



2019 EDITORIAL CALENDAR



Kate Williams
Lady of the House
Detroit, MI

Plate puts your products in front of more than 48,500 influential chefs

Naturally inquisitive, professional chefs are continually looking for not only “what’s new,” but “what’s next.” Plate reaches chefs during their creative thought process and menu ideation.

Reaching Plate’s audience means getting your product in front of chefs—decision makers responsible for influencing or making purchasing decisions—in key segments, from casual dining and fast casual to upscale casual and fine dining.

Plate’s readers spend an average of 72 minutes reading each issue of Plate magazine in print and online. Utilizing Plate for your marketing places your product message in an influential setting among engaged chefs.

Align your brand with Plate’s engaging stories and beautiful photos, and you will drive qualified traffic to your website and move more product.

91% of Plate readers make or influence food and beverage purchasing decisions.

Plate ignites the curiosity of chefs and drives creativity and innovation in the kitchen every day.

Plate is where chefs find inspiration and fresh interpretations on culture and tradition, industry issues and trends, equipment innovations, and advanced techniques.

In 2019 Plate will explore the ways interesting new food and wine pairings offer menu flexibility and even opportunities for growth in a new segment, and how flour alternatives provide flavor complexity while answering increased demand for gluten-free and healthy options.

We’ll take a close look at everyday dining to help chefs drive business on otherwise slow traffic days, dive into Middle Eastern food’s influence on menus around the world, and discover what’s causing the renaissance in steakhouses. And in its 6th year, our most anticipated issue, Plate’s annual “Chefs to Watch,” introduces a new class of up-and-coming chefs whose innovations are leading the industry. Many of Plate’s Chefs to Watch have gone on to win the prestigious James Beard or Food & Wine’s Best New Chefs Award.



88%

of readers save their issues for future reference

72

minutes on average is spent reading each issue

84%

of readers have adapted a recipe from Plate for their own menus

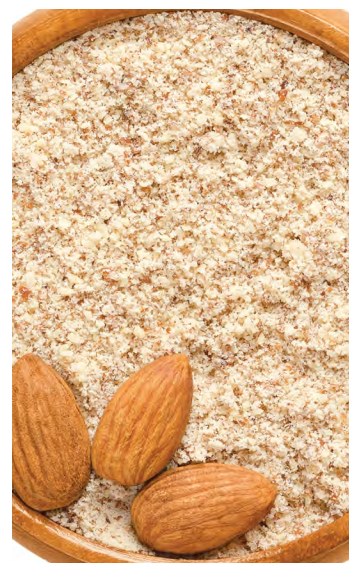
96%

say they are involved in the purchasing of equipment

81%

visit PlateOnline for inspiration and creative ideas

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January/February

Pairing Wine and Food

Sommeliers aren't the only ones interested in the profitability of a well-curated wine list; chefs are seeing opportunity to develop menus featuring creative new wine and food pairings. No longer is it simply reds with meat or whites with fish. Using complementary and contrasting flavor notes, chefs are elevating pairings to a sophisticated new level. Answering patron demand for casual atmosphere restaurants, chefs are opening culinary-driven wine bars to provide high-end menus, while gaining higher alcohol sales and profits. Other segments are also dedicating more of their menu to interesting and exotic pairings. The result is an opportunity for foodservice manufacturers to show their product is perfect for those new menus.

BONUS DISTRIBUTION

Women's Foodservice Forum
COEX (Chain Operators Exchange)

March/April

Alternative Flours

Driven by the creative need to explore more complex flavor profiles and satisfy the increasing demand for gluten-free and healthy choices, chefs are experimenting with flours other than wheat. From almond and peanut flours to those made from vegetables or grass, alternative flours can give an inventive and nutritious twist to breads, crackers, pastas, cookies, pies and cakes. This issue will introduce readers to the art and science of cooking with all types of flour: nut, legume, corn, coconut, squash, sweet potato, quinoa, brown rice, spelt, buckwheat, rye, barley, oat and much more. Manufacturers will find new opportunities as chefs look for creative ways to use their products.

