

MONTH: ad close: materials due:	JANUARY 12/5 12/6	FEBRUARY 1/10 1/13	MARCH 2/12 2/13	APRIL 3/12 3/13	MAY 4/8 4/9	JUNE 5/15 5/18
special issue	BUY ONE GET ONE FREE	RCA SHOW ISSUE	ANNUAL NEW PRODUCTS UPDATE			SUMMER STIMULUS ISSUE
hitting the shelves	RTD Coffee & Tea	Bars	<b>ANNUAL NEW PRODUCTS UPDATE</b>  <b>Category-by-Category Reviews of New Ingredients, Products &amp; Trends in:</b> <b>Bakery Foods</b> <b>Beverages</b> <b>Cereals &amp; Bars</b> <b>Dairy Foods &amp; Beverages</b> (including non-dairy options) <b>Meats, Entrees &amp; Sides</b> <b>Meat, Poultry &amp; Seafood</b> (including plant-based meat alternatives) <b>Packaging</b> (Food/Beverage) <b>Sauces, Dressings &amp; Spreads</b> <b>Snacks &amp; Confections</b>	Beverages	Prepared Fruit, Vegetables	Dairy Foods
trends	Plant-Based/Plant Forward	Sweeteners & Sugar Reduction		Global Emerging Flavors	Cannabis Edibles, Beverages	Sustainability Sells: Ingredients, Products & Practices for a Better Planet
plant to plate	Breakfast Foods	Entrees & Sides		Snacks & Appetizers	Dairy & Non-Dairy Alternatives	
culinary	Meal Kits Developing foolproof meal kits, including meats, vegetables, broths, sauces, herbs, seasonings, and other flavor components.	Bite-Size Bakery Small confections, cookies, and pastries etc. Flours, leavenings, starches, acidulants, eggs, sweeteners, colorants, fats & oils, inclusions, spices, fruits, nuts, chocolate, vanilla.		Keep It Clean: Clean Label Culinary approach to a clean label involving starches, flours, gums, flavorants, emulsifiers, eggs, colorants, natural preservatives, and antioxidants.	Taste of Sweet Chefs and formulators explore the benefits and unique qualities of the most popular zero/low-cal/high-intensity sweeteners and nutritive sweeteners, from the new formula stevias, monkfruit, and artificial sweeteners to polyols; to multiple forms of sugar and those that recently arrived, such as allulose.	Sauces, Stocks & Bases Meat and seafood stocks, mushroom stocks, bases, yeast extracts, herbs, soy, umami, garlic, mushrooms, wine and spirit reductions, eggs, vinegars, peppers, spices, oils, dairy, and other components to make core sauces, bases.
ingredient technology	'Tis The Seasoning Herbs, spices, extracts, garlic, concentrates, peppers, flavored salts, and infusions.	Color Integrations With the shift from artificial to natural colors having passed the 50-50 tipping point, helper-ingredients for stability become critical. We'll cover both the colorants and the ingredients that help the colorants: antioxidants, acidulants, cyclodextrins.		Bakers Dozen The indispensable ingredients all bakers need, including flours, starches, leavenings, eggs, bulking agents sweeteners, texturants, acidulants, enzymes, fruits, nuts, chocolate, vanilla & extracts	World of Gums & Fibers Acacia and tara to guar and tragacanth and, of course, cellulose, xanthan, locust bean, and konjac join fibers from grains and seeds and other plants (including mushrooms) to bring texture and emulsification to foods and beverages.	Beverage Flavors Top trending and new flavors for beverages in all categories  Functional Fats & Oils New fat & oil technologies. Soy, palm, canola as well as nut and seed oils.  What's Your Beef? Animal protein ingredient trends
better for you	Inside & Out Proactive ingredients including collagen peptides for skin and beauty health and muscle maintenance (offsetting sarcopenia).	Sleep & Relaxation Botanicals (including floral extracts and oils), amino acids (tryptophan, theanine), dairy proteins, vitamins & minerals.	Emerging Botanicals Upcoming herbs, spices, roots, barks, rhizomes, fruits and seeds for enhancing health and immunity, as well as cognition and even new botanical colorants.	Killer Cereals Grains, seeds, fruits, nuts and inclusions, as well as sweeteners, flavors (from spices and sweeteners to powders, such as yogurt or cocoa), and even the vitamin and mineral premixes that make hot and cold cereals so healthy.	Raise the Bar! Bar products used to serve snacking. Today's new functional bars now target protein, health & beauty, weight loss, energy, recovery, relaxation and other benefits.	
r&d abstracts	Organic & Non GMO Ingredients	Beverage Ingredients, Texture	Colors	Gluten Free, Allergen Free Ingredients	Ingredients, Technologies to Aid Shelf Life	
value added opportunities for full-page advertisers	BOGO - Buy One Get One FREE in Print	FREE Supplier Profile in Print			FREE Supplier Profile	
special packages			Annual New Product Package			
events & bonus distribution <small>*events with bonus distribution</small>		RCA Annual Conference* April 15-17, 2020 San Diego, CA				

