

OFFERS APPLY TO DELIVERIES FROM 8TH JANUARY – 29TH FEBRUARY 2024. UNLESS OTHERWISE STATED

ON TRADER DEALS



CARLSBERG MARSTON'S
BREWING COMPANY

AMAZING OFFERS, SUPPORT & INSPIRATION

JAN/FEB 2024

[ORDER.CARLSBERGMARSTONS.CO.UK](https://www.carlsbergmarstons.co.uk) TO ORDER ONLINE

A New Legend is Born



HOBGOBLIN

— BEAUTY LIES WITHIN —

SEE PAGE

#8

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

JAN/FEB 2024

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CARL MIDDLETON,
VP ON TRADE

WELCOME

to our Jan/Feb edition

We're toasting the start of a New Year here at Carlsberg Marston's with a host of fresh products and exciting new developments that we're pleased to be able share with you.

For starters, we've got a sneak peek of an innovative new dispense system that's in the pipeline. Have a read of Fresh Ale on page 10 for a taste of what's to come.

We've also got a brand-new product to shout about – Hobgoblin Stout – which is featured on pages 8 & 9. In terms of volume, stout is the fastest-growing category when it comes to long alcoholic drinks, so this is the perfect addition to our range.

Another sector that's seen huge growth is AFB, and we've highlighted our impressive range of packaged alcohol-free beer in Find Your Free on page 20. What's more, San Miguel 0,0% is now also available on draught, and you'll find five reasons to stock it on your bar on page 22.

Flick through the rest of the edition and you'll notice we've also enhanced POS support across all our draught focus brands – giving you another great reason to install another draught product from our portfolio.

And before you go, don't miss our calendar on page 43. We've packed it full of key dates and events to help you plan another successful year and get the most out of every single day in 2024!

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

0800 587 0773

We'd love to hear from you.



CARLSBERG MARSTON'S
BREWING COMPANY



Discover OUR RANGE



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



LAGER

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

AVAILABLE AS  DRAUGHTMASTER
FRESH PRESSED BEER

 This is an innovative dispense system that uses fresh pressed beer. See page 24 or visit www.draughtmaster.com/uk

<p>STANDARD</p>  <p>CARLSBERG DANISH PILSNER 3.4% Light and refreshing with a smooth, full mouth feel, perfect balance of bitterness and sweetness, and a distinctive citrus hop aroma.</p>	<p>PREMIUM</p>  <p>KRONENBOURG 1664 5.0% 1664 Lager is a beautifully crafted and supremely sippable premium lager, with a citrus aroma and notes of apricot.</p>	<p>PREMIUM WORLD</p> <div style="display: flex; justify-content: space-around;"> <div>  <p>SAN MIGUEL ESPECIAL 5.0% San Miguel is a premium pilsner-style lager, delivering a full-bodied and well-balanced flavour with a clean, crisp & refreshing taste.</p> </div> <div>  <p>BIRRIFICIO ANGELO PORETTI 4.8% Birrificio Angelo Poretti is a full-flavoured lager with a sweet malty body and an assertive bitterness.</p> </div> <div>  <p>BROOKLYN PILSNER 4.6% Crisp, bright and smoothly refreshing. A pale golden beer with a delicate citrusy finish.</p> </div> </div>		
<p>STANDARD</p>  	<p>STANDARD PLUS</p> 	<p>PREMIUM</p> 	<p>PREMIUM WORLD</p>  <p>GLUTEN FREE</p> 	<p>DISCOVERY WORLD</p> 

CRAFT

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

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

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

<p>STANDARD</p>  <p>CARLSBERG 0.0% Refreshing with a crisp hoppy bite and just 63 calories per bottle, Carlsberg 0.0 is everything you'd expect from a well-balanced Pilsner. Skål!</p>	<p>WORLD</p>  <p>ERDINGER ALKOHOLFREI 0.5% A full bodied, refreshing low alcohol wheat beer. Spicy malt notes harmonize perfectly with caramel-sweet nuances.</p>	<p>CRAFT</p>  <p>SAN MIGUEL 0,0% All of the aroma, flavour, freshness and quality of a beer without the alcohol.</p>	<p>CRAFT</p>  <p>BROOKLYN SPECIAL EFFECTS 0.4% A hoppy, low alcohol, amber lager with fresh zestful aromas and a clean bitter finish.</p>
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KEG ALE

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

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

<p>AMBER</p> <div style="display: flex; justify-content: space-around;"> <div>  <p>3.1%</p> </div> <div>  <p>3.4%</p> </div> <div>  <p>3.7%</p> </div> <div>  <p>3.7%</p> </div> <div>  <p>3.7%</p> </div> </div> <div style="display: flex; justify-content: space-around; margin-top: 10px;"> <div>  <p>4.2%</p> </div> <div>  <p>4.5%</p> </div> </div>	<p>RUBY</p> <div style="display: flex; justify-content: space-around;"> <div>  <p>3.2%</p> </div> <div>  <p>3.6%</p> </div> </div>
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CIDER

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

TAP INTO CASK ALE

WITH THE
NO.1 CASK
ALE BREWER
IN THE UK



HOBGOBLIN GOLD



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

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



HOBGOBLIN IPA



Hobgoblin IPA is a refreshingly hoppy beer. Pale golden with orange glints, prepare for an intense tropical explosion of zesty oranges, grapefruit, honey and juicy bitterness. Winner of the World's Best IPA in 2018 and the UK's Best IPA in 2020, 2021 and 2022 at the World Beer Awards.

