

OFFERS APPLY TO DELIVERIES FROM JULY 3RD - 31ST JULY 2023. UNLESS OTHERWISE STATED

ON TRADER DEALS



CARLSBERG MARSTON'S
BREWING COMPANY

AMAZING OFFERS, SUPPORT & INSPIRATION

JULY 2023

ORDER.CARLSBERGMARSTONS.CO.UK TO ORDER ONLINE



Drive your summer of sales with San Miguel

#HeresToTheSeekers

Enjoy responsibly. be.drinkaware.co.uk



SEE PAGE
#8

JULY 2023

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CARL MIDDLETON,
VP ON TRADE

WELCOME

to our July edition

Welcome to your On Trader Deals brochure for July.

This month we are excited to reveal the first new ad campaign from San Miguel in 5 years; Here's to the Seekers. In addition to this, we can reveal that San Miguel 0,0% is now available on draught, see page 11 for five key reasons to install!

To gear fans up for the football tournament in Australia, our new golden guest ale Fever Pitch is available for order this month. You'll also find an array of deals across wines, spirits and minerals to keep your bar and fridges stocked up this summer.

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

<p>CORE</p>  <p>CARLSBERG DANISH PILSNER 3.8% Light and refreshing with a smooth, full mouth feel, perfect balance of bitterness and sweetness, and a distinctive citrus hop aroma.</p>	<p>PREMIUM</p>  <p>KRONENBOURG 1664 5.0% 1664 Lager is a beautifully crafted and supremely sippable premium lager, with a citrus aroma and notes of apricot.</p>	<p>PREMIUM WORLD</p> <div style="display: flex; justify-content: space-around;"> <div>  <p>SAN MIGUEL ESPECIAL 5.0% San Miguel is a premium pilsner-style lager, delivering a full-bodied and well-balanced flavour with a clean, crisp & refreshing taste.</p> </div> <div>  <p>BIRIFICIO ANGELO PORETTI 4.8% Birrificio Angelo Poretti is a full-flavoured lager with a sweet malty body and an assertive bitterness.</p> </div> <div>  <p>BROOKLYN PILSNER 4.6% Crisp, bright and smoothly refreshing. A pale golden beer with a delicate citrusy finish.</p> </div> </div>		
<p>CORE</p> 	<p>CORE PLUS</p> 	<p>PREMIUM</p> 	<p>PREMIUM WORLD</p> 	<p>DISCOVERY WORLD</p>  <p>KIRIN</p> 

CRAFT

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

<p>ENTRY</p>  <p>SHIPYARD 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.</p>	<p>PREMIUM</p>  <p>SHIPYARD AMERICAN PALE ALE 4.5% An easy drinking, American style Pale Ale bursting with fruity, citrus hop flavour and gooseberry and pine aroma.</p>	<p>PREMIUM</p>  <p>BROOKLYN LAGER 5% Light hop bitterness and moderate sweetness. Both bitterness and sweetness linger on the palate before finishing clean.</p>	<p>PREMIUM</p>  <p>BROOKLYN DEFENDER 5.5% The punch of the piney/citrusy hop bitterness competes beautifully with heat and leads to a myriad of food options when it comes to this beer.</p>	<p>SPECIALITY</p>  <p>ERDINGER WEISSBIER 5.3% Imported German wheat beer brewed to the original recipe and traditionally matured in the bottle like champagne for 28 days.</p>
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ALCOHOL FREE BEER

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

<p>WORLD</p>  <p>ERDINGER ALKOHOLFREI 0.5% The non-alcoholic drink from Erding is not only a real energizer but also low in calories, with just 125 calories per 500ml bottle, and made exclusively from natural ingredients.</p>	<p>WORLD</p>  <p>SAN MIGUEL 0,0% All of the aroma, flavour, freshness and quality of a beer without the alcohol.</p>	<p>WORLD</p>  <p>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!</p>	<p>CRAFT</p>  <p>BROOKLYN SPECIAL EFFECTS 0.4% Special Effects is a hoppy 0.4% lager with an unexpected piney aroma and pleasantly bitter finish.</p>	<p>ALE</p>  <p>SHIPYARD LOW TIDE 0.5% A juicy, tropical pale ale, with a fullness that belies its low alcohol.</p>
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KEG ALE

<p>AMBER</p>  <p>WAINWRIGHT AMBER 4.0% With a subtle bitterness and delicately enticing hop balance, Wainwright Amber is satisfyingly moreish. Clean, creamy and lightly fruity; a pint at the pinnacle of perfection.</p>	<p>GOLDEN</p> <div style="display: flex; justify-content: space-around;"> <div>  <p>HOBGOBLIN IPA 5.0% Collision of Old and New World hops provide an explosion of tropical aroma and a juicy bitterness.</p> </div> <div>  <p>HOBGOBLIN SESSION IPA 3.4% Light, easy drinking and extremely refreshing beer. Pale yellow with a fresh and zesty aroma from the 5 New World hops.</p> </div> <div>  <p>WAINWRIGHT GOLD 4.1% Premium keg beer from Wainwright. A refreshing alternative to standard keg ale, with fruity, sweet, citrus flavours.</p> </div> </div>		<p>DARK</p>  <p>HOBGOBLIN RUBY 4.5% Full bodied, ruby beer that delivers a delicious, chocolate malt flavour, balanced with a rounded bitterness & a fruity, mischievous character.</p>
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PLUS an extensive range of regional favourites

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



CIDER

<p>CORE</p>  <p>SOMERSBY APPLE 4.5% Somersby Apple is a refreshing cider made from fermented apple juice and natural apple flavouring.</p>	<p>FLAVOURED</p>  <p>SOMERSBY BLACKBERRY 4.0% Somersby Blackberry is a fruity flavoured cider with a breath of freshness and a natural mild taste of blackberry, spreading joy and sunny togetherness wherever it is served.</p>
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Speak to your BDM or customer service representative about the range currently available to you.

