

2024

BEVERAGE HOLIDAY CALENDAR



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contact:

Curt.sassak@winetasterschoie.com

JANUARY BEVERAGE HOLIDAYS

All Month: Dry January

Jan 1- New Year's Day, Bloody Mary Day, Hangover Day

Jan 3- Margarita Day

Jan 5- Pilsner Day

Jan 11- Hot Toddy Day

Jan 11- Milk Day

Jan 17- Hot Buttered Rum Day

Jan 17- Bootlegger's Day

Jan 24- Beer Can Appreciation Day

Jan 25- Irish Coffee Day



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FEBRUARY BEVERAGE HOLIDAYS

Black History Month, Stout Month

Feb 5 – International Pisco Sour Day

Feb 13 – Super Bowl, Galentine's Day

Feb 14 – Valentine's Day

Feb 18 – Drink Wine Day

Feb 21 – World Kombucha Day

Feb 22 – Margarita Day

Feb 24 – World Bartender Day

Feb 27 – Open that Bottle Day

Feb 27 – National Kahlua Day



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MARCH BEVERAGE HOLIDAYS

Women's History Month

March 1 – Fat Tuesday / Mardi Gras

March 3 – Irish Whiskey Day, Mulled Wine Day,
Moscow Mule Day

March 5 – Absinthe Day

March 8 – International Women's Day, International
Women's Collaboration Brew Day

March 15 – Espresso Martini Day

March 17 – St. Patrick's Day

March 21 – Vermouth Day

March 22 – World Water Day, Bock Beer Day

March 24 – National Cocktail Day

March 27 – International Whisk(e)y Day



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APRIL BEVERAGE HOLIDAYS

April 1 – April Fool’s Day

April 6 – New Beer’s Eve

April 7 – National Beer Day, World Health Day

April 9 – National Gin & Tonic Day

April 11 – King Gambrinus Day

April 14 – Saison Day

April 15 – Tax Day (U.S.)

April 17 – Malbec Day

April 19 – Amaretto Day

April 20 – 4/20 Day

April 21 – Tea Day

April 22 – Earth Day

April 23 – German Beer Day



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MAY BEVERAGE HOLIDAYS

May 5 – Cinco de Mayo

May 6 – Sauvignon Blanc Day, National Beverage Day

May 7 – Kentucky Derby, National Homebrew Day, Cosmopolitan Day

May 8 – Mother's Day

May 9 – Moscato Day

May 9- 15 – American Craft Beer Week

May 13 – World Cocktail Day

May 16 – Mimosa Day

May 17 – Pinot Grigio Day

May 21 – World Whisk(e)y Day

May 22 – Paloma Day

May 25 – World Wine Day

May 26 – Chardonnay Day, Sherry Day

May 30 – Mint Julep Day



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JUNE BEVERAGE HOLIDAYS

Pride Month

Jun 1 – Olive Day

Jun 2 – Moonshine Day

Jun 3 – World Cider Day

Jun 4 – Bubbly Day, Cognac Day

Jun 8 – World Gin Day

Jun 9 – Dark & Stormy Day

Jun 10 – Iced Tea Day

Jun 11 – National Rosé Day

Jun 13 – World Gin Day

Jun 14 – National Bourbon Day, Old Fashioned Day

Jun 19 – Juneteenth, Father's Day (U.S.), Martini Day

Jun 21 – Lambrusco Day



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JULY BEVERAGE HOLIDAYS

July 1 – National Wine Cooler Day

July 4 – Independence Day

July 7 – Dive Bar Day

July 10 – Piña Colada Day

July 11 – Mojito Day

July 12 – Michelada Day

July 14 – National Grand Marnier Day

July 14 – Bastille Day

July 19 – Daiquiri Day

July 24 – Tequila Day

July 25 – Wine and Cheese Day

July 27 – Scotch Day



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AUGUST BEVERAGE HOLIDAYS

National Coffee Month

August 1 – Albarino Day

August 4 – National IPA Day, White Wine Day

August 5 – International Beer Day

August 6 – Mead Day

August 13 – Prosecco Day

August 16 – National Rum Day

August 18 – National Pinot Noir Day

August 25 – Whiskey Sour Day

August 28 – Red Wine Day

August 29 – International Cabernet Sauvignon Day

August 30 – National Mai Tai Day



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SEPTEMBER BEVERAGE HOLIDAYS

Hispanic Heritage Month

Bourbon Heritage Month

Sept 3 – Cabernet Day, Tailgating Day

Sept 5 – Labor Day (U.S.)

Sept 7 – National Beer Lover's Day

Sept 10 – Canned Cocktail Day

Sept 12-18 – Negroni Week 2022

Sept 15 – Creme de Menthe Day

Sept 17 – Oct 3 – Oktoberfest

Sept 16 – International Grenache Day

Sept 20 – Rum Punch Day

Sept 27 – National Crush a Can Day

Sept 28 – Drink Beer Day

Sept 29 – Coffee Day

Sept 30 – Mulled Cider Day



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OCTOBER BEVERAGE HOLIDAYS

All Month – Sober October

Oct 1 – International Coffee Day, World Sake Day

Oct 3- Oktoberfest ends

Oct 4 – Vodka Day

Oct 5 – Oct 9 – Cosmo Week

Oct 7 – Barrel-Aged Beer Day

Oct 13 – International Pinotage Day

Oct 16 – Liqueur Day

Oct 19 – International Gin & Tonic Day

Oct 21 – Mezcal Day

Oct 27 – American Beer Day

Oct 28 – Global Champagne Day

Oct 31 – Halloween



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NOVEMBER BEVERAGE HOLIDAYS

Nov 3 – International Stout Day

Nov 5 – Learn to Homebrew Day

Nov 7 – International Merlot Day

Nov 8 – Election Day (U.S.), Cappuccino Day,
Harvey Wallbanger Day, Shot Day

Nov 12 – National Happy Hour Day

Nov 14 – Tempranillo Day

Nov 17 – Zinfandel Day

Nov 18 – Apple Cider Day

Nov 19 – Macchiato Day

Nov 19 – Beaujolais Nouveau Day

Nov 23 – Espresso Day

Nov 24 – Thanksgiving



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DECEMBER BEVERAGE HOLIDAYS

All Month – Eggnog Month

Dec 4 – Cabernet Franc Day

Dec 5 – Repeal Day (U.S.)

Dec 10 – National Lager Day

Dec 13 – Hot Cocoa Day

Dec 14 – Screwdriver Day

Dec 18 – Dec 26 – Hanukkah

Dec 20 – Sangria Day

Dec 21 – Coquito Day

Dec 24 – Eggnog Day

Dec 25 – Christmas Day

Dec 31 – New Year's Eve, Champagne Day



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