

# EKOS

cumbre **empresarial**

5ta EDICIÓN **2017**

COMUNIDAD HORECA

# MARKETING GASTRONÓMICO



ESCUELA ONLINE DE  
MARKETING  
GASTRONÓMICO

Erika Silva Aguilera



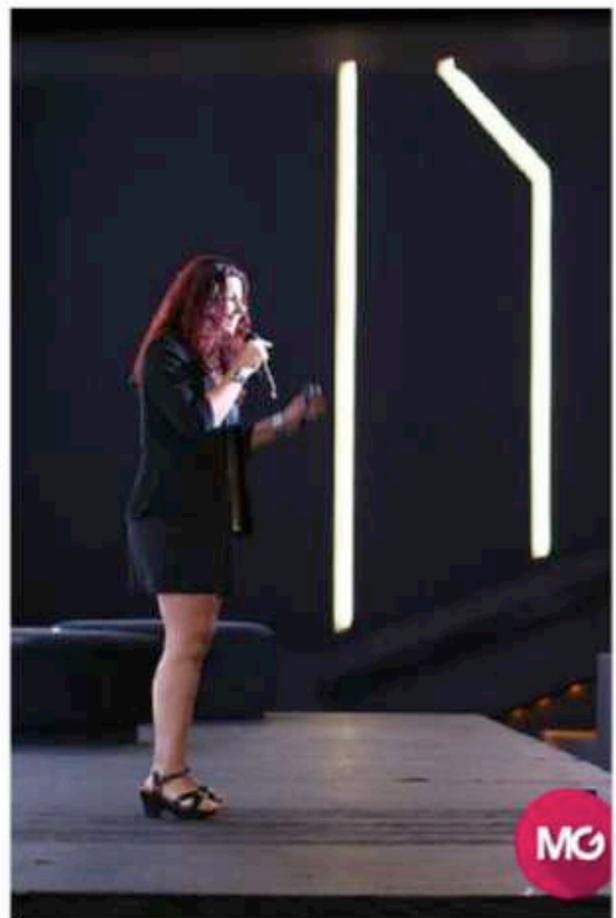
Coca-Cola

sodexo

SIEMENS



ESCUELA ONLINE DE  
**MARKETING  
GASTRONÓMICO**



ESCUELA ONLINE DE  
**MARKETING  
GASTRONÓMICO**

MG



# MÉTODO MARKETING GASTRONÓMICO



# 1. PROCESO



## 2. SEGMENTACIÓN





**88% la gastronomía es un componente importante del viaje.**

Incorpora alguna experiencia gastronómica en su itinerario:

- **79%** eventos gastronómicos.
- **68%** clases de cocina local.
- **59%** ferias con producto local.



Interesados en alimentos locales  
'auténticos' y en vivir experiencias  
culinarias 'únicas', diferentes de las  
que disfrutaban habitualmente en su zona  
de residencia.

