
FOODSERVICE CONSULTANT

is the quarterly magazine for FCSI members*. It provides authoritative **insight**, opinion and **intelligence** to help foodservice professionals keep in touch with the things that matter. Featuring case study interviews with consultants and their clients at the **cutting-edge** of the industry, the magazine is circulated each quarter to FCSI members across the world.

* Foodservice Consultant has replaced The Consultant and The Americas Quarterly

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 50 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 that are shaping a 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 innovations. 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* will appeal to the broadest range of FCSI members worldwide. Every quarter the magazine is distributed to all FCSI 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 feature design to campaigning issues like nutrition and sustainability.

Briefing is the section where detailed technical and regulatory issues are covered across the Americas, Asia Pacific and Europe, Africa and Middle East regions.

Regional editions

Each quarterly edition appears in three different versions designed to showcase the following regions:

- **The Americas**
- **Asia Pacific**
- **Europe, Africa and Middle East**

This format ensures that content is sharply targeted to each regional audience. Content includes detailed data on key trends in each region, as well as profiles of leading companies.

Foodservice Consultant offers advertisers the opportunity to reach and engage with an influential audience on a regional and global level across print and digital platforms.



Editorial calendar

Q1 2016 (February) issue

Features: 2016 food trends; Country focus: Chile; Russian cuisine; The Paris Bistronomie scene; Asia's trailblazing restaurants; Kitchen confidential: the secret chef; The evolution of Michelin; Costa Rica: sustainable tourism and the eco-tourism market; Permanent pop-ups; New concept restaurants; 3D printing and food; Tim Smallwood FFCSi on Design; Titans of industry: Steve Maahs of Alto-Shaam; Thomas Ricca FFCSi on his career in consultancy; Gareth Sefton FCSI looks to the future; Digital dining; Student meals; Catering for the tech sector; Expats food delivery in China

Project profiles: Salem Hospital, Oregon; Chicago University; Bennelong at Sydney Opera House;

Chef Interviews: Grant Achatz; Susur Lee; Hajime Yoneda; Peter Gilmore; Hélène Darroze; Diego Guerrero; Vladimir Mukhin

Innovation: Commercial kitchen cleaning; Food safety

Events: Gulfood 2016 preview; FCSI The Americas 2016 Conference preview; Hotelex 2016 preview

Q2 2016 (May) issue

Features: The San Antonio food scene; Country focus: Mexico; Titans of industry: Georg Weber, CEO of MKN; Brian Sill FFCSi reflects on his career; EPIC, Wisonsin; Andreas Caminada; Controlling food costs and maximising ROI

Q3 2016 (August) issue

TBC

Q4 2016 (October) issue

TBC

All editorial and contributors are subject to change

2015
MAGAZINE
OF THE YEAR

FOODSERVICE CONSULTANT
ASIA PACIFIC EDITION



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"I want to bring back culture through the experience of food. Food is so much about culture"

Vicky Lau



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From your president and your regional chair

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Access further content from the Foodservice Consultant website

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The latest global construction projects

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News, insight, opinion, reviews and innovation from the industry, including why Filipino cuisine is sizzling, some Bollywood flavour, and a round-up from HOFEX

FEATURES

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The stunning new mixed-use creative complex at Dali Creative Area in Yunnan Province, China

22 LETTER OF THE LAU
Award-winning Hong Kong chef Vicky Lau on how she uses her food as a means of communication to tell stories, as well as showcase her beautifully designed dishes

28 DELICIOUS AND DARING
Try a taste of Peruvian cuisine: it's sweeping around the world. We meet the chefs who are determined to prove it's more than a trend

32 TITANS OF INDUSTRY
Meet Claude Theisen and Eva-Marie Fox, the brother and sister team behind global family firm T&S Brass, manufacturers of quality faucets and fittings for the international foodservice industry

40 THE FCSI INTERVIEW
The recently retired Bill Eaton FFCSi, a founding judge at The NRA Show's Kitchen Innovation (KI) awards, looks back fondly on his 45 years in the business with Cini-Little

44 A VERY GOOD MORNING TO YOU
Jackie Mitchell speaks to FCSI consultants, operators and industry experts to discuss the importance and relevance of breakfast for foodservice outlets around the world

