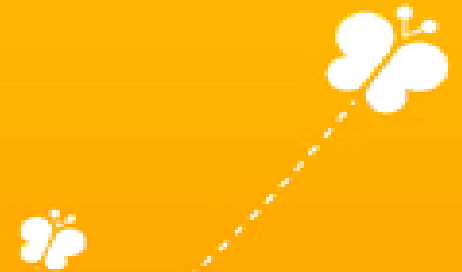




FPI Magazine

Your future partner in Bulgaria



About the Magazine

The Food Processing Industry Magazine is the only national monthly edition with both scientific and practical orientation published in Bulgaria. It is issued by the FPI Cooperative in collaboration with the University of Food Technologies – Plovdiv, and the Institute of Cryobiology and Food Technology at the Agricultural Academy.



4/2019



www.fpim-bg.org

**ХРАНИТЕЛНО-
ВКУСОВА
ПРОМИШЛЕНОСТ**

На кафе... с
модел



За
добавките,
новите храни
и контрола

Устойчивото
развитие
изисква
устойчива
политика

Бира от
коледни
дръвчета



Our mission



Our goal is to be the proactive link between science and business as well as between the different stakeholders in the food and drinking industry value chain, and we are achieving it through:

- **Being the ultimate source of information in the food domain;**
- **Being the everyday meeting place for industry professionals;**
- **Being topical, correct and open for partnership.**

The content we deliver

- **The main topics covered by the Magazine include food quality, safety and traceability; food manufacturing and its effects on consumers' health; innovative foods and drinks, trends; management systems, standards and certification; food and environment, energy-saving technologies; healthy and safe working conditions, etc.**
- **Along with the manufacturing topics, the Magazine considers current legal and regulatory amendments, opportunities for crediting and support for small and medium business, and requirements imposed by retail chains.**

Who are our partners?

Presented in every issue of the FPI Magazine, with advertising and PR materials, are companies servicing the industry - manufacturers and distributors of food industry equipment, packages and packaging technologies, ingredients, hygiene devices, floor and wall coverings for food production, consultancies and certification organizations, financing institutions, vehicle importers and so on.

-> Ready to join? Please contact us at info@fpim-bg.org or visit <http://fpim-bg.org/>



Who are our followers?

The edition, both paper and electronic, is distributed exclusively by subscription to Bulgarian and European companies in the industry, branch organizations, retail chains and others. The printed version is also presented at food and drink exhibition in Bulgaria and abroad.



The circle of our subscribers comprises stakeholders from a range of sectors within Bulgarian food and drink industry: dairy and meat producers, soft drink manufacturers, brewers, wineries and spirits distilleries, bakers and confectioners, producers of canned food, packaging, equipment, additives and raw materials, as well as food importers and retailers.





The audience we cover

Service companies 15%

Retailers 10%

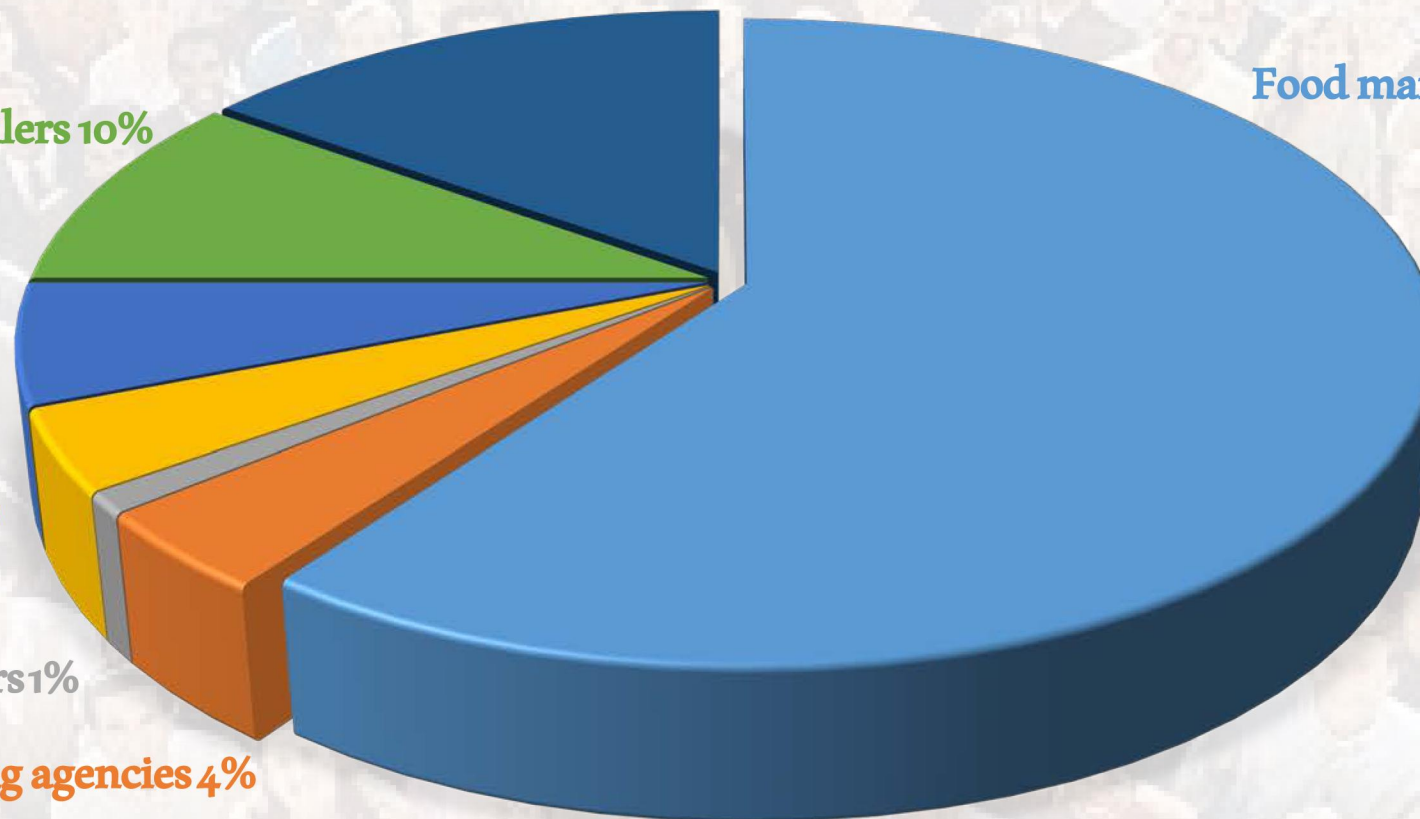
Science and education 6%

State and public authorities 4%

Foreign subscribers 1%

Advertising agencies 4%

Food manufacturers 60%



Who ELSE will see you?

- **In addition to the subscription-based customer group, a short digital version of the Magazine including all the advertising materials is sent to around 7,000 email contacts of food-related firms, service companies, retailers, State and public entities with attitude toward the industry, etc.; this way the number of our potential readers exceeds 7,800.**
- **And finally, the Magazine issues a monthly newsletter reviewing the past month events, which again reaches more than 7,000 web contacts; we also maintain an internet site and a Facebook page.**



There is more to it

- **Apart from the Magazine, the FPI Cooperative is active in a number of directions including:**
- **publishing of specialized literature,**
- **organizing the attendance of Bulgarian food and drink industry representatives at international exhibitions and other events abroad,**
- **organizing and implementing specialized professional training courses in the FPI domain,**
- **organizing the “Prize Pack” National Best Packaging Contest, etc.**

Remaining open to partnership

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