



BIRRIFICIO ANGELO PORETTI
**THE FASTEST GROWING
 ITALIAN LAGER***

VALGANNA

ITALIA 1877

Enjoy Responsibly be.drinkaware.co.uk

Born in Italy, Brewed in the UK

*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)

OFFERS APPLY TO DELIVERIES FROM 1ST AUGUST - 31ST AUGUST. UNLESS OTHERWISE STATED

ON TRADER DEALS



AUGUST 2022

AMAZING OFFERS, SUPPORT & INSPIRATION

ORDER.CARLSBERGMARSTONS.CO.UK TO ORDER ONLINE



Premiumise
 your bar
 with the modern &
 bold hop flavours of
**Hobgoblin
 IPA**

WINNER OF BEST ENGLISH
 STYLE IPA IN THE UK



HOBGOBLIN

— BEAUTY LIES WITHIN —

SEE PAGE
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AUGUST 2022

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CARL MIDDLETON,
VP ON TRADE

WELCOME

to our August edition

In this edition we are proud to launch our new Hobgoblin brand campaign, *Beauty Lies Within*. Hobgoblin is the brand to watch in 2022 and beyond and we start by revealing our new bespoke Hobgoblin glassware. You will see further subtle yet stunning changes to our Point of Sale over the coming weeks and months to drive visibility in your outlet.

In our second installment of 'Tap into Cask' we share our three simple principles on how to select the optimum cask range for your venue to deliver the perfect pint every-time, appeal to the most drinkers and most importantly sell more beer.

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



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

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

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.

ENTRY  SHIPYARD PORTLAND LAGER 4.0% 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.		 SHIPYARD AMERICAN PALE ALE 4.5% An easy drinking, American style Pale Ale bursting with fruity, citrus hop flavour and gooseberry and pine aroma.		 BROOKLYN LAGER 5% Light hop bitterness and moderate sweetness. Both bitterness and sweetness linger on the palate before finishing clean.	 BROOKLYN DEFENDER 5.5% 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.	SPECIALITY  ERDINGER WEISSBIER 5.3% 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.

WORLD  ERDINGER ALKOHOLFREI 0.5% 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.			 SAN MIGUEL 0,0% All of the aroma, flavour, freshness and quality of a beer without the alcohol.	 WARSTEINER FRESH 0.0% 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!	 BROOKLYN SPECIAL EFFECTS 0.4% Special Effects is a hoppy 0.4% lager with an unexpected piney aroma and pleasantly bitter finish.	 SHIPYARD LOW TIDE 0.5% A juicy, tropical pale ale, with a fullness that belies its low alcohol.
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KEG ALE



AMBER  WAINWRIGHT AMBER 4.0% 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.	GOLDEN  HOBGOBLIN IPA 5.0% Collision of Old and New World hops provide an explosion of tropical aroma and a juicy bitterness.		 HOBGOBLIN SESSION IPA 3.4% Light, easy drinking and extremely refreshing beer. Pale yellow with a fresh and zesty aroma from the 5 New World hops.	 WAINWRIGHT GOLD 4.1% Premium keg beer from Wainwright. A refreshing alternative to standard keg ale, with fruity, sweet, citrus flavours.	DARK  HOBGOBLIN RUBY 4.5% 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

CORE  SOMERSBY APPLE 4.5% Somersby Apple is refreshing cider made from fermented apple juice and natural apple flavouring.	FLAVOURED  SOMERSBY BLACKBERRY 4.0% 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.

TAP INTO CASK ALE

CASK QUALITY & RANGING

In the last edition we spoke about the importance of cask ale and how it accounts for 1 in every 10 pints of the total beer category and is worth a whopping £836M in retail sales value in the UK On Trade*.

The key to unlocking the value in cask ale is understanding how to maximise your cask range and ensuring you pour a perfect pint everytime.

Source: CGA OPMS data MAT P2 2022

The 3 factors to cask success...

#1 THROUGHPUT

CASK ALE NEEDS TO BE SERVED WITHIN 3 DAYS OF TAPPING THE CASK.

Your cask ale throughput dictates the breadth of your range and the number of hand pulls on the bar. Using the volume of ale sold per day you can calculate how many hand pulls you should range.

NUMBER OF HANDPULLS	1	2	3	4
PINTS PER DAY	24	48	72	96

#3 FOOTFALL

CONSIDER YOUR TRADING PATTERNS AND FLEX THE NUMBER OF BEERS IN YOUR RANGE TO YOUR CHANGING VOLUMES ACROSS THE WEEK.

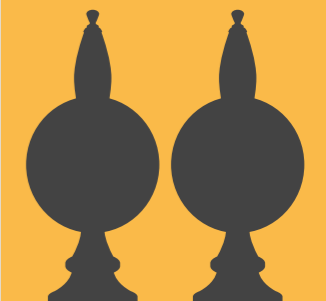
Increasing/decreasing the number of hand pulls per day depending on footfall will ensure you maintain quality.

FOR EXAMPLE...