NEW PRODUCTS CONFERENCE - SEPTEMBER 2020

MONTH: ad close: materials due:	JULY 6/16 6/17	AUGUST 7/13 7/14	SEPTEMBER 8/12 8/13	OCTOBER 9/11 9/14	NOVEMBER 10/9 10/9	DECEMBER 11/9 11/10
SUMMER STIMULUS ISSUE				SUPPLYSIDE WEST SHOW ISSUE		ANNUAL FORECAST ISSUE
Candies & Confections	Fueling the Fire: Sports Performance, Recovery Drinks, Foods		Meals & Side Dishes	Are You Nuts? New Products Featuring Nuts!	Sauces, Dressings & Spreads	Prepared Foods' Annual Forecast issue takes an extensive, exclusive look at every angle of consumer insights and product development trends.
I Feel Good: Functional Nutrition	Clean Packaging		Personalized Nutrition	Protein	Fresh Look at Fiber	Every page brings experts' predictions for 2021's:
Meat, Poultry & Seafood	Beverages		Crafted, Artisanal, Premium Foods	Soups	Bakery Foods	<ul style="list-style-type: none"> <li>Break-out foods</li> <li>Break-out beverages</li> <li>Functional foods &amp; beverages</li> <li>Cutting-edge consumer trends</li> <li>Break-out food/beverage packaging</li> <li>Impactful food &amp; beverage regulations</li> <li>On-trend culinary flavors</li> <li>On-trend culinary sauces, seasonings</li> <li>Sweeteners</li> <li>Colorants</li> <li>Fats and oils</li> <li>Starches, flours and fibers</li> <li>Functional, "better-for-you" ingredients</li> <li>Cannabis food &amp; beverage product outlook</li> </ul>
Hot Beverages Coffees, teas, dairy, dairy analogs, premixes & powders, spices (including cinnamon, clove, turmeric, ginger, etc.), vanilla, extracts, botanicals (including CBD).	Salty Snacks The flours, starches, seeds and grains, as well as salts, peppers, spices, nuts, veggies, fruits, cheeses, flavors, and herbs that help make salty snacks so irresistible, plus the oils, leavenings, eggs, gums and flours and starches that make them crunch.		Plant-Based Foods 2.0 Culinary approach to formulating and adding "real" taste, texture and overall umami to plant-based foods..	New Mediterranean Herbs, garlic, and spice blends, peppers, as well rice, pastas, grains and seeds, (wild rice, ancient wheat, barley, rye, and red corn to sorghum, buckwheat, farro, and oats).	Street Eats/Handheld Prepared meats, eggs, wrappings, coatings, pastries, mushrooms, vegetables, fillings, flavor systems and oils and inclusions abound.	
Today's Asian PF profiles the authentic ingredients, flavors and formats that distinguish today's new Asian cuisines.						
Dressing Up Veggies New value-added, prepared vegetables with breadings, (panko, starches, flours, and seeds), coatings, sauces, and seasonings as well as riced veggies and vegetable noodles.	Formulating with Fruits, Nuts Almonds, peanuts, walnuts, Hazelnuts & pistachios in formulation; Plus whole fruits, fruit pieces, dried fruits, fruit powders and extracts for fillings, layers, sauces and more.		Boosters & Maskers Flavor boosters, from salts and sweeteners to yeast and herbs, citrus and spices, or soy and mushroom extracts bring out the best and can even mask the worst.	Fakes & Substitutes Crafting dairy fakes from oils, nuts, seeds, and grains and meat analogs from grains, legumes, mushrooms, insects, and even scratch in the lab.	Naturally Speaking Natural, organic, sustainable, and non-GMO flavor enhancers, food safety and protection, emulsifiers and conditioners, and colorants for foods and beverages are in high demand. We'll focus on how processors can best make the switch to these clean-label necessities.	
Flours & Starches Flours and starches from grains, seeds, roots, algae and upcycled plant portions.						
Proteins for Health PF looks at the best proteins—from plants and animals—and their most effective forms and formats for addressing six major health targets: Weight, Sports/Energy, Bones and Joints, Kids, Seniors, and Women.	Digestive "Gut" Health The prebiotic fibers such as polysaccharides, oligosaccharides, and resistant starches and the probiotic microbes that work together to help keep a healthy digestive tract and enhance immunity.		Why Weight? Weight management may have been replaced by a "whole health" approach but it's still a key issue calling for help from vitamins, minerals, antioxidants, co-enzymes, botanicals, prebiotics, & probiotics.	Fortification & Premixes Delivery vehicles and formats for antioxidants, energy boosters, phytochemicals, cognitive performance enhancers, botanicals, vitamins and minerals	Water Everywhere Water beverages nutritionally boosted with everything from vitamins and minerals to plant proteins, botanicals and nutraceuticals and fibers.	
Dairy Ingredients Sodium Reduction Solutions	Natural Sweeteners		Inclusions	Unique Batters & Breadings	Replacing Meat & Dairy: Taste & Texture	
FREE Supplier Profile			FREE Supplier Profile	FREE Supplier Profile		
				SSW Show Package	Annual Forecast Package	
					Pack Expo International November 8-11, 2020 Chicago, IL	

