

THE BEVERAGE JOURNAL EDITORIAL CALENDAR

ISSUE/MONTH	MATERIALS DEADLINE	CATEGORY FOCUS	INDUSTRY NEWS, ISSUES & TRENDS	MERCHANDISING, MANAGEMENT & MARKETING	WINE FOCUS
JAN	Space: 12/1 Material: 12/8	› When Big Companies Buy Craft Brands	› Wine in Cans: Here to Stay?	› How Wineries Allocate Top Cuvées	› Cold Weather Whites
FEB	Space: 12/29 Material: 1/5	› Organic/Green Wine Practices & Marketing	› Beverage Programs in “No Tipping” Restaurants › Return of Savory Cocktails	› Valentine’s Day Cocktail Round-Up	› On-Premise Only Wines: Do They Work?
MAR	Space: 1/26 Material: 2/5	› Irish Whiskey	› Wine & Cocktail Book Round-Up	› How Small Retailers Compete with Large Chains	› Chianti 101
APR	Space: 2/23 Material: 3/8	› Selling Tequila › Mezcal Goes Mainstream	› The Changing World of Retail: Expansion of Delivery Online	› Top 10 Retailer FAQs › Spring Cocktail Round-Up	› Piedmont’s Value Wines
MAY	Space: 3/30 Material: 4/6	› Gin Trends to Watch	› Sangria Explodes › Retailer Pet Peeves	› Understanding Wine Education & Certification Offerings › Trendspotting: Frozen Cocktails	› Finding Value in Bad Vintages
JUNE	Space: 4/27 Material: 5/8	› Rum’s New Directions	› Wine-On-Tap	› Beer Update › Dealing with Slow-Moving Product	› Wine Region to Watch: Finger Lakes
JULY	Space: 5/31 Material: 6/8	› Vodka’s of the World	› July 4th Cocktail Round Up	› The Changing World of Retail: Top 10 things sales reps do wrong	› Entry-level Burgundy
AUG	Space: 6/27 Material: 7/6	› Cider 101	› Packaging Trends that are Gaining Traction	› Brunch Cocktails: Beyond the Mimosa	› Wine Region to Watch: Paso Robles
SEPT	Space: 7/26 Material: 8/8	› Blended Scotch Round-Up	› 10 Up-and-Coming Mixologists	› Glassware 101	› Wine Region to Watch: German Pinot Noir
OCT*	Space: 8/28 Material: 9/7	› Vermouth, Sherry & Aromatized Wines	› Trendspotting: Aquavit	› Halloween Cocktail Round-Up	› How Climate Change is Impacting Top Wine Regions
NOV	Space: 9/28 Material: 10/5	› The Future of Scotch	› Premiumization & Profit for the Holiday Season	› Holiday Packaging Feature	› Wine Region to Watch: Portugal
DEC	Space: 10/26 Material: 11/8	› Cognac/Armagnac	› Holiday Cocktail Round-Up	› Next Steps: Sommeliers Who’ve Left the Floor	› Vintage Champagne

*OND ad annual specials available. Contact Dana Slone.

COLUMNS

In addition to our monthly features, each issue contains recurring columns which cover all the important trends and developments in the beverage alcohol business:

New Products

The latest wines, spirits and beers to hit the market.

The Changing World of Retail

How to best compete in the increasingly complex retail environment.

Trendspotting

Reporting on the most current innovations and next new thing in the industry.

The Find & Wine Buzz

A spotlight on hard-to-find or one-of-a-kind new wine and spirits products.

Last Call

An insider’s look at the cocktails trending today.

Talkin’ Tech

The latest technology which can influence better selling.

Industry Profiles

A peek behind the curtains of the most successful restaurateurs, retailers, importers and distributors.



SPECIAL BONUS DISTRIBUTION*

- FEBRUARY** South Beach Food & Wine Festival
- APRIL** Wine & Spirits Wholesalers of America Convention
- MAY** NABCA Control States Convention
- OCTOBER** New York City Wine & Food Festival

* Select states, nationally via Beverage Media Group. Ask about localized CT and RI features and opportunities.



EXPANDED COCKTAIL & SOMMELIER COVERAGE

We are making room in 2018 for more mixology. In addition to Last Call, focusing on a single drink, we are going to morph our popular online cocktail round-ups into the print magazine as well, tapping seasonal, thematic or trend-oriented angles. Look for regular Q&A’s with America’s top sommeliers on the trends they are seeing in their restaurants, as well as tips on managing wine programs, and help demystifying wine jargon.