

2010 Planning Calendar

| ISSUE | ORDER DUE | ART DUE | SHOW COVERAGE | FEATURES AND HIGHLIGHTS |
|--------------------------|------------|-----------|--|---|
| January/February | 11/24/2009 | 12/2/2009 | <ul style="list-style-type: none"> • Winter Fancy Food Show Issue | <ul style="list-style-type: none"> • Building Your Business Through Social Media • Foods in Focus: Cutting-Edge Condiments • Cheese Focus: Pricing Strategies • Candy Counter: Year-Long Holiday Merchandising Guide • Natural Selections: New Consumer Movements: Globalization and More • Buyers' Picks: New Hot Beverages • Brand Spotlight • Category Spotlight: The Upgrading of Chilean Wine • Cuisine Spotlight: Canadian Food Trends |
| March | 1/25/2010 | 2/1/2010 | <ul style="list-style-type: none"> • Natural Products Expo West Bonus Distribution • International Home and Housewares Show Bonus Distribution | <ul style="list-style-type: none"> • Gluten-Free: The New Staple • Foods in Focus: Foods of New Zealand • Natural Selections: What is Biodynamic? • Buyers' Picks: Organic Beverages |
| April | 2/22/2010 | 3/1/2010 | | <ul style="list-style-type: none"> • State of the Specialty Food Industry 2010 • Foods in Focus: 5 New Flavor Trends in Summer Sauces • Cheese Focus: Brie: Interpretations from Around the World • Buyers' Picks: Picnic Products |
| May | 3/25/2010 | 4/1/2010 | | <ul style="list-style-type: none"> • Bouncing Back From a Crisis • Foods in Focus: Artisan Beer • Candy Counter: Functional Candies • Buyers' Picks: Chips and Salsas |
| June | 4/28/2010 | 5/4/2010 | <ul style="list-style-type: none"> • Summer Fancy Food Show Preview • International Dairy-Deli-Bakery Show Bonus Distribution | <ul style="list-style-type: none"> • Outstanding Retailers of 2010 • Foods in Focus: U.S. Regional Sandwiches • Cheese Focus: Today's Flavored Cheeses • Buyers' Picks: Indian Foods |
| July/August | 5/25/2010 | 6/1/2010 | <ul style="list-style-type: none"> • Summer Fancy Food Show Issue | <ul style="list-style-type: none"> • Increasing Your Sales Ring • Foods in Focus: Kid's Corner: Specialty Baby and Toddler Food • Cheese Focus: New Exports from Europe • Candy Counter: Alcohol-based Candies • Natural Selections: Taking a Conventional Farm to Organic • Buyers' Picks: Nut Butter Products • Brand Spotlight • Cuisine Spotlight: French Cuisine in America Today • Category Spotlight: Hummus |
| September | 7/28/2010 | 8/3/2010 | <ul style="list-style-type: none"> • Natural Products Expo East • SIAL Paris Bonus Distribution | <ul style="list-style-type: none"> • 2010 sofi™ Gold Winners • Foods in Focus: What's New in Holiday Cookies • Natural Selections: Natural/Organic Center Store • Candy Counter: New Flavor Trends • Buyers' Picks: What's Hot in Holiday Gift Baskets |
| October | 8/23/2010 | 8/31/2010 | | <ul style="list-style-type: none"> • Today's Specialty Food Consumer 2010 • Foods in Focus: Trends in Frozen Desserts • Cheese Focus: Cheesemonger Profile • Buyers' Picks: Lunch Box Snacks |
| November/December | 9/28/2010 | 10/4/2010 | <ul style="list-style-type: none"> • 2009 Winter Fancy Food Show Preview | <ul style="list-style-type: none"> • Not Business As Usual: Going Against Convention • Philanthropic Awards • Foods in Focus: Foods of Portugal • Buyers' Picks: Superbowl Snacking • Brand Spotlight |