

# CONTENT CALENDAR\*

## JANUARY

### Shows

Winter NASFT Fancy Food Show Issue  
NYIGF  
Atlanta Market

### Features

Cuisine 101: Italy  
Retailer Profile

### Web Exclusives

Financial Insights on Retailing  
Ingredients & Implements  
Economic Growth Strategies, Part 1  
Winter FF Best of Show Results  
Regional Roundup

## FEBRUARY

### Shows

International Home + Housewares Show Pre-Show Issue

### Special Section

Sales Trainer

### Features

How to DIY: Loyalty Programs  
Specialty Cheese Series I  
Retailer Profile: U.S. gia Winner

### Web Exclusives

Financial Insights on Retailing  
Ingredients & Implements

## MARCH/APRIL

### 2<sup>nd</sup> Annual Green Issue

### Shows

Natural Products Expo West Issue  
International Home + Housewares Show Issue  
SIAL Montreal Show Issue  
NY Spring Tabletop Market Issue

### Special Section

2009 Spring Gift Guide

### Features

Trend Report:  
Sustainable Products  
Best Practices: Sustainability  
Trend Report: Store Operations  
DIY: Mail Order/Catalogs

### Web Exclusives

Financial Insights on Retailing  
I Love Chicago: Retail Tour  
30 Years of Gourmet:  
Sustainable Growth  
Home-Grown: The "Local" Trend  
Regional Roundup



## MAY/JUNE

### Shows

All Candy Expo Issue  
Summer NASFT Fancy Food Show Issue  
IDDBA Show Issue

### Special Section

Features & Benefits

### Features

Cuisine 101: Greece  
Trend Report: Coffee & Tea  
Specialty Cheese Series II  
Fat of the Land  
Trend Report: Confections

### Web Exclusive

Financial Insights on Retailing  
I Love Atlanta: Retail Tour  
Take-Away: Meals-on-the-Go  
Economic Growth Strategies, Part 2



## JULY/AUGUST

### Annual Retailing Issue Shows

NY Gift Show | Atlanta Gift Show Issue  
Gourmet Housewares Show Issue  
Retail 2020 Show Issue

### Special Section

Best Merchandising Ideas

### Features

Trend Report: Craft Beers  
Signs of Success  
Trend Report: Small Electrics

### Web Exclusives

Gourmet Best of Show  
Economic Growth Strategies, Part 3  
Financial Insights on Retailing  
Best Practices: Food Safety  
I Love NYC: Retail Tour  
Superior Customer Service  
Cuisine 101: Spain

## SEPTEMBER/OCTOBER

### 30<sup>th</sup> Anniversary Issue AdImpact Study

### Shows

Natural Products Expo East Issue  
NY Tabletop Week

### Special Section

2009 Fall Gift Guide

### Features

Movers & Shakers Under 30  
Cuisine 101: Germany  
Best Products \$30 or Less  
30 Best of ... Lists

### Web Exclusives

Financial Insights on Retailing  
Expo East Best of Show  
Regional Roundup  
Gourmet 30 Years



## NOVEMBER/DECEMBER

### Special Section

Corporate Profile Yearbook & Corporate Resource Guide

### Features

DIY: Web Sites  
Best Practices: Marketing & Public Relations  
Team Players: Third Party Vendors

### Web Exclusives

Financial Insights on Retailing  
Cuisine 101: UK  
Economic Growth Strategies, Part 4  
I Love San Francisco:  
Retail Tour



\*Calendar content is subject to change without notice.

Editorial materials for print consideration must be submitted 60 days prior to issue date. Submissions should be e-mailed to [mmoran@gourmetretailer.com](mailto:mmoran@gourmetretailer.com)

## IN EVERY ISSUE

**Case & Counter:** Covers news and products in the perishables arena, including Cheese, Dairy, Equipment & Supplies, Industry News, Frozen Foods, and Deli Roundup sections. Included in this department are columns on specialty cheeses, deli operations, frozen gourmet specialties, and prepared foods.



**Recipes for Success:** Senior Editor James Mellgren shares recipes reflecting the latest culinary trends and shows you how to incorporate these dishes into your prepared foods department. (Part of Case & Counter)

**Retail Spotlight:** Focusing on retail success stories each issue in both housewares and specialty food, each spotlight will outline stores and their principles with a continued in-depth profile available online

**Promotional Calendar:** A two-month preview of events, trade shows, and seasonal or holiday merchandising ideas.



**Hits & Misses:** The Supermarket Guru Phil Lempert profiles specialty food winners and losers.

**NEW Ware & Why:** New product introductions and news related to the kitchenware and tabletop marketplace.

**Editor's Choice:** Our editors review the latest gourmet food and kitchenware introductions. Our Retailer Advisory Board will report their own reviews 3x a year.

