



PREPARED FOODS

E-dition

**Prepared Foods' E-dition merges the latest in new products with the in-depth trend, application and technology information that product developers want, need and demand.**

This year sees the introduction of *E-dition's* New Products Review: category analyses offering manufacturers category- and ingredient-specific product launches, the latest new products to meet the hottest trends and consumer expectations. These New Products Review issues are proven favorites among *Prepared Foods'* manufacturer readership and allow you to reach your target audience.

Advertise in *E-dition* and *E-dition's* New Products Review! Pick your topics from the 2013 Calendar.

**Leaderboard**  
728 x 90  
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**Wide Skyscraper**  
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468 x 60  
pixels

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**2013 E-DITION CALENDAR**

ISSUE	ISSUE DATE	TOPIC	MATERIALS DUE DATE
1	1/7/13	New Products Review - Weight Management	12/17/12
2	1/21/13	The Omega-3 Syndrome	1/11/12
3	2/4/13	New Products Review - Coffees and Teas	1/25/12
4	2/18/13	Sapping Sodium	2/11/13
5	3/4/13	New Products Review - Prebiotics and Probiotics	2/18/13
6	3/18/13	Care with Colorings	2/25/13
7	4/1/13	New Products Review - Beverages	3/11/13
8	4/15/13	Natural/Organic Update	4/1/13
9	4/29/13	New Products Review - Frozen Meals	4/18/13
10	5/13/13	Regarding Regulations	5/1/13
11	5/28/13	New Products Review - Gluten-free	5/12/13
12	6/10/13	Campus Foodservice	6/1/13
13	6/24/13	New Products Review - Functional	6/14/13
14	7/8/13	Culinary Developments	7/1/13
15	7/22/13	New Products Review - Sodium Reduction	7/15/13
16	8/5/13	IFT in Review	7/29/13
17	8/19/13	New Products Review - Whole Grains	8/10/13
18	9/2/13	Sustaining Sustainability	8/20/13
19	9/16/13	New Products Review - Dairy-based Foods	9/9/13
20	9/30/13	Ways of Whey	9/23/13
21	10/14/13	New Products Review - Cheese	10/7/13
22	10/28/13	Ethnic Foods in the Mainstream	10/21/13
23	11/11/13	Kosher and Halal Foods	11/4/13
24	11/25/13	New Products Review - Calcium-rich Foods	11/18/13
25	12/9/2013	All About Allergens	11/25/13