

OFFERS APPLY TO DELIVERIES FROM 1ST JULY - 29TH JULY. UNLESS OTHERWISE STATED

# ON TRADER DEALS



JULY 2022

AMAZING OFFERS, SUPPORT & INSPIRATION

[ORDER.CARLSBERGMARSTONS.CO.UK](http://ORDER.CARLSBERGMARSTONS.CO.UK) TO ORDER ONLINE



A LAKE DISTRICT ORIGINAL

INTRODUCING NEW  
**Wainwright AMBER**

FULL BODIED & MOREISH



## NEW BROOKLYN PILSNER



# CRISP. BRIGHT. REFRESHING.



## BROOKLYN PILSNER NOW AVAILABLE ON TAP

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

JULY 2022

*in this issue...*

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CARL MIDDLETON,  
VP ON TRADE

# WELCOME

*to our July edition*

In this edition we are excited to introduce to you our 2nd exciting new product launch of 2022 – Wainwright Amber.

We have spoken and listened to what today's ale drinkers want and our master brewers have worked tirelessly to develop a recipe to deliver a truly flavourful and moreish amber ale. Combined with a contemporary new look for the Wainwright brand, Amber is set to bring new life to the cask ale category. Speak to your BDM to stock today.

Keep reading and you will also find updates on Birrificio Angelo Poretti, Brooklyn Pilsner, Erdinger and more.

To speak to a telesales representative and place an order please call one of the numbers below:

**0800 587 0773 | 0800 085 4646**

CMBC has teams in Wolverhampton and Leeds dedicated to sales and service support. We'd love to hear from you.



CARLSBERG MARSTON'S  
BREWING COMPANY

# OUR RANGE





# TAP INTO CASK ALE

Cask Ale is a key part of what makes the Great British Pub so special and it is incredibly valuable both to your business and to your drinkers.

*Did you know...*

CASK ACCOUNTS FOR...

**1 IN 10**  **PINTS OF TOTAL BEER!**  
**AND IS WORTH A HUGE £836 MILLION**

RETAIL SALES VALUE IN THE ON TRADE

Source: CGA OPMS data MAT P2 2022

And when we spoke to cask ale drinkers they told us that they see cask ale as a sign of quality and a key reason to visit the pub!

**44%**

DRINKS SAY CASK ALE IS THE SIGN OF A GOOD PUB

**74%**

WOULD VISIT LESS OFTEN OR NOT RETURN IF CASK ALES ARE REMOVED

**79%**

OF NON-REGULAR CASK DRINKERS ARE OPEN TO DRINKING IT MORE OFTEN IN THE FUTURE

Source: Savanta Cask Ale Research – Consumer and Trade Mirror Surveys – Jun-Jul 2021

## YOUR CMBC CASK RANGE

CMBC is proud to be the largest cask ale Brewer in the UK and our exceptional range means we have a brand & style to suit every occasion and drinker.

**77%** OF ALE DRINKERS WANT TO SEE A NATIONALLY RECOGNISED BEER ON THE BAR\*

and we have the big brands to answer that consumer need – these brands deliver quality & consistency as your permanently stocked ale.

\*Marston's Eureka 2019

CMBC's WIDE PORTFOLIO OF REGIONAL ALES ARE PERFECT FOR GUEST & ROTATIONAL SLOTS TO DRIVE INTEREST

AMBER

### INTRODUCING NEW WAINWRIGHT AMBER

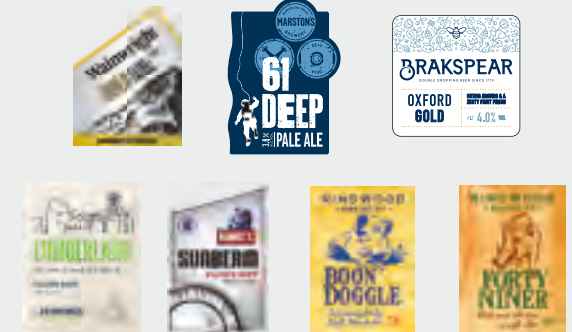
Wainwright Amber is a new, contemporary expression of Amber ale, brewed for the modern drinker and designed to change the category dynamics.



GOLD

### HOBGOBLIN, THE BRAND TO WATCH IN 2022

NEW ATL campaign & NEW premium & disruptive pint glass - look out for big news in the next edition.

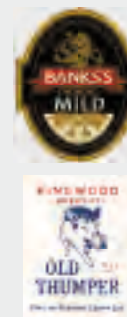


DARK

### HOBGOBLIN IS A BRAND CONSUMERS ARE SEEKING OUT

Hobgoblin boasts category leading 70% consumer awareness\*\* helping it to grow its volume share of total On Trade Cask Ale since market reopening.

\*\*IPSOS BHT 2021 WAVE 1



Speak to your BDM or customer service representative about the range currently available to you.

IN THE NEXT EDITION... we will share our top tips for perfect cask ale quality and more...

