

FOOD Manufacturing®



2021 MEDIA KIT



**The Information & Technology Authority
for Food & Beverage Professionals**

www.FoodManufacturing.com

www.FoodManufacturing.com

The Leading Source of News & Product Info

Regulatory compliance, constantly changing consumer tastes, processing efficiency, quality and safety are just a handful of the critical issues that drive the need for food and beverage manufacturers to stay informed. *Food Manufacturing* is the information and technology authority for the making and finishing of food and beverage products. Our engaged audiences are comprised of influential buyers and decision makers seeking the latest news, products, and information available. Varied media formats, engaging content, and assorted marketing options ensure that no matter what your target market is seeking, they can find it at *Food Manufacturing* – with your name beside it.

Food Manufacturing provides a complete portfolio of integrated marketing solutions using print and digital products. New in 2021, *Food Manufacturing* offers big reach circulation as a print supplement in pages of *Industrial Equipment News* with 182,000 circulation. *Food Manufacturing* also offers single and multi-sponsored newsletters, daily newsletters, resource guides, sponsored video webinars, custom video, social media, website display, single sponsored eblasts, and guaranteed performance marketing with lead generation.

Our full-time editors are dedicated to reporting information that is valuable to food manufacturing professionals and providing marketers with a trusted platform for reaching key customers. **When you market with *Food Manufacturing* and its online products, your message is aligned with the strongest and most trusted name in the business.**



MOBILE

- All *Food Manufacturing* products are mobile friendly

NEWSLETTERS

- Highly engaged audience
- Targeted users
- Lead gen options
- Mobile friendly

WEBSITE

- Engaged audience
- Updated multiple times daily
- Responsive design
- Mobile friendly

VIDEO

- Daily and weekly video series focused on technology, daily news, and industry trends
- Custom commercials targeting an engaged audience
- Video creation, editing and distribution
- Promotion campaigns and lead gen options

PRINT

- Reaches a superior audience with authority and buying power
- Industry leading content including *Today In Food Manufacturing*, *Food Safety Focus*, *Technology Insights* and in-depth trade show coverage

CUSTOM LEAD GEN PROGRAMS

- Content marketing
- White papers
- Research
- Webinars
- Live video events
- Custom cost-per-lead campaigns

The Market

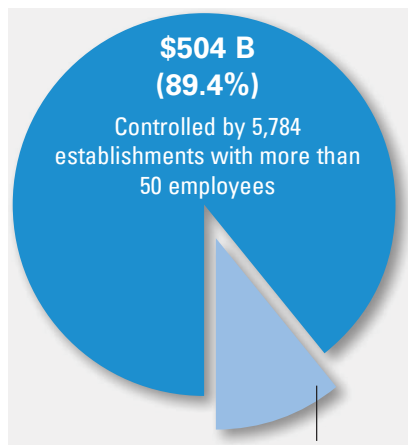
Safety and Quality Integral to Long-Term Success

The estimated 30,940 establishments that make up the \$564 billion annual wholesale food and beverage processing industry demand the utmost attention to safety and quality. While niche industries such as craft beer, organic vegetables, or gluten-free offerings have risen in popularity, Food Manufacturing research has found that 82% of all production occurs at 23% of all locations. Furthermore, 19% of all establishments have 50 or more employees and control 89.4% of the market (\$504 billion).

This leads to a production environment focused on larger quantities in order to offset smaller margins at most larger processing facilities. On the plant floor, solutions to lowering equipment downtime, improving line change-over rates, and avoiding disastrous quality control situations like recalls are all essential to long-term success and enterprise viability.

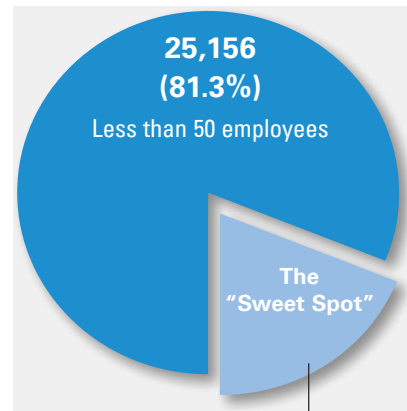


\$564 Billion Market*



**\$60 B
(10.6%)**
Controlled by 25,156 establishments
with less than 50 employees

30,940 Establishments*



**5,784
(18.7%)**
More than 50 employees

*U.S. Census Bureau.

Overview

Food Manufacturing is the information and technology authority for the making and finishing of food and beverage products, offering a from-the-field perspective in keeping these plant managers, operations, engineering, safety, and maintenance professionals, and other key decision-makers fully apprised of new products, technology, and processes in all market sectors, including:

- Dairy
- Bakery Goods/Snack Foods
- Meat, Seafood & Poultry
- Beverage
- Fruits/Vegetables
- Ingredients

In addition, coverage includes key production topics like safety, recalls, plant operations, sustainability, and packaging via articles, webcasts, product updates, and videos.

Today's savvy marketers use an integrated approach to engage industry decision-makers on a daily, weekly, and monthly basis. Food Manufacturing is an industry leader in communicating with your best prospects through its daily e-newsletter and hourly updates to a robust website, www.foodmanufacturing.com, all of which complements a rich print tradition.



