SPECIALTY FOOD MEDIA®
NATIONAL ASSOCIATION FOR THE SPECIALTY FOOD TRADE, INC.

Your Total Market Access

Specialty Food Magazine
the market's largest trade magazine
30,100 subscribers

specialtyfood.com
185,000 visitors
generating 1.3 million average page views per month

Fancy Food Show Media
provides exposure to
42,000 attendees

Specialty Food News
the market's largest e-mail newsletter
53,000 average daily subscribers

2009 MEDIA KIT

N·A·S·F·T®
NATIONAL ASSOCIATION FOR THE SPECIALTY FOOD TRADE, INC.

Your Most Effective Marketing Partner

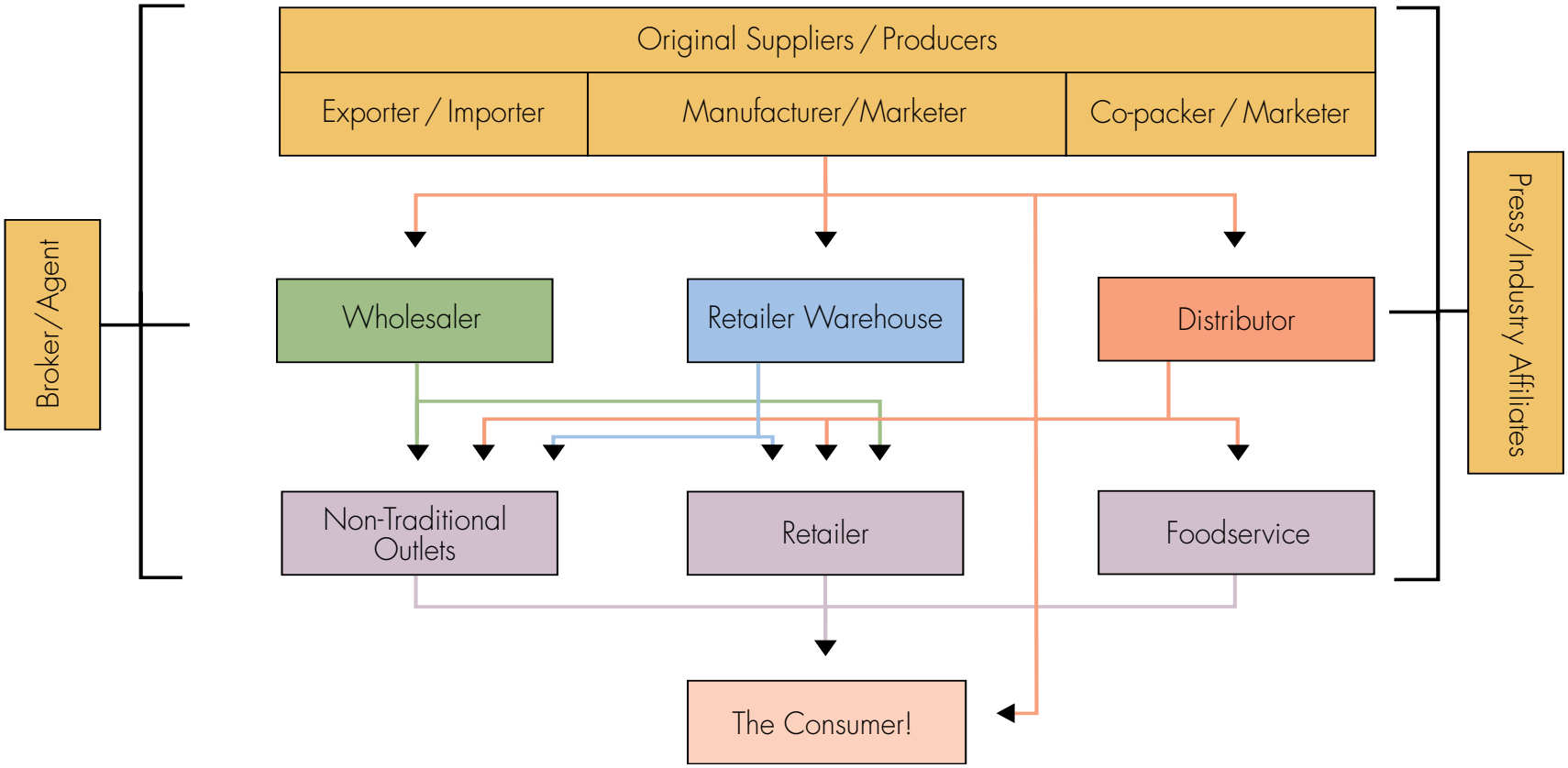
- *Specialty Food Magazine*—the market's largest trade magazine.
- specialtyfood.com—the market's most visited site.
- Specialty Food News—the market's largest e-mail newsletter.
- Fancy Food Show Media—the Official Media of the market's largest trade shows.

