

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

# ON TRADER DEALS



CARLSBERG MARSTON'S  
BREWING COMPANY

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  
**#10**

AUGUST 2022

*in this issue...*

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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](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>BIRRIFICIO 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>MCE</b>	<b>CORE PLUS</b>  <b>HOLSTEN</b>	<b>PREMIUM</b>  <b>CARLSBERG</b>	<b>PREMIUM WORLD</b>  <b>GLUTEN FREE</b>	<b>DISCOVERY WORLD</b>  <b>KIRIN</b>		 <b>WASSERMAN</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 ALE



<b>AMBER</b>  <b>WAINWRIGHT AMBER 4.0%</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>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.

# 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



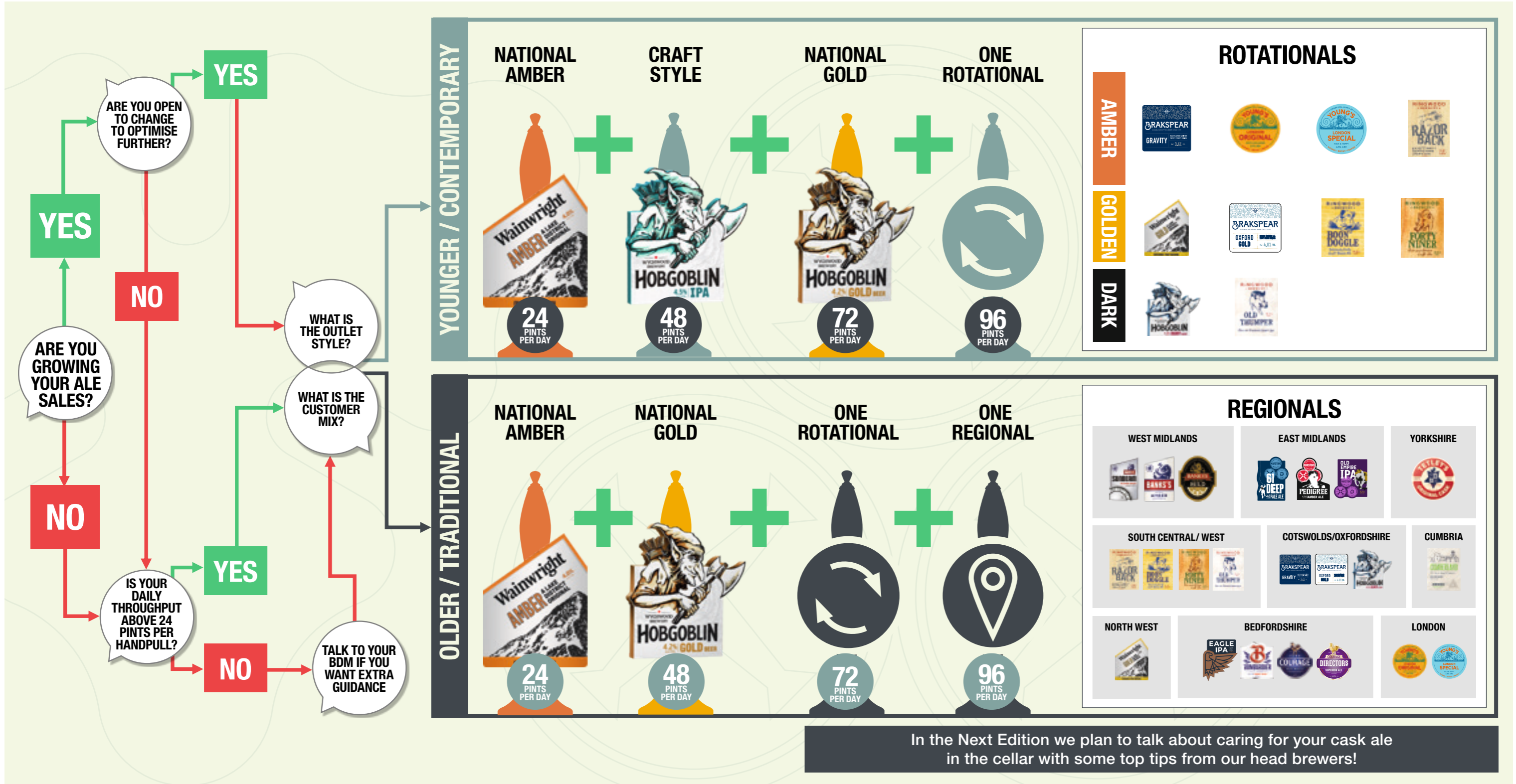
IF YOUR  
THROUGHPUTS ALLOW,  
**REGIONAL &  
ROTATIONAL  
ALES ADD INTEREST**



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

**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](http://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](https://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](http://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](http://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



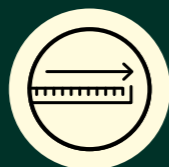
**WHAT CAN DRAUGHTMASTER DO FOR YOU?**



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



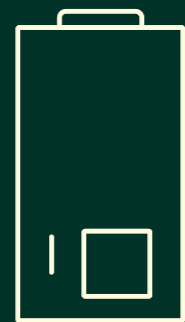
**75% LESS CLEANING**  
Save time and money as lines only need to be cleaned every 4 weeks.



