

Restaurant Business and CSP

Branded Article - Supplied Content:

Full Timeline Shared

Submit materials to Winsight Content Marketing Coordinator

- Required materials:
 - Posted on Winsight Website:
 - Word document with article/content
 - Hero image (optional): 1800x945 in .jpeg, .png format; Max file size: 2.5 MB
 - Posted on Client Website:
 - Headline
 - Blurb
 - URL
- Placement accepts third party image tags: YES/NO
- Placement accepts third party click tags/tracking URL: YES/NO
- Notes: We'll review the content to ensure it meets Winsight's style and content standards for custom content

*** Please Note: Some specs scheduled to change for H2 2025

Restaurant Business and CSP

Branded Article - Informa Written:

Full Timeline Shared

Submit materials to Winsight Content Marketing Coordinator

- Required Materials:
 - Topic
 - CTA link
 - Hero image (optional): 1800x945 in .jpeg or .png format; Mx file size: 2.5 MB
- Placement accepts third party image tags: YES/NO
- Placement accepts third party click tags/tracking URL: YES/NO
- Notes: provide information on product/campaign and CTA link for Winsight to write article

*** Please Note: Some specs scheduled to change for H2 2025



 Winsight | Digital Studio

FOOD FRUIT TAKES PLANT-BASED MENUING TO A COLORFUL, FLAVORFUL NEW LEVEL

Sponsored content from our partner *Dole Packaged Foods* on Nov. 19, 2020



Photograph: Shutterstock



With restaurant restrictions tightening in many states across the country, streamlined and optimized menus are more important than ever. So how can operators ensure that their offerings are flavorful, nutritious and exciting enough to attract consumer interest?



Reevaluating the plant-based menu trend with a focus on fruit is a great way to innovate during this unprecedented time.



Consumer awareness, interest and spending in the plant-based category has skyrocketed over the past year. According to SPINS data from March 2019 to March 2020, sales of plant-based foods were up 90%, while the rate of plant-based food sales in the four weeks that followed outpaced the overall food category by 35%. As only 5% of Americans consider themselves to be vegetarians, according to Gallup data from September 2019, the plant-based dining boom is attributed to consumers who don't necessarily follow strict vegetarian or vegan diets.

Restaurant Business and CSP

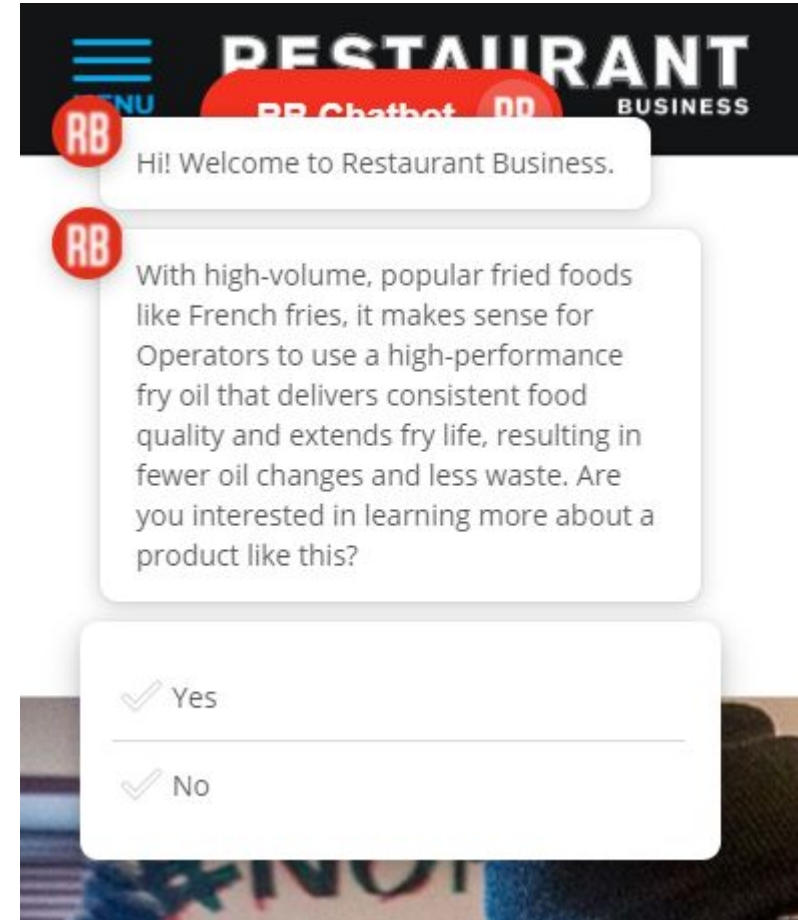
Chatbot:

Full Timeline Shared

Submit materials to Winsight Content Marketing Coordinator

- Ad dimension(s): N/A
- Approved file type:
 - Script text (optional, can be written by Winsight team)
 - CTA link
- Placement accepts third party image tags: YES/NO
- Placement accepts third party click tags/tracking URL: YES/NO
- Notes: provide information on product/campaign and CTA link for Winsight to write script

*** Please Note: Ad unit not available after June 2025



Restaurant Business and CSP

Custom eNL:

Full Timeline Shared

Submit materials to Winsight Content Marketing Coordinator

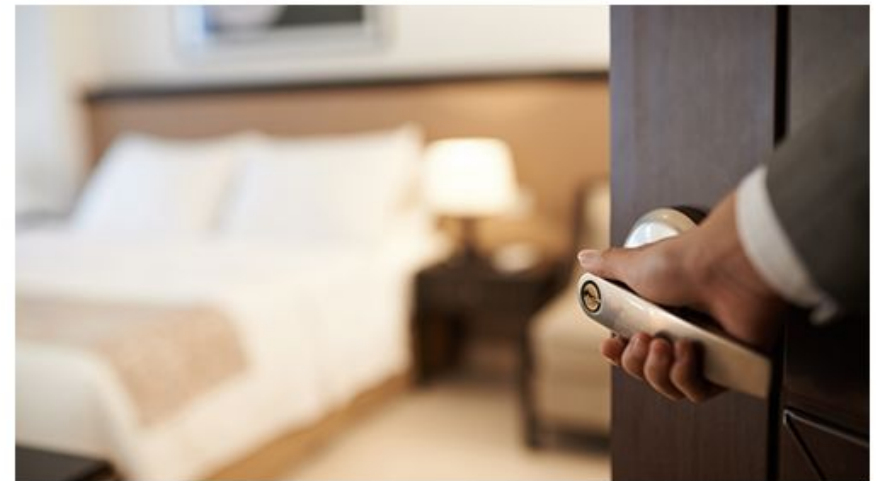
- Ad dimension(s): Available Ad Units
 - Leaderboard - Desktop: 728x90; Mobile: 300x50
 - Medium Rectangle (up to 2) - Desktop/Mobile: 300x250
 - *Can also be Large Rectangle Desktop: 600x400; Mobile: 300x50
 - Featured Product/Recipe/Video
 - Image: 200x143
 - “Sponsored by” (Please indicate how you would like this to read “Sponsored by Garcia Foods”)
 - 300 characters of copy or less (including spaces)
 - URL
- *The following items are clickable in this placement: 200x143 image, Title in copy, CTA in Copy and 120x50 logo. Please indicate what URL’s you would like to use for each item.
- Approved file type: .gif, .jpeg, .png
- Max file size: Desktop: 40KB; Mobile: 20KB
- Placement accepts third party image tags: YES/NO
- Placement accepts third party click tags/tracking URL: YES/NO
- Notes:
 - Templates include: Featured Article, Single Column and Double Column. Ads utilized will depend on template selected and amount of content included.
 - Link to URL needed for all sizes. Mobile and desktop version must use same link.
 - Flash ad formats will not be accepted.
 - All third-party tags or HTML5 files must be HTTPS compliant



U.S. Lodging Update

BROUGHT TO YOU BY TYSON FOODSERVICE AND RESTAURANT BUSINESS

U.S. lodging industry: Where is it now?