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



WAINWRIGHT GOLD



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

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



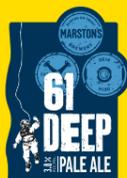
WAINWRIGHT AMBER



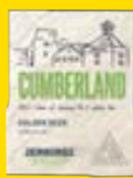
With a subtle bitterness and delicately enticing hop balance, Wainwright Amber is satisfyingly moreish. Clean, creamy and lightly fruity; a pint at the pinnacle of perfection. Brewed with 100% English malt.

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

GOLD



3.8%



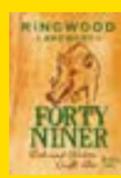
4.0%



4.1%



4.2%



4.9%

AMBER



3.4%



3.7%



3.8%



4.5%



4.8%

Introducing Hobgoblin Stout



Install
and get
£200 worth
of POS
support

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

HOBGOBLIN
— BEAUTY LIES WITHIN —

Hobgoblin Stout

Jet black with aromas of roasted malts and chocolate, enjoy an earthy bitterness balanced by hints of coffee, cocoa and sweet treacle flavours. A deceptively dark yet smooth and easy drinking Stout.

Best served in the legendary Hobgoblet.

ABV: 4.1%

See: Dark jet

Smell: Chocolate, dark fruit

Taste: Rich, roasted malt bitterness, smooth sweet finish

Formats: 8x500ml NRB | 30L keg



Stout is the fastest growing category, in terms of Volume, within LAD*

*CGA OPMS Data QTR to P02 2023 (25/02/2023)



Hobgoblin is well placed to tap into this growth as a whopping

41%

of On-Trade consumers would buy **Hobgoblin** if it was on the bar**



**CGA BrandTrack Q2 2023

Enjoy responsibly. be.drinkaware.co.uk

COMING SOON



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.

VALGANNA ITALIA 1877



INSTALL BIRIFICIO 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

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



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†

*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.

Enjoy Responsibly be.drinkaware.co.uk



INSTALL ESTRELLA DAMMM & RECEIVE
A POS PACKAGE WORTH £200



*OVER 18S ONLY. OUTLETS MUST INSTALL ONE OR MORE ESTRELLA DAMMM DRAUGHT LINES TO BE ELIGIBLE FOR PROMOTION. THE NEW INSTALL CANNOT REPLACE ANY EXISTING DAMMM 1876 LTD BRANDS. SPEAK TO YOUR CMBC REPRESENTATIVE TO AGREE INSTALL AND BUILD YOUR POS PACKAGE. NEW BRAND STOCKISTS ONLY. ONE DEAL PER INSTALL PER OUTLET. POS ITEMS SUBJECT TO AVAILABILITY AT POINT OF ORDER. be.drinkaware.co.uk



**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

WELL DESERVED

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

Install Shipyard American Pale Ale
to receive a £200 POS support package**

DISCOVER MORE AT
SHIPYARDBEER.CO.UK

@SHIPYARDBEERUK

*Source: Nielsen On Trade MAT - P13.

**Speak to your CMBC representative to agree install and build your perfect package.
New brand stockists only. One deal per install per outlet. POS package worth £200,
items subject to availability at point of order.

Enjoy Responsibly be**drinkaware**.co.uk

SHIPYARD[®]
EST. PORTLAND MAINE USA

FIND YOUR FREE GREAT TASTING LOW & NO ALCOHOL BEER

The Alcohol-Free (AFB) sector is experiencing significant growth, and as consumers increasingly seek moderation, it presents an exciting opportunity within our industry

Over the past five years, our involvement in this category has seen rapid advancements in drinker engagement, innovation, and expansion, all for the better! We're here to support you in leveraging this growth, offering our latest category insights and an exceptional range to help you unlock the full potential.

55% of consumers are looking to reduce their alcohol consumption in the next 12 months.
A GROWTH OF 18% YOY

WHEN PEOPLE DRINK SOFT DRINKS WITH OTHERS WHO'RE DRINKING, THE OCCASION TYPICALLY ENDS ONE ROUND EARLIER

NEARLY **1 in 3** pub visits are a 'no alcohol visit' which is growing, that jumps to 36% visits to restaurants

In these 'no alcohol' visits for **31%** of consumers AFB is their first choice

AFB is set to be the **FASTEST GROWING SEGMENT** over the next five years growing by **71%**

MAKING LOW & NO MORE ACCESSIBLE IN THE ON TRADE WILL INCREASE VISIT FREQUENCY OF THAT OUTLET, LOYALTY, DWELL TIME & PURCHASE SPEND

OVER **HALF** of all consumers say understanding what AFB is available in the on trade isn't easy

Source: KAM Low+No 2022: The Customer Perspective & Category Forecast March 2022

STANDARD LAGER



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 LAGER



SAN MIGUEL 0.0%

All of the aroma, flavour, freshness and quality of a beer without the alcohol.