SPECIALTY FOOD
NATIONAL ASSOCIATION FOR THE SPECIALTY FOOD TRADE, INC. MEDIA®

In print, online and in person at the Fancy Food Shows, Specialty Food Media delivers by far the most decision-makers in the industry.

YOUR DIRECT LINE TO EVERY PIECE OF THE INDUSTRY

Advertising with Specialty Food Media will reach all key industry influencers—giving you the best return on your ad investments.



The Facts:

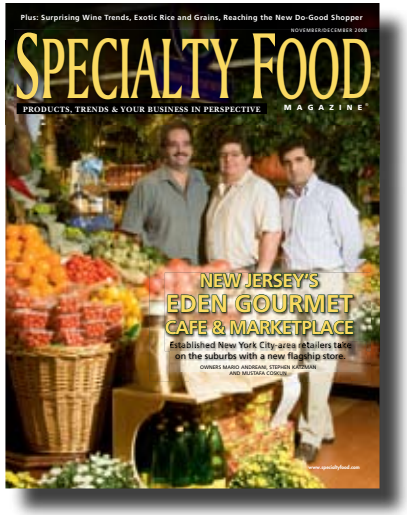
- The specialty food market is valued at $48 billion.
- Sales of specialty foods at retail increased 23% from 2005 to 2007.
- Foodservice accounts for another $15 billion!

The Challenges:

- 5,000+ product introductions each year.
- Products can take multiple, conflicting routes from supplier to consumer.
- A multitude of methods for promoting your product to the food-buying trade.

SPECIALTY FOOD MAGAZINE: Unmatched Editorial Content

The only magazine in the market that's dedicated to food and beverages.



Real Business Insight

Invaluable Business-building Guidance

Expert Perspectives on Products & Trends

features

18 cheese focus
Let the Sunshine In
Read how space-challenged Napa Valley retailer Sunshine Foods merchandises some of the world's most obscure cheeses.

24 the educated retailers' guide
The Power of Visioning—Part 2
Eight steps to quickly and effectively write your vision of success.

29 prepared food focus
Small Consumers, Big Sales
Five tips on how to creatively target tiny shoppers and their parents.

34 foods in focus
A Taste of the Middle East
Middle Eastern flavors are moving into the spotlight. Learn how spices such as nigella, rare nut oils and flora-flavored jelly candies are heightening consumers' interests.

49 **Today's Specialty Food Consumer 2008**
Find out who they are, what they purchase the most, what influences their choices and much more in this 16-page special report.

OCTOBER 2008

CONTENTS

departments

1 first word
Understanding Our Consumer

6 buyers' picks
Winter Cheese Pleasures
Fondue favorites, seasonal flavors as well as picks for pairing cheese with sake.

8 specialty food news
Large kosher supermarket opens in Brooklyn, Sunflower Market expands and more.

10 legislative & regulatory news
FDA helps define white chocolate, FTC considers blocking merger and other developments.

14 food trends
Superfruit overdose, more consumers brown-bagging it and other news.

40 special advertising section
what's new, what's hot!

68 supplier news
Paula Lambert presents at Slow Foods "Woodstock of Food", Grafton Village Cheese has a new production facility, Tree of Life acquires Apple a Day, Inc., and more.

69 resource guide

71 Q&A
Whipping Up a New Life
Lisa Spinner talks about badges and baking.

72 last word
Getting the Information You Need

SPECIALTY FOOD MAGAZINE
VOL. 38, NO. 9
On the Cover:
Today's Specialty Food Consumer 2008

p. 49:
The inside information on the specialty food consumer

Every issue delivers engaged subscribers.*

- 94% have taken action as a result of *Specialty Food Magazine* content.
- 58% have made a purchase in response to articles and advertisements seen on our pages.

