

OFFERS APPLY TO DELIVERIES FROM 1ST MARCH – 29TH MARCH 2024. UNLESS OTHERWISE STATED

ON TRADER DEALS



CARLSBERG MARSTON'S
BREWING COMPANY

AMAZING OFFERS, SUPPORT & INSPIRATION

MARCH 2024

ORDER.CARLSBERGMARSTONS.CO.UK TO ORDER ONLINE



FRESH ALE



IT'S TIME FOR CHANGE

INTRODUCING THE
GREATEST INNOVATION IN
ALE FOR OVER 100 YEARS.

SEE PAGE

8

be**drinkaware**.co.uk

MARCH 2024

in this issue...

INTRODUCTION 02

OUR RANGE 3

OUR SERVICES 26

OUR DEALS 31

DEALS SUMMARY 78



CARL MIDDLETON,
VP ON TRADE

WELCOME

to our March edition

This month marks the start of spring, and we're looking ahead to a new season here at Carlsberg Marston's with some more promotional deals and exciting updates.

On the subject of exciting updates, head to page 8 to find out about Fresh Ale – the world's first guaranteed 14-day shelf-life ale. Easy to install and keep, Fresh Ale marks the biggest innovation in ale for a century, and we're happy to be able to share all the details with you.

On page 27, meanwhile, you'll find a teaser about Carlsberg ID – the new name for our range of dispense systems – which we'll reveal more about next month. And throughout this issue you'll notice our enhanced POS support continues across all our draught focus brands – so don't miss the chance to receive a £200 POS support package when you install them on tap.

Looking ahead to next month, we'll be ringing in the changes – it is spring cleaning season, after all. That includes new products coming your way, a new way for you to access On Trader deals, and a brand-new look. We'll share it all with you next time.

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

STANDARD  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.	PREMIUM  KRONENBOURG 1664 5.0% 1664 Lager is a beautifully crafted and supremely sippable premium lager, with a citrus aroma and notes of apricot.	PREMIUM WORLD		
		 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.	 BIRIFICIO ANGELO PORETTI 4.8% Birrificio Angelo Poretti is a full-flavoured lager with a sweet malty body and an assertive bitterness.	 BROOKLYN PILSNER 4.6% Crisp, bright and smoothly refreshing. A pale golden beer with a delicate citrusy finish.
STANDARD  	STANDARD PLUS 	PREMIUM 	PREMIUM WORLD  	DISCOVERY WORLD 

CRAFT

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

ENTRY  SHIPYARD PORTLAND LAGER 4.0% 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.	 SHIPYARD AMERICAN PALE ALE 4.5% An easy drinking, American style Pale Ale bursting with fruity, citrus hop flavour and gooseberry and pine aroma.	 BROOKLYN LAGER 5% Light hop bitterness and moderate sweetness. Both bitterness and sweetness linger on the palate before finishing clean.	 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.	SPECIALITY  ERDINGER WEISSBIER 5.3% Imported German wheat beer brewed to the original recipe and traditionally matured in the bottle like champagne for 28 days.
--	---	---	--	---

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.




















STANDARD  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!	WORLD  ERDINGER ALKOHOLFREI 0.5% A full bodied, refreshing low alcohol wheat beer. Spicy malt notes harmonize perfectly with caramel-sweet nuances.	WORLD  SAN MIGUEL 0,0% All of the aroma, flavour, freshness and quality of a beer without the alcohol.	WORLD  WARSTEINER FRESH 0.0% A pale golden non-alcoholic pilsner beer with a refreshing crisp, full-bodied Warsteiner taste - a perfect fit for any occasion!	CRAFT  BROOKLYN SPECIAL EFFECTS 0.4% A hoppy, low alcohol, amber lager with fresh zesty aromas and a clean bitter finish.	ALE  SHIPYARD LOW TIDE 0.5% A juicy, tropical pale ale, with a fullness that belies its low alcohol.
---	---	--	---	---	--

KEG ALE



GOLD  WAINWRIGHT GOLD 4.1% Premium keg beer from Wainwright. A refreshing alternative to standard keg ale, with fruity, sweet, citrus flavours.	IPA  HOBGOBLIN IPA 5.0% Collision of Old and New World hops provide an explosion of tropical aroma and a juicy bitterness.	 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.	AMBER  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.	RUBY  HOBGOBLIN RUBY 4.5% Full bodied, ruby beer that delivers a delicious, chocolate malt flavour, balanced with a rounded bitterness & a fruity, mischievous character.	STOUT  HOBGOBLIN STOUT 4.1% Jet black with aromas of roasted malts and chocolate. Enjoy the earthy bitterness balanced by hints of coffee, cocoa and sweet treacle flavours. A deceptively dark yet smooth and easy drinking Stout.
---	--	---	--	---	---

PLUS an extensive range of regional favourites

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

GOLD  3.4%  3.6%  4.0%	AMBER				RUBY  3.2%  3.5%  3.6%
 3.1%  3.7%	 3.4%  3.4%  4.5%	 3.4%  3.9%  4.5%	 3.7%  4.0%  5.5%	 3.7%  4.2%	

CIDER

STANDARD  SOMERSBY APPLE 4.5% Somersby Apple is a refreshing cider made from fermented apple juice and natural apple flavouring.	FLAVOURED  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.
--	--

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

- 4.1%
- 3.8%
- 4.0%
- 4.2%
- 4.2%
- 4.9%
- 4.0%

IPA

- 5.7%

AMBER

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

RUBY

- 5.1%
- 4.5%
- 3.5%

*Source: CMBC On Trade Power Report CGA WE 02.12.23 Value % share MAT

NOW AVAILABLE



FRESH ALE

THE NEXT GENERATION OF ALE

A game changing innovation for the ale category that extends shelf life of ale to 14 days whilst maintaining the flavour, body and theatre of cask.

SAY HELLO TO FRESH ALE



Guaranteed 14-day shelf-life ale. Delight your customers with the perfect pint, every time.



Traditional & authentic experience. All-important hand pull theatre & serve.



Great tasting from the first sip to last drop. All of the taste, none of the waste.



Easy to keep & easy to install. No conditioning or specialist cellar equipment.

Up to **60%**
INCREASE IN RoS*

*Based on 2023 trial site results

AVAILABLE BRANDS

Available on Wainwright Gold, Wainwright Amber and Hobgoblin IPA from March 2024 with more to follow soon after!

Available in 30L kegs



To find out more information and get Fresh Ale on your bar, speak to your Customer Development Manager



CRAFTING THE FUTURE

Our bold brews & premium pursuits in the On Trade beer revolution

In an era where premiumisation and the quest for unparalleled experiences shape the landscape of the on trade beer market, we caught up with Oliver Sutcliffe, On Trade Category Manager here at CMBC. He shares his insights into the strategic approach to these trends and what to anticipate in the on trade beer market throughout 2024.



Can you share your insights on the current trends of premiumisation in the beer industry and the “big bets” for 2024? How do you see consumer preferences evolving? The premiumisation trend in the beer industry is set to continue in 2024, with consumers opting for fewer outings and becoming more financially savvy. In this landscape, consumers are inclined to cut back on the quantity of drinks consumed, whilst remaining unwavering in their demand for quality experiences in both the venues they choose and the drinks they purchase. As such, premium brands such as Poretti, Brooklyn Pilsner, and San Miguel are instrumental in encouraging consumers to come together for these occasions, whether it's fostering an atmosphere reminiscent of Italian social gatherings with Poretti or creating once-in-a-lifetime experiences with Brooklyn Pilsner, these brands play a pivotal role in shaping the evolving landscape.



Best-practice Ranging: Building on the above... what is the perfect category line up and why, to drive greatest consumer satisfaction RoS? How does this insight flex for different outlet types? Crafting the ideal category line-up is a process that varies across different outlets. The overarching principle is to prioritise breadth before depth. This strategy ensures that consumers are presented with a diverse selection of beer categories, catering to a wide range of preferences and occasions. While it is essential to emphasise premium categories in upscale venues with discerning clientele, the inverse holds true for mainstream outlets. Striking the right balance between breadth and depth is crucial for maximising consumer satisfaction and subsequently driving return on sales (ROS).



