

CISION[®]

2024 State of the Media Report

Food & Beverage Edition

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About the 2024 State of the Media: Food & Beverage Edition

For more than a decade, media professionals around the world have trusted Cision's State of the Media Report to be the voice of the industry for the public relations and corporate communications professionals who seek to partner with them. Our 2024 global report combines perspectives and opinions from more than 3,000 journalists worldwide, providing visibility into the challenges and opportunities for the media and media relations professionals.

The 2024 State of the Media: Food & Beverage Edition is a subsection of that report, zeroing in on the behaviors and perspectives of journalists and media influencers who cover the food and beverage industry, a pool of over 550 respondents. Our respondents provided candid insights into what they want and need from public relations professionals whose organizations and clients strive to build brand awareness, consumer trust, and thought leadership in the food and beverage sector.

Combining this unique data with decades of experience helping PR professionals build strong media relationships, we present the 2024 State of the Media: Food & Beverage Edition.

Part I

Challenges, Priorities, and Approaches to Work

Under Pressure and Overcoming Obstacles

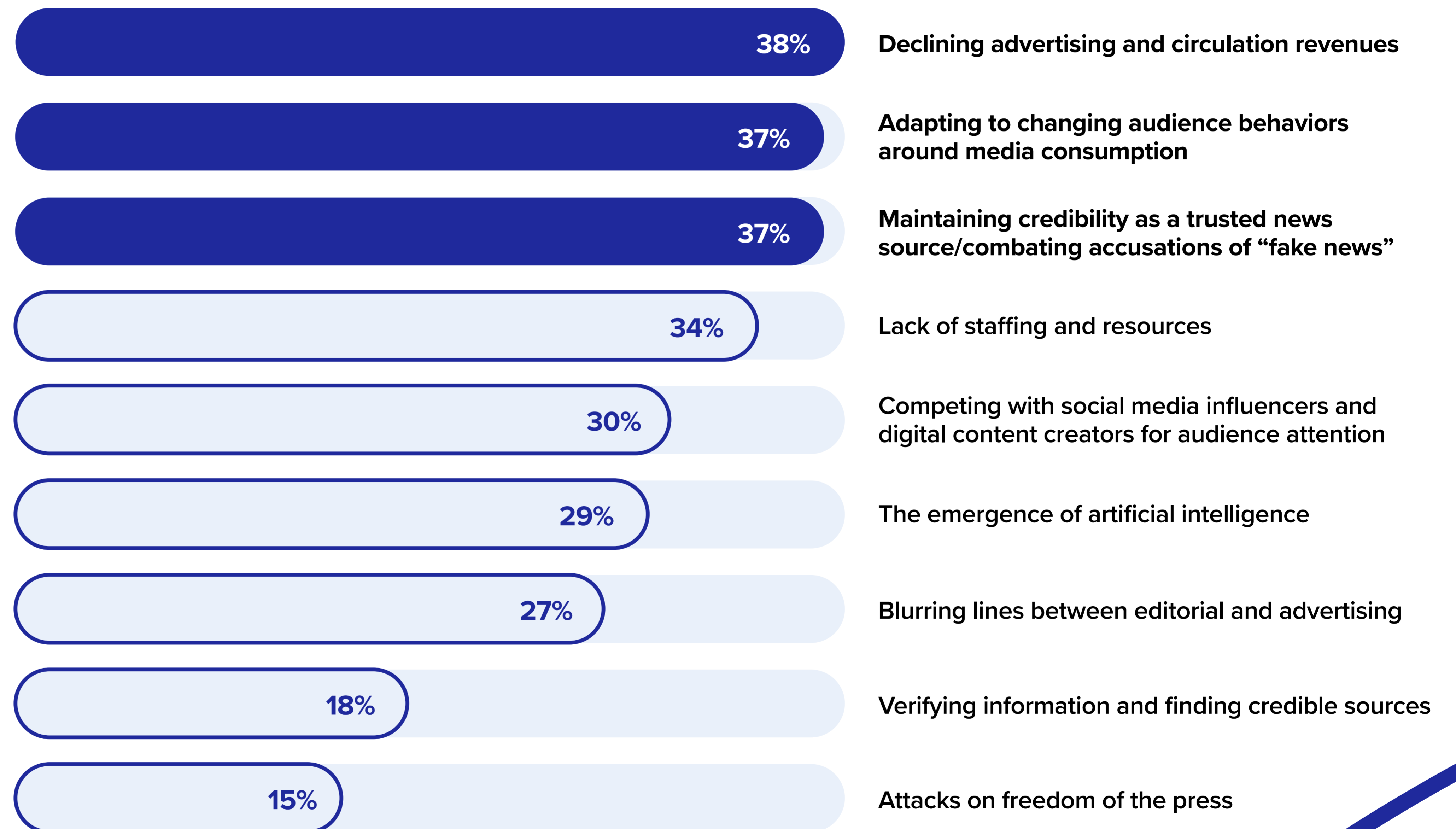
Understanding journalists’ biggest challenges is the first step to building strong media relationships. When you know the obstacles they face, you can tailor your interactions to be more meaningful and your pitches to resonate more effectively.

For food and beverage journalists, “declining advertising and circulation revenues” emerged as the biggest industry challenge, with “adapting to changing audience behaviors around media consumption” and “maintaining credibility as a trusted news source” tying for second place on that list.

Why It Matters

PR professionals and food and beverage journalists have a shared interest in maintaining the credibility of their audiences, whose habits for consuming news are always evolving. These concerns about trust, fake news, and misinformation underlines how important it is for PR teams to be extra diligent in backing up their stories with objective facts, verified data, and credible sources.

What do you believe were the biggest challenges for the journalism industry in the last year?

