Launched in April 2001, FoodChain has firmly established itself as a must-read magazine in the globally important food and beverage market.

FoodChain is designed for the entire spectrum of the food, drink and hospitality industries – combining thought leadership articles and news with case studies about the most successful companies in the arena.

Now incorporating award-winning magazine Food & Drink International, FoodChain’s readership has been extended over a much wider remit, embracing thousands of new readers from North America and Canada. Food & Drink International brings with it a distinguished pedigree and history of its own – together with FoodChain, the two magazines create a powerful platform from which industry leaders can share their stories of success.
FoodChain is targeted at those who want to keep up-to-date with the issues facing the food & drink industry, with prime examples being innovation in food manufacturing, new legislation, health & safety, food hygiene, packaging, IT, ingredients, maintenance, logistics, training and employment issues. FoodChain’s editorial is a balanced mix of industry news, feature articles, interviews, new products & projects and case studies. The magazine frequently features significant exhibitions and conferences in the food and beverage sector, highlighting emerging technology, and the most recent discussions and conclusions drawn from these very important events. FoodChain gives both event organiser and exhibitors a platform to share their plans, highlight what’s new and get their stories straight into the hands of visitors and buyers.

In each issue, FoodChain’s editorial team visits successful companies, allowing them to share their best practices and give readers an insight into the issues affecting them and allowing them to learn from these examples. In doing so, we provide a service to all of the industry’s major players: CEOs, MDs, Production, Works, Purchasing, Quality & Maintenance Directors, Managers & Engineers. The magazine is designed for both event organisers and exhibitors, with prime examples being innovation in food manufacturing, new legislation, health & safety, food hygiene, packaging, IT, ingredients, maintenance, logistics, training and employment issues. FoodChain’s editorial is a balanced mix of industry news, feature articles, interviews, new products & projects and case studies. The magazine frequently features significant exhibitions and conferences in the food and beverage sector, highlighting emerging technology, and the most recent discussions and conclusions drawn from these very important events. FoodChain gives both event organiser and exhibitors a platform to share their plans, highlight what’s new and get their stories straight into the hands of visitors and buyers.

**WHO READS FOODCHAIN?**

FoodChain’s readers are the prime movers in their various fields, across the UK, North America and EMEA. The magazine is sent to food & drink manufacturing sites that give FoodChain’s readers an insight into a wide variety of carefully chosen business success stories. With 282,000 readers monthly basis, the magazine reaches a wide audience, who are looking for an intellectually stimulating product, without the pretentiousness of a trade magazine. FoodChain’s readers include Presidents, Vice Presidents, CEOs, MDs, Production, Works, Purchasing, Quality & Maintenance Directors, Managers & Engineers and above, in the food & drink industry. FoodChain gives the prime movers in their various fields, across the UK, North America and EMEA an insight into a wide variety of carefully chosen business success stories.

**WHY ADVERTISE IN FOODCHAIN?**

- Get your company’s products and services promoted in an editorially relevant and genuine purchasing and specifying power tool; you will become a well recognised and managing the most significant food and beverage manufacturers, distributors, retailers, restaurant chains and food & drink professionals may come to view the publication, it primarily serves senior level officials.
- Maximize your marketing messages by utilizing multiple avenues of approach, including magazine, hard copy print magazines, fully comprehensive websites and social media platforms. Companies appearing in FoodChain get their stories straight into the hands of 282,000 readers, and also reach a global audience online.
- Increase your brand saliency and share your successes – and then use the resulting attention to promote your marketing collateral and promotional material.
- Deepen your relationship with your biggest customers and those who work alongside in the future.
- Promote your presence at important exhibitions and highlight the new and exciting launches that visitors can expect to see on your stand.
- Appear in the pages of a B2B magazine with a real heritage and pedigree in the industry – alongside your peers and those you aspire to work alongside in the future.
Every edition is comprised of individual company profiles pertaining to the food, beverage, retail, and hospitality space. This is the bulk of the publication makeup. Advertorials, paid content, and industry case studies/independent contributions round out the rest.

The magazine appears in three versions - in digital format which is emailed to subscribers, a comprehensive website and hard copy print that is dispatched by post. Readers then have the option to keep it on their desk, carry it in a briefcase, or access it by any smart device.

