

OFFERS APPLY TO DELIVERIES FROM 1ST JUNE - 30TH JUNE 2023. UNLESS OTHERWISE STATED

ON TRADER DEALS



CARLSBERG MARSTON'S
BREWING COMPANY

AMAZING OFFERS, SUPPORT & INSPIRATION

JUNE
2023

ORDER.CARLSBERGMARSTONS.CO.UK TO ORDER ONLINE



BIRIFICIO ANGELO PORETTI THE FASTEST GROWING ITALIAN LAGER*

VALGANNA



ITALIA 1877

SEE PAGE
#6

Enjoy Responsibly

Born in Italy, brewed in UK

[bedrunkaware.co.uk](https://www.bedrunkaware.co.uk)

*Source: Total Trade On & Off, Volume & Value MAT vs Peroni, Birra Moretti & Menabrea. CGA OPMS Data To 25/02/2023 & Nielsen data to 25/03/2023.

JUNE 2023

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CARL MIDDLETON,
VP ON TRADE

WELCOME

to our June edition

Welcome to your On Trader Deals brochure for June.

In this edition the spotlight is on the fastest growing Italian lager* – Birrificio Angelo Poretti, a beer made for the table. Learn how this beer can complement any food, from antipasti boards and hearty pasta dishes to slightly spicier dishes such as Pad Thai and Biryani.

Our refreshingly zesty guest ale, Lighter Nights, is still available this month so make sure you add this to your bar line up, as we finally see the back of those dark evenings. As usual we have plenty of deals available this month for you to choose from to ensure your bars and fridges are full.

*Total Trade On & Off, Volume & Value MAT vs Peroni, Birra Moretti & Menabrea. CGA OPMS Data To 25/02/2023 & Neilson Data to 25/03/2023.

To speak to a telesales representative and place an order please call our dedicated sales and service support team on:

0800 587 0773

We'd love to hear from you.



CARLSBERG MARSTON'S
BREWING COMPANY

OUR RANGE



LAGER

Our lager range has extended to cover all categories for you and your customers. Ranging from Standard to Premium and even growing our World collection, you can be certain we can offer you an outstanding range of beers.

AVAILABLE AS DRAUGHTMASTER
 **DRAUGHTMASTER**
 This is an innovative dispense system that uses compressed air to serve fresh pressed beer.
www.draughtmaster.com/uk

CORE  CARLSBERG DANISH PILSNER 3.8% Light and refreshing with a smooth, full mouth feel, perfect balance of bitterness and sweetness, and a distinctive citrus hop aroma.		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% Birificio 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.	 ESTRELLA DAMM 4.6% Brewed using 100% natural ingredients. Light amber and golden in colour, with a pale and persistent head.
CORE  MCE	CORE PLUS  HOLSTEN	PREMIUM  TUBORG	PREMIUM WORLD  CARLSBERG	DISCOVERY WORLD  KIRIN	 WASSERMAN			

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.
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ALCOHOL FREE BEER

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

WORLD  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.			 SAN MIGUEL 0,0% All of the aroma, flavour, freshness and quality of a beer without the alcohol.	 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!
 BROOKLYN SPECIAL EFFECTS 0.4% Special Effects is a hoppy 0.4% lager with an unexpected piney aroma and pleasantly bitter finish.		 SHIPYARD LOW TIDE 0.5% A juicy, tropical pale ale, with a fullness that belies its low alcohol.		

KEG ALE

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.	GOLDEN  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.	 WAINWRIGHT GOLD 4.1% Premium keg beer from Wainwright. A refreshing alternative to standard keg ale, with fruity, sweet, citrus flavours.	DARK  HOBGOBLIN RUBY 4.5% Full bodied, ruby beer that delivers a delicious, chocolate malt flavour, balanced with a rounded bitterness & a fruity, mischievous character.
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PLUS an extensive range of regional favourites

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



CIDER

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

Meet the brand...

BIRRIFICIO ANGELO PORETTI



MADE FOR THE TABLE

GRAB A SEAT, SIP ON AN ICE-COLD PORETTI & JOIN US FOR A MEAL

Produced in the small town of Valganna in northern Italy, its founder Angelo Poretti decided to experiment with a combination of four unique hop varieties and utilising time-tested Bavarian techniques alongside the soft Alpine waters of Varese - the result? A meal-friendly lager that has stood the test of time. The 146-year-old beer complements anything from antipasti boards, hearty bowls of pasta to world cuisines such as Pad Thai or sushi.

The tasting notes of Poretti harmonises and enhances every food moment from stuzzichinis to desserts. Feel the comforting sweetness of Italian malt dancing with the savoury flavours of briny artichokes, olives and pizza, and embrace the bitterness of Zeus and Columbus hops as they whet the appetite. On its own, the beer's effervescent bubbles cleanses the palate and has your tastebuds wanting more.



Poretti has a place at every table, from celebratory dinners to summer BBQs and weekend gatherings with friends. Poretti's signature carafe sets the tone for a convivial meal that's defined by making memories. Pass the carafe round and share food across the table as you luxuriate in the company of loved ones.



