



Magazine "Restaurant business"

- Magazine "Restaurant business" is distributed to all Lithuanian restaurants, cafes, confectionaries, bars and other food service points, also accommodation and entertainment companies. Magazine is published since 2004 and it was pointed to owners, managers, workers and other professionals in HoReCa (Hotels, Restaurants, Catering) sector.

Main aims of magazine is:

- To introduce the news of the innovative technologies, concepts, trends, exhibitions, championships, products and services to all Lithuania HoReCa sector.
- Helping suppliers of food products, drinks, other goods and services "to find" buyers, and buyers - to choose the right products, suppliers, contractors or vendors.
- To advise the food service, hotel and entertainment

business professionals and representatives of agencies, as well as educate customers and to be his guide and adviser in food.

- To get acquainted with interesting objects, people and various products, culinary travel, providing information about market news, nutrition, new products and other actual information of food sector.
- **Magazine audience/target groupb:** Professionals – owners, chefs, managers, cooks, barmen, waitress and other staff of restaurants, cafes, bars, clubs, hotels, entertainment complexes, gourmet shops and other HoReCa sector institutions. Hardware and service vendors, importers, manufacturers and other suppliers of HoReCa sector are the readers of magazine also.
- **Business information:** 84 pages full colored magazine for Lithuanian HoReCa and food professionals consumer market. Periodicity: 2 issues per year. Circulation: 3'000-5'000 copies print version (the printed magazine audience: ~ 6'000-10'000 readers) and ~ 12'000-15'000 e-paper PDF version (on www.restoranuverslas.lt website). At all – the audience approx. 20'000.

Prices:

- Full page (21x29,7 cm + 0.5 cm in the laps)/A4 – 525,Euro plus/without VAT
- 1/2 page vertical layout (10,3 x29,7 cm increase) – 355,Euro plus/without VAT
- 1/3 page horizontal layout (17x8,5 cm) – 235,Euro plus/without VAT

Topics that are covered in every issue:

- Food-service business models, technologies, equipment reviews and presentations.
- Presentation of products for restaurants, cafes, hotels.
- New restaurants, hotels or entertainment objects presentations
- Restaurants, hotels or entertainment objects interior and exterior solutions.
- Information of associations, organizations relating to the food service.
- Statistical data, analysis and market overview, news, reviews and exhibition announcements.
- Various drinks and food product descriptions and presentations.
- Recipes, cooking the various peoples of the national product presentations.
- Healthy eating and diet presentations.
- Gourmet tours, culinary presentations from different countries.
- Nutrition expert articles and speeches.

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