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<td>Foodservice</td>
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<td>Beverage trends</td>
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<th>EXECUTIVE OVERVIEW</th>
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<tr>
<td>81%</td>
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<tr>
<td>Involved in business development decisions</td>
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<tr>
<td>96%</td>
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<td>are integral to investment opportunities</td>
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<th>COMPANY REVENUE</th>
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<tr>
<td>48%</td>
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<tr>
<td>Producers/Manufacturers</td>
</tr>
<tr>
<td>Suppliers: Equipment, Consultants, Contractors</td>
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A bespoke Exclusive Feature in FoodChain is a brilliant way to increase your industry presence and highlight your products and services to a new audience. Published in both the print and digital magazines, an Exclusive Feature is tailored to your company—crafted by one of our editors, the content is driven by you based around an in-depth interview. The ideal way to promote a new product or service, Exclusive Features can also be used to highlight interesting and significant company history, developments, milestones, M&A, investment drives, and any other areas of importance—the content is driven by what you would like to promote.

Custom articles can be two, four, six or more pages long and no advertising commitment is required, although the option to include your own ad in the layout is available. Case images and/or text are negotiable.

Brochure

Transforming your Exclusive Feature into a stand-alone printed brochure creates a very cost-effective and useful marketing tool for your sales team to send to clients who are looking for more information on your company or to use as marketing collateral at exhibitions.

The printed brochures will include the front cover of the magazine in which your Exclusive Feature appeared and your choice of back cover. Brochures create a very positive opportunity to gain a powerful marketing tool and elevate your profile in the market.

2 page
4 page
6 page
8 page

Digital flip books

Created for you by our in-house team, the Digital Flip Book is a quick-click version of your Exclusive Feature, and can be placed on your website or emailed to new clients for unlimited use.

PDF

A complete reproduction of your Exclusive Feature provided in a well-established file format. High and Low resolution PDFs can be emailed as attachments, as well as being uploaded to your own website, and can be viewed on almost any platform.

WEBSITE

Your Exclusive Feature will be automatically included on the FC website.

You can also create your own ‘As Featured In’ link on your website that connects directly to the story making it easier for you to share the story online and reach customers across the globe via online search and advertising opportunities.

E-Blasts

Body copy content is negotiable, with multiple image locations to use and a maximum of 800 words. Live Enquire Now links can be included, alongside other ways catching differentiators—cross headings, bullet points and pull quotes can all be created.

E-Blasts are sent to the complete digital readership database.

ALSO AVAILABLE...

Printed brochure, digital flip book, high/low resolution PDF

Your Exclusive Feature will be launched in the digital and printed version of FoodChain magazine, but further value is added through the creation of printed, hard-copy brochures, a digital flip book (provided as a link for you to share) PLUS the Exclusive Feature as both High and Low resolution PDF files.
Celebrating all that is remarkable in the global food and beverage industry, over the 19 years of its history FoodChain has featured some of the world’s finest companies.

Now FoodChain incorporates Food & Drink International, the magazine has extended its global reach and benefits from the heritage of another leading publication.

The lists below are just a selection of the market leaders that have benefited from appearing in the pages of our publications; using the platform to share their stories of remarkable innovation, impressive development and solid growth.

Appearing in FoodChain not only puts your story into the hands of 282,000 readers but also makes it available to a global audience online.

For further information contact:
web@foodchainpublishing.com
sales@foodchainpublishing.com
studio@foodchainpublishing.com
@FoodChain_mag

Are you interested in becoming part of FoodChain?
If you wish to submit an article or a press release please call 0114 431 854 0123 or email pmonument@schofieldpublishing.com

Schofield Publishing

USA

Amigo Foods
Apple Lea Foods & Entertainment
Belizean Bowl
BeefPlex
Captain D’s
Church’s Chicken
Conagra
Corner Bakery
Dana Hospitality
Farmland Foods
Foodland
GraceKennedy Foods
Hawaii Coffee Company
ITW Food Equipment
Limoneira Co.
Louisiana Sugar
The Hain Celestial Group Inc.
The Wasserstrom Company
Thornton’s Inc.

