

OFFERS APPLY TO DELIVERIES FROM 1ST JUNE - 30TH JUNE. UNLESS OTHERWISE STATED

# ON TRADER DEALS



CARLSBERG MARSTON'S  
BREWING COMPANY

JUNE 2022

AMAZING OFFERS, SUPPORT & INSPIRATION

CALL 0800 587 0773 TO PLACE AN ORDER

## Share Your Summer with San Miguel



Enjoy responsibly. be [drinkaware.co.uk](http://drinkaware.co.uk)

#FindYourRich

JUNE 2022

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CARL MIDDLETON,  
VP ON TRADE

# WELCOME

*to our June edition*

Welcome to your On Trader Deals brochure. In this edition we are excited to focus on San Miguel as we move into the summer months. As the No. 1 most popular world beer in the On Trade San Miguel is a must stock this summer.

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

\*Source: CGA BrandTrack Aug 2020. (Sample: 1003)

## DATES

*for your diary*

WHAT'S GOING ON THIS MONTH...

- 2 SPRING BANK HOLIDAY
- 3 PLATINUM JUBILEE BANK HOLIDAY
- 11 WORLD GIN DAY
- 15 NATIONAL BEER DAY (UK)
- 19 FATHER'S DAY
- 21 BEGINNING OF SUMMER

## This month's ON TRADER DEALS



#06



#12

**PIMM'S**

#27



#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 craft portfolio.



## 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





# STOCK THE NUMBER 1 MOST POPULAR WORLD BEER IN ON-TRADE\*



Enjoy responsibly. [be.drinkaware.co.uk](http://be.drinkaware.co.uk)

#FindYourRich

# INSTALL SAN MIGUEL TO RECEIVE A FREE KEG AND A POS SUPPORT PACKAGE WORTH £125



BUY 3 CASES  
OF SAN MIGUEL  
AND RECEIVE A  
COMPLIMENTARY  
CASE OF 0,0

- San Miguel has made a multi-million pound investment in ATL & BTL activation to achieve the highest awareness level of all World Beers, with first choice preference growing amongst consumers\*\*
- San Miguel's volume ROS growth (+3%) is higher than World Beer competitors\*\*\*
  - San Miguel 0,0 has seen double digit volume growth of +15.2%\*\*\*\*

Speak to your BDM to agree install. Standard POS install package provided ahead of install valued at £125. Available to new stockists only. One package per install.

\*Source: CGA BrandTrack Aug 2020 (Sample: 1003) \*\*Ipsos Brand Health Tracker H2 2021

\*\*\*Kantar latest 12 week, 13/06 Total Trade Report MAT volume \*\*\*\*QTR to P12 vs 2YA (packaged Peroni Libera sees a -8.1% ROS decline vs 2YA)





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  
**£125 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 £125. 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).\*



