

# 2018 EDITORIAL CALENDAR

**MONTH:**  
ad close:  
materials due:

**JANUARY**  
12/5/17  
12/6/17

**FEBRUARY**  
1/12/18  
1/15/18

**MARCH**  
2/9/18  
2/12/18

**APRIL**  
3/12/18  
3/13/18

| special issue                                       | BUY ONE GET ONE FREE   | STATE OF THE INDUSTRY<br>RETAIL NEW PRODUCTS   |  |
|---|--|--|--|
| new products & trends                               | Feature<br><b>Protein 2.0</b><br><br>Hitting the Shelves<br><b>Bars</b><br><br>Plant to Plate<br><b>Snacks &amp; Appetizers</b>  | Feature<br><b>Reduced Sugar Products</b><br><br>Hitting the Shelves<br><b>Bakery Foods</b><br><br>Plant to Plate<br><b>Entrées &amp; Sides</b>   | <b>This annual reference issue provides processors exclusives on trends and emerging concepts in food, beverage and nutritional products.</b><br><br><b>Baked Goods:</b> Trends in whole grains, fiber and fortification.<br><br><b>Beverages:</b> Fortifications for energy, relaxation, health, beauty-from-within. Special section on alcohol and other adult beverage trends.<br><br><b>Cereals &amp; Breakfast Bars:</b> Fruits, nuts, whey/soy protein, plus probiotics and ingredients for energy (caffeine, vitamins, tea and botanical extracts).   |
|   | Feature<br><b>Authentic/Ethnic Comfort Foods</b><br><br>Hitting the Shelves<br><b>Dairy Foods</b><br><br>Plant to Plate<br><b>Beverages</b>  |  |  |
| culinary creations                                  | <b>Magic Beans</b><br>From whole beans to bean flours to protein fractions derived from beans, this feature covers the diverse uses of beans as a culinary ingredient—one that shot up like the proverbial eponymous stalk as the gluten-free movement took off.   | <b>Rice and Grains</b><br>From sides to fillings to entrée bases, as well as use in inclusions and coatings—and even as nut replacers—whole grains are gaining ground for their health and texture benefits.             | <b>Confections &amp; Snacks:</b> Trends in sweetener systems, salt/sodium; flours, fiber, nuts, seeds, vegetables, herbs, colorants, vanilla, fruit flavorings & extracts + reformulations for health.<br><br><b>Sauces, Marinades and Dressings:</b> Stabilizers, oils and flavoring ingredients, gums, cheese sauces, plus ethnic spices and herbs.<br><br><b>Dairy:</b> Fortification, prebiotic and probiotic ingredients, dairy proteins, plus gums, texturants & stabilizers. Includes yogurts, kefir, ice cream and dairy analogs/substitutes.<br><br><b>Prepared Meat, Poultry &amp; Seafood:</b> Including herbs, rubs, smoked, antimicrobials, tenderizers. Plus meat analogs/substitutes.<br><br><b>Pizza, Meals &amp; Entrées:</b> Frozen, refrigerated, sous-vide & shelf-stable. Savory and cheese flavors. Plus: trends in meatless meals.<br><br><b>Soups &amp; Side Dishes:</b> Stocks, meat extracts, bases, vegetables, cheese, plus yeasts, starches, stabilizers, texturants. |
