

## FEATURES LIST 2010

Every issue of the DRAM contains a licensee interview, and a design feature, and a roundup column. Please note that all drinks focussed features are written without utilising information from generally distributed press releases. These articles are researched and brand manager comments would be specially requested.

### FEBRUARY ISSUE

Editorial deadline: 18th January  
Advertising copy: 25th January

#### Features:

The influencers in 2010 - who will make an impact in the coming year?  
Tipped for the top - we ask people in the know to choose someone they believe is going to go all the way to the top.

How to be clever with cash in 2010.

Focus on Property - the men behind the sales of Scotland's top places  
- and property trends.

Tenancy and Leasing - the best deals around.

Whisky - we take a look at what the brands are doing to make the most of whisky sales.

Recruitment

### DRAM SUPPLIERS GUIDE

#### MARCH ISSUE

Editorial copy: 19th February  
Deadline advertising copy: 22nd February

DRAM Awards 2010 - the sponsors and the categories.

White spirits - bartenders tell us the brands that they think are doing a good job at attracting and keeping their drinkers.

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

Supplier Survey - the DRAM surveys Scotland's licensees to see how they rate their suppliers.

Irish Aye's - a look at some of Ireland's favourite tipples.

Using Technology to Drive your business

Market Report: Ales and Stouts

Recruitment

## Wee DRAM

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

## APRIL ISSUE

Deadline: 22nd March

A force to be reckoned with...the men that lead Scotland's drinks co's.

Spring into Summer – a focus on design and how licensees can update the look of their premises on a budget. We speak to Scotland's top bar designers.

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

Focus on Cider, draught and packaged.

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: 23rd April

Election fever – what the parties plan for the Scottish Licensed Trade.

Women at the top of the tree in the Scottish trade – a feature on ten of the best.

NPD and youth brands – what's tickling the youth of today.

A focus on draught lager, what founts are keeping their place at the bar?

Social networking sites, how to make the most of the sites and keep customers informed. .

Catering focus. We take a look at chefs who are making their mark.

Cash saving tips.

Summer Cocktail booklet

## JUNE ISSUE

Deadline: 22nd May

World Cup special – how to make the most out of the football, despite the fact that Scotland is not competing. Focussing on imported and world beers.

Summer Drinks – what's new for summer, innovative cocktails, a fresh approach to traditional brands, and bartender ideas on how to make the most of summer sales.

Focus on Rum

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

Training - top tips to get your staff motivated.

## JULY ISSUE

Deadline: 19th June

All the 2010 Award finalists

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

American brands - bourbon and beer - what are they doing to get the Scottish bartender and customer enthused.

The DRAM speaks to Scotland's Top chefs and what they think of the past six months.

Recruitment

## AUGUST ISSUE

Deadline: 18th July

Awards issue all the 2010 the winners.

Scotland's top gastro pubs, where they are and what have they been doing to attract and keep customers.

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

A focus on Wholesalers

Recruitment

## SEPTEMBER ISSUE

Deadline: 21st August

Scotland's top reps. The licensed trade give us their views.

Entertainment - The most successful route to getting footfall?  
Cost v's Benefits.

Specialist and Imported beers - from South American to Polish brands.

Recruitment

## OCTOBER ISSUE

Deadline: 12th September

Movers and Shakers - part one - the people that are making it happen in Scotland.

Liqueurs, Cream Liqueurs & Speciality Drinks

Halloween capers - dunkin for business?

Wee DRAM

## NOVEMBER ISSUE

Deadline: 10th October

Movers and shakers part two

Christmas Drinks and Christmas Cocktails

Christmas Food Focus

Whisky market report

Recruitment

## DECEMBER ISSUE

Deadline: 14th November

Review of 2008

Scotland's Top Managers

Christmas Drinks part two

Recruitment

Christmas cocktails

## JANUARY

Trends for 2011

The DRAM New Year gongs