

	January	February	March	April	May	June
AD CLOSING	12/15/26	1/13/27	2/10/27	3/15/27	4/13/27	5/13/27
MATERIALS DUE	12/18/26	1/18/27	2/15/27	3/18/27	4/16/27	5/18/27
SPECIAL REPORT	Bottler of the Year	NEW Specialty Foodservice Beverages	Annual Beer Category Report	Annual Soft Drink Report	The GLP-1 Effect	Top 100 Beverage Companies
CATEGORY FOCUS • Top brands • New products • Category sales results	Zero & Low Alcohol	Wine Pre & Probiotic Beverages	NEW Weight Loss Nutritionals	Spirits	Sports & Protein Drinks	Tea & RTD Tea
BEVERAGE R&D	Weight Management	Cognitive Health & Energy	Stevia, Erythritol & Natural Alternatives	Sports Recovery	Fiber & Digestive Health	IFT Pre-Show Planner Flavor Trends
INGREDIENT SPOTLIGHT	NEW Nostalgic Flavors	Masking	Exotics Fruits	Plant Protein	Relaxation & Stress Relief Matcha Tea & Powder	Hydrocolloids
PACKAGING EQUIPMENT	Can Filling & Seaming		Case Packers & Wrappers	Filler Technology		
PACKAGING MATERIALS	Caps, Closures & Resealability	Shrink & Stretch Labels	Primary Packaging Aluminum	Primary Packaging Plastic	Primary Packaging Glass	Pouches, Cartons, Aseptic & Bag-in-Box Packaging
TRUCKS/TRANSPORTATION	Fuel Price Update	Work Truck Week Preview	AI Systems	Renewable Fuels	Vehicle Lightweighting	Electric Vehicle Upfitting
CHANNEL STRATEGIES	Supermarkets		Discount Retailers & Drug Stores	e-Commerce		On-Premise
WAREHOUSE/DISTRIBUTION		Storage Systems & Automation		DSD Handheld/Software Solutions	Carts & Hand Trucks	Telematics
OPERATIONS	Reusable Packaging Systems	Driver/Warehouse Worker Retention	Processing Automation		Conveyor Systems	Facility Planning
SHOW COVERAGE				Natural Products Expo West		The Beverage Forum Craft Brewers Conference & Brew Expo America
INDUSTRY EVENTS			Natural Products Expo West MAR 2-5, Anaheim, Calif. Bar & Restaurant Expo MAR 23-24, Las Vegas	The Beverage Forum APR 27-28, Manhattan Beach, Calif. SupplySide Connect New Jersey APR 7-8, Provo, Utah Craft Brewers Conference APR 5-7, San Antonio ProMat APR 19-21, Chicago	BevTech MAY 2-6, Orlando, Fla. Food Safety Summit MAY 10-13, Rosemont, Ill.	SupplySide Connect JUN 8-9, Madison, Wis.
WEBINARS, PODCASTS & VIDEOS	Bottler of the Year Video	Specialty Foodservice Beverages Podcast Work Truck Week Video	Beer Market Podcast	State of the Industry LRB & Alcoholic Sector Webinars	Fitness Drinks Podcast	Top 100 Webinar
SPECIAL OFFERS/SUPPLEMENTS *For 1/2 page advertisers or larger in respective issue	BOGO (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	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	

2027 Editorial Calendar

July	August	BONUS ISSUE	September	October	November	December
6/14/27	7/14/27	August Multi-Sponsor eBook  INCLUDES DIGITAL HOSTING & LEAD GENERATION Editorially curated eBook on new product development for the beverage market with editorial articles on trends and insights combined with sponsor-provided articles and ads.	8/13/27	9/14/27	10/13/27	11/12/27
6/17/27	7/19/27		8/18/27	9/17/27	10/18/27	11/17/27
State of the Industry	RTD Cocktails & Hard Seltze Category Report		Wholesaler of the Year	Generation Z & Gen Alpha	Artificial Intelligence	Functional Beverage Analysis
Plant Waters	Energy Drinks Energy Shots	 INCLUDES DIGITAL HOSTING & LEAD GENERATION Editorially curated eBook on new product development for the beverage market with editorial articles on trends and insights combined with sponsor-provided articles and ads.	Coffee & RTD Coffee Creamers	Bottled Water Still & Sparkling	Dairy Alternatives & Dairy Drinks	Juice & Juice Drinks
Clean Label/Non-GMO	Immune Health		Sweeteners	Performance Beverages	Color Concepts	Bone & Joint Health
Natural Energy Solutions	Functional Mushrooms		Coffee	Botanicals & Adaptogens	Protein	Tea
Inspection Equipment	Coding Technology		Labeling Equipment		Plastic Bottle Manufacturing	
Secondary Packaging	Labeling Materials			Inks, Coatings & Customizations		Best Packages of 2027
Truck Detailing	Telematics		Special Event Vehicles	Total Cost of Ownership	Driver/Vehicle Data	2028 Truck Preview
Foodservice			Natural & Organic Retailers	Convenience Stores	Club Stores & Mass Merchandisers	Direct to Consumer (DTC)
	Automatic Guided Vehicles		Forklifts	Voice Picking Technology	Warehouse Software Solutions	
	Palletizers & Depalletizers			Robotics	NEW Membrane Technology	Lubricants
	Pack Expo Pre-Show Planner		IFT Post-Show		Pack Expo Post-Show	SupplySide Global
IFT First Annual Event & Expo JUL 11-14, Chicago		FREE CORPORATE PROFILE Free Corporate Profile Page	Pack Expo Las Vegas SEP 27-29, Las Vegas	NBWA Convention TBD NACS Show OCT 5-8, Atlanta SupplySide Global TBD, Las Vegas		
Foodservice Podcast	RTD Cocktails Podcast		New Product Development Webinar & Supplement Wholesaler of the Year Video	Bottled Water Video	Protein Beverages Podcast	Best Packages of 2027 Video
State of the Industry Report Category Sponsorships Available	FREE BOOTH PROFILE at Pack Expo – Includes 1/6 Booth Profile Page and dedicated e-Blast					