

OFFERS APPLY TO DELIVERIES FROM SEPTEMBER 1ST - SEPTEMBER 29TH 2023. UNLESS OTHERWISE STATED

# ON TRADER DEALS



CARLSBERG MARSTON'S  
BREWING COMPANY

SEPTEMBER 2023

AMAZING OFFERS, SUPPORT & INSPIRATION

ORDER.CARLSBERGMARSTONS.CO.UK TO ORDER ONLINE



**MORE PINTS FOR YOU.  
MORE PINTS FOR WWF.**

Drive sustainable sales with  
Carlsberg Danish Pilsner.

PROBABLY THE BEST  BEER IN THE WORLD

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

Brewed in UK, the Danish Way. Enjoy responsibly.

SEE PAGE  
**#12**

SEPTEMBER 2023

*in this issue...*

INTRODUCTION 02

**OUR RANGE 3**

**OUR SERVICES 23**

**OUR DEALS 33**

DEALS SUMMARY 52



CARL MIDDLETON,  
VP ON TRADE

# WELCOME

*to our September edition*

August was a busy month here at Carlsberg Marston's, and things show no signs of slowing down as we look ahead to September's calendar.

In this issue, for example, you can get ready for the Rugby World Cup, which kicks off on September 8th. Ahead of the 2023 event we're rallying behind the home nations with the return of our popular guest ale, Dirty Tackle. Read more about it on page 22 and make sure you've got it on the bar ready for that first try.

Fast-forward to September 21st and it's the return of Cask Ale Week, a dedicated annual tribute to Britain's cherished national drink. As the leading cask ale brewer in the UK we're here to make sure you have everything you need to get involved. Turn to our Tap Into Cask Ale feature on page 6 for our top tips on keeping cask ale, plus an exclusive deal on some of our national cask brands.

Over on page 20, meanwhile, we've lined up another unmissable – this time on a range of our popular packaged beers. Insights show younger consumers tend to buy more packaged items and spend more during their outlet visits, so this deal is designed to cater to them perfectly.

Last but not least, you can dive into the world of innovation with our industry-leading dispense systems – DraughtMaster and CQDS. Discover the huge range of benefits these systems can bring to your business on page 30, and head to page 24 to explore our user-friendly online ordering platform and Cock Pitt App, designed to help you manage your orders on your terms.

All that's left to say is enjoy the issue, and have a fantastic month filled with memorable moments and happy, thirsty customers. We'll raise a glass to that!

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



## Discover OUR RANGE



Welcome to our unrivalled portfolio of lagers, ales & craft beer brands. Discover a captivating portfolio of brands including lagers such as Carlsberg Danish Pilsner, Brooklyn Pilsner, Birrificio Angelo Poretti & Kronenbourg 1664. A collection of premium cask & packaged ales, including Hobgoblin & Wainwright. Indulge in licensed brands from our esteemed partners including San Miguel, Shipyard, Estrella, Erdinger & Kirin; as well as an exceptional range of Alcohol-Free beers, crafted to retain the taste & experience without compromise.

# LAGER

Our lager range spans 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 fresh pressed beer. See page 24 or visit [www.draughtmaster.com/uk](http://www.draughtmaster.com/uk)

<p><b>CORE</b></p>  <p><b>CARLSBERG DANISH PILSNER 3.4%</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>		
<p><b>CORE</b></p> 	<p><b>CORE PLUS</b></p> 	<p><b>PREMIUM</b></p> 	<p><b>PREMIUM WORLD</b></p>  <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>	<p><b>DISCOVERY WORLD</b></p>   
<p><b>BIRRFICIO ANGELO PORETTI 4.8%</b> Birrfificio Angelo Poretti is a full-flavoured lager with a sweet malty body and an assertive bitterness.</p>	<p><b>BROOKLYN PILSNER 4.6%</b> Crisp, bright and smoothly refreshing. A pale golden beer with a delicate citrusy finish.</p>	<p><b>GLUTEN FREE</b></p> 	<p><b>ESTRELLA</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>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>
<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>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>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>

# ALCOHOL FREE BEER

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





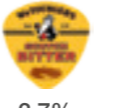
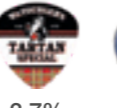





<p><b>CORE</b></p>  <p><b>CARLSBERG 0.0 (0.0%)</b> Refreshing with a crisp hoppy bite and just 63 calories per bottle, Carlsberg 0.0 is everything you'd expect from a well-balanced Pilsner. Skål!</p>	<p><b>WORLD</b></p> <p>ALSO AVAILABLE ON DRAUGHT</p>  <p><b>ERDINGER ALKOHOLFREI 0.5%</b> The non-alcoholic 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>CRAFT</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>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>
<p><b>WARSTEINER 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>WORLD</b></p> 	<p><b>CRAFT</b></p> 	<p><b>WORLD</b></p> 

# KEG ALE



<p><b>GOLD</b></p>  <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>	<p><b>IPA</b></p>  <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>  <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>	<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>RUBY</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>
--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

**PLUS** an extensive range of regional favourites

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

<p><b>GOLD</b></p>  <p>3.6%</p>	<p><b>AMBER</b></p>  <p>3.1%</p>  <p>3.4%</p>  <p>3.7%</p>  <p>3.7%</p>  <p>3.7%</p>  <p>4.2%</p>  <p>4.5%</p>	<p><b>RUBY</b></p>  <p>3.2%</p>  <p>3.6%</p>	<p><b>STOUT</b></p>  <p>4.3%</p>
---------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------

# 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>
---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

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

# TAP INTO CASK ALE

WITH THE NO.1 CASK ALE BREWER IN THE UK

At the heart of the Great British Pub experience lies our firm belief that cask ale is the ultimate USP and a vital component of the On Trade offer. Brewing cask ale is ingrained in our very essence, and our collection boasts an unparalleled mix of renowned National and Regional varieties, catering for all ages and palates. Through invaluable insight, we understand that a significant proportion of ale consumers seek nationally recognised ales, and we proudly answer that consumer demand by featuring some of the UK's most prominent brands.



