

— 2025 —

EDITORIAL CALENDAR

Focused Content: *SFWB* regularly shares impactful industry news, producer profiles, and innovative new products with its audience—monthly in the eMagazine, every week in the Weekly Mix eNewsletter, and each day on snackandbakery.com.

2025 SHOW PACKAGES:
Contact us for more information

	JANUARY AD CLOSE 12/9 MATERIAL CLOSE 12/16	FEBRUARY AD CLOSE 1/24 MATERIAL CLOSE 1/29	MARCH AD CLOSE 2/20 MATERIAL CLOSE 2/24	APRIL AD CLOSE 3/21 MATERIAL CLOSE 3/25	MAY AD CLOSE 4/8 MATERIAL CLOSE 4/15	JUNE AD CLOSE 5/9 MATERIAL CLOSE 5/15
SNACK FOOD & WHOLESALE BAKERY eMAGAZINE						
SPECIAL REPORTS & POWER PROFILES	PRODUCER PROFILE Snack, bakery, or candy company	COMPANY PROFILE Snack, bakery, or candy company	SNACK PRODUCER OF THE YEAR	PRODUCER PROFILE Snack, bakery, or candy company	BEST NEW SNACK & BAKERY PRODUCTS OF 2024	STATE OF THE INDUSTRY, BAKERY • BAKERY SNACKS: snack cakes, snack pies • BARS • BREADS (including bagels, English muffins) • BREAKFAST (French toast, pancakes, waffles) • BUNS & ROLLS • COOKIES • DESSERTS (cake, cheesecake, full-size pies) • PIZZA • SWEET GOODS (doughnuts, muffins, pastries) • TORTILLAS
PRODUCT TRENDS & INSIGHTS	CHIPS	BARS	PIZZA	CAKES	PUFFED/EXTRUDED SNACKS	
TECHNOLOGY & TECHNIQUES	SNACK PACKAGING EQUIPMENT	MIXERS	INSPECTION & DETECTION EQUIPMENT	SEASONING/ COATING	SLICING/CUTTING/ PORTIONING	
INGREDIENTS IN DEPTH	COLORS AND FLAVORS	SWEETENERS/SUGAR ALTERNATIVES	FATS AND OILS	FRUITS	GRAINS	
EVENT OUTLOOKS	ASB BAKINGTECH, Feb 16-18	NATURAL PRODUCTS EXPO WEST: March 4-7 ABA CONVENTION: March 23-26 FPSA Food Solutions Exchange & Conference March 19-25	SNAXPO: March 30-April 1	FOOD SAFETY SUMMIT: May 6-9 SWEETS & SNACKS EXPO: May 13-15	IDDBA: June 1-3	GLOBAL POUCH FORUM: June 18-20 BEMA CONVENTION: June 24-28
SNACKANDBAKERY.COM, SNACK FOODS & BAKERY PRODUCTS, THE WEEKLY MIX eNEWSLETTER						
HOT TOPICS	2024 INDUSTRY OUTLOOK	BETTER-FOR-YOU	PLANT-BASED FORMULATIONS	SUSTAINABILITY	FOOD SAFETY	STATE OF THE INDUSTRY: BAKERY
TECHNOLOGY FOCUS	SNACK PACKAGING SOLUTIONS	MIXING EQUIPMENT AND ACCESSORIES	INSPECTION & DETECTION EQUIPMENT	SEASONING/ COATING EQUIPMENT	SLICING/CUTTING/ PORTIONING	
MULTIMEDIA HIGHLIGHTS	2024 INDUSTRY OUTLOOK	TRACKING CONSUMER PREFERENCES	MAINTENANCE SUCCESS	PRODUCT INNOVATION / COMMERCIALIZATION	CANNABIS-INFUSED PRODUCTS	RECRUITMENT AND RETENTION
WEBINARS	PROCESSING INSIGHTS: PACKAGING AUTOMATION STRATEGIES		CONSUMER INSIGHTS: FLAVOR TRENDS		BETTER-FOR-YOU BAKERY	BEMA CONVENTION: June 24-28 GLOBAL POUCH FORUM: dates TBD IFT FIRST: July 13-16
CANDY INDUSTRY CANDYINDUSTRY.COM: CANDY & CONFECTIONERY PRODUCTS, SWEET & HEALTHY E-NEWSLETTER						
SPECIAL REPORTS & TOPIC SPOTLIGHTS	GLOBAL TOP 100 LIST	FOODSERVICE	INNOVATION	SEASONAL CANDY TRENDS	SUSTAINABILITY	FLAVOR TRENDS
PRODUCT TRENDS & MARKET OUTLOOKS	CHOCOLATE	HARD CANDY	GUMMIES	CANNABIS-INFUSED CANDY	NON-CHOCOLATE NOVELTY CANDY	PLANT-BASED CANDY
WEBINARS		FOODSERVICE INSIGHTS		R&D INSIGHTS: CANNABIS CANDY PRODUCTION		CONSUMER INSIGHTS: FLAVORS & COLORS
EVENT OUTLOOKS	ISM: Feb 2-5	ECRM CHRISTMAS & HALLOWEEN: Feb 16-19 NCA STATE OF THE INDUSTRY: March 2-4	PMCA: April 7-9	SWEETS & SNACKS EXPO: May 13-15		WESTERN CANDY CONFERENCE: June 18-22 RCI: dates TBD

