MARKET WATCH 2009 editorial calendar MARKET INTELLIGENCE ON WINE, SPIRITS AND BEER

Not to be missed...

February/March: On-Premise Player of the Year

- Vodka Category Feature
- Latin Spirits Category Feature
- Off-Premise Profile: Exit 9 (New York)
- On-Premise Player of the Year
- New Industry Stars: Drinks Execs in New Leadership Roles
- Retail Hybrids: Restaurant/Liquor Stores
- CityScope: Washington, D.C.
- Mixology: Tequila's Latest Cocktail Trends
- Winefiles: California
- Beer Watch Column
- Special Bonus Distribution: American Beverage Licensees and Nightclub & Bar Association shows

April: Hot Brand Awards

- Gin Category Feature
- On-Premise Profile: SBE Restaurant and Nightlife Group
- Off-Premise Profile: Liquor World (Arkansas)
- Spirits & Wine Hot Brands
- Wine in C-Stores
- First to Market: Retailers Look for Exclusives on New Product Launches
- CityScope: Portland, Oregon
- Mixology: Liqueur's Latest Cocktail Trends
- WineFiles: Australia
- Beer Watch Column
- Special Bonus Distribution: Wine & Spirits Wholesalers of America

May: Control States/NABCA

- Rum Category Feature
- On-Premise Profile: Applebee's
- Off-Premise Profile: Wal-Mart
- Off-Premise Profile: Farm Fresh Supermarkets
- Control State Feature
- Impact Seminar Roundup
- CityScope: St. Louis
- Mixology: Cachaça's Latest Cocktail Trends
- Wine Files: France
- Beer Watch Column
- Special Bonus Distribution: NABCA Control State Convention

June: Beer Season

- Sake Category Feature
- Absinthe Category Feature
- On-Premise Profile: The Yardhouse Restaurant, Specializing in Beer
- Off-Premise Profile: Belmont Station (Portland, Oregon)
- Best Beer Menus: Restaurants with the top beer selections in terms of breadth and matching with food
- Top Beer Brands Rankings
- CityScope: New Orleans
- Mixology: Vodka's Latest Cocktails Trends
- Wine Files: New Zealand
- Beer Watch Column

July/August: Summer Cocktails

- Sangria Category Feature
- Tequila Category Feature
- On-Premise: The Taphouse Grill: Cutting Edge Beer Menu
- Off-Premise Profile: Cellar 70
- WSWA Hot Brands Awards Roundup
- Brewer Profile: DG Yuengling & Sons
- Texas Package Store Meeting
- CityScope: Dallas
- Mixology: Gin's Latest Cocktail Trends

- WineFiles: Chile and Argentina
- Beer Watch Column
- Special Advertorial Section: Summer Cocktails
- Special Bonus Distribution: Texas Package Store Association

September: Beer Hot Brands

- Irish Whiskey Category Feature
- Bourbon Category Feature
- Liqueurs Category Feature
- On-Premise Profile: BW3 Restaurant Group
- Profile: Gold Coast Beverage beer wholesalers (Florida)
- 2008 Beer Hot Brands
- CityScope: Boston
- Mixology: Rum's Latest Cocktail Trends
- Winefiles: Spain
- Beer Watch Column
- Special Advertising Section: Perfect Pairings
- Special Bonus Distribution: National Beer Wholesalers
 Association

Leaders: Annual Retail Awards Publication

Leaders Banquet

Profiles of six Leaders, four Alumni Award Winners and The Retailer of the Year

Leaders is a publication honoring the best industry retailers in the country. Leaders awards are presented at the annual Leaders Dinner event attended by retailers and wholesale and supplier executives.

October: Holiday Preview/Hot Prospect Brands

- Scotch Category Feature
- Cognac Category Feature
- On-Premise Profile: T.G.I. Friday's
- Off-Premise Profile: 20-20 Wine Merchants: Los Angeles
- Hot Prospect Brand Awards
- Holiday Preview
- CityScope: Phoenix
- Mixology: Absinthe's Latest Cocktail Trends
- WineFiles: South Africa
- Beer Watch Column
- Special Advertising Section: Holiday Gift Giving & Gift Packs

November: Las Vegas

- Mixers Category Feature
- Canadian Whiskey Category Feature
- Sparkling Wine (inc. Prosecco) Category Story
- On-Premise Profile: Fox Restaurant Group
- Off-Premise Profile: Tesco
- Las Vegas
- Winter Beers/Seasonal Brews
- CityScope: Indianapolis
- Mixology: Whiskey's Latest Cocktail Trends
- Winefiles: Portugal
- Beer Watch Column

December: Blue Chip Brands

- Luxury Spirits Report
- On-Premise Profile: BR Guest
- On-Premise Profile: Clubs Enter Smaller Cities
- 2009 In Review
- Blue Chip Brand Awards
- Leaders Banquet Roundup
- CityScope: Philadelphia
- Mixology: Cognac's Latest Cocktail Trends
- Winefiles: Italy
- Beer Watch Column

Hot Themes for 2009...

On-Premise Player of the Year

The best restaurateur or bar owner is showcased in a feature story. Learn what has made them a success.

Leaders

Recognition of the best industry retailers in the country both in store and online.

Hot Brand Awards, Blue Chip Brands & Hot Prospects

These are the industry's most exciting and valued brands, quantified each year by Impact and published in Market Watch.

On-Premise & Off-Premise Profiles

A look at what your customers are doing with their stores and operations to maintain and enhance the customers' experience.

Appearing in every issue...

MRS Editorial

Letter from Marvin R. Shanken. the Chairman of M. Shanken Communications

Through the Glass

News about retailers, onand off-premise operators, supplier brands and more...

Nightclub & **Bar Openings**

The hottest openings of clubs and bars from around the country

Restaurant Openings

The latest culinary openings, and what their beverage offerings look like

Events

Photographs and captions from the latest industry and celebrity events

Shop Window

News on expansion and innovative marketing from retail stores nationwide

New Product Watch

Information on new products and how to get them

First Birthdays

A look at brands after their first year on the market

Bar Buzz

The latest bar trends, promotion, technology and more

Wine Sense

A look at trends and innovation in the wine category

News Watch

Beer Watch

Second Tier

landscape

Mixology

in the beer category

Keeping up with the

changing distributor

The latest cocktail trends

What's new and happening

All the news that's fit to print

Cocktail Hour

A bar/bartender profile and the venue's signature drinks

2009 CLOSING DATES

Feb/March

Space Closing: Jan 23 Materials Due: Jan 28

April

Space Closing: Feb 27 Materials Due: Mar 2

May

Space Closing: Mar 27 Materials Due: Apr 1

June

Space Closing: Apr 28 Materials Due: May 1

July/August

Space Closing: Jun 1 Materials Due: Jun 4

September

Space Closing: Jul 28 Materials Due: Jul 31

Leaders

Space Closing: Aug 20 Materials Due: Aug 24

October

Space Closing: Aug 28 Materials Due: Sept 2

November

Space Closing: Sept 30 Materials Due: Oct 2

December

Space Closing: Oct 28 Materials Due: Oct 30