Creating ‘Value for Experience’: Once perfect ranging is in place, how should operators support their chosen brands to create memorable experiences for their consumers?

In a landscape where experiences hold heightened importance, exceeding consumer expectations is paramount. These initiatives often go beyond conventional marketing and contribute to a more profound connection between consumers and the brand. Examples of successful endeavours include the collaboration between Brooklyn and London based dance duo Joy Anonymous, resulting in a unique, once-in-a-lifetime experience for consumers.

Upcoming CMBC Launches: Exciting news about the two new launches in 2024! Without giving away too much, could you provide a glimpse into what consumers can expect from CMBC in 2024? How do you envision these launches will impact the market?

Anticipate exciting developments with two new launches slated for 2024! These additions to our portfolio are geared towards further premiumisation, offering consumers an expanded array of choices at the upper echelon of the beer market. Importantly, these launches position CMBC to stand out by delivering distinct value to customers, setting us apart from competitors in the market.

Super Premium Category: With one of the upcoming launches being described as “super premium,” how do you define and approach this category?

The upcoming launch described as “super-premium” is poised to occupy the pinnacle of the pricing ladder within the beer market. This category is strategically positioned to ensure that beer remains relevant in special or treat occasions, countering a trend where beer has lost ground to spirits over the past decade in such moments. This focus aligns with a commitment to providing consumers with exceptional, elevated experiences, reinforcing the significance of beer in moments of celebration and indulgence.

To discuss any of the information detailed in this article, please contact your Customer Development Manager.



STONEWALL INN IPA



**POURING PROUDLY
FROM APRIL 2024**

NEW

AVAILABLE IN 30L KEG,
20L DRAUGHTMASTER
& 330ML CAN

SPEAK TO YOUR CUSTOMER DEVELOPMENT
MANAGER FOR MORE INFORMATION



FRESH. LIVELY. PROUD.



THIS IS BROOKLYN

**INSTALL BROOKLYN PILSNER
AND RECEIVE A**

POS PACKAGE WORTH £200*

*Promotion valid for duration of brochure promotional period. One deal per install per outlet. Available whilst stocks last. Subject to change.

Enjoy responsibly. be.drinkaware.co.uk





INSTALL BIRRIFICIO ANGELO PORETTI AND RECEIVE A POS PACKAGE WORTH £200†

Born in Italy, brewed in UK. Enjoy responsibly. *Promotion valid for duration of brochure promotional period. One deal per install per outlet. Available whilst stocks last. Subject to change. †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.

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



BOOST YOUR SALES WITH THE #1 BRAND OF CHOICE*

INSTALL SAN MIGUEL ESPECIAL AND RECEIVE A POS PACKAGE WORTH £200†

*Source: CGA Brandtrack Q1 2023. †Promotion valid for duration of brochure promotional period. One deal per install per outlet. Available whilst stocks last. Subject to change.

Enjoy responsibly. be drinkaware.co.uk

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***

INSTALL 1664 AND RECEIVE
A POS PACKAGE
WORTH £200†

Enjoy Responsibly be.drinkaware.co.uk

* 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
† Promotion valid for duration of brochure promotional period. One deal per install per outlet. Available whilst stocks last. Subject to change.



INSTALL
CARLSBERG
DANISH PILSNER
AND RECEIVE A
POS PACKAGE
WORTH £200†

**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

*Promotion valid for duration of brochure promotional period. One deal per install per outlet. Available whilst stocks last. Subject to change.
*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.



Wainwright

A LAKE DISTRICT ORIGINAL



**INSTALL
WAINWRIGHT
AND RECEIVE
A £200 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 package worth £200, items subject to availability at point of order.

Install Hobgoblin & receive a £200 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 package is worth £200, items subject to availability at point of order.

HOBGOBLIN

— BEAUTY LIES WITHIN —

Enjoy responsibly.
be drinkaware.co.uk

◀ **TAP INTO CASK ALE** WITH THE NO.1 CASK ALE BREWER IN THE UK † ▶

**BUY 2 X 9'S &
GET A CASE FREE***



***CHOOSE FROM...**

Birrificio Angelo Poretti 24x330ml, Brooklyn Pilsner 12x330ml, Brooklyn Lager 24x330ml, Brooklyn Special Effects 24x330ml, 1664 Biere 20x275ml, San Miguel Especial 24x330ml, San Miguel 0,0 24x330ml, Erdinger Weissbier 12x500ml, Erdinger Alkoholfrei 12x500ml, Carlsberg Danish Pilsner 24x330ml, Shipyard Low Tide 8x500ml

Enjoy responsibly.

†Source: CMBC On Trade Power Report CGA WE 02.12.23 Value % share MAT

be drinkaware.co.uk

Since 1904, Estrella Damm has obtained numerous awards, becoming the country's most awarded beer for its flavour.



BUY TWO CASES AND GET ANOTHER FOR FREE.

The beer of Barcelona, premium lager brewed to the original 1876 recipe with 100% natural ingredients: barley malt, rice and hops.



drinkaware.co.uk
for the facts

OVER 18S ONLY. OFFER OPEN TO PARTICIPATING CMBC CUSTOMERS IN THE UK. OUTLETS MUST BUY TWO OR MORE ESTRELLA DAMM 330ML 24 BOTTLE PACK CASES. AFTER PURCHASE IS MADE, THE VENUE WILL RECEIVE ONE ESTRELLA DAMM 24 BOTTLE PACK CASE. PROMOTION SUBJECT TO AVAILABILITY. IF FOR ANY REASON THE PROMOTER CANNOT SUPPLY THE SPECIFIED FORMAT, A SIMILAR DAMM PRODUCT IN VALUE WILL BE SENT TO THE VENUE. PROMOTER: DAMM 1876 LTD, 5A BEAR LANE, SOUTHWARK, LONDON, ENGLAND, SE1 0UH. VALID ONLY FROM 01/03/2024 UNTIL 31/03/2024

PREMIUM IN A BOTTLE

PREMIUM
LAGER
£14.99
20x275ml BOTTLES



PREMIUM
WORLD LAGER
£17.99
24x330ml BOTTLES

PREMIUM
WORLD LAGER
£8.99
12x330ml BOTTLES

Promotion valid for the duration of the promotional period. Qualifying products: 1664 Bière 20x275ml, Brooklyn Pilsner 12x330ml, Birrificio Angelo Poretti 24x330ml. Whilst stocks last. Deal subject to change

FIND YOUR FREE

GREAT TASTING
LOW & NO ALCOHOL BEER



£12.49
24x330ml

£15.49
24x330ml

£12.49
12x500ml

£16.99
24x330ml

£6.49
8x500ml

Enjoy responsibly.

be drinkaware.co.uk

CARLSBERG MARSTON'S ONLINE ORDERING

CMBC AT YOUR FINGERTIPS

With our online ordering site and new Cockpit app, CMBC brings you industry leading digital services that allow you to manage your ordering and service your account when and how it matters to you, including direct connection to our digital customer service team with Live Chat*.

Always available, CMBC Online Ordering is the quick and easy way to order the brands your customers love. With a host of great features, we can save you time and money as you can order whenever and from wherever you want.

- **Live Chat customer service***
- **Up-to-date stock availability**
- **Back-in-stock notifications**
- **Favourite lists**
- **Repeat previous orders**
- **Personalised product recommendations and alternatives**
- **Online exclusive promotions**
- **Empties collection requests**
- **Draw down allocated free stock**
- **Select from your allocated delivery days and order up to 12 weeks in advance**
- **Manage and order for multiple outlets****
- **Hide pricing****
- **Send order confirmation to multiple email addresses****

*Available Monday-Friday, 8am – 6pm

**To hide prices, receive additional order confirmation emails or add more outlets to your account, let our support team know via Live Chat.

