

OFFERS APPLY TO DELIVERIES FROM 3RD OCTOBER - 31ST OCTOBER. UNLESS OTHERWISE STATED

ON TRADER DEALS



CARLSBERG MARSTON'S
BREWING COMPANY

AMAZING OFFERS, SUPPORT & INSPIRATION

OCTOBER 2022

[ORDER.CARLSBERGMARSTONS.CO.UK](https://order.carlsbergmarstons.co.uk) TO ORDER ONLINE

BROOKLYN PILSNER NOW AVAILABLE



CRISP. BRIGHT. REFRESHING.

SEE PAGE
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Enjoy Responsibly.

be drinkaware.co.uk

OCTOBER 2022

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CARL MIDDLETON,
VP ON TRADE

WELCOME

to our October edition

Welcome to your On Trader Deals brochure for October. In this edition we delve into more detail on the fastest-growing Italian lager on the market – Birrificio Angelo Poretti. With the Alcohol-Free market growing rapidly and more consumers looking to moderate, we have a must-read article showcasing our fantastic Alcohol-Free Beer range, catering for all types of outlets and tastes. We are also proud to be celebrating Hobgoblin's two Gold Awards picked up at the recent 2022 World Beer Awards for IPA and Gold – a massive testimony to everyone involved in creating these truly legendary beers. And last but by no means least, we have some great deals across several of our brands including Brooklyn Pilsner, Wainwright Amber and Birrificio Angelo Poretti.

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



CARLSBERG MARSTON'S
BREWING COMPANY

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		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>BIRRICIFICIO ANGELO PORETTI 4.8% Birrificio Angelo Poretti is a full- flavoured 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>
 <p>ACE AMBER</p>	 <p>HOLSTEN VICT</p>	 <p>TUBORG</p>	 <p>CARLSBERG</p>	 <p>GLUTEN FREE</p>
 <p>KIRIN</p>		 <p>WAINWRIGHT</p>		


CRAFT

Craft offers a world of possibilities to explore new styles and flavours and our range does not disappoint in 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% 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 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>ERDRINGER 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>ERDRINGER ALKOHOLFREI 0.5% The non-alcoholic drink from Erdring 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 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 a 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.

YOUR CASK ALE RANGE

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

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

CMBCs WIDE PORTFOLIO OF REGIONAL ALES ARE **PERFECT FOR GUEST & ROTATIONAL SLOTS** TO DRIVE INTEREST

WAINWRIGHT AMBER

NEW



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. Brewed with 100% English malt.

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

HOBGOBLIN GOLD



Hobgoblin Gold is a light and refreshing golden beer. A combination of four hop varieties infused with malted barley and a touch of wheat give this easy drinking golden beer tropical aromas of citrus and passion fruit.

ABV:	4.2%
Style	Golden Beer
See:	Golden
Smell:	Fragrant, citrus & wild forest gooseberries
Taste:	Mouth-watering malt & refreshing citrus hop kick
Sweet:	●●●●●
Bitter:	●●●●●
Food pairing:	Fish & chips or a simple scotch egg, the perfect picnic pint

HOBGOBLIN IPA



Hobgoblin IPA is a refreshingly hoppy beer. Pale golden with orange glints prepare for an intense tropical explosion of zesty oranges, grapefruit, honey and juicy bitterness. Winner of the World's best IPA 2018 and the UK's best IPA in 2020, 2021 and now 2022 World Beer Awards.

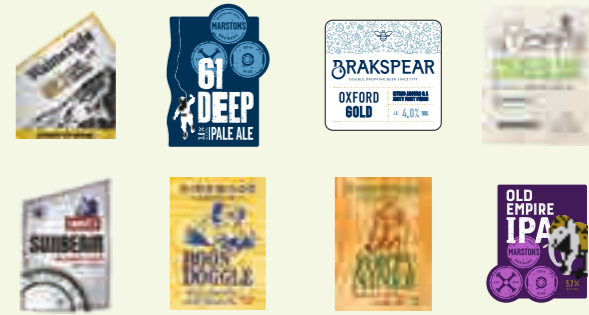
ABV:	4.5%
Style	IPA
See:	Pale golden with orange glints
Smell:	Tropical, citrus, fresh, orange
Taste:	Juicy, zesty, complex fruit note, grapefruit
Sweet:	●●●●●
Bitter:	●●●●●
Food pairing:	All the spices from round the world – India, Thailand, the Caribbean and Mexico... or simply enjoy on its own

Follow our ranging rules on pages 4-7 to ensure you maintain quality as you grow your range.

AMBER



GOLD



DARK



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

*Marston's Eureka 2019.

Meet the brand...



THE FASTEST-GROWING ITALIAN LAGER*

Nestled at the foot of the Italian Campo Dei Fiori mountains, the Birrificio Angelo Poretti brewery has been producing crisp, fresh beers for more than a century. As a relative newcomer to the UK market, our multi million £ investment will extend further than 2022.

Founded in 1877 by Angelo Poretti in Valganna, a small town in the North of Italy, the brewery has been producing beers specifically to enhance dining moments for over 140 years.

The Birrificio Angelo Poretti brewmasters believe the blending of hops in beer is not only a process but a meticulous work of art. As such, every beer in the vast Italian range is brewed with a variety of different hops from all over the world to create an innovative range of beers that cut through, contrast and cleanse when accompanying food.



*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)



Poretti's single variant UK offering has a 4 hop recipe, which creates a 4.8% full-flavoured lager with a sparkling effervescence, full-bodied sweetness and distinct hoppy bitterness. It is unusual to find a world lager with 4 hops in its recipe, and this creates a perfectly balanced drink with a pleasing bitterness taste. This in turn ignites the appetite in the same way an Aperitivo would work at the beginning of a meal. Of course, this creates a versatile and impeccable enhancement for any dining occasion, be it a gastronomic dinner, a light lunch or a bar snack of olives.

Served in a distinctive carafe designed to retain the beer's liveliness and be shared with friends and family, promoting interaction, it offers a new 'ritual of serve', bringing a touch of Italian dolce vita to British occasions.



This all leads into the new brand campaign "Made for the Table" which pays homage to the table where great food, company and beer come together. Poretti sets the stage as the perfect accompaniment for good times.

This is live across National TV, Video on Demand, Social and Digital, Print and Out of Home in 2022.