## 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 in 2018 and the UK's Best IPA in 2020, 2021 and 2022 at the 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 or simply enjoy on its own



## WAINWRIGHT GOLD

Inspired by the famous Lakeland fell-walker Alfred Wainwright, our master brewers go the extra mile too. They search near and far for quality English malt and hops and tirelessly craft unique combinations worthy of the Wainwright name, like this delightfully refreshing Golden Beer. Lightly hopped with subtle sweetness, a delicate citrus aroma and a gloriously golden colour. Enjoy.

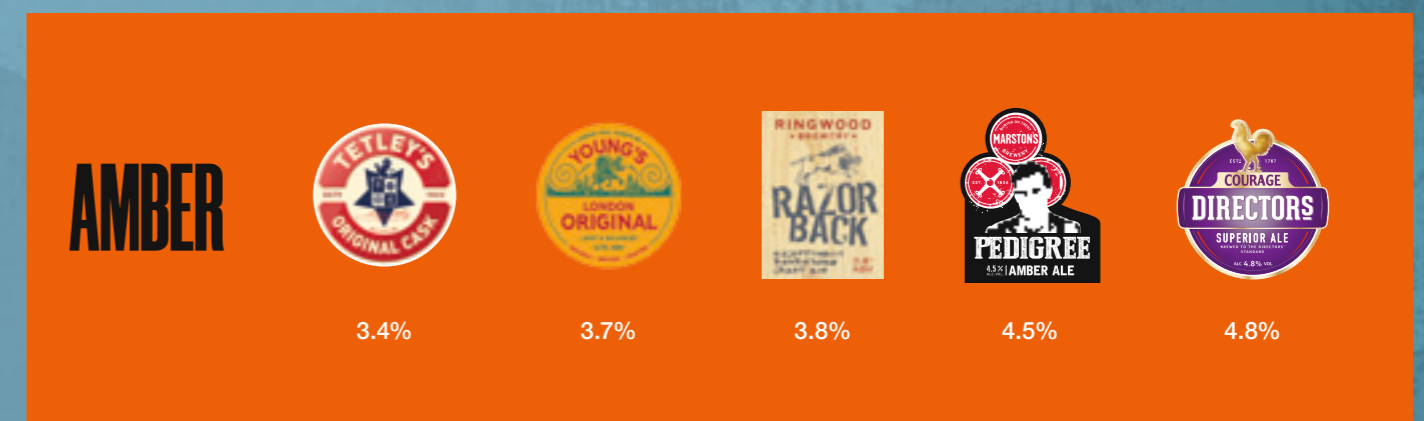
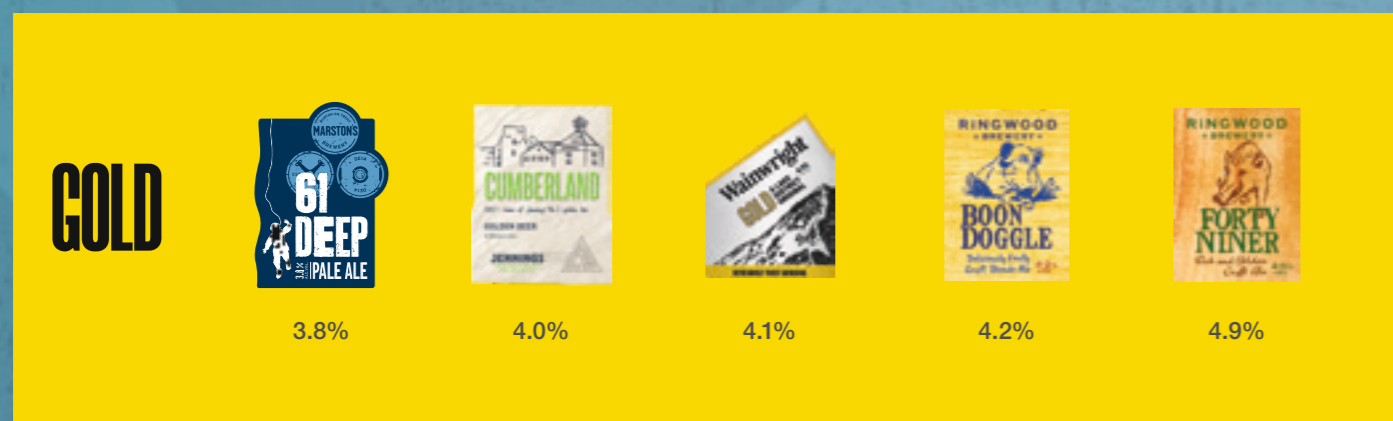
- ABV:** 4.1%
- Style:** Golden Beer
- See:** Golden
- Smell:** Fruit, citrus
- Taste:** Refreshing, fruity, sweet, citric
- Sweet:** ●●●●●
- Bitter:** ●●●●●
- Food pairing:** Smoked salmon with lemon wedges, soft cheese, lightly spiced dishes



## WAINWRIGHT AMBER

With a subtle bitterness and delicately enticing hop balance, Wainwright Amber is satisfyingly moreish. Clean, creamy and lightly fruity; a pint at the pinnacle of perfection. Brewed with 100% English malt.

