

OFFERS APPLY TO DELIVERIES FROM 1ST - 31ST MARCH 2023. UNLESS OTHERWISE STATED

ON TRADER DEALS



CARLSBERG MARSTON'S
BREWING COMPANY

AMAZING OFFERS, SUPPORT & INSPIRATION

MARCH 2023

ORDER.CARLSBERGMARSTONS.CO.UK TO ORDER ONLINE



BIRIFICIO ANGELO PORETTI
THE FASTEST GROWING
ITALIAN LAGER*

VALGANNA



ITALIA 1877

SEE PAGE
#8

Enjoy Responsibly

Born in Italy, brewed in UK

be**drinkaware**.co.uk

*Source: Total Trade On & Off, Volume & Value MAT vs Peroni, Birra Moretti & Menabrea. CGA OPMS to 10/09/22 & Nielsen Data to 08/10/22.

MARCH 2023

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CARL MIDDLETON,
VP ON TRADE

WELCOME

to our March edition

Welcome to your On Trader Deals brochure for March.

This month we are shining a light on DraughtMaster – the innovative dispense system which delivers exceptional quality every time, while saving operators like you time, money and space. We continually review the brands available on DraughtMaster to ensure we are offering the best possible range from across our award-winning portfolio, and we are pleased to say that Shipyard American Pale Ale will be introduced to the range from 11th March.

To round off this edition we also have features from Birrificio Angelo Poretti, Hobgoblin and Wainwright, alongside a range of fantastic deals on our extensive portfolio of wine, spirits and minerals.

To speak to a telesales representative and place an order please call our dedicated sales and service support team on:

0800 587 0773

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			

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.
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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.

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.
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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.
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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 GLASSWARE, AVAILABLE NOW

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. Winner of the UK's Best Golden Beer at the 2022 World Beer Awards.

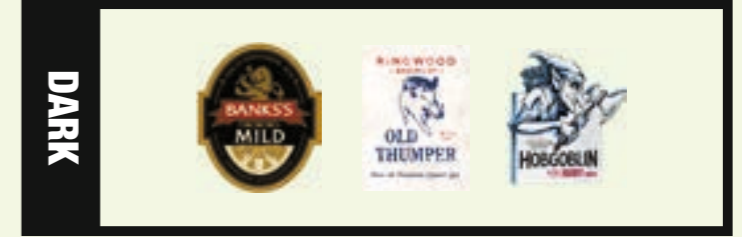
ABV: 4.2%
Style: Golden Beer
See: Golden
Smell: Fragrant, citrus & wild forest gooseberries
Taste: Mouth-watering malt & refreshing citrus hop kick
Sweet: ●●●●●
Bitter: ●●●●●
Food pairing: Fish & chips or a simple scotch egg, the perfect picnic pint

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



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

*Marston's Eureka 2019.



DISCOVER AN ITALIAN BEER THIS EASTER

MADE FOR THE TABLE

THE FASTEST GROWING ITALIAN LAGER*

+310% VOLUME / +241% VALUE MAT

THE FASTEST GROWING ON TRADE WORLD BEER RATE OF SALE**

- BIRRIFICIO ANGELO PORETTI: RATE OF SALE +40.8%
- PERONI: RATE OF SALE +12.9%
- BIRRA MORETTI: RATE OF SALE +2.6%
- MADRI: RATE OF SALE +29.3%

INSTALL BIRRIFICIO ANGELO PORETTI AND RECEIVE A COMPLIMENTARY POS PACKAGE

PLUS receive a free case of AFB from the range†

Speak to your CMBC representative to agree install and build your perfect package. New brand stockists only. One deal per install per outlet.



Born in Italy, brewed in UK

VALGANNA ITALIA 1877

@BIRRIFICIOPORETTIUK

*Source: Total Trade On & Off, Volume & Value MAT vs Peroni, Birra Moretti & Menabrea. CGA OPMS to 10/09/22 & Nielsen Data to 08/10/22.

**Source: CGA Data to W/E 05/11/2022 QTR Total GB VS last year.

†Free case of AFB includes: San Miguel O.O 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 strength. No compromise needed.

Install Hobgoblin Session IPA and receive a complimentary POS package including the new Hobgoblet.

PLUS
receive a
free case of
AFB from
the range†



NEW

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

Speak to your CMBC representative to agree install and build your perfect package. New brand 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

HOBGOBLIN
— BEAUTY LIES WITHIN —

Wainwright

A LAKE DISTRICT ORIGINAL



NEW
GLASSWARE,
AVAILABLE
NOW

INSTALL WAINWRIGHT
AMBER OR GOLD AND RECEIVE
A COMPLIMENTARY
POS PACKAGE.

PLUS
receive a
free case of
AFB from
the range†

Terms: Speak to your CMBC representative to agree install and build your perfect package. New brand stockists only. One deal per brand 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

WELL DESERVED

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

Install Shipyard American Pale Ale or
Portland Lager to receive a complimentary
POS package**

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 CMBC representative to agree install and build your perfect package. New brand 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



NOW
AVAILABLE IN
DRAUGHTMASTER
SEE PAGE 14 FOR
MORE INFORMATION




SHIPYARD®
EST. PORTLAND MAINE USA

**BRANDS AVAILABLE
ON DRAUGHTMASTER:**



**A THIRST FOR
INNOVATION.
A TASTE
FOR PROFIT.**

DraughtMaster is an innovative system that uses 20LTR kegs and compressed air to deliver exceptional quality beer, every time.

**WHAT CAN DRAUGHTMASTER
DO FOR YOU?**



UNRIVALLED QUALITY

The beer in our kegs stays fresher 6 times longer (30 days) than steel kegs (5 days) once opened.



SAVES SPACE

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



SAVES TIME & MONEY

Save time and money as lines only need to be cleaned every four weeks. With no CO2 needed either it's additional cost saving.



