

2026

EDITORIAL CALENDAR



Focused content: SF&WB regularly shares impactful industry news, producer profiles, and innovative new products with its audience—monthly in the eMagazine, every week in the Weekly Mix Newsletter, and each day on snackandbakery.com.

2026 SHOW PACKAGES:
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	JANUARY Ad close: 12/19 Material close: 12/23	FEBRUARY Ad close: 1/20 Material close: 1/23	MARCH Ad close: 2/17 Material close: 2/20	APRIL Ad close: 3/19 Material close: 3/24	MAY Ad close: 4/17 Material close: 4/22	JUNE Ad close: 5/20 Material close: 5/25
SNACK FOOD & WHOLESALE BAKERY eMAGAZINE						
SPECIAL REPORTS & POWER PROFILES	Producer profile Snack, bakery, or candy company	Producer profile Snack, bakery, or candy company	Snack Producer of the Year	Producer profile Snack, bakery, or candy company	Most Popular Products of 2025	State of the Industry: Bakery
PRODUCT TRENDS & INSIGHTS	Chips	Loaf breads	Pretzels	Bars	Popcorn	<ul style="list-style-type: none"> • Bakery snacks • Bars • Breads • Breakfast • Buns and rolls • Desserts • Pizza • Sweet goods • Tortillas
TECHNOLOGY & TECHNIQUES	Bakery packaging	Mixing	Inspection and detection	Seasoning and coating	Slicing, cutting, and portioning	
INGREDIENTS IN DEPTH	Flavors and colors	Sweeteners and sugar alternatives	Fats and oils	Fruits	Grains	
CANDY INDUSTRY PROFILE	Each month this special feature will share insights and innovations from a notable confectionery company					
ONE MORE BITE	Check out this regular section for personal perspectives from a snack or bakery professional worth knowing					
EVENT OUTLOOKS	ASB BakingTech: 2/16-2/19	Natural Products Expo West: 3/3-3/6 FPSA Food Solutions Exchange & Conference: 3/11-3/13 SNX2026: 3/29-3/31	ABA Convention: 4/19-4/22	Food Safety Summit: 5/11-5/14 National Restaurant Association: 5/16-5/19 Sweets & Snacks Expo: 5/19-5/21	IDDBA: 6/7-6/9 Global Pouch Forum: May 27-29, 2026 BEMA Convention: 6/26-6/29	IFT FIRST: 7/12-7/15
SNACKANDBAKERY.COM AND THE WEEKLY MIX NEWSLETTER						
HOT TOPICS	2026 industry outlook	Better-for-you	Plant-based formulations	Cannabis-infused products	Food safety	State of the Industry: Bakery
TECHNOLOGY FOCUS	Bakery packaging	Mixing	Inspection and detection	Seasoning and coating	Slicing, cutting, and portioning	Logistics and warehousing
MULTIMEDIA HIGHLIGHTS	2026 industry outlook	Tracking consumer preferences	Maintenance	Sustainability	Foodservice	State of the Industry: Bakery
WEBINARS	Processing Insights: Packaging Automation Strategies		Consumer Insights: Flavor Trends		BFY Bakery	
CANDY INDUSTRY CANDYINDUSTRY.COM AND THE SWEET & HEALTHY NEWSLETTER						
SPECIAL REPORTS & TOPIC SPOTLIGHTS	Innovation	Seasonal candy trends	Global Top 100	Foodservice	Sustainability	Flavor trends
PRODUCT TRENDS & MARKET OUTLOOKS	Gummies	Cannabis-infused candy	Chocolate	Vegan candy	Hard candy	Sugar-free and reduced-sugar candy
WEBINARS		R&D Insights: Cannabis Candy Production		Foodservice Insights		Consumer Insights: Flavors and Colors
EVENT OUTLOOKS	Specialty Food Association Winter FancyFaire: 1/11-1/13 ISM: 2/1-2/4	ECRM Christmas & Halloween: 2/15-2/18 NCA State of the Industry: 3/8-3/10	PMCA Production Conference: 4/14-4/15	Sweets & Snacks Expo: 5/19-5/21	RCI Candy Convention: 6/8-6/11 Specialty Food Association Summer Fancy Food Show: 6/28-6/30	IFT FIRST: 7/12-7/15

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	JULY Ad close: 6/19 Material close: 6/24	AUGUST Ad close: 7/20 Material close: 7/23	SEPTEMBER Ad close: 8/20 Material close: 8/25	OCTOBER Ad close: 9/18 Material close: 9/23	NOVEMBER Ad close: 10/20 Material close: 10/23	DECEMBER Ad close: 11/19 Material close: 11/24
SNACK FOOD & WHOLESALE BAKERY eMAGAZINE						
SPECIAL REPORTS & POWER PROFILES	State of the Industry: Snacks <ul style="list-style-type: none"> Chips Crackers Frozen snacks and appetizers Meat snacks Popcorn Pretzels Puffed and extruded Nuts and snack mixes Tortilla chips 	Producer profile <i>Snack, bakery, or candy company</i>	State of the Industry: Candy <ul style="list-style-type: none"> Chocolate Gum Gummies and other non-chocolate candy Mints Hard candy Novelty candy 	Bakery of the Year	Producer profile <i>Snack, bakery, or candy company</i>	Top 50 Snack and Bakery Companies
PRODUCT TRENDS & INSIGHTS		Pizza		Meat snacks	Cookies	Fruit snacks
TECHNOLOGY & TECHNIQUES		Conveyors and belts		Snack packaging	Ovens and proofers	Fryers
INGREDIENTS IN DEPTH		Chocolate, cocoa, and cocoa replacers		Inclusions	Flours	Functional and nutritional
CANDY INDUSTRY PROFILE	Each month this special feature will share insights and innovations from a notable confectionery company					
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EVENT OUTLOOKS			PACK EXPO International: 10/18-10/21			
SNACKANDBAKERY.COM AND THE WEEKLY MIX NEWSLETTER						
HOT TOPICS	State of the Industry: Snacks	Holiday product planning	Regulatory issues	Package closures	GLP-1 strategies	Sodium reduction
TECHNOLOGY FOCUS	Extrusion	Conveyors and belts	Automation	Snack packaging	Ovens and proofers	Fryers
MULTIMEDIA HIGHLIGHTS	Convenience store innovations	Workforce challenges	Traceability	Supply chain strategy	Training	2026 in review
WEBINARS	Flavor Trends	State of the Industry: Snack and Bakery	Health and Wellness 9/23		Processing Insights: Cookie and Cracker Line Automation	
CANDYINDUSTRY.COM AND THE SWEET & HEALTHY NEWSLETTER						
SPECIAL REPORTS & TOPIC SPOTLIGHTS	Marshmallows	Freeze-dried and frozen candy	State of the Industry: Candy	Packaging	Sweeteners	E-commerce
PRODUCT TRENDS & MARKET OUTLOOKS	Licorice	Novelty candy	Gum and mints	Natural and organic candy	Plant-based candy	BFY candy
WEBINARS			State of the Industry: Candy			Consumer Insights: BFY Candy Trends
EVENT OUTLOOKS	ECRM Everyday: 8/24-8/27	ECRM EVERYDAY: dates TBD	PACK EXPO International: 10/18-10/21			