
FOODSERVICE CONSULTANT

is the quarterly magazine, website and twice monthly email 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 60 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. The section also looks at specific consultant-led projects across a variety of sectors.

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 operators and consultancies. *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.

THE STREET



STREET SMART

When Mina Group began planning a one-of-a-kind food hall in The Street, A Michael Mina Social House in Honolulu, Hawaii, it looked no further than SSA Foodservice Design + Consulting. Amelia Levin reports on the outcome >

Editorial calendar

Q1 2018 (February) issue

Features: The big picture; Around the world; The secret chef; Ken Winch FCSI; The future of foodservice: a global view; Operator profile: UberEATS; Consultant roundtable: Designing and creating high-performing, smarter and leaner kitchens (supported by Electrolux); A history of the drive-through restaurant; Pilotlight program in Chicago; City focus: Atlanta; Innovation in ventilation; Innovation: optimising restaurant systems; EU allergen regulations four years on; Copyright of menus; Schools dealing with allergens; Regulation to reduce salt in Hong Kong schools menus; Writing a sake menu

Project profiles: Goodwood Estate, UK: Roz Burgess FCSI; Wilshire Grand - the tallest tower building west of the Mississippi, LA, US: senior FCSI associate member Carri Sullens, Cini-Little; Stones Saloon, Minneapolis, US: Connie Dickson FCSI, Rippe Associates; Marysville High School, US: senior FCSI associate Garrett Lennon, JLR Design Group; QT Hotel in Melbourne, Australia: John Thomas FCSI, Sangster Design Group Pty Ltd; Fagor project, France

Interviews: Claus Meyer; David Chang; Titans of Industry; The FCSI Interview; Mike Berard FCSI

All editorial and contributors are subject to change

2017

NEWS & VIEWS

8 WELCOME
From your president and your regional chair

100 ONLINE ROUND-UP
Additional content on the fcsi.org website

105 AROUND THE WORLD
What's going up around the globe

THE INTELLIGENCE: THE AMERICAS DIVISION
News, insight, opinion, reviews and innovation from the industry and leading FCSI members, including making school meals healthier and the secret chef

FOODSERVICE CONSULTANT THE AMERICAS EDITION

12

72

FEATURES

40

38 THE BIG PICTURE

40 SHOWCASING SLOVENIA
Ana Ros, chef of Hisa Franko, talks about taking pride in her country's traditional cuisine and natural produce

45 FAMILY AFFAIR
Wade Koehler CAE and members of the 'five families of foodservice' discuss the sector's future

50 TITANS OF INDUSTRY
German-based Melitta Professional Coffee Solutions has been brewing the perfect cup for over 100 years

58 THE FCSI INTERVIEW
Moving towards semi retirement Toni Clarke FCSI reflects on an exciting career

63 A LONG WAIT
Finding fabulous front-of-house staff is increasingly difficult

69 FUNDING FOCUS
The third and final part of Nick Levine's restaurant funding special

72 GOING GLOBAL
Tina Nielsen on the Nobu restaurant and hotel group >

58

154

COVER GETTY IMAGES

7

2017/2018 supplement programme

Q4 2017: 2017 - a year in review

With the help of FCSI professional and allied members and leading industry experts, we look back at the key developments in foodservice in 2017 that affected people, products and projects. Plus predictions for the industry in 2018.

Q1 2018: FCSI The Americas Annual Conference guide (Americas regions only)

A comprehensive preview of the FCSI TAD 2017 Annual Conference in Denver, Colorado, featuring a full conference programme and interviews with keynote speakers, FCSI professional and allied members and the organising committee. Plus: celebrating 10 years of FCSI The Americas - the executive team, current and former chairs and members look back at a decade of FCSI TAD.

Q2 2018: Hot-side technology

New products, game-changing innovation and cutting-edge insight for ovens and cooking technology.

Q3 2018: Cold-side technology

A look at the latest products, processes and thinking in cold-side equipment, with insight from consultants, manufacturers and end-users.