# LAGER

Our lager range has extended to cover all categories for you and your customers. Ranging from Standard to Premium and even growing our World collection, you can be certain we can offer you an outstanding range of beers.

**AVAILABLE AS DRAUGHTMASTER**  
 This is an innovative dispense system that uses compressed air to serve fresh pressed beer.  
[www.draughtmaster.com/uk](http://www.draughtmaster.com/uk)

<b>CORE</b>  <b>CARLSBERG DANISH PILSNER 3.8%</b> Light and refreshing with a smooth, full mouthfeel, perfect balance of bitterness and sweetness, and a distinctive citrus hop aroma.		<b>PREMIUM WORLD</b>  <b>SAN MIGUEL ESPECIAL 5.0%</b> San Miguel is a premium pilsner-style lager, delivering a full-bodied and well-balanced flavour with a clean, crisp & refreshing taste.			 <b>ESTRELLA DAMM 4.6%</b> Brewed using 100% natural ingredients. Light amber and golden in colour, with a pale and persistent head.		 <b>BROOKLYN PILSNER 4.6%</b> Crisp, bright and smoothly refreshing. A pale golden beer with a delicate citrusy finish.	 <b>BIRRFICIO ANGELO PORETTI 4.8%</b> Birrificio Angelo Poretti is a full-flavoured lager with a sweet malty body and an assertive bitterness.
<b>CORE</b>  <b>ACE</b>	<b>CORE PLUS</b>  <b>WOLSTEN</b>	<b>PREMIUM</b>  <b>CARLSBERG</b>	<b>PREMIUM WORLD</b> 	<b>WORLD</b>  <b>KIRIN</b>	<b>DISCOVERY WORLD</b>  <b>WOLSTEN</b>			

# CRAFT

Craft offers a world of possibilities to explore new styles and flavours and our range does not disappoint providing a solution from entry level to speciality, catering for all drinkers looking to trade up and try something new.

<b>ENTRY</b>  <b>SHIPYARD PORTLAND LAGER 4.0%</b> A Portland Lager is a light coloured, well balanced craft lager. American hops have been generously added at the end of the brewing process to give the lager its unique hoppy flavour profile.		 <b>SHIPYARD AMERICAN PALE ALE 4.5%</b> An easy drinking, American style Pale Ale bursting with fruity, citrus hop flavour and gooseberry and pine aroma.		 <b>BROOKLYN LAGER 5%</b> Light hop bitterness and moderate sweetness. Both bitterness and sweetness linger on the palate before finishing clean.	 <b>BROOKLYN DEFENDER 5.5%</b> The punch of the piney/citrusy hop bitterness competes beautifully with heat and leads to a myriad of food options when it comes to this beer.	<b>SPECIALITY</b>  <b>ERDINGER WEISSBIER 5.3%</b> Imported German wheat beer brewed to the original recipe and traditionally matured in the bottle like champagne for 28 days.
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# ALCOHOL FREE BEER

As more consumers look to moderation CMBC's range of low and no alcohol beers is growing to suit all drinkers and occasions.

<b>WORLD</b>  <b>ERDINGER ALKOHOLFREI 0.5%</b> The non-alcoholic drink from Erding is not only a real energizer but also low in calories, with just 125 calories per 500ml bottle, and made exclusively from natural ingredients.			 <b>SAN MIGUEL 0,0%</b> All of the aroma, flavour, freshness and quality of a beer without the alcohol.	 <b>WARSTEINER FRESH 0.0%</b> A pale golden non-alcoholic 0.0% alc/vol pilsner beer with a refreshing crisp, full-bodied Warsteiner taste - a perfect fit for any occasion!	 <b>BROOKLYN SPECIAL EFFECTS 0.4%</b> Special Effects is a hoppy 0.4% lager with an unexpected piney aroma and pleasantly bitter finish.	 <b>SHIPYARD LOW TIDE 0.5%</b> A juicy, tropical pale ale, with a fullness that belies its low alcohol.
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# KEG & SMOOTH


<b>AMBER</b>  <b>WAINWRIGHT AMBER 4.1%</b> With a subtle bitterness and delicately enticing hop balance, Wainwright Amber is satisfyingly moreish. Clean, creamy and lightly fruity; a pint at the pinnacle of perfection.	<b>GOLDEN</b>  <b>HOBGOBLIN IPA 5.0%</b> Collision of Old and New World hops provide an explosion of tropical aroma and a juicy bitterness.		 <b>HOBGOBLIN SESSION IPA 3.4%</b> Light, easy drinking and extremely refreshing beer. Pale yellow with a fresh and zesty aroma from the 5 New World hops.	 <b>WAINWRIGHT GOLD 4.1%</b> Premium keg beer from Wainwright. A refreshing alternative to standard keg ale, with fruity, sweet, citrus flavours.	<b>DARK</b>  <b>WYCHWOOD HOBGOBLIN RUBY 4.5%</b> Full bodied, ruby beer that delivers a delicious, chocolate malt flavour, balanced with a rounded bitterness & a fruity, mischievous character.
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## PLUS an extensive range of regional favourites

For the full list speak to your BDM or customer service representative



# CIDER

<b>CORE</b>  <b>SOMERSBY APPLE 4.5%</b> Somersby Apple is refreshing cider made from fermented apple juice and natural apple flavouring.	<b>FLAVOURED</b>  <b>SOMERSBY BLACKBERRY 4.0%</b> Somersby Blackberry is a fruity flavoured cider with a breath of freshness and a natural mild taste of blackberry, spreading joy and sunny togetherness wherever it is served.
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Speak to your BDM or customer service representative about the range currently available to you.





