

# 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.**

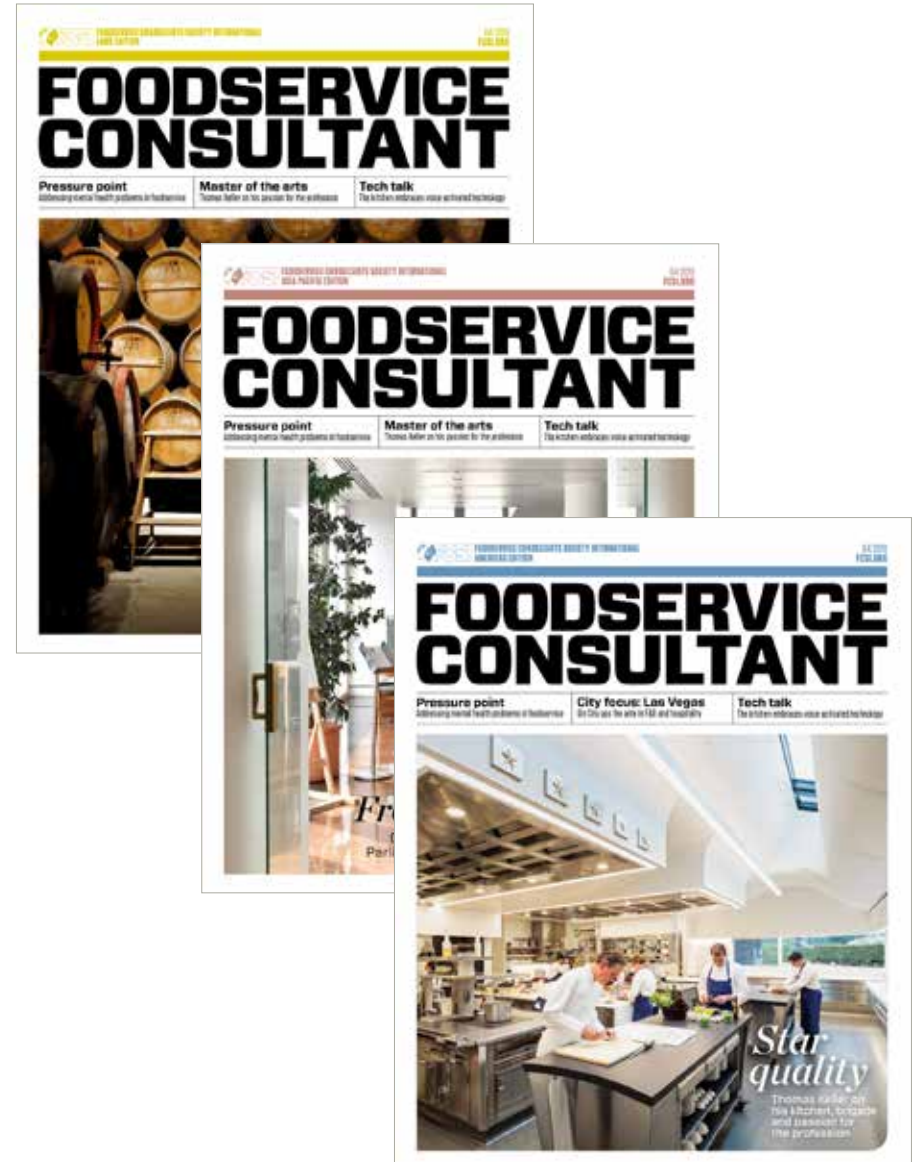


# Why you need to reach out to FCSI members

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 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.



## TRUE GENTLEMAN

Chef **Thomas Keller** has been in the business for four decades and this year celebrates 25 years at flagship restaurant The French Laundry. He tells Tina Nielsen that his love for the profession and a sense of duty mean it will be some time before he hangs up his apron

# Editorial calendar

## Q1 2020

**Features:** The big picture; Around the world; The Secret Chef; Talkback; FCSI Educational Foundation update; Titans of Industry (TBC); The FCSI Interview: Jim Petersen FCSI; City focus: New York City; Dark kitchens; Operator profile (TBC); Innovation: the connected kitchen; Americas legal and regulatory update; Consultancy focus; Briefing: labour shortages; Briefing: Sushi singularity 3D printing

**Project profiles:** De La Mer (The Miick Companies, LLC); Clevenger Associates project: a mixed-use building with collaborative office space, full service restaurant, chocolate shop, and wine and spirits store; Lefay Resort, Dolomites, Italy (Alexander Hofer FCSI, H44.Team)

