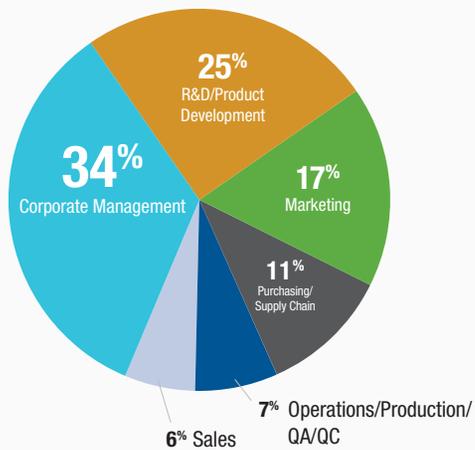


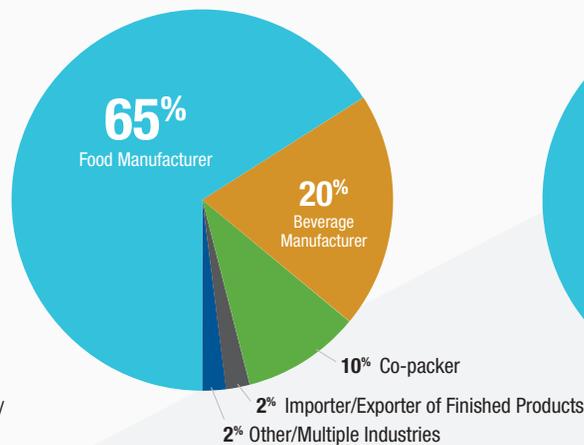
Food & Beverage INSIDER leads CPG brands from ideation through manufacturing, supporting the development of clean label, natural and healthy food and beverage products. FBI provides in-depth data and analysis of the markets and is the source for the latest on ingredients, formulation, supply chain and regulatory issues affecting product innovation. As an official content provider for SupplySide and Food Ingredients North America (FINA), FBI connects ingredient buyers and suppliers with executives across the health and nutrition marketplace.

Digital Reach

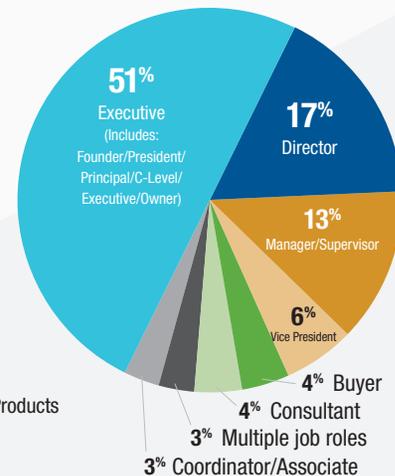
Job Function



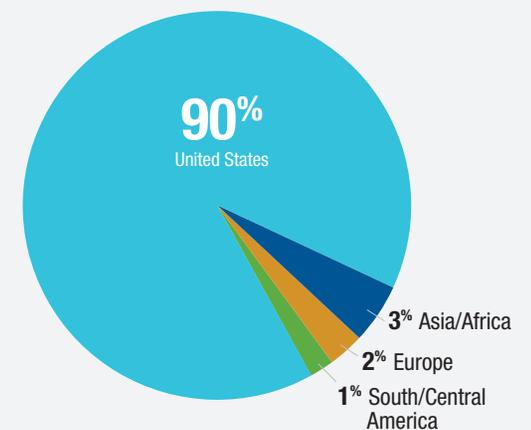
Nature of Business



Job Title



Geographic Breakout



In-person Events

SupplySide
WEST



17,000+
attendees

What: The industry's gathering point where science & strategy intersect. 17,000+ health & nutrition industry professionals from the dietary supplement, food, beverage, sports nutrition and personal care industries.