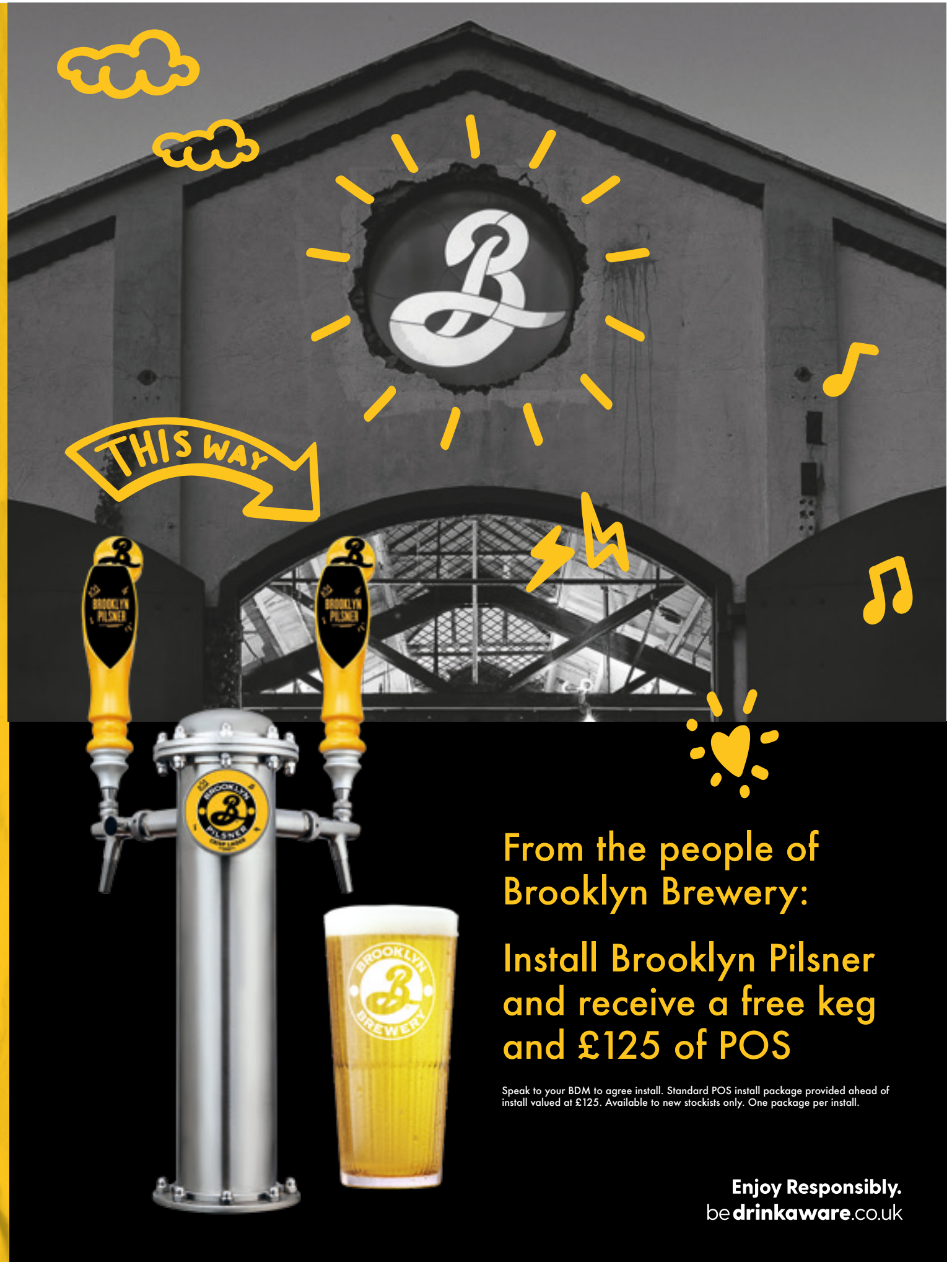
### NEW BRANDING THAT BREAKS THE CATEGORY NORMS AND STANDS OUT VS. COMPETITORS

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 £125 of POS

Speak to your BDM to agree install. Standard POS install package provided ahead of install valued at £125. Available to new stockists only. One package per install.

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



# BREWED IN BARCELONA

INSTALL ESTRELLA DAMM  
AND RECEIVE A POS SUPPORT PACKAGE WORTH £125



Enjoy responsibly. [be.drinkaware.co.uk](http://be.drinkaware.co.uk)

Speak to your BDM to agree install. Standard POS install package provided ahead of install valued at £125. Available to new stockists only. One package per install.

# Never skim an ERDINGER



UNMISTAKABLY REFRESHING  
SINCE 1886



Jürgen Klopp

ERDINGER BRAND  
AMBASSADOR



## Stock the #1 Imported Wheat Beer\*

Brewed to its original recipe since 1886 in strict accordance with the Bavarian Purity Law, ERDINGER is a premium imported wheat beer boasting a full-bodied yet elegant character.

