

BROOKLYN PILSNER NOW AVAILABLE

NEW!



CRISP. BRIGHT. REFRESHING.

Enjoy Responsibly. be.drinkaware.co.uk

OFFERS APPLY TO DELIVERIES FROM 31ST OCTOBER - 6TH JANUARY. UNLESS OTHERWISE STATED

ON TRADER DEALS



CARLSBERG MARSTON'S
BREWING COMPANY

NOV/DEC 2022

AMAZING OFFERS, SUPPORT & INSPIRATION

ORDER.CARLSBERGMARSTONS.CO.UK TO ORDER ONLINE



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

SEE PAGE
8

NOV/DEC 2022

in this issue...

INTRODUCTION 02

OUR RANGE 3

DEALS 19

DEALS SUMMARY 62



CARL MIDDLETON,
VP ON TRADE

WELCOME

to our Christmas edition

OF THE ON TRADER DEALS BROCHURE!

This month, we have a fantastic range of deals to help you finish the year in style. With the Football taking place and the run up to Christmas, it's never been more important to ensure you have stocked up for the busy festive period. Don't miss our deals on our packaged range to help keep your fridges fully stocked, and for the ale drinkers, there is a great deal on our most popular cask ale brands along with some Christmas guest ales.

As it's the season to eat, drink and be merry, we have some inspiration for festive food pairings from Birrificio Angelo Poretti. Plus, don't miss the handy guide included with our Christmas call and delivery timings so you can plan ahead and ensure you don't miss out on any great deals.

From all of us at Carlsberg Marston's Brewing Company

*we wish you a Merry Christmas
and a prosperous New Year!*

To speak to a telesales representative and place an order please call one of the numbers below:

0800 587 0773 | 0800 085 4646

CMBC has teams in Wolverhampton and Leeds dedicated to sales and service support. We'd love to hear from you.



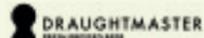
CARLSBERG MARSTON'S
BREWING COMPANY

OUR RANGE



LAGER

Our lager range has extended to cover all categories for you and your customers. Ranging from Standard to Premium and even growing our World collection, you can be certain we can offer you an outstanding range of beers.

AVAILABLE AS DRAUGHTMASTER

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

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

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  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.		 SHIPYARD AMERICAN PALE ALE 4.5% An easy drinking, American style Pale Ale bursting with fruity, citrus hop flavour and gooseberry and pine aroma.		 BROOKLYN LAGER 5% Light hop bitterness and moderate sweetness. Both bitterness and sweetness linger on the palate before finishing clean.	 BROOKLYN DEFENDER 5.5% The punch of the piney/citrusy hop bitterness competes beautifully with heat and leads to a myriad of food options when it comes to this beer.	SPECIALITY  ERDINGER WEISSBIER 5.3% Imported German wheat beer brewed to the original recipe and traditionally matured in the bottle like champagne for 28 days.
--	--	---	--	---	--	---

ALCOHOL FREE BEER

As more consumers look to moderation CMBC's range of low and no alcohol beers is growing to suit all drinkers and occasions.

WORLD  ERDINGER ALKOHOLFREI 0.5% The non-alcoholic drink from Erding is not only a real energizer but also low in calories, with just 125 calories per 500ml bottle, and made exclusively from natural ingredients.			 SAN MIGUEL 0.0% All of the aroma, flavour, freshness and quality of a beer without the alcohol.	 WARSTEINER FRESH 0.0% A pale golden non-alcoholic pilsner beer with a refreshing crisp, full-bodied Warsteiner taste - a perfect fit for any occasion!
 BROOKLYN SPECIAL EFFECTS 0.4% Special Effects is a hoppy 0.4% lager with an unexpected piney aroma and pleasantly bitter finish.		 SHIPYARD LOW TIDE 0.5% A juicy, tropical pale ale, with a fullness that belies its low alcohol.		

KEG ALE

AMBER  WAINWRIGHT AMBER 4.0% With a subtle bitterness and delicately enticing hop balance, Wainwright Amber is satisfyingly moreish. Clean, creamy and lightly fruity; a pint at the pinnacle of perfection.	GOLDEN  HOBGOBLIN IPA 5.0% Collision of Old and New World hops provide an explosion of tropical aroma and a juicy bitterness.		 HOBGOBLIN SESSION IPA 3.4% Light, easy drinking and extremely refreshing beer. Pale yellow with a fresh and zesty aroma from the 5 New World hops.	 WAINWRIGHT GOLD 4.1% Premium keg beer from Wainwright. A refreshing alternative to standard keg ale, with fruity, sweet, citrus flavours.	DARK  HOBGOBLIN RUBY 4.5% Full bodied, ruby beer that delivers a delicious, chocolate malt flavour, balanced with a rounded bitterness & a fruity, mischievous character.
--	---	--	---	--	---

PLUS an extensive range of regional favourites

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



CIDER

CORE  SOMERSBY APPLE 4.5% Somersby Apple is a refreshing cider made from fermented apple juice and natural apple flavouring.	FLAVOURED  SOMERSBY BLACKBERRY 4.0% Somersby Blackberry is a fruity flavoured cider with a breath of freshness and a natural mild taste of blackberry, spreading joy and sunny togetherness wherever it is served.
--	--

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

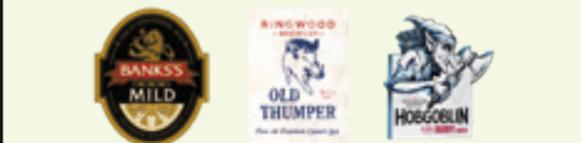
AMBER



GOLD



DARK



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

*Marston's Eureka 2019.

Masterclass with...



MADE FOR THE TABLE

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. Thanks to the innovative and meticulous art of blending hops, the beer has clarity, flavour and a palate-cleansing quality that makes it food's best friend.

At the heart of Birrificio Angelo Poretti is the brand's mission to elevate dining moments and celebrate beers, placed at the heart of the dinner table. Beer is very often an afterthought or an accompaniment at mealtimes in the UK on-trade. Wine pairing lists are dime a dozen, however it is a rarity to see a well-curated beer list that is made to complement the different flavour profiles in dishes.

Beer at its heart is so varied. Its profusion of flavours find ways to complement, contrast and elevate all cuisines. This quality makes it a great alternative to wine when it comes to creating the perfect pairing. Birrificio Angelo Poretti is a 4.8% full-flavoured Lager with a sparkling effervescence, full-bodied sweetness and distinct hoppy bitterness, and of course, it has a natural affinity with a wide range of foods.

Poretti is best 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 all British occasions.

Birrificio Angelo Poretti is versatile and is the impeccable enhancement for any dining occasion and is perfect to be at the heart of your Christmas table.



To start

The lively carbonation of the beer cuts through oily foods ranging from tempura prawns, to smoked salmon.



Main event

The breadly malty notes in Poretti will contrast with the saltiness of the ham creating a unique medley of flavours on the tongue, whilst complementing the sweetness of the honey glaze.



To finish

The lively carbonation in Poretti will cut through the full fat creaminess of soft cheeses like Brie and Camembert, and the sweet maltiness in the beer will contrast with salty Cheddar, Wensleydale and Chevre.

CONTACT YOUR BDM OR CALL 0800 0854646 FOR MORE INFORMATION

Festive deals



BUY 3 CASES...

