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## FOODSERVICE CONSULTANT

is the quarterly magazine for FCSI members. It provides authoritative **insight**, opinion and **intelligence** to help foodservice professionals keep in touch with the things that matter. Featuring case study interviews with consultants and their clients at the **cutting-edge** of the industry, the magazine is circulated each quarter to FCSI members across the world.

# Why you need to reach out to FCSI members

Founded in 1955, Foodservice Consultants Society International (FCSI) is a global leader in foodservice and hospitality consulting. It provides guidance and support to its worldwide membership of over 1,500, working in over 50 countries.

FCSI aims to promote professionalism in the foodservice and hospitality industry by engaging with its members on a regular basis, offering advice and giving them access and insight into the latest news, views and developments shaping this fast-moving sector.

FCSI members are recognised as industry experts, providing specialised knowledge and guidance to their clients based on the latest trends, standards and innovation. They offer a wide range of consulting services to clients across the foodservice and hospitality sector, helping them to achieve lasting excellence in their endeavours.



# Content

**The editorial content** in *Foodservice Consultant* appeals to the broadest range of FCSI members worldwide. Each quarter the magazine is distributed to all FCSI members, plus a wider audience of senior decision-makers in the foodservice and hospitality industry.

## Regular sections in the magazine include:

**The intelligence** offers the latest news, reviews, opinion, insight and innovation from across each FCSI region.

**Features** covers a wide breadth of topics, including Interviews with leading figures from the foodservice profession on subjects ranging from high-tech equipment specifications and design to campaigning issues such as nutrition and sustainability.

**Briefing** addresses detailed technical and regulatory issues across the Americas, Asia Pacific and Europe, Africa and Middle East regions.

# Regional editions

Each quarterly edition appears in three different versions designed to showcase the following regions:

- **The Americas**
- **Asia Pacific**
- **Europe, Africa and Middle East**

This format ensures that content is sharply targeted to each regional audience. Content includes detailed data on key trends in each region, as well as profiles of leading companies.

*Foodservice Consultant* offers advertisers the opportunity to reach and engage with an influential audience on a regional and global level across print and digital platforms.



## BRIDGING THE CULTURAL DIVIDE

Can food help diplomatic relations? The US Department of State's Diplomatic Culinary Partnership is working proof that it can, as Karen E. Thuermer discovers

# Editorial calendar

## Q3 2016 (August) issue

**Features:** Operator profiles: Shake Shack, Gordon Ramsay Group; Engaging with social media and Instagram; QSR customisation in China; Healthcare and foodservice; Country focus: Brazil; City focus: Toronto; FCSI Intern Program

**Project profiles:** American Club Hong Kong; Gut Kaltenbrunn at Lake Tegernsee; EDITION Miami Beach; Westin Blink Bistro; Foodservice projects in Turkey and Eastern Europe; Virtual projects with Joseph Schumaker FCSI; Fresh Box Burrito

**Interviews:** The secret chef; Seiji Yamamoto; Fernando Pérez Arellano; Corey Lee; Isaac Toups; Titans of industry: Markus Braun of Meiko USA; Michael Pantano FFCSI

**Innovation:** Drinks dispensers; restrooms

**Briefing:** Restaurant loyalty programmes; Veganism in Israel; Europe and the sharing economy; Bangkok and foodservice; China and superfoods; Consultancy focus: Restauration Conseil; Robotics in healthcare foodservice; Restaurant loyalty programmes; College dining and gluten free

**Events:** World's 50 Best Restaurants review

## Q4 2016 (October) issue

**Features:** Operator profile: Leon; Beer 3.0; Desserts around the world; Continuing Professional Development for chefs; Country focus: Colombia; Medical marijuana and foodservice