VOLUME GROWTH

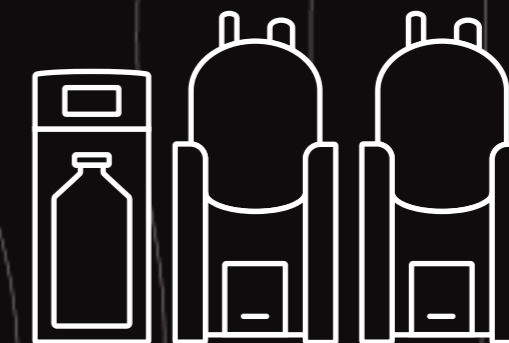
Outlets who have installed DraughtMaster into their bar have seen an overall growth of volume by +35%*.

WHAT DO YOU NEED?

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



**STANDARD
COOLER**



**CLEANING
UNIT**

**KEG MODULES
(MIN 2)**

*Source: CMBC DraughtMaster Total Sales Data 2023 vs 2022 to 05.10.22 & InnServe Installations to 05.08.22.

For more information on how DraughtMaster can transform your business get in touch with your Business Development Manager or visit www.draughtmaster.com

Enjoy responsibly. be:drinkaware.co.uk



MARCH

Guest ale...

DIRTY TACKLE

Get ready for the scrum

A full-bodied malty beer with a clean citrus aroma which tackles your taste buds and kicks its opponent in to touch. Avoid the scrum and make sure you score an early try as our most popular seasonal ale makes a winning return.

- ABV 4.0%
- STYLE ENGLISH BITTER
- SEE AMBER
- SMELL AROMATIC AND SPICY
- TASTE FULL BODIED, MALTY, CITRUS AROMA
- BITTER ●●●●●
- SWEET ●●●●●



AVAILABLE WHILE STOCK LAST
STOCK UP NOW!

DEALS



CARLSBERG MARSTON'S BREWING COMPANY

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



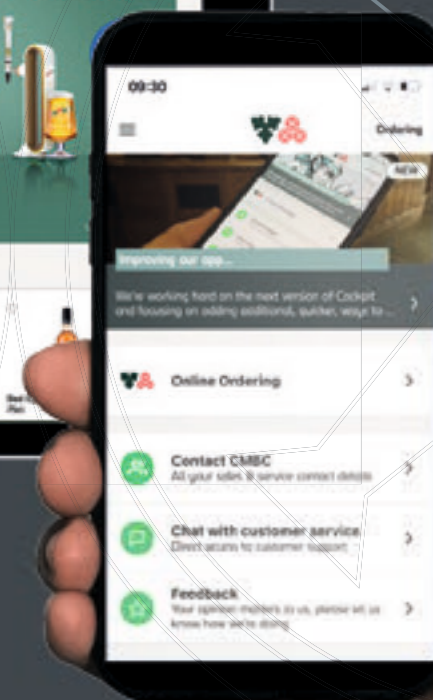
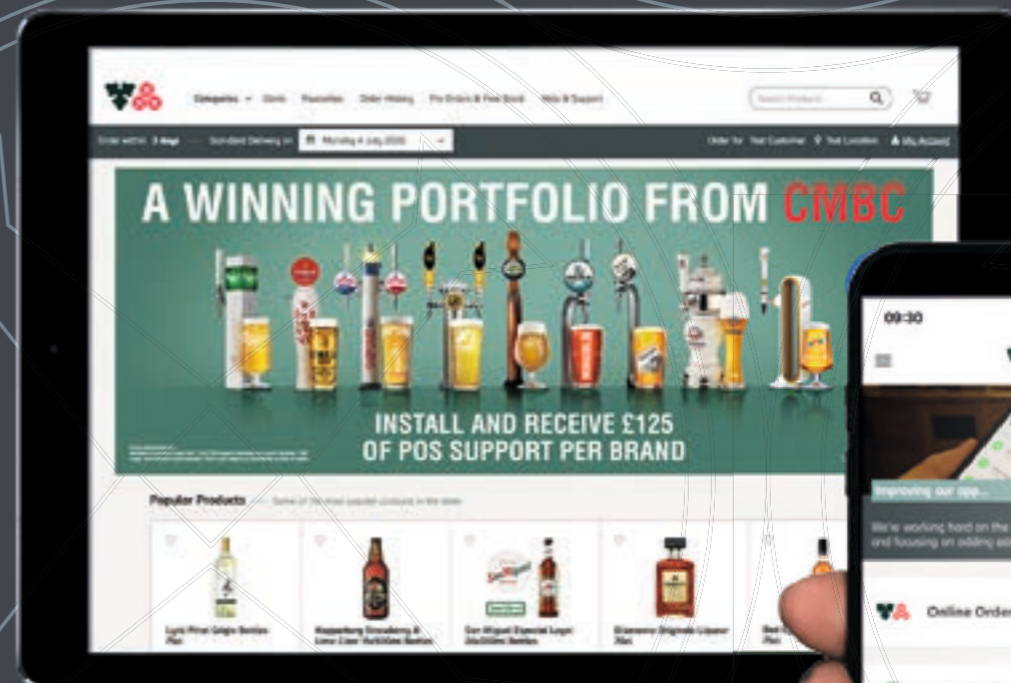
COCKPIT

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





CROWN CELLARS®

CARLSBERG MARSTON'S BREWING COMPANY

We know the perfect wine offer goes beyond a wine list. Your team has to be able to bring it to life. We share that responsibility, and that's where true partnerships are built.

Knowing how to engage your guests is everything. For us, that knowledge comes from 30 years of experience and trade insight, an obsessed expert team and a long-standing relationship with Jonathan Pedley (MW), one of the very best in the game.

Our broad, award winning portfolio of exclusive labels and carefully chosen favourites means we can tailor a range for your business and show you how to grow your margins. But to truly support your business, we listen, understand, build a plan – then deliver it together. As a part of that plan we work hand-in hand with your team to build the knowledge and skills required to engage your guests with absolute confidence, inspiring them to trade up and put more money in the till, or spend more on each visit.

We're immensely proud of our customers and want your business to grow, so we'll make sure you are supported with a balanced wine offer built with passion, expertise and trust.



Jonathan Pedley M.W

- A specialised, WSET trained team, qualified to train WSET courses
- Our Master of Wine, Jonathan Pedley
- 30+ years of experience with wine
- Regular additions to the range
- Website & social media @CrownCellarsUK
- Wine listing support
- POS support
- Bespoke training
- Tasting events
- Market data to help anticipate trends
- An array of award-winning wines, including exclusive labels

“

Our purpose is to bring your wines to life



TerraMater

Vineyard Reserve

WIGIG
When it's gone,
it's gone!