Activate your account in a couple of minutes...

1. Visit order.carlsbergmarstons.co.uk or scan the QR code
2. Enter your outlet 7 digit Sold-To account number and post code
3. Enter the email address you will use to log in
4. Check your inbox to validate your email and set your password
5. Log in and place your order



To download, simply scan the QR code or search 'CMBC Cockpit' in your app store



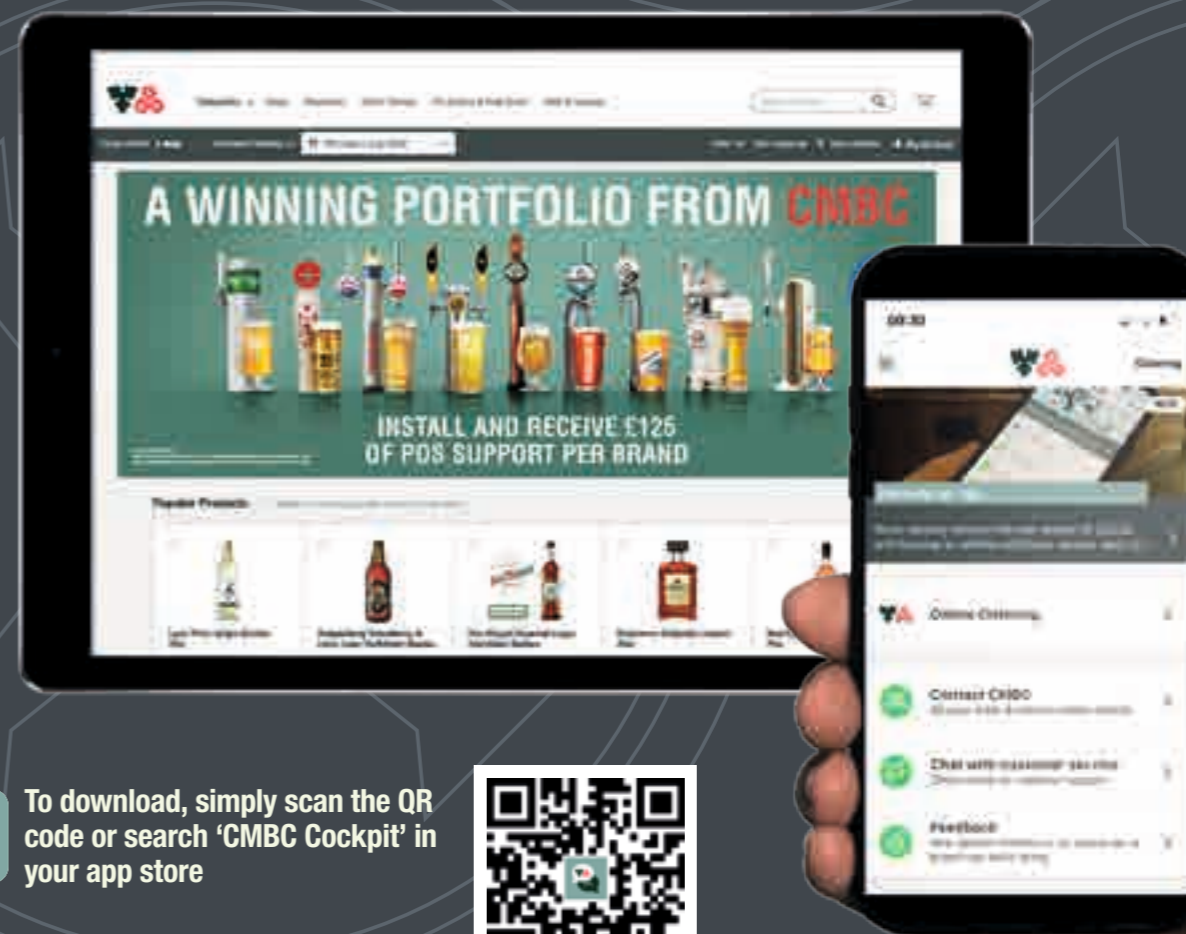
COCKPIT

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.



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.



Mastering Pours Creating Experiences Saving Money



Carlsberg Intelligent Draught is the ultimate solution for driving unparalleled quality and elevating experiences across diverse draught beer styles and segments. Our innovative technology not only enhances sustainability but also propels business growth for our customers.

Our Systems



The Carlsberg Quality Dispense System is a fully enclosed, end to end, chilled Cellar dispense system ensuring the beer is chilled from keg until the moment it reaches your glass. Driving perfect quality, reducing wastage and enhancing your experience.



DraughtMaster is a compact, under the counter or cellar system using smaller PET kegs and compressed air rather than CO2 to pour perfectly fresh beer, for longer, reducing wastage and improving your profitability. A great Trade Up from Packaged Beer or in smaller spaces.



Welcome to the next generation of Ale. Fresh Ale has a guaranteed 14 day shelf life, served with all the theatre of the beloved traditional British hand pull. Perfect pints of ale from the first sip to the very last drop.

Enjoy responsibly
be.drinkaware.co.uk

For more information visit carlsbergID.co.uk

**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?

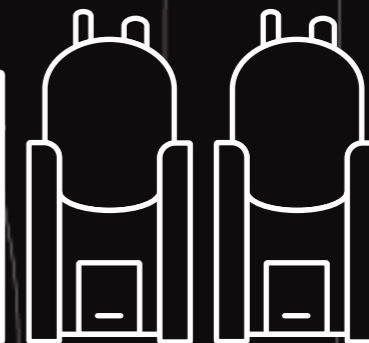
DraughtMaster uses standard founts/t-bars and coolers and can be set up under bar or in a cellar.



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 customer development manager or visit www.draughtmaster.com

Enjoy responsibly. be.drinkaware.co.uk





KEEPS BEER CHILLED FROM KEG TO GLASS



The Carlsberg Quality Dispense System is a fully enclosed, end to end system ensuring the beer is chilled from keg until the moment it reaches the glass

KEY BENEFITS



Reduced Wastage & Labour costs by extending the Line Cleaning period from 1 to 4 Weeks



Consistent Dispense Temperature



Leading to an Increased Rate of Sale



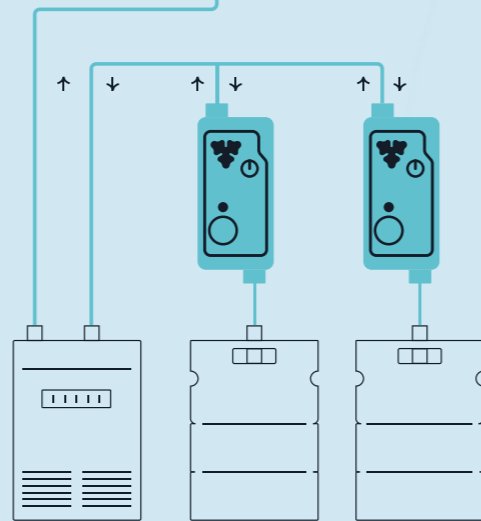
Increased Yield



Improved Quality of Serve & Experience



Improves Sustainability



SCAN ME OR VISIT CARLSBERGID.COM FOR MORE INFORMATION

Enjoy Responsibly be drinkaware.co.uk



Discover WINES, SPIRITS & SOFT DRINKS



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





Pedley's Picks

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

Zero Rosé NV, McGuigan 0.0% Australia

The winemaking team at McGuigan have over fifteen years of experience working on the company's alcohol free wine programme. Interestingly for this rosé they go for a Muscat dominated grape mix (45% Muscat Gordo and 20% Muscat Blanc à Petits Grains), good for immediate fruitiness. The 28% Shiraz component provides the pink colour. Once fermented the wine is de-alcoholised using the spinning cone method (a relatively gentle way to remove the alcohol). The resulting wine is mid salmon pink. On the nose it is clean as a whistle and has a moderate intensity of aroma. The fruit is youthful and sherbety. The taste is medium sweet with rounded acidity. Drink well chilled.