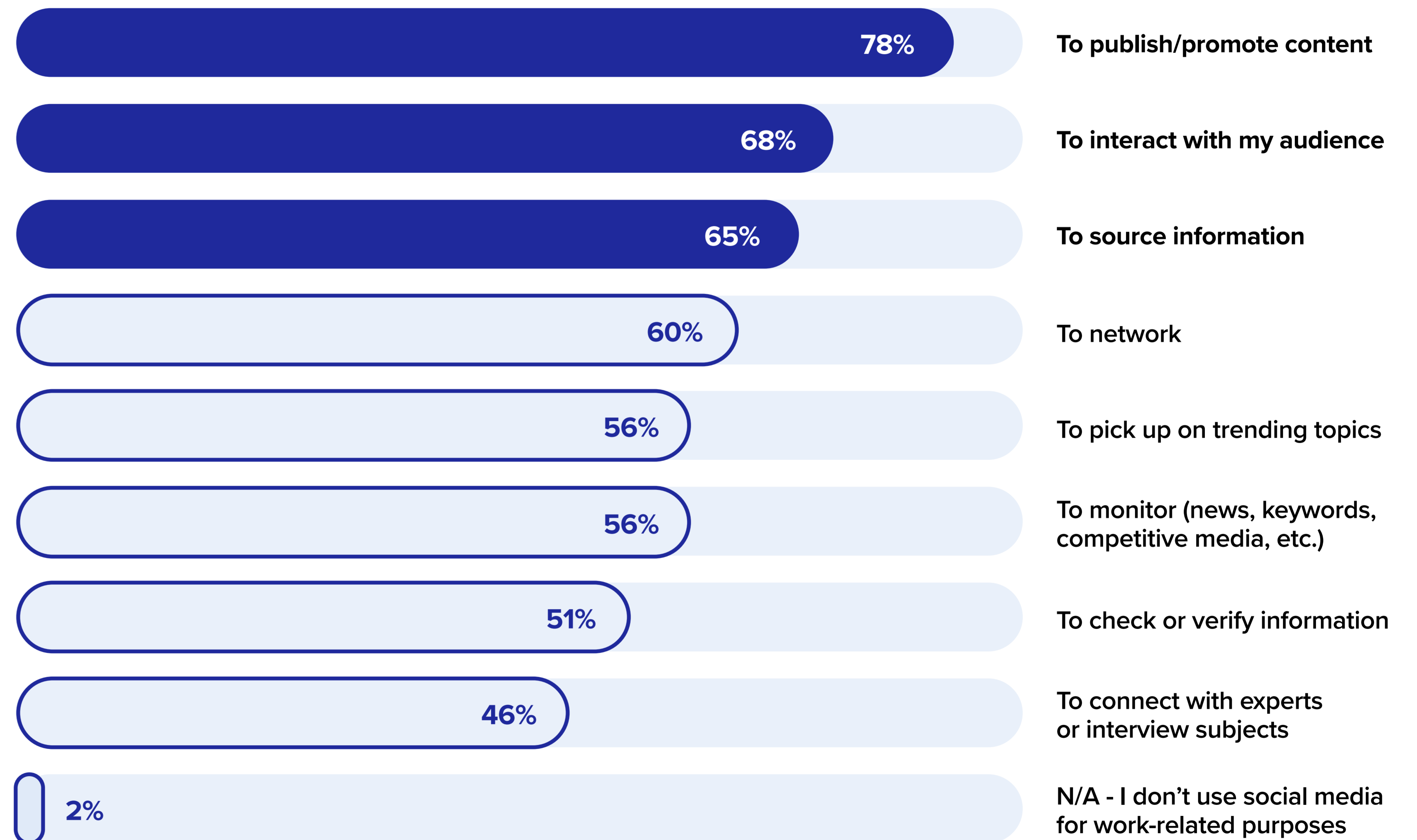


Examining Journalism's Social Status

Social media is ubiquitous for food and beverage journalists, with only 2% indicating they don't use it for work-related purposes. The vast majority say they use it to promote content, interact with their audiences, and/or source information.

As for where their outlets intend to increase their social media activity, Instagram is the clear winner ahead of LinkedIn, Facebook, and YouTube.

In the last year, have you used social media for any of the following work-related reasons?



Over the next year, which social media platforms does your brand/media outlet plan to be more active on?



Why It Matters

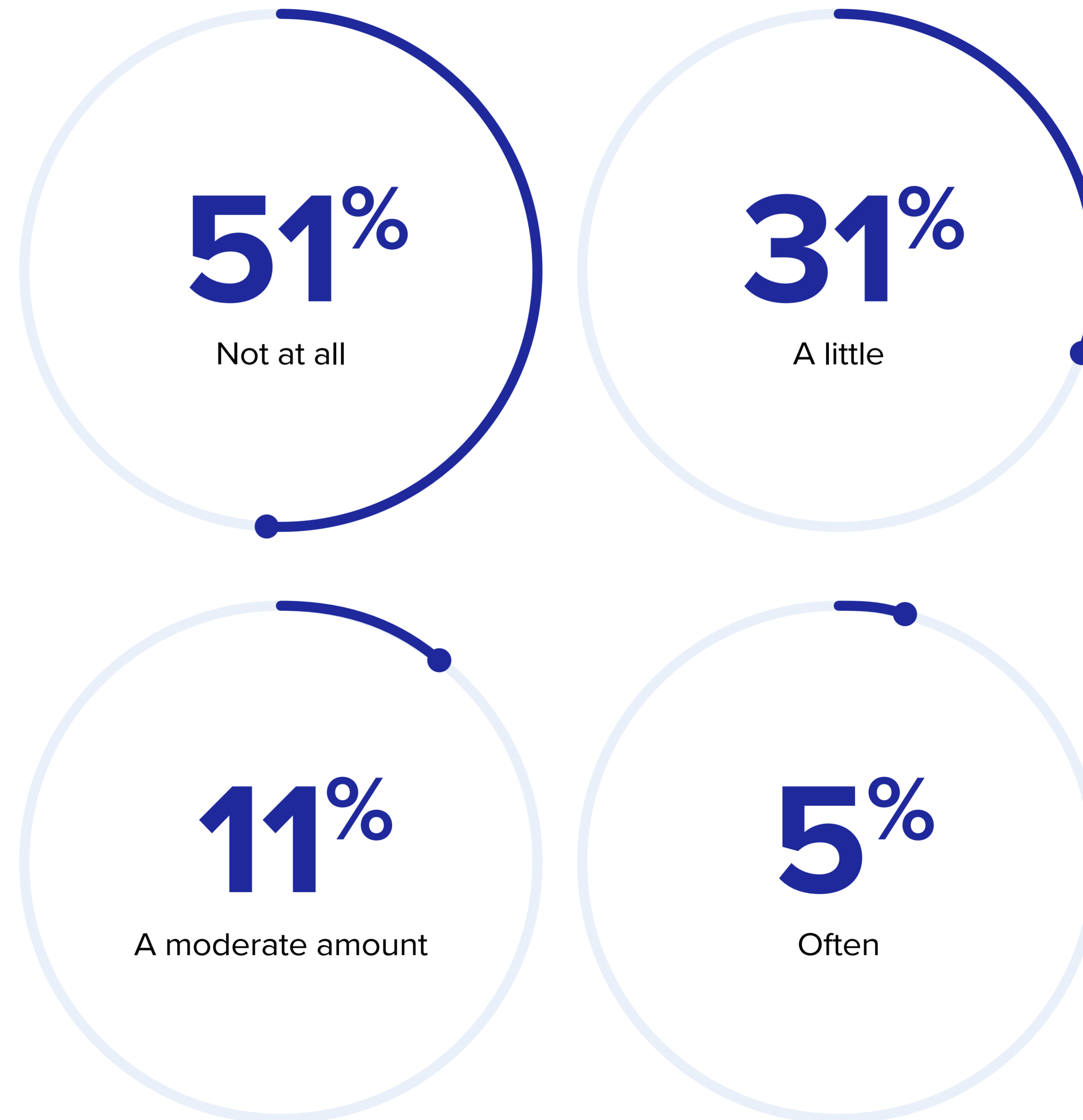
PR professionals should note the many ways in which food and beverage journalists use social media and consider how they can offer the same value: presenting story ideas around trending topics, sharing relevant industry information, and ensuring information is verified. They should also consider the social platforms their brands dedicate the most time to, and ensure their story ideas would play well on those feeds.

