

	January	February	March	April	May	June	July	August	September	October	★ November Innovation Month	December
Special Issue	★ Special 2025 kick start packages available.	Leverage RCA	ANNUAL NEW PRODUCTS REPORT Align with Dynamic NEW Products			IFT Pre Show				SSW Pre Show	Brand your Company as INNOVATORS	Spotlight yourself as customers look forward
Ad close	12/5/24	1/9/25	2/7/25	3/7/25	4/8/25	5/8/25	6/6/25	7/8/25	8/8/25	9/6/25	10/9/25	11/7/25
eMagazine	Sugar Reduction	Plant Based		Immunity	Protein	Natural/Organic	Immunity	Protein	Plant Based	Natural/Organic	Sugar Reduction	Sustainability 2026
	Trends: Snacking	Trends: Hydration		Trends: Products for Women	Trends: Sports/Recovery	Trends: Sweetening	Trends: Digestive Health/Fiber	Trends: Sustainability Ingredients	Trends: Unique Protein Ingredients	Trends: Memory	Trends: Innovative Mushroom Applications	Immunity 2026
	Products: Meat/Poultry/Seafood	Products: Bakery		Products: Beverages (excluding RTD coffe/tea)	Products: Sauces, Dressing, Marinades	Products: Products with Fruit	Products: Snacks	Products: Products with Nuts	Products: Products with Chocolate	Products: Dairy/Dairy Alternatives	Products: Innovative RTD Coffees & Teas	Categories to Watch 2026
		Gluten Free		Cognition/Mood	Crunch it Up				Nutrition for Better Bodies (eyes, bones, heart, skin)		Spirit of Innovation Awards Review	
Ad close	11/8/24	12/12/24	1/17/25	2/14/25	3/21/25	4/18/25	5/16/25	6/19/25	7/18/25	8/21/25	9/19/25	10/17/25
Podcast	Natural/Organic	Sugar Reduction	Immunity	Protein	Plant Based	Sustainability	Protein	Immunity	Sustainability	Immunity	Natural/Organic	Protein 2026
	11/15/24	12/12/24		2/14/25	3/13/25		5/23/25		7/15/25		9/12/25	
		Selling Upcycled	Global Sauces	Amazing Analogs		New Burgers	Upgrading Ice Cream	High Performance Waters	Beverage Flavoring	Innovative Packaging	Frozen Pizza Innovations	
Ad close	11/15/24	12/12/24	1/24/25	2/14/25	3/14/25	4/25/25	5/23/25	6/13/25	7/25/25	8/28/25	9/26/25	10/24/25
Video	Plant Based	Protein	Sugar Reduction		Sustainability	Plant Based	Sugar Reduction	Sustainability	Sugar Reduction	Plant Based	Protein	Sugar Reduction 2026
	11/20/24		2/19/25			4/18/25		6/24/25				
	Authentic Ethnic	Upgrading Appeal with Cheese	Food as Medicine	Weight Loss	GenZ Flavors	Using colors for impact		Global Sauces			Spirit of Innovation Awards Review: Web	
Ad close			1/30/25			5/1/25		7/2/25		8/29/25		
★ Solutions TV			Solutions TV			Solutions TV		Solutions TV		Solutions TV		
Ad close	11/22/24	1/6/25	2/3/25	3/6/25	4/3/25	5/2/25	6/3/25	7/3/25	8/1/25	9/1/25	10/3/25	10/31/25
Infographic	Immunity	Sustainability		Plant Based	Natural/Organic	Protein	Sustainability	Plant Based	Natural/Organic	Protein	Plant Based	
Ad close	11/18/24	1/3/25		3/3/25		5/1/25		6/30/25	7/31/25		9/26/25	
Category Insights/Web												
Ad close	12/13/24	1/10/25	2/14/25	3/14/25	4/11/25	5/16/25	6/13/25	7/11/25	8/15/25	9/12/25	10/17/25	11/14/25
R&D Insights e-News	Sustainability	Nutrition to Sharpen the Brain	Protein	Sustainability	Immunity	Sugar Reduction	Plant Based	Natural/Organic	Active/Sports Nutrition	Sugar Reduction	Innovative Snacks	Plant Based 2026
Ad close	12/30/24	1/24/25	2/28/25	3/28/25	4/25/25	5/30/25	6/27/25	7/25/25	8/29/25	9/26/25	10/31/25	11/26/25
★ 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			1/9/25	3/10/25	3/7/25	4/8/25	5/8/25		7/8/25	8/8/25		
Webinar			Plant Based Live: March 25	Cognitive/Mood Live: April 30th	Sugar Reduction Live: May 22	Active Nutrition: Live June 25	Sustainability Live: 7/31		Protein Live: September 23		Spirit of Innovation Awards Live: November 12	
Tradeshows			March	April	May		July				November	
			Natural Products Expo West 3/4-7, Anaheim, CA	Supply Side East 4/8-9, Secaucus, NJ		IDDBA 6/1-3, Orleans, LA	IFT FIRST Event and Expo 7/16-16, Chicago, IL				SupplySide West TBD, Las Vegas, NV	
			RCA Annual Conference 3/18-20,			SFA Summer Fancy Food Show 6/29-7/1, New York, NY						



Protein



Plant Based



Natural/Organic



Sugar Reduction



Sustainability



Immunity