

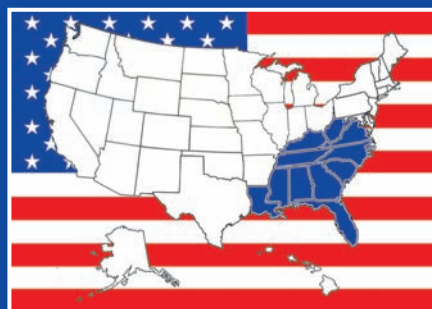
# THE SHELBY REPORT OF THE SOUTHEAST

Month	Closes	Features	Profile	Conventions <i>(Bonus Distribution!)</i>
January	November 30, 2011	<ul style="list-style-type: none"> <li>Distributors</li> <li>Disaster Preparedness, Part I</li> </ul>	Georgia	NASFT Winter Fancy Food Show ..... 1/15-17 FMI Midwinter Executive Conference ..... 1/29-31
February	January 12, 2012	<ul style="list-style-type: none"> <li>Wholesalers &amp; Independent Grocers</li> <li>Disaster Preparedness, Part II</li> </ul>	Alabama	The N.G.A. Show ..... 2/12-15 AWMA Conference & Expo ..... 2/15-17 Gulf Coast Food & Fuel Expo ..... 2/29-3/1
March	February 8, 2012	<ul style="list-style-type: none"> <li>Ethnic Merchandising</li> </ul>	South Florida	Southeast Petro-Food Marketing Expo ..... 2/29-3/1 Southeast Produce Council Southern Exposure 2012 ..... 3/1-3 Mexican American Grocers Association Conference ..... 3/9-11 International Boston Seafood Show ..... 3/11-12 Int'l Home & Housewares Show ..... 3/11-13 Southeastern Frozen & Refrigerated Show ..... 3/28-31
April	March 7, 2012	<ul style="list-style-type: none"> <li>Equipment, Services &amp; Technology</li> <li>Inside the Mind of the Grocery Buyer, Part I</li> </ul>	Central Florida	NARMS Spring Conference ..... 4/14-17 Food Safety Summit ..... 4/17-19 AMI Convention & Expo ..... 4/30-5/3 United Fresh ..... 4/30-5/3 FMI Show ..... 4/30-5/3
May	April 4, 2012	<ul style="list-style-type: none"> <li>Candy &amp; Snacks</li> <li>Inside the Mind of the Grocery Buyer, Part II</li> </ul>	N/A	Sweets & Snacks Expo ..... 5/8-10 ROFDA Spring Conference ..... 5/19-22 IFBA Top to Top Conference ..... TBD
June	May 2, 2012	<ul style="list-style-type: none"> <li>Dairy/Deli/Bakery</li> </ul>	North Florida	Tennessee Grocers Convention/World of Food & Fuel Expo .. 5/31-6/2 IDDBA Dairy-Deli-Bake ..... 6/10-12 KeHE Holiday Show ..... 6/10-12 NASFT Summer Fancy Food Show ..... 6/17-19 Georgia Assoc. of Convenience Stores Convention ..... 6/24-26
July	June 6, 2012	<ul style="list-style-type: none"> <li>Organized Retail Crime, Part I</li> </ul>	Louisiana/ Mississippi	Georgia Food Industry Association Convention ..... 7/11-15 Carolinas Food Industry Council Show ..... 7/19-22 Alabama Grocers Association Convention ..... 7/23-25 Southwest Meat Association Show ..... 7/25-28
August	July 11, 2012	<ul style="list-style-type: none"> <li>Meat/Seafood/Poultry</li> <li>Organized Retail Crime, Part II</li> </ul>	Tennessee	Expo Comida Latina ..... 8/12-14 GMA Executive Conference ..... 8/25-28
September	August 8, 2012	<ul style="list-style-type: none"> <li>Top 25</li> </ul>	Kentucky	Southeast Produce Council Conference ..... 9/20-22
October	September 5, 2012	<ul style="list-style-type: none"> <li>C-Stores</li> <li>Produce Xtra</li> </ul>	The Carolinas	National Frozen & Refrigerated Foods Convention ..... 10/6-9 NACS Show ..... 10/7-10 Southern C-Stores & Petroleum Show ..... 10/24-25 PMA Fresh Summit ..... 10/26-29 IFDA Convention & Expo ..... 10/29-31
November	October 3, 2012	<ul style="list-style-type: none"> <li>Grocers &amp; Social Media, Part I</li> </ul>	Virginia	PLMA Private Label Trade Show ..... 11/10-13 ROFDA Fall Conference ..... 11/10-13
December	October 31, 2012	<ul style="list-style-type: none"> <li>State of the Southeast</li> <li>Grocers &amp; Social Media, Part II</li> </ul>	N/A	

## SOUTHEAST Circulation

### Business Classifications

Supermarket Headquarters	42.8%	6,553
Supermarket Store Mgrs.	30.1%	4,609
Manufacturers	11.5%	1,761
C-Store Headquarters	5.5%	842
Wholesale Headquarters	7.0%	1,072
Food Brokers	2.0%	306
Others	1.1%	168
<b>TOTAL</b>	<b>100%</b>	<b>15,311</b>



Alabama	1,392
Florida	2,426
Georgia	2,244
Kentucky	881
Louisiana	681
Mississippi	528
North Carolina	1,907
South Carolina	1,026
Tennessee	1,172
Virginia	1,056
West Virginia	115
Other U.S.	1,883
<b>TOTAL</b>	<b>15,311</b>