

FOOD & BEVERAGE BUSINESS

FOODANDBEVERAGE.BUSINESS

MEDIA KIT 2027

STATS

FEATURED ARTICLES

PRICES

Connect Your Brand with the Food & Beverage Industry

Food & Beverage Business is a leading B2B publication connecting suppliers, manufacturers and service providers with decision-makers across food and beverage production, processing, packaging, engineering, logistics and supply chains.

Combining a growing digital platform with a high-quality print magazine, targeted newsletters and industry-focused editorial coverage, we provide advertisers with multiple opportunities to reach professionals actively sourcing new technologies, services and solutions.

Reach the People Who Matter

Our audience continues to grow across both digital and print.

Google Analytics (GA4) verified data shows that foodandbeverage.

business consistently generates more than 600,000 pageviews each month, providing advertisers with substantial and measurable exposure.

Our newsletter now reaches more than 17,000 subscribers, delivering industry news, features and commercial content directly to professionals throughout the food and beverage sector.

The digital edition of Food & Beverage Business attracts approximately 24,000 readers per issue, while the printed magazine is distributed predominantly through leading UK food, beverage, processing and packaging trade events. Together, these channels allow advertisers to reach audiences at multiple points throughout the year rather than relying on a single campaign or advertising format.

Visibility That Delivers

Our advertising opportunities are designed to provide more than simply a logo on a page.

Digital advertising delivers significant exposure across a highly targeted industry website. Recent campaigns have demonstrated the scale available, with header advertising generating almost 600,000 views during a four-week period and sidebar advertising achieving approximately 200,000 views over the same timeframe.

Campaign performance is supported by GA4-verified website statistics, providing advertisers with greater transparency around the reach of their activity.

For businesses looking for longer-term visibility, featured editorial content offers an opportunity to communicate expertise, technology, products and industry developments in greater depth. Featured articles remain available online and are supported through our weekly newsletter, helping content continue generating exposure long after its initial publication.

Be Part of the Industry Conversation

Food and beverage manufacturing is continually evolving.

Automation, artificial intelligence, sustainability, packaging development, food safety, processing technology, energy efficiency, supply-chain resilience and changing consumer demands are transforming how products are manufactured and brought to market. Food & Beverage Business follows these developments throughout the year, providing relevant editorial coverage for

professionals responsible for production, engineering, packaging, operations, procurement and investment.

For advertisers, this creates opportunities to position products and expertise alongside the subjects their customers are already researching.

Our annual Forward Features programme covers key areas including processing, packaging, automation, engineering, ingredients, logistics, inspection, filling, sustainability, food safety and individual food and beverage sectors, providing multiple opportunities for suppliers to engage with relevant audiences throughout the year.

Print, Digital and Direct

Food & Beverage Business provides an integrated platform across print, web and email.

The printed magazine offers a strong physical presence at UK trade shows and industry events, placing advertisers directly in front of visitors, exhibitors and decision-makers.

Our website provides substantial year-round digital reach, while newsletters take selected content and advertising directly into subscribers' inboxes.

This combination allows campaigns to be built around individual objectives — from maintaining brand awareness throughout the year to promoting a new product, supporting a trade-show appearance, generating enquiries or establishing expertise within a particular market. Advertising opportunities include display advertising, newsletter promotion, sponsored email campaigns, featured articles and longer-term packages



17,000

Newsletter
subscribers



24,000

Digital magazine
readers



70

Trade shows &
exhibitions

Google Analytics – last 12 months



3.7m

New users



15m

Event count



7.1m

Views

combining multiple channels.

Build a Stronger Industry Presence

Our readers range from independent manufacturers and specialist producers to major national and international food and beverage businesses.

They are looking for technologies, products, services and ideas that can

improve productivity, efficiency, quality, safety and profitability.

Food & Beverage Business provides various platforms to put your company, product or service in front of them.