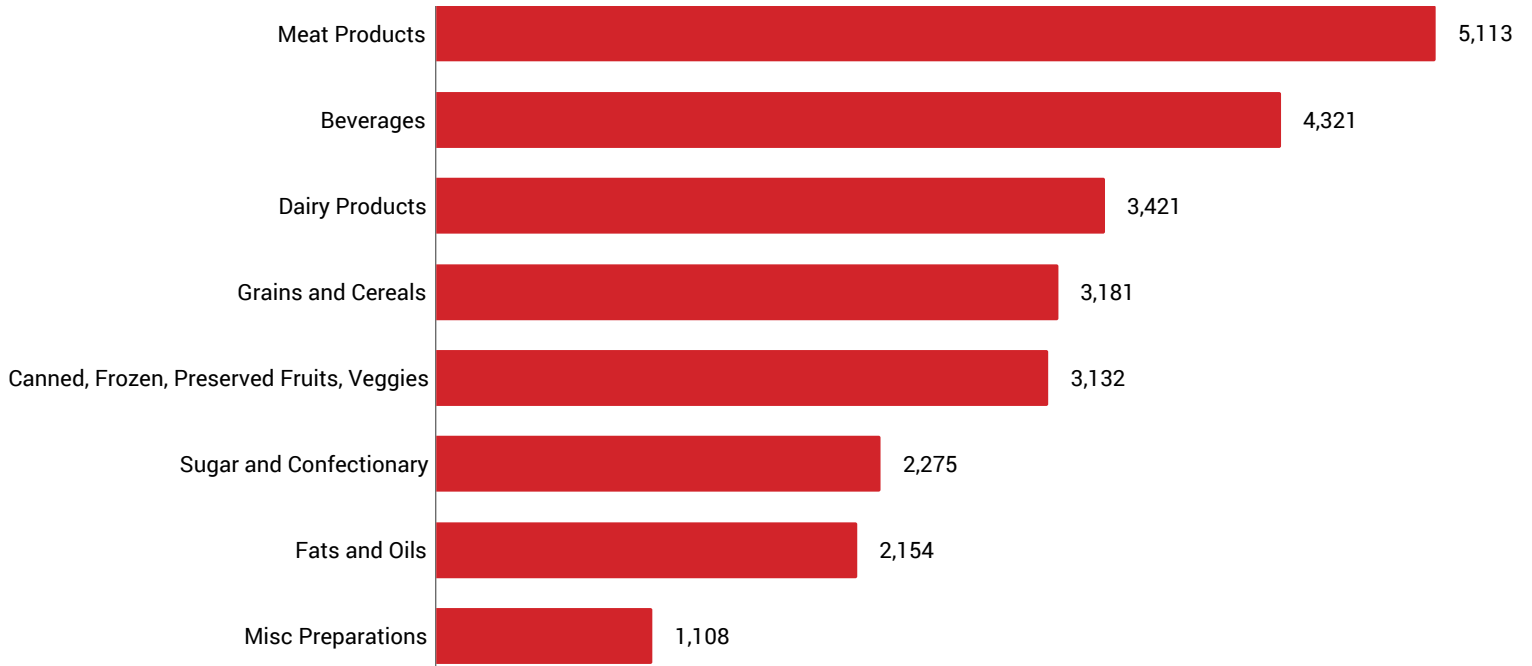
Top Influential Subscriber Companies

Food Manufacturing gives you greater access to your most important customers and prospects by reaching the key decision-makers in the top food and beverage manufacturing companies including:

- Anheuser Busch
- Archer Daniels Midland (ADM)
- Birds Eye Foods
- Bumble Bee Foods
- Butterball
- Campbell Soup
- Corbion
- Coca-Cola Bottling
- Conagra Foods
- Dean Foods
- Del Monte Foods
- Domino Sugar
- Dr. Pepper Snapple Group
- Frito Lay
- General Mills
- Gerber Products
- Hershey
- Kellogg Company
- Knouse Foods Cooperative
- Kraft Heinz
- Kroger
- Land O'Lakes
- Leprino Foods
- Nestlé
- Pepsi Bottling
- Perdue Farms
- Rich Products
- Sara Lee Foods
- Sargento Foods
- Smithfield Foods
- Sorrento Lactalis
- Tropicana Products
- Tyson Foods

Who We Are

Digital Audience



C-Suite/Admin



8,423

Operations



10,858

Engineering



5,700

Purchasing



3,617

Other - 1,386



Print

Since 1986, Food Manufacturing has been the information and technology authority for the making and finishing of food and beverage products. Starting in 2020, Food Manufacturing began reaching 182,000 engaged industrial readers as a special segment in IEN magazine. This long-running resource reaching food & beverage processing industry professionals offers products, features and tips on food & bev quality, safety, compliance and more. IEN's circulation is strictly controlled, providing a superior audience with authority and buying power.