1 hand pull on WEEKDAYS



increasing to 2 on WEEKENDS



#2 BEER STYLE

RANGING BY STYLE WILL ENSURE YOU APPEAL TO THE MAXIMUM NUMBER OF DRINKERS.

Next you need to make sure that your ale range is offering a variety of styles to entice consumers – considering your consumer demographic & age, location & outlet type i.e. contemporary or traditional.

CGA OPMS: 12 week data to P05 2022, **Maraston's Eureka 2019

AMBER
SHOULD BE ON THE
NUMBER 1
HANDPULL

AS IT IS THE
MOST POPULAR STYLE
MY VOLUME AT 68%
OF THE CATEGORY*



77%

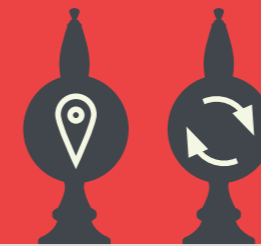
ALE CONSUMERS
WANT TO SEE A
**NATIONALLY
RECOGNISED
BRAND ON
THE BAR****

– GIVING THEM
CONFIDENCE IN QUALITY
AND CONSISTENCY

DEPENDING ON
OUTLET TYPE RANGE
**GOLD OR
IPA ON
NUMBER 2
HAND PULL**
AS THE SECOND MOST
POPULAR STYLE BY
VOLUME



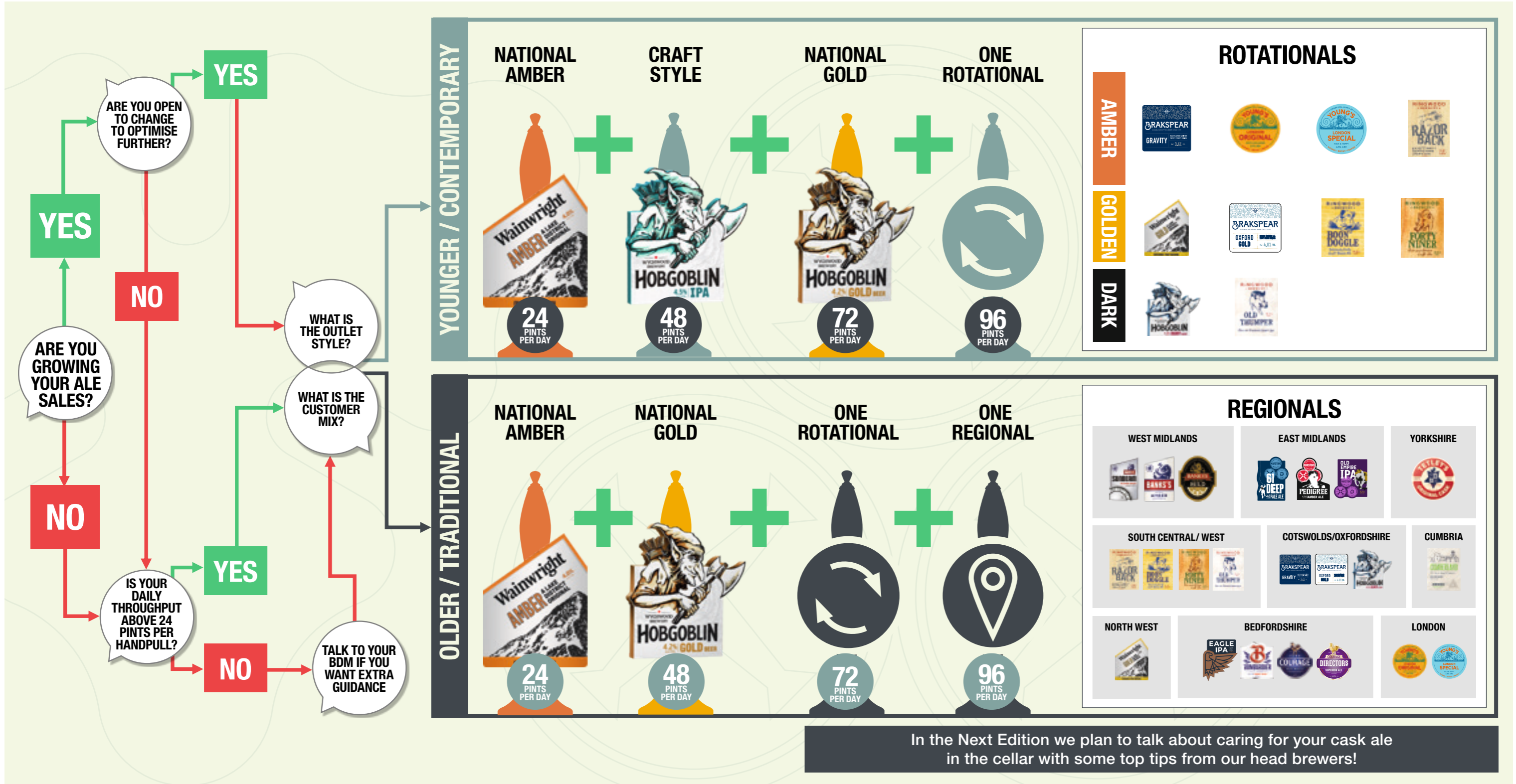
IF YOUR
THROUGHPUTS ALLOW,
**REGIONAL &
ROTATIONAL
ALES ADD INTEREST**



Want us to support your range review - Speak to your BDM today

CASK ALE RANGE BUILDER

Below you will find our Cask Ale range builder. You can use this decision tree to work through the 3 key steps we have just run through on the previous page, guiding you to find your outlets optimum range for cask success and to enable you to grow your cask ale sales...