The art of *buon vivere* has echoed in every facet of premium Italian beer Birrificio Angelo Poretti since its inception in 1877. Coming together around a restaurant table for a tantalising meal, in the spirit of enjoying quality time with friends and loved ones makes for a fulfilling experience, no matter the occasion.

Poretti holds a firm belief that the three things integral to a perfect dining experience are - great food, great company and great beer. Poretti's lager is brewed specifically to elevate meal times as the ideal accompaniment to food.



ABV:	4.8%
Style	Lager
See:	Polished Golden
Smell:	Smooth and aromatic
Taste:	Sweet malty body and an assertive bitterness
Food pairing:	The sweet Italian malt complements salty foods like cheese, charcuterie, wood-fired pizza and even aromatic crispy duck. Herbal Columbus and spicy Zeus hops enhance the flavours in dishes like Pad Thai, Biryani, Arrabiata sauce and Steak Bearnaise. The lively carbonation will cut through oily foods such as fish & chips, smoked salmon, tempura prawns and succulent roast leg of lamb.
Formats:	50L keg, 30L keg, 330ml bottle & DraughtMaster 20L



DISCOVER AN ITALIAN BEER THIS SUMMER
MADE FOR THE TABLE

THE FASTEST GROWING ITALIAN LAGER*

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

BIRRIFICIO ANGELO PORETTI: RATE OF SALE +36.4%

PERONI: RATE OF SALE -1.5%

BIRRA MORETTI: RATE OF SALE -9.6%

MADRI: RATE OF SALE +28.7%

INSTALL BIRRIFICIO ANGELO PORETTI AND RECEIVE A COMPLIMENTARY POS PACKAGE

PLUS
 receive a
 free case of
 AFB from
 the range†

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



Born in Italy, brewed in UK

VALGANNA ITALIA 1877

@BIRRIFICIOPORETTIUK

*Source: Total Trade On & Off, Volume & Value MAT vs Peroni, Birra Moretti & Menabrea. CGA OPMS Data To 25/02/2023 & Nielsen data to 25/03/2023.

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

†Free case of AFB includes: San Miguel O.O 24x330ml, Shipyard Low Tide 8x500ml, Brooklyn Special Effects 24x330ml, Erdinger 12x500ml your BDM will recommend the best matched brand for your outlet.

Enjoy Responsibly
be.drinkaware.co.uk

INSTALL BROOKLYN PILSNER NOW & RECEIVE A FREE POS KIT*



PLUS
receive a
free case of
AFB from the
range†

CRISP. BRIGHT. REFRESHING

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

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

Enjoy responsibly. be.drinkaware.co.uk

Never skim
— an —
ERDINGER



UNMISTAKABLY REFRESHING
SINCE 1886



Jürgen Klopp

ERDINGER BRAND
AMBASSADOR

STOCK THE #1 IMPORTED WHEAT BEER*

Brewed to its original recipe since 1886 in strict accordance with the Bavarian Purity Law, ERDINGER is a premium imported wheat beer boasting a full-bodied yet elegant character.



@erdinger.uk

*Total Trade, MAT, Off Trade - Nielsen 31.12.22, On Trade - CGA 03.12.22

Enjoy responsibly. be.drinkaware.co.uk

INSTALL DEAL



INSTALL CARLSBERG DANISH PILSNER AND GET A FREE POS SUPPORT PACK*

PLUS receive a free case of AFB from the range†

A BEER THAT GIVES BACK? HOW REFRESHING.



Through the Carlsberg Foundations, we give almost 30% of our dividends** to supporting projects in the arts, science and developing the crops of the future.

Plus, did you know outlets that added Carlsberg Danish Pilsner to the bar saw a greater increase in total lager sales***.

Worth a try? Probably.



be**drinkaware**.co.uk

*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. **30% of group-wide dividends paid to The Carlsberg Foundations, of which 98% is paid out as grants. Averages, 5yrs ending 31.12.21. See website for details. ***CGA Managed EPOS Data Latest 24 weeks to (20/08/22) vs YA - Sample: Where Added 94, Avg Lager Stockist 6,501. Promotion valid throughout 2023. Brewed in UK, the Danish Way. †Free case of AFB includes: San Miguel 0.0 24x330ml, Shipyard Low Tide 8x500ml, Brooklyn Special Effects 24x330ml, Erdinger Alkoholfrei 12x500ml your BDM will recommend the best matched brand for your outlet.

JUNE

Guest ale...

LIGHTER NIGHTS

Welcome in springtime

Enjoy longer evenings and time with friends and family with a pint of... A refreshingly fruity, golden pale ale. The perfect guest beer to welcome in Springtime!

Lighter Nights refreshingly zesty flavours come from carefully selected hops that are added at two points in the brewing process. Perfect with a Sunday Roast.