- ABV:** 4.0%
- Style:** Amber Ale
- See:** Amber
- Smell:** Lightly fruity, hints of spice
- Taste:** Malty, gentle bitterness, moreish
- Sweet:** ●●●●●
- Bitter:** ●●●●●
- Food pairing:** Roast chicken or pork, battered fish & chips, pie with mash & gravy



# TOP 10 TIPS FOR KEEPING CASK ALE

## #1. ORDERING

Order the correct quantity of cask to allow you to sell each one within 3 days

**WHY?** As the beer is sold, air is drawn into the cask and if the cask is on sale for more than 3 days this will cause the flavour of the beer to deteriorate.

## #2. STORAGE

Cask conditioned beer must be stored at a temperature of 11°C–13°C

**WHY?** If the beer is too warm it will over condition. If too cold, it will lack condition and may develop a haze. Cold temperatures reduce consumers sensitivity to flavour. Cask beers are designed by the brewers to be well balanced and flavourful between 11°C–13°C. Outside this temperature the beer might be perceived as unbalanced or even too thin.

## #3. STILLAGING

Casks should be firmly stillaged on delivery. Standard cask beers should be left to condition & settle for 48–72 hours before serving

**WHY?** Standard cask beer contains yeast in suspension which takes 48–72 hours to settle to the bottom of the cask.

## #4. VENTING

All casks should be vented with a soft porous peg for up to 72 hours after delivery to allow the beer to condition. Once this has finished, replace the soft peg with a hard, non-porous peg

**WHY?** Venting and pegging will ensure that the correct amount of carbon dioxide develops in the beer and will maintain this level while the beer is on sale.

## #5. TAPPING

Tap the beer 12-24 hours before it is required to go on sale

**WHY?** There is less chance of disturbing the beer and allowing you to do a CATT test - Clarity, Aroma, Taste & Temperature.

## #6. SAMPLING

Use the brewery tasting notes to help you identify key flavour characteristics

**WHY?** If the beer isn't ready to sell, pulling through to the bar without checking will waste beer and could lead to a bad customer experience.

## #7. SERVING

Always replace the hard peg with a soft porous peg when dispensing beer from the cask and swap back at the end of each session

**WHY?** Removing the peg prevents a vacuum developing in the cask that could disturb the sediment. Pegging between sessions maintains the condition of the beer. If this is done the ale can be kept for longer. This is known as Secondary Fermentation.

## #8. TILTING

If the cask is stillaged horizontally, gently tilt it forward when it is between ½ and 2/3 full by gently lowering the front or raising the back, whichever is easiest. This will be done automatically if you are using a self tilting stillage

**WHY?** Tilting allows you to sell the maximum volume of beer from the cask. If using the vertical extraction method of dispense there will be no need to tilt the cask.

## #9. ORDERING

Clean all beer lines and equipment every 7 days using the methods recommend by your cask supplier

**WHY?** The cleanliness of the dispense equipment is one of the most important factors in keeping top quality cask beer. Dirty lines can cause cloudy beer, fobbing, equipment malfunction and ultimately a bad customer experience.

## #10. START SELLING PERFECT CASK ALE NOW



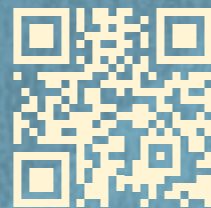
Call the customer services team on 0800 587 0773 to hear about the great deals we have available on our cask ales.

# CELEBRATE...



Cask Ale Week is an annual celebration of Britain's national drink – Cask Beer! Supported industry wide by major trade organisations, brewers and pub companies, its primary aim is to encourage consumers to discover (and fall in love) with cask ale.

Scan the QR code to find out more about Cask Ale Week and how you can get involved.



# BUY 2 9G'S & GET £10 OFF PER 9G

**41%**  
of Ale consumers  
would drink  
a Hobgoblin brand  
if available\*

\*CGA BrandTrack Q1 2023



**#1**  
fastest growing  
Cask Ale out of the  
top 10 brands†

†CGA OPMS Data to P05 (20/05/2023)  
& CGA BrandTrack Q1 2023



Consumers  
are willing to  
spend more on a pint  
of Wainwright Amber  
vs a Doom Bar‡

‡CGA BrandTrack Q1/Q2 2023 Sample Size:  
Wainwright Amber 141-171, Sharp's  
Doom Bar 163-353



# MORE PINTS FOR YOU. MORE PINTS FOR WWF.

Drive sustainable sales with Carlsberg Danish Pilsner.