# 2021 EDITORIAL CALENDAR

MONTH:	JANUARY	FEBRUARY	MARCH
ad close:	12/3	1/11	2/09
materials due:	12/4	1/12	2/10

MONTH:	JANUARY	FEBRUARY	MARCH	
ad close:	12/3	1/11	2/09	
materials due:	12/4	1/12	2/10	
hitting the shelves	<p><b>Hot &amp; Spicy</b></p> <p><b>Sugar Free Foods, Drinks</b></p>	<p><b>NEW Juices</b></p> <p><b>Side Dishes</b></p>	<h2>ANNUAL NEW PRODUCTS REPORT</h2> <p>Category-by-category reviews of ingredients, flavors and more showcased in new products.</p> <p><b>Trends In:</b></p> <ul style="list-style-type: none"> <li>Bakery Foods</li> <li>Beverages</li> <li>Cereals &amp; Bars</li> <li>Dairy Foods</li> <li>Meals &amp; Entrees</li> <li>Meat, Poultry &amp; Seafood</li> <li>Sauces, Dressings &amp; Spreads</li> <li>Snacks &amp; Side Dishes</li> </ul>	
trends	<p><b>Cannabis</b></p>	<p><b>Flexitarian</b></p>		
new on the menu	<p><b>More Bakery</b></p>	<p><b>Appetizers</b></p>		
culinary	<p><b>NEW ASIAN CUISINE</b> — Herbs, spices, stocks, sauces (from soy-based sauces to curries, bbqs, fruit-based, and vinegar-based sauces), noodles, rice, and protein sources from tofu and <i>paneer</i> to beef, pork, fowl, and seafood that contribute to the cuisines from West Asia to East Asia.</p> <p><b>FLAVORING BEVERAGES</b> — From fruit concentrates to tea to botanicals, we cover beverage flavor trends and the nutritive/zero-cal/low-cal/high-intensity sweeteners that sweeten them, from stevia and monkfruit to <i>allulose</i> to nutritive sweeteners like malt syrups and sugars.</p>	<p><b>NEW LATIN CUISINE</b> — From Cal-Mex and Tex-Mex to interior Mexico to Peru, Argentina, Brazil, and Guyana, the cuisines from Hispanic and non-Hispanic countries south of the border reflect colonial and indigenous influences as seen in ingredients such as chili peppers, <i>cacao</i>, cumin, cilantro, maize, and sauces from <i>molé</i> to <i>chimichurri</i> to salsas.</p>		
ingredient technology	<p><b>RED COLORS</b> — Sources of natural red, orange, and yellow colorants, from tomatoes to marigolds to berries and extracts, as well as the artificial colorants still used in great abundance.</p> <p><b>STARCHES</b> — We check in on the trends, sources (new and traditional, Non-GMO, gluten-free), and applications in starches derived from seeds like chia, hemp, quinoa, teff, amaranth, and others to tubers, squashes, and roots like <i>yucca</i>, <i>calabasa</i>, potatoes and <i>taro</i> to grains like sorghum, rice, wheat, corn, and millet.</p>	<p><b>CEREAL SCIENCE</b> — Cereals hot and cold are using a wealth of grains, seeds, and even legumes, plus sweeteners that are nutritive (such as sugars, honey, and malted syrups) or high-intensity (such as stevia and monkfruit) and shoring up the health profile with inclusions such as nuts, seeds (flax, sunflower), fruit bits, and even probiotics.</p> <p><b>FORMULATING FAKE MILKS</b> — What does it take to create milk analogs from nuts, grains, legumes and other plant-based sources? Emulsifiers, lipids, vitamin pre-mixes, stabilizers, maskers, flavorants, sweeteners, colorants, and specific proteins that not only stand up to the processing and shelf life but don't impart off flavors or textures.</p>		
better for you	<p><b>THE POWER OF IMMUNITY</b> — Staying ahead of diseases not only pandemic viruses and other nasty bugs but heart disease, cancer, and other debilitating diseases, requires a nutraceutical army. Front-line troops include antioxidants; pre- and probiotics; botanicals and <i>adaptogens</i>; vitamins and minerals; and functional lipids.</p> <p><b>EYE HEALTH</b> — <i>Lutein</i>, <i>zeaxanthine</i>, <i>astaxanthin</i>, <i>beta-carotene</i>, and the vitamins and minerals that keep eyes open and sharp.</p>	<p><b>NATURAL &amp; ORGANIC</b> — The current state of the Natural and Organic industries and the ingredients such as natural preservatives, emulsifiers, flavorants, colorants, and texturants.</p> <p><b>SUGAR REDUCTION</b> — Blood glucose control and shedding pounds by shedding calories from nutritive sweeteners and using fruit sweeteners (raisins, dates, etc.), high-intensity sweeteners (stevia, monkfruit, artificial sweeteners), natural low/zero-calorie sweeteners (<i>allulose</i>, <i>trehalose</i>, <i>tagatose</i>, <i>ribose</i>) to craft foods and beverages for weight management and persons with diabetes.</p>		
special packages	<p><b>Supplier Profile BOGO</b></p> <p><b>Food Master Featured Supplier Treatment</b></p>	<p><b>Food Master eBook Highlighting Featured Suppliers</b></p>		<p><b>NEW PRODUCTS REPORT PACKAGE</b></p>
events				<p><b>Research Chefs Annual Conference</b></p> <p>March 24 - 26</p>

