

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

# ON TRADER DEALS



CARLSBERG MARSTON'S  
BREWING COMPANY

AMAZING OFFERS, SUPPORT & INSPIRATION

AUGUST 2023

[ORDER.CARLSBERGMARSTONS.CO.UK](http://ORDER.CARLSBERGMARSTONS.CO.UK) TO ORDER ONLINE

# WELCOME

1664

# TO THE FAMILY



SEE PAGE  
**#8**

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

AUGUST 2023

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CARL MIDDLETON,  
VP ON TRADE

## WELCOME

*to our August edition*

In June, we had the pleasure of welcoming Kronenbourg 1664 to the Carlsberg Marston's family. This exciting addition enhances our already fantastic portfolio, and in this edition, you'll discover more about how to include this iconic and beloved beer on your bar. Turn to pages 8 and 9 for all the details.

We recognise and support the growing trend of moderating alcohol consumption, with more consumers opting for Alcohol-Free Beers - a number that continues to grow. At Carlsberg Marston's, we're proud of our exceptional range of Alcohol-Free beers that never compromise on taste or experience. We're so confident that you and your customers will fall in love with our selection that we're offering a complimentary case of our alcohol-free beers with every new draught installation. The only decision left to make is which one to choose!

As always, we take great pride in providing exceptional support for all our key brands and you can explore the compelling reasons to stock over the next few pages. By choosing our brands, you'll not only satisfy your customers but also make the right choice for yourself and your establishment.

Let's hope the sun continues to shine throughout August, bringing a steady stream of customers through your door and keeping those beer gardens full.

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

<p><b>CORE</b></p>  <p><b>CARLSBERG DANISH PILSNER 3.8%</b> Light and refreshing with a smooth, full mouth feel, perfect balance of bitterness and sweetness, and a distinctive citrus hop aroma.</p>	<p><b>PREMIUM</b></p>  <p><b>KRONENBOURG 1664 5.0%</b> 1664 Lager is a beautifully crafted and supremely sippable premium lager, with a citrus aroma and notes of apricot.</p>	<p><b>PREMIUM WORLD</b></p> <div style="display: flex; justify-content: space-around;"> <div>  <p><b>SAN MIGUEL ESPECIAL 5.0%</b> San Miguel is a premium pilsner-style lager, delivering a full-bodied and well-balanced flavour with a clean, crisp &amp; refreshing taste.</p> </div> <div>  <p><b>BIRRIFICIO ANGELO PORETTI 4.8%</b> Birrificio Angelo Poretti is a full-flavoured lager with a sweet malty body and an assertive bitterness.</p> </div> <div>  <p><b>BROOKLYN PILSNER 4.6%</b> Crisp, bright and smoothly refreshing. A pale golden beer with a delicate citrusy finish.</p> </div> </div>		
<p><b>CORE</b></p> 	<p><b>CORE PLUS</b></p> 	<p><b>PREMIUM</b></p> 	<p><b>PREMIUM WORLD</b></p> 	<p><b>DISCOVERY WORLD</b></p>  <p><b>KIRIN</b></p> 

# CRAFT

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

<p><b>ENTRY</b></p>  <p><b>SHIPYARD PORTLAND LAGER 4.0%</b> Portland Lager is a light coloured, well balanced craft lager. American hops have been generously added at the end of the brewing process to give the lager its unique hoppy flavour profile.</p>	<p><b>PREMIUM</b></p>  <p><b>SHIPYARD AMERICAN PALE ALE 4.5%</b> An easy drinking, American style Pale Ale bursting with fruity, citrus hop flavour and gooseberry and pine aroma.</p>	<p><b>PREMIUM</b></p>  <p><b>BROOKLYN LAGER 5%</b> Light hop bitterness and moderate sweetness. Both bitterness and sweetness linger on the palate before finishing clean.</p>	<p><b>PREMIUM</b></p>  <p><b>BROOKLYN DEFENDER 5.5%</b> The punch of the piney/citrusy hop bitterness competes beautifully with heat and leads to a myriad of food options when it comes to this beer.</p>	<p><b>SPECIALITY</b></p>  <p><b>ERDINGER WEISSBIER 5.3%</b> Imported German wheat beer brewed to the original recipe and traditionally matured in the bottle like champagne for 28 days.</p>
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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.

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



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

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



# CIDER

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

**AMBER**

3.4%	3.7%	3.7%	3.8%
3.8%	4.0%	4.1%	4.5%
4.8%	3.6%	4.5%	

**GOLD**

4.1%	3.8%	4.0%	4.0%
4.2%	4.2%	4.9%	5.7%

**DARK**

3.5%	5.1%	4.5%
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Speak to your BDM or customer service representative about the range currently available to you.


\*Marston's Eureka 2019.



# WELCOME 1664 TO YOUR BAR

THE MOST POPULAR PREMIUM FRENCH LAGER\*

 Stock the 2nd largest Premium Lager brand **IN THE ON TRADE\*\***

 Premium price point with the potential to **ADD AN INCREMENTAL £300 PER WEEK** to your sales\*\*\*

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

See page 19 for more details

\*CGA OPMS QTR data to P04 2023 On Trade Value and Volume  
\*\*CGA OPM data QTR to P13 2022 (31/12/2022)  
\*\*\*Potential to increase your sales by 71 pints of total lager per week - CGA Volume Pool Data to February 2023  
†Free case of AFB includes: San Miguel 0.0 24x330ml, Shipyard Low Tide 8x500ml, Brooklyn Special Effects 24x330ml your BDM will recommend the best matched brand for your outlet.



