

	January	February	March	April	May	June	July	August	September	October	November	December
Special Issue	★ Special 2024 kick start packages available.		ANNUAL NEW PRODUCTS REPORT			IFT Pre Show				SSW Pre Show		2025 Predictions
Ad close	12/5/23	1/9/24	2/8/24	3/8/24	4/8/24	5/8/24	6/7/24	7/8/24	8/8/24	9/6/24	10/9/24	11/7/24
eMagazine	Sugar Reduction	Plant Based		Natural/Organic	Protein	Natural/Organic	Immunity	Protein	Plant Based	Natural/Organic	Sugar Reduction	Sustainability 2025
	Trends: Snacking	Trends: Sustainable Packaging		Trends: New Protein	Trends: Allergen Free	Trends: Authentic Ethnic	Trends: Upcycling/Regenerative Agriculture	Trends: Sports & Energy	Trends: Fiber/Digestive Health	Trends: Sugar Reduced	Trends: Kids stuff	Immunity 2025
	Products: Sports/Energy	Products: Products w/Fruit		Products: Beverages	Products: Dairy/Dairy Alternative	Products: Bakery	Products: Coffee/Tea	Products: Entrees	Products: Products with Nuts	Products: Sauces/Dressing/Marindes	Products: Apps/Sides	Categories to Watch 2025
		Cognitive Beverages		Colors, and more colors				Reduction/Concentrates		"Crushing" Fresh Frozen	Fermented Products	
Ad close	11/10/23	12/12/23	1/17/24	2/16/24	3/21/24	4/18/24	5/17/24	6/19/24	7/19/24	8/21/24	9/19/24	10/17/24
Podcast	Natural/Organic	Sugar Reduction	Immunity	Protein	Plant Based	Sustainability	Protein	Immunity	Sustainability	Immunity	Natural/Organic	Protein 2025
	11/17/23	12/12/23		2/12/24	3/13/24		5/24/24		7/15/24		9/13/24	
	Pasta Creations	Mushroom Ingredients		Making/Using Hot Sauce	Mood Formulations		Using Tree Nuts		Boosting/Masking		Sweetener Options	
Ad close	11/17/23	12/12/23	1/24/24	2/14/24	3/15/24	4/25/24	5/24/24	6/14/24	7/26/24	8/28/24	9/26/24	10/24/24
Video	Plant Based	Protein	Sugar Reduction	Immunity	Sustainability	Immunity	Sugar Reduction	Sustainability	Sugar Reduction	Plant Based	Protein	Sugar Reduction 2025
	11/20/23		2/19/24			4/19/24		6/24/24				
	Upcycling		Cheese on Board			Trending Flavors		Using Chocolate				
Ad close			1/30/24			5/1/24		7/2/24		8/30/24		
★ Solutions TV			Solutions TV			Solutions TV		Solutions TV		Solutions TV		
Ad close	11/22/23	1/5/24	2/2/24	3/6/24	4/3/24	5/3/24	6/3/24	7/5/24	8/2/24	8/30/24	10/4/24	10/31/24
Infographic	Protein	Immunity	Sustainability	Sugar Reduction	Natural/Organic	Plant Based	Sustainability	Sugar Reduction	Immunity	Protein	Sustainability	Natural/Organic 2025
Ad close	11/17/23	1/3/24		3/1/24		5/1/24		6/28/24	7/31/24		9/27/24	
Category Insights/Web	Immunity	Sustainability		Plant Based		Protein		Plant Based	Natural/Organic		Plant Based	
Ad close	12/14/23	1/12/24	2/15/24	3/14/24	4/11/24	5/16/24	6/13/24	7/11/24	8/15/24	9/12/24	10/17/24	11/14/24
R&D Insights e-News	Sustainability	Natural/Organic	Protein	Sustainability	Immunity	Sugar Reduction	Plant Based	Natural/Organic	Trending Flavors	Sugar Reduction	Immunity	Plant Based 2025
	12/28/23	1/25/24	2/29/24	3/28/24	4/25/24	5/30/24	6/27/24	7/25/24	8/29/24	9/26/24	10/31/24	11/27/24
★ LAUNCH! e-News	Brand New Food & Beverages Review	Brand New Food & Beverages Review	Brand New Food & Beverages Review	Brand New Food & Beverages Review	Brand New Food & Beverages Review	Brand New Food & Beverages Review	Brand New Food & Beverages Review	Brand New Food & Beverages Review	Brand New Food & Beverages Review	Brand New Food & Beverages Review	Brand New Food & Beverages Review	Brand New Food & Beverages Review
Ad close			1/9/24		3/8/24	4/8/24	5/8/24		7/8/24	8/8/24		
Webinar			Plant Based		Sugar Reduction	Active Nutrition - Sports & Energy Drinks	Sustainability		Protein	Spirit of Innovation Awards		
Tradeshows			March	★ April	May		July				November	
			Natural Products Expo West 3/12-26, Anaheim, CA	★ NEW FORMAT New Products Conference 4/16-17, Westminster, CO	Food Safety Summit 5/6-9, Rosemont, IL		IFT FIRST Event and Expo 7/14-17, Chicago, IL				SupplySide West TBD, Las Vegas, NV	
			Food Marketing Conference 3/26-27, Kalamazoo, MI	SupplySide East 4/16-17, Secaucus, NJ								



Protein



Plant Based



Natural/Organic



Sugar Reduction



Sustainability



Immunity