

## Customer - Loyalty:

### Enthusiastic and loyal customers

You have been thinking about publishing your own newsletter or customer magazine for quite a long time, but you are avoiding the great effort? No problem: foodservice solutions turns out to be a competent partner and together with you, we will develop an individual concept – ensuring guest loyalty – easy and simple for you.

In times of growing competition, an effective customer loyalty is essential for every restaurateur. A loyal customer is most important for a successful future for every foodservice concept. Quality, service and cleanliness is expected by the customer - a personal newsletter or an individually designed customer magazine creates an emotional tie to your brand.

Not only large companies, but also small and medium-sized enterprises have chosen this way of customer loyalty. Apart from relevant customer information like new products, company successes and extraordinary events, reports on current trends and lifestyle that fit to your target group are particularly important. We want to fulfil the needs, desires, interests and dreams of your potential readers, so that they finally identify themselves with your brand.

foodservice solutions will assist you as a competent partner in:

- Creating an editorial concept with a clear division into categories and development of a basic layout
- Independent editorial support and realisation of the following releases based on company information, culture and philosophy. The copywriting will be taken over by a managing editor with many years of journalistic experience at the ARD\*

**Contact us.** We are glad to advise you and develop first proposals.

\*our editorial partner is Dr. Mathias R. Schmidt. He operates a special agency for copywriting (Text-Atelier, Fulda) with a major focus on "Health" and „Food & Beverage“. Dr. Schmidt has published numerous successful guidebooks, belongs to the editorial staff of "tegut...gute lebensmittel"/ Fulda and is prize winner of the "Health Media Awards 2010". Our common project is the customer magazine „Marktstand“ for Marché International.