£28
for a case
of 6 x 75cl
bottles

Includes:
TerraMater 'Vineyard Reserve' Sauvignon Blanc 75cl
TerraMater 'Vineyard Reserve' Chardonnay 75cl
TerraMater 'Vineyard Reserve' Merlot 75cl



Pinot Grigio

Villa Borghetti

WIGIG
When it's gone,
it's gone!

£28
for a case of
6 x 75cl
bottles

Includes:
Villa Borghetti Pinot Grigio delle Venezie 75cl
Villa Borghetti Pinot Grigio Garganega delle Venezie 75cl



EL MURO

TEMPRANILLO
GARNACHA

WIGIG
When it's gone,
it's gone!

El Muro

£52
for a case of
12 x 75cl
bottles

That's less than
£4.35 per bottle

Includes:
El Muro Macabeo 75cl
El Muro Tempranillo Garnacha 75cl



WIGIG
When it's gone,
it's gone!

Pinot Grigio Rosé

£30
for a case
of 12 x 75cl
bottles

That's less than
£4.35 per bottle

Includes:
Villa Borghetti Pinot Grigio Rose 75cl
Canaletto Pinot Grigio delle Venezie
Rose 75cl



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.
££

Discover more about these wines at crowncellarswines.co.uk



Pedley's Picks



First of all, I want to say what a pleasure it is to be writing to you again. It goes without saying that the last couple of years have been bewildering and traumatic for all of us in the on-trade. Let us hope that we can all now be part of establishing a "new normal" (whatever that is) in the months ahead.

We've had a look back through the archives to recommend some classic wines from the Crown Cellars range for you to try out.



Negroamaro 'Vitti', Cantine San Marzano

**SALENTO, ITALY
MID- TO FULL-BODIED (D)**

A full-bodied red wine that is piled high with rich ripe dark fruit, perfect for a comforting lasagna.
££



Godello, Joaquín Rebolledo

**GALICIA, SPAIN
DRY**

This Godello from Joaquín Rebolledo is full of rich and ripe aromas of melon and greengage, followed by a dry but succulent palate that is crying out for seafood - scallops, seafood pastas and risottos in particular.
££



Yalumba 'Y Series' Viognier

**BAROSSA VALLEY, AUSTRALIA
DRY (2)**

A rich and full bodied dry white wine with a pronounced floral and stone fruit aroma, perfect for Asian cuisines, especially seafood with a bit of a spicy kick.
£££



Yalumba 'The Cigar' Coonawarra Cabernet Sauvignon

**COONAWARRA, AUSTRALIA
FULL-BODIED (E)**

A full bodied red wine with ripe fleshy tannins and complex dark fruit. A hefty wine like this is perfect for hard cheese, roast beef, steak, or venison - especially a venison pie.
£££



Pie Week

Champion your chicken, stun with your Stilton and take pride in your pork (we're not sure about that one), as the 7th to the 13th of March this year celebrates that Great British staple, The Pie.

If you are showing of your pies this week, get a wine special on the chalk board to really maximise the opportunity – we've got a few ideas to get you started...

7th to 13th March



Explore the full range at crowncellarswines.co.uk



Esquinas de Argento Malbec

ARGENTINA
SPICY & WARMING

Juicy flavours of plum jam and sweet cherry, with a touch of chocolate and cinnamon from oak ageing, lead into a long lingering finish with velvety tannins.

£7.65

Great with Beef Bourignon or Steak Pie.



Domaine Faiveley Bourgogne Chardonnay

FRANCE
DRY & AROMATIC

A well-balanced and full Burgundian Chardonnay that has spent 8-10 months in Faiveley's cellars and a small portion undergoes barrel ageing.

£12

Great with Chicken Pie, Pumpkin Pie or Pork Pie.



Kleine Rust Fairtrade Chenin Sauvignon

SOUTH AFRICA
JUICY & RIPE

Luscious ripe tropical fruit and some green grass on the nose carried through onto the palate with a lingering aftertaste of grapefruit and a zesty acidity.

£5.58

Great with great with creamy chicken or pork pie



Lagrimas de Garnacha

SPAIN
JUICY & RIPE

Aromas and flavours of fresh redcurrant, cherry and raspberry, with a touch of vanilla on the finish.

£6

Great with Steak & Kidney Pie.



Monte Real Reserva Rioja

SPAIN
SPICY & WARMING

Balanced, tasty, moreish and enveloping in the mouth, developing sweet, well-integrated tannins and a ripe, silky mouthfeel. Nice acidic palate with a long finish characterised by aromas from barrel ageing.

£9

Great with Shepherd's Pie



Terramater 'Vineyard Reserve' Chardonnay

CHILE
JUICY & RIPE

Rich in juicy tones, with the sweet and friendly ripeness of warm-weather chardonnay.

£4.65

Great with Chicken Pie, Pumpkin Pie or Pork Pie.



Recioto della Valpolicella, Cantina di Negrar

ITALY
JUICY & RIPE

Generously sweet, soft and creamy with warm hints of raisins in the final note. Never overly sweet, this sweet red wine is unique in the Italian wine scene.

£8.90

Great with Stilton Pie.



Sepp Organic Gruner Veltliner

AUSTRIA
DRY & AROMATIC

The palate here combines citrus fruit characters such as lime and grapefruit with a hint of spice and a backbone of steely acidity. Wonderfully dry and crisp.

£7

Great with Fish Pie.



Terre del Barolo Dolcetto d'Alba

ITALY
JUICY & RIPE

Juicy red wine in a lighter style with soft tannins and plenty of crunchy black cherry fruit.

£5.70

Great with Steak & Kidney Pie.

Larry Cherubino Apostrophe Stones Throw Riesling Gewurztraminer

AUSTRALIA
JUICY & RIPE

This blend is full of aromas of lemon, lime, rosewater and talc. The softly textured palate has a long, refreshing acidity supported by flavours of citrus and rose petal.

