

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

ON TRADER DEALS



CARLSBERG MARSTON'S
BREWING COMPANY

SEPTEMBER 2022

AMAZING OFFERS, SUPPORT & INSPIRATION

ORDER.CARLSBERGMARSTONS.CO.UK TO ORDER ONLINE

Raise a glass to seagrass.

Carlsberg and WWF are working together
to help protect UK ocean wildlife.



PROBABLY THE BEST  BEER IN THE WORLD

be**drinkaware**.co.uk

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.

SEE PAGE
#6

SEPTEMBER 2022

in this issue...

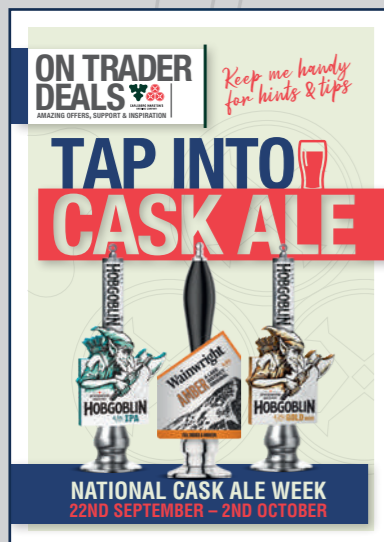
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*Don't miss our
cask ale guide
with hints & tips!*



CARL MIDDLETON,
VP ON TRADE

WELCOME

to our September edition

In this edition we hero our Carlsberg partnership with WWF. Throughout 2022 we continue to collaborate with WWF to restore UK Seagrass meadows on our mission towards a better tomorrow.

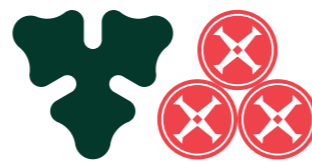
We are also celebrating all things cask for National Cask Ale week during 22nd September – 2nd October. The Cask Ale supplement brings together our category and ranging recommendations and shares our top tips on how to maximise this unique category.

And last but by no means least we are pleased to introduce to you Hobgoblin Session IPA. Our latest beer launch offering drinkers a sessionable IPA that does not compromise on flavour.

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**
FRESH PRESSED BEER

 This is an innovative dispense system that uses compressed air to serve fresh pressed beer.
www.draughtmaster.com/uk

CORE		PREMIUM WORLD		
 <p>CARLSBERG DANISH PILSNER 3.8% Light and refreshing with a smooth, full mouth feel, perfect balance of bitterness and sweetness, and a distinctive citrus hop aroma.</p>	 <p>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.</p>	 <p>BIRRIFFICIO ANGELO PORETTI 4.8% Birrificio Angelo Poretti is a full-flavored lager with a sweet malty body and an assertive bitterness.</p>	 <p>BROOKLYN PILSNER 4.6% Crisp, bright and smoothly refreshing. A pale golden beer with a delicate citrusy finish.</p>	 <p>ESTRELLA DAMM 4.6% Brewed using 100% natural ingredients. Light amber and golden in colour, with a pale and persistent head.</p>
CORE	CORE PLUS	PREMIUM	PREMIUM WORLD	DISCOVERY WORLD
 			 <p>GLUTEN FREE</p>	 

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		PREMIUM	SPECIALITY
 <p>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.</p>	 <p>SHIPYARD AMERICAN PALE ALE 4.5% An easy drinking, American style Pale Ale bursting with fruity, citrus hop flavour and gooseberry and pine aroma.</p>	 <p>BROOKLYN LAGER 5% Light hop bitterness and moderate sweetness. Both bitterness and sweetness linger on the palate before finishing clean.</p>	 <p>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.</p>
 <p>ERDINGER WEISSBIER 5.3% Imported German wheat beer brewed to the original recipe and traditionally matured in the bottle like champagne for 28 days.</p>			

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

KEG ALE



AMBER	GOLDEN		DARK
 <p>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.</p>	 <p>HOBGOBLIN IPA 5.0% Collision of Old and New World hops provide an explosion of tropical aroma and a juicy bitterness.</p>	 <p>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.</p>	 <p>WAINWRIGHT GOLD 4.1% Premium keg beer from Wainwright. A refreshing alternative to standard keg ale, with fruity, sweet, citrus flavours.</p>
	 <p>HOBGOBLIN RUBY 4.5% Full bodied, ruby beer that delivers a delicious, chocolate malt flavour, balanced with a rounded bitterness & a fruity, mischievous character.</p>		

PLUS an extensive range of regional favourites

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



CIDER

CORE	FLAVOURED
 <p>SOMERSBY APPLE 4.5% Somersby Apple is refreshing cider made from fermented apple juice and natural apple flavouring.</p>	 <p>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.</p>

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

Growing value share ahead of the competition? Probably.*

Carlsberg Danish Pilsner is growing value share ahead of standard lager, faster than Carling and Fosters.

Install Carlsberg Danish Pilsner now to receive £125 of POS support, including promotional POS to offer your customers the chance to win a better staycation.

Worth a try? Probably.



