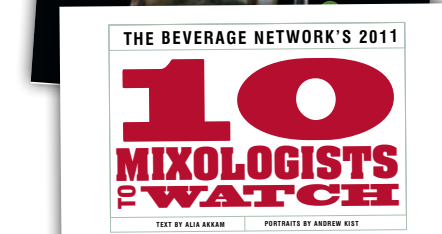


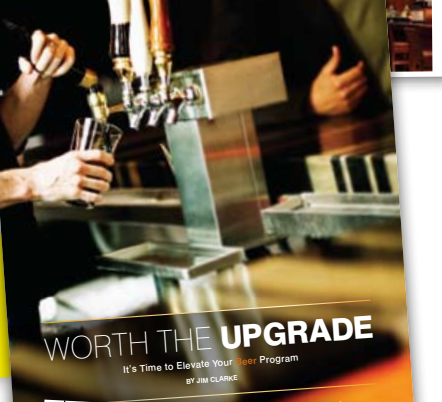
- Arizona Beverage Analyst
- California Beverage Industry News
- Colorado Beverage Analyst
- Connecticut Beverage Journal
- Delaware Beverage Guide
- Florida Beverage Journal
- Georgia Beverage Journal
- Hawaii Beverage Guide
- Illinois Beverage Guide
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Traditionally, each can be found in the bar. But with the advent of the Food & Wine magazine, it's no longer just a bar staple. It's a lifestyle. It's a way of life. It's a way of thinking. It's a way of living. It's a way of being. It's a way of...
 of the Cocktail revealed this year, but...
 of the Cocktail revealed this year, but...
 of the Cocktail revealed this year, but...



ISSUE / MONTH	CATEGORY FOCUS	INDUSTRY NEWS, ISSUES AND TRENDS	MERCHANDISING, MANAGEMENT AND MARKETING FEATURES	TASTING CORNER
JANUARY SPACE: 11/25 MATERIAL: 12/8	■ High-Proof Spirits	■ Year In Review: A Look Back on 2011	■ The New Beer Consumer	■ California Merlot Comeback
FEBRUARY SPACE: 12/28 MATERIAL: 1/6	■ Dynamic Rioja	■ Wine Blogs: Which Ones Matter? ■ Chocolate: The Hottest Flavor Innovation; also Whipped Cream	■ Successful Small Stores: Making the Most of Your Space ■ Who are the Moscato Drinkers?	■ Argentina: More than Malbec
MARCH SPACE: 1/27 MATERIAL: 2/7	■ Irish Whiskey	■ Top Women Sommeliers ■ The Evolving World of Shots	■ iPad Wine Lists: How Do They Impact Sales?	■ Innovations in the Traditional World of Port
APRIL SPACE: 2/24 MATERIAL: 3/8	■ Tequila ■ Blended Scotch	■ Italian Wines: More User-Friendly and Accessible than Ever	■ New By-The-Glass Programs	■ Wines of the American Southwest
MAY SPACE: 3/26 MATERIAL: 4/6	■ Gin	■ Keeping Less: The New Approach to Inventory	■ Dealing with Changing Consumer Tastes	■ Chenin Blanc
JUNE SPACE: 4/27 MATERIAL: 5/7	■ Craft Beers ■ Pisco	■ The Growing Importance of Local Wine ■ Father's Day Industry Profiles	■ Retailer Communication Tools	■ Zinfandel
JULY SPACE: 5/28 MATERIAL: 6/8	■ Vodka and Vodka Flavors	■ Cork vs. Screw Caps and Plastic	■ Which Wine & Spirits Apps are Most Useful?	■ New/Old Europe's wines: Croatia, Romania, Georgia, Bulgaria
AUGUST SPACE: 6/29 MATERIAL: 7/6	■ Rum and Cachaça	■ How Liqueurs & Cordials are Growing Again	■ The Evolution of Ratings	■ The World's Most Underrated Red Grapes
SEPTEMBER SPACE: 7/26 MATERIAL: 8/8	■ Bourbon and Flavored Bourbons	■ 10 Up and Coming Mixologists ■ The Growth of Chilean Wine	■ Stopping Store Theft	■ South Africa Revisited
OCTOBER SPACE: 8/27 MATERIAL: 9/7	■ Modern Mezcal	■ The Rise of Private Label Wine Brands	■ Draft Beer Innovations	■ What's Next for Beaujolais?
NOVEMBER SPACE: 9/26 MATERIAL: 10/8	■ Moonshine	■ What Can Retailers Learn from Brand Ambassadors?	■ Holiday Packaging Feature	■ Up-and-Coming Southern Italian Reds to Know
DECEMBER SPACE: 10/25 MATERIAL: 11/8	■ Sparkling Wines and Champagne	■ The New Classic Cocktails ■ Celebrity-Driven Spirits Brands	■ POS Materials That Really Work	■ Cava

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
July: Bonus distribution at Tales of the Cocktail
October: Bonus distribution at New York City Wine & Food Festival

Also... Look for in-depth articles about: The Wines of Slovenia, Saké & Soju Cocktails, Aperitifs & Digestifs, Best Bar Tools, the Aged Cocktail Trend, Spirits Flights, New Zealand Wines, German Wines, Cocktails by the Pitcher, Southwest France, Blanc de Blancs Champagnes, Portuguese Wines and Social Media, among many others.

Monthly Columns & Features:

- Columns**
- New Products and Promotions:** The Newest Product Releases for Spirits, Wines and Beers
- Season's Menu:** Latest Recipes for the Season
- Green Corner:** Environmentally Friendly News
- The Connection:** Your Guide Online
- The Find:** A Compendium of Trends and Products
- Wine Buzz:** What's New in the World of Wine?

- Management Series**
Advice on concepts like utilizing promotions; tips for store and restaurant design; menu preparation and P.O.S. Systems for licensees.
- Corporate Features**
The Beverage Network profiles the industry's most influential corporations, investigating their management structures, product portfolios and business strategies.

- What's Brewing?**
The latest developments in the beer industry, new product releases and marketing efforts from both major and craft brewers.
- Speak Easy**
The Beverage Network sits down with company executives and leaders to get their advice and perspective on the drinks industry.

- Restaurant & Retailer Profiles**
A spotlight on local businesses finding success in marketing and customer service in innovative ways.
- Talkin' Tech**
Insights into how technology, websites and social media can positively influence better selling.
- Tasting Corner**
An in-depth look at the people, varietals and regions impacting the U.S. wine trade.