& RECEIVE A COMPLIMENTARY CASE FREE...



Don't forget...
keep your fridges full for Christmas & the football with this incredible deal



Limited deals, available while stocks last. All stock to be purchased in one order. Deal Qualifying SKUs include: Birrificio Angelo Poretti 24x330ml, Brooklyn Pilsner 12x330ml, Brooklyn Lager 24x300ml, Carlsberg Pilsner 24x330ml, Carlsberg Export 24x330ml, San Miguel Especial 24x330ml, San Miguel Gluten Free 24x330ml, Erdinger Weissbier 12x500ml, Estrella Damm 24x330ml, Warsteiner 24x330ml and Kirin Ichiban 24x330ml. Free case choice includes: Birrificio Angelo Poretti 24x330ml, Brooklyn Pilsner 12x330ml, San Miguel Especial 24x330ml, San Miguel 0.0 24x330ml, Erdinger Alkoholfrei 12x500ml, Brooklyn Special Effects 24x330ml and Shipyard Low Tide 8x500ml

Festive deals



BUY 4 FIRKINS... & RECEIVE A FREE FIRKIN OF WAINWRIGHT AMBER

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

Limited deals, available while stocks last. All stock to be purchased in one order. Deal Qualifying SKUs include: Wainwright Amber 9g, Wainwright Gold 9g, Hobgoblin IPA 9g, Hobgoblin Gold 9g, Hobgoblin Ruby 9g. Free stock = Wainwright Amber 9g. Available while stocks last.

Festive guest ales...

Don't forget...

Brewdolph is the perfect beer for double the celebration this November.



BAH HUMBUG

Tis the season to be Jolly
OH NO IT ISN'T!

At least you can take refuge from the Christmas shopping with the rich, fruity spiced beer guaranteed to make even the most seasoned party pooper smile

ABV 4.3%
STYLE WINTER ALE
SEE DARK GOLD
SMELL BANANAS, CLOVES
TASTE RICH, SPICED FRUIT
BITTER ●●●●●
SWEET ●●●●●

Perfect with...

Christmas pudding or Ploughmans



£74.99

BREW DOLPH

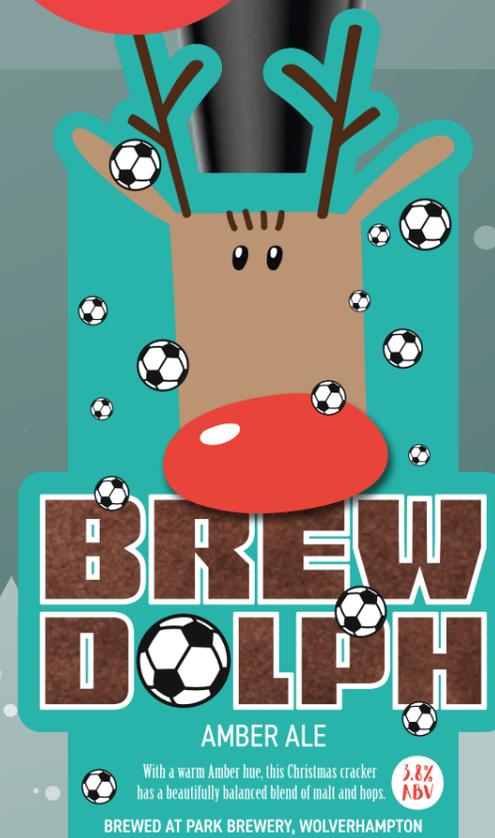
Deck those halls with...
HOPS & BARLEY!

Brewdolph is here with a sack full of seasonal succour. With a warm Amber hue, this Christmas cracker has a beautifully balanced blend of malt and hop and a cheerily convivial 3.8% ABV. Brewdolph's full of festive fun and malty merriment

ABV 3.8%
STYLE WINTER GUEST BITTER ALE
SEE DARK GOLD
SMELL A TOUCH OF EARTHY HOPS, FRESH
TASTE DRY BITTER FINISH
BITTER ●●●●●
SWEET ●●●●●

Perfect with...

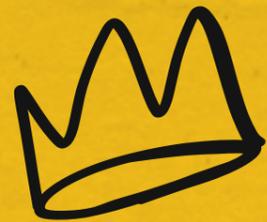
Pork Scratchings or a hot pie



£69.99

FOR MORE INCREDIBLE CHRISTMAS FOOD PAIRINGS SEE OUR GUIDE ON PAGE 8-9

Planned availability during November & December, speak to your BDM or customer service representative to confirm exact launch date. Available while stocks last



NEW
BROOKLYN PILSNER

**NOW AVAILABLE IN OVER 8000[^]
OUTLETS ACROSS THE UK**



**BROOKLYN PILSNER
IS GROWING AT AN EXPONENTIAL RATE**
Rate of sale has more than doubled in the last 4 weeks at **+224.9%***

**AND WE ARE GROWING THE CATEGORY
HELPING YOU SELL MORE WORLD LAGER**
Outlets which added Brooklyn Pilsner to the bar saw +23.1% increase to total Premium World Lager rate of sale with an additional 133 pints of World Lager being sold**



Enjoy Responsibly.
be drinkaware.co.uk

[^]Total on and off trade stockists

*CGA Managed EPOS Data Latest 4 weeks to (20/08/22) - Sample: 26

** CGA Managed EPOS Data Latest 4 weeks to (20/08/22) vs YA - Sample: Where Stocked 40, Where NOT stocked 6077

**THE NEW BROOKLYN
PILSNER GLASS**

**MIND-OPENING
WIDE GLASS TOP**

FLAVOURFUL PEOPLE BREW FLAVOURFUL BEER, SO THEY GET THE FULL EXPERIENCE RIGHT FROM THE FIRST SIP

EMBOSSING

OUR NEW BROOKLYN PILSNER GLASS FEATURES A UNIQUE INTERNAL EMBOSSED DESIGN

**HELLO FROM
BROOKLYN**

EVERYWHERE WE GO, WE SPREAD LOVE FROM OUR BIRTHPLACE IN WILLIAMSBURG, BROOKLYN, NYC



EASY STACKABILITY

THE SLEEK DESIGN OF THE BROOKLYN GLASS ALLOWS FOR MAXIMUM AND LOW-RISK STACKABILITY

THE LOWER THIRD RULE

THE END OF YOUR BEER SHOULD TASTE JUST AS DELICIOUS AS THE BEGINNING, INSPIRING YOUR CUSTOMERS TO ORDER ANOTHER

NUCLEATION POINT

THE ETCHED BROOKLYN LOGO ON THE BASE OF THE GLASS IS TO CREATE A STEADY STREAM OF CO2 BUBBLES THAT KEEPS THE BEER FRESHER FOR LONGER.

79 NORTH 11TH STREET
BROOKLYN, NY



From the people of
Brooklyn Brewery:

Install Brooklyn Pilsner
and receive £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 Alkoholfrei 12x500ml your BDM will recommend the best matched brand for your outlet.

STOCK THE NO.1 MOST POPULAR WORLD BEER IN ON TRADE*



*Source: CGA BrandTrack Aug 2021 Sample Size: 974-1362.

