

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

[bedrunkaware.co.uk](https://www.bedrunkaware.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**
FRESH PRESSED BEER
 This is an innovative dispense system that uses compressed air to serve fresh pressed beer.
www.draughtmaster.com/uk

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

CRAFT

Craft offers a world of possibilities to explore new styles and flavours and our range does not disappoint in providing a solution from entry level to speciality, catering for all drinkers looking to trade up and try something new.

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

ALCOHOL FREE BEER

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

WORLD	CRAFT
 <p>ERDINGER ALKOHOLFREI 0.5%</p> <p>The non-alcoholic drink from Erding is not only a real energizer but also low in calories, with just 125 calories per 500ml bottle, and made exclusively from natural ingredients.</p>	 <p>SAN MIGUEL 0,0%</p> <p>All of the aroma, flavour, freshness and quality of a beer without the alcohol.</p>
 <p>WARSTEINER FRESH 0.0%</p> <p>A pale golden non-alcoholic pilsner beer with a refreshing crisp, full-bodied Warsteiner taste - a perfect fit for any occasion!</p>	 <p>BROOKLYN SPECIAL EFFECTS 0.4%</p> <p>Special Effects is a hoppy 0.4% lager with an unexpected piney aroma and pleasantly bitter finish.</p>

KEG ALE

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

PLUS an extensive range of regional favourites

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



CIDER

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

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

YOUR CASK ALE RANGE

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

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

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

WAINWRIGHT AMBER



NEW 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.

VALGANNA ITALIA 1877

Born in Italy, brewed in UK

@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 Alkoholfrei 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 Alkoholfrei 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 Alkoholfrei 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
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 Alkoholfrei 12x500ml your BDM will recommend the best matched brand for your outlet.

Enjoy Responsibly be drinkaware.co.uk



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 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.



SAVES SPACE

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

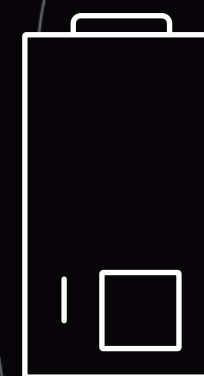


VOLUME GROWTH

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

WHAT DO YOU NEED?

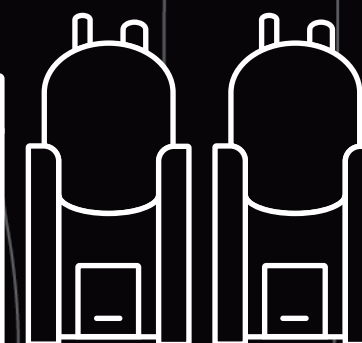
DraughtMaster uses standard founts/t-bars and coolers and can be set up under bar or in a cellar.



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



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



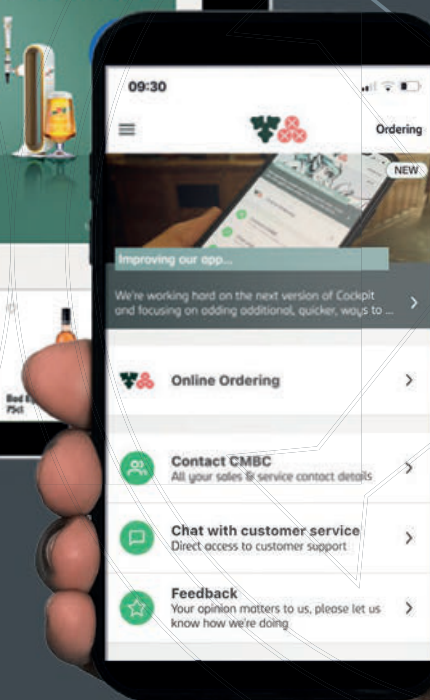
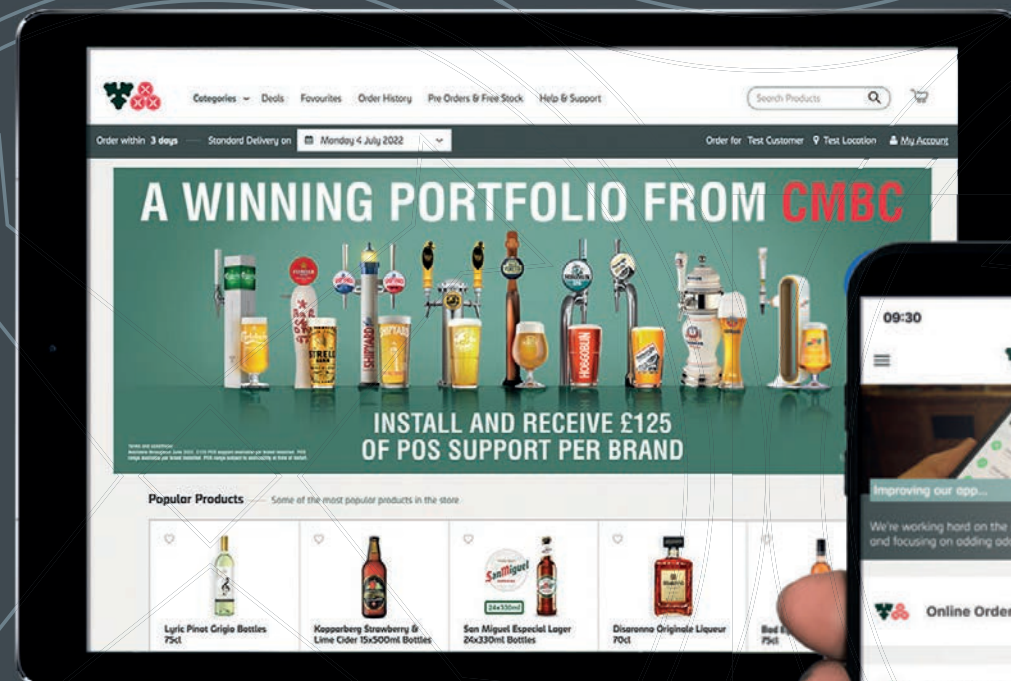
COCKPIT