When: October 27-30, 2020

Where: Mandalay Bay, Las Vegas

Content opportunities at in-person events include a few of the following:

- Workshop underwriting
- Breakfast and Lunch Briefs
- Exhibitor Presentation Theater
- SupplySide Central Stage
- Food ingredients North America Theater

Food & Beverage INSIDER

foodbeverageinsider.com

Food & Beverage INSIDER leads CPG brands from ideation through manufacturing, supporting the development of clean label, natural and healthy food and beverage products.



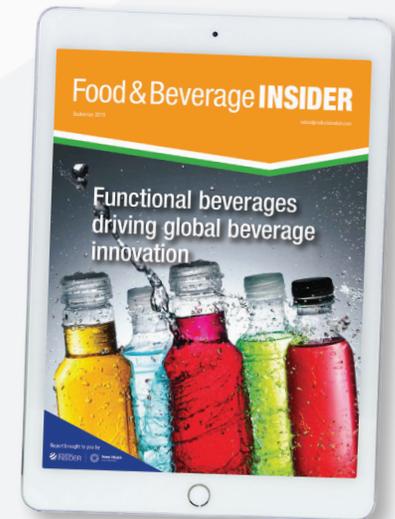
naturalproductsinsider.com

The official digital & print resource for executives, marketers, manufacturers and formulators in the dietary supplement, food, beverage, sports nutrition and animal nutrition industries.

Digital Magazines

Digital Magazines deliver feature-style analysis, columns, and in-depth stories in an always on, always accessible format. Since each issue is thematic, our audience, your customers, finds exactly what they need exactly when they need it to help them along their specific decision-making process.

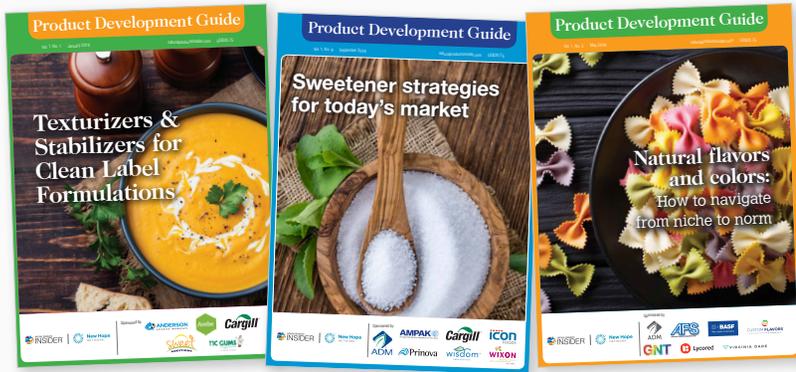
[LEARN MORE](#)



Long-form underwritten reports that take an in-depth, editorial look at overarching themes and innovations helping to shape the ingredient and manufacturing worlds, with a focus on impact on key categories in the natural and organic products industry. Deep Dive Reports allow you to exclusively align with relevant third-party content.

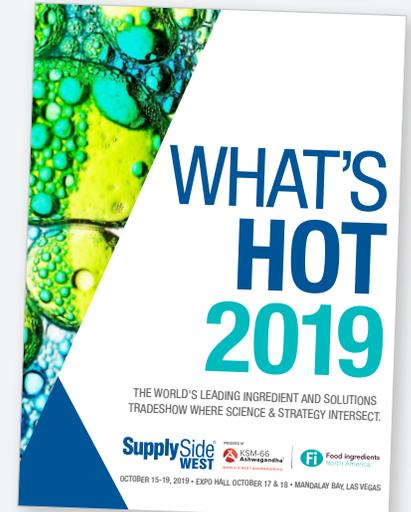
[LEARN MORE](#)

Product Development Guide



Co-branded monthly content geared toward a formulator audience, featuring a quick category overview, and a sponsor Q&A and advertising section. These cover topics related to relevant conditions, ingredients and sourcing practices.

