

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 recognized as industry experts, providing specialized 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 endeavors.



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.



Editorial calendar

Q1 2021

Features: The Big Picture; Around the World; The Secret Chef; FCSI Educational Foundation update; Talkback; FCSI Professional member columns; Company Spotlight: Irinox S.p.A.; City focus; Operator profile: Dairy Queen; In profile: how a selection of operators have started/ to move on, pivot or transform themselves during and after the Covid-19 pandemic; Briefing: Americas legal and regulatory update; FCSI Professional member project profiles: Springs Living by Ray Soucie FCSI; The Circle, Switzerland by Vinoo Mehera FCSI; Chef interviews: Santiago Lastra and Tracy Chang

All editorial and contributors are subject to change

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From your FCSI Worldwide president and regional chair



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ONLINE ROUNDUP

Find out about additional content on the fcsi.org website

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AROUND THE WORLD

What's going up around the globe



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THE INTELLIGENCE: The Americas Division

With foodservice operators starting to reopen our columnists examine some of the new conditions under which we now have to work.

We also hear from FCSI Associate Joey Navarro (right), principal of Whitestone Food Service Design in Georgia, US



14

COVER: LORNE WHARTON

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FEATURES

38 The big picture

Welcome to WorldWild China, A luxury hotels project in Guangdong province where designer Bill Bensley spins the wildlife reserve concept around

41 Pandemic tales

Participants from different sectors of foodservice talk about surviving the choppy waters of lockdown and reopening in a post pandemic landscape

55 Food for thought

Brown-based Ghetto Gastro is creating a space, through delicious food offerings, for people to talk about important social issues in their community

60 The FCSI interview

Vic Laws MBE FCSI has enjoyed a career that has taken him all over the world and won him recognition for his services to British hospitality

COVER STORY

47 Time of change

As the hospitality sector picks itself up, dusts itself down and starts all over again, we examine how foodservice consultants can help clients operate in the new normal. The three-pronged approach involves design

(allowing for social distancing both front- and back-of-house), hygiene (which has always been important in foodservice and is now doubly so) and technology (embracing contactless technology and remote control of appliances to cut down on contact points)

"It could be that 40% of US restaurants will never reopen. For the midmarket, the independents, this could be fatal"



2021 print supplements:

Q1 2021

Warewashing

Cutting-edge technology, new thinking and processes and energy efficient solutions in dish, glass and warewashing for a post-pandemic age. We speak with a selection of consultants, manufacturers and operators at the forefront of sustainable warewashing for the modern commercial kitchen.

Q2 2021

FCSI EAME 2021 Conference: preview guide

A look ahead to the FCSI Europe, Africa, Middle East 2021 Conference in Chantilly, France. We hear from organizers, keynote speakers and program leaders about the conference theme, sustainability, and key information so delegates can get the best value from this must-attend event.

NAFEM 2021 and FCSI The Americas Symposium 2021: preview guide

All the key show guide insight for the rescheduled NAFEM Show on Thu 6 Aug 2021 – Sat, 28 Aug 2021; plus interviews with organizers and speakers behind FCSI The Americas Symposium 2021, which precedes the show.

Q3 2021

Made in the USA:

A collection of sponsored content stories from leading American foodservice equipment manufacturers.

HostMilano 2021: preview guide

Comprehensive show information, plus full preview coverage of FCSI EAME's booth itinerary and details of *Foodservice Consultant's* program of events, including panel sessions and expert roundtables.

Q4 2021

A year in review 2021

A celebration of the people, projects and award-winning products that have shaped the year.