SPECIALITY



ERDINGER ALKOHOLFREI 0.5%

A full bodied, refreshing low alcohol wheat beer. Spicy malt notes harmonize perfectly with caramel-sweet nuances.

PREMIUM CRAFT



BROOKLYN SPECIAL EFFECTS 0.4%

A hoppy, low alcohol, amber lager with fresh zesty aromas and a clean bitter finish.

Our category team says...

"If you have a master brand installed on your bar, choose the same AFB brand so that drinkers more easily recognise it as part of the range. Speak to your CDM for AFB recommendations."

Oliver Sutcliffe - On Trade Category Manager



ADD THESE GREAT PRICED LOW AND NO ALCOHOL BEERS TO YOUR BASKET

Enjoy responsibly.

be drinkaware.co.uk

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.



INSTALL SAN MIGUEL 0,0 ON DRAUGHT AND RECEIVE A POS PACKAGE WORTH £200.*



*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.

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.

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

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 Bière 20x275ml, San Miguel Especial 24x330ml, San Miguel 0.0 24x330ml, Erdinger Weissbier 12x500ml, Erdinger Alkoholfrei 12x500ml, Carlsberg Danish Pilsner 24x330ml, Shipyard Low Tide 8x500ml

Discover
OUR
SERVICES



CARLSBERG MARSTON'S
BREWING COMPANY

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

CARLSBERG MARSTON'S ONLINE ORDERING

CMBC AT YOUR FINGERTIPS

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

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

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

*Available Monday-Friday, 8am – 6pm

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

Activate your account in a couple of minutes...

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



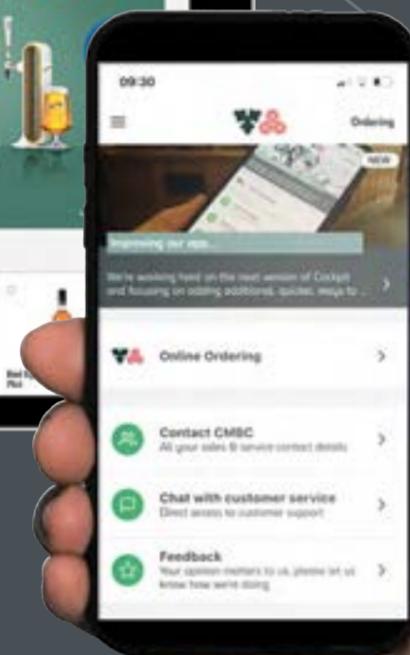
COCKPIT

Online ordering & much more

Our app, Cockpit, is designed to bring everything into one place and give you quick and convenient access to the services we offer. We have exciting plans to make Cockpit the go to place for all your CMBC needs and will be enhancing the app this year to provide even easier access to service and support and help you keep updated with important service notifications. It's just the start.

Right now, you can access online ordering, contact our service and support teams directly, find all the contact details you need and receive brand and product updates as well as category insights right to your phone.

We also want to hear from you. Use Cockpit to give us feedback on how we're doing and how we can improve the app in future.



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





**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.

BRANDS AVAILABLE ON DRAUGHTMASTER:



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.

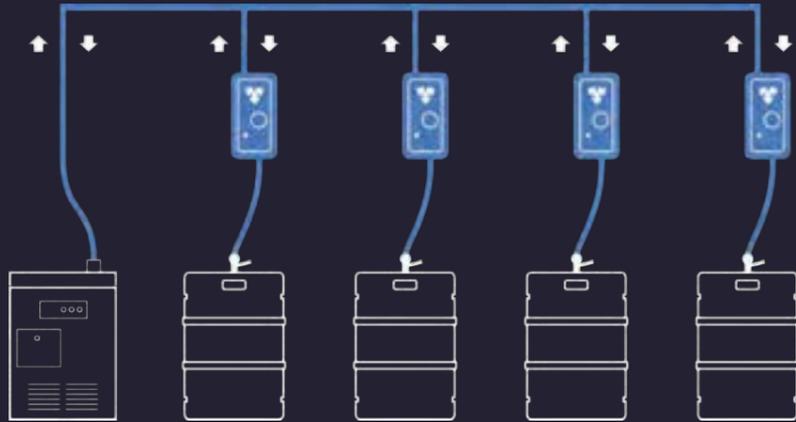
For more information on how DraughtMaster can transform your business get in touch with your customer development manager or visit www.draughtmaster.com

Enjoy responsibly. be.drinkaware.co.uk





A fully enclosed environment from 'keg to glass', helping to ensure every pint is perfect every time



Consistent dispense temperature



Provide a perfect pint every time



Saves you time and money



Reduce line cleaning wastage



“ Since installing Carlsberg’s new dispense system the hotel has seen a dramatic cost saving in terms of waste. We are benefiting from a huge commercial sum to our bottom line by cleaning less frequently. Wastage has dropped to almost zero improving the yield significantly.

The time the managers have saved on line cleaning has been a real help, this has allowed them to focus on other aspects of their role, up selling, training of staff members and more importantly working on service to our customers. The best part is the quality of the beer/ale and cider which has improved dramatically and delivers our guests the perfect pint every time encouraging repeat purchase.

