



# 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 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.

RICH MELMAN



**R**estaurants don't get tired, restaurateurs get tired. You need energy and drive," says Rich Melman, chairman of one of the largest privately held restaurant groups, Lettuce Entertain You Enterprises based in Chicago, Illinois.

Melman opened his first restaurant in 1971 with co-founder and best friend, Jerry Orzoff who passed away in 1981. R.J. Grunts, as it was called, still brings flocks of patrons to the Lincoln Park neighborhood of Chicago for a burger or their famous salad bar. From there the restaurant group grew and today boasts 104 restaurants (excluding airport locations) including 58 unique concepts.

Although Melman is modest, he has been lauded for his stellar work as a restaurateur, receiving the Lifetime Achievement Award from the James Beard Foundation in 2015, among other recognitions. He is truly admired by many in the industry.

Melman has recently passed the torch to his son R.J. Melman who has taken the helm as president while Rich remains chairman. Kevin Brown, who has been CEO since 2003 will remain in his position.

"Old guys have wisdom, young guys have the energy," laughs Melman, making the father/son team the perfect duo. >

## Generations of fabulous food

Esteemed restaurateur **Rich Melman** speaks to Samantha Lande about growing Lettuce Entertain You restaurant group and how he has stayed on top after nearly 50 years in a challenging industry



# Editorial calendar

## Q1 2019 (February) issue

**Features:** The big picture; Around the world; The Secret Chef; Talkback; FCSI Educational Foundation update; City focus: Atlanta, Georgia, US; 3D food printing; Delivery and plastic waste reduction - how do they work together?; The food waste debate: the round-up from an expert panel roundtable in London, UK; Big data and loyalty; Performance auditing for commercial/non-commercial clients; Consultancy focus, Cini-Little; Vintage Conservatory, Canada; James Beard Foundation's Women's Entrepreneurial Leadership Program (WEL); Americas legal and regulatory update; Innovation in school meal programs; Co-working spaces; FCSI Germany Austria's 20-year anniversary; FCSI France's 10-year anniversary; Brigade Restaurant, London - helping the homeless; Plastic waste strategies in Asia

**Project profiles:** Casa Tua Cucina (Next Step Design)

**Interviews:** James Knappett and Sandia Chang; Joshua Skenes; Ruby Parker Puckett FFCSI; Titans of Industry: David Marvel, president and COO, Duke Manufacturing; My kitchen: Kelly Gavriiliuc, Four Seasons Aspen Lodge, UK

## Q2 2019 (May) issue

**Features:** The big picture; Around the world; The Secret Chef; Talkback; FCSI Educational Foundation update; Operator profile; City focus: New Orleans, US; China - One Belt One Road

**Project profiles:** 412 Food Rescue: Terri Kidwell FCSI

**Interviews:** Ángel León, Aponiente, Spain; Naomi Pomeroy

All editorial and contributors are subject to change

## CONTENTS

### NEWS & VIEWS

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



**10 ONLINE ROUNDUP**  
Find out about 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 new-style sports bars. The Secret Chef

on social media reviews and the views of Ann W. Delap FCSI (right)



### FEATURES

**40 The big picture**

**42 Crossing continents**  
Chef and restaurateur Peggy Chan talks about her globetrotting career and quest to promote sustainable, plant-based eating around the world

**49 Wisdom and energy**  
Rich Melman of Chicago-based Lettuce Entertain You Enterprises reflects on nearly half a century in the restaurant business

**54 Titans of industry**  
Mika Halmunen, chairman of Halton Group, talks about finding his place in the business set up by his father

**60 The FCSI interview**  
Past chair of the Asia Pacific Division Clara Ming PFCSI tells Helen Roxborough about her illustrious career in foodservice across the world

**65 Here come the Alphas**  
Tina Nielsen considers the cohort of consumers coming up behind Generation Z, and what consultants need to think about to keep future foodservice customers happy

**73 Consultancy focus**  
Rippe Associates has a reputation for quality and integrity that produces great outcomes for clients

**78 Lunchtime learning**  
Melinda Joe looks at what the rest of the world can learn from the way Japanese schools cater for their pupils



# 2018/2019 supplements

## Q4 2018: 2018 – a year in review

A retrospective look at some of the leading people, projects and products that shaped the foodservice sector in 2018. We celebrate their contribution and achievements.