ABV	4.0%
STYLE	SPRINGTIME PALE ALE
SEE	DEEP GOLDEN
SMELL	FRUITY, HOPPY, SPICY
TASTE	BITTER, CRISP, BALANCED
BITTER	●●●●●
SWEET	●●●●●

AVAILABLE WHILE STOCK LAST

STOCK UP NOW!





DEALS



CARLSBERG MARSTON'S
BREWING COMPANY

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



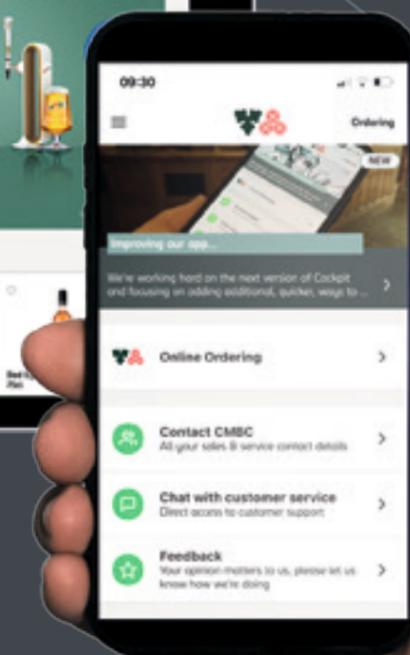
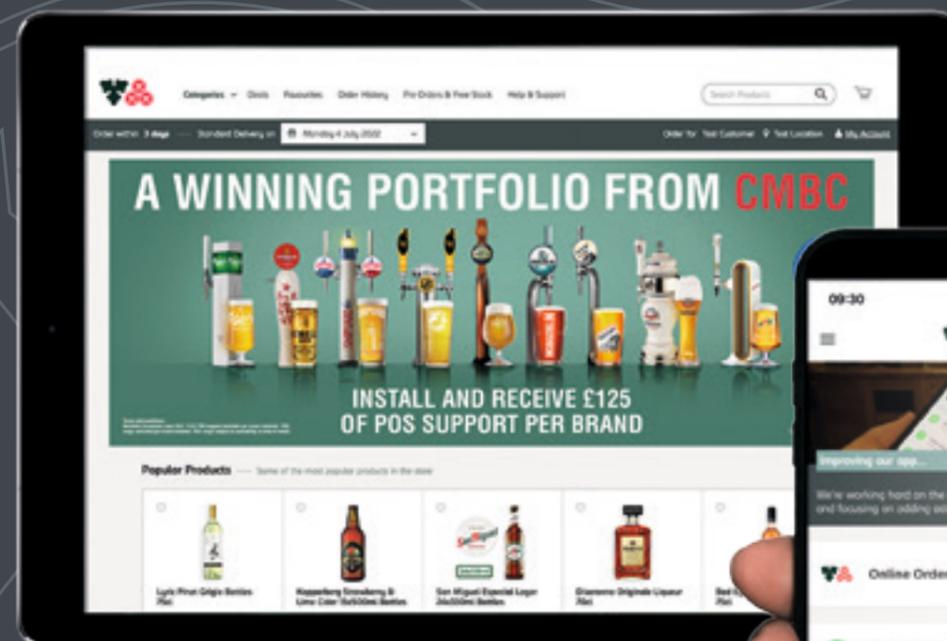
COCKPIT

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





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.

Domaine de Petit Roubié

Picpoul de Pinet "Nature de Roubié" 2022

This is a delicious example of Picpoul de Pinet and was an immediate hit with the Wines and Spirits Team when they tried it for the first time. The appearance is mid straw. When you swirl the glass you are greeted by youthful, floral and fruit, aromas.

The taste is dry and refreshingly acid. There is weight on the mid palate and length on the finish. You do not need me to tell you that this sort of wine is the perfect accompaniment to prawns, scallops and pretty much all types of white fish (halibut is a personal favourite). The Domaine de Petit Roubié has been a pioneer of organic farming in Languedoc, receiving its first certification back in 1985. Across the estate's 80 hectares of vineyard the aim is to encourage a resurgence of the region's natural fauna and flora. Bees, butterflies and wild flowers are allowed to flourish alongside the vines.



Catherine Gautherin et Filles

Chablis 2019

A classic Chablis that is tight and linear, with just a hint of creaminess.

Mid straw appearance. The aromas are quite tight and linear: there is just a hint of creaminess. The palate is dry, with mid-high acidity, and a mid-light bodied texture.

ITALIAN BEAUTY

EXCLUSIVE TO CROWN CELLARS

PONTE was the first winery to propose a blend made by Glera and Pinot Nero, back in 2007.

Thanks to Pinot Nero, **Prosecco Rosè Brut** has less sugar for a longer tasting experience.

Nominated by Luca Maroni best Prosecco Rosè 2022 in Italy.

Now available in 20cl.