YOUR CASK ALE RANGE

77% OF ALE DRINKERS WANT TO SEE A NATIONALLY RECOGNISED BEER ON THE BAR*

and we have the big brands to answer that consumer need – these brands deliver quality & consistency as your permanently stocked ale.

CMBCs WIDE PORTFOLIO OF REGIONAL ALES ARE PERFECT FOR GUEST & ROTATIONAL SLOTS TO DRIVE INTEREST

WAINWRIGHT AMBER



NEW GLASSWARE, AVAILABLE NOW

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

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

HOBGOBLIN GOLD



Hobgoblin Gold is a light and refreshing golden beer. A combination of four hop varieties infused with malted barley and a touch of wheat give this easy drinking golden beer tropical aromas of citrus and passion fruit. Winner of the UK's Best Golden Beer at the 2022 World Beer Awards.

ABV: 4.2%
Style: Golden Beer
See: Golden
Smell: Fragrant, citrus & wild forest gooseberries
Taste: Mouth-watering malt & refreshing citrus hop kick
Sweet: ●●●●
Bitter: ●●●●
Food pairing: Fish & chips or a simple scotch egg, the perfect picnic pint

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 2018 and the UK's best IPA in 2020, 2021 and now 2022 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 – India, Thailand, the Caribbean and Mexico... or simply enjoy on its own

AMBER

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

GOLD

4.1%	3.8%	4.0%	4.0%
4.2%	4.2%	4.9%	5.7%

DARK

3.5%	5.1%	4.5%
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Speak to your BDM or customer service representative about the range currently available to you.

*Marston's Eureka 2019.

HERE'S TO THE SEEKERS

San Miguel brings Spanish lifestyle closer with new Here's to the Seekers nationwide campaign.

San Miguel continues to be one of the best performing brands in the lager category, with RoS growing at 5% year on year, and drinkers in the on-trade rating it as their #1 choice amongst all world lagers currently available.†

The new advertisement 'Here's to the Seekers', celebrates those who listen to their hearts and aspire to live passionately. As the number one Spanish lager internationally, and one of the UK's biggest and most cherished brands, the campaign celebrates the Spanish way of life – a shared and social way of living that invites exploration, optimism, and enjoyment. The campaign will be supported with heavyweight media investment that includes bursts on TV, Video on Demand, outdoor advertisement and digital media.

Here's to the Seekers cements San Miguel as the Spanish beer for those who seek a richer life with an ode to the 'seekers'. The advertisement reveals a series of scenes placing importance on friends, creating enriching memories together in the beautiful Spanish sunshine. From surfing waves in perfect blue waters, to sharing tapas style suppers at golden hour, and impressive climbs with stunning views, the new campaign captivates the San Miguel's eager spirit, inviting its audience to explore with San Miguel.

Install
San Miguel
and receive a
POS support
package
worth
£125*

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



*Speak to your CMBC representative to agree install and build your perfect POS package. New brand stockists only. One deal per install per outlet. POS items subject to availability at point of order.
**Free case of AFB includes: San Miguel 0.0 24x330ml, Shipyard Low Tide 8x500ml, Brooklyn Special Effects 24x330ml, Erdinger Alkoholfrei 12x500ml your BDM will recommend the best matched brand for your outlet. † CGA OPMS Data Latest 24 weeks to P12 2022 (03.12.2022) vs YA CGA BrandTrack Q4 2022 data, sample 1342.

SAN MIGUEL 0,0% NOW AVAILABLE ON DRAUGHT

Seeking a refreshing 0,0% that offers no compromise to add to your bar? Look no further than San Miguel 0,0% now available on draught. An alcohol-free alternative to San Miguel Especial, golden in colour, with creamy, long-lasting foam, and notes of aromatic flavours of grain and hops, complemented by a moderately intense bitterness and slightly sweet finish on the palate.

San Miguel 0,0 is made with subtly bitter and semi-aromatic hop varieties that determine the characteristic floral and herbal aromas, while providing a moderate bitterness. It is made with a selection of malts which

provides grain and cereal aromas, determining the stability and creaminess of the foam, as well as the golden colour of the liquid.

Available in 20L steel kegs, with a shelf life of 6 months from kegging and 5 days from broached, San Miguel will sit on the front bar using existing beer lines, with the only difference in requirement being a 6 plug Sankey coupler. The cleaning should be treated the same as Especial, weekly. The efficiency of steel kegs enables a consistent fresh pint at every serve for your customers, as well as a high cash margin for publicans.

San Miguel 0,0% is now available on draught for install,

**WITH £125
WORTH OF POS
IF YOU INSTALL
SAN MIGUEL.***

**Contact your local sales
rep for more information.**

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



*Speak to your CMBC representative to agree install and build your perfect POS package. New brand stockists only. One deal per install per outlet. POS items subject to availability at point of order.
**Free case of AFB includes: San Miguel 0.0 24x330ml, Shipyard Low Tide 8x500ml, Brooklyn Special Effects 24x330ml, Erdinger Alkoholfrei 12x500ml your BDM will recommend the best matched brand for your outlet.

If you're not yet convinced on why to stock San Miguel 0,0% as your draught beer offering, here are 5 reasons why you should:

- Alcohol Free Beer is set to grow by 316k HLs by 2027, +142%, with the On-Trade having the fastest growth. World Beer accounts for 60% of On-Trade Alcohol Free Beer value.†
- San Miguel is the No.1 Lager brand for the average GB consumer †† selling over 113 M pints annually. San Miguel 0,0% provides the same great taste experience from this trusted brand, without the alcohol.
- San Miguel 0,0% packaged is delivering double digit volume (+63.4%) & value growth (62.8%).‡
- Multi-million-pound investment into new 'Here's the Seekers' creative platform ATL & BTL, supporting our position of having the highest awareness level of all World Beers, with 1st Choice Preference growing and consumers putting San Miguel front of mind when they reach the bar.‡‡
- When one person isn't 'drinking', even Alcohol-Free Beer, the round on average ends one round earlier than it should. Let's retain one more round, let's grow category spend across both beer & Alcohol Free Beer with San Miguel 0,0%.