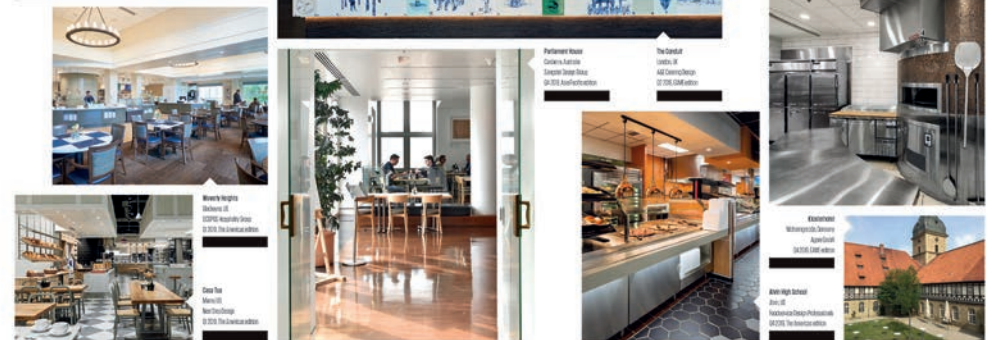
All editorial and contributors are subject to change



PROJECTS

2019 projects Creating spaces

Here is a look back at some of the stunning projects around the world worked on by FCSI Professional members and featured in the pages of *Foodservice Consultant*.



The website

19,000

page views in August 2020
10,100 unique users in August 2020
04:00 average session duration in August 2020

The 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.

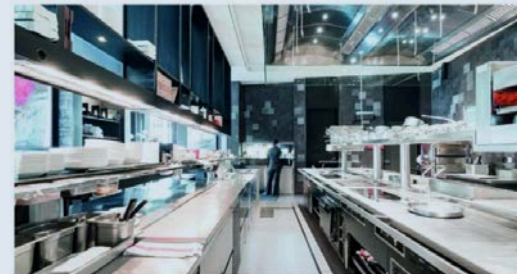
The website is supported by Twitter, Facebook, LinkedIn, Google+ and other share functions, enabling members to engage immediately with content while on the go.

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

Foodservice Consultant magazine also has an accompanying interactive and downloadable digital version.



Home | Foodservice Consultant | Asia Pacific | Project focus: The Middle House, Shanghai



PROJECT FOCUS: THE MIDDLE HOUSE, SHANGHAI

Posted on February 18, 2020

SHARE ON

Acker So FCSI and his team built the iconic Café Gray Deluxe in one of the most prestigious locations in Shanghai, tells Amy Snelling

When The Middle House opened in the heart of the city, it became a destination for tastemakers and celebrities throughout the city. Located on the famous luxury shopping street, Nanjing West Road, The Middle House is the fourth (and largest) in the series.

Gerben van der Molen FCSI

Dutch consultant Gerben van der Molen FCSI of Stars Design led the redesign of the 100 Rotterdam, the location for FCSI KAMEN 2018 Conference



Stars Design specialises in interior design focused on hospitality. High profile projects in the Netherlands and Belgium we have worked on include Post Plaza Hotel in Leuven (a project that won FCSI KAMEN 2017 Excellence in Foodservice Design award), the World Trade Center Rotterdam; retyling all 70 Lunch Garden restaurants in Belgium; Hotel Theater Fijl in Zele; and five-star resort Landgoed De Houtweide in Lattrop.

The most exciting element about this sector is that in one or two years, people will be walking around the spaces you create. They will sleep there, eat, drink,

MORE STORIES

WORLDWIDE

CORONAVIRUS: THE IMPACT ON FOODSERVICE
Liz Cooley links out how the foodservice industry is responding to the deadly coronavirus outbreak

READ +



PHH-HORECA 2020 POSTPONED UNTIL JULY
The event for hotel, restaurant and café professionals in Singapore is being delayed due to the industry impact of restricted travel caused by coronavirus

READ +



LUCKIN COFFEE OVERTAKES STARBUCKS IN CHINA
The homegrown coffee



Teads in article video

Video is run of site across FCSI.org and plays automatically as you scroll down the article.

Teads 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 2,300 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.


ADVERTISING

Learn more

TIM FITZGERALD
CEO, Middleby Corporation

Infected powered by Teads

New York was the first city to require a sodium warning label on menus in 2015 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, triangle-shaped sodium warning icon where customers place their orders and directly next to those items on both print and electronic



ATLAS METAL
making metal personal

OUR MOST IMPORTANT PIECE OF MACHINERY.