LOVED BY  
**70%** OF  
CONSUMERS\*

"IT'S A NICE BEER. I SEE IT AS A PREMIUM QUALITY LAGER THAT'S ALWAYS RELIABLE"

"THAT'S SURPRISINGLY GOOD. REALLY HITS THE SPOT IN TERMS OF REFRESHMENT... REALLY SMOOTH"

"CLASSIC, QUALITY LAGER"



**ABV**  
5.0%

**FORMATS**  
100L KEG, 50L KEG,  
275ML BOTTLE, 440ML CAN

**STYLE**  
LAGER

CONTACT YOUR CMBC REPRESENTATIVE  
**TO ADD 1664**  
TO YOUR BAR TODAY AND  
RECEIVE A POS SUPPORT PACKAGE

AVAILABLE ON CDS

\*Razor Research - Dec 22 | IPSOS Brand Health Tracking Q2 2022

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





DISCOVER AN ITALIAN BEER THIS SUMMER  
**MADE FOR THE TABLE**

# THE FASTEST GROWING ITALIAN LAGER\*

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

- BIRRIFICIO ANGELO PORETTI: RATE OF SALE +36.4%
- PERONI: RATE OF SALE -1.5%
- BIRRA MORETTI: RATE OF SALE -9.6%
- MADRI: RATE OF SALE +28.7%

INSTALL BIRRIFICIO ANGELO PORETTI AND RECEIVE A COMPLIMENTARY POS PACKAGE

**PLUS**  
 receive a free case of AFB from the range<sup>†</sup>  
 See page 19 for more details

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 Data To 25/02/2023 & Nielsen data to 25/03/2023.

\*\*Source: CGA Data above 2000 dist points to 25/2/23.

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

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



# STOCK THE #1 INTERNATIONAL CIDER BRAND\*

**PLUS**  
receive a free case of AFB from the range†  
See page 19 for more details



**GREATER ROS THAN STRONGBOW AND STOWFORD PRESS\*\***

**INTRODUCING NEW SOMERSBY BLACKBERRY**

**INSTALL SOMERSBY APPLE OR BLACKBERRY AND RECEIVE A COMPLIMENTARY POS SUPPORT PACKAGE**

Speak to your CMBC representative to agree install and build your perfect package. New brand stockists only. One deal per install per outlet. Standard POS package includes: 48 pint glasses, 24 half pints, 2 bar runner, drip mats. POS items may vary depending on availability at point of order.

\*GlobalData (2021) Largest Cider Brand by Sales Volume Outside of its Home Market  
\*\*CGA On Premise Measurement to 4/12/2021  
†Free case of AFB includes: San Miguel 0.0 24x330ml, Shipyard Low Tide 8x500ml, Brooklyn Special Effects 24x330ml your BDM will recommend the best matched brand for your outlet.

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



# JULY & AUGUST Guest ale... FEVER PITCH

*Show your support & get behind your team!*

**£74.99**

As the temperature rises to Fever Pitch for the Women's football Down Under, this pale colour beer is a certain winner. With a spicy hop aroma and a balanced crisp and hoppy flavour throughout, this beer is guaranteed to go down easier than a continental dive in the box.

ABV 4.2%  
STYLE ENGLISH PALE ALE  
SEE DEEP GOLDEN  
SMELL SPICY HOP  
TASTE SPICY HOP, CRISP & BALANCED  
BITTER ●●●●●  
SWEET ●●●●●



**AVAILABLE WHILE STOCK LAST**

**STOCK UP NOW!**



# ERDINGER ALKOHOLFREI RATED #1!\*

ERDINGER Alkoholfrei is the AFB Speciality Market leader, offering full bodied refreshment from 100% natural ingredients, rich in vitamins with Isotonic properties.

Out of 60 No & Low Beers  
*The Telegraph*, voted

ERDINGER Alkoholfrei as #1 Best Buy for the second year running\*

**The Telegraph  
Best Buy** 2023



Buy 5x Cases of ERDINGER Alkoholfrei 500ml bottles and receive a complimentary ERDINGER Alkoholfrei POS Kit

\*The best low-alcohol and non-alcoholic beers for Dry January 2023, tried and tested (telegraph.co.uk).

@erdinger.alkoholfrei.uk

Speak to your CMBC representative to agree listing and build your perfect package. New brand stockists only. One deal per install per outlet. 250 ERDINGER Alkoholfrei POS kits available from June, first come first serve.

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

# FIND YOUR FREE

RECEIVE A COMPLIMENTARY  
CASE FREE WHEN YOU INSTALL  
A NEW DRAUGHT PRODUCT\*



\*Free case offer only available on new draught keg installs of Brooklyn Pilsner, Birrificio Angelo Poretti, Kronenbourg 1664, Carlsberg Danish Pilsner, San Miguel Especial, San Miguel 0.0, Hobgoblin, Wainwright Shipyard and Somersby Cider. One deal per install, per outlet. Free case of AFB includes: San Miguel 0.0 24x330ml, Brooklyn Special Effects 24x330ml and Shipyard Low Tide 8x500ml. Speak to your BDM for advice on what brand is best suited for your outlet.

Enjoy responsibly.

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



# HERE'S TO THE SEEKERS



Install San Miguel  
and receive a POS  
support package\*

**PLUS**  
receive a free  
case of AFB  
from the range†  
See page 19 for  
more details

\*Speak to your CMBC representative to agree install and build your perfect POS package. New brand stockists only. One deal per install per outlet. POS items subject to availability at point of order.  
† Free case of AFB includes: San Miguel 0.0 24x330ml, Shipyard Low Tide 8x500ml, Brooklyn Special Effects 24x330ml your BDM will recommend the best matched brand for your outlet.





# 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%\*.

## 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.

OVER 11 BRANDS, INCLUDING:



# WHAT DO YOU NEED?

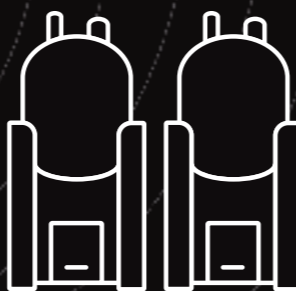
DraughtMaster uses standard founts/t-bars and coolers and can be set up under bar or in a cellar.



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

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



A fully enclosed environment from 'keg to glass', helping to ensure every pint is perfect every time



Consistent dispense temperature



Provide a perfect pint every time



Saves you time and money



Reduce line cleaning wastage



“ Since installing Carlsberg's new dispense system the hotel has seen a dramatic cost saving in terms of waste. We are benefiting from a huge commercial sum to our bottom line by cleaning less frequently. Wastage has dropped to almost zero improving the yield significantly.