†Source: CGA Source: MAT CGA On Trade Sales Data (HLs) to 23.04.22. On Trade Sales Data (HLs) to 23.04.22 taking CMBC Category Forecast March 2022.
††Brand Track Survey 8k respondents. ‡CGA OPMS Data MAT to 28.01.2023. ‡‡Ipsos Brand Health Tracker H2 2022.

SHARE GOOD TIMES WITH GREAT PILSNER



CRISP

GRAB A BEER THAT'S CRISP, BRIGHT AND REFRESHING

NEW GLASSWARE NOW AVAILABLE

Enjoy responsibly. be.drinkaware.co.uk

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



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

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

Terms and conditions: 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 BDM will recommend the best matched brand for your outlet.

INSTALL THE FASTEST GROWING
ITALIAN LAGER* TO

PLUS
receive a
free case of
AFB from
the range*

RECEIVE A COMPLIMENTARY SUPPORT PACKAGE

*Established in 1877 in Valganna, Italy, Birrificio Angelo Poretti
is a full-flavoured lager with a sparkling carbonation,
sweet malty body and assertive hoppy bitterness.*



VALGANNA

ITALIA 1877

Born in Italy, brewed in UK

Enjoy Responsibly
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. *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.

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.

JULY & AUGUST

Guest ale...

FEVER PITCH

Show your support
& get behind
your team!

As the temperature rises to Fever Pitch for the Women's football Down Under, this pale colour beer is a certain winner. With a spicy hop aroma and a balanced crisp and hoppy flavour throughout, this beer is guaranteed to go down easier than a continental dive in the box.

ABV 4.2%
STYLE ENGLISH PALE ALE
SEE DEEP GOLDEN
SMELL SPICY HOP
TASTE SPICY HOP, CRISP
& BALANCED
BITTER ●●●●●●●●
SWEET ●●●●●●●●



AVAILABLE WHILE
STOCK LAST

STOCK UP NOW!

DEALS



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



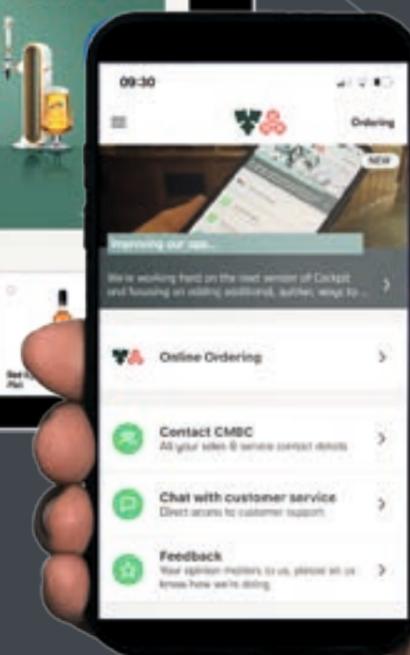
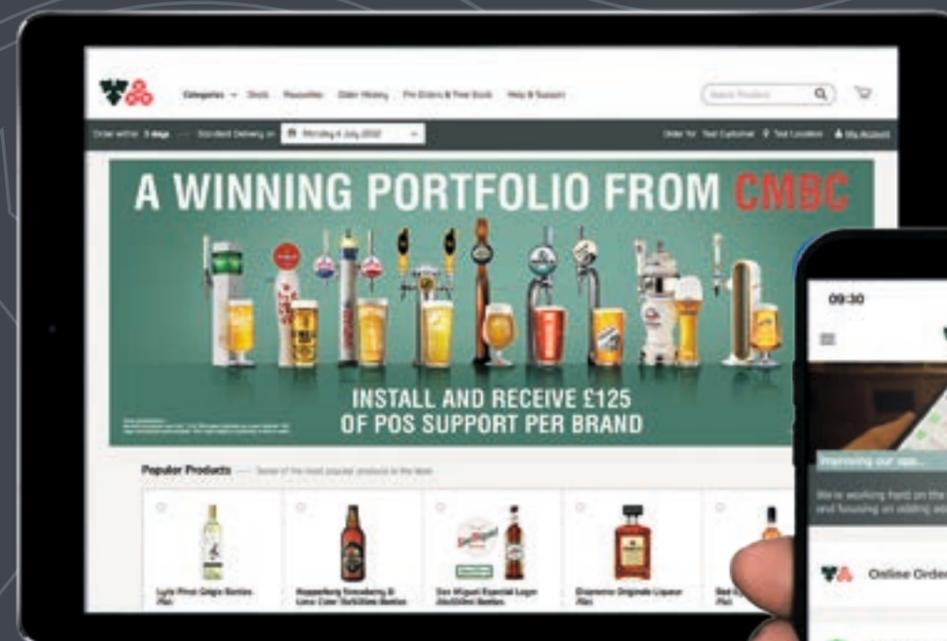
COCKPIT

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.

Famille Bougrie

Pinot Noir "Pure Vallée" Vin de France 2021

Admirers, or more accurately devotees (I count myself amongst them), of Pinot Noir will tell you that it is the aroma of the grape that sets the nostrils twitching and the pulse racing. Forget the colour and ignore the palate for a moment (most other black grape varieties do those things better), it is the exquisite red fruit character of Pinot Noir that gets us every time. The new "Pure Vallée" Pinot Noir is brimming with just such redcurrant and red cherry perfume. It is lightish bodied with only a touch of tannin. You could serve this a little cooler than normal for a red wine (maybe 15°C rather than 18°C). As food pairings I would suggest chicken, duck or a mushroom risotto. Kudos to Famille Bougrier at the Caves de la Tourangelle in the Loire for crafting this wine from locally grown fruit.



