

FOODSERVICE CONSULTANT

MEDIA PACK 2024



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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

**FOODSERVICE
CONSULTANT**

1955
year founded

1,500
number of memberships

60
countries

10
years of Foodservice Consultant

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.



Every edition of FCSI's *Foodservice Consultant* includes a number of regular features for which topics and interviewees are planned around the time of production to ensure they are pertinent and timely. These include:

The Secret Chef: Our long-time regular columnist has remained anonymous since the start of their 'Kitchen Confidential' column. They share fascinating insights and searing viewpoints from the kitchen frontline as they document the travails of running a restaurant today.

Partnerships: Collaboration is at the core of the foodservice sector. In this new regular feature we hear from two people from different parts of the industry who have worked together on a business, project or initiative.

Chef interview: Interviews with the best and most exciting profiles from the gastronomy world. Previous interviewees include Thomas Keller, Rasmus Kofoed, Ana Ros and Mauro Colagreco.

The FCSI interview: Speaking to leading FCSI consultants from around the world who tell us about their career highlights and trajectory.

Company spotlight: From the world of foodservice equipment manufacturing, we focus on a leading brand, considering their journey to success, key innovations and how they have thrived.

Operator profile: From Firehouse Subs to Uber Eats this is a feature that puts the spotlight on global successful foodservice operators. We hear from key decision-makers on the evolution of their company, main challenges and the secret to their success.

Project focus: Showcasing the great work of FCSI foodservice consultants globally. Each edition carries a section with a focus on the design and management of commercial kitchen projects, including all three regions: The Americas, Asia Pacific; and Europe, Africa and Middle East.

My kitchen: A feature that shows all the many different kinds of commercial kitchens. In this first-person article, we hear from chefs who speak about their working environment and the challenges particular to their kitchen – previous interviews have featured everything from a tempura restaurant in Tokyo to a prison kitchen in the UK.



Special supplements

Supplements produced to provide previews of major industry events, including NAFEM and HostMilano, are printed and distributed to FCSI members, while most of our themed supplements work as an integrated part in the magazine in our Innovation section. These are also published separately on fcsi.org as digital supplements.

Each edition we approach a topic from different perspectives to offer a nuanced consideration of the technologies and trends of the day.

2024 topics:

Q1

Cold-side innovation

A focus on the new technologies and equipment in the cold side of foodservice.

Q2

Bars and beverages

From cocktails to coffee, what does the industry need to take into account when designing a winning bar facility?

Q3

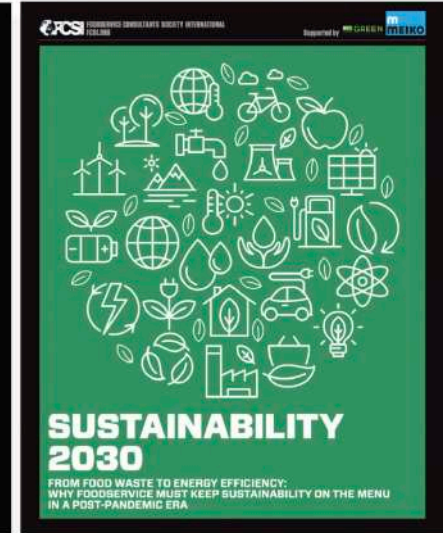
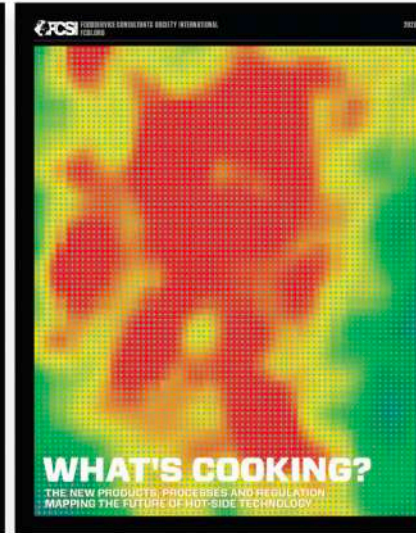
Hot-side technology

An overview of the changing picture of cooking equipment for commercial kitchens, considering the drivers of change and how to benefit from new technologies.