The time the managers have saved on line cleaning has been a real help, this has allowed them to focus on other aspects of their role, up selling, training of staff members and more importantly working on service to our customers. The best part is the quality of the beer/ale and cider which has improved dramatically and delivers our guests the perfect pint every time encouraging repeat purchase.

Since installing in the main hotel and seeing the benefits we rolled out CQDS into all venues within the Estate. ”

Mark Roberts – Food & Beverage Manager  
Carden Park, Chester

To discuss this revolutionary system in detail and to find out how your business would benefit from a new system installation, please contact us to arrange an appointment with one of our dedicated Regional Dispense Specialists.



## 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](http://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



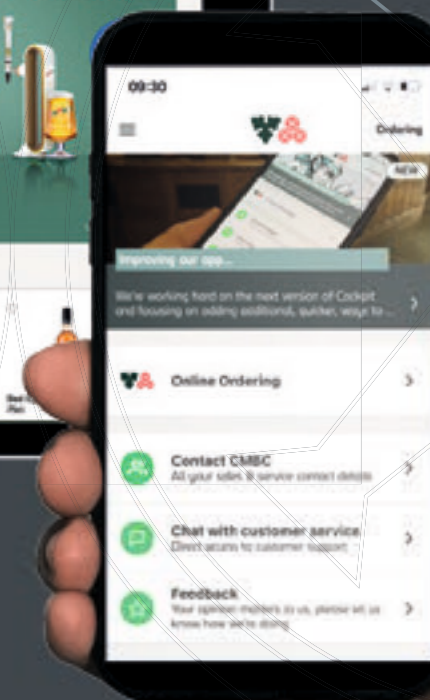
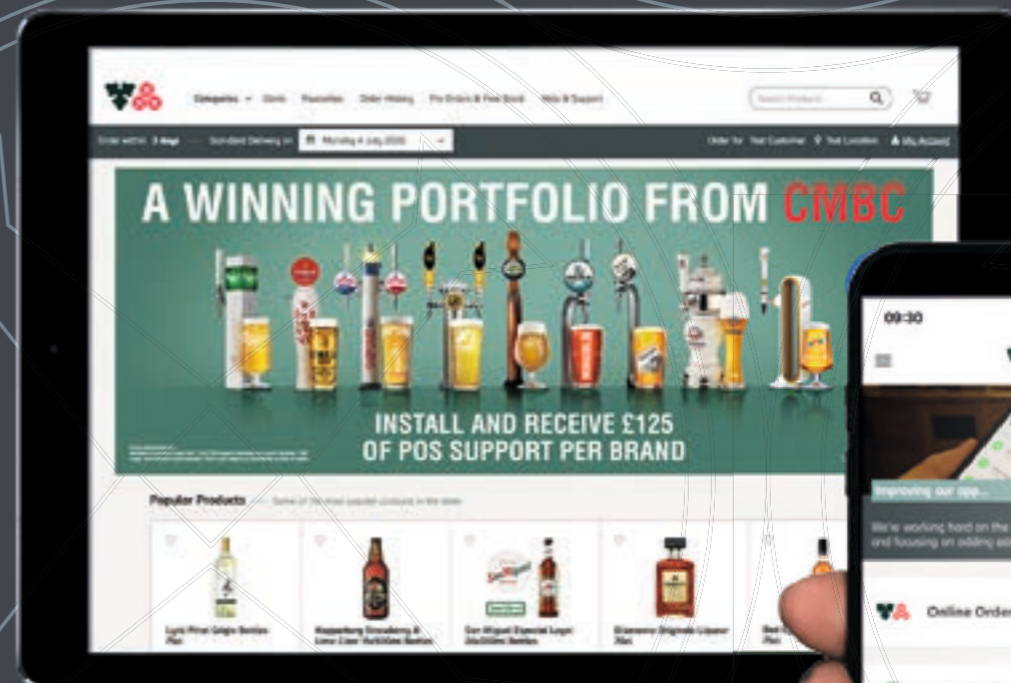
## COCKPIT

### 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



# INSTALL BROOKLYN PILSNER NOW & RECEIVE A **FREE POS KIT\***



**PLUS**  
receive a free  
case of AFB  
from the range†  
See page 19 for  
more details

**BRAND NEW  
GLASS NOW  
AVAILABLE**

## CRISP. BRIGHT. REFRESHING

OUTLETS WHICH ADDED BROOKLYN PILSNER TO THE BAR SAW A +12.0%  
DRAUGHT PREMIUM WORLD LAGER ROS INCREASE VS. YA\*\*

T&C: \*Speak to your CMBC representative to agree install and build your perfect package.  
New brand stockists only. One deal per install, per outlet. \*\*CGA Managed EPOS Data Latest  
12 weeks to (24/12/22) Vs YA - Sample: 59. † Free case of AFB includes; San Miguel 0.0  
24x330ml, Shipyard Low Tide 8x500ml, Brooklyn Special Effects 24x330ml.  
Your CMBC representative will recommend the best matched brand for your outlet.

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

# DEALS



CARLSBERG MARSTON'S  
BREWING COMPANY





# 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







# Pedley's Picks

Every month Jonathan Pedley, Master of Wine, talks through a pair of wines that he has specially selected to be highlighted over the course of the year.

## Catherine Gautherin et Filles Petit Chablis 2021

A greenish tinge to the straw colour is the first hint that we are in cool climate territory. This is confirmed by the crisp, lemon and green apple nose. Our supposition is borne out by a palate that is bone dry, lightish in body and zingily acid. Just a touch of butteriness on the finish indicates that we are tasting a Chardonnay that has been through malolactic fermentation.

The wines of Chablis are the quintessential food wines. I am fantasising about a sole meunière as I write this, but just about any type of fish or shellfish would be a good partner (Catherine Gautherin herself suggests a few oysters with friends). The winemaking is meticulous: careful settling of the must before fermentation in temperature controlled vats. No wood is used in the maturation in order to preserve the pure fruit aromas.



