

OFFERS APPLY TO DELIVERIES FROM 2ND MAY - 31ST MAY. UNLESS OTHERWISE STATED

ON TRADER DEALS



CARLSBERG MARSTON'S
BREWING COMPANY

MAY 2022

AMAZING OFFERS, SUPPORT & INSPIRATION

CALL 0800 587 0773 TO PLACE AN ORDER



AN ITALIAN BEER
MADE FOR THE TABLE

VALGANNA

ITALIA 1877

Enjoy Responsibly [bedrunkaware.co.uk](https://www.bedrunkaware.co.uk)

Brewed in the UK

MAY 2022

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CARL MIDDLETON,
VP ON TRADE

WELCOME

to our May edition

Welcome to your On Trader Deals brochure. In this edition we are excited to focus on Birrificio Angelo Poretti as we launch our multi-million pound brand campaign which will see Poretti feature on TV for the very first time.

Brooklyn Pilsner is now available - a brand new beer from Brooklyn Brewery. This 4.6% crisp, bright, refreshing pilsner is going to bring flavour to the world beer category. Find out more on page 8 and speak to your BDM about stocking today.

As always thank you for your continued support, please continue to communicate with your Business Development Manager to keep up to date with any range changes in case we bring one of your favourites back before the next edition.



CARLSBERG MARSTON'S
BREWING COMPANY

DATES

for your diary

WHAT'S GOING ON THIS MONTH...

1		LABOUR DAY (UK)
2		EARLY MAY BANK HOLIDAY
13		WORLD COCKTAIL DAY
20		WORLD WHISKY DAY
31		SPRING BANK HOLIDAY

This month's ON TRADER DEALS



#6



#8

Gordon's

#25



FEVER-TREE
MIX WITH THE BEST

#34



CARLSBERG MARSTON'S BREWING COMPANY

We formed CMBC from the joint venture between **Carlsberg UK** and **Marston's PLC** and we are excited to combine over 300 years of shared values, history and heritage in UK brewing and customer service.

This experience means we can provide you with an unrivalled portfolio of lagers, ales and craft beer brands from the very best of two master brewing teams and exceptional brand partners world wide.

These include lagers such as Carlsberg Danish Pilsner, Carlsberg Expørt and Birrificio Angelo Poretti; premium cask and packaged ales, including Hobgoblin, Marston's Pedigree & 61 Deep; world beer partners including San Miguel, Estrella Damm, Shipyard, Erdinger, Warsteiner and Kirin; a broad selection of alcohol-free beers; plus, distribution of the Brooklyn Brewery and London Fields Brewery craft portfolios.



BREWING

2 HISTORIC BREWERS with shared heritage & values - brewing beers of the highest quality across our 8 BREWERIES



GROWING

Growing brands rooted in consumer & customer insights
UNRIVALLED PORTFOLIO of lagers, ales, craft & low alcohol beer brands



DELIVERING

Delivering the best customer service
11 DEPOTS powered by a passionate & skilled team and 2 AWARD WINNING customer service centres



BUILDING

Building the best relationships with our customers with our dedicated team of over 170 SALES PEOPLE

OUR RANGE





AN ITALIAN BEER
MADE FOR THE TABLE

INSTALL THE FASTEST GROWING ITALIAN LAGER*

Backed by a multi-million pound brand investment to drive consumer awareness in 2022, our new 'Made for the Table' campaign launches in April across TV, BVOD, Print and Social.

*Install and receive a
COMPLIMENTARY KEG
 and
£150 OF POS*

Speak to your BDM to discuss support

Speak to your BDM to agree install. Standard POS install package provided ahead of install valued at £150. Available to new stockists only. One package per install.

*Source: Total trade On & Off, Volume & Value MAT vs Peroni, Birra Moretti & Menabrea. CGA OPMS Data to 29/01/2022, Nielsen data to 26/02/2022) **CGA OPMS Data to P11 2021

VALGANNA

ITALIA 1877

Brewed in the UK

@birrificioporettiuk

be**drinkaware**.co.uk



NEW BROOKLYN PILSNER



THREE REASONS YOU SHOULD STOCK TODAY

BROOKLYN PILSNER OUTPERFORMS COMPETITORS ON CONSUMER PREFERENCE

Brooklyn Pilsner ranked higher on 'purchase intent', 'ease of drinking', 'refreshing' and 'overall liking' (vs Camden Hells).*