Since installing in the main hotel and seeing the benefits we rolled out CQDS into all venues within the Estate. ”

Mark Roberts – Food & Beverage Manager
Carden Park, Chester

To discuss this revolutionary system in detail and to find out how your business would benefit from a new system installation, please contact us to arrange an appointment with one of our dedicated Regional Dispense Specialists.



Discover 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





BUY 5 GET ONE FREE

Gulara Chardonnay
75cl

Clean and fresh with melon and apple fruit flavours leading to a crisp finish

australian
chardonnay

Wines cannot be mixed and matched, all 6 bottles must be of the same wine. Maximum 10 deals per customer per week, while stocks last.



BUY 5 GET ONE FREE

O&E Italian
Pinot Grigio 75cl

Crisp, fresh white wine, with touches of ripe pear and apple

italian
pinot grigio

Wines cannot be mixed and matched, all 6 bottles must be of the same wine. Maximum 10 deals per customer per week, while stocks last.



BUY 5 GET ONE FREE

Carta23 Chilean
Sauvignon Blanc 75cl

Zingy and vibrant with crisp tropical and citrus notes

chilean
sauvignon blanc

Wines cannot be mixed and matched, all 6 bottles must be of the same wine. Maximum 10 deals per customer per week, while stocks last.



BUY 5 GET ONE FREE

Invenio Australian
Shiraz 75cl

Perfumed raspberry fruit and a hint of white pepper

australian
shiraz

Wines cannot be mixed and matched, all 6 bottles must be of the same wine. Maximum 10 deals per customer per week, while stocks last.



BUY 5
GET ONE
FREE

To Be Continued
Chardonnay 75cl

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

californian *favourites*

Wines cannot be mixed and matched, all 6 bottles must be of the same wine. Maximum 10 deals per customer per week, while stocks last.



esk valley.

esk valley.
SAUVIGNON BLANC

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



**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.

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



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

clean COCKTAILS

MOCKTAILS. What a terrible way to describe an alcohol-free cocktail. It conjures memories of having to choose between a cola, a lime and soda or treating yourself to a choice of one of maybe two sugary concoctions on the back of a soggy menu. These were usually made up of whichever juices are in the fridge, maybe with a few syrups thrown in to 'jazz things up' a bit, and a splash of lemonade. Customers choosing not to drink aren't a lost cause by any stretch; they want an experience that feels premium and special, too. Unusual ingredients, fresh fruit, good garnishes and a great glass can mean that an alcohol-free cocktail can feel just as special as it's boozy sibling.



easier to execute

fresh & slightly premium

complex & more premium

PROHIBITION DAISY

INGREDIENTS	MEASURE
Eager Orange - smooth	30ml
Eager Pineapple	30ml
Finest Call Lemon Juice	15ml
Finest Call Lime Juice	15ml
Teisseire Raspberry	30ml

GLASSWARE

Old fashioned (large tumbler) glass

METHOD

Shake and fine strain all ingredients over crushed ice

GARNISH

Fresh raspberry & pineapple wedge

NOTES

ARNOLD PALMER

INGREDIENTS	MEASURE
Chilled black tea	90ml
Finest Call Lemon Juice	60ml
Teisseire Cane Sugar Syrup	30ml

GLASSWARE

Highball

METHOD

Shake and strain all ingredients over ice

GARNISH

Lemon wedge

NOTES

MINT LIMEADE

INGREDIENTS	MEASURE
Fresh mint	12 leaves
Finest Call Lime Juice	45ml
Eager Apple (cloudy)	30ml
Teisseire Cane Sugar Syrup	22.5ml
7-Up	half can

GLASSWARE

Collins glass

METHOD

Shake and fine strain first 4 ingredients over ice, top with 7-Up

GARNISH

Mint sprig

NOTES

SOFTCORE SUPERSTAR

INGREDIENTS	MEASURE
Eager Apple (cloudy)	60ml
Passion fruit flesh	1.5 fruit
Finest Call Lime Juice	15ml
Teisseire Passionfruit	15ml

GLASSWARE

Chilled coupe or cocktail (Martini) glass

METHOD

Shake and fine strain all ingredients

GARNISH

Remaining 1/2 passion fruit

NOTES

BERRY SMASH

INGREDIENTS	MEASURE
Raspberries	7 berries
Blackberries	3 berries
Eager Cranberry	60ml
Eager Apple (cloudy)	30ml
Finest Call Lemon Juice	15ml
Honey syrup	10ml

GLASSWARE

Old fashioned (large tumbler) glass

METHOD

Shake and fine strain all ingredients over crushed ice

GARNISH

Fresh raspberry & blackberry

NOTES

Honey syrup is 3 parts honey to 1 part water

STRAWBERRY CRUSH

INGREDIENTS	MEASURE
Fresh mint	4 leaves
Fresh, hulled strawberries	3 berries
Teisseire Cane Sugar Syrup	25ml
Finest Call Lime Juice	30ml
Fever-Tree Ginger Beer	200ml

GLASSWARE

Collins glass

METHOD

Muddle mint & strawberries in the glass, add remaining ingredients with ice & stir until well mixed

