

# features list 2010

## FEBRUARY

**Copy deadline 5/2 • Published 16/2**

**Online options** - Online orders have been responsible for a major boost in the revenue of the big pizza chains during recessionary times, but how can independents cash in? We find out more about the benefits, as well as what's involved when it comes to offering consumers an online option.

**Marketing moves** - The start of a new year is always a good time to roll out new marketing and promotional activities and, with the help of some industry experts, we ask what outlets should be really be focusing on when it comes to strategies for dealing with the competition, as well as getting the most from their marketing spend.

**Cheese** - Supplied in an ever increasing range of formats, mozzarella cheese has always been a pizza business staple. We find out more about the latest types that are available, and also consider the variety of uses of other types of cheeses with appeal to pizzerias and restaurants.

**HOTELYMPIA ISSUE**

## JUNE

**Copy deadline 1/6 • Published 15/6**

**Ice cream and desserts** - Whether retailed as an accompaniment to a takeaway pizza, or promoted as part of a more extensive restaurant menu, ice cream and desserts offer outlets plenty of opportunities to tempt customers and boost consumer spend. We come up to date with some of the latest products, and find out how to promote them effectively.

**Catering equipment** - Whether starting from scratch, or upgrading an existing piece of kit, we find out more about what outlets need to consider when it comes to investing in the right catering equipment. We showcase some of the latest equipment launches of the year, and find out more about their particular appeal to the sector at large.

**Packaging** - Pizza boxes are increasingly under scrutiny in terms of their environmentally-friendly disposal, and the food to go trend has led to a plethora of packaging for outlets to choose from. We assess some of the latest attributes of these ranges, and investigate their recyclable nature.

## OCTOBER

**Copy deadline 11/10 • Published 25/10**

**Pasta** - A store cupboard staple, pasta has seen somewhat of a resurgence in recent times due to its versatility in use across a number of meal occasions, as well as its relative cheapness. We assess its current potential by asking some of the foodservice suppliers to provide operators with advice on how to better utilise this Italian staple.

**Toppings** - These days, anything goes when it comes to pizza toppings in both the retail and restaurant environment. We consider some of the latest trends and ask if more unusual types of toppings have now taken the place of the more traditional.

**Menu engineering** - In recent times, keeping control of ingredient costs via so-called 'menu engineering' has become the order of the day for many restaurant chains, independent operators and meal manufacturers. But what is it, how is it done, and is quality put at risk?

## APRIL

**Copy deadline 1/4 • Published 16/4**

**Franchising and finance** - We provide some of the big pizza chains with an opportunity to outline their current franchise opportunities by revealing what they are looking for when it comes to recruiting new franchisees, and what they can offer in return. With the world of finance having taken a battering in recent times, we also find out how new and existing business ventures can set about sourcing capital.

**Conveyor ovens** - In coming up to date with the latest developments in oven technology, we focus on the work horse of the pizza business - the conveyor oven - and highlight some of the latest models of interest to the sector at large.

**Drinks** - Many Italian wines, brands of beers, waters, aperitifs, as well as blends of coffee are very well known and have long been popular with consumers. We attempt to discover how the popularity of some of the biggest brands in the beverage world can be capitalised upon by savvy outlets.

## SEPTEMBER

**Copy deadline 23/8 • Published 7/9**

**Independent operators** - Free from the constraints that the corporate world of franchising often has to impose, independent operators can put their own mark on their business and exploit market niches as they see them. We identify some particularly successful independents and try to find out about the secrets of their success.

**Bread and bases** - The trend for artisan, handmade bread and pizza bases continues to dominate with retailers and meal manufacturers spoil for choice from the selections on offer from highly innovative suppliers. We find out more about what's available, and also ask how they are catering for consumers with special dietary needs.

**Speedy deliveries** - From the use of order taking software to hot bag technology and delivery bikes, we look at the ways and means in which delivery times are kept to a minimum and customer satisfaction maximised, and ask if independents have anything to learn from the big chains.

## DECEMBER

**Copy deadline 15/11 • Published 29/11**

**AWARDS ISSUE**

**New product review** - At the close of the year, we review some of the new ingredient product launches that have taken place in 2010, and also ask what taste trends and product launches we can expect to see in the Italian food sector in 2011.

**Food to go** - With many pizza outlets under pressure to be 'all day' outlets, we find out how the increasing demand for food and beverage items 'to go' can be exploited, whether that involves stocking a portable range of side orders and extras or investing in the resources to be able to serve speciality coffees.

**Wood fired ovens** - More and more independent operators are investing in traditional wood fired pizza ovens. We find out why by featuring some of the different types, and also provide a step by step guide to what's actually required when it comes to commissioning and installation.

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

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# advertising rates 2010

**Pizza, Pasta & Italian Food Magazine** is 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.

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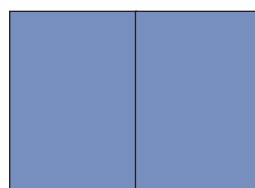
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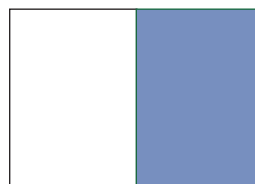
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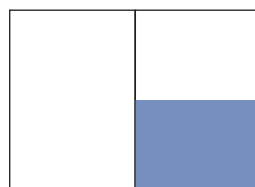
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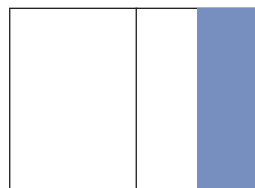
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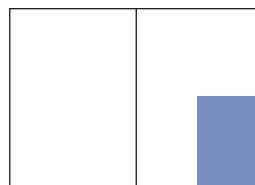
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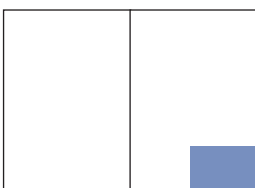
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