*Source 2008 Baxter Advertising Effectiveness Survey of Subscribers.

The Largest and Most Aggressively Qualified Circulation in the Industry

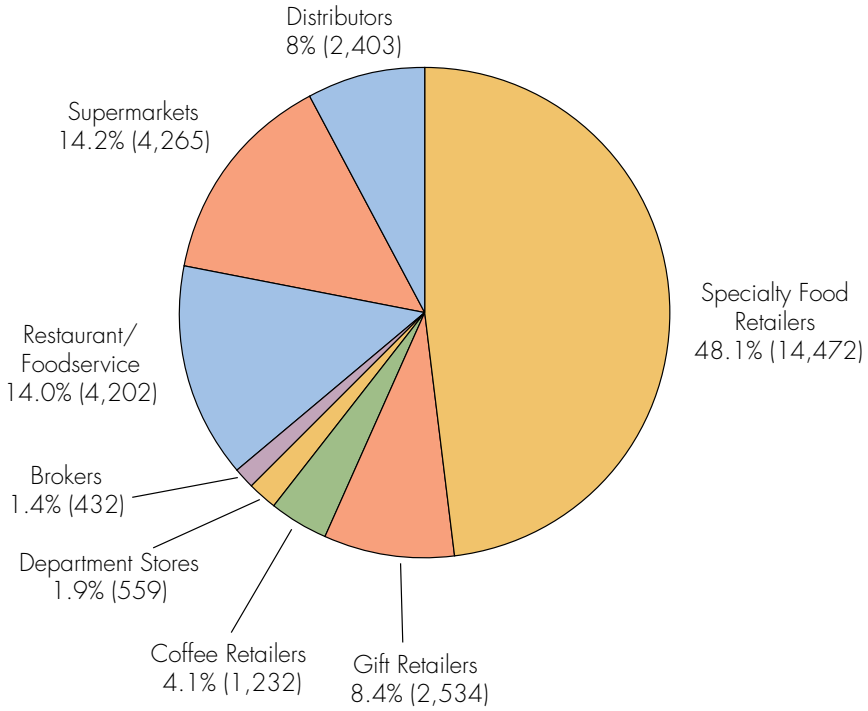
The Circulation Leader

Total Qualified Circulation: 30,100*

• Food Retail Buying Segment	76.6%
• Foodservice Buying Segment	14.0%
• Food Distributor/Wholesale Buying Segment	8.0%
• **Total Food Buying Segments**	**98.6%**

Grouping based on publisher's own data.
**Audited: BPA Circulation Statement available at www.bpaww.com*

June 2008 BPA Circulation Statement. Pie chart data based on paragraph 3a, Business/Occupational Breakout of Qualified Circulation for issue of May 2008



Bonus distribution at all the leading industry trade shows

- Winter and Summer Fancy Food Show
- Natural Products Expos: East & West
- International Home and Housewares Show
- International Dairy-Deli-Bakery
- SIAL France and Anuga Germany

BONUS CIRCULATION:
More than 2,000 members of the trade and consumer press!

SPECIALTY FOOD MAGAZINE®
PRODUCTS, TRENDS & YOUR BUSINESS IN PERSPECTIVE

BPA INTERNATIONAL

INCREASE YOUR EXPOSURE WITH TARGETED PRODUCT SHOWCASES

What's New, What's Hot!

Specialty Food Magazine and specialtyfood.com: In-print

- Listing with 4-color photograph appears in a special advertising section of *Specialty Food Magazine* and specialtyfood.com.
- Choose one of four categories: *What's New, Natural & Organic Foods, Gift & Holiday* and *What's Hot.*
- Bonus: In-print advertisers receive a free On-site Display when exhibiting at a Fancy Food Show and advertising in the corresponding Show issue.

