



THE FOOD INSTITUTE DAILY UPDATE MEDIA
KIT

OTHER NEWS SOURCES
REACH PEOPLE WHO ARE

GOING
PLACES

OUR READERS ARE ALREADY

THERE

THE FOOD INSTITUTE DAILY UPDATE, POWERED BY MULTIBRIEFS AND PRODUCED BY THE FOOD INSTITUTE, PROVIDES DAILY NEWS AND INFORMATION TO LEADERS IN THE ALL ASPECTS OF THE FOOD SERVICE INDUSTRY.

The Food Institute Daily Update tackles today's most relevant issues, gathered from sources like **The Associated Press, The New York Times, Financial Times** and the leading industry publications. Produced with a rigorous editorial process and delivered to the inboxes of food manufacturers, distributors, brokers and other industry professionals, The Food Institute Daily Update keeps professionals informed of topics that impact the daily operation of their business. Subscribers are decision-makers with purchasing power – the top-tier professionals in the food service industry.

THE FOOD INSTITUTE DAILY UPDATE
IS A PROFESSIONAL RESOURCE FOR

NEW
IDEAS

TOP TEN REASONS TO ADVERTISE IN **THE FOOD INSTITUTE DAILY UPDATE:**

1 CREDIBLE SOURCE

For over 80 years, our members have turned to the association as the informational authority of the profession. Advertising in The Food Institute Daily Update solidifies your place among daily information provided to The Food Institute members.

2 TARGETED DISTRIBUTION

Advertising in The Food Institute Daily Update allows your company to reach decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.

3 OPT-IN SUBSCRIBER LIST

Subscribers to The Food Institute Daily Update have asked to receive the information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.

4 RELEVANT CONTENT

Our editorial process is one of the most rigorous in electronic publishing. The judgment of our experienced editors and analysts makes sure that only the most relevant items are selected. The Food Institute Daily Update covers the entire food industry from grower to consumer.

5 FREQUENCY

Frequency builds awareness. As a daily publication, The Food Institute Daily Update ensures your ad will be seen every day by our 9,300 members.

6 AFFORDABLE

Advertising in The Food Institute Daily Update is more affordable than many other Internet advertising options. Have you priced pay-per-click campaigns lately?

7 YOUR AD WILL GET THE ATTENTION IT DESERVES

Each issue of The Food Institute Daily Update has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.

8 IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!

9 EXCEPTIONAL CREATIVE SERVICES

Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in The Food Institute Daily Update.

10 TRACK CAMPAIGN EFFECTIVENESS

As an advertiser, you'll have the ability to track reader response your campaign, immediately quantifying your ROI.

GREAT OPTIONS

MAKE IMPORTANT CHOICES EASY

THE FOOD INSTITUTE DAILY UPDATE GIVES VARIETY AND FLEXIBILITY IN
ADVERTISING OPTIONS THAT ARE HARD TO FIND ANYWHERE ELSE.

A

PLIANT

Make sure your frozen food product is icy fresh and your message crystal clear.

THE FOOD INSTITUTE Daily Update

July 7, 2008

Quick Links > Industry News Food Institute News International News Health News Washington News Market News

Industry News

As shoppers become more selective, grocers are rearranging their shelves to do a better job of catering to their neighborhoods. In Central Florida, stores seem to be dividing into three distinct groups that treat more affluent shoppers, those that sell price-sensitive consumers and those that specialize in ethnic or hard-to-find specialty foods, according to Orlando Sentinel. [Full Story](#) (Free Registration Required)

C



HOT OFF THE GRILL WITH
NEW SPICY FLAVORS

Shoppers are still limiting their spending even though the majority received their stimulus checks, according to figures released by the International Council of Shopping Centers (ICSC). Michael P. Harris, chief economist at ICSC, estimates same-store sales growth forecast of between 2% to 3% for June, reported the Associated Press. [Full Story](#)