AI in the Newsroom

Even though journalists cited AI's emergence as one of the industry's biggest challenges, 49% of them are using it in their work in some form.

As the chart on the next page shows, the most popular use case for AI among these journalists is researching topics, followed by creating early drafts of content and brainstorming new ideas. Nearly 1 in 10 use it to create multimedia, which makes sense, given how food and beverage stories often benefit from visual aids.

Are you using generative AI tools like ChatGPT or Bard (now Gemini) in your work?



In what capacity have you used generative AI tools like ChatGPT and Bard (now Gemini) in your work?

To research certain topics

25%

To help create outlines or early drafts of content

20%

To brainstorm new story ideas

16%

To brainstorm interview questions

9%

To create multimedia (video, images, etc.)

8%

To learn more about my audiences

4%

Why It Matters

With food and beverage journalists just below a 50/50 split in generative AI usage, PR professionals should note how the early adopters are leveraging it. Knowing that journalists are looking for assistance brainstorming story ideas, researching topics, or creating multimedia, for example, PR professionals can give themselves an advantage by proactively providing these assets themselves.

Part II

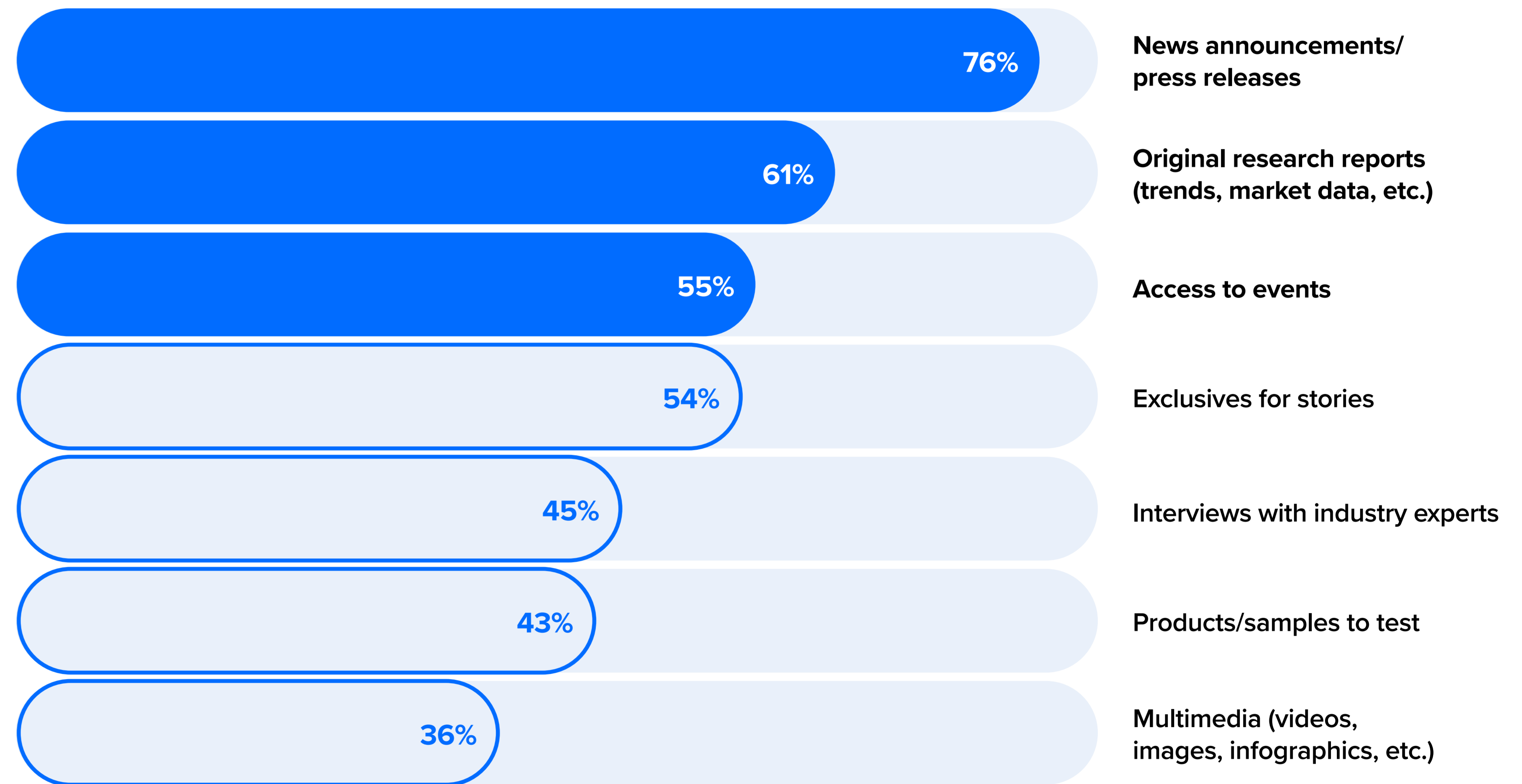
What Food & Beverage Journalists Wish PR Professionals Knew

