



PR WIRE

E-Zine designed and published by the students of the PR batch 2023, as part of the experiential learning process at SCMC

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WHAT TO LOOK FOR INSIDE

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Sipping on Success: Starbucks use
of PR
Top PR food industry Trends
The need for F&B
PR campaigns focusing on
vegan food & beverages



FROM THE EDITORIAL DESK

The PRWIRE is an initiative by the students of SCMC, specializing in Public relations. In this edition, we will bring to you the dynamic and ever-evolving growth of the Food and beverage industry hand in hand with PR. Through these interactive and highly informative articles, we aim to take our audiences on an incredible experience, Presenting to you 'THE GOURMET TALES'!

The Grub Fest in Pune

By - Shanika Nag



Source- Canva Elements

The Grub Fest is one of the most popular food festivals in India. It has been taking place in Pune since 2016. The Grub festival will be held at Royal Palms, Koregaon Park Annexe this year in March. The fest is back with its unique blend of local gastro-scene, Indian cuisine, and culture, featuring live music and dozens of local restaurants offering delicious flavors of Indian and international cuisines. The Grub fest also includes the "Grub Market," which offers gourmet goods and fresh produce, and Chef demonstrations, making it a three-day food extravaganza.

"The Grub Fest" is a captivating combination of cuisine, entertainment, and fun, offering various activities, including cooking classes, an organic food market, musical events, and a variety of well-known restaurants. There is also a separate area for little food trucks called the "Grub Mile." Moreover, visitors can enjoy food movies like Ratatouille while relishing their favorite dish.

Food festivals like "The Grub Fest" has the potential to promote and advertise businesses. The Grub Fest has used various public relations tactics to promote the event, including:

Social Media: Their Instagram page has over 30K followers. They post about their event on Twitter, Instagram, and Facebook, encouraging followers to share their posts. Relevant hashtags are used to spread the word, and influencer collaborations build trust and engagement.

Press Releases: The Grub Fest releases a press release every year, spreading the word and getting featured in media outlets like local newspapers, magazines, and radio stations.

Blog Posts: Creating blog posts about the event and sharing them on its blog and other websites.

Email Campaigns: Sending out emails to potential attendees, including information about the festival and its special attractions. This tactic helps to remind people about the event and creates hype.

Host a Launch Party: Hosting a launch party for the food festival, inviting potential attendees, journalists, and influencers. This can get people talking about the food festival.

Paid Advertisement: It helps to reach a wider audience and drive more footfall.

Digital Marketing: It greatly expands the reach and increases the visibility of the event.

Using these public relations strategies, "The Grub Fest" has created excitement and anticipation around the festival, attracting more potential attendees.



Source - Google Images

FUN food facts

Source - Canva



WORLD'S LARGEST PIZZA

The world's largest pizza was made in Rome in 2012 and measured over 1,100 feet in diameter.

HONEY

Honey is a unique food that never spoils due to its high sugar content and low moisture. It also contains an enzyme produced by bees that inhibits bacterial growth.

POTATOS & WIFI

Potatoes are believed to absorb and reflect Wi-Fi signals due to their high water content and unique chemical makeup, which is similar to conductive materials or electronic devices

LOBSTER WAS PRISON FOOD

In colonial times, lobster fishing was so widespread that it was much less expensive than other meats. This made it a popular food among prisoners and servants.

NUTELLA

Nutella is a highly popular hazelnut spread that utilizes one-quarter of the world's hazelnut crop, with a significant portion of hazelnuts being sourced from Turkey. Surprisingly, just one jar of Nutella contains approximately 50 hazelnuts.

KETCHUP IS A MEDICINE

Ketchup was once believed to have medicinal properties, including the ability to cure diarrhea and other ailments.

BOUNCING BERRIES

Ripe cranberries can bounce like rubber balls, and this unique characteristic is often used as a ripeness test by both farmers and consumers.

PURPLE CARROTS

Originally, carrots were purple, but in the 17th century, Dutch farmers selectively bred them to be orange.

Sipping on Success: How Starbucks is Using PR Magic to Charm Indian Coffee Lovers

By - Amolika Tripathi

Starbucks is a popular global coffee chain that has been successful in winning the hearts of Indian consumers through their innovative public relations campaigns. Two such campaigns that stood out in 2022 are "It Starts With Your Name" and "Brew Your Own Starbucks." These campaigns have not only helped Starbucks to connect with its Indian audience but have also played a significant role in strengthening its brand image in the country.