**Special Reports**  
(Sponsorable)

Sustainable R&D, re-gen, upcycling  
 Clean packaging

Botanical Update  
 Gen Z / Innova topic / e-book + webinar

Needs for e-comm

# 2021 EDITORIAL CALENDAR

<b>MONTH:</b>	<b>APRIL</b>	<b>MAY</b>	<b>JUNE</b>
ad close:	3/09	4/09	<b>PRE-IFT</b>
materials due:	3/10	4/12	5/10 5/11

hitting the shelves	Salty Snacks	Sauces, Dressings	Meat, Poultry, Seafood
	Dairy Products	Protein Beverages	Are You Nuts? Products Featuring Nuts!
trends			
	Eat Pretty	Clean Label	Mood Changers
new on the menu			
	Beverages	Side Show: Sides	Breakfast
culinary			
	<b>SUPER DUPER CONDIMENTS</b> — Bases (such as tomato, dairy and dairy analogs, mustard, vinegar, soy) and extracts (such as yeast or natural flavorant), herbs, garlic, mushrooms, wine and spirit reductions, eggs, vinegars, peppers, spices, oils, dairy, starches, colors, gums, sweeteners, and other components to make condiments for sprinkling, pouring, and dousing at the table.	<b>FLAVOR BOOSTING</b> — How research chefs add flavor, and make the decision of what to add, to bring on an extra shot of flavor. Think: chili peppers, spices, soy sauces and extracts, yeast extracts, mushroom extracts, herbs, citrus and spices, and smoked salts, and other boosters and enhancers.	<b>HOT &amp; SPICY</b> — Chili peppers, pepper sauces, <i>wasabi</i> , ginger, peppercorns (white, black, and green) keep the fire burning for a food world gone mad for heat.  <b>GREAT GRAINS AND SEEDS</b> — Research chefs are taking advantage trending grains and seeds and new types of common ones, from wild rice, ancient wheat, barley, rye, and red corn to sorghum, buckwheat, <i>farro</i> , and oats.
ingredient technology			
	<b>FORMULATING WITH FRUIT</b> — Whole familiar and exotic fruits, fruit pieces, dried fruits, fruit powders, and fruit juices and extracts for fillings, layers, sauces, beverages, and other products.  <b>GUMS</b> — Acacia (gum Arabic), pectin, carageenan, <i>tara</i> , <i>tragacanth</i> , <i>konjac</i> , <i>xanthan</i> , <i>guar</i> , <i>cellulose</i> , <i>agar</i> , locust bean (carob), and other food gums and the best applications and uses for them in food and beverage formulations.	<b>SWEETENER SELECTIONS</b> — Best uses, applications, and formats for sugars, syrups (maple, sorghum, corn, malt sweeteners, fruit sweeteners (raisins, dates, etc.), high-intensity sweeteners (stevia, monkfruit, artificial sweeteners), natural low/zero-calorie sweeteners ( <i>allulose</i> , <i>trehalose</i> , <i>tagatose</i> , <i>ribose</i> ), and the full spectrum of forms, colors, and nuanced flavors of sucrose and fructose.  <b>NUTS IN FORMULATION</b> — Almonds, peanuts, walnuts, hazelnuts, pine nuts ( <i>pignoli</i> ), pistachios, and even newer ones like <i>sacha inchi</i> , <i>pili</i> , and <i>baru</i> in and on foods.	<b>BAKERY STAND UPS</b> — Leavenings, yeasts, baking powders and sodas, bicarbonate, eggs and egg whites, and enzymes, as well as conditioners and sourdough starters and even the right salts and sugars rise to the occasion to give baked goods superior volume and texture.  <b>USING CHEESE AS AN INGREDIENT</b> — Cheeses in fresh form (shredded, crumbled, and otherwise prepped), sauce form, dried, and powdered are more sophisticated with unusual blues, Greek <i>Halloumi</i> , artisanal cheeses like <i>Manchego</i> and <i>Asiago</i> , and even more specificity of familiar cheeses, such as New Zealand cheddar and Aged Jack.
better for you			
	<b>BOOSTING BAKERY</b> — Crafting healthier baked items by boosting their health profile with dairy, egg, and plant proteins, vitamin/mineral premixes, as well as healthier lipids and carbohydrates.  <b>GOOD FATS</b> — MUFAs, PUFAs, ALA, CLA, GLA, CoQ-10; vitamins A, D, E, K; <i>Phosphatidyl choline/serine</i> , <i>phosphatidic acid</i> ; and omegas 3,6,7,9. Where to get them, how to use them, and why.	<b>BOTANICAL 2.0</b> — Top Ten botanical ingredients of 2021. Spices, fruits, extracts, herbs, flowers, teas, mushrooms, and other sources of botanical ingredients for better health, immunity, and energy.  <b>FOOD &amp; MOOD</b> — Foods and botanicals from the above list that contain the vitamins, minerals, hormones and hormone-like compounds such as <i>serotonin</i> , <i>tryptophan</i> , and <i>melatonin</i> to help ameliorate and elevate mood. Probiotics and prebiotics also are big players here.	<b>MEN'S HEALTH</b> — Vitamins, minerals, antioxidants, co-enzymes, botanicals, prebiotics, and probiotics to meet men's needs for immunity, health, and vitality.
special packages	Supplier Profile	Supplier Profile	IFT PRE/AT/POST PACKAGE
	Food Master Featured Supplier Treatment	Food Master Featured Supplier Treatment	
events		Food Safety Summit May 10 - 13	

**Special Reports**  
(Sponsorable)

- Sustainable R&D, re-gen, upcycling
- Clean packaging

- Botanical Update
- Gen Z / Innova topic / e-book + webinar

- Needs for e-comm

# 2021 EDITORIAL CALENDAR

MONTH:	JULY	AUGUST	SEPTEMBER
ad close:	AT IFT ISSUE	7/09	PRE SSW ISSUE
materials due:	6/09 6/10	7/12	8/09 8/10