Fancy Food Show: On-site

- This program also increases your exposure at the Fancy Food shows, North America's largest specialty food and beverage Shows.
- Choose to display among three categories: *What's New, Natural & Organic Foods and Gift & Holiday.*

2009 Planning Calendar

SPECIALTY FOOD MAGAZINE®
PRODUCTS, TRENDS & YOUR BUSINESS IN PERSPECTIVE

ISSUE	ORDER DUE	ART DUE	SHOW COVERAGE	FEATURES AND HIGHLIGHTS
January/February	11/25/2008	12/2/2008	• **Winter Fancy Food Show Issue**	• Forecast 2009: Five Tips to Help You Thrive • BUYERS' PICKS: Perennial Food and Beverage Favorites • CANDY COUNTER: Moving Candy Year-Round • CHEESE FOCUS: Seasonality and Cheese • The Salty/Savory Connection • NATURAL SELECTIONS: Organic Dairy • What's Next in Latin-American Foods?
March	1/29/2009	2/3/2009	• Natural Products Expo West Bonus Distribution • International Home and Housewares Show Bonus Distribution	• **Free Baxter Ad Readership Study** • The Market for Sacred Foods • BUYERS' PICKS: Best-Selling Craft Beers • Frozen Entrées Emerge from the Deep Freeze • NATURAL SELECTIONS: Organic Forecast 2015
April	2/26/2009	3/3/2009		• State of the Specialty Food Industry 2009 • BUYERS' PICKS: Top Brunch Foods • CHEESE FOCUS: Retailer Case Study • Foods of Croatia and Serbia
May	3/27/2009	4/2/2009		• Protecting Yourself Against Security Breaches • BUYERS' PICKS: Best-Selling Frozen Entrées • CANDY COUNTER: Asian Confections • Cocktail Trends
June	4/29/2009	5/4/2009	• **Summer Fancy Food Show Preview** • International Dairy-Deli-Bakery Show Bonus Distribution	• 2009 Outstanding Retailer Awards • BUYERS' PICKS: Top Cross-Merchandised Items at the Deli Counter • CHEESE FOCUS: Alpine Cheeses • Authentic Deli Meats Make a Comeback
July	5/27/2009	6/1/2009	• **Summer Fancy Food Show Issue**	• Food Garb: Trends in Packaging • BUYERS' PICKS: Comeback Kids • CANDY COUNTER: New Items for Holiday Gift Baskets • CHEESE FOCUS: Cheese Rinds: What You Need to Know • Latin-American Desserts • NATURAL SELECTIONS: The Organic Deli • What's New in Fair Trade Products?
August	6/22/2009	7/6/2009	• All Fancy Food Shows and other key industry events	• **Annual Buyers' Guide** • **Special Section: 2009 sofi™ Gold and Silver Winners**
September	7/30/2009	8/4/2009	• Natural Products Expo East • Anuga Bonus Distribution	• Whole Life—Ancillary Categories to Serve Customer Needs • BUYERS' PICKS: Best-Selling Grab-and-Go Products • CANDY COUNTER: Vegan Confections • Truffle Products for the Holidays • NATURAL SELECTIONS: Organic Snacks
October	8/27/2009	9/1/2009		• Today's Specialty Food Consumer 2009 • BUYERS' PICKS: Best-Selling Asian Products • CHEESE FOCUS: Affinage: Can You Do It? • The New Side of Pasta
November/ December	9/29/2009	10/2/2009	• **2010 Winter Fancy Food Show Preview**	• Five Best Philanthropic Initiatives of 2009 • BUYERS' PICKS: Cold Beverages • What's for Breakfast?

N·A·S·F·T FANCY FOOD SHOW

Get the Most out of Your Fancy Food Show Investment

The Fancy Food Show Directory

- Draw buyers to your booth by advertising in the definitive on-site resource.
- Larger, 8-1/8 x 10-7/8 format is easier to use with a larger exhibit floor map and expanded product and brand indexes.
- *Specialty Food Magazine* advertisers receive a 10% discount on advertising in the Directory.
- Order deadline for Winter: November 28, 2008; Summer: May 11, 2009

Specialty Food Magazine

- Aggressive Bonus Distribution at the Fancy Food Shows in the January/February (Winter) and July (Summer) issues.
- See pages 2–3 for details.

Specialty Food News Show Daily Edition

- Promote your products in this daily update of product picks and announcements from the Fancy Food Shows.
- Sent to more than 53,000 subscribers.
- Published daily starting the week before each Show and ending on the last day.
- Rates on page 8.

What's New, What's Hot!