WATCH LATAVOLA HERE ►



CONTACT YOUR LOCAL CARLSBERG MARSTON'S BDM FOR MORE INFORMATION

Alcohol-Free Beer

FIND YOUR FREE

Alcohol-Free is growing rapidly and with consumers continuing to look to moderate it's an exciting space in our category.

In the last five years our drinkers engagement, innovation, and expansion in this category has developed rapidly, for the better! We're here to help you capitalise on the growth and realise the full potential with our latest category insights and exceptional range.

55%

of consumers are looking to reduce their alcohol consumption in the next 12 months.

A GROWTH OF 18% YOY

NEARLY

1 IN 3

pub visits are a 'no alcohol visit' which is growing, that jumps to 36% visits to restaurants

When people drink soft drinks with others who're drinking, the occasion typically ends one round earlier

In these 'no alcohol' visits for

31%

OF CONSUMERS AFB IS THEIR FIRST CHOICE

AFB is set to be the **FASTEST GROWING SEGMENT** over the next five years growing by

71%

Making low & no more accessible in the on trade will

INCREASE VISIT FREQUENCY

of that outlet, loyalty, dwell time & purchase spend

OVER

HALF

of all consumers say understanding what AFB is available in the on trade isn't easy

Source: KAM Low+No 2022: The Customer Perspective & Category Forecast March 2022

We have the perfect AFB range to suit every outlet, taste and occasion

The biggest opportunity for AFB is in the following outlet types*

1. High Street
2. Premium Drinking
3. Mainstream Drinking
4. Premium Eating

WORLD LAGER



SAN MIGUEL 0,0%

San Miguel 0,0 is a pilsner style alcohol free lager imported from Spain. We believe that alcohol free shouldn't mean flavour free, so open a San Miguel 0,0 and discover its rich flavours for yourself.

ENTRY TO CRAFT & ALE



SHIPYARD LOW TIDE 0.5%

A juicy, tropical pale ale, with a fullness that belies its low alcohol.

CRAFT



BROOKLYN SPECIAL EFFECTS 0.4%

Special Effects is a hoppy 0.4% lager an unexpected piney aroma and pleasantly bitter finish. The beer gets its breadly sweetness from a blend of pale caramel and dark roasted Munich malts; and its surprising nose from dry-hopping with Mosaic, Citra and Amarillo hops. Also available on DraughtMaster.

SPECIALITY



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. Erdinger Alkoholfrei supports this while also tasting fantastically full-bodied and refreshing!

Our category team says...

IF YOU HAVE A MASTER BRAND INSTALLED ON YOUR BAR, CHOOSE THE SAME AFB BRAND SO THAT DRINKERS MORE EASILY RECOGNISE IT AS PART OF THE RANGE. SPEAK TO YOUR BDM FOR AFB RECOMMENDATIONS.

*Source: Defined by CGA outlet types



NEW BROOKLYN PILSNER

**NOW AVAILABLE IN OVER 1000
OUTLETS ACROSS THE UK
AND GROWING**



BACKED BY A NATIONWIDE MILLION POUND CAMPAIGN

Driving consumer awareness in 2022 via Out of Home,
Video on Demand and Social Media.

LOOK OUT THIS AUTUMN FOR BROOKLYN PILSNER LAUNCHING IN OFF TRADE

Brooklyn Pilsner 660ml and 330ml bottle and can available
in stores nationwide from September.



Enjoy Responsibly.
be.drinkaware.co.uk



**From the people of
Brooklyn Brewery:**

**Install Brooklyn Pilsner
and receive a free keg
and £125 of POS**

**PLUS
receive a
free case of
AFB from
the range***

Terms and conditions: Speak to your BDM to agree install and build your perfect package. Standard POS install package provided ahead of install valued at £125. Available to new stockists only. One deal per install per outlet. Free case of AFB includes: San Miguel 0.0 24x330ml, Shipyard Low Tide 8x500ml, Brooklyn Special Effects 24x330ml, Erdinger 12x500ml your BDM will recommend the best matched brand for your outlet.

Introducing the face of a WINNER



Enjoy responsibly.
be drinkaware.co.uk

HOBGOBLIN
— BEAUTY LIES WITHIN —

The new iconic Hobgoblet

Leading the ale category with design ergonomics at its heart.

Our iconic Hobgoblin may not be the traditional depiction of beauty, but like our glass and our unique range of beers, there are hidden depths and substance... our beauty lies within.

Full flavour

Wide aperture enhances the full flavour and aroma for a premium drinking experience

A little mischief

The character mark etched for a nod to the mischief

Comfortable hold

Signature cutaway exterior engineered for comfortable handling for all hand sizes



Stability

Low-profile height for greater stability when navigating in high-traffic pubs

Quality mark

Proudly stamped with the Hobgoblin logo for drinker confidence

Sensory touch

Embossed detail for an added sensory touch

Fresh beer

Nucleated base for a fuller head that will enhance the flavours of our keg range

IS HOBGOBLIN
IPA RIGHT
FOR YOUR
OUTLET?

*Our category
team says...*



**TARGET
OUTLET TYPE**

Premium wet let venues
rated gold/silver



**MORE
PEOPLE**

Hobgoblin is a recruiter brand
and over indexes with younger
audience vs the total ale
category. Quality and reputation
provides reassurance to buy



**SPENDING
MORE**

Hobgoblin is a premium
Cask brand that consumers
will pay more for allowing
you to stretch your cask
pricing and make more cash

For glassware requests, please speak
to your normal CMBC representative.
Hobgoblet pint glass: stock code: MB-10017