hitting the shelves	Sports/Energy Drinks	Bars	Prepared Veggies
	Meat & Dairy Fakes	Frozen Desserts	Breakfast
trends	Botanical - Based Food and Drinks	Storytelling, Winning With Words	Snacks That Energize
new on the menu	Dairy Desserts	Meat, Poultry, Seafood	Meat & Dairy Alternatives
culinary	<b>BAKERY FLAVORS</b> — Baked goods go through extremes of heat, pressure, and shear and could lose flavor if it wasn't for the attention paid to formats and how best to use familiar flavorants such as cinnamon, chocolate, vanilla, fruit fillings, herbs, cheeses, butter, garlic, and spices.	<b>TEA</b> — Tea extracts, concentrates, and powders (think: <i>matcha</i> ) add flavor (and health!) to sauces, beverages, pastries, fillings, and even spice blends. They also add natural colors.  <b>DRESSING UP VEGGIES 2.0</b> — Another take and update on familiar and exotic prepared vegetables with breadings, ( <i>panko</i> , starches, flours, and seeds), coatings, sauces, and seasonings, as well as riced veggies and vegetable noodles.	<b>HOW CHEFS SEE COLOR</b> — A culinologist's eye view of the added and inherent colorants chefs are using to add vivid greens, blues, reds, yellows, and pinks — and, of course, rich indulgent browns — to foods and beverages.  <b>NEW FUSION</b> — Culinologists mix and match cultures and flavors to bring a new burst of fusion creativity. Mexican and Asian, Afro-Cuban, and even the American take on Continental cuisine is having a renaissance. Spices, garlic, mushrooms, sauces, chili peppers, use of different cuts and sources for meats, plant proteins and the like in a measured mishmash of meals that reflect the global melting pot
ingredient technology	<b>TEXTURE THIS</b> — The fibers, starches, emulsifiers, flours, texturants, <i>acidulants</i> , eggs, enzymes, and the inclusions such as chips, fruits, seeds, and nuts that add texture to foods and vegetables.  <b>PROTEIN FRACTIONS</b> — The mechanics and finer points of using amino acids, collagen, <i>peptides</i> , <i>nucleotides</i> , <i>isolates</i> , and whole proteins in food and beverage formulations.	<b>PLANT BASED SEAFOOD</b> — Starches and gums, such as native starches, pea starch, carrageenan, and <i>konjac glucomannan</i> ; proteins from algae, pea, mushrooms, and soy; plus flavors from soy, seaweed and mushrooms are recreating fish and seafood flavors and textures line by line.  <b>CARAMEL COLORS</b> — From yellow to brown, caramel colorants derived from carbohydrates, malted grains, soy, and even coffee let processors know "what brown can do for you."	<b>FATS &amp; OILS</b> — Trending cooking and dressing oils, nut oils (such as pecan, pistachio, sunflower, <i>ahi</i> flower, pumpkin) seed oils, and where soy, palm, canola, safflower, cottonseed, nut and other mainstream oils are. Solid fats and shortenings included.  <b>HEALTHY COATINGS</b> — Batters and breadings using starches, flours, grains, nuts, herbs, gums, eggs, and spices to wrap around meat, poultry, cheese, seafood, vegetables, and fruits and give a boost in health and nutrition.
better for you	<b>BABIES AND TODDLERS</b> — Vitamins, minerals, antioxidants, co-enzymes, botanicals, prebiotics, and probiotics as well as proteins (dairy and plant), carbohydrates and lipids that growing 6 mos.-5 year olds need for immunity, health, and vitality.	<b>FOR WOMEN ONLY</b> — Proteins, amino acids, minerals, vitamins, and lipids, that help women live, feel, and perform better at key life stages.  <b>AVOIDING ALLERGENS</b> — Allergens such as wheat and other gluten-containing cereals, peanuts, soy, seafood, fish, eggs, dairy, plus less familiar but still worrisome allergens such as <i>sulfites</i> , MSG, and mustard call for substitutes that look, taste, and act like the allergens.	<b>GUT HEALTH UPDATE</b> — The prebiotic fibers such as <i>polysaccharides</i> , <i>oligosaccharides</i> , and resistant starches and the probiotic microbes that work together to help keep a healthy digestive tract and enhance immunity, ameliorate asthma symptoms, and manage weight and blood sugar while improving mood.  <b>BETTER FOR YOU BEVERAGES</b> — Better beverages boldly boosted with everything from vitamins and minerals to plant proteins, botanicals, tea and tea extracts, and nutraceuticals and fibers.
special packages	IFT PRE/AT/POST PACKAGE	Supplier Profile  Food Master Featured Supplier Treatment	Supply Side West Package
events	Institute of Food Technologists Annual Expo July 18 - 21		Prepared Foods New Products Conference September 13 - 15

