Media report

Czech Vegan Society, August 25, 2020



Content

B2B

- Potravinářský obzor ("Food horizon")
- Gastro & Hotel
- Svět H&G

B2C

- Forbes
- Dobroty
- Regena

Potravinářský obzor

("Food horizon"), B2B

This B2B magazine focuses on food & retail industry. So far we have contrivbuted to 2 articles (1x 6 page long, 1x 1 page long) and the EiC is happy to cooperate further. Due to covid-19 they had to change their editorial calendar and hence the total amount of our contribution will be lower than originally planned.

Right: 1st article, 6 pages







Potravinářský obzor ("Food horizon")

2nd article - mainly about plant-based dairy and meat. highlighting latest development on the CZ market.

3 traditionally animal-based companies - 1 with meat, 2 dairy - launching vegan products - we cooperate with all 3 companies



Gastro & Hotel, B2B

magazine for professionals from the gastro industry

long-term cooperation, main topics are tips, recipe, why & how to include vegan food on their menus





Svět H&G ("World of Hotels&Gastronomy"), B2B

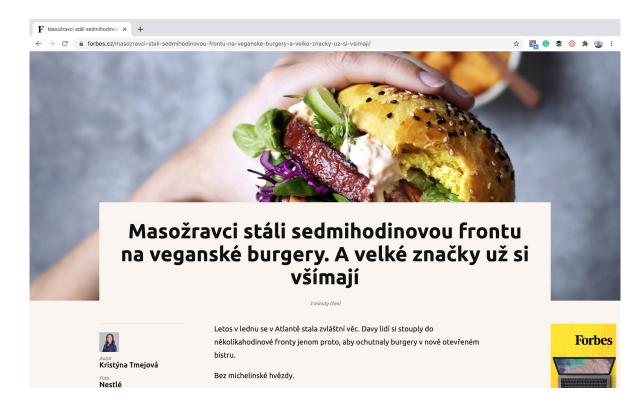
Distributed to restaurants, bistros, cafes, etc. Main topic of our articles - how and why to include plant-based food on the menus, recipe tips. We cooperate with them for the 2nd year, approximately 6 articles a year (1 per issue)





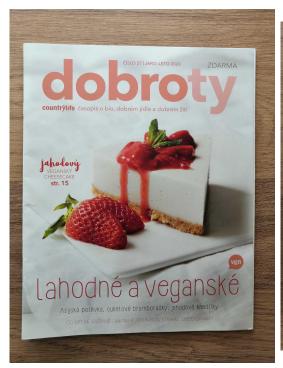


Forbes article about plant-based meats



Dobroty, B2C

A lifestyle magazine run by one of the biggest organic/plant-based foods producer in the country, distributed for free to customers of its stores/partners





Regena, B2C

long-term cooperation with a lifestyle magazine, main topics include articles trying to normalize veganism, recipes, how-tos and tips for increasing plant-based foods consumption



