

OFFERS APPLY TO DELIVERIES FROM NOVEMBER 1ST 2023 - JANUARY 5TH 2024 UNLESS OTHERWISE STATED

ON TRADER DEALS

CARLSBERG MARSTON'S
BREWING COMPANY

NOV/DEC 2023

AMAZING OFFERS, SUPPORT & INSPIRATION

ORDER.CARLSBERGMARSTONS.CO.UK TO ORDER ONLINE

Carlsberg



1664



SHIPYARD®

Wainwright

HOBGOBLIN

ON TRADER DEALS

AMAZING OFFERS, SUPPORT & INSPIRATION

NOV/DEC 2023

NOV/DEC 2023

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CARL MIDDLETON,
VP ON TRADE

WELCOME *to our Festive edition*

It's official: Christmas has come to Carlsberg Marston's! And as we kick off what's set to be a back-to-back couple of months, we've pulled together a special winter issue packed with the latest news and seasonal deals for you.

For starters, you'll find an extended cask ale promotion and a special price on a regional favourite on page 18, so you can Celebrate Cask Ale this Christmas. And we've not forgotten about designated drivers this season, of course. Keep all your customers smiling by stocking up on AFB with a great deal on low and no-alcohol beer in Find Your Free on page 20.

In fact, we've lined up more deals than ever from our third-party suppliers in this issue, so you can make sure you're prepared ahead of the Christmas party season. These start from page 29, so flick through for our favourite festive deals.

Don't miss our festive guest ales – Brewdolph and Bah Humbug – on page 17. The prices on these are so good even Scrooge would approve.

Last but not least, I'd like to say thank you for being a valued customer on behalf of the Carlsberg Marston's team. Have a fantastic Christmas and New Year, and here's to more of the same in 2024!

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

<p>STANDARD</p>  <p>CARLSBERG DANISH PILSNER 3.4% 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>BIRRFICIO ANGELO PORETTI 4.8% Birrificio Angelo Poretti is a full-flavoured lager with 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>STANDARD</p>  	<p>STANDARD PLUS</p> 	<p>PREMIUM</p> 	<p>PREMIUM WORLD</p>  <p>GLUTEN FREE</p> 	<p>DISCOVERY WORLD</p>  

KEG ALE

<p>GOLD</p>  <p>WAINWRIGHT GOLD 4.1% Premium keg beer from Wainwright. A refreshing alternative to standard keg ale, with fruity, sweet, citrus flavours.</p>	<p>IPA</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>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>RUBY</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 CDM or customer service representative.

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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<p>AMBER</p> <div style="display: flex; flex-wrap: wrap; justify-content: space-around;"> <div>  <p>3.1%</p> </div> <div>  <p>3.4%</p> </div> <div>  <p>3.7%</p> </div> <div>  <p>3.7%</p> </div> <div>  <p>3.7%</p> </div> <div>  <p>4.2%</p> </div> <div>  <p>4.5%</p> </div> </div>	<p>RUBY</p> <div style="display: flex; flex-wrap: wrap; justify-content: space-around;"> <div>  <p>3.2%</p> </div> <div>  <p>3.6%</p> </div> </div>	<p>STOUT</p>  <p>4.3%</p>
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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>STANDARD</p>  <p>CARLSBERG 0.0% 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>WORLD</p>  <p>ERDINGER ALKOHOLFREI 0.5% The non-alcoholic drink from Erding is not only a real energizer but also low in calories, with just 125 calories per 500ml bottle, and made exclusively from natural ingredients.</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>ALE</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>	<p>ALSO AVAILABLE ON DRAUGHT</p>  <p>SHIPYARD LOW TIDE 0.5% A juicy, tropical pale ale, with a fullness that belies its low alcohol.</p>
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CIDER

<p>STANDARD</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 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.

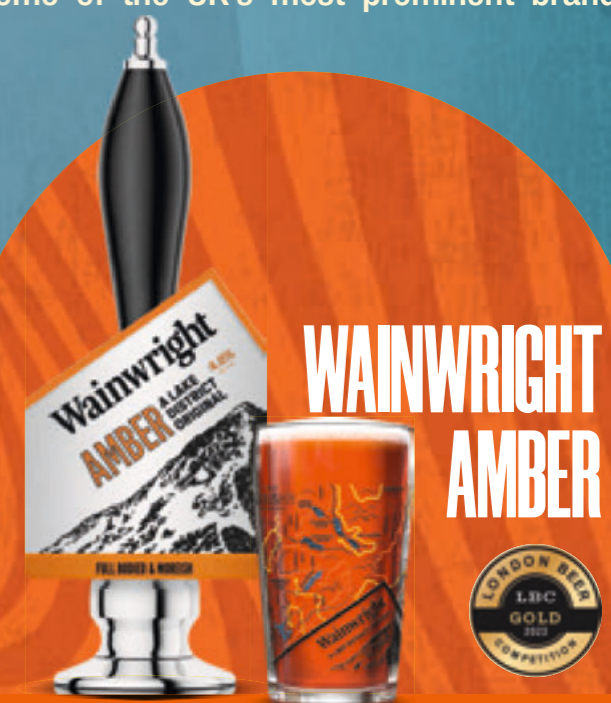
- ABV:** 4.5%
- Style:** IPA
- See:** Pale golden with orange glints
- Smell:** Tropical, citrus, fresh, orange
- Taste:** Juicy, zesty, complex fruit note, grapefruit
- Sweet:** ●●●●●
- Bitter:** ●●●●●
- Food pairing:** All the spices from round the world or simply enjoy on its own



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

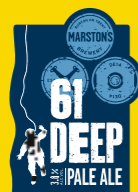


WAINWRIGHT AMBER

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

GOLD



3.8%



4.0%



4.1%



4.2%



4.9%

AMBER



3.4%



3.7%



3.8%



4.5%



4.8%



INSTALL BIRIFICIO 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.

