

OFFERS APPLY TO DELIVERIES FROM 31<sup>ST</sup> OCTOBER - 6<sup>TH</sup> JANUARY. UNLESS OTHERWISE STATED

# ON TRADER DEALS



CARLSBERG MARSTON'S  
BREWING COMPANY

NOV/DEC 2022

AMAZING OFFERS, SUPPORT & INSPIRATION

ORDER.CARLSBERGMARSTONS.CO.UK TO ORDER ONLINE



VALGANNA

ITALIA 1877

SEE PAGE

8

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

Born in Italy, Brewed in the UK

Source: Total Trade On & Off, Volume & Value MAT vs Peroni, Birra Moretti & Menabrea. CGA OPMS & Nielsen Data to 18/06/2022

NOV/DEC 2022

*in this issue...*

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CARL MIDDLETON,  
VP ON TRADE

# WELCOME

*to our Christmas edition*

## OF THE ON TRADER DEALS BROCHURE!

This month, we have a fantastic range of deals to help you finish the year in style. With the Football taking place and the run up to Christmas, it's never been more important to ensure you have stocked up for the busy festive period. Don't miss our deals on our packaged range to help keep your fridges fully stocked, and for the ale drinkers, there is a great deal on our most popular cask ale brands along with some Christmas guest ales.

As it's the season to eat, drink and be merry, we have some inspiration for festive food pairings from Birrificio Angelo Poretti. Plus, don't miss the handy guide included with our Christmas call and delivery timings so you can plan ahead and ensure you don't miss out on any great deals.

From all of us at Carlsberg Marston's Brewing Company

*we wish you a Merry Christmas  
and a prosperous New Year!*

To speak to a telesales representative and place an order please call one of the numbers below:

**0800 587 0773 | 0800 085 4646**

CMBC has teams in Wolverhampton and Leeds dedicated to sales and service support. We'd love to hear from you.



CARLSBERG MARSTON'S  
BREWING COMPANY

# OUR RANGE



# LAGER

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

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

<b>CORE</b>  <b>CARLSBERG DANISH PILSNER 3.8%</b> Light and refreshing with a smooth, full mouth feel, perfect balance of bitterness and sweetness, and a distinctive citrus hop aroma.		<b>PREMIUM WORLD</b>  <b>SAN MIGUEL ESPECIAL 5.0%</b> San Miguel is a premium pilsner-style lager, delivering a full-bodied and well-balanced flavour with a clean, crisp & refreshing taste.			 <b>ESTRELLA DAMM 4.6%</b> Brewed using 100% natural ingredients. Light amber and golden in colour, with a pale and persistent head.		 <b>BROOKLYN PILSNER 4.6%</b> Crisp, bright and smoothly refreshing. A pale golden beer with a delicate citrusy finish.	 <b>BIRRFICIO ANGELO PORETTI 4.8%</b> Birrificio Angelo Poretti is a full-flavoured lager with a sweet malty body and an assertive bitterness.
<b>CORE</b>  <b>MCE</b>	<b>CORE PLUS</b>  <b>HOLSTEN</b>	<b>PREMIUM</b>  <b>TUBORG</b>	<b>PREMIUM WORLD</b>  <b>CARLSBERG</b>	<b>DISCOVERY WORLD</b>  <b>KIRIN</b>	 <b>WASSERMANN</b>	 <b>GLUTEN FREE</b>		




# 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.

<b>ENTRY</b>  <b>SHIPYARD AMERICAN PALE ALE 4.5%</b> An easy drinking, American style Pale Ale bursting with fruity, citrus hop flavour and gooseberry and pine aroma.	<b>PREMIUM</b>  <b>BROOKLYN LAGER 5%</b> Light hop bitterness and moderate sweetness. Both bitterness and sweetness linger on the palate before finishing clean.	 <b>BROOKLYN DEFENDER 5.5%</b> 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.	<b>SPECIALITY</b>  <b>ERDINGER WEISSBIER 5.3%</b> Imported German wheat beer brewed to the original recipe and traditionally matured in the bottle like champagne for 28 days.
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# ALCOHOL FREE BEER

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

<b>WORLD</b>  <b>ERDINGER ALKOHOLFREI 0.5%</b> The non-alcoholic drink from Erding is not only a real energizer but also low in calories, with just 125 calories per 500ml bottle, and made exclusively from natural ingredients.	 <b>SAN MIGUEL 0.0%</b> All of the aroma, flavour, freshness and quality of a beer without the alcohol.	<b>CRAFT</b>  <b>BROOKLYN SPECIAL EFFECTS 0.4%</b> Special Effects is a hoppy 0.4% lager with an unexpected piney aroma and pleasantly bitter finish.
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# KEG ALE