After a devastating five months, the industry is confronting uncertainty and an acknowledged need to invent new ways of generating revenue, including food and beverage sales. [Read more.](#)

*** Please Note: Some specs scheduled to change for H2 2025

Restaurant Business and CSP

eNL Specs - CSP:

Materials Due 10 Business Days Prior to Deployment

Submit materials to onlinemats@winsightmedia.com

- Ad dimension(s)
 - Leaderboard - Desktop: 728x90, Mobile: 300x50
 - Medium Rectangle - 300x250 (option for 600x400 for upper placement with 300x250 mobile)
 - Featured Video (CSP DN) - 600x250, 250 characters of copy or less (including spaces)
 - Category Host (CSP DN)- 100x43 image
 - Featured Product/Recipe/Video
 - Image: 200x143
 - “Sponsored by” (Please indicate how you would like this to read “Sponsored by Garcia Foods”)
 - 300 characters of copy or less (including spaces)
 - URL
 - Product Showcase (CSP DN) - up to three (3) product images 150x100, 150 characters copy or less (including spaces)
- Approved file type: .gif, .jpg or .png
- Max file size: Desktop: 40KB; Mobile: 20KB
- Placement accepts third party image tags: YES/NO
- Placement accepts third party click tags/tracking URL: YES/NO
- Notes
 - HTML5 is not accepted
 - All creative must have a 1pt border around it in a color other than white
 - eNewsletters are mobile optimized. Both Desktop and Mobile assets are required.
 - Third party image tags and 1x1 tracking pixels are not accepted. Third party click trackers are accepted.
 - We recommend animated .GIFs include all pertinent information/Call-to-Action in first frame to account for email clients that do not support animation.
 - Link to URL needed for all sizes. Mobile and desktop version must use same link.

*** Please Note: Some specs scheduled to change for H2 2025

INSPIRED BY THE OLD TRADITION.
SERVED IN THE NEW CONVENIENCE.



TODAY'S HIGHLIGHT



Love's Offering Incentive for COVID-19 Vaccination

Company to pay employees \$75 to receive shot in the arm

Murphy USA, Core-Mark Renew Supply Deal

Retailer, distributor ink new five-year supply agreement

What Gen Zers Want and What Retailers Can Do to Recruit Them

From our sister publication: The generation brings new challenges for the retail food industry in attracting this incoming workforce, but it can be done, a FMI Midwinter Executive Conference session explores



FDA Begins E-Cig Enforcement & Issues Final Rule

Retailers are advised to only work with reputable vapor products, like MNGO Stick, that can substantiate PMTA compliance. FDA enforcements can include a civil money penalty complaint, seizure, and/or injunction. [Click here for more information.](#)



Restaurant Business and CSP

eNL Specs - CSP - NACS Product Showcase eNewsletter

Materials Due 10 Business Days Prior to Deployment

Submit materials to onlinemats@winsightmedia.com

- Ad dimension(s)
 - Product Image or Logo: 310x165
 - 300 characters of copy or less (including spaces)
 - URL
- Approved file type: .gif, .jpg or .png
- URL to link
- Max file size: Desktop: 40KB

- Placement accepts third party image tags: YES/NO
- Placement accepts third party click tags/tracking URL: YES/NO

- Notes
 - HTML5 is not accepted
 - All creative must have a 1pt border around it in a color other than white
 - eNewsletters are mobile optimized. Both Desktop and Mobile assets are required.
 - Third party image tags and 1x1 tracking pixels are not accepted. Third party click trackers are accepted.
 - We recommend animated .GIFs include all pertinent information/Call-to-Action in first frame to account for email clients that do not support animation.

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PRODUCT SHOWCASE



NXT LVL USA

NXT LVL USA - Elevate Your Energy, Performance & Recovery! NXT LVL HYDROGEN WATER with QUAD-C Antioxidant * Anti-Fatigue * Anti-Trauma Morning, Noon and Night Hydration HRW (Hydrogen-Rich Water) is the next generation in performance health.

[Find Out More](#)



Earn more profit from your cellular accessories program! Associated Distributors' professional direct store service team regularly updates retail displays with premium quality products that are 100% guaranteed. Contact us to learn how you can earn more profits with Associated Distributors!

[Find Out More](#)



Black Buffalo is the world's only credible smokeless tobacco alternative, creating a substantial, highly differentiated growth opportunity in the modern oral category for c-stores. With revenue growth of 400% and 2 Best New Product Awards for 2021, see what the buzz is all about at Booth 8580.

[Find Out More](#)

DAILY NEWS

Restaurant Business and CSP

eNL Specs - RB:

Materials Due 10 Business Days Prior to Deployment

Submit materials to onlinemats@winsightmedia.com

- Ad dimension(s)
 - Leaderboard - Desktop: 728x90, Mobile: 300x50
 - Medium Rectangle - 300x250 (option to updated to 600x400 for upper placement with 300x250 mobile)
 - Featured Product/Recipe/Video
 - Image: 200x143
 - “Sponsored by” (Please indicate how you would like this to read “Sponsored by Garcia Foods”)
 - 300 characters of copy or less (including spaces)
 - URL
 - Recipe Text Ad (Recipe Report) - 280x210 image, “Sponsored by”: Please indicate how you would like this to read, ex: “Sponsored by Garcia Foods“, 300 characters of copy or less (including spaces)
- Approved file type: .gif, .jpg or .png
- Max file size: Desktop: 40KB; Mobile: 20KB
- Placement accepts third party image tags: YES/NO
- Placement accepts third party click tags/tracking URL: YES/NO
- Notes
 - HTML5 is not accepted
 - All creative must have a 1pt border around it in a color other than white
 - eNewsletters are mobile optimized. Both Desktop and Mobile assets are required.
 - Third party image tags and 1x1 tracking pixels are not accepted. Third party click trackers are accepted.
 - We recommend animated .GIFs include all pertinent information/Call-to-Action in first frame to account for email clients that do not support animation.
 - Link to URL needed for all sizes. Mobile and desktop version must use same link.

*** Please Note: Some specs scheduled to change for H2 2025

The screenshot shows the top portion of the Restaurant Business website. At the top right, the logo reads "RESTAURANT BUSINESS". Below it is a banner for "Margaritas!" with a "Download Your Recipe Book" button and a link to "12 recipes to inspire your menu from National Margarita Day to Cinco de Mayo!". The main content area features a "TOP NEWS" section with three articles: "Chicken Salad Chick moves its HQ to Atlanta", "Both sides of \$15 wage debate say new congressional data proves them right", and "DoorDash is buying robotics company Chobotix". Below this is a featured article titled "Restaurants had a super Sunday during their 1st pandemic Super Bowl" with a sub-headline "Pizza and wing chains around the country report record sales during the big game, even though gatherings were limited to prevent the spread of COVID." and a "REGISTER NOW" button. Further down is another article titled "Entertainment boosts the outdoor dining experience" with a "REGISTER NOW" button. At the bottom, there is a large black box with white text that says "FIND WHAT YOU NEED TO MOVE FORWARD" and "REGISTER NOW". Below this is a section titled "Are you prepared for new consumer demands?" with a "REGISTER NOW" button. The footer includes a section for the "Rachael Ray Foundation offers high schools \$5,000 in funding to grow hospitality programs" and a section for "Help the industry shift from reacting to recovering" with a "REGISTER NOW" button. The website is powered by Technomic.

Restaurant Business and CSP

Podcast Sponsorship - Editorial:

Full Timeline Shared

Submit materials to Winsight Content Marketing Coordinator

- Ad dimension(s):
 - Ads: 1-2 15 sec audio file
 - Logo: .png, .jpeg - high resolution
- Approved file type:
 - Ad script (will be recorded in house)
 - Audio file - mp3 or wav format
- Placement accepts third party image tags: YES/NO
- Placement accepts third party click tags/tracking URL: YES/NO
- Notes
 - If sending two ads, please clearly label which should run pre and which should run post podcast.
 - If sending script: please send over via Word document. Should be the equivalent of 1-2 15 seconds of spoken audio. If sending two scripts, please clearly label which should run pre and which should run post podcast.