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

INSTALL & RECEIVE A POS SUPPORT PACKAGE WORTH £125

PLUS receive a free case of AFB from the range*



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



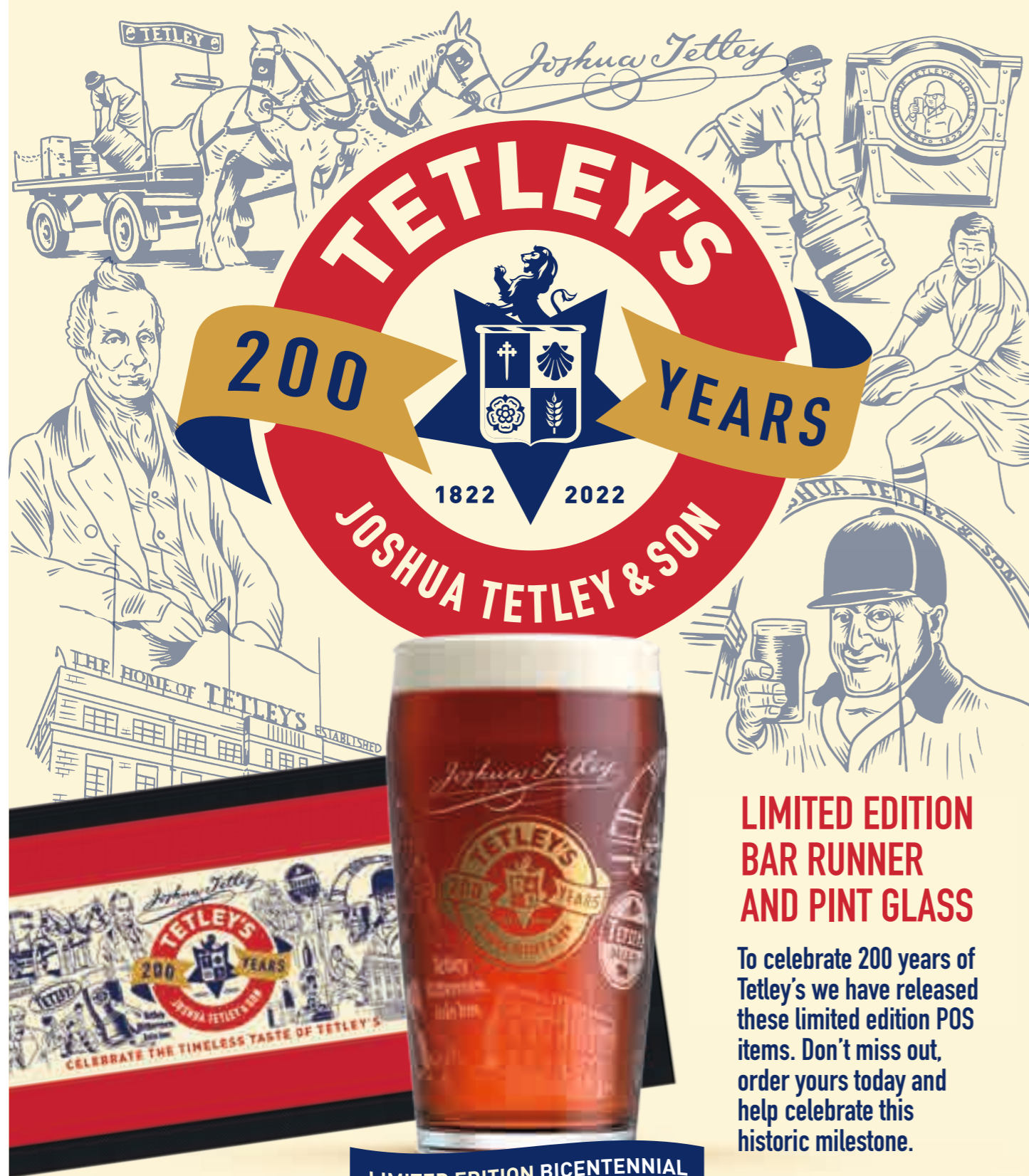
MORE MONEY

Premium keg ales drive value on the bar, selling at an average price of 20% higher than Standard Keg* ale. Wainwright Amber is a realistic trade-up proposition for a smooth ale drinker, where craft keg ales can be too great a jump in price.

CMBC On Trade Power Report, Jan 2022

Terms and conditions: Speak to your BDM to agree install and build your perfect package. Standard POS package provided ahead of install valued at £125 available to new stockists only. One deal per install per outlet. *Free case of AFB includes: San Miguel 0.0 24x330ml, Shipyard Low Tide 8x500ml, Brooklyn Special Effects 24x330ml, Erdinger 12x500ml your BDM will recommend the best matched brand for your outlet.

CELEBRATE 200 YEARS OF TETLEY'S



LIMITED EDITION BAR RUNNER AND PINT GLASS

To celebrate 200 years of Tetley's we have released these limited edition POS items. Don't miss out, order yours today and help celebrate this historic milestone.

LIMITED EDITION BICENTENNIAL
BAR RUNNER AND GLASSWARE

be**drinkaware**.co.uk
Enjoy responsibly.

PLUS
receive a
free case of
AFB from
the range*

INSTALL
BIRRIFICIO ANGELO PORETTI
TO RECEIVE A

FREE KEG AND A POS SUPPORT PACKAGE WORTH £125

Established in 1877 in Valganna, Italy, Birrificio Angelo Poretti is a full-flavoured lager with a sparkling carbonation, sweet malty body and assertive hoppy bitterness.



VALGANNA

ITALIA 1877

Born in Italy, brewed in 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.*Free case of AFB includes: San Miguel 0.0 24x330ml, Shipyard Low Tide 8x500ml, Brooklyn Special Effects 24x330ml, Erdinger 12x500ml your BDM will recommend the best matched brand for your outlet.

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

WELL DESERVED

STOCK THE UK'S NO.1 AMERICAN PALE ALE*

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

PLUS
receive a
free case of
AFB from
the range†

DISCOVER MORE AT
SHIPYARDBEER.CO.UK

@SHIPYARDBEERUK

*Source: Nielsen On Trade MAT - P13.

**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.

†Free case of AFB includes: San Miguel 0.0 24x330ml, Shipyard Low Tide 8x500ml, Brooklyn Special Effects 24x330ml, Erdinger 12x500ml your BDM will recommend the best matched brand for your outlet.

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



Sessionability without compromise



Hobgoblin Session IPA delivers the bold hop kick consumers expect from an IPA at a truly sessionable 3.4% strength. No compromise needed.

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

PLUS
receive a
free case of
AFB from
the range*

NEW



Terms and conditions: Standard POS install package provided ahead of install valued at £125. Available to new stockists only. One package per install. POS support includes: 48 pint glasses, 2 bar runners, 500 drip mats, 2 recyclable trays. Items subject to availability and equivalents may be provided. *Free case of AFB includes: San Miguel 0.0 24x330ml, Shipyard Low Tide 8x500ml, Brooklyn Special Effects 24x330ml, Erdinger 12x500ml your BDM will recommend the best matched brand for your outlet.

HOBGOBLIN

— BEAUTY LIES WITHIN —

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

THE #1 INTERNATIONAL CIDER BRAND.*

GREATER ROS THAN
STRONGBOW AND
STOWFORD PRESS**

INTRODUCING
NEW SOMERSBY
BLACKBERRY



PLUS
receive a
free case of
AFB from
the range†

**INSTALL SOMERSBY APPLE OR BLACKBERRY TO
RECEIVE A FREE KEG AND £125 WORTH OF POS**
Somersby branded drip mats, bar runners, trays, ice buckets.

