FoodEntrepreneur®
by Food Business News®
A dazzling number of startups have entered the food and beverage marketplace in the past decade, triggering profound change across the industry. Food Entrepreneur offers a deep dive into the disruption effected by up-and-coming brands while profiling the industry’s most successful and intriguing founders. The brand reaches readers through foodbusinessnews.net; the Food Entrepreneur weekly newsletter; a bimonthly video series, Well FEd; quarterly print features in Food Business News; and our biannual digital event, Food Entrepreneur Experience. This unique platform reaches not only the dynamic entrepreneur community, but also serves as a go-to source for innovators, suppliers, co-manufacturers and others looking to write food’s next chapter.

Food Entrepreneur feature articles are available in the print and digital editions of Food Business News.

2024 Food Entrepreneur Feature Articles
- February 27 - Sweeteners
- May 21 - Dairy/Meat Alternatives
- August 27 - Plant-Based
- November 19 - Beverage Innovations

For rates and more information, contact a sales representative at fbnsales@sosland.com
**Food startups by the numbers**

- **10,500** Number of food tech startups globally\(^1\)
- **3,705** Number of U.S. food tech startups\(^1\)
- **$2.3 billion** Total venture capital funding raised by US food and beverage brands in 2022\(^2\)
- **>$600 million** Total venture capital funding raised by US non-alcoholic ready-to-drink beverage brands in 2022\(^2\)
- **$342 billion** 2027 projected food tech sector value based on a 6% projected industry market growth rate\(^3\)

---

1. DemandSage
2. FABID, the Food & Beverage Investor Database
Digital marketing opportunities – Newsletter

The weekly Food Entrepreneur newsletter features a mix of founder profiles, funding announcements, operational insights and opportunities for emerging brands. Delivered every Tuesday, each edition is packed with inspiring and informative stories of startups to watch.

<table>
<thead>
<tr>
<th>AD TYPES</th>
<th>RATES PER MONTH</th>
</tr>
</thead>
<tbody>
<tr>
<td>BLOCKBUSTER</td>
<td>$3,100</td>
</tr>
<tr>
<td>MEDIUM RECTANGLE</td>
<td>$2,925</td>
</tr>
<tr>
<td>SPONSORED MESSAGE</td>
<td>$2,400</td>
</tr>
</tbody>
</table>

Targeted Email Marketing

Deliver your tailored message directly to your best prospects. Targeted emails are a great way to build brand awareness, introduce new products, announce special offers and drive qualified traffic and leads to your website.

SCAN THE QR CODE TO GET THE SPECS

For rates and more information, contact a sales representative at fbnsales@sosland.com
Connect with an engaged community of innovators

Food Entrepreneur’s Well Fed video series hosts powerful discussions with industry leaders and founders on emerging trends, up-and-coming brands and influential events. Episodes are streamed live from Food Entrepreneur’s LinkedIn page and then hosted on foodbusinessnews.net, giving your brand dynamic opportunities to share your marketing message, drive brand awareness and collect leads.

RATE: $4,900

2024 Episode Topics*

- January: Food trend predictions for 2024
- March: Natural Products Expo West recap
- July: Summer Fancy Food recap
- December: Top innovations and brands launched in 2024

*Topics are subject to change

Well Fed Sponsorship Package

During the LinkedIn Livestream:

- At the beginning of the episode, a 30-second shoutout — written by your brand — will be read by Well Fed’s host.
- Your brand’s logo will be displayed throughout the episode.
- At the end of the episode, Well Fed’s host will give your brand a final shoutout.

After the LinkedIn Livestream:

- A show notes article featuring the episode and editorial commentary will be posted to foodbusinessnews.net. The article will be exclusively sponsored by your brand with a series of roadblock ads, including a Leaderboard ad and three Medium Rectangle ads.
- A digital alert will be sent to Food Entrepreneur readers. This message will include your brand’s logo and provide lead reporting.
- The episode will live on foodbusinessnews.net’s video page and Food Entrepreneur’s LinkedIn and YouTube pages.

SCAN THE QR CODE TO GET THE SPECS

For rates and more information, contact a sales representative at fbnsales@sosland.com
**Food Entrepreneur Experience**

**Food Entrepreneur Experience** is shaping tomorrow’s food with the **Food Entrepreneur Experience**, a series of interactive digital events featuring presentations that will bring to life the trailblazing trends and innovations developed by emerging brands. During each event, participants interact with entrepreneurs and thought leaders driving disruption throughout the industry.

**2024 Food Entrepreneur Experience dates:**
April 10 and October 23

Align your brand with industry disruptors and innovators. Contact a Food Entrepreneur sales representative about the available sponsorship opportunities.

### Food Entrepreneur Experience Sponsorship Opportunities

#### GOLD SPONSORSHIP PACKAGE: $14,500 (1 available)

- Logo featured prominently on all Food Entrepreneur Experience promotional materials (social media excluded)
- Recognition by moderator as the Gold Sponsor
- Access to full registrant list (name, company, title, email, phone, state, country)
- Medium Rectangle ROS ad on foodbusinessnews.net for one month, creative supplied by sponsor
- Logo on Medium Rectangle promotional ad to run for one month on foodbusinessnews.net
- Logo in primary position on webinar console
- Sponsor may provide a 90-second video to be shown midway through the event
- Sponsor may provide a PDF or website link for attendees to access during the live Food Entrepreneur Experience event and on-demand
- Logo on event website
- Logos link from event website and emails to sponsor’s site

#### SILVER SPONSORSHIP: $5,250 (4 available)

- Recognition of sponsoring company by moderator at beginning and end of the event
- Access to registrant list (name, company, title, email, phone, state, country; up to 500 names from selected interests)
- Listed on promotional materials as a Silver Sponsor (excluding social media)
- Logo on webinar console
- Logo on event website

For rates and more information, contact a sales representative at fbnsales@sosland.com
For advertising information, please contact:

Mike Gude
GROUP PUBLISHER-
Food Business News,
Milling & Baking News, Baking & Snack
mgude@sosland.com
(816) 507-8882

Tom Huppe
NATIONAL
ACCOUNT EXECUTIVE
thuppe@sosland.com
(816) 606-9070

Bruce Webster
ASSOCIATE PUBLISHER
bwebster@sosland.com
(816) 536-5882

David DePaul
ASSOCIATE PUBLISHER
ddepaul@sosland.com
(908) 472-8259

Matt O’Shea
ASSOCIATE PUBLISHER
moshea@sosland.com
(847) 217-7484

Lily Alvarez
NATIONAL
ACCOUNT EXECUTIVE
lavarez@sosland.com
(816) 968-2815

Lauren Juliana
INSIDE SALES
REPRESENTATIVE
lalvarez@sosland.com
(816) 835-8235

Sosland Publishing performs a specialized range of design, digital and media services.
For more information, contact your sales representative.

See Terms & Conditions at sosland.com/terms-and-conditions-for-advertisers/