

DEALS

Deliveries between
2nd November -
8th January 2021



*Christmas
Edition
2020*



UNREGISTERED

LOVE MY LOCAL

Enabled by Carlsberg Group

REOPEN SAFELY AND SUCCESSFULLY

Helping you to keep your staff and customers safe, and your business going with contactless table booking, service and payment.

THE BRILLIANT BENEFITS

- ✓ Table booking to ensure that you can manage demand and have a safe number of customers at any one time
- ✓ At table service for the safety of your team and customers. Take orders and payment via your Love My Local site
- ✓ Online payment enables you to offer completely contactless service inside or outside your venue
- ✓ Pick from a range of safe delivery options, from socially distanced click and collect to local doorstep drop-offs
- ✓ Free* for qualifying Carlsberg UK stockists** or for a monthly fee

See next page for how to qualify

WITH LOVE MY LOCAL YOU CAN

TAKE ONLINE ORDERS
Offer food and drink to your local community - with delivery or click & collect options. Take payment online for complete contactless service.

TABLE BOOKING
Customers can pre-book their table online.

OFFER AT TABLE SERVICE
Safe at table service; customers can order and pay online when in your venue.

HOW IT WORKS

We've made Love My Local easy to use so you can connect to your customers fast.



Get started at [LOVE MY LOCAL.COM](https://lovemylocal.com)

*All online sales will be charged a card transaction fee, dependent on individual order costs.
**Ts&Cs overleaf.

LOVE MY LOCAL

Enabled by Carlsberg Group

STOCK ANY 3 DRAUGHT AND 1 AFB PRODUCT BELOW AND ACCESS LOVE MY LOCAL SAFE SERVING FEATURES FOR FREE*

DRAUGHT ASSORTMENT ANY THREE DRAUGHT BEERS OR CIDERS



All variants All variants All variants All variants

FRIDGE ASSORTMENT ONE OF THE FOLLOWING AFBs



Be Digital Package (Basic)

- ✓ Includes online menu, payment, click and collect, and safe delivery options
- ✓ Be Digital package, free to all in 2020 or until Closing Date after 2020, £29 (Exc. VAT) per month thereafter for non qualifying stockists*

Safe Serve (Advanced)

Includes Be Digital plus:

- ✓ Table service; place orders and deliver to table
- ✓ Table plan and booking management to manage the number of customers in qualifying outlets
- ✓ Free* to qualifying customers through stocking deal or a monthly charge of £59 (Exc. VAT)**

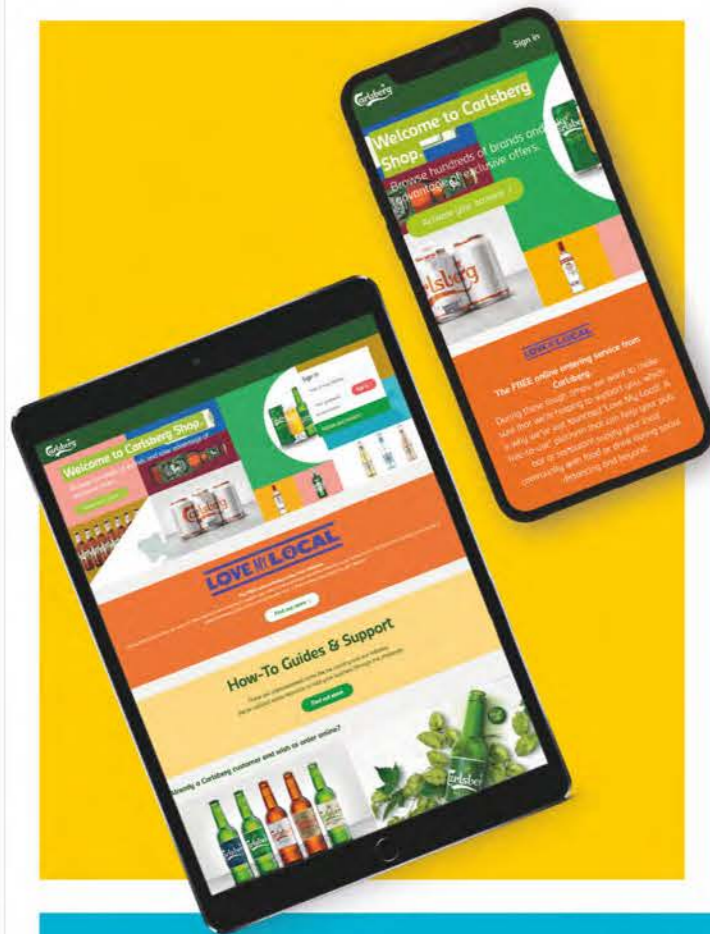
**All online sales will be charged a card transaction fee, dependent on individual order costs.

Full Ts&Cs and privacy policy at <https://lovemylocal.com/page/terms-of-use-dist?language=en>. Offer open to all auth. representatives aged 18+ of premises selling food and/or drink in the U.K. (excluding Northern Ireland) (Premises). Carlsberg work with CHD Innovation (CHD) to offer online services via lovemylocal.com (LML) either for monthly payment to CHD or subsidised by Carlsberg if Premises purchase of the qualifying products above (Qualifying Products) from Carlsberg or authorised wholesaler. A Premises which regularly purchases Qualifying Products to meet Premise's consumer needs is eligible for subsidised services. Premises must enter into contract for services with CHD and is solely responsible reviewing the terms of that contract and its suitability for the needs of the Premises. Carlsberg accepts no liability in respect of the Contract. Note that pricing is set by CHD and subject to change in accordance with the terms of the Contract. A payment card transaction fee will be charged by Stripe for all payments processed through LML. Stripe transactions fees at <https://lovemylocal.com/faq>. Offer available until terminated by Carlsberg on at least 3 months' prior notice (Closing Date)

Carlsberg: Carlsberg UK Limited, 140 Bridge Street, Northampton NN1 1PZ.
Please drink responsibly.

