

# EDITORIAL & TRADE SHOW DISTRIBUTION

January	February	March	April	May	June
<p><b>I LIKE THE NIGHTLIFE</b> How expanding your business hours into the evening can boost profits.</p> <p><b>SURVIVAL BY SYRUPS</b> The latest in syrups, flavorings and the liquid sugar trend.</p> <p><b>SPECIALTY COFFEE MONTH PREVIEW</b></p>	<p><b>THE DRIVE-THRU DREAM</b> What's new in drive-thru equipment.</p> <p><b>COFFEE &amp; COMPUTERS</b> Options in Internet service for your customers.</p> <p><b>INNOVATIONS IN ICED COFFEE AND TEA DRINKS</b> What's new for the summer?</p>	<p><b>MEET THE ROASTERS GUILD</b> In its sixth year, the SCAA's Roasters Guild continues to grow and promote roasting education.</p> <p><b>BUBBLE TEA BONANZA</b> Delve into the popularity of this ever-growing trend.</p> <p><b>SCAA SHOW PREVIEW</b></p>	<p><b>10 SUCCESSFUL PROMOTIONS</b> How 10 retailers increased their profits through promotions.</p> <p><b>UNDERSTANDING LICENSING AND COPYRIGHT LAWS</b> Protect yourself and your investments.</p> <p><b>COFFEE CUPPING 101</b> A refresher course in cupping.</p> <p><b>SPECIAL TEA SECTION</b></p>	<p><b>THE DOWN AND DIRTY ON DISPLAY CASES</b> Find the perfect fit for your business.</p> <p><b>BRING OUT THE BLENDERS</b> What's new on the market?</p> <p><b>FLAVORED TEAS VS. SCENTED TEAS</b> What's the difference and why it matters.</p>	 <p>Our award-winning annual special issue devoted to all things <b>coffee</b>.</p>
SHOWS	SHOWS	SHOWS	SHOWS	SHOWS	SHOWS
<p><i>NASFT Fancy Food Show San Francisco</i></p> <p><i>Specialty Coffee Association of Europe World Conference and Exhibition Rimini, Italy</i></p>	<p><i>Specialty Coffee Association of Europe World Conference and Exhibition</i></p>	<p><i>International Restaurant and Food Service Show of New York</i></p> <p><i>Coffee Fest Washington D.C.</i></p> <p><i>Take Me 2 Tea Expo</i></p>	<p><i>Northwest Foodservice Show</i></p> <p><i>Specialty Coffee Association of America's 16th Annual Conference and Exhibition</i></p>	<p><i>NASFT Fancy Food Show Chicago</i></p> <p><i>Gourmet Products Show</i></p> <p><i>National Restaurant Association Show Chicago</i></p>	<p><i>Canadian Coffee &amp; Tea Expo</i></p> <p><i>Coffee Fest Las Vegas</i></p> <p><i>Fifth Annual World Barista Championship</i></p>
July	August	September	October	November	December
<p><b>CARTS, KIOSKS AND THE NEW MILLENNIUM</b> Stay on top of new developments in this expanding market.</p> <p><b>CARRY ON</b> The latest in thermal mugs and tumblers.</p> <p><b>KOSHER COFFEE AND TEA</b> A new consideration in specialty beverage retailing.</p>	<p><b>GETTING A JUMP ON HOLIDAY SALES</b> Sell your customers on the gift of coffee and tea.</p> <p><b>INSURING YOUR SUCCESS</b> What types of insurance options do small businesses need?</p> <p><b>NASCORE 2004 PREVIEW</b></p>	<p><b>THE POTENTIAL OF POPS</b> How point-of-purchase sales can raise your bottom line.</p> <p><b>PANINI AND OTHER PROFITABLE SNACKS</b> Considerations for expanding your food menu.</p> <p><b>BIG ON BISCOTTI</b> With so many varieties, how should you choose?</p>	<p><b>GO GO GADGETS</b> The coolest, newest coffee- and teahouse gadgets on the market.</p> <p><b>UNDERSTANDING BRANDING</b> Offering your-name-here merchandise can boost your image and sales.</p>	<p><b>THE CHOCOLATE FACTORY</b> From powders to pastries, syrups to sweets, chocolates bring in cash.</p> <p><b>COFFEE &amp; TEA FOR BEGINNERS</b> How to use consumer education as your top selling tool.</p> <p><b>CHARACTERS IN COFFEE</b> Meet one of the industry's most important pioneers.</p>	 <p>Our highly anticipated annual special issue, the Tea Almanac is an award-winning volume for <b>tea</b> professionals and enthusiasts alike.</p>
	SHOWS	SHOWS	SHOWS	SHOWS	
	<p><i>Western Foodservice Hospitality Expo Los Angeles</i></p>	<p><b>Nascore</b> <b>Specialty Coffee &amp; Tea Trade Show</b> September 10-12, 2004</p>	<p><i>Coffee Fest Seattle</i></p> <p><i>Tea Association of the USA Convention</i></p>	<p><i>Kona Coffee Cultural Festival</i></p> <p><i>International Hotel/Motel &amp; Restaurant Show New York City</i></p>	