PROBABLY THE BEST  BEER IN THE WORLD



*SOURCE: CGA QTR w/e 21/05/22. Brewed in the UK, the Danish way. Enjoy responsibly. Speak to your BDM to agree install and build your POS package. Standard POS install package provided ahead of install valued at £125. Available to new stockists only. One deal per install per outlet. Limited Edition/Promotional POS available while stocks last, alternatives may be provided. Consumer promotion, terms & conditions apply.

be [drinkaware.co.uk](https://www.drinkaware.co.uk)

Sessionability without compromise



NEW

ABV: 3.4%
STYLE: Session IPA
TASTE: Tropical fruit
and citrus

Enjoy responsibly.
be drinkaware.co.uk

HOBGOBLIN

— BEAUTY LIES WITHIN —

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

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

Hobgoblin Session IPA delivers the bold hop
kick consumers expect from an IPA at a truly
sessionable strength. No compromise needed.

IS HOBGOBLIN
SESSION IPA
RIGHT FOR
YOUR OUTLET?

*Our category
team says...*



**TARGET
OUTLET TYPE**

Premium wet led venues
rated gold/silver



**RECRUITING NEW
MODERN ALE
CONSUMERS**

61% of Hobgoblin consumers
are willing to upgrade their ale
choice, bringing younger &
valuable drinkers into category

source: CGA BrandTrack Feb 2021 Sample Size: 429



**MORE
OFTEN**

A newly emerging low ABV
category with strong rate
of sale catering for more
occasions

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

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%
Style:	Amber Ale
See:	Amber
Smell:	Lightly fruity, hints of spice
Taste:	Malty, gentle bitterness, moreish
Sweet:	●●●●●
Bitter:	●●●●●
Food pairing:	Roast chicken or pork, battered fish & chips, pie with mash & gravy

BUY 2X9S
OF WAINWRIGHT
AMBER AND RECEIVE
POS SUPPORT*



IS WAINWRIGHT
AMBER RIGHT
FOR YOUR
OUTLET?
*Our category
team says...*

TARGET OUTLET TYPE

All Outlet Trading Styles – with 1 or more Cask Handpulls.

Wainwright Amber is an easy-drinking, accessible ale that works in all types of venue, from high-street bars to food-led rural pubs.

MORE PEOPLE

Amber ale is the most popular style by volume & accounts for 68% of the category*. Amber ale should be first priority for cask stockists and Wainwright Amber provides a contemporary alternative.

*Source: CGA OPMS: 12 week data to P05 2022

MORE MONEY

The Wainwright consumer is discerning about how they spend their money and are willing to pay more for a higher quality beer.

*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.



WHAT CAN DRAUGHTMASTER DO FOR YOU?

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



UNRIVALLED QUALITY

The beer in our kegs stays fresher 6 times longer (30 days) than steel kegs.



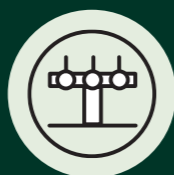
SAVES SPACE

The system has a small footprint. Lightweight kegs are easy to store, move and change whilst they compress during use.



NO ADDED CO2

The built-in air compressor gently squeezes the kegs to dispense beer. No need for a CO2 cylinder.



WIDE RANGE

With DraughtMaster you can broaden your beer portfolio. All kegs are identical, so you are free to rotate brands whenever you need.



75% LESS CLEANING

Save time and money as lines only need to be cleaned every 4 weeks. Our semi-automatic system is simple and easy to use.



BETTER RETURNS

With less chance of beer going to waste, you can offer a greater variety of beers – and refresh your returns too.



CUTS PRODUCT WASTE

High yield from the keg – only around 50ml beer left in a keg vs up to a litre in a steel keg. Waste beer contributes to higher CO2 footprint.



DRAUGHTMASTER KEGS WEIGH 43% LESS THAN STEEL KEGS

The use of steel kegs can contribute to a greater negative effect on carbon footprint compared to the use of DraughtMaster kegs.

Packaged beer can have a higher carbon footprint than DraughtMaster as weight per equivalent litre is over 50% higher.

GREAT BRANDS NOW AVAILABLE ON



DRAUGHTMASTER

BROOKLYN PILSNER

BROOKLYN PILSNER OUTPERFORMS COMPETITORS ON CONSUMER PREFERENCE

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

ORIGIN	Brooklyn
STYLE	Pilsner
ABV	4.6%
SEE	Pale golden
SMELL	Floral and fruity aromas
TASTE	Crisp & refreshing, with a balance of maltiness, floral and fruity aromas
FOOD PAIRING	Highly versatile when pairing with light food, including chicken, salmon & mild cheddar



BIRRIFICIO ANGELO PORETTI

STOCK THE FASTEST GROWING ITALIAN LAGER**

ORIGIN	Valganna, Italy
STYLE	Lager
ABV	4.8%
SEE	Polished golden
SMELL	Smooth and aromatic
TASTE	Sweet malty body and an assertive bitterness
FOOD PAIRING	The sweet Italian malt complements salty foods like cheese, charcuterie, wood-fired pizza and even aromatic crispy duck.



