

FEATURES LIST

As the must-read publication for the international spirits trade, our 2021 features list is more varied than ever before. Spanning established categories such as Scotch, gin and vodka to up-and-coming disruptive sectors, plus numerous global reports, our schedule will help you plan your most effective marketing strategy yet.

Month	Features	Awards results	Additional Distribution	Editorial Deadline
January	Most Innovative Spirits list Spirits trends to watch Category report: Japanese whisky	Low & No Masters; Grand & Taste Masters 2020		11 December
February	The Tequila issue Category reports: Tequila; Bitters; Low & no-alcohol Travel retail report: Gin	Tequila & Mezcal Masters		15 January
March	The Rum issue Category reports; Rum; Third-party spirits Regional report: Europe Prowein preview, Summit of the Americas preview	Rum & Cachaça Masters	Prowein, Düsseldorf	12 February
April	The Vodka report Category reports: Vodka; Hard seltzers; Tonics and mixers Regional report: Ukraine Travel retail report: Vodka	DB & SB Spring Blind Tasting; Tonic & Mixer Masters		12 March
May	The Asia special Category report: Asian spirits; Cognac Regional report: Asia Travel retail report: Irish whiskey TFWA Asia Pacific and Vinexpo Paris previews	Cognac Masters; Brandy Masters; Asian Spirits Masters	TFWA Asia Pacific, London Wine Fair	9 April
June	Brand Champions 2020* Category reports: Rum; Cannabis in drinks Travel retail report: Tequila	Scotch Masters	Vinexpo Paris	14 May
July	The Gin issue Category reports: Gin; Scotch Regional report: US Tales of the Cocktail preview	Gin Masters (first tasting); Cocktail Masters	Tales of the Cocktail, New Orleans	11 June
August	Whiskies of the world special Category reports: American whiskey; Indian whiskey; Spirits packaging Tales of the Cocktail review	American Whiskey, Irish Whiskey & World Whisky Masters		9 July
September	Travel retail special Global travel retail report Category reports: Irish whiskey; Vodka; TFWA World Exhibition preview	Vodka Masters; Travel Retail Masters	TFWA World Exhibition, London Cocktail Week	13 August
October	Luxury spirits special Category reports: Luxury spirits; Armagnac Regional report: Japan Bar Convent Berlin preview; London Cocktail Week preview; Boutique Bar Show London preview	Luxury Masters; DB & SB Autumn Blind Tasting	Bar Convent Berlin	10 September
November	The on-trade special Bars to watch Category reports: Liqueurs; Tonics and mixers	Liqueurs, Speciality & Pre-Mixed, and Gin Masters (second tasting); SB Awards		15 October
December	World Spirits Report Category reports: Scotch; UK retail; Sustainability Travel retail report: Rum	Design & Packaging Masters	The Global Spirits Masters Awards Lunch	12 November
January 2022	Most Innovative Spirits list Category reports: Spirits trends to watch; European whisky; RTDs	Low & No Masters; Grand & Taste Masters 2021		10 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.