Evolution of Commercial
Kitchen & Its Equipment

mise en place

2015 / 2016

www.**miseenplaceasia**.com

MEDIA KIT

OUR AIM

To be a go-to source of information on the setting up and operations of foodservice establishments with an emphasis on its commercial kitchen. From the design process up till maintaining operational excellence, **Mise En Place** creates focused content that effectively reaches out to the suitable audience.

THE FOCUS

Every day and everywhere new food & beverage setups open their doors. There are many aspects to consider when running a commercial kitchen and we take it right from the design process right up to maintaining operational excellence. By creating a focused content, **Mise En Place** effectively reaches out to the right audience and places itself as the immediate reference point for those who are looking.

COMPANY PROFILE

We see mise en place beyond ingredients. It is an overall concept that starts from preparing a competent workspace before the great launch of your restaurant. There is a vacuum on the groundwork and technical aspect as many budding (even seasoned) restaurateurs lament the difficulty in sourcing advice, equipments or even just a channel that updates on the trends in commercial kitchen and equipments.

This insight struck a chord and **MISE EN PLACE** was born. A quarterly publication published by Ink On Paper Media Sdn Bhd, **MISE EN PLACE** was founded upon the belief that a physical reference material still holds ground in the advent of online media, where information is at one's fingertips.

The idea of putting together a magazine was sparked when the company's partners saw how a minor miscalculation or misstep can impact a layout. Thus the team at **MISE EN PLACE**, with experiences and contacts of those in the know hopes to bring together consultants, chefs, manufacturers, solution providers and be the meeting point between the industry players and consumers - providing information, news and references for both sides of the spheres.

Right from the get-go, it has been our aim to be a channel that provides all information related to commercial kitchens. Independently written and researched, the company envisions that **MISE EN PLACE** reaches the point of being widely acknowledged as *"the"* dedicated platform for commercial kitchens - the heartbeat of any restaurant.

CONCEPT & DESIGN

A good looking establishment needs an equally effective kitchen; one that ultimately contributes to profitability. Understand the principles of design and layouts for a smooth workflow with our Consultants as well as ideas you can think about implementing while business is ongoing.

BUSINESS SENSE

The foodservice industry brings with it a host of possibilities and it is the dream of many to be a restaurant, café, bar or bakery owner, as an example. Knowing that each foodservice type is vastly different, this segment is dedicated to going more in-depth about the many avenues available and what it will entail in terms of concept, equipment and real success stories.

EQUIPMENTS FOCUS

In tandem with *"Evolution of Commercial Kitchens & Its Equipment"*, each issue features a few equipment either from the category of hot, cold, food preparation, catering and concession, beverage and supportive items. We highlight Manufacturers to understand what drives them to constantly re-invent in partnering kitchens to become more productive and efficient.

SOLUTION PROVIDERS

From consolidation of the entire project to the maintenance of workspace and equipment, get to know Project Managers who coordinate a commercial kitchen setup from A-Z and complemented with advice on Service & Maintenance to help ensure optimum performance of machines and environment.

CALENDAR OF EVENTS

A listing that follows through several months to help in the planning of schedules and keep abreast through announcements of industry-related events.

OUR CONTENT

Taking one through the stages of creating a commercial kitchen.

PRINT OR DIGITAL?

MISE EN PLACE is available on both and we will continue to provide more services and platforms to our partners.

or knowledge that our research team have done with utmost care to be independent and informative. Though technology and time might change

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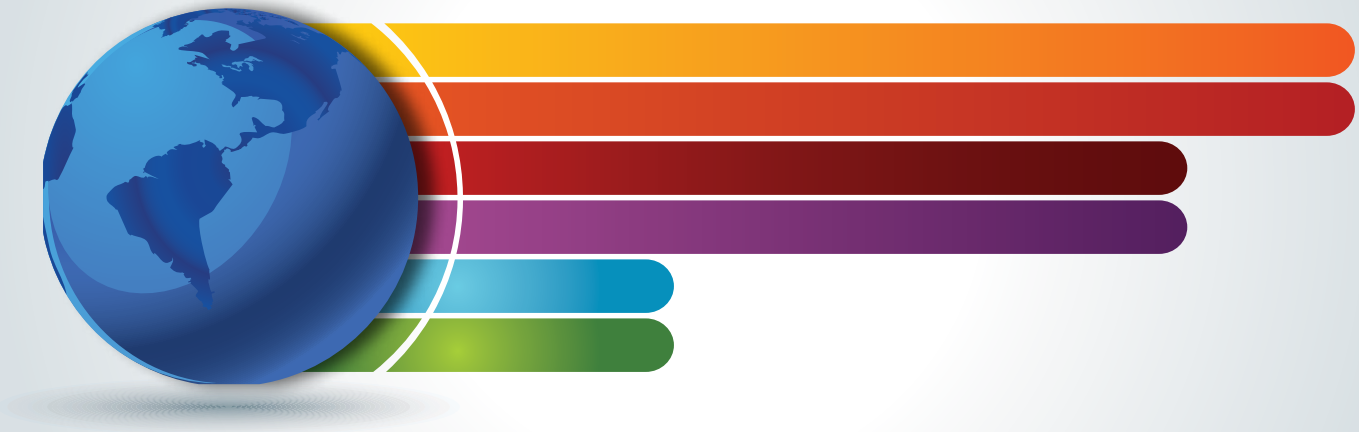
WHERE WE DISTRIBUTE



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