

	January	February	March	April	May	June	July	August	September	October	★ November Innovation Month	December
Special Issue	Special 2026 kick start packages available	Leverage RCA	ANNUAL NEW PRODUCTS REPORT Be a thought Leader. Align with Dynamic NEW Products			IFT Pre Show				Pre-Supply Side West	Brand your Co. as INNOVATORS	Spotlight yourself as customers look forward
Ad close	12/5/25	1/9/26	2/7/26	3/7/26	4/8/26	5/8/26	6/5/26	7/8/26	8/7/26	9/5/26	10/8/26	11/6/26
eMagazine	Sugar Reduction	Plant Based	ANNUAL NEW PRODUCTS REPORT • Bakery • Bars & Cereals • Dairy • Meals & Entrees • Meat, Poultry & Seafood • Pizza • Plant-Based Meat • Plant-Based Dairy • Snacks • Sauces & Dressings	Immunity	Protein	Natural/Organic	Immunity	Protein	Plant Based	Natural/Organic	Innovations in Sugar Reduction	Categories to Watch 2027
	Precision Wellness	Snacking Boom		Mood Foods - Beverages	AI Inspired Concepts/Products	Fun with Flavors	Gut Health	Plant Based	Proteins	Global Cuisine	Innovative Stainability	
	Ethnic Meals	Beverages (excluding RTD Coffee/Tea)		Innovative Meat, Poultry, Seafood Products	Snacks with Purpose	Sauces, Dressings, & Marinades	RTD Coffee & Tea	Innovative Bakery Products	Breakfast	Dairy Products	Innovative Active/Sports Nutrition Products	
				Upcycled Everything		Sodium Reduction	Food Safety From the Bench				SPECIAL CONTENT Consumer Lens: Allergen Free	Spirit of Innovation Awards Review
Ad close	11/14/25	12/12/25	1/16/26	2/13/26	3/20/26	4/17/26	5/15/26	6/19/26	7/17/26	8/21/26	9/18/26	10/16/26
Podcast	2026 Spirit of Innovation Winner Interview	Sugar Reduction	Immunity	Protein	Plant Based	Stainability	Protein	Immunity	Stainability	Immunity	Innovations In Using Natural Ingredients	
	11/20/25	12/20/25	1/20/26	2/20/26	3/20/26	4/20/26	5/20/26	6/20/26	7/20/26	8/20/26	9/20/26	10/20/26
	Using Natural Colors (part 1)	Using Natural Colors (part 2)		Caffeine-Alternative Energy	Consumer Lens: Zero/Low Sugar		Flavor Boosting & Masking		Using Fruits & Nuts (part 1)	Using Fruit & Nuts (part 2)	Cultivated Meats	
Ad close	11/14/25	12/12/25	1/16/26	2/13/26	3/13/26	4/17/26	5/22/26	6/12/26	7/15/26	8/28/26	9/26/26	10/23/26
Video	Plant Based	Protein	SPECIAL CONTENT Consumer Lens: Private Label	Sugar Reduction	Stainability	Plant Based	Sugar Reduction	Consumer Lens: Stainability	Sugar Reduction	Plant Based	New Proteins & Applications	
	11/14/25	12/12/25	1/16/26	2/13/26	3/13/26	4/17/26	5/22/26	6/12/26	7/15/26	8/28/26	9/26/26	10/23/26
		SPECIAL CONTENT Consumer Lens: Packaging Requirements		Using Mushrooms		SPECIAL CONTENT Functional/Healthy Beverages (part 1)	SPECIAL CONTENT Functional/Healthy Beverages (part 2)	RTD Coffee - Teas	Packaging Decisions: When, Who, Why	Beverages for Women	Spirit of Innovation Awards Review: Web	
★ Ad close			1/30/26			5/1/26		7/2/26		8/19/26		
Solutions TV			Solutions TV			Solutions TV		Solutions TV		Solutions TV		
Ad close	11/21/25	1/6/26	2/3/26	3/6/26	4/3/26	5/1/26	6/3/26	7/3/26	8/3/26	9/1/26	10/2/26	10/30/26
Infographic	Immunity	Stainability		Plant Based	Natural/Organic	Protein		Plant Based	Natural/Organic	Protein	Plant Based	
Ad close	11/18/25	1/3/26		3/3/26		5/1/26		6/30/26	7/31/26		9/26/26	
Category Insights/Web												
Ad close	12/13/25	1/10/26	2/14/26	3/14/26	4/11/26	5/16/26	6/13/26	7/11/26	8/15/26	9/12/26	10/17/26	11/14/26
R&D Insights Newsletter	Stainability		Protein	Stainability	Immunity	Sugar Reduction	Plant Based	Natural/Organic		Sugar Reduction	Innovative Snacks	Plant Based 2026
	12/30/25	1/24/26	2/28/26	3/28/26	4/26/26	5/30/26	6/27/26	7/26/26	8/29/26	9/26/26	10/31/26	11/26/26
★ LAUNCH! Newsletter Published: 3rd Tu of mo.	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		12/10/26	2/5/26		4/2/26		6/11/26		9/13/26		9/29/26	
Webinar			Plant Based Live: March 26		Sugar Reduction Live: May 21		Stainability Live July 30		Protein Live: September 30		Spirit of Innovation Awards	
Tradeshows											Live: November 17	
			Natural Products Expo West 3/3-6, Anaheim, CA RCA Annual Conference 3/10-12, Westminster, CO Food Marketing Conference 3/24-26, Kalamazoo, MI	SupplySide Connect New Jersey 4/14-15, Secaucus, NJ		IDDBA 6/7-9, Orlando, FL SFA Summer Fancy Food Show 6/28-30, New York City, NY	IFT FIRST Event and Expo 7/12-15, Chicago, IL				SupplySide Global TBD, Las Vegas, NV	