**Project profiles:** EPIC HQ, Wisconsin; Caudell Hall renovation, University of Chicago

**Interviews:** Thomas Keller; Anton Mossiman; Jung Sik; Rasmus Kofoed

All editorial and contributors are subject to change

2016  
MAGAZINE  
OF THE YEAR

FOODSERVICE CONSULTANT  
THE AMERICAS EDITION

"There is a need to open our doors to younger, data-driven minds and fuse [with] industry veterans' wisdom"

Tara Bliss



NEWS & VIEWS  
3 WELCOME

From your president and your regional chair

8 AROUND  
THE WORLD

The latest global construction projects

10 THE  
INTELLIGENCE:  
THE AMERICAS

News, insight, opinion, reviews and innovation from the industry, including the supermarket dining boom, in-office food trucking, Domino's high-tech delivery vehicle, plus FCSI Internship Program information and columns from Ruby Parker Puckett FFCSI, John Turenne FCSI, John Reed and Bill Main FCSI

50 TITANS  
OF INDUSTRY  
MKN's Georg Weber

58 THE FCSI  
INTERVIEW  
Brian Sill FFCSI

62 THE NEXT  
GENERATION  
Serdar Seglamtunc FCSI on how to open the doors to new members



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The creative force behind elBulli on his new projects

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McDonald's head of design unit Bernard Moraw on new ideas in the face of competition

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University of California, Berkeley's dining revolution

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Food's role in diplomatic and cultural relations

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How ESPN managed the expansion of its canteen

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The renovation of one of Chicago's most famous hotels, The Peninsula

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FCSI consultants on reducing food costs

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The importance of acoustics in foodservice

135 BUILDING AN  
IDENTITY  
POS and why consultants need to be involved



For more go to [foodserviceconsultant.org](http://foodserviceconsultant.org)

# 2016 supplement programme

## Q3 2016: The future of kitchen design

From AutoCAD to BIM and from 3D modelling to Revit, we explore the latest technology and thinking in kitchen design

## Q4 2016: MAS (Management Advisory Services)

An A-Z of the value and benefits MAS consultants can bring to foodservice operators globally

## Q4 2016: Spotlight China

Presented in simplified Chinese and from the unique perspective of FCSI consultants in China, this supplement highlights the key trends shaping foodservice in China. Clara Pi FCSI examines the rapid growth of CPU kitchens and the opportunity they present to consultants and operators. Tony Wang FCSI profiles two current projects that have benefited from centralised and standardised production: Peking University International hospital and Beijing roast duck chain Dadong. Jackson Wang FCSI looks at topical MAS issues in China, including menu optimisation, managing talent, staffing challenges, innovation and profitability

## Q1 2017: Innovation in foodservice in China

Choice highlights of new and innovative foodservice equipment for commercial kitchens in China. Presented in simplified Chinese

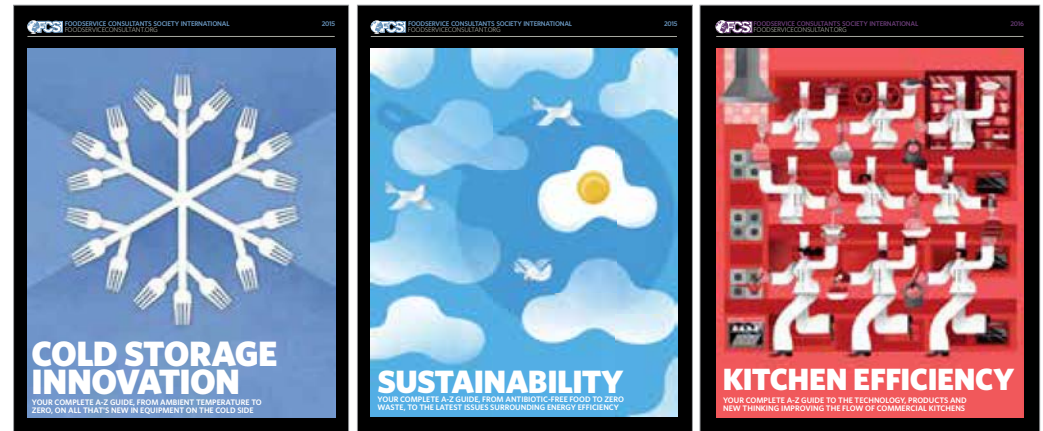
## Supplement costs

1 x full page advert – \$1,800  
1 x DPS advertorial – \$2,500

This can include either a 2 page advertorial (DPS) or a single ad page (inside front cover or outside back cover).

