

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.

Carlsberg



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...*

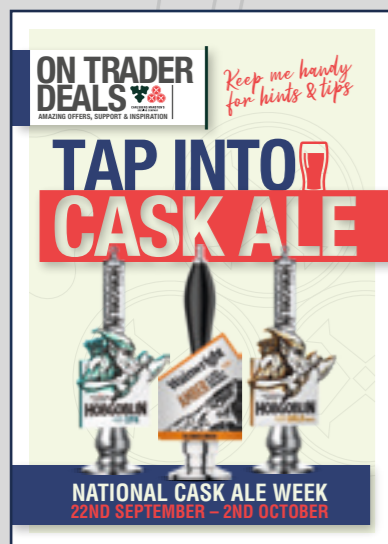
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*Don't miss our  
cask ale guide  
with hints & tips!*



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**  
 **HEAD-POUNDED BEER**  
 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 mouth feel, 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>BIRIFICIO ANGELO PORETTI 4.8%</b> Birificio Angelo Poretti is a full-flavoured lager with a sweet malty body and an assertive bitterness.		 <b>BROOKLYN PILSNER 4.6%</b> Crisp, bright and smoothly refreshing. A pale golden beer with a delicate citrusy finish.	 <b>ESTRELLA DAMM 4.6%</b> Brewed using 100% natural ingredients. Light amber and golden in colour, with a pale and persistent head.
<b>CORE</b> 	<b>CORE PLUS</b> 	<b>PREMIUM</b> 	<b>PREMIUM WORLD</b> 	<b>DISCOVERY WORLD</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.

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

# Sessionability without compromise



**NEW**

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

Enjoy responsibly.  
[bedrinkaware.co.uk](http://bedrinkaware.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

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

<p><b>TARGET OUTLET TYPE</b></p> <p>All Outlet Trading Styles – with 1 or more Cask Handpulls.</p> <p>Wainwright Amber is an easy-drinking, accessible ale that works in all types of venue, from high-street bars to food-led rural pubs.</p>	<p><b>MORE PEOPLE</b></p> <p>Amber ale is the most popular style by volume &amp; accounts for 68% of the category*. Amber ale should be first priority for cask stockists and Wainwright Amber provides a contemporary alternative.</p> <p><small>*Source: CGA OPMS: 12 week data to P05 2022</small></p>	<p><b>MORE MONEY</b></p> <p>The Wainwright consumer is discerning about how they spend their money and are willing to pay more for a higher quality beer.</p>
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# 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.



### NO ADDED CO2

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



### 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.



### 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.



### SAVES SPACE

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



### WIDE RANGE

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



### BETTER RETURNS

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



### 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.



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

## 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)\*

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



### BIRRIFICIO ANGELO PORETTI

#### STOCK THE FASTEST GROWING ITALIAN LAGER\*\*

<b>ORIGIN</b>	Valganna, Italy
<b>STYLE</b>	Lager
<b>ABV</b>	4.8%
<b>SEE</b>	Polished golden
<b>SMELL</b>	Smooth and aromatic
<b>TASTE</b>	Sweet malty body and an assertive bitterness
<b>FOOD PAIRING</b>	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.

### 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



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

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

# THE #1 INTERNATIONAL CIDER BRAND.\*

GREATER ROS THAN STRONGBOW AND STOWFORD PRESS\*\*

INTRODUCING NEW SOMERSBY BLACKBERRY



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

\*Source: Globaldata 17/06/2021

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

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

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

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

# SOMERSBY



# WELL DESERVED

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

American Pale Ale is the perfect entry into craft ale. It's refreshing full flavour, making it an easy drinking American Pale Ale bursting with fruity citrus hop character.

## AMERICAN PALE ALE

- It's already a successful beer, American Pale Ale is the 3rd largest Craft Ale brand in the UK\*\*
- Commands a higher price per pint in ale vs category average\*\*\*

**Install Shipyard American Pale Ale to receive £125 of POS\***



Enjoy responsibly.  
be [drinkaware.co.uk](http://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. \*\*3rd Ale Brand - CGA OPMS, MAT Vol 25th Jan 2020. \*\*\*Nielsen On Trade MAT - P13.