Source - Starbucks



Source - NDTV Food

INSIDER

Starbucks uses a standardized cup sizing system in most of its stores worldwide, including Tall (12 oz), Grande (16 oz), and Venti (20 oz). However, in some countries like Japan, they use different cup sizes: Short (8 oz), Tall (12 oz), Grande (16 oz), and Venti (24 oz). Some markets also offer a larger size called "Trenta" (31 oz) for select cold drinks.

The "It Starts With Your Name" campaign was launched in early 2022 and aimed to celebrate the unique and diverse names of Indian consumers. Starbucks recognized the importance of a person's name in Indian culture and wanted to create a campaign that celebrated the diversity and richness of Indian names.

The campaign encouraged customers to share the stories behind their names on social media using the hashtag #ItStartsWithYourName.

Starbucks India also introduced customized cups with customers' names on them, which were available at select stores. These cups quickly became a hit among Indian consumers, who loved the personalized touch they added to their coffee-drinking experience. The cups not only made customers feel special but also created a buzz on social media, with many customers sharing pictures of their customized cups online.

CONT..

The "It Starts With Your Name" campaign was a huge success and helped Starbucks to connect with its Indian audience on a personal level. By recognizing the importance of a person's name in Indian culture, Starbucks was able to create a sense of belonging among its customers and establish itself as a brand that respects and celebrates diversity.

The "Brew Your Own Starbucks" campaign was launched later in the year and aimed to help customers recreate their favorite Starbucks drinks at home.

With the ongoing pandemic and lockdowns in many parts of the country, customers were unable to visit their favorite Starbucks stores as frequently as they would have liked. The "Brew Your Own Starbucks" campaign aimed to address this issue and provide customers with the tools and knowledge to recreate their favorite drinks at home.

Starbucks India partnered with popular food bloggers and influencers to create a series of videos and social media posts that showcased how customers could make their favorite Starbucks drinks at home. The campaign also introduced a range of coffee-making equipment and beans that customers could purchase to recreate the Starbucks experience at home.

The "Brew Your Own Starbucks" campaign was a huge hit among Indian consumers, who loved the convenience and accessibility of being able to make their favorite drinks at home. The campaign also helped Starbucks to establish itself as a brand that cares about its customers' needs and is willing to go the extra mile to ensure their satisfaction.

In conclusion, Starbucks has been successful in winning the hearts of Indian consumers through its innovative and engaging public relations campaigns. The "It Starts With Your Name" and "Brew Your Own Starbucks" campaigns are two examples of how Starbucks has been able to connect with its Indian audience on a personal level and establish itself as a brand that cares about its customers' needs. With these campaigns, Starbucks has not only strengthened its brand image in India but has also set itself apart from its competitors and established itself as a leader in the Indian coffee market.



Source - Google Images

Best Netflix Shows to Binge On for Foodies

Chef's Table

A documentary series that follows some of the world's most renowned chefs and their unique culinary styles.

Taco Chronicles

This docu-series explores the history and culture of tacos in Mexico, featuring interviews with local taco makers and experts.

Ugly Delicious

Chef David Chang takes viewers on a culinary journey around the world, exploring how food is connected to culture and identity.

Nailed It!

A fun and lighthearted baking competition where amateur bakers attempt to recreate elaborate cakes and desserts with hilarious results.



Source - Google Images



Source - Pexels

Salt, Fat, Acid, Heat

Hosted by chef Samin Nosrat, this show explores the four basic elements of good cooking and how they can be used to create delicious dishes.

Midnight Diner

A Japanese drama series set in a small diner that only opens at midnight, featuring a variety of unique and tasty dishes.

Cooked

Based on Michael Pollan's book of the same name, this documentary series explores the science and culture of food and cooking.

Street Food

This series explores the diverse and delicious street food cultures in some of the world's most vibrant cities.

Top PR trends in the food industry

By - Vipasha Bisht

The food industry is an ever-changing landscape, and in recent years, there have been several trends in public relations that have emerged. These trends have been instrumental in helping brands create a buzz and gain visibility in a crowded market.

