

2025

# Food Business News®

## MEDIA GUIDE

the essential news  
and information  
source for the  
food and beverage  
industry

[foodbusinessnews.net](http://foodbusinessnews.net)

foodbusinessnews.net

## Food Business News

### 'GLOCAL' FLAVOR innovation accelerating



**IN THIS ISSUE**  
Pressure to step up product  
innovation seen rising  
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**USDA expects corn, wheat acres to  
slide while soybeans may rise**  
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**Ingredient Applications: Shave  
cocoa levels to save on costs**  
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#### TRENDS

### Hydration innovation on the rise in mixes and beverages

**KANSAS CITY** — With consumers continuing to emphasize the role of food and beverage choices in health and wellness, the hydration category has become a hot spot for innovation.

Increased demand for hydration solutions has helped expand the global

electrolyte hydration drinks market to a \$15.2 billion valuation in 2023, with a growth forecast of \$18.57 billion by 2032, according to Precedence Research. Innovations like Gatorlyte from PepsiCo, Inc., have capitalized on the growing consumer demand, garnering a place among Circana's top 10 new product placements of 2023. The company also debuted Gatorade Water, an electrolyte-infused alkaline water beverage, in March of this year.

"Consumers are becoming increasingly aware of the holistic health benefits of being fully hydrated," said Alex Beckett, global food and drink analyst at market researcher Mintel. "Demand for electrolyte drinks will be driven by more frequent

CONTINUED ON PAGE 19

# Food Business News®

## ESSENTIAL NEWS, INSIGHTS AND EVENTS to connect the food industry

*Food Business News* is where decision-makers turn to learn about the latest innovations in ingredients, services and new product development. We keep our readers on the leading edge by exploring the trends and technologies driving change throughout the industry. As one of the most-read publications in food processing, *Food Business News* provides the context and insights our readers need to respond to rapidly changing market dynamics.

**foodbusinessnews.net**

## EDITORIAL STAFF



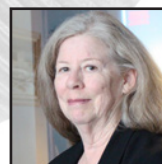
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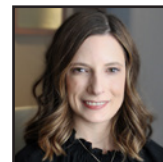
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# OVER 21,000,000 OPPORTUNITIES

to connect with customers in 2025<sup>1</sup>

Food Business News' omnichannel approach provides nearly 2,000,000 opportunities each month to connect with a highly engaged group of industry decision-makers, enabling manufacturers, suppliers and service providers to get in front of audiences that matter.



Average print circulation per issue<sup>1</sup>

**16,109**

Average digital circulation per issue<sup>2</sup>

**36,334**

Average monthly readers<sup>3</sup>

**150,336**

Average monthly newsletter distribution<sup>4</sup>

**1,370,032**

Average monthly foodbusinessnews.net sessions<sup>5</sup>

**243,232**

Average monthly opportunities to reach customers<sup>6</sup>

**1,763,600**

Source:

1. Sosland Publishing® Circulation, December 2023. Average monthly opportunities to reach customers x 12 months

2. Sosland Publishing Circulation. Average monthly digital Circulation = Total qualified Circulation + Non-qualified Circulation. 8,322 Total qualified Circulation (BPA Report, December 2023) + 28,012 Non-qualified (Sosland Publishing Circulation, December 2023).

3. Sosland Publishing Circulation. Average monthly print Circulation (16,109) x Pass-along readership (2.2) = 35,440. Digital = 36,334 (Circulation + promotional) - 2,388 (Circulation listed as both) = 33,946. Print (35,440) + digital (33,946) = 69,386 per issue x Average issues per month (2.16) = 149,873.

4. Sosland Publishing Circulation, December 2023. Aggregate monthly newsletter distribution (distribution x frequency) for Morning Brief, Food Business News Daily, Food Business News Weekly, Special Report, Strategic Insights, New Food Insider, Food Entrepreneur and Sustainable Solutions. No attempt has been made to identify or eliminate duplication that may exist across media channels.

5. Google Analytics, July 2023-December 2023

6. Sosland Publishing Circulation, December 2023. May include duplication of viewers across/within channels (Average monthly digital Circulation + Average monthly readers per issue + Average monthly newsletter Circulation + Average monthly foodbusinessnews.net pageviews). Figure includes pass-along readership for print Circulation.

