

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			CRAFT BREWERS CONFERENCE APR 19-22, San Antonio NIGHTCLUB & BAR SHOW MAR 31-APR 1, Las Vegas			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 beindustry.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	2021 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
		THE BEVERAGE FORUM OCT 15-16, Chicago		PACK EXPO NOV 8-11, CHICAGO	
		FOOD SAFETY & SECURITY SUMMIT OCT 19-22, Rosemont			
		NACS SHOW OCT 11-14, Las Vegas			
		NBWA CONVENTION OCT 4-7, TBD			
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









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Standard 8" x 10.75" Issue


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Corporate Profile with full-page paid ad in this issue

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SPECIAL REPORT	Bottler Of The Year	Health & Wellness	 Annual Beer Market Report	 Annual Soft Drink Report	Cannabis	Top 100 Beverage Companies
CATEGORY FOCUS Top brands New products Category sales results	Juice & Juice Drinks	Wine  Probiotic Beverages	Kombucha	Spirits	Sports & Protein Drinks	Tea & RTD Tea
BEVERAGE R&D	 Weight Management	Cognitive Health & Energy	 Stevia, Erythritol & Monk Fruit	Sports Recovery, Bone & Joint Health	Fiber & Probiotics	IFT Pre-Show Planner Flavor Trends
INGREDIENT SPOTLIGHT	 Super Foods/Antioxidants	Domestic & Exotic Fruits	Coffee	Plant Protein	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 & Smart Labeling Technology	Inks & Coatings
TRUCKS/TRANSPORTATION	COVID-19 Fleet Impact Update	Electric Trucks	Fuel Price Update	Fleet Graphics	Driver Training	Collision Avoidance Systems
CHANNEL STRATEGIES	Supermarkets		Discount Retailers & Drug Stores	On-Premise	POS/POP & Merchandising Systems	 Digital Mobility
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	How Integrated is the Supply Chain?	The Case Packing Operation	Clarifying the "Warehouse"	Efficient will not Disappear	A Look at Packaging Automation	The Pre-Distribution Reality
SHOW COVERAGE				Natural Products Expo West Food Safety Summit Pre-Show	Craft Brewers Conference & Brew Expo America	ProMat
INDUSTRY EVENTS			Natural Products Expo West MAR 2-6, Anaheim BevOps Fleet Summit MAR 23-26, Las Vegas Nightclub & Bar Show MAR 22-24, Las Vegas	SupplySide East APR 13-14, Secaucus ProMat APR-12-15, Chicago Craft Brewers Conference MAR 23-APR 1, San Diego	The Beverage Forum MAY 11-12, Chicago Food Safety Summit MAY 10-13, Rosemont	
SPECIAL OFFERS/SUPPLEMENTS	For 1/2 page advertisers or larger in respective issue	BUY ONE, GET ONE FREE from the following options: - 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 & Beverage Alcohol Sector Webinars FREE WHITE PAPER with Link for Three (3) Months Hosted on www.bevindustry.com	FREE BOOTH PROFILE at IFT - Includes 1/6 Booth Profile Page and dedicated e-Blast	Craft Beverage Alcohol Webinar & Supplement

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6/14	7/16		8/16	9/17	10/15	11/15
State Of The Industry	new Seltzer Category Report	AD CLOSE: 7/9 MATERIALS DUE: 7/16	Wholesaler of the Year	Executive of the Year	Craft Beer Report	new Functional Beverage Analysis Contract Packaging
Plant Waters	Energy Drinks & Energy Shots	 <p>2021 Annual Manual</p>	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 Masking	Citrus		new Botanicals & Adaptogens	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 2021
Distracted Driver Policies	Ergonomics		Urban Delivery	Vans	Side loaders	2022 Truck Preview
Foodservice	Club Stores		Convenience Stores	Natural & Organic Retailers	Mass Merchandisers	e-Commerce
	Automatic Guided Vehicles		Forklifts	Voice Picking Technology	Warehouse Software Solutions	
Palletizers & Depalletizers	Refurbished Equipment		High Pressure Processing (HPP)	Robotics	Sustainable Facility Goals	Lubricants
Promoting Productivity	How far will Robotics go?		What is Real Downtime Cost?	The Line Speed Progression	Making Maintenance a Mandate	Beverage Safety & Security
The Beverage Forum		IFT Post-Show Pack Expo Pre-Show Planner		Pack Expo Post-Show	SupplySide West	
IFT Annual Meeting & Food Expo JUL 18-21, Chicago		THE INDUSTRY'S ONLY ONLINE REFERENCE GUIDE CONTRACT PACKAGING GUIDE	Pack Expo SEPT 27-29, Las Vegas	NACS Show OCT 5-8, Las Vegas NBWA Convention TBD, Las Vegas SupplySide West OCT 27-28, Las Vegas		
State of the Industry Report Category Sponsorships Available		FREE Corporate Profile with full-page paid ad in this issue	New Product Development Webinar & Supplement		Craft Beer Report Sponsorships Available	