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FoodInSpace
The best F&B store concepts globally

LAUNCH OF THE FOODINSPACE AWARDS FOR THE BEST RESTAURANT CONCEPTS.

The trade magazine has launched the first competition in which various professionals can participate. There is time until the end of October.

An international award dedicated to the most innovative, original and aesthetically appealing concepts in the field of food: the web magazine FoodInSpace officially inaugurates the first edition of the FoodInSpace Awards. Specifically, this is a new planning and design competition, reserved only for the food&beverage world.

The FoodInSpace Awards aim to recognise and celebrate the excellence and originality of design and planning work from all over the world, while maintaining the nature of the magazine, i.e. to be a source of inspiration for all professionals in the sector. Nominations, to be submitted exclusively through the www.foodinspace.net website, are already open: those wishing to take part can submit them by 31 October; as it is the launch year of the Awards, participation is completely free. Participants will benefit from great visibility: FoodInSpace, in fact, enjoys a vast and loyal worldwide following both on the web and on social channels. There are more than 40,000 active followers on the LinkedIn profiles of the official page and that of its founder, and those who participate in this competition can have a considerable return in terms of image.

How do the FoodInSpace Awards work? There are 29 categories in which a project can be entered, 20 of which are Interior Design and 9 Product Design. To date, over 160 projects have been entered, a number that is already more than satisfactory for being the first edition

and considering that there are still three months to go before the deadline. The first short list phase will be at the beginning of November, while at the end of the month the finalists will be announced. In December, it will be time for the announcement of the winners, which will take place through an online communication in the web magazine and related social channels. The benefits for participants, finalists and winners are manifold: from global exposure and recognition, to increased credibility and reputation in one's own sector, the possibility of acquiring new customers, differentiation from other competitors in the market, and even the celebration of one's team: what better way to recognise the hard work and creativity of those who allowed a project to be among the finalists or even to win the first prize.

A unique model in a niche sector

Founded eight years ago, the FoodInSpace magazine is the brainchild of Marco Beolchi, who has 30 years of experience in the food and retail real estate industry behind him. Initially conceived as a blog reporting on new food openings, it has evolved over time into a full-fledged web magazine, dealing exclusively with food and beverage around the world, from hotels and restaurants to beach clubs and the most unusual realities. FoodInSpace's mission is to introduce the public and

visitors to the site to the most interesting projects and professionals working in this field, from designers to architects, not forgetting contractors, so that they can find inspiration for their creative projects. Creativity, in fact, is the keyword of FoodInSpace, as founder Marco Beolchi well explains: 'Our magazine wants to stimulate those who consult it to get involved, to use flair and originality for their project, thus creating something unique and different from the others'. Together with the launch of the competition, the FoodInSpace website was revamped in May thanks to the collaboration with Jet's, which supports the magazine in its corporate communication and editorial plan: all articles are in English and the publications date back to 2017, while the previous ones, written in Italian, do not appear for the sake of uniformity. The new digital platform features an attractive design and quick and easy usability. It is aimed at architects, contractors, designers, photographers, advertisers, engineers and any other professional in the sector, helping them to publicise and promote projects and products thanks to the visibility generated around their work. By sharing ideas, media, information and social and professional opportunities, it is possible to generate a virtuous mechanism for sharing, disseminating and enhancing experiences of excellence within the food and beverage world. The website contains more than 1,500 articles and 400 profiles of professionals: the magazine is updated daily by Marco Beolchi himself, who is its editor. 'With the help of Jet's, and its president Andrea Gallerini, we implemented the site and the communication strategy. From a personal blog,' says Marco Beolchi, 'it has become a real industry magazine, with great potential to be developed. We have clear objectives and a well-constructed plan to achieve them'.

Looking to the future

Among the characteristics that have made FoodInSpace a point of reference for many professionals in the sector is the specialisation acquired over the years. Today, the magazine represents a unique project and is appreciated by the insiders, who have become loyal to it over time. 'We have a following of insiders interested exclusively in food. A very sectorial audience,' comments the founder, 'and this is an added value for us. Among the strengths is also the high reputation acquired in this world. 'We publish food&beverage themed content every day,' adds Beolchi, 'and the interactions are always very high. This happens because those who follow us are really interested in seeing what we post; moreover, we are the only magazine to have this daily presence. It is a note that particularly diversifies us. We have created a community'. The fact that the magazine and the Awards are completely free of charge obviously plays a special role. 'The magazine publishes projects and professional profiles completely free of charge The Awards represents an additional showcase for professionals, and for us a not inconsiderable amount of work. This choice,' Beolchi points out, 'was made to try to make us known to an even wider audience than we are today, without losing our identity. Looking to the future, FoodInSpace is aiming high. 'We aim for industry leadership. We can become one in the short

term, because there are no realities like us that only deal with food and beverage and have such a comprehensive and implemented site and our knowledge of the sector. We therefore want to continue to grow in this niche world and become its leader. Another intention is the possibility of landing on channels other than the web, thanks to the collaboration with some partners. 'We are also trying to be present in different contexts, so as to give professionals who publish on our site the possibility of reaching where our competitors do not reach. For example, we are forming an important partnership,' concludes founder Marco Beolchi, "with an editorial series, which we will announce during an event next October, to land in the printed press and in bookshops tomorrow". FoodInSpace, therefore, will not be a solely digital reality, but will also test other channels, perhaps more traditional ones.



foodinspace.net