Darden Restaurants, Inc. expects to open approximately 75 to 80 net new restaurants in fiscal 2009. Darden expects combined U.S. same-restaurant sales growth in fiscal 2009 of approximately 2% for Red Lobster, Olive Garden and Longhorn Steakhouses. [Full Story](#)

7-Eleven Inc. is gearing its newest Europe flavors towards consumers that seek energy beverages, according to Convenience Store News. In April, the company rolled out AMP Energy Fresca. Full Throttle Energy Blast in May, and in June, Radiation Blast. The company will introduce Monster Black Ice in July and a new sports-themed flavor is set to debut in August. [Full Story](#)

Worldwide spending on internet advertising will total \$65.2 billion in 2008, which represents nearly 10% of all ad spending across all media, according to iResearch Market Research and Forecast. Internet ad spending is expected to reach 13.8% by 2011, growing to \$106.6 billion worldwide. [Full Story](#)

Food Institute News

NEW FI PODCAST: The Food Institute's podcast on Food Business Mergers & Acquisitions is now available. To listen to this free podcast, which takes a look at the transactions that occurred in 2007 and reveals some of the emerging trends, click here.

ONLINE HACCP TRAINING: The Food Institute is now offering online training courses through a strategic alliance with FoodSafety.com. This innovative web-based training service provides companies and their employees with "training anywhere" access to quality, cost-effective training materials. Whether you operate a large manufacturing facility or small retail establishment, your employees simply need internet access to train in areas critical to your business, including HACCP, OSHA, and Employment Law. [Click here](#) for details.

C



Annual Listing of the Mergers & Acquisitions
Shaping the Food Industry

International News

EU agriculture ministers approved stricter controls on the use of pesticides, after two years of debate. Farmers may be forced to abandon substances found to be toxic to humans, and pesticides would no longer be approved unless they are safe for bees, but not, reportedly, BNC News. [Full Story](#)

Large retailers' share of India's retail market is expected to quadruple by 16% by 2011/12 as a result of their competitive pricing, according to a report by Indian Council for Research on International Economic Relations (ICRIER). "Lower consumer incomes saw more their other shopping through organized retail outlets," and farmers may also "gain considerably from direct sales to organized retailers, with significant price and profit advantages," noted the report, according to Reuters. [Full Story](#)

Genetically-modified drought resistant maize is being developed to help feed African nations. While there is a real focus on GM foods in Europe, one of the prime motives in Africa is GM maize. Moko Bekking, says Africa will make its own choices on GM. "Europe is at a different situation in terms of food production, they have surplus. In Africa, we have deficit," he says. "We need to use any tool we can find to increase production," reported BBC News. [Full Story](#)

D



Everest uses state-of-the-art RF systems connecting computer terminals to onboard material handling equipment for real-time management control. Temperatures can be maintained from -20° Fahrenheit to +43° Fahrenheit. [Learn more](#)

Health News

Tabacco smokers who eat three servings of fruits and vegetables per day and drink green or black tea may protect themselves from lung cancer, according to a study by UCLA cancer researchers. They found that smokers who inhaled high levels of natural chemicals called flavonoids had a lower risk of developing lung cancer. The study appeared this month in the peer-reviewed journal Cancer. [Full Story](#)

Washington News

South Korea decided to delay publishing rules making it easier to import U.S. beef. The first step ahead of a full resumption of American beef imports. The country planned to publish related rules on June 3 after delaying the resumption of quarantine inspections from May 15 due to mounting public safety concerns over U.S. meat, reported Reuters. [Full Story](#)

Market News

U.S. Agriculture Secretary Ed Schafer updated USDA's quarterly forecast for U.S. agricultural exports, which is expected to reach a record \$108.5 billion for fiscal year 2008. Today's report revision is a \$1 billion increase from February's previous report forecast and \$8.5 billion above the final 2007 exports. Grains and animal products account for two-thirds of the export gains. [Full Story](#)

A new food safety treatment could increase the effectiveness of conventional produce sanitization methods. The treatment, developed by the Agricultural Research Service, uses beneficial bacteria against potentially harmful ones, so the beneficial bacteria inhibit the growth of pathogens that can irritate physical or chemical attempts to remove them from fresh produce. This treatment could potentially prevent pathogens from proliferating to numbers capable of causing human illness. [Full Story](#)