A LAKE DISTRICT ORIGINAL

**INTRODUCING NEW**  
**Wainwright AMBER**  
**FULL BODIED & MOREISH**

**BREWED FOR THE MODERN DRINKER.**  
**DESIGNED TO CHANGE CATEGORY DYNAMICS.**  
**A NEW, CONTEMPORARY EXPRESSION OF AMBER ALE.**

**KEG DEAL** **INSTALL WAINWRIGHT AMBER AND RECEIVE A FREE KEG & POS SUPPORT PACKAGE WORTH £125.**  
Speak to your BDM to build your perfect package

**CASK DEAL** **BUY 2X9S OF WAINWRIGHT AMBER AND RECEIVE POS SUPPORT**

Speak to your BDM to agree Wainwright Amber Keg install. Standard POS install package provided ahead of install valued at £125. Available to new stockists only. One package per install. Buy 2x9s deal: POS support included 1xcase of 12 glasses & pumpclip. One deal per customer, all qualifying stock must be purchased in one order. Limited deals available and subject to availability at time of order.





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 launched in April across TV, On Demand, 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).\*



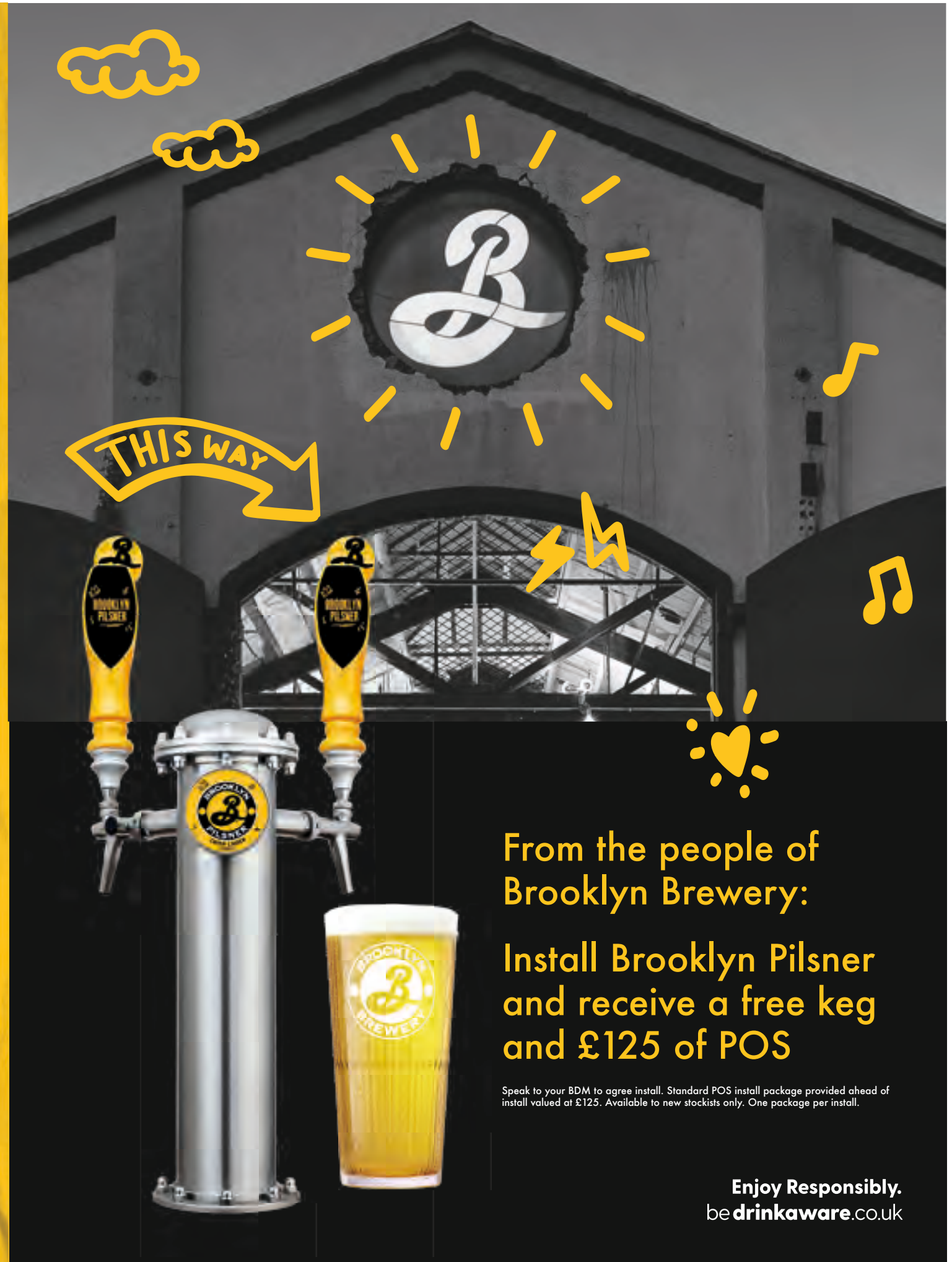
### NEW BRANDING THAT BREAKS THE CATEGORY NORMS AND STANDS OUT VS. COMPETITORS

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





Never skim  
— an —  
**ERDINGER**



\*Source: CGA Volume w/e 01/01/21 QTR.

\*\*POS support package provided ahead of install valued at £125. One deal per install per customer. Available to new stockists only. Speak to your BDM to build your perfect POS Support Package. Enjoy Responsibly.

# STOCK THE #1 IMPORTED WHEAT BEER\*

## EVERY SIP OF ERDINGER WEISSBIER WILL LEAVE A LASTING IMPRESSION.

Brewed to its original recipe since 1886, this premium Bavarian wheat beer is full-bodied, elegant, and refreshing.

Like champagne, ERDINGER Weissbier is matured in its bottle after the main fermentation process. This method is called "Bayerische Edelreifung", or double maturity method.

This process gives the beer its wonderful spicy wheat and yeast aromas, fruity notes, and delicately bitter flavour.

The key to enjoying the perfect glass of ERDINGER Weissbier is all in the serve. To really experience the magnificent taste, it must be poured in the traditional way, with a deep frothy top - Prost!

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

## BEST INGREDIENTS. UNCOMPROMISING QUALITY.



UNMISTAKABLY  
**REFRESHING**  
SINCE 1886