#LivingRichAgain

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



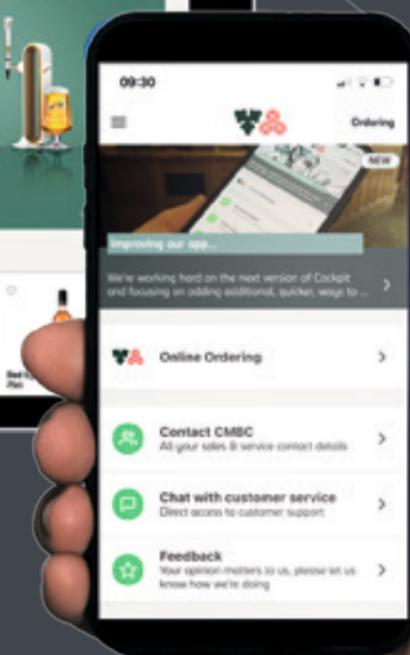
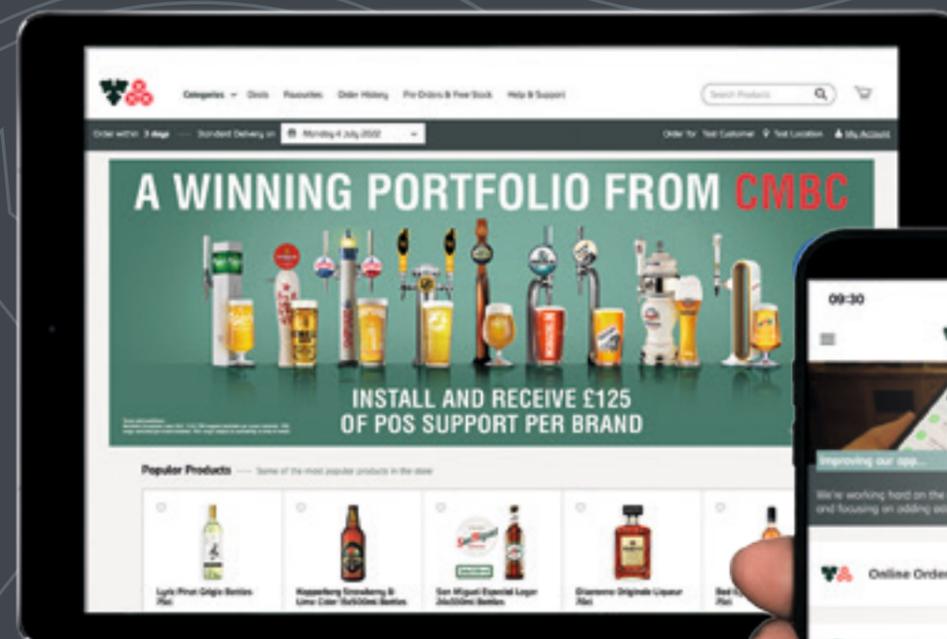
COCKPIT

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



Festive deals

WORLD CLASS WINES AT...

GREAT PRICES

WHEN IT'S GONE, IT'S GONE!*



1	29458	Chateaufeuf du Pape Clementus Boissy & Delaygue 75cl	£12.00
2	30032	Crozes Hermitage Cave de Tain 75cl	£10.00
3	29816	Chapoutier La Combe Pilate Organic Viognier 75cl	£10.00
4	29779	Chateau Hannelot Pessac Leognan 2012 75cl	£10.50
5	29553	Chablis Premier Cru 'Montmains', J.Moreau & Fils 75cl	£13.50
6	21024	Châteaufeuf-du-Pape, Domaine de Panisse 75cl	£13.50
7	28734	Barbaresco DOCG, Riva Leone 75cl	£9.00
8	29990	Amarone della Valpolicella DOCG, Pasqua 75cl	£15.00

9	29983	Chianti Classico DOCG Montecchio 75cl	£7.50
10	13520	Recioto Valpolicella 50cl	£9.50
11	17521	Campe Dhei Manzoni 2015 75cl	£6.00
12	29118	Rioja Santiago Gran Reserva 75cl	£6.50
13	29120	Hacienda Zorita Syrah 75cl	£11.50
14	28700	Quinta Dos Carvalhais 'Duque de Viseu' Tinto, Dao 75cl	£5.50
15	28869	Bolney Estate Bacchus 75cl	£11.00
16	29809	Pemberley Chardonnay, Pemberton, Domains and Vineyards 75cl	£11.50

17	60653	Rachels Chenin Blanc 75cl	£5.50
18	58198	Brampton Old Vine Red 75cl	£5.50
19	30585	Flagstone Dark Horse Shiraz 75cl	£9.50
20	30587	Flagstone Writers Block Pinotage 75cl	£9.50
21	29500	Terramater 'Vineyard Reserve' Sauvignon Blanc 75cl	£5.00
22	29496	Terramater 'Vineyard Reserve' Merlot 75cl	£5.00
23	29495	Terramater 'Vineyard Reserve' Chardonnay 75cl	£5.00
24	29790	Antu Cabernet Sauvignon 75cl	£8.00

25	29582	Terramater Limited Reserve Cabernet Sauvignon 75cl	£8.00
26	29448	Alta Vista Le Parc Malbec 75cl	£7.50
27	29987	Menage a Trois Lodi Zinfandel 75cl	£7.50
28	29787	Paxton Quandong Farm Shiraz 75cl	£11.50
29	29813	Paxton The Guesser Organic & Biodynamic Red 75cl	£7.00

*10 deals per customer per week. While stocks last. Limited stock availability; When It's Gone, It's Gone!



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

PONTE
UOMINI E VIGNE DAL 1948

Ponte embarked on this new sustainability accreditation in 2021 with a select group of growers, with vineyard area of over 300 hectares mostly made up of Prosecco and Pinot Grigio which allows for all production of Ponte Prosecco DOC Extra Dry 75cl and Ponte Pinot Grigio DOC 75cl to use this logo. The remainder of the Ponte range will follow on during the course of the next year as more vineyards become accredited.



The SQNPI (Integrated Production National Quality System) was conceived by the Italian Ministry of Agriculture and Forestry that takes into account all facets of production from vineyard to winery, minimising the use of synthetic chemicals in the vineyards and rationalising practices such as fertilisation and establishment of specific technical standards. The distinctive 'Bee' logo can be found on the label of accredited wines with this sustainability system guaranteeing quality of the final product with these significantly higher standards.