Together with WWF, we aim to help selected farmers replenish up to 175 million pints of fresh water to help UK nature thrive.‡



PROBABLY THE BEST  BEER IN THE WORLD



## STOCK CARLSBERG DANISH PILSNER TODAY

- ✦ Growing value & volume market share ahead of all standard lager brands.\*
- ✦ #1 brand awareness, consideration & preference of any standard lager brand.\*\*
- ✦ Commands the highest price per pint in the category in free trade.\*
- ✦ Attracts more affluent drinkers who spend more when they visit.\*\*\*
- ✦ Multi-million £ advertising campaign including limited edition Carlsberg x WWF POS kits.†



PLUS INSTALL CARLSBERG  
DANISH PILSNER & RECEIVE  
A POS SUPPORT PACKAGE  
**WORTH £125<sup>†</sup>**

**PLUS**  
receive a free  
case of AFB  
from the range<sup>††</sup>  
See page 21 for  
more details

‡Carlsberg is giving £150,000 to WWF-UK (reg. charity 1081247 & SC039593) to support participating farmers in East Anglia to replenish up to 100 million litres of fresh water, by helping them save water and reduce river pollution. Scan QR code or see [carlsberg.co.uk/wwf-farming](https://carlsberg.co.uk/wwf-farming) for more details. Brewed in UK, the Danish Way. Enjoy responsibly. be [drinkaware.co.uk](https://drinkaware.co.uk)

\*CGA P6 W/E 17/06/23, volume share growth in core standard lager segment, average PPL.  
\*\*Ipsos BHT H2 2022. \*\*\*CGA BrandTrack Q1 2023. †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, Carlsberg 00 24x330ml, Shipyard Low Tide 8x500ml, Brooklyn Special Effects 24x330ml your BDM will recommend the best matched brand for your outlet.

# SHARE GOOD TIMES WITH GREAT PILSNER



**STOCK A BEER THAT'S CRISP, BRIGHT AND REFRESHING**

**NEW GLASSWARE NOW AVAILABLE**



# ADDING BROOKLYN PILSNER TO THE BAR DELIVERS A 12% CATEGORY ROS INCREASE\*



Install Brooklyn Pilsner and receive a complimentary POS install kit that includes our brand new glassware!\*\*

**PLUS** receive a free case of AFB from the range†  
See page 21 for more details

\*CGA Managed EPOS Data Latest 12 weeks to (24/12/22) vs YA - Sample: 59

\*\*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, Carlsberg 00 24x330ml, Shipyard Low Tide 6x500ml, 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)





# THE FASTEST GROWING

— ITALIAN LAGER\* —

Install Birrificio Angelo Poretti and receive a **COMPLIMENTARY POS PACKAGE**

Speak to your CMBC representative to agree install and build your perfect package. New brand stockists only. One deal per install per outlet. POS items subject to availability at point of order.

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

See page 21 for more details

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

Born in Italy, brewed in UK

\*Source: Total Trade On & Off, Volume & Value MAT vs Peroni, Birra Moretti & Menabrea. CGA OPMS to 10/09/22 & Nielsen Data to 08/10/22.  
†Free case of AFB includes: San Miguel 00 24x330ml, Carlsberg 00 24x330ml, Shipyard Low Tide 8x500ml, Brooklyn Special Effects 24x330ml  
your BDM will recommend the best matched brand for your outlet.



# 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\*\*\*

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

AVAILABLE ON CQDS

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

See page 21 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

† 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.



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

† Freecase of AFB includes: San Miguel 0.024x330ml, Carlsberg 0.024x330ml, 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 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 3 x Cases of ERDINGER  
Alkoholfrei 500ml bottles  
and receive a complimentary  
ERDINGER Alkoholfrei POS Kit



POS Kit includes ERDINGER Alkoholfrei branded pint glasses x 6, bar runners x 2,  
drip mats x 100 and table talkers x 4

\*The best low-alcohol and non-alcoholic beers for Dry January 2023,  
tried and tested ([telegraph.co.uk](http://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. Up to 200 ERDINGER Alkoholfrei POS kits available, first come first serve.

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

**"It is crucial to make sure your fridges contain a wide selection of packaged products. Packaged items attract younger consumers who tend to spend more when visiting outlets."**

KYLE LE VINS  
CMBC ON TRADE  
CATEGORY MANAGER

**BUY 3 CASES & RECEIVE £1.50 OFF PER CASE**

Promotion valid for the duration of the brochure promotional period. Qualifiers must be purchased in one transaction. Qualifying products include Birrifico Angelo Poretti 24x330ml NRB, Brooklyn Pilsner 12x330ml NRB, Brooklyn Lager 24x330ml NRB, San Miguel Especial 24x330ml NRB, San Miguel Especial Gluten Free 24x330ml NRB and Estrella Damm 24x330ml NRB. Deal subject to change. Whilst stocks last.

# FIND YOUR FREE

## GREAT TASTING LOW & NO ALCOHOL BEER

**ADD A CASE TO YOUR ORDER AT THESE FANTASTIC LIMITED EDITION PRICES OR GET A CASE FOR FREE WHEN YOU INSTALL A NEW DRAUGHT PRODUCT.**

£16.49 24x330ml

£11.99 24x330ml

£16.99 24x330ml

£7.49 8x500ml

Promotion valid for the duration of the brochure promotional period. Fixed price or free case qualifying products: San Miguel 0.0 24x330ml, Carlsberg 0.0 24x330ml, Brooklyn Special Effects 24x330ml and Shipyard Low Tide 8x500ml. Free case offer only available on new draught keg installs of Brooklyn Pilsner, Birrifico Angelo Poretti, Carlsberg Danish Pilsner, San Miguel Especial, San Miguel 0.0, Hobgoblin, Wainwright Shipyard and Somersby Cider. One deal per install, per outlet. Whilst stocks last. Speak to you CDM for advice on what brand is best suited for your outlet.

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

SEPTEMBER & OCTOBER

Guest ale...

