

THE SHELBY REPORT *of the* WEST

covering

Arizona, California, Idaho, Montana, Nevada, Oregon, Utah, Washington & Wyoming

11,546 Retailers/Wholesalers 2,249 Suppliers 1,199 Brokers & Other

14,994 Total Audience

1st quarter

JANUARY

profile: **Arizona**

FEATURE

Organics, Health, Wellness & Natural
plus 8th Annual **ROFDA Report**

CONVENTIONS:

NRF—Retail's Big Show 12-14
FMI Midwinter Executive Conference..... 24-27

RESERVATION DEADLINE: NOV. 25
MATERIALS DEADLINE: DEC. 2

FEBRUARY

profile: **Nevada**

**FEATURE Independent Grocers,
Wholesalers & Distributors**

CONVENTIONS:

KeHE Summer Selling Show 4-5
The NGA Show..... 23-26
Refrigerated Foods Association Annual Conference..... 23-26
American Frozen Food Institute Convention (AFFI-CON)..... Feb. 28-March 3

RESERVATION DEADLINE: DEC. 27
MATERIALS DEADLINE: JAN. 3

MARCH

profile: **Southern California**

FEATURE
Frozen Food

CONVENTIONS:

Annual Meat Conference 2-4
Natural Products Expo West 3-7
IGA Global Rally..... 9-11
The Inspired Home Show (formerly Home + Housewares)..... 14-17

RESERVATION DEADLINE: JAN. 27
MATERIALS DEADLINE: FEB. 3

2nd quarter

APRIL

profile: **Oregon**

FEATURE

Meat, Seafood & Poultry

CONVENTIONS:

VIVA Fresh Expo..... April 30-May 2

RESERVATION DEADLINE: FEB. 25
MATERIALS DEADLINE: MARCH 3

MAY

FEATURE

Dairy/Deli/Bakery

CONVENTIONS:

WAFC Annual Convention..... 2-6
Sweets & Snacks Expo 19-21
IDDBA Show May 31-June 2

RESERVATION DEADLINE: MARCH 25
MATERIALS DEADLINE: APRIL 1

JUNE

profile: **Washington**

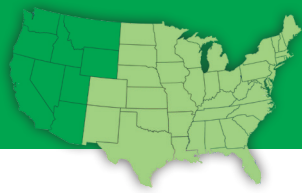
FEATURE E-Commerce:
Online Shopping, Pickup & Delivery

CONVENTIONS:

GMDC GM Conference..... 4-8
Plant-Based World Conference 5-6
United Fresh Market Expo/SmartFood Expo 16-18
NRF Protect 22-24

RESERVATION DEADLINE: APRIL 23
MATERIALS DEADLINE: APRIL 30

WE ROUND OUT OUR COVERAGE WITH EXECUTIVE MOVES (SUPPLIERS) AND NEWS FROM SALES & MARKETING AGENCIES, PLUS OUR CALENDAR OF INDUSTRY EVENTS AND MONTHLY FEATURES (ABOVE).



3rd quarter

JULY

profile: **Montana**

FEATURE

The Multicultural Marketplace

CONVENTIONS:

Organic Produce Summit.....	8-9
Fresh Produce & Floral Council (FPFC) Expo	14
PMA Foodservice Conference.....	24-25

RESERVATION DEADLINE: MAY 22

MATERIALS DEADLINE: JUNE 1

AUGUST

profile: **Northern California**

FEATURE

Plant-Based Products

CONVENTIONS:

Western Foodservice & Hospitality Expo	9-11
--	------

RESERVATION DEADLINE: JUNE 24

MATERIALS DEADLINE: JULY 1

SEPTEMBER

profile: **Utah**

FEATURE

Snacks & Candy

CONVENTIONS:

GMA Leadership Forum	10-11
Groceryshop	13-16
CGA Strategic Conference	27-29

RESERVATION DEADLINE: JULY 23

MATERIALS DEADLINE: JULY 30

FEATURED IN EVERY ISSUE:

FOOD RETAIL & WHOLESALE NEWS: Our signature Market Shares and Market Profiles as well as the latest from regional and national grocers, wholesalers, state and national grocery trade associations and our regular columnists.

FOODSERVICE@RETAIL: We track what's happening in in-store bakeries and delis as grocers seek to meet the needs of consumers looking for meals to take home or eat in the store's café as well as those looking for meal kits to create meals at home.

PERISHABLES: "Fresh" is the word in grocery today. We look at trends, products and merchandising practices in the dairy, produce and meat/seafood departments.

4th quarter

OCTOBER

profile: **Idaho**

FEATURE

Produce

CONVENTIONS:

GMDC Selfcare Summit	1-5
The NACS Show	11-14
PMA Fresh Summit Convention & Expo	15-17

RESERVATION DEADLINE: AUG. 21

MATERIALS DEADLINE: AUG. 28

NOVEMBER

profile: **Wyoming**

FEATURE

Private Brands

CONVENTIONS:

PLMA Private Label Trade Show	16-17
-------------------------------------	-------

RESERVATION DEADLINE: SEPT. 22

MATERIALS DEADLINE: SEPT. 29

DECEMBER

FEATURE

The Year in Review

RESERVATION DEADLINE: OCT. 21

MATERIALS DEADLINE: OCT. 28

OPERATIONS: This inclusive news collection includes in-store merchandising, equipment, transportation/logistics, sustainability and all things technology, like online shopping and delivery.

CENTER STORE: We're tracking sales trends, new products and company news from categories like GM, HBC, housewares, pet care and snacks as well as the traditional center store categories like cookies, crackers and other canned & boxed foods.

BEVERAGES: This dynamic category runs the gamut from water to soft drinks to juices, coffee, beer and wine, and we cover them all.

NATION AT A GLANCE: Thought-provoking stories from around the country.