

Left on the Table

What are food & beverage advertisers leaving on the table?

Outdated brand suitability settings could be restricting your access to valuable audiences in food and beverage.

Food & beverage feeds the conversation at Australian tables, from restaurant openings and recipes to fresh produce and what to pour with dinner. Yet brand suitability settings can still block advertising in credible, professional food and beverage journalism, simply because an article contains a word on an exclusion list. Our latest category analysis examines how ordinary food & beverage articles can trigger incorrect advertising exclusions, potentially restricting reach, attention and overall campaign effectiveness.

1.6m
Australians read food & beverage news each month

30%
of all food & beverage articles containing block list words

BLOCKED
ordinary words like wine, dining, community and music are blocked

3 IN 4
marketers describe keyword filters as blunt or overly simplistic

Food & beverage stories. Ordinary words. Advertisers blocked.
These are top-performing Australian news stories, suitable for advertising but flagged as "unsafe" by keyword filters.



Restaurant
Business
$100k a year': Star TV chef says restaurants drowning in 'clock-in, clock-out' red tape



Chef
Ingredients
Melbourne chefs share their top secret family lasagne recipes



Fresh produce
Health benefits
The dirt cheap vegetable that could help save your life

Why it matters for food & beverage advertisers, and what you can do.

1. **KNOW**
Ask what is being blocked, and review block lists.

2. **MODERNISE**
The aim is not removing genuine safeguards. It's to make them more precise and proportionate to actual risk.

3. **GOVERN**
Consider not just where to avoid, but where media investment drives commercial and societal value. **News isn't the risk. Misapplied blocking is.**

think news BRANDS

Get a brand suitability audit and reach more of the right audience while making your advertising budget work harder.

FIND OUT MORE

Source: ThinkNewsBrands Category data analysis, Oct '26'Source: Roy Morgan Single Source Australia, Jul 25 – Jun 26