StateWays

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

- Control State Agency Profile
- Business Feature: AI in Marketing and Backend
- Category Trends: Non-alc
- Wine Reviews: Old World

Ad Close: **Feb. 8, 2027**
Ad Material Due: **Feb. 16, 2027**
Deployment Date: **Mar. 1, 2027**

SUMMER

- NABCA Incoming Chair Profile: Michigan
- NNABCA Advisory Committee Updates
- Growth Brands Wine, Spirits and RTDs
- Business Feature: Technology Update
- Wine Reviews: Under $30

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

NABCA 90TH ANNIVERSARY

- 90 Year Retrospective
- NABCA Annual Conference Coverage
- Timeline and Photo Essay

Ad Close: **Jun. 2, 2027**
Ad Material Due: **Jun. 9, 2027**
Deployment Date: **Jun. 22, 2027**

FALL

- Control State Best Practices Awards
- Business Feature: Tastings & Classes
- Growth Brands HOF & SOTY
- Wine Reviews: American Wine

Ad Close: **Aug. 30, 2027**
Ad Material Due: **Sept. 7, 2027**
Deployment Date: **Sept. 20, 2027**

WINTER

- Control State Agency Profile
- Business Feature: Staff Best Practices
- Category Trends
- Wine Reviews: Best of 2027

Ad Close: **Nov. 2, 2027**
Ad Material Due: **Nov. 9, 2027**
Deployment Date: **Nov. 22, 2027**

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