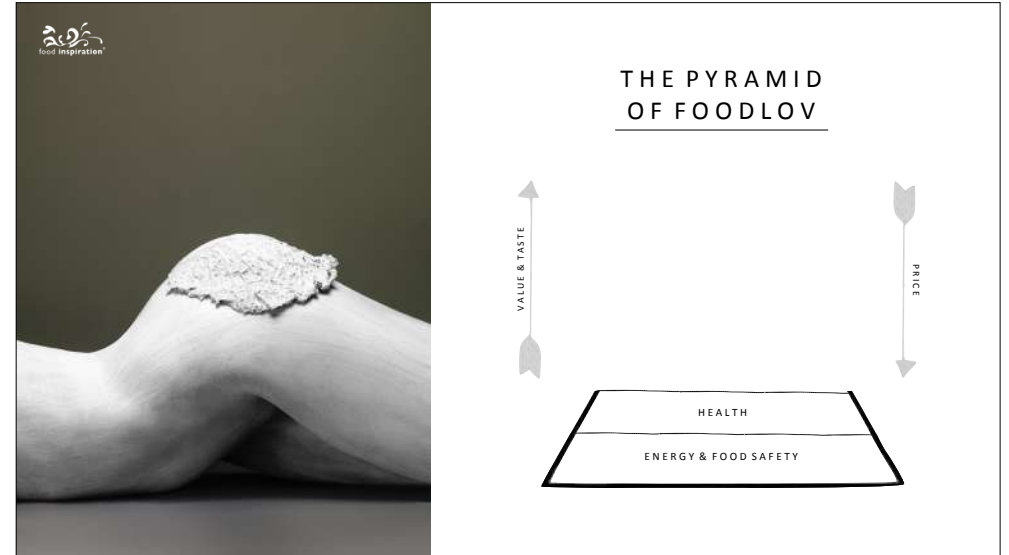
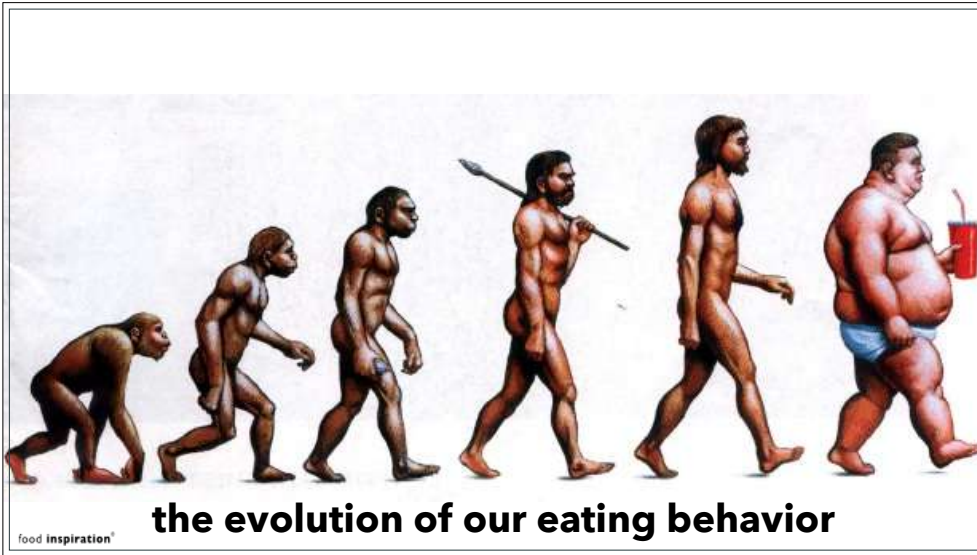
the heart attack grill