Q4

Sustainability

A perennial and vital topic in foodservice, covered from different angles and viewpoints to produce a picture of sustainable practices.



ONE-OFF SUPPLEMENT SPONSORSHIP OPPORTUNITIES

FOODSERVICE CONSULTANT

My Kitchen – the collection

We launched My Kitchen in FCSI's *Foodservice Consultant* magazine more than five years ago as a way to celebrate the vast breadth of kitchen environments that chefs work in - and in turn demonstrate the wide variety of equipment specified by FCSI consultants.

From a street food kitchen in Bangkok and a tempura house in Tokyo to a taqueria in Mexico City, we have interviewed chefs from across the world about their challenges and joys. We have also spoken to chefs managing food preparation in stadia, correctional facilities, fine dining, schools and airports.

My Kitchen – the collection as a special supplement is a celebration of all the wonderful and varied environments that chefs work in, whether cooking for the few or for the many.

The Best of The Secret Chef

Introduced with the launch of FCSI's *Foodservice Consultant* in 2013, the secret chef has chronicled life in the restaurant kitchen through the last decade. From discussing the challenges of a cost of living crisis and a global pandemic, to dealing with issues of discrimination and harassment in the kitchen, the columnist – a professional chef who has remained anonymous – has shared erudite observations and lived experiences with searing honesty.

The Best of The Secret Chef will compile all the best moments of the last decade in a challenging and thrilling sector.



Q1 - 27 February	Q2 - 28 May	Q3 - 27 August	Q4 - 27 November
<p>Cover story/themed edition The gamechangers</p> <p>A series of profiles of the people who are driving change and proposing solutions to the challenges faced by operators, consultants and manufacturers. An inspirational feature to start the year looking at the changes being made for a better, more efficient, future for everybody.</p>	<p>Cover story Design for (a better) life</p> <p>A comprehensive look into the world of foodservice design consultants. What are the watchwords for foodservice designers in 2024? We speak with the professionals at the coalface about the changes and challenges they are faced with. Considering how thoughtful design can have an impact on end users and customers, we focus on a range of market segments, from fine dining to correctional facilities to understand how design can affect positive change.</p>	<p>Cover story Ideas that turn to gold</p> <p>In a sector that is at the forefront of innovation and change to keep up with new challenges, we speak to the people who develop ideas for new products and services. From the R&D departments in the equipment manufacturers, to chefs developing menu items that go viral, we speak to the experts about what it takes to make a new product or service fly.</p>	<p>Cover story People at the core of foodservice</p> <p>After several challenging, marked by a global pandemic, social activism, changing demographics among consumer groups and foodservice employees and disruptive technologies we revisit the evergreen topic of people. Outlining the people who keep the wheels turning on a sector in flux, we focus on recent trends and changes while looking to the future.</p>
<p>Innovation report Cold-side innovation</p> <p>From chilling to freezing and taking in views from consultants, manufacturers and operators, the special report on cold-side innovation will provide an up-to-date outline of the latest equipment that can support operators and consultants when deciding on how to optimize a foodservice operation, whatever the size and cuisine.</p>	<p>Innovation report Bar and beverage innovation</p> <p>From coffee to cocktails, this report will consider the elements required to launch a successful and future-proof bar operation. Including views of consultants, manufacturers and experts, it will include the latest innovations, from coffee-making equipment and cooking technology to display refrigeration and ice machines.</p>	<p>Innovation report Hot-side innovation</p> <p>A focus on innovations in cooking technology – speaking to manufacturers and consultants about the priorities in the back of house section, we consider how to design for smooth operations and squaring sustainability concerns with fiscal responsibilities.</p>	<p>Innovation report Sustainability</p> <p>A perennial and vital topic in the changing foodservice sector, this special report will offer a comprehensive insight into the drivers for change, the solutions to challenges and a holistic overview of what sustainability looks like in a modern foodservice operation.</p>
<p>Regular sections include:</p> <ul style="list-style-type: none"> • Intelligence: news and events from around the world • Briefing: updates on the trends shaping the foodservice sector around the world; analysis and regulatory news • Projects: Highlighting foodservice projects led by FCSI consultants from all three regions 			

All editorial and contributors are subject to change

SPONSORED CONTENT IN PRINT

FOODSERVICE
CONSULTANT

Sponsored content in print

Sponsored content editorial pages offer a great opportunity for manufacturers and service providers to give readers a deeper dive into their company, its team, or its cutting-edge products.