CAMPAGNA FINANZIATA AI SENSI DEL REG. UE N. 1308/2013
CAMPAIGN FINANCED ACCORDING TO EU REG. NO. 1308/2013

PONTE
UOMINI E VIGNE DAL 1948

a Paler shade of Summer



Dip in to pale, fresh Provence rosé wines with the new Famille Ravoire, Côtes de Provence Rosé 'Chantrose' and Henri Gaillard Côtes de Provence Rosé



ALTA VISTA WINES

BUY 5 BOTTLES OF

Alta Vista Vive sparkling malbec

& GET 1 BOTTLE FREE



WWW.ALTAVISTAWINES.COM



Buy 11 get 1 free. vivid

O&E 'Vivid'
Fruity Merlot Rosé

ITALY
JUICY & RIPE

Vivid pink, juicy off-dry rose full of fresh raspberry & citrus flavours & red berry aromas
£

This is a lovely little 'White Zinfandel' lookalike, dreamed up by the Crown Cellars team for our customers to enjoy in the British summer sunshine.

We've named it 'Vivid', because that's what it is – vibrant pink in colour, off-dry for a bit of refreshing sweetness, and full of juicy fresh fruit flavour.

This unique wine is perfect for customers who love the fruitiness of a White Zin, with the fresh raspberry character of Merlot as a fun change.



Discover more about O&E 'Vivid' at crowncellarswines.co.uk



MOUNTAIN RANGE

**BUY 12 BOTTLES
PAY FOR 11**

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



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

Soak up summer with these sumptuous pinks

Buy 11 get 1
FREE*



Palazzi Monferrato Charetto

Produced from Barbera grapes, grown in the Monferrato hills of Piemonte. Bright aromas of fresh strawberry and redcurrants, balanced by juicy acidity to give a fresh and appealing finish.

Burlesque White Zinfandel Rosé

Selected from old vine vineyards in the Lodi region of central California. Luscious strawberry ice cream on the nose supported by a bright, berry fruited palate.

Revenant Rosé

This wine comes from low-yielding, coastal vineyards, delicately whole-bunch basket pressed for only the purest juice. Summer fruits on the palate and a lovely clean, savoury, dry finish.

*Free bottle will be the same as purchased product.



COASTAL
RESERVE™

INTRODUCING COASTAL RESERVE

ON TRADE EXCLUSIVE

NEW LISTING

BUY 11
bottles of 750ml
Coastal Reserve
GET 1
FREE



be drinkaware.co.uk

BUY
11x75cl BOTTLES
& GET 1x75cl BOTTLE
FROM THE RANGE
FREE

Offer includes 150+1 Langhe Barbera and 150+1 Langhe Bianco.
10 deals per customer per week. While stocks last.



£10.99

per 75cl bottle

WIGIG
When it's gone,
it's gone!

Chablis
Pierre de Préhy

FRANCE
DRY & AROMATIC

A lovely minerality with lime and crisp green apple aromas. Lemon intensity on the palate followed by green apple fruit.

£££



CHAMPAGNE

H. LANVIN & FILS

DEPUIS 1931

£4

per 200ml bottle*

Single Serve
Champagne

*sold as a case of 24 x 200ml bottles

WIGIG
When it's gone,
it's gone!



Fresh & Fast Serves



£38
for a case of
24 x 187ml
bottles

Includes 187ml
formats of:
Sutter Home
Pinot Grigio
Sutter Home
Chardonnay



WIGIG
When it's gone,
it's gone!

TerraMater

Vineyard Reserve

£24
for a case
of 6 x 75cl
bottles

Includes:
TerraMater 'Vineyard Reserve' Sauvignon Blanc 75cl



Case size
20cl x 12

No.1
Wine Brand
in the
On-Trade*

Carbon
Neutral
Certified

Jack
Rabbit

Buy 2 cases to
receive a FREE case
of branded flute glasses

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

Scan and
download our APP

On-trade exclusive

Limit of 2 deals per customer, per week. With a cap of 200 deals. *Still wine. CGA wine data July 2022.
Please drink responsibly. be drinkaware.co.uk



£8.99 a bottle...
perfect for **Father's
Day Dinner**
18th June

Alta Vista Estate Premium
Cabernet Sauvignon or
Alta Vista Estate Premium
Torrontes 75cl bottle

BEER GARDEN? GOOD IDEA!

ZINFANDEL ROSE, SAUVIGNON BLANC
OR SHIRAZ CABERNET
SINGLE SERVE, 187ML FOR FRESHNESS
PET FOR SAFER OUTDOOR USE*
EXCLUSIVE TO CROWN CELLARS

£36

for a case of 24 x
187ml PET bottles
that's only £1.50
a bottle!

*when compared with glass bottles



Just...
£24
for a case
of 6 x 75cl
bottles



Offer includes:
75cl Santa Helena Varietal Merlot
75cl Santa Helena Varietal Sauvignon Blanc

**Buy 11
get 1 free**

Laid Back & Mellow
Lazy Bones
Sauvignon Blanc Semillon

Capped at 10 deals per customer per week. While stocks last

**Buy 11
get 1 free**

Buy 11 bottles, Get 1 Free. Must include a minimum of 6 bottles
Chai Bordes Bordeaux Blanc, free bottle will be Bordeaux Blanc.