*Source: Globaldata 17/06/2021

**Source: CGA On Premise Measurement to 4/12/2021

Speak to your BDM to agree install. Standard POS install package provided ahead of install valued at £125. Available to new stockists only. One package per install. †Free case of AFB includes: San Miguel 0.0 24x330ml, Shipyard Low Tide 8x500ml, Brooklyn Special Effects 24x330ml, Erdinger 12x500ml your BDM will recommend the best matched brand for your outlet.

[SOMERSBY.COM](https://www.somersby.com)

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

SOMERSBY

Growing ROS faster than the core lager segment? Probably.

Carlsberg Danish Pilsner is growing volume rate of sale ahead of the core lager segment*

Plus, if you install now you'll receive £125 worth of POS for free.
Worth a try? Probably.

Carlsberg

PLUS
receive a
free case of
AFB from
the range†



PROBABLY THE BEST  BEER IN THE WORLD

*CGA, Free Trade data for QTR w/e 18/06/22. Volume ROS (HL/year) vs. core standard lager segment, draught & packaged. Speak to your BDM to agree install and build your perfect package. Standard POS package provided ahead of install valued at £125 available to new stockists only. One deal per install per outlet. †Free case of AFB includes: San Miguel 0.0 24x330ml, Shipyard Low Tide 8x500ml, Brooklyn Special Effects 24x330ml, Erdinger 12x500ml your BDM will recommend the best matched brand for your outlet.

be**drinkaware**.co.uk

DEALS



CARLSBERG MARSTON'S ONLINE ORDERING

CMBC AT YOUR FINGERTIPS

With our online ordering site and new Cockpit app, CMBC brings you industry leading digital services that allow you to manage your ordering and service your account when and how it matters to you, including direct connection to our digital customer service team with Live Chat*.

Always available, CMBC Online Ordering is the quick and easy way to order the brands your customers love. With a host of great features, we can save you time and money as you can order whenever and from wherever you want.

- **Live Chat customer service***
- **Up-to-date stock availability**
- **Back-in-stock notifications**
- **Favourite lists**
- **Repeat previous orders**
- **Personalised product recommendations and alternatives**
- **Online exclusive promotions**
- **Empties collection requests**
- **Draw down allocated free stock**
- **Select from your allocated delivery days and order up to 12 weeks in advance**
- **Manage and order for multiple outlets****
- **Hide pricing****
- **Send order confirmation to multiple email addresses****

*Available Monday-Friday, 8am – 6pm

**To hide prices, receive additional order confirmation emails 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 or scan the QR code
2. Enter your outlet 7 digit Sold-To account number and post code
3. Enter the email address you will use to log in
4. Check your inbox to validate your email and set your password
5. Log in and place your order



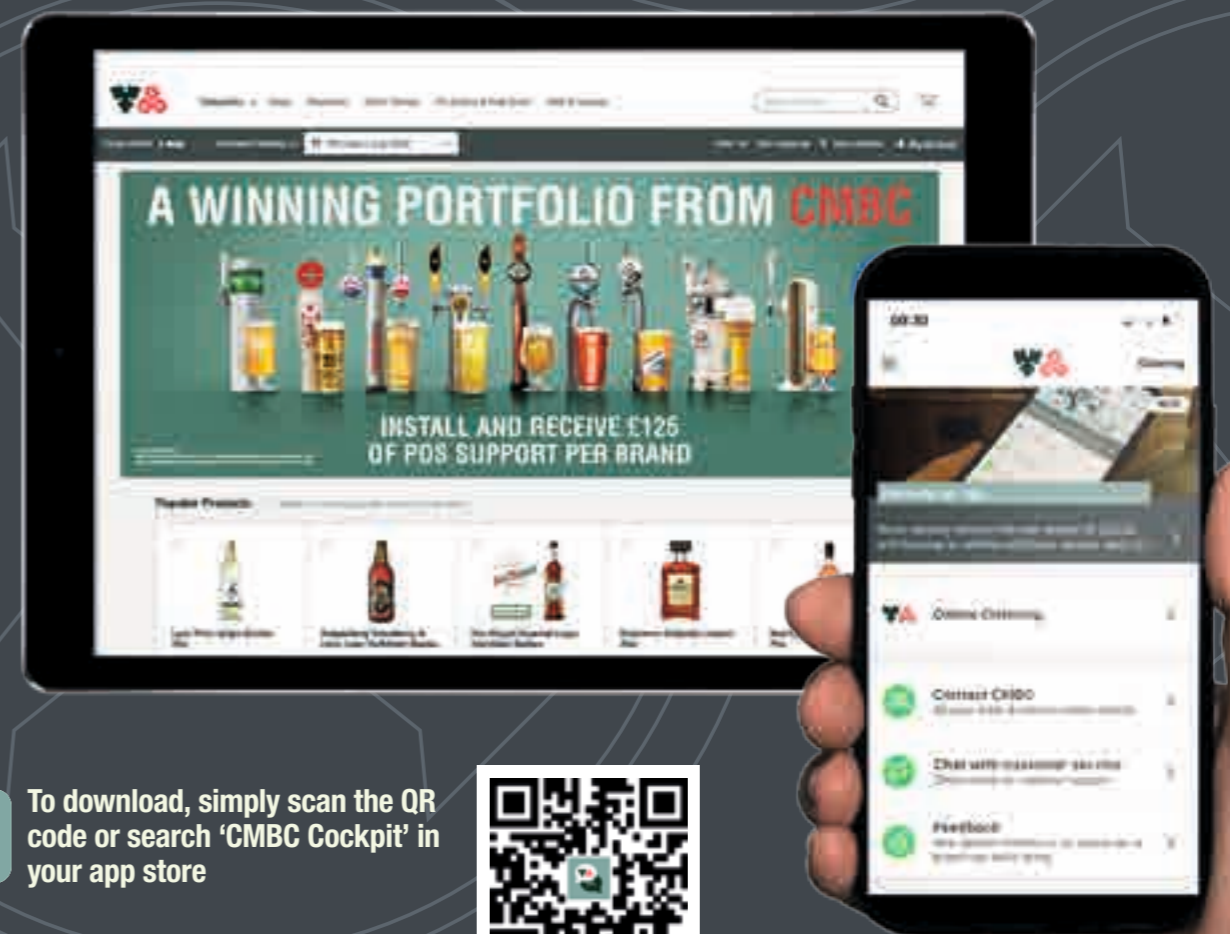
COCKPIT

Online ordering & much more

Our app, Cockpit, is designed to bring everything into one place and give you quick and convenient access to the services we offer. We have exciting plans to make Cockpit the go to place for all your CMBC needs and will be enhancing the app this year to provide even easier access to service and support and help you keep updated with important service notifications. It's just the start.