MENÚ DEGUSTACIÓN

EXPERIENCIA DE  
COCINA LOCAL



urko.rest |  

NO EXISTE  
MODERNIDAD  
SIN UNA BUENA  
TRADICIÓN

urko.rest |  

INGREDIENTES  
ANCESTRALES  
**COCINA**  
CONTEMPORÁNEA

urko.rest |  

GINEBRAS  
DESTILADOS CON  
PRODUCTOS  
ECUATORIANOS

urko.rest |  

VIAJE POR  
ECUADOR  
EXPERIENCIA URKO

urko.rest |  

ECUADOR  
TIERRA DEL  
CACAO

urko.rest |  



# INTERESES





CUANDO INTENTAS ABARCAR  
TODO TIPO DE CLIENTES  
AL FINAL  
NO CONECTAS CON NINGUNO

# 3. NECESIDADES





TWEET BUY like POST  
IDEA HEY  
SEND FOLLOW  
CHAT SMS  
LIKE MESSAGE  
play RECEIVE

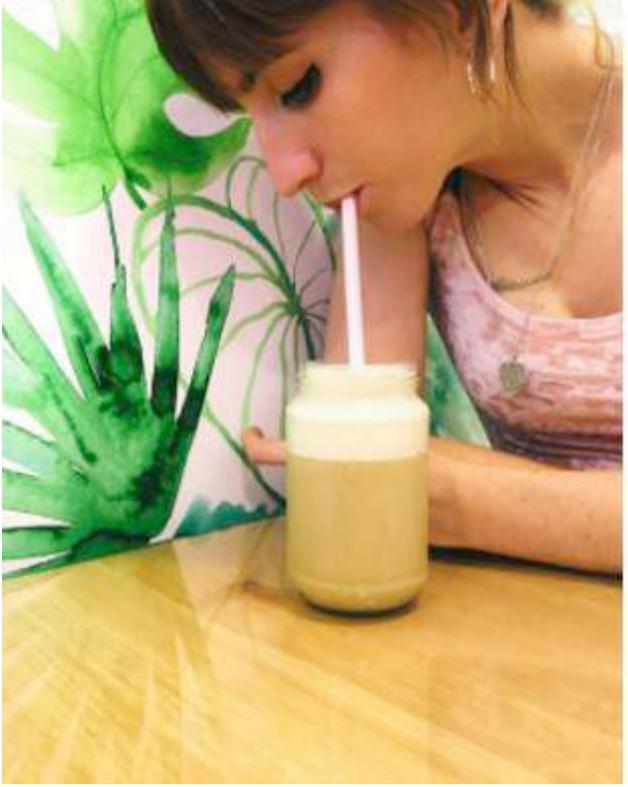


# CLIENTE PROTAGONISTA

patriciatedalicia  
Alicante, Spain



411 Me gusta  
patriciatedalicia White Stripes · más



# CLIENTE PROTAGONISTA



# CONEXIÓN TOTAL



A close-up photograph of a person's hands holding a smartphone. The phone screen displays a 'Delivery Order' app with a truck icon and a 'Packaging' button. The person's other hand is pointing at the screen. The background is a warm, blurred indoor setting.

40% QUIERE  
PEDIR  
ONLINE  
13% MÁS  
DE GASTO

# COMPRA PRODUCTOS PREPARADOS

77% QUIERE COMPRAR  
ALIMENTOS ONLINE



MILLONES DE CAJAS



**Blue  
Apron**



**TECHNOMIC**





70% DE LOS CONSUMIDORES PAGARÍA  
MÁS POR UN PRODUCTO MÁS  
SOSTENIBLE Y RESPETUOSO  
SOCIALMENTE.

nielsen  
.....

“VOLVER A PRODUCTO  
NATURAL, SOSTENIBLE Y  
SIN DESPERDICIO  
ALIMENTARIO”



2 DE CADA 3  
CONSUMIDORES BUSCAN  
PRODUCTOS QUE LES  
PROPORCIONEN UN ESTILO  
DE VIDA SALUDABLE.

Estudio: WOWness, marketing del bienestar en gran consumo





MIL MILLONES DE  
VEGETARIANOS EN EL MUNDO

# 75 MILLONES DE INVERSIÓN

## THE IMPOSSIBLE BURGER

It's here. A delicious burger made entirely from plants for people who love meat. No more compromises. Ready for an introduction?



# FOTOGRAFÍA GASTRONÓMICA





# LO MÁS FOTOGRAFIADO



# FOOD STYLING



# 4. DIFERENCIACIÓN





La competencia  
en restaurantes  
es feroz.

Las expectativas  
de los clientes  
están más altas  
que nunca.

SORPRESA

PERSONALIZACIÓN

ATRAIGAN



# MENÚ INFANTIL



# LEON

NATURALLY FAST FOOD

— 4.25 —



..... ANY .....

**BREAKFAST**  
ITEM AND A  
**COFFEE**

— LEON —



50% MAS DE VENTAS EN TOTAL



# 6. INFLUIR



MENU

LOCATIONS

OFFERS

ONLY \$1.69  
BACON, EGG & CHEESE  
BISCUIT



**Hardee's** FIND A LOCATION

LIMITED TIME ONLY AT PARTICIPATING RESTAURANTS. PRICE MAY VARY. TAX NOT INCLUDED. [www.hardees.com](http://www.hardees.com)



Hi-ena,

Welcome to our second ever CHIK'N newsletter - you're a part of history! We've had a busy old time recently, running around our local offices and meeting our neighbours. It's been great sharing our food with you and getting to know you all better.