OPERATIONS

HOW CHEF ERIC RIVERA ENGAGES CUSTOMERS WITH UNIQUE AT-HOME DINING EXPERIENCES

Seattle restaurant Addo has found fresh ways to up its takeout game as the coronavirus pandemic continues.

By *Patricia Cobe* on Jul. 02, 2020



This edition of Menu Feed is brought to you by Bush's Best®.



Seattle restaurant Addo has been closed to dine-in since March, but chef-owner Eric Rivera has channeled his creativity into interactive at-home experiences. The menus and formats are constantly evolving to keep customers coming back for more. Listen as chef Rivera shares how he is moving takeout into a whole new dimension.

Editorial Podcast Example

*** Please Note: Some specs scheduled to change for H2 2025

Restaurant Business and CSP

Premier (List Landing) Sponsorship

Materials Due 10 Business Days Prior to Launch

Submit materials to onlinemats@winsightmedia.com

- Landing Page and Related Article Pages
 - Ad dimension(s):
 - Leaderboard - Desktop: 728x90, 970x60 or 970x90
 - Leaderboard - Mobile: 300x50
 - Medium Rectangle - Mobile and Desktop: 300x250
 - Approved file type: .gif, .jpg, .png, or HTML 5
 - Max file size: Desktop: 50KB; Mobile: 20KB
- Premier Alert eNewsletter
 - Ad dimension(s): Leaderboard - Desktop: 728x90; Mobile: 300x50
 - Approved file type: .gif, .jpg, .png
 - Max file size: Desktop: 40KB; Mobile: 20KB
- Placement accepts third party image tags: Website ads, YES, email ad, NO)
- Placement accepts third party click tags/tracking URL: YES/NO
- Notes
 - All creative must have a 1pt border around it in a color other than white
 - eNewsletter : We recommends animated .gifs include all pertinent information/call to action in first frame to account for email clients that do not support animation
 - eNewsletters are mobile optimized. Both Desktop and Mobile assets are required.
 - If sending HTML 5, please send two weeks prior to deployment date to allow for testing.
 - Websites are mobile optimized. Both Desktop and Mobile assets are required.
 - Third party ad tags/click trackers are accepted. Please send two weeks prior to deployment date to allow for testing.
 - Rich Media units are available. For additional information, please reach out.

*** Please Note: Some specs scheduled to change for H2 2025

Restaurant Business and CSP

Premier (Section Landing) Sponsorship

Materials Due 10 Business Days Prior to Launch

Submit materials to onlinemats@winsightmedia.com

- Landing Page
 - Ad dimension(s):
 - Leaderboard - Desktop: 728x90, 970x60 or 970x90
 - Leaderboard - Mobile: 300x50
 - Large Rectangle - Desktop: 600x400
 - Large Rectangle - Mobile: 300x250
 - Footer - Desktop: 728x90, 970x60 or 970x90
 - Footer - Mobile: 300x50
 - Approved file type: .gif, .jpg, .png, or HTML 5
 - Max file size: Desktop: 50KB; Mobile: 20KB
- Related Article Pages
 - Ad dimension(s):
 - Leaderboard - Desktop: 728x90, 970x60 or 970x90
 - Leaderboard - Mobile: 300x50
 - Medium Rectangle - Mobile and Desktop: 300x250
 - Footer - Desktop: 728x90, 970x60 or 970x90
 - Footer - Mobile: 300x50
 - Approved file type: .gif, .jpg, .png, or HTML 5
 - Max file size: Desktop: 50KB; Mobile: 20KB
- Premier Alert eNewsletter
 - Ad dimension(s): Leaderboard - Desktop: 728x90; Mobile: 300x50
 - Approved file type: .gif, .jpg, .png
 - Max file size: Desktop: 40KB; Mobile: 20KB
- Placement accepts third party image tags: Website ads, YES, email ad, NO)
- Placement accepts third party click tags/tracking URL: YES/NO
- Notes
 - All creative must have a 1pt border around it in a color other than white
 - eNewsletter : We recommends animated .gifs include all pertinent information/call to action in first frame to account for email clients that do not support animation
 - eNewsletters are mobile optimized. Both Desktop and Mobile assets are required.
 - If sending HTML 5, please send two weeks prior to deployment date to allow for testing.
 - Websites are mobile optimized. Both Desktop and Mobile assets are required.
 - Third party ad tags/click trackers are accepted. Please send two weeks prior to deployment date to allow for testing.
 - Rich Media units are available. For additional information, please reach out.

*** Please Note: Some specs scheduled to change for H2 2025

Restaurant Business and CSP

Premier (Digest) Sponsorship

Materials Due 10 Business Days Prior to Launch

Submit materials to onlinemats@winsightmedia.com

- Landing Page
 - Ad dimension(s):
 - Leaderboard - Desktop: 728x90, 970x60 or 970x90
 - Leaderboard - Mobile: 320x50 or 300x50
 - (2) Medium Rectangles - Desktop/Mobile: 300x250
 - Footer - Desktop: 728x90, 970x60 or 970x90
 - Footer - Mobile: 320x50 or 300x50
 - Approved file type: .gif, .jpg, .png, or HTML 5
 - Max file size: Desktop: 50KB; Mobile: 20KB
- Related Article Pages
 - Ad dimension(s):
 - Leaderboard - Desktop: 728x90, 970x60 or 970x90
 - Leaderboard - Mobile: 320x50 or 300x50
 - (3) Medium Rectangles - Mobile and Desktop: 300x250
 - Footer - Desktop: 728x90, 970x60 or 970x90
 - Footer - Mobile: 320x50 or 300x50
 - Approved file type: .gif, .jpg, .png, or HTML 5
 - Max file size: Desktop: 50KB; Mobile: 20KB
- Premier Alert eNewsletter
 - Ad dimension(s): Leaderboard - Desktop: 728x90; Mobile: 300x50
 - Approved file type: .gif, .jpg, .png
 - Max file size: Desktop: 40KB; Mobile: 20KB
- Placement accepts third party image tags: Website ads, **YES**, email ad, **NO**)
- Placement accepts third party click tags/tracking URL: YES/**NO**
- Notes
 - All creative must have a 1pt border around it in a color other than white
 - eNewsletter : We recommends animated .gifs include all pertinent information/call to action in first frame to account for email clients that do not support animation
 - eNewsletters are mobile optimized. Both Desktop and Mobile assets are required.
 - If sending HTML 5, please send two weeks prior to deployment date to allow for testing.
 - Websites are mobile optimized. Both Desktop and Mobile assets are required.
 - Third party ad tags/click trackers are accepted. Please send two weeks prior to deployment date to allow for testing.
 - Rich Media units are available. For additional information, please reach out.

*** Please Note: Some specs scheduled to change for H2 2025

Restaurant Business and CSP

Product eNL:

Full Timeline Shared

Submit materials to Winsight Content Marketing Coordinator

- Required materials:
 - Leaderboard - Desktop: 728x90; Mobile: 300x50
 - Hero image - 728x330
 - Product information for Winsight to write blurb (or client submitted)
 - Additional products (optional, up to 2)
 - Image: 220x120
 - Copy: Headline, Blurb
 - URL
- Approved file type: .gif, .jpeg, .png
- Max file size: Desktop: 40KB; Mobile: 20KB
- Placement accepts third party image tags: YES/NO
- Placement accepts third party click tags/tracking URL: YES/NO
- Notes:
 - Link to URL needed for all sizes. Mobile and desktop version must use same link.
 - All third-party tags or HTML5 files must be HTTPS compliant

Leaderboard →



Hero image →



Product blurb →
Winsight can write the headline/blurb for main product but client must provide reference materials and information.