**- Copy/materials due 4 December 2018**

## Q1 2019: FCSI The Americas Division 2019 Symposium and NAFEM 2019 guide

A comprehensive guide to the 2019 Symposium from FCSI TAD, taking place in Orlando, Florida. Featuring interviews with Symposium speakers and the event organisers, a full conference programme and a wrap-up of how to spend down time in Orlando, this is a must-have for conference attendees.

**- Copy/materials due 4 December 2018**

*All editorial and contributors are subject to change*

## Supplement costs

1 x full page advert – \$2,200

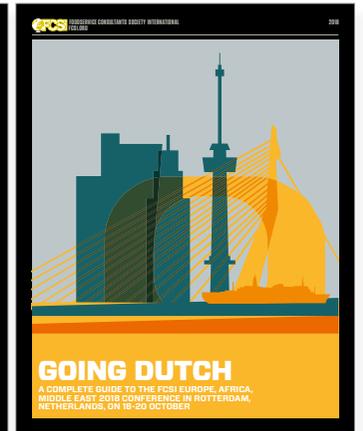
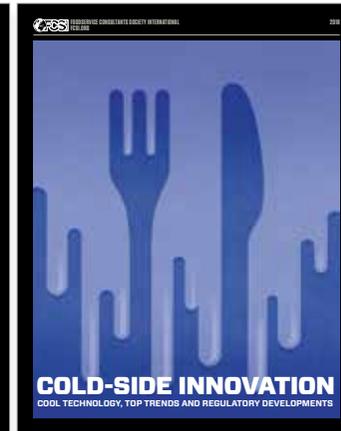
1 x DPS advertorial – \$2,970

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

– \$7,920

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



#### Green chile

The high Mexican population in Denver is responsible for the city's love affair with chile. There are over 100 chile restaurants in the city. A notable highlight is Ducho's restaurant in the Mile-High City, which has won several awards for its chile burger, a chile burger with a chile sauce and topped with chile sauce. And the real signature of the Mile-High City is the chile verde, a chile verde sauce made from chiles, pork fat and bread crumbs, which is used to top steaks. Which is the best green chile in Denver is a source of much discussion. A highlight for many is the Mile-High City's Blue Board restaurant, which has been in the Mile-High City since 1988. It is an interesting place to visit for those who have packed the place out for nearly 50 years. [www.blueboard.com](http://www.blueboard.com)

#### SIGNATURE DISHES

For a full list of signature dishes to try in the Mile-High City, visit [www.denver.com](http://www.denver.com)



#### Rocky Mountain Oysters

Rocky Mountain Oysters are a Denver specialty. They are made from the testicles of a cow, which are breaded and fried. They are a popular dish in Denver and are often served at restaurants. [www.rockymountainoysters.com](http://www.rockymountainoysters.com)



#### Cheesburgers

One of the most popular dishes in Denver is the cheesburger, a burger with a slice of cheese on top. It is a classic Denver dish and is often served at restaurants. [www.denver.com](http://www.denver.com)



#### STAND-OUT RESTAURANTS

Denver has many great restaurants, but these are some of the best. [www.denver.com](http://www.denver.com)



#### Bestien's Restaurant

Bestien's Restaurant is a classic Denver restaurant. It has been in the Mile-High City since 1988. It is a popular place to visit for those who want to experience the Mile-High City's craft beer scene. [www.bestiens.com](http://www.bestiens.com)

#### Pete's Kitchen

Pete's Kitchen is a classic Denver restaurant. It has been in the Mile-High City since 1988. It is a popular place to visit for those who want to experience the Mile-High City's craft beer scene. [www.peteskitchen.com](http://www.peteskitchen.com)



#### Acorn

Acorn is a classic Denver restaurant. It has been in the Mile-High City since 1988. It is a popular place to visit for those who want to experience the Mile-High City's craft beer scene. [www.acorn.com](http://www.acorn.com)

#### A CRAFT BEER REVOLUTION

Despite having fewer populations than other cities, Colorado has the most craft breweries in the US. In 2018, Colorado was ranked as having 140 craft breweries – the second highest number in the US (second to California with 163). That makes the state home to more craft breweries than any other state in the country.