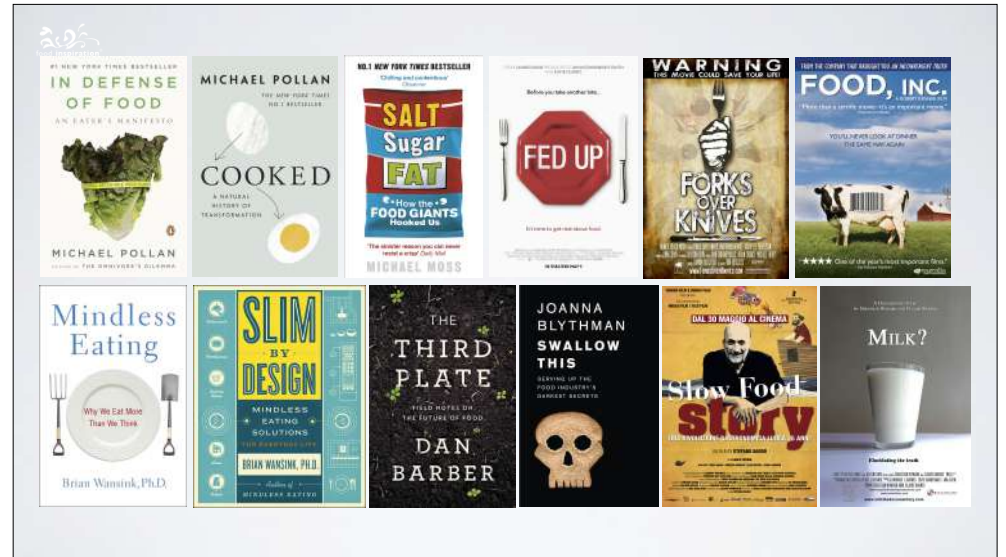
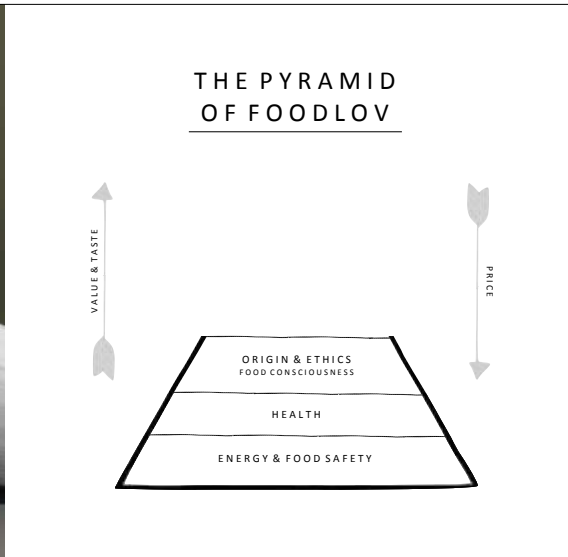