*Ipsos Consumer Research Amongst 273 (unbranded) and 264 (branded) past 12 month lager drinkers
**Total Trade On & Off, Volume & Value MAT vs Peroni, Birra Moretti & Menabrea. CGA OPMS & Nielsen Data to 18/06/2022.



DRAUGHTMASTER

To discuss a brand install or find out more information on how DraughtMaster can transform your business speak to your BDM, call us on 0800 085 4646 or visit www.draughtmaster.com

WIDER DRAUGHTMASTER RANGE



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



INSTALL SAN MIGUEL 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. Available to new stockists only. One package per install.
*Source: CGA BrandTrack Aug 2020 (Sample: 1003).

#FindYourRich

THE #1 INTERNATIONAL CIDER BRAND.*

GREATER ROS THAN STRONGBOW AND STOWFORD PRESS**

INTRODUCING NEW SOMERSBY BLACKBERRY



INSTALL SOMERSBY APPLE OR BLACKBERRY TO RECEIVE £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

Enjoy responsibly. be drinkaware.co.uk

SOMERSBY

WELL DESERVED

The great tasting premium lager from the brewers of the famous Shipyard American Pale Ale and American IPA!

Portland Lager is our new Premium Mainstream lager. It is a clean crisp and refreshing dry hopped lager with a hint of nectar fruit aroma.

PORTLAND LAGER

- The Mainstream Premium Lager category delivers a strong rate of sale, significantly above the average of beer & cider in all outlet types
- Meets the consumer needs for quality and moderation and the gap in the market for a flavourful 4% lager

Install Shipyard American Pale Ale or Portland Lager to receive £125 of POS*



Enjoy responsibly.
be drinkaware.co.uk

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

DEALS



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.

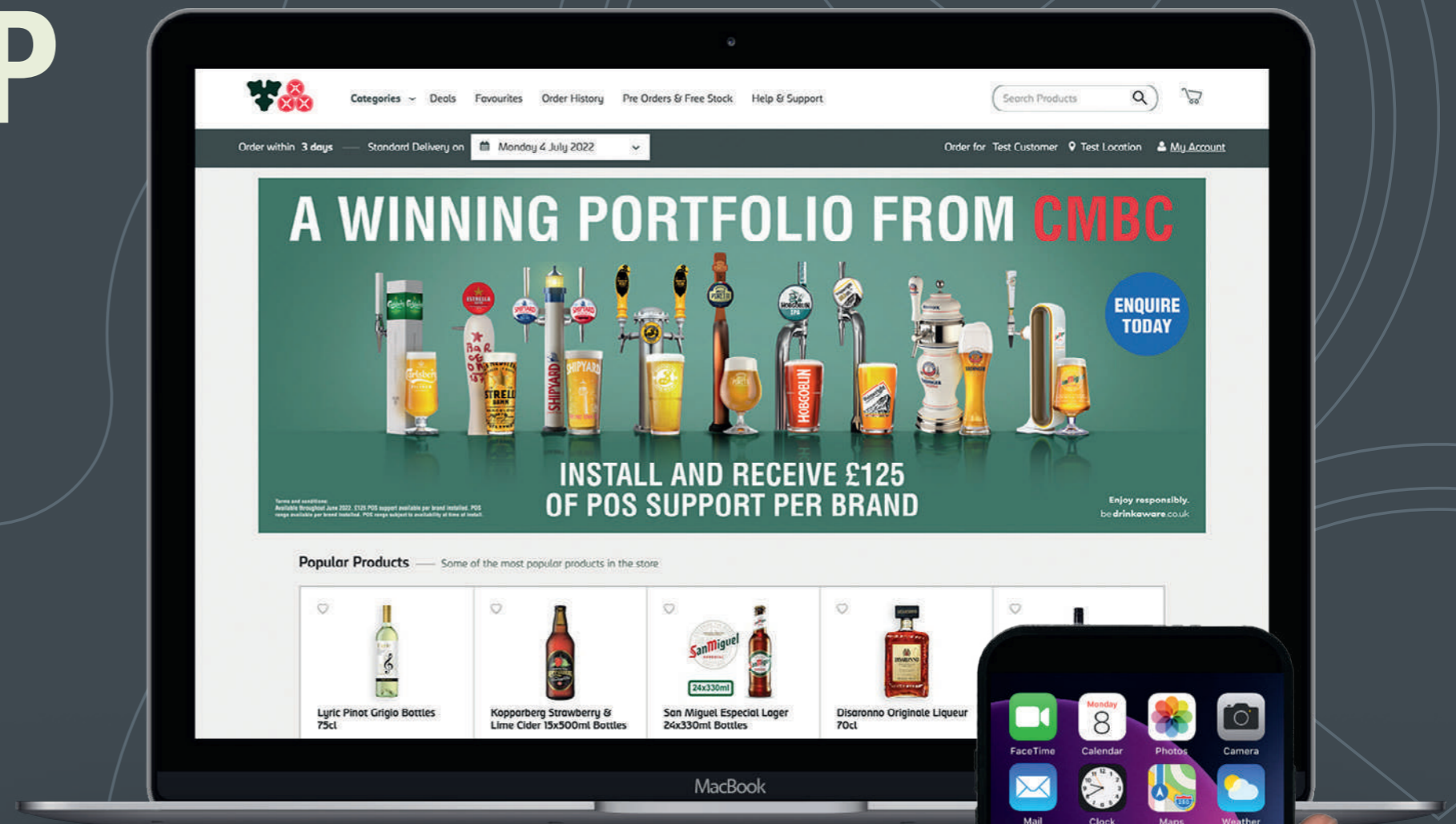
- **Live Chat support***
- **Up-to-date stock availability**
- **Back in stock notifications**
- **Create favourite lists**
- **Repeat your last order**
- **Online exclusive promotions**
- **Personalised product recommendations**
- **Add empties to your order**
- **Draw down any allocated free stock**
- **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.