PLUS
receive a free case of AFB from the range‡
See page 20 for more details

Born in Italy, brewed in UK

*Deal valid for the duration of the brochure promotional period. 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.

Source: *Total trade On & Off, Volume & Value MAT vs Peroni, Birra Moretti & Menabrea. CGA OPMS to 17/06/2023 & Nielsen Data to 15/07/23

‡ 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.

Brewed in the UK. Enjoy responsibly. be.drinkaware.co.uk

BOOST YOUR SALES THIS CHRISTMAS

THE #1 BRAND OF CHOICE*



PLUS
receive a free case of AFB from the range‡
See page 20 for more details

INSTALL SAN MIGUEL ESPECIAL AND RECEIVE A POS SUPPORT PACKAGE. SPEAK WITH YOUR CMBC REPRESENTATIVE TO AGREE INSTALL AND BUILD YOUR PERFECT PACKAGE.

*Source: CGA Brandtrack Q1 2023.

Enjoy responsibly. be.drinkaware.co.uk

‡ 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.



PLUS
receive a free
case of AFB
from the range‡
See page 20 for
more details

PLUS INSTALL
CARLSBERG
DANISH PILSNER
& RECEIVE A
POS SUPPORT
PACKAGE
WORTH £125*

**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



be drinkaware.co.uk

*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.
*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 for more details. Brewed in UK, the Danish Way. Enjoy responsibly.
‡ 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.

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 GDOS

PLUS
receive a free
case of AFB
from the range†
See page 20 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

† 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.

CELEBRATE CASK THIS CHRISTMAS

BUY 2 9G'S & GET £10 OFF PER 9G

GOLD



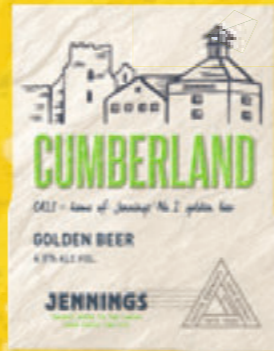
4.1%



4.2%



4.9%



4.0%

IPA

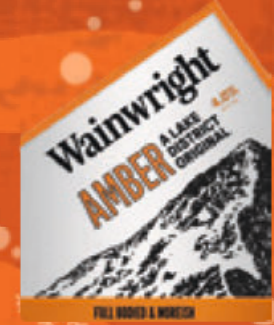


4.2%

AMBER



3.8%



4.1%



4.5%



4.8%

Promotion valid for the duration of the brochure promotional period. Buy any 2 9g's of the same product and receive £10 off per 9g. Qualifying products: Hobgoblin Gold 9g, Hobgoblin IPA 9g, Wainwright Gold, Wainwright Amber, Banks's Mild 9g, Bombardier Amber 9g, Directors 9g, Eagle IPA 9g, Cumberland 9g, Marston's Pedigree 9g, Ringwood Forty Niner 9g, Ringwood Razorback 9g, Young's London Original 9g. Not available in conjunction with any other offer. Deal subject to change. Available while stocks last.

Wainwright

A LAKE DISTRICT ORIGINAL



PLUS
 receive a free
 case of AFB
 from the range†
 See page 20 for
 more details

INSTALL WAINWRIGHT AND RECEIVE A 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. 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.

Install Hobgoblin & receive a 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. 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.

PLUS
 receive a free
 case of AFB
 from the range†
 See page 20 for
 more details

HOBGOBLIN

— BEAUTY LIES WITHIN —

Enjoy responsibly.
 be drinkaware.co.uk

Festive guest ales...

BAH HUMBUG*

Tis the season to be Jolly
OH NO IT ISN'T!

£81.99



At least you can take refuge from the Christmas shopping with the rich, fruity spiced beer guaranteed to make even the most seasoned party pooper smile

ABV 4.3%
 STYLE WINTER ALE
 SEE DARK GOLD
 SMELL BANANAS, CLOVES
 TASTE RICH, SPICED FRUIT
 BITTER ●●●●●
 SWEET ●●●●●

Perfect with...

Christmas pudding or Ploughmans

*Available December 2023 only

BREWDOLPH*

Deck those halls with...
HOPS & BARLEY!

£65.99



Brewdolph is here with a sack full of seasonal succour. With a warm Amber hue, this Christmas cracker has a beautifully balanced blend of malt and hop and a cheerily convivial 3.4% ABV. Brewdolph's full of festive fun and malty merriment

ABV 3.4%
 STYLE WINTER GUEST BITTER ALE
 SEE DARK GOLD
 SMELL A TOUCH OF EARTHY HOPS, FRESH
 TASTE DRY BITTER FINISH
 BITTER ●●●●●
 SWEET ●●●●●

Perfect with...

Pork Scratchings or a hot pie

FESTIVE REGIONAL FAVE

REGIONAL

£69.99



TETLEYS ORIGINAL
3.4% ABV

An amber bitter ale, which has sweet toffee apple flavours balanced with distinctly bitter dry flavours and a lingering dry bitter finish.

Promotion valid for the duration of the brochure promotional period. Not available in conjunction with any other offer. Deal subject to change. Available while stocks last.

**BUY ANY
4 CASES &
GET ONE OF
THE BELOW
CASES FOR
FREE...**

- PORETTI**
24x330ML
- BROOKLYN PILSNER**
12x330ML
- CARLSBERG DANISH
PILSNER** 24x330ML
- SAN MIGUEL ESPECIAL**
24x330ML

Promotion valid for the duration of the brochure promotional period. Qualifiers must be purchased in one transaction. Qualifying products include Birrificio Angelo Poretti 24x330ml NRB, Brooklyn Pilsner 12x330ml NRB, Brooklyn Lager 24x330ml NRB, San Miguel Especial Gluten Free 24x330ml NRB, Carlsberg Danish Pilsner 24x330ml NRB and Estrella Damm 24x330ml NRB. Free products available: Birrificio Angelo Poretti 24x330ml NRB, Brooklyn Pilsner 12x330ml NRB, Carlsberg Danish Pilsner 24x330ml NRB and San Miguel Especial 24x330ml. Not available in conjunction with any other offer. Deal subject to change. Available while 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.



