

NEW PRODUCTS GUIDE

- 2025 Spirits, Wine & Beer
- New Packaging / Designs
- Best Ad & Promo Campaigns
- Data Driven: First-Year Sale

Ad Close: **Jan. 5, 2026**
Ad Material Due: **Jan. 12, 2026**
Deployment Date: **Jan. 23, 2026**

ALCOHOL TOURISM GUIDE

- Ready to Drink Beverages
- THC Beverages
- No/Low Alcohol Beverages

Ad Close: **Feb. 24, 2026**
Ad Material Due: **Mar. 3, 2026**
Deployment Date: **Mar. 13, 2026**

TECHNOLOGY GUIDE

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

Ad Close: **Jun. 29, 2026**
Ad Material Due: **Jul. 7, 2026**
Deployment Date: **Jul. 17, 2026**

THE CHANGING LANDSCAPE

- Brand Homeplaces
- Visitor Centers
- Beer, Wine and Spirits Tourism

Ad Close: **Aug. 4, 2026**
Ad Material Due: **Aug. 11, 2026**
Deployment Date: **Aug. 21, 2026**

WOMEN IN BEVERAGE

- Programs Supporting Women
- Women in Beverage Profiles

Ad Close: **Sept. 29, 2026**
Ad Material Due: **Oct. 6, 2026**
Deployment Date: **Oct. 16, 2026**

40 UNDER 40

- Next Generation Profiles
- Young Leadership Program

Ad Close: **Nov. 20, 2026**
Ad Material Due: **Dec. 1, 2026**
Deployment Date: **Dec. 11, 2026**