

the drinks business

MEDIA PACK · 2013



drinks business

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AS ONE of the world's leading drinks trade publication, *the drinks business* is at the forefront of what happens in the industry by reacting to the latest developments and trends, as well as providing analysis, debate and unbiased opinion.

Like the drinks industry itself, *the drinks business* strives to innovate and bring new, exciting ideas and services to our readers. In 2013 it will continue to increase the European and international relevance of our editorial coverage, and keep our readers better informed via the web.

The drinks business daily e-newsletters continue to grow in importance and over 14,000 members of the drinks trade worldwide receive our daily newsletters. These contain original and engaging stories sourced by our full time team of writers and a range of journalists from across the world.

The drinks business's annual programme of awards, designed to reward inventive drinks design and marketing as well as excellence in management and company development, will continue to develop its scope and importance. *The drinks business* stages the trade's

introduction

only Green Awards for environmental initiatives in drinks.

Our sister publication, *The Spirits Business* is the only international trade title solely dedicated to spirits trade. With its increased recognition, *The Spirits Business* is now published eleven times per year, including The Vodka Yearbook and The Brand Champions, the most comprehensive listing of the world's most powerful spirits brands.

The Spirits Business stages the highly popular Spirits Masters series. The success of this initiative has been extended to wine, with the Champagne Masters and the Rioja Masters. Over the course of 2013 there will be further competitions under the Masters programme.

The drinks business and *The Spirits Business* deliver to our readers greater insight into the business and commercial trends in the drinks industry and, with our reports and attendance at all the international fairs, *the drinks business* team is dedicated to making sure that as a reader you are well ahead of the field and in touch with what is really happening.

**Anthony Hawser
Publisher**



editorial & circulation

The drinks business is a monthly, high-quality b2b publication that covers business and management issues in the wine and spirits industry.

Our international business focus makes it an indispensable read for those involved in the drinks sector on a day-to-day basis.

The drinks business profiles major trends throughout the alcoholic drinks industry, from finance and business news to marketing and PR, as well as consumer trends and on- and off-trade focuses.

We speak directly to buyers and professionals who influence buying decisions, as well as importers and their exporting partners worldwide, making the drinks business an essential read for retailers, importers, wholesalers and related service industries and on-trade professionals.

The drinks business covers all international issues and developments pertinent to commercial and management aspects of the drinks industry, as well as practical features that keep managers and decision makers informed, helping them to advance their companies and their careers, and construct winning strategies.

Each month we include in-depth news analysis, business news and opinion, as well as detailed country and category analysis.

Additionally, we report on retail trends, PR and marketing moves and spends, with original and exclusive statistics, company retrospectives, major personality and company profiles and much, much more (see our features list).

The magazine is also complimented by www.thedrinksbusiness.com online, which, with a daily newsletter and breaking stories, which receives 1,000,000 page views a month, read by 240,000 people from over 184 countries. It is a major forum for discussion amongst industry professionals, covering everything from news stories to top industry jobs on the market.

We have also launched a series of Masters tasting competitions, where specific regions or styles are tasted blind by a panel of industry experts and awarded medals according to their individual merit. To date, these include The Champagne Masters, now in its third year, and The Rioja Masters. For

more information on events, go to our Events page.

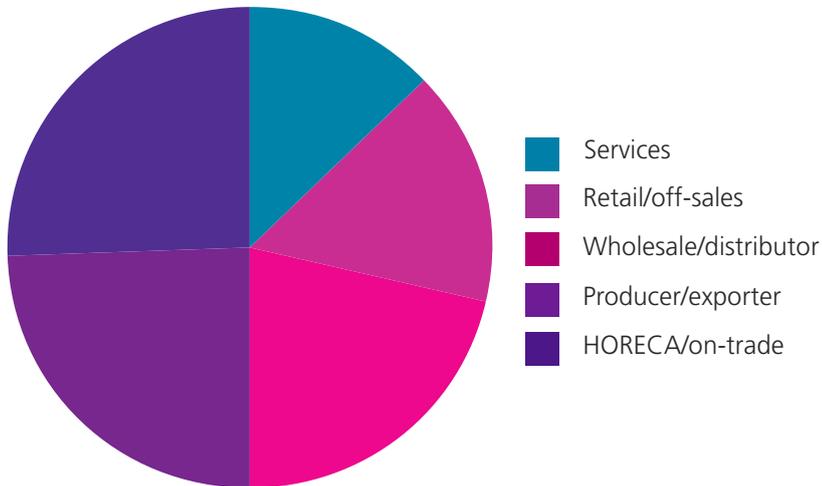
The drinks business has a print circulation of up to 15,000 – and a readership of 45,000 – key industry figures: CEOs, MDs, directors, buyers, marketing and PR managers and leading restaurateurs. Taking into account While the core readership is from Europe, our magazine is subscribed to by top producers and drinks professionals worldwide.

Geographically the magazine has a distribution split between the UK; key markets in mainland Europe, such as Germany, Scandinavia, Benelux, France, Spain and Italy; the USA; the Far East; and major exporting nations such as Australia, South Africa, New Zealand, Chile and Argentina.