<p>Ponte Prosecco Rosé Brut</p> <p>ITALY LIGHT & DELICATE</p> <p>Floral and red fruit, creamy finish; this is a light and off dry sparkling rosé. ££</p>	<p>Ponte Prosecco Extra Dry</p> <p>ITALY LIGHT & DELICATE</p> <p>Clean, dry and crisp, with a creamy finish. ££</p>	<p>Ponte Raboso Frizzante</p> <p>ITALY JUICY & RIPE</p> <p>An extremely fruity sparkling red wine that is soft and juicy in the mouth. ££</p>	<p>Ponte Pinot Grigio</p> <p>ITALY LIGHT & DELICATE</p> <p>Very light and neutral, revealing just a hint of green fruit. ££</p>	<p>Ponte Merlot</p> <p>ITALY JUICY & RIPE</p> <p>A bright red wine with violet reflections, fresh, fruity and agreeably soft. ££</p>	<p>Ponte Pinot Grigio Rosé</p> <p>ITALY LIGHT & DELICATE</p> <p>A fresh and youthful off-dry wine that has a lovely rose petal pink colour. ££</p>
---	--	--	--	---	---



Festive drinks list support

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





MOUNTAIN RANGE

BUY 12 BOTTLES PAY FOR 11

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

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

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



Certified
B
Corporation

CYT UK
PREMIUM WINES FROM THE AMERICAS

for the facts drinkaware.co.uk



MUD HOUSE
CHILE

Buy 5 bottles to get 1 bottle
from the range FREE*



Carbon
Neutral
Certified

All the characteristics of the distinctive new world are captured in our two refreshing new Chilean wines. From its breathtaking snow-capped peaks, to its magnificent volcanoes and cool waters of the Pacific Ocean, the beauty of Chile and its spirit of adventure continues to be celebrated in every bottle of Mud House. www.mudhouse.co.nz

* Offer applicable to Mud House Chilean Sauvignon Blanc 75cl and Chilean Sauvignon Blanc Rosé 75cl.
10 deals per customer per week. be.drinkaware.co.uk Enjoy Mud House responsibly

port



Port, like sherry, comes in a range of shapes and sizes. The natural sweetness makes these wines a natural partner for sweeter puddings (especially when there's dark berries and spice involved) as well as the saltier blue cheeses



Invest in a couple of bottles, set aside a moment to taste with the team (with a little dessert, if possible) and then get everyone promoting that incremental extra serve with dessert, but before coffee

sherry



When most people think of sherry, they think of one of two things; the lovely dry, crisp stuff that they enjoyed on a trip to Spain or that dusty old bottle of cream sherry that their Nan used to break out every year



Sherry certainly has a place after dinner. Our Pedro Ximenez has been aged for 12 years, and those intensely concentrated raisin, fig and fruitcake notes make for an unbelievable upsell when poured over quality vanilla ice-cream

dessert wine



Dessert wines can be risky if selling by the glass: are you going to sell all of it or will you lose the freshness and ultimately waste the remainder?

Targeting larger groups with a half bottle for the table alongside dessert, especially where they may already be drinking white wine with dinner, can make for an appealing add-on purchase for diners. As a group proposition you also make it less risky for a consumer that is uncertain as to if they will enjoy it or not



after dinner opportunities



a wicked deal

£30

Per case of 6 x 75cl bottles

Mulled Wines

Mulled wine is a fantastic opportunity to make some money as an operator. Invest a little bit of money into an urn, fill it with mulled wine, power it up and the smell alone will generate sales. Late night Christmas shoppers are basically looking for an excuse to have a drink before they head home to do some wrapping – a few chalkboards and the aroma of mulled wine, combined with some smart pricing and you'll soon start to see the benefits

Ask your sales representative for more information

£2.95 Per bottle*

£3.75 Per bottle*

Carbon Neutral Certified

THIS IS

MADAM SASS

BUY 5 BOTTLES TO GET 1 BOTTLE FROM THE RANGE FREE*
ON TRADE EXCLUSIVE

SERIOUSLY SASSY

*Offer applicable to Madam Sass: Pinot Noir 75cl, Rosé 75cl, Prosecco Rosé 75cl and Grigio 75cl. 10 deals per customer per week. Please drink responsibly, be drinkaware.co.uk

*Only orderable by the case of 6 x 75cl bottles

TAPAS

Food friendly wines at only

£25

Per case of 6 x 75cl bottles



MORAJO

Italian wines have managed to stake a claim to the top value/volume wine making country for a few years now*, mainly thanks to a few key varieties; Pinot Grigio, Pinot Grigio Blush and – of course – Prosecco. The opportunity for operators to spread peak Saturday evening trade throughout the day with a strong brunch deal has long been levied by those keen to squeeze every drop of value from the day. Central to this is a reliable but well priced house wine selection; enter Morajo

Surrounded by 20 hectares of vineyards, the Sancarli estate that produces the Morajo range is located in the heart of the DOC delle Venezie, an area where varieties such as Pinot Grigio and Glera give great freshness, aromatic notes and backbone to the wines produced here

Explore the full range at crowncellarswines.co.uk



Morajo Pinot Grigio Blush, DOC Venezie

ITALY DRY & DELICATE

A wine with youthful hints of simple red fruit on the nose, following through well into the palate. **££**



Morajo Pinot Grigio, DOC Venezie

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, Extra Dry

ITALY DRY & AROMATIC

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

£28

Per case of 6 x 75cl bottles

VINIVISION

featuring... Shiraz Viognier & Sauvignon Blanc Semillon

WHEN IT'S GONE, IT'S GONE!*

champagne

Bernard Remy Carte Blanche

93 Points at Decanter in 2021 – more than Moët, Bollinger and Mumm

37.5cl half bottle £8

£13

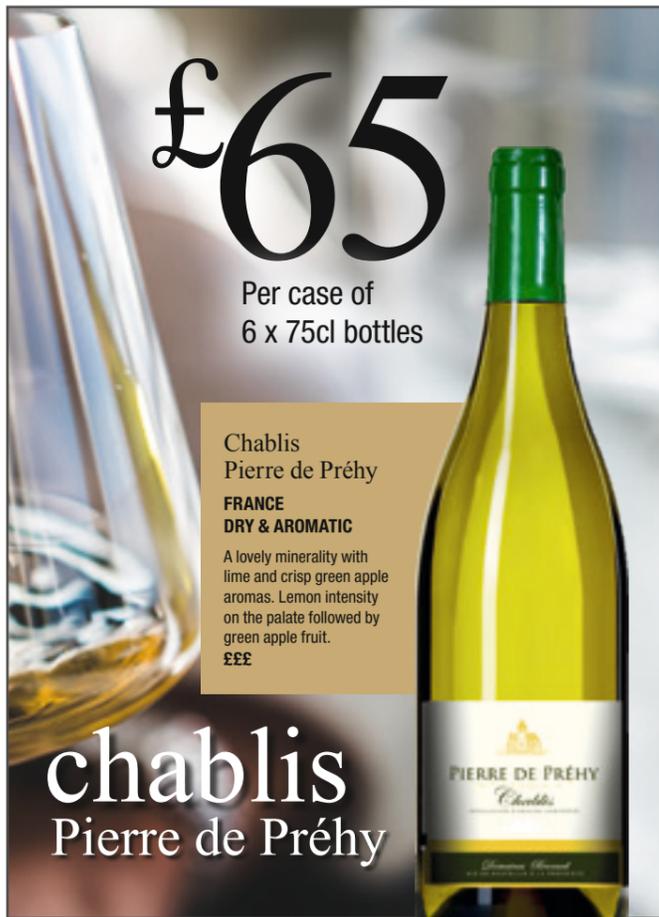
75cl bottle

Champagne Bernard Remy Carte Blanche

FRANCE DRY & AROMATIC

Refreshing notes of lime and lemon combine with floral nuances, honey and brioche on the palate. Elegant and fresh. **£££**

*Limited stock availability; When It's Gone, It's Gone!