## Bodegas Piqueras

### Old Vines Garnacha Organic 'Piqueras'

This is not a wine for the faint hearted. In appearance it is deepish garnet with a hint of brick. The bouquet is incredible: damson, oak, chocolate and liquorice are all present. It is concentrated and full bodied in the mouth with a long finish. Hearty red meat dishes are its natural partners at the dinner table. The grape variety responsible for this wine is not "normal" Garnacha (aka Grenache in France) but its offspring Garnacha Tintorera (aka Alicante Henri Bouschet in France).



# Fairtrade Sauvignon Blanc

## OCHRE MOUNTAIN FAIRTRADE SAUVIGNON BLANC

DRY & AROMATIC  
Central Valley, Chile. Fresh and a citrusy  
on the nose with clean acidity on the palate.  
££

# Buy 11 get 1 free



OCHRE  
MOUNTAIN  
VALLE CENTRAL CHILE

SAUVIGNON BLANC

*Rich, succulent red bursting with ripe  
fruit character and plenty of spice*



BUY 11 X 75CL BOTTLES OF OCHRE MOUNTAIN SAUVIGNON BLANC OR  
OCHRE MOUNTAIN MERLOT CARMENERE TO RECEIVE A 75CL BOTTLE FREE.





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

## 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.



*Invenio*

WORLD WINES EXCLUSIVELY  
FROM CROWN CELLARS,  
COMPETITIVELY PRICED IN A  
CONVENIENT 187ml FORMAT







# International Pinot Noir Day

## 18th August

**Las Ondas Pinot Noir Reserva**  
CENTRAL VALLEY, CHILE  
LIGHT & DELICATE

Soft and not too heavy in the mouth with scrumptious red berry and spice aromas.

**Inviniti**  
New Zealand  
Pinot Noir  
MARLBOROUGH, NEW ZEALAND  
JUICY & RIPE

Bright and youthfully attractive, with raspberry, plum, subtle spice and floral aromas on the nose, offering charm and easy drinking.



**Robert Oatley**  
Signature  
Series Pinot  
Noir  
YARRA VALLEY,  
AUSTRALIA  
JUICY & RIPE

Youthful and fragrant on the nose followed by a mid-bodied palate that is juicy and soft



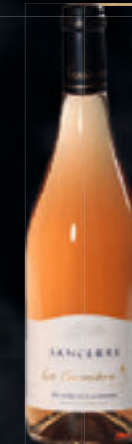
**Bourgogne**  
Pinot Noir,  
Louis Jadot  
BURGUNDY, FRANCE  
FULL-FLAVOURED  
& OAKED

A balanced Burgundian Pinot Noir, with plump fruit and silky texture offset by round, gentle tannins.



**Gevrey-Chambertin**,  
Louis Jadot  
BURGUNDY, FRANCE  
FULL-FLAVOURED  
& OAKED

Classic Gevrey concentration of colour, a richly fruity aroma of mixed black and red berries, firm tannins and a smooth texture.



**Sancerre Rosé**,  
Domaine La  
Gemièr  
LOIRE VALLEY, FRANCE  
LIGHT & DELICATE

What great French dry rosé is all about: a perfect balance between exuberance and austerity.



**Peter & Peter**  
Pinot Noir  
PFALZ, GERMANY  
LIGHT & DELICATE

A relatively light-bodied red wine that has yielding tannins and youthful red fruit aromas.



**Esk Valley Pinot Noir**  
MARLBOROUGH, NEW ZEALAND  
JUICY & RIPE

Pure and intense raspberry and redcurrant fruit define this mid to light-bodied red.



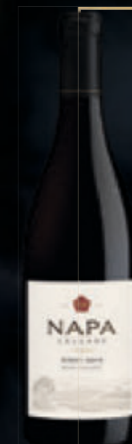
**Michel Leon**  
Vieilles Vignes  
Pinot Noir  
ALSACE, FRANCE  
LIGHT & DELICATE

Very fresh and supple with red berry aromas (cherry). The fine tannic structure prepares the palate for a very pleasant finish.



**Cycles Gladiator**  
Pinot Noir  
CALIFORNIA, USA  
JUICY & RIPE

A youthful blast of raspberry and red cherry fruit defines this lightish-bodied red.



**Napa Cellars**  
Pinot Noir, Napa  
Valley  
CALIFORNIA, USA  
SPICY & WARMING

An elegant wine with aromas of black cherry, cola, raspberry and strawberry. Pomegranate with hints of leather, spice and tobacco on the finish.





# Pedley's Picks Retrospective

## Buy 11 bottles get 1 free

Pierre Vieillescazes, the oenologist at Ravoire, carefully selects parcels of black grapes from across the Côtes de Provence appellation to make Chantrose. In 2022 the varietal composition is 55% Grenache Noir, 35% Cinsault and 10% Syrah. Once at the winery the grapes are pressed gently, with the resulting juice being chilled down to 10°C to preserve the delicate aromatic compounds. A slow fermentation then follows. After a brief maturation during the winter the wine is bottled. Chantrose has a palish pink appearance. The nose is youthful but restrained. After a while subtle red fruit aromas come through. The palate is bone dry with vibrant acidity. Juicy fruit and some weight provide balance. Well chilled (8°C), this sort of rosé is perfect to drink on its own or as an accompaniment to grilled fish.



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WINE AGENCIES

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BLOSSOM HILL CABERNET SAUVIGNON 75CL,  
BLOSSOM HILL PINOT GRIGIO 75CL.  
FREE STOCK MUST FORM THE 6TH BOTTLE  
OF A CASE OF THE SAME PRODUCT

## Explore Burgundy with CROWN CELLARS® & Terres Secrètes

Affordable yet great quality Pinot Noir and Chardonnay classic pair



**MÂCON ROUGE VIGNERONS DES TERRES SECRÈTES**  
A really happy red wine with youthful dark fruit and a mid-light bodied palate.

**MÂCON BLANC VIGNERONS DES TERRES SECRÈTES**  
Classic Macon. 100% chardonnay, producing a light, mineral wine with green apple and a touch of lemon zest.