Install to receive a complimentary keg and £125 worth of POS

Enjoy responsibly. [be.drinkaware.co.uk](http://be.drinkaware.co.uk)

Speak to your BDM to agree install. Standard POS install package provided ahead of install valued at £125. Available to new stockists only. One package per install. \*SOURCE: CGA volume w/e 01.01.22 QTR



# UK'S BEST TASTING IPA\*

Enjoy Responsibly  
be [drinkaware.co.uk](http://drinkaware.co.uk)



**INSTALL HOBGOBLIN IPA & RECEIVE A POS SUPPORT PACKAGE WORTH £125**

**BORN DIFFERENT**

Hobgoblin Beer

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

Speak to your BDM to agree install. Standard POS install package provided ahead of install valued at £125. Available to new stockists only. One package per install.

# KOPPARBERG

Are you stocking the UK's bestselling fruit cider brand?

Buy 4 cases of Kopparberg cider and receive a free bottle of Kopparberg gin

Follow us on social:

@Kopparbergtrade

[sales@kopparberg.co.uk](mailto:sales@kopparberg.co.uk)

Source: IRI, Ext Marketplace, Fruit Cider, Value Sales, 52wks to 28/11/21. T&C's: Offer available on 1000 deals, whilst stock lasts. Available on selected products including 10 x Mixed Fruit Cider 500ml, 10 x Pear Cider 500ml, 10 x Raspberry Cider 500ml, 10 x Strawberry & Lime Cider 500ml.

be [drinkaware.co.uk](http://drinkaware.co.uk)







# 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





**CANYON ROAD**

**£3.00 OFF**  
WHEN YOU BUY ANY CASE  
(12 X 75CL BOTTLES)

**MERLOT**  
Rich aromas of plum & raspberry jam, layered with vanilla bean and hints of cinnamon & clove.

**PINOT GRIGIO**  
Bursting with bright citrus & apple aromas.

**WHITE ZINFANDEL**  
Aromas of watermelon, cranberry & ripe cherry, complemented by flavours of strawberry & tropical fruit.

California Table Wine ©2022 Canyon Road, Modesto, CA. All Rights Reserved.

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

**TERRAMATER**  
VINEYARD RESERVE

*The best wines to enjoy together*

**BUY 11 GET 1 FREE**

Limited offer.

Discount applied per bottle ordered to the equivalent value of buy 11 bottles to get 1 free

Trade Exclusive On Trade Exclusive On Trade Exclusive On Trade Exclusive On Trade Exclusive On Trade Exclusive

**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.





# 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><b>GLASSWARE:</b> Wine glass</p> <p><b>METHOD:</b> Build all ingredients over ice</p> <p><b>GARNISH:</b> 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><b>GLASSWARE:</b> Chilled coupe or cocktail (Martini) glass</p> <p><b>METHOD:</b> Shake vigorously &amp; fine strain into chilled glass</p> <p><b>GARNISH:</b> 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><b>GLASSWARE:</b> Old fashioned (large tumbler) glass</p> <p><b>METHOD:</b> Build all ingredients over ice and stir</p> <p><b>GARNISH:</b> Orange wedge or zest</p>	INGREDIENTS	MEASURE	Tanqueray Gin	25 ml	Campari	25 ml	Cocchi Vermouth Di Torino	25 ml
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# 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 01/01/2022

[drinkaware.co.uk](http://drinkaware.co.uk) for the facts | PLEASE DRINK RESPONSIBLY

SCAN FOR POS, TIPS AND MORE



## BUY 3 X 70CL HENDRICK'S and receive a A HENDRICK'S POS KIT\*



WHAT'S INCLUDED IN YOUR POS KIT?  
1 x table top chalkboard,  
1 x bar tray and a set of 6 polycarb glasses.