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

GET TO KNOW US

FIND A MEMBER

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FW14, United Kingdom
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Email
Website

The e-newsletter

23.4% Average open rate: an 8% increase

Digital e-newsletter

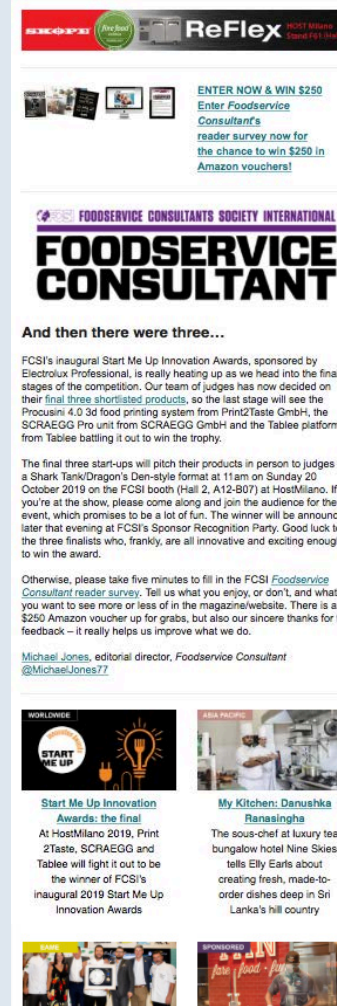
Every week an emailed newsletter, featuring collated stories from the fcsi.org website, is sent to senior decision-makers in international foodservice, including every FCSI professional member.

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.

As well as the regular weekly e-newsletter, special themed e-newsletters are also mailed on an ad hoc basis. Focusing on subjects such as 'Sustainability', 'Technology' and 'Covid-19' these special e-newsletters also contain sponsorship and advertising opportunities.



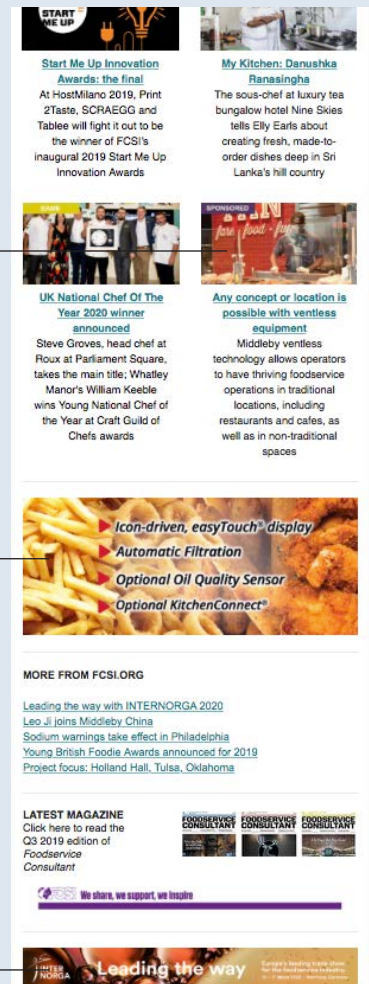
The screenshot shows the main content of the e-newsletter. At the top is a banner for 'ReFlex' with a 'Free Book' icon. Below it is a contest announcement: 'ENTER NOW & WIN \$250 Enter Foodservice Consultant's reader survey now for the chance to win \$250 in Amazon vouchers!'. The main headline is 'FOODSERVICE CONSULTANTS SOCIETY INTERNATIONAL' followed by 'FOODSERVICE CONSULTANT'. The article 'And then there were three...' discusses the FCSI's inaugural Start Me Up Innovation Awards, sponsored by Electrolux Professional. It mentions the final three shortlisted products: Procumi 4.0 3d food printing system, SCRAEGG Pro unit, and Tablee platform. The article also mentions the final three start-ups: Shark Tank/Dragon's Den-style format, HostMilano, and HostMilano. At the bottom, there are two small images: 'Start Me Up Innovation Awards: the final' and 'My Kitchen: Danushka Ranaingha'.