Right now, you can access online ordering, contact our service and support teams directly, find all the contact details you need and receive brand and product updates as well as category insights right to your phone.

We also want to hear from you. Use Cockpit to give us feedback on how we're doing and how we can improve the app in future.



To download, simply scan the QR code or search 'CMBC Cockpit' in your app store



**BUY 4 MIXED CASES
OF EITHER
SOL OR DESPERADOS**

**AND RECEIVE 1 CASE OF
SOL FREE**



be [drinkaware.co.uk](https://www.drinkaware.co.uk)
T&Cs – Max 3 deals per customer offer runs between 1st and 31st October

**FREE CASE OF
STRAWBERRY & APPLE**
WHEN YOU BUY 4 CASES OF OLD MOUT*



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

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

AN EPIC WEEKEND OF SPORT AWAITS

SCAN FOR POS, TIPS AND MORE

*Kit contains 4 x T-Shirts, 3 x Bunting, 1 x Indoor Flag, 1 x Outdoor Flag & Digital Assets. 1 deal per customer per week.

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

GUINNESS

BUY 2 X 50L KEGS OR 3 X 30L KEGS AND RECEIVE A FREE GUINNESS SPORT POS KIT*

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

BRING THE WAVE

WHITE CLAW[®] HARD SELTZER

SPARKLING WATER WITH ALCOHOL

UK HARD SELTZER CATEGORY HAS DELIVERED	WHITE CLAW IS THE #1 BRAND WORTH	WHITE CLAW VALUE SHARE HAS GROWN TO
£15.6M* L52W	£7.2M* L52W	48%* L12W

£16.99 FOR 12x330ML CASE

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.

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.



BOOMERANG BAY

Carbon Neutral Certified

Buy 1 case to get £2 discount!

On Trade Exclusive!

Deal applies to Boomerang Bay (6x75cl) Shiraz & Chardonnay. No mixed cases.

be**drinkaware**.co.uk



MUD HOUSE

Carbon Neutral Certified

Buy 1 case to get £2 discount!

Enjoy Mud House responsibly. be**drinkaware**.co.uk

Deal applies to Mud House (6x75cl) New Zealand Sauvignon Blanc and Chilean Sauvignon Blanc & Rose. No mixed cases.



CAMPAGNA FINANZIATA AI SENSI DEL REG. UE N. 1308/2013
CAMPAGNA FINANCED ACCORDING TO EU REG. NO. 1308/2013

PONTE
UOMINI E VIGNE DAL 1948

Gold!

THE PROSECCO MASTERS 2022
Gold Medal: Prosecco Spumante Doc Extra Dry Ponte
Bronze Medal: Prosecco Spumante Doc Rosè Millesimato Brut 2021 Ponte

A chance to Win a trip to the winery in Italy

Win one of 3 trips for 2 people to visit the winery at Ponte di Piave in the Veneto on 23.11.22 to 25.11.22*

Just use Ponte wines to create a display in your outlet, take some pictures and email them to us to submit your entry

alan.platts@ponte1948.it

* Starts: 00:00 on 1.10.22. Closes: 23:59 on 16.10.22. 18+, residents of England & Wales only. Entrants must be nominated/permitted to enter by their employer (proof is required on request). To enter, before 23:59 on 16.10.22: (1) a licensed premises in England & Wales (Outlet) must buy at least 1 type of 'Ponte' wine from Carlsberg Marston's Brewing Company Limited (CMBC); (2) create a bar display with this wine; & (3) send a photo of that bar to alan.platts@ponte1948.it & entrant's name, email address, Outlet name & location. 1 entry per Outlet only. 3 prize packages (in total) to be won for a 2 night trip to Ponte di Piave in Veneto, Italy on 23.11.22 to 25.11.22 (inclusive) for the winner & 1 guest specifically: return economy flights from a major UK airport to Venice Marco Polo (VCE) or Treviso (TSF) airport (hand luggage only); airport transfer to/from hotel; full board min. 3 star hotel accommodation (1 room); 2 tickets for a Viticoltori Ponte winery tour, Ponte di Piave (TV), on date notified to winner; & a 3 hour visit to Venice, Italy on 25.11.22. Other travel, expenses, equipment, activities & additional facilities excluded. Ticket T&Cs & venue regulations apply. Prize is non-transferable, resale prohibited, no cash alternative. Winners & guests must be able to travel to Ponte di Piave, Italy on 23.11.22 & return on 25.11.22 (incl. meeting any legal/Covid-19 requirements), provide own travel insurance & valid ID proving they're 18+ within 7 days of being contacted. Winners drawn at random & contacted by email by 19.10.22. Prize must be claimed within 48 hours of notification. Please check your emails between 16.10.22 & 19.11.22. Full T&Cs & privacy policy available at <https://www.crowncellarswines.co.uk/competition-terms-and-conditions/> Promoter: Viticoltori Ponte s.r.l., Via Giuseppe Verdi 50, 31047, Ponte di Piave (TV), Partita IVA IT 02040660264.