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, 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. Whilst stocks last. Speak to you CDM for advice on what brand is best suited for your outlet.

Enjoy responsibly.

be drinkaware.co.uk

WELL DESERVED

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

Install Shipyard American Pale Ale to receive a POS support package**

PLUS receive a free case of AFB from the range†
See page 20 for more details

DISCOVER MORE AT SHIPYARDBEER.CO.UK

@SHIPYARDBEERUK

† Free case of AFB includes: San Miguel 0.0 24x330ml, Carlsberg 0.0 24x330ml, Shipyard Low Tide 8x500ml, Brooklyn Special Effects 24x330ml your BDM will recommend the best matched brand for your outlet.

*Source: Nielsen On Trade MAT - P13.

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

Enjoy Responsibly be drinkaware.co.uk





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 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



**BRANDS AVAILABLE
ON DRAUGHTMASTER:**



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

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

WHAT CAN DRAUGHTMASTER DO FOR YOU?



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



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



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



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

WHAT DO YOU NEED?

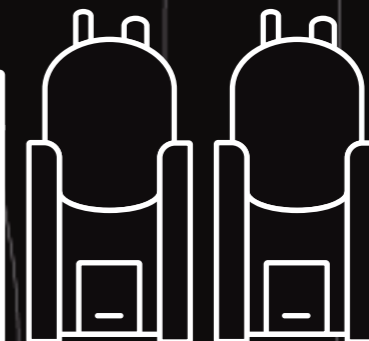
DraughtMaster uses standard founts/t-bars and coolers and can be set up under bar or in a cellar.



STANDARD COOLER



CLEANING UNIT



KEG MODULES (MIN 2)

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

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

Enjoy responsibly. be.drinkaware.co.uk





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.



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



CALITERRA®

Certified Sustainable

Estate Grown Wines
 Reds from Caliterra Estate
 Whites from Curicó – Casablanca

Certified GREEN SEAL paper, made of 100% recycled post consumer and alternative fibers, chlorine free process, green energy and certified for Sustainable Forest Management.

The Green Seal certifies that the papers has a minimum of 30% post consumer fiber and that the mill processes, including packaging, are environmentally preferable.

Caliterra Carmenère Reserva

Luscious, juicy red wine full of succulent black fruit flavours and a touch of smoky spice, great with casserole, cheesy dishes.

Caliterra Chardonnay Reserva

A straightforward, uncomplicated Chardonnay showing touches of melon and oak, goes well with fish, salads, white meats.

Caliterra Merlot Reserva

A ripe, forward, mid-bodied, gently fruity merlot, perfect for grilled, hard cheese, red meats, tomato-based pasta dishes.

Caliterra Sauvignon Blanc Reserva

This is a fresh, light-bodied, pleasantly fruity dry white wine, a perfect partner for fish, goats' cheese, seafood.



Buy 11
 get 1
 free



Mulled Wine

ONLY
 £21

for a case
 of 6

or just over
 £1.17 per
 250ml
 serve!

Mulled wine is a fantastic opportunity to make some money as an operator. Invest a little bit of money into an urn, fill it with mulled wine, power it up and the smell alone will generate sales. Late night Christmas shoppers are basically looking for an excuse to have a drink before they head home to do some wrapping – a few chalkboards and the aroma of mulled wine, combined with some smart pricing and you'll soon start to see the benefits.

Harvest Fruits Mulled Wine blends the finest ingredients to give a rich fruity character with warming spicy notes. Suitable for Vegetarians & Vegans. Add slices of fruits and cinnamon sticks if required for visual effect. To warm, heat lightly in a saucepan or in the microwave in a suitable container for 45 seconds on "high". Do not boil.



BUY ANY 24 BOTTLES TO
GET A 75CL PROSECCO...

FROM THE
REWARD RANGE

Free



Reward range includes: Terra del Doge Prosecco 75cl, Vignana Prosecco Rosé 75cl, Vignana Prosecco 75cl, Morajo Prosecco 75cl.

*10 deals per customer per week. While stocks last.

BUY ANY 24 BOTTLES TO GET A 75CL PROSECCO...