Top leaderboard

Sponsored content

Double MPU

Bottom leaderboard



The screenshot shows the sidebar content of the e-newsletter. It features two main sections: 'START ME UP' and 'My Kitchen: Danushka Ranaingha'. The 'START ME UP' section includes a 'Start Me Up Innovation Awards: the final' announcement, mentioning the final three shortlisted products and the winner of FCSI's inaugural 2019 Start Me Up Innovation Awards. The 'My Kitchen: Danushka Ranaingha' section features a photo of Danushka Ranaingha and a quote from her about creating fresh, made-to-order dishes deep in Sri Lanka's hill country. Below these are two more sections: 'UK National Chef Of The Year 2020 winner announced' and 'Any concept or location is possible with ventless equipment'. The 'UK National Chef Of The Year 2020 winner announced' section mentions Steve Groves, head chef at Roux at Parliament Square, and William Keeble, Young National Chef of the Year at Craft Guild of Chefs awards. The 'Any concept or location is possible with ventless equipment' section mentions Middleby ventless technology allowing operators to have thriving foodservice operations in traditional locations, including restaurants and cafes, as well as in non-traditional spaces. At the bottom, there is a 'MORE FROM FCSI.ORG' section with links to 'Leading the way with INTERNORGA 2020', 'Leo Ji joins Middleby China', 'Sodium warnings take effect in Philadelphia', 'Young British Foodie Awards announced for 2019', and 'Project focus: Holland Hall, Tulsa, Oklahoma'. Below this is a 'LATEST MAGAZINE' section with a link to 'Click here to read the Q3 2019 edition of Foodservice Consultant'. At the very bottom, there is a 'We share, we support, we inspire' section with a link to 'Click here to read the Q3 2019 edition of Foodservice Consultant'. The bottom of the sidebar features a 'Leading the way' section with a link to 'Click here to read the Q3 2019 edition of Foodservice Consultant'.

