



THE BRANDS THAT WIN DON'T WAIT.

The beverage industry is shifting. Consumer tastes are evolving faster than traditional distribution channels can respond, and the categories that defined the last decade are giving way to something new. Brands and regions that choose to engage now — directly with the trade professionals who influence what gets poured, recommended, and remembered — will be the ones shaping the next chapter.

TERROIR is not a passive sponsorship. It's an active investment in your brand's place in the conversation. Participating brands and regions are not sitting on the sidelines waiting for the industry to discover them — they are putting their product in front of the people who set trends, write lists, build menus, and create the content that moves markets.

The choice is straightforward: invest in yourself and help define what comes next, or wait and react to what others have built.

THE 7 CATEGORIES. THE NEXT WAVE.

BevFluence® doesn't chase trends — we identify them. These seven categories represent the segments of the wine and spirits world with the highest trajectory for trade adoption, consumer discovery, and long-term market growth. Brands and regions that enter TERROIR are not just competing in a tasting — they are co-authoring the story of where the industry is heading.

T Touriga & Portuguese Varietals	E Emerging	R Riesling	R Rum	O Oloroso All Sherry	I Italian Varietals	R Rye Whiskey
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Whether your brand leads in one of these categories or your region spans several, TERROIR gives you the platform to make that case directly to the trade professionals who will carry it forward. First movers in emerging categories don't just earn scores — they earn advocates.

TERROIR 2026 CAMPAIGN BENEFITS

ENGAGEMENT METRICS	10M+ Impressions Per Campaign Cycle Documented reach across all major social and professional platforms — every BevFluence® event, every market. 26.8K Interactions & 75 Brand Connections Per Event Direct, verified engagement from bartenders, sommeliers, beverage directors, content creators, and trade media in the room.
MARKETING IMPACT	3 Cities. 1 Entry. Full-Season Presence. Bay Area (July) → Florida (Aug/Sept) → Texas (Oct). TERROIR places your brand in three distinct regional markets under a single campaign — no repeat investment required.
CONTENT	1,000's of Pieces of Authentic Content Original reviews, photos, videos, and written coverage produced by credentialed industry insiders — organic, authentic, and indexed across all major platforms. 305.1K+ Web Reach & 20.7M Social Reach Verified digital coverage that extends well beyond event day, compounding over the full 2026 season and into the Spring 2027 publication cycle.
BRAND & CATEGORY AWARENESS	First-Mover Positioning in Emerging Categories TERROIR's seven categories are the next-wave trends identified by BevFluence®. Early entrants shape the conversation — not react to it.

"The brands that help define emerging categories don't just participate in the market — they own it."

— BevFluence®

EARLY BIRD \$425 / entry April 1–30, 2026	MULTI-ENTRY Discount 6+ entries during Early Bird	ENTRIES CLOSE August 29, 2026 Spring 2027 publicationS
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Register at bevfluence.azurewebsites.net | bevfluence.com | *Influence. Innovate. Imbibe.* | [#underthebevfluence](https://twitter.com/underthebevfluence)

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