The Content Journalists Want

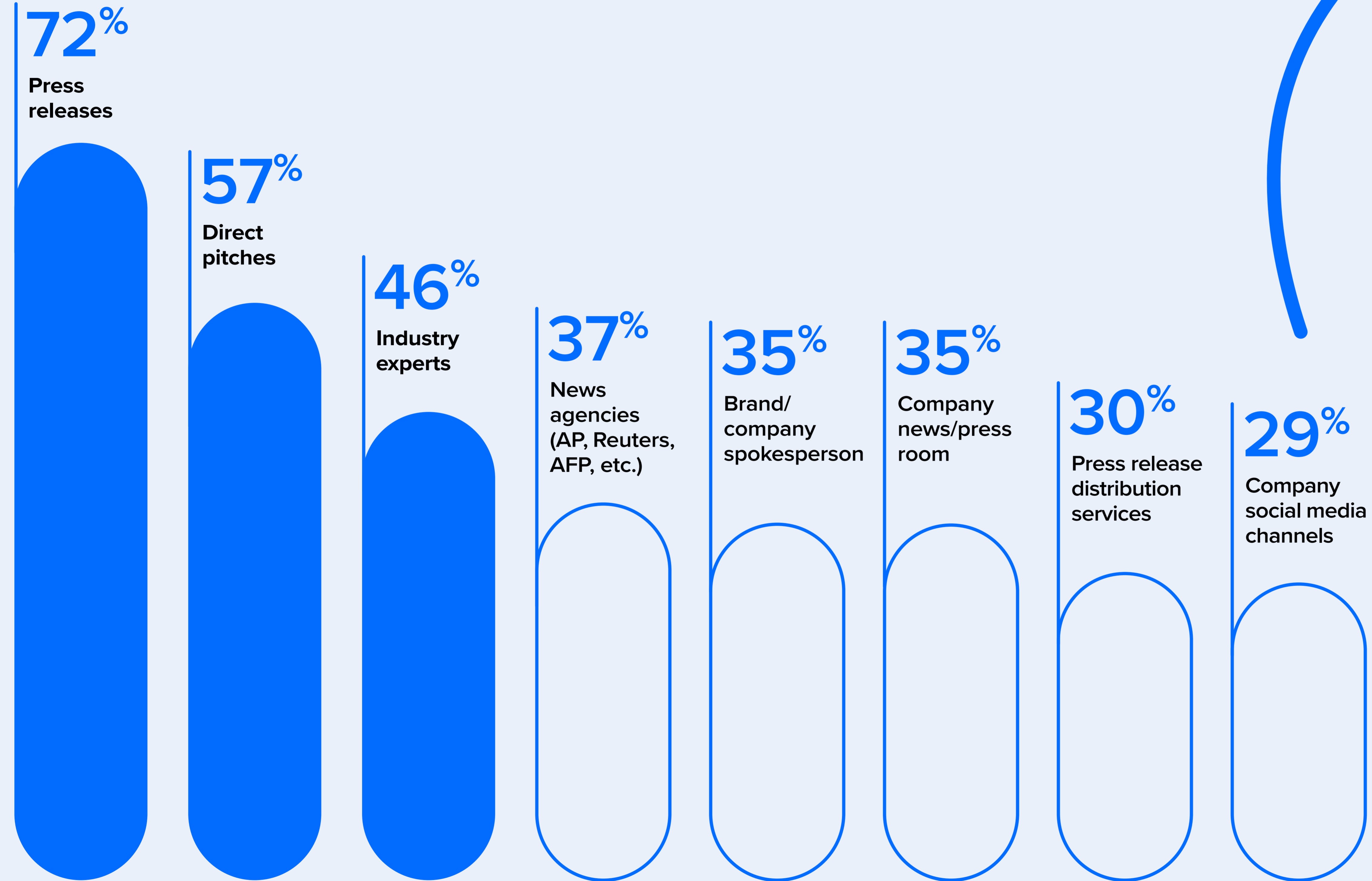
What do food and beverage journalists want from PR professionals? Press releases will capture the most attention for the vast majority, but original research, access to events, and story exclusives are also among the content they rely most on PR professionals for.

As the next graph shows, press releases are also most helpful for generating content ideas, but direct pitches aren't far behind.

What kind of content do you most want to receive from public relations professionals?



Which sources do you find most useful for generating content or ideas?



Why It Matters

As these findings show, there are myriad ways to bring attention to your brand's story, leveraging content and sources that food and beverage journalists will respond to. Consider how you can combine these sources to add more power to your media outreach – and think about prioritizing original research and event invitations in your pitch. Food and beverage journalists place a high value on receiving this type of content.

Multimedia Matters

Food and beverage stories often benefit from visual aids, and these findings underscore the value journalists place on such elements. In fact, as these findings also show, the right multimedia can be a deciding factor in whether they cover your story. Images and data visualizations/infographics will win the most favor.

Which multimedia elements – provided by a PR professional – have you used in your content over the past year?



Are you more likely to pursue a pitch if it includes multimedia elements?



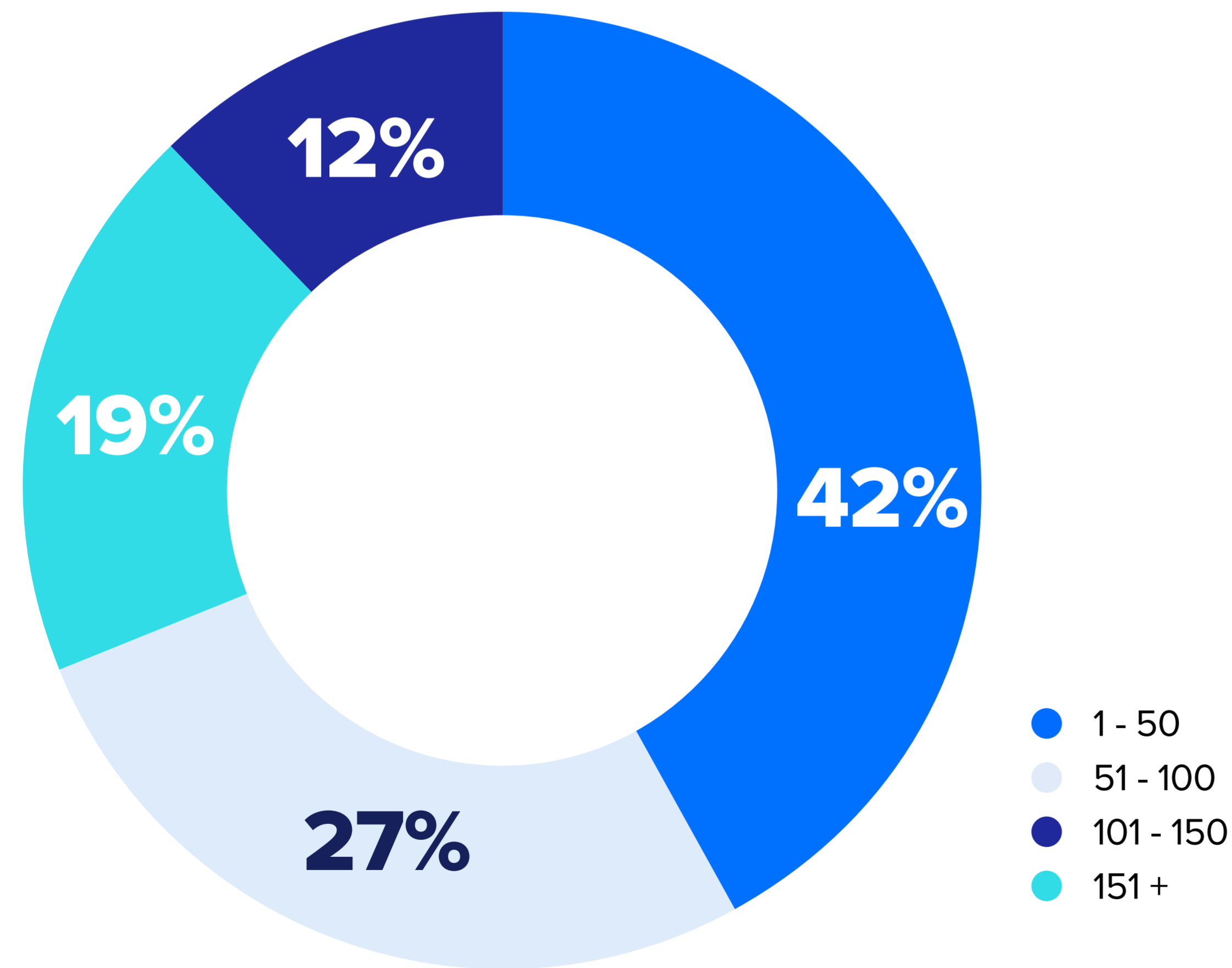
Why It Matters

While including multimedia in your pitch is not a surefire way to get coverage, it clearly has sway – but it must make sense for the journalist’s audience and medium.

