

ISSUE/MONTH	CATEGORY NEWS	INDUSTRY NEWS, ISSUES & TRENDS	MERCHANDISING, MANAGEMENT & MARKETING FEATURES	WINE FOCUS
JANUARY SPACE: 11/30 MATERIAL: 12/8	Cool Climate South Africa	The Shift to Low-Alcohol Cocktails	Understand the Art of Hand-Selling	Chardonnay 101
FEBRUARY SPACE: 12/30 MATERIAL: 1/7	Champagne 101	Know the Top Regions for Wine Value	The Advantage of an Unusual Wine List	High-End Blends
MARCH SPACE: 1/28 MATERIAL: 2/5	Canadian Whisky 101 Irish Whiskey	Is Natural Wine Here to Stay?	Incorporating Tea & Herbal Cocktails on Your List	Alsace
APRIL SPACE: 2/25 MATERIAL: 3/7	Agave Spirits: Tequila, Mezcal & Cousins	The Changing World of Retail: Expansion of Online Rapid Delivery	Beer Update Top 10 Retailer FAQs	Priorat
MAY SPACE: 3/20 MATERIAL: 4/7	Test Your Staff's Gin 1Q	Sangria Grows	What Your By-the-Glass List Says About Your Restaurant	Rising Star Wine Regions: Finger Lakes
JUNE SPACE: 4/28 MATERIAL: 5/6	Rum Cocktails	Health & Labeling: Making Sense of Gluten-Free, Organic & Anti-Oxidants	Trendspotting: Frozen Cocktails	Develop Your Rosé Strategy
JULY SPACE: 5/27 MATERIAL: 6/8	Test Your Staff's Vodka 1Q	10 Top Cocktail Trends to Watch	The Changing World of Retail	Is it Time for Canadian Wine?
AUGUST SPACE: 6/27 MATERIAL: 7/7	Limoncello & Fruit Liqueurs	Packaging Trends that are Gaining Traction	Savory Cocktails	Riesling 101
SEPTEMBER SPACE: 7/26 MATERIAL: 8/8	Test Your Staff's Bourbon 1Q	2017 Up-and-Coming Mixologists	Selling Kosher Wine Help Your Customers Build a Start-Up Bar	Syrah/Shiraz 101
OCTOBER SPACE: 8/26 MATERIAL: 9/7	Understanding the Spanish Wine Evolution	Glassware 101	Gift Merchandising Strategies	Local Wine
NOVEMBER SPACE: 9/26 MATERIAL: 10/7	Technology Training	Grenache 101	Holiday Packaging Feature	Cava's Upscale Offerings
DECEMBER SPACE: 10/27 MATERIAL: 11/7	Cognac vs. Armagnac: Selling Points	Social Media Update	Cabernet Sauvignon 101	Champagne vs. Prosecco: A New Approach to Selling

SPECIAL FEATURES

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

NEW PRODUCTS & PROMOTIONS

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

RISING STAR WINE REGIONS

Which wine regions should you be paying attention to?

THE CHANGING WORLD OF RETAIL

How to best compete in the increasingly complex retail environment.

TRENDSPOTTING

Reporting on the most current innovations and next-newthing in the industry.

THE FIND

A spotlight on hard-to-find or one-of-a-kind new 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

EDUCATIONAL SERIES

Our "Back to Basics" **101** education series, which focuses on spirits categories in 2016 will shift to varietal and regional wine categories, emphasizing specific selling tips.

For spirits we are introducing a new department, "Test Your **1Q**," which aims to be topical, educational and entertaining. What makes gin different from liqueur? What does it mean when a vodka is "triple distilled"? Through a series of category-focused questions, we will embrace facts and dispel myths.

Readers of both these accessible primers will walk away with a comprehensive understanding of each spirit and wine category, and feeling a little bit more like an expert.