**Interviews:** Restaurateur, chef, activist and founder of Mission Chinese Food, Anthony Myint; Carolina Bazán, Ambrosia Bistro and Latin America's Best Female Chef 2019; My Kitchen: Patrick Callarec, executive chef, Ayana Resort, Bali

*All editorial and contributors are subject to change*

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From your FCSI Worldwide president and regional chair



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Find out about additional content on the fcsi.org website

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What's going up around the globe



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#### THE INTELLIGENCE: The EAME Division

News, insight, opinion and reviews and innovation from the industry and leading FCSI members, including The Secret Chef on ending harassment in the kitchen and the views of Simon Cousin of BEGD in France (right)



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### FEATURES

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**22 Cause to celebrate**  
Chef Thomas Keller talks to Tina Nielsen about celebrating 25 years at The French Laundry

#### 28 Titans of industry

Welbilt CEO William C (Bill) Johnson talks to Jim Banks about building bridges from the company's past to the future

#### 34 The FCSI interview

Paul Montégut FCSI found his way into foodservice consultancy as an interpreter for his father's firm in France and its American clients, Disney

#### 38 Relieving the pressure

The global foodservice industry is notorious for its long hours, high standards and relatively low pay. These factors create a high-pressure environment that can create mental health problems for workers

#### 42 Operator profile

Geoff Henry, president of Jamba, says simplifying his company's name shows it offers much more than just juice

#### 50 Menu messages

How the language and design of the menu helps to get your food message across to customers – and could lead them to make more sustainable choices

#### 68 Schnapps to it

Martin Rahmann FCSI talks about the refurbishment of the charming Klosterhotel Wörlingerode, with its own schnapps distillery



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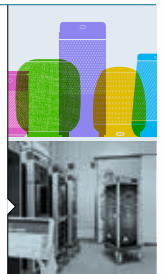
### INNOVATION

#### 56 Voice of the people

With customers embracing smart speaker devices and voice activated assistants, Jim Banks considers the role of voice-activated technology in the future for food ordering processes

#### 62 Safe and sound

Howard Riell reports on the ways in which innovation is improving the safe storage of food before serving it up to the customer – something that concerns all operators



# Supplements: Q4 2019 / Q1 2020

## Q4 2019:

### 2019: A year in review

Key developments in foodservice in 2019: the people who made a difference, outstanding projects and game-changing products. Plus, predictions for the wider industry in 2020.

## Q1 2020:

### Made in Germany (in German and English)

Case-studies and profiles of leading German foodservice equipment manufacturers.

## FCSI The Americas 2020 Conference

A comprehensive preview of the 'Camp FCSI' 2020 Conference in Austin, Texas, 30 April - 2 May 2020.

## Q2 2020:

### Warewashing

The latest innovation, products, processes and regulatory developments in dishwash, glasswash and warewash equipment.

## Q3 2020:

### In focus: technology

From advances in artificial intelligence (AI) and virtual reality (VR) to robotics, an in-depth look at the tech shaping the future of F&B

## Coldside/Hotside innovation

Game-changing products and thinking in cooking technology, plus new launches and cutting-edge insight in cold-side equipment.

## Q4 2020:

### Sustainability

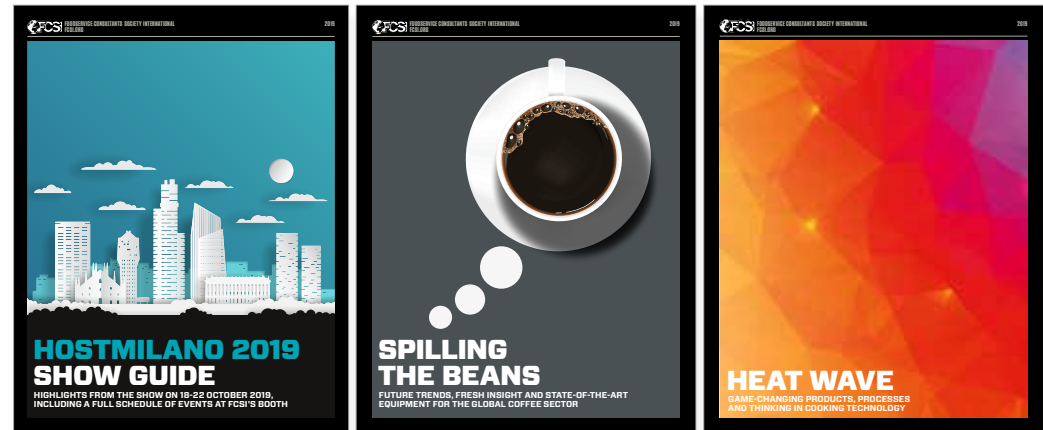
Energy efficient products, tackling food waste and those leading the way in sustainable foodservice.

