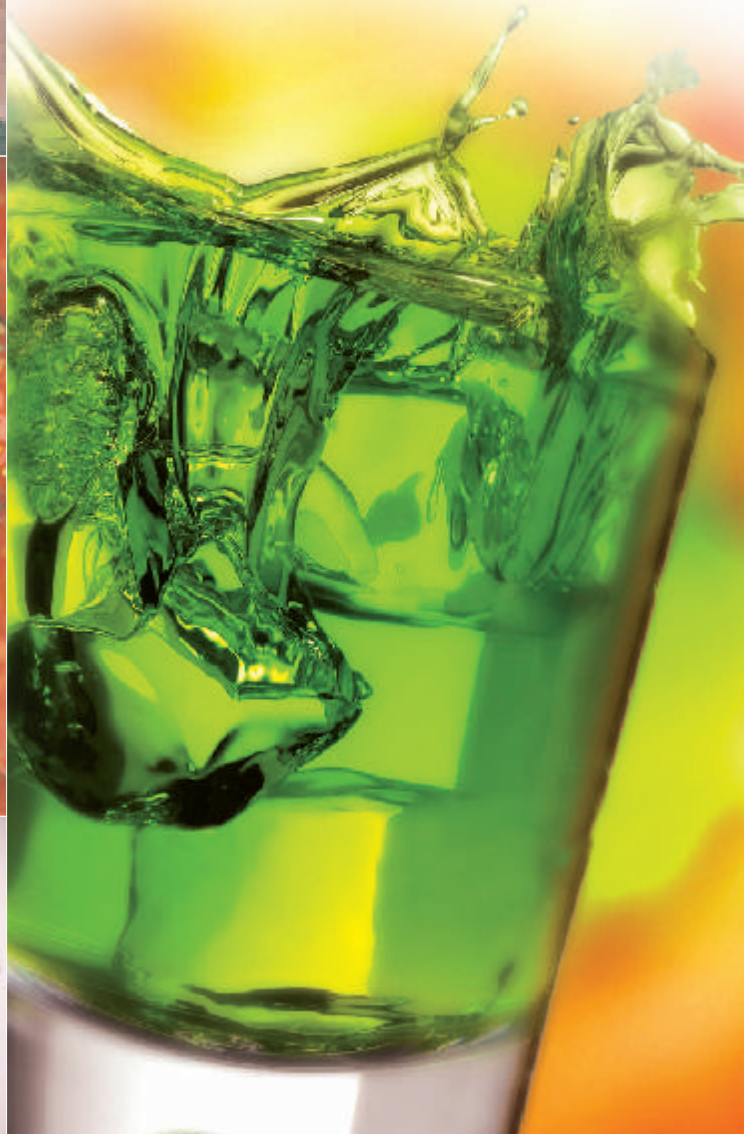


# Food & Beverage News

MEDIA  
INFORMATION



INDIA'S FIRST NEWSPAPER FOR THE F&B INDUSTRY

# FOOD & BEVERAGE NEWS

THE MOST COST EFFICIENT WAY TO REACH THE INDIAN F&B INDUSTRY

Since its launch in November 2004, Food & Beverage News has captured the imagination of the F&B industry in India. Its exhaustive coverage of issues relevant to F&B professionals, combined with its national reach make F&B News the most ideal medium for any business catering to the US \$70 billion Indian F&B industry.

With an estimated readership of 60,000 spread across India, F&B News is the only publication of its kind and has been specially designed to cater to the information needs of the Indian F&B professional.

A key advantage that F&B News offers advertisers is its unique editorial environment, which generates high involvement from target groups. The editorial mix consists of an exhaustive but balanced coverage on a wide variety of relevant subjects. In addition to comprehensive news and analysis, the publication covers regulatory and policy issues, corporate affairs, technology, marketing and events.

F&B News touches on more than 75 allied segments

including food processing, bakery, confectionery, dairy, meat & poultry, fruits and vegetables, fisheries, food ingredients, beverages, fats & oils, canning, pasteurization, flavoring agents, additives, new equipment, products & processes, packaging, preservatives, refrigeration and thermo-processing.

The Editorial Team comprises of a qualified professional team of editors and journalists with a background in business journalism. The editorial effort is supported by a national network of reporters in 12 cities and an advisory panel of eminent professionals from the sector.

So if you are a manufacturer or supplier of machinery, equipment, supplies and services and cater to the Indian F&B sector then F&B News is your strategic marketing tool. The publication provides you with a targeted audience in the F&B sector and zero media wastage, making it the single most cost efficient media vehicle available to you.

Make F&B News an integral part of your marketing campaign today!