Rioja Gran Reserva 2016, Medievo Spain

The mid-deep garnet-brick colour of this wine immediately tells us that we are looking at an aged Rioja. The nose is beautifully mellow and mature with notes of vanilla, Elvas plum and clove. The palate is full bodied and warming but there is still a good grip of fleshy tannins. Roast red meats and mature hard cheeses (Cheddar, Manchego, Comté etc.) would be perfect accompaniments. For this wine the team at Bodegas Medievo select Tempranillo and Garnacha grapes from old vines that grow at high altitude. After fermentation the wine is aged for two years in barrels (70% American oak and 30% French oak). The wine is then bottled and rests for a further three years before it is released for sale.

Buy 2
cases of 12 x 187ml and
get 1 free



Offer includes:
Sutter Home Pinot Grigio, Single Serve Case 187ml
Sutter Home White Zinfandel, Single Serve Case 187ml

SUNSHINE WINE



Buy 5
75cl bottles and
get 1 free

Offer includes:
Sutter Home Merlot 75cl
Sutter Home White Zinfandel 75cl

WHEN IT'S
GONE IT'S
GONE!

10 deals per customer per week.





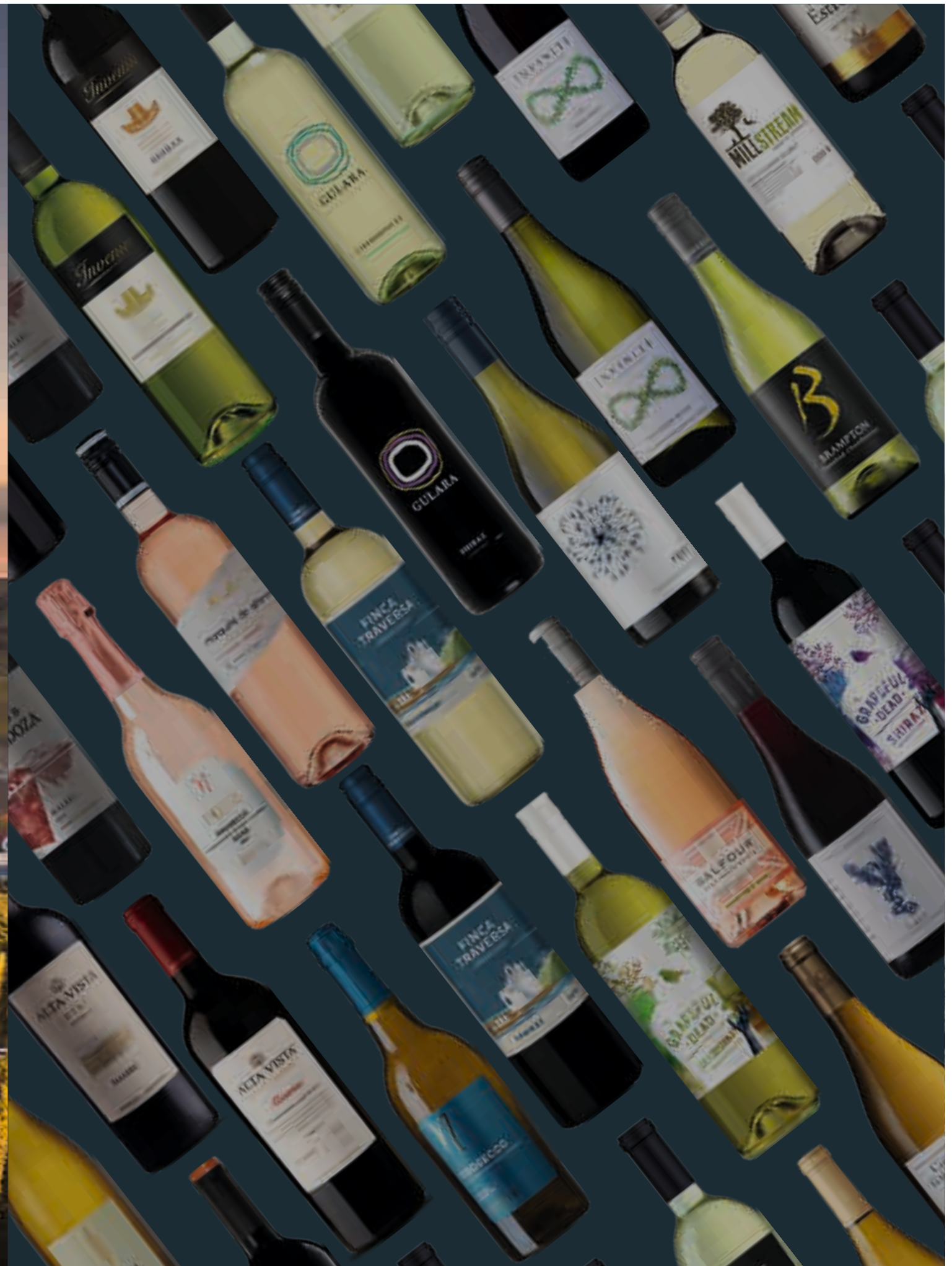
CREATE A WINE LIST THAT WILL BE SUSTAINABLE



WE'VE BEEN WORKING WITH SUPPLIERS ALL OVER THE WORLD FOR YEARS TO ENSURE THAT OVER 150 OF OUR WINES ARE EITHER CERTIFIED OR PRACTICING SUSTAINABLE WITH 75 OF THOSE BEING EXCLUSIVE TO CROWN CELLARS. YOU CAN BUILD A LIST THAT IS FULLY SUSTAINABLE



CHECK OUT THE RANGE HERE



187ml P.E.T. 187ml



BAD EYE DEER

Buy 2 cases get 1 free

Offer includes:
 Bad Eye Deer Sauvignon Blanc, Single Serve 187ml (x24) PET
 Bad Eye Deer Zinfandel Rosé, Single Serve 187ml (x24) PET
 10 deals per customer per week.



COMING SOON
 A FRESH NEW LOOK FOR AN OLD FAVOURITE...

GULARA
 SHIRAZ



Premium Malbec

on an incredible deal

BUY 5 BOTTLES GET 1 FREE

Dark fruit aromas and flavours with a hint of spice. Ideal with burgers, roasted red meats, baked mushroom and cheeses

Offer includes:
 El Ciprés Malbec, Alto Madrano 75cl
 10 deals per customer per week.

REVENANT

*Buy any 11 bottles get one bottle free**

free*



*Discount applies to lowest value item
 4 deals per customer per week.



**Buy 11
get 1
free**

Alta Vista Estate Premium
Malbec 75cl bottle
4 deals per customer per week.



**Buy 11
get 1
free**

ALTA VISTA®
WINES

*Alta Vista Vive
sparkling malbec*

Alta Vista Vive
Malbec Rose
BRUT
PRODUCT OF ARGENTINA

WWW.ALTAVISTAWINES.COM

10 deals per customer per week.



MOUNTAIN RANGE

**BUY 12 BOTTLES
PAY FOR 11**

PREMIUM ON-TRADE
WINES OF THE
AMERICAS

The iconic Andes mountains combined with the warm climate and gentle cooling breezes from the Pacific Ocean creates near perfect conditions for producing wine. Mountain Range wines are fruity and bursting with mouth-wateringly luscious flavours.

