



Sustainable Food Management and Marketing

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Message from the Guest Editors

Dear Colleagues,

The aim of this Special Issue is to analyze the key importance of sustainable food and drink from different management and marketing perspectives. In particular, works taking into account different aspects that promote sustainable food and drink production, distribution, and consumption are especially welcome. Within this research field, contributions that consider diverse management and marketing approaches are of special relevance. Among others, articles related to specific topics such as the development and launch of new products, food and beverage distribution, variables and factors that motivate the consumption of these types of foods and beverages by final consumers in different marketing channels will be especially welcomed. With regard to this research line, it is important to bear in mind that all stakeholders involved in the value chain are capable of leading the changes desired to achieve sustainability throughout the chain.





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Message from the Editor-in-Chief

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