Ocarina

Sauvignon Blanc, NV

Let us not beat around the bush: this is a clean, crisp, entry point Chilean Sauvignon Blanc. Pale in colour, it is light and youthful on the nose. The varietal fruit is expressed by green vegetal notes – cucumber and green pepper. The taste is dry, light bodied and refreshing. Well chilled, this is the perfect Sauvignon Blanc to serve by the glass in a bar. If it is to be served with food, go for something light and informal: pizza, fish and chips, mac'n'cheese etc. Oh, and by the way, the design team have come up with a beautiful label.

Buy **6** bottles
to get
£3 OFF



Offer includes:
Bellingham 'Homestead' Sauvignon Blanc 75cl
Bellingham 'Homestead' Pinotage 75cl
Brampton Unoaked Chardonnay 75cl
Rachel's Chenin Blanc 75c

Summer

BRUTALS



**AIMERY CRÉMANT DE LIMOUX
ROSÉ BRUT NV 75CL**

LIGHT & DELICATE
LIMOUX, FRANCE

This powerfully sparkling rosé wine has quite a complex aroma and an appealing dryish taste.

££



**CHAMPAGNE H. LANVIN & FILS
ROSÉ BRUT NV 75CL**

LIGHT & DELICATE
CHAMPAGNE, FRANCE

Beautiful pale salmon pink in colour, fresh and elegant with red wine fruit character on the palate.

££



**PONTE PROSECCO ROSÉ
MILLESIMATO, BRUT 75CL**

LIGHT & DELICATE
VENETO, ITALY

Floral and red fruit, creamy finish; this is a light and off-dry sparkling rosé.

££



**VIGNANA PROSECCO
ROSÉ 75CL**

DRY & AROMATIC
VENETO, ITALY

Zippy citrus and ripe raspberry notes show through in the clean, fresh fizz.

£



**ZIMOR PROSECCO
ROSÉ 75CL**

LIGHT & DELICATE
VENETO, ITALY

Pale rose pink in colour. Delicate on the nose with a hint of red fruit. Medium-dry and juicy on the palate.

££



£10.99
per 75cl bottle

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.
£££

chablis
Pierre de Préhy

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



**BUY 11
GET 1 FREE**

VINIVISION

featuring...
Sauvignon Blanc
Semillon
75cl bottles

**INVASION
OF THE
BOTTLE SNATCHERS**



CHAMPAGNE
H. LANVIN & FILS
DEPUIS 1931

£4

per 200ml bottle*

Single Serve
Champagne

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

*sold as a case of 24 x 200ml bottles



Carbon Neutral Certified

THIS IS

MADAM SASS

PURCHASE ANY 2 CASES OF MADAM SASS 75CL AND RECEIVE A £4 DISCOUNT*

SERIOUSLY SASSY

Please drink responsibly. be drinkaware.co.uk *Offer valid on Madam Sass 75cl only.

Fresh & Fast Serves

£38
for a case of 24 x 187ml bottles

SUTTER HOME
FAMILY VINEYARDS
PINOT GRIGIO CALIFORNIA

SUTTER HOME
FAMILY VINEYARDS
CHARDONNAY CALIFORNIA

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

TERRAMATER
Vineyard Reserve
VINNE
SAUVIGNON BLANC
D.O. ISLA DE MAIPO
WINE OF CHILE
2016

Includes:
TerraMater 'Vineyard Reserve' Sauvignon Blanc 75cl

Just...

£24
for a case of 6 x 75cl bottles

SANTA HELENA
Varietal
MERLOT

SANTA HELENA
Varietal
SAUVIGNON BLANC

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



WAIPARA HILLS
soul of the south

Buy 12x Waipara Hills Sauvignon Blanc 75cl and receive a £4 discount*

Carbon Neutral Certified

From the vineyard to the winery, our team are a hands on family, pouring a little of themselves into what they do.

Please drink responsibly. be drinkaware.co.uk
*Offer valid on Waipara Hills Sauvignon Blanc 75cl only.



PONTE
UOMINI E VIGNE DAL 1948

Ideal for outdoor events, festivals, stadia, theatres, hotel mini bars, golf club half way houses and pub gardens.
187ml Cups, 100% recyclable/reusable PET, convenient, safe and lightweight, do not shatter if broken.
No need for glassware or need to purchase plastic glasses.

Quick and easy to serve.
Resealable plastic cap (rip off foil beneath).
The same fantastic value wines as also supplied in 75cl bottles by Ponte.

Bianco (white) is a blend of Verduzzo and Chardonnay – crisp refreshing dry white.
Rosato (rosè) made from Merlot, Cabernet Sauvignon and Raboso – off dry fruity quaffer.
Rosso (red) is a Merlot and Cabernet Sauvignon blend – soft and approachable fruity red.

The name Gio comes from the Italian “Giovane” meaning joyful, young and playful.



PONTE
UOMINI E VIGNE DAL 1948

Frizzante (semi sparkling) red wine made by the producer of Ponte Prosecco.

Produced from Raboso, a red grape variety native to the Veneto in NE Italy.

Served Chilled, a delicious and gluggable light red option to those that like their bubbles.

Perfect for BBQ season.



Terre del Doge

Fantastic value Prosecco DOC Extra Dry Terre del Doge, from the Land of the Doge.

Until the 18th century, the Doge was the head of state of the Republic of Venice.

Delicious, easy drinking with fruity notes, especially apple, complemented by hints of citrus.

Imported exclusively for Crown Cellars.

