



BOSTON SEAFOOD SHOW DISTRIBUTION

IDDBA SHOW DISTRIBUTION
ALL THINGS ORGANIC & IDDBA SHOW DISTRIBUTION

NFRA CONVENTION DISTRIBUTION

| | Jan/Feb Closes Jan 2 | March Closes Feb 11 | April Closes Mar 13 | May Closes Apr 13 | June Closes May 12 | July Closes June 12 | August Closes July 13 | September Closes Aug 12 | October Closes Sep 11 | November Closes Oct 12 | December Closes Nov 13 |
|---|---|--|--|--|---|---|---|--|--|--|---|
| Cover Story | Wal-Mart The Retailing Giant Rolls On | Pricing Strategies for Profit | Kroger Blocking & Tackling Its Way to Success | Variety In Product Offerings: Striking a Balance | 2009 RETAILER OF THE YEAR SPONSORSHIP OPPORTUNITIES AVAILABLE |  | Costco So Few SKUs, So Much Profit | 2009 STATE OF THE INDUSTRY REPORT SPONSORSHIP OPPORTUNITIES AVAILABLE | Hot Independents: What Do They Know That You Don't? | Whole Foods The Power Player in Natural/Organic Retailing | What Do Shoppers Really Want? |
| Category Reviews: Frozen | <ul style="list-style-type: none"> Bread & Dough Ice Cream & Novelties | <ul style="list-style-type: none"> Pizza Seafood Breakfast | <ul style="list-style-type: none"> Meat & Poultry Sweet Goods | <ul style="list-style-type: none"> Seafood Bread & Dough | <ul style="list-style-type: none"> Pizza Snacks & Appetizers | | <ul style="list-style-type: none"> Pizza Breakfast Shrimp | <ul style="list-style-type: none"> Seafood Snacks & Appetizers Sweet Goods | <ul style="list-style-type: none"> Bread & Dough Breakfast | <ul style="list-style-type: none"> Pizza Meat & Poultry Ice Cream & Novelties | <ul style="list-style-type: none"> Seafood Meat Substitutes |
| Category Reviews: Refrigerated | <ul style="list-style-type: none"> Soups Natural & Processed Cheese | <ul style="list-style-type: none"> Dips/Salads Egg Case Report | <ul style="list-style-type: none"> Heat & Serve Beverage Report | <ul style="list-style-type: none"> Yogurt | <ul style="list-style-type: none"> Dips/Salads/Spreads | | <ul style="list-style-type: none"> Egg Case Report Butter & Margarine | <ul style="list-style-type: none"> Dips/Salads/Spreads | <ul style="list-style-type: none"> Heat & Serve 2009 Dairy Report | <ul style="list-style-type: none"> Egg Case Report | <ul style="list-style-type: none"> Dips/Salads/Spreads |
| Focus Reports | <ul style="list-style-type: none"> Ethnic Food Trends: Indian | <ul style="list-style-type: none"> Ethnic Food Trends: Asian Display Case Merchandising | <ul style="list-style-type: none"> Ethnic Food Trends: Mediterranean | <ul style="list-style-type: none"> 2009 Deli Trends | <ul style="list-style-type: none"> Display Case Merchandising Supply Chain Management | | <ul style="list-style-type: none"> Organic Foods Merchandising | <ul style="list-style-type: none"> Ethnic Food Report: Asian In-Store Merchandising Trends | <ul style="list-style-type: none"> Display Case Merchandising Ethnic Food Trends: Kosher | <ul style="list-style-type: none"> Soy-Based Food Products | <ul style="list-style-type: none"> Ethnic Food Trends: Hispanic |
| Trends Coverage | <p>EXCLUSIVE</p> <ul style="list-style-type: none"> Consumer Insights | <ul style="list-style-type: none"> Healthy Foods | <ul style="list-style-type: none"> Logistics | <p>EXCLUSIVE</p> <ul style="list-style-type: none"> Consumer Insights | <ul style="list-style-type: none"> Healthy Foods | | <p>EXCLUSIVE</p> <ul style="list-style-type: none"> Consumer Insights | <ul style="list-style-type: none"> Healthy Foods | <p>NEW</p> <ul style="list-style-type: none"> 2009 Logistics Update <p>WEBINAR SPONSORSHIPS AVAILABLE</p> | <p>EXCLUSIVE</p> <ul style="list-style-type: none"> Consumer Insights | <ul style="list-style-type: none"> Healthy Foods |
| Award Programs |  | | | <p>TOP TEN "GREEN GROCER" AWARDS Recognizing Excellence in Green Initiatives</p> | | <p>The industry's most comprehensive guide to suppliers serving the retail refrigerated & frozen market.</p> <ul style="list-style-type: none"> Refrigerated & frozen food products In-store merchandising equipment & services Display cases & fixtures | |  | | <p>2009 BEST NEW PRODUCTS AWARDS Celebrating Innovation in Refrigerated & Frozen Foods</p> | <p>2010 MERCHANDISING MANUAL EFFECTIVE MERCHANDISING IDEAS FOR RETAILERS CATEGORY SPONSORSHIPS AVAILABLE!</p> |
| Bonus Distribution | <ul style="list-style-type: none"> American Frozen Foods Institute Refrigerated Foods Association | <ul style="list-style-type: none"> Boston Seafood Show | <ul style="list-style-type: none"> NFRA Retail Executive Conference | <ul style="list-style-type: none"> IDDBA | <ul style="list-style-type: none"> All Things Organic | | | <p>NFRA PRE-CONVENTION ISSUE</p> | <ul style="list-style-type: none"> National Frozen & Refrigerated Foods Association Convention | <ul style="list-style-type: none"> Private Label Manufacturers Association Show Kosherfest | |
| Special Offers/ Value-Added Benefits | <p>NEW</p> <p>Run full page ads in both January/February and March issues, get FREE full page ad within any remaining issue in 2009</p> | <p>Run half page or larger in March, get FREE online profile with hot link, posted at rffretailer.com</p> | <p>RESEARCH</p> <p>Run half page or larger in April, get FREE Ad-Q Ad Readership Study</p> | <p>Run full page in May, get company brochure placed in all IDDBA on-floor issue polybag</p> | <p>Run full page in June, become co-sponsor of Supply Chain Management Webinar</p> | <p>Run half page or larger in July, get FREE upgraded listings in Supplier Directory</p> | <p>NEW</p> <p>Lead ADvantage Program – FREE Qualified Sales Leads</p> | <p>Buy full page in BOTH September & October issues, get company brochure polybagged in NFRA Convention On-Floor issues</p> | <p>RESEARCH</p> <p>Run half page or larger in November, get FREE Ad-Q Ad Readership Study</p> | <p>Run half page or larger in December, get FREE online profile with hotlink, posted at rffretailer.com</p> | |

2009 SUPPLIER DIRECTORY