[LEARN MORE](#)



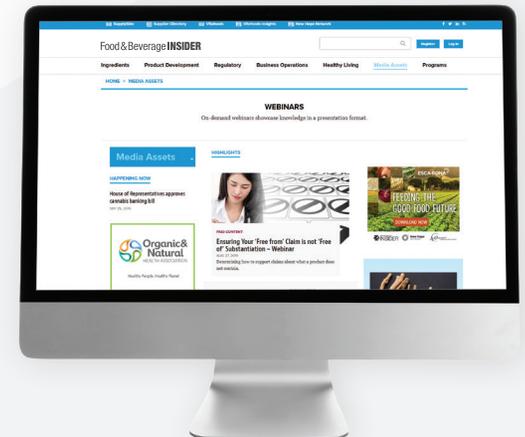
The What's Hot at SupplySide digital programs are timed to gather and share information on critical events, product announcements and exhibitor news that attendees need to know in the final weeks going into Food ingredients North America and SupplySide West.

[LEARN MORE](#)

White Papers

Many organizations have created valuable White Papers, but lack a marketing strategy to distribute and support them. What good is a White Paper if all the right people don't see it? Allow us to position your White Paper in front of our audience, apply performance marketing, and drive traffic to create engagement with your content.

LEARN MORE



An industry standard, Webinars allow you to define a market position, surround a market theme and educate large groups of industry professionals on a specific topic. Health & nutrition professionals often use Webinars to validate and confirm interest or action on a specific topic. **Food & Beverage INSIDER** delivers on-demand Webinars to best meet audience preference, allowing you to showcase your industry expertise to an interested, engaged audience.

LEARN MORE

Food & Beverage INSIDER 2020 Media Overview

Infographics

Ingredient marketers are tasked with communicating complex science, technologies and other market differentiators and need to deliver the information in an easy-to-digest and easy-to-remember format. Infographics offer a visually appealing and memorable summary for your customers. You create the infographic and we will create engagement for you with our audience.

LEARN MORE

Setria® Glutathione: Creating Beauty from Within

Background
An antioxidant, glutathione protects cells from oxidative stress and also supports the immune system and detoxification processes. It is also critical with skin brightening and skin health benefits. The great thing is that the body produces its own glutathione; the best source is from food, such as leafy green vegetables, citrus fruits, and other fruits. Research and clinical studies have shown that glutathione levels naturally decrease with age, and this reduction is linked to skin aging and other health issues.

Study Design
A randomized, double-blind, placebo-controlled study with 54 participants was conducted over 12 weeks. Participants were randomized to either 1000 mg of Setria® Glutathione or a placebo. Blood and urine samples were collected at baseline and at 12 weeks. The study found that participants taking Setria® Glutathione showed a significant increase in glutathione levels in both blood and urine compared to the placebo group.

Outcomes:

- Skin Appearance Benefits:** Compared to the placebo control group, study subjects supplementing with Setria® GSH reduced fine lines, wrinkles, and uneven skin tone.
- Supplementation with Setria® Increased the Body's Stores of Glutathione:** Supporting the skin's ability to combat age-related stress, at 100 mg daily specifically the study showed:
 - 30% increase in whole blood levels
 - 30% increase in urine levels
 - 26% increase in total body stores
 - Two-fold increase in natural skin cell activity
 - Recommended dosage is 250-500 mg daily

Results
Consumers are increasingly looking to the ingredients they support beauty from within. Supported by clinically backed benefits, Setria® glutathione is a top pharmaceutical choice for promotion of skin health and improved appearance.

Flaxseed and Metabolic Response: Impact of Flaxseed on Risk of Coronary Heart Disease

Theory: Coronary heart disease (CHD) is the leading cause of death in the United States, accounting for 17.4 million deaths in 2012. CHD is a complex disease with multiple causes, including diet, lifestyle, and genetics. Flaxseed is a rich source of alpha-linolenic acid (ALA), an essential fatty acid that has been shown to reduce the risk of CHD. The theory is that ALA may reduce the risk of CHD by improving the lipid profile, reducing inflammation, and improving insulin sensitivity.

