

2012 EDITORIAL CALENDAR • FRESH CUP MAGAZINE

JANUARY ISSUE

DEADLINES

Space Reservation: **November 14, 2011**
Materials Due: **November 21, 2011**

FEATURES

Coffee in Hawaii: *Exploring one of the world's fastest-developing origins*

Gadgets: *The latest tools for coffee, tea and beyond*

TRADE SHOWS

FANCY FOOD SHOW
San Francisco (15-17)

FEBRUARY ISSUE

DEADLINES

Space Reservation: **December 12, 2011**
Materials Due: **December 19, 2011**

FEATURES

Locali-Tea: *Leaves and herbs grown in North America*

Gauging Grinders: *Checking in on the latest technology*

TRADE SHOWS

AFRICAN FINE COFFEE CONFERENCE & EXHIBITION
Addis Ababa, Ethiopia (16-18)

COFFEE & TEA FESTIVAL
New York City (25-26)

MARCH ISSUE

DEADLINES

Space Reservation: **January 13, 2012**
Materials Due: **January 21, 2012**

FEATURES

Single-Cup Success: *Making sure your spiffy brew setup isn't ignored*

Chocolate: *High-end, carefully sourced sweet stuff*

TRADE SHOWS

INT'L RESTAURANT & FOODSERVICE SHOW
New York City (4-6)

COFFEE FEST
New York City (9-11)

NATIONAL COFFEE ASSOCIATION CONVENTION
Charleston, S.C. (22-24)

APRIL ISSUE

DEADLINES

Space Reservation: **February 17, 2012**
Materials Due: **February 24, 2012**

FEATURES

SPECIAL SECTION

Café to Shining Café: *A look at the proliferation of café culture in the United States' biggest cities and surprisingly caffeinated small towns*

TRADE SHOWS

SCAA CONFERENCE & EXHIBITION + U.S. BARISTA CHAMPIONSHIP
Portland, Ore. (19-22)

LONDON COFFEE FESTIVAL
London (27-29)

NW FOODSERVICE SHOW
Seattle (29-30)

MAY ISSUE

DEADLINES

Space Reservation: **March 13, 2012**
Materials Due: **March 20, 2012**

FEATURES

Modern Teaware: *What's hot (and helpful) in material, design and more*

Flavoring Fun: *Incorporating syrups and more for unique drinks*

TRADE SHOWS

MELBOURNE INTERNATIONAL COFFEE EXPO
Melbourne (4-6)

NAT'L RESTAURANT ASSOCIATION
Chicago (5-8)

DISTRIBUTED AT: WORLD TEA EXPO
Las Vegas (June 1-3)

JUNE ISSUE

DEADLINES

Space Reservation: **April 10, 2012**
Materials Due: **April 17, 2012**

FEATURES

Coffee Almanac: *Our award-winning issue devoted to all things coffee, including market trends, retailer spotlights and a comprehensive resource directory*

TRADE SHOWS

COFFEE FEST
Chicago (8-10)

SCAE WORLD OF COFFEE + WORLD BARISTA CHAMPIONSHIP
Vienna (13-15)

FANCY FOOD SHOW
Washington, D.C. (17-19)

SOUTHWEST FOODSERVICE EXPO
Dallas (24-25)

JULY ISSUE

DEADLINES

Space Reservation: **May 15, 2012**
Materials Due: **May 22, 2012**

FEATURES

Tea Types 101: *Getting better acquainted with the six classes of Camellia sinensis*

Carts and Kiosks: *Assessing mobility in the retail bean business*

TRADE SHOWS

HAWAII LODGING, HOSPITALITY & FOODSERVICE EXPO
Honolulu (11-12)

AUGUST ISSUE

DEADLINES

Space Reservation: **June 12, 2012**
Materials Due: **June 19, 2012**

FEATURES

SPECIAL ISSUE

Café Library: *A definitive guide to retail coffee and tea terms*

TRADE SHOWS

WESTERN FOODSERVICE & HOSPITALITY EXPO
Anaheim, Calif. (12-14)

ROASTERS GUILD RETREAT
Stevenson, Wash. (16-19)

HONG KONG INTERNATIONAL TEA FAIR
Hong Kong (date TBA)

SEPTEMBER ISSUE

DEADLINES

Space Reservation: **July 17, 2012**
Materials Due: **July 24, 2012**

FEATURES

Little Guy on the Rise: *Micro-importers step up quality, industry status*

What's in a Name: *Developing memorable monikers for shops and products*

TRADE SHOWS

COTECA HAMBURG
Hamburg (20-22)

COFFEE FEST
Seattle (21-23)

FLORIDA RESTAURANT & LODGING SHOW
Orlando (23-25)

OCTOBER ISSUE

DEADLINES

Space Reservation: **August 14, 2012**
Materials Due: **August 21, 2012**

FEATURES

SPECIAL SECTION

Eye for Design: *How your choice of furniture, lighting, use of space and much more can make or break your shop*

TRADE SHOWS

TRIESTESPRESSO EXPO
Trieste (25-27)

NOVEMBER ISSUE

DEADLINES

Space Reservation: **September 11, 2012**
Materials Due: **September 19, 2012**

FEATURES

Pairing Up: *Innovative ways to bring together food and specialty bevs*

Tablets Take Charge: *Meet the new face of POS systems*

TRADE SHOWS

INT'L HOTEL/MOTEL & RESTAURANT SHOW
New York City (11-13)

CAFÉ SHOW
Seoul, Korea (22-25)

DECEMBER ISSUE

DEADLINES

Space Reservation: **October 16, 2012**
Materials Due: **October 23, 2012**

FEATURES

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