Better Wholesaling

Better Wholesaling delivers a clear understanding of the most important issues shaping the wholesale industry, ensuring convenience and foodservice wholesalers stay informed and operate more effectively.

Each edition features in-depth reports on crucial subjects, from exclusive interviews and legislative updates to data analysis and market forecasts, providing wholesalers with the insights they need to make smarter, more profitable decisions. Core product categories are also explored in detail, with expert analysis and coverage of emerging trends.

For suppliers to the wholesale sector, Better Wholesaling offers an ideal platform to showcase best-practice guidance, product launches and industry expertise to an engaged audience of more than 5,000 key decision-makers across convenience and foodservice wholesale.

"The Wholesale Group values Better Wholesaling as one of the leading industry publications. With fantastic insight into current stories throughout wholesale, best-practice advice, and interesting and diverse features, we see it as one of the top magazines to work with and advertise in. We look forward to continuing to collaborate with Better Wholesaling to keep the industry up to date with information from buying groups."
Jess Douglas, joint managing director, The Wholesale Group.

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

BUYING GROUP BRIEFING

FOODSERVICE *FOCUS*

Want to engage in depot with wholesalers?
Ask about our Working Together projects

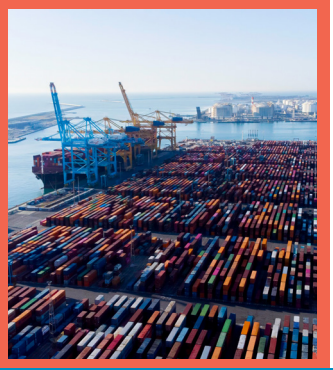
EDITORIAL
editorial@newtrade.co.uk
07960 935659

ADVERTISING
commercialteam@newtrade.co.uk
07597 588963

AD PRODUCTION
productioncoordinator@newtrade.co.uk
07597 588954

Our 2026 editions will be covering:

MARCH



Insight report:
Regulation, policy & economics
- Policy outlook for wholesale: 2026-2027
- DRS lessons from abroad
- Export and import trends

Sector reviews:
- Breakfast, lunch & dinner
- The complete guide to soft drinks
- **Buying group briefing**
- **Foodservice focus**

JUNE

Insight report:
People, culture & leadership
- Women leading in wholesale
- Mental health & well-being
- Attracting the next generation

Sector reviews:
- Price-marked packs
- The complete guide to alcohol
- Tobacco & next-gen nicotine
- **Buying groups: annual guide**
- **Foodservice focus**

SEPTEMBER

Insight report:
Sustainability & ESG
- Net zero wholesale
- ESG reporting
- Green transport innovations

Sector reviews:
- Halloween, Christmas & New Year

Special feature: What to stock
- **Buying group briefing**
- **Foodservice focus**

DECEMBER

Insight report:
Market trends & strategy
- The changing shape of wholesale
- Competing on service, data & experience
- AI & automation in wholesale operations

Sector reviews:
- Hot beverages, RTD teas & 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