## 2020: A year in review

Key people, products and projects in 2020.

All editorial and contributors are subject to change

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## HOSTMILANO 2019 PREVIEW



### On with the show

An event so big it can only take place every two years, for many foodservice professionals around the world HostMilano remains an unmissable show. Michael Jones speaks to the organisers, exhibitors and the FCSI EAME team to learn why

HostMilano is, according to the world's largest B2B-only exhibition in the hospitality industry. And is unanimously recognised as the most authoritative one," she adds. The show, she says, is "a world leader in many segments of foodservice equipment, furniture, tableware and so on, but it has rapidly also become a reference for international manufacturers who choose HostMilano to present their newest, most innovative products."

According to Greco, HostMilano is a global focal point, not only for technology and innovation, but also for "concepts, formats and layouts". It has become, she says, "a trendsetter for lifestyle and consumer trends as well, thanks to a growing focus on retail along with the 'away-from-home' sector."

The show has been "growing steadily over the last two decades, edition after edition," says Greco. And that's in terms of both exhibitors and professional visitors. "We have nearly 2,200 companies registered to date [for the 2019 show], approximately 40% of which are international, coming from some 56 countries." And this is more than a month before the show opens on 18 October 2019 across the majority of the 26 huge pavilions of Fiera Milano. "The layout will take up virtually the whole Fiera Milano exhibition centre, which is one of the largest in Europe," she says.

In closer detail, the "foodservice and bakery", "pizza and pasta"-dedicated "macro-areas" of the show will take over seven halls (Halls 1-7), while also sharing Halls with 'pastry', which will, in turn, also occupy Hall 10. "This is in line with our philosophy of creating new business opportunities by leveraging the affinities

between contiguous sectors," says Greco. "The macro-areas devoted to 'bar, coffee machines and vending', together with 'coffee and tea' will take over four halls: Halls 14 and 18 and 22 and 24. 'Furniture, tableware and technology' will take Halls 9 and 11," she says.

And walking those show floors, teaming with a resplendent display of gleaming new products from exhibitors, will be an extraordinary amount of visitors. "We expect to consolidate the brilliant [attendee] results of 2017, when we welcomed 187,602 professional visitors - a 24.3% increase compared to 2015 - of which 38.9% will be arriving from 177 different countries - that's 72,699 of overseas visitors in total, a 20.4% increase compared to 2015," says Greco.

What's new? So, why do global visitors continue to come to the show in such high numbers? For both the winning format and the lure of new trends and products being unveiled. "HostMilano was a pioneer in developing the macro-area concept, combining a complete overview on the hospitality industry with vertical insights into the individual sectors," says Greco. "This concept proved so successful over the years that it hasn't needed to be revolutionised ever since. However, we keep developing and perfecting it at every edition, especially in terms of events. In fact, this allows us to strengthen HostMilano's position as a trendsetter and a preview of future solutions, besides its consolidated position as the

HostMilano, organisers @HostMilano2019 are expecting more than 180,000 visitors to the show

# The website

## 84,764

total users  
8,398 active unique users per month (January 2019)  
04:32 avg. session duration (January 2019)

### 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.





# Teads in article video


**Gives the best ROI** – The ~1% click thru rate (CTR) is more than five times better than the standard units running on the website. The additional benefit of the format is the ability to understand where users stopped watching, we can break this down into 25% segments.


- Autoplay within the editorial text
- High engagement
- 30-second video run of site
- 6,000 views with 25% watching the full video
- Approx. 1% click thru rate
- Campaign duration is monthly
- Approx 13% completion rate

nationwide will need to post a symbol on their menus flagging menu items with 2,000 milligrams or more of sodium. The new law, passed last year, takes effect on September 14 and does not apply to menus posted on websites or third-party delivery services.

**Daily limits**


The USDA and the American Heart Association recommends no more than 2,300 mg of sodium daily for adults and no more than 1,500 mg for adults with hypertension. Studies show that the average American adult consumes almost half more sodium than the recommended limit per day, and restaurant food tends to have more sodium than food prepared at home. Too much sodium in the diet has been linked to increased blood pressure, risk of heart disease and risk of stroke. Together, heart disease and stroke kill more Americans each year than any other cause.





**TIM FITZGERALD**  
CEO, Middleby Corporation

New York was the first city to require a sodium warning label on menus in 2013 with the same rules, and began issuing fines in March 2016. A lawsuit against them was overruled by the city in 2017. Both New York and Philadelphia require chains to post a downloadable, orange-shaped sodium warning icon where customers place their orders and directly next to those items on both print and electronic.