\*WHILST STOCKS LAST. PLEASE DRINK THE UNUSUAL RESPONSIBLY. [be.drinkaware.co.uk](http://be.drinkaware.co.uk)

## GIN MENU CREATION

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

**FOR MORE INFORMATION PLEASE CONTACT YOUR LOCAL SALES MANAGER**





be**drinkaware**.co.uk

Get a **bloody** epic offer



Buy any three x 70cl of Warner's gin and get a FREE 50cl Warner's 0% Pink Berry\*

\*Offer applies to Rhubarb, Elderflower and Raspberry Gin, while stocks last



**BEEFEATER LONDON**

**BUY X4 70CL AND GET A FREE CASE OF TONIC\***

**BEEFEATER IS THE WORLD'S MOST AWARDED GIN\*\***

\*Available while stocks last. Britvic Tonic, Britvic Low Calorie Tonic, Schweppes Tonic and Schweppes Light tonic are the free options.  
\*\*Based on International Spirits Awards 2017-2019.  
ENJOY RESPONSIBLY be**drinkaware**.co.uk

SCAN TO CREATE YOUR FREE BEEFEATER GIN AND FRANKLINS & SONS GIN AND TONIC MENU

# THE PROPERLY IMPROPER GIN

BROCKMANS CONSISTENTLY **OUT-PERFORMS THE COMPETITION** IN BLIND TASTE TESTS†



SAVE £1\*



**BROCKMANS**  
PREMIUM GIN

†BROCKMANS BLIND TASTE TEST CONDUCTED BY IPSOS MORI, 2018.  
\*PER 70CL PER BOTTLE. BROCKMANS® IS DISTRIBUTED BY PROXIMO SPIRITS.  
©PROXIMO SPIRITS 2022. ENJOY RESPONSIBLY.  
BROCKMANS PREMIUM GIN 40% ALC. BY VOL. (80 PROOF).



**LET THE FUNSHINE**

**BUY X4 70CL (OR 1.5L EQUIVALENT) AND GET A FREE CASE OF COKE. STOCK UP NOW**

MALIBU IS THE SECOND MOST LIKELY BRAND TO BE RECOMMENDED BY 19-34YOS IN REGARDS TO IT'S COMPETITIVE SET

Enjoy responsibly. be [drinkaware.co.uk](http://drinkaware.co.uk)  
\*\*Source: PRIME Quantitative Data 2020.

SCAN FOR VIDEO



PLEASE DRINK RESPONSIBLY | for the facts [drinkaware.co.uk](http://drinkaware.co.uk)

**NOTHING SAYS SUMMER, QUITE LIKE A JUG OF PIMM'S**

**BUY ANY 12 X 70CL PIMM'S OR PIMM'S SUNDOWNER AND RECEIVE 6 X BRANDED PIMM'S JUGS**



TRY NEW PIMM'S SUNDOWNER



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, DELIVERING A BITTER SWEET TASTING APERITIF.

1 PART (50ML) **SUNDOWNER**

1 PART (50ML) **PROSECCO**

1 PART (50ML) **SODA**

**APEROL SPRITZ**

**UK'S NO.1 SPRITZ\***

THE PERFECT SERVE

- FILL A LARGE WINE GLASS WITH ICE & ADD...
- 3 PARTS PROSECCO** 75ML
- 2 PARTS APEROL** 50ML
- 1 PART SODA** JUST A SPLASH, 25ML
- STIR & GARNISH** WITH A SLICE OF **ORANGE**

SALUTE!



**REFRESH YOUR MENU WITH APEROL SPRITZ THIS SUMMER**



**CLAIM A £5 AMAZON GIFT VOUCHER**

SCAN TO COMPLETE OUR PERFECT SERVE QUIZ. USE CODE **77779**

Terms & Conditions: UK, 18+ and must be employed as a bartender or bar manager in a licensed UK premises. 12:01 07/03/22 - 23:59 30/09/22. To win a \$5 Amazon Gift Voucher, you must successfully and validly complete the Perfect Serve seven question quiz at [www.aperolspritzsocials.com/giveaway](http://www.aperolspritzsocials.com/giveaway). No purchase necessary. Prizes: 10,000 x \$5 Amazon Gift Vouchers, first 10,000 complete and valid quiz entrants will receive a voucher. Internet access required. Max 1 entry per person. Visit [www.aperolspritzsocials.com/terms-conditions](http://www.aperolspritzsocials.com/terms-conditions) for full T&Cs & prize details. Promoter: Campari UK.