## Sponsorship of the supplement – \$6,000

This will include a DPS advertorial, single page ad and front cover branding.



# INNOVATION



## B is for BTU (British Thermal Unit)

The amount of energy needed to cool or heat one pound of water by 1°F. In North America, the heat value (energy content) of fuels is expressed in BTUs, and comes up when manufacturers discuss cooking. "I specified on a couple of projects an oven by Deyon (Baking Equipment Inc)," says Nahum Goldberg FCSI, senior associate with Cini-Little International, Inc. "It's a deck oven and impinged air oven. It makes nice pizzas. You put the pizza on perforated stainless-steel bases. The air coming through heats it up cooks a lot faster, so there is an energy saving."

## C is for combi

One thing that consultants have been paying attention to on combis is the use of filters, which are needed in order to ensure that the boiler doesn't get "flooded up." The boiler units "create steam, and it's injected into the cavity," says Goldberg. "We pay attention to the connections on these

units, because there is always a cold tap-water connection and a regular filtered-water connection. You want to separate the cold water from the filtered water, that way you save filter changes and it's smarter to do it that way. Now everybody is aware of this."



## D is for design

Many companies in the foodservice industry "have come to realize the importance of developing the look and resources necessary to create more sustainable products, reduce energy and water usage, and to increase recycling and efficiency," Rob Galle, director of consultant services at Indust, recently told Foodservice Consultant. "In the United States, sustainability initiatives such as Energy Star and Leadership in Energy and Environmental Design (LEED) have had measurable impact in promoting these efforts." Major consulting firms like Cini-Little have taken the lead in reducing water consumption, installing energy-efficient equipment, and implementing other innovative equipment and techniques. Among its recent LEED projects, the American Embassy in Sofia, Bulgaria, and the Lockheed Martin Center for Leadership Excellence in Bethesda, MD.

## E is for energy efficiency

"Energy efficiencies come most when the cooks turn stuff off when not in use," says Greg Osterman FCSI, the president of Bayview Green Sustainable Food Partners based in Chicago. "When, 'I call this 'equipment on/off schedule'.

All the 'energy efficient' equipment does not matter if it's on from the moment you open the kitchen doors till the time the last person leaves. "Cooks do not think this way. They turn

everything on right away – and start running the water. The dishwasher is on – all day, all night. This is all energy to me. Even if the kitchen is open 10 hours a day, the oven or fryer might be needed only three hours."



# In digital

## Online

The relaunched website, which can be accessed via both the [foodserviceconsultant.org](http://foodserviceconsultant.org) and [fcsi.org](http://fcsi.org) URLs, contains a wealth of information for FCSI members and non-members as well as a huge array of extra content only available online. The website also has Twitter, Facebook, LinkedIn, Google+ and other share functions, enabling members to engage immediately with *Foodservice Consultant* while on the go.

## Digital edition

*Foodservice Consultant* also has an accompanying interactive and downloadable digital version, sent to up to a further 40,000 recipients worldwide.

## E-newsletter

Each month an emailed newsletter featuring a round-up of stories is sent to up to 40,000 recipients.