BONUS DISTRIBUTION

Research Chefs Association Culinology Expo
Women Chefs & Restaurateurs Conference

BONUS RESEARCH: Readex Advertising Effectiveness Study

AD CLOSE

December 7, 2018

MATERIALS DUE

December 18, 2018

AD CLOSE

February 6, 2019

MATERIALS DUE

February 18, 2019

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May/June

Everyday Dining

What do restaurants need to do to attract as many guests on Tuesdays as they do on Fridays? Their selections need to be welcoming, delicious and approachable, and profitable but considered a value. Plate will feature chef/owners who keep their menus interesting to both their staff and frequent customers by upping the ante on menu categories that can otherwise sound ho-hum. This issue will help chefs create memorable and craveable dips, spreads, burgers, flatbreads, salads, cookie plates, easy drinking cocktails and more, dishes that customers will come back for again and again. We'll cover every menu category, offering manufacturers the chance to show chefs and restaurateurs how their products and solutions can serve any night of the week.

BONUS DISTRIBUTION

NRA Marketing Executives Group
Plate Night

AD CLOSE
April 2, 2019

MATERIALS DUE
April 16, 2019

July/August

Middle East

Middle Eastern food is no longer a single ethnic cuisine; hummus and spreads are ubiquitous on restaurant and bar menus, while dishes like falafel and dolmas regularly make appearances on menus of all stripes. Food from Turkey and all over the Middle East, the Balkans, parts of the Mediterranean and North Africa is impacting menus from coffee shops to fine-dining restaurants. Chefs are reinventing ways to incorporate Middle Eastern-influenced dishes into their menus, relying on high-quality proteins like lamb and beef, incredible spices and spice blends, and fresh vegetables for their unique interpretations of kebabs, spreads and dips, pita, flatbreads, pastries and veg-forward main dishes.

Chefs will be reading intently to find out why other chefs are stuffing bourekas with everything from figs to eggs to caviar. Advertising in this issue gives manufacturers in multiple categories the unique opportunity to place their products in front of chefs as they expand their menus.

BONUS DISTRIBUTION

ACF National Convention

BONUS RESEARCH: Readex Advertising Effectiveness Study

AD CLOSE
June 6, 2019

MATERIALS DUE
June 24, 2019

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Andre Gomez
Chef/Owner
Porch Light
Latin Kitchen
Smyrna, GA



Tracy Chang
Chef/Owner
Pagu
Cambridge, MA



September/October

Chefs to Watch

Plate's annual Chefs to Watch issue has struck a chord with Plate readers who share the same mission: working to innovate and elevate food—to take food further. For our Chefs to Watch issue, our editors identify a unique group of up-and-coming chefs whose creativity, soulfulness and passion for food epitomize Plate's mission. This is the only issue of its kind focusing on the innovators in foodservice: forward-looking and creative chefs who are changing the game. Prior to publication, we launch a major campaign to build excitement and anticipation among readers. The featured chefs are not revealed until the issue is published. You can be sure your marketing message is alongside rising stars—many of whom go on to win the prestigious James Beard Award or Food & Wine Best New Chef Award—with your advertisement in our 6th Annual Chefs to Watch issue. Plate puts your product in front of influential chefs and restaurateurs who are curious, innovative and looking for “what’s next.”

BONUS DISTRIBUTION

Produce Marketing Association
CIA Worlds of Flavor Conference

November/December

The New Steakhouse

In a return to familiar and delicious, upscale steakhouses are re-emerging as a growth segment. Why are chefs opening steakhouses? Because luxury can stay on the menu, as long as it feels as familiar as it is decadent and drives the bottom line. What was old is new again with modern twists on everything from appetizers to desserts, such as bone marrow appetizers, vegetable steaks, seafood towers, reinvented martinis, wet versus dry-aged meat, tableside dining carts, in-house butchery programs and more. Our chef readers will find an exciting exploration of the New Steakhouse menu and be inspired to create their own versions of these profitable yesteryear favorites. Advertisers in a myriad of product categories will find opportunities to reach chefs who are in the process of reimagining their menus.

AD CLOSE
August 5, 2019

MATERIALS DUE
August 19, 2019

AD CLOSE
October 21, 2019

MATERIALS DUE
October 31, 2019



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To learn how Plate can increase your innovation footprint,
drive product adoption and grow sales,

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