

# 2020 Forward Features List

*Imbibe magazine is read by more than 55,000 drinks buyers, key pourers and sommeliers, owners, managers and customer influencers. With a fixed circulation of 20,000, the magazine is shared and read online by over 35,000 additional professionals and growing. We offer a number of traditional and unique advertising page formats within Imbibe magazine.*

*Below is a selection of our forward features for 2020 - do get in touch if you are interested in supporting these or for a chat about other ideas and opportunities we can offer in print, online and at our portfolio of events. Email: [sales@imbibe.com](mailto:sales@imbibe.com)*

## SPRING 2020

- **Cocktails & Spirits** – Spiced rum
- **Wine** – Beaujolais; Lambrusco; Greek wine tasting
- **Beer & Cider** – Sustainability
- **Mixers & More** – Aperitifs
- **No & Low** – Launching our No & Low Awards
- **People & Places** – Personality of the Year results; Sommelier Wine awards

## SUMMER 2020 - Japanese focus

- **Cocktails & Spirits** – Whisk(e)y
- **Wine** – Rosé
- **Beer & Cider** – Beer & food matching
- **Mixers & More** – Tonics
- **No & Low** – Spirits
- **People & Places** – Imbibe Live preview; Shakes in the City

## AUTUMN 2020 – Christmas focus

- **Cocktails & Spirits** – Premium & ultra-premium spirits
- **Wine** – Sustainability
- **Beer & Cider** – Winter cider
- **Mixers & More** – For dark spirits
- **No & Low** – Beer
- **People & Places** – Imbibe Live wrap; Drinks List of the Year launch

## WINTER 2020 – 2021 Trends focus

- **Cocktails & Spirits** – White spirits
- **Wine** – Sparkling
- **Beer & Cider** – Low-calorie, gluten-free & organic
- **Mixers & More** – What's next for the category?
- **No & Low** – Wine & wine alternatives
- **People & Places** – Drinks List of the Year results

*We also offer tastings, competitions and bespoke opportunities for any producer or brand who wants to be creative and think outside the box with their campaign. Do you have something that'd fit right in?*

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# Spring 2020 Features In Depth

## People & Places

- **Imbibe Personality of the Year 2020** – It's the 10<sup>th</sup> anniversary of our annual #POTY awards in which we recognise the brightest and best in the industry. Alongside our already popular categories, which include Bar Team of the Year, Sommelier of the Year and Educator of the Year, we've added two new awards this year – Trailblazer of the Year and Personality of the Decade. Following the awards night in February, the Spring issue will celebrate the rising stars and industry legends who went home with a gong...

## Cocktails & Spirits

- **Spiced rum** – Increasing innovation is stoking excitement in a category that has perhaps previously been associated as just for mixing. Can this new generation of rums spice up the category and win it new fans?
- **Shochu** – New expressions are proving a game-changer for this misunderstood spirit. We take the opportunity to dispel some misconceptions and showcase its versatility.
- **Aperitifs** – The rise in the 'aperitivo moment' put the spotlight on spritzers but what's next? How are creative bartenders moving things forward? Will vermouths continue to dominate or can other wines, spirits or even beers make a move on the pre-prandial opportunity?



## Beer & Cider

- **Sustainability in beer** – In the first in a series of features looking at sustainability in the drinks industry, we focus on what breweries big and small are doing around the issue and what sustainability really means for them in 2020.
- **Barrel-aged beer** – It's become more than just a trend for brewers, some might say it's bordering on an obsession for some. How does barrel aging beer affect the taste, then, and what techniques are brewers using to produce great barrel aged beers? We investigate, and pick out a few of our faves.

## Wine

- **Beaujolais** – Lighter reds are popular with wine lovers at the moment but many of the good examples are at the more expensive end of the market. So where can you find value for money, mid-weight reds? Enter Beaujolais...
- **Lambrusco** – Sweet, red and fizzy, Lambrusco has been a much maligned style of Italian wine for years – but then so once was Prosecco. Can a new generation of dry, sparkling Lambrusco change our minds? We went to Italy, via some top London restaurants, to find out.
- **White grapes, red wine** – Once upon a time, adding white grape varietals to red wine was quite common in some regions but now it is rejected by most winemakers across the board. But what are the advantages of the practice, or is it best left in the past?
- **Technology in wine service** - From Coravin revolutionising wines by-the-glass, to apps that rate wine and check wine prices, there's plenty of new tech out there affecting the wine industry. Is it changing how customers order wine and sommeliers buy it and if so, how? We find out.

## Business & Trends

- **The experience economy** – Puttshack, Flight Club and Handmade Mysteries have successfully tapped into the growing desire for drinkers to have an experience on a night out. How is this shift affecting the traditional on-trade, though, and what can bars and pubs do to fight back?
- **Homemade and homegrown** – There's been a growth in the rise of bars using ingredients they are creating themselves – from growing garnishes and herbs, to making shrubs and spirits in house. We're going in search of the best to get some tips, tricks and advice to help more of you tap into the trend.

## Tastings

- **Greek wine** – We're starting to see more and more wines from Greece on merchants' portfolios but many people still know very little about it. So we've invited one of the UK's most influential somms, Terry Kandyli of 67 Pall Mall, who has done much to promote Greek wine, to join our panel of experts.