48 TETSUYA WAKUDA
The celebrated Japanese chef talks about his life, career and what winning the Diner's Club Lifetime Achievement Award earlier this year really meant to him

55 WASTE NOT, WANT NOT
Cutting waste can benefit the foodservice industry from both environmental and business perspectives

INNOVATION

59 BIM PRIMER
Consultants Steve Carlson FCSI and Andrew Humble FCSI address the benefits of switching to the latest computer-aided design, BIM, and reflect on why it remains the future of the business

64 TIGHTEN UP
The risks of having lax security and the impact on your establishment

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For more go to foodserviceconsultant.org

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2016 supplement programme

Q1 2016: Titans of Industry roundtable*

At Host 2015 in Milan, Italy, the heads of the world's largest foodservice equipment manufacturers, including the CEOs and chairs of Ali Group, Middleby, Electrolux and Manitowoc, will sit together for the first time to debate the future of the foodservice industry. All previous 'Titans of Industry' interviewees in *Foodservice Consultant*, the attendees will discuss the burning issues of the day: growth and M&A, sustainability, innovation and globalism. The result will be presented in a special print edition to accompany the Q1 2016 edition of the magazine.

Q2 2016: Kitchen organisation and efficiency

An A-Z round-up of cutting-edge developments and space-saving innovation in the kitchen

Q3 2016: The future of kitchen design

From AutoCAD to BIM and from 3D modelling to Revit, we explore the latest technology and thinking in kitchen design

Q4 2016: MAS (Management Advisory Services)

An A-Z of the value and benefits MAS consultants can bring to foodservice operators globally

* Sponsorship of Titans roundtable available for non-competing brands. No advertising available. Further details provided on application.

Supplement costs

1 x full page advert – \$1,800
1 x DPS advertorial – \$2,500

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 – \$6,000

This will include a DPS advertorial, single page ad and front cover branding. Will be sent out with 'Supported by' on the front cover.



INNOVATION

A is for appetite

The danger in talking about the science of dining – cooking equipment and its ever-evolving technology – is a telling sign of the art of dining, which is flavor. Top chef Marcus Samuelsson once said: "Since buffet and à la carte aren't always in the budget, learning to break and enhance just a few ingredients and flavor combinations can help you transform those ordinary ingredients into the extraordinary." Perhaps today they summed it up best: "There are two things we know: Everybody has less time, and the general public is demanding better food – in terms of quality and flavor."

B is for BTU (British Thermal Unit)

The amount of energy needed to cool or heat one pound of water by 1°F. In North America, the heat value (energy content) of fuels is expressed in BTUs, and comes up when manufacturers discuss cooking. "I specified on a couple of projects an oven by Deyon (Baking Equipment Inc)," says Nahum Goldberg, FCSI, senior associate with Cini-Little International, Inc. "It's a deck oven and impinged-air oven. It makes nice pizzas. You put the pizza on perforated stainless-steel bases. The air coming through heats it up cooks a lot faster, so there is an energy saving."

C is for combi

One thing that consultants have been paying attention to on combis is the use of filters, which are needed in order to ensure that the boiler doesn't get "flooded up." The boiler units "create steam, and it's injected into the cavity," says Goldberg. "We pay attention to the connections on these units, because there is always a cold tap-water connection and a regular filtered-water connection. You want to separate the cold water from the filtered water, that way you save filter changes and it's smarter to do it that way. Now everybody is aware of this."

D is for design

Many companies in the foodservice industry "have come to realize the importance of developing the look and resources necessary to create more sustainable products, reduce energy and water usage, and to increase recycling and efficiency," Rob Galle, director of consultant services at Indust, recently told *Foodservice Consultant*. "In the United States, sustainability initiatives such as Energy Star and Leadership in Energy and Environmental Design (LEED) have had measurable impact in promoting these efforts." Major consulting firms like Cini-Little have taken the lead in reducing water consumption, installing energy-efficient equipment, and implementing other innovative equipment and techniques. Among its recent LEED projects, the American Embassy in Sofia, Bulgaria, and the Lockheed Martin Center for Leadership Excellence in Bethesda, MD.