The recipe for our classic ERDINGER Weissbier is as old as our private brewery and it hasn't changed in those 130 years. This valuable secret is guarded by our master brewers.

### APPEARANCE

Fresh and radiant yellow colour, fine yeast clouding, compact froth.

### AROMA

Malt and yeast aromas, freshly aromatic with delicate floral notes.

### FLAVOUR

Gently spicy malt aromas, fruity notes, subtle sweetness, mild and elegant, slightly hoppy, refreshingly lively acidic note on the palate.

### MOUTHFEEL

Full-bodied, lively and sparkling carbonic acid, hop note rounds out long-lasting flavour in the mouth.

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



# Worth a try? Probably.

Discover the refreshing, crisp and perfectly balanced taste of Carlsberg Danish Pilsner.

**Carlsberg**



PROBABLY THE BEST  BEER IN THE WORLD

Brewed in the UK, the Danish way. Enjoy responsibly.

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

# 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 £125 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

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.

[SOMERSBY.COM](http://SOMERSBY.COM)

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

**SOMERSBY**

**MAXIMISE YOUR SALES  
BY UPGRADING TO THE NEW  
PREMIUM FOUNT, PERFECTLY ENGINEERED!**



**ATTRACT A MORE PREMIUM  
CONSUMER BY STOCKING  
WARSTEINER TODAY**

Source: CGA BrandTrack Survey February 2022.

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

**APPROVED BY GERMANS**



**DEALS**





# FREE CASE OF STRAWBERRY & APPLE

WHEN YOU BUY 4 CASES OF OLD MOUT\*



ESTABLISHED IN NZ. MADE IN EUROPE.

\*Max 2 deals per customer per week.

be **drinkaware**.co.uk  
ENJOY RESPONSIBLY

# KOPPARBERG

Drive sales this summer with the UK's favourite cider brand<sup>1</sup>

Buy 4 x cases of 500ml Kopparberg and get an ice bucket POS pack

When the sun shines, **cider uplifts more** than any other alcohol category<sup>2</sup>

Kopparberg **sales spike faster** than any other cider brand<sup>3</sup>

Kopparberg has **more drinkers** than any other cider brand<sup>4</sup>

As the bestselling fruit cider brand<sup>5</sup>, Kopparberg is the must stock for the season

Stay in touch: [Kopparberguk](https://www.kopparberguk.com) [sales@kopparberg.co.uk](mailto:sales@kopparberg.co.uk)