Here are some of the top PR trends which are ruling the food industry right now:

Branding: Branding is crucial in the food industry as it helps consumers identify and differentiate products. In recent years, there has been a trend towards using storytelling to create a unique brand identity. Brands are focusing on creating a narrative around their products, which helps them connect with consumers on an emotional level. Brands are also using visual branding, including logos and packaging, to create a distinct identity.



Image Credit: Panache-WorldWidea

Exhibitions: Brands may present their products and engage with consumers at food exhibitions. Brands can interact with potential customers at these exhibits to receive feedback and increase awareness. Brands may network with other industry participants at exhibitions and discover the newest trends and innovations.

Platforms: PR in the food business is becoming more and more dependent on social media platforms. Companies share aesthetically appealing material that highlights their products on websites like Instagram, TikTok, and Pinterest. These platforms are also used to interact with customers, respond to their comments, and create a brand-centered community.



Image Credit: Canva

Food & Beverage Networks: Food and beverage networks are groups of industry professionals who come together to share knowledge, network, and collaborate. These networks can be a great way for brands to gain exposure and connect with other players in the industry. By being part of a network, brands can also learn about the latest trends and innovations in the industry.

Influencer Marketing: Influencer marketing is a popular trend in the food industry as it allows brands to reach a wider audience. Brands are partnering with food influencers to create content that showcases their products. This content is then shared on social media platforms, allowing brands to reach a broader audience. Influencer marketing is effective as it allows brands to tap into the trust that influencers have built with their followers.

We can say that the food industry is constantly evolving, and PR is essential for brands looking to create a buzz and gain visibility. By staying on top of the latest PR trends, brands can connect with consumers, build brand identity, and stay ahead of the competition. The trends mentioned earlier, including branding, exhibitions, platforms, food & beverage networks, and influencer marketing, are some of the most popular ones in the food industry.



Image Credit: Canva

Food & Food Fun Quiz

What is the national dish of Spain?

- Pizza
- Tacos
- Pasta
- Paella

Which fruit is known as the "king of fruits" in many Southeast Asian countries?

- Apple
- Mango
- Guava
- Durian

Which country is famous for producing champagne?

- France
- USA
- India
- Brazil

Which country is known for inventing pizza?

- Brazil
- Cuba
- Italy
- Peru

What is the most popular fruit in the world?

- Cherry
- Fig
- Mango
- Apple

What is the most popular spice in the world?

- Oregano
- Basil
- Pepper
- Thyme

Answers

1. Paella
2. Durian
3. France
4. Italy
5. Mango
6. Pepper

The Need For Food and Beverage and PR and the Top Firms

By - Hannah Singh



Image Credit: Canva



Image Credit: Canva



Image Credit: Canva

Being in the food and beverage industry at this time is incredible. With the key food trends of today—like a variety of chemicals, adaptogens, plant-based, on-the-go, fresh and a number of other trends—creativity is exploding.

Food and beverage PR is a wonderful technique to generate enthusiasm and showcase what distinguishes your item different, with new, on-trend goods provided every day. Relating to the need for food and beverage PR agency and PR inside the sector. The amount of content that may be sent to consumers in a single message is constrained by traditional modes of advertising. To draw customers, it is essential to spread more information about your company. It's crucial that you avoid becoming mired in the routine that has become dining

Food and beverage firms' desire to promote more cause-related or environmental strategies is being fuelled by the current harsh political climate. Buyers seek items that stand for shared beliefs, therefore it also lends itself well to the story. Being biodegradable or providing samples to food banks is no longer sufficient for brands. A breakthrough requires a clearly defined effort, perspective, and quantitative result. In order to create a brand story that is more comprehensive, initiatives that support regenerative agriculture, women empowerment, and body positivity are encouraged. Food and beverage public relations firms are experts at securing deserving print and online media coverage. To attract the interest of both new and recurring consumers, a variety of online marketing techniques are also used, such as influencers and well-known hospitality critics. You can be distinguished from straightforward self-serving marketing by this independent accreditation.

PR uses earned media mentions to influence a targeted audience's decision to consider products and services. In order to increase awareness of your products and get them featured in articles that are relevant to your target audience, Food & Beverage PR employs conventional public relations strategies. For other firms, this can entail inclusion in a list of the top gins available or a thorough review of your most recent line of gluten-free cookies in a women's magazine.

The goal of food and beverage PR, in an extremely crowded industry, is to increase consumer consideration so that, the next time someone searches for a product in your category, your brand will stand out.



