

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**

SPRING

- Control State Agency Profile
- Attracting Gen Z
- Category Trends
- Wine Reviews: Old World
- BONUS: NABCA Legal Symposium

Ad Close: **Feb. 9, 2026**
 Ad Material Due: **Feb. 17, 2026**
 Deployment Date: **Feb. 27, 2026**

THE CHANGING LANDSCAPE

- 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**

SUMMER

- NABCA Incoming Chair Profile: Mississippi
- NABCA Advisory Committee
- Growth Brands Wine, Spirits and RTDs
- E-Commerce
- Social Media Best Practices
- Wine Reviews: Under \$30
- BONUS: NABCA Annual, Beverage Week

Ad Close: **Apr. 7, 2026**
 Ad Material Due: **Apr. 14, 2026**
 Deployment Date: **Apr. 24, 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**

ALCOHOL TOURISM GUIDE

- 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**

FALL

- Control State Best Practices Awards
- NABCA Conference Coverage
- Category Trendst
- Wine Reviews: American Wine
- BONUS: NABCA Administrators Conference

Ad Close: **Aug. 31, 2026**
 Ad Material Due: **Sept. 8, 2026**
 Deployment Date: **Sept. 18, 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**

WINTER

- Control State Agency Profile
- Category Trends
- Workforce Management
- Wine Reviews: Best of 2026

Ad Close: **Nov. 3, 2026**
 Ad Material Due: **Nov. 10, 2026**
 Deployment Date: **Nov. 20, 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**