



{ 2018 MEDIA PLANNING GUIDE }



BEVERAGE WHOLESALE



EDITORIAL MISSION:

Beverage Wholesaler is devoted to the top tiers of the beverage alcohol industry. It is the **ONLY** publication designed for beverage wholesalers, distributors and brokers, reaching more than 7,500 decision makers nationwide in the beer, wine and distilled spirit industries.

Beverage Wholesaler delivers powerful information that wholesalers, distributors and brokers need when choosing which products to carry. Put your message right in their hands – drive interest, increase sales and earn market share.

2018 EDITORIAL CALENDAR

REGULAR FEATURES

- **Spotlight Q&As:** Interviews with industry executives about the latest in beverage alcohol.
- **Profiles:** Covering the most innovative beer, wine and spirit distributors and brokers across the country.
- **Event Coverage:** Highlights from the WSWA Convention, NABCA Annual Conference, NBWA Convention and more.
- **Industry Issues:** The latest in business topics like warehousing, trucking and transportation, refrigeration, taxation and regulations, and advertising and sales collateral.

ALSO IN EVERY ISSUE

- **Breaking News:** The latest in personnel changes, mergers and acquisitions and more.
- **Data & Analysis:** Insight from the Beverage Information Group research team, including the annual Growth Brands Awards.
- **Jobs Board:** Posted openings from national distributors.



E-NEWSLETTER

The initial circulation of **Beverage Wholesaler** is 7,500. **Beverage Wholesaler** contains valuable news and information, delivering the audience needed to promote sales of your brands. **Beverage Wholesaler's** circulation includes top beverage alcohol wholesaling decision makers.

Ad Unit	Size in Pixels	Max Size	Net Cost
Top Leaderboard	728x90	70k	\$525/edition
Middle Leaderboard	728x90	70k	\$400/edition
Medium Rectangle	300x250	70k	\$350/edition
Bottom Leaderboard	728x90	70k	\$300/edition

2018 WEEKLY EDITIONS:

1/8, 1/22, 1/29, 2/5, 2/12, 2/26, 3/5, 3/12, 3/19, 3/26, 4/2, 4/9, 4/16, 4/23, 4/30, 5/7, 5/14, 5/21, 6/4, 6/11, 6/18, 6/25, 7/2, 7/9, 7/16, 7/23, 7/30, 8/6, 8/13, 8/20, 8/27, 9/10, 9/17, 9/24, 10/1, 10/8, 10/15, 10/22, 10/29, 11/5, 11/12, 11/19, 12/3, 12/10, 12/17

(NO ISSUE on 1/1, 1/15, 2/19, 5/28, 9/3, 11/26, 12/24 and 12/31 due to holidays)

Ad materials due one week before edition date.

CUSTOM EMAIL BLASTS

- **Customize a message** to Beverage Wholesaler's audience specific to your brands!
- eBlasts are a **cost-effective way to reach key distributors, wholesalers and brokers** with a dedicated sales message.

SELECTION CRITERIA:

- **Target your eBlast** by several different selection criteria, including business type, geography or job title.

LIMITED OPPORTUNITY:

- Beverage Wholesaler allows **no more than two custom eBlasts** per month.

COST:

\$2,440 net for total audience of 7,500*

Cost per Thousand: \$325

Minimum cost \$1,625 or 5,000 eBlast names

*Updated count available at time of eBlast

TOP LEADERBOARD



TEN BEVERAGE ALCOHOL TRENDS FOR 2017 AND BEYOND

Consumer taste continues to evolve. Recent industry-defining beverage alcohol categories like bourbon, IPA and rose have begun to splinter off into subcategories. Different tastes on these styles have emerged, including regional focuses or remastered recipes, while countries not normally known for these beverages have entered into the competitive fray. With all that in mind, here are 10 trends (established or emerging) that will define the alcohol industry in 2017.



The Rose Category Broadens

Rose will remain hot in 2017 as it continues to transition from a hot-weather wine to a year-round top seller. And as the category attracts more attention and expands, consumers will look for more than typical sweet Provenance rose.

Like the Mulderbosch Cabernet Sauvignon Rose from South Africa, a top-ten selling imported rose in America, "It's uncommon to have a cabernet sauvignon rose, but that's our point of difference," explains Adam Mason, winemaker, Mulderbosch. "We think it's a slightly richer rose, not in the sticky style."

It's also darker in color than most. Still, Mulderbosch did not want to be way off the rose bell curve. The company made sure their offering remained light like those of Provenance that have set the market.