£65
Per case of
6 x 75cl bottles

**Chablis
Pierre de Préhy**
**FRANCE
DRY & AROMATIC**
A lovely minerality with
lime and crisp green apple
aromas. Lemon intensity
on the palate followed by
green apple fruit.
£££

**chablis
Pierre de Préhy**

Marlborough
**Sauvignon
Blanc**

**1.5L
MAGNUM**

£10
per 1.5l bottle

**Nika Tiki
Marlborough
Sauvignon Blanc**
**NEW ZEALAND
DRY & AROMATIC**
A crisp Sauvignon Blanc, with
plenty of citrus notes on the
nose. Fresh lemon/lime and
tropical fruit linger with a long-
lasting fruit finish.
£££

a whole new world

£30
for a case
of 6 x 75cl
bottles



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.
££

premiumise your
malbec
offer

£16
per 75cl bottles

Malbec continues to land well with consumers, often being a very food-friendly wine. With Christmas being a time to treat – possibly the last treat for a few months - having an upsell in the range is always going to unlock value and increase table spend. We added this single-vineyard range of Malbecs to the portfolio this year, and they are of unbelievable quality. Why not order a few bottles, get the details on a chalkboard along with a hearty beef-based special from the kitchen, run a bit of a tasting with the team and capitalise on the premium Malbec trend...

Explore the full range at crowncellarswines.co.uk



**Alta Vista
Single Vineyard
Malbec Serenade**
**ARGENTINA
FULL-FLAVOURED
& OAKED**
Notes of plum, blackcurrant,
sweet vanilla and spicy hints
of star anise. Harmonious and
full-bodied with a tannic grip.
£££

**Alta Vista
Single Vineyard
Malbec Alizarine**
**ARGENTINA
FULL-FLAVOURED
& OAKED**
A wine of a great aromatic
intensity with hints of herbs,
red fruits and pepper. Solid
structure and firm tannins.
£££

**Alta Vista
Single Vineyard
Malbec Temis**
**ARGENTINA
FULL-FLAVOURED
& OAKED**
Aromas of fresh fruit and
floral notes give way to a
rounded wine, with sweet
tannins and a long finish.
££££

Discover more about these
wines at crowncellarswines.co.uk





Buy 5 bottles to get 1 bottle from the range FREE!*

Shiraz

Appearance
Deep ruby with crimson hues

Nose
Intense plum and raspberry aromas with subtle vanilla and mocha oak

Palate
A full-bodied red wine with ripe plum and raspberry flavours accompanied by black pepper and aniseed

Food Match
Big, beefy stews or Italian pasta dishes

Chardonnay

Appearance
Pale Straw

Nose
Lifted aromas of peach, nectarine and citrus

Palate
Soft, fruit driven flavours of peach, pineapple, melon and citrus with a crisp acidity and lingering finish

Food Match
Meaty fish (such as halibut and cod) and shellfish (lobster or scallops)

On-trade exclusive

Carbon Neutral Certified

*Offer applicable to Boomerang Bay Shiraz 75cl and Chardonnay 75cl. 10 deals per customer per week. Please drink responsibly. be drinkaware.co.uk



NO.1 CANNED WINE BRAND*

BUY 3 CASES GET 1 FREE

MIX & MATCH

EASE OF SERVE **SUSTAINABLE PACKAGING** **QUICK CHILL**

BUY 5 BOTTLES GET 1 FREE

Commercially viable solution for glass restrictive events

TRUSTED BRAND QUALITY **TOP PERFORMING VARIETALS** **OUTDOOR COMPLIANT**

[@MOSTWANTEDWINES](https://www.instagram.com/mostwantedwines)
drinkaware.co.uk

*Source: Nielsen 52 weeks, MAT w.e. 25.04.22



Jack Rabbit

Merry Christmas From Jack Rabbit

Buy 4 cases to get 1 case of Jack Rabbit FREE**

Sign up to jackrabbitrewardsme.com and be rewarded with POS items, gifts, incentives and **special offers!**

On-trade exclusive

Case size 20cl x12

Scan and download our APP

Please drink responsibly. be drinkaware.co.uk

**Still wine. Source: CGA Wine Report 23.04.22. **Offer applicable to Jack Rabbit 20cl only. Each case is 12x20cl. 10 deals per customer per week.

**BUY 11 X 75CL BOTTLES
AND GET 1 X 75CL
BOTTLE FROM THE
RANGE FREE**



LA PEPICA
MONASTRELL 2016
VIURA &
SAUVIGNON BLANC

Offer includes La Pepica Monastrell, La Pepica Viura & Sauvignon blanc.
10 deals per customer per week. While stocks last.

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.

**BUY
11 X 75CL
BOTTLES
& GET
1 X 75CL
BOTTLE
FROM THE
RANGE
FREE**



150+1
Piemonte
D.O.C.G. Barbera
150+1
Langhe
D.O.C.G. Bianco

Offer includes 150+1 Langhe Barbera and 150+1 Langhe Bianco.
10 deals per customer per week. While stocks last.

ALTA VISTA
WINES

ALTA VISTA ESTATE PREMIUM

**BUY 11 BOTTLES
AND GET 1 FREE**



MALBEC
CABERNET SAUVIGNON
CABERNET FRANC

BONARDA
TORRONTÉS
CHARDONNAY

WWW.ALTAVISTAWINES.COM

DISTILLED

YO HO HO

'What's the next gin?' That's a question that we get asked a lot at DISTILLED. A whole lot.

While the gin boom of recent years is unlikely to be replicated in another category to quite the same degree of success, there does appear to be a successor emerging, peg-legged, from the shadows...

Rum has been going great guns for some years now and is actually up an astonishing 51% vs the three-year average. For context, gin sits at -6% and whisk(e)y -5%*. The main growth driving the category is sitting in spiced, flavoured and aged liquids.

Now's the time to get set up for success; before things get crazy review that range. Make sure you have some clear upsells, some good recipes and plenty of training in place.



Scan the QR to see the full range at [distilleduk.com](https://www.distilleduk.com)



DIPLOMATICO RESERVA EXCLUSIVA

This is one of those spirits that really wins people over to their category. Run a little tasting with your team and you'll soon have them championing this rum and selling more than you can keep up with. It's a casually fabulous dark golden rum, distilled from molasses in a copper pot still before 12 years of ageing. Rich, sweet and fruity, goes perfectly with chocolate as well as banana



DON PAPA

A premium aged, small batch rum from the Philippines. Distilled on the island of Negros, Don Papa is made from some of the highest quality sugar cane in the world. Having been aged for seven years in American oak, charcoal filtered to remove tannins and then carefully blended, Don Papa has a rich, smooth taste



ZACAPA 23

The complex Solera ageing process creates exciting intricacies in this rum with its honey, butterscotch, spiced oak and raisined fruit flavours. Perfect for an upsell to go alongside a rich, dark chocolate dessert

*OGA latest 12 weeks to week ending June 2022 vs 3 year average



WRAY & NEPHEW OVERPROOF

Not for the faint of heart, this grassy, spiky, clean-tasting rum can knock your socks off. Stands out in cocktails and beyond popular in Jamaica (it accounts for 90% there!). Enjoy in a Jamaican rum punch, Mai Tai or Daiquiri



DEAD MAN'S FINGERS

Continuing their mission to create every conceivable flavour variant possible, this brand has been a runaway success. Great for cocktails and consumers love the branding



CAPTAIN MORGAN'S

The Spiced Gold version is responsible for huge volumes in the on trade, so it's well worth investing in the rest of the flavours to cash in on some of this success. Give the Sliced Apple or Tiki a whirl



DON'T FORGET YOUR MIXERS!