Range of wines (75cl):
Merlot, Sauvignon Blanc

Certified
B
Corporation

CYT UK
CORPORATION

Offer applies to 12 bottles of the same varietal.
Discount applied per bottle to the value of buy 11 get 1 free.

for the facts drinkaware.co.uk



**Buy 1 case and
get £2 off a case**
of Waipara or Mud House

Offer Includes:
Waipara Hills Sauvignon Blanc 75cl
Mud House Chilean Sauvignon Blanc 75cl
Mud House Chilean Sauvignon Rosé 75cl

Please drink responsibly.
be drinkaware.co.uk



**Jack Rabbit
WINE CLUB**

**Buy 11 bottles
& get 1 bottle free***
(75cl)

**THE
PUBLICAN'S
CHOICE
UK'S NO.1**
ON TRADE STILL WINE BRAND

*Offer capped at 1000 deals

10 deals per customer per week.



**BUY 11 BOTTLES,
GET 1 FREE**

**FRANSCHOEK
CELLAR
WINES**

www.franschoekcellar.co.za

10 deals per customer per week.



**Jack Rabbit
WINE CLUB**

**Buy 7 cases & get
1 case free***
(187ml)

**THE
PUBLICAN'S
CHOICE
UK'S NO.1**
ON TRADE STILL WINE BRAND

*Offer capped at 1000 deals
be drinkaware.co.uk

10 deals per customer per week.



NOT FOR PERSONS UNDER THE AGE OF 18.



Fairtrade wines at a great price

Buy 11 get 1 free



BUY 11 X 75CL BOTTLES OF OCHRE MOUNTAIN SAUVIGNON BLANC OR OCHRE MOUNTAIN MERLOT CARMENERÉ TO RECEIVE A 75CL BOTTLE FREE.
10 DEALS PER CUSTOMER PER WEEK.

New Zealand Sauvignon Blanc

A CROWN CELLARS EXCLUSIVE

Buy 11 get 1 free



BOX OF BUDGIES MARLBOROUGH SAUVIGNON BLANC
A youthful aroma of fruit and herbs is followed by a palate that is light and lively.
Great with goat's cheese, salads and seafood.



10 deals per customer per week.

CALITERRA®

Buy 11
get 1
free

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 Sauvignon Blanc Reserva

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

Caliterra Merlot Reserva

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



esk valley.

**BUY 11 BOTTLES TO RECEIVE
1 ADDITIONAL BOTTLE FREE**

Buy 6 x 75cl
to get **£5**
discount

BELLINGHAM
FOUNDED IN 1693

The Homestead Series takes its name from the historical homestead at Bellingham in the magnificent Franschhoek Valley – a legendary landmark in local wine history

This range was created with everyday enjoyment in mind, and consist of site-specific, premium quality wines that are expressive and accessible

Bellingham 'Homestead' Sauvignon Blanc
A dry white wine with gooseberry and tropical fruit flavours, perfect with grilled fish and chicken and full flavoured Greek and Mexican cuisine

Bellingham 'Homestead' Pinotage
A wine with an intense bramble berry aroma, complemented by a full, soft, round palate. Ideal for rosemary roasted leg of lamb, venison, spareribs with a rich barbeque sauce or an oxtail casserole

THIS IS

MADAM SASSY

BUY 5 BOTTLES & GET 1 FREE

SERIOUSLY SASSY

Offer available throughout March. Whilst stock lasts. Please drink responsibly, be drinkaware.co.uk

MARQUES D LA CONCORDIA
FAMILY OF WINES
SINCE 1870

QUALITY RIOJA

£1^{OFF} PER BOTTLE

Marqués de la Concordia Rioja Santiago Segundo Año
Ripe, soft berry characters with a lasting fruity finish

Marqués de la Concordia Rioja Santiago Crianza
Ripe berry fruit with toasty new oak, great concentration




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.

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

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

The KRAKEN

DARE YOU UNLEASH A NEW BEAST?

The No.1 Premium Rum in the UK†

BUY ANY **3 X BOTTLES*** OF THE KRAKEN & RECEIVE A **BOTTLE OF THE KRAKEN ROAST COFFEE FREE**

6 deals per customer per week. *The Kraken - IWSR 2021. †1 bottle = 1x700ml. The Kraken® and other trademarks are owned by Proximo Spirits. ©2024 Kraken Rum Co. Enjoy The Kraken responsibly. @KRAKENRUMUK

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



DISTILLED

WORLD SPIRITS FROM
CARLSBERG MARSTON'S BREWING COMPANY

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

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

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

TASTING EVENTS

Meet suppliers, get inspired & discover support



THE THINKING DRINKERS

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



DISTILLEDUK.COM

Articles, videos, interviews, serve guides & our range



SOCIAL MEDIA

@distilleduk



LISTING HELP, COCKTAIL SPECS & MENUS

Costed, balanced, creative & commercial, bespoke training support

APEROL SPRITZ




INGREDIENTS	MEASURE
Prosecco	90 ml
Aperol	60 ml
Fever-Tree Soda Water	0.2 bottles

GLASSWARE
Wine glass

METHOD
Build all ingredients over ice

GARNISH
Orange slice

ESPRESSO MARTINI



INGREDIENTS	MEASURE
Kahlua	30 ml
Campari	30 ml
Fresh espresso	30 ml

GLASSWARE
Chilled coupe or cocktail (Martini) glass

METHOD
Shake vigorously & fine strain into chilled glass

GARNISH
Three coffee beans

NEGRONI



INGREDIENTS	MEASURE
Tanqueray Gin	25 ml
Campari	25 ml
Cocchi Vermouth Di Torino	25 ml

GLASSWARE
Old fashioned (large tumbler) glass

METHOD
Build all ingredients over ice and stir

GARNISH
Orange wedge or zest



Scan the QR code to get in touch

Creating a *cocktail* hit list

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



Outlet Profile

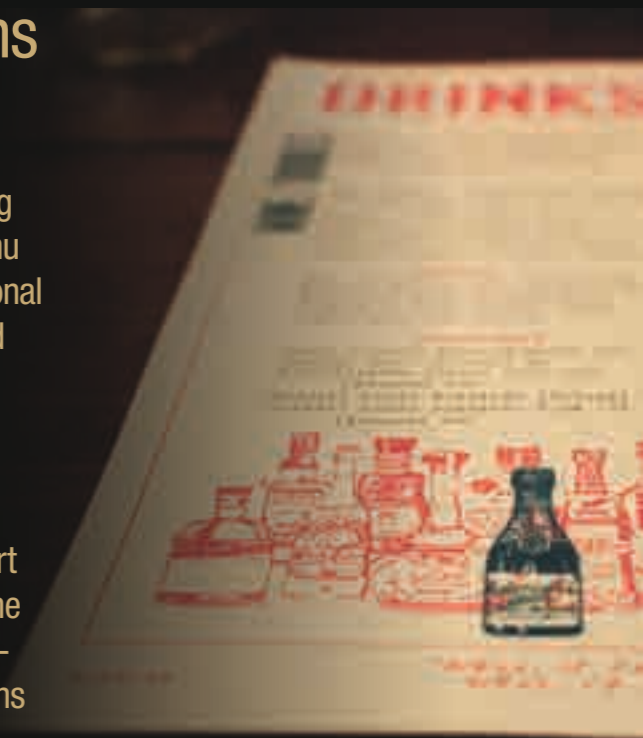
Sure, the Adonis cocktail is flipping glorious. The Aviation is an absolute banger, no doubt. Blood and Sand? WOOF. Are these the right cocktails for your outlet though? A menu full of obscure, lost classics can feel like a wonderful list to some, but even the most premium cocktail bar in Soho can struggle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

How Many?

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

Existing Classics vs Unique Creations

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





Scan the QR code to get in touch



Glassware, Base Spirit & Flavour Profile

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

Invest in the Training...

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



Trial & Error

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

The Actual Menu

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

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

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

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

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

How We Can Help

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

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

*Diageo Omnichannel Research, February 2016.