Whether your objective is to increase brand awareness, support product launches, generate new business or maintain a consistent presence within

the market, we can create a campaign designed around your objectives and budget.

Print. Digital. Email. Editorial.

One industry-focused platform connecting your brand with the people shaping the future of food and beverage production.

Unveiling the recipe for editorial excellence

Each month we explore a sector of the food and beverage industry with key insight to the biggest issues facing the global food and beverage industry. Encompassing researched editorial with expert opinion, comment, and insight from leaders, our approach continues to resonate with professionals and insiders.

January

Automation & AI
Loading Bays & Doors
Engineering
Flavouring & Colouring

February

Labelling, Coding & Marking
Microbiology & Testing
Pumps & Fluids
Food Service

March

Sorting & Weighing
Supply Chain
Conveying
Ready Meals
Packaging Materials & Design

April

Clean Air Solutions
Depositors & Filling
Gears & Drives
Meat, Poultry & Seafood

May

Process, Control & Automation
Containers & Pallets
Slicing, Dicing & Cutting
Beverages

June

Facilities Management
Caps & Closures
Cleaning & Maintenance
Mixing & Blending
Frozen & Chilled Foods





FOOD & BEVERAGE BUSINESS



FROM STRAWBERRY TO SPOON: HYGIENIC PUMPING FOR MODERN DAIRY PROCESSING

For dairy manufacturers, product quality depends on much more than ingredients alone. Every stage of production must be carefully controlled to maintain consistency, protect product characteristics and ensure reliable hygiene standards. Within this environment, pumping technology plays a far more important role than simply moving product from one point to another.

The Journey of a Strawberry
Consider the journey of a strawberry destined for a fruit yogurt. Long before it reaches the supermarket shelf, the fruit must be processed, transferred, dried and blended into the final product while retaining its appearance, texture and flavour.

This presents a challenge for many dairy manufacturers. Fruit preparations are often highly viscous and frequently contain pieces of varying size. Throughout the production process, these ingredients must be conveyed without damaging delicate particles or exposing the product to unnecessary mechanical stress. If handling is too aggressive, fruit pieces can break apart, affecting both visual appeal and product consistency. As consumer demand continues to shift towards premium dairy products with visible inclusions, authentic textures and increasingly sophisticated recipes, maintaining these product characteristics throughout processing becomes even more important.

Following the Right Pumping Principle
Traditional centrifugal pumps remain an effective and widely used solution for many low-viscosity dairy applications. However, products with higher viscosities, sensitive inclusions or demanding transfer requirements often require a different pumping approach. Progressive cavity pump technology is designed to deliver a continuous, low-pulsation flow that supports gentle handling of challenging products. Instead of exposing ingredients to high levels of shear or turbulence, the product is moved smoothly through the pump, helping to preserve texture, appearance and particle integrity. This can be particularly valuable in dairy applications such as fruit preparation transfer, stirred yogurt production, cream-based products and desserts, where product quality is closely linked to consumer perception.

Hygiene Designed into the Process
While careful product handling is essential, hygiene remains the foundation of dairy manufacturing. Milk-based products are particularly sensitive to microbiological contamination, making equipment design a critical consideration throughout the processing chain. Modern hygienic equipment must do more than perform a processing task efficiently. It must also support reliable cleaning and minimise the risk of product residues accumulating within the system. Areas that are difficult to access or clean can increase both operational risks and cleaning times between production runs.

The SEEPEX BCPI range addresses these requirements through hygienic construction principles, smooth product-contact surfaces and optimised internal geometries designed to support effective Clean-in-Place (CIP) procedures. The pumps are developed in accordance with recognised industry requirements, including EHEDG guidelines, FDA requirements and 3-A Sanitary Standards. For the strawberry travelling through the process, this means the same pumping system that protects delicate fruit pieces during

production is also designed to support thorough cleaning once the production run has been completed.