Offer delicious grilled chicken—without added labor or consistency concerns

In foodservice settings, fresh-grilled chicken can be a big draw, but it has several drawbacks for operators—namely, consistency, food safety concerns and the amount of labor hours it calls for to be prepared. In high-volume operations, a time-saving alternative can make a big difference—without sacrificing the great taste grilled chicken offers.

Boar's Head[®] FireSmith[™] Flame Grilled Chicken Breast can be sliced, shredded, or torn and used just like fresh-grilled chicken, while offering the great grilled taste diners love. Made with whole muscle chicken breast, seasoned with chef-selected spices and cooked over an open flame, Boar's Head[®] FireSmith[™] Flame Grilled Chicken Breast gives operators the opportunity to deliver genuine grilled flavor in an array of meals—without maxing out back-of-house labor. And because the chicken's char is visible even when cut, diners won't be able to tell it's not fresh-grilled. From sandwiches to salads and more, Boar's Head offers the quality proteins foodservice operators need and the flavor customers clamor for.

To learn more about Boar's Head[®] FireSmith[™] Flame Grilled Chicken Breast, [click here](#).

[LEARN MORE](#)

Additional products (optional) →



Hummus Bowl

FireSmith[™] Flame Grilled Chicken Breast and Pepperhouse[™] Smoked Hummus with Creamy Feta Cheese Crumbles, Arugula & Citrus Vinaigrette. [Learn more.](#)



Summer Picnic Sandwich

FireSmith[™] Flame Grilled Chicken Breast, Creamy Feta Cheese, Jalapeño Pepper Sauce, Mayonnaise, Cucumber, Red Onion, Roasted Red Peppers & Lettuce on a Sub Roll. [Learn more.](#)

*** Please Note: Some specs scheduled to change for H2 2025

Restaurant Business and CSP

Single Sponsor (SS) eNL (ex: SS C&U, SS HC, SS QSR, etc.):*

*Does not include SS Recipedia

Full Timeline Shared

Submit materials to Winsight Content Marketing Coordinator

- Ad dimension(s):
 - Leaderboard -Desktop: 728x90; Mobile: 300x50
 - Upper Medium Rectangle - Desktop/Mobile: 300x250
 - *Can also be Large Rectangle Desktop: 600x400; Mobile: 300x50
 - Middle Medium Rectangle - Desktop/Mobile: 300x250
 - Branded Article - headline, blurb, URL
 - Featured Product/Recipe/Video - Desktop/Mobile: 200x143 image; 120x50 Logo; 300 characters of copy or less (including spaces) and URL
 - *The following items are clickable in this placement: 200x143 image, Title in copy, CTA in Copy and 120x50 logo. Please indicate what URL's you would like to use for each item.
- Approved file type: .gif, .jpeg, .png
- Max file size: Desktop: 40KB; Mobile: 20KB

- Placement accepts third party image tags: YES/NO
- Placement accepts third party click tags/tracking URL: YES/NO

The screenshot displays a website layout with several content blocks. At the top, there is a teal header with 'C&U' and 'FSD' logos, and a banner for 'BEANS D' INDIAN EASILY' featuring a 'Get Global Recipes' button and the 'BUSH'S BEST' logo. Below this is an article titled 'What Gen Zers want on the job' with a 'READ MORE' button and a 'GENERATION Z' graphic. The next block is a 'BEANS SEASONED AND SAUCED' recipe card with a 'Get Easy Entrée Recipes' button and the 'BUSH'S BEST' logo. This is followed by a 'THE SHOW TO GO' advertisement for the National Restaurant Association Show, including a 'Meet suppliers now with The Show To Go' button and a 'Find the right partners and solutions...' text. Below that is an 'OPERATIONS' article about the University of Pittsburgh sourcing local cattle. The next block is a 'FEATURED PRODUCT' for Bush's Easy Entrées, with a 'Sponsored by BUSH'S BEST' logo. Finally, there is a 'PEOPLE' section titled 'Elmor North America names new chief information officer' with a photo of Jay Nayak and a brief bio.

*** Please Note: Some specs scheduled to change for H2 2025

Restaurant Business and CSP

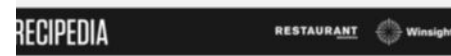
Single Sponsor (SS) Recipedia:

Full Timeline Shared

Submit materials to Winsight Content Marketing Coordinator

- Ad dimension(s):
 - Logo: 140x80
 - Leaderboard - Desktop: 728x90; Mobile: 300x50 or 320x50
 - Featured Product (max of 2):
 - Promotional copy with headline - 300 characters (including spaces)
 - Static product image - 350x200 pixels
 - Logo (or other static image) - 120x50 pixels (maximum)
 - Recipe Text Ads:
 - Main Recipes (max of 2) image - 364x440
 - Lower Additional Recipes (max of 8) image - 325x215
 - Promotional copy with headline - 300 characters (including spaces)
 - Recipe description (name of recipe as headline) - 300 characters or less (including spaces)
 - Recipe Text Ads:
 - Main Recipes (max of 2) image - 364x440
 - Lower Additional Recipes (max of 8) image - 325x215
 - Promotional copy with headline - 300 characters (including spaces)
 - Recipe description (name of recipe as headline) - 300 characters or less (including spaces)
 - Trend Information: Supplied Paragraph (100 words max) or Winsight Written Paragraph/Article
- Approved file type: .jpeg or .gif files only
- Max file size: Desktop: 40KB; Mobile: 20KB
- Placement accepts third party image tags: YES/NO
- Placement accepts third party click tags/tracking URL: YES/NO

*** Please Note: Some specs scheduled to change for H2 2025



SPECIAL EDITION
Sponsored by: **The Chef's Table** - Recipe ideas from Blount Fine Foods

ON TREND
Fall LTOs to warm up menus

When the weather cools down, many consumers rejoice at the return of soup season—and for good reason. With nearly endless varieties to choose from, it's no surprise that soup is a menu mainstay. To keep things interesting, operators should consider offering seasonal soup LTOs—offerings that incorporate the flavors of fall and winter—to entice diners. Take these ideas for inspiration.

Ad Unit Inclusion (optional)

DISH PART DINNER, ENTRE

RECIPE
Double Decker Hot Turkey & Cranberry Sandwiches
The perfect meal to utilize your Turkey Day leftovers!

READ MORE

CALLS FOR CAULIFLOWER

RECIPE
Riced Cauliflower Egg Rolls
Get creative with Riced Cauliflower! This side dish is a major trend, and paired with the sweet and spicy seasonings in this dish, it's sure to be a crowd pleaser.

READ MORE

FEATURE RECIPE

DISH PART DINNER, ENTRE CALLS FOR CHICKEN
Blount Thanksgiving Every Day Soup
Enjoy the flavors of Thanksgiving any day of the year with this memorable combination of diced white turkey meat, wild rice blend, cranberries, cream and a touch of sherry wine.

READ MORE

DISH PART DINNER, ENTRE CALLS FOR CAULIFLOWER
Blount Sweet & Spicy Cauliflower
An Asian-inspired dish of riced cauliflower with garlic, ginger and scallions, spiced with shichimi togarashi. This product is vegan, gluten free and low-fat.

READ MORE

Trend Information

Lower additional recipes

Main recipe

Featured products

Notes

- One hyperlink/web address per recipe description allowed
- Many email programs prevent animation. If submitting an animated .GIF, RB/
- Winsight recommends that your call to action be featured as your first image
- rotation
- All third-party tags or HTML5 files must be HTTPS compliant

MORE RECIPES

DISH PART DINNER, ENTRE CALLS FOR CHICKEN
Blount Thanksgiving Every Day Soup
Enjoy the flavors of Thanksgiving any day of the year with this memorable combination of diced white turkey meat, wild rice blend, cranberries, cream and a touch of sherry wine.