## THE POWER OF FOOD BUSINESS NEWS

**87%**

of Food Business News readers play a role in purchasing ingredients, equipment or services

Source: Baxter Research Center, October 2023

**71,000+**

LinkedIn followers

Source: LinkedIn, June 2024

**113,000+**

Registered/known audience

Source: Omeda, March 2024

### INDUSTRY AT A GLANCE:

The forecasted compound annual growth rate (CAGR) for the following sectors between now and 2027 are:

**Beverages: 5.4%**

**Bakery and confectionery: 5.9%**

**Dairy: 6.1%**

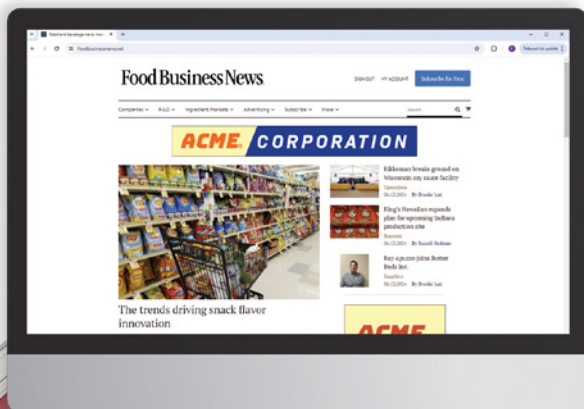
**Meat and poultry: 6.6%**

**Prepared foods: 5.4%**

**Pet food: 5.6%**

Source: 2023 Food & Beverage Processing and Packaging Trend Study, FPSA

# DIGITAL MARKETING OPPORTUNITIES



## WEBSITE ADVERTISING

*Food Business News'* crafted strategies and tactics get your message to the right people at the right time via THEIR preferred channels. In addition to print marketing opportunities, *foodbusinessnews.net* — the food and beverage industry's trusted, premier website — offers digital marketing opportunities to position your brand and reach your prospects throughout their buying journey. From website ads, exclusive sponsorships and more, your marketing messages will get noticed through more than 243,000 average monthly sessions on *foodbusinessnews.net*.<sup>1</sup>

1. Source: Google Analytics - July 2023 - December 2023

## WEBSITE AD RATES

AD TYPES	RATE (PER MONTH)
LEADERBOARD	\$3,150
EXPANDABLE LEADERBOARD	\$3,250
INLINE MEDIUM RECTANGLE	\$3,500
MEDIUM RECTANGLE 1	\$3,150
MEDIUM RECTANGLE 2	\$2,700
ANCHOR	\$3,700 (PER WEEK)



## DIGITAL EDITION

As the exclusive sponsor of the *Food Business News* digital edition, your wide skyscraper ad will appear next to every page in the sponsored digital edition. In addition to this premium location, your blockbuster ad also will appear in the *Food Business News* digital edition email alert, which is sent to over 36,000 recipients each issue.<sup>1</sup>

1. Sosland Publishing Circulation. Average monthly digital Circulation = Total qualified Circulation + Non-qualified Circulation. 8,322 Total qualified Circulation (BPA Report, June 2023) + 28,012 Non-qualified (Sosland Publishing Circulation, June 2023).

### SOLE SPONSORSHIP — \$3,900 per month

- Wide skyscraper ad next to every page of the digital edition
- Blockbuster ad in the digital alert email

### SOLE SPONSORSHIP + VIDEO PACKAGE — \$4,175 per month

- Wide skyscraper ad next to every page of the digital edition
- Blockbuster ad in the digital alert email
- Video on the digital edition intro page

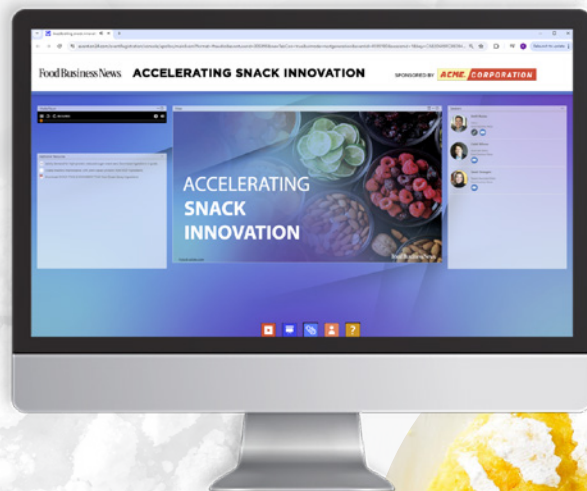


# DIGITAL MARKETING OPPORTUNITIES — cont.

## SPONSORED WEBINARS

Throughout the year, *Food Business News* editors present a series of compelling webinars featuring the latest trends, comprehensive market analyses and key insights on pressing industry challenges. Talk to your sales representative about these exclusive opportunities to build brand awareness and generate leads by becoming a sponsor.