## It's Sangria Season

## Buy 11 get 1 free

Boost your GP and your speed of service with the Spanish classic that is easy to batch up, store and serve as needed. We have a couple of fruity reds that can keep the serve profitable and still taste fantastic

### SANGRIA

INGREDIENTS	MEASURE
Bols Cherry Brandy	15ml
Cointreau	15ml
Sutter Home Merlot/Tramonto Red	90ml
Eager Orange (smooth)	30ml
Finest Call Lemon Juice	10ml
Teisseire Cane Sugar Syrup	5ml
Soda Water	100ml

GLASSWARE
Wine glass
METHOD
Build all ingredients over ice and stir
GARNISH
Strawberry, orange wedge and mint sprig
NOTES
All ingredients can be batched and poured to order

OFFER INCLUDES:  
SUTTER HOME MERLOT 75CL  
TRAMONTO ITALIAN RED 75CL  
FREE STOCK MUST FORM THE  
6TH BOTTLE OF A CASE OF THE  
SAME PRODUCT





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get a bottle of  
Smirnoff  
free



PET  
BOTTLES  
OUTDOOR SAFE!

GLASS

GLASS



OFFER INCLUDES:  
BAD EYE DEER SAUVIGNON BLANC 187ML (X24) PET, BAD EYE DEER ZINFANDEL ROSÉ 187ML (X24) PET, BAD EYE DEER SHIRAZ CABERNET 187ML (X24) PET  
SUTTER HOME WHITE ZINFANDEL 187ML (X24), SUTTER HOME PINOT GRIGIO 187ML (X24), PONTE AURORA SPARKLING ROSÉ 200ML (X24), PROSECCO DOC TREVISO PASQUA 187ML (X24)  
FREE STOCK IS 1 X 70CL SMIRNOFF NO 21 VODKA

World Wines from  
CROWN CELLARS®



Buy 5  
get 1 free



OFFER INCLUDES:  
CHABLIS PIERRE DE PRÉHY 75CL, ALTA VISTA ESTATE PREMIUM CHARDONNAY 75CL, ALTA VISTA ESTATE PREMIUM TORRONTES 75CL,  
SANTA HELENA VARIETAL MERLOT 75CL, SANTA HELENA VARIETAL SAUVIGNON BLANC 75CL.  
FREE STOCK MUST FORM THE 6TH BOTTLE OF A CASE OF THE SAME PRODUCT





# World Wines from CROWN CELLARS®

# Buy 11 get 1 free



OFFER INCLUDES:  
DOMAINE MAS BELLES EAUX PETIT VERDOT 75CL, DOMAINE MAS BELLES EAUX GRENACHE BLANC, IGP PAYS D'OC 75CL, RÉSERVE SAINT MARC CABERNET SAUVIGNON, IGP PAYS D'OC 75CL  
RÉSERVE SAINT MARC GRENACHE BLANC, IGP PAYS D'OC 75CL, TERRAMATER 'VINEYARD RESERVE' SAUVIGNON BLANC 75CL, RACHELS CHENIN BLANC 75CL

ERRAZURIZ CHARDONNAY 75CL, ROXTON RED 75CL, MONTE REAL RESERVA RIOJA 75CL, CAMPE DHEI MANZONI 75CL, JACK & GINA CHARDONNAY 75CL  
JACK & GINA ZINFANDEL 75CL. FREE STOCK MUST FORM THE 6TH BOTTLE OF A CASE OF THE SAME PRODUCT





# DISTILLED

WORLD SPIRITS FROM  
CARLSBERG MARTSON'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



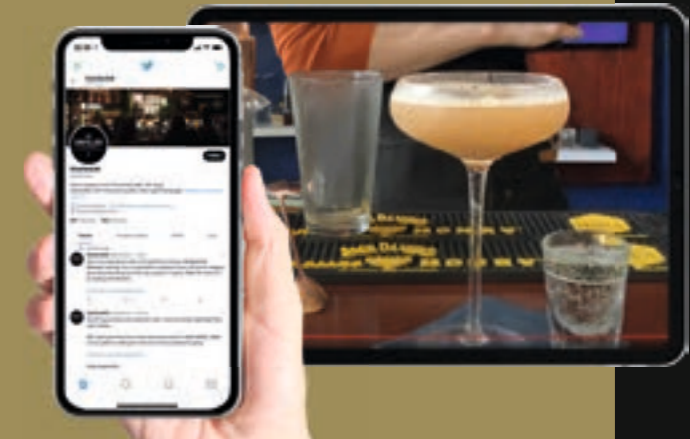
## DISTILLEDUK.COM

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





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## Creating a hit list

Creating a cocktail menu for your outlet can be a pretty personal experience. A lot of operators have worked their way up through bartending, making a cocktail menu refresh a very hands-on experience. Some prefer to let their bar team take on some ownership and create a menu between them, where some like to outsource entirely. There's no real right answer here, just what works best for you and the time that you have available, but creating a cocktail menu always comes back to the same thing: balance.



### Outlet Profile

Sure, the Adonis cocktail is flipping glorious. The Aviation is an absolute banger, no doubt. Blood and Sand? WOOF. Are these the right cocktails for your outlet though? A menu full of obscure, lost classics can feel like a wonderful list to some, but even the most premium cocktail bar in Soho can struggle to make this appeal to all. Look at your sales mix: are you knocking out premium gins, Campari and a weird amount of vermouth like nobody's business, or are Malibu, RTDs and Zin Rose up there in the numbers? If you can, look at this data by day/time, too – for most outlets a lot of cocktails are sold on a Saturday, so build these tastes into your list. The mix will be different for everyone, but it can often give you insight into the preferred flavour profile of your general customer base. If your outlet focus is food, take this into account: build in dessert-feel cocktails as well as aperitifs to whet the appetite.

