

Multichannel Fruit and Veg digital power package

MEDIA CARD 2026

Reach Finnish foodservice customers through multiple channels. Effective visibility for your product or product family easily with just the right target group.

Package content

- Web article about a product or product family (Kespro.com). (max. three products from a product family)
- A featured publication from the article that month on Kespro's Facebook and Instagram.
- Article highlight in Kespro's selected targeted newsletter (dining, lunch, café, fast food)
- Product highlight for two weeks on the Kespro web store's front page.

Bookings

Book a package from your contact person firstname.lastname@kesko.fi.

Please note that there is a limited number of packages available, so book yours on time.

1. Always agree first with Kespro's product manager about the product and message that you want to appear in the package.
2. When a measure and its date have been agreed, send information about the product or content to Kespro's product manager and content creator no later than the first day of the preceding month or the following business day.

Contact information for any additional questions

Terhi Aunila, Purchasing and Sales Manager, Fruit and Vegetables

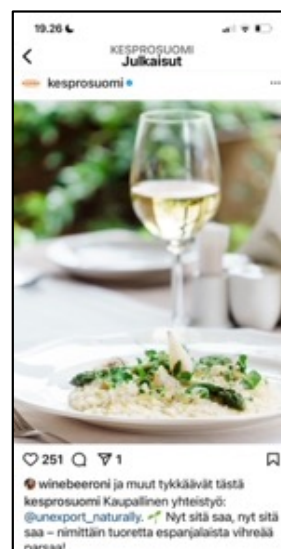
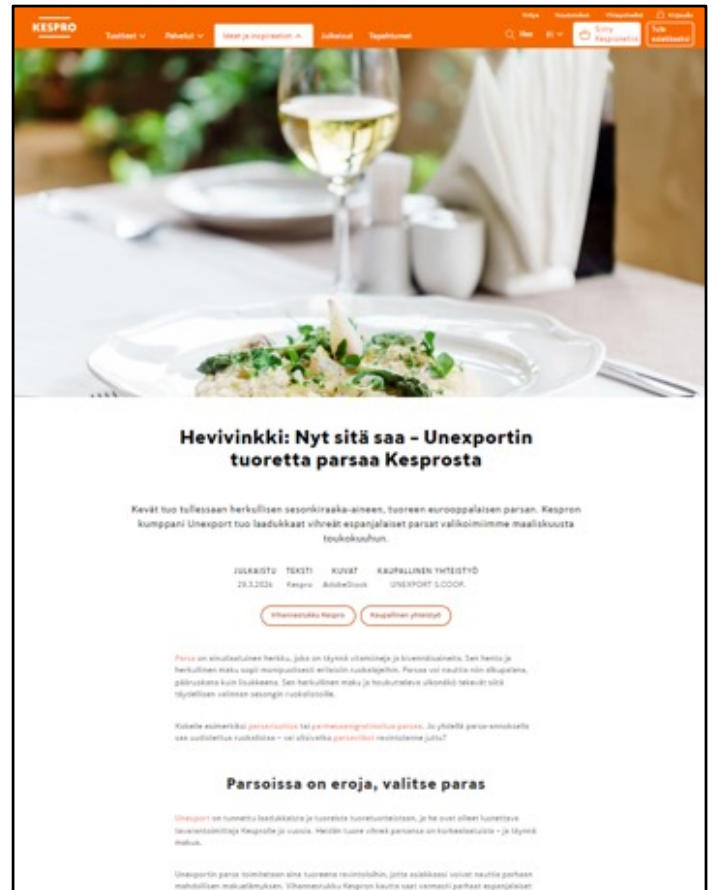
Email: terhi.aunila@kesko.fi

Tel. +358 40 537 6080

Content Producer Ulla Telama

email: ulla.telama@kesko.fi

Tel. +358 503842839



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Schedule

The web article, newsletter and product highlight will be published in stages during the month in the order of booking. The material for the article must be delivered no later than the first day of the preceding month or the following business day.

Material instructions

Text content must be delivered via email as a DOC or TXT file.

Images should be delivered as email attachments in JPG format.

Image size: JPG format (minimum 72 dpi, preferably 300 dpi, RGB profile). Main image and illustration images: landscape, max. size 1 MB (1,500x1,000 px)

Material delivery address: kespro.digiaineisto@kesko.fi and ulla.telama@kesko.fi

Include the following information in the subject field: Fruit and Veg digital power package + company name

Kespro's content creation team will edit the text to support both the supplier's and Kespro's business. You can also leave the text design entirely to the content creator and only provide information about the product details to be highlighted or featured in the advertising slot, the campaign period and any illustration image.

Kespro's contact person for materials:

Ulla Telama

ulla.telama@kesko.fi

+358 503842839

PLEASE NOTE: Materials, pictures and any product information for an article must be submitted according to the instructions and on schedule. Any late materials will not be accepted. Agreed but unrealised marketing measures will be charged according to the agreement.

KESPRO LOUNAS & Deli



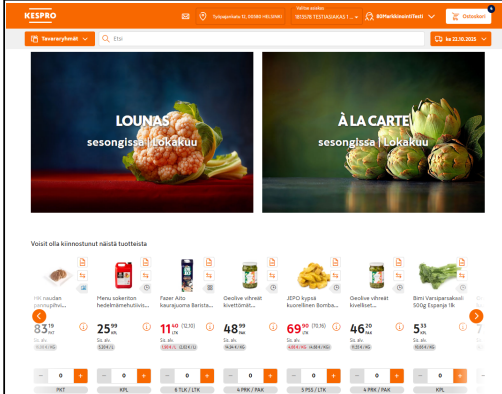
SESONGISSA **Lokakuu**

Lokakuu on monipuolinen ruokasesonki

Meneillään on ruokasesonkien kuukausi, kun kotimaiset juurekset, kuten porkkana, lanttu ja palsternakka, ovat parhaimmillaan. Kurpitsat tuovat pirteyttä ruokapöytään, ja värikkäät kukkakaalit piristävät annoksia. Sienimetsän suppilovahverot sopivat täydellisesti syksyn ruokiin. Hyödynnä hedelmistä omenat, päärynät ja viikuna. Melonit tuovat raikkaan lisän syksyn hedelmävaihteluun.

 Sesongituote	 Sesongituote	 Sesongituote
Meloni Cantaloupe 5 kg 5025	Kirjolohifilee C-leikattu nypitty käsin leikattu n. 750g, n. 5kg	Porkkana 5kg pesty Suomi 1lk 20328430
3,35 € /kg 16,74 € 1lk	21389780 14,85 € /kg	0,98 € /kg

Lokakuun sesonki verkkokaupassa



The screenshot shows the Kespro website interface. At the top, there's a navigation bar with the Kespro logo and various links. Below the navigation bar, there are two main sections: 'LOUNAS' and 'À LA CARTE', both featuring 'sesongissa Lokakuu' (seasonal October). The 'LOUNAS' section shows a bowl of food, and the 'À LA CARTE' section shows a plate of food. Below these sections, there's a list of products with their prices and availability. The products include various fruits and vegetables, each with a small image and a price tag. The prices are listed in euros and cents, and some products have a '16,74 € 1lk' price tag. The website also features a search bar and a shopping cart icon.

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