Sources: 1. Savanta Top 100 Most Loved Drinks Brands report, n=48,000, Jan '21-Jun '21. 2. IRI, Total Alcohol, 52wk/e 20.2.22. 3. IRI, 52 weeks 20.2.22. 4. Germinate research 2021. 5. IRI, cider market, 52wk/e 21.01.21. T&C's: Promotion open to all customers. Promotional period of 01.07.22 - 31.07.22. Promotion is based on purchase of 4 x cases of 15 x Kopparberg 500ml, Strawberry & Lime, Mixed Fruit, Pear and Raspberry. Cases must be purchased in one order and can be mixed. Each ice bucket POS kit consists of: 5 x ice buckets, 4 x posters. Ice buckets and printed POS will be delivered separate to the cases. Two promotions per venue. Whilst stocks last.

be **drinkaware**.co.uk



## THIS IS

**BUY 5 BOTTLES OF PROSECCO ROSÉ & GET 1 FREE\* ON TRADE EXCLUSIVE**

**SERIOUSLY SASSY**

Please drink responsibly, be **drinkaware**.co.uk Limited to 10 deals per customer, per week





EVENT PRICE ONLY  
**£32.95**  
PER CASE

MUD HOUSE  
CHILE

*Mud House Chile.  
Taste the Adventure.*

Carbon Neutral Certified

All the characteristics of the distinctive new world are captured in our two refreshing new Chilean wines. From its breathtaking snow-capped peaks, to its magnificent volcanoes and cool waters of the Pacific Ocean, the beauty of Chile and its spirit of adventure continues to be celebrated in every bottle of Mud House. [www.mudhouse.co.nz](http://www.mudhouse.co.nz) Enjoy Mud House responsibly. [bedrinkaware.co.uk](http://bedrinkaware.co.uk)



CROWN CELLARS®  
CARLSBERG MARSTON'S BREWING COMPANY

“  
Our purpose is to bring  
your wines to life



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.

- 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




**NEW**

MOST WANTED WINES

MIX & MATCH  
BUY ANY 3 CASES  
GET 1 FREE\*

UK's top selling canned wine\*\*

Full range of still & sparkling

Quick chill & serve in seconds

Lightweight & recyclable

@MOSTWANTEDWINES

\*Buy any three Most Wanted Wines cases, including still 187ml cans and 200ml sparkling cans and get one free.  
\*\*Nielsen 52 weeks, MAT w.e. 25.04.22  
Limited to 10 deals per customer, per week.  
Most Wanted canned wines come in a case of 12 cans.  
[drinkaware.co.uk](http://drinkaware.co.uk)

METAL RECYCLES FOREVER





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.



ORGANIC,  
FAIR TRADE  
WINES  
*Buy 11 get 1 free*

Discount applied per bottle purchased, equivalent to buying 11 to get one free. Qualifying range includes all 75cl Running Duck wines



Buy 11 bottles  
**get one free**

REVENANT

Celebrating the rebirth of traditional winemaking in South Africa.

Coastal Vineyards ♦ Sustainably Farmed  
WWF Biodiversity Champion Producer  
Hand Picked Grapes ♦ Delicately Pressed  
Naturally Crafted ♦ Vegan Wine



WILD FERMENT SYRAH

WILD FERMENT CHENIN BLANC

WILD FERMENT ROSÉ

SAUVIGNON BLANC

**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...

**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**

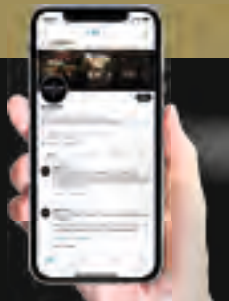
Articles, videos, interviews, serve guides & our range

**TASTING EVENTS**

Meet suppliers, get inspired & discover support

**SOCIAL MEDIA**

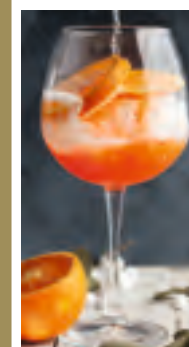
@distilleduk



**LISTING HELP, COCKTAIL SPECS & MENUS**

Costed, balanced, creative & commercial, bespoke training support

**APEROL SPRITZ**



INGREDIENTS	MEASURE
Prosecco	80 ml
Aperol	60 ml
Fresh Soda Water	0.2 bottles

GLASSWARE	MEASURE
Wine glass	

METHOD
Build all ingredients over ice

GARNISH
Orange slice

**ESPRESSO MARTINI**



INGREDIENTS	MEASURE
Key One Vodka	30 ml
Amaretto	30 ml
Fresh espresso	30 ml

GLASSWARE	MEASURE
Chilled coupe or cocktail (Martini) glass	

METHOD
Shake vigorously & fine strain into chilled glass

GARNISH
Three coffee beans

**NEGRONI**



INGREDIENTS	MEASURE
Tanqueray Gin	25 ml
Campari	25 ml
Cocchi Vermouth Di Torino	25 ml

GLASSWARE	MEASURE
Old fashioned (large tumbler) glass	

METHOD
Build all ingredients over ice and stir

GARNISH
Orange wedge or zest



GIN FROM ITALY

**RECEIVE 6 X MALFY COPA GLASSES**

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



50ml Malfy Con Arancia, top with premium tonic and garnish.