**OUR MOST IMPORTANT PIECE OF MACHINERY.**

We believe in the power of our hands—see why with our serving lines.

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**FIND A MEMBER**



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# The e-newsletter

## 19,159

Number of email opens  
21.6% open rate  
60.5% increase in opens\*

### 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.

\*Average per quarter, 2019

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The screenshot shows the main body of the e-newsletter. At the top is a 'ReFlex' banner. Below it is a contest announcement: 'ENTER NOW & WIN \$250 Enter Foodservice Consultant's reader survey now for the chance to win \$250 in Amazon vouchers!'. The main article is titled 'FOODSERVICE CONSULTANTS SOCIETY INTERNATIONAL' and 'FOODSERVICE CONSULTANT'. The sub-header is 'And then there were three...'. The text describes the FCSI's inaugural Start Me Up Innovation Awards, sponsored by Electrolux Professional, and mentions the final stages of the competition. It lists the three shortlisted products: the Procuam 4.0 3D food printing system from Print2Taste GmbH, the SCRAEGG Pro unit from SCRAEGG GmbH, and the Tablee platform from Tablee. The text continues to describe the final three start-ups and their products, including a Shark Tank/Dragon's Den-style format. It also mentions a reader survey and a £250 Amazon voucher prize. At the bottom, there are two small images: one of a chef and one of a food product.

Top leaderboard

Sponsored content

Double MPU

Bottom leaderboard

The screenshot shows the sidebar of the e-newsletter. It features two sponsored content blocks. The first block is titled 'UK National Chef Of The Year 2020 winner announced' and mentions Steve Groves, head chef at Roux at Parliament Square, taking the main title, Whitley Manor's William Keeble wins Young National Chef of the Year at Craft Guild of Chefs awards. The second block is titled 'Any concept or location is possible with wireless equipment' and mentions Middleby wireless technology allows operators to have thriving foodservice operations in traditional locations, including restaurants and cafes, as well as in non-traditional spaces. Below these is a 'MORE FROM FCSIORG' section with links to 'Leading the way with INTERIORGIA 2020', 'Let's all join Middleby China', 'Sodium warnings take effect in Philadelphia', 'Young British Pastry Awards announced for 2019', and 'Prestigious Holland Hall, Tulsa, Oklahoma'. At the bottom is a 'LATEST MAGAZINE' section with a link to 'Click here to read the Q3 2019 edition of Foodservice Consultant'. The sidebar also features a 'Double MPU' section with a list of products: 'Icon driven, easyTouch display', 'Automatic Filtration', 'Optional Oil Quality Sensor', and 'Optional Kitchen Connect'. At the very bottom is a 'Bottom leaderboard' section with the text 'Leading the way'.