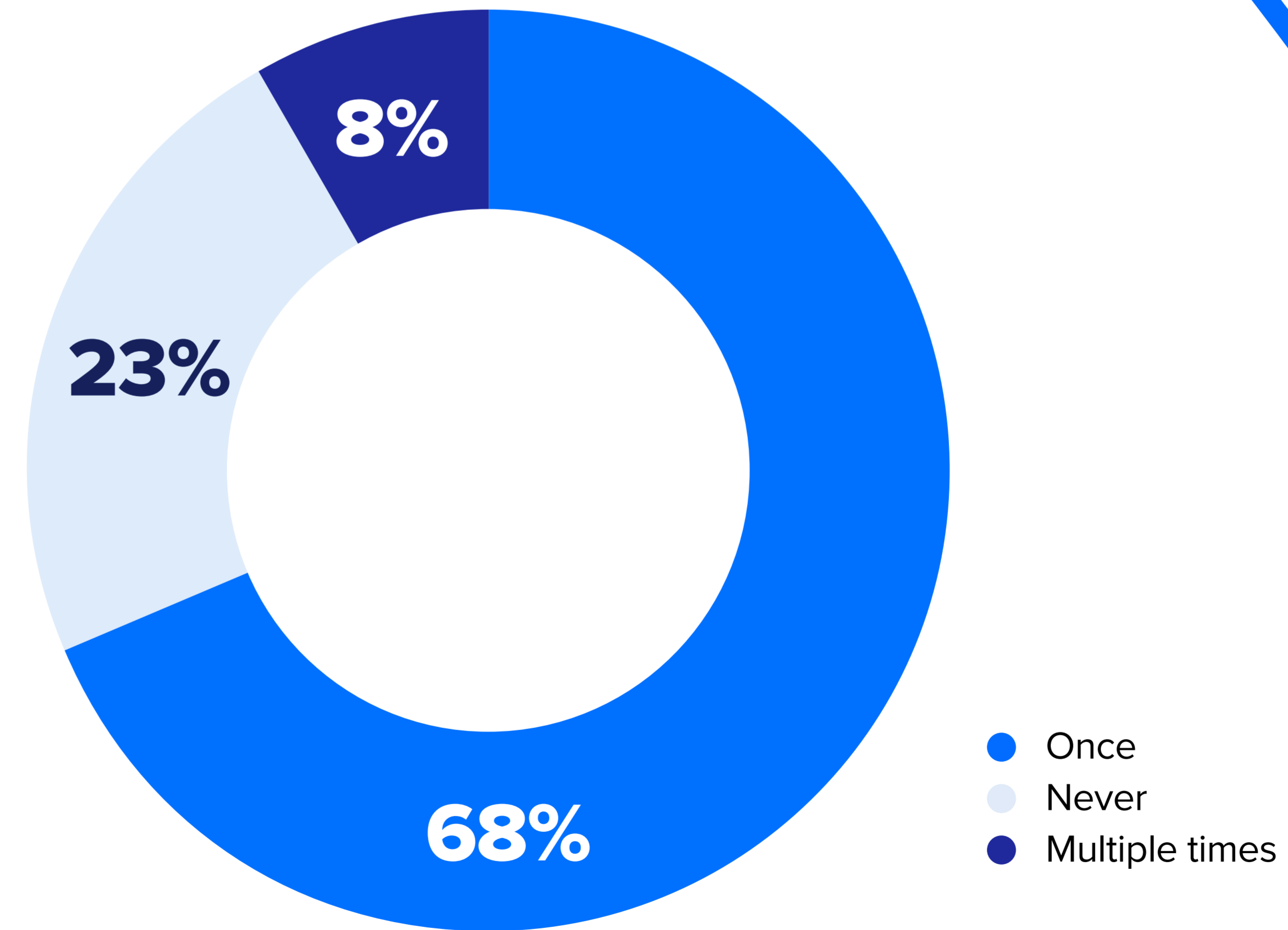
Achieving the Right Pitch

Almost three quarters of food and beverage journalists receive more than 100 pitches per week; yet only a fraction of those pitches has any relevance to them. Most journalists prefer email outreach, with 68% saying they prefer just one follow-up after the initial pitch.

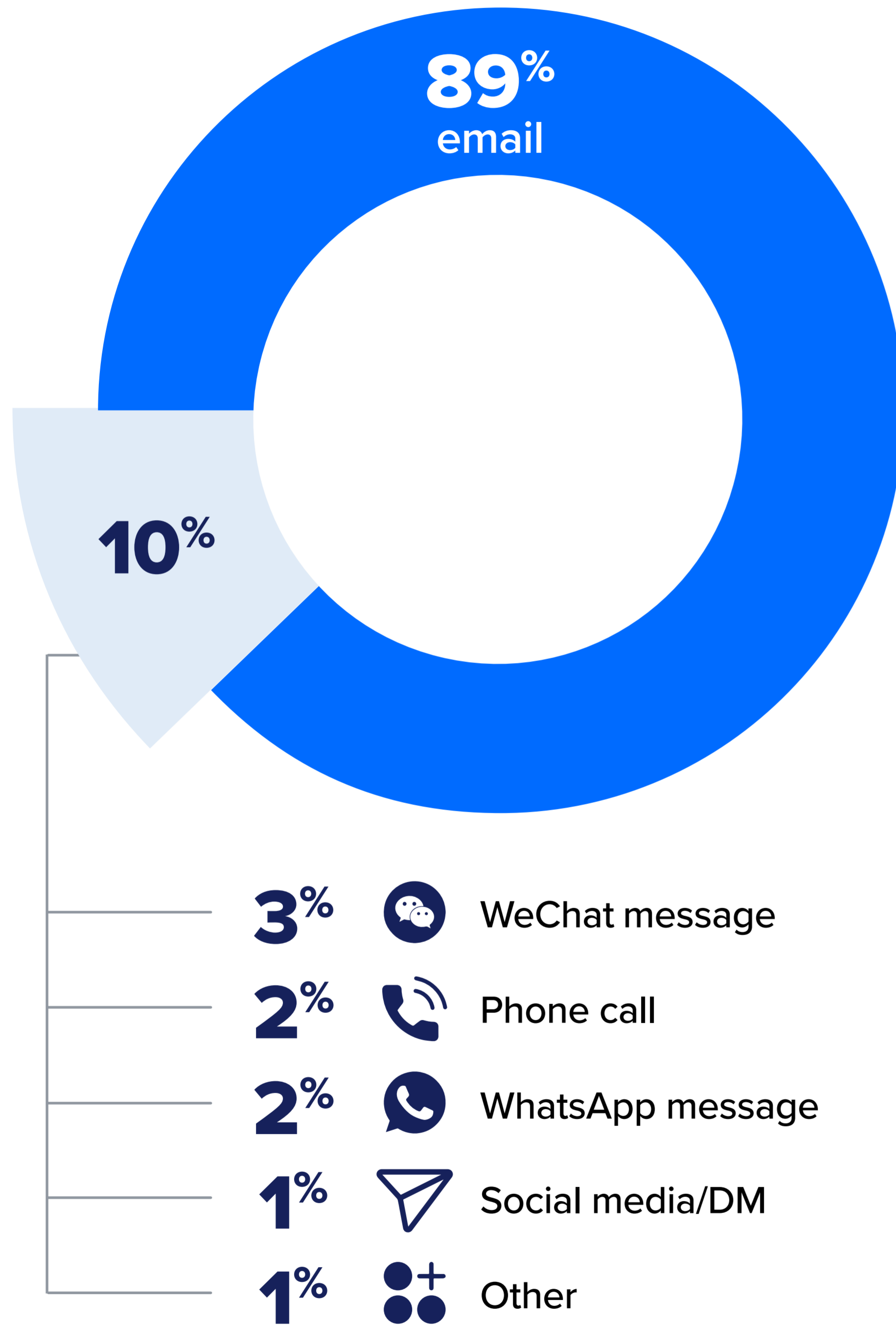
On average, how many pitches do you receive a week (including emails, phone calls, social media messages, etc.)?



