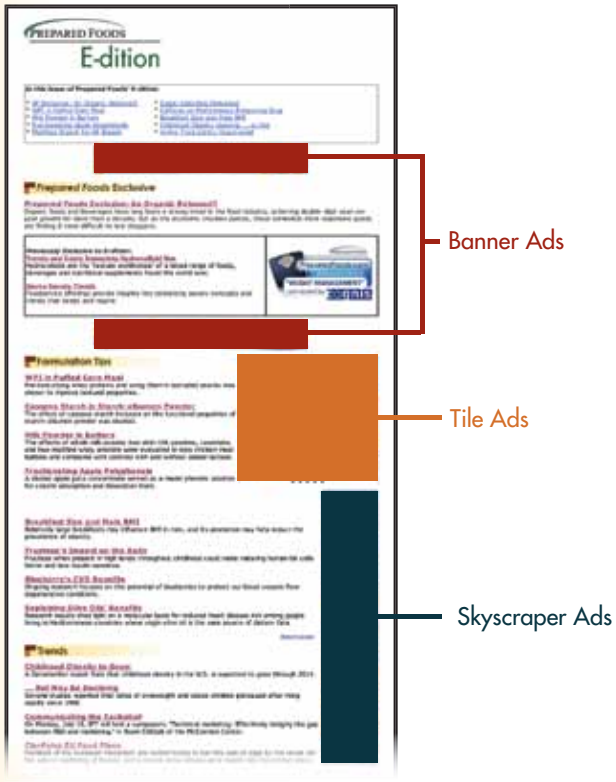


PREPARED FOODS

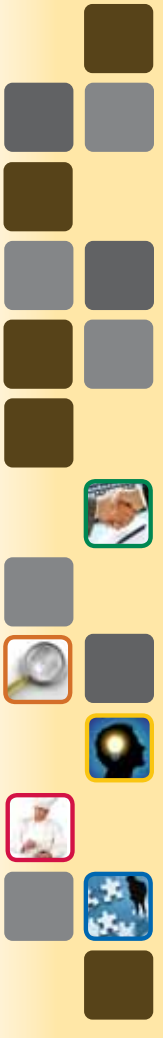
E-dition

Advertise in *Prepared Foods' E-dition*, the bi-weekly electronic extension of *Prepared Foods'* Magazine editorial platform. By delivering the most up-to-date industry news laced with the trend, application and technology information product developers want, *E-dition* offers you unique and affordable access to your prospects.

PREPARED FOODS Network

2011 E-DITION CALENDAR

ISSUE	ISSUE DATE	TOPIC	MATERIALS DUE DATE
Issue 1	1/10/11	Omega-3 Formulations	21-Dec
Issue 2	1/24/11	Mean and Green – Sustainability	10-Jan
Issue 3	2/7/11	Superior Superfruits	24-Jan
Issue 4	2/21/11	The Most out of the Mediterranean	7-Feb
Issue 5	3/7/11	Weight-watching	21-Feb
Issue 6	3/21/11	Natural Selection	7-Mar
Issue 7	4/4/11	The Growing Halal Market	21-Mar
Issue 8	4/18/11	Meatless on the Menu	4-Apr
Issue 9	5/2/11	Wheys and Means	18-Apr
Issue 10	5/16/11	Sapping Sodium	2-May
Issue 11	5/31/11	Prebiotics	16-May
Issue 12	6/13/11	Confections' Directions	31-May
Issue 13	6/27/11	Teasing Teas	13-Jun
Issue 14	7/11/11	IFT Roundup	27-Jun
Issue 15	7/25/11	Restaurant Trends	11-Jul
Issue 16	8/8/11	Colorings	25-Jul
Issue 17	8/22/11	Facing Fiber Fortification	8-Aug
Issue 18	9/6/11	The Case for Cosmeceuticals	22-Aug
Issue 19	9/19/11	Food Extrusion: Cereals, Protein & Other Ingredients	6-Sep
Issue 20	10/3/11	New Product Directions	20-Sep
Issue 21	10/17/11	Antioxidants	3-Oct
Issue 22	10/31/11	Savoring Savory	17-Oct
Issue 23	11/14/11	Soy to the World	31-Oct
Issue 24	11/28/11	Private Label Lessons	14-Nov
Issue 25	12/12/11	Trends into 2012	28-Nov

Concerns surrounding obesity are no longer confined to consumers, as it's becoming a public health topic, and manufacturers turn to proteins, fibers, sweeteners and specialty fats to lure weight-wary consumers.

While fairly new, the market for certified halal foods in the U.S. has gained significant consumer traction of late, and it has enormous potential — and not solely from the country's Muslim population.