FROM THE REWARD RANGE



Free



IMAGE NO.	SKU	WINE NAME	SPARKLING	SUSTAINABLE	VEGAN	CROWN CELLARS EXCLUSIVE	CROWN CELLARS EXCLUSIVE OWN LABEL
1	56919	Aimery Cabernet Rosé, IGP Pays d'Oc 75cl					
2	56936	Aimery Cabernet Sauvignon, IGP Pays d'Oc 75cl					
3	56925	Aimery Chardonnay, IGP Pays d'Oc 75cl					
4	57225	Aimery Crémant de Limoux Brut NV 75cl					
5	56924	Aimery Merlot, IGP Pays d'Oc 75cl					
6	56935	Aimery Sauvignon Blanc 75cl					
7	57424	Champagne H. Lanvin & Fils Brut NV 75cl					
8	57430	Champagne H. Lanvin & Fils Rosé Brut NV 75cl					
9	57235	Côtes-du-Rhône, Cuvée St Laurent 75cl					
10	57290	Invenio French Merlot 75cl					
11	57289	Invenio Sauvignon Blanc 75cl					
12	24563	Laure d'Echames Brut NV 75cl					
13	57718	Maison Des Bretons Dry White 75cl					
14	57714	Maison Des Bretons Medium Dry White 75cl					
15	57715	Maison Des Bretons Red 75cl					
16	60445	Picpoul de Pinet, Cuvée Thetis 75cl					
17	57231	Sancerre, Bougrier 75cl					
18	20937	Invenio Pinot Grigio 75cl					
19	20975	Lyric Pinot Grigio 75cl					
20	20976	Lyric Pinot Grigio Rosé 75cl					
21	20977	Lyric Prosecco Extra Dry 75cl					
22	26802	Morajo Pinot Grigio Blush, DOC Venezia 75cl					
23	26804	Morajo Pinot Grigio, DOC Venezia 75cl					
24	26801	Morajo Prosecco 75cl					
25	20934	O&E Italian Pinot Grigio 75cl					
26	61495	Ponte Gio Bianco 75cl					
27	61496	Ponte Gio Rosato 75cl					
28	61497	Ponte Gio Rosso 75cl					
29	57041	Ponte Merlot 75cl					
30	57010	Ponte Pinot Grigio 75cl					
31	59452	Ponte Pinot Grigio Rosato 75cl					
32	57089	Ponte Prosecco Extra Dry 75cl					
33	25650	Ponte Prosecco Rosé Millesimato, Brut 75cl					
34	21443	Ponte Sparkling Pinot Grigio Brut NV 75cl					
35	26900	Vignana Pinot Grigio Blush, IGT Pavia 75cl					
36	26902	Vignana Pinot Grigio, DOC Venezia 75cl					
37	20938	Vignana Prosecco Extra Dry 75cl					
38	26803	Vignana Prosecco Rosé 75cl					
39	26700	Zimor Merlot 75cl					
40	26685	Zimor Pinot Grigio 75cl					
41	26701	Zimor Pinot Grigio Rosé 75cl					
42	23977	Zimor Prosecco Extra Dry 75cl					
43	26016	Zimor Prosecco Rosé 75cl					
44	26293	Castillo de Piedra Tempranillo 75cl					
45	59711	Castillo de Piedra Tempranillo Rosé 75cl					
46	59691	Castillo de Piedra Viura 75cl					
47	61964	Finca de Oro Rioja 75cl					
48	15468	Finca de Oro Rioja Blanco 75cl					
49	57789	Lobo Loco Macabeo 75cl					
50	57790	Lobo Loco Tempranillo 75cl					
51	26292	Lobo Loco Tempranillo Rose 75cl					
52	13498	Marqués de Alfamén Chardonnay Macabeo 75cl					
53	15464	Marqués de Alfamén Garnacha Rosado 75cl					
54	13499	Marqués de Alfamén Garnacha Shiraz 75cl					
55	26288	Brightside Cabernet Sauvignon 75cl					
56	25658	Brightside Pinot Grigio 75cl					
57	25660	Brightside Zinfandel Rosé 75cl					
58	59736	Jack & Gina Zinfandel Rosé 75cl					
59	60818	O&E Zinfandel Rosé 75cl					
60	21391	To Be Continued Chardonnay 75cl					
61	25707	To Be Continued Zinfandel Rosé 75cl					
62	18460	Bone Orchard Malbec 75cl					
63	17679	Dead Man's Dice Malbec 75cl					
64	26904	Carta23 Chilean Merlot 75cl					
65	26905	Carta23 Chilean Sauvignon Blanc 75cl					
66	15726	Clockwork Raven Merlot 75cl					
67	18984	Las Ondas Cabernet Sauvignon 75cl					
68	26887	Las Ondas Merlot Reserva 75cl					
69	18986	Las Ondas Pinot Noir Reserva 75cl					
70	18991	Las Ondas Rosé 75cl					
71	18987	Las Ondas Sauvignon Blanc 75cl					
72	18985	Las Ondas Viognier Reserva 75cl					
73	26799	Ocarina Chilean Merlot 75cl					
74	26800	Ocarina Chilean Sauvignon 75cl					
75	57634	Ochre Mountain Merlot Carmenère 75cl					
76	57612	Ochre Mountain Sauvignon Blanc 75cl					
77	33188	Box of Budgies Sauvignon Blanc 75cl					
78	59720	Cloud Island Sauvignon Blanc 75cl					
79	15721	Bad Eye Deer Shiraz Cabernet 75cl					
80	17601	Grapeful Dead Chardonnay 75cl					
81	17605	Grapeful Dead Shiraz 75cl					
82	57494	Gulara Chardonnay 75cl					
83	57493	Gulara Shiraz 75cl					
84	21353	Pocket Watch Chardonnay 75cl					
85	21354	Pocket Watch Shiraz 75cl					
86	62018	Spearwood Chardonnay 75cl					
87	61965	Spearwood Shiraz 75cl					
88	15722	Bad Eye Deer Sauvignon Blanc 75cl					
89	17534	Clockwork Raven Sauvignon Blanc 75cl					
90	27174	Cloud Island Cape Series Sauvignon Blanc 75cl					
91	19266	Drop Dead Gorgeous Chenin Blanc 75cl					
92	19265	Drop Dead Gorgeous Malbec 75cl					
93	27113	Visitors Series Sauvignon Blanc 75cl					
94	57299	Invenio Australian Shiraz 75cl					
95	57298	Invenio Chardonnay 75cl					
96	57462	Invenio Zinfandel Rosé 75cl					

*10 deals per customer per week. While stocks last.

Reward range includes: Terra del Doge Prosecco 75cl, Vignana Prosecco Rosé 75cl, Vignana Prosecco 75cl, Morajo Prosecco 75cl.