Supporting the Future of Dairy Manufacturing
Hygienic progressive cavity pumps such as the SEEPEX BCPI demonstrate how modern pumping technology can help address multiple priorities simultaneously, combining gentle handling, hygienic design, and efficient cleaning to support the evolving needs of today's dairy industry.

Looking Beyond Throughput
Production performance is often associated with output volumes, but long-term efficiency depends on a much broader range of factors. Maintenance requirements, cleaning procedures, resource consumption and equipment availability all contribute to the total operating cost of a production line. This is one reason why serviceability is receiving increasing attention.



Featuring EHEDG Type B1 Class the SEEPEX BCPI pump is hygienic, low-pulsation transfer

July

Vision, Inspection & Detection
Warehousing & Distribution
Engineering & Components
Snack Foods

August

Sustainable Packaging
Health, Safety & Hygiene
Processing
Cold Storage
Ingredients

September

Software & Hardware
Materials Handling
Temperature Control
Dairy Industry

October

Dust Control
Pouch Packaging
Environmental
Machinery & Equipment

November

Fruit & Vegetables
Traceability
Transport & Logistics
Sieves & Separators
Soups & Sauces

December

End of Line Packaging
Recycling & Waste Management
Flow Measurement & Control
Bakery & Confectionery

Magazine Advertising Rates and Sizes

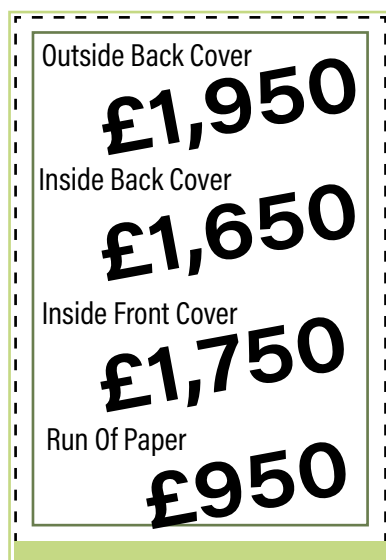


Double Page

Page - - - - -
297mm Height
420mm Width

Type Area * _____
277mm Height
400mm Width

Bleed _____
303mm Height
426mm Width



Full Page

Page - - - - -
297mm Height
210mm Width

Type Area _____
277mm Height
190mm Width

Bleed _____
303mm Height
216mm Width

Adverts supplied as PDFs:

Adverts can be supplied as High Resolution PDF or EPS files, making sure that all colours are set to CMYK mode. No RGB, LAB, Pantone or special 5th colours can be used within the document. All images and fonts must be embedded.

Please ensure when using white text on solid backgrounds that the trapping mode is set to KNOCKOUT. We will not take responsibility for text dropping out if this is not done.

All pictures must be high resolution 300dpi, and used at not more than 100% size, otherwise quality cannot be guaranteed. Files can be sent over as RGB jpg. Editorial can be sent as Doc, txt or within an email.

Logos:

Please supply a 300dpi high resolution file as either a jpeg, tiff or eps. We cannot use web resolution logos.

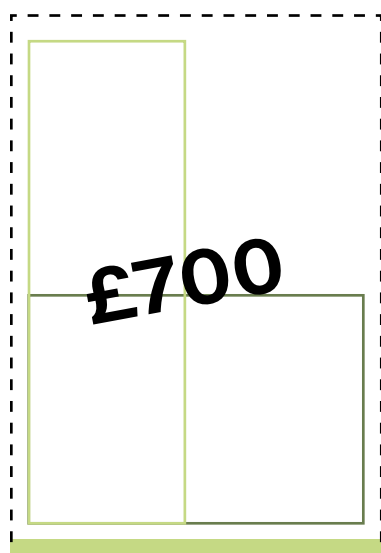
Delivery:

Email is the preferred method of delivery for advertising material: studio@foodandbeverage.business. The maximum file size we will accept via email is currently 10MB. Anything larger we would recommend wetransfer.com.

Deadlines:

Copy must be received by 20th of the preceeding month. This will be printed on the confirmation.