**EXCLUSIVE DEALS
YOU WON'T FIND
IN OUR BROCHURE**

SIGN UP
to emails by
going to **shop.
carlsberguk.
co.uk/
newsletter**



**With a host of features and benefits,
ordering has never been easier.**

Register your account online today



EASE OF USE



CONVENIENCE



ORDER ANY TIME

shop.carlsberguk.co.uk



**CHRISTMAS
MENUS**



Having a good Christmas Menu in your venue is a critical tool to help maximise sales. Not only will a good Christmas Menu showcase your range to your customers, 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**



Trade up this Christmas

Buy 2 cases of the same brand to receive £5* off

Brooklyn Lager is the largest packaged craft brand in the UK¹

#1 volume ROS in the Super Premium category²

Spain's No.1 Beer. Experience the authentic taste of Madrid³



THE MOST AWARDED BEER IN THE WORLD



*£2.50 per case discount on all orders 2 cases and over – Multiples apply. Offer available on cases of 24x330ml Brooklyn Lager, Poretti 4 330ml bottle, Mahou 330ml bottle. Discount applies to order. Minimum pricing applies. 36 cases per customer per week. SOURCE: CGA OPMS MAT VOLUMEDATA T022/02/2020. ²SOURCE: CGA OPMS TOTAL BRAND DATA MAT TO P2 2020 (22/02/2020). ³SOURCE: NIELSEN, MAT JANUARY 2020, BEER VOL SHARE – TOTAL SPAIN (TOTAL OFF-TRADE / ON-TRADE)

Enjoy Responsibly drinkaware.co.uk for the facts

Stock the fastest growing beer category this Christmas

BUY ANY 2 CASES TO RECEIVE **1 FREE**
Case size: 24 x 330ml

+45%
AFB volume sales YOY*



great taste 2020

Deal available on cases of 24x330ml bottles of San Miguel 0.0 and Brooklyn Special Effects. Minimum Pricing applies.

*Source: CGA OPMS P2 2020 (22/02/2020)

Enjoy Responsibly drinkaware.co.uk for the facts



MAKE CHRISTMAS EXTRA ESPECIAL

BUY 2 CASES GET £3 OFF
BUY 3 GET £6 OFF
BUY 4 GET £9 OFF



#FINDYOURRICH

Enjoy Responsibly
drinkaware.co.uk for the facts

Offer available on cases of 24x330ml San Miguel bottles. Deal applied as £1.50 / £2 / £2.25 off per case respectively. Maximum £2.25 per case discounts applies on all orders of 4 or more cases. 36 cases per customer per week. Minimum pricing applies. Discount will be applied to your usual net price.

Brewed in the UK, the Danish way. Enjoy responsibly. drinkaware.co.uk for the facts. In a Brewer's 2019 independent study of 227 men an lager drinker, 55% preferred Export versus Stella and 55% preferred Export versus Peroni whilst in each case the respondent's preference. Please see www.carlsberg.co.uk/export-2020 for verification details.


**Probably
 the most
 modest
 beer
 in the
 world.**



**Buy 2
 cases
 get
 £3 off.**
 Buy 3 cases
 get £6 off.
 Buy 4 cases
 get £9 off.

**So, you probably wouldn't know that most people
 prefer the taste of Carlsberg Export to Stella and Peroni.
 Worth a try? Probably.**

Offer available on cases of 24x330ml Carlsberg Export bottles. Deal applied as £1.50 / £2 / £2.25 off per case respectively. Maximum £2.25 per case discounts applies on all orders of 4 or more cases. 36 cases per customer per week. Minimum pricing applies. Discount will be applied to your usual net price.

Probably the best beer in the world. 



OUR MENU IS NOW DIGITAL!

SCAN THE QR CODE ON YOUR MOBILE DEVICE

Contact us about our new menu features to help keep you and your customers safe



ALCOHOL FREE HOPPY LAGER 0.4%

IT TASTES LIKE A REGULAR BEER BUT THERE LIES THE SPECIAL EFFECT; IT'S NOT.

NOW AVAILABLE ON DRAUGHT

WITH  **DRAUGHTMASTER**
FRESH PRESSED BEER



Brooklyn Special Effects is a mind-blowing display of robust malts and massive dry-hopped aromas. Mosaic, Citra, and Amarillo dry hops create an undeniably powerful impression of ripe fruit, hearty pine, and fresh flowers. The golden-amber malts sweep in with full-bodied toast and a hint of toffee before bursting into a refreshing, well-rounded bitter finish. And yes, despite what you might think on tasting it, the stories are true: Brooklyn Special Effects contains no alcohol.

Never skim
an
ERDINGER



PRIVATELY & PROUDLY OWNED SINCE 1896

On install enjoy an Erdinger Weissbier sampling keg on us PLUS a case of our iconic Erdinger glassware

Please call the customer service team for any additional POS requirements



Please quote **6109** to receive the items

Visit the **FANTastic ERDINGER-SHOW.UK**



FOR MORE INFORMATION PLEASE CONTACT YOUR SALES REPRESENTATIVE
www.draughtmaster.com/uk



BUY 2 X 50L OR 3 X 30L
TO CLAIM YOUR FREE BOTTLE
OF NEW CAPTAIN MORGAN TIKI



GUINNESS IS THE
FASTEST GROWING
BRAND IN BEER**
RIGHT NOW AND
STOUT IS IN 7.5%
GROWTH**

ENJOY A FREE BOTTLE OF NEW CAPTAIN MORGAN TIKI
THIS CHRISTMAS WITH YOUR GUINNESS ORDER*

*T&Cs apply.
**Source CGA data.

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

INSTALL HOP HOUSE 13 TO RECEIVE YOUR 1ST & 6TH KEGS FREE

CALL THE QUALITY CONTACT
CENTRE ON 0845 751 101
OR GET IN TOUCH WITH YOUR
LOCAL ACCOUNT MANAGER
TO ARRANGE AN INSTALL



ST. JAMES'S GATE DUBLIN

While stocks last.