READ MORE

DISH PART DINNER, ENTRE CALLS FOR CHICKEN
Blount Thanksgiving Every Day Soup
Enjoy the flavors of Thanksgiving any day of the year with this memorable combination of diced white turkey meat, wild rice blend, cranberries, cream and a touch of sherry wine.

READ MORE

DISH PART DINNER, ENTRE CALLS FOR CHICKEN
Blount Thanksgiving Every Day Soup
Enjoy the flavors of Thanksgiving any day of the year with this memorable combination of diced white turkey meat, wild rice blend, cranberries, cream and a touch of sherry wine.

READ MORE

DISH PART DINNER, ENTRE CALLS FOR CHICKEN
Pancakes for breakfast
Enjoy the flavors of Thanksgiving any day of the year with this memorable combination of diced white turkey meat, wild rice blend, cranberries, cream and a touch of sherry wine.

READ MORE

DISH PART DINNER, ENTRE CALLS FOR CHICKEN
Pancakes for breakfast
Enjoy the flavors of Thanksgiving any day of the year with this memorable combination of diced white turkey meat, wild rice blend, cranberries, cream and a touch of sherry wine.

READ MORE

DISH PART DINNER, ENTRE CALLS FOR CHICKEN
Pancakes for breakfast
Enjoy the flavors of Thanksgiving any day of the year with this memorable combination of diced white turkey meat, wild rice blend, cranberries, cream and a touch of sherry wine.

READ MORE

Looking for More Recipes?

BROWSE RECIPEDIA

Restaurant Business and CSP

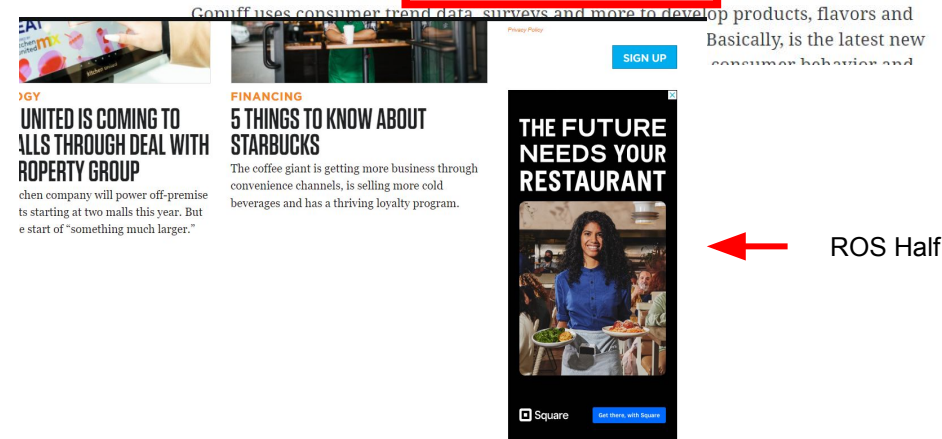
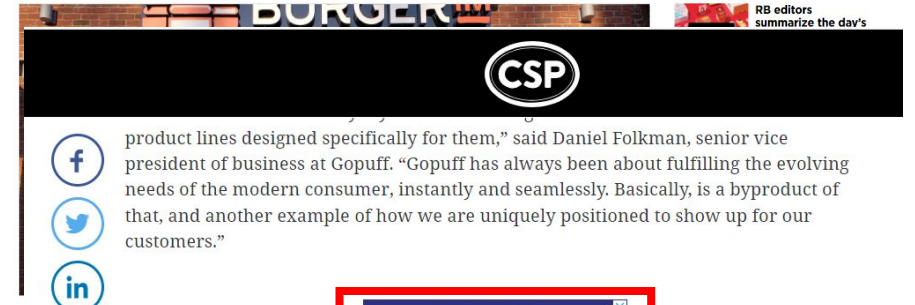
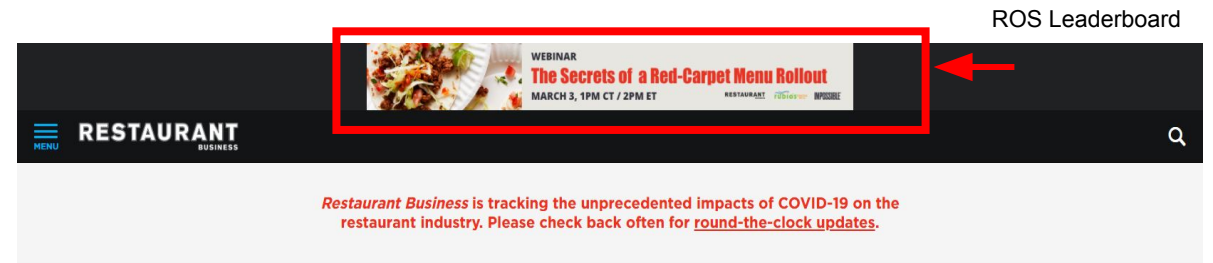
Website - Run of Site (ROS) Units:

Materials Due 10 Business Days Prior to Launch

Submit materials to onlinemats@winsightmedia.com

- Ad dimension(s)
 - Leaderboard - Desktop: 728x90, 970x90 or 970x60; Mobile: 300x50 or 320x50
 - Medium Rectangle - 300x250
 - Half Page - 300x600; Mobile: 300x250
 - Storyboard/Footer - Desktop: 1300x500, 728x90, 970x90 or 970x60; Mobile: 300x50 or 320x50
 - Prestitial - 600x400 (serves only on desktop); 150 KB max file size
 - Adhesion - Desktop: 728x90, 970x90 or 970x60; Mobile: 300x50 or 320x50
- Approved file type: .gif, .jpg, .png and HTML5 (HTML5 is not accepted for the prestitial unit)
- Max file size: Desktop - 50KB; Mobile - 20KB
- Placement accepts third party image tags: **YES/NO**
- Placement accepts third party click tags/tracking URL: **YES/NO**
- Notes
 - If sending HTML5, please send two weeks prior to deployment date to allow for testing
 - All creative must have a 1pt border around it in a color other than white
 - Websites are mobile optimized. Noted desktop and mobile assets are required
 - Third party image tags and click trackers are accepted. Please send two weeks prior to deployment date to allow for testing. Winsight's ad server is Google Ad Manager (formerly, DFP)

*** Please Note: Some specs scheduled to change for H2 2025



ROS Leaderboard

ROS Medium Rectangle

ROS Half Page

ROS Adhesion

Restaurant Business and CSP

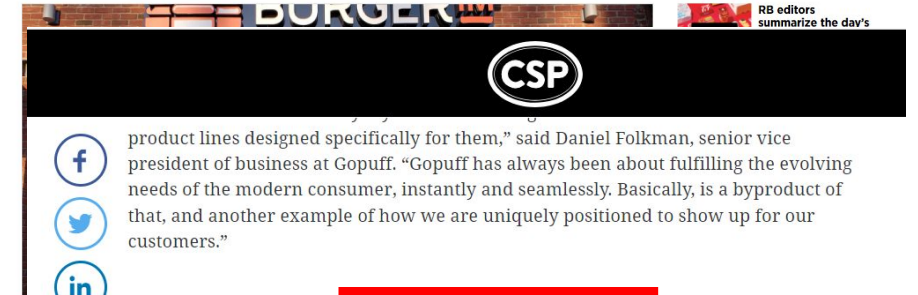
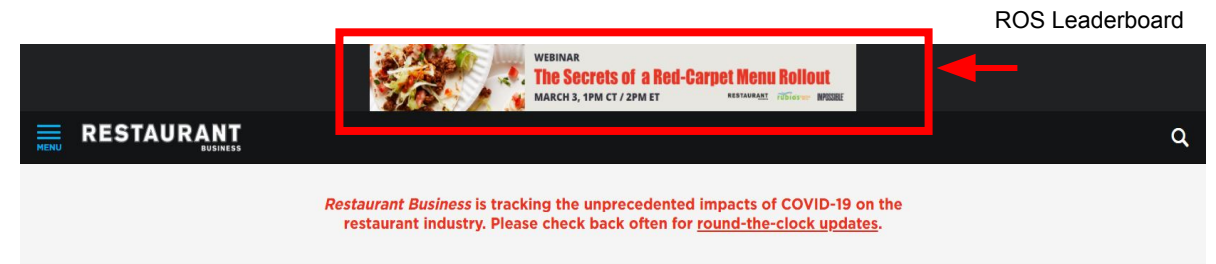
Website - Keyword Sponsorship:

Materials Due 10 Business Days Prior to Launch

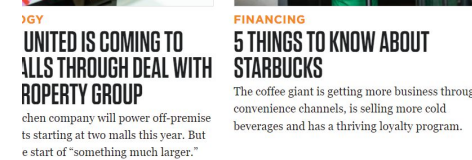
Submit materials to onlinemats@winsightmedia.com

- Ad dimension(s)
 - Desktop leaderboard: 728x90, 970x60 or 970x90 - 50KB max. file size
 - Mobile leaderboard: 300x50 - 20KB max. file size
 - Half page: 300x600 - 50KB max. file size
 - Medium rectangle: 300x250 - 50KB max. file size
 - URL to Link
- Approved file type: .gif, .jpg, .png
- Max file size: Desktop - 50KB; Mobile - 20KB
- Placement accepts third party image tags: **YES/NO**
- Placement accepts third party click tags/tracking URL: **YES/NO**
- Notes
 - All creative must have a 1pt border around it in a color other than white
 - Websites are mobile optimized. Noted desktop and mobile assets are required
 - Third party image tags and click trackers are accepted. Please send two weeks prior to deployment date to allow for testing. Winsight's ad server is Google Ad Manager (formerly, DFP)

*** Please Note: Some specs scheduled to change for H2 2025



Gopuff uses consumer trend data, surveys and more to develop products, flavors and... Basically, is the latest new consumer behavior and...



ROS Leaderboard

ROS Medium Rectangle

ROS Half Page

ROS Adhesion

Restaurant Business and CSP

Website - Category Sponsorships - CSPDN.com

Materials Due 10 Business Days Prior to Launch

Submit materials to onlinemats@winsightmedia.com

- Ad dimension(s)
 - Leaderboard - Desktop: 728x90, 970x90 or 970x60; Mobile: 300x50 or 320x50
 - Medium Rectangle - 300x250
- Approved file type: .gif, .jpg, .png and HTML5
- Max file size: Desktop - 50KB; Mobile - 20KB
- Placement accepts third party image tags: **YES/NO**
- Placement accepts third party click tags/tracking URL: **YES/NO**
- Notes
 - If sending HTML5, please send two weeks prior to deployment date to allow for testing
 - All creative must have a 1pt border around it in a color other than white
 - Websites are mobile optimized. Noted desktop and mobile assets are required
 - Third party image tags and click trackers are accepted. Please send two weeks prior to deployment date to allow for testing. Winsight's ad server is Google Ad Manager (formerly, DFP)

*** Please Note: Some specs scheduled to change for H2 2025



THE FUTURE OF FOOD

FRESH FOOD

Vertical Farm Fifth Season Grows in Ohio

Pittsburgh-based grower to build new farm, its second, in Columbus

By *Christine LaFave Grace* on Jan. 20, 2022

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Photograph courtesy of Fifth Season

Pittsburgh-based Fifth Season, one of a host of **indoor-farming specialists** cropping up in colder-weather locales east of the Mississippi, announced plans to build its second vertical farm.

The new facility is expected to open in Columbus, Ohio, in 2023. At 180,000 square feet, it will be approximately three times the size of the company's first farm, which opened in Braddock, Pa., in 2020. (The company's founders met at Carnegie Mellon University in Pittsburgh in 2015.) Besides employing some 250 uses of robots to support growing and harvesting, the new farm will utilize an on-site microgrid and renewable solar energy, according to a Fifth Season news release.

Fifth Season's leafy greens and ready-to-eat salads are available at retailers including **Giant Eagle** and Kroger; the company said it projects 600% sales growth of its ready-to-eat offerings this year.



To help support that growth, Fifth Season also announced three new executive hires:

- Brian Griffiths, formerly finance chief at a semiconductor company, has joined Fifth Season as

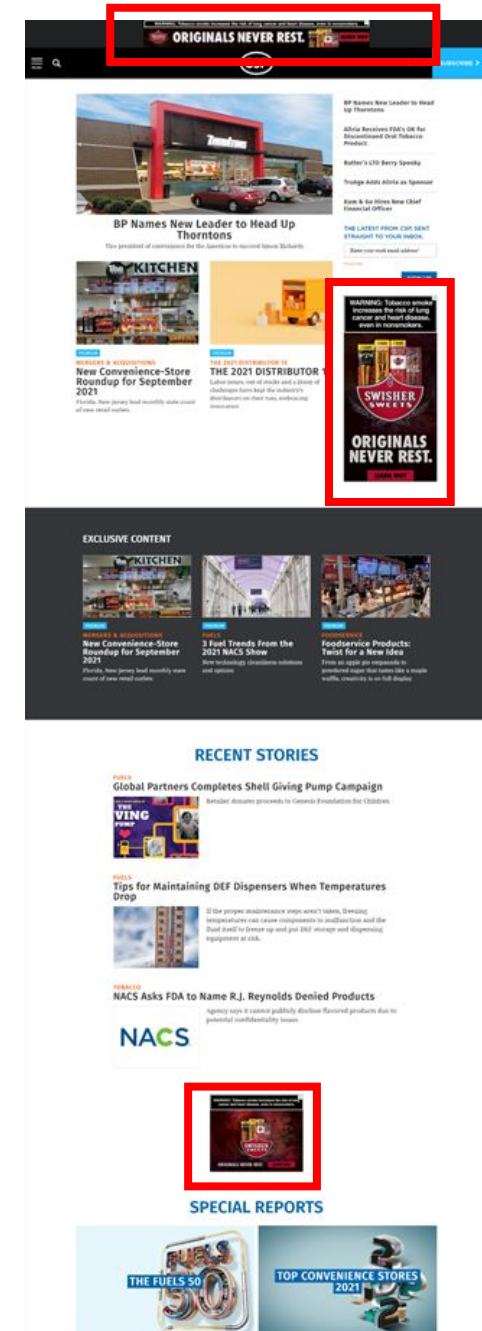
Restaurant Business and CSP

Website - Homepage Takeover - CSPDN.com

Materials Due 10 Business Days Prior to Launch

Submit materials to onlinemats@winsightmedia.com

- Ad dimension(s)
 - Leaderboard - Desktop: 728x90, 970x90 or 970x60; Mobile: 300x50 or 320x50
 - Half page - Desktop: 300x600; Mobile 300x250
 - (2) Medium Rectangles - 300x250
 - Adhesion: Desktop: 728x90, 970x90 or 970x60; Mobile: 300x50 or 320x50
 - Footer: Desktop: 728x90, 970x90 or 970x60; Mobile: 300x50 or 320x50
- Approved file type: .gif, .jpg, .png and HTML5
- Max file size: Desktop - 50KB; Mobile - 20KB
- Placement accepts third party image tags: **YES/NO**
- Placement accepts third party click tags/tracking URL: **YES/NO**
- Notes
 - If sending HTML5, please send two weeks prior to deployment date to allow for testing
 - All creative must have a 1pt border around it in a color other than white
 - Websites are mobile optimized. Noted desktop and mobile assets are required
 - Third party image tags and click trackers are accepted. Please send two weeks prior to deployment date to allow for testing. Winsight's ad server is Google Ad Manager (formerly, DFP)



