

In-Depth Company Profiles

An extremely effective form of promotion called a Company Profile (or Story Section) is offered by the editors of QUICK FROZEN FOODS INTERNATIONAL magazine.

Through a Story Section you can present to our entire readership the story of your company, trade association or product range. Story Sections are presented as advertorials. This means that the profiled company or trade association has complete control over editorial content. As an added benefit, through reprints, the profiled company or organization is able to produce a high quality brochure in a very cost-effective manner.

While costs vary depending on size and style, the basic format combines an equal number of editorial and advertising pages. The participation of your suppliers and business associates with advertising support will offset much of the cost. Compared with the high price of a major advertising campaign and the production cost of a promotional brochure, a Story Section is a very economical means of achieving your goal.

While many companies prefer to write and design their own Story Sections, the editorial and production staff of QUICK FROZEN FOODS INTERNATIONAL is quite willing to assist with the writing and layout of your feature.

The following are representative of a longer list of companies and organizations for whom we have produced Story Sections over the years:

McCain Foods (Canada) • Findus (Europe) • Frigoscandia Distribution (Sweden) • Birds Eye (UK)
Lamb Weston (USA/Holland) • Ocean Garden Products (Mexico) • Young's (UK) • d'Arta (Belgium)
Pinguin (Belgium) • Saudi Fisheries Company (Saudi Arabia) • Blue North Ltd. (Faroe Islands)
Aviko (Holland) • Farm Frites (Holland) • Cabinplant (Denmark) • Heat & Control (USA)
Frigoscandia Contracting (Sweden) • National Sea Products (Canada) • Danisco Foods (Sweden)
Emborg Foods (Denmark) • Sunfrost (Israel) • BluePrint Automation (Holland/USA) • Newlyweds (USA)
International Association of Refrigerated Warehouses/World Food Logistics Organization (USA)
Chinese Frozen Foods Institute (Taiwan) • Marine Products Export Development Authority (India)
Swire Group (Hong Kong) • US Cold Storage (USA) • Christian Salvesen (UK) • Keck (Germany)
Dutch Fish Marketing Board (Holland) • Empress International (USA) • Van den Broeke-Lutosa (Belgium)
Agrarfrost (Germany) • JBT FoodTech (Sweden/USA) • Buhler Sortex (UK) • Congelados de Navarra (Spain)

We will be happy to work with you to produce a Story Section for your company. Contact us for more details.

QUICK FROZEN FOODS *international*

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