

	January	February	March	April	May	June	July	August	September	October	November	December
Special Issue			ANNUAL NEW PRODUCTS REPORT			IFT PREVIEW PACKAGE						
Ad close	12/3/21	1/10/22	2/8	3/9	4/8	5/9	6/9	7/8	8/9	9/9	10/7	11/7
eMagazine	Breakfast Cereals	Sports Beverages / Foods		Natural/Organic	Emerging Sweeteners	Formulating Coffee Drinks / Ingredients	Formulating Tea Drinks / Ingredients	Protein	Plant Based	Natural/Organic	Sugar Reduction	Sustainability
	Desserts	Next-Gen Meat Analogs		Sustainability	Vietnamese Taste Trends	Boosting Flavor	Formulating Color in Snacks	Flavoring Waters	Seeds & Grains	Food & Mood	Healthful Lipids	Energy Drinks/Foods
	Sugar Reduction			Emerging Botanicals	Salty Snacks	Natural/Organic		Dairy Analogs	Shades of Red	Sustainability	Kids Snacks	Bar Inclusions
		Plant Based		Fibers (Prebiotic / Probiotic)								
Ad close	11/23/21	1/4/22	2/1	3/3	4/4		6/1	7/5	8/2	8/31	10/4	10/31
Podcast	Fermentation	Sugar Reduction	Immunity	Protein	Plant Based		Protein	Immunity	Sugar Reduction	Immunity	Natural/Organic	Protein
	12/3/21						6/9	7/12	8/10	9/13	10/11	
	Natural/Organic						Fruit Ingredients	Formulating with Gums	Sustainability	Kosher/Halal	Sustainability	
Ad close	12/2/21	12/23/21	2/8	3/10		5/2	6/8			9/9	9/30	11/17
Video	Plant Based	Protein	Sugar Reduction	Immunity		Upcycled Ingredients	Sustainability			Plant Based	Protein	Sugar Reduction
		1/11/22			4/11	5/9					10/11	
		Top Five Botanicals			Sustainability	Immunity					Plant Based	
Ad close	11/29/21	1/11/22	2/8	3/8	4/7	5/9		7/8	8/8	9/7	10/11	11/4
Infographic	Protein	Immunity	Sustainability	Hot, Getting Hotter	Natural/Organic	Plant Based		Sugar Reduction	Immunity	Protein	Nut Ingredients	Natural/Organic
					4/11	5/9				8/15	9/14	
									Vegetable Ingredients	Botanicals (in Beverages)		
Ad close	12/3/21	1/14/22		3/15		5/16			8/15			11/10
Category Insights//Web	Immunity	Sustainability		Plant Based		Protein			Natural/Organic			Immunity
Ad close	12/20/21	1/24/22	2/21	3/28	4/25	5/20	6/24	7/25	8/22	9/26	10/24	11/17
e-News	Sustainability	Natural/Organic	Protein		Immunity	Sustainability	Plant Based	Natural/Organic		Sugar Reduction	Immunity	Plant Based
							Sugar Reduction					
Ad close			1/24		3/25		5/26		7/25			
Webinar			Plant Based		Sugar Reduction		Natural/Organic		Protein			
Distribution							IFT 7/10 - 7/13, Chicago				Supply Side WEST 10/31 - 11/3, Las Vegas	