### How Many?

This is a tough one, as it really depends on your outlet. Outlets offering table service can naturally support a larger menu, as the amount of time that guests will look at a menu increases. A guest at a bar spends, on average, 109 seconds looking at a menu\* so it needs to be succinct. Vanity lists are the Liz Lemon eye-roll of the bar scene – who really needs 145 cocktails on a menu? Are these all being delivered consistently and well? A shorter, well curated list is usually a winner. “Before you leave the house,” Coco Chanel is supposed to have said, “look in the mirror and remove one accessory.” If variety is crucial, change up your menu with more frequency while keeping it manageable. Just don't forget to follow through with the training if you do.

### Existing Classics vs Unique Creations

Over the pandemic, a lot of us found a bit of joy in re-watching a TV show that we haven't seen in a while. It's a comfortable go-to, and often faster than deciding on something new. Familiarity is big business, and a mainstream bar can capitalise on this with a menu full of familiar drinks. Keep an eye on what's popular – an occasional Google helps, but our Distilled team can help with real stats – and update the menu accordingly. The more premium your outlet, the more your mix will likely tip from familiar (classics and modern classics) to unique. This is a great opportunity for you to engage your bar team and create some new drinks together. First identify the gaps on the list (base spirit, strength, flavour profile), then start getting creative. Use local ingredients where you can, rope in some regulars for the tasting and use chalk boards/menu inserts or clip-ons and a little healthy in-house competition to see which creations really land with the drinking masses before adding it to the list.







Scan the QR code to get in touch



## Glassware, Base Spirit & Flavour Profile

Gendering cocktails sucks. It's a dumb thing to do – 'girl drinks' and 'man drinks' don't exist, just what people like. Glassware, garnish and base spirit shouldn't be a conversation about this, so just make sure that you have a good mix on the list that caters to everyone's tastes in your outlet – complex/smashable (responsibly so, of course), strong/juicy, rich and sweet/austere and dry etc. The occasional review of sales will give you a good steer on this, so keep an eye on these and update if you need to. Lean into trends – people will spot their favourite spirit in the mix and give a drink a try. As we approach peak-Coupe, it's worth remembering that other types of glassware are available. Menu explorers feel rewarded by variety, and the glass that the drink comes in is the fastest and most visual way to offer this. Mix up that list with flute, double old fashioned, Collins, coupe, Nick & Nora, hell even throw in a sling or a hurricane glass if you're feeling wild. Glassware often also indicates the strength of the drink, and a good menu will have a balance of spiritous and juicy, so while this should happen pretty naturally, make sure you sense check.

## Invest in the Training...

The best menu in the world will fall flat if the execution is poor. Training your team is the single most important part of this process. An extremely average menu can be delivered with finesse and (most importantly) consistency, elevating the content. A terrific menu delivered the wrong way is hugely damaging to the credibility and sales mix of an outlet. Hold regular team meetings where you each make the same drink to spec. Train the same techniques to the whole team. If you're on the bar, do things properly... you should be proud of every drink you make. Don't take shortcuts; if you believe a drink takes too long to deliver on a Saturday night or is too fussy, review the spec and ask the team how they feel about it. There's also a chance that they don't feel confident in delivering it well. Under-skilled is dangerous but fixable with training, however there is also risk in the other direction; experience and creativity are most certainly welcome, but a drink spec is a drink spec. 90% of the team cannot deliver a drink one way with the other 10% "preferring it served this way". A guest should be getting the same drink every time they order it.



## Trial & Error

Nobody worth their smoked sea salt has created their 'forever menu' because it doesn't exist, so there's really no need to be precious. Some ideas will fly, and some will flop disastrously. This can be tough because it's often that cocktail that you felt was overly mainstream that flies, and the drink that you lovingly birthed, infused, fat-washed and Japanese hard-shaked into existence that flops. It's not necessarily a bad drink – maybe the description isn't right, the menu placement or the execution, or maybe it's just not the right drink for your outlet. Only trial and error will tell you this. Once you feel like you've nailed your menu, drinks trends will continue shifting so you can soon end up with a few less relevant under-performers. 'Mennui' if you will. Pretentious jokes aside, review for as long as you need to, replace, allow some time for sales and repeat.

## The Actual Menu

That 109 second menu read can result in a frustrated "I'll just have a vodka and coke, actually" or a memorable guest experience driving repeat visit and a better GP serve. All you need are a few tricks to get the most out of that time:

**Visual aids** – a frame around the cocktail listings in a drinks menu draws the eye, as does a change of colour

**Grouping** – a larger cocktail list can be hard to work through. Group them by flavour profile, glassware type, base spirit or whatever makes sense

**The Hero Serve** – want to be famous for a specific cocktail? Or maybe you have a cocktail on the list that is fast and profitable? Call it out with a box or border around it and you'll soon see the benefits

**Descriptions** – let's be honest, the majority of drinkers probably think that Velvet Falernum and Fernet Branca lip-synced for their life in the finale of the last season of Drag Race. There are a lot of ingredients that consumers don't know, and why should they? What guests care about is flavour. List the ingredients, by all means, but add some sizzle – use descriptive words. A tried and tested approach is a three-word guide: strong//citrusy//herbal, decadent//fizzy//complex or tropical//rich//sweet inspire more than a list of contents.

## How We Can Help

We have plenty more tips and tricks to get the most out of your list as the team at Distilled have decades of combined experience in operating cocktail outlets and creating menus for them. Trading with Distilled is more than just buying spirits from a wholesaler, it's access to experience, tools and a consultative approach to finding out what is best for you so that we can get your range working hard.

Get in touch using the details at the bottom of the page.

\*Diageo Omnichannel Research, February 2016.





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 "ULTIMATE" LAZY OLD FASHIONED  
 KIT WHEN YOU BUY 2 X 70CL  
 MONKEY SHOULDER!\*

**DELIVER SPEED OF SERVICE AND CONSISTENCY OF SERVE WITH EASE!**

**DELIVER SPEED OF SERVICE AND CONSISTENCY OF SERVE WITH EASE!**

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**KIT INCLUDES:**  
 A Monkey Shoulder Chimp bottle cradle  
 5 Lazy Old Fashioned bottle labels  
 30 packs of mini monkey orange gummies with pegs

**COCKTAIL MAKING**  
*made easy*  
**JUST PRE MIX, CHILL AND SERVE**  
 MAKES 12 X 60ML SERVINGS

1. 700ml bottle of Monkey Shoulder whisky.
2. Remove 100ml of liquid from the bottle (save for later).
3. Add 90ml of sugar syrup.
4. Add 30ml Angostura bitters.
5. Replace the cork and shake.
6. Label your bottle 'Lazy Old Fashioned', chill and then pop in your chimp for serving!