C1



The Food Institute's
FOOD INDUSTRY REVIEW 2007

Ammonia may be to blame for the sudden drop in Sacramento-San Joaquin Delta fish populations. Sacramento regional sewage treatment plant discharges include residual the delta, which is the largest source of ammonia. While ammonia does not make fish unable to eat, the studies indicate it interrupts the natural food production of the fin aquatic animals that salmon, smelt, and bass feed on, reported The Modesto Bee. [Full Story](#) (Free Registration Required)

Boats in California are being inspected for the invasive zebra mussel larvae, which can quickly spread to novel or native species. Inspectors at one county park alone turned away 15 boats they examined after finding water in the hull or motor, which could contain larvae, reported The Modesto Bee. [Full Story](#) (Free Registration Required)

NMFS modified the permitting and reporting requirements for the Highly Migratory Species International Trade Permit program. [Full Notice](#)

First in field

Grover to grocer, pallet to plate, customers trust Versaco/Atlas to get their food products to market on time, in optimal condition, at a fair price. [More](#)

ADVERTISEMENT

ADVERTISING OPTIONS

A LEADERBOARD

Purchasing the Leaderboard position in The Food Institute Daily Update provides your company with top exposure at a minimal cost and drives quality traffic to your Web site. This is the premier position in this valuable information source.

Dimensions: 728 px.-by-90 px.
File formats: JPEG, animated GIF
Maximum file size: 120k

B SKYSCRAPER

Skyscraper ads in The Food Institute Daily Update are sure to get your company's message noticed. The larger ad format provides prime real estate to sell your products or services to industry decision-makers.

Dimensions: 120 px.-by-600 px.
File formats: JPEG, animated GIF
Maximum file size: 150k

B1 HALF-SKYSCRAPER

Skyscraper ads in The Food Institute Daily Update are sure to get your company's message noticed. The larger ad format provides prime real estate to sell your products or services to industry decision-makers.

Half: 120 px.-by-300 px.
Half: 120 px.-by-300 px.
File formats: JPEG, animated GIF
Maximum file size: 150k

C TOP TRADITIONAL BANNER

C1 BOTTOM TRADITIONAL BANNER

Creative, attention-grabbing banner ads will help you get results. Banner ads allow your company to combine text, colors, graphics and animation into a unique sales message for committed buyers who read each issue of The Food Institute Daily Update.

Dimensions: 468 px.-by-60 px.
File formats: JPEG, animated GIF
Maximum file size: 50k

D PRODUCT SHOWCASE

The food service industry is in constant change. Showcase your latest product with this unique advertising opportunity. Showcase ads include a photo of your product and 50-word description with a direct link to your Web site.

Product Photo Dimensions: 175 px.-by-125 px.
File format: JPEG
Maximum file size: 20k

E CALLOUT TEXT ADS

Integrated into the look and feel of The Food Institute Daily Update, callout text ads allow you to carefully formulate your message to a niche market. A special graphical treatment ensures your message will get noticed. Callouts should be no more than 25 words, headline excluded.

F TRADITIONAL TEXT ADS

Leverage the power of words by purchasing a traditional text ad to drive traffic to your Web site. Text ads should be no more than 15 words with a short, five-word headline.

AD RATES

ALL PRICES REFLECT A 60-DAY PUBLICATION CYCLE

Leaderboard	\$5000	Product Showcase	\$3950
Top Traditional Banner	\$4000	Skyscraper	\$4000
Bottom Traditional Banner	\$3500	Half Skyscraper	\$3500
Callout Text Ads	\$2500	Traditional Text Ad	\$1500

If your ad includes graphics (Leaderboard, Skyscraper, Traditional Banners, Product Showcase), provide art within three business days of receiving your sales confirmation email. Otherwise, your ad will be designed using elements pulled from your web site. Files can be emailed to graphics@multiview.com.

CONTACT US



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