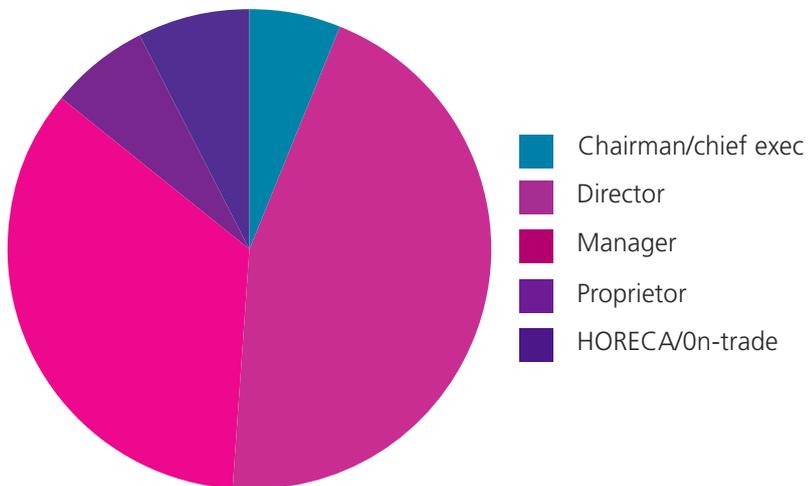
Our circulation and reader survey is updated annually and independently audited.



Readership



Job function breakdown



EXHIBITIONS 2013

the drinks business

attends and exhibits at many of the major international exhibitions. Contact us to find out details of our stand, events or meeting opportunities by emailing: info@thedrinksbusiness.com

Prowein

24-26 March

Vinitaly

7-10 April

TFWA Asia-Pacific

12-16 May

London International Wine Fair

20-22 May

Vinexpo Bordeaux

16-20 June

Moscow Bar Show

24-26 September

TFWA World Exhibition Cannes

21-25 October

HKTDC Hong Kong International Wine & Spirits Fair

7-9 November

FEATURES LIST 2013

Throughout the year the drinks business covers breaking news and provides analysis of topical issues

JANUARY

The Green Issue

Australia Focus
Liqueurs & Mixers
Premium Beers
Exhibition Fever

FEBRUARY

Closures Issue

Italian Regions
Closures & Containers
Argentina
Premium Vodka
Rioja

MARCH

Prowein Issue

Sherry
South Africa
Prosecco
Vodka in Retail
Brown Spirits
New Zealand
Lower Alcohol Wine

APRIL

LIWSF/Distil Preview
Spanish Regions
Austria
Chile Regions
Cider

MAY

LIWF Issue

Power Brands
Bonded Warehousing
Australia
Design
Scotch Whisky

JUNE

Vinexpo Issue

Prestige Champagne
Italy Focus
Premium France
South Africa Focus

JULY

The Ethical Issue

Fair Trade Wines
Portugal & Fortified
Wines
Tequila & Mezcal
Gin
Emerging Brands

AUGUST

The UK Retail Issue

Logistics, Distribution
& Technology
New Zealand
Corks & Closures
Argentine Regions

SEPTEMBER

Chile Focus
Vodka
Malt Whisky
Premium Australia

OCTOBER

Travel Retail Issue

Champagne Focus
France Regions
South Africa Brands
Port & Douro Wines

NOVEMBER

Awards Issue

White Spirits Focus
Germany
California
Beer Focus

DECEMBER

Luxury Issue

(including Vodka,
Whisky, Cognac,
Brandy & Fine Wine)
Brands
Rum

SUPPLEMENTS

MARCH

Champagne Report

APRIL

Eat. Drink - On Trade

MAY

California Report

JULY

Brands Report

SEPTEMBER

Eat. Drink - On Trade

NOVEMBER

Spanish Report

DECEMBER

IWSC Report
Trends Report



competitions and events

The drinks business has an exciting range of industry leading competitions and events throughout the year which are designed to help you connect with the trade at every level with the voice of the drinks industry. db is unique in the breadth of areas covered through its internationally acclaimed events series, offering the opportunity of unrivalled exposure for brands internationally, covering everything from marketing and Green initiatives to actual product tastings

The newest addition to the events list is the Masters series where wines of specific styles and from specific regions are tasted blind by a panel of industry experts, with each wine judged on its individual merit in its category.

Coverage of the events will be online, through bespoke newsletters and, of course, in the print magazine.

Our events are designed to help brands:

- engage face-to-face with our unrivalled audience of leading drinks industry and allied services figures
- spotlight the excellence of products and/or services
- reinforce your green credentials and support your environmental and ethical initiatives
- keep your finger on the pulse of the drinks industry with our ongoing forums, conferences and roundtables
- communicate your brand message through our multi-media communication packages
- partner with us to align your brand with the leading drinks trade media and events

CALENDAR OF DB EVENTS:	
Event	Description
Winemakers' wine maker - ProWein	This event, run in conjunction with the Masters of Wine institute, celebrates one wine maker who has made a particular difference over the year.
The Green Awards	These awards were designed to recognise the leaders in the industry for all things Green – a growing factor in many markets that will continue to grow in importance
The Drinks Business Awards at LIWF	The DB Awards celebrate the finest individuals, teams and campaigns in the industry for a year of excellence in their field.
Lifetime Achievement Award – Vinexpo Bordeaux	This is also run with the Masters of Wine Institute, celebrates someone who has made the biggest impact in the industry to date
Champagne Masters	A blind tasting by a panel of industry experts look at Champagnes exclusively to find the best out there
Rioja Masters	A blind tasting by a panel of industry experts look at Riojas exclusively to find the best out there
Fortified Masters	A blind tasting by a panel of industry experts look at fortifieds – including Port, Sherry and Madeira, to find the best out there



Please note that this list is subject to change over the course of the year.

All events receive full coverage online and in print. There is also the opportunity to devote an entire bespoke newsletter or supplement on the issue. Please contact our events team for more information about existing events, or to discuss another event.

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