## App

*Foodservice Consultant* has a fully interactive magazine app, featuring intelligence and insight for foodservice professionals around the world. The app features:

- 'Find a member' function so that FCSI consultants can be located around the world
- Enhanced Profile Function - Professional and Allied members can showcase up to 10 projects/products on their own profile page. Simply select up to 10 of your best and most recent examples of work, upload a single image per project/product along with 300 words and then change and update as and when you wish. All information added to the portal will appear in the app instantly.
- Pages that are optimised for both horizontal and vertical views for tablet
- Day and night mode, allowing you to optimise your reader experience
- Searchable content
- Picture slideshows and video content
- Interactive and dynamic advertising opportunities

# 65%

rate the user experience of the *Foodservice Consultant* app as excellent or very good



# Reader Research

A total of 250 readers of *Foodservice Consultant* took part in an online survey between October and November, 2015.

**9k**

total readership of *Foodservice Consultant*

**35**

**MINUTES**  
the average time readers spend reading *Foodservice Consultant*

**93%**

agree *Foodservice Consultant* is well written

**87%**

view 'products and innovation' as important/essential reading

**76%**

consider *Foodservice Consultant* to be a valuable part of their membership

**46%**

of readers have budgetary responsibility. The average reader annual spend on foodservice equipment is \$2.9m

**49%**

have been influenced by *Foodservice Consultant* into making a buying decision

**2/3**

believe *Foodservice Consultant* is better than other magazines in the sector

**3/4**

receive the monthly *Foodservice Consultant* email newsletter and 78% rate it as very good or good

**1/3**

visit the website at least once a month. Over 1/3 have downloaded the app

**Foodservice Consultant readers are:**

**50%**

FCSI Professional members

**16%**

FCSI Allied members

**6%**

FCSI Affiliate members

**28%**

Other global F&B professionals

**"THE CONTENT IS VERY RELEVANT TO WHAT I DO. I AM ALWAYS LOOKING FOR NEW EDUCATION AND LEARNING AND THE MAGAZINE PROVIDES IT"**

**"IT CONNOTES GREAT PROFESSIONALISM. IT'S A GOOD REFLECTION FOR THE SOCIETY"**

# Rates and deadlines

## Material deadlines

Q3 (August 2016)  
Copy due 13 July 2016

Q4 (October 2016)  
Copy due 28 September 2016

Q1 (February 2017)  
Copy due 9 January 2017

\*Discounts on volume booking (x2 = 5%, x4 = 12%). Positional guarantees for non-cover sites will incur a 10% loading. Advertorials and non-listed formats will be POA. Loose and bound-in inserts will be POA  
\*\* Special discount for FCSI members, 16% off all above rates

## Magazine\* (USD)

Region	Inside front	Inside Back	Outside back	Double page spread	Full page	1/2 page (h)
All regions	8,275	8,275	8,524	10,715	6,832	4,264
Americas	4,589	4,397	4,784	6,000	3,824	2,333
Asia pacific	4,010	3,772	4,100	5,140	3,233	2,000
EAME	4,010	3,772	4,100	5,140	3,233	2,000
Americas/Asia	6,556	6,286	6,826	8,240	5,464	3,332
Americas/EAME	6,556	6,286	6,826	8,240	5,464	3,332
Asia/EAME	6,556	6,286	6,826	8,240	5,464	3,332

## E-Newsletter

	Duration	Rate
E-newsletter Sponsor	12 months Sole sponsor of e-newsletter	30,000
banner	12 months	21,000
Lead MPU	12 months Sole lead MPU advertiser for 12 months	18,000
Secondary MPU	12 months Sole secondary MPU advertiser for 12 months	15,000
E-newsletter Sponsor per month	1 month	3,250
banner per month	1 month	2,500
Lead MPU per month	1 month	2,250
Secondary MPU per month	1 month	1,750

## Website\*\*

	Duration	Rate
Lead Banner	12 months	25,000
MPU	12 months	20,000
Lead Banner per month	1 month	3,000
MPU per month	1 month	2,500

## App

### \$680\* for media insertion into app

\*This is media cost only. POA for dynamic artwork to be created by Progressive Customer Publishing

### Enhanced profile (Allied members)

\$1,000 annual charge



# Specifications

## Proofs

- If an accurate, validated hard copy proof is not supplied, pcp cannot be held responsible for the reproduction of advertisements.
- Digital proofs must be 100% of the final size and must be produced from the exact pdf file supplied.