Fairtrade Sauvignon Blanc

Buy 11 get 1 Free



OCHRE MOUNTAIN FAIRTRADE SAUVIGNON BLANC

DRY & AROMATIC
CENTRAL VALLEY, CHILE

Fresh and a citrusy on the nose
with clean acidity on the palate.
£££

Buy 11 x 75cl bottles of Ochre Mountain
Sauvignon Blanc to receive a 75cl bottle free

CARTA 23

Buy 11 get 1 free



CARTA 23 CHILEAN SAUVIGNON BLANC

DRY & AROMATIC
CHILE

Zingy and vibrant with crisp
tropical and citrus notes.
£

CARTA 23 CHILEAN MERLOT

JUICY & RIPE
CHILE

Soft and fruity with plum,
red fruit and spice notes.
£





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

WINE MENU CREATION

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



ITALIAN STYLE

BUY 11 GET 1 FREE

Buy 11 x 75cl bottles of Vignana Prosecco Rose DOC to receive a 75cl bottle free

BUY 1 x 70CL
DISARONNO VELVET
AND 1 x 70CL
DISARONNO ORIGINALE
AND RECEIVE 6 x DISARONNO
VELVET GLASSES AND
20 TENT CARDS*

DISARONNO FIZZ

1 PART DISARONNO ORIGINALE TOP WITH SODA WATER
25ML LEMON ENJOY OVER ICE.

DISARONNO VELVET BATIDA

1 PART DISARONNO VELVET SHAKE INGREDIENTS TOGETHER
1 PART VITA COCO COCONUT WATER AND STRAIN OVER CRUSHED ICE.



DISARONNO®
be@drinkaware.co.uk

*1 X DEAL PER CUSTOMER BASED ON FULL PRICE PURCHASE OF 1 X 70CL DISARONNO VELVET AND 1 X 70CL DISARONNO ORIGINALE. KIT INCLUDES: 6 X DISARONNO VELVET HIGHBALL POLYCARB GLASSES, 20 X DISARONNO VELVET BATIDA TENT CARDS. WHILST STOCKS LAST.



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



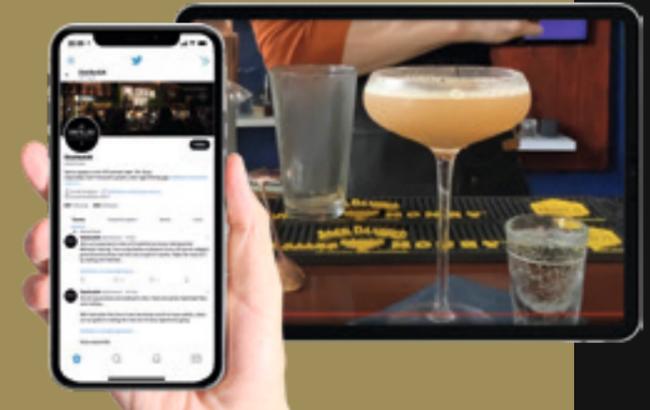
DISTILLEDUK.COM

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
Fresh Soda Water	0.2 bottles

GLASSWARE
Wine glass

METHOD
Build all ingredients over ice

GARNISH
Orange slice

ESPRESSO MARTINI



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

GLASSWARE
Chilled coupe or cocktail (Martini) glass

METHOD
Shake vigorously & fine strain into chilled glass

GARNISH
Three coffee beans

NEGRONI



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

GLASSWARE
Old fashioned (large tumbler) glass

METHOD
Build all ingredients over ice and stir

GARNISH
Orange wedge or zest

BUSHMILLS

BUY 1 BOTTLE* OF
BUSHMILLS ORIGINAL
OR BLACK BUSH
& RECEIVE 10 LIMITED
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SINCE 1608

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* A bottle - 70cl. † WHILE STOCKS LAST. ACTUAL GLASSWARE MAY VARY FROM THAT SHOWN. Bushmills & Associated logos are trademarks of "The Old Bushmills Distillery", Bushmills, County Antrim. ©2023 Proximo Spirits. ENJOY BUSHMILLS RESPONSIBLY