HOT BUTTERED RUM

INGREDIENTS	MEASURE
Don Papa Rum	50ml
Boiling water	100ml
Honey	2 spoons
Unsalted Butter	2 spoons
Fresh grated nutmeg	1 pinch

GLASSWARE
Warmed toddy glass

METHOD
Stir all ingredients in glass, starting with honey and boiling water

GARNISH
Lemon zest and cinnamon stick

NOTES
Bold items keep refrigerated

COFFEE COLADA

INGREDIENTS	MEASURE
Dead Man's Fingers Coffee Rum	50ml
Eager Pineapple Juice	25ml
Coco Lopez Cream of Coconut	10ml
Filter Coffee (cold)	40ml

GLASSWARE
Collins glass

METHOD
Shake and strain over ice

GARNISH
Pineapple leaves

PAN AM COCKTAIL

INGREDIENTS	MEASURE
Wray & Nephew Overproof Rum	35ml
Aperol	15ml
Teisseire Orgeat Syrup	15ml
Lemon juice	20ml
Pasteurised egg white of	0.5 egg

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
Drops of Angostura Bitters

NOTES
Aquaflava can be substituted in place of egg white

COLADA SPRITZ

INGREDIENTS	MEASURE
Bacardi Coconut	60ml
Eager Pineapple Juice	5ml
Pineapple syrup	25ml
Lemon juice	15ml
Fever-Tree Soda Water	0.5 bottles

GLASSWARE
Wine glass

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

GARNISH
Pineapple leaves & lemon wedge

Festive deals

BUY 12x70CL
(OR EQUIVALENT VOLUME)
FROM THE RANGE
ON PAGES 41-45
& RECEIVE A BOTTLE
FROM THE BELOW
REWARD RANGE FREE*



*10 deals per customer per week. While stocks last

Festive deals

**BUY 12x70CL (OR EQUIVALENT VOLUME)
FROM THE RANGE & RECEIVE A BOTTLE
FROM THE REWARD RANGE FREE***



* See page 48 for reward range. Qualifying products on pages 49-53. 10 deals per customer per week. While stocks last.

Festive deals

**BUY 12x70CL (OR EQUIVALENT VOLUME)
FROM THE RANGE & RECEIVE A BOTTLE
FROM THE REWARD RANGE FREE***



* See page 48 for reward range. Qualifying products on pages 49-53. 10 deals per customer per week. While stocks last.

Festive deals

BUY 6x1.5L BOTTLES FROM THE RANGE BELOW...



...& RECEIVE A BOTTLE FROM THE REWARD RANGE FREE*



*10 deals per customer per week. While stocks last



TRY ME

S'MARTINI

INGREDIENTS	MEASURE
Diplomatico Exclusiva Reserva Rum	25ml
Frangelico	25ml
Marshmallow milk*	100ml

GLASSWARE
Chilled coupe, Nick and Nora or cocktail (Martini) glass

METHOD
Shake & fine strain all ingredients into a chilled glass

GARNISH
Grated nutmeg & a toasted marshmallow on a pick

NOTES
*warm 1 litre of milk of choice, stir in 140g of marshmallows until dissolved, allow to cool & chill

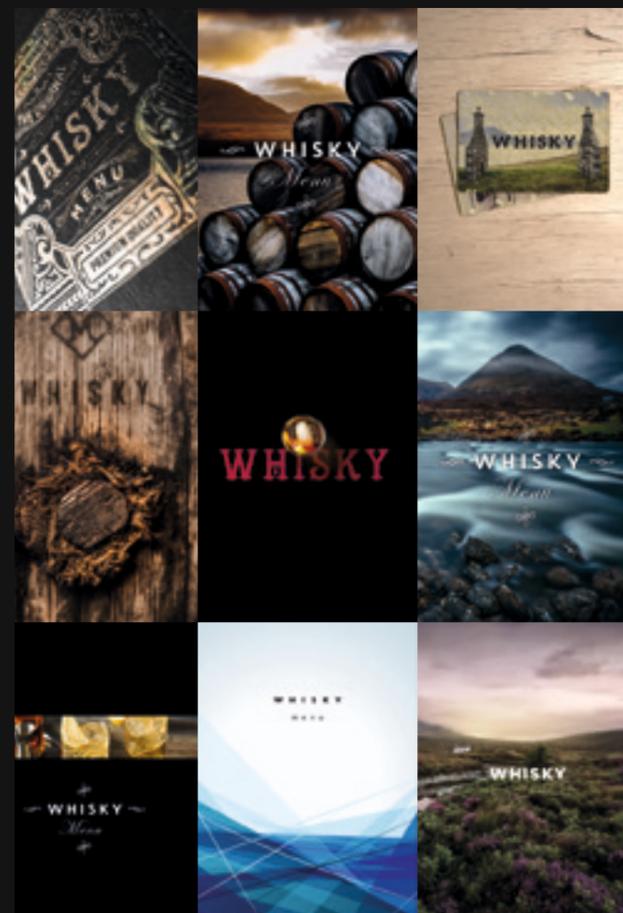


@DistilledUK DistilledUK

WHISKEY 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



Festive deals

**PREMIUM
WORLD SPIRITS
FROM**

**DISTILLED AT
UNMISSABLE
PRICES**

WHEN IT'S GONE, IT'S GONE!*



1	21349	Smirnoff Infusions Raspberry, Rhubarb & Vanilla 50cl	£11.39
2	21294	Boe Scottish Gin 70cl	£18.03
3	22175	Bombay English Estate Gin 70cl	£13.72
4	20925	Burleigh's London Dry Gin 70cl	£16.86
5	20926	Burleigh's Pink Gin 70cl	£23.36
6	18044	Fifty Pounds Gin 70cl	£21.14
7	21318	Four Pillars Spiced Negroni Gin 70cl	£25.35
8	28426	Greenall's Gin Orig 1.5l	£21.60
9	24067	Hayman's Small Gin 20cl	£13.51
10	22178	Jawbox SB Gin 70cl	£18.90
11	16134	King of Soho Gin 70cl	£20.90
12	18217	Silent Pool Gin 70cl	£26.92

13	23469	Silverback Raspberry Gin 70cl	£20.36
14	19899	Sauza Silver Tequila 70cl	£10.00
15	23226	Hoxton Banana Rum 50cl	£21.32
16	19831	Pampero Especial Rum 70cl	£15.04
17	18208	Santa Teresa Claro Rum 70cl	£13.11
18	30390	Auchtoshan Three Wood Single Malt 70cl	£34.37
19	19143	Bunnahabhain 12YO Islay Single Malt 70cl	£29.85
20	30391	Laphroaig Quarter Cask Islay Single Malt 70cl	£31.53
21	22179	The Naked Grouse 70cl	£18.47
22	19148	Hudson Baby Bourbon 70cl	£28.69
23	24066	Jack Daniel's Rye 70cl	£19.53
24	20891	Bols Genever 70cl	£17.55