GARNISH

Mint sprig & strawberry slice

NOTES

GARDEN COLLINS

INGREDIENTS	MEASURE
Seedlip Garden 108 Herbal	40ml
Chilled green tea	25ml
Celery syrup*	20ml
Finest Call Lemon Juice	25ml
Fever-Tree Ginger Ale	150ml

GLASSWARE

Collins glass

METHOD

Shake & strain first 4 ingredients over ice, top with ginger

GARNISH

Lemon wedge & rosemary sprig

NOTES

*Juice 8 celery stalks in juicer to get 400g of juice. Stir 800g of granulated sugar in until dissolved. Store in fridge

VIT PARADE

INGREDIENTS	MEASURE
Carrot juice	60ml
Eager Pineapple	20ml
Finest Call Lemon Juice	20ml
Teisseire Cinnamon	15ml
Pasteurised egg white or aquafaba	30ml
Fever-Tree Ginger Beer	150ml

GLASSWARE

Collins glass

METHOD

Dry shake (without ice) first 5 ingredients hard, then shake with ice & strain over fresh ice. Top with ginger

GARNISH

Zested lemon & pineapple wedge

NOTES

SHOT IN THE DARK

INGREDIENTS	MEASURE
Hardy's 0% Chardonnay	50ml
Tanqueray Alcohol Free	20ml
Finest Call Lemon Juice	20ml
Teisseire Vanilla	15ml
Bottle Green Elderflower Cordial	5ml
Pasteurised egg white or aquafaba	30ml

GLASSWARE

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

METHOD

Dry shake (without ice) hard for 15 seconds, then shake with ice & fine strain into chilled glass

GARNISH

3 drops alcohol free bitters

NOTES

Plan your 2024 to get the most out of every key date

BANK HOLIDAYS	
Mon 1st Jan	New Year's Day
Tues 2nd Jan	New Year's Day (Scotland only)
Fri 29th Mar	Good Friday
Mon 1st Apr	Easter Monday
Mon 6th May	May Bank Holiday
Mon 27th May	Spring Bank Holiday
Mon 5th Aug	Summer Bank Holiday (Scotland only)
Mon 26th Aug	Summer Bank Holiday
Mon 2nd Dec	St Andrew's Day Bank Holiday (Scotland only)
Wed 25th Dec	Christmas Day
Thurs 26th Dec	Boxing Day

KEY DATES	
Thurs 25th Jan	Burns Night
Wed 14th Feb	Valentine's Day
Fri 1st Mar	St David's Day
Sun 10th Mar	Mother's Day
Sun 17th Mar	St Patrick's Day
Sun 31st Mar	Easter Sunday
Tues 23rd Apr	St George's Day
Sun 16th June	Father's Day
Thurs 31st Oct	Halloween
Tues 5th Nov	Bonfire Night
Sat 30th Nov	St Andrew's Day
Tues 24th Dec	Christmas Eve
Tues 31st Dec	New Year's Eve/Hogmanay