Parameters: The study was a randomized, double-blind, placebo-controlled trial with 100 participants. Participants were randomized to either 10g of flaxseed or a placebo. Blood and urine samples were collected at baseline and at 12 weeks. The study found that participants taking flaxseed showed a significant increase in ALA levels and a decrease in total cholesterol and LDL cholesterol levels.

Outcome: The study showed that higher intake of ALA was moderately associated with a reduced risk of coronary heart disease. Specifically, a 10g daily dose of flaxseed was associated with a 15% lower risk of CHD events and a 20% lower risk of CHD mortality.

Impact: As an essential source of omega-3 fatty acids, flaxseed can help the health of consumers, with financial gains in the process. By 2020, the total global cost of cardiovascular disease (CVD) is expected to reach \$1.2 trillion. This study suggests that flaxseed supplementation may be a cost-effective way to reduce the risk of CVD and improve overall health.

Centellin® CG With Gotu Kola Aids Management of Foot Cracks

Theory: Centellin® CG is a natural plant-based product that contains Centella asiatica and Gotu Kola. It is used to improve the health of the skin and reduce the risk of foot cracks. The theory is that Centellin® CG can improve the skin's barrier function, reduce inflammation, and improve the overall health of the skin.

Parameters: The study was a randomized, double-blind, placebo-controlled trial with 100 participants. Participants were randomized to either Centellin® CG or a placebo. The study found that participants taking Centellin® CG showed a significant improvement in the health of their feet, including a reduction in the number of foot cracks and an increase in the thickness of the skin.

Outcome: The study showed that Centellin® CG significantly improved the health of the skin and reduced the risk of foot cracks. Specifically, participants taking Centellin® CG showed a 50% reduction in the number of foot cracks and a 20% increase in the thickness of the skin.

Impact: Foot cracks are a common problem that can cause pain and discomfort. Centellin® CG is a natural, safe, and effective way to improve the health of the skin and reduce the risk of foot cracks.

Responsibly sourced water-soluble eggshell membrane

A natural solution with multiple benefits

The sustainable sourcing imperative
No longer a nice-to-have, necessary for brand success in today's global market!

33% A third of consumers globally (33%) now choose to buy from brands they believe are doing social or environmental good.

66% of global consumers say they're willing to pay more for sustainable brands.

What is eggshell membrane... And how is it sustainably sourced?

Eggshell membrane is a natural, protein-rich layer that lines the inside of an eggshell. It is composed of various proteins, including collagen, elastin, and keratin. It is a natural source of these proteins and is used in various health and beauty products.

Waste reduction and reclaiming waste material = carbon footprint reduction

Energy recovery... Eggshells are a waste product once the membrane is removed. The shells are then used for food and feed supplementation.

What beneficial nutrients are naturally found in eggshell membrane?

This patented eggshell membrane contains valuable health-supporting constituents that support skin and joint health:

- Collagen
- Elastin
- Chondroitin sulfate
- Proteoglycan
- Calcium
- Phosphorus
- Selenium
- Zinc
- Copper
- Magnesium
- Potassium
- Sodium
- Iron
- Vanadium
- Manganese
- Nickel
- Strontium
- Silicon
- Boron
- Lithium
- Barium
- Calcium
- Phosphorus
- Selenium
- Zinc
- Copper
- Magnesium
- Potassium
- Sodium
- Iron
- Vanadium
- Manganese
- Nickel
- Strontium
- Silicon
- Boron
- Lithium
- Barium

The end result is four specialty formulated ingredients to meet market demand:

bioactive, bioactive, bioactive, bioactive

Palm Fruit Bioactive complex

A new nutraceutical with potent biological activity

What is Palm Fruit Bioactive complex (PFBC™)?

PFBC™ is a natural, plant-based complex of bioactive compounds extracted from the palm fruit. It is a rich source of antioxidants, including polyphenols, flavonoids, and carotenoids. It is used in various health and beauty products.

Clinical Data in Brain, Heart, and Healthy Aging

HEALTHY AGING
Healthy aging is a process of maintaining and improving the quality of life as we age. It involves maintaining physical, mental, and social health. PFBC™ has been shown to support healthy aging by improving cognitive function, heart health, and overall well-being.

