



For more information, please contact [daniel@foodbyphone.com](mailto:daniel@foodbyphone.com)

## About Food by Phone

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Since starting operations in 1998 Food by Phone has successfully doubled its volume of sales every single year, establishing itself as the leader in restaurant delivery in Bangkok.

Following a philosophy of continuous improvement, Food by Phone has invested in many technological features that constantly improve our business and keep us ahead of any competition: Data driven website with on-line ordering, electronic wallet and state of the art call centre with bi-lingual and tri-lingual operators.

Food by Phone delivers 300 to 750 meals daily. Our average bill is 850 Baht and 80% of our customers are foreigners. If your target group are high-end expats and high-end Thai, we offer you a direct way of advertising to them.

We have 4 unique advertising opportunities:

- Deals on Wheels - Monthly newsletter
- Food by Phone bi-annual book
- Website banners
- Leaflet distribution

## Deals on Wheels - Monthly Newsletter

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The newsletter is our monthly contact with our customers, with a circulation of over 6,000 printed (A4 size) and over 8,000 digital copies. Moreover, it is placed on our website and distributed to our partner restaurants and serviced apartments in the Sukhumvit and Silom area.

Publication is estimated to be viewed by over 25,000 expatriates alone in the Bangkok area.

We offer the following options:

	Rate (in Baht)	
	Per issue	Per 6 months
Flyers inserts in the monthly newsletter	5,000	26,000
¼ page ad (2 available per publication)	7,500	41,000
½ page ad (2 available per publication)	12,500	69,000
Full page inside cover	20,000	100,000
Full page back cover	25,000	135,000



**COOK BOOK OF THE MONTH**  
IN SEARCH OF PERFECTION - HESTON BLUMENTHAL

Heston Marc Blumenthal, chef of the British Empire, was born in London on 27th May 1969 and was raised in Buckinghamshire. Other than spending a year in Raymond Blanc's kitchen for work experience and a short time in "Maison Martin Margiela" he is self-taught. In an interview with The Observer in 2008 he said that he had been cooking "seriously" since the mid-1990s. Today he is chef and owner of The Fat Duck, a three-star Michelin-starred restaurant in the village of Bray, Berkshire, voted Best Restaurant in the UK by "The Good Food Guide" 100 and 2010 and voted best restaurant in the world by Times chef in 2005. Blumenthal is famous for his scientific approach and has been described as a "culinary scientist" for his innovative style of cooking.

Heston decided, though, that it was time to go back to both his seat and our roots and to focus his creative talent on reinventing generalist and classic dishes. In order to do this he travelled around the world in search of "perfect" versions of eight dishes which represent the essence of our culinary heritage: Roast Chicken à la Reine, Truffle Potatoes, Prime, Bangers à la Mère, Steak, Spaghetti Bolognese, Fish à la Chape, Black Forest Gateau and Truffle Tart with Ice Cream.

"We all have our own idea of what is perfection. Western international experts and cooks as well as using the same culinary and scientific research to define the benchmark of what makes the best so great. In this book he explores the origins of each dish, how to find the best ingredients, and of course the many different ways and steps of cooking them to perfection. He reveals precious culinary tips along the way, everything from how to cut potatoes for Ravioli, trying to what makes the chicken best for the seven ingredients in the perfect spaghetti Bolognese, to capturing the essence of a fish and chip shop in a perfume bottle, to making perfect chocolate bars at home with a vacuum chamber. It might sound odd but it's there when it takes the best perfection to be it."

**THE FAT DUCK**  
In the early days of the Fat Duck one of the books he read along that line was "The Heat and Cooking" by Harold McGee. "The book McGee wrote questioned the fundamental rules of kitchen traditions. The reason within the book turned the cooking method and processes that Heston had practiced previously completely on its head. Inspired by this Heston began a journey exploring further the science of food and the effect of small and taste on the palate, the senses, the memory and the emotions."