The award-winning *Foodservice Consultant* design team will create engaging and eye-catching pages that expertly showcase special companies doing innovative things that demand to be read by an FCSI Professional member audience.

DUKE MANUFACTURING



Your solutions partner

Offering vast experience and vast capacity, 'The Duke Difference' can otherwise be stated as: We listen. We understand. We solve.



Duke Manufacturing delivers the quality and capacity you need to thrive.

Duke Manufacturing is a global foodservice equipment manufacturer, headquartered in St. Louis, Missouri. For more than 90 years, as one of the largest full-line privately owned foodservice equipment manufacturers in the industry, Duke Manufacturing has been providing innovative foodservice solutions.

Duke offers customized solutions that not only address the unique challenges of your foodservice operation, but also optimize and integrate all phases of workflow in your specific space from start to finish.

Our dedicated support staff of manufacturing, sales and distribution facilities are ready to work on your unique challenge. We always look at problems from your perspective, and then work with your team to create

MARRA FORNI



Redefining the cooking process

As the foodservice industry redefines the rulebook based on learnings from the pandemic, one thing has become obvious – success depends upon our ability to adapt and diversify the business model. We can no longer rely solely on dine-in business; creativity is required in how to best reach and serve our customers.

In the new landscape of the industry, operators must pay attention to the "social safety" of employees and customers, dine-in vs. take-out, additional food-safety concerns, sustainability/environmental impact and mobile vs. brick-and-mortar investment. As operators recover from the pandemic, they're rethinking how they use space and integrating technology into their businesses. The line between back-of-house and front-of-house has continued to blur, and food safety

continues to be a customer concern. Marra Forni is finding new ways to make the old new again. Its Duo Bocche (two mouths) Brick Oven is a pass-thru solution that bridges the back and front of house with a high production display cooking solution that allows guests to see the process of food production and service. It also allows the operator to share labor between kitchen and service personnel.

As service spaces are being re-defined, this oven also allows expansion between barriers that separate guest spaces, opening the kitchen to other areas of the restaurant. The pass-thru feature allows service expansions without additional space or significant investment. And, as "functional art" in the dining or service space, these brick ovens enhance the dining experience and increase both staff and guest engagement, driving potential sales growth.



A Marra Forni oven is a piece of "functional art" enhancing customer and staff engagement.

Flexible, functional and attractive

Automation of product management has been standardized in the Rotator oven series, which features a bidirectional rotating deck that can be set to the second, providing consistent food quality, increased production and reduced food waste, all in a simple platform. User-friendly features include a simple touchscreen digital control interface and

a recessed table front mantle for easy cleaning and maintenance.

Marra Forni also offers turnkey ventilation solutions for all its brick ovens that are UL Certified for wood-fired, gas-fired and electric ovens, at a fraction of the cost of traditional hoods, fire-suppression and ductwork systems. These direct ventilation solutions are custom-designed and guarantee optimal performance.

All Marra Forni's brick ovens are customizable. The exterior oven design can match the interior design and décor concept or "pop" in the space as an engagement piece. This can depict the menu, history or culture.

Investment requires a return, so menu versatility and production flexibility are important. Brick ovens offer a great range of operating temperatures. Common uses include high-temperature sous vide finishing, the center of the plate proteins, specialty seafood steaks, vegetables, sides and even desserts.