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

WESTONS CIDER FESTIVE OFFERS

DEALS



ROSIE'S PIG APPLE
4.2% ABV - 20L BIB

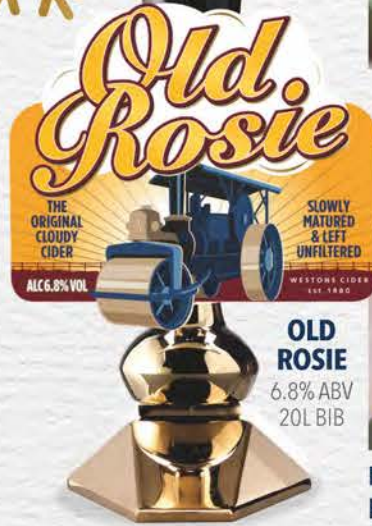


ROSIE'S PIG RHUBARB
4% ABV - 10L BIB

BUY ANY 3 BAG-IN-BOX FROM THE RANGE TO RECEIVE A FREE CASE OF CAPLE RD. CIDER
330ml cans x 12



OR 20 CARLSBERG CREDITS



OLD ROSIE
6.8% ABV
20L BIB



FOR POS & GLASSWARE:
pos@westons-cider.co.uk



CELEBRATING 140 YEARS
WESTONS CIDER EST. 1880

Westons-cider.co.uk drinkaware.co.uk for the facts

MAGNERS.CO.UK
MAGNERS IS A REGISTERED TRADEMARK OF THE C&C GROUP
drinkaware.co.uk for the facts



BUY 5 CASES FROM THE MAGNERS RANGE TO RECEIVE 1 FREE CASE OF MAGNERS ORIGINAL 12x568ml* OR 30 CARLSBERG CREDITS

*T&Cs: Offer applies to Magners Original 12x568ml, Magners Pear 12x568ml, Magners Rose 24x330ml, Magners Zero 24x330ml & Magners Orchard Berries 12x500ml. 3 deals per customer per week only.

WM MAGNER • CLONMEL • CO. TIPPERARY

Wm Magner



BUY ANY 5 THATCHERS CIDER TO RECEIVE A CASE OF ROSÉ FREE OR 30 CARLSBERG CREDITS.



EST. 1904
THATCHERS
THE FAMILY CIDER MAKERS

For the facts drinkaware.co.uk *Order 5 cases of Thatchers Gold 12x500ml, Haze 12x500ml, Katy 12x500ml or Rosé 6x500ml bottles to receive a free case of 6x500ml Rosé or 30 Carlsberg Credits.



KOPPARBERG

OUTSIDE IS OURS

OPEN YOUR DOORS WITH EXCLUSIVE OFFERS

£19.99
PER CASE



VARIANT	FORMAT	OFFER
KOPPARBERG CIDER	15 X 500ML BOTTLES	£19.99 PER CASE

CASE SIZE: 15 X 500ML. KOPPARBERG STRAWBERRY & LIME, MIXED FRUIT, PEAR, BLUEBERRY & LIME, RASPBERRY, PASSIONFRUIT & NAKED APPLE. OFFER VALID FOR LIMITED TIME ONLY.

drinkaware.co.uk for the facts

KOPPARBERG

OUTSIDE IS OURS

OPEN YOUR DOORS

WITH EXCLUSIVE OFFERS



£20.49
PER CASE

VARIANT	FORMAT	OFFER
KOPPARBERG CIDER	24 X 330ML CANS	£20.49 PER CASE

CASE SIZE: 24 X 330ML. VARIANTS INCLUDED: MIXED FRUIT AND STRAWBERRY & LIME. OFFER VALID FOR LIMITED TIME ONLY.

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KOPPARBERG

OUTSIDE IS OURS

OPEN YOUR DOORS

WITH EXCLUSIVE OFFERS



£7.99
PER CASE

VARIANT	FORMAT	OFFER
KOPPARBERG ALCOHOL FREE CIDER	8 X 500ML BOTTLES	£7.99 PER CASE

CASE SIZE: 8 X 500ML. VARIANTS INCLUDED: MIXED FRUIT ALCOHOL FREE. OFFER VALID FOR LIMITED TIME ONLY.

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BUY ANY 18 x 75CL

FROM THE CHAMPAGNES BELOW TO RECEIVE
1 x 70CL OF BELVEDERE PURE, GLENMORANGIE ORIGINAL
OR 25 CARLSBERG CREDITS* FREE OF CHARGE

MOËT & CHANDON
CHAMPAGNE



IMPÉRIAL
75CL

IMPÉRIAL
ROSÉ 75CL

Veuve Clicquot



YELLOW
LABEL 75CL

ROSÉ
75CL

BELVEDERE
VODKA

PURE
70CL



GLENMORANGIE
SINGLE MALT SCOTCH WHISKY

ORIGINAL
70CL

*1 DEAL PER CUSTOMER PER WEEK

Moët & Chandon and Veuve Clicquot are the leading two Champagne brands with 45% value share in the on trade. By switching to one of these two brands, your Champagne sales value will increase by at least 50% on average vs. key competitive set. CGA, 2020

Enjoy responsibly drinkaware.co.uk

- £6 -
OFF PER CASE

H. LANVIN & FILS BRUT 6 X 75CL 57424



- £9 -
OFF PER CASE

H. LANVIN & FILS BRUT ROSÉ 6 X 75CL 57430



- £12 -
OFF PER CASE

H. LANVIN & FILS BRUT 24 X 20CL 57646



£6, £9 OR £12 OFF PER CASE. MONEY OFF PRICE PER CASE. YOU PAY REDUCED PRICE ON INVOICE. PLEASE SEE PAGE 35 FOR THE FULL DETAILS OF THE WINES IN THIS OFFER.

TAITTINGER



NOCTURNE
CITY LIGHTS

A SOFTER STYLE
FOR EVERY OCCASION

#TAITTINGERTIME

BUY 11 BOTTLES
TO RECEIVE 1 X 75CL
FREE OR 50 CARLSBERG
CREDITS



£3 OFF PER CASE



OFFER APPLIES TO 6X75CL ZIMOR PROSECCO (23977) AND ZIMOR SPARKLING ROSÉ (23978) £3 OFF PER CASE. MONEY OFF PRICE PER CASE. YOU PAY REDUCED PRICE ON INVOICE. PLEASE SEE PAGE 35 FOR THE FULL DETAILS OF THE WINES INCLUDED IN THIS OFFER.