*** Please Note: Some specs scheduled to change for H2 2025

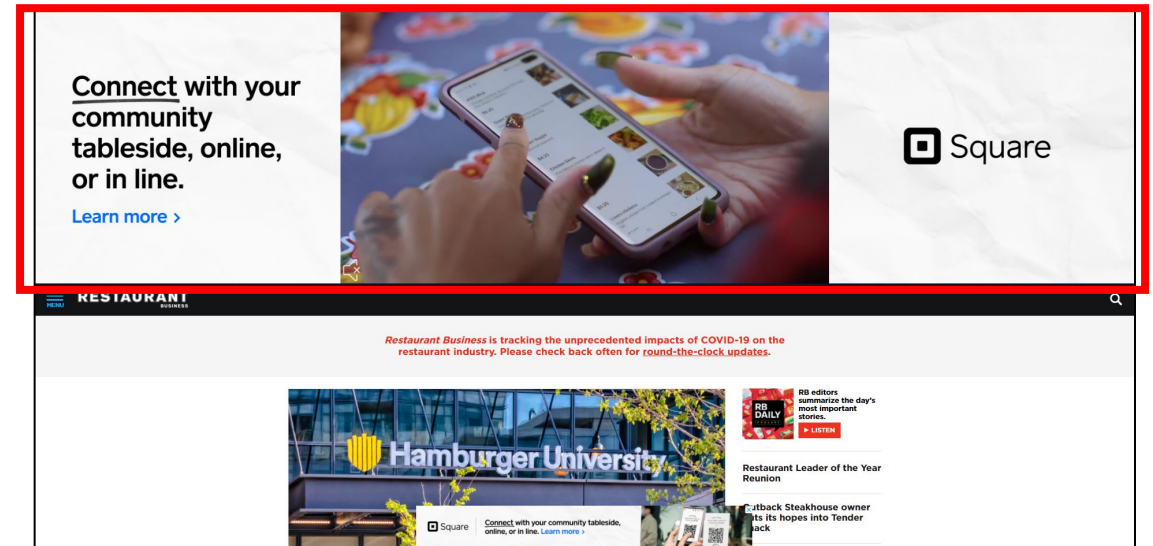
Restaurant Business and CSP

Website - Rich Media - Video Flex Leaderboard - 4:1

Materials Due 10 Business Days Prior to Launch

Submit materials to onlinemats@winsightmedia.com

- Ad dimension(s), file type and max file size:
 - Video with 4:1 aspect ratio.
 - Video: Winsight recommends 15-30 seconds maximum per video. Accepted video formats are mp4, webm or ogg and youtube links.
 - Image with an aspect ratio of 4:1 (1920 pixels x 480 pixels)
 - Image file type: .jpg, .png, or .gif format.
 - Unit maintains ratio and resizes both in width and height.
 - File size: Video Must be 2MB or below. Image 1MB or below
 - URL to link
- Placement accepts third party image tags: **YES**/NO
- Placement accepts third party click tags/tracking URL: **YES**/NO
- Examples:
 - <https://www.foodservicedirector.com/menu/how-bubble-tea-fan-became-master-franchisee-brewing-happiness-across-state-lines?test=campbellsfrozen>
 - <https://www.restaurantbusinessonline.com/leadership/luna-grill-taps-tony-reaman-cfo?test=mccain15>
- Notes
 - Videos serve via Winsight's rich media vendor, Spotible
 - Third party image tags and click trackers are accepted. Please send two weeks prior to deployment date to allow for testing. Winsight's ad server is Google Ad Manager (formerly, DFP)



***** Please Note: Some specs scheduled to change for H2 2025**

Restaurant Business and CSP

Website - Rich Media - Video Flex Leaderboard - 16:9

Materials Due 10 Business Days Prior to Launch

Submit materials to onlinemats@winsightmedia.com

- Ad dimension(s), file type and max file size:
 - Video with 16:9 aspect ratio.
 - Video: Winsight recommends 15-30 seconds maximum per video. Accepted video formats are mp4, webm or ogg and youtube links.
 - Image with an aspect ratio of 16:9 (1920 pixels x 1080 pixels)
 - Image file type: .jpg, .png, or .gif format.
 - Unit maintains ratio and resizes both in width and height.
 - File size: Video Must be 2MB or below. Image 1MB or below
 - URL to link
- Placement accepts third party image tags: YES/NO
- Placement accepts third party click tags/tracking URL: YES/NO
- Examples
 - <https://www.restaurantbusinessonline.com/marketing/mcdonalds-ne-west-collaboration-mariah-carey?test=brakebush>
 - <https://www.foodservicedirector.com/operations?test=hormel>
- Notes
 - Videos serve via Winsight's rich media vendor, Spotible
 - Third party image tags and click trackers are accepted. Please send two weeks prior to deployment date to allow for testing. Winsight's ad server is Google Ad Manager (formerly, DFP)



*** Please Note: Some specs scheduled to change for H2 2025

Restaurant Business and CSP

Website - Rich Media - In Article Video Unit:

Materials Due 10 Business Days Prior to Launch

Submit materials to onlinemats@winsightmedia.com

- Ad dimension(s), file type and max file size:
 - Supports up to two (2) videos
 - Background Image: 860x510 - Any branding/messaging would need to be within the 120x tall area at the bottom of the image. Anything above 120x high at the bottom will be covered by the video player/images. Thumbnail Video images: 250x150 static images (typically, static images of a specific frame from the 2 videos with play symbol)
 - File type: recommend mp4 format. Other accepted formats - webm; ogg; youtube links.
 - Max file size: 4 MB
 - URL to link
- Placement accepts third party image tags: **YES/NO**
- Placement accepts third party click tags/tracking URL: **YES/NO**
- Example
 - https://www.restaurantbusinessonline.com/technology/tech-provider-pesto-going-public-spac?test=rauken_test
- Notes
 - Videos serve via Winsight's rich media vendor, Spotiple
 - All creative must have a 1pt border around it in a color other than white
 - Third party image tags and click trackers are accepted. Please send two weeks prior to deployment date to allow for testing. Winsight's ad server is Google Ad Manager (formerly, DFP)

RESTAURANT BUSINESS Tech provider Pesto is going public via SPAC

Technologies and expects to trade on the NASDAQ.

SPACs are shell companies that take funds from public investors and use them to acquire a private company, taking it public in the process. **It has become a popular way for companies to go public** amid the pandemic.

