EDITOR’S NOTE

The food and beverage industry is inherently social. Sharing experiences dining out, having drinks with friends or attending the grand opening of a hot new restaurant have become millennials’ and generation Z’s new interpretation of luxury. San Francisco State University researchers found that people who spend money on experiences rather than material items were happier and felt good about where their money was spent. Enhancing the customer experience or simply creating one where people least expect it, such as in a grocery store, can go a long way in terms of loyalty in an industry that sees very little of that today.

*Food & Drink International* understands that every company affiliated with the food and beverage world has valuable information to bring to the table. We are the only publication that offers executives in the restaurant, retail, production and distribution industries the opportunity to share their ideas, opinions and strategies in a single forum so they can make smart decisions that will benefit their brands.

Through our unique cross-industry approach, industry leaders can exchange best practices in sustainability, customer service, supply chain management, employee training, productivity, food safety and marketing. Our readers can visit the section that applies to their field and then browse through other sections that directly or indirectly impact their business. There is no other publication that can facilitate this sort of “cross-table” conversation among the industry’s top thinkers.

*Food & Drink International* is the gatekeeper of information for anyone who needs to stay on top of emerging trends, regulations and technologies that impact the entire food supply chain. Through our print and digital publications, website and Twitter feed, database and tradeshow portal, and independent editorial, *Food & Drink International*’s experienced team of researchers, editors and contributors are here to serve you with breaking news and business strategies that will keep your company on the leading-edge.

To stay on top of trends and news in the industry, follow us on Facebook, Twitter and LinkedIn.

*“Article was great, thank you very much! I look forward to working again in the future - great job!”*

Janice Hoppe-Spiers, Chief Editor
janice.hoppe-spiers@fooddrink-magazine.com

@FoodandDrinkMag  @foodanddrinkmagazine

**Finalist for 2015 Folio Eddies** (best series/single article in the foodservice/hotel segment)

**Winner of 2016 Folio Eddies** (best B-to-B Series of Articles - Food Service/Hotel)
**CONTENT CALENDAR**

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**SPECIAL FOCUSES**
- Top Female Executives
- Minority Leaders
- Emerging/Breakout Chains
- Sustainable Leaders
- Milestone Section
- Top Chefs
- Supplier/Equipment Showcase
- Wine Trail
- Family Owned Staples

**INDUSTRY PARTNERSHIPS**
- SOBEWFF
- FMI Connect
- Roots Conference
- National Restaurant Association
- Le Diner en Blanc Chicago
- NYCWFF
- Natural Products Expo
- Slow Food USA
- Gluten Intolerance Group

*Every edition is comprised of individual company and organizational 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.*
READERSHIP BREAKDOWN

AMERICAS REACH
United States 143,501
Canada 62,252
Latin America 10,754
(Mexico, Central America, South America)
Caribbean 9,559
International 12,904
TOTAL 238,970

SECTOR BREAKDOWN

EMPLOYEE SIZE
28% Less than 100
51.6% 100-499
2% 1,000-9,999
5.4% 500-999
13% 10,000+

COMPANY REVENUE

EXECUTIVE/ MANAGEMENT PROFILE
40% CEO, President, Owner, Managing Director, General Manager
13% COO, VP Operations
5% VP Business Development, VP Corporate Development, VP Sales & Marketing
4% CFO, Financial Principal
7% VP Franchise Development, Director of Development
9% VP Purchasing/Materials/Supply Chain
22% VP Hospitality, Executive Chef, Food & Beverage Director

EXECUTIVE OVERVIEW
Involved in business development decisions 81%
Have purchasing power 79%
Are key business decision makers 92%
Are in senior management positions 85%
Are integral to investment opportunities 96%

United States 143,501
Canada 62,252
Latin America 10,754
(Mexico, Central America, South America)
Caribbean 9,559
International 12,904
TOTAL 238,970

Producers/Manufacturers 25%
Distributors/Brokers 12%
Restaurants 25%
Retailers 10%
Suppliers 11%
Hospitality 17%

Less than $100M 48%
$100M to $499M 29%
$500M to $1B 17%
More than $1B 6%

FOR MORE INFORMATION, CONTACT JASON QUAN, SENIOR VICE PRESIDENT
jason.quan@fooddrink-magazine.com

fooddrink-magazine.com
CUSTOM PUBLISHING

What is an Executive Business Profile?

