

# FOODSERVICE CONSULTANT

is the quarterly print magazine,  
website, app and weekly  
e-newsletter for members of  
**Foodservice Consultants Society  
International (FCSI)**. The portfolio  
provides **insight**, opinion and  
**intelligence** for professionals in  
the foodservice **industry** globally.



# 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, food waste and sustainability. The section also looks at consultant-led projects across a variety of sectors.

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

## Regional editions

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

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

This format ensures content is targeted to each regional audience. Content includes data on key trends in each region, as well as profiles of leading operators and consultancies. *Foodservice Consultant* offers advertisers the opportunity to engage with an influential audience on a regional and global level across print and digital platforms.

PROJECTS

FOUNDING FARMERS



## WORKING LIKE CRAZY

There was familiarity when a consultant and an operator came together to work on a second project. Howard Riell talks to **Chris Huebner** and **Dan Simons** of Founding Farmers Restaurant Group

# Editorial calendar

## Q2 2018 (May) issue

**Features:** The big picture; Around the world; The secret chef; The future of foodservice: companies of the future; Operator profile: Domino's; Consultant roundtable: working with Millennials; Supermarket foodservice; Foodservice in the Middle East: trends and opportunities; The use of natural resources in Japanese foodservice; A history of the shopping mall food court; Foodservice and festivals; Innovation: Artificial Intelligence (AI) and virtual reality (VR); Writing a sake menu; City focus: Chicago; Foodservice consulting's perspective on the International Well Building Institute Standard (WELL); Kip Serfozo FCSI; Consultancy focus: Hotec Engineering

**Project profiles:** Wilshire Grand - the tallest tower building west of the Mississippi, LA, US: senior FCSI associate member Carri Sullens, Cini-Little; 412 Food Rescue; FCSI associate Teri Kidwell; Formula 1, Abu Dhabi; Radford Chancellor FCSI; Lotte Signiel Hotel in Lotte World Tower, South Korea: Robert Mang FCSI

**Interviews:** José Andrés; Alice Waters; Titans of Industry; The FCSI Interview: Antonio Montanari FFCSI; Mike Berard FCSI; David Clayton FCSI

## Q3 2018 (August) issue

**Features:** The big picture; Around the world; The secret chef; The future of foodservice: partnerships for the future; Operator profile: Subway; Correctional facilities foodservice, featuring John Cornyn FCSI;

**Project profiles:** Marysville High School, US: senior FCSI associate Garrett Lennon, JLR Design Group;

**Interviews:** Mauro Colagreco; Titans of Industry; The FCSI Interview: Edmeston Bernard FFCSI

All editorial and contributors are subject to change

## CONTENTS

### NEWS & VIEWS

5  
**WELCOME**  
From your Worldwide president and your regional chair



10  
**ONLINE ROUND-UP**  
Additional content on the fcsi.org website

12  
**AROUND THE WORLD**  
What's going up around the globe



14  
**THE INTELLIGENCE:  
The Americas Division**  
News, insight, opinion, reviews and innovation from the industry and leading FCSI members, including predicted trends for 2018, the secret chef and three foodservice pros respond to a



16



58



62

**40 The big picture**  
restaurant in Mexico City and taking the magic overseas to London

**42 Great Dane**  
Claus Meyer, Nordic cuisine innovator, on the produce of his homeland, Denmark, and his new food projects

**52 Titans of industry**  
David Rolston, CEO of Hato Corporation, talks about running a respected, 67-year-old company, which is renowned for its sense of humour as its innovation

**58 The FCSI interview**  
Ed Norman FFCSI on his enthusiastic support for FCSI activities and building a successful family business

**62 What lies ahead?**  
Correspondents around the world gather opinions on what the future holds for foodservice

**72 Meals on wheels**  
Tina Nielsen reports on the rise of Uber Eats from a globally successful ride service



72

7

# 2018 supplements

## Q2 2018: Hot-side technology

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

## Q2 2018: Payment systems

An in depth guide to the key players, latest technology and major benefits of Electronic Point of Sale (EPOS) systems in a foodservice operation.

## 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

1x full page advert - \$2,000

1x 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.



