

	January	February	March	April	May	June	July	August	September	October	November	December
Special Issue	★ Special 2024 kick start packages available.		ANNUAL NEW PRODUCTS REPORT			IFT Pre Show				SSW Pre Show		2025 Predictions
Ad close	12/5/23	1/9/24	2/8/24	3/8/24	4/8/24	5/8/24	6/7/24	7/8/24	8/8/24	9/6/24	10/9/24	11/7/24
eMagazine	Sugar Reduction	Plant Based		Natural/Organic	Protein	Natural/Organic	Immunity	Protein	Plant Based	Natural/Organic	Sugar Reduction	Sustainability 2025
	Trends: Snacking	Trends: Sustainable Packaging		Trends: New Protein	Trends: Allergen Free	Trends: Authentic Ethnic	Trends: Upcycling/Regenerative Agriculture	Trends: Sports & Energy	Trends: Fiber/Digestive Health	Trends: Sugar Reduced	Trends: Kids stuff	Immunity 2025
	Products: Sports/Energy	Products: Products w/Fruit		Products: Beverages	Products: Dairy/Dairy Alternative	Products: Bakery	Products: Coffee/Tea	Products: Entrees	Products: Products with Nuts	Products: Sauces/Dressing/Marindes	Products: Apps/Sides	Categories to Watch 2025
		Cognitive Beverages		Colors, and more colors				Reduction/Concentrates		"Crushing" Fresh Frozen	Fermented Products	
Ad close	11/10/23	12/12/23	1/17/24	2/16/24	3/21/24	4/18/24	5/17/24	6/19/24	7/19/24	8/21/24	9/19/24	10/17/24
Podcast	Natural/Organic	Sugar Reduction	Immunity	Protein	Plant Based	Sustainability	Protein	Immunity	Sustainability	Immunity	Natural/Organic	Protein 2025
	11/17/23	12/12/23		2/12/24	3/13/24		5/24/24		7/15/24		9/13/24	
	Pasta Creations	Mushroom Ingredients		Making/Using Hot Sauce	Mood Formulations		Using Tree Nuts		Boosting/Masking		Sweetener Options	
Ad close	11/17/23	12/12/23	1/24/24	2/14/24	3/15/24	4/25/24	5/24/24	6/14/24	7/26/24	8/28/24	9/26/24	10/24/24
Video	Plant Based	Protein	Sugar Reduction	Immunity	Sustainability	Immunity	Sugar Reduction	Sustainability	Sugar Reduction	Plant Based	Protein	Sugar Reduction 2025
	11/20/23		2/19/24			4/19/24		6/24/24				
	Upcycling		Cheese on Board			Trending Flavors		Using Chocolate				
Ad close			1/30/24			5/1/24		7/2/24		8/30/24		
★ Solutions TV			Solutions TV			Solutions TV		Solutions TV		Solutions TV		
Ad close	11/22/23	1/5/24	2/2/24	3/6/24	4/3/24	5/3/24	6/3/24	7/5/24	8/2/24	8/30/24	10/4/24	10/31/24
Infographic	Protein	Immunity	Sustainability	Sugar Reduction	Natural/Organic	Plant Based	Sustainability	Sugar Reduction	Immunity	Protein	Sustainability	Natural/Organic 2025
Ad close	11/17/23	1/3/24		3/1/24		5/1/24		6/28/24	7/31/24		9/27/24	
Category Insights/Web	Immunity	Sustainability		Plant Based		Protein		Plant Based	Natural/Organic		Plant Based	
Ad close	12/14/23	1/12/24	2/15/24	3/14/24	4/11/24	5/16/24	6/13/24	7/11/24	8/15/24	9/12/24	10/17/24	11/14/24
R&D Insights e-News	Sustainability	Natural/Organic	Protein	Sustainability	Immunity	Sugar Reduction	Plant Based	Natural/Organic	Trending Flavors	Sugar Reduction	Immunity	Plant Based 2025
	12/28/23	1/25/24	2/29/24	3/28/24	4/25/24	5/30/24	6/27/24	7/25/24	8/29/24	9/26/24	10/31/24	11/27/24
★ 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			1/9/24		3/8/24	4/8/24	5/8/24		7/8/24	8/8/24		
Webinar			Plant Based		Sugar Reduction	Active Nutrition - Sports & Energy Drinks	Sustainability		Protein	Spirit of Innovation Awards		
Tradeshows			March	★ April	May		July				November	
			Natural Products Expo West 3/12-26, Anaheim, CA	★ NEW FORMAT New Products Conference 4/16-17, Westminster, CO	Food Safety Summit 5/6-9, Rosemont, IL		IFT FIRST Event and Expo 7/14-17, Chicago, IL				SupplySide West TBD, Las Vegas, NV	
			Food Marketing Conference 3/26-27, Kalamazoo, MI	SupplySide East 4/16-17, Secaucus, NJ								



	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		3/7/25	4/8/25	5/8/25		7/8/25	8/8/25		
Webinar		Cognitive/Mood Live: February 19	Plant Based Live: March 25		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						

