

BeverageDaily

Editorial Calendar 2024 & 2025

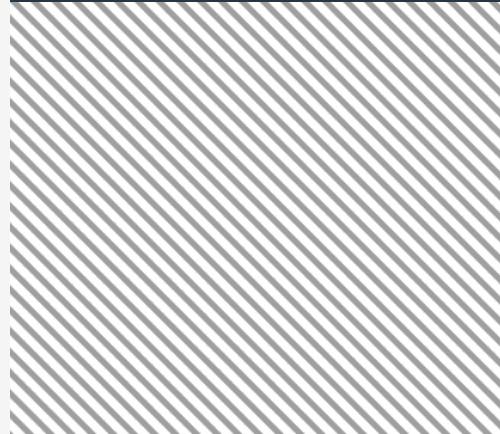
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Yearly Overview 2024

JANUARY

31 Low And No Alcohol Drinks

FEBRUARY

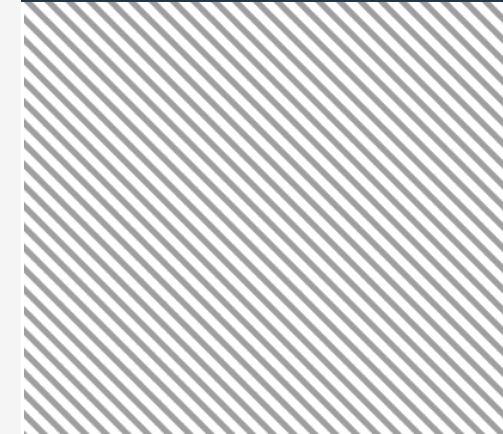


MARCH

28 Functional And Fortified Beverages

APRIL

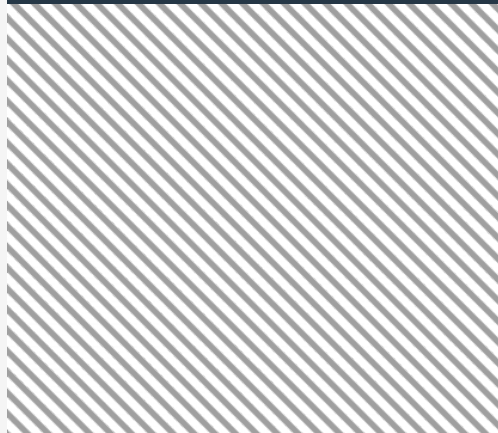
24 Beer Trends



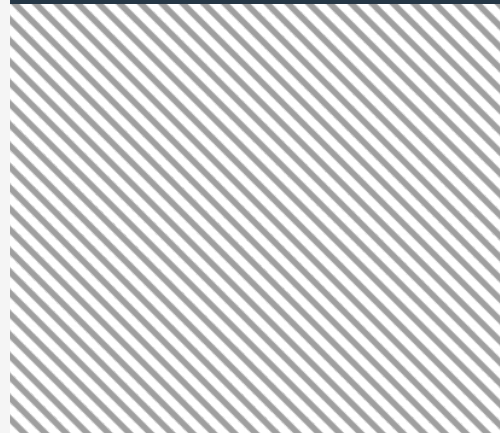
JUNE

26 Flavor And Color Trends

JULY



AUGUST



SEPTEMBER

25 Functional And Fortified Beverages

OCTOBER

23 Processing And Packaging

NOVEMBER

13 Beverage Innovation

DECEMBER

06 Sugar Reduction



SPECIAL EDITION



EDITORIAL WEBINAR

Yearly Overview 2025

JANUARY

29 Low And No Alcohol Drinks

FEBRUARY

26 Sports Drinks

MARCH

26 Innovation In Low And No Alcohol

APRIL

MAY

JUNE

JULY

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER



SPECIAL EDITION



EDITORIAL WEBINAR

2024

JANUARY

31

LOW AND NO ALCOHOL

As consumers seek to moderate their alcohol intake, the market is opening up for alcohol alternatives. With improved taste, visibility and social acceptance, low and no alcohol beers have already made their mark, but what about non-alcoholic spirits, mocktails and low alcohol wines? Alcohol beverage giants are responding to consumer demand with no and low ABV alternatives of flagship products, as well as launching entirely new products in the no and low ABV category. But innovation is also being driven from the other direction, by soft drinks manufacturers who spy an opportunity for premium soft drinks

MARCH

28

FUNCTIONAL AND FORTIFIED BEVERAGES

Once, beverages were simply about hydration. Now, people are clued up to the concept of healthy hydration while also asking what additional benefits their drinks can provide. Rich with innovation, the functional beverage category is full of exciting developments and new ideas. But how much weight do functional claims carry – and which ones are consumers most interested in? This special edition will put the spotlight on ingredients, claims and regulations, market size and the opportunities and challenges for functional beverages.