Mulderbosch makes a dry rose, but Mason believes U.S. consumers are comfortably up to speed on that style. And that it's South African rose, not exactly common, should not be a consumer turnoff. If anything it's a unique point of variety. And, at the end of the day, "once consumers are starting at a wall of roses, what informs their decision is price," Mason says. He believes the \$13-14 SRP of Mulderbosch rose is a sweet spot.

Offbeat rose is on the menu at Molyvos, an upscale Greek restaurant in Manhattan. Wine Director Kamal Kouri is showcasing a dozen roses from Greece. "They run the full range of style, from dry to truly sparkling, covering any palate," Kouri says.

"Some people think rose is only made in Provenance and Bordeaux, but others are now looking for new and different roses."

"These wines represent the pride of variety in Greek winemaking," he adds. "Greek rose is something you can really enjoy while getting a sense of place."

IPAs Continue to Diversify

No doubt the IPA remains the most popular craft beer style. American consumers love bold flavors and the bitter, fruity, increasingly juicy IPA remains king.

While the IPA craze continues, it's also segmenting. There are session IPA, black IPA, red IPA, white IPA, double IPA, triple IPA — whatever your palate prefers, there's a style to match. And that increasingly includes regional



For Alcohol Trends to Watch in 2017 and Beyond

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For Trends from 2016

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By Big Bear the Future of Craft

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MIDDLE LEADERBOARD

IN THE NEWS

- [E&J GALLO ACQUIRES GERMAIN ROBIN BRANDY](#)
- [DUCKHORN ACQUIRES CALERA WINE COMPANY](#)
- [WOMEN OF THE VINE & SPIRITS ANNOUNCES SCHOLARSHIP](#)
- [T&L VODKA EXPANDS DISTRIBUTION](#)

MEDIUM RECTANGLE



BREAKTHRU'S NICK NISTICO ON INNOVATIVE BARTENDING

Nick Nistico is Breakthru Beverage Florida's Beverage Program Specialist, as well as an award-winning mixologist. He won a number of bartending competitions from 2013 to 2014, and was recently awarded the Best in Show medal from the Wine & Spirits Wholesalers of America. I recently spoke to Nick about his views of the on-premise industry and what will drive sales and innovation forward in the coming years.

Beverage Wholesaler: What are the biggest industry trends currently impacting the on-premise?

Nick Nistico: If I had to spotlight one, I would say lower ABV Aperitivo, Amaro and Sherry-based cocktails. Spritzes can be enjoyed in numbers while remaining responsible. With so many options for cocktails and nigette venues, I find a lot of guests like to visit multiple bars in one evening and enjoy a small bite along the way. Three-hour dinners are grasping at its guests look to maximize their experiences in an evening.

Beyond that, our industry continues to follow the culinary industry. It's all about farm-to-table — driven by fresh ingredients. People want to know where things come from. When you travel, you want to drink local.

BW: What are some of the most innovative and creative mixologist trends you've seen lately?

NB: 3D printed garnish, sensory and aromatic-driven cocktail experiences, creative glassware and delivery vessels continue to impress guests.

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[READ MORE...](#)

ONE MORE THING

Alcohol advertising expert 1000+ gallons of legal alcohol manufactured for sale as shown in Canada. The entire order after an investment report in the international journal. See what's been selling the fastest alcohol sales after a 1000+ gallons of legal alcohol for sale.

JOBS BOARD

Director of Craft & Luxury Spirits

Wholesaler, Young's Market Company
Location: Phoenix, AZ
Requirements: Seven to ten years of alcohol industry management experience.
[MORE...](#)

BOTTOM LEADERBOARD



BEVERAGE WHOLESALER

CONTACT US



AMY COLLINS

Vice President/Beverage
763-383-4423
acollins@epgmediallc.com



JEREMY NEDELKA

Editor
203-855-8499 ext. 2213
jnedelka@epgmediallc.com



KYLE SWARTZ

Managing Editor
203-855-8499 ext. 2225
kswartz@epgmediallc.com



MARK MARCON

Sales Manager
763-383-4456
mmarcon@epgmediallc.com
AK, AZ, CA, CO, CT, DE, HI, ID,
MA, ME, MT, NH, NV, NM, OR,
RI, UT, VT, WA, WY, Canada &
International.



DEBBIE RITTENBERG

Sales Manager
763-383-4455
drittenberg@epgmediallc.com
AL, AR, DC, FL, GA, LA, MD,
MS, NC, NJ, NY, OK, PA, SC, TN,
TX, VA, WV.



BRUCE KOSTIC

Sales Manager
office: 203-855-8499, ext. 2215
bkostic@epgmediallc.com
IL, IN, IA, KS, KY, MI, MN, MO, NE,
ND, OH, SD, WI

BEVERAGE WHOLESALER

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