Enjoy Responsibly drinkaware.co.uk for the facts



57225 57413 13524



20977 20938 17413 15410 16550

BUY 11 BOTTLES TO RECEIVE
1 X 75cl FREE
OR 8 CARLSBERG CREDITS
Case size: 6x75cl
4 deals per customer per week

*Minimum Pricing Applies. Please see page 35 for the full details of the wines included in this offer.

BUY 24 BOTTLES FROM
THE RANGE BELOW
TO RECEIVE...

...1 X 75CL BOTTLE
OF PROSECCO* OR 10
CARLSBERG CREDITS FREE



15722



15721



15720



17652



17654



17653



59691



59712



59711



60560



60559



59736



18987



18984



18991



17534



15726



17601



17605



57494



57493



57789



57790



57791



20975



14221



20976



57298



20937



57297



57289



57290



57299



57462



20934



60816



60815



60818



60813



59690



62018



61965

Please see page 35 for the full details of the wines included in this offer.

*Free stock choice: Echo Falls Prosecco Falls 75cl (20608) or Terra Serena Prosecco Brut 75cl (17419)

£2 OFF
A CASE*
CASE SIZE 6X75CL

*from the
range below*



21468 21466 57219 57226 18209



19251 19252 17594 18985 18986 60701 60702



57612 57634 21391 21389 21390 19710 19711

*£2 off per case. Money off price per case. You pay reduced price on invoice.
Case size: 6x75cl. Please see page 35 for the full details of the wines included in this offer.

£2 OFF
PER CASE*
Case size: 6x75cl.



19384 19725 15401 59720 21095 21092 17679 15402 15403 56218 56217



21022 19286 19265 56756 15468 61964 16222 16229 19441 57227 60596

*Minimum Pricing Applies. £2 off per case. Money off price per case. You pay reduced price on invoice. Please see page 35 for the full details of the wines included in this offer.



SEASON'S GREETINGS



£3 OFF A CASE
All wines are orderable by the case of 6x75cl

Barefoot is the No1 brand contributor to table wine growth in the UK*

barefootwine.co.uk [/BarefootWineUK](https://www.facebook.com/BarefootWineUK) [/BarefootWineUK](https://www.instagram.com/BarefootWineUK)

£3 off per case. Money off price per case. You pay reduced price on invoice.

©2020 Barefoot Cellars, Modesto, CA. All Rights Reserved. *Source: Nielsen Scantrack Bwa21.03.2020



DRIVE YOUR SALES THIS CHRISTMAS



£6 OFF A CASE*
12 x 75cl

MERLOT

Rich aromas of plum & raspberry jam, layered with vanilla bean and hints of cinnamon & clove.

PINOT GRIGIO

Bursting with bright citrus & apple aromas,

WHITE ZINFANDEL

Aromas of watermelon, cranberry & ripe cherry, complemented by flavours of strawberry & tropical fruit.

£6 off per case. Money off price per case. You pay reduced price on invoice.

*All wines are orderable by the case of 12 x 75cl

California Table Wine ©2020 Canyon Road, Modesto, CA. All Rights Reserved.



BUY 6 AND SAVE £3*
Case orderable 6x75cl
- Good -



BUY 6 AND SAVE £4.50*
Case orderable 6x75cl
- Better -



BUY 6 AND SAVE £6*
Case orderable 6x75cl
- Best -

*£3, £4.50, or £6 off per case. Money off price per case. You pay reduced price on invoice. Please see page 35 for the full details of the wines included in this offer.



Blossom Hill White Zinfandel is the **No. 1 Rosé in the UK***

Blossom Hill has the **highest brand awareness** vs. competitors at 83%**

£2.50 off per case. Money off price per case. You pay reduced price on invoice.

* Source: Nielsen Scantrack data. Total Coverage: 57 Week Volume Sales to 13.06.20.

** Source: Wine Intelligence Millifair Survey March 2020. n=1,000. The Blossom Hill words and associated logos are trademarks. © Blossom Hill Winery 2020.

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BUY 5 BOTTLES TO RECEIVE 1 FREE*

OR 10 CARLSBERG CREDITS.

SERIOUSLY JAMMY

CC 10

*Whilst stocks last. Please drink responsibly. drinkaware.co.uk for the facts



Buy 11 bottles of Jack Rabbit 75cl to receive one FREE* or 6 Carlsberg Credits

Buy 6 cases of Jack Rabbit 187ml to receive one FREE* or 12 Carlsberg Credits



Don't forget to sign up to the Jack Rabbit Rewards Club to start earning points.

www.jackrabbitrewardsme.com

*Whilst stock last. Capped at 2 deals max per customer per week. Please drink responsibly. drinkaware.co.uk for the facts



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 SALES MANAGER

BLOSSOM HILL.

Blossom Hill White Zinfandel is the **No. 1 Rosé in the UK***

Blossom Hill has the **highest brand awareness vs. competitors at 83%****

£2.25 off per case. Money off price per case. You pay reduced price on invoice.

*Source: Nielsen Scantrack data, 10th Quarter, 52 Week Volume Sales to £3.0E7/0.

**Source: Wine Intelligence Vikitran Survey March 2020, n=1,000. The Blossom Hill words and associated logos are trademarks. © Blossom Hill Winery 2020

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£2.25
OFF EACH
CASE
of 12 x 187ml bottles

13995 13994 14013

58258 58259 58260

17541 17540 17539

Money off price per bottle/case. You pay reduced price on invoice. *Minimum pricing applies. Case sizes: 6x75cl, 24x18.7cl or 30x18.7cl (all PET). Capped at 10 cases per SKU per week. Case orderable. Please see page 35 for the full details of the wines included in this offer.