£8.70

Great with Fish Pie or Curried Chicken Pie.



Spring Sparklers

WIGIG
When it's gone, it's gone!

£50
for a case of 6 x 75cl bottles

£45
for a case of 6 x 75cl bottles

South African Sunshine

only £25

for a case of 6 x 75cl bottles

Range includes:
Kleine Rust Chenin Blanc Sauvignon Blanc
Kleine Rust Pinotage Shiraz
Kleine Rust Pinotage Rose

FAIRTRADE

VISTAMAR RESERVA

Buy 11 bottles get 1 bottle FREE*

*Bottle = 75cl / 10 deals per customer per week

Jack Rabbit

Buy 11 bottles of Jack Rabbit and get 1 free on 75cl

Carbon Neutral Certified

No.1 Wine Brand in the On-Trade

On-trade exclusive

Offer valid on Jack Rabbit 75cl only. Offer capped at 10 per customer, per week. *Still wine, CGA wine data July 2022. Please drink responsibly. be drinkaware.co.uk

Carbon Neutral Certified

THIS IS

MADAM SASS

BUY 5 BOTTLES, GET 1 BOTTLE FREE

SERIOUSLY SASSY

Offer valid on Madam Sass 75cl only. Offer capped at 10 per customer, per week. Please drink responsibly. be drinkaware.co.uk

Carbon Neutral Certified

Jack Rabbit

Buy 7 cases, get 1 case free on 187ml

No.1 Wine Brand in the On-Trade*

On-trade exclusive

Offer valid on Jack Rabbit 187ml only. Offer capped at 10 per customer, per week. *Still wine. CGA wine data July 2022. Please drink responsibly. be drinkaware.co.uk

Carbon Neutral Certified

Jack Rabbit

No.1 Wine Brand in the On-Trade*

Buy 4 cases get 1 case free on 20cl

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

Case size 20cl x12

On-trade exclusive

Scan and download our APP

Offer valid on Jack Rabbit Prosecco 20cl only. Offer capped at 10 per customer, per week. *Still wine. CGA wine data July 2022. Please drink responsibly. be drinkaware.co.uk

Fresh & Fast Serves

WIGIG When it's gone, it's gone!

£28 for a case of 24 x 187ml bottles

£53 for a case of 24 x 187ml bottles

Includes 187ml formats of:
Sutter Home Pinot Grigio
Sutter Home Chardonnay
Sutter Home Cabernet Sauvignon
Sutter Home White Zinfandel

WIGIG When it's gone, it's gone!

Includes 187ml formats of:
Pasqua Prosecco DOC



PREMIUM ON-TRADE WINES OF THE AMERICAS

MOUNTAIN RANGE

BUY 12 BOTTLES PAY FOR 11

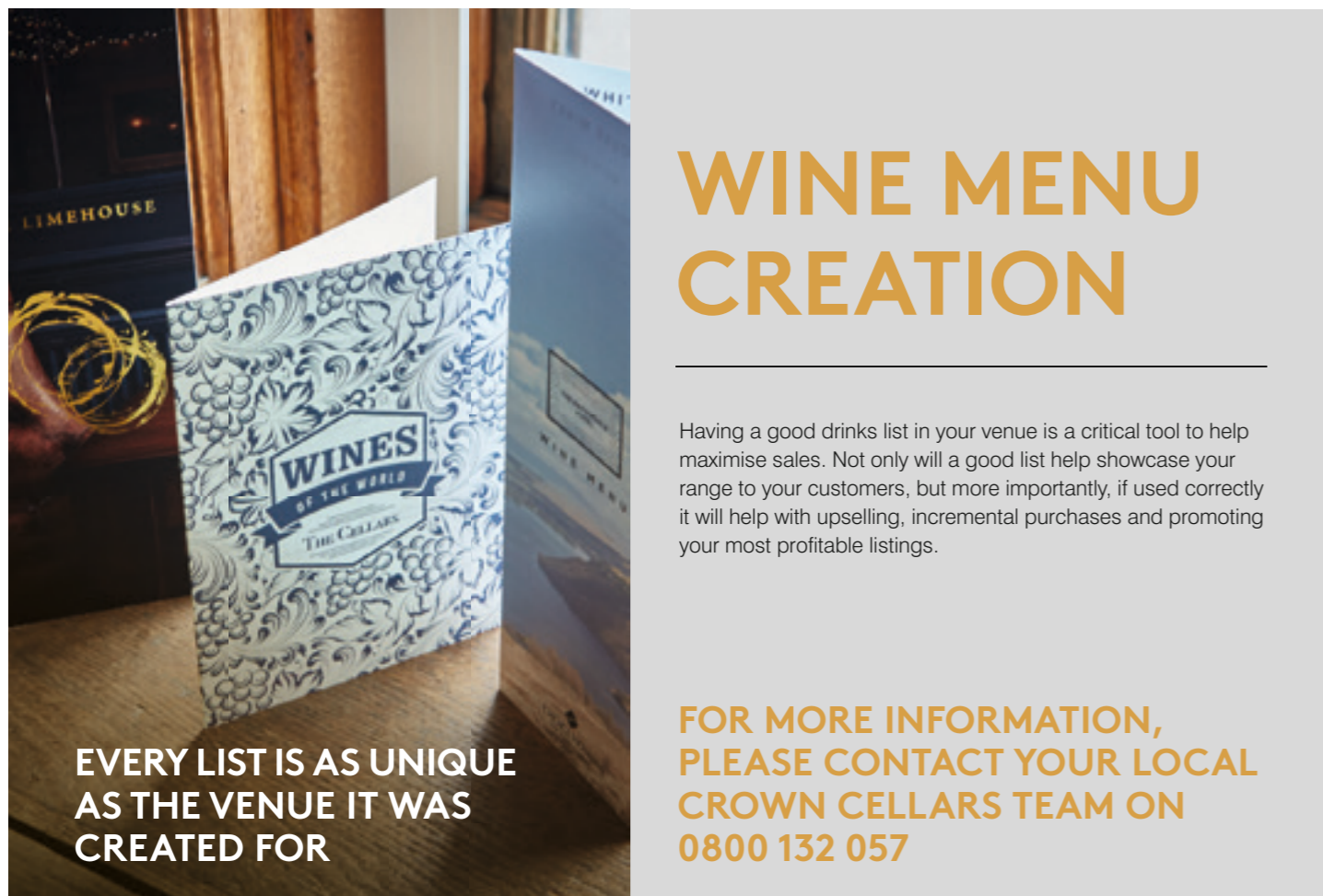
The iconic Andes mountains combined with the warm climate and gentle cooling breezes from the Pacific Ocean creates near perfect conditions for producing wine. Mountain Range wines are fruity and bursting with mouth-wateringly luscious flavours.