NEW BRANDING THAT BREAKS THE CATEGORY NORMS AND STANDS OUT VS. COMPETITORS

Based on the lens alone 76% of consumers think the beer would be 'easy to drink' and 84% think it 'would be refreshing'.**

BROOKLYN ATTRACTS A SIGNIFICANTLY YOUNGER AND MORE PREMIUM SHOPPER

The % of ABC1 shoppers (81.8%) & % of shoppers under 45 (42.1%) is significantly higher than total beer, total lager and even Brewdog Punk IPA.***

*Ipsos Consumer Research Amongst 273 (unbranded) and 264 (branded) past 12 month lager drinkers
**Nielsen Consumer Research Amongst N=850 18-55 YO ABC1 P4WK Beer Drinkers
*** Kantar WP 52wk to w/e 13 June '21



From the people of Brooklyn Brewery:

Install Brooklyn Pilsner and receive a free keg and £150 of POS

Speak to your BDM to build your perfect POS package.

Enjoy Responsibly.
be**drinkaware**.co.uk



INTRODUCING THE WONDERFUL WORLD OF SOMERSBY CIDER



THE #1 INTERNATIONAL CIDER BRAND.*

GREATER ROS THAN STRONGBOW AND STOWFORD PRESS**

INTRODUCING NEW SOMERSBY BLACKBERRY



INSTALL SOMERSBY APPLE OR BLACKBERRY TO RECEIVE A FREE KEG AND £100 WORTH OF POS
Somersby branded drip mats, bar runners, trays, ice buckets.

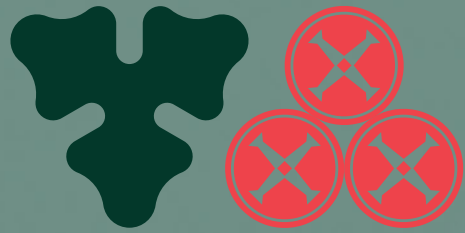
*Source: Globaldata 17/06/2021

**Source: CGA On Premise Measurement to 4/12/2021

SOMERSBY.COM

Enjoy responsibly. be.drinkaware.co.uk

SOMERSBY



CARLSBERG MARSTON'S
BREWING COMPANY

A WINNING PORTFOLIO FROM CMBC



NEW FOR 2022.
BROOKLYN PILSNER
OUTPERFORMS
ON PREFERENCE**



SUPPORTED BY A
£ MULTIMILLION
ATL CAMPAIGN
IN 2022

HOBGOBLIN

HOBGOBLIN IPA
IS THE UK'S BEST
TASTING IPA*

INSTALL & RECEIVE £150 OF POS SUPPORT PER BRAND

Speak to your BDM to agree
your perfect package

*Source: Winner of the World Beer Awards UK Winner 2020 & 2021 (WBA). **Source: Nielsen Consumer Research Amongst N=850, 18-55yo ACB1 Beer Drinker.

Terms and conditions: Available throughout May 2022. £150 POS support available per brand installed. One package per brand install. POS range available subject to availability at time of install.

BANK HOLIDAY DEALS

BUY 3 CASK ALES AND RECEIVE A FREE BOTTLE OF SMIRNOFF OR GORDON'S

BUY 3 CASES FROM THE RANGE AND RECEIVE A COMPLIMENTARY CASE FROM THE CMBC NO/LOW RANGE



CMBC NO/LOW RANGE

T&C's - 1 deal per customer. Limited deals available. While stocks last. Deal only available on Birra Poretti 24x330ml, Carlsberg Export 330ml NRB 24x330ml, Erdinger Weissbier BOT 12x500ml, Estrella Damm 24x 330ml, Brooklyn Lager 24x330ml, San Miguel 24x330ml, San Miguel GF 24x330ml. Complimentary case selection is Shipyard Low Tide 8x500ml, San Miguel 0, 6x4x330ml and Brooklyn Special Effects 24x330ml, Erdinger Alkoholfrei.

T&C's - 1 x 70cl Bottle only, 1 deal per customer. Free stock = Smirnoff 70cl or Gordon's 70cl, no alternatives allowed. While Stocks last. Full CMBC cask range qualifies for the promotion, speak to your telesales adviser to confirm available brands.