Image Credit: Canva



Image Credit: Canva

PADILLA

Public relations and communication company Padilla has offices all throughout the United States and is privately held. The agency helps clients transform by developing, growing, and defending their identities and reputations globally through public relations, marketing, digital and social advertising, investment management, and brand planning.

The behavioural communication experts at SHIFT, the food and nutrition experts at FoodMinds, the branding strategists at Joe Smith.

TOP AGENCY

The brand name is self-evident; it is the greatest and at the top.

With expertise in Digital marketing and many verticals of public relations are at the top of their game, they take advantage of industry trends by producing excellent original material to support your own development as one of the leading food and beverage PR agencies. With their proven approach and data-driven strategies, TOP Food and Beverage PR Agency has represented clients in the food and beverage business, including fast-casual to fine dining, burgers and fries to vegetarian cuisine. They are aware of how to speak to your target market. They claim that they can produce and syndicate the ideal message to reach people since they have a dedicated staff of public relations experts, strategists, and data analysts who specialise in anything related to food.

JACKSON SPADLING

It was founded on the premise that there was a better way to serve its clients, employees, and communities, and its goal is to be the most recognisable and known agency in its industry. They operate independently and work daily with exciting people, incredible companies, and well-known brands from coast to coast.

PR has more opportunity than ever thanks to the development of the internet. In the digital age, everyone can become a writer.

What your Starbucks order says about?

1. Passion tea: The free spirit

She is the kind of girl who appreciates nature and prefers to live independently. You might join her on her global travels, She rocks to her own beat and lives in the present.

2. Caramel macchiato: The sorority girl

She is straightforward and compassionate. . She is the kind of girl that passionately supports everything she loves, She beams with excitement for life.

3. Cold brew coffee: The overachiever

The type of girl that overachieves is the one who begins studying for an exam three weeks beforehand. . She is unique because she is one of the most devoted girls you will ever meet.

4. Hot chocolate: The "brainiac"

You'll be astounded by the "brainiac" girl, she's probably double majoring at school and reads the dictionary for leisure. She obviously graduated top in her class.

5. Pumpkin spice latte: The basic

She is basic, endearing, humorous, and intelligent. Around her, people are naturally joyful and smile all the time. These beauties appear just as infrequently as a pumpkin spice latte.

6. Iced coffee: Mother-approved

This chick is as sensible as the latte. She not only has your mother's blessing, which is difficult, but your mother truly adores her, She makes everyone fall in love with her.



Image Credit: Canva

Global and Domestic PR Campaigns Focusing On Vegan Food & Beverages

By: Mahek Shah



Image Credit: Google



Image Credit: Google

The Vegan India Movement: The Vegan India Movement is an Indian PR campaign that aims to promote a vegan lifestyle across the country. The campaign focuses on educating people about the benefits of veganism and encourages them to make the switch. One of the key messages of the campaign is that a vegan lifestyle is not only good for the environment but also for our health. The campaign uses social media platforms like Instagram, Twitter, and Facebook to spread awareness. The VIM has launched several successful social media campaigns, including the hashtag #VeganIndia, which has amassed thousands of followers.

McDonalds: The McDonald's "V for Veg" campaign is one instance of a successful PR initiative in India. The 2020 marketing initiative highlighted the business's new line of vegetarian and vegan goods, which includes the McAloo Tikki burger and McVeggie burger. The marketing strategy stressed the flavour and excellence of vegan products, promoting them as delectable substitutes for meat-based options. With the promotion, McDonald's was able to appeal to health-conscious customers as well as a new client base of vegans and vegetarians.

PETA: PETA's "Go Vegan" campaign is another international initiative that promoted veganism. Celebrity endorsements are used in the campaign, which promotes the advantages of a vegan lifestyle for health. PETA was able to get a lot of media attention and spread the word about the advantages of veganism by enlisting well-known people to support the cause.

F&B Products On Shark Tank That Wowed The Judges!

Skippi Ice Pops: Taking our love for the good' old chuskis to another level, Hyderabad-based firm Skippi Ice Pops offers hygienic ice pops with no artificial flavour, colours or preservatives. Founders Ravi and Anuja Kabra revealed that the ice pops come in cola, orange, bubblegum, mango and other fruity flavours. The sharks were seen enjoying their ice pops thoroughly. Interestingly, this startup got an all-shark deal, where all 5 sharks invested ₹1 crores for a total of 15 per cent equity.



