

2010 Editorial Calendar

DEADLINES

FEATURES

TRADE SHOWS

January Issue

SPACE RESERVATION
NOVEMBER 16, 2009

DRINK MIXES & SMOOTHIES: Finding the right mix

FANCY FOOD SHOW
San Francisco (17-19)

MATERIALS DUE
NOVEMBER 23, 2009

TRADE SHOWS: How to make the most of your show investment

March Issue

SPACE RESERVATION
JANUARY 15, 2010

DECAF: How to offer it for quality-focused consumers

COFFEE FEST
Meadowlands, N.J. (5-7)

MATERIALS DUE
JANUARY 22, 2010

DELEGATING CONTROL: When to pass responsibility to your employees

May Issue

SPACE RESERVATION
MARCH 15, 2010

BLENDERS: The key to summertime success

NAT'L RESTAURANT ASSOCIATION SHOW
Chicago (22-25)

MATERIALS DUE
MARCH 22, 2010

MATCHA: Adding the green tea beverage to your menu

DISTRIBUTED AT:
WORLD TEA EXPO
Las Vegas (June 11-13)

DEADLINES

FEATURES

TRADE SHOWS

February Issue

SPACE RESERVATION
DECEMBER 14, 2009

SYRUPS: Getting the most from your flavors

INT'L RESTAURANT & FOODSERVICE SHOW
New York City (28-March 2)

MATERIALS DUE
DECEMBER 21, 2009

ESPRESSO MACHINES & GRINDERS: Making your decision on cost, function and more

April Issue

SPACE RESERVATION
FEBRUARY 15, 2010

GREEN COFFEE: What to look for when buying raw product

SCAA CONFERENCE & EXHIBITION + USBC
Anaheim, Calif. (14-18)

MATERIALS DUE
FEBRUARY 22, 2010

GOOD FLOW: Designing your shop for the optimal experience

NW FOODSERVICE SHOW
Seattle (18-19)

June Issue

SPACE RESERVATION
APRIL 12, 2010

COFFEE ALMANAC: Our award-winning issue devoted to all things coffee, including market trends, retailer spotlights and a comprehensive resource directory.

COFFEE FEST
Minneapolis (4-6)

MATERIALS DUE
APRIL 19, 2010

SCAE WORLD SPECIALTY CONFERENCE + WBC
London (23-25)

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TRADE SHOWS

July Issue

SPACE RESERVATION
MAY 14, 2010

MATERIALS DUE
MAY 21, 2010

CHOCOLATE: Bringing sweetness in its many forms to your menu

ROASTING EQUIPMENT: What to use to make the most of your beans

September Issue

SPACE RESERVATION
JULY 16, 2010

MATERIALS DUE
JULY 23, 2010

WATER SPECIAL SECTION: The biggest factor in the taste of your beverages

CUPS & SLEEVES: What to use for to-go orders

November Issue

SPACE RESERVATION
SEPTEMBER 17, 2010

MATERIALS DUE
SEPTEMBER 24, 2010

ALTERNATIVE MILKS: Using non-dairy products to cater to customers' diets

BREAKFAST: Ramp up profits with easy-to-prepare menu items

INT'L HOTEL/MOTEL & RESTAURANT SHOW
New York City (14-16)

DEADLINES

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TRADE SHOWS

August Issue

SPACE RESERVATION
JUNE 14, 2010

MATERIALS DUE
JUNE 21, 2010

A TO Z GUIDE: An updated version of the well-respected special issue covering many factors of how to open a successful coffee or tea shop.

WESTERN FOODSERVICE & HOSPITALITY EXPO
Los Angeles (14-16)

ROASTERS GUILD RETREAT
Stevenson, Wash. (19-22)

October Issue

SPACE RESERVATION
AUGUST 16, 2010

MATERIALS DUE
AUGUST 23, 2010

FUNCTIONAL BEVERAGES: Embracing health with your drinks

OPTIMIZING YOUR WEB SITE: Tools to gain maximum exposure

TRIESTE ESPRESSO
Trieste, Italy (28-30)

COFFEE FEST
Seattle (29-31)

December Issue

SPACE RESERVATION
OCTOBER 15, 2010

MATERIALS DUE
OCTOBER 22, 2010

TEA ALMANAC: Our annual celebration of the venerable leaf, for professionals and connoisseurs alike. Includes retailer spotlights and a comprehensive resource directory.