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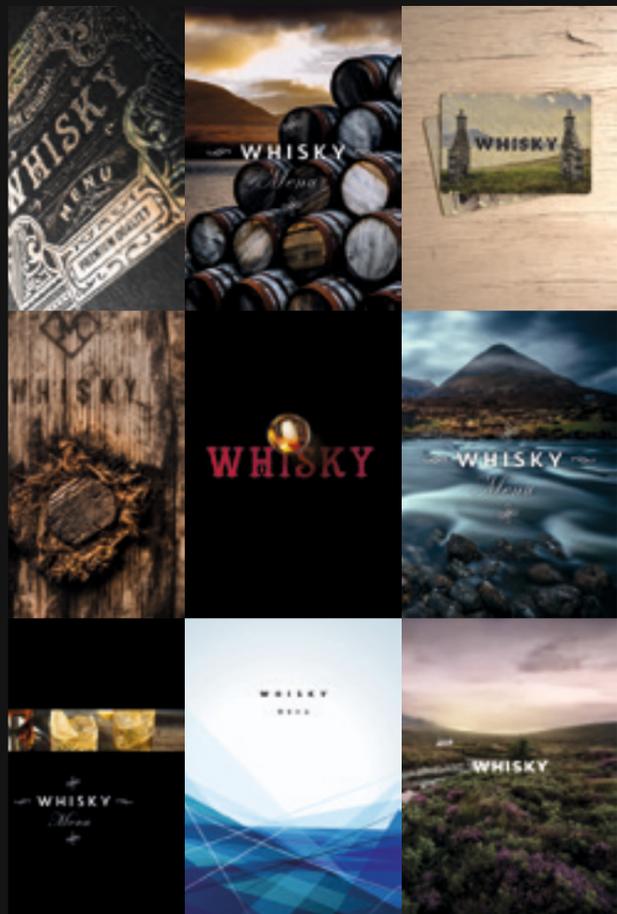
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1% FOR THE PLANET

* Introductory pricing valid on orders placed from 1st - 31st May, after which orders placed will be at the full price.



WHISKEY MENU CREATION

Having a good Whiskey Menu in your venue is a critical tool to help maximise sales. Not only will a good Whiskey 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

BUY 1 BOTTLE OF THE KRAKEN ROAST COFFEE

& RECEIVE 6 SHOT GLASSES FREE*

CHILL IT, SHOT IT

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*WHILE STOCKS LAST. THE KRAKEN® AND OTHER TRADEMARKS ARE OWNED BY PROXIMO SPIRITS. ©2023 KRAKEN RUM CO ENJOY THE KRAKEN RESPONSIBLY. @KRAKENRUMUK

While flavoured gin fatigue seems to have crept in, flavoured vodka has been quietly gaining momentum. In the off-trade flavoured vodka accounted for 8% of the volume sales in the vodka category (over last 12 months) compared to just 4% in 2019.*

In the on-trade vodka is booming (driven by cocktail demand) but flavours are in volume growth by 37% year on year and a whopping 75% vs the 3 year average.*

If you haven't updated your range, now is the time. Tropical flavours in spritz serves, blended drinks and simple highballs are an absolute money maker.

DISTILLED has plenty of choice, so get stuck in and shift gin deficits into vodka growth.

*Source: CGA by NIQ data up to 31/12/2022, WSTA Market Data Report April 2023

PARTY FLAVOURS



KIWI FIZZ

INGREDIENTS	MEASURE
Kiwi, peeled & quartered	1 fruit
Fresh mint	5 leaves
Vanilla	1 pod
Teisseire Simple Syrup	25ml
Grey Goose Le Citron	50ml
Soda	50ml

GLASSWARE
Highball glass

METHOD
Muddle first 4 ingredients, add vodka, ice, shake & fine strain over fresh ice, top with soda

GARNISH
Kiwi slice

NOTES
Prepared vanilla syrup can also be used

ABSOLUT BIJOU

INGREDIENTS	MEASURE
ABSOLUT Pears	37.5ml
Bols Blue	12.5ml
Eager Apple Juice	200ml
Lemon Juice	5ml

GLASSWARE
Old fashioned (large tumbler) glass

METHOD
Shake & strain all ingredients over fresh ice

GARNISH

NOTES
Fresh blackberries

PINEAPPLE MOJITO

INGREDIENTS	MEASURE
Fresh pineapple	5 wedges
Ciroc Pineapple	50ml
Fresh mint	4 leaves
Teisseire Simple Syrup	20ml
Fresh Lime Juice	30ml

GLASSWARE
Collins glass

METHOD
Muddle fruit, then shake with remaining ingredients, strain over crushed ice

GARNISH
Mint sprig & pineapple wedge

NOTES

RHUBARB ELDERFLOWER CRUSH

INGREDIENTS	MEASURE
Chase Rhubarb Vodka	40ml
St Germain Elderflower Liqueur	10ml
Eager Apple Juice	15ml
Fresh Lime Juice	12.5ml
Soda	25ml

GLASSWARE
Old fashioned (large tumbler) glass

METHOD
Shake & strain the first 4 ingredients over ice, top with soda water & str

GARNISH
Rhubarb and apple slices

NOTES

VANILLA SKY

INGREDIENTS	MEASURE
Stoli Vanilla	25ml
Cointreau	25ml
Teisseire Orgeat Syrup	12.5ml
Fresh Lime Juice	12.5ml
Eager Pineapple Juice	100ml

GLASSWARE
Collins glass

METHOD
Shake & strain all ingredients over fresh ice

GARNISH
Mint sprig & pineapple wedge

NOTES

MANGO PASSION TWIST

INGREDIENTS	MEASURE
Smirnoff Mango & Passionfruit Vodka	50ml
Eager Pineapple Juice	75ml
Eager Cranberry Juice	50ml

GLASSWARE
Chilled coupe, Nick and Nora or cocktail (Martini) glass

METHOD
Shake & fine strain all ingredients into a chilled glass

GARNISH
Half passion fruit

NOTES

NATIONAL MARTINI DAY* 19th June



*USA, BUT WE'LL TAKE IT!