Q4 2018: Innovation supplement

Case studies of the latest products to market from leading commercial kitchen equipment manufacturers.

All editorial and contributors are subject to change

Supplement costs

1 x full page advert – \$2,000

1 x DPS advertorial – \$2,700

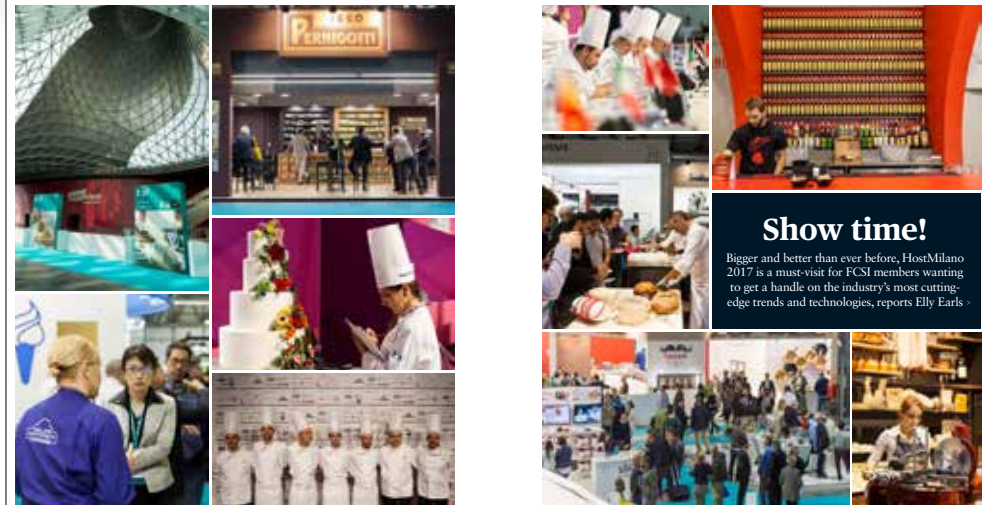
This can include either a 2 page advertorial (DPS) or a single ad page (inside front cover or outside back cover).

Sponsorship of the supplement – \$7,200

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



THE PREVIEW



Show time!

Bigger and better than ever before, HostMilano 2017 is a must-visit for FCSI members wanting to get a handle on the industry's most cutting-edge trends and technologies, reports Ely Earls >

The website

14,000+

Average page views per month
on the new **fcsi.org** website

Online

The relaunched FCSI website, **fcsi.org**, contains a wealth of information for FCSI members and non-members as well as an extensive array of extra content only available online.

The content is categorised by region for relevance and features interviews with FCSI members, operators and industry analysts on a wide range of topics concerning the global foodservice sector. The site features blogs, news and in-depth articles on compelling subjects such as food waste, operator growth and M&A and industry innovation.

The website is supported by Twitter, Facebook, LinkedIn, Google+ and other share functions, enabling members to engage immediately with content while on the go.

Advertising positions on the website include banners and MPUs, while full take-overs of the site are also available.

Digital edition of *Foodservice Consultant* magazine

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



The newsletter

40,000

newsletter emailed worldwide
every two weeks

Digital e-newsletter

Every two weeks an emailed newsletter, featuring collated stories from the fcsi.org website, is sent to up to 40,000 senior decision-makers in international foodservice, including every FCSI professional member.

The newsletter rounds up the latest, most interesting stories featured on the site, including news, views and analysis of trends in the sector.

Impactful advertising opportunities

The newsletter features a number of advertising positions, including banners and MPUs as well as sponsored content opportunities.

**FOODSERVICE
CONSULTANT**

The screenshot displays the layout of the Foodservice Consultant newsletter. The header features the FCSI logo and navigation links. The main content area includes several articles and advertisements. Labels on the right side identify specific advertising opportunities:

- lead banner:** Points to the top banner advertisement for Liebherr.
- lead MPU:** Points to the MPU advertisement for ScanBox.
- middle MPU:** Points to the MPU advertisement for Convotherm.
- Bottom MPU:** Points to the MPU advertisement for Aling Bismarck.
- Sponsored content:** Points to the sponsored content section featuring Bunn.
- Bottom banner:** Points to the bottom banner advertisement for Ansul.

