

RESTAURANT BUSINESS.

THE NEW RESTAURANTBUSINESSONLINE.COM

Coming October 2013

A TRUE BUSINESS INTELLIGENCE TOOL

DATA-DRIVEN CONTENT DELIVERED IN ENGAGING DASHBOARD FORMAT

EYE-CATCHING, EASY TO USE DESIGN

RESPONSIVE WEB DESIGN — OPTIMIZED FOR DESKTOP, LAPTOP, TABLET & SMARTPHONE

The screenshot displays the Restaurant Business Online dashboard. At the top, there's a navigation bar with categories like 'Business Trends', 'Earning Sales', 'Improving Operations', 'Controlling Costs', 'Menu Development', 'Economic Issues', and 'Sponsored Content'. The main content area features several sections: 'THE LATEST NEWS ABOUT LOUISIANA SEAFOOD' with a large red banner; 'Restaurant Business Dashboard' with a 'Sales Benchmarks' bar chart; 'Restaurant Economic News' with an article snippet; 'Commodities Prices' table; 'Menu Ideas Tempt Breakfast Business'; and 'Recipe Search'. A sidebar on the right contains a large red advertisement for Louisiana Seafood with the text 'CATCH THE LATEST NEWS ABOUT LOUISIANA SEAFOOD.' Below the main content, there are sections for 'Featured article headline goes here, can span two columns' with an image of a sandwich, 'Q&A with Daniel Humm of NYC's Eleven Madison Park and NoMad' with a photo of Daniel Humm, and 'Environmental programs that work around the clock, just like you' with a clock image.

ENHANCED SEO

LARGER, MORE INTERACTIVE AD UNITS

CONTEXTUAL & AUDIENCE-SPECIFIC ADVERTISING OPPORTUNITIES

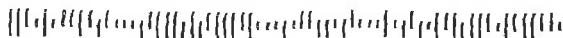
CUSTOM CONTENT

INCREASED TRAFFIC

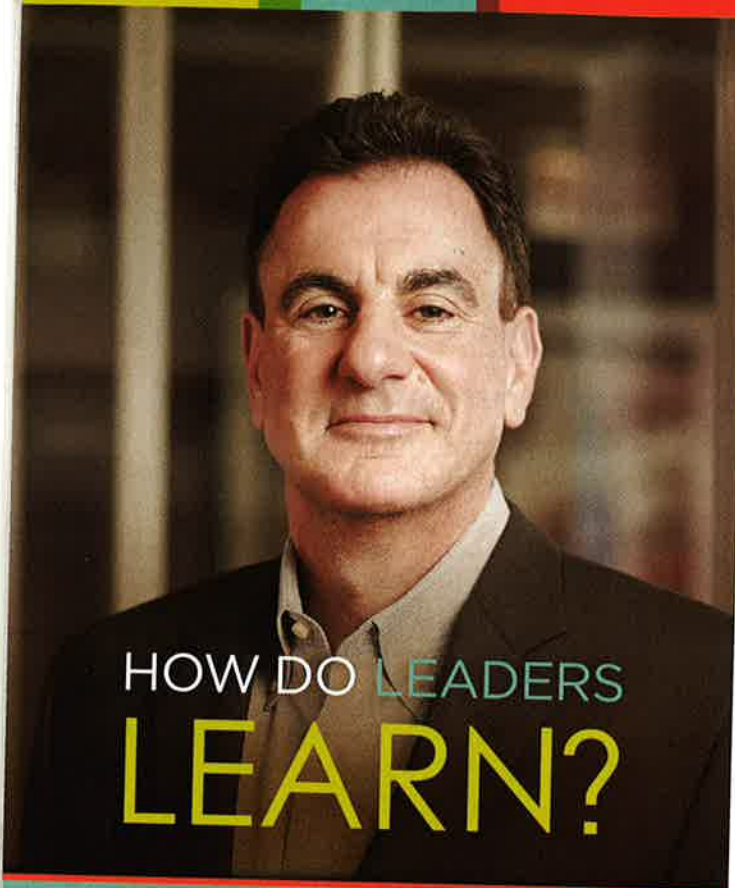
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For full details or to reserve space, contact your regional sales manager or Susan Szymanski, SVP, Group Publisher, at 646.708.7321 or sszymanski@cspnet.com.



HOW DO LEADERS LEARN?

For Fred Paglia, president of Kraft Foodservice, it's through his membership with the Women's Foodservice Forum. With access to over 1,000 participating organizations, WFF helps him educate his team and their staff through year-round leadership development programming, educational events, and valuable networking opportunities. Find out how WFF can help your organization connect, lead, and flourish at joinwff.org.



THE LETTERS OF A LEADER. WFF.

MENU R&D



Wüsthof enhances its collection of specialty knives in its best-selling Classic collection of precision-forged, full-tang cutlery with the addition of the Classic 9-inch Sushi Knife. Designed specifically to master the art of slicing raw fish and seafood for sushi and sashimi, the knife features a razor-sharp long and slender single edge blade to ensure superior control, precision and perfectly clean cuts every time. The sushi knife is also adept at slicing boneless meats, vegetables and other ingredients.

www.wusthof.com



MacFarlane Pheasants offers a broad range of recipes to spark menus throughout the fall and especially on National Roast Pheasant Day, celebrated October 15. Find creative ideas for appetizers, small plates, pizzas, salads and entrees on the website, along with a roster of all the products in the line. These include whole pheasant, boneless pheasant breasts, pheasant airline breast and fully cooked pheasant breast.

www.pheasantfordinner.com

American Quality Foods has introduced Double Chocolate Muffin mix to its sugar-free muffin line. The product is sweetened with a blend of non-nutritive sweeteners and is low in sodium and fat to meet a range of dietary restrictions.



www.americanqualityfoods.com



Blount Fine Foods offers several flavorful organic soups, available in convenient 4/4 lb. boil-in-bags. Varieties include Organic Black Bean, Chicken Noodle, Chickpea & Lentil, Beef Barley and Tomato Bisque. Serve

them on their own or to accompany sandwiches and salads.

www.blountfinefoods.com