Gordon's | SMIRNOFF | Captain Morgan

READY TO COCKTAIL



BUY
ANY 4 BIBS
FROM THE
DRAUGHT RANGE
AND GET 1
FREE*



POS, Tips & More

ENQUIRE TODAY



*Two redemptions per venue per month.
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DIAGEO

87%
OF SPIRITS VOLUME
GROWTH OVER LAST
10 YEARS HAS COME
FROM FLAVOURS**

BUY ANY 4 AND
GET ONE FREE*

*Range Includes: Chase Aged Marmalade Vodka, Chase English Rhubarb Vodka, Chase Original Potato Vodka.
Lowest priced product free. Maximum one redemption per venue per month.
Buy 4 bottles and get a 5th for free, lowest price bottle for free.

**Nielsen Scantrack Latest 52 & 26 Weeks Ending 6.11.21.

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

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 Engine is the Gin you're missing.

ENGINE
 FUEL THE DREAM

ENGINE SPECIAL OFFER
 Buy 2 x 70cl Engine Gin
 and receive
 6 x Engine Tin Glassware,
 20 x Engine & Tonic
 Tent Cards

While stocks last.
 6 x Engine Tin Glassware, 20 x Engine &
 Tonic Tent Cards x1 POS deal per customer.

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 LONDON

**RECEIVE
 1 x 70CL
 BEEFEATER
 DRY FREE**
 WHEN YOU BUY
 ANY 3 FLAVOURS

THE SPIRIT
 OF LONDON
 — SINCE 1820 —

BUY 2 X 70CL HENDRICK'S
 and receive a
CASE OF FEVER-TREE PREMIUM TONIC WATER FREE*
 ONE BOTTLE TO BE NEW FLORA ADORA

NEW FLORA ADORA

HENDRICK'S
 Flora Adora
 GIN

HENDRICK'S
 NEPTUNA
 GIN

Scan to download your free social toolkit

* Receive 24 x 200ml bottles of Fever-Tree Premium Tonic Water. Whilst stocks last.

el Jimador
 TEQUILA

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 THE
 MEXICAN
 VIBES**

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 & EL JIMADOR REPOSADO 70CL
 AND RECEIVE
 A FREE
 VISIBILITY KIT**

STOCK
 THE UK'S
No.1
 PREMIUM
 TEQUILA

ENJOY 100% RESPONSIBLY

Tia Maria
MATCHA CREAM LIQUEUR

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



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

*WHILST STOCKS LAST be.drinkaware.co.uk

FEVER-TREE

Spritz UP
FOR SUMMER

BUY 3 BOTTLES FROM THE BACARDI RANGE AND GET A CASE OF FEVER-TREE SODA & 60 PRINTED MENUS FREE*

PIMM'S UP YOUR SALES FOR SUMMER

STOCK UP NOW

FIRST 200 GET A FREE PARASOL*

BUY ANY 6 INCLUDING A SUNDOWNER AND GET 4 PIMM'S JUGS FREE.



POS, Tips & More



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*While stocks last. Maximum 650 redemptions for jugs and 200 parasols. Maximum 2 deals per venue per month. drinkaware.co.uk for the facts | PLEASE DRINK RESPONSIBLY

MEXICAN LIME SPRITZ
Grey Goose with Fever-Tree Mexican Lime Soda & lime garnish

BLOOD ORANGE SPRITZ
Grey Goose L'Orange with Fever-Tree Blood Orange Soda & orange garnish

PERFECT PALOMA
Patron Silver with Fever-Tree Pink Grapefruit Soda & grapefruit garnish



*Whilst promotional stocks last. Max 1 deal per customer per week. Promotional brands to choose free 70cl bottle from include: Grey Goose, Grey Goose L'Orange, Patron Silver, Bombay Citron Presse, St Germain Liqueur. Promotional cases of Fever-Tree include Mexican Lime Soda 24x200ml, Italian Blood Orange Soda 24x200ml, Pink Grapefruit Soda 24x200ml, Raspberry & Orange Blossom Soda 24x200ml, White Grape & Apricot Soda 24x200ml. 1 set of 60 printed menus per customer, subject to Fever-Tree menu reprint T's & C's.

TRY ME



BUTTERFLY MARTINI

INGREDIENTS	MEASURE
Grey Goose Le Citron	35ml
Box of Budgies Sauvignon Blanc	50ml
Fresh lemon juice	5ml
St Germain Elderflower Liqueur	5ml
Fresh basil	3 leaves
Fresh mint	3 leaves

GLASSWARE
Chilled coupe, Nick and Nora or cocktail (Martini) glass

METHOD
Shake & fine strain all ingredients into a chilled glass

GARNISH
Lemon zest (discarded) and edible flower



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GIFT WITH REGISTRATION

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6 CASES
& GET 1
free!