Brick ovens offer flexibility to adjust menu, space and production while being attractive, functional and customizable to any kitchen's needs. ■

For more information
visit marraforni.com

THE WEBSITE

FOODSERVICE
CONSULTANT

17,500

average monthly page views

7,500

average monthly unique users

02:25

average session duration

2.2

average pages per session

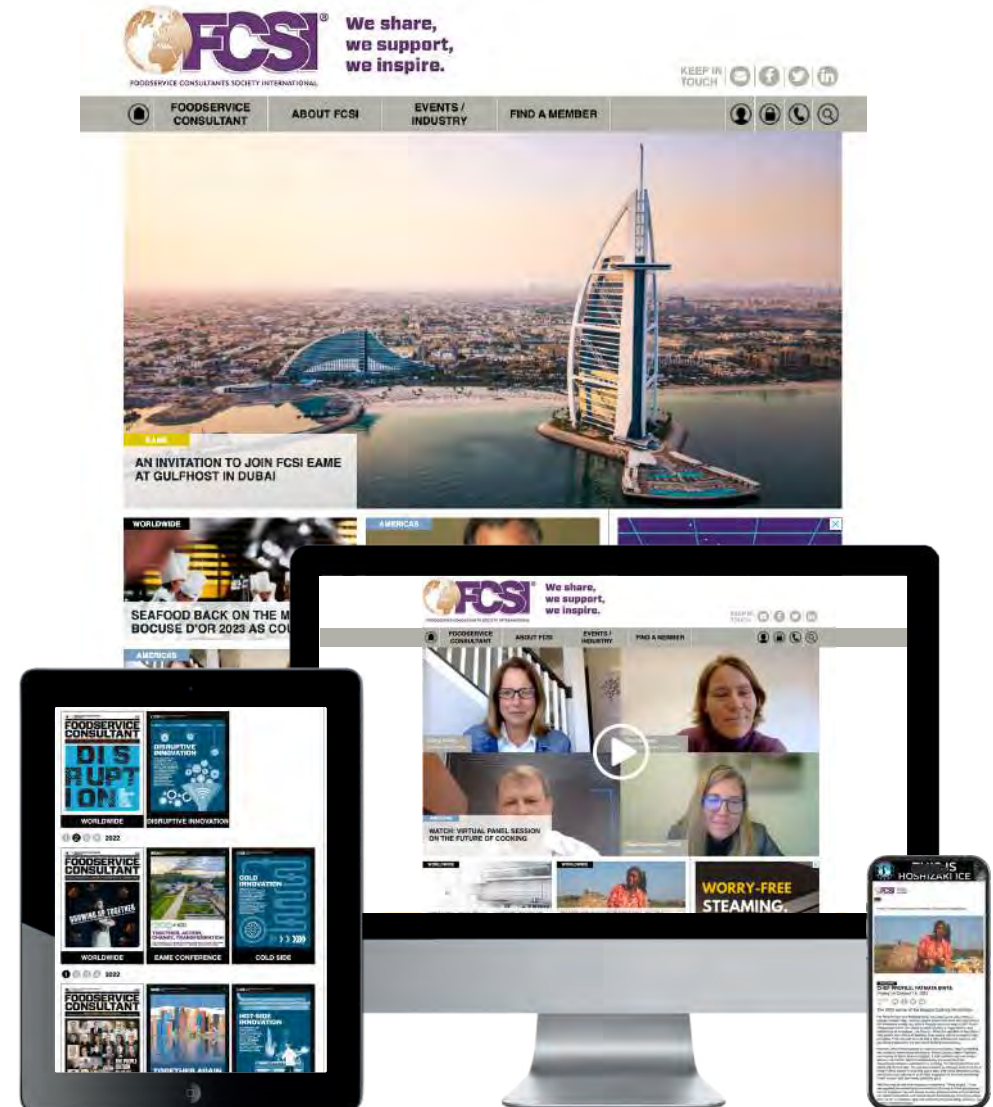
The FCSI website, fcsi.org, contains a wealth of information for FCSI members and non-members as well as an extensive array of extra content only available online.

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 [downloadable digital version](#).