• POV perspective from C-Suite Executives
• Fully catered to the client’s needs
• Outlining corporate growth initiatives, strategic branding & business development efforts, and industry best practices
• Showcase supply-chain partnerships and/or operations best practices

A B Print and Digital Presence
C Social Media Promotion
D Reprints
E E-Newsletter
F Dedicated E-Blasts
G Video
VALUE-ADD RESULTS

WE ONLY TARGET SENIOR LEVEL EXECUTIVES WITH DECISION-MAKING POWER

Reach a broader investment community of directors, private investors and commercial/investment banks

Gain access to Food & Drink International’s comprehensive contact directory for industry-leading and emerging companies

Gain a website presence for 12 months plus archived digital issue

ADDITIONAL TRADE SHOW COVERAGE AND ASSOCIATION PARTNERSHIPS

Multiple platform exposure including print, digital, and social

SOCIAL MEDIA OUTLETS include Facebook, Twitter, LinkedIn and blogs

Increased SEO presence with published profile

Networking events bring together buyers, sellers and investors

Company profiles are structured to each client, detailing marketing, financial and operational strategies and goals

WE ONLY TARGET SENIOR LEVEL EXECUTIVES WITH DECISION-MAKING POWER
**INDUSTRY LEADING COVERAGE**

*Covering the “Who’s Who” of the food, beverage, retail and hospitality space*

*Click on any of these links below to give you a visual of the layout and structure of our Executive Profiles*

**CLIENT PROFILES**

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<th>ConAgra</th>
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<td>Dana Hospitality</td>
<td>Church’s Chicken</td>
<td>Performance Food Group</td>
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<td>Thornton’s Inc.</td>
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<td>GraceKennedy Foods</td>
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<td>Welch’s</td>
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<td>Maple Leaf Sports &amp; Entertainment</td>
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<td>Six Flags</td>
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<td>Nathel &amp; Nathel</td>
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<td>Berkeley Bowl</td>
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<td>Sprouts Farmers Market</td>
<td>Captain D’s</td>
<td>Taco John’s</td>
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<td>Limoneira Co.</td>
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<th>Independent Restaurants</th>
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<td>Theater Dining</td>
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*Food & Drink International* has profiled some of the biggest names in the food and beverage industry, as well as emerging entrepreneurs. A profile in *Food & Drink International* lets the world know that your company has arrived and is a player in this fast-paced, multibillion-dollar industry. Every issue contains our Editors’ interviews with top executives in food-processing, distribution, restaurant, retail and supplier-based businesses. Isn’t it time your company is profiled? Contact Jason Quan at jason.quan@foodrink-magazine.com to learn more.
WHY ADVERTISE

» Strategically position your brand in front of executives who have the financial resources to make purchasing decisions and partnership/investment inquiries

» Reach C-Suite executives and investors who comprise a readership base that has been organically built and maintained the last 17 years

» Our research team only targets CEO’s, Presidents, Vice Presidents, Owners, and Department Heads. Although marketing/communications and some technical professionals may come to view the publication, it primarily serves senior level officials

» Creates solidarity among featured companies, strategic industry trade partners, and basically any organization involved in the industry

» Leverage strategic alliance/partnership with an industry leading brand to create business opportunities

» Just as much as the featured companies are receiving visibility through the content, any potential advertisers are also getting their respective brands and products/services in front of the same audience of decision makers

» Multiple platform exposure through the print, digital, website, and social avenues

» Tangible material to assist in any marketing and business development plan

“Stopping advertising to save money is like stopping your watch to save time.”

“Advertising is totally unnecessary. Unless you hope to make money.”

“Advertising is the life of trade.”

