

MONTH: ad close:	JANUARY 12/05/2012	FEBRUARY 01/10/2013	MARCH 02/08/2013	APRIL 03/08/2013
special issue	Buy one get one FREE	RCA SHOW ISSUE	NEW PRODUCTS ANNUAL	FOUNDATION FOR INNOVATION SUPPLEMENT
new products & trends	<p>MarketWatch Cereal Bars fill the grab-and-go mini-meal bill with healthy ingredients such as whole grains, fruit, soy, nuts and yogurt.</p> <p>Hitting the Shelves Dairy Drinks with trendy twists and functional kicks from nutraceuticals, flavors and inclusions.</p> <p>Plant to Plate Small Plates, Tapas & Appetizers formulated for the global palate.</p>	<p>MarketWatch Pizza, calzones and other Italian classics trend up with artisan cheeses and crusts (thick & thin) and creative toppings, sauces and pestos.</p> <p>Hitting the Shelves Sauces, jarred, frozen and shelf-stable, all designed to help consumers create fast and flavor meals with panache.</p> <p>Plant to Plate Trends in Gourmet Desserts, including pastries, prepared/frozen cakes, cupcakes, gelatos & other frozen desserts.</p>	<p>This annual reference issue provides processors exclusives on trends and emerging concepts in food, beverage and nutritional products.</p> <ul style="list-style-type: none"> • Baked Goods: Trends in whole grains, fiber and fortification. • Non-Dairy Beverages: Fortifications for energy, relaxation, health, beauty-from-within. Special section on alcohol and other adult beverage trends. • Cereals & Breakfast Bars: Fruits, nuts, whey/soy protein, plus probiotics and ingredients for energy (caffeine, vitamins, tea and other botanical extracts). • Confectionery: Trends in sweetener systems, flour, fibers, colors, vanilla and other flavorings & extracts, plus reformulations for health. • Sauces, Marinades and Salad Dressings: Stabilizers, oils and flavoring ingredients, plus ethnic spices and herbs. • Dairy and Dairy Analog Foods & Beverages: Fortification, prebiotic and probiotic ingredients, plus texturants & stabilizers. • Savory Snacks: Including savory and cheese flavors, smoke and garlic, yeast extracts, spices, herbs and flavor enhancers. • Ready-to-Eat Meals, Meat & Meatless: Trends in meat and meatless meals, <i>sous-vide</i> and shelf-stable meals. • Soups & Side Dishes: Stocks, bases, meats, vegetables, plus dairy replacements, starches, stabilizers & texturants. • Salads: Value-added salads and salad kits; fresh greens/vegetables, croutons, nuts, seeds, dried fruits and other mix-ins & sprinkle-ons. 	<p>MarketWatch Nuts & Seeds, whole, ground, pieces, or as flour and butters, add allure to foods and drinks.</p> <p>Hitting the Shelves Coffee & Tea, hot and cold, with and without dairy, spiced, enhanced and flavored with juices and sweeteners.</p> <p>Plant to Plate Chicken or Beef. Trends in prepared, sauced, marinated, flavored meat & poultry products.</p>
culinary creations	<p>Formulating with Fresh Expert input for formulating foods made with and including fresh vegetables, fruits and herbs.</p>	<p>Artisanal Baking Featuring whole & heritage grains, yeast, flours, seeds, nuts, dried fruits and vanilla, plus molasses, syrups & malts.</p>		<p>Comfort Flavors Ingredients and formulations that bring comfort, including sauces, soups, cheese and breadcrumbs.</p>
EMERGING MENU TRENDS				
ingredient challenges	<p>Flavor Fusions Applying traditional tastes to new formulations; merging flavors from herbs, spices, extracts, chili peppers, vegetables and bases into hot-trending cuisine fusions.</p>	<p>Comfort Food Re-boot: Making comfort foods healthier with specialty oils, fat replacers, salt reducers, dairy flavors & nutraceuticals.</p>		<p>Fake-outs Meat analogs and nondairy cheese made from soy protein, mushrooms, nuts and grains and using gums, flavorants and sodium-replacers.</p>
r&d applications	<p>R&D Seminars: Stabilizers & Fortifiers</p>	<p>R&D Seminars: Fats & Oils</p>		<p>R&D Seminars: Healthful Ingredients</p>
nutrasolutions: ingredients for health & wellness	<p>NutraSolutions Ingredients for G.I. health, including prebiotics, probiotics, specialized starches (oligosaccharides, polysaccharides, resistant starch, fibers, inulin).</p>	<p>NutraNews Immunity ingredients, including: beta-glucans, antioxidants (carotenoids, proanthocyanins), co-enzymes, probiotics, vitamins and minerals (zinc, selenium, iron).</p>	<p>NutraSolutions/R&D Trends Survey Trend-Tracking in Specialty Nutritionals & Nutritional ingredients, such as omega-3s, probiotics, prebiotic fibers, vitamins, mineral systems, antioxidants, beta-glucans, emerging bioactives and nutraceuticals and other health functional ingredients.</p>	<p>NutraNews Obesity and the latest ingredients and ingredient combinations designed to fight the epidemic.</p>
advertiser incentives	<ul style="list-style-type: none"> • Buy a full page advertisement & get one FREE in this issue • Web Locators 	<ul style="list-style-type: none"> • ½ page RCA supplier profile for full page advertisers • Ad Readership Study for full-pg advertisers • Supplier Literature Reviews 	<ul style="list-style-type: none"> • Web Locators 	<ul style="list-style-type: none"> • Full page advertisers receive 2,000 FREE ad impressions on NutraSolutions.com • Supplier Literature Reviews
bonus distribution	Fancy Foods Show, West	Research Chefs Association Annual Conference Preview		Supply Side East
shows & events	Fancy Foods Show, West January 20 - 22, San Francisco		<p>Research Chef Association March 6 - 9, Charlotte, NC</p> <p>Natural Products Expo West March 8 - 11, Anaheim, CA</p>	