\*GSA Spritz Research May 2021. PLEASE DRINK RESPONSIBLY be [drinkaware.co.uk](http://drinkaware.co.uk)



THE  
WORLD'S  
MOST  
AWARDED  
TEQUILA\*



BUY 1  
BOTTLE\* OF  
1800® SILVER

AND  
RECEIVE  
A CASE† OF  
SCHWEPES  
LEMONADE  
FREE

WHY NOT TRY  
AN 1800 SILVER TEQUILA  
& LEMONADE? ADD ICE,  
TOP WITH LEMONADE,  
GARNISH WITH LIME.

**1800**  
TEQUILA

\*BASED ON AWARDS RECEIVED BY 1800® FROM THE ACADEMIA MEXICANA DEL TEQUILA, A.C. BETWEEN 2005 AND 2018 AND DIOSA MAYAHUEL FROM 2001 AND 2018. †1 BOTTLE = 1X70CL BOTTLE. ‡A CASE OF SCHWEPES LEMONADE = 24 X 200ML BOTTLES (BRITVIC TONIC 24 X 200ML MAY BE SUBSTITUTED IF PREFERRED). 1800® AND OTHER TRADEMARKS ARE OWNED BY AGAVERA CAMICHINES, S.A. DE C.V. ©2022 PROXIMO SPIRITS UK. SCHWEPES IS A REGISTERED TRADE MARK OF EUROPEAN REFRESHMENTS. DRINK 1800 TEQUILA RESPONSIBLY.



THIS  
SUMMER'S  
ON  
**JACK**

BUY  
4X 70CL OR 2 X 1.5L  
JACK DANIEL'S  
TENNESSEE WHISKEY  
TO RECEIVE:  
6X STAINLESS STEEL CUPS;  
2X CHALKBOARD

JACK DANIEL'S  
**MAKE IT  
COUNT**

**Please Drink Responsibly.**  
Jack Daniel's and Old No. 7 are registered trademarks. ©2022 Jack Daniel's. All Rights Reserved.  
Products included in offer: Jack Daniel's Tennessee Whiskey 70cl and Jack Daniel's Tennessee Whiskey 1.5L. UK registered wholesale businesses only. Buy 4 x 70cl bottles of either Jack Daniel's Tennessee Whiskey 70cl or Jack Daniel's Tennessee Whiskey 1.5L and receive 6 x stainless steel cups and 2 x chalkboards. Ends 30th June 2022. Whilst stocks last. Non-transferable and non-refundable. Cannot be taken as cash. Promoter: Brown-Forman Beverages Europe Limited, 45 Mortimer Street, London, W1W 8HJ.

BUY 3 X BOTTLES OF THE KRAKEN  
BLACK SPICED RUM & RECEIVE A BOTTLE  
OF THE SEXTON SINGLE MALT\* **FREE**



**To be a Sexton is a spiritual trade & whiskey is their favourite spirit.**  
A new and unexpected triple-distilled single malt aged exclusively in Oloroso Sherry casks.  
With notes of dried fruits, marzipan and dark chocolate, The Sexton is perfect for sipping or mixing an Old Fashioned.

**THE SEXTON OLD FASHIONED**  
50ml The Sexton Single Malt  
Sugar cube  
2 dashes Angostura Bitters  
Serve on the rocks and garnish with orange peel

\*A BOTTLE = 70CL. THE KRAKEN® AND OTHER TRADEMARKS ARE OWNED BY PROXIMO SPIRITS. THE SEXTON SINGLE MALT IRISH WHISKEY IS PRODUCED IN IRELAND FOR ©PROXIMO SPIRITS 2022. PLEASE DRINK RESPONSIBLY.