Hidden gems



Valdocea
Albariño, Rías
Baixas

SPAIN
DRY & AROMATIC

Lovely floral and exotic fruit
aromas are followed by a
zingily fresh and dry taste.
££



Le Sanglier de
La Montagne
Sauvignon Blanc

FRANCE
DRY & AROMATIC

Vibrant and fresh with zesty
lime and grapefruit notes.
£

Every month we have a dig
into the portfolio to pull out
some of the wines that you
may have missed in the last
few months



Montepulciano
D'Abruzzo DOC
Le Collezioni,
Pasqua

ITALY
JUICY & RIPE

This is a characterful red wine
with gentle tannins, excellent
structure and intense colour.
Ripe red fruits and spice
dominate.
£



Alta Vista
Estate Premium
Cabernet Franc

ARGENTINA
OAKED & INTENSE

A wine of structure and firm
tannins, with hints of herbs,
red fruits and pepper.
££



Columbia Winery
Washington State
Chardonnay

USA
JUICY & RIPE

A delicious mid-bodied
Chardonnay that shows ripe
fruit, toast and butterscotch
aromas.
£££



Explore the full range at
crowncellarswines.co.uk



Amarone della
Valpolicella
Classico, Cantina
di Negrar

ITALY
SPICY & WARMING

A massively full-bodied and
robustly tannic red wine that
has aromas of spice, game
and chocolate.
££££



Primitivo di
Manduria 'Vitti',
Cantine San
Marzano

ITALY
SPICY & WARMING

An impressively intense
and complex full bodied red,
full of liquorice, tar and
dark fruit.
££



Zimor Prosecco
Rosé

ITALY
LIGHT & DELICATE

Pale rose pink in colour.
Delicate on the nose with a
hint of red fruit. Medium-dry
and juicy on the palate.
££



Desire Lush & Zin
Primitivo Puglia
IGT

ITALY
SPICY & WARMING

Intense aromas of plum, red
fruit, spicy notes, vanilla, coffee
and cocoa. A round, full body
with soft and velvety tannins.
££

Buy 11 bottles and get one bottle from the range free.



The vineyards for these Spanish wines are planted on the foothills of the Moncayo Mountains in the Campo de Borja region, near Rioja. This region is often referred to as the 'Kingdom of Garnacha', where this variety reigns supreme. The Damera range includes a fruity and floral Macabeo Blanco, a juicy, red fruit flavoured Garnacha Rosado, and a smooth, dark berry fruit flavoured GarnachaTinto. These wines express the full potential of this region and offer great quality at a very reasonable price.



BUY 11 BOTTLES,
GET 1 FREE

FRANSCHOEK
CELLAR
WINES



www.franschoekcellar.co.za



NOT FOR PERSONS UNDER THE AGE OF 18.

Buy 6 bottles
to get
£3 OFF



Offer includes:
Bellingham 'Homestead' Sauvignon Blanc 75cl
Bellingham 'Homestead' Pinotage 75cl
Brampton Unoaked Chardonnay 75cl
Rachel's Chenin Blanc 75cl

ARE YOU

READY TO COCKTAIL

Gordon's | Smirnoff | Captain Morgan

NEW

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

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

INTRODUCING DRAUGHT COCKTAILS

Diageo's Draught Cocktail system celebrates the nation's 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

NATION'S FAVOURITE COCKTAIL AND GROWING

FLAVOURED GINS HAVE BECOME THE MOST POPULAR COCKTAIL SPIRIT AND GROWING

MOST FAMOUS COFFEE COCKTAIL 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.

DIAGEO

GET IN THE SPIRIT

PROFIT FROM EVERY POUR

*1 deal per customer per week.

RANGE INCLUDES: Gordon's London Dry, Gordon's Premium Pink, Gordon's Mediterranean Orange, Gordon's Sicilian Lemon, Gordon's Tropical Passionfruit, Tanqueray London Dry, Tanqueray Flor De Sevilla, Tanqueray Blackcurrant Royale and Tanqueray Rangpur Lime 70cl.

BUY ANY 3 FROM THE RANGE AND GET A FREE CASE OF LONDON ESSENCE TONIC*

FREE

SCAN FOR POS, TIPS AND MORE

DIAGEO ONE

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



FREE GIN MENUS

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

FOR MORE INFORMATION PLEASE CONTACT YOUR LOCAL SALES MANAGER

RECEIVE A FREE BOTTLE

WHEN YOU PURCHASE 5 X 70CL SALCOMBE GIN 'START POINT'

T&CS: Offer valid on Salcombe Gin 'Start Point' 70cl only. Max 5 deals per customer. Valid until October 31st 2022.

DISTILLED

GOLDEN HIGHBALL

INGREDIENTS	MEASURE
Macallan 12 Year Old	40ml
W & H Oloroso Sherry	15ml
Fever-Tree Ginger Ale	0.75 bottle(s)

GLASSWARE
Highball

METHOD
Build all ingredients over ice and stir

GARNISH
Orange zest



RICH & FULL BODIED

FRUITY & LIGHT & FLORAL & SPICY

SMOXY & ROUNDED

SALTED HONEY OLD FASHIONED

INGREDIENTS	MEASURE
Highland Park 12 Year Old	50ml
Honey Syrup*	10ml
Smoked sea salt	1 pinch
Orange Bitters	1 dash
Angostura Bitters	1 dash

GLASSWARE
Old fashioned (large tumbler) glass

METHOD
Stir all ingredients directly in glass, gradually adding ice over 5 minutes

GARNISH
Orange zest

NOTES
*stir 50:50 honey:hot water until mixed and cool



GLASGOW MULE

INGREDIENTS	MEASURE
Auchentoshan American Oak	50ml
Lime juice	10ml
Angostura Bitters	2 dashes
Fever-Tree Ginger Beer	1 bottle

GLASSWARE
Highball

METHOD
Build all ingredients over ice and stir

GARNISH
Lime wedge



STAR HILL SPRITZ

INGREDIENTS	MEASURE
Maker's Mark Bourbon	25ml
Aperol	25ml
Teisseire Passion Fruit Syrup	15ml
Lemon juice	15ml
Ponte Prosecco	100ml

GLASSWARE
Wine glass

METHOD
Shake & strain the first 4 ingredients over ice, top with Prosecco

GARNISH
Pineapple leaves

PENICILLIN

INGREDIENTS	MEASURE
Monkey Shoulder	45ml
King's Ginger Liqueur	12ml
Laphroig 10 YO	10ml
Lemon juice	20ml
Honey syrup	20ml

GLASSWARE
Old fashioned (large tumbler) glass

METHOD
Shake and strain over ice

GARNISH
Candied ginger



SAZERAC

INGREDIENTS	MEASURE
Bulleit Rye	50ml
La Fee Absinthe	5ml
Peychaud's Bitters	3 dashes
Sugar (or sugar cube)	1 spoon

GLASSWARE
Old fashioned (large tumbler) glass

METHOD
Muddle sugar with bitters separately, add rye, stir. Use absinthe to rinse glass, discard excess, fill with rye mix

GARNISH
Lemon zest

Having a passion and knowledge is absolutely commendable, although we can sometimes be so into our chosen thing that it can be make it difficult for those less informed to get involved. Whisky, as a category, can sometimes fall victim to this – slightly precious attitudes over how certain whiskies can be enjoyed can be intimidating and off-putting to drinkers and staff. A small part of what makes The Bartending Community so great

is that it is so focused on sharing knowledge and helping one another get to that next level; we should be the antithesis of gatekeeping Training in the whisky category is crucial - make sure that you invest in growing the knowledge that your team has on a potentially profitable part of your backbar, then focus on the right range...

