

Newsletter on beverage 2027

Publication Plan

By advertising in our digital newsletter, you reach our customers with serving licenses and a keen interest in beverages directly. This advertising gives you opportunities for varied content in our e-commerce, such as beverage recipes, product exposure, or your own landing page with highly flexible content (brand advertisement).

Brand advertisements offer inspiring and engaging content possibilities, such as brand or beverage features, trending drink recipes, or tips on how to use a beverage in different food and drink settings. A recipe results in long-term exposure in our popular recipe bank. For product exposure, the focus is on high visibility in our e-commerce – placing your products close to purchase.

Deadlines newsletter

Issue	Distribution of newsletter	Exposure time for related material	Due date for suggestion	Due date for material
Newsletter no 1 (general newsletter)	w. 7	15/2 - 14/3	15/1	21/1
Newsletter no 2	w. 14	5/4 - 9/5	3/3	10/3
Newsletter no 3	w. 22	31/5 -4/7	28/4	5/5
Newsletter no 4	w. 36	30/8 - 26/9	22/6	1/7
Newsletter no 5 (general newsletter)	w. 43	25/10 - 21/11	22/9	30/9
Newsletter no 6	w. 48	29/11 - 2/1 -28	27/10	4/11

Article Exposure

Article exposure is a smaller advertising space in the newsletter. Here, you have the opportunity to showcase news and seasonal items along with inspiration, advice, and serving tips.

The articles are also featured in current digital campaigns and via other channels to ensure maximum reach for beverage news.

Materials – Newsletter Ad

- A suitable and inspiring image, preferably a lifestyle image. Image size: 544x357 pixels – format jpg or png.
- Text: 30–50 words in a Word document.

Things to consider when writing the text: What is the main message – is it a new product, a refreshing beverage for summer patios, or a new flavor in the beverage range, etc.?

All materials must be uploaded before the deadline in our supplier portal.

The Marketing Department can help rewrite your text to capture the reader's interest and encourage clicks through to the articles in our e-commerce.

Beverage Recipes

Just like article exposure, you can use a smaller space in the newsletter to promote a recipe. This could be a drink or food recipe where the featured beverage is an ingredient.

The recipe will be published in our recipe bank and also promoted through current digital campaigns and other channels. The recipe, including related products, will remain in our recipe bank even after the exposure period has ended.

Materials – Newsletter Ad

- A suitable and inspiring image, preferably a lifestyle image. Image size: 544x357 pixels – format jpg or png.
- Text: 30–50 words in a Word document.

Things to consider when writing the text: What is the main message about the product and the recipe? Is it a trending cocktail, a refreshing summer drink, the bartender's favorite for after-ski, or the best wheat beer for mussels cooked in beer, etc.?

The Marketing Department can assist in rewriting your text to attract readers and encourage clicks through to the recipe in e-commerce (Recipe Bank).

All materials must be uploaded before the deadline in our supplier portal.

Materials – Recipe for the website (Recipe Bank)

- Recipe image size: 1920x1080 pixels, minimum 72 dpi – format jpg.
- The recipe should have a title, followed by a short introduction of two to three sentences, a list of ingredients with measurements, and the method. Please state who created the recipe (person, company, or brand) in a Word document.

All materials must be uploaded before the deadline in our supplier portal.



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Brand Advertisement

A brand advertisement is a large, prominent ad space in the newsletter that leads directly to a dedicated landing page. On this digital brand advertisement (landing page), content and product work together. Here, you can promote new products, profile your company as a supplier or producer, or highlight a specific brand.

There are two options:

- An inspirational article, which can include text, video, or images, and up to eight related products.

Alternatively:

- A page featuring up to four recipes, with a maximum of four linked products per recipe.

Content and design are developed in collaboration with the Marketing Department. The material may also be featured in other Martin & Servera digital channels (newsletters, social media, etc.) for relevant target groups.

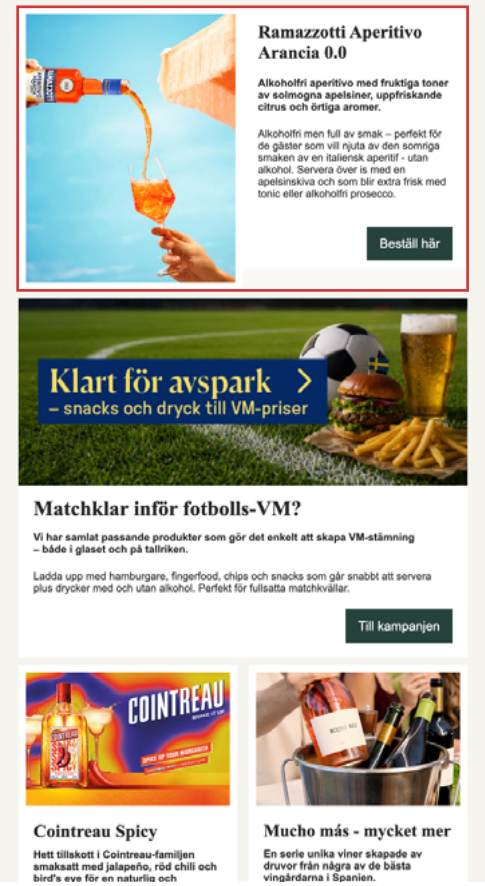
Materials – Newsletter Ad

- Image size: 600x250 pixels – format jpg or png.
- Text: 60–80 words in a Word document.

Tip for the text: What is the main message for the content that will be shown on the landing page?

All materials must be uploaded before the deadline in our supplier portal.

The Marketing Department can assist in editing your text to capture readers' interest and drive clicks to the landing page in our e-commerce.



Inspirational Article – Landing Page

For the inspirational article, we require an editorial text that is engaging and inspiring for our customers. The article can be about your company or producer, a current topic, or something of general interest to the restaurant industry. The text should be 1,500–2,000 characters and may include video clips, images, and up to eight related products.



Materials – Inspirational Article

- Header image, size 1280x720 pixels or larger – format jpg.
- 1–3 high-resolution images to illustrate the text, size 1920x1080 pixels, minimum 72 dpi – format jpg.
- Any video should be in landscape format (MP4).
- Editorial text of approximately 1,500–2,000 characters (including spaces) in a Word document.

It is important to include product images for all products featured in the content.

All materials must be uploaded before the deadline in our supplier portal.

Recipe-Based Landing Page

If you choose a recipe-based landing page, you may include up to four recipes. Each recipe should have a title, followed by an introduction and a short text about the recipes or about you as a supplier. Alternatively, if there is a clear theme—such as Christmas, summer, or après-ski—describe it briefly. You can link up to four products to each recipe.

Materials – Recipes

- Header image, size 1280x720 pixels or larger – format jpg.
- Recipe images, size 1920x1080 pixels, minimum 72 dpi – format jpg.
- A short text describing any theme or the recipes in a Word document, as well as the recipes themselves and introductions to each recipe.

It is important to include product images for all products featured in the content.

Product Images and Sales Text in Our E-Commerce

As a supplier, before each campaign period, you must ensure that your item is updated with a correct product image and a compelling sales text.

For information about product images and sales texts, please read the information on this page:

https://www.martinservera.se/in-english/supplier-to-martin-servera/information-about-the-gs1-standard

Contact

If you have questions about products and related topics, please contact Category & Purchasing; reach out to your coordinator.