Image Credit: Canva

Tag- Z: Bangalore-based potato chips company Tag Z offers one-of-a-kind chips that are neither fried nor baked. But these chips are popped. High-quality potatoes are sliced thin and undergo high temperature and pressure to prepare these chips, which are healthier than your fried ones. Tag Z offers crispy potato chips in Chilli Garlic, Thai Vodka Tom Yum and Italian Cheese and Onion flavours. These chips impressed all sharks a lot but former co-founder and Managing Director BharatPe ended up investing ₹70 lakhs for 2.75% equity.



Image Credit:Google

BluePine Foods: How can we forget Momo Maami? The founder of Bluepine Foods Aditi Madan, wowed sharks with her handmade momos. This Delhi-based food company was founded in 2016. Bluepine Foods specialises in frozen momos prepared with authentic Himalayan ingredients. Aditi Madan started her own momo company in Delhi after she missed having authentic momos after moving in Delhi. Her momos bowled over the judges so much that Shark Tank India judges Aman Gupta Vineeta Singh and Ashneer Grover funded ₹75 lakhs for 16 per cent equity in Bluepine Foods



Image Credit:Google

.Moonshine Meadery: Let's admit, after watching Moonshine Meadery pitch, most of us wanted to ditch our beer aside for a bit, and grab a bottle of mead. After all, it's healthy, with ancient origins and the packaging looks gorgeous. Rohan Rehani and Nitin Vishwas, childhood friends turned co-founders started Moonshine Meadery in Pune. Prepared by fermenting natural honey, this is India's time to try a new beverage. The mead quenched sharks' thirst, but unfortunately, it wasn't a successful deal. .



Image Credit:Google

Use of PR for branding in the food and beverage industry

By- Tanya Modak

To build brand image and reputation, the food and beverage industry heavily relies on public relations (PR). Relationships with customers, influencers, and the media can assist food and beverage companies in achieving their brand objectives.

Some successful examples:

Product Introductions Public relations can create excitement and buzz around new product launches. PepsiCo, for example, used public relations to create a social media campaign that included influencer partnerships, online ads, and targeted email marketing when it launched its new line of flavored sparkling water, Bubly, in 2018. The campaign received over 3.2 billion impressions and helped Bubly establish itself as a healthy and refreshing beverage option.

Crisis Intervention In the event of a food safety issue, product recall, or negative publicity, public relations is critical for crisis management and brand protection. Chipotle, for example, used public relations to address customer concerns and communicate its commitment to food safety after a series of food safety incidents in 2015.

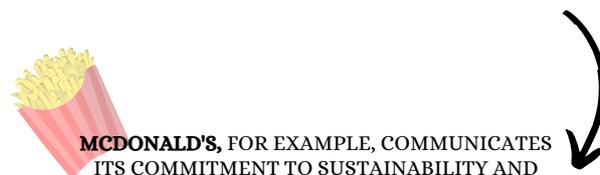
Influencer Promotion Influencer marketing is a highly effective public relations strategy for raising brand awareness and credibility among target audiences. Starbucks, for example, worked with Instagram influencers to promote its new Crystal Ball Frappuccino in 2018. The campaign generated over 100,000 Instagram posts and contributed to Starbucks' positioning as a trendy and innovative brand.



Source: CANVA



Source: CANVA



MCDONALD'S, FOR EXAMPLE, COMMUNICATES ITS COMMITMENT TO SUSTAINABILITY AND INNOVATION THROUGH PUBLIC RELATIONS. THE COMPANY HAS LAUNCHED SEVERAL INITIATIVES TO REDUCE WASTE, PROMOTE SUSTAINABLE SOURCING, AND DEVELOP NEW PRODUCTS. MCDONALD'S ALSO ATTENDS INDUSTRY EVENTS AND CONFERENCES TO SHARE ITS INSIGHTS AND BEST PRACTISES WITH OTHER INDUSTRY LEADERS.

In the food and beverage industry, public relations is critical for developing brand image and reputation. Public relations can be used by businesses to promote their products, manage crises, and connect with their customers and communities. and make a name for themselves as industry leaders. By leveraging the power of public relations, food, and beverage companies can effectively communicate their values and offerings, differentiate themselves from the competition, and build long-term relationships with their customers..the food and beverage industry, public relations is critical for developing brand image and reputation.

