

# 2019 EDITORIAL CALENDAR

prepared  
**FOODS**

**MONTH:**                      **JANUARY**                      **FEBRUARY**                      **MARCH**                      **APRIL**  
 ad close:                      12/5                      1/11                      2/11                      3/11  
 materials due:                      12/6                      1/14                      2/12                      3/12

special issue	<b>BUY ONE GET ONE FREE</b>			<b>PRE-IFT SHOW ISSUE</b>
hitting the shelves	RTD Coffee & Tea	Bakery Foods	Meals & Sides	Bars
trends	Sports Recovery	Sweeteners & Sugar Reduction	Pet Foods	Ethic + Fusion Emerging Cuisine
plant to plate	Entrees & Side Dishes	Breakfast Foods	Snacks & Appetizers	Beverages
culinary	<b>Condiments &amp; Sauces:</b> Bottled magic in ketchup, mustard, hot sauces, condiments, steak/BBQ sauces, & dressings using dairy, broth, juices, O&V, and inclusions: fruits, vegetables, herbs, spices, starches, gums, enhancers, colors, extracts, and sweeteners.	<b>Quick &amp; Easy Prepared Foods:</b> From new-wave microwave to one-handed “grab & go” its all about fast. Texturants, binders, emulsifiers, natural preservatives, seasonings, colorants, and flavors make it happen.	<b>Dough, Crusts &amp; Shells:</b> The insides and outsides of pies, calzones, pocket sandwiches, etc. including starches, flours, gums, conditioners, leavenings and everything needed to keep insides in.	<b>Future of Desserts:</b> Modern desserts are less sweet and more exotic, using such ingredients as florals, figs and other fruits, vinegars, reductions, and even normally savory or pungent elements like sesame, ginger, and spices. Also: sweeteners and colorants.
ingredient technology	<b>Coatings:</b> Batters and breadings using starches, flours, grains, nuts, herbs, gums, eggs, and spices.	<b>Colorants:</b> Bright is Back! The colorants, natural and artificial, that are adding vivid greens, blues, reds, yellows, and pinks — and even rich indulgent browns.	<b>Flavor Boosters &amp; Maskers:</b> Flavor boosters, from salts and sweeteners to yeast and herbs, citrus and spices, or soy and mushroom extracts bring out the best and can even mask the worst.	<b>Formulating with Tea &amp; Coffee:</b> Coffee and tea extracts, concentrates, and powders (think: matcha) add flavor and health to beverages, pastries, fillings, and even spice blends. They also add natural colors.
better for you	<b>Women’s Health:</b> proteins, amino acids, minerals, vitamins, and lipids, that help women live, feel, and perform better at key life stages.	<b>BFY Lipids:</b> MUFAs, PUFAs, ALA, CLA, GLA, CoQ-10; vits. A, D, E, K; Phosphotidyl choline/serine/ acid and omegas 3,6,7,9. An update on what they are, where to get them and why.	<b>Men’s Health:</b> Vitamins, minerals, antioxidants, co-enzymes, botanicals, prebiotics, & probiotics to meet men’s needs for immunity, health, and vitality.	<b>Emerging Botanicals:</b> Upcoming herbs, spices, roots, barks, rhizomes, fruits and seeds for enhancing health and immunity, as well as cognition and even new botanical colorants.
r&d abstracts	Organic & Non GMO Ingredients	Shelf Life Ingredients & Processing	Ethnic & Authentic	Dairy Ingredients
value added opportunities for full-page advertisers	<b>BOGO</b> - Buy One Get One FREE in Print		<b>FREE Supplier Profile in Print</b>	
special packages		<b>RCA Show Package</b>		<b>IFT Package</b>
events & bonus distribution <i>*events with bonus distribution</i>		<b>RCA*</b> Natural Expo West / engredia		<b>IFT*</b>