HEART HEALTH
PFBC™ has been shown to support heart health by improving blood flow, reducing blood pressure, and improving the overall health of the cardiovascular system.

HEALTHY AGING
PFBC™ has been shown to support healthy aging by improving cognitive function, heart health, and overall well-being.

4.4 Billion Americans aged 65+ in 2018: 52 million. Americans aged 65+ in 2030: 87 million.

PFBC provides healthy aging support

Patented, Protectable, Innovative

Phenolaeis
Transforming health. phenolaeis.com

Algae Sourced Astaxanthin Cognitive Health: Top of Mind

THE AGING BRAIN

24% of men and **30%** of women age 65 or older have severe memory impairment. The prevalence is expected to grow from 8 million in 2014 to 20 million by 2050.

THE BRAIN VULNERABLE TO CELL DAMAGE

- Reactive oxygen species (ROS) and free radicals damage cells via oxidation.
- Each cell in the human body can form 20 billion ROS daily & attack subcellular.
- The brain is uniquely vulnerable to these levels by ROS.
- As we age, antioxidant defenses grow weaker, further compromising the brain's defenses against free radicals.
- Leading to diminished quality of life.

COGNITIVE SUPPORT THROUGH ASTAXANTHIN SUPPLEMENTATION

An important tool in cognitive health
Algae Sourced Astaxanthin (ASA) is a powerful antioxidant that supports cognitive health. It is a natural source of astaxanthin and is used in various health and beauty products.

Why astaxanthin?

- Powerful antioxidant
- Neutralizes harmful ROS without generating pro-oxidant
- More powerful than vitamins C, Co-Q10, vitamin E, beta-carotene, lutein and lycopene
- Able to cross the blood-brain and blood-retina barriers

Supported by scientific evidence:

- Decreases phosphorylated tau-protein levels, connected to impaired cognitive function
- Improved memory capacity and executive function
- Improved cognition, attention, memory and information processing
- Potential to counteract cognitive impairment in Alzheimer's disease

SOURCING QUALITY ASTAXANTHIN FOR COGNITIVE HEALTH

algafit
Visit AlgaFit.com to learn about our award-winning Icelandic Astaxanthin.

Custom Content

Custom Content Marketing

Based on your company's unique education, marketing and communication needs, we'll develop an integrated program that features expert information and beautiful design. Custom programs can include infographics, videos, eGuides, short downloads and print inserts/advertorial pages. Content may be co-branded with **Food & Beverage INSIDER**, **Natural Products INSIDER**, or New Hope Network (*when the content is solely focused on education and thought leadership*) or client-only branded (*when used for ingredient or brand promotion*). Programs often contain a mix of assets and programs include email marketing and lead generation.

Contact your account manager for more information on a custom content marketing opportunity that's right for you.

[LEARN MORE](#)



SupplySide Stories Podcast

This new podcast series gives exemplary companies the opportunity to share what goes on behind the scenes—from digging into exciting initiatives and launches to getting an insider's look at leading-edge science and sustainability efforts. **Food & Beverage INSIDER's** content marketing team will conduct interviews with key thought leaders, taking a journalistic look at what's to come at SupplySide West and Food ingredients North America—and what it means for the future of healthy supply chains.

[LEARN MORE](#)

SupplySide Stories Podcast

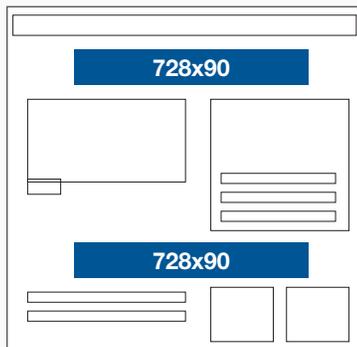
Digital Advertising

Website Advertising

foodbeverageinsider.com provides an ideal display platform to communicate with product manufacturers about the most innovative ingredients and formulation solutions.