BUSHMILLS

BUY ANY BOTTLE FOR A SPECIAL PRICE

£2.50 OFF A BOTTLE*

£1.00 OFF A BOTTLE*

£2.00 OFF A BOTTLE*



be drinkaware.co.uk

*One bottle = 70CL while stocks last. Bushmills & Associated logos are trademarks of "The Old Bushmills Distillery", Bushmills, County Antrim. ©2024 Proximo Spirits. ENJOY BUSHMILLS RESPONSIBLY

JOHNNIE WALKER

SAY HELLO TO...
JOHNNIE & LEMONADE
FREE POS KIT WITH EVERY BOTTLE OF JOHNNIE WALKER BLACK LABEL*



STOCK UP NOW

POS, Tips & More



*Available with every purchase of Johnnie Walker Black Label. Maximum one redemption per customer. Total of 230 available on a first come first served basis. Contents of Kit includes 100 Coasters and 20 Tent Cards. Available from March 1st to March 29th 2024 only.

drinkaware.co.uk for the facts | PLEASE DRINK RESPONSIBLY

Scan me

REFRESH YOUR ROUND

#1 IRISH WHISKEY IN THE UK*



SCAN HERE FOR SERVES

JAMESON, GINGER ALE & LIME

30ml Jameson over ice, fill with Fever-Tree ginger ale, squeeze a wedge of lime.

BUY 3 X 70CL JAMESON OR 2 X 1.5CL JAMESON. RECIEVE A

FREE CASE OF FEVER-TREE

24 X 200ML GINGER ALE



Available while stock lasts. *CGA OPMS Data to 09.09.23 MAT ENJOY RESPONSIBLY. be drinkaware.co.uk

NEW PRODUCT LAUNCH

PEANUT BUTTER WHISKEY?

IT'S THE MUTT'S NUTS!

£1 OFF

CHILL BEFORE POURING

be drinkaware.co.uk



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

BRING NEW LIFE TO YOUR DRINKS MENU THIS SPRING

BUY ANY 3 BOTTLES AND RECEIVE A BOTTLE OF SAILOR JERRY FREE*

THE LESLIE GRACIE

50ml Hendrick's Original
Top up with Fever-Tree elderflower tonic.

Garnish with cucumber slices.



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

*Limited to 2 deals per customer. Whilst stocks last.

BUY ANY 3 BOTTLES OF WHITLEY NEILL GIN, RECEIVE A BOTTLE OF DEAD MAN'S FINGERS BLUE RASPBERRY TEQUILA CREAM LIQUEUR FREE*



The Whitley Neill Gin range includes: Distiller's Cut London Dry, Blackberry, Blood Orange, Pink Grapefruit, Parma Violet, Raspberry, Rhubarb & Ginger.

*Available while stocks last. All bottles 70cl.
FOC 1 x 70cl Dead Man's Fingers Blue Raspberry Tequila Cream Liqueur.



WHITLEY NEILL GIN

[whitleyneill.com](https://www.whitleyneill.com) be [drinkaware.co.uk](https://www.drinkaware.co.uk)

REFRESH YOUR GIN SELECTION WITH BROCKMANS

WELCOME TO THE SUBLIME WORLD OF BROCKMANS

£3 OFF*
A BOTTLE

BROCKMANS G&T

A dance of traditional juniper & citrus with untraditional blackberry and blueberry. A revelation of unexpected, individual taste for gin enthusiasts & novices alike.

50ml Brockmans Gin
150ml Premium tonic water
Grapefruit peel & blueberry garnish

BROCKMANS GIN

PROUD TO BE CARBON NEUTRAL



Carbon Neutral



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

*PER 70CL PER BOTTLE. BROCKMANS® IS DISTRIBUTED BY PROXIMO SPIRITS. ©PROXIMO SPIRITS 2024. ENJOY RESPONSIBLY. BROCKMANS PREMIUM GIN 40% ALC. BY VOL. (80 PROOF).

COCKTAILS on DRAUGHT

BUY ANY 4 BIB'S AND GET 1 PASSIONFRUIT MARTINI BIB FREE*

STOCK UP NOW



POS, Tips & More



Gordon's SMIRNOFF Captain Morgan

[drinkaware.co.uk](https://www.drinkaware.co.uk) for the facts

*Products included in the deal are Draught Cocktails. Maximum number of redemption 1000. Maximum of one per outlet per week. Available on a first come first served basis. Available 1st March to 29th March 2024.

**BUY 3 BOTTLES⁺ OF
JOSE CUERVO[®] ESPECIAL
SILVER OR REPOSADO
& RECEIVE A BOTTLE OF
100% AGAVE
1800 BLANCO TEQUILA 70CL
FREE**

JOSE CUERVO IS THE UK & WORLD NUMBER 1 TEQUILA*

be drinkaware.co.uk

*IWSR 2021. QUALIFYING PURCHASE CAN INCLUDE SILVER OR REPOSADO. 2 DEALS PER CUSTOMER PER WEEK. *BASED ON AWARDS RECEIVED BY 1800[®] FROM THE ACADEMIA MEXICANA DEL TEQUILA, A.C. BETWEEN 2005 AND 2010 AND DIOSA MAYAHUEL FROM 2001 AND 2018. -1 BOTTLE = 1X70CL BOTTLE. JOSE CUERVO[®] AND OTHER TRADEMARKS ARE OWNED BY TEQUILA CUERVO LA ROJERA, S.A DE C.V. ©2024 PROximo SPIRITS. PLEASE DRINK JOSE CUERVO[®] RESPONSIBLY.

100% GREAT TEQUILA
100% GREAT FOR COCKTAILS

Raspberry
MARGARITA

25ML CHAMBORD
25ML EL JIMADOR BLANCO
20ML LIME JUICE
15ML TRIPLE SEC
HALF SALT RIM

**BUY 4 BOTTLES
EL JIMADOR BLANCO
GET A 70CL
CHAMBORD
FOC**

PLEASE DRINK RESPONSIBLY

CHAMBORD AND EL JIMADOR ARE REGISTERED TRADEMARKS
©2024 BUNGEY-LORRAINE ESTABLISHED 1858. ALL RIGHTS RESERVED.

10 DEALS PER CUSTOMER PER WEEK.

Bols FLAVOUR YOUR
SPRITZ
MIX IT WITH BOLS

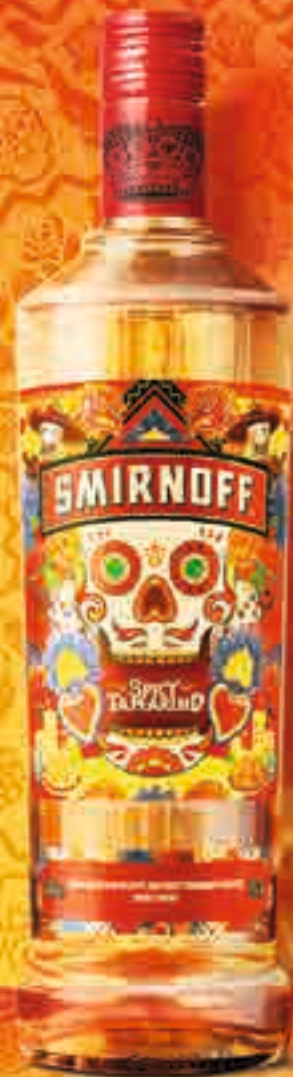
3 PARTS PROSECCO
2 PARTS BOLS LIQUEUR
1 PART SODA WATER
POUR OVER CUBED ICE

Scan For Bols Cocktail Inspiration - Scan For Bols Cocktail Inspiration - Scan For Bols Cocktail Inspiration

**BUY ANY 6 X 50CL
BOLS LIQUEURS AND
RECEIVE 1 FREE VIGNANA
EXTRA DRY PROSECCO**

SMIRNOFF KNOWN FOR QUALITY SINCE 1864 SMIRNOFF KNOWN

NEW



SMIRNOFF
SPICY
TAMARIND

READY TO HEAT
UP YOUR SALES?