Offer applies to:
24 x 500ml PET Sparkling
24 x 500ml PET Still



Discover Harrogate's
mindful drinking mission,
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mindful cocktail
recipes!

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Tropical Edition & Red Edition
£12.60

Red Bull Energy	24x250ml
Red Bull Tropical Edition	OFFER 12x250ml
Red Bull Red Edition	OFFER 12x250ml

THE
HOTTEST
POP TO STOCK

WITH 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

B IN THE MIX

Britvic
LIFTING SPIRITS SINCE 1938

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



*Terms & Conditions apply. Deal runs from June 1st to June 30th 2023. Three deals per customer per week. Qualifying range includes Britvic Mixers & Juices 150ML cans. While stocks last. Free case is 150ml tonic or low cal tonic. Promoter: Britvic Soft Drinks, Breakspear Park, Breakspear Way, Hemel Hempstead HP2 4TZ



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COLA BRAND**
in the UK¹

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**FASTEST SELLING
COLA BRAND**
in Licensed in
the UK²

**OVER £800
FREE** stock,
glassware and
supporting
POS for your
outlet³



**SCAN THE QR TO REGISTER
YOUR INTEREST TODAY**



Sources: 1. CGA Licence Report to 30.06.2022 | Total Licenced Data v 2YA | total draught volume; volume sales share; value sales share | MAT to 30.06.2022). 2. CGA Licence report to 30.06.2022 | Total Licence MAT data v 2YA | Average vol weekly sales). 3. Based on retail value of 3 free BIBs (3 x 42ltr BIBs = 443.5ltr x 10oz serves).

DEALS SUMMARY

PAGE	PRODUCT	DEAL
9	Birrificio Angelo Poretti	Install and receive a complimentary POS package plus a free case from AFB range
10	Brooklyn Pilsner	Install and receive a complimentary POS package plus a free case from AFB range
12	Carlsberg Pilsner	Install and receive a complimentary POS package plus a free case from AFB range
23	Alta Vista Vive Sparkling Malbec	Buy 5 bottles and get 1 bottle free
24	O&E Vivid Merlot Rose	Buy 11 bottles and get 1 bottle free
24	Sumptuous Pinks	Buy 11 bottles and get 1 bottle free
25	Mountain Range	Buy 11 bottles and get 1 bottle free
25	Coastal Reserve	Buy 11 bottles and get 1 bottle free
26	150+1	Buy 11 bottles and get 1 bottle free
27	Chablis Pierre de Prehy	£10.99 per bottle - WIGIG!
27	H.Lanvin & Fils Champagne	£4 per 200ml bottle - WIGIG!
28	Sutter Home	£38 per case of 187ml bottles
28	Jack Rabbit Prosecco 20cl	Buy 2 cases to receive a free case of branded flute glasses
29	Terramater Vineyard Reserve	£24 per case of 6 x 75cl bottles
29	Alta Vista Estate	£8.99 per bottle
30	Bad Eye Deer	£36 for a case of 24 187ml PET bottles
30	Lazy Bones	Buy 11 bottles and get 1 bottle free
31	Santa Helena	£24 per case of 6 x 75cl bottles
31	Chai de Bordes	Buy 11 bottles and get 1 bottle free
32	Ochre Mountain	Buy 11 bottles and get 1 bottle free
33	Carta 23	Buy 11 bottles and get 1 bottle free
35	Vignana Prosecco	Buy 11 bottles and get 1 bottle free
35	Disaronno Originale and Velvet	Buy 1 of each and receive 6 x Velvet glasses and 20 tent cards
38	Bushmills	Buy 1 bottle of Bushmills Original or Black Busg and receive 10 limited edition glasses
39	Bush Rum	£13.99 per bottle
39	The Kraken Roast Coffee	Buy 1 bottle and receive 6 shot glasses free
43	Diageo Cocktails	Buy any 4 BIBs from the draught range and get 1 free
44	Engine Gin	Buy 2 bottles and receive 6 x tin glassware, 20 tent cards
44	Hendricks Flora Adora	Buy 2 x bottles and receive a case of Fever-Tree Premium Tonic Water
45	Beefeater	Buy 3 bottles and receive 1 bottle free
45	El Jimador	Buy any 3 bottles from the range and receive a free visibility kit
46	Tia Maria Matcha Cream/ Cold Brew	Buy 1 of each and receive a free Matcha POS kit
46	Pimm's	Buy any 6 including a Sundowner and get 4 jugs free
47	Bacardi/Fever-Tree	Buy any 3 from Bacardi range and get a case of Fever-Tree soda plus 60 printed menus free
50	Harrogate Spring Water	Buy 6 cases get 1 free
50	Old Jamaica	Buy 3 cases from the range to get 1 case of Old Jamaica free
51	Red Bull	Tropical and Red editions: £12.60 per case
52	Britvic Cans	Buy 4 cases from the 150ml mixers and juices range to receive a free case

TERMS & CONDITIONS

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

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

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