In the Next Edition we plan to talk about caring for your cask ale in the cellar with some top tips from our head brewers!

Premiumise your bar with the modern & bold hop flavours of Hobgoblin IPA



WINNER OF BEST ENGLISH
STYLE IPA IN THE UK



Enjoy responsibly.
be.drinkaware.co.uk

HOBGOBLIN
— BEAUTY LIES WITHIN —

Install Hobgoblin IPA to receive a complimentary support package worth £125 - including new glassware!

The brand to
watch in 2022
- NEW disruptive
pint glass is
available during
August.

REASONS YOU SHOULD STOCK TODAY:

- 77% of ale drinkers want to see a nationally recognised beer on the bar. Hobgoblin boasts category leading 70% consumer awareness*
- Recognised for quality and taste the World's Best IPA, Hobgoblin, ranks highest amongst its competitive set on measures of quality, trusted, premium, better tasting, worth paying more for**

*MBC BPI P11 2020, **CGA OPMS Data up to 22/05/2021
Terms and conditions: Speak to your BDM to agree install. Standard POS install package provided ahead of install valued at £125, speak to your BDM to build your package. Available to new stockists only. One deal per install per outlet.

Enjoy responsibly.
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HOBGOBLIN
— BEAUTY LIES WITHIN —



A LAKE DISTRICT ORIGINAL

INTRODUCING NEW
Wainwright
AMBER
FULL BODIED & MOREISH

WITH A SUBTLE BITTERNESS AND DELICATELY ENTICING HOP BALANCE, WAINWRIGHT AMBER IS CLEAN, CREAMY & LIGHTLY FRUITY; A PINT AT THE PINNACLE OF PERFECTION.
ABV: 4.0%

CASK DEAL

BUY 2X9S OF WAINWRIGHT AMBER AND RECEIVE POS SUPPORT

KEG DEAL

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

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

NEW BROOKLYN PILSNER



CRISP.BRIGHT.REFRESHING.

Brooklyn Pilsner is a crisp lager inspired by Brooklyn and Brewed for all.

It layers clean malts with a balanced wave of bright hops, crowned by an instantly refreshing finish. Light toasty flavours and spicy, subtle citrus hop notes make it an instant classic.

Brooklyn Pilsner stands strong alongside classic dishes like roast pork, rotisserie chicken, or New York-style hot dogs, cleanses palates after spicy meals like green papaya salad or Indian curries, or matches the snappy notes of cured salmon, sharp cheeses, or brisk salads. Brooklyn Pilsner belongs at any table.



TASTING NOTES/VITALS:

STYLE: Pilsner

ABV: 4.6%

PROFILE: Crisp, bright and smoothly refreshing.

A pale golden beer with a delicate citrusy finish.



Enjoy Responsibly.
be drinkaware.co.uk

Carlsberg Danish Pilsner is selling faster than the total lager market.*

You may know Carlsberg tastes good, but did you know it does good too? Like partnering with WWF to help protect ocean wildlife by planting UK Seagrass. How refreshing.

Plus you'll get £125 worth of POS, including limited edition glassware & drip mats, when you install Carlsberg Danish Pilsner.

Worth a try? Probably.



PROBABLY THE BEST  BEER IN THE WORLD



*CGA OPMS MAT to P2 2020 (22/02/2020)

Brewed in the UK, the Danish way. Enjoy responsibly. Carlsberg is giving a minimum of £265,000 to WWF-UK (registered charity no. 1081247 & SC039593) across 2021/22 to support UK seagrass restoration projects. See website for full details. Speak to your BDM to agree install. Standard POS install package provided ahead of install valued at £125, speak to your BDM to build your package. Available to new stockists only. One deal per install per outlet. Limited Edition POS available while stocks last, alternatives may be provided.

be.drinkaware.co.uk

BREWED IN BARCELONA

AN AWARD WINNING PREMIUM PALE LAGER BREWED IN BARCELONA. A PASSION FOR EXCELLENCE HAS RESULTED IN ESTRELLA DAMM STILL BEING MADE ACCORDING TO THE ORIGINAL 1876 RECIPE, BREWED WITH ONLY THE BEST 100% NATURAL INGREDIENTS.

INSTALL AND RECEIVE A POS SUPPORT PACKAGE WORTH £125*



NOW IS THE TIME TO STOCK ESTRELLA DAMM

- #1 ONE OF THE FASTEST GROWING PREMIUM LAGERS IN WORLD BEER**
- #2 INCREASING ITS STOCKISTS BY +12%***
- #3 SUPPORTED BY A £MULTI-MILLION ATL CAMPAIGN THROUGHOUT 2022



*Speak to your BDM to agree install. Standard POS install package provided ahead of install valued at £125, speak to your BDM to build your package. Available to new stockists only. One deal per install per outlet.

