

2026 SmartBrief Multi-Sponsored Editorially Driven Webinars

Food & Beverage

PRESENTING PARTNER



SmartBrief is offering you an exclusive series of editorially driven webinars, featuring expert speakers and industry thought leaders. These sessions will explore emerging trends and future directions, providing valuable insights to help your business stay ahead.

This webinar series is your opportunity to showcase your brand, connect with key decision-makers, generate high-quality leads, and position your company as a leader in your industry.

Save these dates to plan year-round engagement, adapt to seasonal trends, and support long-term relationship-building.

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SmartPanel **Lead Goal: 150**

Benefits:

- Thought leadership/speaking opportunity
- Brand alignment & exposure to SmartBrief readers
- Lead generation

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Package Includes:

- Thought leadership with one of your subject matter experts in a roundtable discussion with a SmartBrief moderator
- Brand recognition in all promotions and during the roundtable
- Lead generation with a minimum of 150 registrants delivered post webinar including full demographics collected during registration
- Engage audiences with Q&A and your handout to further qualify attendees
- Continued exposure with on-demand hosting



\$10,000

Contact your **SmartBrief sales team** today to learn more

Webinar Calendar 2026



SmartPanel Webinar

DEC 3, 2025

Smart Operator: How Consumer Trends are Driving Operational Shifts in Foodservice

SOLD

From automation and labor strategies to off-premise optimization, this session will explore how shifting consumer expectations are reshaping how restaurants and foodservice operators run their businesses — and what tools or approaches they're using to keep up.

Target Audience:

Foodservice operations



SmartPanel Webinar

Sponsor Deadline: May 8

JUN 4, 2026

Product and Menu Innovation: How Data is Shaping the Next Big Hits in Food

SOLD

From prepared foods and private label to menu development and flavor trends, discover how foodservice and retail brands are using consumer insights, sales data and predictive tools to drive product success across channels.

Target Audience:

Food manufacturing, food retail and foodservice industry professionals



SmartPanel Webinar

Sponsor Deadline: June 12

AUG 6, 2026

Where foodservice meets retail: Strategy, innovation and winning formats

As retail and foodservice converge, the most successful operators are rethinking formats, forging new partnerships and creating hybrid experiences that meet consumers wherever they are. In this session, industry leaders unpack the strategies, innovations and real-world examples driving growth in grocery foodservice, convenience and beyond.

Target Audience:

Foodservice and food retail industry professionals



SmartPanel Webinar

Sponsor Deadline: August 7

SEPT 2026

Next-gen Global Flavors: The Future of Menu Innovation in US Foodservice

As diners crave new experiences and global influences become increasingly mainstream, international flavors are reshaping foodservice across segments. This session explores how operators are incorporating global cuisines and ingredients into menus -- from authentic regional fare to unique creations born from third culture cuisine. Learn how evolving consumer tastes, cultural crossovers and data-backed insights are driving the next wave of flavor innovation in US foodservice and retail.

Target Audience:

Foodservice industry professionals

Don't see a topic that suits your needs?

Ask us about creating a custom single-sponsored event or eBook tailored for you!