Leaderboard

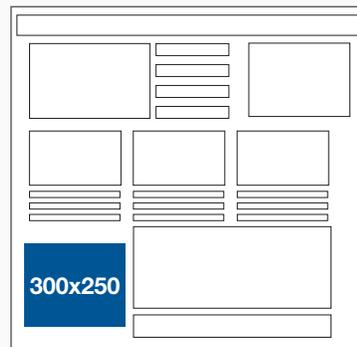
Highly visible units at top and middle of page



- Positioned at the top and middle of **Food & Beverage INSIDER** website.
- Ad hyperlinks to preferred URL
- Monthly Program

Left Rectangle

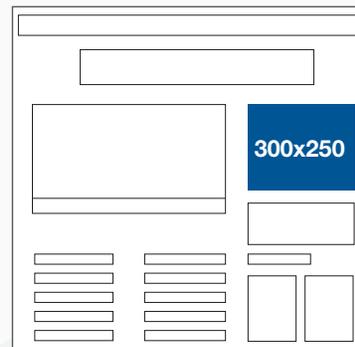
Placed on the left-hand side of **Food & Beverage INSIDER** page



- Ad hyperlinks to preferred URL.
- Monthly Program.

Right Rectangle

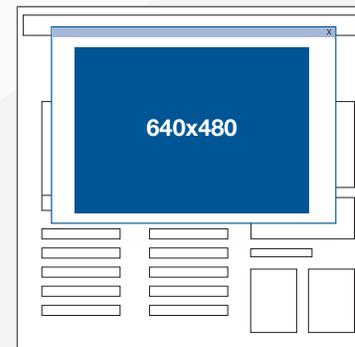
Placed on the right-hand side of **Food & Beverage INSIDER** page



- Ad hyperlinks to preferred URL.
- Monthly Program.

Welcome Ad/Prestitial

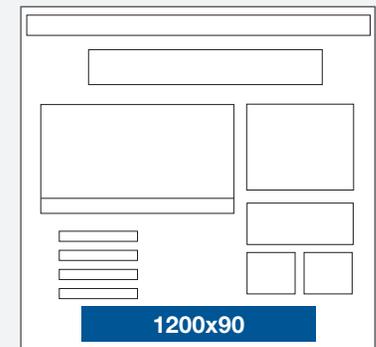
Loads on first visit, "Sponsored Introduction" is displayed with a countdown



- One position available per week.
- Runs 7 consecutive days (Monday through Sunday).
- Ad appears when viewer arrives for their first visit each day on the **Food & Beverage INSIDER** site, will redirect after 15 seconds.
- Ad hyperlinks to preferred URL.

Floor Ad

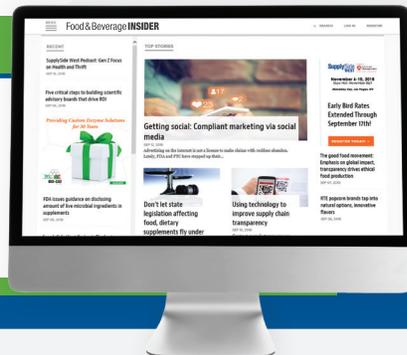
In a stationary position at the bottom of the **Food & Beverage INSIDER** page



- One position available per week.
- Runs for seven (7) consecutive days (Monday through Sunday).
- Ad hyperlinks to preferred URL.

Sponsored Content

- Two positions available per month.
- Native infeed headline placement with link to native advertorial article or advertiser's site.
- Monthly program.



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Food & Beverage Weekly

The **Food & Beverage Weekly** is a great way to reach an engaged audience hungry for the latest **Food & Beverage INSIDER** information supporting the development of clean label, natural and healthy food and beverage products. Whether your goal is to educate readers about your brand or position your ingredients as being pivotal within the industry, this weekly email provides the perfect platform to reach your marketing goals.