NO.1 CANNED WINE BRAND*



BUY 3 CASES GET 1 FREE
MIX & MATCH

EASE OF SERVE SUSTAINABLE PACKAGING QUICK CHILL

BUY 5 BOTTLES GET 1 FREE

Commercially viable solution for glass restrictive events

TRUSTED BRAND QUALITY TOP PERFORMING VARIETALS OUTDOOR COMPLIANT

@MOSTWANTEDWINES
drinkaware.co.uk

*Source: Nielsen 52 weeks, MAT w.e. 25.04.22

COASTAL RESERVE™

INTRODUCING COASTAL RESERVE
ON TRADE EXCLUSIVE

BUY 11 bottles of 750ml Coastal Reserve GET 1 FREE



PLASTIC OCEANS Vegan RECYCLED LABELS

be drinkaware.co.uk

Buy 11 get 1 free



CHAI DE BORDES
BORDEAUX

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

DISCOVER

Rum has been a maritime staple for many a moon, with daily naval rum rations starting in 1731 and only really drawing to an official close on Black Tot Day, July 31st, 1970.

Of course, sailors weren't exactly sipping on Diplomatico on the rocks back in the day; quality was known to be pretty sketchy at the best of times, necessitating mixing into grog and precursors to what we now know as flavoured rum.

These days rums aren't flavoured or spiced as a need to disguise dire distillates, in fact consumers cannot seem to get enough of the category, with flavoured and spiced growing to half of all off-trade rum sales and moving in the same direction in the on-trade*.

With a month chock full of cane juice worship, July is the time to try something new; expand your range and experiment with flavours...

RUM with a TWIST

8TH WORLD RUM DAY	10TH NATIONAL PINA COLADA DAY	11TH WORLD MOJITO DAY	19TH NATIONAL DAIQUIRI DAY	31ST BLACK TOT DAY
--	--	--	---	---

*WSTA Market Report April '23, CGA by NIQ data up to 31/12/2022

HELLO SUNSHINE

INGREDIENTS	MEASURE
Koko Kanu	25ml
Eager Pineapple juice	25ml
Noilly Prat	25ml
Fever-Tree Soda Water	0.5 bottle

GLASSWARE
Highball

METHOD
Build all ingredients over ice and stir

GARNISH
Pineapple leaves

NOTES

DEAD MAN'S PUNCH

INGREDIENTS	MEASURE
Dead Man's Fingers Passionfruit Rum	50ml
Maple syrup	10ml
Eager Orange Juice	25ml
Fresh lime juice	25ml
Eager Pineapple Juice	25ml
Angostura Bitters	3 dashes

GLASSWARE
Collins glass

METHOD
Shake & strain all ingredients over fresh ice

GARNISH
Mint sprig & pineapple wedge

NOTES

RASPBERRY GINGER MOJITO

INGREDIENTS	MEASURE
Fresh mint	14 leaves
Bacardi Raspberry	60ml
Lime juice	15ml
Ginger syrup*	10ml
Fever-Tree Soda Water	0.2 bottle

GLASSWARE
Collins glass

METHOD
Stir first 4 ingredients in glass with crushed ice, top with additional crushed ice and soda, stir briefly

GARNISH
Fresh raspberries & slice of ginger

NOTES
*Steep simple syrup with fresh ginger while heating

APPLE MULE

INGREDIENTS	MEASURE
Captain Morgan's Sliced Apple	50ml
Fever-Tree Ginger Beer	10ml

GLASSWARE
Collins glass

METHOD
Build ingredients over ice and stir

GARNISH
Lemon wedge

NOTES

MANGO COLADA

INGREDIENTS	MEASURE
Bush Mango	50ml
Finest Call Mango Puree	50ml
Coconut water	50ml
Fresh lime juice	25ml
Coco Real Cream of Coconut	20ml

GLASSWARE
Collins glass

METHOD
Blend all ingredients with half a scoop of ice, adding more to reach desired consistency

GARNISH
Pineapple leaves

NOTES



DEAD MAN'S FINGERS

OUR RASPBERRY RUM CREAM LIQUEUR IS THE UK'S FASTEST GROWING RUM CREAM LIQUEUR!

LAUNCH PRICE: £10 PER BOTTLE

@DEADMANSFINGERS PER BOTTLE
be drinkaware.co.uk

*NIELSEN 25.03.23. AVAILABLE WHILE STOCKS LAST. ALL BOTTLES: 70cl.

GIVE TRADITION THE FINGER

PURE CARIBBEAN VIBES

INTRODUCTORY PRICE £13.99 PER BOTTLE*

VISIT BUSHRUM.CO.UK | FOLLOW @BUSHRUMCO

ENJOY RESPONSIBLY

1% FOR THE PLANET

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

BUY 3 x BOTTLES OF
The
KRAKEN
BLACK SPICED RUM
OR ROAST COFFEE &
RECEIVE A CASE OF
DIET PEPSI*
FREE

*A CASE OF PEPSI - 24 X 200ML BOTTLES. FREE STOCK SELECTION 200ML NRBX24 OF DIET PEPSI. THE KRAKEN® AND OTHER TRADEMARKS ARE OWNED BY PROXIMO SPIRITS. ©2023 KRAKEN RUM CO. ENJOY THE KRAKEN RESPONSIBLY. @KRAKENRUMUK
be drinkaware.co.uk

TRY ME

DEAD DIRTY BANANA

INGREDIENTS	MEASURE
Dead Man's Fingers Coffee Rum	37.5ml
Giffard Crème de Banane	12.5ml
Ripe banana	1 banana
Single cream	50ml
Milk	50ml

GLASSWARE
Sling or hurricane glass

METHOD
Blend all ingredients with half a scoop of ice, adding more if needed to reach desired consistency