|   | <b>Up-Tempo Latin</b><br>Forget tacos and enchiladas; Latin cuisine is now a micro-regional endeavor, from street food of the Mexican interior to specialties of the Peruvian highlands and all points in, south to Tierra Del Fuego and north to Ensenada, with Cal-Mex, Tex-Mex and NewYorkican in between.                                      |  |  |
| ingredient challenges                               | <b>SPECIAL REPORT: Getting Clean</b><br>Minimally processed and socially responsible ingredients are now the most important thing on the label. This primer will cover choosing, sourcing, and getting the best use out of a gamut of ingredient classes to ensure that much coveted clean label. Sidebar: Regulatory aspects of claiming “clean.” | <b>Enzymes on Board</b><br>Enzymes are used in baking, meat products, and dairy to perform multiple functions, including fermentation, colloid formation, and tenderization. Let’s call this an “Enzymes 101” refresher. | <b>Colors: New Angles, Options</b><br>Clean-label and organic considerations have given a huge lift to natural colorants. But artificial colorants still are big business. We’ll explore the truths, myths, and future of artificial colors—and where the dividing line really should be.  |
|   |  |  |  |
| r&d applications                                    | R&D Seminars<br><b>Protein</b>   | R&D Seminars<br><b>Sugar Reduction/Sweetener Strategies</b>  | <b>Colors: New Angles, Options</b><br>Clean-label and organic considerations have given a huge lift to natural colorants. But artificial colorants still are big business. We’ll explore the truths, myths, and future of artificial colors—and where the dividing line really should be.  |
|   |  |  |  |
| better for you foods & beverages                    | <b>Young Seniors</b><br>Nutrition needs for today’s 55-and-up are demanding ingredients to address energy, focus, muscle maintenance, digestive health and even a sense of calm.   | <b>Li’l Critters</b><br>From probiotics to fermented foods to yeasts and living sprouts, microorganisms are asserting their dominance in the food chain.   | <b>Botanical Superstars</b><br>The botanical ingredient toolbox is expanding as fast as new discoveries are made and ancient knowledge is confirmed. From powerful plant extracts and phytochemical compounds that must be microencapsulated or masked, to herbs and spices that flavor foods and beverages while providing functional benefits, plant superstars are trending big.  |
|   |  |  |  |
| value added opportunities for full-page advertisers | BOGO - Buy One Get One FREE in Print   | FREE Product Preview in Print  | FREE Company Profile in Print  |
| bonus distribution                                  |  | <b>Research Chefs Association Annual Conference</b>  | <b>AdScore Study</b>   |
| shows & events                                      |  |  | <b>Food Safety Summit</b><br><b>PACK EXPO East</b>   |
|   |  |  | <b>Research Chefs Association Annual Conference</b><br>March 26-28, Savannah, GA<br><b>SupplySide East</b><br>April 16-18, Secaucus, NJ<br><b>PACK EXPO East</b><br>April 16-18, Philadelphia, PA  |