50ml Malfy Gin Rosa, top with premium tonic and garnish.

Premium gin **+15.6%\*\***  
Malfy growing **+111.8%\*\***

**CIAO MALFY!**

\*AVAILABLE WHILE STOCKS LAST.  
\*\*CGA TOTAL GB VOLUME MAT 21.03.20.

ENJOY MALFY RESPONSIBLY  
be [drinkaware.co.uk](http://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**



Stock up on this Summer's Headliners today

**FREE**

**FLAVOUR Fest**

BUY ANY 7 70CL BOTTLES FROM THE RANGE AND RECEIVE A  
*Free 70cl bottle of Gordon's Tropical Passionfruit*

RANGE INCLUDES:  
GORDON'S SICILIAN LEMON, GORDON'S WHITE PEACH,  
GORDON'S MEDITERRANEAN ORANGE, GORDON'S PREMIUM PINK, GORDON'S 0.0%,  
TANQUERAY FLOR DE SEVILLA, TANQUERAY RANGPUR LIME,  
TANQUERAY BLACKCURRANT ROYALE AND GORDON'S TROPICAL PASSIONFRUIT.

SCAN FOR POS, TIPS AND MORE

Limited to one deal per customer, per week. PLEASE DRINK RESPONSIBLY | for the facts [drinkaware.co.uk](http://drinkaware.co.uk)



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

BUY ANY 6 WHITLEY NEILL RECEIVE A **FREE** DEAD MAN'S FINGERS PINEAPPLE RUM\*\*

**WHITLEY NEILL GIN**

**THE UK'S MOST LOVED GIN\***

[whitleyneill.com](http://whitleyneill.com)

\*Savanta BrandVue - Top 100 Most Loved Drinks Brands 2021 (H1 2021) \*\*Whitley Neill Original, Blood Orange, Raspberry, Rhubarb & Ginger, Pink Grapefruit, Quince, Blackberry, Parma Violet. FOC stock = 1x Dead Man's Fingers Pineapple. All 6 bottles need to be placed in one order to qualify for deal. All bottles 70cl. Maximum 10 deals per customer, per week.

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

**SMIRNOFF RASPBERRY CRUSH**

Buy 3 x 70cl Smirnoff Raspberry Crush to receive 6 FREE branded glasses\*

*Smirnoff*

\*Available while stocks last. One deal per customer per week.

SCAN FOR POS, TIPS AND MORE

DIAGEO ONE

**THE PROPERLY IMPROPER GIN**

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

*Britvil*

\*1 BOTTLE = 1X70CL BOTTLE. †A CASE OF BRITVIC 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). MAXIMUM 10 DEALS PER CUSTOMER, PER WEEK.

BUY ANY 5 X 70CL FROM THE ABSOLUT RANGE\* TO RECEIVE 24 X 200ML COCA COLA

STOCK UP ON THE UK'S **NO1** PREMIUM VODKA BRAND\*\*

**BORN TO MIX.**

**ABSOLUT.**

IT'S IN OUR SPIRIT

\*Available while stocks last. Offer includes 24 x 200ml case of Coca Cola. Absolut range includes: Absolut Citron, Absolut Raspberry, Absolut Vanilla, Absolut Citron, Absolut Kurrant, Absolut Passionfruit, Absolut Pear, Absolut Mandarin

\*\* CGA OMPS MAT Prem+ Vodka to 01.01.22

@ABSOLUTUK  
ENJOY RESPONSIBLY  
[be.drinkaware.co.uk](http://be.drinkaware.co.uk)



**BUY 3 BOTTLES OF THE KRAKEN & RECEIVE YOUR FREE FREAKY TIKI KIT**

LIMITED AVAILABILITY

FREAKY TIKI

BUNTING

PERFECT STORM A5 CHALK BOARD

KIT WORTH £50

KRAKEN AWAKEN THE BEAST COASTER

BLACK SMOKED TENTACLE GLASS

KRAKEN BAR RUNNER

SCAN HERE TO EXPLORE THE LEAGUE OF DARKNESS

\*7cl Bottles only, x1 per customer. Whilst stocks last. Actual contents may vary from those shown. The Kraken and other trademarks are owned by Proximo Spirits. ©2022 Kraken Rum Co. Enjoy the Kraken responsibly.