<b>AMBER</b>  <b>WAINWRIGHT AMBER 4.0%</b> 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.	<b>GOLDEN</b>  <b>HOBGOBLIN IPA 5.0%</b> Collision of Old and New World hops provide an explosion of tropical aroma and a juicy bitterness.		 <b>HOBGOBLIN SESSION IPA 3.4%</b> Light, easy drinking and extremely refreshing beer. Pale yellow with a fresh and zesty aroma from the 5 New World hops.	 <b>WAINWRIGHT GOLD 4.1%</b> Premium keg beer from Wainwright. A refreshing alternative to standard keg ale, with fruity, sweet, citrus flavours.	<b>DARK</b>  <b>HOBGOBLIN RUBY 4.5%</b> Full bodied, ruby beer that delivers a delicious, chocolate malt flavour, balanced with a rounded bitterness & a fruity, mischievous character.
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## PLUS an extensive range of regional favourites

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



# CIDER

<b>CORE</b>  <b>SOMERSBY APPLE 4.5%</b> Somersby Apple is a refreshing cider made from fermented apple juice and natural apple flavouring.	<b>FLAVOURED</b>  <b>SOMERSBY BLACKBERRY 4.0%</b> Somersby Blackberry is a fruity flavoured cider with a breath of freshness and a natural mild taste of blackberry, spreading joy and sunny togetherness wherever it is served.
--	--

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

# YOUR CASK ALE RANGE

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

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

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

## WAINWRIGHT AMBER

NEW



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

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

## HOBGOBLIN GOLD



Hobgoblin Gold is a light and refreshing golden beer. A combination of four hop varieties infused with malted barley and a touch of wheat give this easy drinking golden beer tropical aromas of citrus and passion fruit.

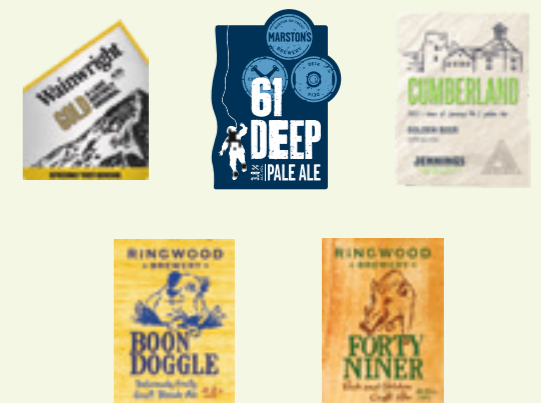
**ABV:** 4.2%  
**Style:** Golden Beer  
**See:** Golden  
**Smell:** Fragrant, citrus & wild forest gooseberries  
**Taste:** Mouth-watering malt & refreshing citrus hop kick  
**Sweet:** ●●●●●  
**Bitter:** ●●●●●  
**Food pairing:** Fish & chips or a simple scotch egg, the perfect picnic pint

Follow our ranging rules on pages 4-7 to ensure you maintain quality as you grow your range.

AMBER



GOLD



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

\*Marston's Eureka 2019.

Masterclass with...



## MADE FOR THE TABLE

Nestled at the foot of the Italian Campo Dei Fiori mountains, the Birrificio Angelo Poretti brewery has been producing crisp, fresh beers for more than a century. Thanks to the innovative and meticulous art of blending hops, the beer has clarity, flavour and a palate-cleansing quality that makes it food's best friend.

At the heart of Birrificio Angelo Poretti is the brand's mission to elevate dining moments and celebrate beers, placed at the heart of the dinner table. Beer is very often an afterthought or an accompaniment at mealtimes in the UK on-trade. Wine pairing lists are dime a dozen, however it is a rarity to see a well-curated beer list that is made to complement the different flavour profiles in dishes.

Beer at its heart is so varied. Its profusion of flavours find ways to complement, contrast and elevate all cuisines. This quality makes it a great alternative to wine when it comes to creating the perfect pairing. Birrificio Angelo Poretti is a 4.8% full-flavoured Lager with a sparkling effervescence, full-bodied sweetness and distinct hoppy bitterness, and of course, it has a natural affinity with a wide range of foods.

Poretti is best served in a distinctive carafe designed to retain the beer's liveliness and be shared with friends and family, promoting interaction, it offers a new 'ritual of serve', bringing a touch of Italian dolce vita to all British occasions.

Birrificio Angelo Poretti is versatile and is the impeccable enhancement for any dining occasion and is perfect to be at the heart of your Christmas table.



### To start

The lively carbonation of the beer cuts through oily foods ranging from tempura prawns, to smoked salmon.