**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 CO<sub>2</sub> cylinders.

**WHAT DO YOU NEED?**

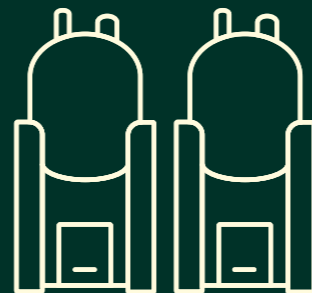
DraughtMaster used standard founts/t-bars and coolers and can be set up under bar or in a cellar.



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](http://www.draughtmaster.com)

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

**DEALS**



**SLINGSBY**  
PREMIUM GIN



**£3 OFF**  
EACH BOTTLE  
PURCHASED

**AWARD-WINNING  
LONDON DRY GIN**

[@slingsbysocial](#) [spiritofharrogate.co.uk](#)

**SLINGSBY**  
PREMIUM GIN



**£3 OFF**  
EACH BOTTLE  
PURCHASED

**BRITAIN'S FAVOURITE  
RHUBARB GIN**

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

**BUY 3 BOTTLES  
OF BOMBAY SAPPHIRE  
AND GET A FREE CASE  
OF FEVER-TREE TONIC**

PAIRS  
PERFECTLY  
WITH FEVER-TREE  
MEDITERRANEAN  
TONIC

EMAIL [djames@bacardi.com](mailto:djames@bacardi.com)  
FOR A CASE OF GLASSWARE

be**drinkaware**.co.uk  
MAXIMUM OF 1 DEAL PER CUSTOMER. TOTAL OF 250 DEALS AVAILABLE  
FEVER TREE TONIC; MEDITERRANEAN  
BOMBAY SAPPHIRE AND ITS TRADE DRESS ARE TRADEMARKS



[be\*\*drinkaware\*\*.co.uk](#)

**WHITLEY NEILL GIN**

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

[whitleyneill.com](#)

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



\*Savanta BrandVue - Top 100 Most Loved Drinks Brands 2021 (H1 2021) \*\*Whitley Neill Original, Raspberry, Rhubarb & Ginger. FOC stock = 1x Dead Man's Fingers Spiced Rum. 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 3 X GREY GOOSE ORIGINAL  
AND RECEIVE A FREE CASE OF  
FEVER TREE TONIC, LIGHT OR  
MEDITERRANEAN\***

[be\*\*drinkaware\*\*.co.uk](#)

\*1 deal per customer per week



# GET IN THE 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.

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

\*Source: CGA Feb 2022.  
Range Includes: Smirnoff Raspberry Crush, Smirnoff Vanilla,  
Smirnoff Mango & Passionfruit Twist, Ketel One, Ciroc Blue Dot.



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



APEROL  
SPRITZ

UK'S NO.1 SPRITZ\*

**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](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.

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

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!

**RECEIVE 24 X 200ML  
FEVER-TREE 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://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](http://drinkaware.co.uk) for the facts | PLEASE DRINK RESPONSIBLY

## DEALS SUMMARY

PAGE	PRODUCT	DEAL
10	Hobgoblin IPA	Install and receive a complimentary package worth £125
12	Wainwright Amber	Cask Deal: Buy 2 x 9s and receive POS Support // Keg Deal: Install and receive POS support 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
24	Slingsby Gin	£3 off each bottle purchased
24	Whitley Neill Gin	Buy any 6 and receive a free Dead Man's Fingers Spiced Rum
25	Bombay Sapphire	Buy 3 bottles from the range and get a free case of Fever-Tree tonic
25	Bacardi Spritz	Buy any 3 Grey Goose and get a free case of Fever-Tree Tonic
26	Ciroc Vodka	Buy any 5 and receive a free Smirnoff Mango and Passionfruit Twist
27	Aperol Spritz	50p off a bottle. Plus claim a £5 Amazon Gift Voucher
27	Jameson	Receive 24 x 200ml Fever-Tree Ginger Ale when you buy 3 from the range
28	Captain Morgan	Buy any 5 from the range and receive a free Captain Morgan Sliced Apple

# 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 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.

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

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



VALGANNA

ITALIA 1877

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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)