**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 & ICE

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

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

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

CELEBRATE **BACARDÍ RUM MONTH** THIS JULY

BUY A BOTTLE OF BACARDÍ SPICED AND TWO OTHERS FROM THE RANGE TO GET A FREE POS KIT AND A CASE FROM THE FEVER-TREE GINGER RANGE\*

EMAIL [djames@bacardi.com](mailto:djames@bacardi.com) TO REDEEM YOUR FREE POS KIT

\*FEVER-TREE GINGER RANGE; FEVER-TREE GINGER ALE, FEVER-TREE SPICED ORANGE GINGER ALE, FEVER-TREE SMOKY GINGER ALE, FEVER-TREE GINGER BEER. POS KIT CONTAINS X6 GLASSES AND X2 BAR RUNNERS. MAXIMUM OF 1 DEAL PER CUSTOMER. TOTAL OF 250 DEALS AVAILABLE.  
ENJOY BACARDÍ RUM RESPONSIBLY be [drinkaware.co.uk](http://drinkaware.co.uk) © 2022. BACARDÍ AND THE BAT DEVICE ARE TRADEMARKS OF BACARDÍ & COMPANY LIMITED

**TRY ME**

**PAN AM COCKTAIL**

INGREDIENTS	MEASURE
Bacardí Carta Blanca	35ml
Aperol	15ml
Teisseire Orgeat Syrup	15ml
Lemon juice	20ml
Pasteurised egg white of OR aquafaba*	0.5egg(s) / 25ml

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

**METHOD**  
If using egg, dry shake (without ice) hard, then shake with ice & fine strain into chilled glass

**GARNISH**  
Fresh basil leaf or drops of Angostura Bitters

**NOTES**  
\*the liquid in a can of chickpeas - vegan friendly

@DistilledUK DistilledUK



**BUY 3 BOTTLES\* OF JOSE CUERVO® & RECEIVE A SUMMER MIX KIT† FREE**

TRY A TEQUILA & TONIC

WORTH £50

**Jose Cuervo**

QUALIFYING PURCHASE CAN INCLUDE SILVER OR REPOSADO. \*1 bottle = 70CL. †WHILE STOCKS LAST. KIT WORTH £50 CONTAINS 6 x HIGHBALL GLASSES, 1 x MEXICAN ELBOW, 1 x JIGGER, 2 x CARDS, BUNTING. ACTUAL CONTENTS MAY VARY FROM THOSE SHOWN. JOSE CUERVO® AND OTHER TRADEMARKS ARE OWNED BY TEQUILA CUERVO LA ROJENA, S.A. DE C.V. ©2022 PROXIMO SPIRITS. PLEASE DRINK JOSE CUERVO® RESPONSIBLY.

**THE WORLD'S MOST AWARDED TEQUILA\***

**BUY ANY 2 BOTTLES† OF 1800® SILVER OR REPOSADO**

**AND RECEIVE SIX GLASSES FREE\*\***

**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. \*\*WHILE STOCKS LAST. ACTUAL GLASSWARE MAY VARY FROM THAT SHOWN. 1800® AND OTHER TRADEMARKS ARE OWNED BY AGAVERA CAMICHINES, S.A. DE C.V. ©2022 PROXIMO SPIRITS UK. DRINK 1800 TEQUILA RESPONSIBLY.

**CHAMBORD**  
BLACK x RASPBERRY x LIQUEUR

**MAKE THE MOMENT**

**MAGNIFIQUE**

**BUY 3 X 70CL CHAMBORD AND RECEIVE 24 X 200ML BRITVIC PINEAPPLE JUICE**

**CHAMBORD FRENCH MARTINI**

- ✕ 20ML CHAMBORD BLACK RASPBERRY LIQUEUR
- ✕ 40ML FINLANDIA VODKA
- ✕ 60ML PINEAPPLE JUICE

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

Please Drink Responsibly. ©2022 Brown-Forman.  
Buy 3 x 70cl Chambord Black Raspberry Liqueur and receive 24 x 200ml Britvic Pineapple Juice. Subject to availability while stocks last.





# WHISKY MENU CREATION

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**

THE LONDON ESSENCE CO.  
 INTRODUCING  
**LONDON ESSENCE CRAFTED LEMONADE**



**ALL VARIANTS ONLY £10.50 A CASE (24 X 200ML)**  
 TONICS - INDIAN, BLOOD ORANGE & ELDERFLOWER, GRAPEFRUIT & ROSEMARY.  
 SODAS - WHITE PEACH & JASMINE.  
 GINGERS - GINGER ALE.

\*Terms and conditions apply. Deal runs from 01st July 2022 - 31st July 2022. Three deals per customer per week. Qualifying range includes LEC Tonics - Indian, Blood Orange & Elderflower, Grapefruit & Rosemary. LEC Sodas - White Peach & Jasmine. LEC Gingers - Ginger Ale, While stocks last. Promoter: Britvic Soft Drinks, Breakspear Park, Breakspear Way, Hemel Hempstead HP2 4TZ





**BUY 4 CASES  
FROM THE BRITVIC  
RANGE TO RECEIVE  
A CASE OF J2O  
—FREE\***



**BRITVIC  
SENSATIONAL  
DRINKS**

\*Terms and conditions apply. Deal runs from 01st July 2022 – 31st July 2022. Three deals per customer per week. Qualifying range includes Britvic Cordials 1L PET, Britvic 55 275ml NRB, Britvic 100 250ml NRB, Fruit Shoot 275ml PET, R White's Flavoured Lemonades 330ml NRB, Pepsi Reg/Diet/Max and 7UP Free 330ml NRB and Britvic Juices 200ml NRB. Free stock case is J2O Orange and Passion Fruit 275ml x 24 NRB. While stocks last. Promoter: Britvic Soft Drinks, Breakspear Park, Breakspear Way, Hemel Hempstead HP2 4TZ