TEADS IN-ARTICLE VIDEO

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1%

approx. click thru rate

30s

duration of video run of site

7,000

views with 25% watching the full video

9%

approx. completion rate

Video is run-of site across [FCSI.org](https://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
- 7,000 views with 25% watching the full video
- Approx 1% click thru rate
- Campaign duration is monthly
- Approx 9% completion rate



THE E-NEWSLETTER

FOODSERVICE
CONSULTANT

Digital e-newsletter

29%
average open rate

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 leaderboards, a double MPU and 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 'Innovation' these special e-newsletters also contain sponsorship and advertising opportunities.

The e-newsletter is a highly impactful way to promote other digital initiatives such as podcasts or a series of virtual panel discussions, supported by the brand.



Leaderboard (top)

Sponsored content

Double MPU

Leaderboard (bottom)

Sponsored whitepaper

Comprehensive analysis of a burning industry issue, showcasing sponsors' expertise to existing and prospective clients. Hosted on the sponsor website. Promoted through FCSI website story, e-newsletter and social. Can also be printed and handed out as sales material.

Lead generation opportunities

The whitepaper is hosted on the sponsor site. Sign-up for the webinar is gated so sponsors are able to collect contact details for all interested parties.

The whitepaper is the sponsor's intellectual property. It is also possible to promote the whitepaper through other publications.



FCSI WHITEPAPERS



Striking the right balance in educational foodservice

PRECISION HOLDING TECHNOLOGY FCSI.ORG

Precision holding technology continues to advance, with cutting-edge equipment now able to safely hold hot food to exact temperatures and moisture content for days. The benefits for operators are abundant

INTRODUCTION

It has long been considered a key ambition for many commercial foodservice operators: equipment that can hold food at precisely the temperature and humidity required. But precision holding cabinets, built to maintain the quality of food within a tightly controlled environment, are very much a technology of today, rather than the future.

Indeed, this technological leap forward is now being embraced by foodservice operators ranging from fine-dining restaurants to institutional caterers. "Precision holding is maintaining the temperature of cooked food in a manner that ensures the product is safe to serve while maintaining its moisture and crispiness," explains Stuart Powell, CEO of Cookshack, Inc. in Ponca City, Oklahoma.

As consumers have demanded quicker service and more consistently high-quality food, chefs have worked to find ways to meet their needs. "One way to do this is to pre-cook food and hold it until the customer is ready to eat," says Powell. "This has led equipment manufacturers to find better ways to hold food."



Dennis Livchuk, MS, PE, LEED AP, senior engineer for Frontier Energy Inc., a professional consulting firm specializing in energy efficiency and advanced energy solutions in San Ramon, California, believes precision holding is important to operators, "because nowadays there is a strong emphasis on fresh food. But, oftentimes the customer volume is high with a narrow window of serving, so prep cooking is required. You need to use precision holding to keep that prepared food fresh until it is ready to be served."

TO BE PRECISE

Precision is, of course, a key word for an industry that needs to deliver to more exacting customers with each passing year. "In my world, 'precision' is relevant to information, analytics and control technology," explains foodservice consultant Stephen Young, FCSI, managing member and executive principal of YoungCanuso in Denver, Colorado. "Precision farming, precision menu planning, precision equipment controls and precision trouble shooting."

Young says he has seen precision technology evolve "exponentially" over the past few years. "And it is still evolving, especially during a crisis in our industry such as Covid-19," he adds.

"[Precision technology] is still evolving, especially during a crisis in our industry such as Covid-19"
Stephen Young FCSI

Precision holding can help protect food from spoilage in 2021 to 2030, says...

