

## Features List 2017

### FEBRUARY 178

Editorial deadline 27/01

• Advertising deadline 10/02 • Published 20/02

\* CASUAL DINING SHOW ISSUE\*

#### Franchising

The high street pizza chains continue to compete for successful franchisees. We ask these very successful brands what they are currently looking for at the start of 2017, and in what regions, and also find out if there are any new up and coming franchise opportunities in the sector as a whole.

#### Pizza toppings

In recent times, some of the latest outlets to start serving pizza have come up with an impressive selection of toppings for their customers to choose from. We invite trend insight from the toppings suppliers, and also take a look at what different types of flavours pizza operators are serving up.

#### Brand new

Starting out in the food business can be a stressful and challenging time, with marketing and brand definition key to success. With Casual Dining taking place, we invite several industry consultants to give their opinions on how to go about creating a distinctive Italian food offering in these highly competitive times of multiple product offerings and pressure to secure finance as well as location.

### APRIL 179

Editorial deadline 13/03

• Advertising deadline 23/03 • Published 05/04

#### Cheese

In our annual look at product launches and innovation in cheeses of interest to the Italian food sector, we report on the mainstream as well as the more niche types of Italian cheeses, and find out what trends and customer requirements are currently shaping the market.

#### Packaging

The all-day grazing nature of our increasingly busy consumer lifestyles, and an expectation to be able to buy all types of food in a variety of take-out formats, is leading to the creation of innovative packaging solutions. We cast our eye over some of the latest launches and existing ranges of particular use and interest to the Italian food business.

#### Beverages

In a look at a range of Italian beverages – soft drinks, coffee and alcohol – aimed at the Italian pizza and restaurant sector, we report on the branding and promotion of some well-known Italian beverage brands that can help make an outlet stand out as well as reinforce its authenticity credentials.

### JULY 180

Editorial deadline 12/06

• Advertising deadline 22/06 • Published 07/07

#### Pizza professional

From dough-making skills to getting to grips with the oven pizza is baked in, flavoursome topping combinations and presentation, we report on the ingredients, skills and tools required to make it in the increasingly competitive world of the pizzaiolo.

#### Speciality ingredients

Italian food is known for its regional cuisine and ingredients and dishes associated with individual parts of the country. In taking a representative look at some authentic and premium Italian foodstuffs from north to south, we find out how the gastronomy of Italy is making itself better known in the UK's eating out market.

#### Gelato

Premium ice cream, and the associated equipment to make it, is fast becoming a mainstay of many Italian restaurants and pizzerias. We showcase what's available, and how operators can set about enhancing their ice cream making skills, and identify the latest ice cream product launches.

### AUGUST 181

Editorial deadline 17/07

• Advertising deadline 24/07 • Published 04/08

#### Italian deli

From cured meats to cheeses and olives, the deli counter is favoured by many for the choice of premium and authentic items it offers. Against a background of aperitivo culture, we ask the sector's suppliers what they can now supply, and how this is impacting upon the nature of what types of Italian food people can enjoy.

#### Life online

Our increasingly internet-led, social media focused and app-aware lifestyles are in turn leading to the creation of some innovative software solutions and gadgetry to take an outlet's product offering to the next level. From ordering online to paying in advance, dealing with both the positives and negatives of feedback left online, and keeping tabs on marketing campaigns, we find out more from some of the sector's experts.

#### Free-from

The demand for a variety of free from foods is being championed by people coping with health and allergy-related conditions, as well as simple personal preference on the part of other consumers. No longer seen as a fad, the free from category is becoming a bigger player in its own right. With input from operators and suppliers, we investigate its role and potential in the Italian food serving sector.

### NOVEMBER 182

Editorial deadline 09/10

• Advertising deadline 17/10 • Published 31/10

\* EUROPEAN PIZZA & PASTA SHOW PREVIEW\*

#### Design

Chic fine dining or retro-inspired diner? The choices are endless when it comes to designing, or re-designing, a food serving business within the Italian food sector. Whatever an outlet's aim, form as well as function is required, often on a budget and within a confined footprint. With help from some industry insiders, we offer some informative advice to those seeking a fresh new look.

#### The art of pasta

Premium pasta, and fresh pasta-focused outlets, are increasingly the order of the day in the Italian food sector, providing creative opportunity for suppliers and operators alike. We profile some recent launches, and also find out more about some of the latest flavours and shapes to be offered to the market.

#### Ovens

Every pizza chef and restaurant chef has their favourite type of oven, but which type best suits certain types of Italian food serving situations, and why? We come up to date with some of the latest launches, and invite the sector's suppliers to draw attention to their latest innovations, as well as their well-established oven product portfolios that have served the industry well so far.

### DECEMBER 183

Editorial deadline 20/11

• Advertising deadline 28/11 • Published 12/12

\*PAPA AWARDS ISSUE\*

#### Desserts

With the current trend for all day eating and operators required to offer menu items to meet a range of day parts, the traditional Italian dessert is being called upon to be anything from mid-morning coffee accompaniment to a more sumptuous conclusion to celebratory meal, or take-out treat. In a look at what the sector's suppliers have to offer, we provide an indulgent taste of what's currently available.

#### Coffee class

Market research has revealed that consumers now expect a premium standard of coffee wherever it is served, but are restaurants and outlets in the Italian food sector doing enough to meet this requirement? We find out how the coffee business is helping to improve things, and also identify some beverage-making equipment aimed at restaurants and sources of barista training.

#### Big chill

From ice-making and ice cream machines to refrigeration and freezer equipment and cold drinks makers, the requirement for chilled goods and safe storage of ingredients can be met by a wide range of catering equipment. With outlets having to optimise their space, as well as their menus, we canvas some recommendations from the sector's suppliers on what to select.

## Advertising Rates 2017

### PIZZA, PASTA & ITALIAN FOOD MAGAZINE

The official journal of PAPA, the UK body representing manufacturers, suppliers and retailers. The magazine is published 6 times a year and distributed to retail buyers, caterers, restaurants, pizza takeaways & associated businesses in the industry.

#### DISPLAY ADVERTISING RATES

Front cover panel	£1850
Inside front cover	£1550
Outside back cover	£1850
Inside back cover	£1550
Double page spread	£2250
Page	£1350
Half	£850
Quarter	£575
Eighth	£285

#### CLASSIFIED ADVERTISING RATES

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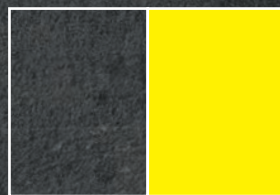
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### MECHANICAL DATA



#### DOUBLE PAGE SPREAD

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#### FULL PAGE

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#### HALF PAGE HORIZONTAL

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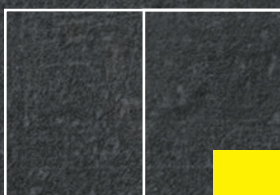
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#### EIGHTH PAGE HORIZONTAL

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