



FOOD PROCESSING INTELLIGENCE

PROJECT CONCEPT

Food is the most ubiquitous of all consumer products, and any analysis of the global food trade will reveal some staggering sales figures. According to the UN FAO, the world trade in agricultural commodities is worth upwards of \$582.5bn.

It would, of course, be impossible for any single publication to comprehensively cover a market of this size and complexity. *Food Processing Intelligence* (FPI) tackles this market by focusing on the needs of leading brand owners in the developed world, and the technological innovations that will help them to meet the increasingly sophisticated demands of consumers.

Every six months, *FPI* will bring its readers the latest high-level intelligence from the world of food science and technology. Interviews and features written by industry leaders will detail the key innovations in the \$40bn ingredients and additives, processing equipment and process management sectors.

Matching the needs of buyers and sellers

FPI's content structure has been designed to accurately mirror the food processing supply chain. Readers can easily find the articles that interest them most in sections on food science, food technology and end users. This structure, along with our exhaustively researched circulation database, will also ensure that advertisers are able to target a precise audience.

A mixture of in-depth features, interviews with industry opinion-formers and round table discussions ensures that *FPI* delivers an authoritative view of the complex issues facing the modern food processing industry.





EDITORIAL CONTENT

FPI EDITORIAL CONTRIBUTORS

Our commitment to creating the world's most exclusive community of food executives is matched by our dedication to creating a publication that is unrivalled in its quality of comment and data. We have brought together a unique collection of experts from around the world, who offer our readers real insight into global success stories, in-depth analysis of industry figures and a look at future trends.

EDITORIAL BOARD MEMBERS

- Institute of Food Research – Catherine Reynolds, head of communications
- Nestlé Research Center – Professor Gary Williamson, head of nutrient bioavailability
- International Food Information Council – David B Schmidt, executive vice president
- APV Baker – Keith Graham, marketing manager
- Tharp Food Technology – Bruce Tharp, principal
- AIBI – Helmut Martell, secretary general
- BR&L Consulting – Dennis Brandl, founder
- Diageo – John Coppola, global technical director

AREAS COVERED INCLUDE:

- Diet products
- Process management
- Ingredients and additives
- Food safety
- Snack foods
- Beverages
- Retail
- Functional foods and ingredients
- Seafood, meat and poultry
- Bakery
- Confectionery

PAST AND PRESENT CONTRIBUTORS INCLUDE:

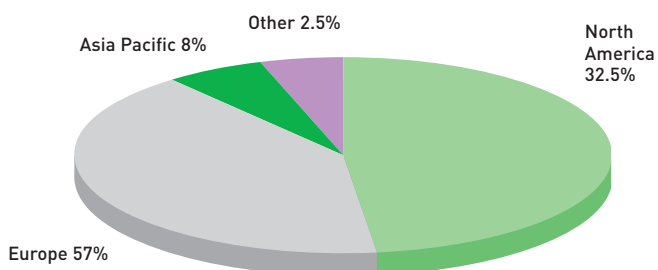
- Greg Cote - USDA Agricultural Research Service - Pre-biotics from citrus peel
- Dr Bruce Baigrie - Reading Scientific Services Limited - current research on taints and off flavours
- Susan Johnson - Leatherhead Foods - market trends in GI
- Dr George Van Aken, Wageningen University - Engineered textures of emulsions and foams
- International Food Information Service – Chris Cattini
- University of Bristol Food Refrigeration and Process Engineering Research Centre – Dr Graham Purnell
- AIBI – Helmut Martell, general secretary
- Leatherhead Food Research – Jonathon Thomas, senior market analyst
- Not just food – Jane Milton, consultant
- Solae – Geri Berdak, director of public affairs
- EFFOST – Thomas Ohlsson, president
- TNO Voeding Nutrition and Food Research – Professor Dr Gertjan Schaafsma
- Bakery Equipment Manufacturers Association – Bob Hirsch, president and CEO
- German Federal Research Centre for Nutrition – Dr Heike Schuchman, head of the Institute of Process Engineering
- Institute of Food Technologists – Mark McLellan, president
- Oregon State University – Dan Farkas, professor emeritus, department of food science and technology



CIRCULATION

- *FPI's* circulation includes the top food and beverage processors worldwide. This market sector accounts for more than 70% of the global food market (approximately \$1600 billion).
- *FPI* has a controlled circulation of 10,000 and a predicted readership of 45,000 (publishers statement). It is this readership of the most influential decision makers in the top food and beverage companies worldwide that makes *FPI* the advertisers' choice.
- *FPI's* circulation undergoes the rigours of an independent audit by the ABC (Audit Bureau of Circulations). This ensures that your advert is reaching the right people in the right companies.
- *FPI's* circulation accurately reflects the geographical distribution of the global food industry.

