

# FEATURES LIST:

Our 2020 features list is more varied than ever, with category reports covering big players such as Scotch and vodka, and others focusing on niche, disruptive segments. Whether you're an emerging brand seeking additional distribution or an established name looking to communicate a fresh campaign, we hope this list will help you plan your most effective marketing strategy yet.

| Month        | Features  | Awards results   | Additional Distribution  | Editorial Deadline |
|--------------|---|--|--|--------------------|
| January      | <b>Most Innovative Spirits list</b><br>Category reports: Spirits trends to watch; Japanese whisky; Distilleries focus   | The Spirits Business Awards                            |  | 6 December         |
| February     | <b>Tequila report</b><br>Category reports: Mezcal; Low- and no-alcohol<br>Regional report: Western Europe<br>Travel retail report: Gin  | Tequila & Mezcal Masters                               | Vinexpo Paris, Vinexpo New York, Prowein, Düsseldorf, Summit of the Americas | 3 January          |
| March        | <b>Rum report</b><br>Category report: Third-party spirits<br>Regional report: Latin America<br>Travel retail report: Tequila<br>Prowein preview, Summit of the Americas preview   | Rum & Cachaça Masters                                  | Prowein, Düsseldorf Summit of the Americas                                   | 7 February         |
| April        | <b>Vodka report</b><br>Category report: RTDs; Tonics and mixers<br>Country report: Eastern Europe<br>Travel retail report: Vodka  |  | TFWA Asia Pacific; Vinexpo Hong Kong   | 6 March            |
| May          | <b>Cognac report</b><br>Category report: Asian spirits. Regional report: Asia Pacific<br>Travel retail report: Irish whiskey<br>TFWA Asia Pacific and Vinexpo Bordeaux previews   | Cognac & Brandy Masters                                | TFWA Asia Pacific, Vinexpo Hong Kong, London Wine Fair                       | 3 April            |
| June         | <b>Brand Champions 2019*</b><br>Category reports: Scotch; Rum; Cannabis in drinks<br>Travel retail report: Cognac   | Scotch Masters   |  | 8 May              |
| July         | <b>Gin report</b><br>Category reports: Genever; 'Other' agave spirits<br>Regional report: North America<br>Travel retail report: American whiskey<br>Tales of the Cocktail preview  | Gin Masters  | Tales of the Cocktail, New Orleans   | 5 June             |
| August       | <b>Whiskies of the world special</b><br>Category reports: American whiskey; Australian whiskey; Spirits packaging<br>Tales of the Cocktail review   | American Whiskey, Irish Whiskey & World Whisky Masters |  | 3 July             |
| September    | <b>Travel retail special</b><br>Global travel retail report<br>Category reports: Irish whiskey; Calvados; Vodka; TFWA World Exhibition preview  | Vodka & Travel Retail Masters                          | TFWA World Exhibition  | 7 August           |
| October      | <b>Luxury spirits special</b><br>Category report: South African brandy<br>Regional report: Africa & Middle East<br>Travel retail report: Scotch<br>Bar Convent Berlin preview; London Cocktail Week preview; Boutique Bar Show London preview | Luxury Masters   | Bar Convent Berlin<br>London Cocktail Week                                   | 4 September        |
| November     | <b>The Bars to Watch</b><br>Category reports: Craft spirits; Liqueurs; Tonics and mixers  | Liqueurs & Speciality Spirits Masters                  |  | 2 October          |
| December     | <b>World Spirits Report</b><br>Category reports: Scotch; UK retail; Sustainability<br>Travel retail report: Rum   | Design Masters   | The Global Spirits Masters Awards Lunch                                      | 6 November         |
| January 2021 | <b>Most Innovative Spirits list</b><br>Category reports: Spirits trends to watch; Japanese whisky; Distilleries focus   |  |  | 4 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, equipping industry professionals with unparalleled information relevant to this dynamic industry.