JUNE	Snack Innovation Trends
JULY	Flavor Trends to Watch
NOVEMBER	Product Development Trends



## CUSTOM WEBINARS

Build brand awareness, target hard-to-reach prospects, and generate high-value leads through an engaging custom webinar. Available in both live and on-demand formats, custom webinars provide a unique opportunity to reach industry leaders and decision-makers and provide solutions to their most difficult challenges. One of our knowledgeable *Food Business News* editors will serve as the webinar's moderator while your in-house experts deliver your company's compelling content.



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## VISIBILITY THAT COUNTS: Elevate your brand and be seen by the audiences that matter

**You can count on Sosland Publishing for your IBIE 2025 success.** Trusted by baking industry professionals, we deliver the news and information they rely on for the best experience at this triennial event. Whether it's their first Expo or they're a seasoned decision-maker, we've got them covered.

Be sure to check out our **IBIE 2025 media guide** for all your print and digital advertising needs to promote your company's presence at this event.

To reserve your space, contact a sales representative at [IBIESales@sosland.com](mailto:IBIESales@sosland.com).

## DIGITAL MARKETING OPPORTUNITIES — cont.

## How newsletter sponsorships drive results

**BLOCKBUSTER** - advertise here!



(Newsletter Topic)  
Reaches  
food industry  
decision-makers

**MEDIUM  
RECTANGLE**  
- advertise  
here!

**SPONSORED MESSAGE** -  
advertise here!  
Builds brand  
awareness with built-in,  
targeted audiences



(Newsletter Topic)  
Aligns your brand  
with a trusted  
news source

### NEWSLETTERS



Published every business day before 8 a.m. central time, the *Morning Brief* highlights the most important news and markets information that occurred overnight.



*Food Business News' Daily Update* newsletter covers all of the important food and beverage industry news headlines that occurred during the business day.



The *Food Entrepreneur* newsletter features a mix of founder profiles, funding announcements, operational insights and opportunities for emerging brands. Delivered twice per month, each edition is packed with inspiring and informative stories of the startups to watch.

### NEW FOOD INSIDER

by Food Business News

The *New Food Insider* newsletter is an exclusive weekly roundup that keeps readers up to date on the latest food and beverage products to hit the market.

View the newsletter ad rates charts on the next page to see what ad positions you can claim in our newsletters.



*Sustainable Solutions* delivers a comprehensive look at the latest sustainability news, trends, innovations and strategies impacting the food and beverage industry.

**SOLE SPONSORSHIP**

## Food Business News.

**FRIDAY FOOD for THOUGHT**

This weekly newsletter is published every Friday and recaps the week's top stories while providing insight into a trending industry topic.

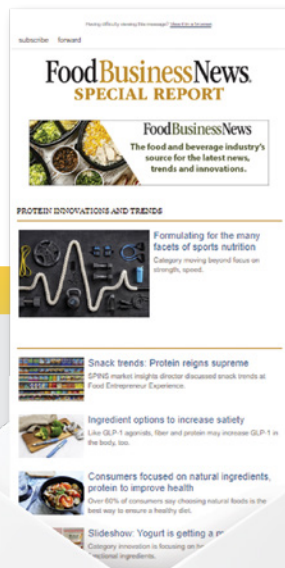
**SOLE SPONSORSHIP**

## Food Business News.

### STRATEGIC INSIGHTS

*Strategic Insights* is a curation of *Food Business News'* most impactful articles published during the week, with a focus on strategy, development and the rationale behind key mergers and acquisitions.

**SOLE SPONSORSHIP**



## Food Business News. SPECIAL REPORT

Our *Special Report* newsletters provide advertisers an exclusive sponsorship opportunity tied to a specific topic or post-show coverage.