### THINGS TO DO IN DENVER...

Delegates at the FCSI The Americas Conference will be busy learning and networking, but Denver is a city that merits exploring if time allows, reports Tina Nielsen

#### Cows, craft and culture

Denver has much to offer in the culinary stakes and is proud of the craft beer brewing tradition. There are still signs of its past as a cow town and a new generation of operators has helped to grow the Mile-High City's reputation for innovation and craft



22



Blue Bonnet

The high Mexican cuisine in Denver is responsible for the Blue Bonnet. The term was coined in 2002 when author Carmen Lamas wrote about the Blue Bonnet in her book 'Mexican hunger' a trifolia wrapped burrito patty and refried beans with green chilis. And the rest is history. The Blue Bonnet is a great chile relleno dish and served with meaty mesquite beans. While the best green chile in Denver is a source of much discussion.

Address: 1600 16th Street

Phone: +1 303 296 1000

bluebonnetdenver.com

Signature Dishes

From cattle to cheese, delicious

© 2018 Blue Bonnet

Blue Bonnet

For more information on the Blue Bonnet, visit

bluebonnetdenver.com

Rocky Mountain Oysters

Also known as prime oysters, this delicacy has a relation to the sea, but a close link to Denver's cowboy heritage. This is a small restaurant, dating back to 1907. Paul indicates where the Hungry Dusty Gourd, Colorado's first drive-in used to be. The

owner is said to have created the now

Rocky Mountain Oysters in 1925, in the shadow of the dusty

Dusty, the mother of the Hoppy

Banquet Inn, the

original home of the

Rocky Mountain Oysters. The

owner comes from the West

Rocky Mountains, and

operates it with his partner,

two partners, two

cheeseburgers plus

more such as

Rocky Mountain Oysters,

Rocky Mountain Oysters, and

Rocky Mountain Oysters.

Rocky Mountain Oysters,

# The website

## 14,000+

Average page views per month  
on the new [fcsi.org](http://fcsi.org) website

### Online

The relaunched FCSI website, [fcsi.org](http://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 30,000 recipients worldwide.



# The e-newsletter

# 30,000

weekly newsletter emailed  
worldwide

## Digital e-newsletter

Every week an emailed newsletter, featuring collated stories from the fcsi.org website, is sent to up to 30,000 senior decision-makers in international foodservice, including every FCSI professional member.

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

The screenshot shows the header of the newsletter with the FCSI logo and the title "FOODSERVICE CONSULTANT". It includes a "VIEW IN BROWSER" link and a "NEWSLETTER 1 January 2018" link. The main content area has a purple header with the title "FOODSERVICE CONSULTANT". Below it is a welcome message: "Welcome to our new look e-newsletter. A new year sees a fresh new design for this e-newsletter, which also goes weekly, with even more news, views and insight for you every Thursday. 2018 also heralds a new board for FCSI Worldwide as Martin Behmann FCSI takes over as president. Martin is keen to encourage greater communication among FCSI members and the wider foodservice community, so please tell us what you think about our new look. Your feedback matters! Otherwise, here's wishing you a successful and prosperous 2018." Below this is a photo of Michael Jones, editorial director, Foodservice Consultant. The main content area contains several advertising blocks:

- FCSI Worldwide's new board prepares for 2018**: An article with a photo of four men.
- You design it. We'll do the rest.**: An advertisement for Cres Cor featuring various foodservice equipment.
- Marijuana in foodservice: blazing trails in 2018?**: An article with a photo of a greenhouse.
- Opinion: food waste resolutions for 2018**: An article with a photo of a man.
- MORE FROM FCSISORG**: Links to "UK food trends for 2018", "The secret chef: 10 resolutions for the new year", "2017 in review: award-winning talent", and "2017 in review: industry-leading equipment".
- Bottom banner**: A banner for "FCSI THE AMERICAS 2018 CONFERENCE DENVER, COLORADO" with the FCSI 10th anniversary logo.

# 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

Q2 (May 2018)\*  
Copy due 11 April 2018

Q3 (August 2018)\*  
Copy due 11 July 2018

Q4 (October 2018)\*  
Copy due 26 September 2018

## 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	Weekly	\$6,180
Sponsored content	Weekly	\$1,545
Double MPU	Weekly	\$2,800
Secondary MPU	Weekly	\$1,800
Bottom banner	Weekly	\$1,600

## Website\*\*

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

\*Discounts on volume booking (x2 = 5%, x4 = 12%). Positional guarantees for non-cover sites will incur a 10% loading. Advertisials 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

# 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](mailto:production@progressivecontent.com)

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## REACH 100% OF ALL FCSI CONSULTANTS GLOBALLY

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the latest foodservice  
news and views at [fcsi.org](http://fcsi.org)



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### EVERY QUARTER

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and the wider industry



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