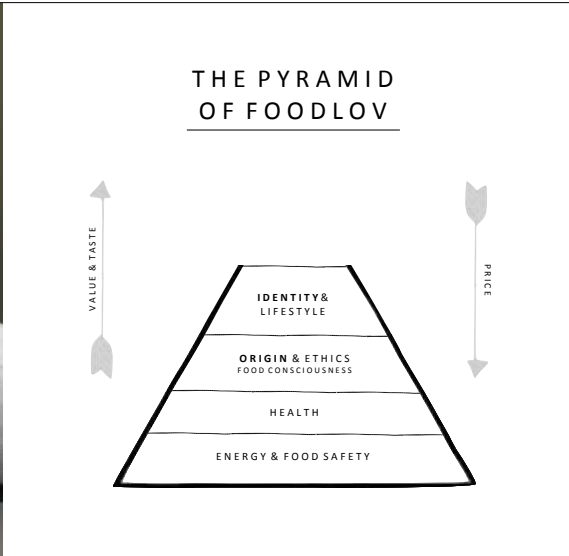
the heart attack grill



the heart attack grill





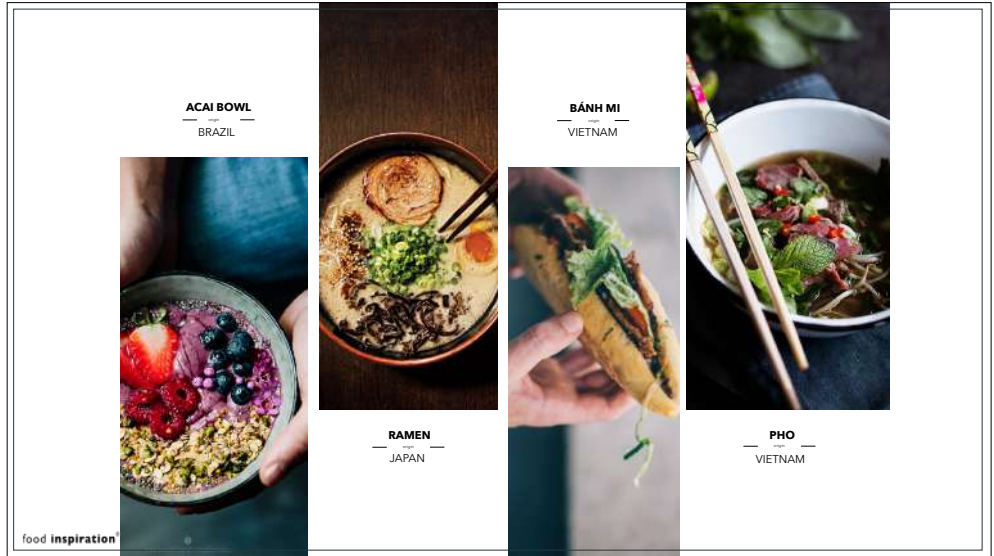
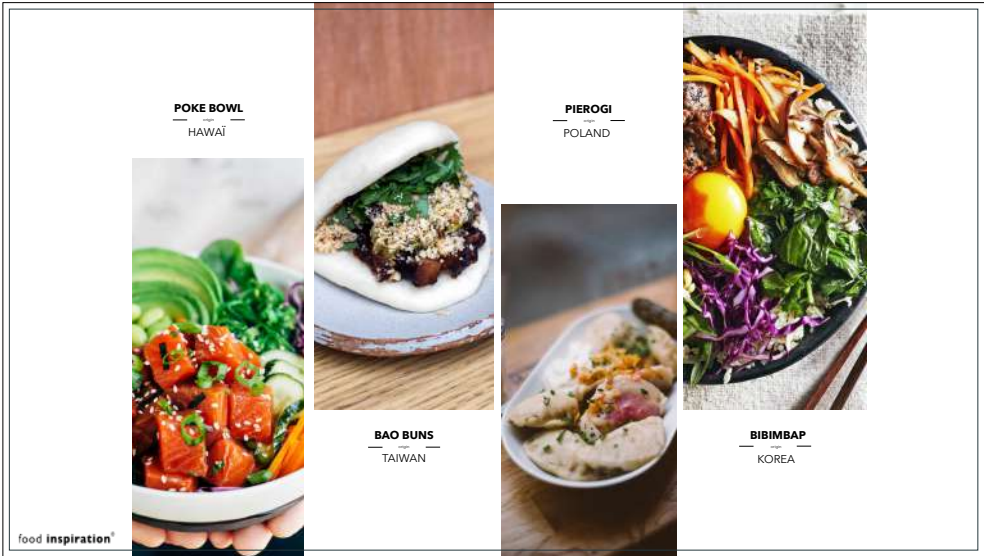


“millennials

54% agrees 'eating can be as pleasurable as sex'