ADVERTISING PROOFS WILL ONLY BE SENT FOR PRINTED MAGAZINES.



Half Page

Page - - - - -
297mm Height
210mm Width

Landscape _____
136mm Height
190mm Width

Portrait _____
277mm Height
92mm Width

NEWS

MOICHA PARTNERS WITH CCPS TO ENHANCE MATCHA FULFILLMENT



As Mocha's customer base expanded, the brand strategically partnered with Complete Co-packing Services (CCPS) to enhance its fulfillment operations and deliver a seamless customer experience. This collaboration allows Mocha to address key considerations in food and drink sustainability while optimizing their supply chain.

CCPS provides an integrated fulfillment platform that effectively links Mocha's e-commerce system with its fulfillment management system. This connection ensures smooth operations and addresses critical aspects of sustainable packaging and food and drink marketing, reinforcing the brand's commitment to environmentally responsible practices.

Furthermore, the partnership incorporates optimized inventory management featuring real-time stock visibility and automated replenishment. This set-up not only enables efficient resource control but also aligns with the growing consumer trends toward sustainability in food and drink packaging.

GAY LEA FOODS INVESTS IN COTTAGE CHEESE EXPANSION

Gay Lea Foods Cooperative has announced a substantial investment surpassing C\$200 million (approximately US\$142.5 million) aimed at augmenting its cottage cheese production within Canada.

Indicated that this financing will facilitate the integration of "refined" processing technologies and enhanced manufacturing capabilities at its Chertsey Road facility located in Toronto.

The initiative is designed to refine the existing national "heritage" of cottage cheese while simultaneously increasing the production capacity of its "high protein" dairy line.

Completion of this expansion is anticipated by the year 2026. The development is projected to create 72 new job opportunities, encompassing "behind" manufacturing roles, as stated by the cooperative.



GO-PAK UNVEILS CLARITY: 100%

RECYCLED PET DRINKWARE COLLECTION

Go-Pak has unveiled Clarity, a new collection of clear PET drinkware designed for the foodservice sector. These products are made entirely from recycled PET (rPET) and are fully recyclable.

Clarity targets businesses that seek to incorporate higher levels of recycled materials into their foodservice packaging while also reducing the carbon footprint and cost across their operations. Clarity's clear PET drinkware is designed to be a sustainable alternative to traditional clear PET drinkware, offering a clear path to a more sustainable future.

One of the main benefits to switching to recycled plastic packaging is ensuring that it meets the same standards of strength and durability as traditional plastic. Go-Pak has focused on premium transparency with the Clarity line, which showcases beverages and desserts without sacrificing strength and functionality for high-demand foodservice scenarios.

ANDREW YAXLEY TAKES THE HELM AS CEO OF TESCO UK & NI

He takes over from Geoff Bynn, who will assume the role of CEO at Tesco Group.

According to the store, these appointments highlight Tesco's "ongoing commitment to nurturing leadership talent" throughout the organization, with both roles becoming effective on August 31st.

Andrew Yaxley previously led Tesco Ireland as CEO from 2015 to 2019, guiding the company through a phase of "significant transformation and growth," as noted by the retailer. Afterward, he joined the Tesco Group leadership team as chief product officer before taking on the CEO position at Booker, where he "helped drive strong growth."

Speaking about his new role, Yaxley remarked, "I'm delighted to be returning to Tesco Ireland and look forward to working with colleagues to build on the strong momentum already in place."



FERRERO EXPANDS ITS M&A ACTIVITY BY ACQUIRING PURELY ELIZABETH

Ferrero is taking significant strides to enhance its breakfast offerings with the purchase of Purely Elizabeth, a US-based food company.

Details regarding the financial aspect of the acquisition have not been revealed.

Founded in 2008 and headquartered in Colorado, Purely Elizabeth specializes in breakfast items, offering a range of granola, oatmeal, and cereal products.