be **drinkaware.co.uk**



AMIGOS

CON SABOR A TEQUILA

A GOLDEN, EASY DRINKING BEER WITH A PUNCH OF TEQUILA FLAVOUR AND THE ZING OF SOUTH AMERICAN LIME

TEQUILA FLAVOURED BEER

£19.99

PER 24X330ML CASE

f AMIGOSTEQUILABEER t AMIGOSBEER i AMIGOSBEER
 FOR POS SUPPORT PLEASE EMAIL RICHARD.HAMMETT@GLOBALBRANDS.CO.UK

24X330ML AMIGOS. WHILE STOCKS LAST. OFFER VALID 1ST - 30TH SEPTEMBER 2022

FREE CASE OF STRAWBERRY & APPLE

WHEN YOU BUY 4 CASES OF OLD MOUT*

GLUTEN FREE

NATURAL FLAVOURS

VEGAN FRIENDLY

100% RECYCLABLE



ESTABLISHED IN NZ. MADE IN EUROPE. *Max 2 deals per customer per week.

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

be **drinkaware.co.uk**



WE'VE HAD A GLOW UP

£19.99 PER CASE*

*VK 24x275ml: Blue, Ice, Apple & Mango, Black Cherry, Watermelon, Orange & Passion Fruit, Tropical Fruits, Strawberry & Lime, Raspberry & Peach. Available from 1st to 30th September 2022, while stocks last.

i VKDRINK f VKOFFICIALDRINK t VK_OFFICIAL VKOFFICIAL.COM

For POS support please email Richard.Hammett@Globalbrands.co.uk

BRING THE WAVE

WHITE CLAW[®] HARD SELTZER

SPARKLING WATER WITH ALCOHOL

UK HARD SELTZER CATEGORY HAS DELIVERED

£15.6m
L52W

WHITE CLAW IS THE #1 BRAND WORTH

£7.2m
L52W

WHITE CLAW VALUE SHARE HAS GROWN TO

48%
L12W

£16.99 FOR 12X330ML CASE FOR AUGUST AND SEPTEMBER

THE NO.1 HARD SELTZER IN THE UK**

SOURCE: *IRI UK DATA TO JUNE 12TH 2022. **IRI TOTAL HARD SELTZER CATEGORY MAT VALUE SHARE, W/E 21/02/2021, TOTAL MARKET. ENJOY WHITE CLAW HARD SELTZER RESPONSIBLY.

THIS IS

MADAM SASS

BUY 5 BOTTLES GET 1 FREE*
ON TRADE EXCLUSIVE
SERIOUSLY SASSY

Please drink responsibly. be drinkaware.co.uk

*Deal applies to Madam Sass Pinot Grigio 75cl, Pinot Noir 75cl, Rose 75cl & Prosecco Rose 75cl. No mixed cases.

CANYON ROAD®

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

MERLOT Rich aromas of plum & raspberry jam, layered with vanilla bean and hints of cinnamon & clove.	
PINOT GRIGIO Bursting with bright citrus & apple aromas.	
WHITE ZINFANDEL Aromas of watermelon, cranberry & ripe cherry, complemented by flavours of strawberry & tropical fruit.	

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

a whole new world

Sauvignon Blanc remains big business; UK drinkers especially love the Kiwi-grown stuff, thanks to its unmistakable big tropical notes, bracingly clean acidity, and rewardingly aromatic nature. New Zealand isn't the only country to offer a climate that allows Sauvignon to thrive: South Africa has miles of cool coastlines that help maintain that acidic zing in their wines, while the daytime heat really ripens out the tropical flavours



Sauvignon yields in Marlborough were down by around 30%** in 2020, thanks to extreme spring frosts, meaning that the hope was with the 2022 crop to pull back some of the shortfall. A COVID-related lack of workforce availability and La Niña hitting the region with early rainfall dashed these plans. It is by no means all doom and gloom, however; we've been working with winemakers to expand our range of World Sauvignon to help widen your choices. South Africa offers the perfect sweet spot of GP-shielding value, flavour profile and quality to keep your Sauvignon sales skyrocketing

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

Discover more about these wines at crowncellarswines.co.uk



**Financial Times, April 30th 2022 **stuff.co.nz, June 12th 2021

O&E 'Vivid'
Fruity Merlot Rosé

ITALY
JUICY & RIPE

Vivid pink, juicy off-dry rose full of fresh raspberry & citrus flavours & red berry aromas
£

A fresh and juicy
rosé with intense
notes of strawberry
and raspberry.