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CALENDAR



MAY 04/09/2013	JUNE 05/08/2013	JULY 06/07/2013	AUGUST 07/09/2013
			ANNUAL FOODSERVICE ISSUE
<p>MarketWatch Chocolate Decadence comes from dark and milk chocolate fillings, coatings, bars and chips.</p> <p>Hitting the Shelves Dairy Beverages & Smoothies laced with fruit, flavorings and enhancements.</p> <p>Plant to Plate Side Dishes: Update on trends in vegetable, potato, rice, pasta and other side dishes.</p>	<p>MarketWatch Gluten-free growth into multiple categories, for meals, snacks and desserts.</p> <p>Hitting the Shelves Innovative cookies, crackers & bars, soft and crispy, light and nutrient-dense.</p> <p>Plant to Plate Entrées, salads as meals, and RTE meal "kits" complete or as starter bases.</p>	<p>MarketWatch Weight Management products, including portion control plus new concepts, ingredients and formulations for losing weight and keeping it off.</p> <p>Hitting the Shelves Sweet & Savory Combos satisfy dual cravings with salted caramel, peppered gingerbread, ancho chocolate and spice.</p> <p>Plant to Plate Stand-out Beverages with an update on trends in dairy-based, juice-based, clear, carbonated & still beverages.</p>	<p>Foodservice Manufacturer / Product Development Insights</p> <ul style="list-style-type: none"> • Improving the Odds of Foodservice New Product Success: <i>Prepared Foods</i> partners with the International Foodservice Manufacturers Association to identify practices in foodservice new product development. • R&D Success Stories / IFMA Member Profiles • Foodservice Manufacturer R&D-Culinary Center Visit <p>Foodservice Market / Product Trends</p> <p>A "State of the Industry" for Foodservice Processors</p> <p><i>Prepared Foods</i> presents an exclusive 12-page report:</p> <ul style="list-style-type: none"> • Product / Menu Trends: Menu product trend analyses for soups, salads & appetizers, entrees & sandwiches, desserts and beverages. • Product Development / "The Big Topic." Foodservice research Technomic Inc. draws upon exclusive new consumer research with commentary on a key issue facing foodservice new product developers. • How to Improve New Product Success: Technomic shares its own insights for foodservice new product development success / including feedback from restaurant operators. • Where to Go for Growth: A review of top-performing foodservice operator segments. Which ones are growing / which are fading ... and why.
EMERGING MENU TRENDS			
<p>Designing for Diabetes PUFAs, MUFAs, sweeteners, sodium reduction plus emerging ingredients (cinnamon, chromium) to help fight diabetes.</p>	<p>Heart-Smart Products Antioxidants, CoQ-10 and vitamins A, C, E & K.</p> <p>Health Ingredients for Kids Proteins, omega oils, probiotics, vitamins, plus allergen-free formulating using flavors, color and more.</p>	<p>Organic / Natural Food and Beverages Creating Organic, Natural, Sustainable, Fair-Trade & non-GMO formulations.</p>	
<p>R&D Seminars: Colorants</p>	<p>R&D Seminars: Market Factors Affecting Claims</p>	<p>R&D Seminars: Sodium Reducers & Replacers</p>	
<p>NutraNews Ingredients to Fight Aging and the issues confronting Boomers, such as joint health, sleep, hair loss, wrinkles and memory loss.</p>	<p>NutraSolutions: Developing for Digestive Health Lactase and other enzymes, pre-/pro-biotics and cellulose, hemicellulose, lignan and pectin, plus dairy proteins.</p>	<p>NutraSolutions: Next-Gen Nutraceuticals Including zinc, selenium, CoQ10, betaglucons, phosphatidyl serine, picolinate, astaxanthine, emerging botanicals and others.</p>	
<ul style="list-style-type: none"> • Full page advertisers receive a FREE Supplier Profile on PreparedFoods.com • Web Locators 	<ul style="list-style-type: none"> • Full page advertisers receive a FREE 1/2 page Supplier Profile • Supplier Literature Reviews 	<ul style="list-style-type: none"> • Full page advertisers receive 2,000 FREE ad impressions on NutraSolutions.com • Web Locators 	<ul style="list-style-type: none"> • Ad Readership Study for full-page advertisers • Supplier Literature Reviews
	Institute of Food Technologists	Institute of Food Technologists	R&D Applications Seminar Chicago
<p>Supply Side East May 9 - 11, NYC</p> <p>National Restaurant Assn. May 18 - 21, Chicago</p>	<p>Fancy Food East June 30 - July 2, NYC</p>	Institute of Food Technologists July 13 - 17, Chicago	R&D Applications Seminar Chicago August 14 - 15, Chicago