food inspiration®





THE
END
OF
GOOD
ENOUGH



instagrammable food

THE
END
OF
GOOD
ENOUGH



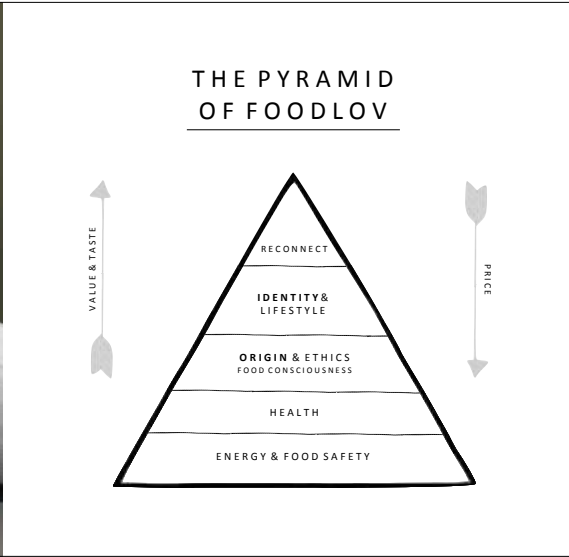
instagrammable food

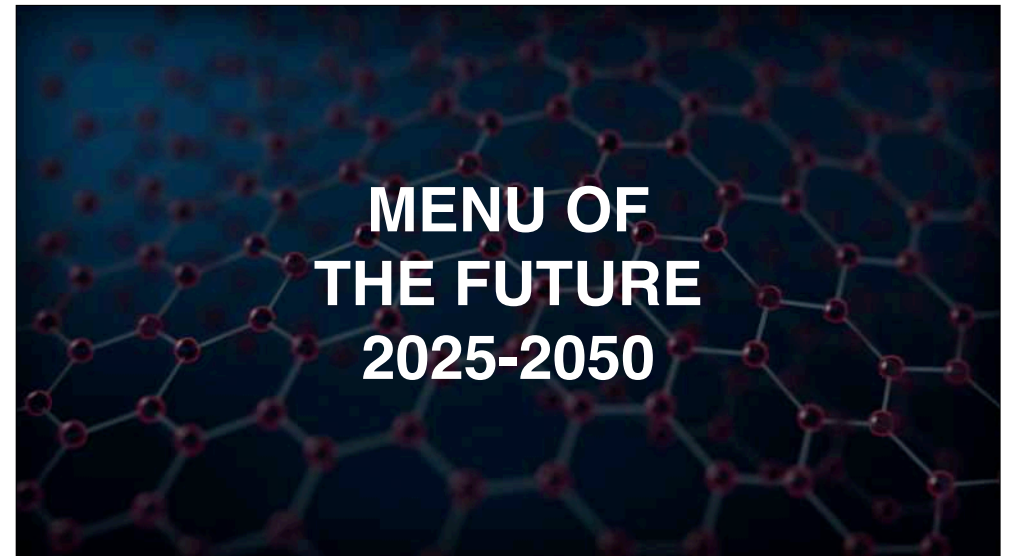


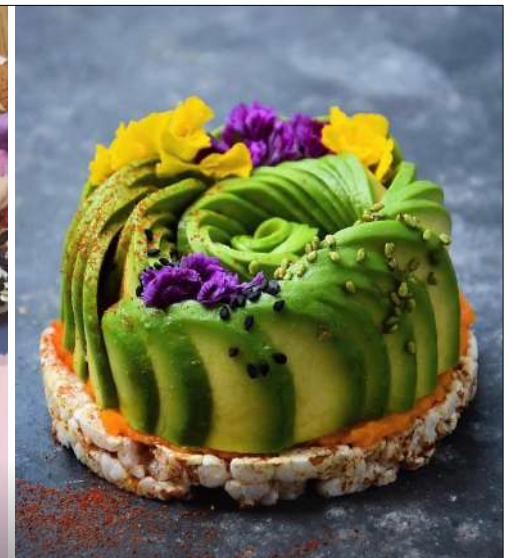
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Vegan Junk Food Bar