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



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



Carbon Neutral Certified
crowncellarswines.com/carbon

Jack Rabbit

Buy 7 cases, get 1 case free on 187ml

NO.1 Wine Brand in the On-Trade

Jack Rabbit
CHARDONNAY
MERLOT
PINOT GRIGIO
WHITE ZINFANDEL
SAUVIGNON BLANC
SHIRAZ

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
crowncellarswines.com/carbon

Jack Rabbit

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

NO.1 Wine Brand in the On-Trade

Jack Rabbit
SAUVIGNON BLANC
WHITE ZINFANDEL
MERLOT
PINOT GRIGIO
SHIRAZ

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



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



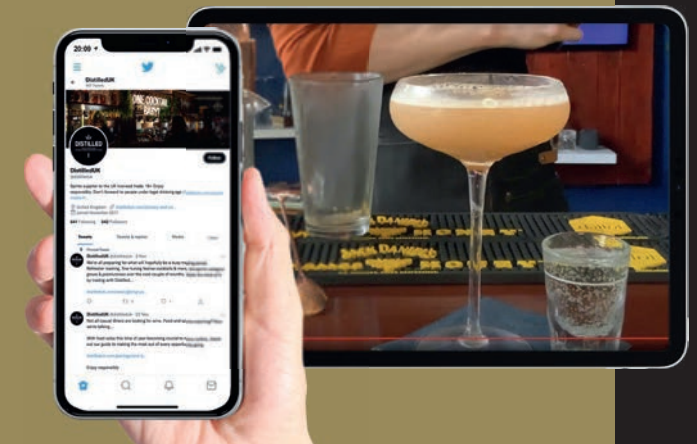
DISTILLEDUK.COM

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
Fresh 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

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

© 2023 Southern Comfort. All rights reserved. Southern Comfort is a registered trademark. be.drinkaware.co.uk

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



JACK & Coke.

PLEASE DRINK RESPONSIBLY

be.drinkaware.co.uk

Jack Daniel's and Old No. 7 are registered trademarks. ©2022 Jack Daniel's. All rights reserved. UK Customers only. Buy 6 x 70CL or 3 x 1.5CL Jack Daniel's Old No. 7 and receive a free POS kit. Subject to availability. While stocks last

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





WHISKY MENU CREATION

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

FOR MORE INFORMATION PLEASE CONTACT YOUR LOCAL SALES MANAGER

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

The **KRAKEN** BLACK SPICED RUM

The **SEXTON** SINGLE MALT* SCOTCH WHISKY

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

bedrinkaware.co.uk

Tia Maria COLD BREW COFFEE LIQUEUR

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.

Tia Maria COLD BREW COFFEE LIQUEUR with VANILLA AND 100% ARABICA

TIA MARIA SPECIAL OFFER

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

Tia Maria COLD BREW COFFEE LIQUEUR

A UNIQUE FUSION OF 100% ARABICA BEANS & VANILLA

While stocks last. x1 POS deal per customer.

bedrinkaware.co.uk

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*

Jose Cuervo ESPECIAL

Jose Cuervo ESPECIAL

1800 SILVER

*SWR 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 2020. MEXICAN FROM 2001 AND 2018. *1 BOTTLE = 1 BOTTLE. JOSE CUERVO® AND OTHER TRADEMARKS ARE OWNED BY TEQUILA CUERVO LA RIQUELME, S.A. DE C.V. ©2023 PROXIMO SPIRITS. MAXIMUM 10 QUALIFIED CUSTOMERS. PLEASE DRINK JOSE CUERVO RESPONSIBLY.

bedrinkaware.co.uk

Jose Cuervo



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.