Maximum 10 deals per customer.



**BUSHMILLS**

**BUY 1 BOTTLE\* OF BLACK BUSH & RECEIVE A CASE OF BRITVIC GINGER ALE FREE†**

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



Maximum 10 deals per customer, per week\* 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



**FREE WHISKY MENUS**

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

**FOR MORE INFORMATION PLEASE CONTACT YOUR LOCAL SALES MANAGER**

**RECEIVE 24 X 200ML FEVER-TREE LEMONADE OR GINGER ALE**

When you buy any 3 x 70cl from the Jameson range\*



50ML JAMESON  
TOP WITH GINGER ALE  
ICE & SLICE OF LIME

JAMESON IS THE UK'S **#1** IRISH WHISKEY\*\*



\*Available while stock lasts  
\*\*(CGA, Total On Trade, Whisky, Volume Sales MAT to 19.06.21)  
ENJOY RESPONSIBLY. be [drinkaware.co.uk](http://drinkaware.co.uk)



**Jägermeister**

**FREE POS KIT**  
WHEN YOU BUY 6 BOTTLES OF JÄGERMEISTER

**ICE COLD SHOTS**  
-18°C

**ICE COLD SHOTS**

**COLD BREW COFFEE**

**KIT INCLUDES:**  
CHALKBOARD PLUS STICKERS X 2, BAR RUNNERS, DIGITAL SCREEN CONTENT

Terms and Conditions (While stocks last, 1 deal per customer)  
At least one bottle purchased must be Jägermeister Cold Brew Coffee

be [drinkaware.co.uk](http://drinkaware.co.uk)



MAKE THE MOMENT  
**MAGNIFIQUE**

BUY 3 X CHAMBORD 70CL  
TO RECEIVE 2 X CHAMBORD SPRITZ  
SHARING CARAFES

**CHAMBORD BERRY SPRITZ**

- UN  
50ML  
CHAMBORD
- DEUX  
125ML  
SPARKLING  
WINE
- TROIS  
DASH OF  
SPARKLING  
WATER

THE VELVETY SMOOTH  
**BLACK x RASPBERRY x LIQUEUR**



PLEASE DRINK RESPONSIBLY.

Chambord is a registered trademark. ©2022 Brown-Forman. All rights reserved.

**FRANKLIN & SONS LTD**  
LONDON 1886

**ONLY £9.75**  
PER CASE\*

WHILE STOCKS LAST

For FREE GLASSWARE, contact [richard.hammett@globalbrands.co.uk](mailto:richard.hammett@globalbrands.co.uk)

**AVAILABLE NOW**

12x275ml: Brewed Ginger Beer, Spring Rhubarb Lemonade, Pressed Raspberry Lemonade and Hedgerow Elderflower Lemonade. \*Maximum deal 10 cases per customer per week. Offer valid from 1st June to 30th June 2022. \*\*Free glassware limited to 2 deals per customer, while stocks last.

[www.franklinandsons.co.uk](http://www.franklinandsons.co.uk) [f](#) [t](#) [@](#) @Franklinandsons

# TRY ME

**SPICY MARGARITA**

INGREDIENTS	MEASURE
Red jalapeño pepper (no seeds)	2 slices
Ocho Blanco Tequilla	50ml
Cointreau	12.5ml
Agave syrup	12.5ml
Lime juice	25ml

**GLASSWARE**  
Chilled coupe/cocktail (Martini) or rocks glass

**METHOD**  
Muddle first ingredient in shaker, add ice & other ingredients, shake and fine strain into a chilled glass, over fresh ice if using a rocks glass

**GARNISH**  
Optional salt rim, jalapeño slice held with cocktail stick



**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 ANY 2 CASES OF FINEST CALL AND  
RECEIVE 1 X 70CL STOLI  
PREMIUM VODKA  
**FREE**