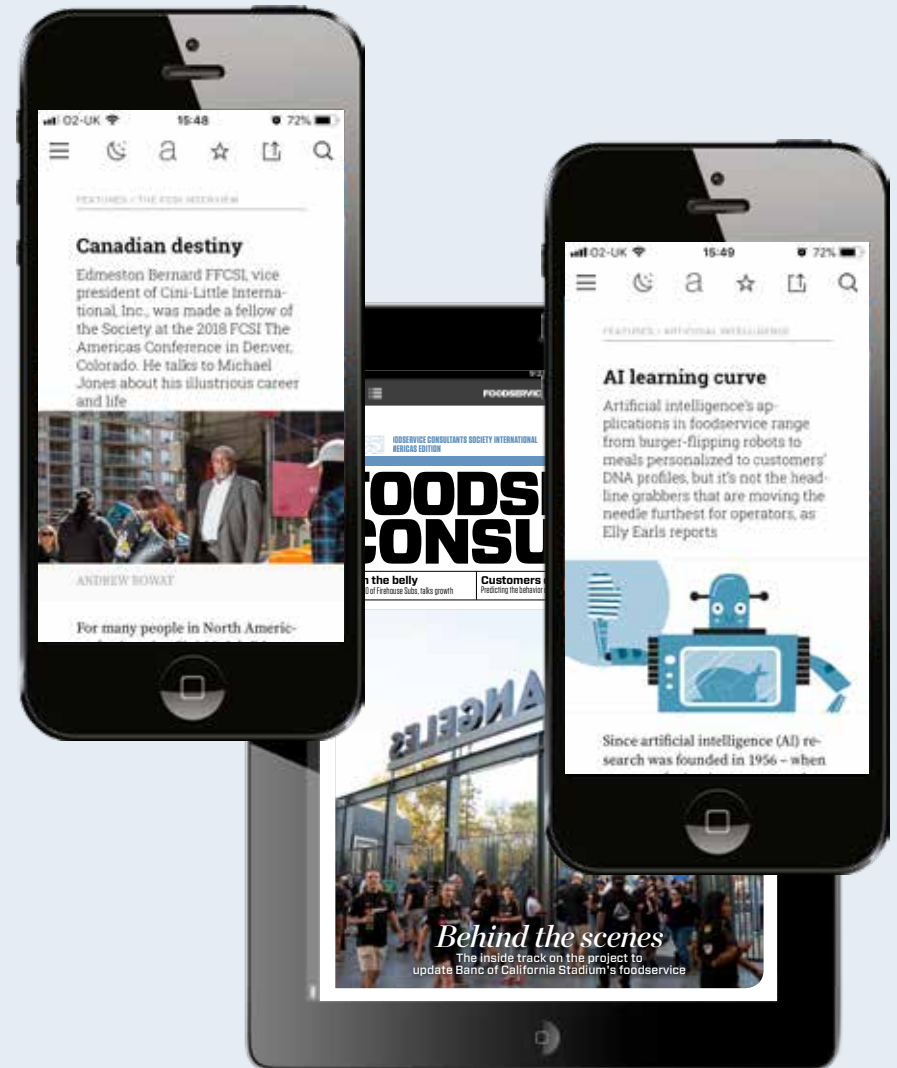
# The app

# \$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.



# Roundtable sponsorship

- Held during major, international industry shows, in a meeting room/hotel conference room. Closed door event (i.e. not open to the public)
- Industry specialists, including leading consultants, operators, end-users (and representatives present from sponsor)
- Chaired by the editorial director of *Foodservice Consultant*
- Topics based on key industry challenges
- Write-up in the following issue – 5/6 pages of coverage, with sponsor's advert alongside it
- Digital advertising within the e-newsletter and on the website to support the magazine activity
- All material, print, photography and video can be used by the sponsor for their own marketing purposes once published by FCSI
- Can be made into a bespoke supplement to use as marketing material, if desired



# Panel discussion sponsorship

This is a great way of promoting instant brand engagement with an audience, more informal than a roundtable can be, and will help drive traffic to the booth.

- Location: during an event at the sponsor's booth
- Consultant-led
- Chaired by the editorial team of *Foodservice Consultant*
- Topics based on key industry challenges, e.g. energy saving and sustainability, innovation and new trends
- Perceived endorsement as hosted at the sponsor's booth
- Includes video and editing, which the sponsor will be given for use across their own channels
- Promotion is purely online – FCSI website and social media





# Podcast sponsorship

## FCSI's new podcast series

Three episodes, one per month across three months, industry topics, FCSI consultants interviewed by *Foodservice Consultant* editorial team. The sponsor will get a mention at the beginning and at the end of each episode with wording such as "this episode in the series was brought to you by our friends at *sponsor name*".

This a great way of getting closer to the FCSI consultants, having the brand associated with important industry topics and reaching a digital audience in a very digestible format, at only 10-15 mins per episode. Podcasts are a very popular medium with people able to listen and be informed on the move.



New series name

Supported by



Your logo here

# Rates and deadlines

## Copy/materials deadlines

Q4 (2019 Year in Review supplement – December 2019)  
Copy/materials due 21 November 2019

Q1 (February 2020)\*  
Copy/materials due 8 January 2020

Q2 (February 2020)\*  
Copy/materials due 8 April 2020

Q3 (August 2020)\*  
Copy/materials due 8 July 2020

Q4 (October 2020)\*  
Copy/materials due 7 October 2020

## 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.

\*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
Top/bottom leaderboard	Weekly	\$1,648

## Website\*\*

	Duration	Rate
Website takeover	Daily	\$1,061
Skin	1 month	\$4,244
Video	1 month	\$5,075
Leaderboard	1 month	\$3,183
MPU	1 month	\$2,652
Double MPU	1 month	\$3,315

# 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")

## Digital adverts

Files should be supplied in jpg or gif format and no larger than 200kb. Animation is permitted.

Please provide a valid URL for all adverts.

## Website

Leaderboard: 728pixels x 90 pixels (width x height)  
MPU: 300pixels x 250 pixels (width x height)

## E-newsletter

Leaderboard: 728pixels x 90 pixels (width x height)  
Double MPU: 728pixels x 300 pixels (width x height)  
MPU: 300pixels x 250 pixels (width x height)  
Sponsored: 636pixels x 334 pixels (width x height),  
400-800 words

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**

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### 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



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To advertise across these channels contact: [sales@foodserviceconsultant.org](mailto:sales@foodserviceconsultant.org)