# DIRTY TACKLE

Get ready for the scrum

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

£74.99

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



Discover  
**OUR SERVICES**



Here at CMBC, we don't just brew beer! Discover more about our additional services available including full composite supply of wine, spirits and minerals; innovative dispense solutions to drive quality and save money; and our industry-leading digital services.

# 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





# 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





# 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
Fever Tree Soda Water	0.2 bottles

**GLASSWARE**  
Wine glass

**METHOD**  
Build all ingredients over ice

**GARNISH**  
Orange slice

### ESPRESSO MARTINI

INGREDIENTS	MEASURE
White One vodka	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

**BRANDS AVAILABLE  
ON DRAUGHTMASTER:**



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

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

# WHAT CAN DRAUGHTMASTER DO FOR YOU?



**UNRIVALLED QUALITY**

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



**SAVES TIME & MONEY**

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



**SAVES SPACE**

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



**VOLUME GROWTH**

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

# WHAT DO YOU NEED?

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



**STANDARD  
COOLER**



**CLEANING  
UNIT**



**KEG MODULES  
(MIN 2)**

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

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



# Discover OUR DEALS



Discover our extensive range of wine, spirits and minerals, from our trusted third-party suppliers, with plenty of deals to ensure your bars are kept well stocked. Crown Cellars, where a world of exceptional wine awaits, as well as plenty of on-trade wine expertise and knowledge. Explore Distilled; CMBC's specialist spirits division, bringing you insights on ranging inspiration and key trends.



*Invenio*

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



# 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



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



# Responsible wines

While the team here at Crown Cellars consists of a relatively small group of people that are very passionate about wine, we are also proud to be a part of a much bigger business; Carlsberg Group. Any business on a global scale has a responsibility to the future of the planet, a responsibility that Carlsberg Group takes very seriously; our Together Towards Zero & Beyond

programme aims for zero carbon emissions at our breweries, 100% recyclable, reusable and renewable packaging and for 100% of our electricity to come from renewable sources at our breweries by 2030, with plenty more targets on top of that – a quick search of ‘Together Towards Zero & Beyond’ will show you everything we are doing.

We also value working with other companies that aim to achieve similar goals – several of our partner winemakers are certified organic, sustainable and/or biodynamic. Our portfolio is filled with wines from around the world, and countries often have different names for the certification of one or all of these practices, so we thought it would be worth highlighting a few.



Stellar Organics Running Duck range, including a Chenin Blanc, Sauvignon Blanc Blend, Pinotage, Shiraz and a Shiraz Rose SOUTH AFRICA

**CERTIFIED ORGANIC, FAIR FOR LIFE**

# Organic wines

Organic certification in wine means, in the most basic sense, that the grapes have been farmed organically. The definition can vary country to country, but it generally excludes the use of pesticides, chemical fertilizers, fungicides and herbicides. It also limits the use of added sulfites (a preservative that forms naturally in winemaking) as well as flavouring agents, GMO yeasts and colouring agents like the grape juice concentrate ‘Mega Purple’, which adds deep colour and a touch of sweetness when used.

Organic wines actually tend to require less water as the soils contain more organic matter, holding the water better, as well as not tainting local ecosystems with chemicals, and EU Organic certifications use guidelines to ensure the ethical treatment of vineyard workers.

Certified organic is always a plus, but we also work with winemakers that are practicing organic, meaning that while they follow organic practices they are not yet certified. Organic practices need to be in place for at least three years before certification is granted.



Cycles Gladiator Pinot Noir USA

**PRACTICING ORGANIC**



# Biodynamic wines

Biodynamic agriculture is not new, in fact it is almost 100 years old. The idea behind biodynamic wine is more than simply agricultural practices, but that all things in the universe are interconnected, and that this connection gives off a resonance that can be balanced alongside a specific astronomical calendar.

The biodynamic vineyard is seen almost as one organism, with each step of the winemaking process feeding and contributing to the next, actually utilising a lot of organic practices (although can allow for more added sulphites than organic wines). The idea is of a self-sustaining system,

leaving the land in as good or better shape than it was found in. Thankfully the distinction of biodynamic wine does not vary by country, as it can with organic wines as it is granted by private institutions – most notable Demeter International. Winemakers can be practicing or certified biodynamic.



The Crown Cellars exclusive Millstream range, including a Rosé, Chenin Blanc, Sauvignon Blanc, Pinotage and Cinsaut/Ruby Cabernet blend SOUTH AFRICA  
**PRACTICING BIODYNAMIC, PRACTICING SUSTAINABLE**



Yalumba 'The Cigar' Coonawarra Cabernet Sauvignon AUSTRALIA  
**PRACTICING BIODYNAMIC, PRACTICING SUSTAINABLE**



The Crown Cellars exclusive Drop Dead Gorgeous range, including a Chenin Blanc and a Malbec SOUTH AFRICA  
**PRACTICING SUSTAINABLE**



The Crown Cellars exclusive Gulara range, including a Chardonnay and Shiraz AUSTRALIA  
**PRACTICING SUSTAINABLE**



The Crown Cellars exclusive Grapeful Dead range, including a Chardonnay and Shiraz AUSTRALIA  
**PRACTICING SUSTAINABLE**



The Crown Cellars exclusive Cloud Island Sauvignon Blanc NEW ZEALAND  
**PRACTICING SUSTAINABLE**

# Sustainable wines

Sustainable wines are produced in vineyards that practice water and energy conservation, preserve ecosystems and the local wildlife. It's a broader term than 'organic' or 'biodynamic', and often covers not just the winemaking process itself, but the impact of the entire supply chain, use

of energy and social impacts. This can make for a much more complicated category to understand, as there are different sustainability programmes around the world, with slightly different approaches. These programmes will usually be state regulated, however, meaning that there are strict legal definitions to the certification process.