Pick out a few bottles from a few different broad flavour groups to appeal to the most potential drinkers; maybe even label the shelf edge with these groupings to make it totally clear which whiskies tastes like what

NOT SEEN A FAVOURITE?

There's more to the DISTILLED range than these few whiskies – whip out that phone and aim your camera at this QR code. It'll take you right to our site, where you can have a look through the range, check out articles and get a bit of inspiration from our bank of cocktail tutorial videos:



GRAN FOG

**BUSHMILLS**

**BUY 2 BOTTLES* OF BUSHMILLS
ORIGINAL OR BLACK BUSH
& RECEIVE A BUSHMILLS
BARTENDER KIT FREE***

Kit includes:

6 x HIGHBALL
GLASSES
2 x CHALKBOARDS
1 x TASTING CARD
2 x BLACK BUSH 5cl
MINIATURES

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

**FLOUT THE RULES**

INGREDIENTS	MEASURE
Auchentoshan American Oak	50ml
Lemon juice	25ml
Cocchi Vermouth Di Torino	12.5ml
Teisseire Raspberry Syrup	12.5ml
Pasteurised egg white of	0.5 eggs

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
Mint sprig, drops of Angostura bitters

NOTES
The liquid from a can of chickpeas can be used as a vegan alternative to egg white



@DistilledUK



DistilledUK



BUY ONE
70CL BOTTLE OF
THE SEXTON
SINGLE MALT
**GET A FREE
BARTENDER
KIT***

KIT INCLUDES

2 x Sexton Speed Pourers
5 x Sexton Cocktail Booklets
6 x Sexton Highball Glasses
5 x Sexton Lapel Pins

KIT
WORTH
£50



*Whilst stocks last. Actual contents may vary from those shown.

THE SEXTON SINGLE MALT IRISH WHISKEY IS PRODUCED IN IRELAND FOR ©PROXIMO SPIRITS 2022. PLEASE DRINK RESPONSIBLY.

JOHNNIE WALKER

PROGRESS STARTS WITH A STEP

SCAN FOR
POS, TIPS AND MORE



BUY 2
BOTTLES OF
JOHNNIE WALKER
BLACK LABEL AND
RECEIVE A CASE OF
LONDON ESSENCE
GINGER ALE.*

**KEEP WALKING**

*1 deal per customer per week.

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



WHISKY MENU CREATION

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

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



Free
MONKEY CHIMP POURER
WHEN YOU BUY 2 X 70CL
MONKEY SHOULDER*

MONKEY Splash
30ml Monkey Shoulder
45ml Soda water
1 Orange wedge

GINGER Monkey
50ml Monkey Shoulder
120ml Dry Ginger Ale
1 Orange Wedge

LAZY OLD Fashioned
50ml Monkey Shoulder
10ml Sugar syrup
2 Dashes angostura bitters
Orange zest & twist

DON'T BE A DRUNKEN MONKEY. DRINK RESPONSIBLY.
*WHILST STOCK LAST. BOTTLE NOT INCLUDED. be drinkaware.co.uk



A SPECTACLE

WOODFORD RESERVE
**OLD FASHIONED
& WEEK**



**BUY 2 X 70CL
WOODFORD RESERVE
AND RECEIVE
6 GLASSES FREE**

FOR THE SENSES



PLEASE DRINK RESPONSIBLY

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WHILE IT IS A REGISTERED TRADEMARK, IT IS NOT A TRADEMARK OF THE UNITED STATES PATENT AND TRADEMARK OFFICE. ©2012 JAMES WOODFORD



WILLIAM GRANT & SONS

**BUY 2 X 70CL AND RECEIVE 6 x GLENFIDDICH
OR THE BALVENIE BRANDED TUMBLERS***
CHOOSE BETWEEN GLENFIDDICH 12 OR 15 YEAR OLD, OR THE BALVENIE 12 YEAR OLD.



SCAN THE QR CODE
TO DOWNLOAD YOUR
SOCIAL MEDIA KIT

*Whilst stocks last. Please drink responsibly. be drinkaware.co.uk




BLACK COW
— VODKA —

**ZERO WASTE TO
WONDERFUL TASTE**

Buy Black Cow Vodka and
receive £1 off per bottle

@BLACKCOWVODKA @ f t

DRINKAWARE.CO.UK



 **Jägermeister**

**BUY A MIX OF 4
JÄGERMEISTER BOTTLES
AND RECEIVE A FREE
FOOTBALL POS KIT**

KIT INCLUDES 4 X A4 POSTERS, 6 X BOTTLE LABELS,
DIGITAL POS, GAMIFICATION TENT CARDS AND BEER MATS

-18°C ICE COLD SHOTS

be **drinkaware.co.uk**

T&CS (WHILE STOCKS LAST, 1 DEAL PER CUSTOMER) JÄGERMEISTER & JÄGERMEISTER COLD BREW COFFEE

**BUY ANY 4
FEVER-TREE PRODUCTS
& RECEIVE 6 GLASSES
FOR FREE***

MUST INCLUDE
**FEVER-TREE MEDITERRANEAN
TONIC WATER**



IF $\frac{3}{4}$ OF YOUR DRINK IS THE MIXER,
MIX WITH THE BEST


FEVER-TREE

*Capped at 2 deals per customer; while stocks last. In order to take advantage of this promotion, you consent to sharing your contact details with Fever-Tree for delivery of the branded glassware. You can withdraw this consent at any time, but if you do so you may not be able to benefit from this promotion.