UK'S BEST TASTING ENGLISH STYLE IPA*

Enjoy Responsibly
be drinkaware.co.uk



BORN DIFFERENT

Hobgoblin Beer

*Country Winner of World Beer Awards 2020, English Style IPA Category

DEALS



CARLSBERG MARSTON'S
BREWING COMPANY



CROWN CELLARS®

CARLSBERG MARSTON'S BREWING COMPANY

We know the perfect wine offer goes beyond a wine list. Your team has to be able to bring it to life. We share that responsibility, and that's where true partnerships are built.

Knowing how to engage your guests is everything. For us, that knowledge comes from 30 years of experience and trade insight, an obsessed expert team and a long-standing relationship with Jonathan Pedley (MW), one of the very best in the game.

Our broad, award winning portfolio of exclusive labels and carefully chosen favourites means we can tailor a range for your business and show you how to grow your margins. But to truly support your business, we listen, understand, build a plan – then deliver it together. As a part of that plan we work hand-in hand with your team to build the knowledge and skills required to engage your guests with absolute confidence, inspiring them to trade up and put more money in the till, or spend more on each visit.

We're immensely proud of our customers and want your business to grow, so we'll make sure you are supported with a balanced wine offer built with passion, expertise and trust.



Jonathan Pedley M.W

- A specialised, WSET trained team, qualified to train WSET courses
- Our Master of Wine, Jonathan Pedley
- 30+ years of experience with wine
- Regular additions to the range
- Website & social media @CrownCellarsUK
- Wine listing support
- POS support
- Bespoke training
- Tasting events
- Market data to help anticipate trends
- An array of award-winning wines, including exclusive labels

“

Our purpose is to bring your wines to life





EVERY LIST IS AS UNIQUE AS THE VENUE IT WAS CREATED FOR

WINE MENU CREATION

Having a good drinks list in your venue is a critical tool to help maximise sales. Not only will a good list help showcase your range to your customers, but more importantly, if used correctly it will help with upselling, incremental purchases and promoting your most profitable listings.



Buy two cases of NEW Jack Rabbit Prosecco 20cl to receive a FREE case of branded flutes!

Case size
20cl x 12

No.1
On Trade
wine
brand

accoladewines.com/carbon
**Carbon
Neutral
Certified**
accoladewines.com/carbon

NETWORK
AVAILABILITY
MAY VARY

Not a Jack Rabbit Wine Club member?
Simply visit jackrabbitrewardsme.com to sign up.

Terms and conditions apply. Limited to the first 100 redemptions.

*CGA Strategy Data, MAT 29.12.2019.

Please drink responsibly be.beverageaware.co.uk



DISTILLED

WORLD SPIRITS FROM
CARLSBERG MARSTON'S BREWING COMPANY

We are Distilled, and we're kind of into spirits. Sipping them, mixing them, reading about them, writing about them, talking about them and, well, you get the picture. Spirits are a funny category in the drinks industry; there's no other kind of drink that is so fiercely owned by bartenders. Not wine, not beer, not soft drinks. The fantastic thing is that this ownership is not individual - it's communal... bartenders love to support one another in their learning, share cocktail recipes and taste new or rare spirits together.

Distilled has grown from that culture of bartenders sharing and supporting each other. We are about more than this vaguely flashy ad in a magazine. We are about helping you create your offer, showing you new things, or maybe just being there to support you as you fine tune something that's already doing the trick.

We're constantly working on tools to make this happen...

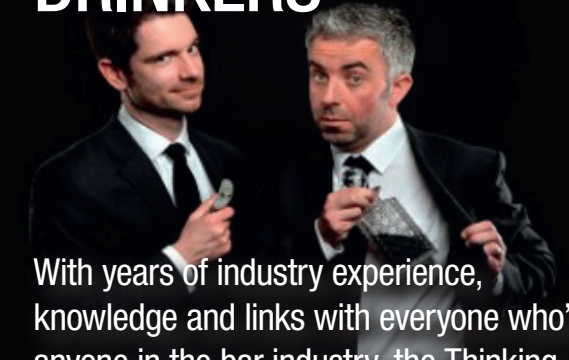
TASTING EVENTS

Meet suppliers, get inspired & discover support



THE THINKING DRINKERS

With years of industry experience, knowledge and links with everyone who's anyone in the bar industry, the Thinking Drinkers keep us informed, keep things relevant & keep the tab open