The Crown Cellars exclusive Ponte range, including a single serve wines, still and Prosecco wines ITALY  
**PRACTICING SUSTAINABLE**

The Crown Cellars exclusive Aimery range, including single serve wines, a Chardonnay, Sauvignon Blanc and Cremant ARGENTINA  
**PRACTICING SUSTAINABLE**





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.



**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

# Born in the USA

## Buy 11 get 1 FREE

To Be Continued  
Chardonnay 75cl  
CALIFORNIA, USA  
JUICY & RIPE

Quite a full-bodied and rich  
Chardonnay that shows ripe  
fruit and toastiness on the nose  
21391

Offer includes:  
To Be Continued Chardonnay 75cl

Ruby Cabernet & Zinfandel Rose  
also available in this range

SURFING A HIGH-VOLUME WAVE

SURFING A HIGH-VOLUME WAVE

LONDON



MEXICO CITY

**Quality cocktails served quickly is an essential equation in modern bar times**

Geographical divide aside, London's Callooh Callay and Licorería Limantour in Mexico City have an incredible amount in common. A shared commitment to a quality bar programme and customer care, well-trained staff to deliver, not to mention that both have consistently been named in the Top 50 Bars in the world.

Both have operated for many years in an exceptionally tough and competitive industry, so are far from a flash in the pan. And both shaped a generation of bartenders and encouraged a wider consumer appreciation for cocktail culture in their respective neighbourhoods.

But, most relevant for this feature is the fact that both devoted themselves to complex cocktails in a fun environment without sacrificing their craft – they have combined exceptional spirit curation with thought-provoking menus, but never at the expense of firing out rapid drinks to demanding and thirsty customers. A devotion to detail has always enabled them to deliver drinks at pace, and, as a result, both have also been rewarded with the prestigious Best International High Volume Bar award at Tales of the Cocktails.

Historically, 'high volume' was the preserve of nightclubs or town-centre pubs with a late licence. Invariably, the key to success was the ability to churn out lukewarm bottle beer, shoddy shots, over-diluted white wine spritzers or liberally iced spirit mixers with limp garnishes. Discerning drinks weren't crucial, because the customer wasn't at the bar for an exceptional experience, they simply wanted to extend their night, and most were willing to substitute a queue for quality. How else do you think substandard 'agave' spirits were allowed to thrive?

But as customers' tastes and drinking habits have changed, with our own 'drink less, drink better' motto adopted globally, there has been an increased demand for quality cocktails in every venue. A new generation of drinkers rarely look to guzzle ghastly drinks into the early hours; they want to enjoy quality steadily, so whatever venue you purport to be, you need to be on point with excellence.

But crucially, with every bar about to be swamped with demanding customers, it's imperative you blend this superiority with speed.

One of our favourite examples of the perfection of this bar culture has been Employees Only in New York, where the service was not only efficient under incredibly busy circumstances, but in itself became part of the show. The way bartenders weave around each other, know their place, select the spirits, work the wells, deliver drinks, is almost balletic. Customers don't ever suffer frustration, because even a brief wait is enhanced by the performance.

**“Historically, ‘high volume’ was the preserve of nightclubs or town-centre pubs with a late licence”**

In the coming years, the training and skills to match speed with quality are going to become incredibly important. Demand for experiences has never been higher, but the bar must set itself apart from the home, so a reputation for serving quick and quality cocktails will see numbers multiply. But running a high volume cocktail bar is a serious commitment, and as important as the staff and the skill you present, is the prep you do before you serve a single customer.

As a first point of order, the most obvious specific suggestion is to ensure you've got enough stock. Sounds simple, but many operators still manage to run out of products on a busy night, so before you even get to your staff and the menu, make sure the cellar is pre-loaded.

And as a more general rule, remember that it's all in the details. Every decision you make is about chiselling a few seconds or minutes off each serve and keeping the customers flowing. After that, there are some very obvious – and yet too often overlooked – considerations.

SURFING A HIGH-VOLUME WAVE  
 SURFING A HIGH-VOLUME WAVE  
 SURFING A HIGH-VOLUME WAVE  
 SURFING A HIGH-VOLUME WAVE  
 SURFING A HIGH-VOLUME WAVE

SURFING A HIGH-VOLUME WAVE

SURFING A HIGH-VOLUME WAVE

# 11 TIPS FOR SERVING HIGH VOLUME AND HIGH QUALITY



VOLUME WAVE  
VOLUME WAVE  
VOLUME WAVE  
VOLUME WAVE  
VOLUME WAVE

## ICE

You can still serve a drink without it, but people won't come back once they've tasted a warm Cuba Libre, so don't run out, and make the ice cold.

Ice is arguably as essential as the drink itself, and having a system that ensures you always have ice, and ice that is cold and dry, is critical. Ice is ice though, surely? Sadly not, because wet ice and dry ice will have a different impact. As ice melts it moves its cold energy into the liquid, but if you start a shake or serve a drink with very wet ice, ice that has been melting for ages before you even get to it, it'll dilute the drink a lot quicker. So, you're after the coldest, or driest, ice at the start of the process. This will take longer to chill, but also dilute less and last longer in a glass. Obviously, the science and tests you apply to your ice programme will depend on other factors, like space and time. We once discussed Sean Muldoon's ice programme at the Merchant in Belfast, and at the time he was vibrating ice in chest freezers in the hotel to achieve super clarity. Sean is a perfectionist, which is why he has had so much success in Belfast, and now in New York with the equally passionate Jack McGarry at Dead Rabbit. Naturally, not all of you can follow their lead, but just starting to take ice seriously will help.