£2.00 OFF A CASE OF WINE

12 X 75CL OR 2 X 24 X 18.7CL



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£2 off per case. Money off price per case. You pay reduced price on invoice.
All wines are case orderable 6 x 75cl, unless otherwise indicated and are exclusively available to the On-Trade through Crown Cellars.
Wines in this deal: **59452** Ponte Pinot Grigio Romato 6 x 75cl, **60977** Ponte Aurora Sparkling Rosé 6 x 75cl, **57041** Ponte Merlot 2014 6 x 75cl, **57010** Ponte Pinot Grigio 6 x 75cl, **57089** Ponte Prosecco 6 x 75cl, **21443** Ponte Sparkling Pinot Grigio 6 x 75cl, **57688** Ponte Prosecco Extra Dry 24 x 20cl, **17319** Ponte Aurora Sparkling Rosé 24 x 20cl, **60526** Ponte Pinot Grigio Romato 24 x 18.7cl, **57038** Ponte Pinot Grigio 24 x 18.7cl, **57043** Ponte Merlot 24 x 18.7cl.

BUY 2 BOTTLES TO RECEIVE £1 OFF*

CASE SIZES: 6 X 70CL & 6 X 75CL



BUY 2 BOTTLES TO RECEIVE £2 OFF**

CASE SIZES: 6 X 1.5L

Please see page 35 for the full details of the wines included in this offer. Images are for illustrative purposes only.
Money off invoice per bottle. You pay reduced price on invoice.

Buy 5 bottles from the range to receive...

...1 X 70cl spirit or 25 Carlsberg Credits FREE



GIN



WHISK(EY)



GIN

50cl



WHISK(EY)



GIN



COGNAC

VODKA

OTHER



RUM



75cl

75cl

OTHER

All deals are subject to change and products may be removed from deal and placed on alternative deals at any time.

Free 70cl spirit choice: Bacardi Carta Blanca, Baileys, Bell's, Gordon's, Smirnoff No.21, The Famous Grouse.

Buy 10 bottles from the range to receive...

...1 X 70cl spirit or 25 Carlsberg Credits FREE



GIN



GIN



GIN



GIN



VODKA



VODKA



RUM



RUM

All deals are subject to change and products may be removed from deal and placed on alternative deals at any time.

Free 70cl spirit choice: Bacardi Carta Blanca, Baileys, Bell's, Gordon's, Smirnoff No.21, The Famous Grouse.

Buy 10 bottles from the range to receive...

...1 X 70cl spirit or 25 Carlsberg Credits FREE



All deals are subject to change and products may be removed from deal and placed on alternative deals at any time.

Free 70cl spirit choice: Bacardi Carta Blanca, Baileys, Bell's, Gordon's, Smirnoff No.21, The Famous Grouse.

BUY 4 BOTTLES FROM THE RANGE TO RECEIVE

A CASE OF MIXERS FREE*

OR 25 CARLSBERG CREDITS

Case sizes: 24 x 125ml & 24 x 200ml

FREE*



*Free 24 x 125ml mixers include: Fentimans Pink Grapefruit Tonic Water, Premium Indian Tonic Water, Naturally Light Tonic Water, Valencian Orange Tonic Water.
 *Free 24 x 200ml mixers include: Fever-Tree Aromatic Tonic Water, Elderflower Tonic Water, Ginger Ale, Lemon Tonic Water, Light Indian Tonic Water, Mediterranean Tonic Water, Premium Indian Tonic Water, Smoky Ginger Ale, Spiced Orange Ginger Ale, Franklin & Sons Elderflower Tonic Water with Cucumber, Natural Indian Tonic Water, Light Tonic Water, Pink Grapefruit Tonic Water with Bergamot, Rhubarb Tonic Water with Hibiscus, Rosemary Tonic Water with Black Olive, London Essence Bitter Orange & Elderflower Tonic Water, Delicate Ginger Ale, Grapefruit & Rosemary Tonic Water, Original Indian Tonic Water, Pomelo & Pink Pepper Tonic Water, Rhubarb & Cardamom Crafted Soda, White Peach & Jasmine Crafted Soda.

BUY 11 BOTTLES
FROM THE RANGE TO
RECEIVE A 1.5L SPIRIT FREE*
OR 40 CARLSBERG CREDITS



*Free 1.5l spirit choice: Bacardi Carta Blanca, Bailey's, Bell's, Gordon's, Smirnoff No.21, The Famous Grouse. Images are for illustrative purposes only.

POUR PERFECT COCKTAILS IN SECONDS

Draught cocktails are taking the on trade by storm.
Contact your Diageo account manager to be a part of the cocktail revolution.

- ✓ Easy to install in almost every bar (W 46cm, D 43cm, H 28cm)
- ✓ Pours in under 10 seconds
- ✓ Consistent serve
- ✓ 10ltr Bag in box (80 serves x 125ml)
- ✓ 4 week shelf life once opened



ONE FREE
BAG IN BOX
WITH EVERY
NEW INSTALL*

ESPRESSO MARTINI COCKTAIL

Rich and smooth, this sumptuous sipper mixes dark roast cold-brew coffee and velvety notes of cocoa and maple.

PASSION FRUIT MARTINI COCKTAIL

A mouth-watering combination of exotic fruit, smooth French vanilla and soft marshmallow.

INFAMOUS since 1864
There's vodka, then there's



For more info please contact your Diageo Account Manager, or to request an install please call the Diageo QCT on 08457 515101 or email enquiries@diageotrading.co.uk

*T&Cs apply.

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

THE UK'S #1 FUN SHOT BRAND
BUY 4 GET SOURZ 70CL FREE OR 15 CARLSBERG CREDITS



FREE ITEM
SOURZ 70cl
or
15 CREDITS

Deal includes: Sourz Passionfruit 70cl, Sourz Apple 70cl, Sourz Raspberry 70cl, Sourz Rainbow Ice 70cl, Sourz Tropical 70cl, Sourz Cherry 70cl, Aftershock Red 70cl, Aftershock Blue 70cl, Aftershock Black 70cl. FREE item Sourz Apple 70cl OR Sourz Cherry 70cl

CALL THE SHOTS.

