

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 TO ORDER ONLINE

WELCOME *1664* TO THE FAMILY



SEE PAGE
#8

Enjoy Responsibly
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
 **HEAD-POUNDED BEER**
 This is an innovative dispense system that uses compressed air to serve fresh pressed beer.
www.draughtmaster.com/uk

<p>CORE</p>  <p>CARLSBERG DANISH PILSNER 3.8% Light and refreshing with a smooth, full mouth feel, perfect balance of bitterness and sweetness, and a distinctive citrus hop aroma.</p>	<p>PREMIUM</p>  <p>KRONENBOURG 1664 5.0% 1664 Lager is a beautifully crafted and supremely sippable premium lager, with a citrus aroma and notes of apricot.</p>	<p>PREMIUM WORLD</p> <div style="display: flex; justify-content: space-around;"> <div>  <p>SAN MIGUEL ESPECIAL 5.0% San Miguel is a premium pilsner-style lager, delivering a full-bodied and well-balanced flavour with a clean, crisp & refreshing taste.</p> </div> <div>  <p>BIRRIFICIO ANGELO PORETTI 4.8% Birrificio Angelo Poretti is a sweet malty body and an assertive bitterness.</p> </div> <div>  <p>BROOKLYN PILSNER 4.6% Crisp, bright and smoothly refreshing. A pale golden beer with a delicate citrusy finish.</p> </div> <div>  <p>ESTRELLA DAMM 4.6% Brewed using 100% natural ingredients. Light amber and golden in colour, with a pale and persistent head.</p> </div> </div>			
<p>CORE</p> 	<p>CORE PLUS</p>  	<p>PREMIUM</p> 	<p>PREMIUM WORLD</p>   	<p>DISCOVERY WORLD</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>ENTRY</p>  <p>SHIPYARD AMERICAN PALE ALE 4.5% An easy drinking, American style Pale Ale bursting with fruity, citrus hop flavour and gooseberry and pine aroma.</p>	<p>PREMIUM</p> <div style="display: flex; justify-content: space-around;"> <div>  <p>BROOKLYN LAGER 5% Light hop bitterness and moderate sweetness. Both bitterness and sweetness linger on the palate before finishing clean.</p> </div> <div>  <p>BROOKLYN DEFENDER 5.5% The punch of the piney/citrusy hop bitterness competes beautifully with heat and leads to a myriad of food options when it comes to this beer.</p> </div> </div>	<p>SPECIALITY</p>  <p>ERDINGER WEISSBIER 5.3% 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>WORLD</p>  <p>ERDINGER ALKOHOLFREI 0.5% The non-alcoholic drink from Erdinger 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>CRAFT</p>  <p>SAN MIGUEL 0,0% All of the aroma, flavour, freshness and quality of a beer without the alcohol.</p>	<p>CRAFT</p>  <p>BROOKLYN SPECIAL EFFECTS 0.4% Special Effects is a hoppy 0.4% lager with an unexpected piney aroma and pleasantly bitter finish.</p>
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KEG ALE



<p>AMBER</p>  <p>WAINWRIGHT AMBER 4.0% With a subtle bitterness and delicately enticing hop balance, Wainwright Amber is satisfyingly moreish. Clean, creamy and lightly fruity; a pint at the pinnacle of perfection.</p>	<p>GOLDEN</p> <div style="display: flex; justify-content: space-around;"> <div>  <p>HOBGOBLIN IPA 5.0% Collision of Old and New World hops provide an explosion of tropical aroma and a juicy bitterness.</p> </div> <div>  <p>HOBGOBLIN SESSION IPA 3.4% Light, easy drinking and extremely refreshing beer. Pale yellow with a fresh and zesty aroma from the 5 New World hops.</p> </div> <div>  <p>WAINWRIGHT GOLD 4.1% Premium keg beer from Wainwright. A refreshing alternative to standard keg ale, with fruity, sweet, citrus flavours.</p> </div> </div>		<p>DARK</p>  <p>HOBGOBLIN RUBY 4.5% Full bodied, ruby beer that delivers a delicious, chocolate malt flavour, balanced with a rounded bitterness & 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>CORE</p>  <p>SOMERSBY APPLE 4.5% Somersby Apple is a refreshing cider made from fermented apple juice and natural apple flavouring.</p>	<p>FLAVOURED</p>  <p>SOMERSBY BLACKBERRY 4.0% Somersby Blackberry is a fruity flavoured cider with a breath of freshness and a natural mild taste of blackberry, spreading joy and sunny togetherness wherever it is served.</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

AMBER



3.7%



3.7%



3.8%



4.8%

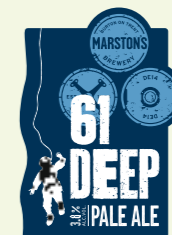


4.5%

GOLD



4.1%



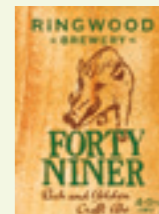
3.8%



4.0%



4.2%



4.9%


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***



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

*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

*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[†]
 See page 15 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.