## SPEED RAIL

The key is in its name. These are the liquid ingredients that will provide a lot of focus on a busy night, so make sure you have a bit of quality here. Yes, the bar needs to think about the margins, but a careful selection can ensure your house pours are affordable but excellent options. Line them up in order of most ordered, and learn that order – again, it's about shaving off time. And obviously line up more than one bottle of them ahead of a shift.

## WORKSPACE

We once heard a bartender describe how they designed a bar setup so that a server could produce as many as 30 cocktails without taking two steps in either direction. Sounds a bit like a factory booth, but there's a real art and pride in being able to meet this challenge. It's about bar design, but also having your bitters, garnish, tools, and breakdown stations all close by. Use the space under your bar, and again, focus on prep and training.

## MENUS & RECIPES

Design it with the speed drinks in mind, and make it obvious and appealing so that the customer has confidence in the drinks on the page. The name, spirit base, story behind it, the flavours, the glassware. Make it concise, but sell it to them here and they'll be more inclined to order when they get to you. Have a programme that enables staff to learn, suggest and nail quality cocktails with fewer ingredients. We've seen bars that can speed-pour incredible cocktails with many more than three ingredients, but you have to apply a logic to the staff you have and the demands of customers.

## EVERYTHING HAS IT'S PLACE

Drill the staff on where things go; if the bar is a mess, so is the service, and clutter can lead to a cluster whoopsie. If the Beefeater is always in the Beefeater spot on the shelf, everyone knows where to head when they need it, and if you have a long back bar, duplicate the bottles at either end. Don't make a bartender walk many metres in the middle of a serve if 30% of the bar's orders require the same gin.

## BATCHING

Not a new phenomenon by any stretch, but perhaps more useful now than ever before. Combing the appropriate ratios of all spirituous ingredients (and sometimes sugars) to make a whole bottle of pre-measured, is an easy time-saver. The process of making the drink still requires the visible steps of measuring and pouring fresh ingredients, dashing bitters, shaking or stirring, and straining, but it'll still reduce the necessary.

## KEEP IT FRESH

Select the best produce for garnishes, make sure fresh juices are exactly that, and throw oxidised ingredients away.

## MULTI TASK

Become the Ronnie O'Sullivan of the bar and stay one, two or even three shots ahead at all times. The best bartenders understand their role as a host; the night is not about you, it's about everyone else, and they all need looking after. Deal with the customer being served, make their drink with care, but engage the next customer and start thinking about how you deal with them and their drink.

## WORK HOURS

Come in early, and if you hire staff, pay them to come in early. Some bartenders will come in two hours before opening, to check stocks, prep garnishes and polish glasses. This is the time to ensure everything is ready when the customers start piling in.

## CATCH THE EYE

Make every cocktail pretty. Each drink you pass across the bar is an advert for the queuing customer.

## BARBACK

If you have the budget, hire a barback. Typically responsible for cleaning and refilling glassware, changing kegs, cleaning the bar top and restocking everything in the bar from spirits to syrups. The temptation might be to cut back on staff to manage the economics, but the barback is worth their weight in actual gold. They soon earn the salary and then some if they are on hand to keep all of the above moving and flowing.

**THE PROPERLY IMPROPER GIN**

**£2 OFF\* A BOTTLE**

**BROCKMANS**  
Gin

**DIANA BERRIES C**  
NOBLE TRADITIONS

**CRAFTED WITH DARK BERRIES AND noble traditions**

**BEVERAGE OF THE YEAR 2021**  
**CONSUMERS CHOICE AWARD 2021**

\*PER 70CL PER BOTTLE. BROCKMANS® IS DISTRIBUTED BY PROXIMO SPIRITS. ©PROXIMO SPIRITS 2023. ENJOY RESPONSIBLY. BROCKMANS PREMIUM GIN 40% ALC. BY VOL. (80 PROOF).

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

**Carbon Neutral**

**BUY ANY BOTTLE\* FROM**

*The*  
**KRAKEN™**

**RANGE**

**& RECEIVE £1 OFF†**

**The KRAKEN**  
BLACK SPICE RUM

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

\*A BOTTLE = 70CL. †WHILE STOCKS LAST. THE KRAKEN™ AND OTHER TRADEMARKS ARE OWNED BY PROXIMO SPIRITS. ©2023 KRAKEN RUM CO. ENJOY THE KRAKEN RESPONSIBLY. @KRAKENRUMUK

**BUY 6 x 70CL AND RECEIVE YOUR JÄGERMEISTER RUGBY VISIBILITY KIT**

**Jägermeister**

**BOTTLE LABELS DIFFERENT COUNTRIES**

**A4 POSTERS**

**TENT CARDS WITH GAMIFICATION APP**

**BEER MATS WITH GAMIFICATION APP**

**DIGITAL ASSETS WITH GAMIFICATION APP**

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

**TERMS AND CONDITIONS APPLY. 1 DEAL PER CUSTOMER**



**£1 OFF**

**BUY ANY BOTTLE OF JOSE CUERVO & RECEIVE £1 OFF THE UK & WORLD NUMBER 1 TEQUILA\***



**THE PERFECT MARGARITA.**  
 JOSE CUERVO TEQUILA, AGAVE SYRUP, LIME JUICE, ICE. GARNISH WITH A WEDGE OF LIME.

HWSR 2022. JOSE CUERVO® AND OTHER TRADEMARKS ARE OWNED BY TEQUILA CUERVO LA ROJEÑA, S.A. DE C.V. ©2023 PROXIMO SPIRITS. PLEASE DRINK JOSE CUERVO® RESPONSIBLY.

