

JANUARY:

- Online Ordering & 3rd Party Delivery
- **Reservations due: 11/29**
- **Material due: 12/6**

FEBRUARY:

- International Pizza Expo Pre-Show Issue!
- Special ways to increase your check averages
- **Reservations due: 12/28**
- **Material due: 1/5**
- Ask your representative about our Preferred Supplier Program!!

MARCH:

- International Pizza Expo 2017 Issue
- **Reservations due: 1/25**
- **Material Due: 2/1**
- Ask your representative about our Preferred Supplier Program!!
- Bonus Distribution: 7,000 additional copies, including the Official Show Guide, will be handed out to every person walking through the front entrance of Pizza Expo!

APRIL:

- There's BIG Profits in Pasta!
- **Reservations due: 2/24**
- **Material due: 3/1**
- Bonus Distribution: Pizza & Pasta Northeast, October '17

MAY:

- Specialty Cheese Guide 2017
- **Reservations due: 3/29**
- **Material due: 4/5**

JUNE:

- Multiple Styles of Pizza in One Store!
- **Reservations due: 4/28**
- **Material due: 5/5**

JULY:

- Wood vs. Coal vs. Gas vs. Electric;
Does it really make a difference?
- **Reservations due: 5/31**
- **Material due: 6/7**

AUGUST:

- Independent Pizzeria of the Year
- **Reservations due: 6/27**
- **Material due: 7/5**

SEPTEMBER:

- Pizza & Pasta Northeast Pre-Show Issue
- Easy-to-Prepare Italian Meals
- **Reservations due: 7/28**
- **Material due: 8/4**

OCTOBER:

- Pizza & Pasta Northeast Show Issue
- Hot 100 Independents
- **Reservations due: 8/29**
- **Material due: 9/6**
- Bonus Distribution: 2,000 additional copies, including the Official Show Guide, will be handed to every person walking through the front entrance of Pizza & Pasta Northeast.

NOVEMBER:

- Top 100 Companies, who are they and why?
- **Reservations due: 9/28**
- **Material due: 10/5**

DECEMBER:

- 2018's Menu Development & Recipe Guide
- **Reservations due: 10/25**
- **Material due: 11/2**