STOCK THE SWEET ZINGY HEAT
OF SMIRNOFF SPICY TAMARIND

STOCK UP NOW

drinkaware.co.uk for the facts | PLEASE DRINK RESPONSIBLY

BUY ANY 5 X 70CL OR 3 X 1.5L
AND GET A FREE
SMIRNOFF SPICY TAMARIND*



POS, Tips & More



Scan me

*Products included in the deal are Smirnoff Red 70cl & 1.5L, Smirnoff Espresso, Smirnoff Raspberry Crush, Smirnoff Mango & Passionfruit and Smirnoff Vanilla. Maximum redemption of one per customer per week. Available between 1st March and 29th March 2024.

ZYMURGORIUM
GINS
BUY ONE GET ONE FREE

Offer includes: Zymurgorium Manchester Gin 50cl, Zymurgorium Marmalade Gin 50cl, Zymurgorium FlaGINgo Pink Gin 50cl

ZYMURGORIUM
GIN LIQUEURS
BUY ONE GET ONE FREE

Offer includes: Zymurgorium Sweet Violet Gin Liqueur 50cl, Zymurgorium Unicorn Gin Liqueur 50cl, Zymurgorium Electric Blue Gin Liqueur 50cl



KIT RRP VALUE
OVER £50

CELEBRATE THE
WORLD'S FAVOURITE
AMARETTO ON
DISARONNO® DAY

BUY 1 X 70CL BOTTLE OF DISARONNO
AND 1 X 70CL BOTTLE OF DISARONNO VELVET
AND RECEIVE 6 PREMIUM COUPE AND
6 SPRITZ GLASSES FREE!*

VELVET MARTINI
25ml Disaronno Velvet
25ml Tia Maria
50ml Espresso

DISARONNO FIZZ
50ml Disaronno
25ml Lemon
Top with soda



DIS IS THE ENDLESS DOLCEVITA



#disaronno fizz



#velvet martini



DIS IS THE NEW DOLCEVITA

be drinkaware.co.uk

*Whilst stocks last. 1 per customer per week.

DISARONNO INTERNATIONAL UK LTD



TRY ME

McGLASHAN

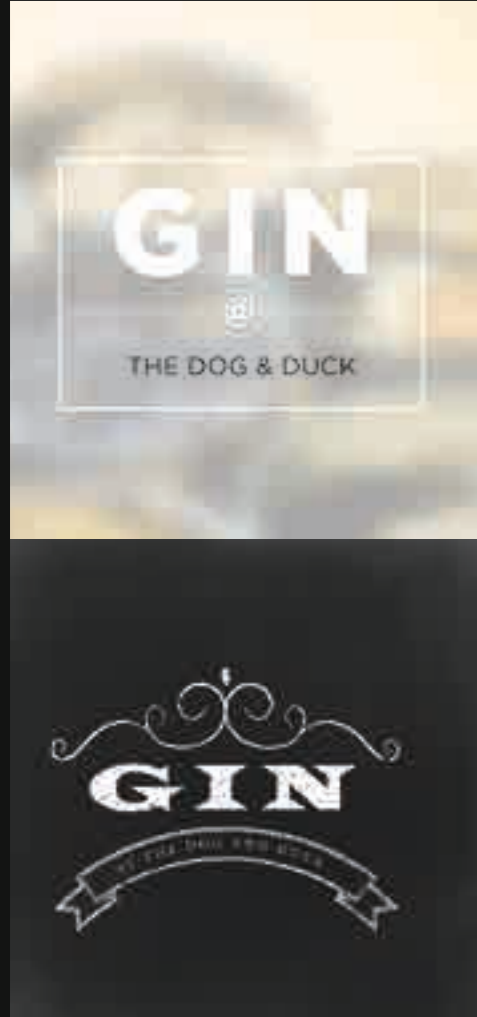
INGREDIENTS	MEASURE
The Sexton Irish Single Malt	37.5ml
Oloroso 'Collection' 12 YO, Williams	20ml
Fresh Finest Call Lemon Juice	20ml
Ginger syrup	20ml
Orange marmalade	1 spoon
Angostura Bitters	3 dashes

GLASSWARE
Old Fashioned (large tumbler) glass

METHOD
Shake vigorously & strain over ice

GARNISH
Freshly grated nutmeg & orange zest

NOTES
*Simmer to reduce 1:1:3 ginger juice, sugar & water



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

APEROL SPRITZ

JOIN THE JOY

BUY 5 BOTTLES, GET 1 FREE.*

IF APEROL SPRITZ IS ON YOUR MENU, TAKE A PHOTO TO CLAIM YOUR **FREE APEROL** POS KIT THROUGH HELLO@APEROL.COM

THE ORIGINAL BITTERSWEET ITALIAN SPIRIT

PLEASE DRINK RESPONSIBLY be drinkaware.co.uk

*UK, 18+ only, 09.00 GMT 01/03/2024 - 09.00 GMT 29/03/2024. Buy 5 bottles of Aperol, get 1 free. Not to be used in conjunction with any other offer. Subject to availability. Only available while stocks last.

Perfect Aperol Spritz here

ICE + PROSECCO + APEROL
A DASH OF SODA

On promotion

RED BULL GIVES YOU WINGS.

£21.50
24 X 250ML



Red Bull Energy
24x250ml

£20.50
24 X 250ML



Red Bull Sugarfree
24x250ml

UK'S NO. 1 ENERGY BRAND

1 IN 4 ENERGY DRINKS SOLD
IS A RED BULL SINGLE CAN*

FACT CHECKED



Special Offer

£21.50 on Energy 24x250ml and £20.50 on Sugarfree 24x250ml

SOURCE: NIELSEN SCANTRACK, TOTAL COVERAGE, FUNCTIONAL ENERGY + GLUCOSE ENERGY, UNIT SALES, MAT W.E. 18.02.23

NEW

Perfect COCKTAILS
EVERY TIME
SPECIAL LAUNCH OFFER £23.79
PER CASE



Access to training videos on every bottle

LESS THAN
40p
PER SERVE



For the perfect COCKTAILS EVERY TIME, just add
50ML SPIRIT, 75ML MIXER, SHAKE & SERVE

FEVER-TREE ESPRESSO
MARTINI MIXER

FEVER-TREE
MARGARITA MIXER

FEVER-TREE
MOJITO MIXER

FEVER-TREE PASSION
FRUIT MARTINI MIXER



*Estimated cost of mixer per serve
**While promotional stock lasts

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



ESTABLISHED IN NZ. MADE IN EUROPE.

*Max 2 deals per customer per week.

be drinkaware.co.uk
ENJOY RESPONSIBLY

Get £2.50 off per case of fruit cider

Keep your
customers
refreshed by
stocking 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.](#)



KOPPARBERG

Source: IRI 52 w/e 01.10.23, CGA 52 w/e 20.05.23.
T&Cs: Available 01.04.24-30.04.24. Packaged fruit cider includes 15 x 500ml cases of Pear, Mixed Fruit and Strawberry & Lime. CMBC have the right to stop this promotion at any time. While stocks last.

be drinkaware.co.uk

Corona

BUY 6 CASES OF CORONA AND GET ONE FREE

be drinkaware.co.uk
Available between 01.03.2024 and 30.04.24. To receive 1 x 24x330ml Corona, customers must purchase 6 x 24x330ml Corona. Maximum six entries per outlet. Free 24x330ml Corona to be delivered with paid stock. The Promoter reserves the right to amend, suspend or withdraw the offer at anytime without notice. Free 24x330ml=Corona is not transferable, exchangeable or redeemable for money. Terms of your stocking agreement continue to apply. Promoter: AB InBev UK Limited, EC4A 1EN.



£9.99 FOR 24x 330ml

LIMITED OFFER MARCH ONLY



Deal runs from 1st March to 31st March 2024. Qualifying range includes: Pepsi Max/ Diet/ Reg and 7UP Zero 330ml NRB. Promoter: Britvic Soft Drinks. Breakspear Park, Breakspear Way, Hemel Hempstead, HP2 4TZ.