The newsletter content includes articles such as "Starbucks continues China takeover", "2017 星巴克中国伙伴交流会", "Tech and the foodservice industry: are we losing our human touch?", and "BUNN is speaking a modern visual brand language". It also features a "SPONSORED CONTENT" section and a "Bottom banner" for Ansul.

Reader research

A total of 193 readers of *Foodservice Consultant* took part in an online survey between November and December 2016. Here are the findings:

9k

total readership of *Foodservice Consultant*

32

MINUTES
the average time readers spend reading *Foodservice Consultant*

90%

rate the editorial content as excellent or good

97%

rate the overall design as excellent or good

82%

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

50%

of readers agree the magazine has encouraged them to renew their membership

87%

agree that *Foodservice Consultant* offers a good balance of content

97%

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

89%

read every or every other *Foodservice Consultant* email newsletter and 95% say it meets their needs

63%

say the new website meets their needs extremely well. 85% see it as an improvement

Foodservice Consultant readers are:

40%

FCSI Professional members

19%

FCSI Allied members

4%

FCSI Affiliate members

37%

Other global F&B professionals

“KEEPS ME UP TO DATE ON THE LATEST NEWS AND EVENTS IN THE INDUSTRY. SHOWCASES CONSULTANT WORK AROUND THE WORLD”

“IT’S A QUALITY READ WITH GREAT CONTENT”

“AWESOME...”

Rates and deadlines

Material deadlines

Q1 (February 2018)*
Copy due 10 January 2018

Q2 (May 2018)*
Copy due 11 April 2018

Q3 (August 2018)*
Copy due 11 July 2018

Q4 (October 2018)*
Copy due 26 September 2018

*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	\$8,779	\$8,779	\$9,041	\$11,367	\$7,248	\$4,524
Americas	\$4,869	\$4,665	\$5,076	\$6,365	\$4,057	\$2,475
Asia Pacific	\$4,130	\$3,885	\$4,223	\$5,294	\$3,330	\$2,060
EAME	\$4,869	\$4,665	\$5,076	\$6,365	\$4,057	\$2,475
Americas/Asia	\$6,753	\$6,475	\$7,031	\$8,487	\$5,628	\$3,432
Americas/EAME	\$6,935	\$6,669	\$7,242	\$8,742	\$5,797	\$3,535
Asia/EAME	\$6,753	\$6,475	\$7,031	\$8,487	\$5,628	\$3,432

E-newsletter

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

2018 rates will apply for all activity booked after 1 November 2017.

Website**

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

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.fcsi.org/foodservice-consultant/about-foodservice-consultant/contact/>

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 emailed to:
**production@
progressivecontent.com**

Contact

Advertising

Stuart Charlton

Publisher

Direct: +44 (0)20 3096 2668

stuart.charlton@progressivecontent.com

Frankie Butler

Business development manager

Direct: +44 (0)20 3096 5777

Frankie.butler@progressivecontent.com

Editorial

Michael Jones

Editorial director

Direct: +44 (0)20 3096 2673

michael.jones@progressivecontent.com

Address

Progressive Content

3rd Floor

71-73 Carter Lane

London

EC4V 5EQ

UK

REACH 100% OF ALL FCSI CONSULTANTS GLOBALLY

EVERY DAY

Keep up to date with
the latest foodservice
news and views at fcsi.org



EVERY TWO WEEKS

News and market intelligence
in a fortnightly e-newsletter
sent to 40,000+ recipients



EVERY QUARTER

A multi award-winning print
magazine for FCSI members
and the wider industry



FOODSERVICE CONSULTANT IN PRINT • ONLINE • IN YOUR INBOX

To advertise across these channels contact: sales@foodserviceconsultant.org