Display Ad Rates

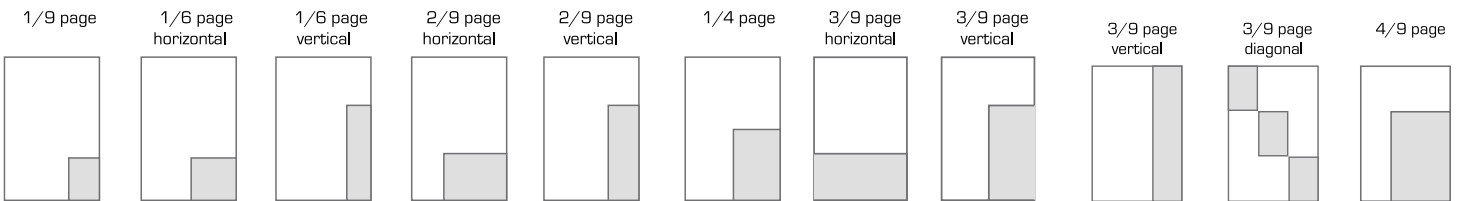
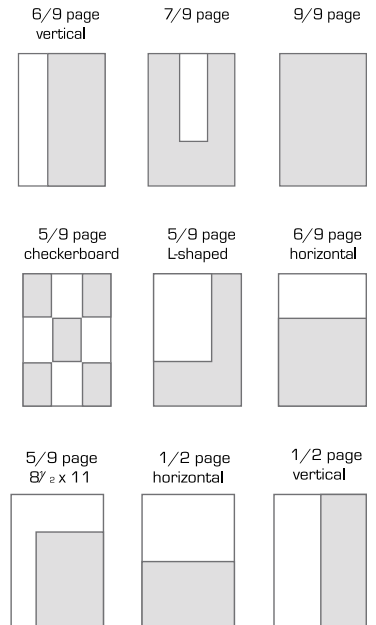
Size and Description	Rate
1/9 [Std 1/4 Pg]	\$1,700
1/6 [Std 1/3 Pg]	\$2,312
2/9 [Std Half Pg]	\$3,780
1/4 [Std Isl. Half Pg]	\$4,050
3/9 [1/3 Tab Pg]	\$4,870
4/9 Std	\$6,092
5/9 [Jr. Tab]	\$6,692
1/2 Half Tab	\$6,547
5/9 L-Shape/Checkerboard	\$6,950
6/9 2/3 Tab	\$7,927
7/9 U-Shape on Tab	\$8,905
9/9 Full Tab	\$9,932

Classified Advertising

Per column inch:	\$278
Second color:	\$160 additional
Column size:	2 1/2" wide

Ad Formats

PUB TRIM SIZE 10-7/16 WIDE x 13-3/4 DEEP			
Size and Description	Sizes Available/Shape	Trim Size	Bleed
1/9 [Std 1/4 Pg]	Vertical	3.25 x 4.25	N/A
1/6 [Std 1/3 Pg]	Horizontal & Vertical	4.875 x 4.25 or 2.1875 x 8.75	N/A
2/9 [Std Half Pg]	Horizontal & Vertical	6.625 x 4.25 or 3.25 x 8.75	N/A
1/4 [Std Isl. Half Pg]	Vertical	4.875 x 6.5	N/A
3/9 [1/3 Tab Pg]	Horizontal, 2 Verticals, Diagonal	10 x 4.25 or 4.875 x 8.75 or 3.25 x 13.25 or 3.25 x 4.25	N/A
4/9 Std	Vertical	6.625 x 8.75	N/A
5/9 [Jr. Tab]	Vertical	8.5 x 11	8.75 x 11.25
1/2 Half Tab	Horizontal & Vertical	10 x 6.5 or 4.875 x 13.25	N/A
5/9 L-Shape/Checkerboard	Vertical	3.25 x 4.25	N/A
6/9 2/3 Tab	Horizontal & Vertical	10 x 8.75 or 6.625 x 13.25	N/A
7/9 U-Shape on Tab	Vertical	3.25 x 4.25	N/A
9/9 Full Tab	Vertical	10.4375 x 13.75	10.6875 x 14
Cover Snipe	Vertical	2.377 x 2.383	N/A
Strip Ad	Horizontal	3.1028 x 0.6802	N/A



2021 Digital Editorial Calendar

Edition	Food Safety Focus	Technology Insights	Cost Controls	Smart Builds - Equipment Upgrades
January	Traceability Checkweighing	Automation M2M Communication	Equipment Downtime Reducing Recalls	Filling Equipment Conveyor Belts
February	Avoiding Recalls Foreign Matter Detection	Labeling and Packaging Machine Vision	Supply Chain Efficiency Lean Manufacturing	Metal Detection Packaging
March	Machine Vision Proper Labeling	Metal Detection Traceability	Waste Control Energy Efficiency	Automation Lighting
April	FSMA Update Machine Guarding	Industrial IoT Quality Controls	Safety Worker Training	Beverage Lines Labeling
May	Packaging Compliance Lock-Out Tag-Out	Software Integration Wastewater Management	Smart Sensors Automation Upgrades	Slicing/Sorting Equipment Sterilization
June	Worker Safety Cold Storage Best Practices	Blockchain Sensor Integration	Equipment Downtime Reducing Recalls	Inspection Conveyor Belts
July	Traceability Checkweighing	Supply Chain Management Intelligent Factory	Ingredient Sourcing Software Implementation	Material Handling QA/QC
August	Avoiding Recalls Metal and Plastic Detection	Automation Traceability	Material Handling Equipment Plant Floor Workflow	Labeling Slicing/Sorting Equipment
September	Machine Vision PPE Gear	Metal Detection Machine Vision	Data Management SIP/CIP	Temperature Controls Beverage Lines
October	OSHA Update Machine Guarding	Sensor Integration Traceability	Supply Chain Efficiency Lean Manufacturing	Filling Equipment Conveyor Belts
November	Packaging Compliance Oven Operations	Industrial IoT Quality Assurance	Waste Control Energy Efficiency	Material Handling Packaging
December	Worker Safety Lock-Out Tag-Out	Software Integration Intelligent Factory	Smart Sensors Automation Upgrades	Automation QA/QC

Contact Your Rep to Inquire About Topic Sponsorship

Special Segments

Today in Food Manufacturing



March/April

Top of the Food Chain: 2021 compliance update

Features Topic: Energy efficiency

Product Must-Haves: Test & Measurement, PPE, Dust control



July/Aug

Top of the Food Chain: Worker training for safety

Featured Topic: The intelligent factory

Product Must-Haves: Indoor air quality, Ovens, Packaging



Nov/Dec

Top of the Food Chain: Reducing recalls with high tech quality control

Featured Topic: OSHA inspections

Product Must-Haves: Processing Equipment, Weighing, Traceability

Departments

Smart Builds: Profiling custom equipment builds that have helped leading processors overcome specific product, packaging or inspection issues, improve efficiency, reduce downtime and preserve profits.