#### Wynkoop Brewing Company

Wynkoop Brewing Company is a classic Denver craft brewery. It has been in the Mile-High City since 1988. It is a popular place to visit for those who want to experience the Mile-High City's craft beer scene. [www.wynkoop.com](http://www.wynkoop.com)

#### Blackshirt Brewing Co

Blackshirt Brewing Co is a classic Denver craft brewery. It has been in the Mile-High City since 1988. It is a popular place to visit for those who want to experience the Mile-High City's craft beer scene. [www.blackshirtbrewing.com](http://www.blackshirtbrewing.com)

#### Great Divide Brewing Co

Great Divide Brewing Co is a classic Denver craft brewery. It has been in the Mile-High City since 1988. It is a popular place to visit for those who want to experience the Mile-High City's craft beer scene. [www.greatdividebrewing.com](http://www.greatdividebrewing.com)



# The website

## 258,836

Number of website sessions on the **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.



# The e-newsletter

# 15,304

Number of email opens  
(21.6% open rate, +64% increase)

## Digital e-newsletter

Every week an emailed newsletter, featuring collated stories from the fcsi.org website, is sent to 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 layout of the Foodservice Consultant e-newsletter. At the top, there is a purple header with the FCSI logo and the title 'FOODSERVICE CONSULTANT NEWS LETTER 24 May 2018'. Below the header, there is a main text block with the title 'Focus on people and innovation for a healthy sector'. This is followed by several article teasers, each with a title, a small image, and a 'LEARN MORE' button. The articles include: 'National Restaurant Association Show 2018: review', 'FCSI Education Day puts food waste and GDPR in the spotlight', 'Lotte Signiel: heart of Seoul', and 'Renovation... WATER RECOVERY EXPANDED CAPACITY'. There are also two 'MPU' (Medium Product Unit) advertisements for 'Serving Up Fire Suppression' and 'AMERICA'S...'. At the bottom, there is a 'Bottom banner' for 'KITCHENS TO GO'. Annotations on the right side of the image point to these specific elements: 'Double MPU' points to the 'Serving Up Fire Suppression' MPU, 'MPU' points to the 'AMERICA'S...' MPU, 'Sponsored content' points to the 'Lotte Signiel: heart of Seoul' article, and 'Bottom banner' points to the 'KITCHENS TO GO' banner.