E is for energy efficiency

"Energy efficiencies come most when the cooks turn stuff off when not in use," says Greg Christian, FCSI, the president of Beyond Green Sustainable Food Partners based in Chicago. "I call this 'equipment on/off schedule.' All the energy efficient equipment does not matter if it's on from the moment you open the kitchen doors till the time the last person leaves. "Cooks do not think this way. They turn everything on right away – and start running the water. The dishwasher is on – all day, all night. This is all energy for me. Even if the kitchen is open 10 hours a day, the oven or fryer might be needed only three hours."

In digital

Online

The *Foodservice Consultant* website foodserviceconsultant.org features exclusive extra content only available online. The website also has Twitter, Facebook, LinkedIn, Google+ and other share functions, enabling members to engage immediately with *Foodservice Consultant* while on the go.

Digital edition

Foodservice Consultant also has an accompanying interactive and downloadable digital version, sent to up to a further 40,000 recipients worldwide.

E-newsletter

Each month an emailed newsletter featuring a round-up of stories is sent to up to 40,000 recipients.

App

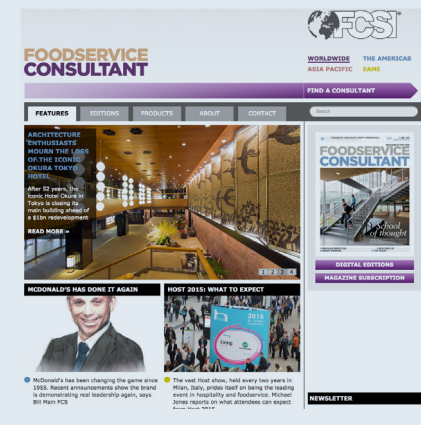
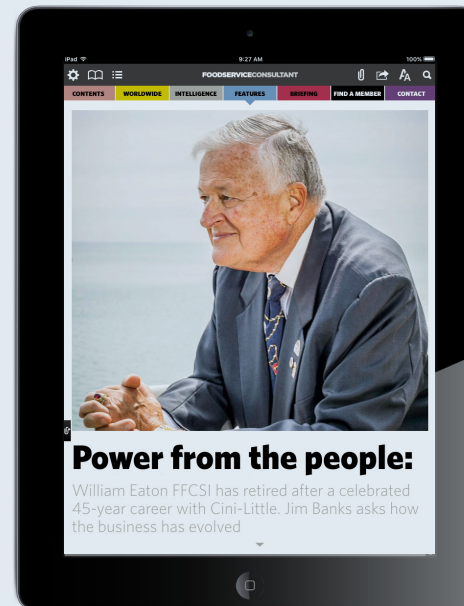
Foodservice Consultant has a fully interactive magazine app, featuring intelligence and insight for foodservice professionals around the world.

The app features:

- 'Find a member' function so that FCSI consultants can be located around the world
- Enhanced Profile Function - Professional and Allied members can showcase up to 10 projects/products on their own profile page. Simply select up to 10 of your best and most recent examples of work, upload a single image per project/product along with 300 words and then change and update as and when you wish. All information added to the portal will appear in the app instantly.
- Pages that are optimised for both horizontal and vertical views for tablet
- Day and night mode, allowing you to optimise your reader experience
- Searchable content
- Picture slideshows and video content
- Interactive and dynamic advertising opportunities

65%

rate the user experience of the *Foodservice Consultant* app as excellent or very good



Reader Research

A total of 250 readers of *Foodservice Consultant* took part in an online survey between October and November, 2015.

9k

total readership of *Foodservice Consultant*

35

MINUTES
the average time readers spend reading *Foodservice Consultant*

93%

agree *Foodservice Consultant* is well written

87%

view 'products and innovation' as important/essential reading

76%

consider *Foodservice Consultant* to be a valuable part of their membership

46%

of readers have budgetary responsibility. The average reader annual spend on foodservice equipment is \$2.9m

49%

have been influenced by *Foodservice Consultant* into making a buying decision

2/3

believe *Foodservice Consultant* is better than other magazines in the sector

3/4

receive the monthly *Foodservice Consultant* email newsletter and 78% rate it as very good or good