## Special Reports (Sponsorable)

- Sustainable R&D, re-gen, upcycling
- Clean packaging

- Botanical Update
- Gen Z / Innova topic / e-book + webinar

- Needs for e-comm

# 2021 EDITORIAL CALENDAR

MONTH:	OCTOBER	NOVEMBER	DECEMBER
ad close:	9/09	10/08	11/08
materials due:	9/10	10/08	11/09

hitting the shelves	<b>Candy/Confection</b> <b>Featuring Fruit</b>	<b>RTD Coffee &amp; Tea</b> <b>Meal &amp; Entrée</b>	<p><b>Prepared Foods' exclusive annual forecast issue shares experts' predictions for 2022's break-out new...</b></p> <ul style="list-style-type: none"> <li>• Foods</li> <li>• Beverages</li> <li>• Plant-Based Foods</li> <li>• Better-For-You Trends</li> <li>• Consumer Insights, and Trends</li> <li>• Packaging</li> <li>• Flavors, Seasonings, and Sauces</li> <li>• Colors</li> <li>• Sweeteners</li> <li>• Fats &amp; Oils</li> <li>• Starches &amp; Flours</li> <li>• Gums &amp; Fibers</li> <li>• Botanicals</li> <li>• Protein Sources</li> </ul>	
trends	<b>Sustain Domain</b>	<b>Texture</b>		
new on the menu	<b>Sauces, Dressings, Spreads</b>	<b>Ethnic</b>		
culinary	<p><b>COFFEE</b> — Coffee extracts, concentrates, and powders (think: <i>matcha</i>) add flavor (and health!) to sauces, beverages, pastries, fillings, and even spice blends. They also add natural colors.</p> <p><b>GLOBAL PASTAS</b> — Millers are bringing new sources of flours and starches such as from spelt, millet, <i>emmer</i>, <i>farro</i>, <i>kamut</i>, <i>konjac</i>, yams and others to pasta suppliers as trends turn the focus on not only Italian and Asian but Near Eastern noodle dishes.</p>	<p><b>MOCKTAILS</b> — Building a more alluring cocktail can be done without the alcohol. Fruit extracts, herbal concoctions, spices, and sweeteners join colorants and even inclusions in helping the mocktail trend stay vibrant.</p>		
ingredient technology	<p><b>FLAVOR MASKING PLANT BASED</b> — A focus on using maskers to enhance and direct the flavors in today's plant-based products</p> <p><b>FIBER</b> — Using familiar and new fibers from grains and seeds and other plants (including mushrooms) to bring texture and emulsification to foods and beverages.</p>	<p><b>DAIRY FREE DAIRY</b> — The latest in dairy-free, yogurts, cheeses, and other traditionally dairy-derived products made from grains, nuts, seeds, and legumes and how they can help boost health and immunity.</p> <p><b>EXTENDING SHELF LIFE NATURALLY</b> — Natural, organic, sustainable, and non-GMO food safety and protection from rosemary, cinnamon, cherry, celery, and other botanical extracts.</p>		
better for you	<p><b>VITAMIN PREMIXES</b> — Delivery vehicles and formats for vitamins and minerals as well as antioxidants, phytochemicals, co-vitamins and botanicals and the better-for-you products they're enhancing.</p>	<p><b>FOCUS-BRAIN-COGNITION</b> — Botanicals (including floral extracts and oils, tea extracts, <i>alkaloids</i>, and others), amino acids, vitamins, minerals, antioxidants, carotenoids, <i>phosphatidyl serine</i>, and even probiotics help aging minds stay sharp.</p> <p><b>WEIGHT A MINUTE</b> — Weight management is still a key issue calling for help from vitamins, minerals, antioxidants, coenzymes, healthful lipids, botanicals, prebiotics, &amp; probiotics.</p>		
special packages		<b>Food Master e-book Highlighting Featured Suppliers</b>		<b>ANNUAL 2022 FORECAST PACKAGE</b>
events	<b>Supply Side West Annual Expo</b> October 25 -28			

**Special Reports**  
(Sponsorable)

- Sustainable R&D, re-gen, upcycling
- Clean packaging

- Botanical Update
- Gen Z / Innova topic / e-book + webinar

- Needs for e-comm