

FLORIDA EDITION
Today's Restaurant
FLORIDA'S FOODSERVICE INDUSTRY NEWSPAPER • 63
AUGUST 2018

VOLUME 18

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creativity and passion at
Restaurant & Lodging Show
Healthy Food Expo

Access to Two Great Shows with One Badge

- Kei Carving Demonstrations will be presented daily by Ice Pro Invitational.
- The Product Showcase will feature the latest products in the industry where attendees can stop by to see what's new and satisfy their tastes for innovation and products.
- FRLA's Central Florida Chapter will host The Show Party at Cuba Libre Restaurant & Bar where attendees can enjoy two-time James Beard Award-Winning Chef Guillermo Perdomo's music, entertainment by Latin musicians and an energy-packed party while networking with show exhibitors and attendees.

Entrée
Advertisers Directory
Appellé
Calendar Events
Classified Ads
What's Going On



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Today's Restaurant
The Foodservice Industry Authority

Digital Media Marketing and
Information Services

Today's Restaurant

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AUGUST 2018



Appetizers

Avery Dennison launches four new food products



Creamistry eyes South Florida growth initiative



ezCater launches ezDispatch



Lincoln Eatery to debut in Fall 2018



Entrées

Advertisers Directory.....	3
Appell Pie.....	3
Calendar Events.....	8
Classified Ads.....	14
What's Going On.....	4



Find inspiration, creativity and passion at The Florida Restaurant & Lodging Show and Healthy Food Expo

Attendees Have Access to Two Great Shows with One Badge

Orlando, FL — From Thursday, September 6th through Sunday, September 9th, over 6,000 restaurant and foodservice industry professionals will gather in Orlando for the Florida Restaurant & Lodging Show. This year for the first time, attendees will also have access to the Healthy Food Expo Florida, bringing together the leading providers of healthy, natural, and organic products. As a result of having the event, foodservice and retail conversations will share the latest news, trends, state-of-the-art design and décor, the best business models, and much more all under one roof. The trade show and conference is produced by Clarion LLC and sponsored by the Florida Restaurant & Lodging Association. Featured guests will include:

- **Dinner of Complimentary Educational Seminars** will be offered across the separate tracks covering operational excellence, marketing & social media, best trends, healthy, building a winning team, and bar & beverage.
- **The Tenth Award** symbolizing distinction, energy, joy, victory, enlightenment, hope, and education will be presented to Allen Sasser, Chef/Owner of Chef Albert's Consulting who has served as an outstanding and extraordinary chef.
- **The Beacon Award** will be presented to Kathleen Blake, Chief Owner of The Baby Spoon as a woman leader who has truly served as a Beacon for the restaurant industry through her leadership, contributions, and inspiration.
- **Foodservice Central for Women** will present a high-energy, action-packed panel discussion/industry leaders sharing their insights, successes and "secrets" for winning.
- **Cheer Up!** will feature culinary demonstrations from Judy Ely, Fuku,

- **Ulrick, Allen Sasser, Brandon McGhee, Monya Roubin, Francis "Scotty" Lopez, Ingrid Hoffman, and more.**
- **The Rapid Fire Challenge:** Chefs, Honey and Four Editors will take place in honor of National Chefs and National Honey month. Three chefs will battle with their most creative dish for the chance to be named Rapid Fire Champion, receive \$1,000 and gain national exposure.
- **The Inaugural 1kg 5kg Battle of the Modern Innovator** will judge hundreds on creativity, use of products, presentation and flair. The nine finalists chosen to compete will battle in their respective weight category for a chance to win \$1,000.

- **Int'l Catering Demo/Exhibition** will be presented daily by top Pro Institutional.
- **The Product Showcase** will feature the latest products in the industry whose attendees can stop by to see what's new and supply their needs for tomorrow and present.
- **FLSA Central Florida Chapter** will host The Show Party at Cuba Libre Restaurant & Bar! Bar where strategic, creative, networking, James Beard Award-Winning Chef Guillermo Paredes meets, entertainment by Latin Musicians and an energy-packed party while networking with show exhibitors and attendees.

See FRS SHOW page 11

Pokéworks coming soon to Orlando area



Pokéworks, one of the fastest growing poke concepts in the country has announced it will be opening the doors to its first location in the Orlando market. Set to open at the end of September 2018, the restaurant will be located at 25 West Marshall Highway, Road in Orlando, in the new StoneGall Plaza. Other locations planned in Florida include Ft. Lauderdale, Tampa area, Miami and Jacksonville in the future. Also planned in the Atlanta Georgia area. Founded in 2015, Pokéworks was created with a vision to introduce a Hawaiian inspired favorite to the Midwestern palate. A staple in the North American poke movement, Pokéworks Co-Founder Peter Yang was recently named as one of *Entrepreneur* 2018 top 50.