The big news this week at CHIK'N towers is that we have a special pumpkin pie shake coming out just for Halloween. For those of you that missed it, we replaced our limited edition TAO sandwich with the Microwave Classic. Finally, as we've been getting such helpful feedback recently we'd also love to know what you, our beloved newsletter readers, think about CHIK'N.

**The Halloween pumpkin pie shake**

This is tentatively, delicious. In the spirit of Halloween, we decided to make a shake version of one of our favourite pies, pumpkin pie. We take our Ice Cream Union shake base, add loads of cream and then add pumpkin puree, crumbled Bischoff biscuits (magic) and toffee syrup. We nearly went with salted caramel but this version felt a bit more in the Halloween vibe. As always our shakes have no preservatives or additives in them.

It's available from this Saturday 28th until 31st October and this genuinely is so good we might have to keep it on the menu, so come and let us know if you think we should.

**Help us out and get free fried chicken!**

After doing our office tastings, we were so blown away by all the useful feedback we got, we'd love to hear what more of you think and how we can keep improving your experience in the restaurant.

We put together a brief survey, that should only take 3-5 minutes to fill in, asking you some easy-going questions. To say thank you we will choose someone at random and give them a £25 CHIK'N voucher. You're lucky you have a chance better than 50:50 to win. You really would be blowing us a wishbone here. Just click on the button below to start.

**TAKE THE SURVEY**

ANSWER QUESTIONS,  
WIN FREE  
FRIED  
CHICKEN



Thanks so much for taking the time to read this.

As always, send any feedback, food chicken trivia, anything really to [hello@chikn.com](mailto:hello@chikn.com) we respond to every mail.

Big love,



Carl, David and the CHIK'N team



**VOLAPTE**

TABLA  
FLAMENCA  
+ 2 CANAS **7,90€**



LOS JUEVES, 19:00 h  
de 22<sup>a</sup> a 22:00 h

**2 X 1 EN TAPAS**

2<sup>a</sup> TAPA A ELEGIR

- Carne en Salsa
- Calamar a la Andaluza
- Ensaladilla Rusa
- Albondigas con tomate
- Croquetas Pollo/Jamón
- Bravas
- Buñuelos de Bacalao
- Lomo con Col
- Tortilla de Patatas
- Calandracas
- Torreznos
- Chipirones