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



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.

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

FOR MORE INFORMATION, PLEASE CONTACT YOUR LOCAL CROWN CELLARS TEAM ON 0800 132 057



POP UP YOUR BRUNCH

CELEBRATE INTERNATIONAL DISARONNO DAY:

WED 19TH APRIL 2023

Buy 2 x 70cl Disaronno and receive:

6 x Disaronno Fizz Glasses **AND** x20 Disaronno Fizz Tent Cards

MAKE THE PERFECT DISARONNO FIZZ

- 50ml Disaronno
- 150ml Soda Water
- 25ml Fresh Lemon Juice

Enjoy over ice with a lemon twist.

Offer valid from 1st March – 30th April 2023. x1 deal per customer, per month.

[f](#) [@](#) [p](#) [v](#)



DISTILLED

WORLD SPIRITS FROM
CARLSBERG MARSTON'S BREWING COMPANY

We are Distilled, and we're kind of into spirits. Sipping them, mixing them, reading about them, writing about them, talking about them and, well, you get the picture. Spirits are a funny category in the drinks industry; there's no other kind of drink that is so fiercely owned by bartenders. Not wine, not beer, not soft drinks. The fantastic thing is that this ownership is not individual - it's communal... bartenders love to support one another in their learning, share cocktail recipes and taste new or rare spirits together.

Distilled has grown from that culture of bartenders sharing and supporting each other. We are about more than this vaguely flashy ad in a magazine. We are about helping you create your offer, showing you new things, or maybe just being there to support you as you fine tune something that's already doing the trick.

We're constantly working on tools to make this happen...

TASTING EVENTS

Meet suppliers, get inspired & discover support



THE THINKING DRINKERS

With years of industry experience, knowledge and links with everyone who's anyone in the bar industry, the Thinking Drinkers keep us informed, keep things relevant & keep the tab open



DISTILLEDUK.COM

Articles, videos, interviews, serve guides & our range



SOCIAL MEDIA

@distilleduk



LISTING HELP, COCKTAIL SPECS & MENUS

Costed, balanced, creative & commercial, bespoke training support

APEROL SPRITZ



INGREDIENTS	MEASURE
Prosecco	90 ml
Aperol	60 ml
Fever Tree Soda Water	0.2 bottles

GLASSWARE
Wine glass

METHOD
Build all ingredients over ice

GARNISH
Orange slice

ESPRESSO MARTINI



INGREDIENTS	MEASURE
Kahlua	30 ml
Campari	30 ml
Fresh espresso	30 ml

GLASSWARE
Chilled coupe or cocktail (Martini) glass

METHOD
Shake vigorously & fine strain into chilled glass

GARNISH
Three coffee beans

NEGRONI



INGREDIENTS	MEASURE
Tanqueray Gin	25 ml
Campari	25 ml
Cocchi Vermouth Di Torino	25 ml

GLASSWARE
Old fashioned (large tumbler) glass

METHOD
Build all ingredients over ice and stir

GARNISH
Orange wedge or zest

DISTILLED

With gin, rum and tequila booming, it can be easy to overlook categories that can still be filled with potential that are a little less high profile. Whisky remains the second biggest spirits category in the off trade, only beaten by vodka, and is the only spirit to be on par with sales compared to three years ago*, meaning that there is a clear appetite

Irish whisky production is booming, with the island going from four operational distilleries in 2010 to 42 today, and styles aren't limited to the 'bright and easy' triple distilled blends, either. Double distillation, single malts and a selection of casks previously used for sherries and bourbon all add to a rich, varied category just shouting out to be appreciated by bartenders and consumers alike

*WSTA Market Report December 2022



JAMESON

Smooth spirit thanks to triple distillation, controlled maturation and masterly blending. An essential Irish icon in the category. Basically, mix this with just about any ginger ale and you are on to a winner. The last decade or so has seen some pretty significant improvements in the liquid, so it may well be worth a revisit.



IRISH SPIRIT

BUSHMILLS BLACK BUSH

Matured for up to seven years in Spanish oloroso sherry casks and sweet bourbon barrels for fruity notes to lingering smooth, sweet finish. Great with Fever Tree Ginger Ale and a slice of fresh or dehydrated orange.



IRISH COFFEE

INGREDIENTS	MEASURE
Freshly brewed black coffee	150ml
Bushmill's Black Bush	50ml
Brown sugar	1 spoon
Double cream	25ml

GLASSWARE
Warmed toddy glass

METHOD
Stir first 3 ingredients in glass, then gently float cream on top. The back of a spoon can be used to assist

GARNISH
Freshly grated nutmeg

NOTES
Lightly whipping the cream will give a cleaner layer

TULLAMORE DEW

Triple-distilled and aged in a combination of ex-bourbon and sherry casks to develop its distinctive smoothness, and actually hugely popular overseas – second only to Jameson. Silky smooth, soft and gently spiced, a lighter, complex ginger ale is a top choice – try London Essence and an orange zest.



PICKLEBACK

INGREDIENTS	MEASURE
Tullamore DEW	25ml
Brine from pickle jar	25ml

GLASSWARE
2 chilled shot glasses

METHOD
The whiskey to be consumed 1st followed by the brine

NOTES
*simmer to reduce 1:1:3 ginger juice, sugar & water

BUSHMILLS ORIGINAL

A blend of triple distilled single malt whiskey with a lighter Irish grain whiskey that has been aged for five years in American oak casks. Great with London Essence Ginger Ale and a slice of fresh or dehydrated orange.