CGA OPMS 52 W/E 18 April '20 *CGA OPMS 52 W/E 18 April '20. Enjoy responsibly.

be drinkaware.co.uk



Never skim
an
ERDINGER



UNMISTAKABLY REFRESHING
SINCE 1886



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 Erdinger and receive a POS support package worth £125

Enjoy responsibly. be.drinkaware.co.uk

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

BANK HOLIDAY SPECIAL

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 0.0 6x4x330ml and Brooklyn Special Effects 24x330ml, Erdinger Alkoholfrei.

**A THIRST FOR INNOVATION
A TASTE FOR PROFIT**

DraughtMaster is an innovative dispense solution that uses compressed air and PET single skin kegs to serve fresh pressed beer.

OVER 11 BRANDS, INCLUDING:



NOW AVAILABLE ON DRAUGHTMASTER



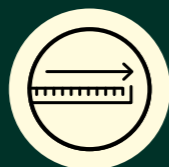
WHAT CAN DRAUGHTMASTER DO FOR YOU?



GREATER VARIETY
All our kegs are identical so you can change brands whenever you need.



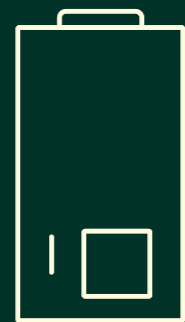
75% LESS CLEANING
Save time and money as lines only need to be cleaned every 4 weeks.



SAVES SPACE
The system has a small footprint. Lightweight kegs are easy to store, move and change whilst they compress during use. The built in air compressor means you don't need additional CO₂ cylinders.

WHAT DO YOU NEED?

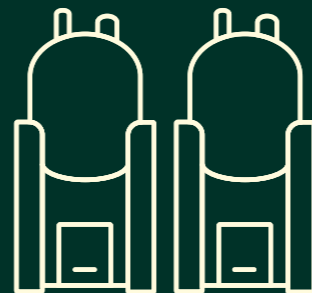
DraughtMaster used standard founts/t-bars and coolers and can be set up under bar or in a cellar.



STANDARD COOLER



CLEANING UNIT



KEG MODULES (MIN 2)

For more information on how DraughtMaster can transform your business call us on 0800 085 4646 or visit www.draughtmaster.com

Enjoy responsibly. be:drinkaware.co.uk

DEALS





Hidden gems

There's been a lot going on lately, so we thought we'd take a moment to show you a few of the wines from the Crown Cellars portfolio that you may have missed.

Ponte Prosecco Rosé Brut

ITALY
LIGHT & DELICATE

Floral and red fruit, creamy finish; this is a light and off-dry sparkling rosé. The range includes a Pinot Grigio, Merlot, Prosecco and more.
££



“

Even in a market flooded with fizz, Ponte Prosecco continues to stand out as a cut above.

Princess Butterfly Rosé Moscato

AUSTRALIA
LIGHT & DELICATE

Rose petal and pink grapefruit dominate the bouquet of this sweeter style fizz, with fruit flavours of strawberry, nectarine and lime.
££



Domaine de La Baume 'Elisabeth' Viognier

FRANCE
DRY & AROMATIC

This dry white wine has a lush juicy texture and shows the classic Viognier floral notes. The range includes a Syrah, Sauvignon Blanc and Merlot.
££



Ocarina Merlot

CHILE
JUICY & RIPE

Juicy, fresh, soft and plummy – an extremely approachable wine that would make for an exceptional house pour. The range also includes a Sauvignon Blanc.
£



Dead Man's Dice Malbec

ARGENTINA
SPICY & WARMING

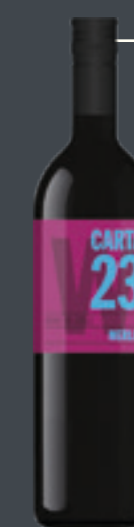
Deep and vibrant Malbec with an intense nose of plum, damson and dark chocolate aroma.
£



Carta 23 Merlot

CHILE
JUICY & RIPE

Soft and fruity with plum, red fruit and spice notes. One of our newest exclusive labels, the range also includes a Sauvignon Blanc.
£



“

Soft, enveloping tannins and a leaner style, with spice, blackberries, red fruits & tobacco

Great with well-seasoned steak, grilled mushroom or lamb.



Alta Vista Single Vineyard Malbec Temis

ARGENTINA
FULL-FLAVOURED & OAKED

Aromas of fresh fruit and floral notes give way to a rounded wine, with sweet tannins and a long finish.
££££



Explore the full range at crowncellarswines.co.uk





World Sauvignon

After France, New Zealand is the world's largest producer of Sauvignon Blanc. In 2020 extreme spring frosts proved disastrous, causing Sauvignon yields in Marlborough alone to be down by around 30%. This has meant that growing demand has challenged supply for almost all but the supermarket giants.

We've been working with winemakers to expand our range of World Sauvignon to help open up some choices.

