BeverageDynamics

2027 CONTENT CALENDAR

40 UNDER 40

- Emerging Leader Profiles
- Next Generation Programs
- Mentorship Opportunities

Ad Close: **Dec. 24, 2026**
Ad Material Due: **Dec. 31, 2026**
Deployment Date: **Jan. 14, 2027**

SPRING

- Retail Profile
- Business Feature: AI in Marketing and Backend
- Category Trends: Non-alc
- Wine Reviews: Old World
- Annual New Products Guide

Ad Close: **Jan. 26, 2027**
Ad Material Due: **Feb. 2, 2027**
Deployment Date: **Feb. 16, 2027**

SUMMER

- Retailer Profile
- Business Feature: Tech Update
- Growth Brands Wine, Spirits and RTDs
- Wine Reviews: Under $30

Ad Close: **Apr. 6, 2027**
Ad Material Due: **Apr. 13, 2027**
Deployment Date: **Apr. 26, 2027**

TOP 100

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

Ad Close: **Jun. 23, 2027**
Ad Material Due: **Jun. 30, 2027**
Deployment Date: **Jul. 14, 2027**

FALL

- Retail Profile
- Business Feature: Tastings & Classes
- Category Trends: THC Drinks
- Growth Brands HOF & SOTY
- Wine Reviews: American Wine
- Annual Technology Guide

Ad Close: **Aug. 18, 2027**
Ad Material Due: **Aug. 25, 2027**
Deployment Date: **Sept. 8, 2027**

WINTER

- Retailer Profile
- Business Feature: Staff Best Practices
- Category Trends: RTDs
- Wine Reviews: Best of 2027
- Annual Women in Beverage

Ad Close: **Oct. 19, 2027**
Ad Material Due: **Oct. 26, 2027**
Deployment Date: **Nov. 8, 2027**

EPG BRAND ACCELERATION
7760 France Ave S, Suite 810, Bloomington, MN 55435