# COMUNICACIÓN VISUAL

INSPIRAR

GENERAR  
DESEO

HACER  
SOÑAR

ADELANTAR  
EXPERIENCIA



Dulce de Leche Boutique Ruzafa

23 de septiembre a las 20:10 · €

|| B•R•U•N•C•H ||

ALMUERZO

VEGGIE

De este finde 🍷 🍷 ... Ver más

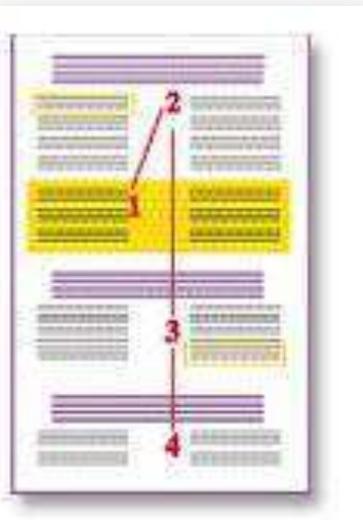


# LOS USUARIOS SÓLO LEEN EL 28% DE LAS PALABRAS

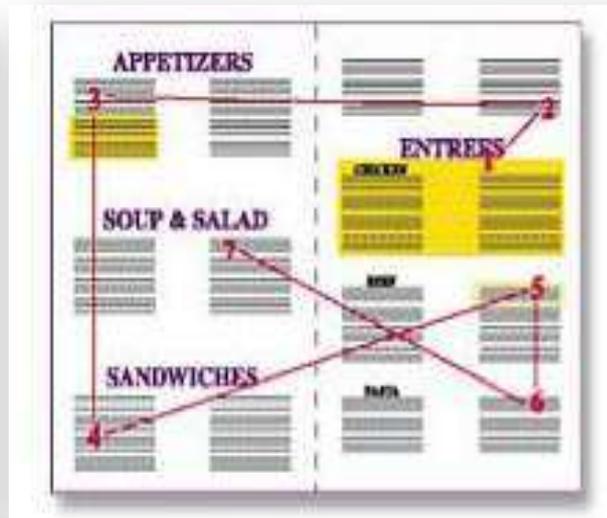


# POSICIONAMIENTO DE LOS PLATOS MÁS RENTABLES

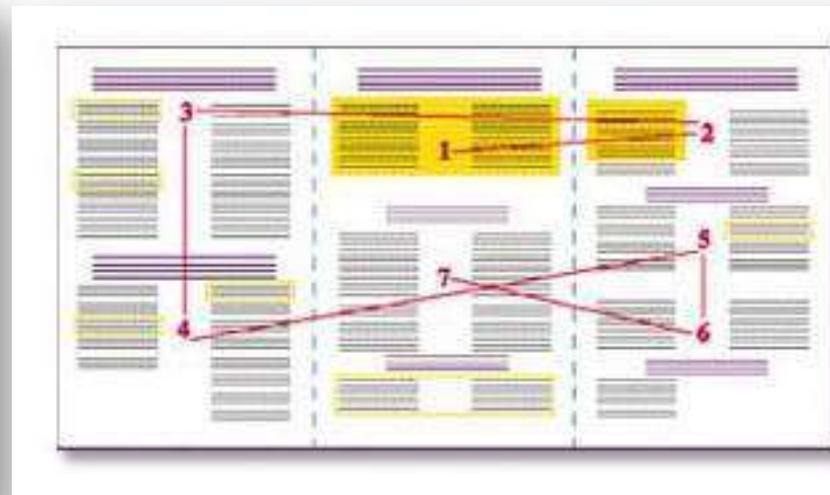
1 PÁGINA



DIPTICO



TRIPTICO



# DESTACAR PRODUCTOS

## SMALL PLATES

**WISKEY BACON**  
Crispy pork belly, cheddar, onion, maple, house-made pickles, 12.95

**SMART BIRD RICE & CAULI**  
Maple-glazed chicken, wild rice, cauliflower, house-made pickles, 12.95

**GRABBY STEAK TACO**  
Soft shell taco with steak and cheddar, house-made pickles, 12.95

**BEER CRISPER WISKEY**  
House-made pickles, cheddar, onion, maple, house-made pickles, 12.95

**BBQ CHICKEN**  
House-made pickles, cheddar, onion, maple, house-made pickles, 12.95

**WISKEY SPICY TACO**  
House-made pickles, cheddar, onion, maple, house-made pickles, 12.95

**SMART TACO**  
House-made pickles, cheddar, onion, maple, house-made pickles, 12.95

**WISKEY (12)**  
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## HANDCRAFTED BURGERS

Our special hot & cold food is all prepared with love and care. We use locally sourced ingredients and our secret sauce of house-made pickles and onions.