Cloud Island Cape Series Sauvignon Blanc

**SOUTH AFRICA
DRY & AROMATIC**

A familiar label and a familiar style of Sauvignon; tons of citrus and tropical fruits, with a little less intense acidity than it's Kiwi sibling. Ideal for seafoods. ££



Visitors Series Sauvignon Blanc

**SOUTH AFRICA
DRY & AROMATIC**

Crisp, clean & full of sunshine. Tropical pineapple & guava meet fresh lime & a hint of grapefruit. A terrific alternative to Marlborough liquids. ££



La Pepica Viura Sauvignon Blanc

**SPAIN
DRY & AROMATIC**

A deliciously light and refreshing dry white wine showing citrus & herbal aromas. ££



Carta 23 Sauvignon Blanc

**CHILE
DRY & AROMATIC**

Zingy & vibrant with crisp citrus notes & an extremely approachable character. Excellent value for the liquid in the bottle. £



Ocarina Sauvignon Blanc

**CHILE
DRY & AROMATIC**

Clean as a whistle, with vibrant green aromas of cucumber & bell pepper. The palate is dry, light bodied & zingy. £

“

A new addition to the range. We were looking for a great quality wine to fit a mainstream budget.

Explore our full World Sauvignon Blanc range at crowncellarswines.co.uk



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.





MOUNTAIN RANGE

BUY 12 BOTTLES PAY FOR 11

**PREMIUM ON-TRADE
WINES OF THE
AMERICAS**

The iconic Andes mountains combined with the warm climate and gentle cooling breezes from the Pacific Ocean creates near perfect conditions for producing wine. Mountain Range wines are fruity and bursting with mouth-wateringly luscious flavours.

Range of wines (75cl):
Merlot, Sauvignon Blanc

Offer applies to 12 bottles of the same varietal.
Discount applied per bottle to the value of buy 11 get 1 free.



Certified **B** Corporation **CYT UK**
PREMIUM WINES FROM THE AMERICAS

for the facts drinkaware.co.uk



Carbon Neutral Certified

THIS IS

MADAM SASS

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

SERIOUSLY SASSY



Please drink responsibly. drinkaware.co.uk
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 Enjoy Mud House responsibly. drinkaware.co.uk



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

METAL recycles forever



Whilst still not quite back to pre-COVID sales levels, the On Trade has been making great strides over the last year, with spirits being a real stand out.

Along with Champagne, spirits saw the biggest uplift - 74% of pre-2020 levels*

You may have missed a few of the recent additions to the DISTILLED range that could help you make the most.

*WSTA Market Report, April 2022.

Scan the QR to see the full range at distilleduk.com



DEAD MAN'S FINGERS PASSIONFRUIT

Made with loads of passion! Inspired by their original Spiced Rum from the Rum & Crab Shack in St. Ives, Cornwall, this rum has sweet tropical passion fruit aromas with hints of mango. It makes a great variation of a Pornstar Martini or in simple refreshing serves. **££**



ABSOLUT PEARS

Made exclusively from natural ingredients, Absolut Pears is fresh and crisp can be drunk neat, over ice, in a spritz or be used as a base for cocktails. **££**



CAZCABEL COFFEE

While we all mourn the loss of Café Patron XO, we needn't go without. Cazcabel steps up to the plate with tequila blended with the rich, sweet taste of freshly roasted South American coffee. Makes a fantastic Espresso Martini **££**



SALCOMBE 'ROSÉ SAINTE MARIE'

'Rosé Sainte Marie' has fragrant notes of fresh lemon peel and Provence herbs are complemented by the natural sweetness of red fruit and the distinctive perfume of white flowers and orange blossom carried on a sea breeze. Perfect with a Med-style tonic. **£££**



BELSAZAR ROSE

Yeah, yeah, we know it's technically not a spirit, but we love this one. A rose bursting with surprise. Bittersweet and summery, offering a harmonious blend of pink grapefruit. Seville orange blossom with a raspberry and redcurrant finish. Spritz this one up with tonic. **££**



EL JIMADOR BLANCO

Made from 100% blue agave, it is double-distilled to remove impurities and immediately bottled to preserve its crisp, authentic character. Straight up Paloma-fodder, or cracking with a good tonic and fresh lime. **££**



SKYY VODKA

Made from 100% pure filtered Californian water and Midwest American grains, SKYY Vodka is triple filtered to give a clean and neutral palate. That neutrality means that it's unbelievably versatile – mix this however you like and it'll always step the results up a gear. **££**



ROKU GIN

In Japanese, Roku translates as the number six. Inside every bottle of Roku Gin, you will find six very special botanicals that are sourced in Japan. Every aspect of Roku Gin is crafted by Japanese artisans with a centuries-old tradition of meticulous attention to detail. **£££**



ESSENTIALS

ENGLAND ICELAND
MARTIN MILLER'S GIN

ROMANCE AND ADVENTURE IN A GLASS

BUY 2 x 70cl MARTIN MILLERS GIN
GET 6 BRANDED GLASSES

be**drinkaware**.co.uk WWW.MARTINMILLERSGIN.ES
1 deal per customer per week

BUY 2 X 70CL GET GIN MARE
GET 6 BRANDED GLASSES

GIN MARE is the first Mediterranean Gin and a true representation of craftsmanship using experience passed through generations in its production processes whilst paying attention to every detail to assure a Gin of the highest of quality.

www.ginmare.com be**drinkaware**.co.uk
1 deal per customer per week

SLINGSBY
PREMIUM GIN

£3 OFF EACH BOTTLE PURCHASED

£3 OFF EACH BOTTLE PURCHASED

BRITAIN'S FAVOURITE
RHUBARB GIN

FRESHLY PICKED - NEW
SLINGSBY BLACKBERRY GIN!

