



JANUARY

TAKING STOCK OF 2020

Industry leaders weigh in on the latest trends.

NAPA VALLEY MAKEOVER

How iconic estates under new ownership are innovating while staying true to their roots.

SPACE 12/5/19 MATERIAL 12/10/19



FEBRUARY

UCO VALLEY HIGH

How this Mendoza sub-region is changing the conversation about Argentinean wines.

GETTING SMARTER ON INVENTORY

Tips on maximizing shelf space, inventory management and buying.

SPACE 1/5/20 MATERIAL 1/10/20



MARCH

SAKE INNOVATION

Brewers experiment with new styles.

EXPLORING WASHINGTON'S VALUE

A growing source of value & diversity.

CRAFT IRISH WHISKEY REVOLUTION

The new wave of small distillers.

SPACE 2/5/20 MATERIAL 2/10/20



APRIL

THE GROWING AGAVE SPECTRUM

Tequila innovates & mezcal hits a crossroads.

BEVERAGE LIST BALANCING ACT

Wine directors share strategies.

CRAFT BEER 2.0

What is the future of the craft movement?

SPACE 3/5/20 MATERIAL 3/10/20



MAY

THE NEW RULES OF ROSÉ

What is next for this crowded category?

RUM

Cocktails & the super-premium push.

RECLAIMING HYBRIDS

The non-Vinifera American wine movement.

SPACE 4/5/20 MATERIAL 4/10/20



JUNE

THE CANNABIS EVOLUTION

Making sense of the many ways cannabis & alcohol intersect.

GIN & BOTANICALS

A look at the widening flavor spectrum.

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JULY

THE VODKA ISSUE

The future of flavors & superpremium vodka.

SUMMER DRINKING

RTDs, seltzers & cans take center stage.

WINE REGION TO WATCH: MACON

Burgundy's go-to value region.

SPACE 6/5/20 MATERIAL 6/10/20



AUGUST

2020 BARTENDERS TO WATCH

Beverage Media's Annual Mixology feature profiling the stars behind the bar.

SMART SELLING

How savvy retailers merchandise wine in a (somewhat) post-points world.

SPACE 7/5/20 MATERIAL 7/10/20



SEPTEMBER

THE WHISKY ISSUE

Single Malt price hikes, Canadian whiskey premiumization & the Japanese whisky news.

BOURBON BARREL-AGED WINE

Should it exist, who is drinking it, and is it here to stay?

SPACE 8/5/20 MATERIAL 8/10/20



OCTOBER

THE GREENING OF WINE & SPIRITS

Understanding and selling the growing number of green wine & spirits.

DIVERSITY DEEP DIVE

A look at inclusion and diversity in each tier of the wine and spirits industry—and where more progress is needed.

SPACE 9/5/20 MATERIAL 9/10/20



NOVEMBER

HOLIDAY BUYING ISSUE

Selling VAPs & beyond.

ZINFANDEL COMEBACK

Can a growing number of quality-driven producers make this often-disparaged grape cool again?

SPACE 10/5/20 MATERIAL 10/10/20



DECEMBER

THE SPARKLING WINE ISSUE

Maximizing Champagne sales, finding sparkling wine values around the world, plus a Prosecco pulse check.

NEW YEAR'S RESOLUTIONS

Be better, faster and more profitable in 2021.

SPACE 11/5/20 MATERIAL 11/10/20