Just
£25.20
a case of 6

vivid

This is a lovely little 'White Zinfandel' lookalike, dreamed up by the Crown Cellars team for our customers to enjoy in the British sunshine

We've named it 'Vivid', because that's what it is – vibrant pink in colour, off-dry for a bit of refreshing sweetness, and full of juicy fresh fruit flavour

This unique wine is perfect for customers who love the fruitiness of a White Zin, with the fresh raspberry character of Merlot as a fun change

Plus, White Zin prices have been under a lot of pressure this year, so we're happy we can offer a great quality alternative at a nice price



Discover more about O&E 'Vivid' at crowncellarswines.co.uk



Medievo Rioja
Rosado

SPAIN
JUICY & RIPE
Pale rosé colour with floral summer fruits aromas. Dry with plenty of refreshing acidity
££



Nika Tiki Marlborough
Sauvignon Rose

NEW ZEALAND
LIGHT & DELICATE
Exudes fresh tropical Sauvignon Blanc flavours complemented by hints of berries from the addition of red fruit & spice, & vibrant acidity
££



Alta Vista 'Vive'
Sparkling Malbec
Rose

MALBEC
LIGHT & DELICATE
Citrus profiled & full-bodied, result of the perfect combination between sweetness & low tannin
££



Zimor Pinot Grigio
Blush

ITALY
DRY & AROMATIC
Light and delicate fruit character on the nose, light-bodied & off-dry but with enough fresh acidity to provide balance
££

Balfour Hush Heath Estate
Nanette's Rosé

ENGLAND - LIGHT & DELICATE

Herby and aromatic on the nose, with strawberry and red berry fruit carried through to the palate along with hints of lemon, thyme and rosemary

£££

September has, over recent years given us a few warm days, and with that an opportunity to squeeze the last out of those rosé wine sales. Weather has also played its part in tightening supply globally on Provence Rosé and Zinfandel Rosé, so there's room for change on your list

We've got a huge range of pink wine that extend well beyond that familiar White Zin. Here are a few to whet your whistle; from the pale and delicate to the rich and juicy

a Rosé by any other name

Explore our full rose range at crowncellarswines.co.uk





Hidden gems

We're taking another opportunity this month to throw the spotlight on some new, worthwhile, or just seriously under appreciated wines in the range



Las Ondas
Merlot
Reserva

CHILE
JUICY & RIPE

Reasonably full-bodied, with soft tannins rounding off a dash of acidity. Rich in plum, blackberry & spice notes.

££



Manzanilla di
Sanlúcar 'Alegría',
Williams &
Humbert

SPAIN
DRY & AROMATIC

Bone dry and light-bodied with a pronounced aroma of yeast and green olives.

££



Morajo
Pinot Grigio,
DOC

ITALY
DRY & AROMATIC

A clean, fresh and youthful wine with fresh ripe yellow plum and an almost a floral note on the nose, following through onto the palate.

££



Morajo
Prosecco,
DOC

ITALY
DRY & AROMATIC

Youthful notes of apples and pear drops, light-ish bodied and clean as a whistle.

££



Le Sanglier
Rouge,
Vin de France

FRANCE
JUICY & RIPE

Fruity and fresh and uncomplicated, with flavours of plum, bramble and red berries.

£



Champagne H.
Lanvin & Fils
Brut Champagne

FRANCE
DRY & AROMATIC

Golden in colour with fine bubbles, this elegant Champagne is fresh on the nose with a rounded toasty palate.

££



Casale del Barone
'150+1' Langhe
Bianco

ITALY
DRY & AROMATIC

An elegant and lively dry white wine that is attractively scented on the nose.

££



Casale del Barone
'150+1' Piemonte
Barbera

ITALY
JUICY & RIPE

Lots of black cherry fruit, overlaid with vanilla oak, enliven this mid bodied red.

££

Clockwork Raven
Sauvignon Blanc

SOUTH AFRICA
DRY & AROMATIC

An off dry white wine that is clean as a whistle with vibrant acidity and reasonably intense aroma.

£



Explore the full range at
crowncellarswines.co.uk



TERRAMATER

VINEYARD RESERVE

The best Autumn Wines to Fall For

BUY 11 GET 1 FREE

Limited to ten deals per outlet per week

CATCH THESE WINES BEFORE THEY'RE GONE!



Terramaterwines

Trade Exclusive On Trade Exclusive On Trade Exclusive On Trade Exclusive On Trade Exclusive On Trade Excl



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.



DISCOVER NEW HENDRICK'S NEPTUNIA

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

HENDRICK'S ORIGINAL
Deliciously infused with rose and cucumber.