This acquisition comes on the heels of Ferrero's \$3.1 billion takeover of Kikkor, which integrated notable brands such as Post-Legume and Raisin Bran into its portfolio.



UNILEVER FOODS REACHES C\$3.3 BILLION IN FOOD REVENUE FOR H1

The company reported an increase in its underlying operating margin, which reached 20.3%. The underlying operating profit hit \$5.2 billion, reflecting a year-on-year rise of 0.9%.

In the first half of the year, underlying sales growth (5.0%) was recorded at 4.8%. The food division experienced a CAGR of 1.2%, with volume also seeing a rise of 1.2% while prices remained stable. Unilever noted that growth in its food division was primarily driven by emerging markets, whereas developed markets faced a downturn due to a "softer market environment."

During the initial six months of 2025, the total food turnover amounted to \$5.2 billion, with \$3.1 billion generated in the second quarter alone. Unilever anticipates that food growth will gain momentum in the latter half of the year, driven by innovation and enhanced performance in developed markets.

Editorial Options

Press Releases

Magazine Only

Approximately 150 words & photo (can be in general news or part of a Featured Article) - £100

Online Only

The article can be published in full on the website - £100

Both

The full length version will be online and a shortened version will be in the magazine with a QR code link to the full online version - £150

Newsletter

The post (title and introduction) can be added to the weekly newsletter - + £75

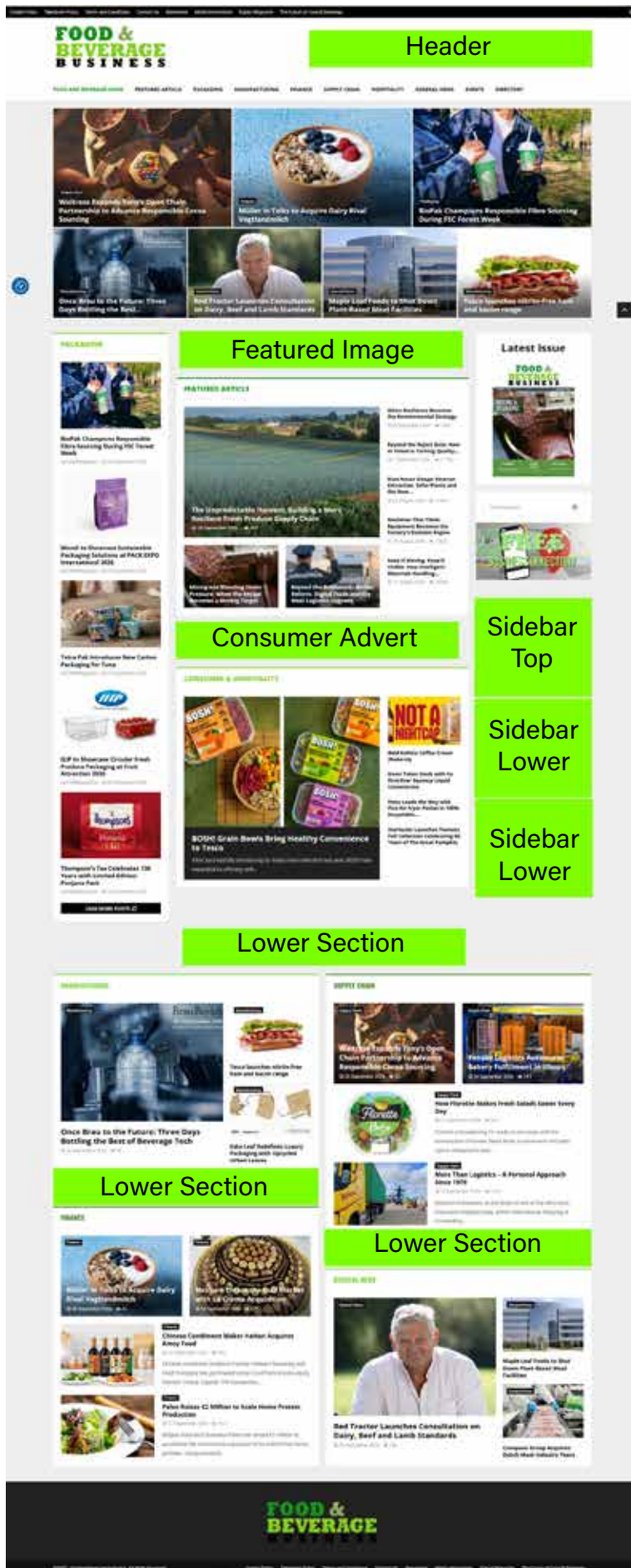
Featured Editorial Profile Page

A single page editorial about you, your products or services, includes a photo and a logo - £600 With Advert - £1000

Insight

A Double Page Q&A of 4 or 5 questions to get to know your company or products better - £750





Home Page Prices

Header – £1,000 month
728px x 90px

Featured Image Advert – £700 month
728px x 90px

Consumer Advert – £300 month
728px x 90px

Lower Section Advert – £300 month
728px x 90px

Sidebar top advert – £450 month
300px x 250px

Sidebar lower – £300 month
300px x 250px

Editorial Posts -

Online Only – £100
Photo and up to 1,500 words with do-follow link will appear on the homepage and the section page

Please see editorial Options for further opportunities



Section / Post Page Prices

Section Header Advert – £300 per month – per section

728px x 90px

Section Sidebar advert – £300 per month – per section

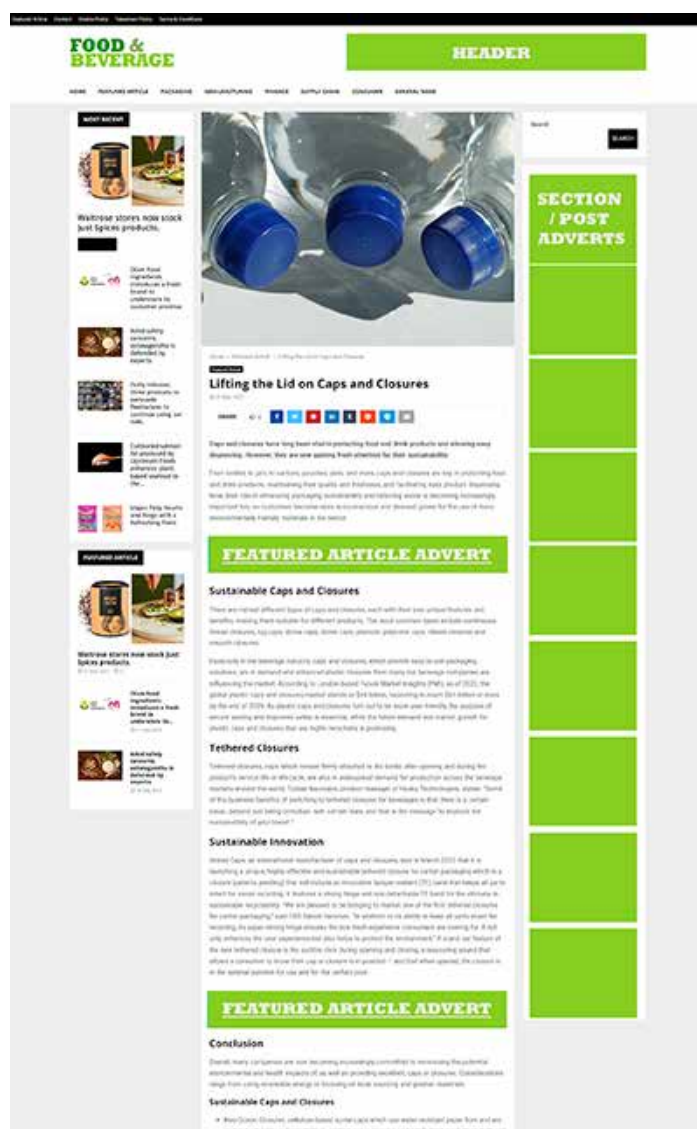
This advert will appear on the side of the category page and also on the side bar of all posts in that category
300px x 250px