1/3

visit the website at least once a month. Over 1/3 have downloaded the app

Foodservice Consultant readers are:

50%

FCSI Professional members

16%

FCSI Allied members

6%

FCSI Affiliate members

28%

Other global F&B professionals

"THE VIEW OF CONSULTING AND THE CONTENT IS VERY RELEVANT TO WHAT I DO. ALWAYS LOOKING FOR NEW EDUCATION AND LEARNING AND THE MAGAZINE PROVIDES IT"

"IT CONNOTES GREAT PROFESSIONALISM. IT'S A GOOD REFLECTION FOR THE SOCIETY"

Rates & deadlines

Material deadlines

Q1 (February 2016)
Copy due Jan 25

Q2 (May 2016)
Copy due April 15

Q3 (August 2016)
Copy due Jul 13

Q4 (October 2016)
Copy due Sept 28

*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

Magazine* (USD)

Region	Inside front	Inside Back	Outside back	Double page spread	Full page	1/2 page (h)
All regions	8,275	8,275	8,524	10,715	6,832	4,264
Americas	4,589	4,397	4,784	6,000	3,824	2,333
Asia pacific	4,010	3,772	4,100	5,140	3,233	2,000
EAME	4,010	3,772	4,100	5,140	3,233	2,000
Americas/Asia	6,556	6,286	6,826	8,240	5,464	3,332
Americas/EAME	6,556	6,286	6,826	8,240	5,464	3,332
Asia/EAME	6,556	6,286	6,826	8,240	5,464	3,332

E-Newsletter

	Duration	Rate
E-newsletter Sponsor	12 months Sole sponsor of e-newsletter	30,000
banner	12 months	21,000
Lead MPU	12 months Sole lead MPU advertiser for 12 months	18,000
Secondary MPU	12 months Sole secondary MPU advertiser for 12 months	15,000
E-newsletter Sponsor per month	1 month	3,250
banner per month	1 month	2,500
Lead MPU per month	1 month	2,250
Secondary MPU per month	1 month	1,750

Website**

	Duration	Rate
Lead Banner	12 months	25,000
MPU	12 months	20,000
Lead Banner per month	1 month	3,000
MPU per month	1 month	2,500

App

\$680* for media insertion into app

*This is media cost only. POA for dynamic artwork to be created by Progressive Customer Publishing

Enhanced profile (Allied members)

\$1,000 annual charge

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.Foodserviceconsultant.Org/wp-content/uploads/fcsi_media-pack_2013.Pdf

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 fonts must be embedded and subset.
- All files should be set up as composite cmyk.
- Files must be flight-checked prior to submission.

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")

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

Files can be supplied on CD to the address overleaf (also the address for proofs), or by email to:

production@progressivecp.com

or by ftp: **ftp://83.244.235.61**

Username: Progressivecp

Password: Gr8USA*@

All files must follow the below naming convention:

Publication name_issue

date_advertiser_region.pdf

App sizes

	landscape (px)	portrait (px)
IPAD	1024 x 748	768 x 1004
IPHONE 4	n/a	320 x 460
IPHONE 5	n/a	320 x 548
TABLET 10"(SAMSUNG GALAXY)	1280 x 752	800 x 1232
SAMSUNG GALAXY TAB GT-P3110 7"	1024 x 527	600 x 951
SAMSUNG SM-T210	1024 x 575	600 x 999
GOOGLE NEXUS 7"	961 x 528	600 x 888
KINDLE FIRE (2ND GEN)	963 x 573	600 x 936
KINDLE FIRE HD 7" (2ND GEN)	801 x 509	533 x 777
KINDLE FIRE HD 7" (3RD GEN)	801 x 510	533 x 778
KINDLE FIRE HDX 7" (3RD GEN)	901x574	600 x 876
SAMSUNG GT-I9500	n/a	360 x 615

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The essential title for the foodservice industry in print and online

Quarterly, regionalised magazine with in-depth information on the industry. News and analysis at foodserviceconsultant.org and market intelligence in a monthly email and magazine app for iOS and Android.



FOODSERVICE CONSULTANT

PRINT & ONLINE - ALL THE INFORMATION YOU NEED, THE WAY YOU WANT IT

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