THE NOSE TO COCKTAIL

INGREDIENTS	MEASURE
Bacon Infused Bushmill's Original*	37.5ml
Fresh orange juice	12.5ml
Fresh lemon juice	12.5ml
Dark maple syrup	12.5ml
Egg (white and yolk**)	1 egg

GLASSWARE
Highball glass

METHOD
Dry shake all ingredients vigorously (no ice), then wet shake vigorously (with ice), pour into chilled glass

NOTES
*cook 8oz bacon, keep the rendered fat. Shake fat with 150ml Bushmill's in a jar and freeze. Scoop off solid fat
**please be cautious when using raw egg in cocktails

SEXTON

An unexpected Irish single malt, it is rich in hue and bold in taste. The Sexton is exclusively matured in former oloroso sherry casks to achieve a perfect balance between rich, dried fruits and memorable toasted oak notes to offer a smooth finish and leave you wanting for more. Aromas of nuts and dark chocolate are followed by marzipan, spices and fruits. Serve it with soda and a slice of orange, or just over ice.



McGLASHAN

INGREDIENTS	MEASURE
The Sexton Single Malt Irish Whiskey	37.5ml
W & H Oloroso Sherry	20ml
Fresh lemon juice	20ml
Ginger syrup	20ml
Orange marmalade	1 spoon
Angostura Bitters	3 dashes

GLASSWARE
Old fashioned (large tumbler) glass

METHOD
Shake vigorously & strain over ice

GARNISH
Freshly grated nutmeg

NOTES
*simmer to reduce 1:1:3 ginger juice, sugar & water



TRY ME

GOOD CORK

INGREDIENTS	MEASURE
Jameson	25ml
Quiquiriqui Matalan Mezcal	25ml
Benedictine	12.5ml
Peychaud's Bitters	2 dashes

GLASSWARE
Old fashioned (large tumbler) glass

METHOD
Stir all ingredients with ice, then strain over one large ice cube

GARNISH
Slice of dried apple or pear

@DistilledUK DistilledUK

BUY 6 X 70CL OR 3 X 1.5CL AND RECEIVE YOUR JACK DANIEL'S VISIBILITY KIT:



-  2X T-SHIRTS
-  2X CHALK BOARDS
-  6X GLASSES

JACK & Coke.

PLEASE DRINK RESPONSIBLY
be drinkaware.co.uk

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CELEBRATE THIS ST PATRICK'S DAY

WITH A JAMESON, GINGER ALE & LIME

**NO.1
IRISH
WHISKEY**

**SPECIAL
PRICE
£16.50**

WIDEN THE
J
CIRCLE



SCAN HERE
FOR SERVES

ENJOY RESPONSIBLY. be drinkaware.co.uk

*Nielsen, Total Coverage, MAT to 19.06.21

BUSHMILLS

BUY 1 BOTTLE* OF BUSHMILLS ORIGINAL OR BLACK BUSH & RECEIVE 10 PREMIUM BUSHMILLS GLASSES FREE†



be**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. ©2023 Proximo Spirits. ENJOY BUSHMILLS RESPONSIBLY



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

JOHNNIE WALKER

BUY ANY 2 JOHNNIE WALKER BLACK LABEL AND GET A FREE POS KIT*

STOCK UP... NOW



*One redemption per venue, while stocks last. 500 available, contains 10 tens cads and 100 coasters.

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POS, Tips & More



MARDI GRAS 2023

CELEBRATE THE FIRST PARTY OF THE YEAR

BUY 2X70CL GET £3.00 OFF

Offer available While stocks last

FOLLOW US ON INSTAGRAM TO LEARN MORE ABOUT OUR MARDI GRAS CAMPAIGN @SOUTERNCOMFORTUK

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BUY 3 BOTTLES[±] OF JOSE CUERVO[®] ESPECIAL SILVER OR REPOSADO & RECEIVE A BOTTLE OF 100% AGAVE 1800 SILVER TEQUILA FREE

JOSE CUERVO IS THE UK & WORLD NUMBER 1 TEQUILA*

be**drinkaware**.co.uk

*IWSR 2021. QUALIFYING PURCHASE CAN INCLUDE SILVER OR REPOSADO. *BASED ON AWARDS RECEIVED BY 1800[®] FROM THE ACADEMIA MEXICANA DEL TEQUILA A.C. BETWEEN 2005 AND 2018 AND DIOSA MARAQUEL FROM 2007 AND 2018. ±1 BOTTLE = 1X70CL BOTTLE. JOSE CUERVO[®] AND OTHER TRADEMARKS ARE OWNED BY TEQUILA CUERVO LA RUENA, S.A. DE C.V. ©2023 PROXIMO SPIRITS. MAXIMUM 10 DEALS PER CUSTOMER. PLEASE DRINK JOSE CUERVO[®] RESPONSIBLY.




BUY 3 x BOTTLES OF *The* KRAKEN BLACK SPICED RUM OR ROAST COFFEE & RECEIVE A BOTTLE OF THE SEXTON SINGLE MALT* FREE

*A BOTTLE = 70CL. THE KRAKEN[®] AND OTHER TRADEMARKS ARE OWNED BY PROXIMO SPIRITS. THE SEXTON SINGLE MALT IRISH WHISKEY IS PRODUCED IN IRELAND FOR ©PROXIMO SPIRITS 2023. PLEASE DRINK RESPONSIBLY.

be**drinkaware**.co.uk



TIA MARIA SPECIAL OFFER

Buy 2 x 70cl Tia Maria and receive **x6 Branded Glasses x20 Table Tents**

MAKE THE PERFECT ESPRESSO MARTINI

- 25ml Tia Maria
- 25ml Vodka
- 25ml Espresso
- 5ml Sugar Syrup
- Coffee Beans

Pour all ingredients into a shaker with ice. Shake and double strain into a Tia Maria Espresso Martini glass. Garnish with 3 coffee beans.

While stocks last. x1 POS deal per customer.




READY TO COCKTAIL

Gordon's | Smirnoff | Captain Morgan

INSTALL NOW **NEW**

POS, Tips & More



DIAGEO

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Tweak Your Tipple



BLACK COW VODKA!



PORTOBELLO ROAD!



GIFFARD!