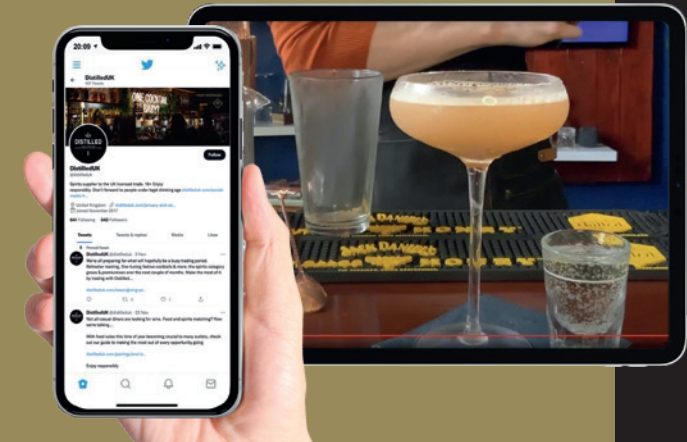
DISTILLEDUK.COM

Articles, videos, interviews, serve guides & our range



SOCIAL MEDIA

@distilleduk



LISTING HELP, COCKTAIL SPECS & MENUS

Costed, balanced, creative & commercial, bespoke training support

<h3>APEROL SPRITZ</h3>  <table border="1"> <thead> <tr> <th>INGREDIENTS</th> <th>MEASURE</th> </tr> </thead> <tbody> <tr> <td>Prosecco</td> <td>90 ml</td> </tr> <tr> <td>Aperol</td> <td>60 ml</td> </tr> <tr> <td>Fresh Soda Water</td> <td>0.2 bottles</td> </tr> </tbody> </table> <p>GLASSWARE Wine glass</p> <p>METHOD Build all ingredients over ice</p> <p>GARNISH Orange slice</p>	INGREDIENTS	MEASURE	Prosecco	90 ml	Aperol	60 ml	Fresh Soda Water	0.2 bottles	<h3>ESPRESSO MARTINI</h3>  <table border="1"> <thead> <tr> <th>INGREDIENTS</th> <th>MEASURE</th> </tr> </thead> <tbody> <tr> <td>Kahlua</td> <td>30 ml</td> </tr> <tr> <td>Campari</td> <td>30 ml</td> </tr> <tr> <td>Fresh espresso</td> <td>30 ml</td> </tr> </tbody> </table> <p>GLASSWARE Chilled coupe or cocktail (Martini) glass</p> <p>METHOD Shake vigorously & fine strain into chilled glass</p> <p>GARNISH Three coffee beans</p>	INGREDIENTS	MEASURE	Kahlua	30 ml	Campari	30 ml	Fresh espresso	30 ml	<h3>NEGRONI</h3>  <table border="1"> <thead> <tr> <th>INGREDIENTS</th> <th>MEASURE</th> </tr> </thead> <tbody> <tr> <td>Tanqueray Gin</td> <td>25 ml</td> </tr> <tr> <td>Campari</td> <td>25 ml</td> </tr> <tr> <td>Cocchi Vermouth Di Torino</td> <td>25 ml</td> </tr> </tbody> </table> <p>GLASSWARE Old fashioned (large tumbler) glass</p> <p>METHOD Build all ingredients over ice and stir</p> <p>GARNISH Orange wedge or zest</p>	INGREDIENTS	MEASURE	Tanqueray Gin	25 ml	Campari	25 ml	Cocchi Vermouth Di Torino	25 ml
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THE PROPERLY IMPROPER GIN

BUY 3 BOTTLES* OF BROCKMANS PREMIUM GIN AND RECEIVE A CASE† OF BRITVIL INDIAN TONIC WATER FREE



*1 BOTTLE = 1X70CL BOTTLE. †A CASE OF BRITVIL INDIAN TONIC WATER = 24 X 200ML BOTTLES. BROCKMANS® IS DISTRIBUTED BY PROXIMO SPIRITS. ©PROXIMO SPIRITS 2022. ENJOY RESPONSIBLY. BROCKMANS PREMIUM GIN 40% ALC. BY VOL. (80 PROOF).

SLINGSBY PREMIUM GIN



£3 OFF EACH BOTTLE PURCHASED

RHUBARB & APEROL SPRITZ

- 30ml Slingsby Rhubarb Gin
- 20ml Aperol
- 50ml Prosecco
- 25ml Fresh Lemon Juice
- Soda to top

Build in a large wine glass with cubed ice. Garnish with fresh raspberries and a basil sprig.

spiritofharrogate.co.uk

facebook.com/slingsbysocial

@slingsbysocial



REFRESH YOUR FLAVOURED GIN RANGE TODAY!