BUY ANY 6 CASES FROM THE RANGE TO GET A CASE

Free



IMAGE NO.	SKU	WINE NAME	SPARKLING	SUSTAINABLE	VEGAN	CROWN CELLARS EXCLUSIVE	CROWN CELLARS EXCLUSIVE OWN LABEL
1	27471	Aimery Cabernet Rosé, Single Serve 187ml (x24)	•	•	•	•	•
2	27466	Aimery Chardonnay, Single Serve 187ml (x24)	•	•	•	•	•
3	27483	Aimery Merlot, Single Serve 187ml (x24)	•	•	•	•	•
4	27467	Aimery Sauvignon Blanc, Single Serve 187ml (x24)	•	•	•	•	•
5	27463	Bad Eye Deer Sauvignon Blanc, Single Serve 187ml (x24)	•	•	•	•	•
6	27462	Bad Eye Deer Shiraz Cabernet, Single Serve 187ml (x24)	•	•	•	•	•
7	27456	Bad Eye Deer Zinfandel Rosé, Single Serve 187ml (x24)	•	•	•	•	•
8	27473	Invenio Australian Colombard Chardonnay, Single Serve 187ml (x24)	•	•	•	•	•
9	27474	Invenio Australian Shiraz, Single Serve 187ml (x24)	•	•	•	•	•
10	27480	Invenio French Merlot, Single Serve 187ml (x24)	•	•	•	•	•

IMAGE NO.	SKU	WINE NAME	SPARKLING	SUSTAINABLE	VEGAN	CROWN CELLARS EXCLUSIVE	CROWN CELLARS EXCLUSIVE OWN LABEL
11	27479	Invenio French Sauvignon Blanc, Single Serve 187ml (x24)	•	•	•	•	•
12	27464	Invenio Pinot Grigio, Single Serve 187ml (x24)	•	•	•	•	•
13	27475	Invenio Zinfandel Rosé, Single Serve 187ml (x24)	•	•	•	•	•
14	27470	Ponte Merlot, Single Serve 187ml (x24)	•	•	•	•	•
15	27481	Ponte Pinot Grigio Ramato, Single Serve 187ml (x24)	•	•	•	•	•
16	27469	Ponte Pinot Grigio, Single Serve 187ml (x24)	•	•	•	•	•
17	27491	Ponte Prosecco Extra Dry, Single Serve 200ml (x24)	•	•	•	•	•
18	27490	Zimor Prosecco, Single Serve 200ml (x24)	•	•	•	•	•
19	29484	Pasqua Prosecco DOC 187ml	•	•	•	•	•

BUY ANY 6 BOTTLES TO GET A 75CL TRAMONTO SPUMANTE SPARKLING ITALIAN WINE

Free*

SPAIN



ITALY



CROWN CELLARS EUROPEAN FAVOURITES



IMAGE NO.	SKU	WINE NAME	REGION, COUNTRY
1	23958	Laxas Albariño, Rías Baixas 75cl	Galicia, Spain
2	16293	Fincas de Landaluce Crianza Rioja 75cl	La Rioja, Spain
3	21021	Vesevo Beneventano Falanghina 75cl	Campania, Italy
4	19192	Primitivo di Manduria 'Vitti', Cantine San Marzano 75cl	Salento, Italy
5	24166	Casale del Barone '150+1' Piemonte Barbera 75cl	Piedmont, Italy
6	24167	Casale del Barone '150+1' Langhe Bianco 75cl	Piedmont, Italy

*10 deals per customer per week. While stocks last. Limited stock availability; When It's Gone, It's Gone!

Say hello to low duty wines this Christmas

Make the most of the recent duty change with our 8% ABV rosé wines

Alcohol %	Duty per bottle JAN 2023	Duty per bottle FROM AUG 2023	Duty Change
★ 8%	£2.23	£1.49	- £0.74
8.5%		£1.82	- £0.41
9%		£1.92	- £0.31
9.5%		£2.03	- £0.20
10%		£2.14	- £0.09
10.5%		£2.24	+ £0.01
11%		£2.35	+ £0.12
11.5 - 12.5%		£2.67	+ £0.44

#1
Rosé wine
in the UK



*Duty change for 75cl still table wine

**IRI Total Off-Trade MAT e/ 06.08.23 - Rose ©2023 E & J Gallo Winery, Modesto, CA. All rights reserved. be drinkaware.co.uk



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



Buy 7 cases of Jack Rabbit and get 1 FREE on 187ml**



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

On-trade exclusive

*Still wine. CGA wine data July 2022. **Offer valid throughout November + December 2023. Capped at 1000 deals in total. Limited stock available. Please drink responsibly. be drinkaware.co.uk

CHAMPAGNE TAITTINGER *Reims*



Buy 6 x 1.5l bottles of Taittinger Brut Reserve to get 1 bottle free

The Taittinger family has managed the Champagne House for nearly a century. Its aim has always been the pursuit of excellence. "Having our family name on a bottle places demands and responsibilities on every minute. The name on the bottle conveys both the skills and knowledge of the past and a commitment to the future". Pierre Emmanuel Taittinger has embodied this commitment for 40 years, and today he shares it with his son, Clovis and his daughter, Vitalie who both work beside him in the day to day running of the Champagne House. Together, they create a very close-knit and complementary family trio.