How many times should a PR professional follow up with you after a pitch?

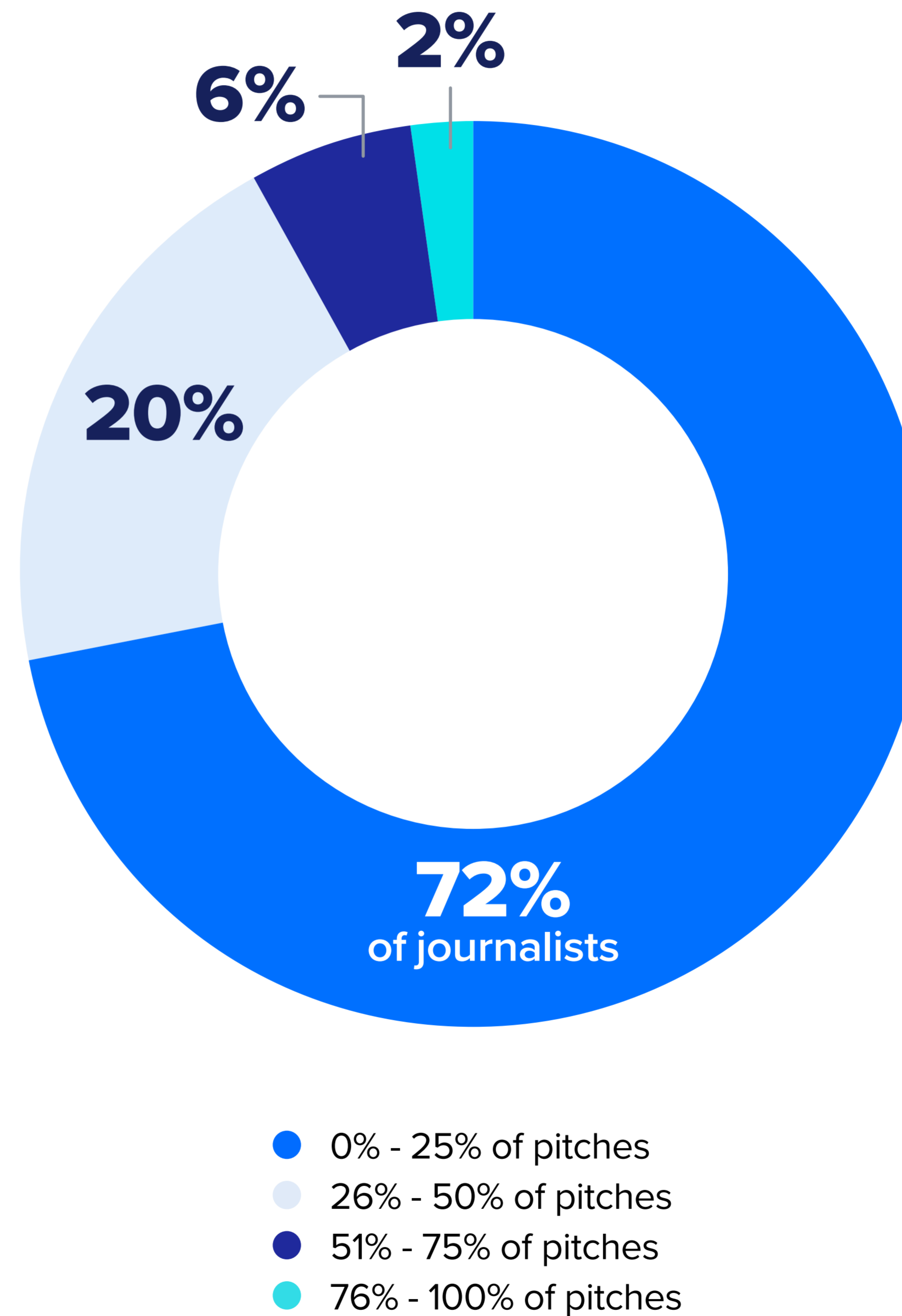


How do you prefer to receive pitches?*



*Additional answer options were given in China.

What percentage of pitches received do you consider relevant?



Why It Matters

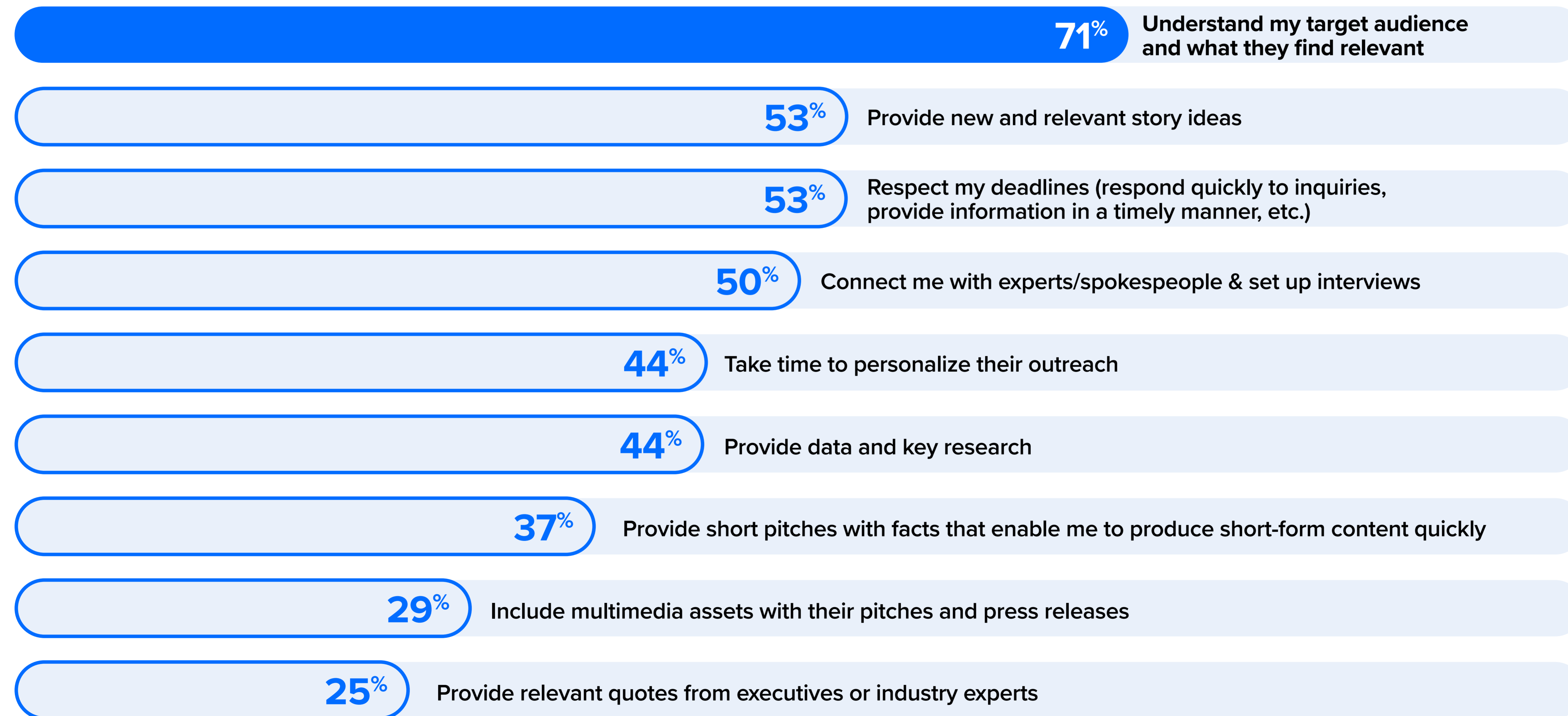
Food and beverage journalists are flooded with irrelevant pitches, so if you want your pitch to stand out, do your research beforehand to ensure it's right for the journalist and their audience.