HENDRICK'S NEPTUNIA
A limited release that captures the magic of the sea, in a gin.

HENDRICK'S LUNAR
Distinctly floral gin with a delicate spicy finish, conceived under the influence of the celestial light of the moon.



WHAT'S INCLUDED IN YOUR POS TOOLKIT?

1 x Table top chalkboard, 1 x bar tray and a set of 6 polycarb glasses, plus a social media toolkit.

SCAN HERE TO DOWNLOAD YOUR SOCIAL MEDIA TOOLKIT.



*MUST INCLUDE 1 X 70CL HENDRICK'S NEPTUNIA. WHILST STOCKS LAST. be.drinkaware.co.uk

THE PROPERLY IMPROPER GIN

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



*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).

be.drinkaware.co.uk

ZYMURGORIUM®

GINS & GIN LIQUEURS



BUY ANY 3 X 50CL BOTTLES FROM OUR RANGE AND RECEIVE A POS KIT OF 12 GLASSES AND 2 BAR RUNNERS

LIMITED TO ONE DEAL PER CUSTOMER

DISTILLED

For years, the word ‘tequila’ inspired thoughts of sticky floors, hangovers and pangs of regret. The salt/tequila/lime ritual was born of a necessity to mask cheap spirit, which is apt given what we had to work with for far too long. Thankfully the spirit has managed to – mostly – shake this identity off in favour of premium production and serves

Like liqueurs and rum, tequila has enjoyed a significant bounce-back – managing to exceed pre-COVID levels two years ago. Although the category remains the second smallest spirit by volume, it is up 11% in value terms and 10% by volume*

The category has always had premium products with puro (pure agave), quality tequilas and mezcals, although it seems that it’s really starting to gain traction with consumers – in some part thanks to a rethink as a long serve. The success of premium tonic water brands has grown out into other spirit categories beyond gin.

Review your range, get inspired and ditch the bottle with the plastic hat on it, we beg of you...



DON JULIO

Towards the premium end of the category, we have Don Julio, with the blanco showing familiar peppery kick, with layers of zesty citrus, minerality and vanilla and the añejo really building on complex fruit character, coffee and even marzipan. Definitely top shelf

Range includes a blanco and an añejo
££££



1800

The blanco is pretty feisty and will certainly hold its own in cocktails as well as simpler serves. The reposado is well-made and hard to fault -especially for liquid that’s reasonably priced. The aging adds plenty of vanilla and butterscotch to those peppery notes

Range includes a blanco and a reposado
£££



CAZCABEL

If you are looking for a range to fill out the backbar, you could certainly do worse than Cazcabel. Hitting a sweet spot between value and quality pretty damned hard, the blanco offers citrus, earthy and peppery character, the reposado builds on it with caramel and dried fruit, and the liqueurs are perfect for cocktails and shots

Range includes a blanco and a reposado as well as coffee and honey liqueurs
££



PATRON BLANCO

Made from a combination of modern and traditionally produced liquids, Patron more than earns its world-renowned premium status thanks to a complex and nuanced flavour profile. Spicy pepper, tropical fruits, herbs, spices and floral notes are all in there, making for a tequila that works well in a spirit-forward cocktail

££££



OCHO

Ocho tequila is the first to mark each of its releases with both the name of the field from which the blue agave that make the liquid were grown and the year of production. Like vintages of wine, their releases often vary subtly in character. The blanco is consistently citrus-clean with pepper and fresh melon flavours, aging into vanilla and spice with the reposado

Range includes a blanco and a reposado
£££



QUIRIQUI MATALAN MEZCAL

This mezcal offers a lot of the classic tequila notes – pepper, citrus, over-ripe tropical fruit – with an added layer of subtle bonfire smoke thanks to the classic mezcal roasting process of cooking the piñas in a covered hole very slowly

£££



CUERVO

Square-bottled familiarity in the well-priced mixto world is not where the Cuervo range ends; the Tradicional is an excellent puro that has both spice and minerality, as well as hints of vanilla

Range includes a mixto blanco and reposado as well as a puro blanco
£-£££



EL JIMADOR BLANCO

An unbelievable workhorse of a puro tequila, where the sweet, clean peppery notes make for a fantastic tequila and tonic as much as a Margarita, or even just taken neat

££



OLMECA BLANCO

Although this is an entry level mixto, it is more than capable in a cocktail. Elements of peppery spice balance a bit of fruity agave and pastry flavours

£

PALOMA

INGREDIENTS	MEASURE
Patron Blanco Tequila	50ml
Eager Grapefruit Juice	30ml
Ting	0.5 can(s)

GLASSWARE
Highball

METHOD
Shake first 2 ingredients with ice then strain over fresh ice, top with Ting and str

GARNISH
Grapefruit wedge and optional salt rim

EL DIABLO

INGREDIENTS	MEASURE
Ocho Reposado Tequila	37.5ml
Giffard Cassis Noir de Bourgogne	12.5ml
Lime Juice	22.5ml
Fever-Tree Ginger Ale	0.5 bottle(s)

