

## Food and Beverage Trade Publications Help to Grow Your Business

People working in the food and beverage business have notoriously hectic schedules and crazy hours; however, like any other professional, they need up-to-date information about what's happening in the business to maintain and successfully grow their businesses.

So, what's the secret to success? How do you keep the business running smoothly and consistently, yet continue to challenge and excite customers?

There is an array of publications on the market today that will help restaurant and food and beverage professionals to not only stay afloat, but to maximize their success in the industry. Some are national and others, regional. Here's recommended reading for East-coast dwellers:

### National

Nation's Restaurant News (NRN): Based in what many consider the food capitol of the country -- New York -- NRN covers food service only. Every week, NRN is the primary source of food service news, trends and information for the food service industry.

Their staff includes CIA graduates, a Pulitzer Prize recipient, six former restaurant/hotel/on-site executives, a former saucier chef, a food columnist for the New York Times, and a former food critic for the Dallas-Times Herald.

NRN covers breaking news in the industry. Their most-read story for the month of March was about the recent USDA meat recall. They reported that food service industry experts are calling on the U.S. Department of Agriculture to step up its food safety efforts after federal inspection regulations were flouted at a California meat processing plant last month, resulting in the largest beef recall in U.S. history and dealing a blow to consumers' confidence in the food supply.

NRN also covers financial issues, health and nutrition, recipe ideas, food safety, operations, labor, marketing, and more.

### Regional

Southeast Food Services News (SFSN): According to the 2006 U.S. Census Bureau report, four of the ten fastest-growing states are located in the southeast and SFSN serves that population of food service professionals.

SFSN was the first regional publication in the U.S. Founded in 1978, they realized a need for a regional publication that addressed local flavor. Currently, they cater to: Alabama, North Carolina, South Carolina, Mississippi, Tennessee, Georgia, Florida and Virginia. Their aim is to publish current industry news and trends, while cultivating a sense of community among food service professionals.

"We are different from other publications in that we came up through the manufacturing side of food service," Elliott Fischer, marketing Director for SFSN, said. "We have a crystal clear sense of how food service manufacturers market their products and distribute to reach various customer segments of the food service industry such as schools, restaurants, hotels/motels, hospitals, and nursing homes."

SFSN understands how all of this fits into the food chain, and as a result, this leading southeast food service publication that started with approximately 10,000 readers now has over 23,000. Each issue is packed with pictures and stories featuring new products and services available to food service operators. It covers the backgrounds and trends that shape the food service industry, and keeps readers up-to-date with the latest in chef profiles, operator features, franchise updates, and more.

One advertiser explains how SFSN has helped him: "We have advertised with SFSN for the last 15 years with excellent results and receive many leads from the paper. The 'It's New' section is most effective with all new products and also a great way to reintroduce an existing item," Scott Kennedy, Zone Manager South Vie de France Yamazaki, said.

### Foodservice East

Foodservice East, the business-to-business publication for the Northeast food service industry, began life in 1926 as Hotel & Restaurant News in Boston, MA. Through the years, the paper, became Lodging & Foodservice News, and was a leading source of news and information for New England food service operators.

In 1960, the publication was transformed into Foodservice East, a quality tabloid paper, dedicated to editorial excellence. They provide news bytes which are snippets of the latest in the food service industry. For instance, they recently announced that gourmet coffee consumptions hit a new high. Daily consumption of gourmet coffee beverages jumped to an unprecedented high last year with 17 percent of the overall adult population partaking, up from 14 percent, according to new data from the National Coffee Association's 2008 National Coffee Drinking Trends (NCDT) market-research survey.

Their "Secrets to Success" column is an ongoing series of interviews with chefs, restaurateurs and food service operators. It examines the paths taken to professional recognition and acclaim.

All three publications provide job classified sections for people in the food service industry and try to cultivate a sense of community, whether national or regional.

## About the Author

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