

***Wellness Foods* announces **BIG** changes in June** **More Circulation/More Stories/New Advertiser Packages**

Since its inception in 1998, *Wellness Foods* has provided food and beverage decision makers the best intelligence on wellness trends along with in-depth analysis of the ingredients and formulations that make up the ever-growing wellness category.

Recent studies confirm the wellness category is the most recognizable and aggressive growth category in the food and beverage industry. *Food Processing's* 2006 R&D survey of the top 100 companies in the industry showed a 58% increase in the trend towards natural foods, with 100% of the respondents identifying natural and functional foods as the two biggest trends over the next five years.

Additionally, the co-sponsored 2007 Food Processing-Grant Thornton Food and Beverage Survey confirms the move to “better-for-you” foods from specialty to mainstream food and beverage production practices.

Based on these findings, we are pleased to announce exciting changes in the reach and the amount of content we will provide to the industry beginning in June.

More circulation to your target audience

Because almost every food and beverage company has identified growth opportunities in producing better-for-you foods, *Wellness Foods* is increasing circulation from 20,000 to over 25,000. We've more than doubled our R&D circulation while strengthening our circulation to other key positions:

R&D:	15,913
Corporate Management:	4,898
Purchasing:	1,194
Sales & Marketing:	1,383
Other Influencers:	<u>2,209</u>
Total Circulation:	25,597

More Stories/More Ingredient Profiles/More Finished Products

Some elements in *Wellness Foods* were changed at the end of 2006 after an extensive research and readership study, and more changes will take place commencing with the June issue.

- More Stories – We've made the decision to cover *more* wellness topics. Stories will be more concise in the print edition of the magazine with “the rest of the story” on the web. This means everyone gets the “big picture” information, and *more* of it.

- More Ingredient Profiles – Profiles of new ingredients keep our readers ahead of the trends. We also now include a featured ingredient review by a nutraceutical expert.
- More Finished Products – *On the Shelf* features new products to keep readers abreast of what competitors are releasing in the wellness food and beverage category.
- Expert Opinions- Our readers have a voice. We ask them to comment on trends and give their opinions on the issues featured in the magazine that month.

Wellness Foods will be bound into the center of Food Processing

Beginning in June, *Wellness Foods* will be positioned the way the market sees the wellness industry – in the ***center*** of the *Food Processing* industry.

New advertiser bonuses

Contact your sale rep to learn more about the special offers we have for *Wellness Foods* advertisers. You get more coverage both in print and online when you partner with us! Call your rep today to find out how to receive bonus pages and prominence on WellnessFoodsOnline.com.