**SOLE SPONSORSHIP**

AD TYPES	TOPIC	POST-SHOW
BLOCKBUSTER & SPONSORED MESSAGE	\$3,700	\$3,350

# DIGITAL MARKETING OPPORTUNITIES — cont.

## NEWSLETTER AD RATES

AD TYPES	SOSLAND MORNING BRIEF		DAILY NEWSLETTER		FOOD ENTREPRENEUR
FREQUENCY	M / W / F	T / TH	M / W / F	T / TH	2X PER MONTH (TUESDAYS)
BLOCKBUSTER	\$4,075	\$3,050	\$4,500	\$3,250	\$3,200
MEDIUM RECTANGLE 1	\$3,900	\$2,900	\$4,175	\$3,150	\$3,025
MEDIUM RECTANGLE 2	—	—	\$3,875	\$2,900	—
SPONSORED MESSAGE	\$3,350	\$2,575	—	—	\$2,475

AD TYPES	NEW FOOD INSIDER	FRIDAY FOOD FOR THOUGHT SOLE SPONSORSHIP	STRATEGIC INSIGHTS SOLE SPONSORSHIP
FREQUENCY	WEDNESDAYS	FRIDAYS	SUNDAYS
BLOCKBUSTER	—	—	—
MEDIUM RECTANGLE 1	\$3,025	—	—
MEDIUM RECTANGLE 2	\$2,475	—	—
SPONSORED MESSAGE	\$3,200	—	—
BLOCKBUSTER & SPONSORED MESSAGE		\$4,175	\$4,175

AD TYPES	SUSTAINABLE SOLUTIONS SOLE SPONSORSHIP
FREQUENCY	2X PER MONTH (2ND AND 4TH THURSDAY)
<b>OPTION 1:</b> BLOCKBUSTER, MEDIUM RECTANGLE & SPONSORED MESSAGE	\$4,650
<b>OPTION 2:</b> BLOCKBUSTER, MEDIUM RECTANGLE, SPONSORED MESSAGE & NATIVE ARTICLE	\$5,050



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## SPECIAL REPORT TOPICS

MONTH	TOPIC	POST-SHOW
JANUARY	Flavor Trends	
FEBRUARY	Sweeteners	
MARCH	Clean Label	
APRIL	Snack Trends	
MAY	Protein	
JUNE	Beverage Innovations	

MONTH	TOPIC	POST-SHOW
JULY	Organic Ingredient Trends	
AUGUST		IFT FIRST 2025
SEPTEMBER	Plant-based Trends and Innovations	
OCTOBER	Sports Nutrition	
DECEMBER	Trend of the Year	



## DIGITAL MARKETING OPPORTUNITIES — cont.

### More ways to connect



#### TARGETED EMAIL MARKETING

Deliver your tailored message directly to your best prospects. Targeted emails are a great way to build brand awareness, introduce new products and announce special offers. Reach our extensive audience to drive traffic to your website and generate qualified leads.

#### E-ZINES

Spotlight your company's technology or service by showcasing how it addresses a current industry trend in the marketplace or how it delivers solutions to food companies' challenges. Your team or our editors share the details behind success stories from your customers' perspective, supplemented by input from your company's subject matter expert, creating a credible, multimedia platform for informing your customers while enticing them with a call to action.

#### WHITE PAPERS

Provide value to your prospects by hosting your brand's white papers on *foodbusinessnews.net*. Whether you share research, a product deep dive, or solutions for difficult application challenges, giving your customers the vital information they need for success increases reach and builds brand loyalty. White papers are promoted in a *Food Business News* newsletter for one week as well as via email to a select list of industry professionals.

#### AUDIENCE EXTENSION

Stay engaged with *foodbusinessnews.net* visitors after they leave our site and navigate across the web. Audience extension through Google's search and display networks will amplify your message to our qualified readers resulting in higher conversion and engagement rates.

#### NATIVE ARTICLES

Native content extends your brand's recognition within the food industry through our high-traffic website, *foodbusinessnews.net*. Your brand's thought leadership, processing expertise, or other native content will be seamlessly presented on a dedicated landing page within our site, offering a natural reading experience and will also be promoted in a *Food Business News* newsletter to engaged readers.



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## DIGITAL MARKETING OPPORTUNITIES — cont.

Align your brand with the future of the food and beverage industry through sponsorship of our exclusive digital events.

### FOOD ENTREPRENEUR® EXPERIENCE

*Food Entrepreneur* Experience is an interactive webinar featuring trailblazing trends and innovations developed by emerging brands. During this event, participants interact with entrepreneurs and thought leaders driving disruption throughout the industry.

Contact a sales representative for *Food Entrepreneur* Experience sponsorship opportunities at [fbnsales@sosland.com](mailto:fbnsales@sosland.com).