BUY ANY 5 X 70CL FROM THE GORDON'S FLAVOURS RANGE AND RECEIVE ONE 70CL FREE

48% of all Gin sold in the GB On-Trade is Flavoured*



Gordon's ... SHALL WE?

Brands include:
Gordon's Sicilian Lemon 70cl,
Gordon's White Peach 70cl,
Gordon's Premium Pink 70cl,
Gordon's Mediterranean Orange 70cl
and Gordon's 0.0% 70cl.

*CGA MAT % of Total Gin by Subcategory O1/O1/2022
drinkaware.co.uk for the facts | PLEASE DRINK RESPONSIBLY

SCAN FOR POS, TIPS AND MORE

DIAGEO ONE



SERVE THE *perfect*
JUBILEE G&T
THIS SUMMER

BUY 4 PRODUCTS FROM THE
BOMBAY SAPPHIRE RANGE,
GET A CASE OF FEVER-TREE **FREE**



IF $\frac{3}{4}$ OF YOUR DRINK IS THE MIXER,
MIX WITH THE BEST



Fever-Tree products included in FREE cases: Mediterranean Tonic, Refreshingly Light Mediterranean Tonic, Elderflower Tonic, Refreshingly Light Elderflower Tonic

THE **SUMMER OF**
SPRITZ

BUY ANY 3 SPIRITS FROM THE RANGE AND RECEIVE
24X200ML FEVER TREE
FLAVOURED SODAS*

MAKE IN 3 EASY STEPS

1. POUR 50ML SPIRIT OVER ICE
2. ADD FEVER-TREE
3. ADD GARNISH

71% of out of home cocktail drinkers consider spritz as part of their repertoire (CGA Mixed Drinks, 2019)

41% of serves are consumed 5-8pm, i.e. earlier in day (Beyond Milleniumukbrand research Protein Agency)



*Available while stocks last. 1 Deal per customer.

Fever-Tree Soda range includes: Italian Blood Orange and Raspberry & Rose. Any 3 spirits includes: Malfy Con Arancia, Malfy Gin Rosa, Malfy Limone, Beefeater Blood Orange and Beefeater Pink Strawberry.

ENJOY RESPONSIBLY drinkaware.co.uk for the facts

NEW

SCAN FOR POS, TIPS AND MORE



PIMM'S SUNDOWNER.
THE NEW WAY TO SPRITZ!

FREE Pimm's Sundowner
when you purchase
4 x 70cl of Pimm's No.1

The perfect aperitif to enjoy with friends as the sun sets. Pimm's Sundowner has a fruity raspberry flavour, which is perfectly balanced with tart, redcurrant notes to deliver a bittersweet tasting aperitif.



WITH FRUITY RASPBERRY AND TART REDCURRANT FLAVOURS

- 1 PART (50ML) SUNDOWNER
- 1 PART (50ML) PROSECCO
- 1 PART (50ML) SODA

drinkaware.co.uk for the facts | PLEASE DRINK RESPONSIBLY

MADE FOR MIXING

RECEIVE 24 X 200ML MIXERS FREE WHEN YOU BUY ANY 5 X 70CL FROM THE RANGE*

MIX WITH COLA
MIX WITH SODA
MIX WITH TONIC
MIX WITH LEMONADE
MIX WITH LEMONADE

@ABSOLUTUK STOCK UP ON THE UK'S NO.1 PREMIUM VODKA BRAND** ABSOLUT.

*Available whilst stocks last. Mixers include Coca Cola or Schweppes Lemonade. Absolut range includes: Absolut Cherry, Citron, Kurrant, Lime, Mango, Pear, Passionfruit, Raspberri, Vanilla, Absolut Juice Rhubarb and Strawberry.
** CGA OMPs MAT Prem+ Vodka to 01.01.22

