

Wellness Foods™ 2009 Editorial Calendar

	FEBRUARY	APRIL	JUNE	AUGUST	OCTOBER	DECEMBER
AD CLOSE	January 4	March 3	May 2	July 3	September 3	November 3
COVER STORY	Building Healthier Baked Goods	Building Healthier Beverages	Building Healthier Savory Snacks	Building Healthier Cereals & Grains	Building Healthier Desserts & Confectionaries	2009 - All Trends Issue
INGREDIENTS	Vitamins	Fiber	Antioxidants	Omega-3s	Sweetener Switching	Ingredient Trends
SPECIAL EMPHASIS	Men's Health	Readers' Choice Awards	Heart Health	Women's Health	Satiety & Calorie Burning	New Ingredients
TRENDS	Energy	Reducing Sodium	Superfruits & Botanicals	Probiotics	Natural Colorants	Ingredients
E-NEWSLETTERS	Wellness Foods Insider (Feb) New Food Products & Trends (Jan)	Wellness Foods Insider (Apr) New Food Products & Trends (Mar)	Wellness Foods Insider (Jun) New Food Products & Trends (May)	Wellness Foods Insider (Aug) New Food Products & Trends (Jul)	Wellness Foods Insider (Oct) New Food Products & Trends (Sep)	Wellness Foods Insider (Dec) New Food Products & Trends (Nov)

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