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 1/28/19
MATERIAL 12/6/19

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 12/27/19
MATERIAL 1/21/20

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 1/27/20
MATERIAL 2/7/20

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 2/27/20
MATERIAL 3/6/20

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 3/27/20
MATERIAL 4/8/20

June
THE CANNABIS EVOLUTION
Making sense of the many ways cannabis & alcohol intersect.
GIN & BOTANICALS
A look at the widening flavor spectrum.
SPACE 4/27/20
MATERIAL 5/8/20

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 5/27/20
MATERIAL 6/8/20

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 6/26/20
MATERIAL 7/8/20

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 7/27/20
MATERIAL 8/7/20

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 8/27/20
MATERIAL 9/17/20

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 9/28/20
MATERIAL 10/8/20

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 10/27/20
MATERIAL 11/6/20

For more information: info@bevmedia.com. All dates and editorial subject to change.