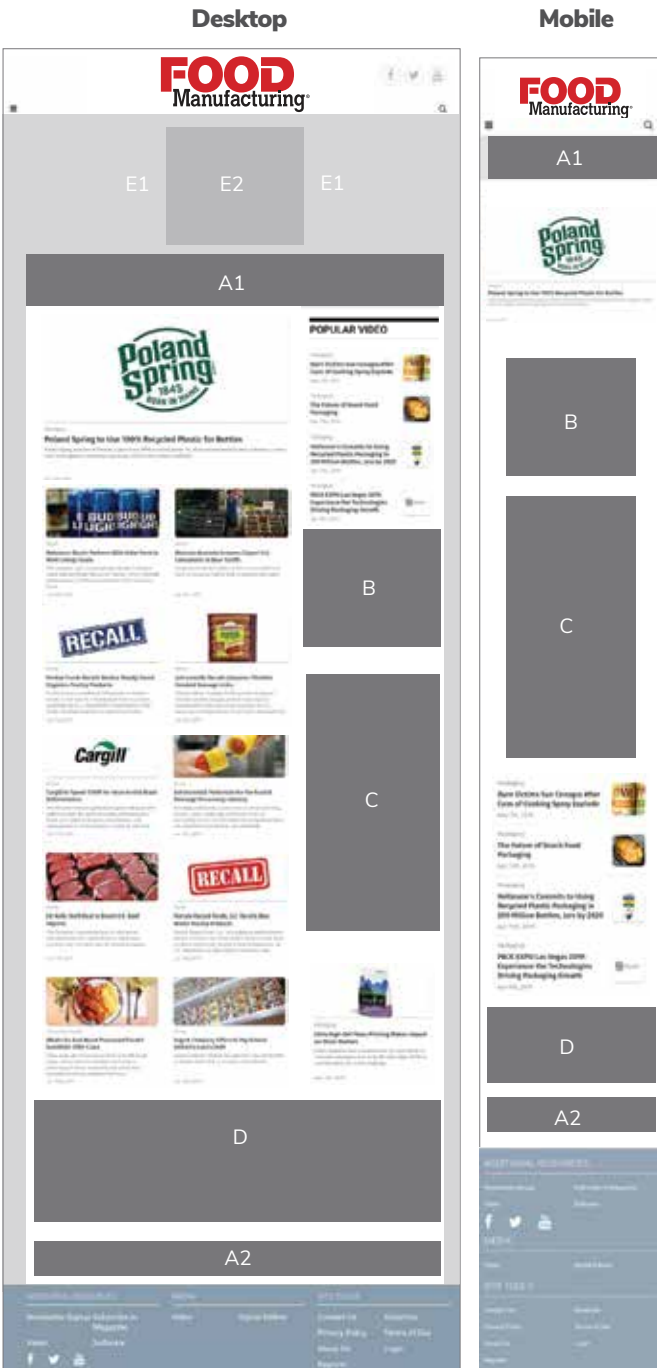
Food Safety Update: The latest on regulation, recall prevention strategies and technology focused on improving food quality and consumer safety.

Top Products: The newest products for food & beverage processing applications.

Web Specs and Rates

The Online Connection to Food and Beverage Manufacturers

Food Manufacturing's website is a content-rich destination for news, intelligence, new products and technology, and a wealth of additional tools for food and beverage manufacturing professionals. Updated throughout the day with current information by our editorial staff, www.foodmanufacturing.com maintains a continuous connection with the audience you need to reach.