- Catch buyers' eyes with this targeted showcase. It's the only area of the Show organized by category.
- Choose to display products among three categories: *What's New, Natural & Organic Foods and Gift & Holiday.*

Specialty Food News Daily Industry Email Update

The most popular newsletter in the industry, delivering 53,000 subscribers daily.

Specialty Food News

- The only industry periodical with daily exposure.
- A digest of news items specific to the specialty food market.
- *Specialty Food Magazine* advertisers receive a 30% discount on advertising in Specialty Food News.

specialtyfood.com, the Industry's Information Hub

The first choice in online resources.

specialtyfood.com

- The most comprehensive searchable product database available to the trade.
- Where 80% of all Fancy Food Show registrants sign up to attend the shows.
- The most visited site in the trade with 185,000 visits generating 1.3 million page views per month.
- *Specialty Food Magazine* advertisers receive a 30% discount on advertising at specialtyfood.com.

2009 Rate Cards

SPECIALTY FOOD MAGAZINE®
PRODUCTS, TRENDS & YOUR BUSINESS IN PERSPECTIVE

Display Advertising

DISCOUNTED NASFT MEMBER RATES (NET)

	1x	4x	6x	10x
Full page	$4880	$4152	$3904	$3664
2/3 page	3904	3320	3120	2928
1/2 page	3416	2904	2736	2568
1/3 page	2440	2080	1952	1832
1/4 page	1952	1664	1560	1464
Outside Back Cover				4168
Other preferred positions				3848

NON-MEMBER RATES (NET)

	1x	4x	6x	10x
Full page	$6100	$5190	$4880	$4580
2/3 page	4880	4150	3900	3660
1/2 page	4270	3630	3420	3210
1/3 page	3050	2600	2440	2290
1/4 page	2440	2080	1950	1830
Outside Back Cover				5210
Other preferred positions				4810

Contact your advertising representative for details on value-added packages!

2009 WHAT'S NEW, WHAT'S HOT! IN-PRINT, ON-SITE AND ONLINE RATES

What's New, What's Hot! listings are sold on a prepaid, non-commissionable basis to NASFT members only.

IN PRINT, ONLINE

	1x	4x	6x	10x
12-month printed listing program in *Specialty Food Magazine*	$570	$480	$450	$410

ON-SITE

	half-shelf with one sales leads ID#	full-shelf with one sales leads ID#	full-case 8 spaces, one sales leads ID#
Display showcase space only at the Fancy Food Show	$220	$440	$1,760

THE FANCY FOOD SHOW DIRECTORY

- Draw buyers to your booth by advertising in this invaluable on-site resource.
- Large, 8-1/8 x 10-7/8 format is easy to use with a large exhibit floor map and expanded product and brand indexes.
- *Specialty Food Magazine* advertisers receive a 10% discount on advertising in the Directory.

	Non-Advertiser	*Specialty Food Magazine* Advertisers
Full page	$2250	$2025
2/3 page	1912	1721
1/2 page	1760	1584
1/3 page	1385	1247
1/4 page	1247	1122
Cover 2	2700	2430
Cover 3	2700	2430
Cover 4	3005	2705
Enhanced Listing *enlarged listing on highlighted background*	100	100
Insert 4x6 *printed by advertiser*	3705	3335
Bellyband *printed by NASFT*	5545	4991

SPECIALTYFOOD.COM BANNER POOL RATES

- Banners rotate in a random pool giving all advertisers equal exposure.
- *Specialty Food Magazine* advertisers receive a 30% discount on advertising on specialtyfood.com

	Non-member		NASFT Member	
	Non-Advertiser	SFM Advertiser	Non-Advertiser	SFM Advertiser
1 Month Rate	$1,450	$984	$1,125	$788
3 Month Rate	1,125	788	900	630
6 Month Rate	900	630	720	504
12 Month Rate	810	567	650	455

SPECIALTY FOOD NEWS RATES

- *Specialty Food Magazine* advertisers receive a 30% discount on advertising on Specialty Food News

	Non-member		NASFT Member	
	Non-Advertiser	SFM Advertiser	Non-Advertiser	SFM Advertiser
1 day	$350	$245	$280	$196
1 week	1,400	980	1,120	784
1 month	4,550	3,185	3,640	2,548
3 months	11,550	8,085	9,240	6,468
6 months	18,900	13,230	15,120	10,584
1 year	29,400	20,580	23,520	16,464
Show Daily	2,450	1,715	1,960	1,372

