

**AltMeat**

# 2024 EDITORIAL OVERVIEW

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READERS AND MARKETERS



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## ONLY ALT-MEAT IS DEDICATED TO THE BUSINESS OF MEAT ALTERNATIVES

Alt-Meat is the only multimedia brand focused exclusively on the meat alternatives market, including the producers of plant-based, cultivated, fermented and blended products. It is read by decision makers at mission driven brands, as well as divisions and brands at traditional meat and food processing companies.

Our coverage of the meat alternatives industry includes business and financial updates, best practices, scientists, visionaries and entrepreneurs to watch, regulatory updates and more. Our award-winning team of journalists and highly respected contributors have the knowledge and experience to cover this emerging industry in depth, with perspective and strategic analysis.



### 2024 EDITORIAL SCHEDULE

PUBLISHING DATE	AD CLOSING	MATERIALS DUE	BONUS DISTRIBUTION
<b>FEBRUARY</b>	Dec. 27, 2023	Jan. 5, 2024	
<b>APRIL</b>	Feb. 22	March 1, 2024	Bridge2Food Summit Americas 2024 April 9-10—Minneapolis, MN
<b>JUNE</b>	April 26	May 3, 2024	Bridge2Food Summit Europe 2024 June 5-6—The Hague, Netherlands  IFT FIRST Annual Event & Expo July 14-17—Chicago, IL
<b>AUGUST</b>	June 28	July 5, 2024	Plant Based World Expo Sept. 11-12—New York, NY
<b>OCTOBER</b>	Aug. 23	Sept. 3, 2024	
<b>DECEMBER</b>	Oct. 25	Nov. 1, 2024	IPPE Show 2025 Jan. 28-30, 2025—Atlanta, GA



## ALT-MEAT COVERS THE BUSINESS OF MAKING PLANT-BASED, CULTURED, FERMENTED AND BLENDED MEAT PRODUCTS

### SOME OF OUR FAVORITE STORIES OF 2023

**Oceans of Opportunity** Alt-Meat profiled materials science engineer, Michelle Wolf, who co-founded New Wave Foods in 2015, aiming to create sustainable, plant-based shrimp. This 29-year-old discussed what it will take to save the oceans and lead a team to create killer alt-seafood.

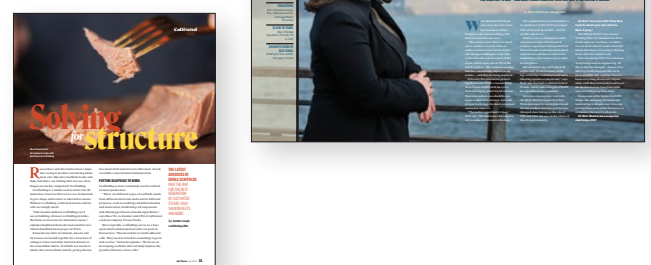
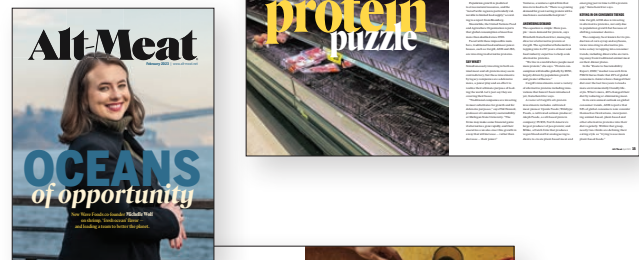
**Breaking the Mold** Alt-Meat provided readers with an inside view of New School CEO: Serial entrepreneur Chris Bryson, whose first startup was bought by Instacart for millions. Bryson discusses a three year journey to find a new process that improves the texture of alternative meats: directional freezing. In our interview with Bryson we discuss everything from product development to founding a company and investing in alternative proteins.

**Coming Clean** Methylcellulose has grabbed its fair share of headlines – and inspired several ‘clean-label’ alternatives for the sector. In this article Alt-Meat explores this widely vilified ingredient and other common ingredients that pose a problem for consumers looking for a clean label.

**Hype & Hope** The market for plant-based meat has become crowded and noisy and growth has slowed. Alt-Meat talked with marketing and branding experts about what’s gone wrong – and how plant-based brands can turn things around.

**The Protein Puzzle** In this article, Alt-Meat revealed why big meat companies and big ag are betting on the future of alternative proteins. Readers get perspectives from Cargill, ADM and more.

**Solving for Structure** Scaffolding plays a variety of roles in the development of alt-meat products, from nurturing growing cells to providing structure for the final project. Alt-Meat continued its award-winning science coverage with this probe of industry experts to learn the benefits and negatives of this unique tool.



Ask your account executive about building your brand with Alt-Meat as well as with Meatingplace and CarneTec in the North American and Latin American meat industries.

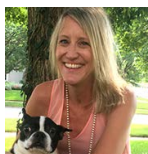
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