HENRY FORD

JEFF I. RICHARDS

CALVIN COOLIDGE
ADVERTISING RATES & SPECS

ADVERTISEMENT SIZES

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<tr>
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<tr>
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<tr>
<td>1/2 Page Vert.</td>
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</tr>
<tr>
<td>1/4 Page</td>
<td>3.551&quot;w X 4.667&quot;h</td>
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SPECIAL

- Belly Band $9,000
- Vendor Focus $9,200

DIGITAL ONLY

- E-Blast Full readership $4,500
- E-Blast Half Readership $3,500
- Bellyband $5,000
- Overlay Ad $4,000
- Social Media $75 per tweet
- Special package $1,500 for 20

DIGITAL ADD-ONS

Content Ads • 1/4 Page $950
  - 1/2 Page $1,450
  - Embedded Video • 1/4 Page $1,250
  - 1/2 Page $1,350
  - Junior Page $1,690
  - Full page/DPS $1,790
  - Slideshow ad • 1/4 Page $990
  - 1/2 Page $1,290
  - Junior Page $1,375
  - Full page/DPS $1,450
  - Web Window • 1/4 Page $475
  - 1/2 Page $525
  - Junior Page $675
  - Full page/DPS $800
  - Podcast or Audio $1,230
  - LeadGen Form • 1/4 Page $1,650
  - 1/2 Page $1,790
  - Junior Page $1,870
  - Full page/DPS $1,950
  - AdGen Form • 1/4 Page $1,350
  - 1/2 Page $1,490
  - Junior Page $1,570
  - Full page/DPS $1,650
  - Leaderboard ad $1,800
  - Skyscraper ad $2,000

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Click here for the digital media kit!
CLIENT FEEDBACK

*Nothing is more important to the reputation of our publication than the client experience. We pride ourselves on providing the best visibility and value-add, with as much client interaction and feedback as possible.

To the Food & Drink Team and Paul specifically, “Thank You” for making the article process so efficient and effective. To have a way to communicate how hard brands are working to compete in the market place and to serve the public are important to all organizations. It was a pleasure working with you guys. - JIM HYATT, PRESIDENT/CEO, Church’s Chicken

Working with Food & Drink Magazine on the article was a great experience with professionalism and integrity that presented Foxtail Foods as a premier food company on the rise.

Lonnie Howard, President, Foxtail Foods

Working with Food and Drink was a great experience. Their team is highly professional, delivered excellent content, and helped to raise our visibility. The print and digital formats gave our exposure extra reach, and helped feed our organic search results. We look forward to working with Food and Drink again.

- Herb Heller, Director of Finance and Business Development
HOT MAMA’S FOODS

I just received and opened the Food & Drink Magazine and turned to the article about Heartland Mill, Inc. A very nice article and quality picture in the article. Great support from Don Ford LTD. Thank you for your nice work in writing the article and allowing Heartland Mill to be a part of your quality magazine.”

//MARK NIGHTENGALE, HEARTLAND MILL, INC.

I was reviewing our last article in 2005, and it’s great to compare the growth we’ve experienced since that time. You helped us raise the bar within our own company, and we appreciate the opportunity to tell our story again six years later!

-Dave Lyons
Food Sales West

An amazing job with crafting this story! Thank you so much for your commitment to excellence in storytelling.

Dan Simpson, CEO, Taziki’s Mediterranean Café

Upbeat, professional staff who take the time to get the story right the first time.

-Tony Wilke, VP Operations, Wine Cellar Innovations

“...The Food and Drink article about Diamond Bakery was a nice portrayal of the company’s evolution and mission. I found the staff to be very inquisitive and professional in making sure information gathered was unique yet accurately stated. I look forward to the possibilities of working with Food and Drink again as we continue to share Heartwarming Aloha with people throughout the world.”

-BRENT KUNIMOTO, PRESIDENT, DIAMOND BAKERY COMPANY LTD.

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jason.quan@fooddrink-magazine.com

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Are you interested in becoming part of Food & Drink International?
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