**As I See It . . .** Each issue an industry leader responds to pertinent questions on topical issues.

## RECURRING

**NEW gia Display & Design Innovation:** This will run quarterly to highlight our partnership with IHA on the gia Design Awards. Written by design experts on the gia Jury Panel.

**Staff Training:** Hiring, firing, educating and motivating retail employees.

**Naturally Speaking:** Our Natural/Organics section includes a category-specific feature, educational column, trends, news, statistics, and a photo gallery of new introductions.

**The Beverage Aisle:** A comprehensive overview of the latest in juices, specialty waters, wine and wine accessories, nutraceutical beverages, regional and specialty beers and specialty energy drinks.



**Store Ops:** Operations expert Bob Coviello covers assortments, margins, inventory turns, markdowns, freight issues and more.

**Customer Shopping Tip:** Written by Kenny Herbst and Harold Lloyd, it discusses research on shopping patterns and what stores can do to increase the average ring.

**Winning on the Web:** Industry expert Marshall Marcovitz shares the secrets of making sure your online product is everything it should be to increase traffic and sales.

## THEME ISSUES

**Green Issue – March/April:** Sustainable retailing trends and green products.

**Annual Retailing Issue – July/August:** Best Merchandising Ideas and more!

**30th Anniversary Issue – September/October:** 30 Most Influential Lists; Great Sellers Under \$30; and Movers & Shakers under 30.

## ONLINE COLUMNS

**Regional Roundup:** Our Retailer Advisory Board members reveal their hottest sellers for the past 60 days and tell why these products are moving.

**Financial Insights on Retailing:** Dr. Carl Steidtmann, Chief Retail Analyst with Deloitte Research, reviews current economic data and interprets its impact on our industry.



**Economic Growth Strategies, 4-Part Series:** This series will report what retailers are doing to improve their own businesses, hold their own and continue to grow. Strategies for success from streamlined ordering, customer service to special incentives or store programs.

**I Love ... Series** Our editors will profile the specialty retail scene in New York, Chicago, Atlanta and San Francisco featuring unique shops, foods and housewares that are popular in these cities. Readers will submit their favorite cities for consideration.

## SPECIAL SECTIONS, SERIES AND TREND REPORTS

**Specialty Cheese Series:** This two-part series is written by our seasoned cheese expert Senior Editor James Mellgren. We'll discuss relevant topics concerning the operations, buying, and merchandising of the modern cheese department.



**How to . . . DIY Series:** Our three-part Do-it-Yourself Series will provide retailers a primer on how to design Loyalty Programs, Mail Order/Catalogs, and Web Sites.

**Trend Reports:** In six exclusive research reports covering Sustainable Products, Coffee & Tea, Small Electrics, Confections, Craft Beers, and Store Operations.

**Best Practices Solutions:** This series will discuss strategies at retail focusing on ways to improve business performance with insights on a variety of topics from marketing and public relations to sustainable practices to food safety.

## EDITORIAL EXCELLENCE

Published by Nielsen Business Media, *The Gourmet Retailer* Magazine has been serving retailers in the specialty food and housewares industries for over 29 years. *The Gourmet Retailer* Magazine offers comprehensive articles on various issues that concern specialty food and housewares retailers, from staff training to the latest trends in prepared foods. Our issues feature articles on a wide variety of topics, including: product merchandising, display ideas, the coordination of special events, product introductions, gourmet food retail marketing, trade show previews and reviews, housewares research reports, perishable foods, and much more.

*The Gourmet Retailer's* seasoned editorial team brings more than 51 years of gourmet food and kitchenware industries insider knowledge that sets *The Gourmet Retailer* apart from the competition:

**Michelle Moran:** Editor-in-Chief Michelle Moran joined *The Gourmet Retailer* in 2000. Besides being the resident expert on tabletop products, she covers the natural foods and confections industries. A consistent speaker in the housewares industry, she presents research on the bridal, tabletop, and kitchenware markets to trade show audiences, as well as presentations on marketing and public relations for trade associations and buying groups.

**James Mellgren:** Senior Editor James Mellgren has 23 years of experience in both the specialty food and housewares industries as a retailer, wholesaler, importer, restaurateur, and author. He managed the housewares emporium Turpan Sanders in New York after which he spent a decade as a buyer for Dean & DeLuca. He is the author of *César: Recipes From a Tapas Bar*, which was selected by *Food & Wine Magazine* as "one of the 10 Best Cookbooks of 2003," and *The Bar*, and is currently at work on another book.

**Jennifer Straley:** Senior Editor Jennifer Straley rejoined *The Gourmet Retailer* in 2008 to cover housewares, beverages, and industry news. She is both a former associate editor of the magazine and a past editor of *TGR's* Deli Digest. In addition to 15 years of experience writing about specialty food, wine, and housewares, her background includes public relations and marketing for national and international wineries and specialty food companies.