Author: Heston Blumenthal  
Publisher: Random House UK Ltd  
ISBN: 978-1-85177-411-1  
PAGES: 240  
PRICE: £12.99  
ISBN: 978-1-85177-411-1

**Your ad here**

¼ page ad (21cm\*7,6cm)

**CELEBRITY CHEF**  
Chef Wichit Uprakaw

Wichit was originally transferred for the opening of **Thonglor Branch** as sous chef with specific responsibility for menu consistency. When the opening chef left he was promoted to Head Chef, while his personal will always be for cooking. His new job demanded for him to learn management skills, as Head Chef Wichit has three key responsibilities: firstly to check the quality of all the ingredients being delivered at the restaurant; secondly to check the quality of the work done by his kitchen staff; he then has to ensure the best quality ingredients at the right price and thirdly to manage his kitchen team. He has been there for 2 years. His goal is to be seen as other famous chefs and as the best. He needs to be creative and is responsible for leading his team staff the correct way to cook every dish on the menu, strictly adhering to the recipe. Getting his team working with him enables them to collectively deliver the perfect **Cheese à la crème**.

"My favorite dish on the menu," says Wichit, "is **Pho Bo** because of the high quality ingredients we use. The challenge for me is how to cook it with so many ingredients to achieve the right taste and texture. Before I joined Craps @ Co I had never experienced **Marinated Moroccan chili sauce** but it's now my favorite ingredient, it's a spicy sauce that's totally different to **The chili sauce**."

"When I like about working at Craps @ Co is the culinary diversity of **Four European food styles**," he says. "Although I haven't had the opportunity to meet anyone my dream was to be able to show, had the experience to cook all of them." A restaurant concept started by two **Burmese brothers** now has two **Thai brothers** as head chefs of their **two branches**.

**Your ad here**

½ page ad (21cm\*15cm)

## Food by Phone Book

The Food by Phone book is most certainly one of the only books in Bangkok that people keep and consult regularly.

Unlike the vast majority of magazines and newspapers, the Food by Phone book is kept as a reference for the whole family to open and read regularly. Generally, an essential part of any business meeting room or coffee table. With over 4,000 orders by phone per month, advertising in the Food by Phone book guarantees a continuous, non-stop exposure to the high-end Thai and high-end expat customers.

The Food by Phone book is not published weekly or monthly but twice a year, so advertisers get maximum exposure for a whole 6 months. This book is sent to (potential) customers on request, free of any charge, and is also available in our partner restaurants. In addition, Food by Phone signed a contract with several serviced apartments to have the Food by Phone book in every apartment.

Next Publishing date: 01/09/2010

Numbers of copies: 15,000 twice a year

### Rates

Inside ¼ page (see example)	20,000 Baht
Inside half page horizontal (see example)	30,000 Baht
Bookmark	35,000 Baht
Inside full page	45,000 Baht
Inside front cover	75,000 Baht
Inside first page	75,000 Baht
Inside back cover	75,000 Baht
Back cover	90,000 Baht

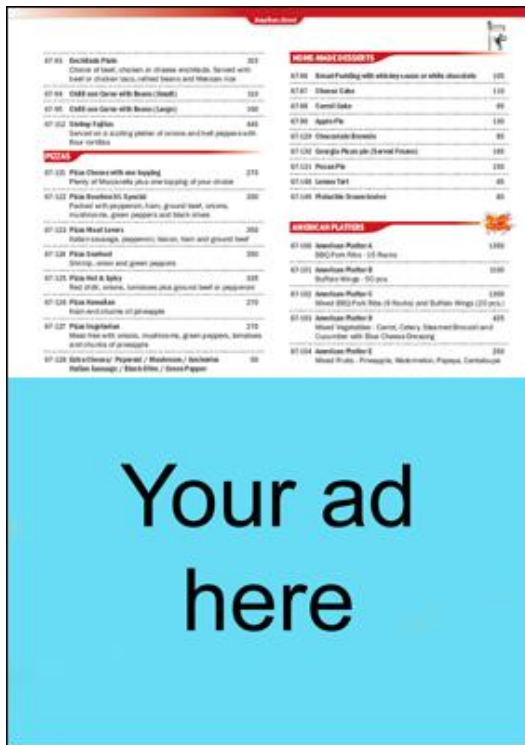
21/9 Soi Sukhumvit 18, Klongtoey, Bangkok 10110

Tel: 02 663 4684-5 Fax: 02 663 4680

www.foodbyphone.com



Examples:



Inside Half page horizontal (21cm\*15cm)



Inside ¼ page (21cm\*7,5cm)

## Website banners

The Food by Phone website has over 100,000 visitors and around 15,000 unique visitors per month. Already 40% of our customers order through the internet, and this number increases day by day.