GLASSWARE
Collins glass

METHOD
Shake and strain the first 3 ingredients over ice, top with ginger ale

GARNISH
Lime wedge

BAJA GOLD

INGREDIENTS	MEASURE
Cazcabel Reposado Tequila	37.5ml
Cointreau	12.5ml
Eager Pineapple Juice	25ml
Agave syrup	5ml
Fresh lime juice	10ml

GLASSWARE
Chilled coupe or cocktail (Martini) glass

METHOD
Shake and fine strain

GARNISH
Lime wedge

FUN IN THE SUN

INGREDIENTS	MEASURE
Ocho Reposado Tequila	25ml
Pineapple syrup	35ml
Lillet Blanc	25ml
Lime juice	20ml

GLASSWARE
Chilled coupe or cocktail (Martini) glass

METHOD
Shake & fine strain

GARNISH
Pineapple leaves

PICANTE DE LA CASA

INGREDIENTS	MEASURE
Red jalapeño pepper (no seeds)	2 slices
Fresh coriander	15 leaves
1800 Reposado Tequila	50ml
Agave syrup	15ml
Lime juice	30ml

GLASSWARE
Old fashioned (large tumbler) glass

METHOD
Muddle first 2 ingredients in shaker, add ice & other ingredients, shake and strain over ice

GARNISH
Red jalapeño pepper

RANCH WATER

INGREDIENTS	MEASURE
Don Julio Blanco Tequila	50ml
Fresh lime juice	25ml
Topo Chico or San Pellegrino	100ml

GLASSWARE
Highball

METHOD
Build all ingredients over ice and str

GARNISH
Lime wedge

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



TEQUILA

*WSTA Market Report, July 2022.

BUY THREE BOTTLES* OF JOSE CUERVO® ESPECIAL SILVER OR REPOSADO & RECEIVE SIX SUMMER HIGHBALL GLASSES FREE

be drinkaware.co.uk

* LIMITED DEALS AVAILABLE. WHILE STOCKS LAST. ACTUAL GLASSWARE MAY VARY FROM THAT SHOWN. QUALIFYING PURCHASE CAN INCLUDE SILVER OR REPOSADO. *1 BOTTLE = 1X70CL BOTTLE. 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.

TRY ME

DIVISION BELL

INGREDIENTS	MEASURE
Quiquiriqui Matalan Mezcal	25ml
Aperol	18.8ml
Luxardo Maraschino	12.5ml
Lime juice	18.8ml

GLASSWARE
Chilled coupe or cocktail (Martini) glass

METHOD
Shake all ingredients with ice & fine strain

GARNISH
Grapefruit zest

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el Jimador
TEQUILA

BUY 3X BLANCO 70CL

AND RECEIVE A FREE CASE OF LONDON ESSENCE PINK GRAPEFRUIT 24 X 200ML

FREE

PALOMA RECIPE

STEP 1
Add 50 ml El Jimador Tequila

STEP 2
Top with London Essence Pink Grapefruit

STEP 3
Garnish with a slice of grapefruit

ENJOY 100% RESPONSIBLY.
EL JIMADOR IS A REGISTERED TRADEMARK. ©2022 BROWN-FORMAN. ALL RIGHTS RESERVED. BUY 3 X EL JIMADOR BLANCO 70CL AND RECEIVE 24 X 200ML LONDON ESSENCE PINK GRAPEFRUIT FOR FREE. SUBJECT TO AVAILABILITY, WHILST STOCKS LAST.

FRIGHTFULLY TASTY

BUY 3 BOTTLES TO GET A POS KIT

PLEASE ENJOY DEAD MAN'S FINGERS RESPONSIBLY
be.drinkaware.co.uk
deadmansfingers.com
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*While stocks last. DMF bottles: 70cl. Max 300 kits available. POS kit design may differ to that pictured. POS kit contains 4x posters, 2x bunting, 10x tent cards (subject to change); POS kits to be delivered in October.

SPICE THINGS UP

BUY X2 BACARDÍ SPICED AND GET A FREE CASE OF FRANKLIN & SONS 275ML GINGER BEER*

#DOWHATMOVESYOU

*1 Deal per customer. While stocks last. 250 deals available. Free case includes Franklin & Sons Ginger Beer 12 x 275ml. © 2022 BACARDÍ, ITS TRADE DRESS AND THE BAT DEVICE ARE TRADEMARKS OF BACARDÍ & COMPANY LIMITED. ENJOY BACARDÍ RUM RESPONSIBLY be.drinkaware.co.uk

RELEASE THE KRAKEN

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

THE NO1 SPICED RUM IN THE UK[±]

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

*1 bottle = 1x700ml. † A Case of Britvic = 24 x 200ml bottles. Glassware not included. ± IWSR 2021
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TRY ME

PAN AM COCKTAIL

INGREDIENTS	MEASURE
Bacardi 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

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ARE YOU READY TO COCKTAIL

Gordon's | Smirnoff | Captain Morgan



ALREADY STOCKING
DRAUGHT COCKTAILS?
WHY NOT ORDER THE
NEW CAPTAIN MORGAN
STRAWBERRY DAIQUIRI TODAY?