2024

	JANUARY	FEBRUARY	MARCH		APRIL	MAY	JUNE
Monday	1 New Year's Day				Monday	1 Easter Monday April Fool's Day	
Tuesday	2 New Year's Bank Holiday <small>(Scotland only)</small>				Tuesday	2	
Wednesday	3				Wednesday	3	1 Football - Champions League Semi Final
Thursday	4	1			Thursday	4	2 Football - Champions League Semi Final
Friday	5 Twelfth Night (take decorations down)	2 Rugby - 6 Nations - 1st Round France v Ireland	1 St David's Day		Friday	5	3
Saturday	6 Football - FA Cup 3rd Round	3 Rugby - 6 Nations - 1st Round Italy v England, Wales v Scotland	2		Saturday	6	4 Star Wars Day
Sunday	7	4	3		Sunday	7	5
Monday	8	5 PLAN FOR THE SCHOOL HALF TERM HOLIDAY	4 British Pie Week - starts		Monday	8	6 May Bank Holiday
Tuesday	9 Football - League Cup Semi Final 1 - 1st Leg	6	5 Football - Champions League		Tuesday	9	7 Football - Champions League Quarter Finals National Teacher's Day
Wednesday	10 Football - League Cup Semi Final 2 - 1st Leg	7	6		Wednesday	10	8 Football - Champions League Quarter Finals VE Day
Thursday	11	8	7		Thursday	11	9 Golf - US Masters, Augusta, Georgia starts
Friday	12	9	8 PLAN FOR THE EASTER BANK HOLIDAY		Friday	12	10
Saturday	13 Football - African Cup of Nations	10 Rugby - 6 Nations - 2nd Round Scotland v France, England v Wales	9 Rugby - 6 Nations - 4th Round Italy v Scotland, England v Ireland		Saturday	13 Horse Racing - Grand National	11
Sunday	14 Tennis - Australian Open starts	11 Rugby - 6 Nations - 2nd Round Ireland v Italy American Super Bowl	10 Mother's Day Rugby - 6 Nations - 4th Round Wales v France		Sunday	14	12 Football - Women's FA Cup Final
Monday	15	12	11		Monday	15	13
Tuesday	16	13 Shrove Tuesday Football - Champions League	12 Horse Racing - Cheltenham Festival starts Football - Champions League		Tuesday	16 Football - Champions League Quarter Finals	14
Wednesday	17 PLAN FOR VALENTINE'S DAY	14 Valentine's Day Ash Wednesday Football - Champions League	13 Football - Champions League		Wednesday	17 Football - Champions League Quarter Finals	15
Thursday	18	15 Football - Europa / Conference League	14		Thursday	18 PLAN FOR THE MAY BANK HOLIDAY WEEKENDS	16
Friday	19	16 PLAN FOR ST PATRICK'S DAY	15 Red Nose Day		Friday	19	17 PLAN FOR FATHER'S DAY
Saturday	20 PLAN FOR RUGBY 6 NATIONS	17	16 Rugby - 6 Nations - 5th Round Wales v Italy, Ireland v Scotland, France v England Football - FA Cup Quarter Finals		Saturday	20 Football - FA Cup Semi Finals	18 Football - League One Play Off Final
Sunday	21	18 PLAN FOR MOTHER'S DAY	17 St Patrick's Day		Sunday	21 London Marathon	19 Football - Premier League - Final Day
Monday	22	19	18		Monday	22 World Earth Day	20 Tennis - French Open starts
Tuesday	23 Football - League Cup Semi Final 1 - 2nd Leg	20 Football - Champions League	19 PLAN FOR GRAND NATIONAL		Tuesday	23 St George's Day	21
Wednesday	24 Football - League Cup Semi Final 2 - 2nd Leg	21 Football - Champions League	20		Wednesday	24	22 Football - Europa League Final
Thursday	25 Burns Night	22	21		Thursday	25 PLAN FOR WIMBLEDON	20 Summer Solstice Longest Day
Friday	26 Australia Day	23	22		Friday	26	24 Rugby - Heineken Champions Cup final Rugby - European Challenge Cup final
Saturday	27 Football - FA Cup 4th Round	24 Rugby - 6 Nations - 3rd Round Ireland v Wales, Scotland v England	23 Football - Friendly England v Brazil		Saturday	27	25 Football - FA Cup Final Football - Scottish Cup Final Rugby - European Champions Cup Final
Sunday	28	25 Rugby - 6 Nations - 3rd Round France v Italy Football - League Cup Final	24		Sunday	28	26 Football - Championship Play Off Final
Monday	29	26	25		Monday	29	27 Spring Bank Holiday
Tuesday	30	27	26 Football - Friendly England v Belgium		Tuesday	30 Football - Champions League Semi Final	28
Wednesday	31	28 Football - FA Cup 5th Round	27 PLAN FOR ST GEORGE'S DAY		Wednesday		29 Football - Conference League Final
Thursday		29	28		Thursday		30
Friday			29 Good Friday		Friday		31
Saturday			30		Saturday		
Sunday			31 Easter Sunday Clocks go forward		Sunday		29
Monday					Monday		30 Cricket - ICC World T20 Final
Tuesday					Tuesday		

Plan your 2024 to get the most out of every key date

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Thurs 26th Dec	Boxing Day

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Sun 31st Mar	Easter Sunday
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Sun 16th June	Father's Day
Thurs 31st Oct	Halloween
Tues 5th Nov	Bonfire Night
Sat 30th Nov	St Andrew's Day
Tues 24th Dec	Christmas Eve
Tues 31st Dec	New Year's Eve/Hogmanay

2024

	JULY		AUGUST		SEPTEMBER	
Monday	1	Tennis - Wimbledon starts 				
Tuesday	2					
Wednesday	3					
Thursday	4	Football - Euro 2024 Quarter Finals American Independence Day 	1			
Friday	5	Football - Euro 2024 Quarter Finals 	2			
Saturday	6		3			
Sunday	7	F1 - United Kingdom, Silverstone	4		1	
Monday	8		5	Summer Bank Holiday (Scotland only)	2	
Tuesday	9	Football - Euro 2024 Semi Final 	6		3	
Wednesday	10	Football - Euro 2024 Semi Final 	7		4	
Thursday	11		8		5	Jack Daniel's Birthday 
Friday	12		9		6	
Saturday	13	Tennis - Wimbledon Women's Final 	10	Premier League - starts 	7	
Sunday	14	Tennis - Wimbledon Men's Final British Open Golf - starts Football - Euro 2024 Final 	11	2024 Summer Olympics - ends 	8	
Monday	15		12		9	
Tuesday	16		13	National Prosecco Day 	10	
Wednesday	17		14		11	
Thursday	18		15		12	
Friday	19		16	National Rum Day 	13	START ADVERTISING FOR CHRISTMAS VIA SOCIAL MEDIA
Saturday	20		17		14	
Sunday	21	Golf - British Open ends	18		15	
Monday	22		19		16	
Tuesday	23		20	PLAN FOR OKTOBERFEST	17	
Wednesday	24	National Tequila Day 	21		18	
Thursday	25		22		19	Cask Ale Week starts 
Friday	26	2024 Summer Olympics - starts 	23		20	
Saturday	27		24		21	Oktoberfest starts 
Sunday	28		25		22	
Monday	29		26	Summer Bank Holiday (England & Wales only) 	23	
Tuesday	30		27		24	
Wednesday	31	PLAN FOR AUGUST BANK HOLIDAY	28		25	PLAN FOR HALLOWEEN
Thursday			29		26	
Friday			30		27	
Saturday			31		28	
Sunday					29	Cask Ale Week ends 
Monday					30	
Tuesday						

