**Astore Procurement News | Template for suppliers**

This News tool is a **great opportunity to promote your products or services!** You now have the flexibility to set up promotion campaigns whenever you want!

Please contact your Astore representative who will guide you in setting up your promotion and publish your communication in our News page on AstoreProcurement.com. *Watch the below video teaser for more information.*

[](https://playplay.com/app/video/accor-sa/astore-procurement-is-launching-a-news-feature-supplier-teaser-video/e60ab13d-82f8-453f-b713-36359ce9268a)

[*Video teaser*](https://playplay.com/app/video/accor-sa/astore-procurement-is-launching-a-news-feature-supplier-teaser-video/e60ab13d-82f8-453f-b713-36359ce9268a)

**CHECKLIST FOR YOUR ARTICLE**

* Title
* Short description
* Cover image [size: min 306 × 170, max 640 × 480]
* Template filled-in
* Attachments (PPT, PDF, media files, Excel lists, etc.)

**TIPS & BEST PRACTICES**

* **Introduce yourself!** Always add context to your article: describe who you are and what you offer. This will help clients who are not yet familiar with your products or services.

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| --- |
| You can send as an attachment additional documentation (brochure, presentation) that clients can download.  We recommend adding a brochure in PDF format with visuals. [32 MB limit per file] [Accepted formats: pdf pptx docx docs doc xlsx xls csv.]  Please provide translations for your documents in the relevant local languages and local links. |

* **Special deals or promotions?** Make sure to describe the benefits of the promotion, how to order and apply the promotion.

Call-to-action button: Add a link to your product in Astore Shop or your supplier page in the Astore Supplier Directory.

*You can ask your Astore representative to add this link for you.*

* **A change in prices or conditions?** If you need to communicate a change in prices or conditions, please make sure to always explain/justify the change. Clients will want to know why.
* **Add good quality visuals**: images, logos and videos.

We recommend adding a cover image + an image in the body your article.

Please send them as an attachment to this document or share a link to the media file. [32 MB limit per media] [Accepted formats: png gif jpg jpeg.]

For the cover image: [Size: min 306 × 170, max 640 × 480]

If you wish to add a video to your article, send them as an attachment to this document or add a hyperlink directly in the text of your article [32 MB limit per media] [Accepted formats: mp4 ogv webm.]

**TEMPLATES**

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| --- |
| ***Instructions:*** *Please fill in the following template to create your news article*   1. *Fill in your article details and cover image (page 1)* 2. *Fill in an article template (pages 2-5)*   *All fields marked with an asterisk are mandatory.* |

**A screenshot of a website

Description automatically generated**

1. **Article details and cover image**

**\*Title:** *Write your title below. [90 characters max]*

|  |
| --- |
| SUPPLIER NAME - Title |

**\*Short description:** *Write below a catchy short description that will encourage readers to open your article. Describe in a few words what your article is about.* *[500 characters max]*

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|  |

**\*Image or logo for cover image:** *Add an image related to the subject of your article or your logo.* *You can send the image as an attachment via email or share a link to download it.* [30 MB limit per media] [Accepted formats: png gif jpg jpeg.] [size: min 306 × 170, max 640 × 480]

1. **Article templates**

*Please fill in one the templates below.*

***Template 1***

|  |  |
| --- | --- |
| A pink sign with white text  Description automatically generated | |
| **Yummy Veg has developed a new range of 100% plant-based products!** | |
| A person holding a burger  Description automatically generated | The vegan burger - a juicy burger as we know it, simply vegan!  Since the beginning of 2024, all our products in the “VeggieYummy” range are 100% plant-based. 🌱 That means they're completely vegan!  Browse our varied vegan assortment catalogue now and get ready for the barbecue season - we've got something for everyone! |

***Preview on AstoreProcurement.com****:*

A screenshot of a menu

Description automatically generated

***Template 2***

|  |  |
| --- | --- |
| A logo for a coffee shop  Description automatically generated | |
| Another sustainable alternative: paper pods.The choice of being able to compost your capsules. | |
| A cup of coffee and a cookie on a saucer  Description automatically generated | **TECHNOLOGY THAT MATCHES NUGARO QUALITY**  After three years of research and development, Nugaro has developed a new compostable paper-based capsule. Made from paper, it preserves all the aromas of the ground coffee inside the capsule for a tasting experience that lives up to your expectations. It comes in five varieties, including a decaffeinated coffee. |
| A person pouring a powder into a glass jar  Description automatically generated | **ACCESSORIES FOR YOUR HOTEL ROOMS**  To keep coffee fresh, Nugaro has developed a jar specially designed for preserving paper-based capsules in hotels. We can also supply customized materials for your hotel rooms to decorate the coffee corner. |

***Preview on AstoreProcurement.com:***

A screenshot of a website

Description automatically generated