DIAGEO ONE



TO FIND OUT MORE AND REQUEST AN
INSTALL, PLEASE VISIT DIAGEO ONE

INTRODUCING DRAUGHT COCKTAILS

The growth of draught cocktail technology means that outlets with little time or bar space to make cocktails can now easily tap into this profitable category. Diageo's Draught Cocktail system celebrates the nations favourite cocktails by delivering high quality serves with the perfect pour ever time and all in under 10 seconds.

QUICK AND EASY
TO USE

CONSISTENT
SERVE

HIGH QUALITY

MARKET LEADING
BRANDS



NATIONS
FAVOURITE
COCKTAIL AND
GROWING



MOST FAMOUS
COFFEE
COCKTAIL AND
GROWING



FLAVOURED
GINS HAVE
BECOME THE
MOST POPULAR
COCKTAIL SPIRIT
AND GROWING



THE UK'S THIRD
FAVOURITE
COCKTAIL



Are Draught Cocktails right for your outlet? To make them viable you should be selling at-least 8x70cl bottles of mixed spirits per week.



Jägermeister
X COLD BREW COFFEE

GET £2 OFF
A BOTTLE OF JÄGERMEISTER
COLD BREW COFFEE

SCAN QR CODE
TO RECEIVE
A POS KIT

HERBAL LIQUEUR 33% ABV
T&CS (WHILE STOCKS LAST, 1 DEAL PER CUSTOMER)
be drinkaware.co.uk

**BUY ANY 2 CASES OF
FINEST CALL**

...AND RECEIVE 1 X 70CL
STOLICHNAYA PREMIUM VODKA
FREE



P*RNSTAR MARTINI
50ml Finest Call Passion Fruit
25ml Stolichnaya Premium
25ml Licor 43
25ml Finest Call lime

Finest CALL
Premium Cocktail Mixes

**SERVE THE
NO.1 DRAUGHT
COLA BRAND
IN THE UK¹**

recycle



**NEW TO
BRITVIC BAG IN BOX
INSTALLS WILL RECEIVE:**
3 x FREE Bag in Box Pepsi Max
16oz Pepsi Max Glassware
For details, email
Darrel.Rose@britvic.com

REASONS TO SERVE PEPSI MAX

- Pepsi Max is the **NO.1 DRAUGHT COLA BRAND** in the UK¹
- Pepsi Max is the **FASTEST SELLING COLA BRAND** in Licensed in the UK²
- OVER £800 FREE** stock, glassware and supporting POS for your outlet³

**SCAN THE QR TO REGISTER
YOUR INTEREST TODAY**



pepsi MAX

Sources: ¹ CGA Licence Report to 31.12.2021 | Total Licence Data | volume & value sales share | MAT to 31.12.2021. ² CGA Licence report to 31.12.2021 | Total Licence data | Average vol weekly sales. ³ Based on retail value of 3 free BIBs (3 x 42ltr BIBs = 443.5ltr x 10oz serves).

DEALS SUMMARY

PAGE	PRODUCT	DEAL
6	Carlsberg	Install and receive £125 of POS support
8	Hobgoblin Session IPA	Install and receive £125 of POS support
10	Wainwright Amber	Buy 2x9s and receive POS support
14	San Miguel	Install and receive £125 of POS support
15	Somersby Cider	Install and receive £125 of POS support
16	Shipyards	Install and receive £125 of POS support
20	Amigos	£19.99 per 24x330ml case
20	VK	£19.99 per case
21	Old Mout	Buy 4 Cases and receive free case of Apple and Strawberry
21	White Claw	£16.99 for 12x330ml case
22	Madam Sass	Buy 5 bottles and get 1 free
22	Canyon Road	£3 off a case of 12x75cl bottles
23	Crown Cellars	£30 a case of 6x75cl Sauvignon Blanc bottles
24	Crown Cellars	£25.20 a case of 6 Vivid Rosé
28	TerraMater	Buy 11 get 1 free
30	Hendrick's	Buy 3 x 70cl and receive a free POS kit
31	Brockmans	Buy 3 bottles and receive a free case of Indian Tonic Water
31	Zymurgorium	Buy any 3x50cl and receive a free POS kit
34	Jose Cuervo	Buy 3 x 70cl to receive 6 free branded glasses
35	El Jimador	Buy 3x70cl and receive a free case of London Essence Pink Grapefruit
36	Dead Man's Fingers	Buy 3 x bottles and receive a free POS kit
36	Kraken	Buy 3 x bottles of Black Spiced and receive a case of Ginger Beer free
37	Bacardi	Buy 2 x Bacardi Spiced and receive a case of Ginger Beer free
40	Jagermeister	£2 off Cold brew coffee
40	Finest Call	Buy 2 cases and receive 1 x 70cl Stolichnaya vodka free
41	Britvic	New installs receive 3 x 16oz branded glasses

TERMS & CONDITIONS

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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 September - 30th September 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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REFRESHING.**



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