2027 CONTENT CALENDAR

CHEERS@HOME SPRING

- Holidays: St. Patrick's Day, Easter
- Wine Reviews: Old World

Ad Close: **Feb. 5, 2027**
Ad Material Due: **Feb. 12, 2027**
Deployment Date: **Feb. 26, 2027**

CHEERS@HOME SUMMER

- Holidays: Cinco de Mayo, Patriotic Celebrations
- Wine Reviews: Under $30

Ad Close: **Apr. 5, 2027**
Ad Material Due: **Apr. 12, 2027**
Deployment Date: **Apr. 23, 2027**

CHEERS@HOME FALL

- Holidays: Halloween, Oktoberfest
- Wine Reviews: American Wines

Ad Close: **Aug. 31, 2027**
Ad Material Due: **Sept. 8, 2027**
Deployment Date: **Sept. 21, 2027**

CHEERS@HOME WINTER

- Holidays: Christmas, New Year's
- Wine Reviews: Best of 2027

Ad Close: **Nov. 1, 2027**
Ad Material Due: **Nov. 8, 2027**
Deployment Date: **Nov. 19, 2027**

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