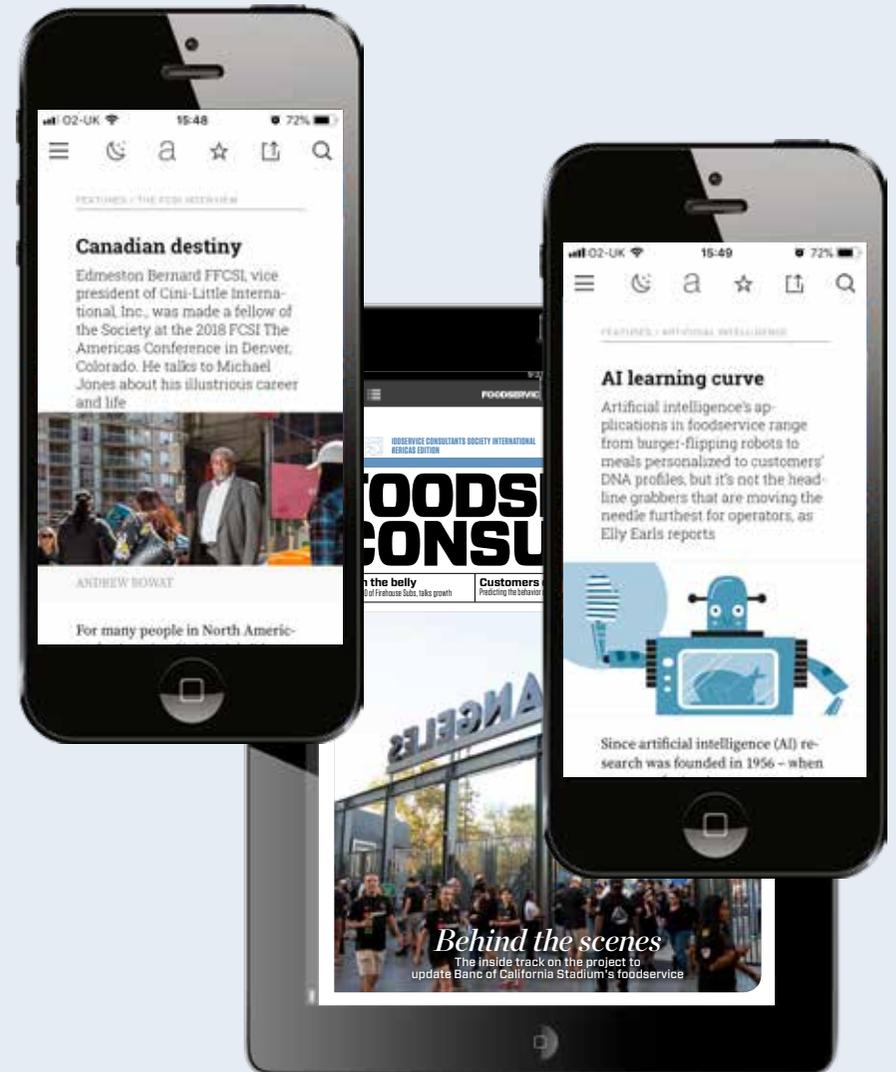
# The app

# \$0

Free to download for all users

## On iTunes and Google Play

FCSI's *Foodservice Consultant* magazine app is completely free to download on iTunes and Google Play. The app collates highlights from each edition of the magazine, while the latest editions are all presented in a fresh new, easy to navigate layout. It's a much-improved user experience, while still retaining key features, such as the 'Find a member' search function.



# 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

## Copy/materials deadlines

Symposium & NAFEM Guide (January 2019)  
Copy/materials due 4 December 2018

A Year in Review (January 2019)  
Copy/materials due 4 December 2018

Q1 (February 2019)\*  
Copy/materials due 10 January 2019

Q2 (May 2019)\*  
Copy/materials due 26 April 2019

Q3 (August 2019)\*  
Copy/materials due 11 July 2019

Q4 (October 2019)\*  
Copy/materials due 26 September 2019

\*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  
\*\* \* FCSI discount does not apply when booked through agency

## Magazine\* (all figures in USD)

Region	Inside front	Inside Back	Outside back	Double page spread	Full page	1/2 page (h)
All regions	\$9,042	\$9,042	\$9,312	\$11,708	\$7,465	\$4,660
Americas	\$5,015	\$4,805	\$5,228	\$6,556	\$4,179	\$2,549
Asia Pacific	\$4,254	\$4,002	\$4,350	\$5,453	\$3,430	\$2,122
EAME	\$5,015	\$4,805	\$5,228	\$6,556	\$4,179	\$2,549
Americas/Asia	\$6,956	\$6,669	\$7,242	\$8,742	\$5,797	\$3,535
Americas/EAME	\$7,143	\$6,869	\$7,459	\$9,004	\$5,971	\$3,641
Asia/EAME	\$6,956	\$6,669	\$7,242	\$8,742	\$5,797	\$3,535

## E-newsletter

	Duration	Rate
Takeover	Weekly	\$6,365
Sponsored content	Weekly	\$1,591
Double MPU	Weekly	\$2,884
Secondary MPU	Weekly	\$1,854
Bottom banner	Weekly	\$1,648

## Website\*\*

	Duration	Rate
Website takeover	Daily	\$1,061
Skin	1 month	\$4,244
Lead banner	1 month	\$3,183
MPU	1 month	\$2,652

# 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/>
- 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**

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**FOODSERVICE  
CONSULTANT**

## REACH 100% OF ALL FCSI CONSULTANTS GLOBALLY

### EVERY DAY

Keep up to date with the  
latest foodservice news  
and views at [fcsi.org](http://fcsi.org)



### EVERY WEEK

News and market intelligence  
in a weekly e-newsletter



### 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](mailto:sales@foodserviceconsultant.org)