Source: Combined On and Off Trade, Non-Cream Liqueurs & Specialities, Value Share, MAT, Nielsen 02.11.19, CGA 05.10.19

drinkaware.co.uk

For further information contact Edraughton-Beam Sanitary UK Distribution Limited, Tel: +44 (0) 333 016 1819 Web: Edraughton-BeamSanitaryUK.com

drinkaware.co.uk for the facts



NO.1 RTD IN THE UK ON-TRADE¹



BUY ANY 6 CASES TO RECEIVE 1 CASE FREE*
(OR 20 CARLSBERG CREDITS)

BUY ANY 3 CASES TO RECEIVE 1 BOTTLE OF CORKY'S FREE**
(OR 10 CARLSBERG CREDITS)

[VKDRINK](#) [VK_OFFICIAL](#)
[VKDRINK](#) [VKOFFICIAL.COM](#)

*1** 24x275ml VK NRB Watermelon, Ice, Blue, Tropical Fruits, Apple & Mango, Strawberry & Lime, Black Cherry, Orange & Passion Fruit, 24x275ml VK PET Ice, Blue, Tropical Fruits, Orange & Passion Fruit, Apple & Mango, Strawberry & Lime. To qualify for a free bottle of Corky's, stock purchased must be Hooch/Hool/Pink or VK. PET cases can only be received when purchasing PET and NRB only received when purchasing NRB. Available from 2nd November until 8th January 2021, while stocks last. 1CGA MAT P08 2020

drinkaware.co.uk for the facts



CORKY'S

BUY ANY 4 BOTTLES TO RECEIVE 1 FREE
(OR 10 CARLSBERG CREDITS)

[CorkysSchnapps](#) | www.corkys.co.uk

*70cl Corky's Passion Fruit Glitter, Blueberry Glitter, Raspberry Glitter, Mango Glitter, Sour Apple, Sour Cherry. Available from 2nd November



BUY ANY 6 CASES TO RECEIVE 1 FREE*
(OR 20 CARLSBERG CREDITS)



BUY ANY 3 CASES TO RECEIVE 1 BOTTLE OF CORKY'S FREE**
(OR 10 CARLSBERG CREDITS)



*1** 24x275ml NRB & PET Hooch, 2x4x275ml NRB Pink Hooch, 1x70cl Corky's Passion Fruit Glitter, Blueberry Glitter, Mango Glitter, Raspberry Glitter, Sour Apple or Sour Cherry. When qualifying for the free case of Hooch/Hool/Pink, the stock received will be the same flavour of that that is purchased. PET cases can only be received when purchasing PET and NRB only received when purchasing NRB. Available from 2nd November until 8th January 2021, while stocks last.

[Search HoochLemonBrew](#)
drinkaware.co.uk for the facts



No.1 RTD



**£19.99
PER CASE
NRB****

**£21.99
PER CASE
PET****

#WKDSIDE

FIND YOUR WKD SIDE

*Nielsen total coverage value sales up to 16.05.20. CGA Value Sales 21.03.20.
**Offer available while stocks last and applies to WKD 24 x 275ml NRB and WKD Blue PET.
drinkaware.co.uk

**BUY 3 CASES* OF
MONSTER ENERGY
GET 1 CASE** FREE
OR 30 CARLSBERG CREDITS**



**BUY 3 CASES* OF
MONSTER ENERGY
GET 1 CASE** FREE
OR 30 CARLSBERG CREDITS**



*CASE CONSISTS OF 24 x 355ml
**CASE CONSISTS OF MONSTER ULTRA 24 x 355ml

*CASE CONSISTS OF 24 x 250ml
**CASE CONSISTS OF MONSTER ULTRA 24 x 250ml

Buy 4 cases of
**CRABBIE'S ALCOHOLIC
GINGER BEER**
to receive another case
FREE
or 20 CARLSBERG CREDITS



@crabbiesuk

*Available while stocks last. Case: 12 x 500ml

TERMS AND CONDITIONS

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

All products are supplied subject to our standard terms and conditions of sale and all Carlsberg Credits are issued subject to our Carlsberg Credits terms and conditions. Copies are available on request or please see www.carlsbergwedelivermore.co.uk (Website).

PRODUCTS 1 The offers apply only to orders placed with Carlsberg UK Limited for delivery between the first and final date of the calendar month stated on the cover of the applicable Deals Directory or on associated promotional materials (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. (Free Product) or Carlsberg Credits available; **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 isn't 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** Please allow up to 28 days from the end of the Promotional Period for delivery of your Free Product. **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 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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Carlsberg UK Limited. Registered office: Jacobsen House, 140 Bridge Street, Northampton, NN1 1PZ.
Company number 00078439
CARLSBERG UK IS A MEMBER OF THE PORTMAN GROUP - PROMOTING RESPONSIBLE DRINKING



CROWN CELLARS & DISTILLED ARE BOTH TRADING NAMES OF CARLSBERG UK LIMITED.



SENSATIONAL DEALS FROM BRITVIC

CC 25 BUY 4 CASES FROM THE J20 RANGE TO RECEIVE J20 O&P FREE* OR 25 CARLSBERG CREDITS

*T&Cs: Eight deals per customer per week. Qualifying range includes J20 Blends and J20 Spritz 275ml NRB. Free case is J20 Orange & Passion fruit 275ml NRB. While stocks last

CC 25 BUY 4 CASES FROM THE BRITVIC RANGE TO RECEIVE J20 O&P FREE* OR 25 CARLSBERG CREDITS

*T&Cs: Eight deals per customer per week. Qualifying range includes: Fruit Shoot 200ml PET, Fruit Shoot Summer Fruits 275ml, Britvic cordials 1L, Britvic 55 275ml NRB, Britvic 100 250ml NRB, R Whites Flavoured Lemonades 330ml can/NRB, Pepsi Regular/Diet/Max 330ml NRB and 7UP Free 330ml NRB. Free case is J20 Orange & Passion Fruit 275ml NRB. While stocks last

CC 15 BUY 3 CASES FROM THE MIXERS & JUICES RANGE TO RECEIVE TONIC OR SLIM LINE TONIC FREE** OR 15 CARLSBERG CREDITS

**T&Cs: Eight deals per customer per week. Qualifying range includes Britvic Mixers & Juices 200ml NRB range. Free case is Britvic Tonic or Low Cal Tonic 200ml NRB. While stocks last

