

features list 2009

MARCH • ISSUE 130

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Ovens – We provide an overview of current oven technology, identifying the makes and models of particular interest to pizza delivery outlets and Italian restaurants, with some advice on how to select the best oven for the job, whilst at the same time keeping an eye on their ease of use, 'life cost' and maintenance requirements.

Marketing – At the start of a new year in which budgets are likely to be tight, we ask some industry experts for their advice on what types of marketing and promotional activity outlets should be focusing on, and find out if being part of a big chain offers particular advantages. We also find out how outlets can add turnover during quieter times.

Pizza delivery – For the chains, pizza delivery is a sophisticated process. We ask the big names for an insight into their ethos and how they have turned this task into a highly efficient operation, and assess if the smaller operator has anything to learn from these processes (such as the legal importance of maintaining minimum holding temperatures).

MAY • ISSUE 131

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Takeaway technology – With more and more pizza delivery businesses reporting that a major part of their revenue is now coming from online orders, we review the software on offer and how it works, and assess whether it has now become a 'must-have' for independent operators.

Franchising – In terms of a business opportunity, how has the world of pizza delivery changed? Is it more competitive? Is more investment and business skill required? We gather the views of some existing and would-be franchisees, and ask what signing up to a big name brand really involves.

Cheese – Mozzarella and a host of other cheeses are a mainstay of the Italian food business, with different cheeses having different properties, and different uses. As well as getting up to the date with the cheese products on the market, we get some advice on which cheese to use for what, and why.

JUNE • ISSUE 132

Copy deadline - 28/5 • Published - 12/6

Toppings – What do outlets require when it comes to pizza toppings, and how are the suppliers meeting the demand? We find out more about the current trends and ask the toppings suppliers about their latest new product development activity.

Pasta meals – A quick and healthy option, pasta meals are readily available across a range of outlets, not just Italian restaurants. Whether homemade, dried or fresh, we pay tribute to the versatility of this meal time staple, and find out how operators can extend their pasta menu.

Ice cream – The value of a high quality ice cream menu could well be being overlooked by many outlets. As well as finding out more about the machinery and products for its manufacture, we also ask what the retailing of the big name brands can offer.

AUGUST • ISSUE 133

Copy deadline - 6/8 • Published - 21/8

In the bag – Hot bag technology has been around for some considerable time, having become an accepted part of pizza delivery. We ask the technology suppliers about any up and coming innovation, and find out how outlets are using this vital equipment in practice.

Pick of the packaging – Environmentally friendly packaging is fast becoming the 'norm' for all outlets. In particular, we take a closer look at the nature of pizza delivery boxes that are currently on offer, but also establish what other ranges of packaging have potential for outlets.

Bread and bases – The market for speciality breads and pizza bases continues to develop apace. We take a look at some new, and existing, products for the sector as a whole, and also get the inside track on making pizza bases from scratch.

OCTOBER • ISSUE 134

Copy deadline - 17/9 • Published - 2/10

Training for success – Good training is at the heart of the success of the large pizza delivery franchises, but do independent outlets underestimate the value of training to their businesses? We report on what types of training are available to the sector as a whole.

Extras to go – From cans of drink and cups of coffee to tubs of ice cream and side orders of garlic bread, we showcase those additional items with revenue potential that outlets can promote and sell, not least the increasing trend for impulse buy, 'grab and go' pizza.

Outlet design – Open kitchens with chefs on view to customers have become popular with the chains and independents alike. We highlight some of the design trends outlets have pursued in recent times, and ask what smaller independents can learn from the design ideas of the big chains.

DECEMBER • ISSUE 135

Copy deadline - 19/11 • Published - 4/12

AWARDS ISSUE

Catering equipment – In these energy-conscious times what types of catering equipment can help keep your fuel bills down, and at the same time still perform well? We find out more about the features and benefits of some kitchen essentials, as well as their 'green' credentials.

Hygiene – Closer attention is being paid to healthy and safety issues, and the roll out of 'Scores on the Doors' schemes. We offer some advice on how outlets can go about meeting, and exceeding, these requirements, and also identify the penalties of failing to comply with the law.

Speciality food – There's greater interest in premium, authentic products with provenance. Italian food has always offered plenty of scope to enable operators to meet this demand, but how's it achieved, and what kind of ingredients are recommended? In the run up to the festive period, we review the activities of restaurants and meal manufacturers.

Plus news, views, interviews, profiles, reviews and exhibition previews...

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advertising rates 2009

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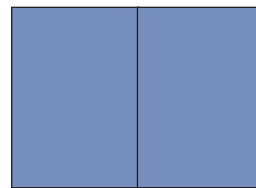
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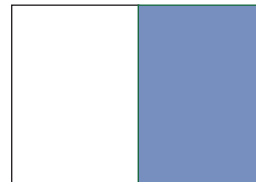
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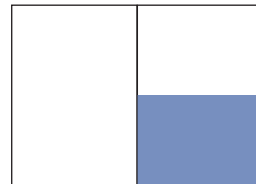
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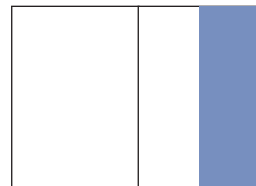
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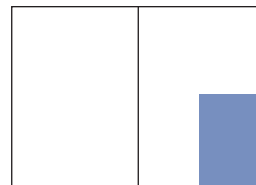
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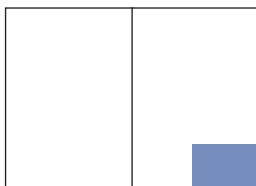
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