

## 2019 EDITORIAL CALENDAR

CATEGORY FOCUS	MERCHANDISING, MANAGEMENT AND MARKETING FEATURES	INDUSTRY NEWS, ISSUES AND TRENDS
<b>JANUARY</b> Space: 11/27 Material: 12/8 <ul style="list-style-type: none"> <li>•California Zinfandel</li> <li>•Coffee Flavored Spirits</li> </ul>	<ul style="list-style-type: none"> <li>•The Do's and Don'ts of Effective Social Media</li> </ul>	<ul style="list-style-type: none"> <li>•The Impact of Brexit &amp; Tariff Wars</li> </ul>
<b>FEBRUARY</b> space: 12/28 material: 1/7 <ul style="list-style-type: none"> <li>•The Brandy Issue</li> <li>•Modern Cognac</li> </ul>	<ul style="list-style-type: none"> <li>•Winemaking, Demystified: Understanding Fining and Filtering</li> </ul>	<ul style="list-style-type: none"> <li>•Wine Region to Discover: Alentejo</li> <li>•Hard Kombucha</li> </ul>
<b>MARCH</b> space: 1/28 material: 2/7 <ul style="list-style-type: none"> <li>•Irish Whiskey's Future</li> <li>•Brut Nature Goes Mainstream</li> </ul>	<ul style="list-style-type: none"> <li>•Unlocking Sake Sales</li> </ul>	<ul style="list-style-type: none"> <li>•How Small Retailers Compete with Chains</li> </ul>
<b>APRIL</b> space: 2/25 material: 3/8 <ul style="list-style-type: none"> <li>•Will Success Spoil Agave Spirits?</li> <li>•Wine Region to Watch: Lake County</li> </ul>	<ul style="list-style-type: none"> <li>•Sangria Explodes</li> <li>•Cannabis: How will the Alcohol Industry be Impacted?</li> </ul>	<ul style="list-style-type: none"> <li>•Wine Region to Watch: Franciacorta</li> <li>•Lambrusco Goes Upmarket</li> </ul>
<b>MAY</b> space: 3/27 material: 4/8 <ul style="list-style-type: none"> <li>•The Rum Issue: White Rum Goes Upscale/Spiced Rum Proliferates</li> <li>•Rosé Shake Out: Is There Staying</li> </ul>	<ul style="list-style-type: none"> <li>•What Minimum Wage Increases Mean</li> </ul>	<ul style="list-style-type: none"> <li>•When a Wine Region Booms in Popularity</li> </ul>
<b>JUNE</b> space: 4/26 material: 5/8 <ul style="list-style-type: none"> <li>•Gin Pushes New Boundaries</li> <li>•Baiju; Ancient Spirit Finds New Audience</li> </ul>	<ul style="list-style-type: none"> <li>•Ready-to-Drink Offerings Explode</li> <li>•The Vast &amp; Varied World of Crémant</li> </ul>	<ul style="list-style-type: none"> <li>•The Spritz Invades the Cocktail World</li> <li>•Pride Drinks Round-Up</li> </ul>
<b>JULY</b> space: 5/27 material: 6/7 <ul style="list-style-type: none"> <li>•American Vodka</li> <li>•California Red Blends Evolve</li> </ul>	<ul style="list-style-type: none"> <li>•New Options in Beer Service</li> <li>•What Makes a Great Retailer?</li> </ul>	<ul style="list-style-type: none"> <li>•Island Wines Boom: Corsica, Santorini &amp; Sardinia</li> <li>•July 4th Cocktail Round-Up</li> </ul>
<b>AUGUST</b> space: 6/27 material: 7/8 <ul style="list-style-type: none"> <li>•The Craft Cider Movement Goes National</li> <li>•Chile's Youth Movement</li> </ul>	<ul style="list-style-type: none"> <li>•How Small Importers Succeed</li> </ul>	<ul style="list-style-type: none"> <li>•Tea Cocktail Trend</li> </ul>
<b>SEPTEMBER</b> space: 7/26 material: 8/8 <ul style="list-style-type: none"> <li>•10 Bartenders to Watch</li> <li>•Quality &amp; Diversity in New Zealand Wine</li> </ul>	<ul style="list-style-type: none"> <li>•Crafting a Neat Spirits Menu</li> </ul>	<ul style="list-style-type: none"> <li>•Eastern European Wines Gain Ground</li> </ul>
<b>OCTOBER</b> space: 8/28 material: 9/6 <ul style="list-style-type: none"> <li>•The Whisky Issue</li> <li>•Canadian Innovation</li> </ul>	<ul style="list-style-type: none"> <li>•How to Become a Better Taster</li> </ul>	<ul style="list-style-type: none"> <li>•Sommelier Wine Clubs</li> </ul>
<b>NOVEMBER</b> space: 9/27 material: 10/7 <ul style="list-style-type: none"> <li>•Vermouth Comeback</li> <li>•Austria's Wine Transformation</li> </ul>	<ul style="list-style-type: none"> <li>•Holiday Packaging Feature</li> </ul>	<ul style="list-style-type: none"> <li>•Wine Region to Discover: Hungary</li> </ul>
<b>DECEMBER</b> space: 10/25 material: 11/8 <ul style="list-style-type: none"> <li>•American Sparkling Wine</li> <li>•21st Century Cocktail Classics</li> </ul>	<ul style="list-style-type: none"> <li>•Premiumization &amp; Profit for the Holiday Season</li> </ul>	<ul style="list-style-type: none"> <li>•Holiday Cocktail Round-Up</li> </ul>