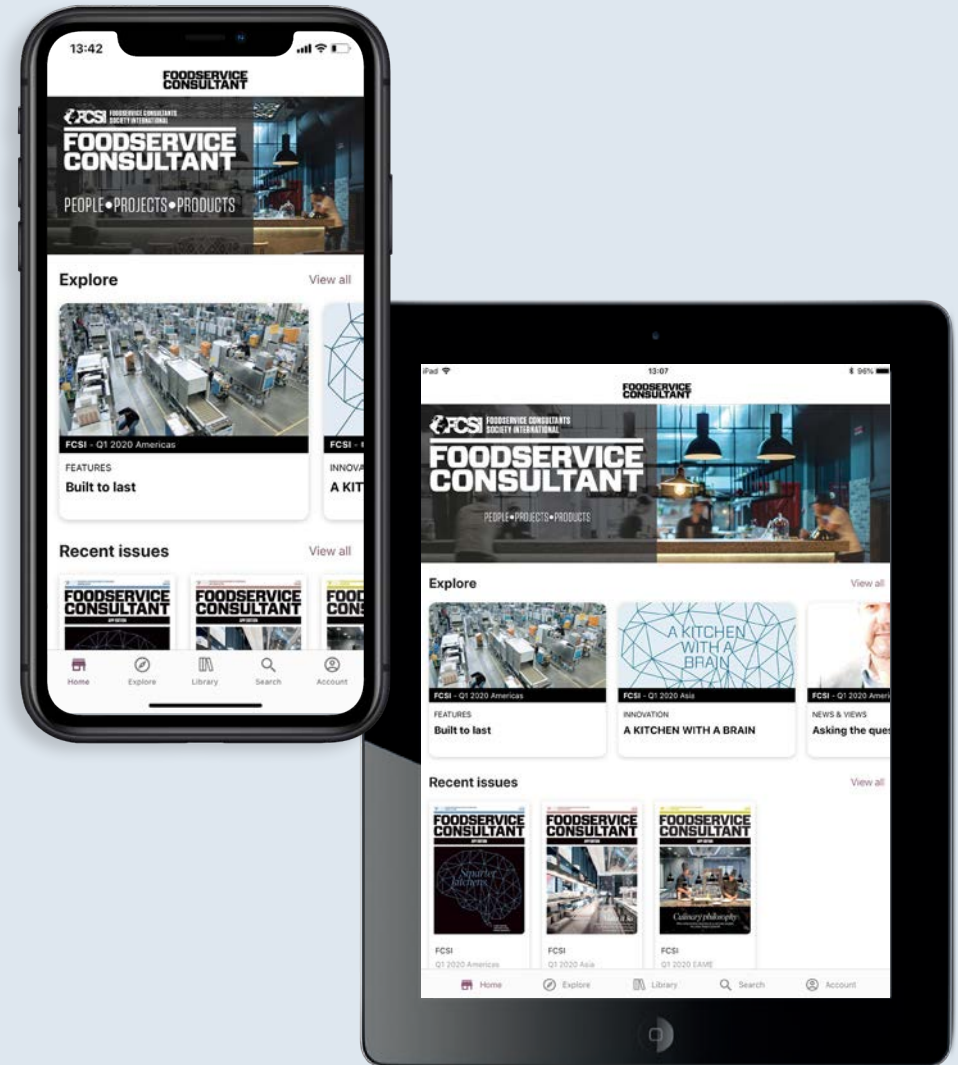
The app

\$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

Offering high-level insight and debate from a hand-picked attendee list, roundtables allow sponsors the opportunity to get close to an expert audience of industry leaders.

- 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 *Foodservice Consultant* editorial team
- 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

We hope to recommence panel discussions and roundtables at live events in 2021.



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

We hope to recommence panel discussions and roundtables at live events in 2021.



Podcast sponsorship

FCSI's podcast series

In 2019 FCSI launched its highly successful '*Dynamic Design*' audio podcast series, which is back for a second season in 2020 and was nominated for a 2020 International Content Marketing Association award. This year, it also launched its three-part '*Future Customer*' series and a new '*Sustainability Lowdown*' podcast series. All three series feature one-on-one interviews with leading FCSI Professional members.

Audio podcasts are the perfect way to present compelling stories in a very digestible format, at only 10-20 mins per episode. Podcasts are a very popular medium with people able to listen and be informed on the move.

Sponsors can option three episodes, one per month across three months. FCSI Professional members are interviewed by the *Foodservice Consultant* editorial team. The sponsor will get a promotional plug at the beginning and end of each episode, highlighting that the series has been brought to you in association with the sponsor.

These are a great way of getting closer to FCSI consultants, having the brand associated with important industry topics and reaching a digital audience.

For more information view the *Dynamic Design* podcast series case study here: <https://secure.viewer.zmags.com/publication/f81ea038#/f81ea038/1>

Please get in touch for rates and to discuss topic and timings.

**FOODSERVICE
CONSULTANT**



New series name

Supported by



Your logo here

2019 reader research

69%

of respondents said the design of the FCSI website was either high/very high quality

75%

of people said the editorial content on the FCSI website was either high/very high quality

8/10

either agreed or strongly agreed that the FCSI website met their needs

30mins

The average time spent reading *Foodservice Consultant* magazine is 29 minutes

95%

of respondents say *Foodservice Consultant* magazine is well designed

90%

of respondents say the editorial content on *Foodservice Consultant* magazine is either high or very high quality

1/2

over 1/2 say magazine is better than other industry publications

81%

of respondents say *Foodservice Consultant* magazine is a valued part of their FCSI membership

Rates and deadlines

Copy/materials deadlines

Q1 (Feb 2021)
Copy/materials due January 2020

Q2 (May 2020)*
Copy/materials due April 2020

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

Q4 (October 2020)*
Copy/materials due September 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
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)
Double MPU: 300pixels x 600 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: 636 pixels 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**

DELIVERING CERTAINTY IN UNCERTAIN TIMES

In print, digital and via events, FCSI's portfolio helps your brand
reach every Professional member consultant, worldwide



FOODSERVICE CONSULTANT IN PRINT ● ONLINE ● IN YOUR INBOX

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