DISTILLED

WORLD SPIRITS FROM
CARLSBERG MARSTON'S BREWING COMPANY

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

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

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

TASTING EVENTS

Meet suppliers, get inspired & discover support



THE THINKING DRINKERS

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



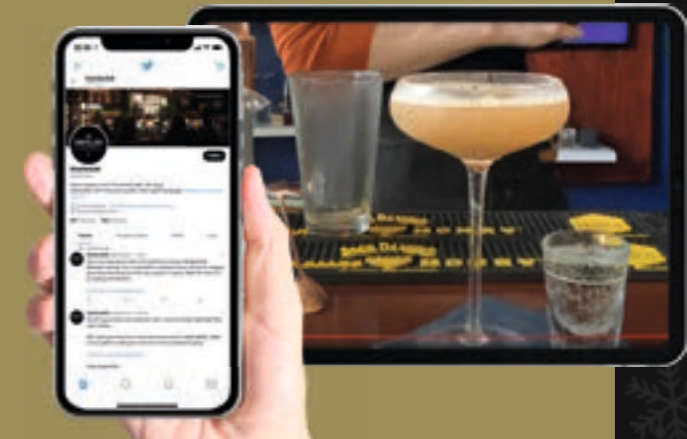
DISTILLEDUK.COM

Articles, videos, interviews, serve guides & our range



SOCIAL MEDIA

@distilleduk



LISTING HELP, COCKTAIL SPECS & MENUS

Costed, balanced, creative & commercial, bespoke training support

MAI TAI	ESPRESSO MARTINI	NEGRONI																																
 <p>INGREDIENTS</p> <table border="1"> <thead> <tr> <th>INGREDIENTS</th> <th>MEASURE</th> </tr> </thead> <tbody> <tr><td>Ravana Club 3 YO Rum 70cl</td><td>50ml</td></tr> <tr><td>Coconut Orange 70cl</td><td>15ml</td></tr> <tr><td>Sage Pineapple 1l</td><td>25ml</td></tr> <tr><td>Finest Call Lime Juice PET 1l</td><td>25ml</td></tr> <tr><td>Reserve Cane Sugar Syrup 1l</td><td>7.5ml</td></tr> <tr><td>Sessive Oregano Syrup</td><td>7.5ml</td></tr> <tr><td>Woods 100 Old Navy Rum 70cl</td><td>7.5ml</td></tr> </tbody> </table> <p>GLASSWARE Collins glass</p> <p>METHOD Shake and strain all but the dark rum over ice, drizzling this on the drink once finished</p> <p>GARNISH Pineapple wedge and cherry</p>	INGREDIENTS	MEASURE	Ravana Club 3 YO Rum 70cl	50ml	Coconut Orange 70cl	15ml	Sage Pineapple 1l	25ml	Finest Call Lime Juice PET 1l	25ml	Reserve Cane Sugar Syrup 1l	7.5ml	Sessive Oregano Syrup	7.5ml	Woods 100 Old Navy Rum 70cl	7.5ml	 <p>INGREDIENTS</p> <table border="1"> <thead> <tr> <th>INGREDIENTS</th> <th>MEASURE</th> </tr> </thead> <tbody> <tr><td>Katol One Vodka</td><td>30 ml</td></tr> <tr><td>Kahlua</td><td>30 ml</td></tr> <tr><td>Fresh espresso</td><td>30 ml</td></tr> </tbody> </table> <p>GLASSWARE Chilled coupe or cocktail (Martini) glass</p> <p>METHOD Shake vigorously & fine strain into chilled glass</p> <p>GARNISH Three coffee beans</p>	INGREDIENTS	MEASURE	Katol One Vodka	30 ml	Kahlua	30 ml	Fresh espresso	30 ml	 <p>INGREDIENTS</p> <table border="1"> <thead> <tr> <th>INGREDIENTS</th> <th>MEASURE</th> </tr> </thead> <tbody> <tr><td>Tanqueray Gin</td><td>25 ml</td></tr> <tr><td>Campari</td><td>25 ml</td></tr> <tr><td>Cocchi Vermouth Di Torino</td><td>25 ml</td></tr> </tbody> </table> <p>GLASSWARE Old fashioned (large tumbler) glass</p> <p>METHOD Build all ingredients over ice and stir</p> <p>GARNISH Orange wedge or zest</p>	INGREDIENTS	MEASURE	Tanqueray Gin	25 ml	Campari	25 ml	Cocchi Vermouth Di Torino	25 ml
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**BUY 11 BOTTLES
FROM THE RANGE**
ON PAGES 44-45
**& RECEIVE A BOTTLE
FROM THE REWARD
RANGE *Free****



*10 deals per customer per week. While stocks last.
Reward range includes: Sipsmith Strawberry Smash 70cl, Gordon's Gin 70cl, Smirnoff Red Label 70cl, Bailey's 70cl and Bacardi Spiced 70cl.

BUY 12 X 1.5L BOTTLES TO GET 1 X 1.5L FROM THE REWARD RANGE

Free*

BUY 6 BOTTLES TO GET 1 X 70CL FROM THE REWARD RANGE

Free*



*10 deals per customer per week. While stocks last. Reward range includes Eristoff Vodka 1.5l, Gordon's Gin 1.5l, Bacardi Carta Blanca 1.5l.

BACARDI-MARTINI LIMITED
BACARDI BRANDS BASKET DEAL

BUY 6 BOTTLES TO GET 1 BOTTLE FROM THE REWARD RANGE

Free*



*10 deals per customer per week. While stocks last. Reward range includes: Sipsmith Strawberry Smash 70cl, Sipsmith Orange & Cacao 50cl, Havana Club 7YO Rum 70cl.



NOT MENTIONED ON SPREADSHEET

NOT MENTIONED ON SPREADSHEET

*10 deals per customer per week. While stocks last. Limited stock availability; When It's Gone, It's Gone! Reward range includes 70cl Eristoff Vodka or 70cl Bacardi Spiced.