*Comparative taste analysis conducted with 100 respondents undertaken in South West England in April 2022. For more info, visit spiritofharrogate.co.uk.

@slingsbysocial spiritofharrogate.co.uk

be**drinkaware**.co.uk

BUY ANY 6 WHITLEY NEILL RECEIVE A **FREE** DEAD MAN'S FINGERS PASSION FRUIT RUM**

WHITLEY NEILL GIN

THE UK'S MOST LOVED GIN*

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 Passion Fruit. All 6 bottles need to be placed in one order to qualify for deal. All bottles 70cl.

10 deals per customer per week

SPRITZ INTO SUMMER

BUY ANY 3 FROM THE RANGE AND GET A FREE CASE OF FEVER-TREE SODAS

be**drinkaware**.co.uk

Max 1 deal per customer. Fever-Tree Soda Range include White Grape & Apricot, Mexican Lime and Italian Blood Orange soda.

EMAIL djames@bacardi.com
FOR A CASE OF GLASSWARE

BUY 3 BOTTLES FROM THE RANGE AND GET A FREE CASE OF FEVER-TREE TONIC

NEW

PAIRS PERFECTLY WITH FEVER-TREE MEDITERRANEAN TONIC

EMAIL djames@bacardi.com FOR A CASE OF GLASSWARE

be drinkaware.co.uk
 MAXIMUM OF 1 DEAL PER CUSTOMER
 FEVER-TREE TONICS: ELDERFLOWER OR MEDITERRANEAN
 BOMBAY SAPPHIRE AND ITS TRADE DRESS ARE TRADEMARKS



GET IN THE X SPIRIT STOCK UP NOW

DIAGEO

83% of consumers intend to buy Smirnoff Mango & Passionfruit Twist

FACT Ketel One and Ciroc are growing **+226%** vs LY*

Limited to one deal, per outlet, per week.

*Source: CGA Feb 2022.
 Range Includes: Smirnoff Raspberry Crush, Smirnoff Vanilla, Smirnoff Mango & Passionfruit Twist, Ketel One, Ciroc Blue Dot, Ciroc Red Berry, Ciroc Apple, Ciroc Mango and Ciroc Pineapple.

drinkaware.co.uk for the facts
 PLEASE DRINK RESPONSIBLY

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 Millennials multibrand 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

GET IN THE SPIRIT

BUY ANY 5 AND RECEIVE A FREE SMIRNOFF MANGO & PASSIONFRUIT TWIST

SCAN FOR POS, TIPS AND MORE

DIAGEO ONE

WRAY & NEPHEW



42% OF CONSUMERS DRINK WHITE RUM IN A COCKTAIL²

WRAY'S RUM PUNCH

- 25ml Wray & Nephew
- 100ml Pineapple Juice
- 25ml Cranberry Juice
- Squeeze of fresh lime
- Add all ingredients to a glass filled with cubed ice
- Stir it up, add a lime wedge garnish & serve



STOCK UP FOR CARNIVAL

WITH THE UK'S #1 SELLING WHITE RUM¹

£20.75 A BOTTLE



AWARDED DOUBLE GOLD IN THE 2022 SAN FRANCISCO WORLD SPIRITS COMPETITION

THE ORIGINAL JAMAICAN SPIRIT

SINCE 1825

¹ L12W Volume ROS CGA OPMS data to 01.01.2022

² CGA Campari Group UK Rum Survey, January 2022

be drinkaware.co.uk

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!



50p OFF A BOTTLE

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. 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 for full T&Cs & prize details. Promoter: Campari UK.

*CGA Spritz Research May 2021. PLEASE DRINK RESPONSIBLY be drinkaware.co.uk

Captain Morgan

DRIVE SALES WITH THE UK'S **NO.1 RUM BRAND**

BUY ANY 5 FROM THE RANGE AND RECEIVE A FREE CAPTAIN MORGAN SLICED APPLE**

43% OF RUM SERVES ARE CAPTAIN MORGAN*



FREE

STOCK UP NOW

SCAN FOR POS, TIPS AND MORE

DIAGEO ONE



*Source CGA IFT Data 12 weeks to 14.02.2021.

**Deal is valid from the 1st of July to 31st of August. Range includes 70cl bottles of – Captain Morgan Dark, Captain Morgan White, Captain Morgan Spiced Gold, Captain Morgan Tiki and Captain Morgan Sliced Apple. Limited to one deal, per outlet, per week.