NEW LIMITED EDITION MERRYLICIOUS



STOCK UP
NOW
£8.99 PER CASE



Contains 8% fruit juice from concentrate & naturally occurring sugars

*Terms and conditions apply.
Deal runs from 01st October 2022 – 31st October 2022. Three deals per customer per week.
Qualifying range includes Fruit Shoot Merrylicious 275ml PET White stocks last.
Promoter: Britvic Soft Drinks, Breakspear Park, Breakspear Way, Hemel Hempstead HP2 4TZ

SERVE THE NO.1 DRAUGHT COLA BRAND IN THE UK¹



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



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
13	Brooklyn Pilsner	Install and receive a free keg and £125 of POS, plus a free case of AFB
16	Wainwright Amber	Install and receive £125 of POS support, plus a free case of AFB
19	Birrificio Angelo Poretti	Install and receive a free keg and £125 of POS, plus a free case of AFB
20	Shipyard	Install and receive £125 of POS support, plus a free case of AFB
22	Hobgoblin Session IPA	Install and receive £125 of POS support, plus a free case of AFB
23	Somersby	Install and receive £125 of POS support, plus a free case of AFB
24	Carlsberg Danish Pilsner	Install and receive £125 of POS support
28	Sol/Desperados	Buy 4 cases and receive free case of Sol
29	Old Mout	Buy 4 cases and receive free case of Strawberry & Apple
30	Guinness	Buy 2 x 50cl or 3 x 30cl kegs and receive free POS kit
30	White Claw	£16.99 for 12x330ml case
32	Boomerang Bay	£2 off one case
32	Mud House	£2 off one case
33	Ponte	Win a trip to Italy promotion
36	Damera	Buy 11 bottles get 1 free
36	Franschhoek Cellar Wines	Buy 11 bottles get 1 free
37	Bellingham Wines	Buy 6 bottles to get £3 off
39	Diageo	Buy 3 and get a free case of London Essence Tonic
39	Salcombe Gin	Buy 5 x 70cl and get 1 free
42	Bushmills	Buy 2 bottles of Original or Black Bush and get a free Bartender Kit
42	Sexton	Buy 1 bottle and get a free Bartender Kit
43	Johnnie Walker	Buy 2 bottles of Black Label and receive a free case of London Essence Ginger Ale
44	Woodford Reserve	Buy 2 x 70cl and receive 6 free glasses
45	Monkey Shoulder	Buy 2 x 70cl and receive free Monkey Chimp Pourer
45	William Grant & Sons	Buy 2 x 70cl and receive 6 branded tumblers
46	Black Cow Vodka	£1 off per bottle
46	Jagermeister	Buy 4 bottles and receive free football POS kit
47	Fever-Tree	Buy 4 products and receive 6 glasses free
48	Robinsons Fruit Shoot	£8.99 per case
49	Pepsi Max	New installs receive 3 x 16oz glasses

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.

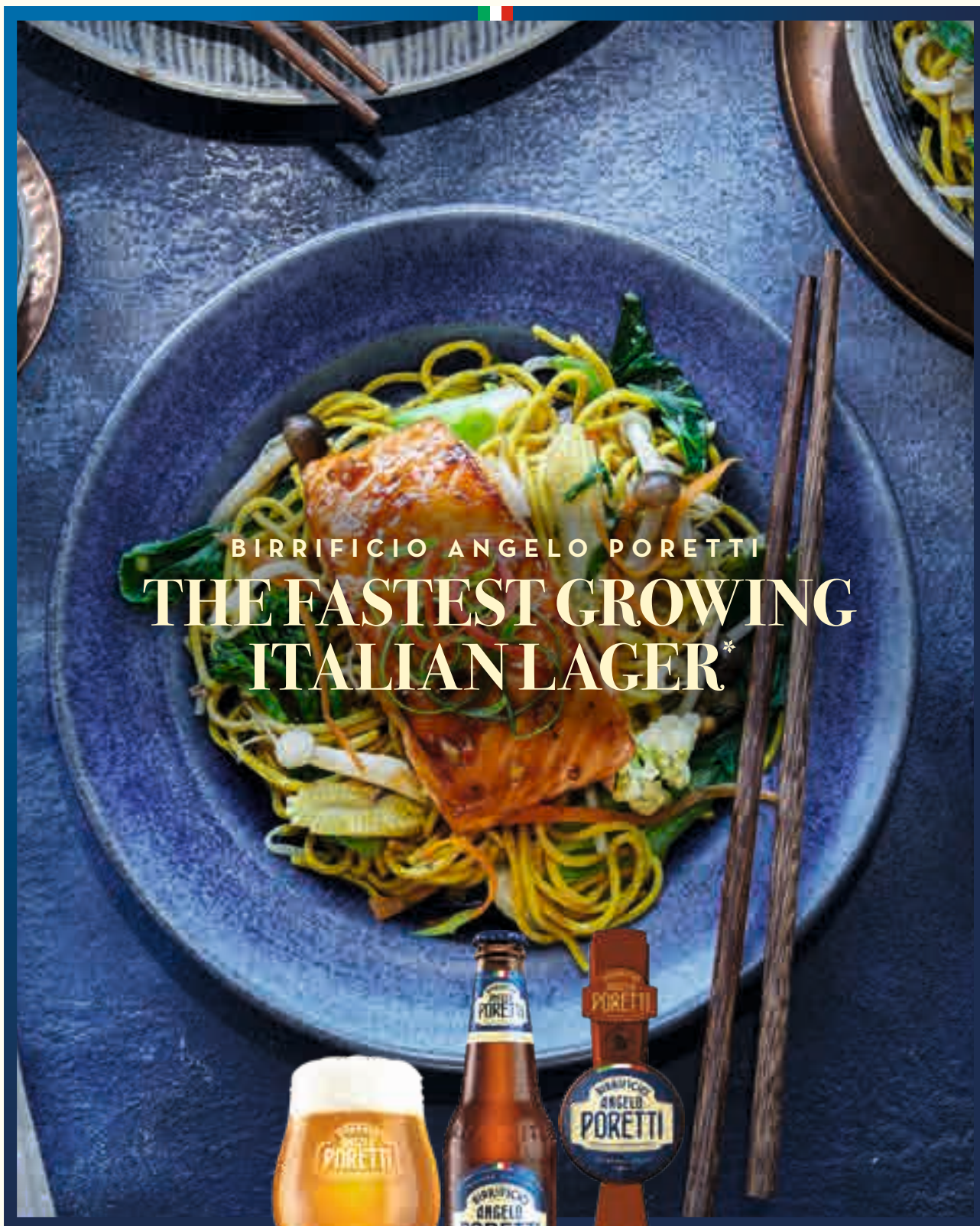
All products are supplied subject to our standard on trade terms and conditions of sale from time to time In force (a copy of the latest version of which is available at www.carlsbergmarstons.co.uk/termsandconditions).

PRODUCTS 1 Unless stated otherwise, the offers apply only to orders placed with Carlsberg UK Limited (Carlsberg) for delivery between 3rd October - 31st October 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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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 & Nielsen Data to 18/06/2022