

Beer, Cider & RTD MPTS Deadlines

Period	Period dates	Thematic	Agent deadline for applications	Beer & Cider Category deadline for approvals/ declines	Beer & Cider Agent deadline for promotional sales forecast	Ready-to-Drink Category deadline for approvals/ declines	Ready-to-Drink Agent deadline for promotional sales forecast
2019/2020							
1	March 31 - April 27, 2019	Refresh	19-Oct-18	9-Nov-18	30-Nov-18	9-Nov-18	23-Nov-18
2	April 28 - May 25, 2019		16-Nov-18	7-Dec-18	28-Dec-18	14-Dec-18	28-Dec-18
3	May 26 - June 22, 2019	Get Outside	14-Dec-18	4-Jan-19	25-Jan-19	18-Jan-19	1-Feb-19
4	June 23 - July 20, 2019		14-Dec-18	4-Jan-19	25-Jan-19	15-Feb-19	1-Mar-19
5	July 21 - Aug 17, 2019	Summer Sizzle	1-Feb-19	1-Mar-19	22-Mar-19	15-Mar-19	29-Mar-19
6	Aug 18 - Sept 14, 2019		1-Feb-19	1-Mar-19	22-Mar-19	19-Apr-19	3-May-19
7	Sept 15 - Oct 12, 2019	Bring Local Home	29-Mar-19	26-Apr-19	17-May-19	24-May-19	7-Jun-19
8	Oct 13 - Nov 09, 2019	Whisky Rocks	29-Mar-19	26-Apr-19	17-May-19	28-Jun-19	12-Jul-19
9	Nov 10 - Nov 30, 2019	The Joy of Giving	24-May-19	21-Jun-19	12-Jul-19	2-Aug-19	16-Aug-19
10	Dec 1 - Jan 4, 2020		24-May-19	21-Jun-19	12-Jul-19	2-Aug-19	16-Aug-19
11	Jan 5 - Feb 1, 2020	Savings & Rewards	19-Jul-19	16-Aug-19	6-Sep-19	6-Sep-19	20-Sep-19
12	Feb 2 - Feb 29, 2020	Expert Picks	19-Jul-19	16-Aug-19	6-Sep-19	6-Sep-19	20-Sep-19
13	March 1 - Mar 28, 2020		13-Sep-19	11-Oct-19	1-Nov-19	11-Oct-19	25-Oct-19