



# THE SHELBY REPORT *of the* MIDWEST

*covering*

Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota & Wisconsin

14,263 Retailers/Wholesalers 2,778 Suppliers 1,481 Brokers & Other

**18,522 Total Audience**

## 1st quarter

### JANUARY

profile: **Minnesota**

#### 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. 27**  
**MATERIALS DEADLINE: DEC. 6**

### FEBRUARY

profile: **The Dakotas**

**FEATURE** Independent Grocers,  
Wholesalers & Distributors

#### CONVENTIONS:

KeHE Summer Selling Show ..... 4-5  
The NGA Show ..... 23-26  
Refrigerated Foods Association Annual Conference ..... 23-26

**RESERVATION DEADLINE: JAN. 2**  
**MATERIALS DEADLINE: JAN. 9**

### MARCH

profile: **Nebraska**

**FEATURE**  
Frozen Food

#### CONVENTIONS:

Annual Meat Conference ..... 2-4  
International Home & Housewares Show ..... 2-5  
Natural Products Expo West ..... 3-7  
IGA Global Rally ..... 9-11  
The Inspired Home Show (formerly Home + Housewares) ..... 14-17

**RESERVATION DEADLINE: JAN. 31**  
**MATERIALS DEADLINE: FEB. 7**

## 2nd quarter

### APRIL

profile: **Ohio**

#### FEATURE

Meat, Seafood & Poultry

#### CONVENTIONS:

WMU Food Marketing Conference ..... March 31-April 1  
VIVA Fresh Expo ..... April 30-May 2

**RESERVATION DEADLINE: MARCH 2**  
**MATERIALS DEADLINE: MARCH 9**

### MAY

**FEATURE**  
Dairy/Deli/Bakery

#### CONVENTIONS:

NRA Show ..... 16-19  
Sweets & Snacks Expo ..... 19-21  
Southwest Fuel & Convenience Expo ..... 22-24  
IDDBA Show ..... May 31-June 2

**RESERVATION DEADLINE: MARCH 31**  
**MATERIALS DEADLINE: APRIL 7**

### JUNE

profile: **Indiana**

**FEATURE** E-Commerce:  
Online Shopping, Pickup & Delivery

#### CONVENTIONS:

GMDC GM Conference ..... 4-8  
Plant-Based World Conference ..... 5-6  
KeHE Holiday & Product Innovation Show ..... 7-8  
United Fresh Market Expo/SmartFood Expo ..... 16-18  
NRF Protect ..... 22-24

**RESERVATION DEADLINE: APRIL 29**  
**MATERIALS DEADLINE: MAY 6**

**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: **Michigan**

#### FEATURE

### The Multicultural Marketplace

#### CONVENTIONS:

Iowa Grocery Industry Association Convention.....7-9  
PMA Foodservice Conference.....24-25

**RESERVATION DEADLINE: MAY 29**  
**MATERIALS DEADLINE: JUNE 5**

### AUGUST

profile: **Iowa**

#### FEATURE

### Plant-Based Products

**RESERVATION DEADLINE: JUNE 30**  
**MATERIALS DEADLINE: JULY 7**

### SEPTEMBER

profile: **Missouri/Kansas**

#### FEATURE

### Snacks & Candy

#### CONVENTIONS:

GMA Leadership Forum .....10-11  
Groceryshop .....13-16

**RESERVATION DEADLINE: JULY 29**  
**MATERIALS DEADLINE: AUG. 5**

## 4th quarter

### OCTOBER

profile: **Wisconsin**

#### FEATURE

### Produce

#### CONVENTIONS:

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

**RESERVATION DEADLINE: AUG. 28**  
**MATERIALS DEADLINE: SEPT. 4**

### NOVEMBER

profile: **Illinois**

#### FEATURE

### Private Brands

#### CONVENTIONS:

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

**RESERVATION DEADLINE: SEPT. 28**  
**MATERIALS DEADLINE: OCT. 5**

### DECEMBER

#### FEATURE

### The Year in Review

**RESERVATION DEADLINE: OCT. 27**  
**MATERIALS DEADLINE: NOV. 3**

## 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.

**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.