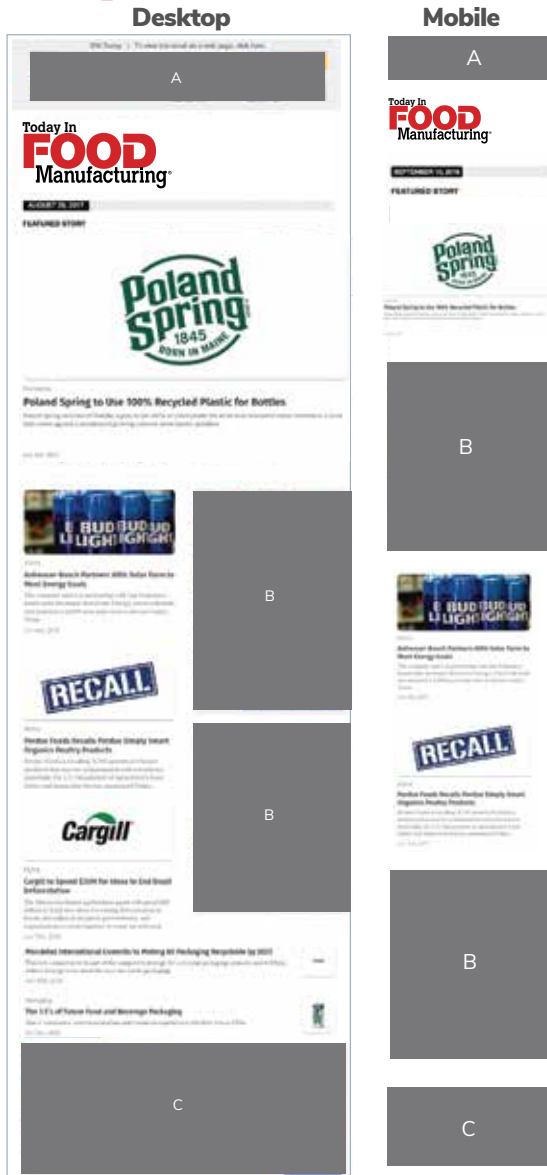


- A Leaderboards:** \$65 CPM
2 Positions
A1: Top
A2: Bottom, moves as user scrolls
970x90 Desktop
728x90 Tablet
300x50 Mobile
- B Boombox:** \$65 CPM; 300x250
- C Tower:** \$65 CPM; 300x600
- D Billboard:** \$65 CPM; 970x250
- E Reveal Ad:** \$125 CPM; Requires two independent creatives:
E1: 2500x1450 background image
E2: 300x250 transparent PNG (messaging / call-to-action should go here)

AD SPECS

- Maximum file size: 1MB
- Rich Media: looping animation and Flash included
- Flash, include .fla file [for lead tracking], .swf, and alternate .gif or .jpg
- gif, .jpg, .swf, or redirect tags (.gif can be animated)
- Include linking URL for ad units

Daily Newsletter Specs & Rates



- A** **Leaderboard:** \$2,495 (per week)
600x100 pixels (Desktop)
300x50 pixels (Mobile)
Link
- B** **T.O.C. Text and Image:** \$2,495 (per week)
50 character headline including spaces
250 characters of text including spaces
150x125 pixel image
Link
- C** **Inline Text and Image Ad:** \$1,995 (per week)
50 character headline including spaces
250 characters of text including spaces
150x125 pixel image
Link



Frequency: Daily
Focus: Daily Food Industry News, New Products & Industry Trends > [View Example](#)

Titles:

Plant Operations	36%
Plant Management	28%
Purchasing	12%
IT & Software	10%
R&D	9%
C-Level	5%

Industries:

Baked Good and Bakery Ingredients	24%
Beverages	18%
Meat Poultry & Proteins	18%
Dairy	15%
Produce	12%
Candy and Confections	10%
Prepared Foods	10%
Sauces and Condiments	6%

AD SPECS

- Maximum file size: 1 MB
- File type: .jpg and .png
- Include linking URL for ad units

Email Marketing

Food Manufacturing Offers Direct Access to Our Highly Engaged Audience
Drive sales leads & website traffic • Build brand recognition • 100% share of voice • Immediate impact

\$350 PER THOUSAND	\$450 PER THOUSAND	SPECS
<ul style="list-style-type: none"> • One standard email deployment • Performance metrics provided: opens, open rate, CTRO, link tracking and demos 	<ul style="list-style-type: none"> • One standard email deployment • Second deployment to all opens to help engage your best audience • Performance metrics provided: opens, open rate, CTOR, link tracking and demos 	<ul style="list-style-type: none"> • HTML, all images and source links. Contact your sales representative for more info. • 500,000 + Manufacturing Names



Food Manufacturing TV

The Food Manufacturing TV Video Showcase is a monthly newsletter that highlights the most popular and informative exclusive video content that *Food Manufacturing* has to offer. Featuring a mix of short-form product videos, as well as exclusive live events and interviews, the video showcase highlights the premium, engaging content created by *Food Manufacturing's* editorial staff.

Circulation: 20,000

Title/Function

Management 66%
Sales/Sales Management 34%

Rates

- One Deployment - \$1,495 each
- Two Deployments - \$1,346 each
- Three Deployments - \$1,211 each
- Four Deployments - \$1,029 each
- Five+ Deployments - \$950 each

AD SPECS

- Image: 640px x360px
- Headline: 80 Character Max
- Body: 250 Character Max
- Link to landing page

Video Production

- 20 to 30 sec
- Materials needed: three to five high res photos, high res logo, 75 to 150 words that best describes product
- Videos are professionally produced by the creative team at **Unit 202 Productions**, a division of *Food Manufacturing*.

Rates

- Video Production + 2 Food Manufacturing TV Deployments - \$2,295
- Video Production + 4 Food Manufacturing TV Deployments - \$4,995



Charlie's Produce Acquires Better Life Organics

Charlie's Produce has acquired Better Life Organics, a Los Angeles-based distributor of organic produce and food products.

NSD Seafood, Inc. Acquires Assets of National Fish & Seafood, Inc.

NSD Seafood, Inc. announced the majority asset purchase of National Fish & Seafood, Inc., which ceased operations on May 10, 2019.

Beyond Meat Opens First Production Plant Outside U.S.

The El Segundo, California-based company is partnering with Dutch meat producer Zandbergen World's Finest Meat. Zandbergen will make Beyond Meat products starting next year at a new facility in the Netherlands.

UNIT 202 Productions

UNIT 202 PRODUCTIONS, a division of Food Manufacturing, produces captivating, original videos designed to achieve your marketing objectives. We offer several proven formats that capture audience's attention tailored to your marketing goals. Video production is always simple and hassle free. The professionally produced videos are written by our editors and created by our in-house production team. The videos are yours to keep. Several video promotion options are available, and detailed on the next page.