**TOP BROWN BUNNIE**  
Crispy pork belly, cheddar, onion, maple, house-made pickles, 12.95

**SMART BIRD**  
Maple-glazed chicken, wild rice, cauliflower, house-made pickles, 12.95

**GRABBY STEAK**  
Soft shell taco with steak and cheddar, house-made pickles, 12.95

**BEER CRISPER**  
House-made pickles, cheddar, onion, maple, house-made pickles, 12.95

**BBQ CHICKEN**  
House-made pickles, cheddar, onion, maple, house-made pickles, 12.95

**WISKEY SPICY**  
House-made pickles, cheddar, onion, maple, house-made pickles, 12.95

**SMART TACO**  
House-made pickles, cheddar, onion, maple, house-made pickles, 12.95

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## BIG PLATES

**WISKEY BACON**  
Crispy pork belly, cheddar, onion, maple, house-made pickles, 12.95

**SMART BIRD RICE & CAULI**  
Maple-glazed chicken, wild rice, cauliflower, house-made pickles, 12.95

**GRABBY STEAK TACO**  
Soft shell taco with steak and cheddar, house-made pickles, 12.95

**BEER CRISPER WISKEY**  
House-made pickles, cheddar, onion, maple, house-made pickles, 12.95

**BBQ CHICKEN**  
House-made pickles, cheddar, onion, maple, house-made pickles, 12.95

**WISKEY SPICY TACO**  
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## WOOD FIRED FLAT BREAD

**WISKEY BACON**  
Crispy pork belly, cheddar, onion, maple, house-made pickles, 12.95

**SMART BIRD RICE & CAULI**  
Maple-glazed chicken, wild rice, cauliflower, house-made pickles, 12.95

**GRABBY STEAK TACO**  
Soft shell taco with steak and cheddar, house-made pickles, 12.95

**BEER CRISPER WISKEY**  
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## GREENS

**WISKEY BACON**  
Crispy pork belly, cheddar, onion, maple, house-made pickles, 12.95

**SMART BIRD RICE & CAULI**  
Maple-glazed chicken, wild rice, cauliflower, house-made pickles, 12.95

**GRABBY STEAK TACO**  
Soft shell taco with steak and cheddar, house-made pickles, 12.95

**BEER CRISPER WISKEY**  
House-made pickles, cheddar, onion, maple, house-made pickles, 12.95

**BBQ CHICKEN**  
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**WISKEY SPICY TACO**  
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**SMART TACO**  
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## BOTTLES

**WISKEY BACON**  
Crispy pork belly, cheddar, onion, maple, house-made pickles, 12.95

**SMART BIRD RICE & CAULI**  
Maple-glazed chicken, wild rice, cauliflower, house-made pickles, 12.95

**GRABBY STEAK TACO**  
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## BREAKFAST until NOON MAINS

**Fresh Chopped Fruit Bowl** 2.95

**Organic Rude Health Porridge** 2.95 topped with honey, fresh strawberries & banana

**Free Range Egg, Grilled Bacon & Heins Beans** 2.50

**Mini Full Brunch** 2.95 herby pork sausage, free range egg, Heins beans & toasted artisan sourdough

**vegie option with rice & broccoli seeds**

**Fipping Amazing Fannakes** 2.50 with banana & blueberry compote

**Sunny Schnitzel & Salad** 5.50 buttermilk chicken schnitzel

**Grilled Salmon Fillet & Salad** 5.50

**Grilled Chicken Breast & Salad** 5.50

These plates come with a fresh garden salad & one of the following sides of your choice:

- Steamed Vegetables
- Baby Baked Jacket Potato Wedges
- Sweet Potato Fries

## KIDS DRINKS

**Fresh Orange or Cloudy Apple Juice** 1.00

**Pineapple, Cranberry or Pomegranate Juice** 1.75

**Coke, Diet Coke or Sprite** 2.45

**Tooty Fruity Smoothies** sunrise, mango mamba or hippy hippy shake 2.15

**Whole Milk** 1.80

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## KIDS DESSERTS

**Fresh Chopped Fruit Bowl** 2.95

**Kids Sundae** 2.50 very vanilla ice cream, chocolate sauce & fresh strawberries

**Chocolate Brownie** 2.00 with very vanilla ice cream

**Banana Split Sundae** 2.85 frozen yogurt, banana & honey topped with crunchy pumpkin & sunflower seeds

**Jude's Dairy Ice Creams** 1.00 one scoop of very vanilla, double chocolate or strawberry tease

## Kids Meal Deal

All Day Every Day

Choose a main & selected drink for **£5.65**

There are no ingredients containing gluten in these dishes

These dishes contain nuts or seeds

Vegetarian options

While our menu is mostly vegetarian, we do prepare food in a kitchen where dairy, seafood, eggs & other allergens are present. Some dishes may contain more ingredients than we list. Before ordering please ask a member of our team. Please if you're not sure if your child's allergic to a food allergy or intolerance, we will have always start to provide. We do not use any GM foods in our dishes.

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Please note an optional service charge will be added to your bill for the benefit of all our staff. This service charge is voluntary & need not be paid if our service has fallen below your expectations.

facebook.com/giraffestaurants  
@giraffetweet @giraffetnaps  
www.giraffe.net

giraffe



## DEEPLY DELICIOUS SINCE 1943

In 1943, in a turn-of-the-century Victorian house on the corner of Ohio and Wabash in downtown Chicago, the legendary Chicago style Deep Dish Pizza was born. It combined some old Italian recipes with the best meats, spices, vegetables and cheeses and baked them in a unique delicious deep dish crust. It wasn't long before the tiny restaurant had more customers for its deep dish pizza than it could handle, so we opened Pizzeria Due across the street. The two restaurants are still there today making that famous dough fresh every morning, as we do in every UNO kitchen across the world.