MICHELIN-STARRED RECIPES FOR TWO SIMPLE INDIAN DISHES!



#TASTYANDEASY
These recipes are a
real game changer

1. **Butter Chicken:** Butter chicken is a rich, creamy, and flavorful classic Indian dish. This Punjabi dish is made by cooking marinated chicken in a creamy tomato-based curry sauce. The recipe is straightforward to execute. Chicken, spices, tomatoes, cream, and butter are all you need. Simply marinate the chicken in a yogurt and spice mixture before grilling or baking it. Sauté the onions, garlic, ginger, and spices in butter, then add the tomatoes and cream. Finally, add the cooked chicken to the curry sauce and cook until it's done.

2. **Palak Paneer:** Palak paneer is a nutritious and healthy vegetarian dish. The paneer (Indian cheese) is cooked in a spiced spinach-based curry sauce. The ingredients are straightforward: paneer, spinach, onions, garlic, ginger, and a spice blend. Heat the oil in a skillet and sauté the onions, garlic, and ginger before adding the spinach and spices. Puree the spinach until smooth after it has wilted. Simmer the puree and paneer together until the sauce thickens.

TRY IT OUT! EASY AND TASTY
(ALSO WILL IMPRESS
RELATIVES)

PR for Restaurants: Top Tips and Tricks to use Public Relations to Drive Restaurant Growth.

By: Gazal Bhandari

Restaurants are not just about serving delicious food; they also require a carefully crafted image that resonates with their target audience. In today's competitive market, public relations (PR) has become a crucial tool for restaurants to differentiate themselves and shape public opinion. Here are some top tips and tricks to use PR to drive restaurant growth. contd..



Image credit: Unsplash

"PR is to restaurants what seasoning is to a dish - it adds the extra flavour that makes all the difference in creating a truly memorable experience."

Define your Unique Selling Proposition (USP): The first step in creating a restaurant's unique image is defining its USP. A unique selling proposition (USP) is a distinguishing factor that makes your restaurant stand out from others in the market. This could be based on various factors such as the food, location, service, or ambience that you offer. Once you have identified your USP, it can be used as the basis of your public relations (PR) campaign.

Leverage social media: Restaurants can leverage social media platforms such as Instagram, Facebook, and Twitter to effectively connect with their customers and create a community. They can showcase their food, share their story, and engage with their followers, using social media as a powerful tool for communication. Use hashtags and location tags to increase your reach and visibility.



Image credit: Unsplash



Image credit: Unsplash



Image credit: Unsplash



Image credit: Unsplash

Host Events and Collaborations:

Hosting events and collaborations can help you reach new audiences and generate buzz for your restaurant. Partner with local businesses, food festivals, or non-profit organizations to host events that align with your brand values. Invite local influencers and media to attend and cover the event.

Create a Press Kit: A press kit is a collection of information about your restaurant that you can share with journalists, bloggers, and influencers. It should include your story, menu, photos, and contact information. A carefully crafted press kit has the potential to set you apart from your competitors and generate media coverage.

Community Outreach:

Participation: Participating in community outreach shows that your restaurant is more than just a business; it is a part of the community. Engage in community outreach by participating in local charities, sponsoring little league teams, or volunteering at food banks. This will not only create goodwill in the community but also generate positive PR for your restaurant.



FOOD



WORD SEARCH

Find the words listed below and mark them with correct colours.

R	I	C	E	S	E	A	S	U	S	H	I
A	L	C	D	O	I	J	T	U	V	U	W
H	A	M	B	U	R	G	E	R	Y	P	Z
K	S	L	M	P	N	O	A	P	R	S	T
F	A	C	U	R	R	Y	K	Q	R	A	B
C	G	E	S	P	A	G	H	E	T	T	I
D	N	G	M	E	A	T	B	A	L	L	S
S	A	L	A	D	L	P	I	Z	Z	A	M
H	I	K	D	U	M	P	L	I	N	G	S

- SALAD
- PIZZA
- SOUP
- SPAGHETTI
- CURRY
- STEAK
- RICE
- DUMPLINGS
- HAMBURGER
- SUSHI
- LASAGNA
- MEATBALLS



Kentucky Fried Miracle campaign

How KFC's used Sustainability Messaging through Beyond Meats Partnership

By - Adya Gautam

Nowadays, it's important to take on a strategic approach for products such that they are featured by the media as gone are the days when a favorable placement in a leading newspaper was sufficient. The food giant KFC has once again has caught the media's and the public's attention with its sustainability messaging. This year, a significant overarching theme is the increased emphasis on authentic sustainability messaging. Although businesses have been moving towards more sustainable practices, it is harder said than done for food giants like KFC in particular.