ENJOY RESPONSIBLY. be.drinkaware.co.uk

BUY 3 BOTTLES* OF JOSE CUERVO® ESPECIAL SILVER OR REPOSADO & RECEIVE A FREE CASE OF LEMONADE†

JOSE CUERVO IS THE UK & WORLD NUMBER 1 TEQUILA‡

WHY NOT TRY A TALL GLASS OF ICE, TEQUILA, LEMONADE AND FINISHED WITH A FRESH WEDGE OF LEMON

†IWSR Vol 2019-2020. QUALIFYING PURCHASE CAN INCLUDE SILVER OR REPOSADO. *1 BOTTLE = 1X70CL BOTTLE. † Free stock options include Schweppes 200ml Lemonade or choice of 200ml Britvic carbonated mixer. SCHWEPES IS A REGISTERED TRADE MARK OF EUROPEAN REFRESHMENTS JOSE CUERVO® AND OTHER TRADEMARKS ARE OWNED BY TEQUILA CUERVO LA ROJEÑA, S.A. DE C.V. ©2022 PROXIMO SPIRITS. PLEASE DRINK JOSE CUERVO® RESPONSIBLY.

Jose Cuervo

LIMONCELLO SPRITZ

35ml Luxardo Limoncello
100ml Prosecco
50ml Soda
Serve over ice, garnish with lemon and a mint sprig

LUXARDO

SINCE 1821

Buy 2 bottles to receive 6 Luxardo spritz glasses FREE!

be.drinkaware.co.uk

Havana Club

RECEIVE 24 X 200ML COCA COLA WHEN YOU BUY ANY 3 X 70CL FROM RANGE**

HAVANA & COLA
50ML HAVANA CUBAN SPICED OR HAVANA 7YO, 150ML COLA, LIME AND ICE

HAVANA CLUB IS THE NO.2 BESTSELLING RUM BRAND GLOBALLY*

ENJOY RESPONSIBLY be.drinkaware.co.uk

*DRINKS INTERNATIONAL, 2021 **AVAILABLE WHILE STOCKS LAST. RANGE INCLUDES HAVANA CLUB 7YO AND HAVANA CLUB CUBAN SPICED

RELEASE THE KRAKEN®

BUY 3 X BOTTLES* OF
THE KRAKEN BLACK SPICED RUM
RECEIVE A CASE OF
GINGER BEER†
FREE

THE NO1
SPICED RUM
IN THE UK‡



THE PERFECT STORM
THE KRAKEN, GINGER BEER,
FRESHLY SQUEEZED
LIME WEDGES

*1 bottle = 1x700ml. † A Case of Britvic = 24 x 200ml bottles. Glassware not included. ‡ IWSR 2021
The Kraken® and other trademarks are owned by Proximo Spirits. ©2022 Kraken Rum Co. Enjoy The Kraken responsibly. @KRAKENRUMUK

JOHNNIE WALKER

WHISKY IS PREDICTED
TO GROW BY 17% BY 2024
WITH 1 IN 2 WHISKY DRINKERS
WANTING TO TRADE UP
TO A MORE PREMIUM OPTION*

BUY MIXED 3 X 70CL OF
JOHNNIE WALKER RED
OR BLACK LABEL AND RECEIVE
24 HIGHBALL GLASSES
AND 6 BAR APRONS

*CGA to Aug2021
for the facts
drinkaware.co.uk
PLEASE DRINK RESPONSIBLY

KEEP WALKING!



SCAN FOR
POS, TIPS AND MORE



BUSHMILLS®

BUY A BOTTLE* OF
BLACK BUSH
& RECEIVE A CASE OF
GINGER ALE† **FREE**



WHY NOT TRY A
BLACK BUSH BUCK?
50ml Black Bush Irish Whiskey
Top up with Ginger Ale
Garnish with a fresh orange wedge



*1 bottle = 1x70cl bottle. †A case of Britvic = 24 x 200ml bottles.
Bushmills & Associated logos are trademarks of "The Old Bushmills Distillery", Bushmills, County Antrim.
©2022 Proximo Spirits. ENJOY BUSHMILLS RESPONSIBLY



6
GLASSES
WORTH
£18



A new & unexpected single malt
made for mixing

BUY A BOTTLE
OF THE SEXTON
SINGLE MALT
&
RECEIVE 6
WHISKEY GLASSES
FREE

THE SEXTON SINGLE MALT IRISH WHISKEY IS PRODUCED IN IRELAND FOR ©PROXIMO SPIRITS 2022. PLEASE DRINK RESPONSIBLY.

