

2020 EDITORIAL CALENDAR

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
AD CLOSING	12/3	1/9	2/8	3/8	4/9	5/8
MATERIALS DUE	12/10	1/16	2/15	3/15	4/16	5/15
SPECIAL REPORT	Bottler Of The Year	Health & Wellness	Annual Beer Market Report	Annual Soft Drink Report	new Cannabis	Top 100 Beverage Companies
CATEGORY FOCUS Top brands New products Category sales results	Juice & Juice Drinks	Wine	new Cold-Brew Beverages	Spirits	Sports & Protein Drinks	Tea & RTD Tea
BEVERAGE R&D	Product Development Outlook	Cognitive Health & Energy	Stevia, Erythritol, & Masking	Sports Recovery, Bone & Joint Health	Fiber & Probiotics	IFT Pre-Show Planner Flavor Trends
INGREDIENT SPOTLIGHT	Antioxidants	Domestic & Exotic Fruits	new Coffee	new Plant Protein	new Vanilla	Hydrocolloids
PACKAGING EQUIPMENT	Can Filling & Seaming		Case Packers & Wrappers	Filler Technology		
PACKAGING MATERIALS	Caps & Closures	Shrink & Stretch Labels		Primary Packaging: Glass, Aluminum and Plastic	Packaging Design	Inks & Coatings
TRUCKS/ TRANSPORTATION	Top Operators – Fleet Profile	Tires Roundup	Green Fleets	Maintenance Schedules	Driverless Vehicles	Top Operators Fleet Profile
CHANNEL STRATEGIES	Supermarkets	Discount Retailers	Drug Stores	On-Premise	new POS/POP & Merchandising Systems	Vending
WAREHOUSE/ DISTRIBUTION		Storage Systems		DSD Handheld/ Software Solutions	Carts & Hand Trucks	Telematics
OPERATIONS	Reusable Packaging Systems		Processing Automation		Conveyor Systems	New Facility Planning
OPERATIONS PERSPECTIVE	Reviewing the Beverage Supply Chain	Performance at Standard: It's Essential	Don't Forget: SKUs are Alive	Marketing Impacts on Operations	Beverage going Digital? Limitations	The Inventory Nemesis, Cost vs OOS
SHOW COVERAGE				Natural Products Expo West Food Safety Summit Pre-Show	Modex	Craft Brewers Conference & Brew Expo America
BONUS DISTRIBUTION		BevOps Fleet Summit MAR 17-20, Las Vegas	CRAFT BREWERS CONFERENCE APR 19-22, San Antonio NIGHTCLUB & BAR SHOW MAR 31-APR 1, Las Vegas	THE BEVERAGE FORUM MAY 12-13, Chicago FOOD SAFETY & SECURITY SUMMIT MAY 4-7, Rosemont		IFT Annual Meeting & Food Expo JUL 12-15, Chicago
SPECIAL OFFERS/ SUPPLEMENTS *For 1/2 page advertisers or larger in respective issue	BOGO Buy a Full Page Ad & Get One of the Following FREE: • Full Page Ad • Full Page Advertorial		Annual Beer Category Report Sponsorships Available FREE EXECUTIVE COMMENTARY on Craft Beer with 1/2 Page or Larger Paid Ad in This Issue	State of the Industry LRB & Alcoholic Sector Webinar FREE WHITE PAPER with link for 3 months hosted on bevindustry.com		FREE BOOTH PROFILE at IFT - Includes 1/6 Booth Profile Page and dedicated e-Blast Craft Beverage Alcohol Webinar & Supplement

**AUGUST
BONUS ISSUE**

JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
6/7	7/9	8/9	9/10	10/9	11/8
6/14	7/16	8/16	9/17	10/16	11/15
State of the Industry	new Craft Distilled Spirits	Wholesaler of the Year	Executive of the Year	Craft Beer Report	Innovations of the Year Contract Packaging
Plant Waters	Energy Drinks & Energy Shots	Coffee & RTD Coffee	Bottled Water & Enhanced Water	Dairy Drinks & Dairy Alternatives	Private-Label Beverages
Clean Label/Non-GMO	Immune Health	Sweeteners	Performance Beverages	Color Concepts	Fortification: Vitamins & Minerals
new THC	Citrus	Botanicals	new CBD	Protein	Tea
Inspection Equipment	Coding Technology	Labeling Equipment		Plastic Bottle Manufacturing	
Secondary Packaging	Labeling Materials		Pouches, Cartons, Aseptic & Bag-in-Box Packaging		Best Packages of 2020
Refrigerated Trailers & Vans	Vehicles without CDL Requirements	Buy vs Lease	Driver Incentive Programs	2020 Truck Roundup	Cabovers
Foodservice	Club Stores	Convenience Stores	Natural & Organic Retailers	Mass Merchandisers	e-Commerce
	Automated Guided Vehicles	Forklifts	Voice-Picking Technology	Warehouse Software Solutions	
Palletizers & Depalletizers	new Refurbished Equipment	High Pressure Processing (HPP)	Robotics	Sustainable Facility Goals	Lubricants
The Staffing Challenge and Approaches	Packaging Line Logistics: Real Time	Work Environment Safety	Posture of Productivity in Second Decade	The Future of Production Line Speeds	Packaging: Design vs Application
The Beverage Forum		IFT Post-Show	Pack Expo Pre-Show Planner		Pack Expo Post-Show SupplySide West
		NACS SHOW OCT 11-14, Las Vegas NBWA CONVENTION OCT 4-7, TBD	PACK EXPO NOV 8-11, CHICAGO		
State of the Industry Report Category Sponsorships Available		New Product Development Webinar & Supplement		Craft Beer Report Sponsorships Available	



2020 Annual Manual

THE INDUSTRY'S ONLY PRINT & ONLINE REFERENCE GUIDE

CONTRACT PACKAGING GUIDE

Standard 8" x 10.75" Issue

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