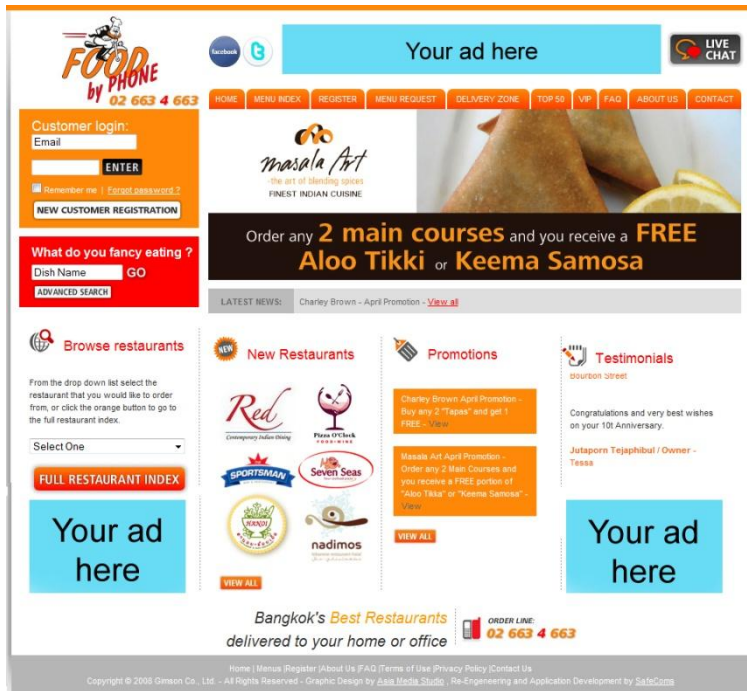
We offer the following options:

	Price (in Baht)	
	6 months	1 year
Front page (Home page) Stripped banner 480*80 pixels (see example 1)	60,000	102,000
Front page (Home page) Side banner Left 200*120 pixels (see example 1)	24,000	43,200
Front page (Home page) Side banner Right 200*120 pixels (see example 1)	24,000	43,200
Inside page banner 685*90 pixels (see examples 2 & 3)	36,000	64,800
Inside page banner 685*90 pixels - All pages (excluding Home page)	150,000	255,000



You can select the inside page you'd like your banner to appear in (Menu index / Register / Menu Request / Delivery Zone / Top 50 / VIP / FAQ / About us / Contact). Please note, however, that we operate on a first come, first served booking system.

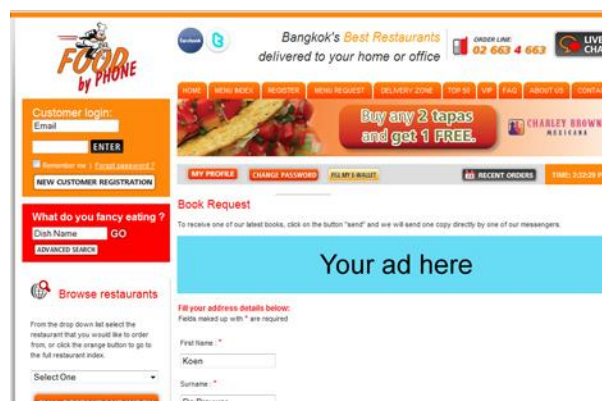
Please bear in mind that our website does not support flash.



Example 1: Front page



Example 2: Inside Page banner  
685\*90 pixels – Menu Index Page



Example 3: Inside Page banner  
685\*90 pixels – Menu request Page



## Flyers

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Directly in the hand of hungry customers...

Weekdays from Monday to Thursday (1,000 copies guaranteed) 10 Baht/copy

Weekends from Friday to Sunday (1,000 copies guaranteed) 20 Baht/copy

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