(Pro tip: a comprehensive [media database](#) can help you identify the right food and beverage journalists to reach out to for your pitch, along with data to understand the right follow up approach.)

How to Gain Favor with Food & Beverage Journalists

It makes sense that “understand my audience and what they find relevant” is the number one way PR professionals can make food and beverage journalists’ lives easier, given earlier findings that they are inundated with irrelevant pitches. It also makes sense that, based on their feedback on the content they want, new story ideas holds second place.

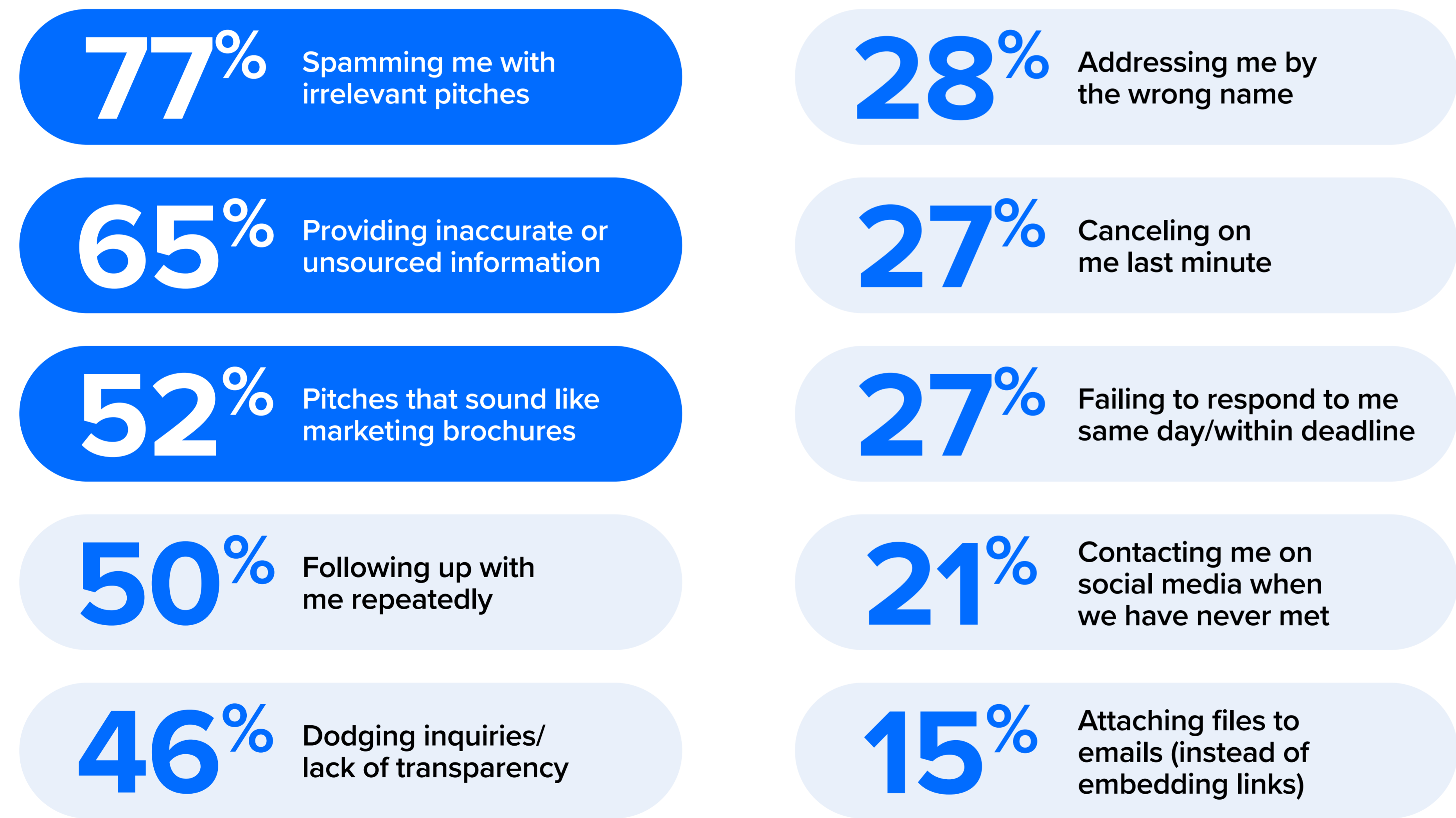
What can PR professionals do to make your job easier?



How to Lose Favor with Food & Beverage Journalists

In addition to revealing what they want from PR professionals and the actions they appreciate, food and beverage journalists also shed light on the behaviors they won't tolerate. Given their overflowing inboxes, it follows that getting "spammed" with irrelevant pitches is first on the list.

What would make you block a PR professional or put them on your "don't call" list?



Why It Matters

The easier PR teams make it for food and beverage journalists to cover their stories, the more likely they are to do so. And the easier you are to work with, the more likely journalists will want to work with you again (and again), so take note of the many ways you can be of assistance. At the same time, be aware of ways in which you may be unintentionally getting in your own way, like sending over too many pitches or not sourcing information correctly.

