

	January Closes Dec. 1	February Closes Jan. 2	March Closes Feb. 2	April Closes Mar. 2	May Closes Apr. 1	June Closes May 1	July Closes June 1	August Closes July 1	Bonus Issue Closes July 1	September Closes Aug. 3	October Closes Sept. 1	November Closes Oct. 1	December Closes Nov. 2
SPECIAL REPORT	BOTTLER OF THE YEAR	2010 EMISSION STANDARDS NEW	Annual Soft Drink Report	Annual Beer Report	IFT ON FLOOR ISSUE	TOP 100	State of the Industry	SUSTAINABILITY NEW		WHOLESALER OF THE YEAR	CONTRACT PACKAGING	HEALTH & WELLNESS	
Category Focus • Top Brands • New Products • Category Sales	Juice and Juice Drinks	Wine and Spirits			Sports Drinks	Tea and RTD Tea		Energy Drinks		Private Label Beverages	Bottled Water	Dairy Drinks and Dairy Alternatives	Coffee and RTD Coffee
Beverage R&D	Product Development Survey	• Beauty Beverages • Hydrocolloids	• Digestive Health • Nano-Technology	IFT Pre-Show Planner	Natural and Organic	Sweeteners	Functional Ingredients: Weight Management	Functional Ingredients: Heart Health		Flavor Trends	Performance Beverages	Color Concepts	Fortification
Packaging	Caps and Closures	Shrink and Stretch Labels	Case Packers and Wrappers	Packaging Design	Primary Packaging Material Trends	Secondary Packaging	Inspection Equipment	Labeling Equipment		Coding Technology	Recycling Solutions	Labeling Materials	Best Packages of 2009
Trucks/Transportation	Lease or Own	Alternative Fuels	Effective Safety Committees	U.S. DOT Drug Testing	Mid-America Trucking Show Roundup	Driver Monitoring Systems	Avoiding Glare	Getting the Most Out of Tires		Factors Affecting Fuel Economy	City Driving	2010 Trucks	Safe Winter Driving Tips
Channel Strategies	Vending	Category Management	Drug Stores	On-Premise NEW		Supermarkets	Foodservice	Special Usage Occasions NEW			Convenience Stores/Gas		Mass Merchandisers
Warehouse/Distribution		Storage Systems		DSD Sales and Marketing Solutions	Carts and Hand Trucks	Route Optimization Solutions		Automatic Guided Vehicles			New Warehouse Technology		
Operations	Can Filling and Seaming		Processing Automation		Conveyor Systems-Manufacturing		Palletizers and Depalletizers	Conveyor Systems-Warehouse/Distribution		Plastic Bottle Manufacturing		Filler Technology	
Show Coverage		• Winter Fancy Food Show • Promat	Food Safety Summit Pre-Show	Natural Products Expo West		Summer Fancy Food Show	IFT Post-Show Report			Pack Expo Pre-Show Planner		• Natural Products Expo East • NAMA Post-Show Report	
Bonus Distribution		Nightclub & Bar Show, Mar 1-4, Las Vegas		• Food Safety Summit, Apr 27-29, D.C. • FMI, May 6-8, Las Vegas	IFT Annual Meeting & Food Expo, June 6-10, Anaheim, CA					• Pack EXPO, Oct 5-7, Las Vegas • NBWA Convention, Oct 13-16, Las Vegas	NACS Show, Oct 20-23, Las Vegas		
Special Offers / Supplements	Buy one full page ad and get one of the following options: • FREE full page ad • FREE full page advertorial in this issue • FREE banner ad placement on bevinustry.com for one month	2010 Emission Standards Supplement & Webinar  FREE Ad Readership Study with 1/2 page or larger paid ad in this issue RESEARCH		FREE 1/6 page IFT profile with 1/2 page or larger paid ad in this issue	FREE White Paper with Link for three (3) months hosted on bevinustry.com with 1/2 page or larger paid ad in this issue			Sustainability Supplement & Webinar Lead Advantage - FREE Qualified Sales Leads 	2009 ANNUAL MANUAL THE INDUSTRY'S LEADING REFERENCE GUIDE • The Most Complete Supplier Guide • Contract Packaging Guide • Distribution Resource Guide	Beverage Industry's New Beverage Marketplace Supplement - Consumer research panel - Mintel category innovation reviews	Lead ADvantage - FREE Qualified Sales Leads		

2009 ANNUAL MANUAL
THE INDUSTRY'S LEADING REFERENCE GUIDE

- The Most Complete Supplier Guide
- Contract Packaging Guide
- Distribution Resource Guide