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 - GET EQUIPMENT AND BUSINESS SUPPORT

VISIT WWW.SENSATIONALDRINKS.COM



Promoter: Britvic Soft Drinks, Breakspear Park, Breakspear Way, Hemel Hempstead HP2 4TZ



BUY THREE, GET ZERO FREE

Buy any 3 cases of Coca-Cola, Diet Coke, Coca-Cola Zero Sugar or Appletiser to receive 1 case of Coca-Cola Zero Sugar or 20 Carlsberg Credits **FREE**



Available November & December

Buy any 3 x 24 330ml Coca-Cola, Diet Coke, Coca-Cola Zero Sugar or 275ml Appletiser to receive 1 x 24 330ml of Coca-Cola Zero Sugar or 20 Carlsberg Credits FREE. While stocks last. Subject to availability and terms and conditions. © 2020 The Coca-Cola Company. All rights reserved. COCA-COLA, DIET COKE, COCA-COLA ZERO, TASTE THE FEELING and the Contour Bottle are registered trademarks of The Coca-Cola Company.



BUY ANY 3 CASES OF SCHWEPPE'S 200ML TONIC, SLIMLINE TONIC, LEMONADE, COCA-COLA OR DIET COKE TO RECEIVE 1 CASE OF SLIMLINE TONIC OR 15 CARLSBERG CREDITS FREE



Available November & December

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BUY ANY 3 CASES OF SCHWEPPE'S 125ML TONIC, SLIMLINE TONIC OR LEMONADE TO RECEIVE 1 CASE OF SLIMLINE TONIC OR 10 CARLSBERG CREDITS FREE



Available November & December

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THE LONDON ESSENCE CO. EXQUISITE DRINKS FROM DISTILLED BOTANICALS

BUY 3 CASES FROM THE LEC RANGE TO RECEIVE ONE CASE FREE* OR 20 CARLSBERG CREDITS

CC 20

DISCOVER OUR ELEGANT COLLECTION OF MIXERS, ALL DELICATELY LIGHT AND LOW IN CALORIES

Only London Essence uses distilled essences of the finest fruits and botanicals to create superior drinks

TONICS & GINGERS

SODAS

*Terms and conditions: Eight deals per customer per week. Qualifying range includes LEC Mixers and Sodas 200ml NRB ranges. Free case is customer choice from the LEC Mixers and Sodas 200ml NRB ranges. While stocks last

BUY ANY 3 FEVER-TREE PRODUCTS TO RECEIVE A FREE CASE OF MEDITERRANEAN TONIC WATER* OR 20 CARLSBERG CREDITS

IF $\frac{3}{4}$ OF YOUR DRINK IS THE MIXER, MIX WITH THE BEST

FEVER-TREE

*Maximum two deals per customer. While promotional stocks last.

BUY 4 CASES TO receive 1 case FREE or 10 Carlsberg Credits

CC 10

FRANKLIN & SONS LTD London 1886 Tonics & Mixers

24x200ml Franklin & Sons Natural Indian Tonic Water, Natural Light Tonic Water, Mallorcan Tonic Water, Elderflower Tonic Water with Cucumber, Original Lemonade and Original Ginger Ale. Available from 2nd November to 8th January 2021, while stocks last.

www.franklinandsons.co.uk

BUY 4 CASES TO receive 1 case FREE or 10 Carlsberg Credits

CC 10

FRANKLIN & SONS LTD London 1886 Soft Drinks

12x275ml Franklin & Sons Rhubarb Lemonade, Raspberry Lemonade, Elderflower Lemonade and Ginger Beer. Available from 2nd November to 8th January 2021, while stocks last.

@Franklinandsons

BUY 3 CASES TO RECEIVE 1 CASE FREE OR 15 CARLSBERG CREDITS ACROSS 125ml RANGE

CC 15

FENTIMANS BOTANICALLY BREWED

PREMIUM INDIAN TONIC WATER

NATURAL BOTANICALS AND QUININE

ESTD 1905

Botanically Brewed - Exquisitely Crafted

OFFER ACROSS 24 x 125ml: Light Tonic Water, Pink Grapefruit Tonic Water, Premium Indian Tonic Water and Valencian Orange Tonic Water

MARTIN FROBISHER'S
COURAGE WITHOUT THE DUTCH

COURAGE WITHOUT THE DUTCH

Our jazzy juices make for terrific, teetotal tipples - concocted with heaps of fruit, with all the heft and none of the hooch.

Same formidable fruitage, FRESH NEW LOOK

Buy 3 cases to receive 1 free Or 30 Carlsberg Credits

Other flavours available, please ask for details. While stocks last, subject to availability.

f / BOTTLEGREEN @BOTTLEGREENDRINKS WWW.BOTTLEGREENDRINKS.COM

500ML cordial **£11.99** PER case

DISCOVER OUR Inspired RANGE

PREMIUM SERVE PERFECT FOR COCKTAILS NO ARTIFICIAL SWEETENERS

275ML pressé **£6.99** PER case

SPARKLING PRESSE 275ML: HANDPICKED ELDERFLOWER, POMEGRANATE & ELDERFLOWER, CRISP APPLE CORDIAL 500ML: HANDPICKED ELDERFLOWER

CC 15

BUY 4 CASES TO RECEIVE 1 CASE OR 15 CARLSBERG CREDITS FREE

ACROSS 275ml RANGE

ESTD 1905 FENTIMANS

Botanically Brewed · Exquisitely Crafted.

CC 8

BUY 5 CASES to RECEIVE 1 CASE FREE OR 8 CARLSBERG CREDITS

HARROGATE SPRING WATER SINCE 1571 SPARKLING

OFFER ACROSS 12 x 275ml: Apple & Blackberry, Gently Sparkling Elderflower, Ginger Beer, Mandarin & Seville Orange Jigger, Rose Lemonade, and Victorian Lemonade

Offer applies to all Harrogate Spring glass and 500ml still and sparkling. Cheapest case provided free of charge.