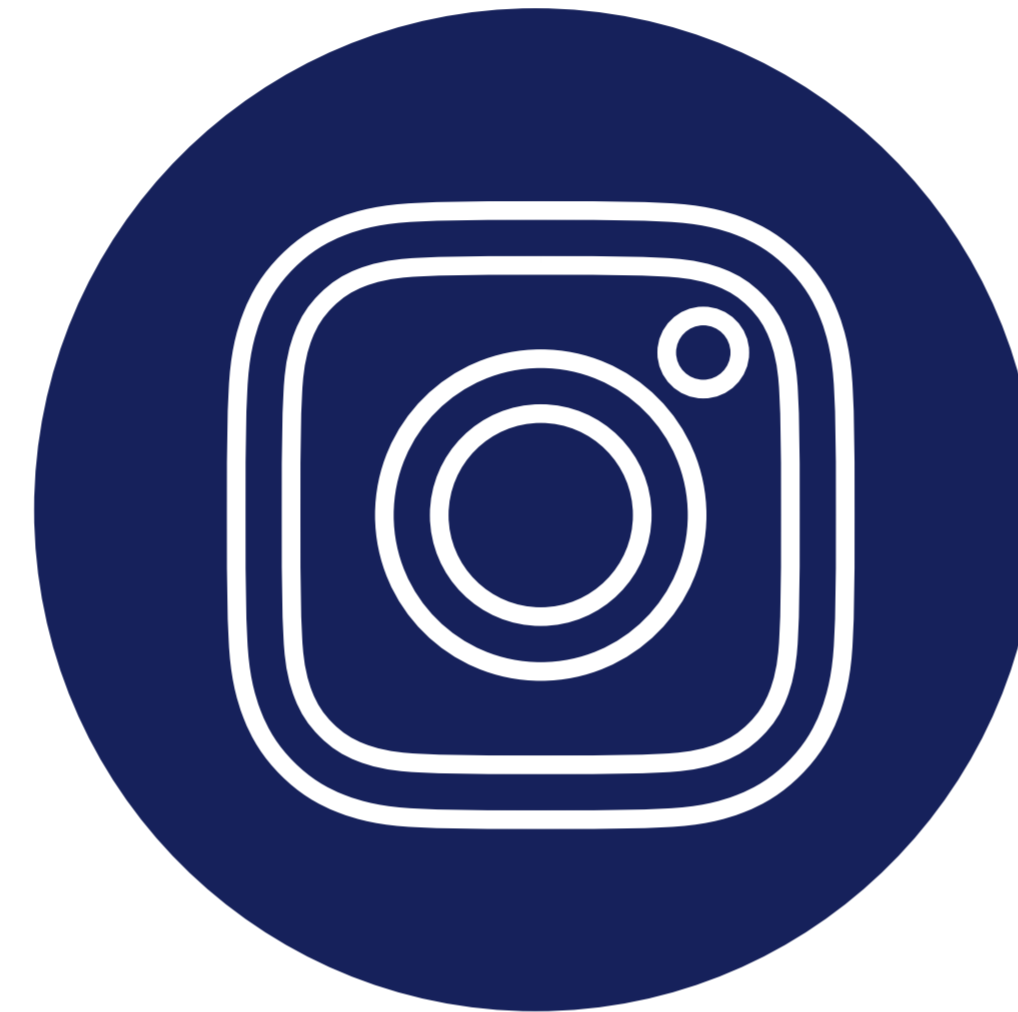
Part III

Food & Beverage Journalists: What Sets Them Apart?

Food & Beverage Journalists: What Sets Them Apart?

For this report, we sought to understand the challenges journalists in the food and beverage sector are facing to help industry-adjacent media relations professionals gain not just their attention, but their trust and partnership as well.

For additional context, we compared these insights to the Global State of the Media Report, which included journalists across all major industry sectors. Here is a summary of key findings.



Instagram is Gaining

The number one social media platform food and beverage journalists say their brands plan to have a greater presence on in the coming year is Instagram (ahead of LinkedIn and Facebook). They're significantly more focused on increasing their Instagram use than their counterparts in other sectors (57% versus the global response of 44%). Additionally, 78% of food and beverage journalists said they used social platforms to publish or promote content, which is seven percentage points higher when compared to journalists across all industries.



Content Is King

Press releases are the most valued PR resource for journalists across sectors, but food and beverage journalists are particularly favorable to access to events and products to test. When asked about the content they want most from PR teams, 55% of food and beverage journalists cited access to events, which is 11 percentage points higher than the global response across all sectors. Additionally, 43% named products or samples to test, which is 17 percentage points higher than the global response.



Multimedia Makes Its Mark

Findings from our global report indicate that journalists across all sectors are relying heavily on multimedia to supplement their stories, and images are the most-used asset. When focusing only on responses from food and beverage journalists, however, one notable difference was the higher usage of PR-supplied brand logos. Eighteen percent of food and beverage journalists used these assets in the last year, a substantial uptick when compared to 13% in our global report.



Direct Pitches, Please

Seventy-two percent of respondents named press releases as useful for generating content ideas, while 57% said they were looking for direct pitches from PR teams. Both figures trend higher than the overall global figures (by 4 percentage points and 10 percentage points, respectively), indicating the value these journalists place on receiving new story ideas from PR professionals.

Final Thoughts

For the past 15 years, we've approached this report with one major goal in mind: To provide comprehensive insight into the behaviors and perceptions of journalists for the public relations professionals who seek to connect and build valuable professional relationships with them. Our platforms reflect that mentality. [CisionOne](#), our comprehensive suite of solutions, is designed to help modern PR and corporate communications teams navigate the constantly evolving media landscape and empower them with the resources they need to see and be seen, understand and be understood by the audiences who matter most.

To learn more about how to apply the insights and findings from this year's report into your own communications strategy, schedule a consultation with a Cision expert today.

Methodology

This report is a sub-section of Cision's 2024 Global State of the Media Report, based on responses from 569 journalists and media influencers who cover the topics of food and beverage. Cision conducted its 2024 State of the Media survey in January and February of 2024. Surveys were emailed to Cision Media Database members, who are vetted by the company's media research team to verify their positions as media professionals, influencers, and bloggers, and to the members of our Connectively community. We also made the survey available to media professionals in the PR Newswire for Journalists database.

This year's survey collected responses from 3,016 respondents in 19 markets across the globe: U.S., Canada, UK, France, Germany, Finland, Sweden, Denmark, Norway, Italy, Spain, Portugal, China, Australia, Singapore, Malaysia, Indonesia, Taiwan, and Hong Kong.

For select questions throughout this report, respondents were permitted to choose more than one answer, resulting in percentages exceeding 100%. A portion of the questions asked in the survey were also optional, so some questions may have been skipped by participants, resulting in percentages less than 100%.



About Cision

Cision is the global leader in consumer and media intelligence, engagement, and communication solutions. We equip PR and corporate communications, marketing, and social media professionals with the tools they need to excel in today's data-driven world. Our deep expertise, exclusive data partnerships, and award-winning brands and products, including [CisionOne](#), [Brandwatch](#), and [PR Newswire](#), enable over 75,000 companies and organizations, including 84% of the Fortune 500, to see and be seen, understand and be understood by the audiences that matter most to them.