Video Production Options

Product Release Video

- Video version of your product release
- Promotes your product, features & benefits
- Length: 30 seconds
- \$2,995 includes videos and one week in daily newsletter
- \$4,995 includes video and one week pre-roll on Food Manufacturing Today
- [> Click here for pre-roll example](#)

360 Video

- Showcases your products with a complete "360 view"
- Illuminates functionality & design features with type and graphics
- Length: 30 seconds
- \$3,595 includes videos and one week in daily newsletter
- \$5,595 includes video and one week pre-roll on Food Manufacturing Today
- [> Click here for pre-roll example](#)

Corporate Video

- Recorded on site at your facility by our production crew
- May include product demos, facility tours, employee interviews
- We handle everything - from script-writing and shot planning to final editing, making the process as easy as possible
- Length: 5-20 minutes
- Custom pricing and marketing available.

Whiteboard Video

- Explainer style video that makes complex things simple
- Our process makes these very easy to produce
- Length: 45-60 seconds
- \$3,595 includes videos and one week in daily newsletter
- \$5,595 includes video and one week pre-roll on Food Manufacturing Today
- [> Click here for pre-roll example](#)



Check These Out...

Click links to view
Product Release video examples

[NOVA](#) [Anamet](#)
[WireCrafters](#) [Fluke](#)
[SpiVak](#)



Check These Out...

Click links to view
360 video examples

[Apex](#)
[Mayhew](#)



Check These Out...

Click links to view
Corporate Video examples

[Laird](#)
[Dude Solutions](#)
[Interpower Corp](#)



Check These Out...

Click links to view
Whiteboard Video examples

[OEO](#)
[Dude Solutions](#)
[IEN](#)

All videos are hosted on FoodManufacturing.com for 12 months
Discounts for multiple videos

72% of buyers prefer watching video
to reading about a product
(Source: HubSpot)

Video Promotion Packages

We offer powerful solutions that combine our first class video production with Food Manufacturing's reach. Videos are produced by UNIT 202 and marketed to Food Manufacturing's engaged and diverse audience via eblasts, FoodManufacturing.com, daily newsletters and social media to maximize your exposure.



Pre-Roll

Grab viewers' attention while they are most engaged

- Your video will run before our daily news video
- 20,000 ad impressions on FoodManufacturing.com
- Guaranteed leads available
- [> Click here for pre-roll example](#)



Today In Food Manufacturing Newsletter

Reach our most active users via email

- In-line ads in Food Manufacturing's daily newsletter
- Lead gen
- Hosted on FoodManufacturing.com for six months
- [> Click here to check out the newsletter](#)



Social Media

Tap into the explosive trend of video on social media

- Views of branded video content have increased 99% on YouTube and 258% on Facebook in the last few years
- On Twitter, a video Tweet is 6x more likely to be retweeted than a photo Tweet
- Using video on your social media offers great content and an effective strategy to increase social interaction
- Food Manufacturing also offers packages to promote your video on our social media channels, Facebook, Twitter, LinkedIn and Instagram

(Source: <https://www.wyzowl.com/video-social-media-2019>)



88%

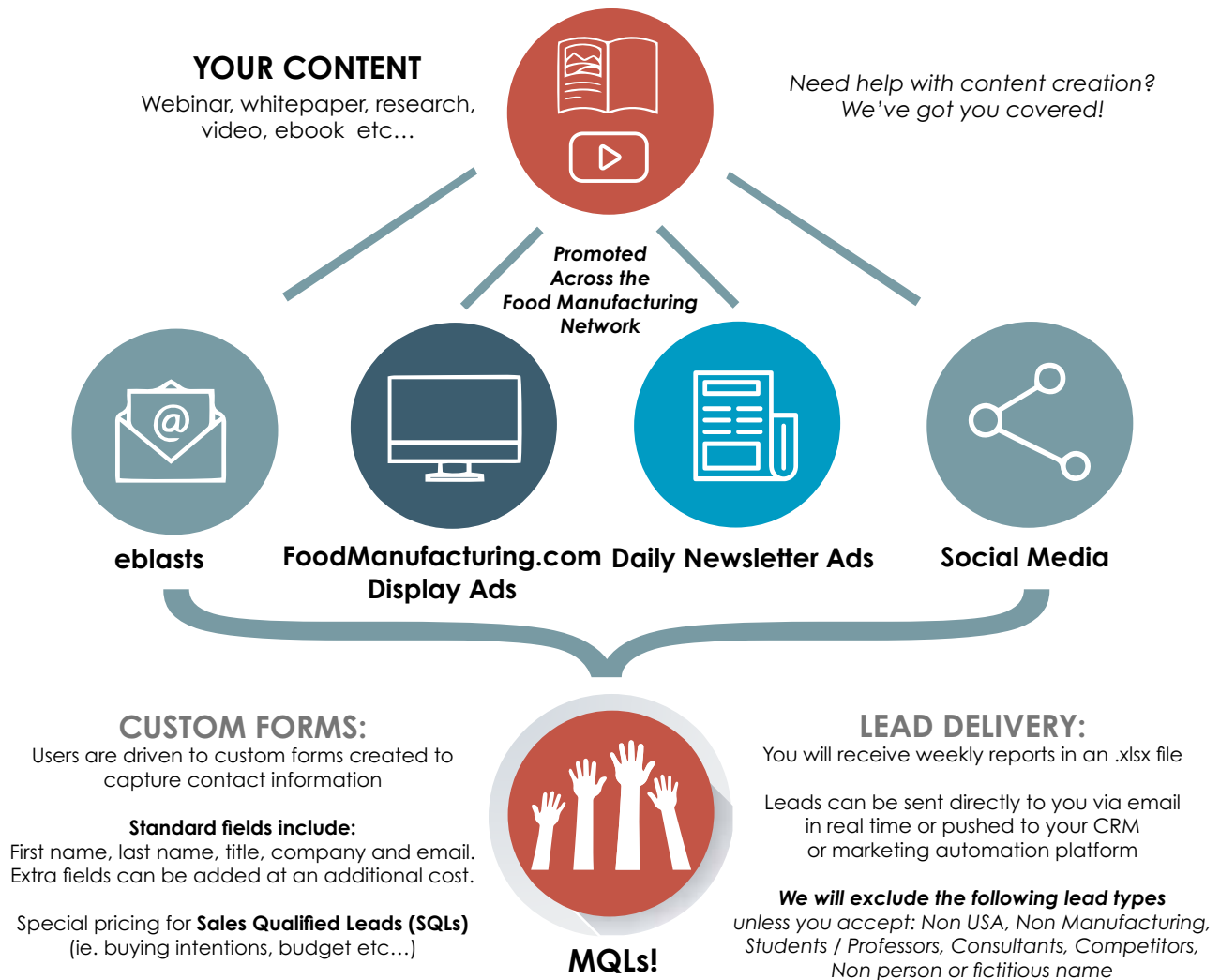
of marketers are satisfied with their social media video marketing ROI