25,000+
digital audience

Delivered
every Wednesday

Food & Beverage Weekly Leaderboard (670x90)

- One position available each Wednesday.
- Sent weekly on Wednesday to an engaged audience of 25,000.
- Ad runs immediately below the first article headline and hyperlinks to preferred URL.

Food & Beverage Weekly Rectangles (180x150)

- Two positions available each Wednesday.
- Sent weekly on Wednesday to an engaged audience of 25,000.
- Ad runs in the middle of content scroll and hyperlinks to preferred URL.

[LEARN MORE](#)

Deep Dives

FEBRUARY (Sales reservation – March 30)

Transitional organic & regenerative agriculture

Transitional organic and regenerative agriculture are farming principles and practices that increase biodiversity, enriches soils, improve watersheds and enhance ecosystem services. These practices address climate change and are critical to the future of food. This deep dive will examine how ingredient suppliers and brands are on a mission to change the world by implementing these agricultural methods.

JUNE (Sales reservation – Aug 4)

Plant-based nutrition

Plant-based eating is a red-hot category driven by consumer demand for foods that are minimally processed and made from sustainable ingredients. This deep dive will look at what's on the horizon for plant-based foods and the potential for continued growth and innovation in the category. Key insights will include trending ingredients, areas for growth, supply chain, formulation considerations and current policy issues related to labeling.

SEPTEMBER (Sales reservations – September 11)

Open Topic*

Collaborate with our team to identify a topic to cover in a deep dive format.

[LEARN MORE](#)



Product Development Guides

JANUARY (Materials due – January 9)

Natural Color & Flavor Innovations

Clean label is the new norm, and brands are responding by reformulating to meet demand. Consumers want products free from artificial flavors and synthetic colors, so it is important for formulators to understand ingredient selection and process for natural alternatives. To ensure your food or beverage makes it into as many mouths as possible—and then is enjoyed again and again—it is crucial to get both the flavor and the color just right.

APRIL (Materials due – March 17)

Plant-based Nutrition

Plant-based eating is a red-hot category driven by consumer demand for foods that are minimally processed and made from sustainable ingredients. This guide will look at what's on the horizon for plant-based foods and the potential for continued growth and innovation in the category. Key insights will include trending ingredients, areas for growth, supply chain and formulation considerations.

JUNE (Materials due – May 18)

Sweeteners: Innovations to Meet Consumer Preferences

Sugar is still king of the sweeteners, but the latest nutrition fact panel formats are exposing consumers more readily to just how much sugar and added sugars their packaged foods include. Formulators are charged with finding the latest innovations, sweetener options and appropriate blends for applications that will appeal to the dueling desires for natural, sweet and less added sugar.

JULY (Materials due – June 23)

Fats for Health: Omega-3s, MCT and more

Healthy fats are in the spotlight, and food and beverage manufacturers are turning to ingredient suppliers for clean-label fats and oils that don't compromise taste or function to appeal to the growing market of health-conscious consumers. New Dietary Guidelines suggest a healthy diet should consist of plant-based oils as well as oils naturally present in nuts, seeds, seafood, olives and avocados. This guide will cover trending clean-label fat and oil options, formulation considerations and product development trends.

AUGUST (Materials due – July 28)

Natural Preservatives

Although preservatives are an integral part of food and beverage formulation, the entire category has come under fire in recent years. As consumers are increasingly concerned about what they put in their bodies and therefore reading labels before purchasing products, many now question certain preservatives' necessity, as well as the types of preservatives being used. This guide will discuss label-friendly strategies for freshness and shelf life.

DECEMBER (Materials due – November 23)

Organic and Sustainable

Organic and regenerative agriculture increases biodiversity, enriches soils, improves watersheds and enhances ecosystem services. These farming practices address climate change and are critical to the future of food. For natural product formulators looking to reflect these values, it's imperative to work with suppliers they trust. This guide will explore the various ways that leading-edge ingredient suppliers are creating sustainable supply chains and championing transparency.