Vegan Junk Food Bar



NEW YORK CITY



Beyond Sushi



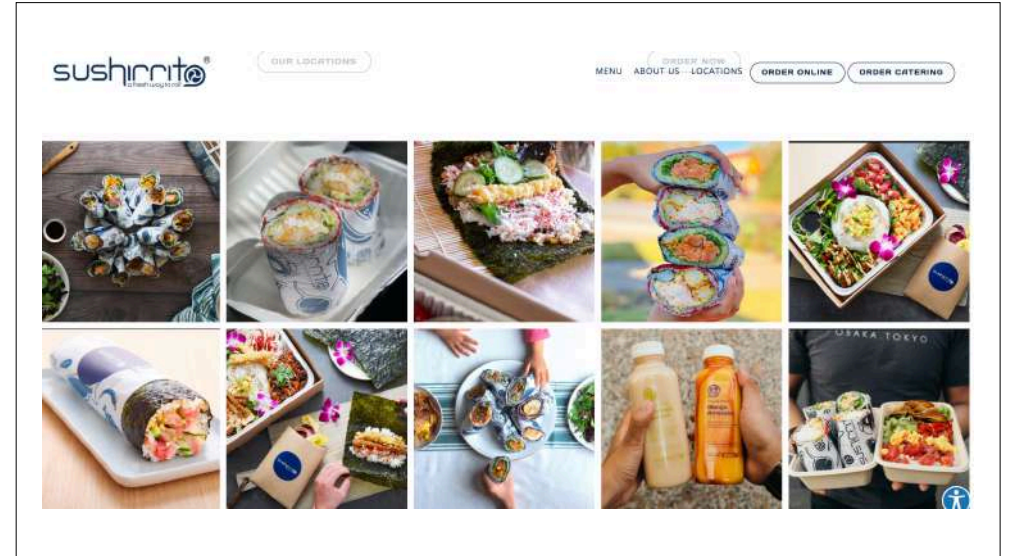
Beyond Sushi



TEL AVIV
Veggie heaven









**Alternative proteins
meat from the lab
cultured meat**

Competitive in 10 years

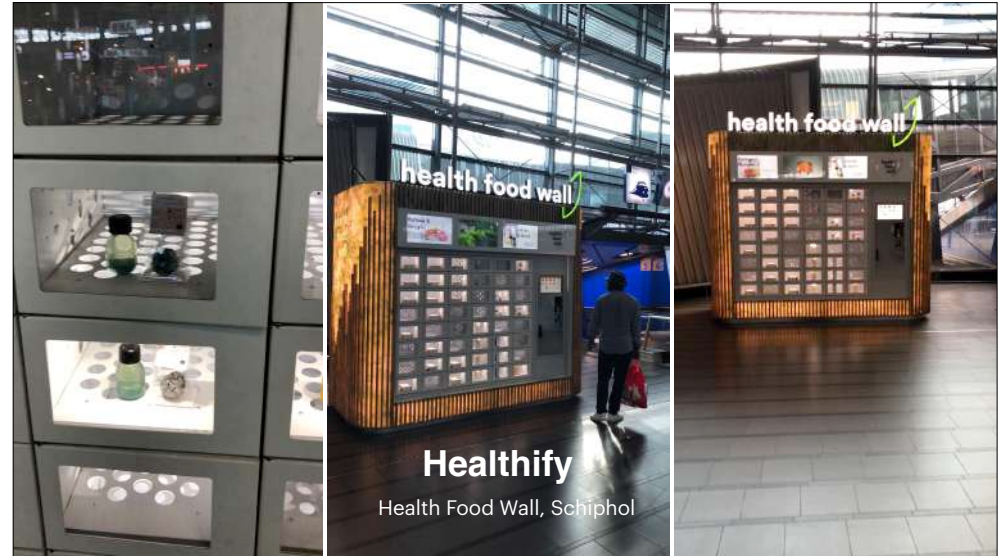
© Meatless Farm



2. CUSTOMIZED



**3.
PREMIUMIZATION
COMFORTFOOD**





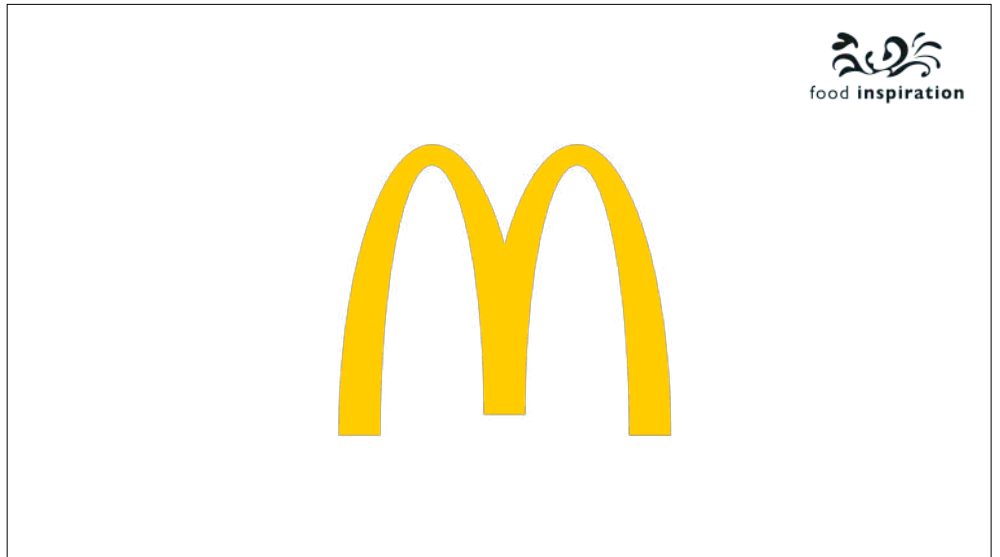
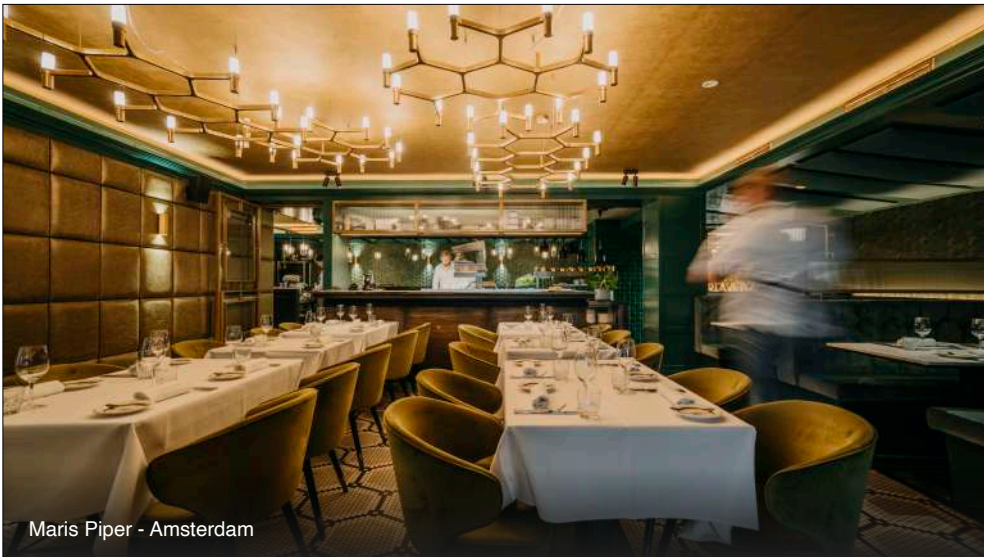
Restaurant Lila - Berlin