(Source: SmartInsights)

Marketing Qualified Lead Programs

Turbocharge Your Demand Generation With High Quality Leads

We'll promote your high value assets to our targeted audience, and deliver leads that match your requirements



Programs start at \$65/lead
Contact your sales rep for more details.

Reach Decision Makers Directly With Daily Newsletters

Did you know that for every dollar you invest in email marketing, you can expect \$44 in return?*

Our newsletter advertising empowers you to reach specific segments of our highly engaged audiences directly in their inbox. Promote your brand and generate leads through banner and native style ads. We appeal to a wide scope of influencers and cover an impressive range of topics via multiple titles including:

*SOURCE: CAMPAIGN MONITOR



Click on Logos to View Samples

72% of buyers prefer to receive promotional messages through email.

-Marketing Sherpa

Advertising Specs

IEN Today, IEN Update, Industrial Management, Industrial Technology Today, Engineering News Today, Food & Beverage Insider, Industrial Software & Technology, Design & Development Today and Design & Development Update.

Leaderboard - 600 x 100 pixels (Desktop) & 300 x 50 pixels (Mobile) • Link

Inline Text and Image Ad

T.O.C. and Image

Both Inline Text and T.O.C. Include:
 50 character headline (including spaces)
 250 characters text (including spaces) • 150 x 125 pixel image • Link
 Maximum file size – 1MB, File type – .jpg.



Contact Your Rep Today to Learn More or Get Started!

Video Webinars - An Effective Way to Communicate to the Industrial Media Audience

76% of B2B buyers have used webinars in the past 12 months to make a purchase decision*. Industrial Media offers turn-key video webinar solutions. Our creative experts will write and produce your video webinar, then promote it across our network, and deliver high quality leads to your inbox. Promotion is targeted to audience segments that are most interested in what you do.

*SOURCE: GoToWebinar



Infor [> View](#)



Dude Solutions [> View](#)



BinMaster [> View](#)

YOUR WEBINAR



Full video reporting will be provided. You will own video copyrights upon completion of the campaign.

Promoted Across Our Network



eblasts



Blogs



Newsletter Ads



Social Media

CUSTOM FORMS:

Prospects are driven to custom forms created to capture contact information

Standard fields include:

First name, last name, title, company and email. Extra fields can be added at an additional cost.

Special pricing for **Sales Qualified Leads (SQLs)** (ie. buying intentions, budget etc...)



MQLs!

LEAD DELIVERY:

You will receive weekly reports in an .xlsx file

Leads can be sent directly to you via email in real time or pushed to your CRM or marketing automation platform

We exclude the following lead types unless you accept: Non USA, Non Manufacturing, Students / Professors, Consultants, Competitors, Non person or fictitious name

IEN's Made In America Video Series

Featuring Manufacturers Dedicated to US-Based Manufacturing

IEN's Made in America series highlights manufacturers who remain committed to U.S.-based manufacturing. Each episode includes exclusive interviews with company executives, as well as a guided tour of the manufacturing facility with the IEN Editorial staff. Videos are recorded on site and produced using IEN's state of the art video studio.



> [Hamilton Caster](#)



> [Boker's, Inc.](#)



> [Pelican Products](#)



> [Haas Automation](#)



> [PBC Linear](#)



> [Vac-U-Max](#)

Marketing Campaign



- **Video length:** 5 to 6 minutes
- **Video will be posted on IEN.com for 12 months**
- **Featured video story in all five IEN daily newsletters, > [See Example](#)**
- **Promoted via boombox on IEN.com**



- **Promoted via TOC Inline ad for one week in IEN's daily newsletter, > [See Example](#)**
Includes lead gen
- **Promoted in one IEN TV Video Product Showcase, > [See Example](#)**
Includes lead gen
- **Dedicated eblast, > [See Example](#)**
Includes lead gen



- **Video formatted for social media** (Facebook/Instagram/Twitter/LinkedIn)
1x1 aspect ratio | 15-30 seconds | background music | 3-5 graphic callouts for company message
- **Shared via IEN social media channels:** Twitter, Facebook, YouTube and LinkedIn

Industrial Media

Industrial Media represents a joint venture between Thomas Publishing Company LLC and Rich Media Group. Industrial Media manages all content creation, advertising sales, and marketing initiatives for the following brands, including magazines, videos, websites and associated digital media products. Industrial Media also offers a number of vertically-focused digital products, content marketing programs and custom publishing services focused on the industrial space.