## TARGET SEGMENTS

### Primary Segments

- Manufacturers and suppliers of
- Baby Foods
- Bakery, Confectionery & Sweets
- Cereals
- Dairy
- Desserts & Ice Cream
- Food Supplements
- Fruits & Vegetables
- Organic Foods, Functional & Health Foods
- Ingredients, Additives, Flavors & Flavor Enhancers
- Fish, Meat & Poultry
- Oils, Fats & Spreads
- Pet Foods

- Snack Foods, Convenience Foods & Ready Meals
- Frozen Foods
- Bottled Water, Carbonated Soft Drinks, Coffees & Teas, Wines & Distilled Spirits, Fruit Drinks, Health Drinks

### SECONDARY Segments include

- Retailers
- Traders / Distributors
- Hotels & Restaurants
- Consultants & Equity Analysts
- University / Colleges
- Trade Associations
- Government / Semi Government Bodies

## READERSHIP PROFILE

### Primary Segments

- CEOs
- Heads of
  - Research & Development
  - Hygiene & Sanitation
  - Legislation
  - Distribution & Logistics
  - Regulatory Compliance
- Product Development
- QA / QC / Validation
- Production / Manufacturing
- Technical / Engineering Services
- Purchase
- Marketing, Finance & HRD
- F&B Managers

## ADVERTISERS SEGMENTS

- Air Control
- Analytical Equipment & Services
- Bar-coding & Labeling, Equipment & Supplies
- Cleanroom Equipment & Supplies
- Cold Chain Services & Equipment
- Coating Systems
- Custom Manufacturing/Services
- Environmental Control
- Ingredients
- Instruments & Control
- IT/ERP Solution Providers
- Laboratory Instrumentation/Equipment
- Material Handling
- Packaging Machinery/Materials
- Plant Engineering/Maintenance
- Processing Machinery & Equipments
- Raw Materials
- Services & Related Products
- Validation Support
- Warehousing/Distribution/Logistics

## TESTIMONIALS

"F&B News is first hand information of the industry. If you need to look at the latest development or innovations across the sectors it is the publication to read. I am sure F&B News is also an eye opener to not just quality, but assured quality."

Ravi Krishnamurthy, Research Director, International Business Conference

"I appreciate the broad topics that the F&B News covers in this expanding industry in India. I find the current articles informative and insightful and I enjoy reading the past F&B News Special Features that are archived on the website."

Jeff O'Hearn, Product Manager - Innovator Door System,  
Ingersoll Rand Climate Control Technologies

"F&B News is a magazine which covers all details of food and beverage market around the world. It is helpful to general readers as well as the industry."

Harishankar Bilwal, Joint Managing Director, HSB Group

"F&B News provides a great service and information to the trade, with its feature articles and the listings on a variety of the latest products and news about various aspects of the trade."

Janet Fine, Founder - Director, COHO

"Magazines like F&B News play the role of "guiding stones on the road". F&B News has the best circulation in the food industry, and can help in the initial steps of implementation of the forthcoming Food Safety Act."

Neha Kerure, Executive Partner, Global Food Consultancy, Mumbai

"What I really like about F&B News is that government and legal aspects of the business are covered well. All in all it is a very good news magazine for the Indian sub-continent."

Deepak Chandorkar, Managing Director, Alvin Caramel Colours (India) Pvt Ltd

"We regularly go through your magazine and it quite nicely sums up major market activities in F & B segments. It is certainly useful to know developments in different parts of the country."

Vaibhav Modak, Vice President - Marketing, Nichrome India Ltd, Pune

"F&B News has done a fine job in covering a wide spectrum of issues relevant to the industry - be it taxation, government policies, acquisitions in the business or new launch. All sectors of the F&B industry are given due importance."

Ashwini Bajaj, Managing Director, Amrit Banaspati Industry Ltd

"F&B News offers detailed insights into the food processing industry, especially the sugar industry. Your coverage of the sugar industry is very good and we are able to get a feeling of what is going around the world. And you say you are only 2 years old. You have achieved recognition in a very short span of time. Incredible."

Ajit Chougule, Secretary, Maharashtra Cooperative Sugar Factories Federation

"I have been reading various national and international magazines that focus on food and beverages sectors including F&B News. On a scale of 10, I would place F&B News on 8 while I would place other magazines on 3. F&B News is aptly focusing on policy issues and regional developments."

A. V. P. S. Chakravarthi, Director, Pragathi Pack (India), Hyderabad

"F&B News is the upcoming publication on the food sector in India. It covers a wide range of sectors in the food world. The reach is amazingly great. The articles cover details from all the points including the Food Markets and Ministry."

Prem Jayaraj, Sr Manager - Business & Consulting, Paradigm Services Pvt Ltd

"F&B News broadly covers all the sectors in the industry. I hardly find anything missing."

B. Jaya Kumar, Director - Technical & Research, Nandan Biomatrix



