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## FOODSERVICE CONSULTANT

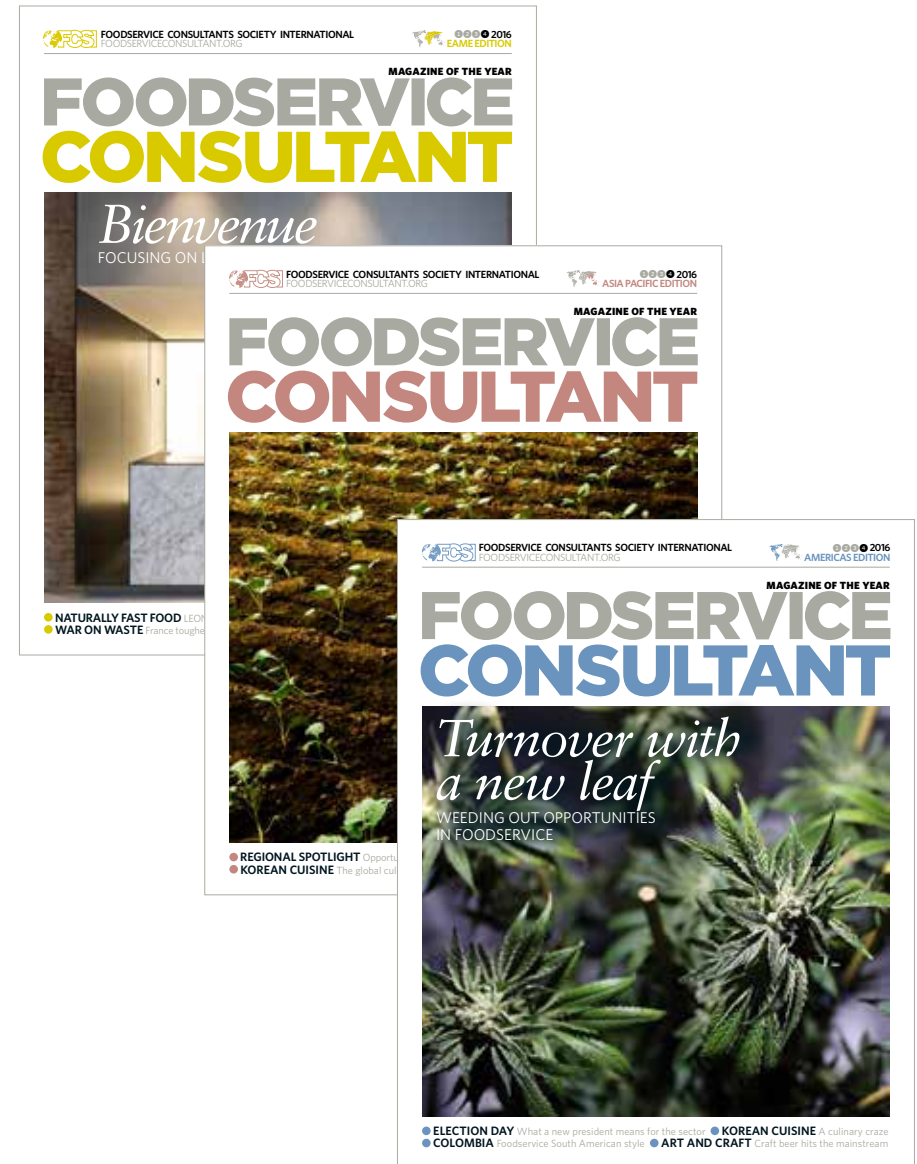
is the quarterly magazine and website for FCSI members. It provides authoritative **insight**, opinion and **intelligence** to help foodservice professionals keep in touch with the things that matter. Featuring case study interviews with consultants and their clients at the **cutting-edge** of the industry,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

## Q1 2017 (February) issue

**Features:** New year, new trends; the FCSI interview; Titans of Industry; operator profile: Simon Blagden, Jamie Oliver Group; country focus: Cuba; city focus: Montreal, Canada; national park catering in Canada; Hildegard Dorn-Petersen FCSI on the Global Spa & Wellness Summit in Kitzbühl, Austria; back of house technology; payments systems innovation; foodservice apps; chefs in a shuffle - global learning; how music can help/hurt a restaurant; Chinese restaurant design; the US food delivery market; cold chain logistics; consultancy focus: Tricon; copy cat operators in China; Singapore's labour shortage; Asia's big flavours; FCSI EAME Vienna conference preview; Gulfood 2017 preview; Internorga 2017 preview; Hotelex 2017 preview

**Project profiles:** Caudell Hall renovation; De Bruce Center campus; Otto, Brisbane

**Interviews:** The secret chef; Dominique Ansell; Heinz Reitbauer of Steirereck Restaurant, Vienna, Austria; Dominique Crenn; Dominique Ansell, pastry chef and creator of the cronut

## Q2 2017 (May) issue

**Features:** Operator profile; country focus: Argentina; city focus; the FCSI interview; Titans of Industry; Big Pictures; Around the World; 24 hours in the life of Duck & Waffle; the evolution of US chicken based concepts; Innovation: vintage equipment/furniture and upcycling

**Project profiles:** The Ned Hotel, London; Barangaroo, Sydney

**Interviews:** The secret chef; Thomas Keller; April Bloomfield; Brett Graham

All editorial and contributors are subject to change

2016  
MAGAZINE  
OF THE YEAR

FOODSERVICE CONSULTANT  
THE AMERICAS EDITION

"To combine my passions for food and design into a rewarding career is a dream come true"