TRIED AND TRUSTED
CASKS AVAILABLE



Subject to availability

MORE ALES COMING SOON

BUY 2x9'S FROM THE RANGE
TO RECEIVE 1x70cl BOTTLE
OF SPIRIT FREE OR 25
CARLSBERG CREDITS



Hobgoblin Gold

4.2 ABV

Pale straw-gold

Vibrant citrus hops

Crisp refreshing
bitterness, lemon,
grapefruit hops

BITTER ● ● ● ● ●

SWEET ● ● ● ● ●

GOLDEN



Hobgoblin Ruby

4.5 ABV

Ruby

Toffee, slightly citrus,
chocolate

Toffee, dry biscuits

BITTER ● ● ● ● ●

SWEET ● ● ● ● ●

DARK



Wainwright

4.1 ABV

Golden

Fruit, citrus

Fruity, sweet, citric,
refreshing

BITTER ● ● ● ● ●

SWEET ● ● ● ● ●

GOLDEN

Pedigree

4.5 ABV

Golden brown

Burton sulphur

Dry, biscuity, malty,
spicy

BITTER ● ● ● ● ●

SWEET ● ● ● ● ●

AMBER



FREE SPIRIT CHOICE: BELL'S, GORDON'S AND SMIRNOFF NO.21

MARSTON'S

For additional support email: national.sales@marstons.co.uk or call: 0800 169 6103



BUY 2x9s GHOST SHIP TO RECEIVE A FREE CASE OF GHOST SHIP 0.5% OR 15 CARLSBERG CREDITS



FREE

Ghost Ship

%	4.5 ABV
👁️	Straw
👃	Lemon, lime
👄	Citrus
BITTER	● ● ● ● ○
SWEET	● ● ○ ○ ○

GOLDEN



For additional support email: pos@adnams.co.uk or call: 01502 727 200

£5 OFF PER 9 OF SOUTHWOLD BITTER

£5 off per 9. Money off invoice per 9. You pay reduced price on invoice. drinkaware.co.uk for the facts

Southwold Bitter

%	3.7 ABV
👁️	Nice warm amber
👃	Weighty hop
👄	Dry, moreish, clean
BITTER	● ● ● ● ○
SWEET	● ● ○ ○ ○

AMBER



For additional support email: pos@adnams.co.uk or call: 01502 727 200

BUY 2x9s ORIGINAL TO RECEIVE 1x70cl GORDON'S OR SMIRNOFF OR 25 CARLSBERG CREDITS

FREE

BUTCOMBE.COM
*T&Cs apply.



Butcombe Original

%	4.0 ABV
👁️	Classic amber
👃	Hoppy, malty, pepper
👄	Clean, dry, bitter
BITTER	● ● ● ● ○
SWEET	● ● ○ ○ ○

AMBER

For additional support email: orders@butcombe.com or call: 01934 863 963

ST AUSTELL
EST. FAMILY GROUP 1851



Buy **3x9s** to receive
a **free** 70cl bottle
of Smirnoff vodka
or 25 Carlsberg Credits



Terms and Conditions:
3x9s must be purchased
in one order during the
promotional period.
Maximum 3 deals per
customer. Available
while stocks last.

Proper Job	Trelawny	Tribute
% 4.5 ABV	% 3.8 ABV	% 4.2 ABV
Gold	Burnished copper	Pale amber
Resinous hops, pineapple	Peach, apricot, toffee apple	Orange zest, tropical fruit
Citrus	Toasted biscuit, caramel, jam	Fresh orange, grapefruit
BITTER ●●●●○	BITTER ●●●●○	BITTER ●●●●○
SWEET ●●○○○	SWEET ●●○○○	SWEET ●●○○○
GOLDEN	AMBER	AMBER

For additional support email: nationalsalesorders@staustellbrewery.co.uk or call: 0345 603 5434

BLACK SHEEP



BUY 2 X 9S
BLACK SHEEP
BEST BITTER

to receive a
FREE 70cl bottle
of Gordon's Gin
or 25 Carlsberg
Credits



3.8%
YORKSHIRE
BITTER



Black Sheep Best Bitter
% 3.8 ABV
Amber, gold
Hoppy, malty, fruity
Smooth, balanced, fruity
BITTER ●●●●○
SWEET ●●○○○
AMBER

For additional support email: pointofsale@blacksheep.co.uk or call: 01765 680 707



GREENE KING

BURY ST EDMUNDS

Buy 2x9s to receive 1x70cl bottle of Smirnoff No.21 or 25 Carlsberg Credits free

FREE



Greene King IPA	
%	3.6 ABV
👁️	Amber
👃	Fresh, clean, hoppy
👄	Hoppy, dry, refreshing
BITTER	● ● ● ● ○
SWEET	● ● ● ● ○
AMBER	



Abbot Ale	
%	5.0 ABV
👁️	Mahogany, rich amber
👃	Ripe fruit
👄	Malty, mature, bitter/sweet
BITTER	● ● ● ● ●
SWEET	● ● ● ● ○
AMBER	

SHEPHERD NEAME

SPITFIRE

AMBER ALE

BUY 2x9s TO RECEIVE
1 X 70cl Smirnoff Free
OR 25 CARLSBERG CREDITS



Spitfire	
%	4.2 ABV
👁️	Dark amber, auburn
👃	Fruit, toffee, hoppy
👄	Spicy, hoppy, bitter
BITTER	● ● ● ● ○
SWEET	● ● ● ● ○
AMBER	

@SPITFIREALE

drinkaware.co.uk for the facts

For additional support email: rtmsupport@greeneking.co.uk or call: 01284 714 450

For additional support email: customerservices@shepherd-neame.co.uk or call: 01795 597 000

If you are using your Carlsberg Credits to buy Christmas gifts, don't forget to

**PLACE YOUR ORDER
BY FRIDAY 4TH
DECEMBER 2020**

to guarantee they'll be under the tree before Christmas Day*



HOW TO ORDER

Order your gifts by going online, just log onto carlsbergwedelivermore.co.uk and click on Carlsberg Credits (top right hand corner of the home page), any problems please call FREE on: **01296 438 215** option 4.

*Every effort will be made to deliver orders placed after 4th December prior to Christmas, however stock availability and delivery cannot be guaranteed.