



Features List 2009

Every issue of the DRAM contains a licensee interview and a design feature, as well as a market report.

JANUARY ISSUE

Deadline 15th December

The DRAM's New Year's Honours List

Licensing: The issues affecting the trade – a review of Licensing Conference as well as Scotland's Top Legal Eagles.

Trends for 2009: What some of the trade's Movers and Shakers think will be the main trends for the year.

Whisky and Burns: a perfect combination!

Australian wines

Focus on Asian beers

FEBRUARY ISSUE

Deadline: 23rd January

Focus on Property: The men behind the sales of Scotland's top places, and a look at property trends.

Tenancy and Leasing

White Spirits: Scotland's love affair with white spirits is a real Valentine for licensees!

Recruitment

A Guide to Scotland Top Bars: a 100+ page book on the best pubs and bars in Scotland

MARCH ISSUE

Deadline: 20th February

DRAM Awards

The Youth of Today: Brands that are proving a hit with LDA drinkers.

A look at the under 30s who are making an impact on the Scottish bar scene

Supplier Survey: The DRAM surveys Scotland's licensees to see how they rate.

Irish Ayes: a look at some of Ireland's favourite tipples.

Using Technology to drive your business

Market Report: Ales and Stouts

Recruitment

Love Beer: A new magazine celebrating great bars that serve great beer. The people behind beer in Scotland and a focus on the different varieties available in Scotland's bars and pubs. Edited by Roy Beers, this A5 magazine will be produced three times a year.

APRIL ISSUE

Deadline: 20th March

A force to be reckoned with: The men who lead Scotland's drinks companies.

Spring into Summer: A focus on design and how licensees can update the look of their premises on a budget.

Tequila: is this the spirit that's going to be in vogue this season?

Recruitment

Wee DRAM – A modern approach to selling whisky – the second edition of our new 40-page publication that takes the myth and mystique out of whisky for bartenders and younger drinkers.

MAY ISSUE

Deadline: 24th April

Homecoming Scotland and the Scottish brands making an impact.

Women at the top of the tree in the Scottish trade

Discovery beers: A focus on imported and world beers.

Recruitment

JUNE ISSUE

Deadline: 22nd May

Summer Drinks: Super chilled, RTDs, PPLs, Cider and the best of the rest.

Taste testing on the cocktail front: the DRAM team visit Scotland's top cocktail bars to discover their best cocktails, and profile the bartenders behind them.

Focus on Food

What's new at the bar: The latest refrigeration and founts, glassware and point of sale.

Italian Drinks: A look at the Italian brands making an impact in Scotland.

JULY ISSUE

Deadline: 19th June

All the 2009 Award finalists

Scotland's up and coming bar and restaurant groups - with more than one unit less than 10.

American Brands: A showcase of US brands that have made an impression this year on the Scottish market.

French wines: The French stormed the Bastille on 14th July - what French wines are making a similar impression on the Scottish market? The DRAM speaks to Scotland's top sommeliers.

Recruitment

AUGUST ISSUE

Deadline: 17th July

Awards Issue - all the 2009 the winners.

Rum: What the brands are doing and what licensees rate as their top sellers.

Countdown to licensing reform

A focus on Wholesalers

Recruitment

SEPTEMBER ISSUE

Deadline: 21st August

Scotland's Most Successful Single Unit Operators.

Bourbon, American and Irish Whiskies.

Focus on Food

OCTOBER ISSUE

Deadline: 18th September

Liqueurs, Cream Liqueurs & Speciality Drinks

Focus on Entertainment

Scotland's Most Successful Restaurateurs

NOVEMBER ISSUE

Deadline: 16th October

Top 20 brands: The DRAM's annual survey of Scottish licensees.

Whisky Market Report

Red Wines and Port

Quirky is key: Scotland's most unusual outlets

DECEMBER ISSUE

Deadline: 13th November

Dark Spirits, Brandies and Cognac

The DRAM's Most Eligible List

Christmas Showcase

Christmas Cocktail Book: This December the DRAM will produce a 28 page, A6 glossy booklet with a range of Christmas Cocktails for licensees to try. It will be distributed with every copy of the December DRAM.