Specifications

SPECIALTY FOOD
NATIONAL ASSOCIATION FOR THE SPECIALTY FOOD TRADE, INC. MEDIA®
www.specialtyfoodmedia.com

Specialty Food Magazine and Official Show Directory Specifications

- Trim size: 8-1/8" x 10-7/8" (206 mm x 276 mm)

Dimensions

- Ad page dimensions: 7" x 10" (178 mm x 254 mm) (keep all text within these dimensions)
- Trim size: 8-1/8" x 10-7/8" (206 mm x 276 mm)
- Bleed page dimensions: 1/4" beyond trim (totaling 8-3/8" x 11-1/8") (213 mm x 283 mm)
- Printing process: Web offset
- Binding: Perfect bind

Advertising materials should be sent to:
Phyllis Jefferson, Production Director
NASFT
120 Wall Street, 27th Floor
New York, NY 10005
646.878.0112
pjefferson@nasft.org

Include in the shipment a Macintosh-formatted CD or DVD containing the file of the advertisement, a color proof and a file directory report. Contact Phyllis Jefferson for information on uploading files directly to our FTP site.

Color proofs
The CD or DVD must be accompanied by an acceptable color proof for color simulation on press. Valid color proofs include Matchprints, Fujiproof, or digital proofs such as an Epson or Iris. Laser, Ink-Jet or color copy proofs are not acceptable for press reproduction. If a proof is not provided, the publisher of *Specialty Food Magazine* assumes no responsibility for color and content of the final print product.

Emailed advertisements will be accepted but a valid proof must arrive within two business days of emailed materials or the publisher assumes no responsibility for color and content of the final print product.

Electronic file requirements
PDFX-1A files are preferred. When creating a PDFX-1A file a postscript document should be created from the native application file prior to preparing the final PDFX-1A file. (To review how to create a PDFX-1A file, visit www.pdf-x.com.) We can also accept Macintosh files created in Adobe Illustrator, Photoshop or InDesign. NO OTHER PROGRAMS ARE ACCEPTED. We cannot accept files created in Microsoft Word, Excel, Powerpoint, Corel Draw or Publisher.

CDs/DVDs should contain the advertisement in the correct final size and include the working files, graphics (minimum 300 dpi) and all fonts that are used. Please include documentation of the files that are sent. The following specifications must be followed:

- Photos must be scanned at a minimum of 300 dpi resolution. Photos downloaded from the Internet are lo-res and NOT acceptable for print. The quality and clarity prohibit us from publishing photos taken from websites.
- All colors must be converted to CMYK. We cannot use RGB colors. Pantone colors will be converted to process.
- All images must be included with the files. These must be saved as EPS or TIFF files.
- All fonts must be included with the files.
- All files must be clearly labeled with the actual file names.
- Clear indications of trim lines and registration marks must be supplied in the documents. Please set trim and registration marks to the outside of the document.
- All trapping settings must be correct to avoid overprinting and type reflow.

Specialty Food News Banner Specifications

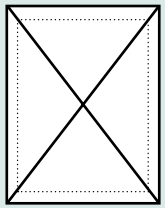
Dimensions: 420 pixels wide x 60 pixels high.

Materials: .gif or .jpg files accepted. Please provide link for banner. Sorry, no animated banners allowed. Contact your sales representative for information on text banners.

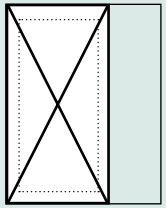
Specialtyfood.com Banner Specifications

Dimensions: 135 pixels wide x 100 pixels high.

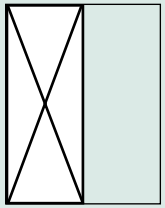
Materials: .gif or .jpg files accepted. Please provide link for banner. Sorry, no animated banners allowed. Contact your sales representative for information on text banners.