2019 FOOD MASTER - PUBLISHED NOVEMBER 2018

**MAY**  
4/11/18  
4/12/18

**JUNE**  
5/10/18  
5/11/18

**JULY**  
6/11/18  
6/12/18

**AUGUST**  
7/12/18  
7/13/18

| PRE-PRE-IFT ISSUE  | PRE-IFT SHOW ISSUE  | IFT AT-SHOW ISSUE  | STATE OF THE INDUSTRY<br>FOODSERVICE NEW PRODUCTS   |
|--|---|--|---|
| <p><b>Feature</b><br/><b>Seeds &amp; Grains</b></p> <p>Hitting the Shelves<br/><b>Prepared Meals &amp; Sides</b></p> <p>Plant to Plate<br/><b>Sauces, Dressings &amp; Marinades</b></p>  | <p><b>Feature</b><br/><b>Sports/Nutrition Products</b></p> <p>Hitting the Shelves<br/><b>Beverages</b></p> <p>Plant to Plate<br/><b>Meat, Poultry, Seafood</b></p>  | <p><b>Feature</b><br/><b>Clean Label Foods, Drinks</b></p> <p>Hitting the Shelves<br/><b>Snacks</b></p> <p>Plant to Plate<br/><b>Breakfast Foods</b></p>   | <p>Trends in ingredients, flavors and overall characteristics of foods and beverages found in foodservices often inspire R&amp;D and marketers at food processing companies in their quest for new product inspirations. Some of these new products are destined for grocery shelves, others are distributed to restaurants and institutions.</p> <p>This annual foodservice issue provides statistics and showcases examples of prepared foods and beverages appearing on menus around the U.S.</p>          |
| <p><b>Wet and Dry</b><br/>A BBQ Story—Barbecue is the great American Religion and each region prays in their own way. We'll cover dry rubs and wet sauces; marinades and sloppy slatherings—plus the cuts of meat that are best for getting the BBQ treatment.</p>   | <p><b>Asian Appeal</b><br/>Capturing authentic Korean and regional Asian flavors with sauces, marinades, spices and more.</p>   | <p><b>Pasta Pasta</b><br/>Review of all things farinaceous, new grains and prep techniques; and what chefs are using their noodles for.<br/><b>Get Stuffed</b><br/>Stuffed delights such as pierogis, calzones, pocket pastries, even mochi ice cream. Ingredients and techniques for keeping insides sumptuous—and inside.</p>  | <p>Typical food component and ingredient inspirations include savory sauces and flavoring systems, fruits, vegetables, grains and nuts, cheese and dairy-based components, sweeteners and emerging ethnic, dessert and beverage flavorings.</p> <ul style="list-style-type: none"> <li>• Sauce and Seasoning Trends</li> <li>• Creative Appetizer Options</li> <li>• Menu Trends in Beverages</li> <li>• Main Meal Innovations in Entrees</li> <li>• Sandwiches</li> <li>• Salads</li> <li>• Soups</li> </ul> |
| <p><b>Trends in Fats &amp; Oils</b><br/>The latest in plant and seed oils, shortening, butter and butter substitutes (margarines and spreads) for cooking, flavoring, and frying.</p>  | <p><b>Starches &amp; Gums Go Big</b><br/>Trending starches, gums, and fibers, from sweet potatoes, konjac, and bananas, to vegetable fibers and gums are hard working, bringing texture, fat replacement and stability to boost health and flavor and stretch shelflife.</p>  | <p><b>Flavor Forward</b><br/>Researching the breadth of food, beverage, snack, dairy, and baking for the new BNP Annual Flavor Survey—a comprehensive look at trends product developers are focusing on as they create the next generation of products.<br/><b>Bonus Feature: The Nose Knows</b><br/>This unique two-page mini-feature explores how fragrances from fruits, vegetables, botanicals, and even floral sources can be used to improve and ensure the success of food and beverage products.</p> | <p><b>PLUS: Top 10 Menu Trends</b><br/>Flavors &amp; trendy components inspire the formulations of processed prepared foods. Weight management gains ground.</p>  |
| <p>R&amp;D Seminars<br/><b>Building Blocks: Gums, Starches</b></p>   | <p>R&amp;D Seminars<br/><b>Flavor Formulating</b></p>   | <p>R&amp;D Seminars<br/><b>Clean Label, Non-GMO, Allergen Free</b></p>   | <p>R&amp;D Seminars<br/><b>Better For You &amp; Plant-Based Foods</b></p>   |
| <p><b>Inside/Outside</b><br/>Bones, joints, and muscles were made to last forever—but oh, those aches and pains! We look at the ingredients that help build solid structures, and keep them strong and active. Includes proteins (plant and dairy), vitamins (C, D, K), minerals (magnesium, calcium, selenium, potassium, phosphate), and just good food.</p> | <p><b>Building Up Immunity</b><br/>Vitamins, minerals, co-enzymes, antioxidants, phytochemicals/botanicals all do their part to help build the immune system that protects us from cancer, heart disease, and other diseases as well as control inflammation and diabetes.</p> <p><b>Sports Performance</b><br/>Formulating for Energy &amp; Recovery</p> | <p><b>Top 7 Digestive Health Ingredients</b><br/>The 7 ingredients processors are turning to the most to add a digestive health benefit to their products—and why. (Survey-driven.)</p>  |   |

FREE Product Review in Print

FREE Product Review in Print

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|   |   |   |                                       |
|---|---|---|---------------------------------------|
| <p><b>International Dairy Deli Bakery Association (IDDBA)</b></p> | <p><b>Institute of Food Technologists (IFT)</b></p>   |   | <p><b>New Products Conference</b></p> |
| <p><b>Food Safety Summit</b><br/>May 7-10, Rosemont, IL</p>       | <p><b>International Dairy Deli Bakery Association (IDDBA)</b><br/>June 10-12, New Orleans, LA</p> | <p><b>Institute of Food Technologists (IFT)</b><br/>July 15-18, Chicago, IL</p> |                                       |