- All rates are in USD \$
- Special discount available for FCSI members
- FCSI member discount does not apply when booked through an agency

Print

Magazine*

Type	Rate
Double page spread	\$12,000
Full page	\$7,500
Half page	\$4,500
Inside front cover	\$8,750
Inside back cover	\$8,750
Outside back cover	\$9,250
Front half	10%
First 10 pages	15%
Specific regional section	10%
Sponsored content	10%

Supplement/show preview guide

Type	Rate
Sponsorship	\$9,000
Double page spread	\$3,500
Full page	\$2,500
Outside back cover	\$2,750
Sponsored content	10%

Digital

E-newsletter**

Type	Duration	Rate
Takeover	Weekly	\$7,000
Sponsored content	Weekly	\$2,500
Double MPU	Weekly	\$2,250
Top/bottom leaderboard	Weekly	\$2,250

Virtual roundtables

Volume	Rate per series	Rate per episode
10+	\$31,900	\$3,190
6	\$21,240	\$3,540
5	\$19,700	\$3,940
4	\$17,500	\$4,375
3	\$14,580	\$4,860
2	\$10,800	\$5,400
1	\$6,000	\$6,000

Live roundtables and panel discussions

Rates available on request

Website**

Type	Duration	Rate
Website takeover	Daily	\$1,200
Skin	1 month	\$4,500
Video	1 month	\$5,400
Leaderboard	1 month	\$3,350
Double MPU	1 month	\$3,350

Podcast

Volume	Rate per series	Rate per episode
10+	\$24,800	\$2,480
6	\$16,530	\$2,755
5	\$15,300	\$3,060
4	\$13,600	\$3,400
3	\$11,340	\$3,780
2	\$8,400	\$4,200

*Discounts on volume bookings:

x2 issues of the magazine = 5% discount

x3 issues of the magazine = 12% discount

**Discounts on volume bookings available on request

Print

Magazine

Q1 (March 2024)*

Copy/materials due January 31, 2024

Q2 (June 2024)*

Copy/materials due April 29, 2024

Q3 (September 2024)*

Copy/materials due July 30, 2024

Q4 (November 2024)*

Copy/materials due October 31, 2024

The 'Innovation' section within the magazine has the same dates as above.

Digital

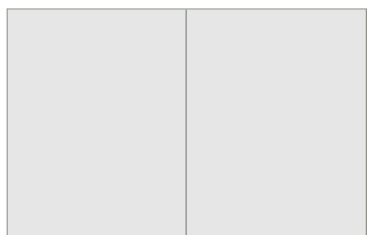
E-newsletter

- The e-newsletter runs every Thursday.
- The e-newsletter ads are due the Monday before.

Website

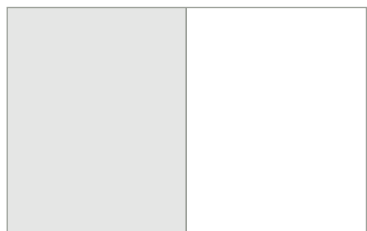
- The website ads run on a monthly basis from the 1st of the month.
- The website ads are due 3 days before the start of the month.

Sizes (all sizes are height x width)



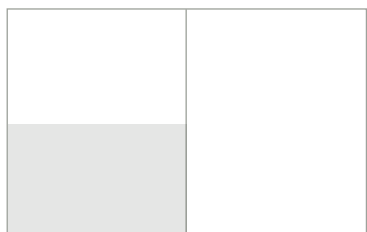
Double page spread

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")



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")



Half-page horizontal

Type: 118 x 190mm (4.65" x 7.48")

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 [here](#).

All files must be accompanied by a contact name, telephone number and email address.

Files can be emailed to: production@progressivecontent.com

File supply

- All files must be submitted as pdf/x-1a:2001 as per the [pass4press guidelines](#).

- A bleed area of 3mm (0.12") on all four sides must be provided.