# 2019 EDITORIAL CALENDAR

MAY  
4/10  
4/11

JUNE  
5/09  
5/10

JULY  
6/11  
6/12

AUGUST  
7/12  
7/13

IFT SHOW ISSUE	
Dairy	Snacks & Confections
Meal Kits	Pet Foods
Sauces, Dressings & Spreads	Meat, Poultry & Seafood
<b>Sneaking Servings of Veggies:</b> Vegetable purees, powders, juices, and extracts sneak 5-a-Day into the mix for better flavor and health.	<b>Hot &amp; Spicy:</b> Chili peppers, pepper sauces, wasabi, ginger, peppercorns (white, black, and green) keep the fire burning for a food world gone mad for heat.
<b>Fats &amp; Oils:</b> Update on trending cooking and dressing oils, nut oils (such as pecan, pistachio) seed oils, and where soy, palm, canola, and other mainstream oils are. Solid fats and shortenings included.	<b>Sweeteners:</b> Monkfruit, allulose, artificial sweeteners, sugars, syrups, and fruit extracts and powders do their part to satisfy the sweet tooth.
<b>The Fiber You Didn't Know:</b> Healthful food fibers that can be well "hidden;" fibers that don't behave like fiber in formulation but save the hard work for the digestive tract; and new and emerging fiber sources work together to make foods and beverages that enhance digestive health and immunity.	<b>Sports Nutrition:</b> New approaches to energy, weight balance, and endurance with natural stimulants, botanicals, pre- and probiotics, vitamins, and minerals.
Beverage Textures Development & Ingredients	Gluten-Free, Allergen-Free
	FREE Supplier Profile in Print
IFT Package	
IFT*	

2020 FOOD MASTER - PUBLISHED NOVEMBER 2019

STATE OF THE INDUSTRY RETAIL NEW PRODUCTS	STATE OF THE INDUSTRY FOODSERVICE NEW PRODUCTS
<p><b>This annual reference issue provides processors exclusives on trends and emerging concepts in food, beverage and nutritional products.</b></p> <p><b>Beverages:</b> Fortifications for energy, relaxation, health, beauty-from-within. Special section on alcohol and other adult beverage trends.</p> <p><b>Cereals &amp; Breakfast Bars:</b> Fruits, nuts, whey/soy protein, plus probiotics and ingredients for energy (caffeine, vitamins, tea and botanical extracts).</p> <p><b>Confections &amp; Snacks:</b> Trends in sweetener systems, salt/sodium; flours, fiber, nuts, seeds, vegetables, herbs, colorants, vanilla, fruit flavorings &amp; extracts, plus reformulations for health.</p> <p><b>Sauces, Marinades &amp; Dressings:</b> Stabilizers, oils and flavoring ingredients, gums, cheese sauces, plus ethnic spices and herbs.</p> <p><b>Dairy:</b> Fortification, prebiotic and probiotic ingredients, dairy proteins, plus gums, texturants &amp; stabilizers. Includes yogurts, kefir, ice cream and dairy analogs/substitutes.</p> <p><b>Prepared Meat, Poultry &amp; Seafood:</b> Including herbs, rubs, smoked, antimicrobials, tenderizers. Plus meat analogs/substitutes.</p> <p><b>Pizza, Meals &amp; Entrées:</b> Frozen, refrigerated, sous-vide &amp; shelf-stable. Savory and cheese flavors. Plus: trends in meatless meals.</p> <p><b>Soups &amp; Side Dishes:</b> Stocks, meat extracts, bases, vegetables, cheese, plus yeasts, starches, stabilizers, texturants.</p>	<p><b>COVER FEATURE: INDUSTRY TREND OVERVIEW</b> Industry data and consumer insights feature on restaurant trends that impact manufacturers' R&amp;D. Past topics include plant-based foods (2018), snacking, ethnic authenticity and off-premise delivery.</p> <p><b>Appetizers, Soups &amp; Sides:</b> Trends in bite-sized snacks and appetizers; prepared side dishes and soups. Related ingredients include flavors, spices &amp; seasonings; sauces &amp; marinades; batters, breadings &amp; coatings; seeds &amp; grains; industrial meats, cheeses &amp; vegetables; pasta &amp; flours; proteins; starches, gums; fats, oils &amp; emulsifiers.</p> <p><b>Bakery Foods:</b> Trends in breads, rolls, cookies, crackers, sweet goods, cakes and other items. Related ingredients include flours; fibers; fats, oils &amp; emulsifiers; seeds &amp; grains; spices &amp; seasonings; nuts, chocolates, fruits and other inclusions; dough conditioners, phosphates &amp; leavenings.</p> <p><b>Beverages:</b> Trends in soft drinks, juices, coffees &amp; teas, fermented drinks, alcoholic beverages, waters, and other offerings. Related ingredients include flavors &amp; extracts; sweeteners; colors; proteins; gums &amp; starches; vitamins &amp; minerals.</p> <p><b>Dairy:</b> Cheeses, milks, cultured products, ice creams and frozen desserts. Related ingredient include colors; sweeteners; flavors, spices &amp; seasonings; nuts, inclusions and industrial fruits; proteins and enzymes; probiotics; fats, oils and emulsifiers; gums &amp; starches.</p> <p><b>Prepared Entrees:</b> Prepared, ready-to-serve entrees. Related ingredients include flavors, spices &amp; seasonings; seeds &amp; grains; industrial meats, cheeses &amp; vegetables; pasta &amp; flours; proteins; starches, gums; fats, oils &amp; emulsifiers.</p> <p><b>Prepared Meat, Poultry &amp; Seafood:</b> Prepared meat, poultry and seafood offerings for restaurants &amp; institutions. Related ingredients include flavors, spices &amp; seasonings; sauces &amp; marinades; batters, breadings &amp; coatings; starches &amp; gums; antimicrobial agents and shelf-life extenders.</p> <p><b>Sauces, Marinades, Spreads &amp; Dressings:</b> Related ingredients include flavors, spices &amp; seasonings; fats, oils &amp; emulsifiers; acidulants; colors; sweeteners; gums &amp; starches.</p>
Natural Sweeteners	
State of the Industry Package	State of the Industry Package