EXQUISITE DRINKS
FRESHLY INFUSED WITH DISTILLED BOTANICALS

EXPLORE OUR EXQUISITE RANGE



- INDIAN TONIC
- BLOOD ORANGE & ELDERFLOWER TONIC
- GRAPEFRUIT & ROSEMARY TONIC
- CRAFTED LEMONADE
- ROASTED PINEAPPLE SODA
- PINK GRAPEFRUIT SODA
- WHITE PEACH & JASMINE SODA
- DELICATE GINGER ALE

£12.99 24x200ml



FRESH NEW LOOK



SAME GREAT TASTE



**A STRONG HERITAGE
TO BE PROUD OF**

We're on a mission to spread the message of 'simply great tasting mixers' that bring a little bit of the Great British Pub to every outlet we're in

**WE'RE PROUD
OF OUR CREDENTIALS**

Our mixers hold a prestigious Royal Warrant, as well as numerous global and local awards for taste and quality across our superior range

**A TRULY
COMPREHENSIVE RANGE**

Our best selling versatile range covers both mixers and juices that complement your entire spirit offering, as well as making a superb solus serve

**BUY 4 CASES
OF BRITVIC
MIXERS TO RECEIVE
A CASE OF
BRITVIC TONIC OR
BRITVIC LOW
CALORIE TONIC
FREE***

**QUALIFYING
RANGE ALSO
INCLUDES
DIET PEPSI
200ML NRB**



Britvic customers can access our latest bar tender training, sensational serve ideas, POS kits and much more by scanning the QR code or visiting us at sensationaldrinks.com/bartenders-club

* Deal runs from 1st March to 30th April 2024. Qualifying range includes Britvic Mixers 200ml NRB x24. Free case is Britvic Tonic 200ml NRB x24. While stocks last. Glassware imagery is for visual purposes only. 3 deals per customer per week. Promoter: Britvic Soft Drinks, Breakspeare Park, Breakspeare Way, Hemel Hempstead, HP2 4TZ.

Britvic



**BUY
4 CASES
from the J2O range**
TO RECEIVE A CASE
FREE*



**SCAN THE QR FOR ACCESS TO
FREE POS KITS, MENU DESIGN
AND PRINT & MUCH MORE**

OR VISIT US AT
SENSATIONALDRINKS.COM



*Terms and conditions apply. Deal runs from 1st March to 30th April 2024. Qualifying range includes J2O Orange & Passionfruit/ Apple & Mango/ Apple & Raspberry. Free case is J2O Orange & Passionfruit 275ml NRB x24. While stocks last. Glassware imagery is for visual purposes only. Max 1 of each kit, 1 case of glassware & 50 printed menus per outlet. *Free menu offer subject to listing 5 Britvic products. NPN. Registration & email address required. Visit Sensationaldrinks.com for Terms and Details Promoter: Britvic Soft Drinks. Breakspeare Park, Breakspeare Way, Hemel Hempstead, HP2 4TZ. 3 deals per customer per week.

DEALS SUMMARY

PAGE	PRODUCT	DEAL
13	Brooklyn Pilsner	Install and receive a POS package worth £200
14	Birrificio Angelo Poretti	Install and receive a POS package worth £200
15	San Miguel	Install and receive a POS package worth £200
16	Kronenbourg 1664	Install and receive a POS package worth £200
17	Carlsberg Danish Pilsner	Install and receive a POS package worth £200
18	Wainwright	Install and receive a POS package worth £200
19	Hobgoblin	Install and receive a POS package worth £200
19	Shipyard American Pale Ale	Install and receive a POS package worth £200
20	Cask Ale Range	Buy 2 x 9g's and get a case free
21	Estrella Damm	Install and receive a POS package worth £200
22	CMBC Premium Lager Range	Special case prices
23	CMBC Alcohol Free Beer Range	Great case prices
35	Sutter Home 187ml	Buy 2 cases, get 1 free
35	Sutter Home 75cl	Buy 5 bottles, get 1 free
38	Bad Eye Deer 187ml	Buy 2 cases, get 1 free
38	El Cipres Malbec	Buy 5 bottles, get 1 free
39	The Revenant	Buy 11 bottles, get 1 free
40	Alta Vista Estate Malbec	Buy 11 bottles, get 1 free
40	Mountain Range	Buy 11 bottles, get 1 free
41	Alta Vista Malbec Rose	Buy 11 bottles, get 1 free
42	Waipara Hills/Mud House	Buy 1 case and £2 off a case
42	Franschoek Cellar	Buy 11 bottles, get 1 free
43	Jack Rabbit 75cl	Buy 11 bottles, get 1 free
43	Jack Rabbit 187ml	Buy 7 cases, get 1 free
44	Ochre Mountain	Buy 11 bottles, get 1 free
45	Box of Budgies	Buy 11 bottles, get 1 free
46	Caliterra	Buy 11 bottles, get 1 free
47	Esk Valley	Buy 11 get 1 free
48	Bellingham	Buy 6 to get £5 discount
49	Madam Sass	Buy 5 bottles, get 1 free
50	Marques de la Concordia Rioja	£1 off per bottle
51	The Kraken	Buy any 3 bottles and receive a bottle of The Kraken Roast Coffee free
58	Bushmills	Special case prices
58	Jameson	Buy 3 x 70cl or 2 x 1.5L, receive a free case of Fever-Tree 24 x 200ml Ginger Ale
59	Johnnie Walker	Free POS kit with every bottle
60	Sheep Dog Peanut Butter Whiskey	£1 off per bottle
62	William Grant & Sons Basket Deal	Buy 3 bottles and receive a bottle of Sailor Jerry's free
62	Brockmans Gin	£3 off per bottle
63	Whitley Neill Gin	Buy any 3 bottles, receive a bottle of Dead Man's Fingers Raspberry Tequila Cream Liqueur
63	Diageo Cocktails	Buy any 4 BIB's and get 1 Passionfruit Martini BIB free
64	Jose Cuervo	Buy 3 bottles of Especial Silver or Reposado and receive a bottle of 100% agave 1800 free
64	Bols	Buy any 6 x 50cl Bols liqueuers and receive a bottle of Vignana Prosecco
65	El Jimador	Buy 4 bottles and get a 70cl Chambord free
66	Smirnoff Spicy Tamarind	Buy any 5 x 70cl or 3 x 1.5L and get a free Smirnoff Spicy Tamarind

PAGE	PRODUCT	DEAL
67	Zymurgorium Gins and Gin Liqueurs	Buy one get one free
67	Disaronno	Buy a bottle of Disaronno and a bottle of Disaronno Velvet and receive 6 coupe and 6 spritz glasses free
69	Aperol	Buy 5 bottles, get 1 free
70	Red Bull	Special case prices
71	Fever-Tree Cocktail Mixers	£23.79 per case
72	Old Mout Cider	Free case of Strawberry & Apple or Berries & Cherries 0% when you buy any 5 cases
73	Kopparberg	Get £2.50 off per case
73	Corona	Buy 6 cases, get 1 free
74	Pepsi & 7Up	£9.99 for 24 x 330ml
75	London Essence	£12.99 per case
76	Britvic 200ml	Buy 4 cases to receive a case of Britvic Tonic or Britvic Low Cal Tonic free
77	J2O	Buy 4 cases from the range to receive a case free

TERMS & CONDITIONS

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

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

PRODUCTS 1 Unless stated otherwise, the offers apply only to orders placed with Carlsberg UK Limited (Carlsberg) for delivery between 1st March – 29th March 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.

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. 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/. 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. 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.



THIRST

INTRODUCING CMBC'S NEWEST ONLINE DIGITAL BROCHURE

A thirst for great deals, a thirst for knowledge and expertise, a thirst for the latest industry news and trends

DOWNLOAD THE CMBC COCKPIT APP
TO BE THE FIRST TO RECEIVE THIRST



LAUNCHING APRIL 2024