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

*GSA 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*

THE ORIGINAL SPIRIT OF AMSTERDAM

Scan for Bols Cocktail Inspiration

*TERMS AND CONDITIONS APPLY. OFFER VALID 1ST MARCH 2023 TO 30TH APRIL 2023, AND ONLY FOR THE FOLLOWING LINES OF 50CL BOLS LIQUEURS - BLUE CURACAO, TRIPLE SEC, CREME DE CASSIS. 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



Gordon's
...SHALL WE?

Scan me

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

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**

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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WHITLEY NEILL GIN

BUY ANY 3
WHITLEY NEILL GIN,
AND SAVE
£5*

whitleyneill.com
*Available while stocks last. All bottles: 70cl.

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KOPPARBERG

Available on
15 x 500ml cases

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

Stock up on 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, Pear and Raspberry. Offer available between 01.04.23-
30.04.23. Whilst stocks last. Carlsberg Marstons Brewing Company
reserve the right to stop this promotion at any time.

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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 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, Breakspeare Park, Breakspeare Way, Hemel Hempstead HP2 4TZ

BUY ANY 4 PRODUCTS & RECEIVE 6 GLASSES FOR FREE*

MUST INCLUDE
MEDITERRANEAN TONIC WATER

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



FEVER-TREE

*Limited to 2 deals per customer.

*Available while promotional stocks last.

Available ranges: Fever-Tree Mediterranean Tonic Water 200ml, Fever-Tree Mexican Lime Soda 200ml, Fever-Tree Ginger Ale 200ml & Fever-Tree Tonic Water 200ml

SERVE THE NO.1 DRAUGHT COLA BRAND IN THE UK¹



**NEW TO
BRITVIC BAG IN BOX
INSTALLS WILL RECEIVE:**

3 x FREE Bag in Box Pepsi Max
16oz Pepsi Max Glassware

For details, email
Darrel.Rose@britvic.com

REASONS TO SERVE PEPSI MAX

Pepsi Max is the
**NO.1 DRAUGHT
COLA BRAND**
in the UK¹

Pepsi Max is the
**FASTEST SELLING
COLA BRAND**
in Licensed in
the UK²

**OVER £800
FREE** stock,
glassware and
supporting
POS for your
outlet³



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



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



**BUY 4 CASES
FROM THE BRITVIC
RANGE TO RECEIVE
A CASE OF J20
—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, Fruit Shoot 275ml & Britvic 200ml NRB juices except Grapefruit. Free stock case is J20 Orange and Passion Fruit 275ml x 24 NRB. While stocks last. Promoter: Britvic Soft Drinks, Breakspeare Park, Breakspeare 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

DEALS SUMMARY

PAGE	PRODUCT	DEAL
8	Birrificio 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	Shipyards American Pale Ale	Install and receive a complimentary POS package plus a free case from AFB range
20	Cloud Island	£30 per case of 75cl bottles
21	Jack Rabbit 75cl	Buy 11 bottles, get 1 free
21	Jack Rabbit 187ml	Buy 7 cases get 1 case free
24	Southern Comfort	Buy 2 x 70cl bottles and get £3 off
24	Jameson	Special price £16.50 per bottle
25	Jack Daniel's	Buy 6 x 70cl or 3 x 1.5L and receive a visibility kit
26	Tia Maria Cold Brew	Buy 2 x 70cl Tia Maria and receive 6 x branded glasses and 20 x Tent Cards
27	The Kraken	Buy 3 x bottles from the range and receive a free bottle of The Sexton Single Malt free
27	Jose Cuervo	Buy 3 x bottles from the range and receive a bottle of 1800 tequila free
28	Disaronno	Buy 2 x 70cl and receive 6 x glasses and 20 tent cards
29	Aperol	Buy 3 bottles, get £4 off
29	Bols	Buy any 6 x 50cl and receive 1 x 50cl Bols Blue Curacao free
30	Gordon's	Buy any 3 and get a Gordon's Passionfruit free
30	Brockmans	£2 off per bottle
31	Whitley Neill	Buy any 3 bottles from the ranges and save £5
32	Kopparberg Cider	£21.99 across Kopparberg range
32	Fever-Tree	Buy 4 products and receive 6 glasses free
33	J2O	Buy 4 cases from the range to receive a free case of J2O Orange and Passionfruit
35	Britvic Range	Buy 4 cases from the Britvic range to receive a case of J2O free
36	Britvic Mixers	Buy 4 cases from the mixing range to receive a case of Britvic tonic/low cal tonic free

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.

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NEW BROOKLYN PILSNER



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