The leader in order-ahead technology Rakuten Ready

Cover more tables with QR code ordering

The future needs your restaurant. Learn more

*** Please Note: Some specs scheduled to change for H2 2025

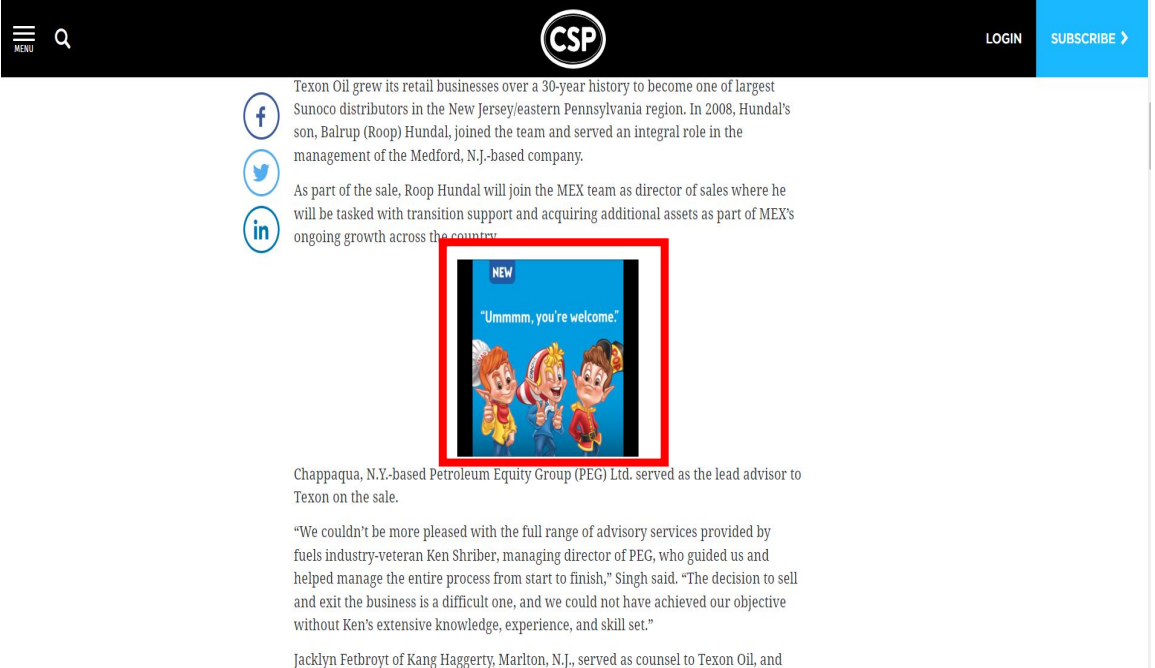
Restaurant Business and CSP

Website - Rich Media - In-Banner Video 300x250:

Materials Due 10 Business Days Prior to Launch

Submit materials to onlinemats@winsightmedia.com

- Ad dimension(s), file type and max file size:
 - We recommend video ads in mp4 format. Other accepted formats include webm or ogg and youtube links. No flv or f4v (flash) formats accepted.
 - Max file size: 4 MB
 - URL to link
 - Serves via Winsight's rich media vendor, Spotible
- Placement accepts third party image tags: **YES/NO**
- Placement accepts third party click tags/tracking URL: **YES/NO**
- Examples
 - https://www.cspdailynews.com/mergers-acquisitions/mountain-express-oil-acquires-24-retail-sites?test=inunit_demo_300x250_2
 - https://www.foodservicedirector.com/menu/how-bubble-tea-fan-became-master-franchisee-brewing-happiness-across-state-lines?test=lti_video
- Notes
 - Videos serve via Winsight's rich media vendor, Spotible
 - All creative must have a 1pt border around it in a color other than white
 - Third party image tags and click trackers are accepted. Please send two weeks prior to deployment date to allow for testing. Winsight's ad server is Google Ad Manager (formerly, DFP)



Texon Oil grew its retail businesses over a 30-year history to become one of largest Sunoco distributors in the New Jersey/eastern Pennsylvania region. In 2008, Hundal's son, Balrup (Roop) Hundal, joined the team and served an integral role in the management of the Medford, N.J.-based company.

As part of the sale, Roop Hundal will join the MEX team as director of sales where he will be tasked with transition support and acquiring additional assets as part of MEX's ongoing growth across the country.

Chappaqua, N.Y.-based Petroleum Equity Group (PEG) Ltd. served as the lead advisor to Texon on the sale.

"We couldn't be more pleased with the full range of advisory services provided by fuels industry-veteran Ken Shriber, managing director of PEG, who guided us and helped manage the entire process from start to finish," Singh said. "The decision to sell and exit the business is a difficult one, and we could not have achieved our objective without Ken's extensive knowledge, experience, and skill set."

Jacklyn Fethroyt of Kang Haggerty, Marlton, N.J., served as counsel to Texon Oil, and

*** Please Note: Some specs scheduled to change for H2 2025

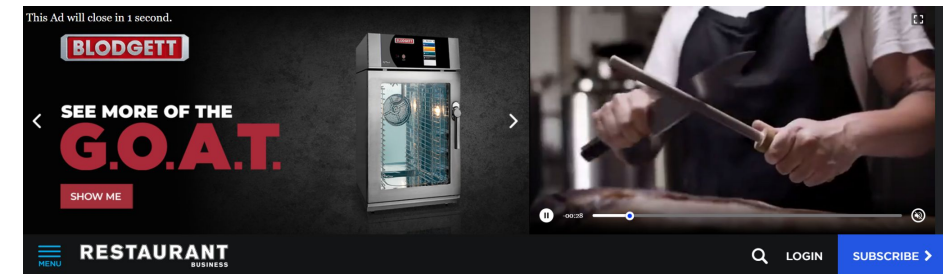
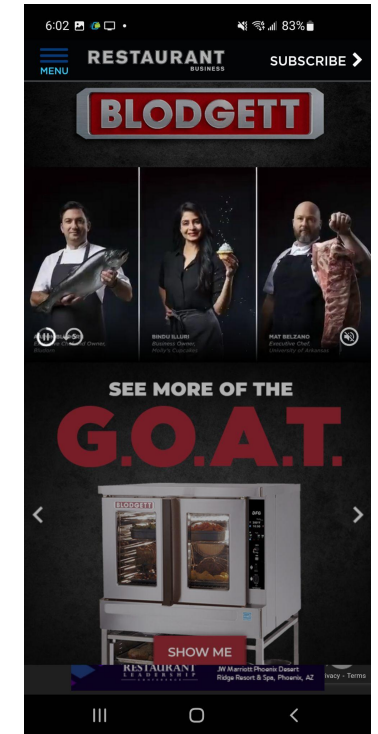
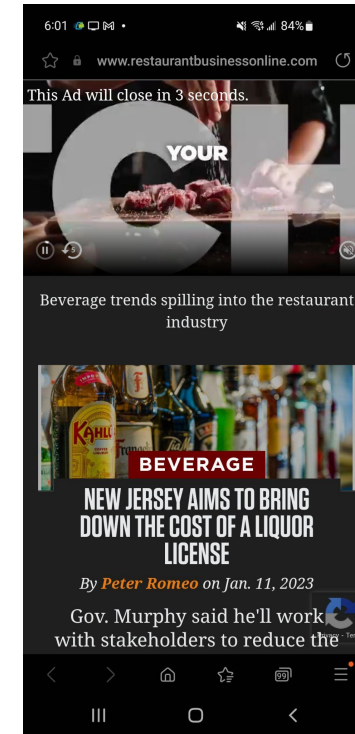
Restaurant Business and CSP

Website - Rich Media - Prelude/Scroller:

Materials Due 10 Business Days Prior to Launch

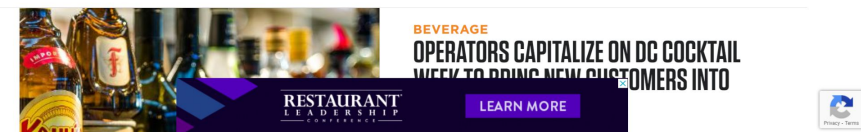
Submit materials to onlinemats@winsightmedia.com

- Ad dimension(s), file type and max file size:
 - Video
 - Video with 16:9 aspect ratio. (Dimensions 960x540px)
 - Winsight recommends 15-30 seconds maximum per video. Accepted video formats are mp4, webm or ogg and youtube links.
 - Maximum File Size 2MB
 - Desktop Image Assets:
 - Carousel - 1067x480px Maximum of four images.
 - Image for video postview: 853x480px
 - Mobile Image Assets:
 - Scroller background image (can contain logo, video postview) 640x1120
 - Carousel - 320x280px. Maximum of four images
 - Image file type: .jpg, .png, or .gif format.
 - Maximum file size per image .30MB (300KB)
- Placement accepts third party image tags: **YES**/NO
- Placement accepts third party click tags/tracking URL: **YES**/NO
- Notes
 - Videos serve via Winsight's rich media vendor, Spotible
 - All creative must have a 1pt border around it in a color other than white
 - Third party image tags and click trackers are accepted. Please send two weeks prior to deployment date to allow for testing. Winsight's ad server is Google Ad Manager (formerly, DFP)



BEVERAGE

Beverage trends spilling into the restaurant industry



*** Please Note: Some specs scheduled to change for H2 2025