Born in Italy, brewed in UK

VALGANNA ITALIA 1877

@BIRRIFICIOPORETTIUK

*Source: Total Trade On & Off, Volume & Value MAT vs Peroni, Birra Moretti & Menabrea. CGA OPMS 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

STOCK THE #1 INTERNATIONAL CIDER BRAND*

PLUS
receive a free case of AFB from the range†
See page 15 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



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 15 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.

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*



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

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, 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



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)

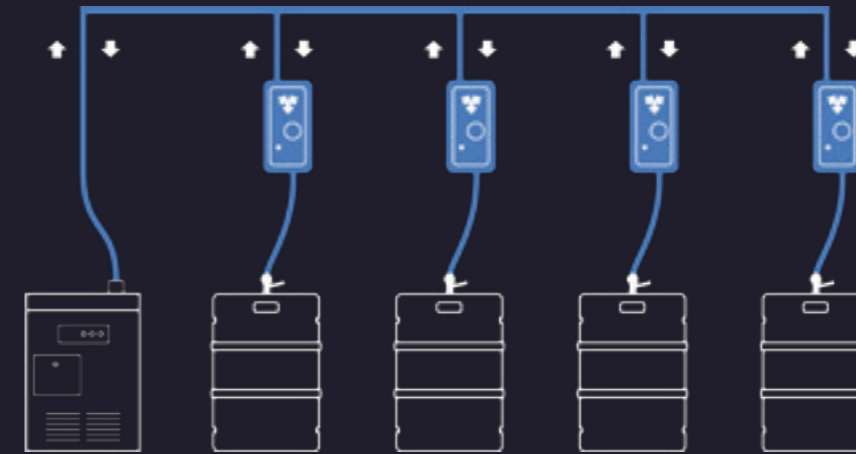
*Source: CMBC DraughtMaster Total Sales Data 2023 vs 2022 to 05.10.22 & InnServe Installations to 05.08.22.

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

Enjoy responsibly. 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 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



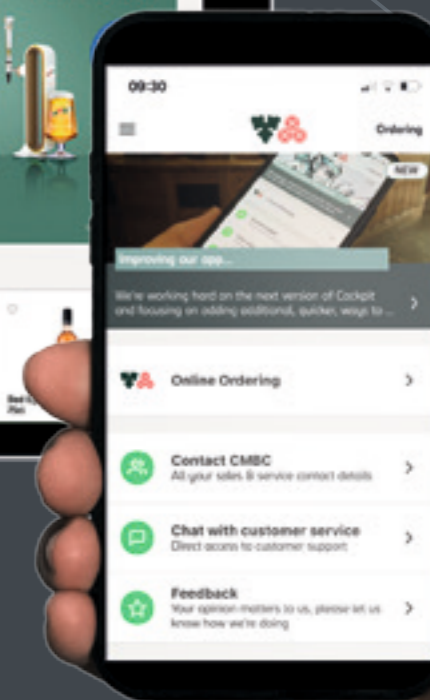
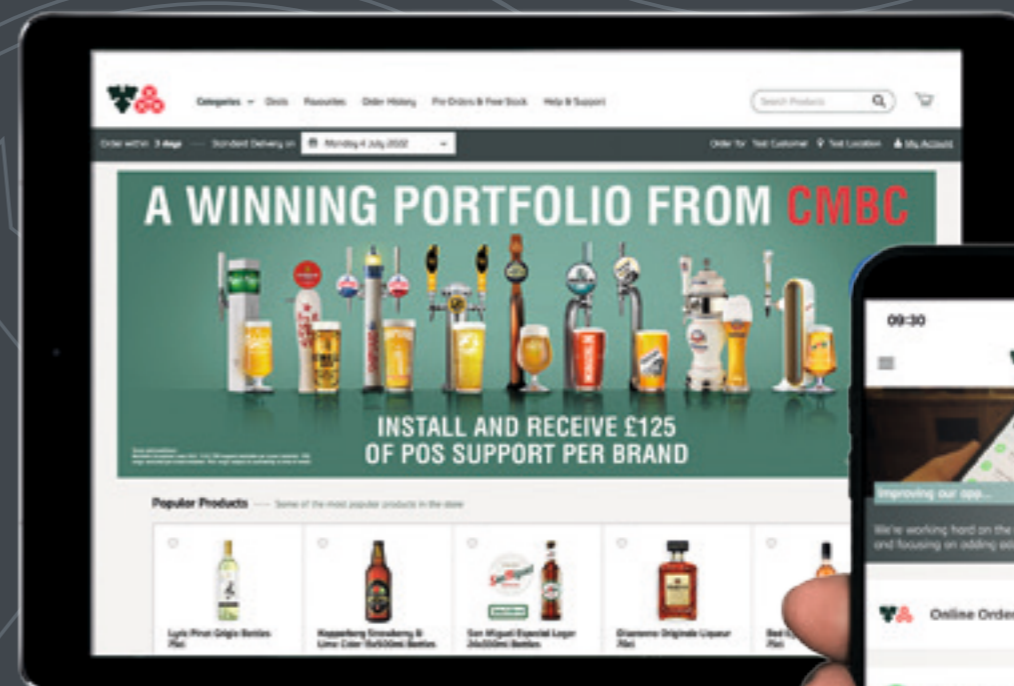
COCKPIT

