

# THE SHELBY REPORT *of the* SOUTHWEST

*covering*

Arkansas, Colorado, Oklahoma, New Mexico & Texas

10,765 Retailers/Wholesalers 2,096 Suppliers 1,118 Brokers & Other

**13,979 Total Audience**

## 1st quarter

### JANUARY

profile: **New Mexico**

#### 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: DEC. 13  
MATERIALS DEADLINE: DEC. 20**

### FEBRUARY

profile: **West Texas**

**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. 14  
MATERIALS DEADLINE: JAN. 21**

### MARCH

profile: **North Texas**

**FEATURE  
Frozen Food**

#### CONVENTIONS:

Annual Meat Conference ..... 2-4  
Made In Oklahoma (MIO) Coalition Expo..... 4  
IGA Global Rally..... 9-11  
The Inspired Home Show (formerly Home + Housewares)..... 14-17

**RESERVATION DEADLINE: FEB. 12  
MATERIALS DEADLINE: FEB. 19**

## 2nd quarter

### APRIL

profile: **Houston**

#### FEATURE

**Meat, Seafood & Poultry**

#### CONVENTIONS:

Affiliated Foods Amarillo Spring Show ..... 23  
VIVA Fresh Expo..... April 30-May 2

**RESERVATION DEADLINE: MARCH 12  
MATERIALS DEADLINE: MARCH 19**

### MAY

**FEATURE  
Dairy/Deli/Bakery**

#### CONVENTIONS:

WAFC Annual Convention ..... 2-6  
Oklahoma Super Trade Show ..... 6  
Grocers Supply Show ..... 19  
Sweets & Snacks Expo. .... 19-21  
IDDBA Show ..... May 31-June 2

**RESERVATION DEADLINE: APRIL 10  
MATERIALS DEADLINE: APRIL 17**

### JUNE

profile: **South Texas**

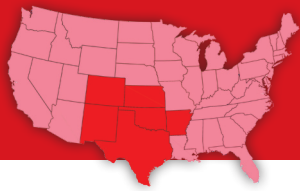
**FEATURE E-Commerce:  
Online Shopping, Pickup & Delivery**

#### CONVENTIONS:

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

**RESERVATION DEADLINE: MAY 12  
MATERIALS DEADLINE: MAY 19**

**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: **On The Border**

#### FEATURE

### The Multicultural Marketplace

#### CONVENTIONS:

Texas Retailers Association Retailers Forum .....	20
PMA Foodservice Conference.....	24-25
NEW Executive Forum .....	28-30

**RESERVATION DEADLINE: JUNE 10**

**MATERIALS DEADLINE: JUNE 17**

### AUGUST

profile: **Arkansas**

#### FEATURE

### Plant-Based Products

#### CONVENTIONS:

NACDS Total Store Expo .....	8-11
Western Foodservice & Hospitality Expo .....	9-11
Affiliated Foods Amarillo Fall Show .....	20

**RESERVATION DEADLINE: JULY 10**

**MATERIALS DEADLINE: JULY 17**

### SEPTEMBER

profile: **Colorado**

#### FEATURE

### Snacks & Candy

#### CONVENTIONS:

AWG-Oklahoma City Food Show .....	10
GMA Leadership Forum .....	10-11
Groceryshop .....	13-16
NEW Leadership Forum .....	Sept. 29-Oct. 2

**RESERVATION DEADLINE: AUG. 10**

**MATERIALS DEADLINE: AUG. 17**

## 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.

## 4th quarter

### OCTOBER

profile: **Oklahoma**

#### FEATURE

### Produce

#### CONVENTIONS:

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

**RESERVATION DEADLINE: SEPT. 9**

**MATERIALS DEADLINE: SEPT. 16**

### NOVEMBER

profile: **Texas Roundup**

#### FEATURE

### Private Brands

#### CONVENTIONS:

PLMA Private Label Trade Show .....	16-17
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**RESERVATION DEADLINE: OCT. 8**

**MATERIALS DEADLINE: OCT. 15**

### DECEMBER

#### FEATURE

### The Year in Review

**RESERVATION DEADLINE: NOV. 6**

**MATERIALS DEADLINE: NOV. 13**