IEN is the largest marketing platform serving the industrial marketplace. IEN's combined reach in print, daily newsletters, IEN.com and social media is unmatched, and serves a diverse and highly engaged audience.



Unit 202 is a creative video production group that produces captivating and unique videos to help manufacturers and distributors share their product, capability and company stories.



Finishing World provides product news and technical information for plating, paint & powder, coating, spraying and related operations in manufacturing facilities, along with relevant finishing industry news.



Design & Development Today (DDT) is a digital resource serving design engineering professionals in aerospace, automotive, energy, IoT, manufacturing, medical and military.



Industrial Maintenance & Plant Operation provides engineers and maintenance techs with the latest in lean processes, automation, and MRO products.



Food Manufacturing is the leading source of news and product information for food and beverage processing and manufacturing professionals.



Industrial Distribution has delivered the information industrial distributors need to succeed since 1911. Concurrently, the publication provides a complete portfolio of integrated marketing solutions with print and online products, digital magazine delivery, single and multi-sponsored e-newsletters, a daily e-newsletter, resource guides and sponsored webcasts that enable you to reach and sell to these key buyers in the industrial distribution market.



Manufacturing.net reaches a global community with news, trends, and opinions shaping the manufacturing landscape. It's part of the daily routine for upper level management, plant engineers, procurement specialists, product developers, and more.



Manufacturing Business Technology is the leading manufacturing and supply chain resource for corporate, IT and operations management seeking the latest automation, operations, and IT news and information.




Contacts and Sales Territories

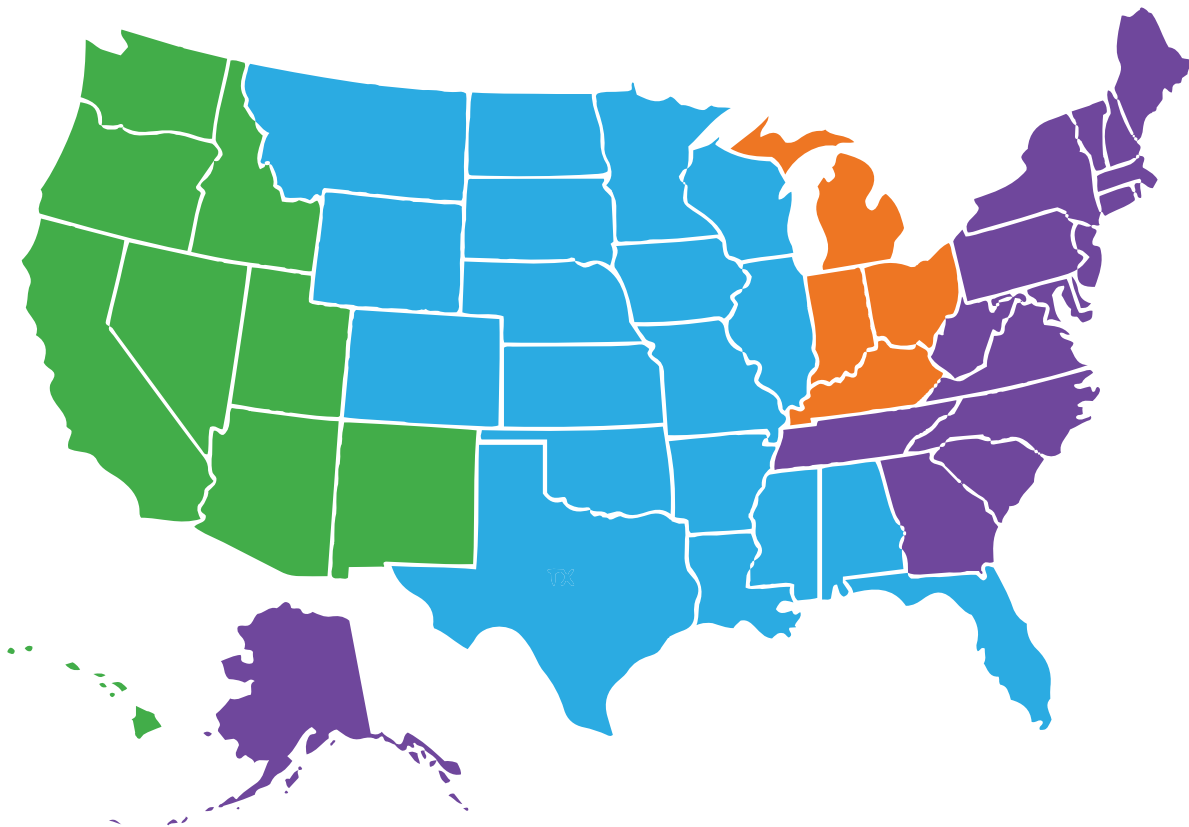
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FOOD
Manufacturing®

The Information & Technology Authority for Food & Beverage Professionals