	OCTOBER		NOVEMBER		DECEMBER	
Monday						
Tuesday	1					
Wednesday	2					
Thursday	3					
Friday	4	National Vodka Day 	1	November starts Mexico Day of the Dead 		
Saturday	5		2	Rugby - Autumn International England v New Zealand		
Sunday	6		3		1	
Monday	7	PLAN FOR THE SCHOOL HALF TERM HOLIDAY	4		2	Bank Holiday (Scotland only)
Tuesday	8		5	Bonfire Night 	3	
Wednesday	9		6		4	
Thursday	10		7		5	THE HOLIDAYS ARE COMING!
Friday	11		8		6	
Saturday	12		9	Rugby - Autumn International England v Australia	7	
Sunday	13		10	Remembrance Sunday 	8	
Monday	14	PLAN FOR BONFIRE NIGHT	11		9	
Tuesday	15		12		10	
Wednesday	16		13		11	
Thursday	17		14		12	
Friday	18		15		13	
Saturday	19		16	Rugby - Autumn International England v South Africa	14	
Sunday	20		17		15	
Monday	21		18		16	
Tuesday	22		19		17	
Wednesday	23		20		18	
Thursday	24		21		19	
Friday	25		22		20	
Saturday	26	PLAN FOR BLACK FRIDAY	23	Rugby - Autumn International England v TBC	21	Winter Solstice Shortest Day
Sunday	27	Clocks go back 	24		22	PLAN FOR BURN'S NIGHT
Monday	28		25		23	
Tuesday	29	PLAN FOR CHRISTMAS & NEW YEAR	26		24	Christmas Eve
Wednesday	30		27		25	Christmas Day
Thursday	31	Halloween 	28	Thanksgiving Day (USA) 	26	Boxing Day
Friday			29	Black Friday	27	
Saturday			30	St Andrew's Day	28	PLAN FOR CHINESE NEW YEAR 2025
Sunday					29	
Monday					30	
Tuesday					31	New Year's Eve Hogmanay 

BURNS NIGHT

25th JANUARY



Whether you plan to address your haggis, or simply prepare for a little passing trade on the evening, make sure you have the right range when it comes to choosing your malts.



Scan or click the code above to check out our malt map so that you can offer a balanced choice of single malt, satisfying more customers.



DISTILLED



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**

SCAN HERE  SIGN UP TO **K L U B** 

Jägermeister

AND RECEIVE UP TO **£300** MERCHANDISE **FREE***

INCREASE RATE OF SALE THROUGH EXCLUSIVE POS, TRAINING VIDEO'S AND DIGITAL CONTENT²
5 IN 10 CUSTOMERS WILL BUY WHAT THEY CAN SEE²
SIGN UP AT WWW.KLUBJAGERMEISTER.CO.UK/REGISTER
be drinkaware.co.uk

*ALLOCATED CREDIT IS BASED ON EVIDENCE OF JÄGERMEISTER SALES VOLUME. THIS WILL BE RELEASED IN QUARTERLY INSTALLMENTS
²SOURCE INDEPENDENT CGA OUTLET RESEARCH



ST. PATRICK'S WEEKEND
15-17 MARCH

GET YOUR ST PAT'S POS KIT, WHEN YOU BUY 2 X GUINNESS 0.0% CASES*



GUINNESS

SIGN UP TO **DIAGEOONE** FOR YOUR FREE DIGITAL TOOLS AND GUINNESS GLASSWARE



*Maximum 444 deals, one redemption per outlet. Kit contains 10 x SPD hats, 1 x Double sided poster, 1 x Full digital toolkit. Kits to be delivered between 18th February and 15th March. Applies to Guinness 0.0% Pint cans x 24.
drinkaware.co.uk for the facts



STOCK UP ON GB'S NO.1 STOUT FOR A FREE 70CL CAPTAIN MORGAN BLACK SPICED!

GUINNESS

FEBRUARY ONLY!

BUY 2 X 50L OR 3 X 30L KEGS DURING THE MONTH OF FEBRUARY AND GET 1 X CAPTAIN MORGAN BLACK SPICED 70CL FREE*

However **YOU SPICE SPICE ON** 

CGA 14 WE 7.10.23
*Offer only available for purchases from the 1st February - 29th February 2024. Only 1000s deals available, while stocks last. 1 deal per outlet for the promotional period. Buy 2 x 50L or 3 x 30L Guinness Kegs and receive 1 x free bottle of Captain Morgan Black Spiced 70cl free of charge. For the facts 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

BUY ANY 4 PRODUCTS & RECEIVE 6 GLASSES FOR FREE*

MUST INCLUDE MEDITERRANEAN TONIC WATER

IF 3/4 OF YOUR DRINK IS THE MIXER, MIX WITH THE BEST

NEW STOCKISTS ONLY



*Limited to 2 deals per customer. *Available while promotional stocks last.