Maximise your mixing range



Buy 4 cases from  
our mixing range

*to receive a case of Britvic tonic or low cal tonic FREE\**



**SCAN THE QR CODE  
FOR MORE SERVE AND  
RECIPE INSPIRATION**



for the facts  
**drinkaware.co.uk**

T's & C's: Deal runs from 01st July 2022 – 31st July 2022. Qualifying range includes Britvic Mixers 200ml NRB and Pepsi Reg/Diet/Max 200ml NRB. Free case is Britvic tonic or low cal tonic 200ml NRB x24. Promoter: Britvic Soft Drinks, Breakspear Park, Breakspear Way, Hemel Hempstead HP2 4TZ



Buy 5 cases to get 1 case of Coke Zero FREE



10 deals per customer per week

BUY 4 CASES from the J20 range TO RECEIVE A FREE CASE OF J20 Orange and passion fruit\*



LIMITED EDITION

FOR POS KITS, RECIPES AND MUCH MORE VISIT [WWW.SENSATIONALDRINKS.COM](http://WWW.SENSATIONALDRINKS.COM)

\*Terms and conditions apply. Deal runs from 01st July 2022 – 31st July 2022. Three deals per customer per week. Qualifying range includes J20 Blends and J20 Spritz 275ml NRB x24. Free case is J20 Orange & Passion Fruit 275ml NRB x 24. While stocks last. Glassware imagery is for visual purposes only. Promoter: Britvic Soft Drinks, Breakspeare Park, Breakspeare Way, Hemel Hempstead HP2 4TZ

ADD A DASH OF Extraordinary

500ML CORDIAL £12.49 PER CASE

275ML PRESSE £7.49 PER CASE

Fill other glasses with envy

CORDIAL 6 x 500ML: handpicked elderflower  
SPARKLING PRESSE 12 x 275ML: handpicked elderflower, pomegranate & elderflower, crisp apple



# DEALS SUMMARY

PAGE	PRODUCT	DEAL
8	Wainright Amber	Buy 2x9s of Wainright Amber and receive £125 of POS
10	Poretti	Install and receive a complimentary keg and £125 of POS
12	Brooklyn Pilsner	Install and receive a free keg and £125 of POS
14	Erdinger	Install and receive a complimentary keg and £125 of POS
17	Somersby Cider	Install and receive a free keg and £125 of POS
20	Old Mout Cider	Free case when you buy 4 cases
21	Kopparberg	Buy 4 cases and receive a free ice bucket POS pack
21	Madam Sass	Buy 5 bottles and get 1 free
22	Mud House	Event price - £32.95 per case
22	Most Wanted Wines	Buy any 3 cases and get 1 free
25	Running Duck	Buy 11 bottles and get 1 bottle free
26	Revenant	Buy 11 bottles and get 1 bottle free
26	Malfy	Buy 3 x 70cl and receive 6 x Malfy Copa glasses
29	Gordons / Tanqueray	Buy any 7 bottles and a receive a free bottle of Gordon's Tropical Passionfruit
30	Whitley Neil	Buy any 6 bottles and receive a free Dead Man's Fingers Pineapple Rum
30	Brockmans	Buy 3 bottles and receive a free case of Indian Tonic Water
31	Smirnoff Raspberry Crush	Buy 3 x 70cl to receive 6 free branded glasses
31	Absolut	Buy 5 x 70cl and receive 24 x 200ml Coca Cola
32	Kraken	Buy 3 x bottles and receive a free Freaky Tiki Kit
32	Bacardi	Buy a bottle of Bacardi Spiced and two others from range and receive a free POS kit and case of from Fever-Tree Ginger range
33	Havana Club	Buy 3 x 70cl from range and receive 24 x 200ml Coca Cola
34	Jose Cuervo	Buy 3 bottles and receive a summer mix kit free
34	1800 Tequila	Buy 2 bottles and receive 6 glasses free
35	Chambord	Buy 3 x Chambord 70cl and receive 24 x 200ml Bitvic Pineapple Juice
37	Sexton	Buy a bottle amd receive 6 Whiskey glasses free
37	The London Essence Co.	All variants only £10.50 per case
38	Britvic Sensational Drinks	Buy 4 cases from Britvic range and receive J20 case free
39	Britvic / Pepsi	Buy 4 cases from mixing range and receive Britvic tonic or low cal tonic free
40	Coca Cola	Buy 5 cases to get 1 case of Coke Zero free
41	J2O	Buy any 4 cases from range and receive a free case of J2O Orange and Passion Fruit

# 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 July - 29th July 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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