# 2018 EDITORIAL CALENDAR

| MONTH:<br>ad close:<br>materials due:               | SEPTEMBER<br>8/10/18<br>8/13/18   | OCTOBER<br>9/12/18<br>9/13/18  | NOVEMBER<br>10/12/18<br>10/15/18   | DECEMBER<br>11/9/18<br>11/12/18   |
|---|---|--|--|---|
| special issue                                       | <b>IFT POST SHOW ISSUE</b>  | <b>SUPPLYSIDE WEST</b>   |  | <b>ANNUAL FORECAST ISSUE</b>  |
| new products & trends                               | Feature<br><b>Crafted/Artisan Foods &amp; Drinks</b>  | Feature<br><b>Spirit of Innovation Honorees</b>  | Feature<br><b>Plant-Based Foods</b>  | <b>Predictions for 2019's</b> <ul style="list-style-type: none"> <li>• Break-out foods</li> <li>• Break-out beverages</li> <li>• Break-out food/beverage packaging</li> </ul>                         |
|   | Hitting the Shelves<br><b>Candy &amp; Confections</b>   | Hitting the Shelves<br><b>Meat, Poultry &amp; Seafood</b>  | Hitting the Shelves<br><b>Dressings, Sauces &amp; Marinades</b>  |   |
| culinary creations                                  | Plant to Plate<br><b>Dairy Foods</b>  | Plant to Plate<br><b>Soups</b>   | Plant to Plate<br><b>Bakery Foods</b>  | <b>Predictions for 2019's</b> <ul style="list-style-type: none"> <li>• On-trend culinary flavors</li> <li>• On-trend culinary sauces, seasonings</li> <li>• Prep methods</li> </ul>                   |
|   | <b>From the Farm</b><br>"From the Farm" is the new "local/regional" with comforting, versatile fruits and vegetables minimally processed and applied to everything from fillings, sauces and condiments to dressings and beverages. | <b>Plant Based</b><br>The technology allowing plant proteins to enhance traditional formulations and create new ones (such as fake meat and dairy) just keeps getting better and better. We'll look at how plant proteins are being put to use to recreate formerly complex textures and flavors while providing health benefits.  | <b>Cakewalk</b><br>Cake creation is a many layered topic. There are snack cakes, cupcakes, cheesecakes, fruitcakes, boozy Bundts and even savory cakes. We look at the base ingredients, the inclusions, and the flavorants—especially vanilla and chocolate—that rock the pastry world. |   |
| ingredient challenges                               |   |  |  | <b>Predictions for 2019's</b> <ul style="list-style-type: none"> <li>• Sweeteners</li> <li>• Colorants</li> <li>• Fats and oils</li> <li>• Starches, flours and fibers</li> <li>• Proteins</li> </ul> |
|   | <b>Formulating for Food Safety &amp; Extended Shelf Life</b>  | <b>Nutritive Sweeteners Return</b><br>Sugar, fruit syrups, maple, agave, molasses and other sweeteners that contribute calories and texture are coming back strong.  | <b>Bits &amp; Pieces</b><br>Fruits, nuts, seeds, nut analogs, and puffed grains join chocolate chips and nut analogs to enhance flavor and texture in stuffings, sauces, fillings and coatings.  |   |
| r&d applications                                    |   |  |  |   |
|   | <b>R&amp;D Seminars</b><br><b>Sugar Reduction, Sweetener Strategies</b>   | <b>R&amp;D Seminars</b><br><b>Clean Label, Non-GMO, Allergen Free</b>  | <b>R&amp;D Seminars</b><br><b>Beverage Formulating</b>   |   |
| better for you foods & beverages                    |   |  |  |   |
|   | <b>Diet is a Four-Letter Word</b><br>Healthy ingredients for better weight management are changing the direction of formulating for weight control.   | <b>Fortification 101</b><br>An update on the vitamin and mineral systems and premix processors should be looking at for future development of better-for-you products.<br><b>Special 2-page section: Vitamin D's Day in the Sun</b> Vitamin D keeps revealing a wealth of benefit that contributes to cardiovascular, skeletal, mood, and cognitive abilities, among others. | <b>High-Risk Hearts</b><br>This annual heart health feature checks the pulse of the latest ingredient trends to keep the heart going, the arteries clear, and hypertension low.  |   |
| value added opportunities for full-page advertisers |   | FREE Product Review in Print   | AdScore Study  | FREE Company Profile in Print   |
| bonus distribution                                  | <b>SupplySide West</b>  | <b>Chicago Section IFT Annual Suppliers' Night</b>   |  |   |
| shows & events                                      | <b>New Products Conference</b><br>September 2018  | <b>SupplySide West</b><br>October 2018, Las Vegas, NV<br><b>PACK EXPO</b><br>October 14-17, Chicago, IL  | <b>Chicago Section IFT Annual Suppliers' Night</b><br>November 2018, Chicago, IL   |   |

NEW PRODUCTS CONFERENCE - SEPTEMBER 2018