**BUY ANY 4
FEVER-TREE PRODUCTS
& RECEIVE 6 GLASSES
FOR FREE***

MUST INCLUDE
FEVER-TREE MEDITERRANEAN
TONIC WATER

IF $\frac{3}{4}$ OF YOUR DRINK IS THE MIXER,
MIX WITH THE BEST



*Capped at 2 deals per customer, while stocks last. In order to take advantage of this promotion, you consent to sharing your contact details with Fever-Tree for delivery of the branded glassware. You can withdraw this consent at any time, but if you do so you may not be able to benefit from this promotion.



**BUY 4 CASES
from the J20 range
TO RECEIVE J20 SPRITZ APPLE
& WATERMELON PLUS POS KIT **FREE*****



**TRY
ME**



ROSE NEGRONI

INGREDIENTS	MEASURE
Ponte Pinot Grigio Rosato	37.5ml
Cocchi Americano Rosa	12.5ml
Campari	12.5ml
Grapefruit Bitters	2 dash
Ponte Prosecco Rose	50ml

GLASSWARE
Old fashioned (large tumbler) glass

METHOD
Stir first 4 ingredients with ice & strain, then top with Prosecco rose

GARNISH
Fresh strawberry slices

NOTES
An easy-going, Springtime take on a classic

COMPLETE YOUR PERFECT SERVE WITH
FREE BLENDS AND SPRITZ GLASSWARE



SCAN HERE
TO CLAIM

Terms and conditions apply. Deal runs from May 1st to May 31st 2022. Qualifying range includes J20 Blends and J20 Spritz 275ml NRB x24. Free case is J20 Spritz Apple & Watermelon 275ml NRB x24 plus POS kit (sent direct to outlet) POS kit includes: 1 x strut card, 30x menu clips and 1x managers notes. Free glassware is available to claim by scanning the QR code and redeeming via Sensational Drinks. While stocks last. Promoter: Britvic Soft Drinks, Breakspear Park, Breakspear Way, Hemel Hempstead HP2 4TZ

DEALS SUMMARY

PAGE	PRODUCT	DEAL
6	Birrificio Angelo Poretti	Install and receive a complimentary keg and £150 of POS
8	Brooklyn Pilsner	Install and receive a free keg and £150 of POS
10	Somersby Cider	Install and receive a free keg and £100 of POS
12	Portfolio Offer	Install and receive £150 of POS per brand
14	CMBC Cask Bank Holiday Deal	Buy 3 Cask Ales and receive a free bottle of Smirnoff OR Gordon's
15	CMBC Packaged Bank Holiday Deal	Buy 3 cases from the range and receive a complimentary case of No or Low Alcohol
21	Jack Rabbit Prosecco	Buy 2 cases and get a free case of branded flutes
24	Brockmans Gin	Buy 3 bottles and receive a case of Indian tonic water free
24	Slingsby Gin	£3 off each bottle
25	Gordons Flavoured	Buy any 5 x 70cl and receive 1 x 70cl free
26	Fever-Tree/Bombay Sapphire	Buy 4 products from the range and get a case of Fever-Tree free
27	Malfy/Beefeater	Buy any 3 from the range and receive 24 x 200ml Fever-Tree sodas
27	Pimm's	Buy 4 x 70cl of Pimm's No.1 and get a free Pimm's Sundowner
28	Absolut	Buy 5 x 70cl from the range and receive 24 x 200ml mixers free
28	Luxardo	Buy 2 bottles to receive 6 Luxardo Spritz glasses free
29	Jose Cuervo	Buy 3 bottles and receive a case of lemonade free
29	Havana Club	Buy 3 x 70cl from the range and receive 24 x 200ml Coca Cola
30	The Kraken	Buy 3 x bottles and receive a case of ginger beer free
30	Black Bush	Buy a bottle and receive a case of ginger ale free
31	Johnnie Walker	Buy mixed 3 x 70cl of Johnnie Walker Red or Black Label and receive 24 highball glasses and 6 bar aprons
31	The Sexton	Buy a bottle and receive 6 whiskey glasses free
32	Fever-Tree	Buy any 4 products and receive 6 glasses
33	J20	Buy 4 cases from the range to receive J20 Spritz Apple and Watermelon plus POS Kit free

TERMS & CONDITIONS

THESE TERMS AND CONDITIONS APPLY TO ALL OFFERS DETAILED IN THIS ON TRADER DEALS DIRECTORY (DIRECTORY). THOSE OFFERS CANNOT BE USED IN CONJUNCTION WITH ANY OTHER OFFER OR DISCOUNT.