GARNISH
Banana slice (unpeeled) and maraschino cherry

NOTES
It's filthy but it's good



Spritz UP FOR SUMMER

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

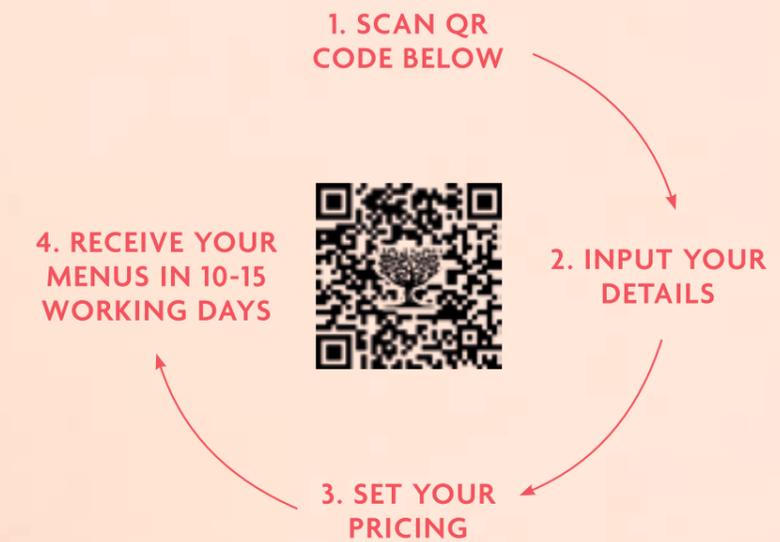
MEXICAN LIME SPRITZ
Grey Goose with Fever-Tree Mexican Lime Soda & lime garnish

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



4 EASY STEPS TO CREATING YOUR BESPOKE *Spritz* MENU:



ELDERFLOWER SPRITZ
St Germain Liqueur with Fever-Tree White Grape & Apricot Soda & lemon garnish

RASPBERRY & LEMON SPRITZ
Bombay Citron Presse with Fever-Tree Raspberry & Orange Blossom Soda & raspberry 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.

drinkaware.co.uk for the facts

ARE YOU READY TO COCKTAIL IN 10 SECONDS

BUY 4, GET 5TH FREE. INSTALL TODAY AND GET AN ADDITIONAL FREE BIB AND GLASSWARE*

Gordon's | **SMIRNOFF** | *Captain Morgan*

MEET YOUR
NEW
MIXOLOGIST



*One redemption per outlet per week. Lowest price product free. Glassware includes 24 Coupe style glasses.

STOCK UP NOW

Scan me

POS, Tips & More



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£2 OFF

THE PROPERLY IMPROPER GIN



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

BROCKMANS GIN

be.drinkaware.co.uk



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**



SMIRNOFF RASPBERRY CRUSH



STOCK UP NOW



Buy any 2 Smirnoff flavours for a Smirnoff Raspberry POS kit*

*Ten redemption per outlet per week. Maximum of 434 redemptions. Applies to bottles of Smirnoff: Black Label, Apple, Espresso, Raspberry Crush, Mango and Passionfruit. POS kit includes 1x Glass Caddy and 6 glasses.

[drinkaware.co.uk](https://www.drinkaware.co.uk) for the facts | PLEASE DRINK RESPONSIBLY

Scan me

POS, Tips & More



THE SEXTON™ SINGLE MALT

BUY ONE 70CL BOTTLE OF THE SEXTON SINGLE MALT

& RECEIVE 10 LIMITED EDITION ROCKS GLASSES FREE*

*Whilst stocks last.

THE SEXTON SINGLE MALT IRISH WHISKEY IS PRODUCED IN IRELAND FOR ©PROXIMO SPIRITS 2023. PLEASE DRINK RESPONSIBLY.

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

APEROL SPRITZ

JOIN THE JOY

BUY 3 BOTTLES OF APEROL, SAVE £2.50*



ICE • PROSECCO • APEROL • A DASH OF SODA



View our latest perfect serve video

THE ORIGINAL BITTERSWEET ITALIAN SPIRIT

PLEASE DRINK RESPONSIBLY | [be drinkaware.co.uk](https://www.drinkaware.co.uk)

*UK, 18+ only. 09.00 GMT 01/07/2023 – 09.00 GMT 31/07/2023. Buy 3 bottles of Aperol 70cl, and save £2.50. Not to be used in conjunction with any other offer. Subject to availability. Only available while stocks last.

el Jimador
TEQUILA

SHARING THE MEXICAN VIBES

BUY ANY 3 X EL JIMADOR BLANCO 70CL & EL JIMADOR REPOSADO 70CL AND RECEIVE A FREE VISIBILITY KIT

STOCK THE UK'S No.1 PREMIUM TEQUILA

ENJOY 100% RESPONSIBLY.

EL JIMADOR IS A REGISTERED TRADEMARK. ©2023 BROWN-FORMAN. ALL RIGHTS RESERVED. THE UK'S TOTAL VOLUME VALUE SALES MAY 01.03.23

BUY 3 BOTTLES* OF JOSE CUERVO® & RECEIVE A LIMITED EDITION SUMMER MIX KIT† FREE

WORTH £50

QUALIFYING PURCHASE CAN INCLUDE SILVER OR REPOSADO. *1 bottle = 70CL. †WHILST STOCKS LAST. KIT WORTH £50 CONTAINS 6 x COLOURFUL MARGARITA GLASSES, 1x MEXICAN ELBOW, 1x JIGGER, 2 x CAPS, 1x BUNTING. ACTUAL CONTENTS MAY VARY FROM THOSE SHOWN. JOSE CUERVO® AND OTHER TRADEMARKS ARE OWNED BY TEQUILA CUERVO LA ROJEÑA, S.A. DE C.V. ©2023 PROXIMO SPIRITS. PLEASE DRINK JOSE CUERVO® RESPONSIBLY.

be drinkaware.co.uk

Jose Cuervo

THE WORLD'S MOST AWARDED TEQUILA*

BUY ANY TWO BOTTLES† OF 1800® SILVER OR 1800® REPOSADA AND RECEIVE 10 LIMITED EDITION GLASSES FREE

1800 TEQUILA

*BASED ON 1800® AWARDS FROM U.S. & ACADEMIA MEXICANA DEL TEQUILA FROM 2001 TO 2022. †1 BOTTLE = 1X70CL BOTTLE. 1800® AND OTHER TRADEMARKS ARE OWNED BY AGAVERA CAMICHINES, S.A. DE C.V. ©2023 PROXIMO SPIRITS UK. DRINK 1800 TEQUILA RESPONSIBLY.