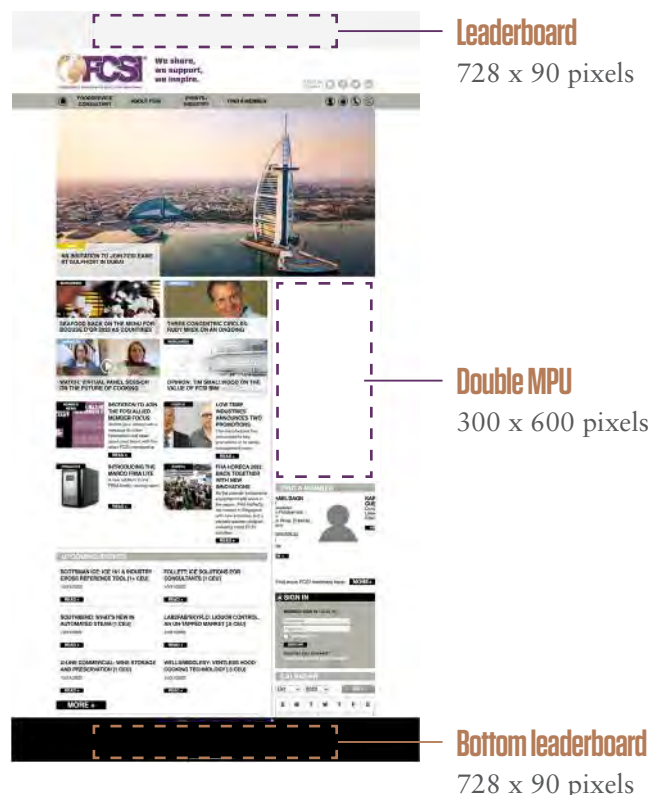
- All images should be saved at a resolution of 300dpi or over.

- Resolution of one bit images (either regular images or image masks) shall not be below 550dpi.

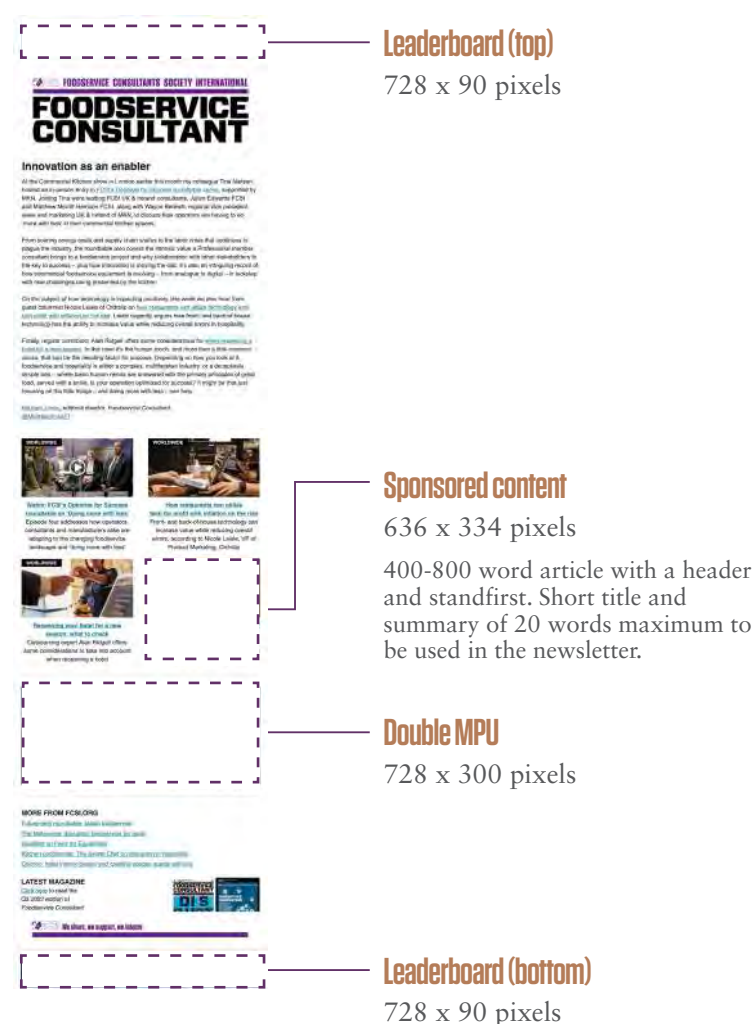
- No type should be placed within 10mm (0.39") Of the trim area.

- 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.

Website (all sizes are width x height)



E-newsletter (all sizes are width x height)



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.

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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