# DEALS



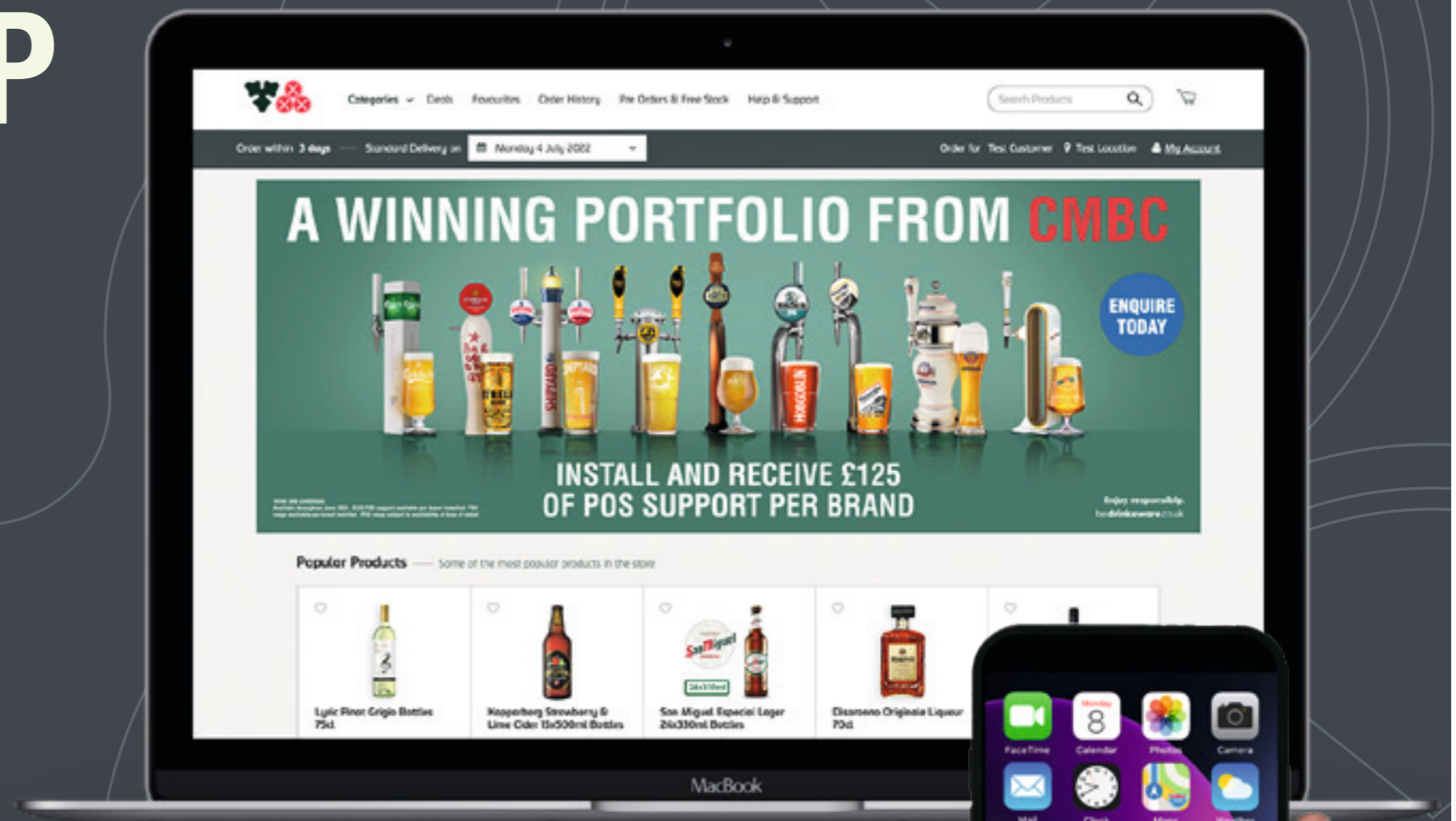
# CARLSBERG MARSTON'S ONLINE ORDERING YOUR ONE-STOP-SHOP

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

WE'VE HAD A **GLOW UP**

**£19.99 PER CASE\***

\* VK 24x275ml: Blue and Orange & Passion Fruit Available from 1st to 30th September 2022, while stocks last.



 VKDRINK  VKOFFICIALDRINK  VK\_OFFICIAL [VKOFFICIAL.COM](http://VKOFFICIAL.COM)

For POS support please email [Richard.Hammett@Globalbrands.co.uk](mailto:Richard.Hammett@Globalbrands.co.uk)




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

CANYON ROAD

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

**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.



## 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.



# 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

**£30**  
for a case  
of 6 x 75cl  
bottles



## 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](http://crowncellarswines.co.uk)



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



## Aimery Cabernet Rosé, IGP Pays d'Oc

**FRANCE**  
**LIGHT & DELICATE**  
This rosé wine has pleasant strawberry flavours and a crisp dry finish  
££



## Millstream Rosé

**SOUTH AFRICA**  
**JUICY & RIPE**  
A fruity and friendly medium-dry pink glugger  
£



## 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  
££



## Marqués de Alfamén Garnacha Rosado

**SPAIN**  
**LIGHT & DELICATE**  
A pure, light and fresh rosé that is dry whilst being almost peachy on the nose  
££



## Stellar Organics Running Duck Shiraz Rosé

**SOUTH AFRICA**  
**JUICY & RIPE**  
Mid-pink rosé, with plenty of ripe strawberry fruit flavours and a dry finish  
£

## Las Ondas Rosé

**CHILE – JUICY & RIPE**

A medium dry rosé that has vibrant strawberry fruit and a refreshing crunch on the palate