25	30125	Bols Blueberry Liqueur 50cl	£8.45
26	30014	Bols Ginger 50cl	£9.10
27	12401	Bols Natural Yogurt Liqueur 50cl	£6.90
28	30012	Bols Peach Liqueur 50cl	£9.10
29	30013	Bols Pink Grapefruit Liqueur 50cl	£8.27
30	15669	Chartreuse Green Liqueur 70cl	£26.35
31	30449	Cherry Heering 70cl	£14.42
32	18286	Giffard Cassis Noir de Bourgogne 70cl	£8.00
33	30464	ImaGINaria Parma Violet Liqueur 50cl	£11.35
34	24041	Lillet Blanc 75cl	£12.09
35	24042	Lillet Rosé 75cl	£12.09
36	21327	Maraba Coffee Liqueur 70cl	£19.36

37	15597	Red Square Sloe Vodka 70cl	£7.82
38	20165	Sipsmith London Cup 70cl	£13.66
39	18199	Smirnoff Red tray of 12 x 50ml	£13.50
40	18204	Bells Extra Special tray of 12 x 50ml	£17.68
41	18205	Gordon's Gin tray of 12 x 50ml	£16.00
42	18201	Martell VS tray of 12 x 50ml	£25.10

*10 deals per customer per week. While stocks last. Limited stock availability; When It's Gone, It's Gone!

be drinkaware.co.uk



CORKY'S

BUY ANY 4 BOTTLES & GET 1 FREE*

For POS support email
Richard.Hammett@globalbrands.co.uk

* Offer available on Corky's 70cl – Sour Cherry, Blueberry, Mango, Passion Fruit, Raspberry, Sour Apple. Available from 1st November until 31st December 2022, while stocks last.

www.corkys.co.uk



At the Dog & Duck

GIN Menu



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



ARE YOU READY TO COCKTAIL

Gordon's | Smirnoff | Captain Morgan



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



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



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.

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

"The world's Number 1 selling Cocktail Brand"

BUY 6 CASES GET 1 FREE

*Buy any 6 cases from the range and receive 1 case of your choice free

be.drinkaware.co.uk



ALSO INCLUDES COCO REAL!



**£12.50
FOR ANY
24 X
200ML**



DISTILLED BOTANICALS FOR THE PUREST FLAVOUR



THE
**LONDON
ESSENCE**
CO.

EXQUISITE MIXERS FROM
DISTILLED BOTANICALS

THE MISTLETOE MULE

INGREDIENTS

- 25ml Premium Spiced Rum
- 50ml Mulled Wine
- Top up with London Essence
Spiced Ginger Beer

GARNISH

Cinnamon Stick & Rosehip

Terms and Conditions Apply: Promotional price available
from 1st November to 31st December 2022

**BUY ANY 4 FEVER-TREE
PRODUCTS AND RECEIVE
A FREE CASE OF
MEDITERRANEAN
TONIC WATER**

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



Products available: Aromatic Tonic Water 24x 200ml, Elderflower Tonic Water 24 x 200ml, Ginger Ale 24 x 200ml, Ginger Beer 24 x 200ml, Lemon Tonic Water 24 x 200ml, Indian Tonic Water 24 x 200ml, Refreshingly Light Indian Tonic Water 24 x 200ml, Mediterranean Tonic Water 24 x 200ml, Italian Blood Orange Soda 24 x200ml, White Grape & Apricot Soda 24 x 200ml, Mexican Lime Soda 24 x 200ml



**ARE YOU PROMOTING
MINDFUL DRINKING
IN YOUR OUTLET?**

Promoting hydration in between
alcoholic drinks can help consumers
moderate their drinking and
maximise water sales!



Discover Harrogate's mindful
drinking mission, plus some
exciting mindful cocktail recipes!



Maximise your mixing range



Buy 4 cases from our mixing range

to receive a case of Britvic tonic or low cal tonic FREE*



SCAN THE QR CODE FOR MORE SERVE AND RECIPE INSPIRATION



for the facts drinkaware.co.uk

T's & C's: Deal runs from November 01st 2022 until December 31st 2022. Qualifying range includes Britvic Mixers 200ml NRB and Pepsi Reg/Diet/Max 200ml NRB. Free case is Britvic tonic or low cal tonic 200ml NRB x24. Promoter: Britvic Soft Drinks, Breakspear Park, Breakspear Way, Hemel Hempstead HP2 4TZ



BUY 4 CASES FROM THE BRITVIC RANGE TO RECEIVE A CASE OF J20 —FREE*



*Terms and conditions apply. Deal runs from November 01st 2022 until December 31st 2022. Three deals per customer per week. Qualifying range includes Britvic Cordials 1L PET, Fruit Shoot 275ml PET, R White's Flavoured Lemonades 330ml NRB, Pepsi Reg/Diet/Max and 7UP Free 330ml NRB and Britvic Juices 200ml NRB. Free stock case is J20 Orange and Passion Fruit 275ml x 24 NRB. While stocks last. Promoter: Britvic Soft Drinks, Breakspear Park, Breakspear Way, Hemel Hempstead HP2 4TZ

BRITVIC SENSATIONAL DRINKS



BUY 4 CASES
 from the J20 range
 TO RECEIVE A **FREE** CASE OF J20
 Orange and passion fruit*



FOR POS KITS, RECIPES AND MUCH MORE
 VISIT WWW.SENSATIONALDRINKS.COM

*Terms and conditions apply. Deal runs from November 01st 2022 until December 31st 2022. Three deals per customer per week. Qualifying range includes J20 Blends and J20 Spritz 275ml NRB x24. Free case is J20 Orange & Passion Fruit 275ml NRB x 24. While stocks last. Glassware imagery is for visual purposes only. Promoter: Britvic Soft Drinks, Breakspear Park, Breakspear Way, Hemel Hempstead HP2 4TZ



NEW
 LIMITED EDITION
MERRYLICIOUS



Contains 8% fruit juice from concentrate & naturally occurring sugars

*Terms and conditions apply. Deal runs from 1st November - 16th December 2022. Three deals per customer per week. Qualifying range includes Fruit Shoot Merrylicious 275ml PET While stocks last. Promoter: Britvic Soft Drinks, Breakspear Park, Breakspear Way, Hemel Hempstead HP2 4TZ

Christmas
EVENINGS ARE HERE
GOOD TIMES ARE LONGER

BUY ANY 4 CASES AND GET 1 FREE



MAKE A REFRESHING CHOICE

be**drinkaware**.co.uk

*FREE CASE CAN ONLY BE SELECTED FROM THE ABOVE. MAX 3 DEALS PER WEEK.
LIVE DATES 1ST NOVEMBER 2022 – 31ST DECEMBER 2022 WHILE STOCKS LAST. MADE IN THE UK.

Christmas
EVENINGS ARE HERE
GOOD TIMES ARE LONGER

BUY ANY 4 CASES AND GET 1 FREE



MAKE A REFRESHING CHOICE

be**drinkaware**.co.uk

*FREE CASE CAN ONLY BE SELECTED FROM THE ABOVE. MAX 3 DEALS PER WEEK.
LIVE DATES 1ST NOVEMBER 2022 – 31ST DECEMBER 2022 WHILE STOCKS LAST. MADE IN THE UK.

