

A photograph of a bakery display. Several long, golden-brown baguettes are arranged on wooden shelves. The breads have a rustic, slightly cracked crust. The background is a warm, wooden wall. The text 'media plan 2020' is overlaid in the top left, and 'PARTNER CONFECTIONER AND BAKER' is overlaid in the bottom left.

media plan 2020

PARTNER

CONFECTIONER AND BAKER

118€



Issue date **15.02.2020** the deadline
for advertising **25.01.2020**

EXPERT FORECAST

Baking cooling system: industrial help or extra work?

PRODUCT HISTORY

«Borodino» bread

CLOSE-UP OF AN ENTERPRISE

Bakery «Khmelnitsky Bread», Stavropol

ACCENT TO PERSONALITY

Interview with Leonid Glushchenko, General Director of «Khmelnitsky Bread»

ZNATOK SECRETS

Easter cake magic

FOREIGN EXPERIENCE

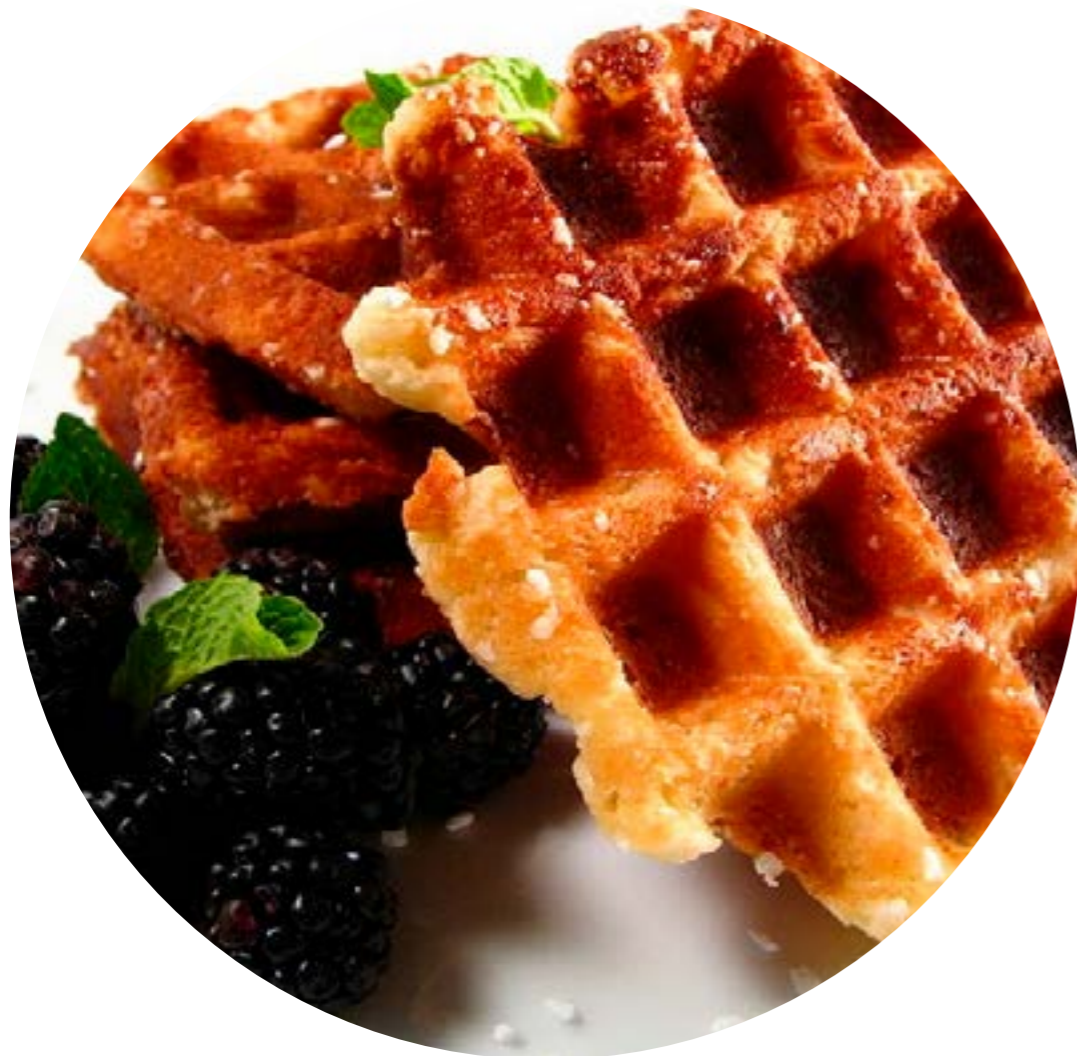
Israeli bakery «Bar Lechem»