SF&WB

SNACK FOOD & WHOLESALE BAKERY

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	JULY AD CLOSE 6/10 MATERIAL CLOSE 6/17	AUGUST AD CLOSE 7/11 MATERIAL CLOSE 7/15	SEPTEMBER AD CLOSE 8/15 MATERIAL CLOSE 8/15	OCTOBER AD CLOSE 9/12 MATERIAL CLOSE 9/16	NOVEMBER AD CLOSE 10/14 MATERIAL CLOSE 10/17	DECEMBER AD CLOSE 11/11 MATERIAL CLOSE 11/14
SNACK FOOD & WHOLESALE BAKERY eMAGAZINE						
SPECIAL REPORTS & POWER PROFILES	STATE OF THE INDUSTRY, SNACKS <ul style="list-style-type: none"> • CHIPS (potato, fruit, multigrain) • CRACKERS • FROZEN SNACKS & APPETIZERS (egg/snack rolls, bagel bites, taquitos) • POPCORN • PRETZELS • PUFFED & EXTRUDED SNACKS (cheese snacks, corn chips, pork rinds, puffs, veggie chips) • SNACK MIXES & NUTS • TORTILLA CHIPS 	PRODUCER PROFILE Snack, bakery, or candy company	STATE OF THE INDUSTRY, CANDY <ul style="list-style-type: none"> • CHOCOLATE • NON-CHOCOLATE CANDY • NOVELTY CANDY • GUM • MINTS • HARD CANDY 	BAKERY OF THE YEAR PROFILE Award presented at PROCESS EXPO	PRODUCER PROFILE Snack, bakery or candy company	TOP 50 SNACK & BAKERY COMPANIES
PRODUCT TRENDS & INSIGHTS		BREAKFAST		FROZEN SNACKS/ APPETIZERS	DOUGHNUTS	SNACK NUTS AND MIXES
TECHNOLOGY & TECHNIQUES		BELTS/CONVEYORS		BAKERY PACKAGING EQUIPMENT	OVENS AND PROOFERS	CLEANING/SANITATION
INGREDIENTS IN DEPTH		CHOCOLATE		NUTS/INCLUSIONS	FUNCTIONAL/ NUTRITIONAL	DAIRY
EVENT OUTLOOKS		IFT FIRST: July 13-16		IBIE: Sept 13-17	PACK EXPO: Sept 29-Oct 1	IBIE Review
SNACKANDBAKERY.COM, SNACK FOODS & BAKERY PRODUCTS, THE WEEKLY MIX eNEWSLETTER						
HOT TOPICS	STATE OF THE INDUSTRY: SNACKS	C-STORE INNOVATIONS	AUTOMATION	PACKAGE CLOSURES (zippers, ties, etc)	AUTOMATION	WORKFORCE SUCCESS STORIES
TECHNOLOGY FOCUS	SUPPLY CHAIN STRATEGIES	BELTS/CONVEYORS		PACKAGING EQUIPMENT	OVENS AND PROOFERS	CLEANING/SANITATION
MULTIMEDIA HIGHLIGHTS		HOLIDAY PRODUCT PLANNING	COMMUNITY RELATIONS	TRACEABILITY	REGULATORY ISSUES	COMMERCIALIZATION STRATEGIES
WEBINARS		STATE OF THE INDUSTRY: Snack and Bakery			PROCESSING INSIGHTS: COOKIE & CRACKER LINE AUTOMATION	
CANDYINDUSTRY.COM: CANDY & CONFECTIONERY PRODUCTS, SWEET & HEALTHY E-NEWSLETTER						
SPECIAL REPORTS & TOPIC SPOTLIGHTS	SWEETENERS	E-COMMERCE	STATE OF THE INDUSTRY: CANDY	FUNCTIONAL CANDY	MARSHMALLOWS	PACKAGING
PRODUCT TRENDS & MARKET OUTLOOKS	GUM & MINTS	SUGAR-FREE & REDUCED-SUGAR CANDY	LICORICE	NATURAL/ORGANIC CANDY	NOVELTY CANDY	BETTER-FOR-YOU CANDY
WEBINARS			STATE OF THE INDUSTRY: CANDY			CONSUMER INSIGHTS: BETTER-FOR-YOU CANDY TRENDS
EVENT OUTLOOKS	IFT FIRST: July 13-16	ECRM EVERYDAY: dates TBD	PACK EXPO: Sept. 29-Oct. 1			