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 15 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

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





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.

Peter & Peter Pinot Noir
PFALZ, GERMANY
LIGHT & DELICATE

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

Cycles Gladiator Pinot Noir
CALIFORNIA, USA
JUICY & RIPE

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



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.



PET BOTTLES OUTDOOR SAFE!

Buy 3 cases get a bottle of Smirnoff free

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) FREE STOCK IS 1 X 70CL SMIRNOFF NO 21 VODKA



Invenio

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



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.

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

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



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



Scan the QR code to get in touch



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.





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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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 A Monkey Shoulder Chimp bottle cradle
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 MAKES 12 X 60ML SERVINGS

DELIVER SPEED OF SERVICE AND CONSISTENCY OF SERVE WITH EASE!

MINI MONKEY Gummies

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!

*WHILST STOCKS LAST. be.drinkaware.co.uk



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 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.

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TRY ME

MAI TAI

INGREDIENTS	MEASURE
Havana Club 3 YO Rum	50ml
Cointreau (orange)	15ml
Pineapple	25ml
Finest Call Lime Juice PET 1l	25ml
Teisseire Cane Sugar Syrup 1l	7.5ml
Teisseire Orgeat Syrup	7.5ml
Preferred High Strength Navy Rum	70cl

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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ALL THE TASTE, NONE OF THE ALCOHOL



BUY ANY 3 X 50L KEGS AND GET A FREE CASE OF GUINNESS 0.0 PINT CANS*

POS, Tips & More



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*Terms and conditions apply. Deal runs from 01st Aug 2023 - 31st August 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, Breakspear Park, Breakspear Way, Hemel Hempstead HP2 4TZ

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 our mixing range**

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



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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



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RANGE TO RECEIVE
A CASE OF J2O
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LIFTING SPIRITS SINCE 1938

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150ML MIXERS &
JUICES RANGE
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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
18	Erdinger Alkoholfrei	Buy 5 cases and receive a complimentary POS Kit
20	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
25	Ochre Mountain	Buy 11 bottles, get 1 free
26	Bad Eye Deer	Buy 3 cases, get a bottle of Smirnoff free
34	Monkey Shoulder	Free POS kit when you buy 2 bottles
35	Jack Daniels	£1 off per bottle
36	The Kraken	Buy any 3 bottles and receive a case of Diet Pepsi free
37	Jose Cuervo	Buy 3 bottles of Jose Cuervo and receive a case of lemonade free
37	Guinness	Buy 3 kegs and get a free case of 0.0 pint cans
38	J2O	Buy 4 cases from the range to receive a free case of J2O Orange and Passionfruit
39	Britvic Mixers	Buy 4 cases from the range to receive a free case of Britvic tonic or low cal tonic
40	Britvic Range	Buy 4 cases from the range to receive a free case of J2O
41	Britvic Cans	Buy 4 cases from the 150ml mixers and juices range to receive a free case

TERMS & CONDITIONS

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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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