

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