All products are supplied subject to our standard on trade terms and conditions of sale from time to time in force (a copy of the latest version of which is available at www.carlsbergmarstons.co.uk/termsandconditions).

PRODUCTS 1 Unless stated otherwise, the offers apply only to orders placed with Carlsberg UK Limited (Carlsberg) for delivery between 2nd May - 31st May 2022 (Promotional Period). 2 Any offer may be cancelled by us without notice. Cancellation of any offer will not affect the validity of any order placed prior to the date of cancellation. All offers are subject to availability. 3 To take advantage of an offer you must: a) purchase and take delivery of the full qualifying quantity of the relevant products in a single transaction; failure to take delivery of all qualifying products may result in you becoming ineligible for the applicable free product, merchandise or any other non-stock reward (Free Product); b) quote any and all references, offer codes or other requirements specified in the Directory at the time the order is placed; and c) be a representative of a licensed premises in the UK. 4 By law, we cannot sell or supply alcohol to anyone who is not aged 18 or over. By placing an order, you confirm that you are 18 or over and agree to be bound by these terms and conditions.

FREE PRODUCTS 5 For the purpose of calculating volumes, unless otherwise stated, packaged 75cl wine: 1 case = 9L equivalent (note that 12 x 75cl bottles = 1 case); packaged single serve wine: 1 case = 24 bottles apart from Paternina where it = 25 bottles per case; boxed wine: 1 x 10L BIB = 10L of wine, 1 x 3L BIB = 3L of wine; soft drinks, flavoured alcoholic beverages, packaged beer and packaged cider: 1 case = 1 physical case; draught cider: 50L = 1 keg; spirits: 1 case = 6 x 1.5L or 12 x 70cl. 6 All offers on multiple cases purchased must be for complete unmixed cases, excluding offers on selected wines and spirits. 7 Unless stated otherwise, please allow up to 28 days from the end of the Promotional Period for delivery of your Free Product however we cannot guarantee this delivery time and we will not be liable for the acts or omissions of third parties. 8 All Free Products are subject to availability. Any images used within this Directory are for illustration purposes only and Free Products may differ in design or appearance. We reserve the right to supply a substitute Free Product of a similar value should the specified Free Product become unavailable. 9 Free Products are not redeemable for cash or credit. 10 We reserve the right, where we consider there to have been any breach of these terms and conditions or any fraud or dishonesty, to refuse any order or seek full reimbursement for any Free Product supplied to you. 11 We accept no responsibility for any tax liability caused/incurred as a result of the supply of any Free Product or promotional offer.

GENERAL 12 By placing an order, you will be deemed to have accepted and agreed to be bound by all applicable terms and conditions. 13 You are responsible for notifying us of all relevant account numbers relating to your orders, and of any change of address or other relevant details. 14 Carlsberg may use or disclose to a third party, including but not limited to its other group companies, personal data it collects from you and your personnel, or that you or your personnel provide to it, in order to fulfil its obligations to you under these terms and conditions. At any time, you may request further information about the processing of your personal data and ask that it be corrected, deleted or restricted in processing. To do so, please contact privacy@carlsbergmarstons.co.uk. Full details about the types of data we collect, what it's used for and your related rights are set out in our privacy notification, a copy of which can be accessed at www.carlsbergmarstons.co.uk/privacy-notification/. 15 Whilst any recommendations or representations in this Directory or otherwise made by Carlsberg are given in good faith, you should not rely on them in place of your own advice and our relationship with you shall be governed solely by the terms expressly set out in these terms and conditions.

16 If you enter a competition through this Directory, then such competition will be governed by the applicable competition rules. A copy of Carlsberg's principal competition rules appear on our website at www.carlsberg.co.uk. Additional rules specific to each competition may also apply. 17 Any resale price referred to is a recommendation only and you have complete discretion to set your resale price at whatever level you wish. 18 Errors and omissions excepted. 19 All prices quoted are exclusive of VAT unless otherwise stated. 20 These terms and conditions and any dispute or claim arising out of or in connection with them shall be governed by English Law and subject to the exclusive jurisdiction of the courts of England and Wales. 21 Cask Ale Allergen information of third party brand products: Please note that we have simply passed on the information we have received from each supplier. Carlsberg accepts no responsibility or liability for the accuracy of this information. If you have any queries at all, please contact the relevant supplier directly.



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