# 2019 EDITORIAL CALENDAR

prepared  
**FOODS**

MONTH: ad close: materials due:	SEPTEMBER 8/09 8/12	OCTOBER 9/11 9/12	NOVEMBER 10/11 10/11	DECEMBER 11/11 11/12
special issue		<b>SUPPLYSIDE WEST SHOW ISSUE</b>		<b>ANNUAL FORECAST ISSUE</b>
hitting the shelves	<b>Beverages</b>	<b>Dressings, Sauces &amp; Spreads</b>	<b>Meat, Poultry &amp; Seafood</b>	Prepared Foods' Annual Forecast issue takes an extensive, exclusive look at every angle of consumer insights and product development trends.
trends	<b>Clean Label</b>	<b>Convenience &amp; Portable Snacking</b>	<b>Plant Based Foods &amp; Drinks</b>	
plant to plate	<b>Dairy Foods</b>	<b>Soups</b>	<b>Bakery Foods</b>	Every page brings experts' predictions for 2020's: <ul style="list-style-type: none"><li>• Break-out foods</li><li>• Break-out beverages</li><li>• Functional foods &amp; beverages</li><li>• Cutting-edge consumer trends</li><li>• Break-out food/beverage packaging</li><li>• Impactful food &amp; beverage regulations</li><li>• On-trend culinary flavors</li><li>• On-trend culinary sauces, seasonings</li><li>• Sweeteners</li><li>• Colorants</li><li>• Fats and oils</li><li>• Starches, flours and fibers</li><li>• Functional, "better-for-you" ingredients</li><li>• Cannabis food &amp; beverage product outlook</li></ul>
culinary	<b>Using Spirits &amp; Reductions:</b> Beer, wine, rum, whiskey, and other alcohol beverages are full of flavor. A splash or a reduction opens those flavor possibilities for including in sweet and savory formulations.	<b>Grains at Work:</b> Developers are taking advantage newly available grains and seeds, and new types of common ones, from wild rice, ancient wheat, barley, rye, and red corn to sorghum, buckwheat, farro, and oats.	<b>Global Breakfast:</b> A world of breakfast food trends. Think: chorizo scrambled eggs, baklava pancakes, coconut milk waffles, and other mixes of grain-based pastries, fruit toppings, fillings, flavors and colors.	
ingredient technology	<b>Formulating with Chocolate &amp; Vanilla:</b> These two ingredients are getting scarcer, yet in hotter demand. We look at ways of amping their flavor, plus subs like ruby chocolate and cupuaçu.	<b>Gums, Fibers &amp; Starches:</b> Flours, starches, and gums from heritage grains, nuts, seeds and squashes as well as new steps in wheat and rice flours. Includes organic and non-GMO.	<b>Fruits &amp; Nuts:</b> Walnuts, pecans, almonds, hazelnuts, and pistachos in formulation, plus whole fruits, fruit pieces, dried fruits, fruit powder, and fruit extracts for fillings, layers, sauces, and condiments both savory and sweet.	
better for you	<b>Diabetes &amp; Blood Glucose Control:</b> In addition to H-I sweeteners, the right fats (ALA, GLA, MUFA) and fibers (oligosaccharides, resistant starch) plus carnitine, botanicals, biotin, and vitamins & minerals can help.	<b>Vitamins &amp; Minerals:</b> The best forms of vitamins and minerals for the most popular formulations. Includes premixes and both natural and fortification sources.	<b>BFY Beverages:</b> botanicals, fibers, plant proteins, vitamins, minerals, and nutraceutical colorants are boosting beverages.	
r&d abstracts	<b>Inclusions</b>	<b>Replacing Meat &amp; Dairy: Taste &amp; Texture</b>	<b>Unique Batters &amp; Breadings</b>	
value added opportunities for full-page advertisers	<b>FREE Supplier Profile in Print</b>		<b>FREE Supplier Profile in Print</b>	
special packages		<b>SSW Show Package</b>	<b>Annual Forecast Package</b>	
events & bonus distribution <i>*events with bonus distribution</i>	<b>New Products Conference* SupplySide West*</b>			

NEW PRODUCTS CONFERENCE - SEPTEMBER 2019