Event price of £21.99 across packaged fruit cider

Contact your local Kopparberg sales rep to stock up on the UK's most loved fruit cider brand

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

be drinkaware.co.uk

Source: Savanta, Top 100 Most Loved Drinks Brands report, Jul '21- Jun '22, n=96,001 T&C's: Event price of £21.99 available on 16x500ml cases of Strawberry & Lime, Mixed Fruit, Raspberry, Pear and Mixed Fruit Tropical. Event price available from 01.07.23-31.07.23. The wholesaler has the right to stop this promotion at any time.

KOPPARBERG

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*

Indian Tonic Water, Indian Tonic Water (Low Calorie), Spicy Ginger Ale, Orange Juice

*Terms & Conditions apply. Deal runs from 01st July 2023 - 31st July 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.

£12.50
 per case
 for any 200ml

DISTILLED BOTANICALS FOR THE PUREST FLAVOUR

T&C's: Promotional price runs from 01st July to 31st July 2023. Qualifying range includes London Essence Company Mixers and Sodas 200ml NRB x24. Subject to availability. Glassware is not included and for visual purposes only. Promoter: Britvic Soft Drinks, Breakspear Park, Breakspear Way, Hemel Hempstead HP2 4TZ

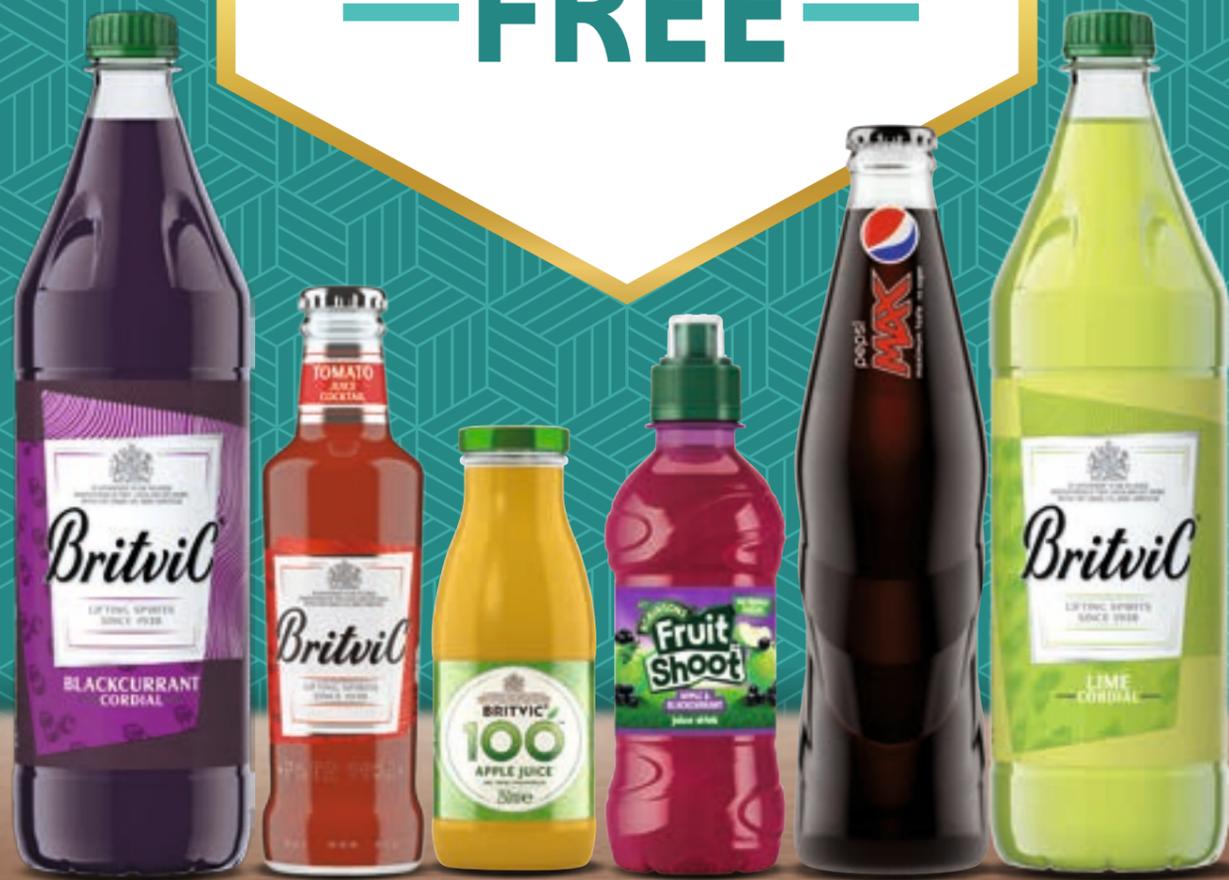
THE LONDON ESSENCE Co.

EXQUISITE MIXERS

londonessenceco.com



**BUY 4 CASES
FROM THE BRITVIC
RANGE TO RECEIVE
A CASE OF J2O
—FREE***



**BRITVIC
SENSATIONAL
DRINKS**

*Terms and conditions apply. Deal runs from 01st July 2023 - 31st July 2023. Three deals per customer per week. Qualifying range includes Britvic Cordials 1L PET, Britvic 100 250ml NRB, Fruit Shoot 275ml PET, R White's Flavoured Lemonades 330ml NRB, Pepsi Reg/Diet/Max and 7UP Free 330ml NRB and Britvic Juices 200ml NRB. Free stock case is J2O Orange and Passion Fruit 275ml x 24 NRB. While stocks last. Promoter: Britvic Soft Drinks, Breakspear Park, Breakspear Way, Hemel Hempstead HP2 4TZ