KFC has partnered up with Beyond Meat to make "Beyond Fried Chicken" which has all the flavor and tenderness of KFC's renowned fried chicken. However, this new initiative uses a plant-based alternative to its poultry counterpart. KFC made history when it debuted its plant-based variant in August 2019 as part of a limited-run test in Atlanta. "KFC was the first national U.S. QSR to do so. The test store was completely sold out in less than five hours, proving that the debut was a big success. KFC finally launched the 'beyond fried chicken' across the US on January 10." said Beyond meat in a press release



Cred- KFC & Beyond Meat

PETA expressed its approval of KFC's initiative and stated "We're hopeful that KFC's Beyond Fried Chicken test marks a new era for the company and that when it sees how much consumers value animals' lives, it will work to make changes in its supply chain as well" The new plant-based item alongside its distribution range is an unprecedented accomplishment by both KFC and Beyond.

To celebrate this plant-based miracle, they collaborated with YouTube star Liza Koshy who appears in the commercial and reveals the "Kentucky Fried Miracle" of 'plant-based Beyond Fried Chicken'. The famous Youtuber unfolds the "magic chicken carpet" and encourages counselors to try 'Beyond Fried Chicken' in this campaign.

It is a fact that getting people to try food and drinks is the best way to get them excited about it. How does it taste? Is the fragrance alluring? Can you Instagram it? is satisfactory? So, KFC made it easy for guests to get their hands on the beyond Fried Chicken as they can now skip the drive-thru line by ordering through KFC's newest Quick Pick-Up option through their app.

By 2050, agricultural emissions, which include those from meat and dairy, are expected to account for around 70% of all greenhouse gas emissions that are permitted while limiting the increase in global temperature to 2C. Also, it is estimated that 10% of the yearly worldwide water flows are used by the cattle industry which has brought KFC under fire again and again for its unsustainable meat sourcing and humongous carbon and water footprint.



Cred- KFC & Beyond Meat

This initiative will allow the customers, investors and other stakeholders know that KFC as a company genuinely cares about the environment or other social causes and is a true example of good PR through Sustainability messaging as using beyond meat which has a very drastically low carbon and water footprint in comparison to it's poultry counterpart as an alternative, it will also make KFC widen it's customer base and extent a hand of friendship to vegan and vegetarian customers.

TOP 3 VIRAL FOODS

With Instagram brimming with cool new food ideas, it's difficult not to join the cooking craze and recreate them. Here are the top 3 most popular food trends from the last few years.

Fancy-Schmancy Charcuterie boards



Cred- Lauren Allen & Penny Hoarder
(1.1) (1.2)

Charcuterie Boards(1.1), with a whopping 1.6 billion views, went viral across all social media platforms. This cuisine fad, which has received around 1.2 billion views. This culinary fad began in the year 2020 people have come up with new forms of it such as the iconic and dreamy butter boards. (1.2).



The Devil works hard, but Gigi Hadid's spicy vodka pasta works harder:



Cred- Masala & Taste Great Foodie

Gigi Hadid, the popular American model, posted this pasta recipe on her Instagram story in 2020 and the recipe went viral. This dish makes a delicious centerpiece for your upcoming house party, family gathering, or casual snack.

“ Two words: Pasta Chips



Cred- Whiskaffair & Sunset Grown

This food fad is built on the idea of air fryers, which help turn the entire junk food experience into a healthy one. This culinary trend has almost 1.6 billion views. Users add spice variations to their dishes, this tasty trend makes pasta into a crisp and crispy almost wafers-like snack.

MEET THE TEAM



Hannah Singh
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Mahek Shah
Layout and Design



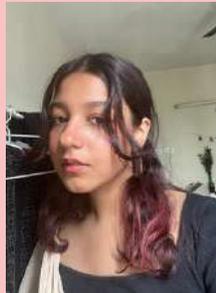
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SYMBIOSIS
CENTRE FOR MEDIA AND
COMMUNICATION

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