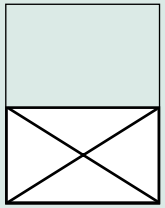
Full page
7" X 10"*
178 mm x 254 mm



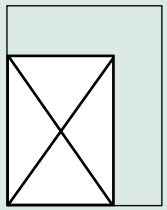
2/3 page
4 5/16" x 10"
116 mm x 254 mm



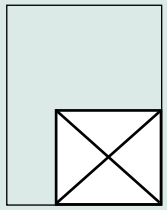
1/2 page vert.
3-3/8" x 10"
86 mm x 254 mm



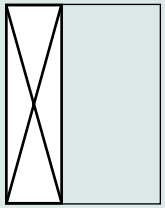
1/2 page horiz.
7" x 4-7/8"
178 mm x 124 mm



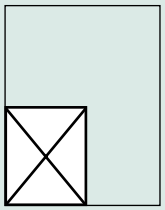
1/2 page island
4 9/16" x 7-1/2"
116 mm x 191 mm



1/3 page square
4 9/16" x 4-7/8"
116 mm x 124 mm



1/3 page vert.
2-3/16" x 10"
56 mm x 254 mm



1/4 page
3-3/8" x 4-7/8"
86 mm x 124 mm

Terms, Conditions and Important Information about Advertising

SPECIALTY FOOD MEDIA
NATIONAL ASSOCIATION FOR THE SPECIALTY FOOD TRADE, INC.
www.specialtyfoodmedia.com

Although a variety of factors determine ad positioning, most advertising placement is based on ad size and frequency (the number of insertions contracted within a 12-month period). Covers and preferred positions are sold on a first-come, first-served, non-cancelable basis.

Cancellation for all other advertising must be made in writing prior to the applicable published space reservation closing dates. The full ad price will be charged for any cancellations made after the published closing date.

All advertising is subject to 30-day terms from date of invoice unless pre-paid by check or credit card. Agency and member discounts may be voided if payment is not received within 30 days. Contract advertisers will be short-rated to the appropriate rate if the number of ads upon which the rate was based is not placed within the 12-month period beginning with the month of the first contracted insertion.

The Publisher will assume responsibility for errors caused by the printing or production process if your ad is significantly different from the furnished proof. The Publisher will issue a make-good insertion accordingly. The Publisher assumes no responsibility for the content of advertising.

Opinions stated in advertising are solely those of the advertiser. The Publisher reserves the right to reject any advertisement.

The advertiser agrees to indemnify and protect the Publisher from any claims resulting from the advertiser's unauthorized use of any name, photograph, illustration or text protected by copyright or registered trademark. If the Publisher determines that an advertisement simulates editorial content, it must carry the word ADVERTISEMENT at the top in a minimum of 10-point type.

The Publisher is not liable for delays in delivery and/or non-delivery in the event of an Act of God, action by any governmental or quasi-governmental agency, fire, flood, insurrection, riot, explosion, embargo, strikes, whether legal or illegal, material or labor shortage, transportation interruption of any kind, work slow-down, or any condition beyond the control of Specialty Food Media affecting production or delivery in any manner.

Reproduction materials (original photos, art, color separations, etc.) will be returned following publication only to those advertisers who request it in writing. Such materials are held at Publisher for six months following each issue, after which they are discarded.

Advertising Contacts

International
Matt Thomas
Publisher
646.878.0174
mthomas@nasft.org

Central and Western U.S. & Canada, Asia/Pacific & South America
Jane Johnson
Regional Account Manager
646.878.0184
jjohnson@nasft.org

Eastern U.S. & Canada
Eileen Mikalonis
Regional Account Manager
646.878.0150
emikalonis@nasft.org

Ad Materials
Phyllis Jefferson
Production Director
646.878.0112
pjefferson@nasft.org

What's New, What's Hot!/ Enhanced Listings
Cynthia Eisemann
Media Services
646.878.0138
ceisemann@nasft.org

N·A·S·F·T®

NATIONAL ASSOCIATION
FOR THE SPECIALTY FOOD TRADE, INC.

The National Association for the Specialty Food Trade is a not-for-profit business trade association established in 1952 to foster trade, commerce and interest in the specialty food industry.

The NASFT is an international organization composed of domestic and foreign manufacturers, importers, distributors, brokers, retailers, restaurateurs, caterers and others in the specialty foods business. The organization has more than 2,000 current member companies throughout the U.S. and overseas.

Learn more about membership at www.specialtyfood.com/membership.

National Association for the Specialty Food Trade, Inc.

120 Wall St., 27th Floor, New York, NY 10005

Tel: 212.482.6440; Fax: 212.482.6459

www.specialtyfoodmedia.com