WHISKY MENU CREATION

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

FOR MORE INFORMATION PLEASE CONTACT YOUR LOCAL SALES MANAGER



WIN 12 KEGS OF CHRISTMAS

BUY 3 X 50L OR 5 X 30L KEGS & I CASE OF GUINNESS 0.0% FOR YOUR CHANCE TO WIN 12 KEGS!*

GUINNESS



for the facts drinkaware.co.uk
PLEASE DRINK RESPONSIBLY

*Promotion open to selected on-trade licensed premises in GB only. 18+. Purchase 3x50L or 5x30L kegs of Guinness Draught and 1 x case (24 x 538ml) of Guinness 0.0 in can from a participating wholesaler between 1st November 2023 and 30th November 2023 for a chance to win a prize of 12x50L kegs of Guinness Draught. 15 prizes available to be won (3 per wholesaler). All kegs must be claimed from the same wholesaler initial kegs/case are purchased from before 1st August 2024. Max 1 prize per on-trade licensed premise. Automatic entry upon qualifying purchases. To opt-out of Promotion email twelvekegs@promotions.uk.com. For full T&Cs and list of participating wholesalers, visit www.promotions.uk.com/twelvekegsnational. Promoter: Diageo Great Britain W1F 7HS.

Scan me

POS, Tips & More



STOCK UP FOR CHRISTMAS WITH THE NO.1 RTD BRAND*



SPECIAL PRICE OFFER
£20.99
PER CASE
NRB

AVAILABLE WHILST STOCKS LAST

be.drinkaware.co.uk Source: *CGA to 31.12.22 & Nielsen to 20.05.23. WKD 24 x 275ml NRB - WKD Blue.

YOUR WKD SIDE

Get £2.50 off per case of packaged fruit cider

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.



Source: IRI 52 w/e 22/01/23, CGA 52 w/e 31/12/22. T&Cs: Offer available 01/11/23-05/01/24. Packaged fruit cider includes cases of 15 x 500ml Strawberry & Lime, Raspberry and Mixed Fruit. Carlsberg Marston's have the right to stop this promotion at any time. While stocks last.

be.drinkaware.co.uk

KOPPARBERG



DELICIOUS COCKTAILS. MADE EASY.

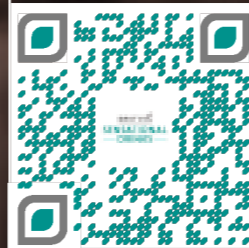
Simply pour & mix
with Britvic's new Cocktail Mixers

Britvic
LIFTING SPIRITS SINCE 1938

BUY 2 CASES TO
RECEIVE A CASE OF
MOJITO FREE PLUS
BRITVIC COCKTAIL
SHAKER*



Want to showcase
your new cocktails?
Claim your free
premium POS kit
here!



be drinkaware.co.uk

T&Cs apply: Deal runs from November 1st to December 31st 2023. 3 deals per customer per week. Qualifying range includes: Britvic Cocktail Mixers Pina Colada, Strawberry Daiquiri and Mojito 200ml NRB x24. Free case is Mojito 200ml NRB x24. *Free cocktail shaker will be sent direct to outlet, while stocks last. One per outlet for the promotional period. Promoter: Britvic Soft Drinks, Breakspear Park, Breakspear Way, Hemel Hempstead HP2 4TZ.

B
IN THE MIX



BUY 4 CASES FROM THE BRITVIC RANGE TO RECEIVE A CASE OF J20 FREE*



REFRESH YOUR SOFT
DRINKS SALES WITH
SENSATIONAL DRINKS.
SCAN THE QR CODE TO ACCESS
FREE MENU PRINT, POS, DIGITAL
TOOLS AND SO MUCH MORE



OR VISIT US AT
SENSATIONALDRINKS.COM

T&Cs apply: Deal runs from 1st November to 31st December 2023. Three deals per customer per week. Qualifying range includes Britvic cordials 1L PET, Britvic 55 275ml NRB, Fruit Shoot 200ml/275ml and Britvic Juices 200ml NRB. Free case is J20 Orange & Pisonfruit 275ml NRB x24. Promoter: Britvic Soft Drinks, Breakspear Park, Breakspear Way, Hemel Hempstead, HP2 4TZ.

BUY 4 CASES

from the J20 range
TO RECEIVE A CASE

FREE*



SERVE YOUR GUESTS A
J20 WINTER WOO WOO
THIS FESTIVE SEASON.



A FRUITY MIX OF
J20 APPLE & RASPBERRY,
SPICED RUM AND
PEACH SCHNAPPS

SCAN THE QR TO CLAIM
YOUR FREE FESTIVE POS
KIT FOR YOUR OUTLET



*Terms and conditions apply. Deal runs from 1st November to 31st December 2023. Three deals per customer per week. Qualifying range includes J20 Blends. Free case is J20 Orange & Passionfruit 275ml NRB x24 & J20 Apple & Raspberry 275ml NRB X24. While stocks last. Glassware imagery is for visual purposes only Promoter: Britvic Soft Drinks, Breakspare Park, Breakspare Way, Hemel Hempstead HP2 4TZ.

MIX IT UP THIS WINTER



**BUY
4 CASES**

FROM THE BRITVIC &
PEPSI MIXERS RANGE
TO RECEIVE A CASE OF
TONIC OR
LOW CAL TONIC
FREE*



SCAN THE QR

REFRESH YOUR SOFT
DRINKS SALES WITH
SENSATIONAL DRINKS.
SCAN THE QR CODE TO
ACCESS FREE MENU
PRINT, POS, DIGITAL
TOOLS & SO MUCH MORE



OR VISIT US AT
SENSATIONALDRINKS.COM

Deal runs from 1st November to 31st December 2023. Qualifying range includes Britvic Mixers 200ml NRB and Pepsi Reg/Diet/Max 200ml NRB. Excludes Britvic 200ml Juices. Free case is Britvic tonic or low cal tonic 200ml NRB x24. Promoter: Britvic Soft Drinks, Breakspare Park, Breakspare Way, Hemel Hempstead HP2 4TZ.

