

NEW PRODUCTS GUIDE

- 2024 Spirits, Wine & Beer
- New Packaging / Designs
- Best Ad & Promo Campaigns
- Data Driven: First-Year Sale

Ad Close: **Jan. 6, 2025**
 Ad Material Due: **Jan. 13, 2025**
 Deployment Date: **Jan. 24, 2025**

SPRING

- Retail Profile
- Business Feature: Store Security
- Category Trends
- Social Media Best Practices
- Wine Reviews: Old World
- BONUS: Wine & Spirits Guild

Ad Close: **Jan. 28, 2025**
 Ad Material Due: **Feb. 4, 2025**
 Deployment Date: **Feb. 14, 2025**

SUMMER

- Retailer Profile
- Business Feature: Community Participation
- Growth Brands Wine, Spirits & RTDs
- E-Commerce
- Wine Reviews: Under \$30
- BONUS: Beverage Week

Ad Close: **Mar. 25, 2025**
 Ad Material Due: **Apr. 1, 2025**
 Deployment Date: **Apr. 11, 2025**

TOP 100

- Retailer of the Year Profile
- Top 100 Profiles
- Beverage Week Recap
- Top 100 Photos

Ad Close: **June 10, 2025**
 Ad Material Due: **Jun. 17, 2025**
 Deployment Date: **Jun. 27, 2025**

TECHNOLOGY GUIDE

- Innovation Update
- Tech Buyer's Guide Listings
- Data Driven: POS Systems

Ad Close: **Jun. 30, 2025**
 Ad Material Due: **Jul. 8, 2025**
 Deployment Date: **Jul. 18, 2025**

FALL

- Retail Profile
- Business Feature: Tastings & Classes
- Growth Brands Beer
- Regulatory Update
- Growth Brands HOF & SOTY
- Wine Reviews: American Wine
- BONUS: NBWA Convention

Ad Close: **Aug. 18, 2025**
 Ad Material Due: **Aug. 25, 2025**
 Deployment Date: **Sept. 5, 2025**

INDUSTRY INCLUSION

- Women in Beverage
- BIPOC / Latino Brands

Ad Close: **Sept. 30, 2025**
 Ad Material Due: **Oct. 7, 2025**
 Deployment Date: **Oct. 17, 2025**

WINTER

- Retailer Profile
- Business Feature: Allocated Prod.
- Category Trends
- Staff Hiring & Training
- Wine Reviews: Best of 2024
- BONUS: WSWA Convention

Ad Close: **Oct. 21, 2025**
 Ad Material Due: **Oct. 28, 2025**
 Deployment Date: **Nov. 7, 2025**

40 UNDER 40

- Next Generation Profiles
- Industry Programs for Young Professionals

Ad Close: **Nov. 24, 2025**
 Ad Material Due: **Dec. 2, 2025**
 Deployment Date: **Dec. 12, 2025**