





2021 Editorial Calendar

MONTH	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
CANDYINDUSTRY.COM EXCLUSIVE CONTENT						
SPECIAL REPORTS	<ul style="list-style-type: none"> ◆ Top 100 ◆ Interpak Preview 	<ul style="list-style-type: none"> ◆ ISM Coverage ◆ Interpack Coverage 	<ul style="list-style-type: none"> ◆ Cocoa Sustainability 	<ul style="list-style-type: none"> ◆ Asia Top 25 ◆ NCA State of the Industry Coverage 	<ul style="list-style-type: none"> ◆ Sweets & Snacks New Products Preview 	<ul style="list-style-type: none"> ◆ North American Sweet 60
VIDEO		ISM Coverage and interviews; interpack Coverage and interviews		ECRM Coverage		Sweets and Snacks Expo Coverage
PODCAST	Confectionery retail strategies	Cocoa sustainability	New product development	Ingredient and flavor trends	Candy manufacturing best practices	Small-business strategies
EXCLUSIVE eBLASTS	Global Top 100: The exclusive list of the Top 100 confectionery companies in the world.	Packaging Innovations: The latest packaging technology and innovations.	Chocolate: New chocolate products, new chocolate ingredients.	Asia Top 25: The exclusive list of the Top 20 confectionery companies in the Middle East.	Sweets & Snacks New Products Preview	Cocoa Sustainability: A look at where companies stand with their 2025 goals.
WEBINARS			Cocoa Sustainability 			
eBOOK		Long-term impact of COVID-19 on the industry				Sweets and Snacks Expo coverage
TRENDS	Caramels: The industry continues to innovate with new flavors and combinations.		Sweet and Salty: The flavor combination offers confectioners the chance to enter the snack market.		Chocolate: Candy bars, premium products and new flavor combinations.	
PROCESSING		Private Label Manufacturing		Tempering		Enrobers
INGREDIENTS	Fats and Oils	Flavors	Colors	Inclusions	Vegan Options	Vegan options
SPECIAL PACKAGE	Top 100: Article, eBlast, eNewsletter coverage	Interpack: Article, eBlast, Video from the show	Cocoa sustainability: Article, eBlast, Webinar	ECRM Seasonal Show coverage: Article, video, ebook, eblast		
EVERY MONTH	BREAKING NEWS, ANALYSIS, CONFECTIONERY INDUSTRY FEATURES, NEW PRODUCTS, POLLS					

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MONTH	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
CANDYINDUSTRY.COM EXCLUSIVE CONTENT						
SPECIAL REPORTS	♦ State of the Industry	♦ American Kettle Recipient ♦ South America Top 25	♦ European Top 25 ♦ Consumer Behavior	♦ European Kettle Winner	♦ Cannabis trends	2022 GOLD BOOK Gold Book: The yearly eBook directory.
VIDEO		American Kettle Recipient factory tour		European Kettle Recipient Factory Tour		
PODCAST	Confectionery retail strategies	Cocoa sustainability	New product development	Ingredient and flavor trends	Candy manufacturing best practices	Small-business strategies
EXCLUSIVE eBLASTS	State of the Industry: Category-by-category breakdown of the industry.	South America Top 25: An eblast promoting the exclusive list of the Top 25 confectionery companies in South America.	European Top 25: An eblast promoting the exclusive list of the Top 25 confectionery companies in Europe.	Pack Expo Coverage	Cannabis trends: Cannabis confectionery products, innovations, and packaging solutions.	
WEBINARS		State of the Industry 	Seasonal Candy Trends 		Online retail strategies 	
eBOOK				ECRM Post-show coverage for the annual show		
TRENDS	Gums and Mints: New flavors, formats and packaging.		Gummies and licorice: The latest flavors, formats and new products.		Novelty: The latest new products, and formats on the market.	
PROCESSING		Tracability		Food Safety		Packaging innovations: Packaging technology and material innovations.
INGREDIENTS	Sustainability	Compound coatings	Sweeteners	Healthy additives	Cannabis	Chocolate
SPECIAL PACKAGE	State of the Industry: Article, eBlast, Webinar			ECRM Everyday Show coverage: Article, video, ebook, eblast	Cannabis: Webinar, Article, eBook, eblast	
EVERY MONTH	BREAKING NEWS, ANALYSIS, CONFECTIONERY INDUSTRY FEATURES, NEW PRODUCTS, POLLS					