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

BUSHMILLS

**BUY 1 BOTTLE* OF
BUSHMILLS ORIGINAL
OR BLACK BUSH**
& RECEIVE 6 PREMIUM
BUSHMILLS GLASSES† FREE



SINCE 1608

10 deals per customer per week

be drinkaware.co.uk *A bottle = 70cl. †WHILE STOCKS LAST. ACTUAL GLASSWARE MAY VARY FROM THAT SHOWN. Bushmills & Associated logos are trademarks of The Old Bushmills Distillery, Bushmills, County Antrim. ©2022 Proximo Spirits. ENJOY BUSHMILLS RESPONSIBLY.

**TRY
ME**



BLACKBERRY SOUR

INGREDIENTS	MEASURE
Slingsby Blackberry Gin	50
Lemon juice	20
Pineapple syrup*	15
Pasteurised egg white or aquafaba	30
Fresh blackberries	4

GLASSWARE
Chilled coupe or cocktail (Martini) glass

METHOD
Shake vigorously with ice and fine strain into chilled glass. Aquafaba can be used to make this vegan friendly

GARNISH
Fresh blackberry & mint sprig

NOTES
*Boil down pineapple juice & sugar to thicken, let cool



**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
Buy 3 x 70cl bottles or 2 x 1.5l bottles.



**BUY 2
CASES
GET 1
FREE**



10 deals per customer per week

Deal includes - 24 x 200ml Fentimans premium Tonic, 24 x 200ml Fentimans Light Tonic Free Product Case - 24 x 200ml Fentimans premium Tonic, 24 x 200ml Fentimans Light Tonic



**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 August 2022 – 31st August 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 August 2022 – 31st August 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

THE LONDON ESSENCE CO.
EXQUISITE MIXERS FROM DISTILLED BOTANICALS

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 August 2022 - 31st August 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 ANY 3 CASES AND RECEIVE
1 CASE FREE***



MONSTERENERGY.COM

© 2017 Monster Energy Company. *This offer is conditional on the purchase of any 3 cases of a Monster Green and Monster Ultra in the Monster Energy Portfolio as listed and redeemed for one free case on Ultra 250ml. Promotion runs from 1st August - 31st August 2022.

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**

*Terms and conditions apply. Deal runs from 01st August 2022 - 31st August 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, Breakspear Park, Breakspear Way, Hemel Hempstead HP2 4TZ

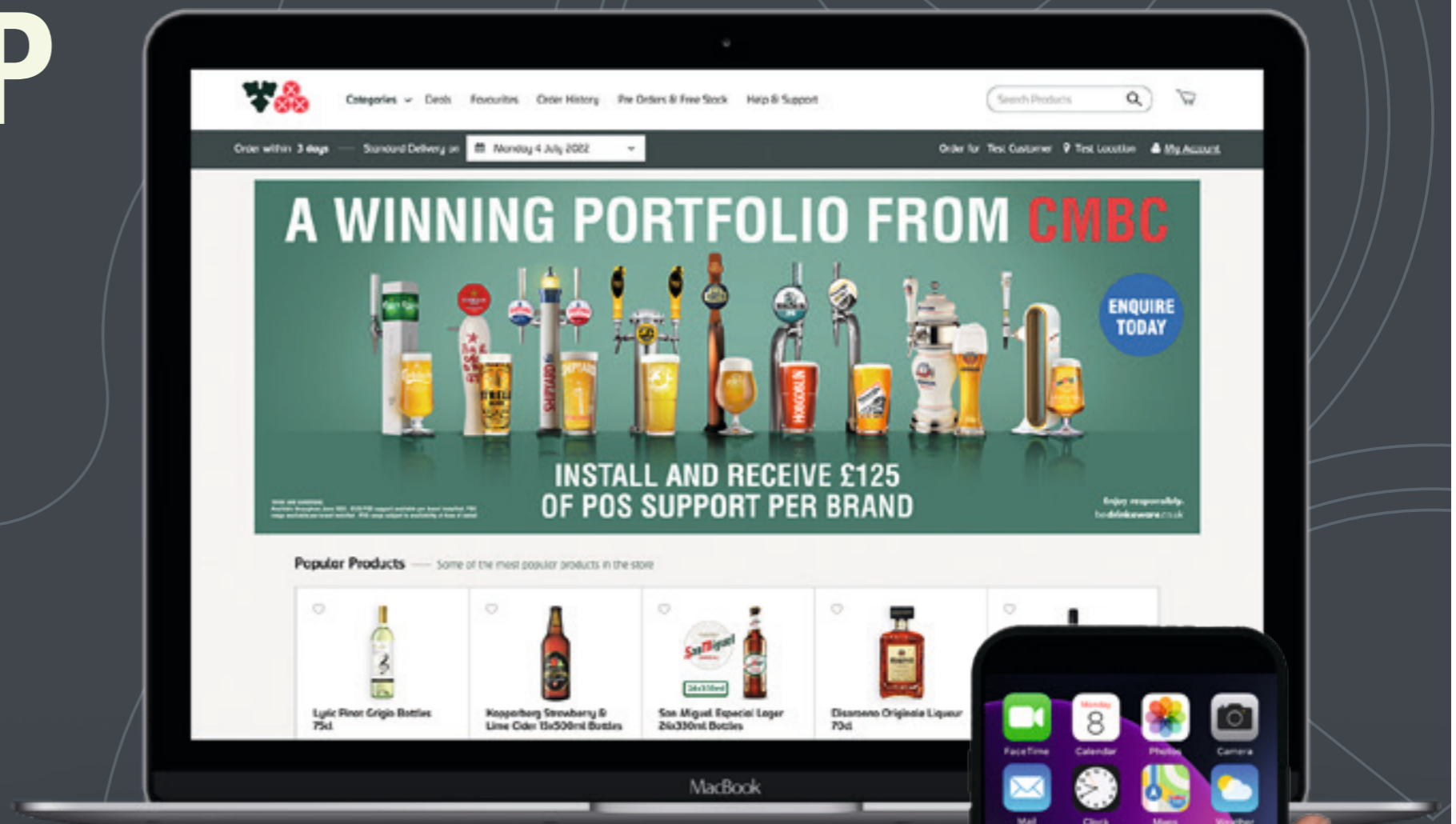
CARLSBERG MARSTON'S ONLINE ORDERING YOUR ONE-STOP-SHOP