WORLD'S SMOOTHEST VODKA MADE IN DORSET

THE LOCAL BARTENDER'S GIN

A FLAVOUR FOR EVERY OCCASION

ESPRESSO MARTINI

- 50ML - BLACK COW VODKA
- 40ML - FRESH COOLED COFFEE
- 15ML - MAPLE SYRUP

GIN & TONIC

- 50ML - PORTOBELLO ROAD GIN
- 100ML - TONIC WATER
- TWIST OF PINK GRAPEFRUIT

LYCHEE MARTINI

- 45ML - VODKA
- 15ML - GIFFARD LYCHEE LIQUEUR
- 15ML - GIFFARD LYCHEE SYRUP
- 15ML - DRY VERMOUTH

APEROL SPRITZ

THE UK'S NO.1 SPRITZ*

BUY 3 BOTTLES GET £4 OFF**



THE ORIGINAL BITTERSWEET ITALIAN SPIRIT

PLEASE DRINK RESPONSIBLY be.drinkaware.co.uk

*CGA Mixed Drinks Report Q3 2022. **UK, 18+ only. 09.00 GMT 01/03/2023 - 09.00 GMT 31/03/2023. Buy 3 bottles of Aperol 70cl, get £4 off the total purchase price in Carlsberg Marston's Brewing Company depots or online. Max 1 per customer with a maximum of 250 offers available in all Carlsberg Marston's Brewing Company depots. Subject to availability. Only available while stocks last.

UNLOCKING THE ORIGINAL SPIRIT OF AMSTERDAM

BUY ANY 6 X 50CL AND RECEIVE 1X 50CL BOLS BLUE CURACAO FREE*

Scan for Bols Cocktail Inspiration

THE ORIGINAL SPIRIT OF AMSTERDAM

*TERMS AND CONDITIONS APPLY. OFFER VALID 01 MARCH 2023 TO 30TH APRIL 2023, AND ONLY FOR THE FOLLOWING LINES OF 50CL BOLS LIQUEURS - BLUE CURACAO, RASPBERRY, CHERRY BRANDY, CREME DE BANANES, TRIPLE SEC, STRAWBERRY, CREME DE CASSIS & APRICOT BRANDY. DEAL LIMITED TO TWO DEALS PER CUSTOMER PER WEEK.

Plastic straws suck. These are paper.

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

MMM... GORDON'S FLAVOURS.

DECISIONS, DECISIONS.

FREE

BUY ANY 3 AND
GET A GORDON'S
PASSIONFRUIT FREE



POS, Tips & More



VALID FROM FEBRUARY 1ST TO MARCH 31ST 2023.
ONE REDEMPTION PER OUTLET.
VALID ON 70CL BOTTLES OF GORDON'S GIN ONLY.

Gordon's
...SHALL WE?

Scan me

THE PROPERLY IMPROPER GIN

BROCKMANS CONSISTENTLY
OUT-PERFORMS THE COMPETITION
IN BLIND TASTE TESTS*



£2
OFF*



BROCKMANS
PREMIUM GIN

*BROCKMANS BLIND TASTE TEST CONDUCTED BY IPSOS MORI 2018.
*PER 70CL PER BOTTLE. BROCKMANS IS DISTRIBUTED BY PROXIMO SPIRITS.
©PROXIMO SPIRITS 2023. ENJOY RESPONSIBLY.
BROCKMANS PREMIUM GIN 40% ALC. BY VOL. (80 PROOF).

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for the facts



Buy any 3 70cl bottles
from the range and receive
a free Warner's
Pink Berry 0%
**While stocks last*





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 ANY 3 BOTTLES FROM THE WHITLEY NEILL
AND ABER FALLS GIN RANGES AND **SAVE £5*****



be**drinkaware**.co.uk

*All 3 bottles need to be placed in one order to qualify for deal. All bottles 70cl. While stocks last.

Aber Falls Gin Range: Aber Falls Welsh Gin, Aber Falls Rhubarb & Ginger, Aber Falls Orange Marmalade.

Whitley Neill Gin Range: Whitley Neill Original, Blood Orange, Raspberry, Rhubarb & Ginger, Pink Grapefruit, Quince, Blackberry, Parma Violet.



BRING THE WAVE

WHITE CLAW HARD SELTZER

SPARKLING WATER WITH ALCOHOL

**BUY 3
GET 1 FREE**

FOR 12x330ML CASE*

THE NO.1 HARD SELTZER IN THE UK*

*PROMOTION WILL BE SUBJECT TO A 10 DEAL PER WEEK PER CUSTOMER CAP
*SOURCE: IRI TOTAL HARD SELTZER, VALUE AND VOLUME SALES, 52 W/E 27TH NOV 2022, TOTAL MARKET

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.

Only available between 1st March 2023 to 31st March 2023

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

KOPPARBERG

Available on
15 x 500ml cases

Event price of **£21.99**
across Kopparberg
packaged fruit ciders*

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

Stay in touch:

[Kopparberguk](https://www.kopparberguk.com)

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, Mixed Fruit Tropical, Raspberry and Pear. Offer available between 01.03.23-31.03.23. Whilst stocks last. CMBC reserve the right to stop this promotion at any time.

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"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](https://www.drinkaware.co.uk)

ALSO INCLUDES COCO REAL!



£12.50
FOR ANY
24 X
200ML
Available 1st - 31st Mar
Subject to availability

THE
**LONDON
ESSENCE**
Co.

EXQUISITE MIXERS FROM
DISTILLED BOTANICALS

**POMELO & PINK
PEPPER GIN & TONIC**

INGREDIENTS

25ml premium gin

10ml Aperol

London Essence Pomelo &
Pink Pepper Tonic Water

GLASS

Balloon

GARNISH

A twist of fresh pink grapefruit
zest and a fresh pink rosebud



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 01st March - 31st March 2023. 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.



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

MUST INCLUDE
**RHUBARB & RASPBERRY
TONIC WATER**



*Maximum 2 deals per customer per month whilst stocks last. To qualify for glassware 4 cases must be bought and at least one MUST be Rhubarb and Raspberry Tonic 24 x 200ml. 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.

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 UK²

Pepsi Max is the
**FATEST 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).