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




*At the Dog & Duck*

**GIN**  
Menu



*GIN*  
AT THE DOG AND DUCK

**Buy 4 cases of fruit cider and get 5 FREE ice buckets**



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

T&Cs: Offer available 01.09.2023-30.09.2023. Offer includes 15x500ml cases of Strawberry & Lime, Mixed Fruit, Mixed Fruit Tropical, Pear and Raspberry. FOC POS includes 5 tin ice buckets. The wholesaler has the right to stop this promotion at any time. While stocks last. Source: IRI 52 we 22/01/23, CGA 52 we 31/12/22.

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



**GIN**  
@  
THE DOG & DUCK



**GIN MENU CREATION**

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

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

FRESHLY INFUSED: V2

— THE —  
**LONDON  
ESSENCE**  
— Co. —

EXQUISITE MIXERS  
FRESHLY INFUSED WITH DISTILLED BOTANICALS

SPEAK TO YOUR CMBC LOCAL FIELD SALES  
REPRESENTATIVE FOR DETAILS



THE LONDON ESSENCE COMPANY



8 flavours: 3 x Tonics, 3 x Sodas, 1 x Ginger, 1 x  
Premium Crafted Lemonade

New touch screen with cartridge fill levels, BIB sold  
out feature and visual instructions

Smaller 50ml Aluminium Cartridges - reduced cost  
versus current and more widely recycled

Reduced fount height

166 x 200ml serves per 50ml cartridge  
661 x 200ml serves per 12L BIB



Original Indian  
Tonic Water



Blood Orange & Elderflower  
Tonic Water



Pomelo & Pink Pepper  
Tonic Water



White Peach & Jasmine  
Crafted Soda



Raspberry & Rose  
Crafted Soda



Aromatic Orange & Fig  
Crafted Soda



Crafted Lemonade



Dolcetto London  
Ginger Ale

## DEALS SUMMARY

PAGE	PRODUCT	DEAL
11	CMBC Cask Ale Range	Buy 2 x 9's and get £10 off per 9
12	Carlsberg Danish Pilsner	Install and receive a complimentary POS package plus a free case from AFB range
15	Brooklyn Pilsner	Install and receive a complimentary POS package plus a free case from AFB range
16	Birrificio Angelo Poretti	Install and receive a complimentary POS package plus a free case from AFB range
18	Kronenbourg 1664	Install and receive a complimentary POS package plus a free case from AFB range
19	Erdinger Alkoholfrei	Buy 3 cases and receive a complimentary POS Kit
20	CMBC Packaged Range	Buy 3 cases and receive £1.50 off per case
21	CMBC Alcohol Free Beer Range	Limited edition prices
22	Dirty Tackle Guest Ale	£74.99
35	Ochre Mountain	Buy 11 bottles, get 1 free
41	Single Serve Bottles	Buy 3 cases, get a bottle of Smirnoff free
41	USA Wines	Buy 11 bottles, get 1 free
46	Brockmans Gin	£2 off bottle
46	The Kraken	Buy any bottle from The Kraken range and receive £1 off
47	Jagermeister	Buy 6 x 70cl and receive your Jagermeister Rugby Visibility Kit
48	Jose Cuervo	Buy any bottle of Jose Cuervo and receive £1 off
48	Kopparberg	Buy 4 cases and get 5 ice buckets free

## TERMS & CONDITIONS

THESE TERMS AND CONDITIONS APPLY TO ALL OFFERS DETAILED IN THIS ON TRADER DEALS DIRECTORY (DIRECTORY). THOSE OFFERS CANNOT BE USED IN CONJUNCTION WITH ANY OTHER OFFER OR DISCOUNT.

All products are supplied subject to our standard on trade terms and conditions of sale from time to time in force (a copy of the latest version of which is available at [www.carlsbergmarstons.co.uk/termsandconditions](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 September 1st - September 29th 2023 (Promotional Period). 2 Any offer may be cancelled by us without notice. Cancellation of any offer will not affect the validity of any order placed prior to the date of cancellation. All offers are subject to availability. 3 To take advantage of an offer you must: a) purchase and take delivery of the full qualifying quantity of the relevant products in a single transaction; failure to take delivery of all qualifying products may result in you becoming ineligible for the applicable free product, merchandise or any other non-stock reward (Free Product); b) quote any and all references, offer codes or other requirements specified in the Directory at the time the order is placed; and c) be a representative of a licensed premises in the UK. 4 By law, we cannot sell or supply alcohol to anyone who is not aged 18 or over. By placing an order, you confirm that you are 18 or over and agree to be bound by these terms and conditions.

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

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

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

VALGANNA ITALIA 1877



— BIRIFICIO ANGELO PORETTI —

# THE FASTEST GROWING ITALIAN LAGER\*

\*Born in Italy. Brewed in the UK  
CGA OPMS Data to 25/02/2023. Nielsen data to 25/03/2023

[bedrinkaware.co.uk](http://bedrinkaware.co.uk)