**Date:** APRIL 23, 2025

**Topic:** Snack Innovations



### INDUSTRY RESEARCH AND WEBINAR SPONSORSHIP

Every year we publish industry-leading research and insights across all our brands to empower those who feed the world and strengthen your organization's capabilities. Our live webinars bring top food industry minds and decision-makers together to foster collaboration and knowledge-sharing. Contact your sales representative to explore 2025 webinar sponsorship opportunities to showcase your brand during these pivotal industry discussions.

### TRENDS AND INNOVATIONS WEB SERIES

Our Trends and Innovations web series is a live, digital experience designed to help industry professionals keep pace with the rapidly evolving marketplace. This web series brings together a mix of today's food industry experts to provide a look into tomorrow's food trends.

Contact a sales representative for Trends and Innovations sponsorship opportunities at [fbnsales@sosland.com](mailto:fbnsales@sosland.com).

**Date:** MAY 7, 2025

**Topic:** Protein Innovations

**Date:** AUGUST 27, 2025

**Topic:** State of Product Innovation



foodbusinessnews.net

# Food Business News



**MEAT ALTERNATIVE INNOVATION: TIME FOR SOMETHING NEW**

**IN THIS ISSUE**  
 Califa Farms: 'Plant-based milks aren't alternatives anymore'  
 Page 10

**What's next for Mary's Gone Crackers?**  
 Page 18

**Ingredient options to increase satiety**  
 Page 40

**MARKET INSIGHT**  
**The CPI's complicated connection to ag markets**

Since the start of 2021, monthly increase in the Consumer Price Index (CPI), the nation's most conventional yardstick for measuring domestic inflation, has increasingly been comparing the Federal Reserve's stated target rate of 2%.

of Labor Statistics said the March CPI rose to 3.5% on an annual basis, up from 3.2% in February up from 3.1% in January and higher than most analysts were expecting. But does rising inflation, and the likely subsequent prepayment of interest rate cuts, have an impact on agricultural markets and, ultimately, the price of food?

"If you've got inflation still running at higher levels, that incentivizes companies to keep their numbers higher for longer," said Brian Harris, executive director and owner of Global Risk Management.

But from a purely agricultural perspective, the value of the inputs for grocery store products has been mostly flat since the start of the year. During the nearly



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Sosland Publishing's  
**CORPORATE PROFILES**  
 State of the Industry Report

A featured publication of  
 Food Business News Baking & Snack MEAT+POULTRY DAIRY PROCESSING PET FOOD

## PRINT MARKETING OPPORTUNITIES

### PRINT AD RATES

AD TYPES	1X	6X	12X	24X
TWO-PAGE SPREAD	\$8,700	\$7,575	\$6,950	\$6,450
FULL PAGE	\$5,800	\$5,050	\$4,625	\$4,300
2/3 PAGE	\$4,100	\$3,525	\$3,450	\$3,150
1/2 ISLAND	\$3,625	\$3,150	\$3,050	\$2,800
1/2 PAGE	\$3,625	\$3,150	\$3,050	\$2,800
1/3 PAGE	\$2,125	\$1,850	\$1,750	\$1,575

### CLASSIFIED PRINT AD RATES

AD TYPES	RATE	AD TYPES	RATE
FULL PAGE	\$3,000	1/4 PAGE (HORIZONTAL, VERTICAL)	\$900
1/2 PAGE (HORIZONTAL, VERTICAL)	\$1,800	1/8 PAGE (HORIZONTAL, VERTICAL)	\$500

For more information about classified placements and specifications, contact our sales team at [classifiedsales@sosland.com](mailto:classifiedsales@sosland.com).

### ADVERTORIALS

Promote your brand's unique capabilities with an advertorial. Advertisers have the option of providing a journalistic-style article or one of our editorial experts will produce the piece for an additional cost. As an added bonus, your advertorial will feature a live website link in *Food Business News*' digital edition, driving engaged readers to your doorstep.

### SPECIAL EDITION: CORPORATE PROFILES / STATE OF THE INDUSTRY REPORT

**Ad Close Date:** Oct 10

**Publishes:** November

Sosland Publishing's *Corporate Profiles/State of the Industry Report* offers a unique opportunity to boost your company's message. This special edition provides critical industry insights from our team of editorial and industry experts into 2025's most innovative food and beverage companies. These corporate profiles are complemented by an exclusive *State of the Industry Report* that takes a deep dive into important topics and issues facing the world's top food and beverage companies in the upcoming year. Industry coverage includes grain-based foods, meat and poultry, beverages, packaged foods, dairy, pet food and others. Position your brand alongside the food and beverage industry's leading companies.