Featured Article Prices

Feature Article Sponsor Adverts – £500 Year

The advert will appear on that article twice for a year

728px x 90px



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Newsletter Advert Prices

Upper Advert – £400 per email
468px x 60px

Lower Advert 2 – £200 per email
468px x 60px

Post – +£75 on the magazine/web option

Dedicated Newsletter Price

We can send your own
email to our subscribers
- £500



Join us at IFE Manufacturing and IFE 2024

Food & Beverage Business is a proud made partner of IFE Manufacturing and IFE Food, Drink & Hospitality Week, which takes place on 26-27 March 2024 at ExCeL London.

As a food and drink professional, we would like to invite you to attend the ultimate business events for food & drink product discovery & development. [Register to attend here](#)

Join thousands of retailers, wholesalers, manufacturers and foodservice professionals source the latest products and services from across the world walking up the aisle

[Secure your free trade pass](#)

So, what have we got in store for you?



Sample taste bud tingling products at IFE

IFE provides the perfect opportunity to meet over 1,500 global food and drink suppliers and taste the latest products hitting the shelves. Make lasting connections, boost revenue and set yourself apart from your competitors. [Browse the website list here](#)



Find new product development at IFE Manufacturing

From packaging to ingredients, technology and processing equipment. Manufacturing's exhibition shows the abundance of suppliers for you to face to face, source new products generate meaningful connections to your business. [Explore the exhibitor list](#)



Network with new up & coming suppliers

Meet face-to-face with new business opportunities and those behind the most innovative brands at the New Products Tasting Theatre and the Startup Market. You'll hear from new companies that are breaking into the food & drink space.



Discover trends & gain market insights

The Future Food Stage and the The Innovation Platform bring together a trailblazers for a series of panel discussions, a trend forecast to go insights into the food & drink sector. [The business of food & drink sector](#)

[Secure your free trade pass](#)

IFE and IFE Manufacturing are part of Food, Drink & Hospitality Week

Food, Drink & Hospitality Week unites IFE Manufacturing, IFE, The Pub Shop, IFI International Beach Clubhouse at the UK's biggest celebration of industry innovation

Your pass gives you access to all events taking place as part of Food, Drink & Hospitality Week and brings together 27,000 industry visitors to network, learn from innovators and source quality products from over 1,500 suppliers.

We can't wait to welcome you!

[Get tickets here](#)

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Trade Shows

Our popular Media Partnerships are a great way to bring your Exhibition to the wider Food and Beverage Business audience and give your exhibitors the chance to be seen.

As a premier platform in the food and beverage industry, we offer a well-rounded experience for a vast audience of engaged professionals

Our team delivers event coverage through exclusive promotions on the website, newsletters and within the magazine. With our extensive readership and engaged audience, you will receive maximum exposure opening up a gateway to an audience comprising decision-makers and influencers actively interested in the food and beverage industry and services. This offers a strategic advantage to position your event at the forefront of their minds and catalyse growth opportunities.

We even have up and coming shows on our emails.

To learn more on how we can help enhance the profile of your event please contact: events@foodandbeverage.business.

Exhibitors

As the trade shows come thick and fast, ensuring a strong pre-show presence can be a game-changer for your stand.

Food and Beverage Business Magazine is renowned for its high-quality content and expertise in the food and beverage industry. By associating your brand with our platform, you can enhance your reputation and position your company as a thought leader in the field.

The aim of our coverage is to help visitors and exhibitors make worthwhile business connections, allowing for networking opportunities, brand awareness, reaching a target audience and lead generating.

To know more about how Food and Beverage Business can help you with your pre-show promotion, please get in touch with: sales@foodandbeverage.business



FOOD & BEVERAGE BUSINESS

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