To serve pour 60ml over ice with a twist of orange, or to be super lazy, garnish with our orange flavour mini monkey gummies!

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**SERVE YOUR NITRONIS**  
BIGGER, BOLDER, FASTER  
WITH THE PREMIUM ENGINE GIN POS KIT

**30ml ENGINE Gin**  
**30ml Red Vermouth**  
**30ml Bitter**

Pour all the ingredients directly into your mixing glass with ice and stir. Pour into a tumbler and garnish with a lemon peel and sage leaf.

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\*1 x deal per customer based on full price purchase of 2 x 70cl Engine Gin. Whilst stocks last.



**TRY ME**

**MAI TAI**

INGREDIENTS	MEASURE
Havana Club 3 YO Rum	50ml
Cointreau (orange)	15ml
Eager Pineapple	25ml
Finest Call Lime Juice PET	25ml
Teisseire Cane Sugar Syrup	7.5ml
Teisseire Orgeat Syrup	7.5ml
Woods 100 Old Navy Rum	7.5ml

**GLASSWARE**  
Collins glass

**METHOD**  
Shake and strain all but the dark rum over ice, drizzling this on the drink once finished

**GARNISH**  
Pineapple wedge and cherry

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**GIN**

*At the Dog & Duck*

**GIN**  
*Menu*



*gin*  
AT THE DOG AND DUCK



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*The Official Season of*  
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**SERVE A SIPSMITH G&T**  
50ml Sipsmith London Dry Gin, 150ml Premium Tonic Water, twist of fresh lime to garnish

**BUY ANY 4**  
SIPSMITH 70CL BOTTLES  
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LONDON DRY GIN 70CL FREE

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**GIN**  
@  
THE DOG & DUCK

**GIN MENU CREATION**

**GIN**  
AT THE DOG AND DUCK

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

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WITH THE NO.1  
PREMIUM GIN BRAND**

**FREE TANQUERAY SERVE  
TREE AND GLASSES WITH  
ANY 3 TANQUERAY\***

**STOCK UP NOW**

**Tanqueray**

POS, Tips & More



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\* Offer available from 1st August to 31st August. Qualifying purchases include 70cl bottles of Tanqueray London Dry, Tanqueray No. TEN, Tanqueray Rangpur Lime, Tanqueray Flor de Sevilla, Tanqueray Blackcurrant Royale and Tanqueray 0.0%. POS kit includes One Tanqueray Serve Tree, 6 Glasses and 3 tent cards. Maximum 300 deals, two deals per venue per week on a first come first served basis.





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**NEW**

*Free Smirnoff Cherry Drop when you buy any 5 Smirnoff\**

POS, Tips & More

\*Offer available from 1st August to 31st August. Qualifying purchases include 70cl bottles of Smirnoff No.21 vodka, Smirnoff green Apple, Smirnoff Black label, Smirnoff Espresso, Smirnoff Lime, Smirnoff Vanilla, Smirnoff Raspberry Crush, Smirnoff Mango & Passionfruit twist, Smirnoff Cherry Drop and 1.5L Smirnoff No.21 vodka. Free bottle is 70cl only. 1 redemption per venue per week. 1000 total deals available on a first come first served basis.

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\*QUALIFYING PURCHASE CAN INCLUDE SILVER OR REPOSADO. †1 BOTTLE = 1X70CL BOTTLE. †A CASE OF SCHWEPES LEMONADE = 24 X 200ML BOTTLES. SCHWEPES IS A REGISTERED TRADE MARK OF EUROPEAN REFRESHMENTS. JOSE CUERVO® AND OTHER TRADEMARKS ARE OWNED BY TEQUILA CUERVO LA ROJENA, S.A. DE C.V. ©2023 PROXIMO SPIRITS. PLEASE DRINK JOSE CUERVO® RESPONSIBLY.

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Gordon's | SMIRNOFF | Captain Morgan

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POS, Tips & More

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\*Offer available from 1st August to 31st August. Free stock as part of the 4+1 redemption will be the cheapest product in the basket free of charge capped at a maximum of 4 redemptions per week per venue. The Free stock on install will be randomly selected and provided at the time of install. This free BiB will be used to condition the equipment on install and the remaining left to be served. Installation criteria can be found at [www.DIAGEO-one.com](http://www.DIAGEO-one.com).

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 25ML Archers  
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*Tia Maria*  
MATCHA CREAM LIQUEUR

BUY 1 X 70CL TIA MARIA MATCHA CREAM AND 1 X 70CL TIA MARIA COLD BREW AND RECEIVE A FREE MATCHA POS KIT\*



KIT INCLUDES: 1 X TIA MARIA MATCHA SHOT PADDLE AND 7 X TIA MARIA SHOT GLASSES.

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

**ALL THE TASTE, NONE OF THE ALCOHOL**

POS, Tips & More



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GUINNESS

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[drinkaware.co.uk](http://drinkaware.co.uk) for the facts | PLEASE DRINK RESPONSIBLY

\*OFFER AVAILABLE FROM 1ST AUGUST TO 31ST AUGUST. MAXIMUM ONE REDEMPTION PER VENUE. WHILE STOCKS LAST.



BRING THE WAVE

**WHITE CLAW<sup>®</sup> HARD SELTZER**

SPARKLING WATER WITH ALCOHOL

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

**£16.99** FOR 12x330ML CASE FOR AUGUST

**THE NO.1 HARD SELTZER IN THE UK\*\***

SOURCE: \*IRI UK DATA TO JUNE 12TH 2022. \*\*IRI TOTAL HARD SELTZER CATEGORY MAT VALUE SHARE, W/E 21/02/2021, TOTAL MARKET. ENJOY WHITE CLAW HARD SELTZER RESPONSIBLY.

