



*The Food Institute is the preferred single source of reliable information for food industry executives. With a farm to fork reach since 1928, the information service provider regularly publishes business news, trends, and data quick enough for its readers to respond to real-time issues and opportunities in the marketplace.*

*Subscribers of its digital products are based around the world and consist of food manufacturers, foodservice operators, retailers, distributors/wholesalers, and suppliers. Approximately 74% of Food Institute readers are key decision-makers, holding such titles as CEO/president, VP, and director/manager. The remaining subscribers consist of purchasing, sales, and analysts, etc.*

### **Industry Contributor Guidelines**

The Food Institute accepts contributed articles from knowledge leaders in the industry. Articles should be timely and go deeper than straight news to provide analysis on what certain topics mean in the larger context for the food industry.

Contributed content can focus on:

- Food/beverage trend coverage
- Consumer behavior analysis
- Profiles of innovative businesses/companies showing a strong growth trajectory
- Sales/marketing strategies
- Category developments/investments
- Operational and supply chain strategies

The majority of Food Institute's content is B2B so articles will need to include data, like:

- Market research statistics
- Sales numbers
- Growth forecasts
- Percentage growth
- Other quantifiable data

Articles should:

- Be written by authors who are considered experts in the field/topic they are writing about;
- Be timely;
- Be geared toward food/beverage industry execs;
- Unbiased (no PR content) to provide a balanced overview of the topic;
- Include a byline, with title, company name, and direct author email;

- 500-1000 words; and
- Original to the Food Institute.

Before submitting an article for consideration:

- Email a short abstract to Executive Editor, including proposed word length, short author bio, and why the article would benefit our readership.
- If abstract is accepted, the author will receive email to proceed with article.

Email final articles to Executive Editor as a Word doc. with imagery, such as charts, graphs, tables, and infographics to easily convey data. Imagery should be saved as attachments, including appropriate image credit.

**NOTE:** *Even though an abstract is accepted, it does not mean the final submission will be published. Grounds for rejection include, but not limited to, if the work is deemed too commercial. In addition, all accepted articles are subject to editing to conform with house style. Articles may also be copyedited during layout stage due to space restrictions. Articles requiring major revisions and/or have queries will be sent back to the author for review.*

**Pitch article ideas/abstracts or additional editorial questions to:**

Marian Zboraj

Executive Editor

The Food Institute

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#### **Quick Writing Tips:**

- Use single space (do not use double space or tabs)
- Do not use registration marks or trademark symbols
- Use % symbol
- Use serial comma
- When listing the title of quoted sources, use full names, make sure positions/departments aren't capitalized (VP, CEO, etc. are acceptable)
- Abbreviate measurements (Example: ft., -sq. ft., lbs.)
- Numbers under 10 are spelled out except for ages, money, and measurements (Example: 8-oz. box, 1 million tons of food, 10-year-olds, \$2 million)
- Abbreviate months when they are followed by a date or year (Example: Sept. 31 or Sept. 2009; when month appears by itself, spell it out)
- Always spell out acronyms at first mentioned, exceptions include major federal agencies like USDA, FDA, WTO, and CDC
- Abbreviate U.S., EU, and UK
- Foodservice is one word
- When in doubt, apply AP style