

category focus

industry news, issues and trends

merchandising, management and marketing features

tasting corner

<b>January</b> SPACE: 11/25 MATERIAL: 12/8	Hard Cider	Wine on Tap: The New Way to Pour	Social Media: What it Means for Your Business	New Wine Frontiers: India, China, Turkey and more
<b>February</b> SPACE: 12/28 MATERIAL: 1/7	Rye Whiskey	Culinary Cocktails	How Long is Too Long? Determining Product Shelf Life	Austrian Wine Update
<b>March</b> SPACE: 1/28 MATERIAL: 2/7	Pisco Craft Beers	New Generation of Ready-To-Drink Sangria	Chain Restaurants: What They Can Teach You	Rediscovering Madeira
<b>April</b> SPACE: 2/25 MATERIAL: 3/8	Tequila Boom & Bust	Understanding the Demographic of Your Customers	Upgrading Your Beer Program Ice Programs: New Products & Technology	Wines of the Loire and Why Sommeliers Love Them
<b>May</b> SPACE: 3/25 MATERIAL: 4/6	New Gin Nation Mezcal	The U.S.: The World's Largest Wine Market	Redefining Your Retail Program: Tips for Staying on Top	New York State Wines
<b>June</b> SPACE: 4/27 MATERIAL: 5/6	Can Carmenere be the Next Malbec?	Father's Day Profile	When to Price Slash: The Science of Discounting	Prosecco: Poor Man's Bubbly
<b>July</b> SPACE: 5/27 MATERIAL: 6/8	Vodka	Direct Shipping Update	The New Back Bar: Amaros, Cordials, Vermouths and Others	Spanish Wine Update
<b>August</b> SPACE: 6/29 MATERIAL: 7/8	Spiced Rum	Mixers: In Bars and at Retail, Which Products are on Top?	Managing your By-the-Glass Program	Values from Tuscany
<b>September</b> SPACE: 7/26 MATERIAL: 8/8	Bourbon Seasonal Brews	The Beverage Network's 10 Up & Coming Mixologists	Shelf Talkers: What Really Influences Purchasing Decisions	The Distinctive Wines of Portugal
<b>October</b> SPACE: 8/26 MATERIAL: 9/7	Scotch Grows —and Innovates	Alternative Packaging: Boxes, Bags, Tetra-Pak and Cubes	The New Beer Consumer	Up-and-Coming White Varietals
<b>November</b> SPACE: 9/23 MATERIAL: 10/7	Brandy & Cognac	Cocktail Forecast	Great Packaging for the Holidays	Languedoc & The Southwest: France's Most Dynamic Regions
<b>December</b> SPACE: 10/25 MATERIAL: 11/8	Sake	The Latest Trends in Store Design	How to Give: Smart Involvement with Charity's and Non-Profits	Spanish Cava Finds New Customers

**SPECIAL:**  
**February:** Bonus distribution at South Beach Food & Wine Festival  
**April:** Bonus distribution at Wine & Spirits Wholesalers of America (WSWA) Convention  
**May:** Bonus distribution at NABCA Control States Convention  
**September:** Bonus distribution at New York City Wine & Food Festival

**Special Monthly Columns & Local Features:**

**NEW! Column Features**

Season's Menu: Latest Recipes  
 Green Corner: Environmentally Friendly News  
 The Connection: Your Online Guide to Technology  
 The Find: A Compendium of Trends and Products

**Tasting Corner**

A monthly column that highlights a category of wines designed to spice up a restaurant's wine list and featuring our Beverage Network Selections.

**What's Brewing?**

What's Brewing highlights developments in the beer industry, new product releases and marketing efforts from major brewers and craft breweries as well.

**Speak Easy**

The Beverage Network sits down with company leaders to get their advice and perspective on the industry.

**Restaurant & Retailer Profiles**

Interviews and articles featuring local businesses that are unique and successful in marketing and customer service.

**Management Series**

Advice on utilizing promotional opportunities, store and restaurant design and tips on overall management issues for on and off-premise licensees.

**Corporate Features**

Throughout the year, The Beverage Network profiles the industry's most influential corporations, investigating their management structures, product portfolios and business strategies to help maximize profitability at every tier.

**New Products & Promotions**

Each issue highlights the newest product releases and promotions for spirits, wines and beer.

**THE BEVERAGE NETWORK**  
IS YOUR CONNECTION TO

- ARIZONA BEVERAGE ANALYST
- CALIFORNIA BEVERAGE INDUSTRY NEWS (BIN)
- COLORADO BEVERAGE ANALYST
- CONNECTICUT BEVERAGE JOURNAL
- DELAWARE BEVERAGE GUIDE
- FLORIDA – SOUTHERN BEVERAGE JOURNAL
- GEORGIA – SOUTHERN BEVERAGE JOURNAL
- HAWAII BEVERAGE GUIDE
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