BUY 4 CASES
from the **J2O** range
TO RECEIVE A **FREE** CASE OF **J2O**
Orange and passion fruit*



**FOR POS KITS, RECIPES AND MUCH MORE
VISIT WWW.SENSATIONALDRINKS.COM**

*Terms and conditions apply. Deal runs from 01st July 2023 - 31st July 2023. Three deals per customer per week. Qualifying range includes J2O Blends and J2O Spritz 275ml NRB x24. Free case is J2O Orange & Passion Fruit 275ml NRB x 24. While stocks last. Glassware imagery is for visual purposes only. Promoter: Britvic Soft Drinks, Breakspear Park, Breakspear Way, Hemel Hempstead HP2 4TZ

Maximise your mixing range



Buy 4 cases from our mixing range

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



SCAN THE QR CODE FOR MORE SERVE AND RECIPE INSPIRATION



for the facts drinkaware.co.uk

T's & C's: Deal runs from 01st July 2023 - 31st July 2023. Qualifying range includes Britvic Mixers 200ml NRB and Pepsi Reg/Diet/Max 200ml NRB. Free case is Britvic tonic or low cal tonic 200ml NRB x24. Promoter: Britvic Soft Drinks, Breakspear Park, Breakspear Way, Hemel Hempstead HP2 4TZ

MORE CHOICE.
MORE SALES.



TROPICAL
250ml

ENERGY
250ml

RED
250ml

RED BULL GIVES YOU WIINGS.

On promotion

Tropical Edition & Red Edition
£12.60

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

DEALS SUMMARY

PAGE	PRODUCT	DEAL
9	San Miguel	Install and receive a complimentary POS package plus a free case from AFB range
11	San Miguel 0,0%	Install and receive a complimentary POS package plus a free case from AFB range
13	Brooklyn Pilsner	Install and receive a complimentary POS package plus a free case from AFB range
14	Birrifacio Angelo Poretti	Install and receive a complimentary POS package plus a free case from AFB range
15	Carlsberg Pilsner	Install and receive a complimentary POS package plus a free case from AFB range
23	South African Wines	Buy 6 bottles to get £3 off
26	Chablis Pierre de Prehy	£10.99 per bottle
26	Vinivision	Buy 11 bottles and get 1 bottle free
27	Bad Eye Deer	£36 for a case of 24 187ml PET bottles
27	H. Lanvin & Fils Champagne	£4 per 200ml bottle
28	Madam Sass	Buy any 2 cases and receive a £4 discount
28	Terramater Vineyard Reserve	£24 for a case of 6 x 75cl bottles
29	Sutter Home	£38 for a case of 24 x 187ml bottles
29	Santa Helena	£24 for a case of 6 x 75cl bottles
30	Alta Vista Estate Premium	£8.99 a bottle
31	Alta Vista Malbec Rose	Buy 5 bottles and get 1 bottle free
32	Waipara Hills	Buy 12 x bottles and receive a £4 discount
34	Most Wanted Cans	Buy 3 cases get 1 free
34	Most Wanted Bottles	Buy 5 bottles and get 1 bottle free
35	Coastal Reserve	Buy 11 bottles and get 1 bottle free
35	Chai de Bordes	Buy 11 bottles and get 1 bottle free
38	Dead Man's Fingers	Raspberry Rum Cream Liqueur: £10 Launch price
38	The Kraken	Buy any 3 bottles and get a case of Diet Pepsi free
39	Bush Rum	Introductory price: £13.99 per bottle
40	Barcardi/Fever-Tree	Buy 3 bottles from the Bacardi range and get a case of Fever-Tree soda & printed menus free
42	Diageo BIB Cocktails	Buy 4 and get the 5th free. Free BIB and glassware on install
43	Brockmans Gin	£2 off per bottle
44	Smirnoff Flavours	Buy any 2 bottles and receive a Smirnoff Raspberry POS Kit
45	The Sexton	Buy 1 bottle and receive 10 limited edition glasses
45	Aperol	Buy 3 bottles and save £2.50
46	El Jimador	Buy any 3 bottles and receive a free visibility kit
46	1800 Tequila	Buy any 2 bottles and receive 10 limited edition glasses free
47	Jose Cuervo	Buy 3 bottles and receive a limited edition summer mix kit free
47	Kopparberg	£21.99 per case
48	Old Jamaica	Buy 3 cases to get 1 case of Old Jamaica free
48	London Essence	£12.50 per case
49	Britvic Cans	Buy 4 cases from the 150ml mixers and juices range to receive a free case
50	Britvic Range	Buy 4 cases from the range to receive a free case of J2O
51	J2O	Buy 4 cases from the range to receive a free case of J2O Orange and Passionfruit
52	Britvic Mixers	Buy 4 cases from the range to receive a free case of Britvic tonic or low cal tonic
53	Red Bull	Tropical & Red editions: £12.60 per 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.

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 July 3rd - 31st July 2023 (Promotional Period). 2 Any offer may be cancelled by us without notice. Cancellation of any offer will not affect the validity of any order placed prior to the date of cancellation. All offers are subject to availability. 3 To take advantage of an offer you must: a) purchase and take delivery of the full qualifying quantity of the relevant products in a single transaction; failure to take delivery of all qualifying products may result in you becoming ineligible for the applicable free product, merchandise or any other non-stock reward (Free Product); b) quote any and all references, offer codes or other requirements specified in the Directory at the time the order is placed; and c) be a representative of a licensed premises in the UK. 4 By law, we cannot sell or supply alcohol to anyone who is not aged 18 or over. By placing an order, you confirm that you are 18 or over and agree to be bound by these terms and conditions.

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

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BIRRIFICIO ANGELO PORETTI
**THE FASTEST GROWING
ITALIAN LAGER***

VALGANNA

ITALIA 1877

Enjoy Responsibly be.drinkaware.co.uk
Born in Italy, Brewed in the UK

CGA OPMS Data To 25/02/2023. Nielsen data to 25/03/2023