**BUY 4 CASES
FROM THE BRITVIC
RANGE TO RECEIVE
A CASE OF J2O
—FREE***



*Terms and conditions apply. Deal runs from 01st March - 31st March 2023. Three deals per customer per week. Qualifying range includes Britvic Cordials 1L PET, Britvic 100 250ml NRB, 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 J2O 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**

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 01st March - 31st March 2023. 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 get 1 case free

Offer includes one free case of 24 x 200ml Schweppes Tonic when you buy any 4 x cases of Schweppes Classic Mixers or Juices, Coca-Cola Classic or Diet Coke

SCHWEPPE'S, the FOUNTAIN DEVICE and the 196 GRAPHICS are registered trademarks of European Refreshments. TERMS & CONDITIONS: While stocks last. 1,000 deals available. Coca-Cola European Partners, Pemberton House, Bakers Road, Uxbridge, UB8 1EZ, Great Britain. Offer available for duration of this brochure.



£3 OFF PER CASE

on 24 x 330ml glass bottle Coca-Cola Zero Sugar and 24 x 275ml glass bottle Appletiser

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DEALS SUMMARY

PAGE	PRODUCT	DEAL
8	Birrifacio Angelo Poretti	Install and receive a complimentary POS package plus a free case from AFB range
10	Hobgoblin Session IPA	Install and receive a complimentary POS package plus a free case from AFB range
11	Wainwright Amber and Gold	Install and receive a complimentary POS package plus a free case from AFB range
12	Shipyard American Pale Ale	Install and receive a complimentary POS package plus a free case from AFB range
22	Terramater	£28 per case of 6 x 75cl bottles
22	El Muro	£52 per case of 12 x 75cl bottles
23	Villa Borghetti	£28 per case of 6 x 75cl bottles
23	Pinot Grigio Rose	£30 per case of 12 x 75cl bottles
24	Cloud Island	£30 per case of 75cl bottles
28	Spring Sparklers	£50 for a case of 6 x 75cl bottles/£45 for case of 6 x 75cl bottles
28	Vistamar Reserva	Buy 11 bottles, get 1 free
29	Kleine Rust	£25 per case of 6 x 75cl bottles
29	Jack Rabbit 75cl	Buy 11 bottles, get 1 free
30	Madam Sass	Buy 5 bottles get 1 bottle from the range free
30	Jack Rabbit Prosecco	Buy 4 cases get 1 case free
31	Jack Rabbit 187ml	Buy 7 cases get 1 case free
31	Fresh and Fast Serves 187ml	£53 per case of 24 x 187ml bottles/£28 per case of 24 x 187ml bottles
32	Mountain Range	Buy 12 bottles, pay for 11
33	Disaronno	Buy 2 x 70cl and receive 6 x glasses and 20 tent cards
38	Jameson	Special price £16.50 per bottle
39	Jack Daniel's	Buy 6 x 70cl or 3 x 1.5L and receive a visibility kit
40	Bushmills	Buy 1 bottle from the range and receive 10 premium glasses
40	Johnnie Walker	Buy 2 bottles and get a free POS kit
41	Southern Comfort	Buy 2 x 70cl bottles and get £3 off
42	Jose Cuervo	Buy 3 x bottles from the range and receive a bottle of 1800 tequila free
42	Tia Maria Cold Brew	Buy 2 x 70cl Tia Maria and receive 6 x branded glasses and 20 x Tent Cards
43	The Kraken	Buy 3 x bottles from the range and receive a free bottle of The Sexton Single Malt free
45	Aperol	Buy 3 bottles, get £4 off
45	Bols	Buy any 6 x 50cl and receive 1 x 50cl Bols Blue Curacao free
46	Gordon's Flavours	Buy any 3 and get a Gordon's Passionfruit free
46	Brockmans	£2 off per bottle
47	Warner's	Buy any 3 x 70cl from the range and receive a free Warner's Pink Berry 0%
48	Aber Falls/Whitley Neill	Buy any 3 bottles from the ranges and save £5
49	White Claw	Buy 3 x cases of 12 and get 1 free
50	Old Mout Cider	Free case of Strawberry & Apple when you buy 4 cases of Old Mout
51	Kopparberg Cider	£21.99 across Kopparberg range
51	Finest Call	Buy 6 cases get 1 free
52	London Essence	£12.50 for any case of 24 x 200ml
52	Fever-Tree	Buy 4 products and receive 6 glasses free
53	J2O	Buy 4 cases from the range to receive a free case of J2O Orange and Passionfruit
55	Britvic Range	Buy 4 cases from the Britvic range to receive a case of J2O free
56	Britvic Mixers	Buy 4 cases from the mixing range to receive a case of Britvic tonic/low cal tonic free
57	Coca-Cola/Schweppes	Buy 4 cases get 1 free
57	Coca-Cola/Appletiser	£3 off 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 1st - 31st March 2023 (Promotional Period). 2 Any offer may be cancelled by us without notice. Cancellation of any offer will not affect the validity of any order placed prior to the date of cancellation. All offers are subject to availability. 3 To take advantage of an offer you must: a) purchase and take delivery of the full qualifying quantity of the relevant products in a single transaction; failure to take delivery of all qualifying products may result in you becoming ineligible for the applicable free product, merchandise or any other non-stock reward (Free Product); b) quote any and all references, offer codes or other requirements specified in the Directory at the time the order is placed; and c) be a representative of a licensed premises in the UK. 4 By law, we cannot sell or supply alcohol to anyone who is not aged 18 or over. By placing an order, you confirm that you are 18 or over and agree to be bound by these terms and conditions.

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

GENERAL 12 By placing an order, you will be deemed to have accepted and agreed to be bound by all applicable terms and conditions. 13 You are responsible for notifying us of all relevant account numbers relating to your orders, and of any change of address or other relevant details. 14 Carlsberg may use or disclose to a third party, including but not limited to its other group companies, personal data it collects from you and your personnel, or that you or your personnel provide to it, in order to fulfil its obligations to you under these terms and conditions. At any time, you may request further information about the processing of your personal data and ask that it be corrected, deleted or restricted in processing. To do so, please contact privacy@carlsbergmarstons.co.uk. 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.

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