## Some points to note

- Type reproduced as solid is to be no smaller than 6pts.
- All reverse lettering should be no smaller than 10pts, avoiding fine serif fonts.
- As perfect bound publications cannot be opened out flat, there is always a certain amount of the page in the spine area that cannot be seen. Where possible avoid pictures and diagonals across spreads as the final alignment cannot be guaranteed. Full guidelines, in english, can be downloaded from [http://www.Foodserviceconsultant.Org/wp-content/uploads/fcsi\\_media-pack\\_2013.Pdf](http://www.Foodserviceconsultant.Org/wp-content/uploads/fcsi_media-pack_2013.Pdf)

## File supply

- All files must be submitted as pdf/x-1a:2001 as per the pass4press guidelines. [Http://www.Ppa.Co.Uk/resources/guides-and-standards/production/pass4press/](http://www.Ppa.Co.Uk/resources/guides-and-standards/production/pass4press/)
- A bleed area of 3mm (0.12") On all four sides must be provided.
- All images should be saved at a resolution of 300dpi or over.
- Resolution of one bit images (either regular images or image masks) shall not be below 550dpi.
- No type should be placed within 10mm (0.39") Of the trim area.
- All dps files must be supplied as single page elements. There must only be one page to each pdf file. Each page must be supplied with an allowance of 2mm (0.079") Either side of the gutter.

## Sizes (all sizes are height x width)

### Full page

Trim: 265 x 210mm (10.43" x 8.27")  
Bleed: 271 x 216mm (10.67" x 8.50")  
Type: 245 x 190mm (9.65" x 7.48")

### Double page spread

Trim: 265 x 420mm (10.43" x 16.54")  
Bleed: 271 x 426mm (10.67" x 16.77")  
Type: 245 x 400mm (9.65" x 15.75")

### Half-page horizontal

Type: 118 x 190mm (4.65" x 7.48")

All files must be accompanied by a contact name, telephone number and email address.

Files can be supplied on CD to the address overleaf (also the address for proofs), or by email to:

**production@progressivecp.com**

or by ftp: **ftp://83.244.235.61**

**Username: Progressivecp**

**Password: Gr8USA\*@**

All files must follow the below naming convention:

Publication name\_issue

date\_advertiser\_region.pdf

## App sizes

	landscape (px)	portrait (px)
IPAD	1024 x 748	768 x 1004
IPHONE 4	n/a	320 x 460
IPHONE 5	n/a	320 x 548
TABLET 10"( SAMSUNG GALAXY)	1280 x 752	800 x 1232
SAMSUNG GALAXY TAB GT-P3110 7"	1024 x 527	600 x 951
SAMSUNG SM-T210	1024 x 575	600 x 999
GOOGLE NEXUS 7"	961 x 528	600 x 888
KINDLE FIRE ( 2ND GEN)	963 x 573	600 x 936
KINDLE FIRE HD 7" ( 2ND GEN)	801 x 509	533 x 777
KINDLE FIRE HD 7" ( 3RD GEN)	801 x 510	533 x 778
KINDLE FIRE HDX 7" ( 3RD GEN)	901x574	600 x 876
SAMSUNG GT-I9500	n/a	360 x 615

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**FOODSERVICE  
CONSULTANT**

## Get involved

Read, discuss, contribute



## The essential title for the foodservice industry in print and online

Quarterly, regionalised magazine with in-depth information on the industry. News and analysis at [foodserviceconsultant.org](http://foodserviceconsultant.org) and market intelligence in a monthly email and magazine app for iOS and Android.



**FOODSERVICE CONSULTANT**

PRINT & ONLINE - ALL THE INFORMATION YOU NEED, THE WAY YOU WANT IT