R&D APPLICATIONS SEMINAR CHICAGO - AUGUST 14 - 15, 2013

MONTH: ad close:	SEPTEMBER 08/07/2013	OCTOBER 09/09/2013	NOVEMBER 10/08/2013	DECEMBER 11/07/2013
special issue	POST-IFT ISSUE	FOUNDATION FOR INNOVATION SUPPLEMENT		ANNUAL HEALTHY INGREDIENTS ISSUE
new products & trends	<p>MarketWatch RTE meals bring convenience to a new level with frozen entrees, shelf-stable meals and meal kits of sauces and vegetable requiring protein stir-ins.</p> <p>Hitting the Shelves Heart Healthy products run from lower-fat and sodium (for those who are salt-sensitive) to fiber and antioxidant boosted foods and beverages.</p> <p>Plant to Plate Bakery Offerings: Update on breads, rolls, crackers, cookies and other baked offerings.</p>	<p>MarketWatch Fruity tastes; Superfruits (berries, açai, pomegranate), fruit-based, and fruit-flavored foods and beverages.</p> <p>Hitting the Shelves Reduced-calorie products using fat replacers, indigestible fibers and clever portioning.</p> <p>Excellence in Innovation Honorees</p>	<p>MarketWatch Yogurt and yogurt-containing products, bars and frozen novelties staying on trend.</p> <p>Hitting the Shelves Latin / Caribbean flavors and influences with more regional sophistication to please worldly consumers and ex-pats.</p> <p>Plant to Plate Soups: Refrigerated, frozen and packaged soups & chili.</p>	<p>R&D Trends Survey (proposed): Ingredients and Formulations for Better Workouts Protein, creatine, B vitamins, amino acids, minerals.</p> <p>Dietary Supplements Trends and Tactics that blend science, regulations and consumer awareness to meet customer interests.</p>
culinary creations	<p>Authentic Asian Chefs show off the right herbs and spices for keeping today's global flavors real.</p>	<p>Fish and Seafood Creations Enhancing prepared fish and shellfish meals and appetizers with rubs, spices, flavorings, colors and coatings.</p>	<p>What's for Breakfast Eggs, meat, breads, veggies, cheese, breakfast sandwiches.</p>	<p>NutraSolutions' Ingredient Reference for Health Conditions A guide to commercially available ingredients that assist in the formulation of products targeting the following consumer health needs is provided.</p> <ul style="list-style-type: none"> • Antioxidants • Bone & Joint Health • Cancer Risk Reduction • Cardiovascular Health • Cognitive and Mood Health • Diabetic Benefits • Digestive Health • Energy and/or Sports Performance • Eye Health • Immunity • Weight Management • General Health
	EMERGING MENU TRENDS			
ingredient challenges	<p>Drinking in Energy Including caffeine, theobromine, ginseng, goma, maté, EGCG, matcha, B vitamins and other energy boosters.</p>	<p>Using Functional Starches Getting the most out of functional & nutraceutical aspects of starches (polydextrose, resistant, amylopectins).</p>	<p>Sporting Nutrition Protein, amino acids, creatine, B vitamins, minerals and even specialized carbs for the active consumer.</p>	
r&d applications	<p>R&D Seminars: Managing Microbe</p>	<p>R&D Seminars: Protein-based Ingredients</p>	<p>R&D Seminars: Antioxidants</p>	
nutrasolutions: ingredients for health & wellness	<p>NutraSolutions: Brain Power, Memory & Cognition Ingredients for memory and cognition (phosphatidyl serine, choline, vitamins, stimulants, ginkgo and other botanicals).</p>	<p>NutraSolutions: Eye Health Eye health ingredients include lutein, carotene, zeaxanthine and other carotenoids.</p>	<p>NutraSolutions: Women's Health Women's health is targeted with iron, soy, calcium and botanicals designed for special needs.</p>	
advertiser incentives	<ul style="list-style-type: none"> • Full page advertisers receive a FREE 1/2 page Supplier Profile • Web Locators 	<ul style="list-style-type: none"> • Full page advertisers receive 2,000 FREE ad impressions on NutraSolutions.com • Supplier Literature Reviews 	<ul style="list-style-type: none"> • Web Locators 	<ul style="list-style-type: none"> • Full page advertisers receive a FREE 1/2 page Supplier Profile • 3,000 FREE ad impression on NutraSolutions.com for full page advertisers • Supplier Literature Reviews
bonus distribution	New Products Conference	Supply Side West		
shows & events	New Products Conference September 15 - 18, San Diego, CA		Supply Side West November 4 - 8, Las Vegas	

New Products Conference - September 15 - 18, 2013