£

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 Cali 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](http://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.  
££



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.  
££



Drop Dead  
Gorgeous  
Malbec

**SOUTH AFRICA**  
**JUICY & RIPE**

A mid bodied red with jammy dark plummy fruit and ripe tannins.  
£



Morajo  
Prosecco,  
DOC

**ITALY**  
**DRY & AROMATIC**

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



Drop Dead  
Gorgeous  
Chenin Blanc

**SOUTH AFRICA**  
**DRY & AROMATIC**

A dry, mid bodied and vibrantly acid white wine with apple and quince aromas.  
£



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](http://crowncellarswines.co.uk)

# REFRESHINGLY CURIOUS

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



HENDRICK'S  
DISTILLED AND BOTTLED IN SCOTLAND  
GIN  
EST. 1884  
44% Vol.  
70 CL e

ODDLY INFUSED with  
ROSE and CUCUMBER

### 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.

\*WHILST STOCKS LAST. [be.drinkaware.co.uk](http://be.drinkaware.co.uk)



SCAN HERE  
TO DOWNLOAD  
YOUR SOCIAL  
MEDIA TOOLKIT.



# GIN

At the Dog & Duck

# GIN

Menu



Gin

AT THE DOG AND DUCK

# GIN

@  
THE DOG & DUCK

## GIN MENU CREATION

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

FOR MORE INFORMATION  
PLEASE CONTACT YOUR LOCAL  
SALES MANAGER



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

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

\*1 BOTTLE = 1X70CL BOTTLE. JOSE CUERVO® AND OTHER TRADEMARKS ARE OWNED BY TEQUILA CUERVO LA ROJEÑA, S.A. DE C.V. ©2022 PROXIMO SPIRITS. PLEASE DRINK JOSE CUERVO® RESPONSIBLY.

† 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 ROJEÑA, S.A. DE C.V. ©2022 PROXIMO SPIRITS. PLEASE DRINK JOSE CUERVO® RESPONSIBLY.

**FRIGHTFULLY TASTY**

**BUY 3 BOTTLES TO GET A POS KIT**

PLEASE ENJOY DEAD MAN'S FINGERS RESPONSIBLY  
 be [drinkaware.co.uk](http://drinkaware.co.uk)  
[deadmansfingers.com](http://deadmansfingers.com)  
 @deadmansfingersrum @deadmansfingers

\*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.

**THE PROPERLY IMPROPER GIN**

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

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

\*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).

**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 LEAGUE OF DARKNESS.CO.UK

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

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

\*1 bottle = 1x700ml. † A Case of Britvic = 24 x 200ml bottles. Glassware not included. ± IWSR 2021  
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# SERVE THE NO.1 DRAUGHT COLA BRAND IN THE UK<sup>1</sup>



### 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 UK<sup>2</sup>

Pepsi Max is the  
**FASTEST SELLING  
COLA BRAND**  
in Licensed in  
the UK<sup>2</sup>

**OVER £800  
FREE** stock,  
glassware and  
supporting  
POS for your  
outlet<sup>3</sup>



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



Sources: <sup>1</sup> CGA Licence Report to 31.12.2021 | Total Licence Data | volume & value sales share | MAT to 31.12.2021. <sup>2</sup> CGA Licence report to 31.12.2021 | Total Licence data | Average vol weekly sales. <sup>3</sup> 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	Shipyard	Install and receive £125 of POS support
20	VK	£19.99 per case
20	Canyon Road	£3 off a case of 12x75cl bottles
21	Crown Cellars	£30 a case of 6x75cl Sauvignon Blanc bottles
26	Hendrick's	Buy 3 x 70cl and receive a free POS kit
28	Brockmans	Buy 3 bottles and receive a free case of Indian Tonic Water
28	Jose Cuervo	Buy 3 x 70cl to receive 6 free branded glasses
29	Dead Man's Fingers	Buy 3 x bottles and receive a free POS kit
29	Kraken	Buy 3 x bottles of Black Spiced and receive a case of Ginger Beer free
30	Britvic	New installs receive 3 x 16oz branded glasses



# TERMS & CONDITIONS

**THESE TERMS AND CONDITIONS APPLY TO ALL OFFERS DETAILED IN THIS ON TRADER DEALS 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 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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**BROOKLYN PILSNER**



**CRISP. BRIGHT.  
REFRESHING.**



**BROOKLYN PILSNER NOW AVAILABLE ON TAP**