Geographical Distribution of Companies Receiving *FPI*



FPI is a member of the Audit Bureau of Circulations

WHO READS *FPI*?

■ Conglomerates	National Dairy Holdings
Nestle SA	Meiji Milk Products Co
Cargill Inc	Dairy Farmers of
Unilever Plc	America
P&G	Snow Brand Milk
Kraft Foods Inc	Groupe Lactalis
PepsiCo Inc	Groupe Danone
Tyson Foods	Friesland Coberco Dairy
Coca-Cola Co	Campina Melkuinie BV
ConAgra Inc	Bongrain SA
Sara Lee Corp	Saputo Inc
Oetker Group	Le Groupe Sodiaal
■ Food	■ Baking
Kellogg Co	Weston Foods
Dean Foods Co	Rank Hovis & McDougal
General Mills Inc	Yamazaki Baking Co Ltd
Campbell Soup Co	Interstate Bakeries Corp
HJHeinz Co	Nissin Seifun Group Inc
Foods Holding NV	■ Meat
Associated British Foods Plc	Keystone Foods LLC
McCain Foods Ltd	OSI
Sudzucker AG	Danish Crown
Royal Numico NV	Perdue Farms Inc
Itoham Foods Inc	Hormel Foods Corp
Kerry Group Plc	Prima Meat Packers
Barilla SpA	Smithfields Foods Inc
QP Corp	Maple Leaf Foods Inc
Koninklijke Wessanen	Nippon Meat Packers
Nissin Food Products	Grampian Country Food
Northern Foods Plc	Pilgrim's Pride Corp
Schreiber Foods Inc	■ Fruit & Vegetables
■ Beverage	Del Monte Foods Co
Anheuser-Busch In.	Dole Food Company Inc
Kirin Brewery Co Ltd	Fyffes
Scottish & Newcastle Plc	Chiquita Brands
Asahi Breweries Ltd	Simplot Food Group
Allied Domecq Plc	■ Confectionery
Suntory Ltd	Ferrero
Heineken NV	Mars Inc
Diageo Inc	Wm Wrigley Jr Co
Sapparo Breweries Ltd	Cadbury Schweppes Plc
SABMiller Plc	CSM NV
Adolph Coors	Hershey Foods Corp
Carlsberg Breweries A/S	Grupo Bimbo SA
Interbrew	Meiji Seika Kaisha Ltd
Grupo Modelo SA de CV	■ Seafood
FEMSA de CV	Conti Group
Fosters Group Ltd	Maruha Corp
■ Dairy	Nippon Suisan Kaisha
Glanbia Plc	Nork Kjott
Land O'Lakes Inc	Nutreco
California Dairies Inc	■ Frozen Foods
Fonterra Cooperative	Nicheri Corp
	Schwan Food Co
	VDK Frozen Foods



CREATIVE ADVERTISING OPTIONS – BE INSPIRED

We can be as creative as you want us to be. We have a wealth of fantastic ideas from front-page tip-ons to belly bands. Whatever your objectives, we can help you choose from a range of highly effective creative options. Please ask your account manager for further information.

ADDITIONAL BENEFITS:

- Audited by the ABC
- A payment system following publication
- Buyers guide listing
- Reader response

	Colour	Spot	Mono
Double Page Spread	£11500	£10800	£9700
Single Page	£6900	£6100	£5800
Island	£4920	£4400	£4200
Half Page	£4100	£3600	£3400
Outside Back Cover	£9000		
Inside Front Cover	£8550		
Inside Back Cover	£7590		
Special Position	10% extra		
Bleed	10% extra		

Outsert	£9,950
Belly Band	£6,250

Custom publishing

Work with our skilled editorial and design team to create a bespoke 6 page Company Briefing, this could include a combination of case studies, product information, company profiles and interviews with key executives in addition to client testimonials.

Distributed independently	£20,995
Distributed with publication	£17,950

Post-it notes

Attached to your advertisement, post-it notes serve as a unique reminder to readers about your brand and offer a valuable prompt to visit your stand at a trade fair.

	£2,250
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Carrier sheet

A quarter page advertisement on the address sheet that accompanies all reader copies.	£4,950
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