

DRAM FEATURES LIST

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 17th January

Advertising copy deadline 24th January

Features

The influencers in 2011 who will make an impact in the coming year?

Tipped for the top we ask people in the know to choose who they believe is going to go to the top

How to be clever with cash in 2011

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 2011

■ MARCH ISSUE

Editorial deadline 18th February

Advertising copy deadline 21st February

Features

DRAM Awards 2011 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

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

■ APRIL ISSUE

Editorial deadline 18th March

Advertising copy deadline 21st March

Features

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 fifth edition of our new 40-page publication that takes the myth and mystique out of whisky for bartenders and younger drinkers

■ MAY ISSUE

Editorial deadline 18th April

Advertising copy deadline 22nd April

Features

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

Editorial deadline 18th May

Advertising copy deadline 21st May

Features

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

Editorial deadline 17th June

Advertising copy deadline 20th June

Features

All the 2011 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

Editorial deadline 18th July

Advertising copy deadline 22nd July

Features

Awards issue all the 2011 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**

Editorial deadline 18th August

Advertising copy deadline 22nd August

Features

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**

Editorial deadline 16th September

Advertising copy deadline 21st September

Features

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**

Editorial deadline 17th October

Advertising copy deadline 21st October

Features

Movers and shakers part two: the people that are making it happen in Scotland

Christmas Drinks and Christmas Cocktails part one

Christmas Food Focus

Whisky market report

Recruitment

■ **DECEMBER ISSUE**

Editorial deadline 18th November

Advertising copy deadline 22nd November

Features

Review of 2011

Scotland's Top Managers

Christmas Drinks and Christmas Cocktails part two

Recruitment