

WGB 2022 Content Calendar

Month	Story	Premier	Webinar	Podcast
January	Remarkable Independents: 5 Indies Doing it Their Own Way—and Thriving	•		
	7 Wine, Beer and Spirits Departments that Wow	•		
	Show coverage: Winter Fancy Food Show, FMI Midwinter			
February	Diversity, Equity and Inclusion		•	
	The State of Seafood: 5 Strategies Every Seafood Department Needs to Succeed	•		•
	2022's Secret Sauce: The Year's 10 Top Tastes and Trends in Retail Foodservice	•		
	Show coverage: NGA Show			
March	The Five Hottest Grocery Markets in the Country—Where to Invest Now			
	Annual Cheese Report: Cheese Mongers Share Top Tips For Growing the Category	•		•
	Premium Proteins: How to Grow Meat Sales Year-Round	•		•
	Sustainable Packaging Annual Report		•	
	Show coverage: Annual Meat Conference, Natural Products Expo West, Shoptalk			
April	What's Hot in Tech and Why Does Grocery Need it?	•		
	5 Retail Catering Operations Crushing the Competition	•	•	
	10 Things Every Grocery Needs to Know About CBD	•		•
May	Where's the Growth in Retail Foodservice? The Latest Trends, Tastes and Data From the Frontlines	•	•	
	Is Farming Moving Indoors for Good? An Inside Look at the Leading Indoor Farms	•		•
	5 Ways to Position Plant-Based for Barbecue Season	•		
	How MFCs Changed the Game			
	Show coverage: Sweets & Snacks, NRA			
June	IDDBA and WGB Champions of Change	•		
	Sweets and Snacks Report			
	The Meals Grocers Need to Menu Now (With Insights from Technomic)	•	•	
	Show coverage: IDDBA			

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Content on Demand*

Top Trends in Plant-Based Food

10 Things You Need to Know About Retail
Foodservice

10 Retail Dietitians Making a Difference

Top 15 New Stores

Top Tech Insights Changing Grocery

WGB-TV

Other Digital Content

Basket Economics - Monthly

*These pieces of content can be created at any time with a Premier Sponsorship. 6 weeks estimated time to delivery.

July	Inside WGB's Retailer of the Year	•		•
	The Beverage Boom			
	How to Make Your Meat Department a Destination—In-Store Butchers Who Are a Cut Above	•		•
	Tech & Ops Solutions: AI Update			
August	5 Sustainable Ideas Worth Stealing	•		•
	Grab-and-Go-and-Gone: 10 Items Selling Now	•		
September	Digital Performance Study	•	•	
	10 Back to School Items Every Grocer Needs in Stock	•		•
	Increasing Profits With In-Store Beauty Bars	•		
	What's Next in Tech			
	Show coverage: Groceryshop			
October	The Perfect Marriage: Online and In-Store Grocery Forever			
	Annual Fresh Foods Report with IRI—Top Trends in the Perimeter	•	•	
	Retail Foodservice: What's Hot for the Holiday Menu	•		•
	Show coverage: Natural Products Expo East, PMA Fresh Summit			
November	The New Grocery Exec—Who Will Lead Us Into the Future?			
	Holiday Cheers—10 Ways to Sell More Adult Beverages This Holiday Season	•		
	Deli Delivered: Grocers Who Compete With Restaurant Delivery and Win	•		•
	Tech: Management Tools for Tomorrow			
December	Most Trusted Retailers With BrandSpark	•		•
	Healthy Produce Snacking and Other Trends for 2023			
	6 Ways to Increase the Sustainability of a Seafood Department	•		
	Annual Meat Report - How to Grow Your Meat Business	•	•	