UK & REST OF THE WORLD

AccorHotels
Adnams
Ali Salt Daruma
Anglo Country Inns
Art Food
Aurix UK
Asian Market Catering
Baboo Foodservice
Bakery Partners
Belmonto Foods (UK) Ltd
Browns Bakery
Byron Hamburgers
Carnisage
Chippy Group
Co-op Group

Mallinsons
Culina Group
Douglas Laing & Co
Grosvenor
Hilton Hotels & Resorts
Holiday & Barrett
Horizon Biscuits
Irish Pine
Innovative Bites Ltd
Kendal Hurricane
Kit Fine Foods
Leon Restaurants
Macdonald Hotels
Magnolia Bakery

Mars
McDonald’s
Muntons plc
Papa John’s
Performance Food Group
Regal Entertainment Group
Ritter’s
Rutgerts
Sadler’s
Skepa
Starwood Hotels & Resorts
The Bread Factory
Thomas Hardy
Wellocks
Western Cider
YiFu Suds

Amigos Foods
Apple Lea Foods & Entertainment
Belizean Bowl
BeefPlex
Captain D’s
Church’s Chicken
Conagra
Corner Bakery
Dana Hospitality
Farmland Foods
Foodland
GraceKennedy Foods
Hawaii Coffee Company
ITW Food Equipment
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Thornton’s Inc.

USA

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Browns Bakery
Byron Hamburgers
Carnisage
Chippy Group
Co-op Group

Mallinsons
Culina Group
Douglas Laing & Co
Grosvenor
Hilton Hotels & Resorts
Holiday & Barrett
Horizon Biscuits
Irish Pine
Innovative Bites Ltd
Kendal Hurricane
Kit Fine Foods
Leon Restaurants
Macdonald Hotels
Magnolia Bakery

Mars
McDonald’s
Muntons plc
Papa John’s
Performance Food Group
Regal Entertainment Group
Ritter’s
Rutgerts
Sadler’s
Skepa
Starwood Hotels & Resorts
The Bread Factory
Thomas Hardy
Wellocks
Western Cider
YiFu Suds

Contact us.
The Publisher reserves the right to omit or suspend an advertisement at any time for good cause as it determines in its sole discretion, in which case no claim on the part of the Advertiser for damages or breach of contract shall arise.

Covers, single insertion orders and company profile advertisers are non-cancellable.

Cancellation of multiple insertions for independent advertising will only be accepted if made in writing and at least 4 weeks in advance. Cancellation of an advertising order less than 28 days before publication date will incur a 100% cancellation charge.

statute be excluded, all conditions and warranties or representations expressed or implied by statute or otherwise in relation to the service provided by the Publisher to the Advertiser are hereby excluded.

The liability of the Publisher in respect of any breach of its obligations pursuant to a contract made with the Advertiser to the Publisher in respect of the relevant advertisement. Save to the extent that the same cannot by law or
to the Advertiser in respect of any claims, costs and expenses arising out of any illegal or libellous matter printed for the Advertiser or any infringement of copyright patent or designs.

The Advertiser accepts full responsibility for all content (including text, representations and illustrations) and will indemnify the Publisher for any errors or omissions made in the advertising copy and to the space being available.

Failure to timely submit copy to the Publisher shall not relieve the Advertiser from liability for the cost of the advertisement.

The Publisher shall not be liable for any financial, consequential or indirect loss suffered by the Advertiser as a result of any act or omission of the Publisher.

The Advertiser's property, artwork and other materials are held at the Advertiser's risk and should be insured by the Advertiser against fire or any other damage and whilst in transit.

We cannot guarantee images and logos lifted from company websites will be print high resolution. Please check images are 300dpi.

Whilst every effort will be made to meet the wishes of the Advertiser regarding positioning, no guarantee can be made unless the Advertiser is paying a special position charge.

The Advertiser's announcement may be extended, Byline removed, or made subject to the publisher's discretion, if the Publisher deems the announcement to be of less importance to the magazine's content. If the Advertiser's announcement is extended, Byline removed, or made subject to the publisher’s discretion, then the Publisher will charge a surcharge of 4% base for each full month overdue. A [digital] voucher copy or in the case of inserts a Certification of Insertion Voucher, will be sent on publication together with an invoice or acknowledgement of payment received.

The rate card, together with these Terms and Conditions, constitutes all the terms of the contract and no agent or other representative of the Company has the right to vary the terms thereof in any way.

All supplied adverts must be presented in a manner ready for press.

We also can accept draft adverts in Microsoft Word and Powerpoint. Please be sure to include all necessary accompanying images as separate files and include font files.

Failure to approve proofs and/or approved the proof, the advertisement deviates from the submitted copy and/or approved proof, and notification of the error is received in writing within ten days of receipt of invoice.

Every care is taken to avoid mistakes, but the Publisher cannot accept liability for any errors due to third parties, including but not limited to: printers, distributors, agencies, or others. Claims of errors in finished orders will only be considered if the Advertiser has previously affirmatively submitted copy and to the space being available.