ADD A DASH OF
Extraordinary

275ML
PRESSE
£9.49
PER CASE
SPECIAL OFFER

bottle green
elderflower
sparkling
pressé

Add a dash of
extraordinary this christmas

SPARKLING PRESSÉ 12 x 275ML: handpicked elderflower

GIN MENU CREATION

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

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

THE HOTTEST POP TO STOCK

THE UK'S #1 GINGER BEER BRAND*

BUY 3 CASES
to get 1 case of Old Jamaica FREE!**

**SOURCE IRI, TOTAL SOFT DRINKS EXCL DISCOUNTERS 15TH MAY 2022
**THE FREE CASE WILL BE OLD JAMAICA REGULAR 24X330ML THAT CANNOT BE CHANGED OR SWAPPED TO AN ALTERNATIVE

BUY ANY 4 CASES OF FEVER-TREE MIXERS (24X200ML)

& RECEIVE A FREE CASE OF MEDITERRANEAN TONIC WATER OR GINGER ALE

FEVER-TREE
MIX WITH THE BEST
this Christmas

Offer valid on:
Fever-Tree Ginger Ale 200ml, Fever-Tree Tonic Water 200ml, Fever-Tree Light Tonic Water 200ml, Fever-Tree Mediterranean Tonic Water 200ml.
*Maximum 2 deals per customer.

DEALS SUMMARY

PAGE	PRODUCT	DEAL
8	Birificio Angelo Poretti	Install and receive a complimentary POS package plus a free case from AFB range
9	San Miguel	Install and receive a complimentary POS package plus a free case from AFB range
10	Carlsberg Danish Pilsner	Install and receive a complimentary POS package plus a free case from AFB range
11	Kronenbourg 1664	Install and receive a complimentary POS package plus a free case from AFB range
12	Cask Ale Range	Buy 2 x 9g's and get £10 off per 9g
14	Wainwright	Install and receive a complimentary POS package plus a free case from AFB range
15	Hobgoblin	Install and receive a complimentary POS package plus a free case from AFB range
16	Christmas Guest Ales	Bah Humbug: £81.99 and Brewdolph £72.99
18	Festive Regional Faves	£69.99 per 9g
19	CMBC Packaged Lager Range	Buy 4 cases and get 1 free from the range
20	CMBC Alcohol Free Beer Range	Great case prices
21	Shipyard American Pale Ale	Install and receive a complimentary POS package plus a free case from AFB range
32	Caliterra	Buy 11 get 1 free
33	Mulled Wine	Only £20 for a case of 6
34	Wine Basket Deal	Buy any 24 bottles to get a 75cl Prosecco from the range
38	Single Serve Wines	Buy any 6 cases from the range to get a case free
39	Crown Cellars European Favourites	Buy any 6 bottles to get a 75cl Tramonto Spumante
40	Taittinger Champagne	Buy 6 bottles, get 1 free on Nocturne & Brut Reserve. Buy 4 bottles, get 1 free on Comte de Champagne
41	Jack Rabbit 75cl	Buy 11 get 1 free
41	Jack Rabbit 187ml	Buy 7 cases, get 1 free
44	Spirits Basket Deal	Buy 11 x 70cl from the range and receive a bottle from reward range free
46	1.5L Spirits Basket Deal	Buy 12 x 1.5L bottle to get 1 x 1.5L from the range
46	Premium Spirits	Buy 6 bottles to get 1 x 70cl from the range
47	Bacardi Basket Deal	Buy 6 bottles to get 1 x 70cl from the range
49	Finest Call	Buy 2 or more cases to get £4 off per case
49	Bols	Buy any 6 x 50cl and receive 1 x 50cl Bols Blue Curacao free
50	Guinness	Buy 3 x 50L or 5 x 30L kegs & 1 case of Guinness 0.0% for your chance to win 12 kegs
51	WKD	£20.99 per case NRB
51	Kopparberg Cider	Get £2.50 off per case of packaged fruit cider
52	Britvic Cocktail Mixers	Buy 2 cases to receive a case of Mojito free plus a Britvic Cocktail Shaker
53	Britvic Range	Buy 4 cases to receive a free case of J2O
54	J2O	Buy 4 cases from the range to receive a free case
55	Britvic Mixers	Buy 4 cases from the Britvic & Pepsi Mixers range to receive a case or tonic or low cal tonic free
56	Bottle Green	£9.49 per case of 275ml presse
56	Old Jamaica	Buy 3 cases to get 1 case free
57	Fever-Tree	Buy any 4 cases to receive a free case of Mediterranean Tonic Water or Ginger Ale

TERMS & CONDITIONS

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

All products are supplied subject to our standard on trade terms and conditions of sale from time to time In force (a copy of the latest version of which is available at www.carlsbergmarstons.co.uk/termsandconditions).

PRODUCTS 1 Unless stated otherwise, the offers apply only to orders placed with Carlsberg UK Limited (Carlsberg) for delivery between November 1st 2023 - January 5th 2024 (Promotional Period). 2 Any offer may be cancelled by us without notice. Cancellation of any offer will not affect the validity of any order placed prior to the date of cancellation. All offers are subject to availability. 3 To take advantage of an offer you must: a) purchase and take delivery of the full qualifying quantity of the relevant products in a single transaction; failure to take delivery of all qualifying products may result in you becoming ineligible for the applicable free product, merchandise or any other non-stock reward (Free Product); b) quote any and all references, offer codes or other requirements specified in the Directory at the time the order is placed; and c) be a representative of a licensed premises in the UK. 4 By law, we cannot sell or supply alcohol to anyone who is not aged 18 or over. By placing an order, you confirm that you are 18 or over and agree to be bound by these terms and conditions.

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

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STOCK A BEER

THAT'S CRISP, BRIGHT AND REFRESHING.



CRISP