



SABOR

Latino Food Festival

7 – 8 Octombrie | Bucuresti





Arepas
Tostones
Sancocho
Chicharron
Catalinas

Venezuela



Empanada
Choripán
Asado
Chimichurri
Dulce de Leche

Argentina



Coxinhas
Pastel
Feijoada
Churrasco
Brigadeiro

Brazil



Asado | Chivito | Revuelto Gramajo
Churros con Dulce de Leche

Uruguay



Latino Food World



Colombia

Hogao | Perro Caliente
Arepas | Cheviche de Camarones | Obleas

Pimiento de Padrón | Paella | Chorizo
Rabo de Toro | Crema Catalana

Spain



Cuba

Ropa Vieja | Lechón Asado
Pan con Lechón | Picadillo a la Habanera
Arroz con Leche

Portugal



Bacalhau
Conservas
Frango no Churrasco com Piri-Piri
Alheira
Pastel de Nata



Peru

Ceviche
Salchipapas
Chicharron
Rocoto Relleno
Picarones



Mexico

Enchiladas
Tacos
Quesadilla
Burrito
Flan

The background of the slide features a top-down view of a table. On the left, there are two glasses filled with a golden-brown liquid and ice cubes. On the right, a plate of food is visible, featuring a green sauce, white beans, red tomatoes, and pink rose petals. A white, cloud-like shape contains the main text, and a blue shape in the bottom left corner contains the event logo.

Sabor

[sa'bor]

The tasty flavor of the Latino atmosphere, colors, foods and drinks

A festival dedicated to the Latino lifestyle flavors and to all food lovers that wish to discover and explore the aromas of Latino Food & Beverage scene.

Indulge yourself in a unique experience made of Latino sabor.

Let's go in a journey that brings together the quality, the passion & the relaxed atmosphere of the Latino lifestyle.

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LATINO FOOD FESTIVAL

Everything that's good about eating and drinking in the Latino world comes together under one roof.

We aim to capture the spirit of Latino rich gostronomic culture by giving to our guests the opportunity to explore wines, cocktails, coffee, beer and food. Taking in the colors and aromas of Latino gastronomy, we aim to offer to our visitors a trully tasty experience through **Food market + Taco Bar + Burito Station + Paella Station + Arepas + Queso Bar + Churros+ Wine garden + Beer garden + Latino cocktails + Entertainment**

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2 days of Latino flavors (Sa, Su);
In city outdoor set;
Entertainment;
Special decorations;
Different side attractions.

GENERAL INFO ABOUT FESTIVAL GOERS



Info source that influenced attendance

43,5% Social media
26,7% Radio
14,3% Friends / Family
8,6% Web site / Banners
5,9% TV
1% Don't remember



I'm going together with

30,5% Husband / Wife
29,8% Significant other
29,5% Friend / Friends
9,5% Child / Children
0,7% Self



I'm going to festivals because

30,5% To be with friends
28,8% To enjoy the food
25,9% To try new things
14,8% For the festival atmosphere

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PROMO CAMPAIGN



40+

Press Placements



4M+

Impressions

2 weeks of promo campaign
Through media partners (radio, online, TV), social media & OOH

– over 4 mil. impressions –



PRO TV | TVR | ANTENA 1 | DIGI 24
TV PAPRIKA



KISS FM | ROCK FM | MAGIC FM
RADIO GUERRILLA



IQADS.RO | ZILESINOPTI.RO
BESTMUSIC.RO | B365.RO
TIMESNEWROMAN.RO | 9AM.RO
KUDIKA.RO | GARBO.RO
WALL-STRE.RO | INFOMUSIC.RO
FACEBOOK | INSTAGRAM | GOOGLE



EUROMEDIA GROUP SA
GETICA OOH | YOOH

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GRATIAS

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