

Recipe 2027

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.



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Theme and deadlines

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

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.

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