[PLACE AN ONLINE ORDER](#)



# NEW! CHICAGO THIN CRUST

## THE BEST THING TO HAPPEN TO PIZZA SINCE DEEP DISH

CHECK 'EM OUT

 FIND AN UNO

 *city/state/zip*



# healthy, handmade meals for busy people

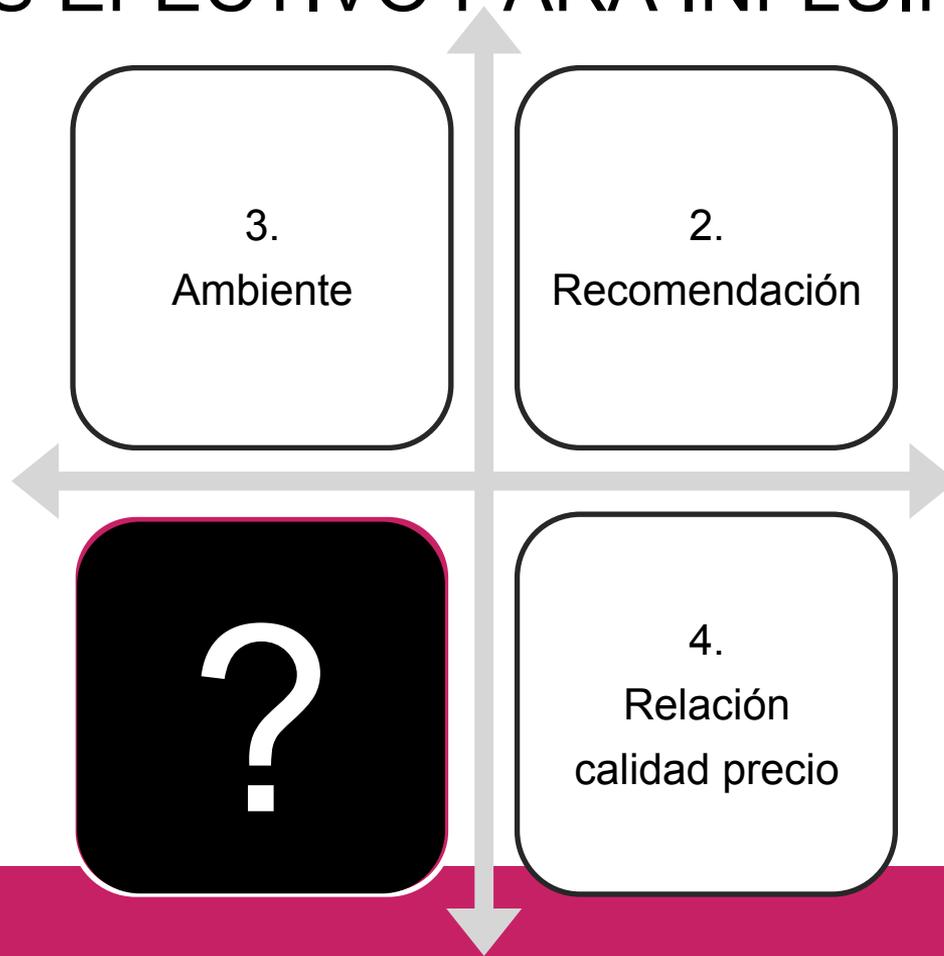
order now

explore the menu

scroll for more



# ¿ QUÉ ES LO MÁS EFECTIVO PARA INFLUIR EN LOS CLIENTES?



TU PERSONAL.  
TU EQUIPO.

# 81%

# ORACLE®

De consumidores preferiría pagar más si con ello se les atendiera mejor.

# ¿CÓMO AUMENTAR VENTAS CON TU EQUIPO?

RECOMENDANDO  
SIEMPRE:

APERITIVOS

BEBIDAS

POSTRES

LICORES

¡10% DIRÁ QUE SÍ!

# MÉTODO MARKETING GASTRONÓMICO PARA AUMENTAR VENTAS



# ¡GRACIAS!



BLOG: Marketing Gastronómico | TWITTER: @EriSofi | FACEBOOK: Erika Silva Aguilera  
ESCUELA : [www.escuelamarketinggastronomico.net](http://www.escuelamarketinggastronomico.net)



ESCUELA ONLINE DE  
**MARKETING**  
GASTRONÓMICO



¡La Fabril impulsa tu negocio!

División HORECA/La Fabril S.A. Montecristi, Manabí ☎ (593) 5 292-0091

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