

# Better Wholesaling Insight

Better Wholesaling Insight gets to the heart of key issues within the wholesale industry, keeping wholesalers across the country informed and helping them run more efficient operations.

Each issue includes a comprehensive, insight-led report on a key topic, including interviews, legislation, data and forecasting, to help wholesalers make profitable business decisions. Key categories are also covered in depth, with a focus on analysis and leading trends.

Better Wholesaling Insight is the perfect platform for suppliers to the wholesale channel to share best-practice advice, latest product launches and more, with the title's audience of over 4,500 decision-makers working in the convenience and foodservice wholesale industry.

"Better Wholesaling Insight is an invaluable source of information on our sector. From news to in-depth insight and features on the latest trends, it provides thought-provoking reporting on our fast-moving industry."  
*Guy Swindell, managing director, Parfett's*

"We see Better Wholesaling Insight as one of the top magazines to work with and learn from, with fantastic insight into current news stories, best-practice advice, and interesting and diverse features."  
*Tom Gittins, managing director, Confex*

**Advertising artwork deadlines**  
Nine business days  
prior to press

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Want to engage  
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wholesalers?  
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## Our 2024 editions will be covering:

### MARCH



**INSIGHT REPORT** *Taking on tech*: How to take advantage of AI and other innovative operational and financial technologies, and how to efficiently implement them into your business

**SECTOR REVIEW**: Breakfast

**SECTOR REVIEW**: Soft drinks and sports & energy drinks

**FOODSERVICE FOCUS**: Hotels & restaurants

### JUNE



**INSIGHT REPORT** *Innovation & strategy*: How to become an innovative business and achieve long-term success through innovation, exporting and product diversification

**SECTOR REVIEW**: Price-marked packs

**SECTOR REVIEW**: Tobacco, vaping & next-gen nicotine

**FOODSERVICE FOCUS**: Retail (coffee shops, cafés, bakeries, garden centres, delicatessens)

**SPECIAL FEATURE**: Buying groups

### SEPTEMBER



**INSIGHT REPORT** *Diversity & inclusion*: How to foster a diverse and inclusive workplace that caters for both employees and customers using ERGs.

**DATA REVIEW**: What to stock

**SECTOR REVIEW**: Bonfire Night, Halloween & Christmas

**FOODSERVICE FOCUS**: Pubs & bars

### DECEMBER



**INSIGHT REPORT** *Going green*: How to become a profitable and sustainable wholesaler in every area of your operation

**SECTOR REVIEW**: Cold brews & hot beverages

**SECTOR REVIEW**: Confectionery

**FOODSERVICE FOCUS**: Round-up

**SPECIAL FEATURE**: Wholesale must-stocks