Always on, CMBC online ordering is the quick and easy way to order the brands your customers love. With easy activation and a host of great features, we can save you time and money.

- **Live Chat support***
- **Up-to-date stock availability**
- **Back in stock notifications**
- **Create favourite lists**
- **Repeat your last order**
- **Online exclusive promotions**
- **Personalised product recommendations**
- **Add empties to your order**
- **Draw down any allocated free stock**
- **Select allocated delivery days, up to 12 weeks in advance**
- **Order for multiple outlets****
- **Hide pricing****

*Available Monday-Friday, 8am – 6pm

**To hide prices or add more outlets to your account, let our support team know via Live Chat.



Activate your account in a couple of minutes...

1. Visit order.carlsbergmarstons.co.uk/activate-account or scan the QR code
2. Enter your outlet post code and 7 digit Sold-To account number
3. Enter the email you would like to use to log in
4. Check your inbox to validate your email and create your password
5. Log in and place your order

For quick and easy access to your online account and our Customer Support team, install our Cockpit App. To download, simply search 'CMBC Cockpit' in your app store.



DEALS SUMMARY

PAGE	PRODUCT	DEAL
10	Hobgoblin IPA	Install and receive a complimentary package worth £125
12	Wainwright Amber	Cask Deal: Buy 2x9s of Wainwright Amber and receive POS support Keg Deal: Install and receive a complimentary package worth £125
16	Carlsberg	Install and receive a complimentary package worth £125
18	Estrella Damm	Install and receive a complimentary package worth £125
20	Erdinger	Install and receive a complimentary package worth £125
21	Bank Holiday Deal	Buy 3 cases from the range and receive a complimentary case from the CMBC no/low range
28	Mountain Range	Buy 12 bottles, pay for 11
28	Mud House	£32.95 per case
29	Madam Sass	Buy 5 bottles of Prosecco Rose and get 1 free
29	Most Wanted Wines	Buy any 3 cases, get 1 free
32	Martin Miller's Gin	Buy 2 x 70cl and get 6 branded glasses
32	Gin Mare	Buy 2 x 70cl and get 6 branded glasses
32	Whitley Neill Gin	Buy any 6 and receive a free Dead Man's Fingers Passionfruit Rum
33	Slingsby Gin	£3 off each bottle purchased
33	Bacardi Spritz	Buy any 3 Grey Goose, Patron, St. Germain and get a free case of Fever-Tree sodas
34	Bombay Sapphire	Buy 3 bottles from the range and get a free case of Fever-Tree tonic
34	Malfy and Beefeater Gin	Buy any 3 Malfy and Beefeater and get a free case of Fever-Tree sodas
35	Ciroc Vodka	Buy any 5 and receive a free Smirnoff Mango and Passionfruit Twist
36	Wray and Nephew	£20.75 per bottle
36	Aperol Spritz	50p off a bottle. Plus claim a £5 Amazon Gift Voucher
37	Captain Morgan	Buy any 5 from the range and receive a free Captain Morgan Sliced Apple
38	Bushmills	Buy 1 bottle and receive 6 premium glasses
38	Jameson	Receive 24 x 200ml Fever-Tree Lemonade or Ginger Ale when you buy 3 from the range
39	Fentimans	Buy 2 cases get 1 free
40	Britvic	Buy 4 cases from the range to receive a case of J20 free
41	Schweppes	Buy any 4 cases of Schweppes classic mixers, Juices, coke or Diet Coke and get 1 case Schweppes Tonic free
42	London Essence	All variants only £10.50 a case
42	Monster	Buy any 3 cases and receive 1 case free
43	J20	Buy 4 cases from the J20 range to receive a free case of J20 Orange and Passionfruit

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 1st August - 31st August 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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