

**Gourmet Insider** offers you the most direct access to your gourmet store customer because it delivers what operators need...information that helps them compete. **Gourmet Insider** is for and about gourmet store operators who want to succeed, offering them tips, strategies and success stories from the people who know best - store operators themselves.

Look what readers and advertisers have to say about **Gourmet Insider**...

"I want the **inside track** on what's happening with smaller independent businesses around the country and I feel **Gourmet Insider is more focused** and **more in tune** with the independent gourmet stores than many of the other magazines."

**Mary Moore,**  
**The Cook's Warehouse**

"**I really enjoy reading** about other retailers throughout the country. Gourmet Insider has a **very good insight** on our business. Gourmet stores all have the same issues about who the competition is, and reading about other people throughout the country and their success stories **helps keep me going.**"

**Rick Kratchman,**  
**Kitchen Kapers**

Gourmet Insider **directly addresses our particular focus**, which is gourmet specialty stores. The magazine has a good combination of a focus on our types of products and our types of customers.

**George Bente,**  
**Scanpan**

**We think Gourmet Insider is great** because it reaches out to our gourmet store customers like no other publication.

**Wayne Adriaens,**  
**Nordic Ware**

# 2008 Gourmet Insider Editorial Calendar

Issue	Trend Watch	Sections	Show/Special Coverage
Jan-Feb	<b>Summertime Entertaining:</b> Cooking and Serving In The Great Outdoors	<b>Insider Insights:</b> Strategies, tips and practical stories from retailers themselves <b>Shelf Talk:</b> Hot products <b>The Dish:</b> breaking news, useful tips and events from across the industry	Int'l. Home & Housewares Show
Mar-Apr	<b>Cooking With Steam:</b> Electric and Non-Electric Cooking Methods That Deliver Healthier, More Flavorful Meals	<b>Insider Insights:</b> Strategies, tips and practical stories from retailers themselves <b>Shelf Talk:</b> Hot products <b>The Dish:</b> breaking news, useful tips and events from across the industry	New York Tabletop Market
May-Jun	<b>Better By Design:</b> Developing more functional, attractive gourmet housewares products through design	<b>Insider Insights:</b> Strategies, tips and practical stories from retailers themselves <b>Shelf Talk:</b> Hot products <b>The Dish:</b> breaking news, useful tips and events from across the industry	Gourmet Housewares Show
Jul-Aug	<b>Christmas in July:</b> Holiday Planning Guide: A look at key electrics, kitchenware and serving Must Have's for the holiday season	<b>Insider Insights:</b> Strategies, tips and practical stories from retailers themselves <b>Shelf Talk:</b> Hot products <b>The Dish:</b> breaking news, useful tips and events from across the industry	New York Gift Fair
Sep-Oct	<b>The Functional Kitchen</b> A look at space and time saving products to enhance consumer productivity	<b>Insider Insights:</b> Strategies, tips and practical stories from retailers themselves <b>Shelf Talk:</b> Hot products <b>The Dish:</b> breaking news, useful tips and events from across the industry	New York Tabletop Market <i>Coffee &amp; Tea Report</i>
Nov-Dec	<b>The Color of Money:</b> Gourmet Insiders reveal 2007's "Best Sellers" and share their "Wish List" for 2008	<b>Insider Insights:</b> Strategies, tips and practical stories from retailers themselves <b>Shelf Talk:</b> Hot products <b>The Dish:</b> breaking news, useful tips and events from across the industry	New York Gift Fair <i>State of the Industry Report</i>