APRIL

24

BEER TRENDS

Responding to declining volumes, brewers have been quick to focus on the categories that resonate with today's consumers. Premiumization has been key - but how will this category shape up in the future? Where is the craft category going next? What makes a convincing product when it comes to sessionable choices and low and no alcohol beer? And with today's biggest brewers making moves into categories beyond beer, will the market see some fundamental shifts in the years to come?



SPECIAL EDITION



EDITORIAL WEBINAR

JUNE

26

FLAVOR AND COLOR TRENDS

Beverage entrepreneurs have a world of exotic ingredients and flavours at their disposal, offering consumers the taste of something completely new. Beverages have traditionally focused on sweetness – but do fermented beverages herald a shift in tastes? What new flavours resonate with consumers – or do they secretly crave simplicity and familiarity? How are key trends such as natural, clean label, organic and non-GMO going to influence flavors and colors?

SEPTEMBER

25

FUNCTIONAL AND FORTIFIED BEVERAGES

Once, beverages were simply about hydration. Now, people are clued up to the concept of healthy hydration while also asking what additional benefits their drinks can provide. Rich with innovation, the functional beverage category is full of exciting developments and new ideas. But how much weight do functional claims carry – and which ones are consumers most interested in? This special edition will put the spotlight on ingredients, claims and regulations, market size and the opportunities and challenges for functional beverages.

OCTOBER

23

PROCESSING AND PACKAGING

Industry 4.0 is here: with increased automation and the growing importance of data and connectivity. Operational efficiency continues to be a key concern for manufacturers, as is agility in production. Packaging is evolving: with advances in technology brands are turning to QR codes, NFC tags and RFID. Meanwhile, sustainability is a growing concern: with a focus on light-weighting, new eco-friendly materials and recyclability.

NOVEMBER

13

BEVERAGE INNOVATION

Beverage gurus are looking to be ahead on the next big thing as they explore niche categories and push beverage boundaries. Consumers no longer want empty calories: they want guilt-free beverages that refresh, hydrate, or keep them powering through the day. Customization, personalization and functionality are all key. No one, however, wants to sacrifice flavour as they explore new ideas. So how are fortunes faring for some of the most hyped categories in the beverage market? What innovations truly have the chance to conquer the market? And which innovations are going to continue to shape the category in years to come?



SPECIAL EDITION



EDITORIAL WEBINAR

DECEMBER

06

SUGAR REDUCTION

Health and wellness are at the forefront of consumers' minds, and sugar gets plenty of bad press. What is the beverage industry doing to reduce calories? How are market leaders reformulating and revamping their portfolios; and what healthier brands are appearing? From alternative sweeteners to packaging sizes, we look at what the industry is doing to cut calories - and how well these are working.

2025

JANUARY

29

LOW AND NO ALCOHOL

Arguably one of the most exciting areas of beverage innovation today is the growing low and no alcohol market. Consumers want to moderate their alcohol intake, and beverage giants and entrepreneurs alike are responding with new innovations. But – as with any emerging category – we’ve still got a lot to learn. How is taste, visibility and social acceptance of new drinks measuring up to their alcoholic counterparts? And how much do we know about the consumers that are driving the category forward?

FEBRUARY

26

SPORTS DRINKS

Catering for everyone from weekend warriors to hardcore athletes, the sports beverage market is evolving. This special edition looks at the big established brands and the up-and-coming challengers carving out this space; alongside the science behind the category.

MARCH

26

INNOVATION IN LOW AND NO ALCOHOL

What innovations are driving the low and no alcohol market forward? How does taste, visibility and social acceptance of new drinks measure up to their alcoholic counterparts? And how much do we know about the consumers that are driving the category forward?



SPECIAL EDITION



EDITORIAL WEBINAR