**P\*RNSTAR MARTINI**

50ml Finest Call Passion Fruit  
25ml Stoli® Premium  
25ml Licor 43  
50ml Finest Call Lime



be [drinkaware.co.uk](http://drinkaware.co.uk)

**Buy 5 cases get 1 case free**

Buy any five cases of  
24 x 125ml Schweppes  
Classic Mixers or Juices  
to receive one case of Tonic  
or Slimline Tonic **FREE**

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**Buy 3 cases get 1 case free**

Offer includes one free case of 24 x 200ml Schweppes Tonic when you buy any 3 x cases of Schweppes Classic Mixers or Juices, Coca-Cola Classic or Diet Coke

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**BUY THREE,  
GET 24  
GLASSES  
FREE**

Buy any three  
Coca-Cola Classic,  
Diet Coke, Coca-Cola  
Zero Sugar & Schweppes  
Lemonade 7L BIBs and  
get 24 Coca-Cola 16oz  
glasses **FREE**



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# DEALS SUMMARY

PAGE	PRODUCT	DEAL
6	San Miguel	Install and receive a free keg and £125 of POS
8	Poretti	Install and receive a complimentary keg and £125 of POS
10	Brooklyn Pilsner	Install and receive a free keg and £125 of POS
12	Estrella Damm	Install and receive a POS support package worth £125
13	Erdinger	Install and receive a complimentary keg and £125 of POS
14	Hobgoblin IPA	Install and receive a POS support package worth £125
15	Kopparberg	Buy 4 cases and receive a free bottle of Kopparberg Gin
18	Canyon Road	£3.00 off when you buy any case (12 x 75cl bottles)
18	TerraMater	Buy 11 get 1 free
22	Gordon's Flavoured	Buy any 5 x 70cl and receive 1 x 70cl free
23	Hendrick's Gin	Buy 3 x 70cl and receive a POS Kit
24	Warners	Buy any 3 x 70cl and receive free 50cl 0% Warners Pink Berry
24	Beefeater London	Buy 4 x 10cl and get a free case of tonic
25	Brockmans	Save £1 per 70cl bottle
26	Malibu	Buy 4 x 70cl (or 1.5l equivalent) and get a free case of Coke
26	Aperol Spritz	Claim a £5 Amazon Gift Voucher
27	Pimms	Buy any 12 x 70cl Pimms or Pimms Sundowner and receive 6 x Branded Pimms Jugs
28	1800 Tequila	Buy 1 x 70cl bottle and receive a case of Schweppes Lemonade free
28	Kraken	Buy 3 x bottles and receive a free bottle of The Sexton Single Malt
29	Jack Daniel's	Buy 4 x 70cl or 2 x 1.5l and receive 6 x Stainless Steel cups and 2 x Chalkboard
30	Bushmills	Buy 1 bottle of Black Bush and receive a free case of Britvic Ginger Ale
30	Jameson	Buy 3 x 70cl from the Jameson Range and receive Free 24 x 200ml Fever Tree Lemonade or Ginger Ale
31	Jagermeister	Free POS Kit when you buy 6 x Jagermeister
32	Chambord	Buy 3 x Chambord 70cl and receive 2 x Chambord Spritz Sharing Carafes
33	Franklin & Sons	Only £9.75 per case
33	Fever-Tree	Buy any 4 x Fever-Tree products and receive 6 x Glasses Free
34	Finest Call	Buy any 2 x cases and receive 1 x 70cl Stoli Vodka Free
35	Schweppes	Buy any 5 cases of 24 x 125ml classic mixers or juices and get 1 case of Tonic or Slimline Tonic Free
35	Schweppes	Buy any 3 case of Schweppes classic mixers, Juices, coke or Diet Coke and get 1 case Schweppes Tonic free
35	Coca Cola	Buy any 3 cases and get 24 glasses 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](http://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 1st June - 30th June 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.

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