See POKÉWORKS page 1

Today's Restaurant ...has been re-invented!

Today's Restaurant is now an online media company offering expanded marketing options to accommodate advertisers who recognize the changing needs of buyers in today's market. And Today's Restaurant – Florida's foodservice industry newspaper – will continue to be published online in a convenient digital flip page format.

With over 20 years as Florida's number one foodservice news source – Today's Restaurant is also the most trusted industry source for advertising sales and marketing leads.

Advertising & Marketing Opportunities

Today's Restaurant Digital Edition

Our popular print edition for over 20 years is now an online digital newspaper in flip-page format! Advertise in **Today's Restaurant** online and have your sales message delivered to thousands of restaurant and foodservice buyers every month. From full display page ads to classifieds we have the size and price to fit your advertising budget.

[See blue chart](#)

Online Advertising

The **Today's Restaurant** website averages over 160,000 hits per month and you can have your corporate or individual message seen by every visitor. Banners, buttons, interactive animated ads, classifieds... we'll meet your unique advertising needs and price point.

[See red chart](#)

Eblast Marketing

We can email your advertising information to our verified database of over 14,000 restaurants in Florida, Georgia, Texas and around the country. A 5%-13% open rate can be expected with each **Eblast**.

[Eblast \\$195.](#)

Eblast Follow-Up

A few days after your initial Eblast, you have another opportunity to reach out to eblast recipients with a special offer. Usually a high open rate of 40%-70% is achieved on **Eblast Follow-Ups**.

[Eblast Follow-Up \\$79.](#)

New Openings Leads Report

Subscribe to our **New Openings Leads Report** and every month receive valuable industry sales leads on restaurant openings, restaurants under construction and under new management in a convenient to use Excel spreadsheet format that includes the buyer's name, phone number, zip code and email address (when available). Available for Florida and/or Georgia.

[\\$429. per state/year](#)

Featured Article Eblast

The **Featured Article Eblast** is delivered every Monday morning - your ad placed below an industry article to pique the recipient's interest and draw attention to your company.

[Call for info: 561.620.8888](#)

Digital Edition Ad Rates

	1-3X	6X	12X
A Full Page	\$1,460.	\$1,165.	\$ 985.
B Junior page	1168.	935.	780.
C 1/2 page	855.	710.	585.
D 1/3 page	640.	530.	435.
E 1/4 page	435.	355.	295.
F 1/6 page	390.	295.	245.
G 1/8 page	310.	245.	215.
H 1/16 page	260.	195.	150.
Live link	25.	25.	25.

Classified Ads

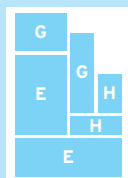
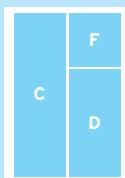
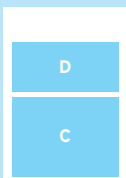
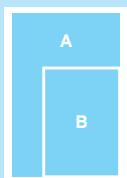
25 words	\$19.
Additional words	25¢ ea.

Call for for ad deadlines or more information.

Ad Specs

	HORIZONTAL	VERTICAL
A Full page		9.75 x 15.25 inches
B Junior page		7.25 x 10 inches
C 1/2 page	9.75 x 7.5 inches	4.75 x 15.25 inches
D 1/3 page	9.75 x 5 inches	4.75 x 10 inches
E 1/4 page	9.75 x 3.75 inches	4.75 x 7.5 inches
F 1/6 page		4.75 x 5 inches
G 1/8 page	4.75 x 3.75 inches	2.25 x 7.5 inches
H 1/16 page	4.75 x 1.875 inches	2.25 x 3.75 inches

All measurements are width x height. We prefer pdf files, but accept most file formats.



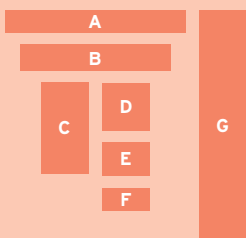
Website Ad Rates

		MONTHLY	
A	Full Banner	468 x 60 pixels	\$350.
B	Sponsor Banner	392 x 72 pixels	300.
C	Vertical Banner	125 x 240 pixels	250.
D	Square Button	125 x 125 pixels	200.
E	Button 1	125 x 90 pixels	175.
F	Button 2	125 x 60 pixels	150.
G	Vertical tower	125 x 600 pixels	250.

Classified Ads

25 words	\$19.
Additional words	25¢ ea.

We accept most common web ad file formats.
Call for ad deadlines or more information.



Marketing Rates

	RATE
Eblast Marketing	\$195. each
Eblast Follow-Up	79. each
New Opening Leads Report	\$429. per state / year
Featured Article Eblast	Call for info

Call today and we'll create a personalized plan to fit your marketing budget and needs!



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