- Your full-page advertisement will have year-round visibility alongside corporate profiles of leading food and beverage providers.
- Your brand's message will reach the combined circulation of *Food Business News*, *Baking & Snack*, *MEAT+POULTRY*, *Milling & Baking News*, *Pet Food Processing* and *Dairy Processing*.



# 2025 EDITORIAL CALENDAR

Calendar and Show Distribution subject to change

\*Baxter Research Study issue

Issue Date	Jan 14	Jan 28	Feb 11	Feb 25	Mar 11	Mar 25
<b>Ingredient Applications</b>	Sugar Reduction	Clean Label	Condiment Flavor Innovation	Sweeteners	Colors	Alternative Proteins
<b>Ingredient Trends</b>	Plant-Based Ingredients	Dairy Ingredients	Upcycled Ingredients	Organic Ingredients	Fats and Oils	Beverage Trends
<b>Bonus Distribution</b>	Dairy Forum, IPPE	ASB BakingTech	GEAPS Exchange, International Sweetener Colloquium	SCIFT, Natural Products Expo West, NAMA Spring Conference	FPSA Annual Conference, NAMI Annual Meat Conference, ABA 2025, SNAXPO 2025	
<b>Close Date</b>	<b>Dec 24, 2024</b>	<b>Jan 7</b>	<b>Jan 21</b>	<b>Feb 4</b>	<b>Feb 18</b>	<b>Mar 4</b>
Issue Date	Apr 8	Apr 22	May 6	May 20	Jun 3	Jun 17
<b>Ingredient Applications</b>	Cost Reduction: Cocoa	Snack Innovation	Functional Ingredient Innovations	Clean Label	Sodium Reduction	Plant-Based Protein
<b>Ingredient Trends</b>	Global Flavors	Meat Alternative Ingredient Trends	Sports Nutrition	Dairy Alternative Ingredient Trends	Snack Flavor Innovation	Ancient Grains
<b>Bonus Distribution</b>	SupplySide East, IAOM			IDDBA	Sosland Publishing Purchasing Seminar	Summer Fancy Food Show
<b>Close Date</b>	<b>Mar 18</b>	<b>Apr 1</b>	<b>Apr 15</b>	<b>Apr 29</b>	<b>May 13</b>	<b>May 27</b>
Issue Date	Jul 1*	Jul 15	Aug 12	Aug 26	Sep 9	Sep 23
<b>Ingredient Applications</b>	Organic/ Non-GMO	Whole Grains	IFT FIRST Innovations	Cost Reduction: Eggs	Ingredients for Dairy Alternatives	Ingredients for Meat Alternatives
<b>Ingredient Trends</b>	Weight-Loss Ingredient Innovation	Sustainable Ingredient Innovation	IFT FIRST Ingredient Trends	Protein Ingredient Trends	Flavor Trends	Sweetener Ingredient Trends
<b>Bonus Distribution</b>	IFT FIRST			IBIE	PACK EXPO Las Vegas	
<b>Close Date</b>	<b>Jun 10</b>	<b>Jun 24</b>	<b>Jul 22</b>	<b>Aug 5</b>	<b>Aug 19</b>	<b>Sep 2</b>
Issue Date	Oct 7*	Oct 21	Nov 4	Nov 18	Dec 2	Dec 16
<b>Ingredient Applications</b>	Gluten Free	Beverage Flavor Trends	Sports Nutrition	Allergen-Free Ingredients	Clean Label Ingredient Innovations	Clean Label: Colors
<b>Ingredient Trends</b>	Women's Health	Enzymes	Alternative Proteins	Artificial Intelligence	Culinary Trends	Flavors to Watch in 2026
<b>Bonus Distribution</b>	SupplySide West					
<b>Close Date</b>	<b>Sep 16</b>	<b>Sep 30</b>	<b>Oct 14</b>	<b>Oct 28</b>	<b>Nov 11</b>	<b>Nov 25</b>



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## CUSTOM MEDIA SERVICES

Sosland Publishing performs a specialized range of custom design and media services along with a wealth of print and digital marketing solutions.

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See Terms & Conditions at [sosland.com/terms-and-conditions-for-advertisers/](http://sosland.com/terms-and-conditions-for-advertisers/)