KOPPARBERG

Festive promotional price of **£20.79** across Kopparberg packaged fruit ciders*

Make sure you are stocking the UK's bestselling fruit cider brand

Stay in touch:
Kopparberguk

For stocking info:
sales@kopparberg.co.uk

Source: IRI, Ext Marketplace, Fruit Cider, Value Sales, 52wks to 17/04/22. T&Cs: *This offer is across 15 x 500ml cases of Strawberry & Lime, Mixed Fruit, Raspberry and Pear. Offer available between 01.11.2022-31.12.22. Whilst stocks last. CBMC have the right to stop this promotion at anytime during the promotional period.

be drinkaware.co.uk



No.1
RTD
BRAND

Merry
CHRISTMATES!

EVERY DAY
LOW PRICE
£21.99
PER CASE**



YOUR
WKD
SIDE

drinkaware.co.uk

*Nielsen Total Take Home 18.06.22 Traditional bottle RTDs. OOH CGA 06.11.21.
**Wkd 24 x 275ml. Available while stocks last. Wkd Blue, Iron Brew, NEW Berry Blast, Pink Gin and Orange & Passionfruit.

BUY 4 CASES & GET 1 FREE*



SHAKE
BABY
SHAKE

#SHAKEITUP

@SBScocktails

For POS and Support please email Richard.Hammett@globalbrands.co.uk

*12x250ml Cans Shake Baby Shake Passion Fruit Martini, Raspberry Mojito, Tropical Daiquiri, Strawberry Daiquiri. Offer to run for November 1st - 31st December, while stocks last.

be drinkaware.co.uk

WE'VE HAD A **GLOW UP**



ALL 275ML SKUs
£22.99
PER CASE

*24x275ml: VK NRB Blue, Ice, Apple & Mango, Black Cherry, Watermelon, Orange & Passion Fruit, Tropical Fruits, Strawberry & Lime, Raspberry & Peach. Offer to run from November 1st - December 31st, while stocks last.

For POS and support please email Richard.Hammett@globalbrands.co.uk

VKDRINK VKOFFICIALDRINK VK_OFFICIAL VKOFFICIAL.COM

VK

DEALS SUMMARY

PAGE	PRODUCT	DEAL
10	CMBC Packaged Deal	Buy 3 cases and receive a complimentary case free
12	CMBC Cask Deal	Buy 4 firkins and receive a free firkin of Wainwright Amber
14	Bah Humbug Cask	£74.99 per firkin
15	Brewdolph	£69.99 per firkin
16	Brooklyn Pilsner	Install and receive £125 of POS plus a free case from AFB range
22	World Class Wines	Great prices - when it's gone it's gone!
26	Mountain Range	Buy 12 bottles, pay for 11
26	Mud House	Buy 5 bottles to get 1 bottle from the range free
28	Casillero del Diablo	£30 per case of 75cl bottles
28	Madam Sass	Buy 5 bottles to get 1 bottle from the range free
29	Mulled Wines	Harvest Fruits: £17.10 per case, Winter Warmer £22.26 per case
30	Tapas Wines	£25 per case of 75cl bottles
30	Vinivision	£28 per case of 75cl bottles
31	Bernard Remy Carte Blanche Champagne	£8 per 37.5cl half bottle, £13 per 75cl bottle
32	Chablis Pierre de Prehy	£65 per case of 75cl bottles
32	Niki Tiki Sauvignon Blanc	£10 per 1.5L Magnum
32	Alta Vista Malbecs	£16 per 75cl bottle
33	Cloud Island	£30 per case of 75cl bottles
34	Boomerang Bay	Buy 5 bottles to get 1 bottle from the range free
34	Jack Rabbit	Buy 4 cases to 1 case free
35	Most Wanted	Cans: Buy 3 cases and get 1 free. Bottles: Buy 5 bottles and get 1 free
36	La Pepica	Buy 11 bottles get 1 free
36	150+1	Buy 11 bottles get 1 free
37	Canyon Road	£3.00 off when you buy any case (12 x 75cl bottles)
37	Alta Vista	Buy 11 bottles get 1 free
40	70cl Spirits Basket Deal	Buy 12 x 70cl (or equivalent) from the range on pages 43-47 to receive a free bottle from reward range
46	1.5L Spirits Basket Deal	Buy 6 x 1.5L to receive a bottle from reward range
48	Premium World Spirits	Great prices - when it's gone it's gone!
50	Corky's	Buy 4 bottles get 1 free
51	Finest Call	Buy 6 cases get 1 free
52	London Essence	£12.50 for any 24 x 200ml
53	Fever-Tree	Buy any 4 and receive a case of Mediterranean tonic water
54	Britvic Mixers	Buy 4 cases from the mixing range to receive a case of Britvic tonic/low cal tonic free
55	Britvic Range	Buy 4 cases from the Britvic range to receive a case of J2O free
56	J2O	Buy 4 cases from the range to receive a free case of J2O Orange and Passionfruit
57	Fruit Shoot Merrylicious	£8.99 per case
58	Sol and Desporados	Buy any 4 cases and get 1 free
59	Old Mout	Buy any 4 cases and get 1 free
60	Kopparberg	£20.79 per case
60	Shake Baby Shake	Buy 4 cases, get 1 free
61	WKD	£21.99 per case
61	VK	£22.99 per case

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 31st October to 6th January (Deliveries). 2 Any offer may be cancelled by us without notice. Cancellation of any offer will not affect the validity of any order placed prior to the date of cancellation. All offers are subject to availability. 3 To take advantage of an offer you must: a) purchase and take delivery of the full qualifying quantity of the relevant products in a single transaction; failure to take delivery of all qualifying products may result in you becoming ineligible for the applicable free product, merchandise or any other non-stock reward (Free Product); b) quote any and all references, offer codes or other requirements specified in the Directory at the time the order is placed; and c) be a representative of a licensed premises in the UK. 4 By law, we cannot sell or supply alcohol to anyone who is not aged 18 or over. By placing an order, you confirm that you are 18 or over and agree to be bound by these terms and conditions.

FREE PRODUCTS 5 For the purpose of calculating volumes, unless otherwise stated, packaged 75cl wine: 1 case = 9L equivalent (note that 12 x 75cl bottles = 1 case); packaged single serve wine: 1 case = 24 bottles apart from Paternina where it = 25 bottles per case; boxed wine: 1 x 10L BIB = 10L of wine, 1 x 3L BIB = 3L of wine; soft drinks, flavoured alcoholic beverages, packaged beer and packaged cider: 1 case = 1 physical case; draught cider: 50L = 1 keg; spirits: 1 case = 6 x 1.5L or 12 x 70cl. 6 All offers on multiple cases purchased must be for complete unmixed cases, excluding offers on selected wines and spirits. 7 Unless stated otherwise, please allow up to 28 days from the end of the Promotional Period for delivery of your Free Product however we cannot guarantee this delivery time and we will not be liable for the acts or omissions of third parties. 8 All Free Products are subject to availability. Any images used within this Directory are for illustration purposes only and Free Products may differ in design or appearance. We reserve the right to supply a substitute Free Product of a similar value should the specified Free Product become unavailable. 9 Free Products are not redeemable for cash or credit. 10 We reserve the right, where we consider there to have been any breach of these terms and conditions or any fraud or dishonesty, to refuse any order or seek full reimbursement for any Free Product supplied to you. 11 We accept no responsibility for any tax liability caused/incurred as a result of the supply of any Free Product or promotional offer.

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

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