**£2.50 off each case of fruit cider**

Keep your customers refreshed with the UK's no.1 fruit cider



Check out Behind The Bar, our all-new trade website giving you the tools to drive sales of Kopparberg in your venue. Scan here to sign up for free.

Source: IRI 52 w/e 22/01/23, CGA 52 w/e 31/12/22.  
T&Cs: Offer available 01.08.23-31.08.23. Packaged flavours include 15x500ml cases of Strawberry & Lime, Mixed Fruit, Mixed Fruit Tropical, Raspberry and Pear. The wholesaler has the right to stop this promotion at any time. Whilst stocks last.

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**KOPPARBERG**



# FREE CASE OF STRAWBERRY & APPLE OR BERRIES & CHERRIES 0% WHEN YOU BUY 5 CASES OF OLD MOUT\*



ESTABLISHED IN NZ. MADE IN EUROPE.

\*Max 2 deals per customer per week.

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ENJOY RESPONSIBLY

**Corona**

**BUY 6 CASES OF  
CORONA EXTRA,  
GET 1 FREE**

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**BUY 4 CASES OF BUDWEISER  
GET 2 PARASOLS FREE**

**Budweiser** | OFFICIAL BEER OF ENGLAND

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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](http://WWW.SENSATIONALDRINKS.COM)

\*Terms and conditions apply. Deal runs from 01st Aug 2023 - 31st August 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

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

T's & C's: Deal runs from 01st Aug 2023 - 31st August 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  
FROM THE BRITVIC  
RANGE TO RECEIVE  
A CASE OF J2O  
—FREE\***



**BRITVIC  
SENSATIONAL  
DRINKS**

\*Terms and conditions apply. Deal runs from 01st Aug 2023 - 31st August 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

# B IN THE MIX

*Britvic*  
LIFTING SPIRITS SINCE 1938

**BUY 4 CASES FROM  
150ML MIXERS &  
JUICES RANGE  
TO RECEIVE A  
CASE FREE\***



\*Terms & Conditions apply. Deal runs from 01st Aug 2023 - 31st August 2023. Three deals per customer per week.  
Qualifying range includes Britvic Mixers & Juices 150ML cans. While stocks last. Free case is 150ml tonic or low cal tonic.  
Promoter: Britvic Soft Drinks, Breakspear Park, Breakspear Way, Hemel Hempstead HP2 4TZ



# DEALS SUMMARY

PAGE	PRODUCT	DEAL
9	Kronenbourg 1664	Install and receive a complimentary POS package plus a free case from AFB range
11	Birrificio Angelo Poretti	Install and receive a complimentary POS package plus a free case from AFB range
12	Somersby Cider	Install and receive a complimentary POS package plus a free case from AFB range
13	Fever Pitch Guest Ale	£74.99
14	Erdinger Alkoholfrei	Buy 5 cases and receive a complimentary POS Kit
16	San Miguel	Install and receive a complimentary POS package plus a free case from AFB range
22	Brooklyn Pilsner	Install and receive a complimentary POS package plus a free case from AFB range
27	Ochre Mountain	Buy 11 bottles, get 1 free
32	Pedley's Picks Retrospective	Buy 11 bottles, get 1 free
33	Castelnau Wines	Buy 11 bottles, get 1 free
33	Franschoek Cellar	Buy 11 bottles, get 1 free
34	Blossom Hill	Buy 11 bottles, get 1 free
35	Sangria Season - Red Wine Offer	Buy 11 bottles, get 1 free
36	Single Serves	Buy 3 cases, get a bottle of Smirnoff free
37	World Wines from Crown Cellars	Buy 5 bottles, get 1 free
38	World Wines from Crown Cellars	Buy 11 bottles, get 1 free
46	Monkey Shoulder	Free POS kit when you buy 2 bottles
46	Bushmills	Buy 1 bottle and receive £2 off
47	Jack Daniels	£1 off per bottle
48	The Kraken	Buy any 3 bottles from the range and receive a case of Diet Pepsi free
49	Engine Gin	Buy 2 bottles and receive a premium mixing glass and speed pourer
49	William Grant Summer Offer	Buy any 3 bottles and receive a free 70cl of Sailor Jerry
51	Sipsmith	Buy any 4 and receive 1 bottle of London Dry Gin free
51	Tanqueray	Free Tanqueray serve tree and glasses with any 3 Tanqueray
52	Smirnoff	Free Smirnoff Cherry Drop when you buy 5 from the range
52	Diageo Cocktails	Buy any 4 draught cocktail BIBs and get 1 free
53	Jose Cuervo	Buy 3 bottles of Jose Cuervo and receive a case of lemonade free
53	Archers	Buy 2 bottles and receive 24 x Britvic Orange juice free
54	Tia Maria	Buy 1 Matcha Cream and 1 Cold Brew and receive a Matcha POS Kit
54	White Claw	£16.99 per 12 x 330ml case
55	Guinness	Buy 3 kegs and get a free case of 0.0 pint cans
55	Kopparberg	£2.50 off each case of fruit cider
56	Old Mout	Free case of Strawberry & Apple, or Berries & Cherries 0% when you buy 5 cases
57	Corona	Buy 6 cases, get 1 free
57	Budweiser	Buy 4 cases and get 2 parasols free
58	J2O	Buy 4 cases from the range to receive a free case of J2O Orange and Passionfruit
59	Britvic Mixers	Buy 4 cases from the range to receive a free case of Britvic tonic or low cal tonic
60	Britvic Range	Buy 4 cases from the range to receive a free case of J2O
61	Britvic Cans	Buy 4 cases from the 150ml mixers and juices range to receive a free 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](http://www.carlsbergmarstons.co.uk/termsandconditions)).

**PRODUCTS** 1 Unless stated otherwise, the offers apply only to orders placed with Carlsberg UK Limited (Carlsberg) for delivery between August 1st - August 31st 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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THAT'S CRISP, BRIGHT  
AND REFRESHING**



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