[LEARN MORE](#)

Digital Magazines

JANUARY (Materials due – January 21)

Sweeteners and sodium reduction

Rising obesity and cardiovascular disease (CVD) rates continue to draw attention to sugar and sodium levels in the food supply. This magazine will discuss factors driving sugar and sodium reduction; natural ingredients that don't compromise taste; and categories poised for sugar and sodium reform.

FEBRUARY (Materials due – February 13)

Dairy alternatives

Changing dietary habits of consumers toward lactose-free, dairy-free and plant-based/vegan options have led to growing demand for dairy alternative foods and beverages. This magazine will examine market shift and size; trending dairy alternative ingredients; formulation considerations; and key categories poised for robust growth.

MARCH (Materials due – March 11)

Snacks

According to Grand View Research, the global market for snacks will reach US\$33 billion by 2025, driven mainly by consumers who want a healthy grab-and-go option for a snack or meal replacement. This magazine will examine healthy snack categories; cutting-edge ingredients that provide a healthy halo such as protein sources, natural sweeteners, nuts, seeds, fruits, healthy fats; and more.

MAY (Materials due – April 20)

Beverages

Research and Markets predicts the global beverage market is expected to ring up \$1.9 trillion in sales by 2021, as consumers look for drinks that promote health and wellness. This magazine will examine trends influencing new beverage innovation, health-forward ingredients, go-to-market opportunities, formulation and processing considerations, packaging and more.

JUNE (Materials due – June 18)

Clean label bakery

Indulgent categories like bakery are experiencing transformation as demand for clean label options inspires formulation, ingredients and market growth. This magazine will examine market trends including the rise of gluten-free, whole grain, ancient grain and additive-free products; clean label ingredients for bakery applications; and formulation considerations.

JULY (Materials due – July 21)

Fats and oils

Not all fats and oils are created equal, and today's consumers are looking for products with healthy halos. Further, recent regulatory changes geared to address health and sustainability have created opportunity for innovation in the area of better-for-you fats and oils. We'll examine trending clean label fat and oil options; formulation considerations; product development trends; and cost and supply chain considerations.

AUGUST (Materials due – August 19)

Grains

Grains such as wheat, corn and rice are staple foods worldwide, but whole grains and ancient grains are in the spotlight thanks to their nutritional profiles. We'll look at trending grains product launches; how suppliers are identifying, sourcing, growing and pioneering leading-edge organic, transitional and conventional grains; and key food and beverage categories that will benefit from the inclusion of grains.

SEPTEMBER (Materials due – September 18)

Colors and flavors

Clean label is the new norm, and consumers want products free from artificial flavors and synthetic colors, and brands across the globe are responding by reformulating to meet demand. This magazine will look at the global colors and flavors markets to identify market drivers and opportunities; considerations for ingredient selection including formulation and processing; costs; and supply chain.

OCTOBER (Materials due – October 15)

Coffee and tea

Coffee and tea drinks are all the rage, and brands are delivering innovative and flavorful products fortified with functional ingredients such as probiotics or adaptogenic botanicals. We will examine the global market for coffee and tea products, trending functional ingredients, new product innovation and supply chain considerations.

DECEMBER (Materials due – December 9)

Toddler and children's nutrition

Everyone needs the same types of nutrients such as vitamins, minerals, carbohydrates, protein and fat; however, toddlers and children need different amounts of specific nutrients at different ages. This magazine will examine nutritional needs for toddlers and children; ingredients that address specific needs or deficiencies, trending products types, and insight into how brands can succeed in the kids' space.

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Print

WINTER (Materials due – February 4)

Bonus Distribution: Natural Products Expo West

- Sustainability, certifications and claims
- Preserving the nutritional quality of packaged foods
- Kombucha
- Whole food and inclusions

SUMMER (Materials due – May 29)

Bonus distribution: IFT Expo, Natural Products Expo East, Food ingredients North America, SupplySide West

- Plant-based nutrition
- Snacks
- Co-packing
- Alcohol/mocktails
- Organic vs. non-GMO



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