MARKETING

Multibrands in bakery industry



Prodexpo (Москва)



Issue date **01.04.2020** the deadline
for advertising **20.03.2020**

EXPERT FORECAST

Import substitution program in Russia

PRODUCT HISTORY

Belgian sweets gastro tour

CLOSE-UP OF AN ENTERPRISE

GK «Darnitsa

ACCENT TO PERSONALITY

Interview with Victoria Ustemenko, managing

ZNATOK SECRETS

Pastel de nata – a treat of the Portuguese

FOREIGN EXPERIENCE

Belgium bakery Goosens

MARKETING

Franchise or own business – what to choose?



Bakery China



Issue date **01.06.2020** the deadline
for advertising **15.05.2020**



EXPERT FORECAST

Fight for the consumer. Healthy bakery competition

PRODUCT HISTORY

French chic – his majesty baguette

CLOSE-UP OF AN ENTERPRISE

«Russky Hleb» Kalingrad

ACCENT TO PERSONALITY

Interview with Kirill Samarev, managing director

ZNATOK SECRETS

Handicraft baguette. The secret of perfect crust

FOREIGN EXPERIENCE

Swiss bakery Maison du ble

MARKETING

Bakery brand and corporate identity

BREAD TALES

French pride



Issue date **01.08.2020** the deadline
for advertising **15.07.2020**

EXPERT FORECAST

Bakery assortment matrix. How often should
new products be brought to the market?

PRODUCT HISTORY

Cheesecakes or love at first sight

CLOSE-UP OF AN ENTERPRISE

«Arkhangelsk Hleb , Arkhangelsk

ACCENT TO PERSONALITY

Interview with Svetlana Lapshina , Managing
director

ZNATOK SECRETS

Cheesecake New York

FOREIGN EXPERIENCE

Dutch Bakery Banketbakkerij Lanskroon

MARKETING

The staff is the main success factor of the
bakery



Issue date **01.10.2020** the deadline
for advertising **15.09.2020**

EXPERT FORECAST

Staff development and training in bakeries.
What are the prospects after studying abroad?

PRODUCT HISTORY

Churros – Spanish dessert, which loves the
whole world!

CLOSE-UP OF AN ENTERPRISE

«Yakutsky» bakery, Yakutia

ACCENT TO PERSONALITY

Interview with Denis Belosero, managing
director

ZNATOK SECRETS

Custard churros

FOREIGN EXPERIENCE

Serbian bakery Hleb&Kifle

MARKETING

Revolution in sales automation – big





Issue date **01.12.2020** the deadline
for advertising **15.11.2020**

EXPERT FORECAST

Enterprise profit: which way to go?

PRODUCT HISTORY

Ciabatta – Capricious Italian

CLOSE-UP OF AN ENTERPRISE

Inskoy bakery, Novosibirsk

ACCENT TO PERSONALITY

Interview with Artur Saakov, Managing director

TECHNOLOGICAL ADVICE

Jimmy Griffin. Secrets of Irish Bread

ZNATOK SECRETS

Ciabatta crisp and large-pore

FOREIGN EXPERIENCE

Italian bakery La Famiglia

MARKETING

How to increase the average check: stocks and hidden marketing

BREAD TALES

Delicious and varied post in Russian traditions

