

FEATURES LIST:

Our 2016 features list is more varied than ever, with regional reports covering markets such as Latin America and India, and a travel retail focus on non-airport retail. Whether you're an emerging brand seeking additional distribution or an established one looking to communicate a new campaign, we hope this list will help you plan your most effective marketing strategy yet.

Month	Features	Masters results	Additional Distribution	Editorial Deadline
January	Category report: Japanese Whisky; American whiskey Regional report: Western Europe Travel Retail Category Report: Non-airport retail	Distillery		12 December
February	Category report: Gin. Regional report: North America Travel Retail Category Report: Tequila Prowein preview	Tequila & Mezcal	IAADFS, Orlando Prowein, Dusseldorf	8 January
March	Category report: Scotch. Country report: Germany Travel Retail Category Report: Gin Travel Retail Report: The Americas Prowein Preview. IAADFS preview	Rum & Cachaça	IAADFS, Orlando Prowein, Dusseldorf	5 February
April	The Vodka Report Category Report: Vodka Travel Retail Category Report: Vodka Regional Report: Russia		TFWA Asia Pacific; Vinexpo Hong Kong; TFWA World Exhibition; Tales of the Cocktail, New Orleans; MICS, Monaco.	4 March
May	Category report: Cognac Regional report: Asia Travel Retail Category Report: Asian Spirits Travel Retail Report: Asia, TFWA Singapore preview	Asian Spirits Cognac & Brandy	TFWA Asia Pacific, Vinexpo Hong Kong	8 April
June	Brand Champions 2016* Category report: Vodka, Regional report: France Travel Retail Category Report: Cognac, Vinexpo preview.	Scotch	Vinexpo Hong Kong	6 May
July	Category report: Gin, Regional report: US Travel Retail Category Report: American whiskey Tales of the Cocktail Preview	Gin	Tales of the Cocktail, New Orleans	3 June
August	On-trade/Cocktail Special Category report: Liqueurs. Country report: Eastern Europe Travel Retail Category Report: Rum Tales of the Cocktail Review, IBA Conference Preview	Irish Whiskey World Whisky American Whiskey	IBA World Championship, Japan; Top Shelf, Melbourne	8 July
September	Luxury Spirits Special Category report: Luxury spirits Travel Retail Regional Focus: Middle East Travel Retail Category Report: Scotch London Cocktail Week preview. Bar Convent preview	Luxury Masters		5 August
October	Travel Retail Special Travel Retail Report, Category report: Tequila, cachaça Regional report: Latin America & Caribbean Travel Retail Category Report: Irish whiskey TFWA World Exhibition preview	Vodka Travel Retail	TFWA World Exhibition Bar Convent Berlin London Cocktail Week	2 September
November	The Bars to Watch in 2017 Category report: Scotch, Regional report: India Travel Retail Category Report: World whiskey	Liqueur Premix Speciality Spirits	MICS, Monaco	7 October
December	World Spirits Report 2016 Category report: Rum Regional report: Spain Travel Retail Category Report: Liqueurs	Design Masters		4 November
January 2017	Category Report: Japanese whisky, American whiskey Travel Retail Category Report: Liqueurs Key diary dates 2017, Global Spirits Masters Lunch	Distillery Masters		2 December

* The definitive guide to spirits brands selling over one million nine-litre cases per annum. The Brand Champions Series will contain exclusive and comprehensive data on spirits brands' sales volumes as well as the contact details of companies from around the world, equipping industry professionals with unparalleled business information relevant to this dynamic industry.