

Better Wholesaling Insight

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

Each issue includes comprehensive reports on two key topics, including interviews, legislation updates, 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 more than 5,000 decision-makers working in the convenience and foodservice wholesale industry.

"At Lamb Weston we highly value Better Wholesaling Insight as one of the best ways to deliver key information and inspiration to the wholesale channel. This publication provides an innovative range of engaging ways, through which we can tell our story. The team at Better Wholesaling Insight are also highly collaborative, supporting with great ideas and advice on how best to leverage their media."

Craig Wescott, Trade Marketing Manager UK & Ireland, Lamb Weston

Please get in touch if you want to showcase your company in one of our new regular sections:



Want to engage in depot with wholesalers?

Ask about our Working Together projects

EDITORIAL

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ADVERTISING

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AD PRODUCTION

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Our 2025 editions will be covering:

MARCH



Insight report focus:

- Market Overview
- AI
- Sector Reviews:**
 - Breakfast, lunch & dinner
 - The complete guide to soft drinks
 - Tobacco & next-gen nicotine
- **Buying group briefing**
- **Foodservice focus**

JUNE



Insight report focus:

- Technology
- New markets
- Sector Reviews:**
 - Price-marked packs
 - The complete guide to alcohol
- **Buying groups: Annual Guide**
- **Foodservice focus**

SEPTEMBER



Insight report focus:

- Diversity, Equality & Inclusion
- E-commerce
- Sector Review:**
 - Halloween, Christmas & New Year
- Special feature:**
 - What To Stock
- **Buying group briefing**
- **Foodservice focus**

DECEMBER



Insight report focus:

- Sustainability
- Innovation
- Sector Reviews:**
 - Hot beverages, RTD teas and coffees
 - Confectionery
- Special feature:**
 - Wholesale Must-Stocks
- **Buying group briefing**
- **Foodservice focus**

Deadlines

Editorial: Four weeks prior to cover date

Advertising: 14 calendar days prior to cover date