

European Restaurant Marketing in a Time of Crisis

a Conversation with "Smartbox"

Date: Oct 5, 2022

Time: 09:00 PM Osaka, Sapporo, Tokyo

On ZOOM: Please REGISTER from [HERE](#)



The European restaurant market has been heavily impacted by COVID, inflation, the war in Ukraine, and other interrelated factors. As part of the webcast series on "The Future of Eating Out" sociologists James Farrer and Krishnendu Ray will be interviewing the team members of Smartbox Group, a European company specializing in promoting hospitality experiences as gifts. Focusing on the European restaurant market, the conversation will explore this new model for marketing restaurants and the challenges in different European countries. Europe is one of the largest and most developed gastronomical markets in the world, and we will be touching on issues that affect the industry as a whole, as well as new technology-driven trends in restaurant marketing.



The Future of Eating Out

Speakers:

Deborah Van Looy (Account Manager Netherlands)

Emiliana De Luca (Account Manager Italy)

Giulia Azzarello (Account Manager Italy)

Guillaume Jollivet (Business Development Manager France)

Leonardo Adoni (Business Development Manager Italy)

Roberta Ringhieri (Key Account Business Development Manager Italy)



The Future of Eating Out Lecture Series

Buffeted by COVID, climate change, labor shortages, and other stressors, the food and beverage industry around the world is in crisis and transition. How are practices of eating out changing? Where are restaurants, street vendors, and other eateries headed? This is a series of lectures and dialogues with food researchers and practitioners to see where the global business of eating out is headed during and after the COVID crisis. Looking at eateries on different scales from gourmet restaurants to street vendors, we hope to gain insights that can be shared across national and local contexts. This online series is organized by the Global Food Project of the [Institute of Comparative Culture at Sophia University](#) and the [New York University Nutrition and Food Studies](#), with funding from Sophia University. Lectures will be held on zoom, recorded and made available to interested viewers around the world.