To qualify as a new stockist, an outlet cannot have ordered a Fever-Tree product from CMBC since 28.09.23. Valid on following SKU's: Fever-Tree Tonic Water 200ml, Fever-Tree Ginger Ale 200ml, Fever-Tree Light Tonic Water 200ml, Fever-Tree Mediterranean Tonic 200ml.

TRY ME



SPICY MARGARITA

INGREDIENTS	MEASURE
Green jalapeño pepper (no seeds)	2 slices
Fresh coriander	8 leaves
Sea salt	0.25 pinch(es)
Agave syrup	40ml
Finest Call Lime Juice PET 1	60ml

GLASSWARE
Old fashioned (large tumbler) glass

METHOD
Muddle first 3 ingredients in Boston tin, add remaining ingredients with ice, shake & fine strain over ice

GARNISH
Tajin* rim & jalapeño slices or lime wheel

NOTES
*This is a US brand of sea salt, chilli & lime seasoning Waitrose have a great alternative 'Mexican Style Seasoning'

ALCOHOL FREE



FRESHLY INFUSED: V2

THE LONDON ESSENCE Co.

EXQUISITE MIXERS
FRESHLY INFUSED WITH DISTILLED BOTANICALS

SPEAK TO YOUR CMBC LOCAL FIELD SALES REPRESENTATIVE FOR DETAILS



THE LONDON ESSENCE COMPANY



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

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

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

Reduced fount height

166 x 200ml serves per 50ml cartridge

661 x 200ml serves per 12L BIB





OVER £1000* FREE STOCK BUNDLE**

+ OUTLET SUPPORT ON INSTALLATION



FREE STOCK BUNDLE
4 x BIBs, 1 x case of glassware, 1 x ice bucket,
2 x bar runners, 4 x bar trays, 2 x A4 chalk boards



Please contact your CMBC representative or scan the QR code to register your interest



T&Cs: *Based on retail value of 4 free BIBs (92.38 serves x 4 BIB = 369.52 serves at average retail sale price of £2.71. Prices always at the discretion of the customer) plus Welcome Bar bundle (value of over £60). Subject to availability and while stocks last. Max 1 of each stock bundle per outlet. Subject to customer having a Pepsi Max Dispense unit contract and installed. 4x FREE BIBs are given during installation, the remaining items (as detailed in 'Free Stock Bundle Includes box') can be claimed by clicking the link provided on your welcome email from Sensational Drinks. Registration & a valid email address are required. Please refer to your dispense contract for full Terms and Details. Promoter: Britvic Soft Drinks.



GIVE YOUR SALES A REFRESHING BOOST

WITH
BRITVIC

SENSATIONAL DRINKS

WE'RE HERE TO SUPPORT YOU TO SELL MORE SOFT DRINKS AND GROW YOUR BUSINESS, WITH ACCESS TO ALL OF THE BELOW AND MUCH MORE

FREE*
MENU DESIGN AND PRINT

FREE
CASE OF GLASSWARE

FREE
PRODUCT TRIALS AND POS KITS



Visual Purposes only. Subject to availability. 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.

SCAN THE QR TO GET STARTED

or visit sensationaldrinks.com

DEALS SUMMARY

PAGE	PRODUCT	DEAL
8	Hobgoblin Stout	Install and receive a POS package worth £200
11	Birrifacio Angelo Poretti	Install and receive a POS package worth £200
12	Brooklyn Pilsner	Install and receive a POS package worth £200
13	San Miguel	Install and receive a POS package worth £200
14	Kronenbourg 1664	Install and receive a POS package worth £200
15	Estrella Damm	Install and receive a POS package worth £200
16	Carlsberg Danish Pilsner	Install and receive a POS package worth £200
17	Wainwright	Install and receive a POS package worth £200
18	Hobgoblin	Install and receive a POS package worth £200
19	Shipyards American Pale Ale	Install and receive a POS package worth £200
20	CMBC Alcohol Free Beer Range	Great case prices
22	San Miguel 0,0	Install and receive a POS package worth £200
24	CMBC Premium Lager Range	Special case prices
25	Cask Ale Range	Buy 2 x 9g's and get a case free
26	Regional Faves	Special 9g prices
35	Australian Chardonnay	Buy 5 get 1 free
35	Chilean Sauvignon Blanc	Buy 5 get 1 free
36	Italian Pinot Grigio	Buy 5 get 1 free
36	Australian Shiraz	Buy 5 get 1 free
37	Californian Favourites	Buy 5 get 1 free
39	Esk Valley	Buy 11 get 1 free
49	Jagermeister	Sign up to Klub Jagermeister and get up to £300 merchandise free
49	Guinness 0.0%	Get a free St Patrick's Day POS kit when you buy 2 x 0.0% cases
50	Guinness	Buy 2 x 50L or 3 x 30L kegs during Feb and get 1 Captain Morgan Black Spiced 70cl free
52	Fever-Tree	Buy any 4 products and receive 6 glasses for free (new stockists only)
53	Pepsi Max Draught	Over £1000 free stock bundle on installation

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 8th January – 29th February 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.