Gaggan Anand - Bangkok



Daniel Humm - Eleven Madison Park




food inspiration



Three assets to win your customers' heart and the business in the post-coronavirus era



EMPATHY
Help your customers
realise their hopes
and dreams



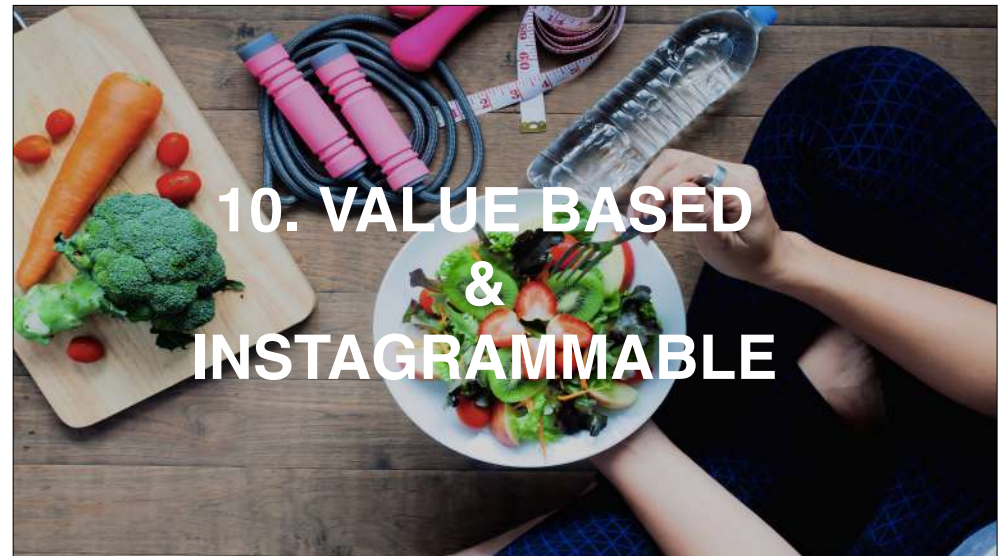
DIGITAL
The ultimate
convenience



ACT RESPONSIBLY
Contribute
to society

7. FAIR 4EVER1






8. CONVENIENT





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