



Recipe 2026

Publication schedule and advertising specifications

Digital advertising is a perfect way for you as a supplier to quickly reach Martin & Servera's customers – including private, chain, and public sector customers. You reach customers at the moment of purchase, with great opportunities to influence their choices and drive additional sales. Recipes give you, as a supplier, the chance to inspire customers directly in our recipe bank – a place where they are open to new ideas and inspiration.

With the recipe campaign, you have the opportunity to highlight your campaign products in a single recipe.

Recipes give you, as a supplier, the opportunity to showcase your products in an inspiring environment for our customers – in the recipe bank. The more on-trend and seasonal the recipe, the better – your recipe and product might be chosen for their next menu update!

- Your recipe will be featured both in the recipe bank and in a relevant themed campaign during the same campaign period.
- You can link up to four products to each recipe.

Material

Materials to be submitted before the deadline:

- Product images and selling text must be included.
- Recipe in a Word document, with a 2–3 sentence introduction.
- Recipe images in size 1920x1080, minimum 72 dpi (JPG).

All materials are to be uploaded in the supplier portal.

The material may also be featured in other Martin & Servera digital channels (newsletters, social media, etc.) aimed at the appropriate target group.



Theme and deadlines

Campaign period	Theme	Campaign proposal supplier	Final date for submitting materials for the recipe campaign
January w. 1-6 (29/12 - 8/2)	Winter season Warming lunch Focus on health Sustainable	11/11-25	25/11-25
February w. 7-10 (9/2 - 8/3)	Vegetarian, vegan & alternative proteins Winter season The bar Trending Brunch	16/12-25	15/1
March w. 11-14 (9/3 - 5/4)	Outdoor seating Bread, baked goods, desserts & sweets Sustainable Lunch	20/1	3/2
April w. 15-18 (6/4 - 3/5)	Ice cream in all its forms Lunch Trending Take away Restaurant equipment & Non food	17/2	3/3
May w. 19-22 (4/5 - 31/5)	International influences Brunch Sustainable Buffet & catering Summer	17/3	31/3
June w. 23-26 (1/6 - 28/6)	Summer Vegetarian, vegan & alternative proteins Grilled dishes & sides Trending	14/4	29/4
July w. 27-30 (29/6 - 26/7)	Summer The bar Take away Sustainable	7/5	26/5
September w. 35-38 (24/8 - 20/9)	Brunch Sustainable International influences Lunch	9/6	24/6
October w. 39-42 (21/9 - 18/10)	Vegetarian, vegan & alternative proteins Christmas International influences Trending Buffet & catering	11/8	25/8
November w. 43-46 (19/10 - 15/11)	Christmas Sustainable Festivities of winter Charcuterie & sides Warming lunch service	1/9	15/9
December w. 47-52 (16/11 - 27/12)	Christmas Trending Sweets & desserts	29/9	13/10

Important information regarding product information

To advertise digitally with us at www.martinservera.se, your advertised product must have an updated and correct image as well as a persuasive product description in our e-commerce. Read more here: <https://www.martinservera.se/in-english/supplier-to-martin-servera/information-about-the-gs1-standard>

If your product does not have a product image and a selling text before the campaign starts, your article will not be marketed in a themed campaign.

Contact

Promotional products

Questions regarding promotional products, pricing or similar matters, please contact the category & purchase department, reach out to your coordinator.

Editorial content

If you have any questions regarding materials for advertising, please contact the marketing department at webbannonser@martinservera.se

Finalized materials should be uploaded in the supplier portal.