Matthew J Reis



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From your president and your regional chair

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The latest global construction projects

#### 10 THE INTELLIGENCE: THE AMERICAS

News, insight, opinion and innovation from the industry, including the secret chef, the World's 50 Best Restaurants in NYC, dos and don'ts of hiring, John Reed on advanced cooking systems, Matthew J Reis on his combined passions and Bill Main FCSI on the Inventory Turnover Ratio



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Consultants should spend more time on the toilet

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Robots and their role in healthcare foodservice

# COMMENTS

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

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# 2017 supplement programme

## Q1 2017: The NAFEM Show 2017 and FCSI The Americas 2017 Symposium special (Americas region only)

A comprehensive guide to FCSI The Americas 2017 Symposium and The NAFEM Show 2017, 9-11 February at Orange County Convention Center, Orlando, Florida. The supplement will preview the highlights of both events, including a Symposium and Show schedule, conference programme and networking and entertaining opportunities, while a range of consultants, manufacturers and NAFEM executives reveal how to get the most out the Show.

## Q2 2017: Hot side innovation (all regions)

A comprehensive guide to the latest developments, products and thinking in cooking technology.

## Q3 2017: Innovation in foodservice (all regions)

New and innovative foodservice equipment for commercial kitchens.

## Q4 2017: Host 2017 show guide (Europe, Africa, Middle East and Asia Pacific regions only)

The complete guide to the key highlights, show schedule and conference programme for Host 2017 in Milan, Italy. Featuring comment and insight from FCSI consultants, manufacturers and Host 2017 show organisers, plus top tips for downtime in Milan.

*All editorial and contributors are subject to change*

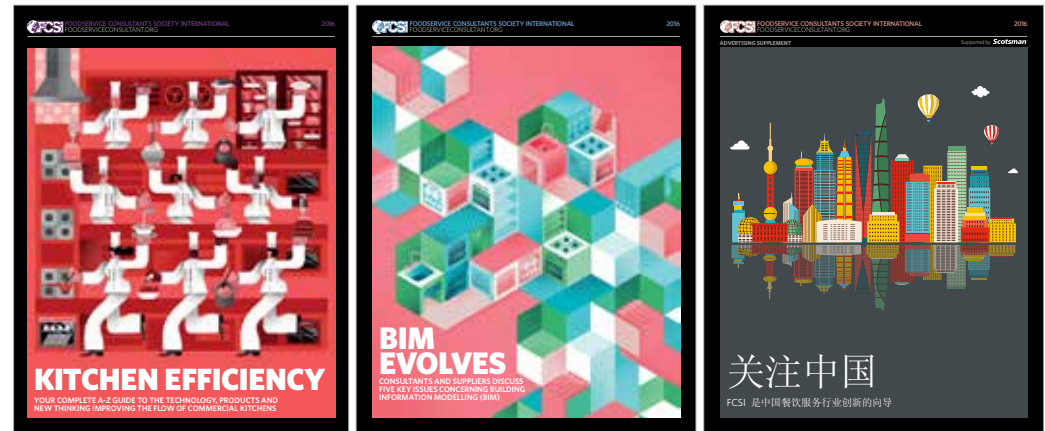
### Supplement costs

1 x full page advert – \$2,000  
1 x DPS advertorial – \$2,700

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 – \$7,200

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."

## E is for energy efficiency

"Energy efficiencies come most when the cooks turn stuff off when not in use," says Greg Christian FCSI, the general manager 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



## 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 Galla, 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 most LEED projects, the American Embassy in Sofia, Bulgaria, and the Lockheed Martin Center for Leadership Excellence in Bethesda, MD.

everything on right away – and start running the water. The dishwasher is on – all day, all night. This is all wrong to me. Even if the kitchen is open 10 hours a day, the water or paper 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. Here are the findings:

**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

Q1 (February 2017)\*  
Copy due 10 January 2017

Q2 (May 2017)\*  
Copy due 15 April 2017

Q3 (August 2017)\*  
Copy due 8 July 2017

Q4 (October 2017)\*  
Copy due 23 September 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\* (all figures in USD)

Region	Inside front	Inside Back	Outside back	Double page spread	Full page	1/2 page (h)
All regions	\$8,523	\$8,523	\$8,778	\$11,036	\$7,037	\$4,392
Americas	\$4,727	\$4,529	\$4,928	\$6,180	\$3,939	\$2,403
Asia Pacific	\$4,130	\$3,885	\$4,223	\$5,294	\$3,330	\$2,060
EAME	\$4,130	\$3,885	\$4,223	\$5,294	\$3,330	\$2,060
Americas/Asia	\$6,753	\$6,475	\$7,031	\$8,487	\$5,319	\$3,432
Americas/EAME	\$6,753	\$6,475	\$7,031	\$8,487	\$5,319	\$3,432
Asia/EAME	\$6,753	\$6,475	\$7,031	\$8,487	\$5,319	\$3,432

## E-newsletter

	Duration	Rate
Takeover	1 month	\$6,180
Sponsored content	1 month	\$1,545
Lead banner	1 month	\$2,570
Lead MPU	1 month	\$2,315
Secondary MPU	1 month	\$1,800

## Website\*\*

	Duration	Rate
Website takeover	Daily	\$1,030
Skin	1 month	\$4,120
Lead banner	1 month	\$3,090
MPU	1 month	\$2,575

## App

**\$680\* for media insertion into app**  
\*This is media cost only. POA for dynamic artwork to be created by Progressive Content

**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