### Main event

The breadly malty notes in Poretti will contrast with the saltiness of the ham creating a unique medley of flavours on the tongue, whilst complementing the sweetness of the honey glaze.



### To finish

The lively carbonation in Poretti will cut through the full fat creaminess of soft cheeses like Brie and Camembert, and the sweet maltiness in the beer will contrast with salty Cheddar, Wensleydale and Chevre.

CONTACT YOUR BDM OR CALL 0800 0854646 FOR MORE INFORMATION

# Festive deals



## BUY 3 CASES...

## & RECEIVE A COMPLIMENTARY CASE FREE...



*Don't forget...*

keep your fridges full for Christmas & the football with this incredible deal



Limited deals, available while stocks last. All stock to be purchased in one order. Deal Qualifying SKUs include: Birrificio Angelo Poretti 24x330ml, Brooklyn Pilsner 12x330ml, Brooklyn Lager 24x300ml, Carlsberg Pilsner 24x330ml, San Miguel Especial 24x330ml, San Miguel Gluten Free 24x330ml, Erdinger Weissbier 12x500ml, Estrella Damm 24x330ml, Warsteiner 24x330ml. Free case choice includes: Birrificio Angelo Poretti 24x330ml, Brooklyn Pilsner 12x330ml, San Miguel Especial 24x330ml, San Miguel 0.0 24x330ml, Erdinger Alkoholfrei 12x500ml, Brooklyn Special Effects 24x330ml.

# Festive deals



## BUY 4 FIRKINS... & RECEIVE A FREE FIRKIN OF 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.

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

Limited deals, available while stocks last. All stock to be purchased in one order. Deal Qualifying SKUs include: Wainwright Amber 9g, Wainwright Gold 9g, Hobgoblin Gold 9g. Free stock = Wainwright Amber 9g. Available while stocks last.

# Festive guest ales...

*Don't forget...*

Brewdolph is the perfect beer for double the celebration this November.



## BAH HUMBUG

*Tis the season to be Jolly*  
**OH NO IT ISN'T!**

At least you can take refuge from the Christmas shopping with the rich, fruity spiced beer guaranteed to make even the most seasoned party pooper smile

ABV 4.3%  
STYLE WINTER ALE  
SEE DARK GOLD  
SMELL BANANAS, CLOVES  
TASTE RICH, SPICED FRUIT  
BITTER ●●●●●  
SWEET ●●●●●

*Perfect with...*

Christmas pudding or Ploughmans



£74.99

## BREW DOLPH

*Deck those halls with...*  
**HOPS & BARLEY!**

Brewdolph is here with a sack full of seasonal succour. With a warm Amber hue, this Christmas cracker has a beautifully balanced blend of malt and hop and a cheerily convivial 3.8% ABV. Brewdolph's full of festive fun and malty merriment

ABV 3.8%  
STYLE WINTER GUEST BITTER ALE  
SEE DARK GOLD  
SMELL A TOUCH OF EARTHY HOPS, FRESH  
TASTE DRY BITTER FINISH  
BITTER ●●●●●  
SWEET ●●●●●

*Perfect with...*

Pork Scratchings or a hot pie



£69.99

**FOR MORE INCREDIBLE CHRISTMAS FOOD PAIRINGS SEE OUR GUIDE ON PAGE 8-9**

Planned availability during November & December, speak to your BDM or customer service representative to confirm exact launch date. Available while stocks last





NEW  
**BROOKLYN PILSNER**

**NOW AVAILABLE IN OVER 8000<sup>^</sup>  
OUTLETS ACROSS THE UK**



**BROOKLYN PILSNER  
IS GROWING AT AN EXPONENTIAL RATE**  
Rate of sale has more than doubled in the last 4 weeks at **+224.9%\***

**AND WE ARE GROWING THE CATEGORY  
HELPING YOU SELL MORE WORLD LAGER**  
Outlets which added Brooklyn Pilsner to the bar saw +23.1% increase to total Premium World Lager rate of sale with an additional 133 pints of World Lager being sold\*\*



Enjoy Responsibly.  
be [drinkaware.co.uk](http://drinkaware.co.uk)

<sup>^</sup>Total on and off trade stockists

\*CGA Managed EPOS Data Latest 4 weeks to (20/08/22) - Sample: 26

\*\* CGA Managed EPOS Data Latest 4 weeks to (20/08/22) vs YA - Sample: Where Stocked 40, Where NOT stocked 6077

**THE NEW BROOKLYN  
PILSNER GLASS**

**MIND-OPENING  
WIDE GLASS TOP**

FLAVOURFUL PEOPLE BREW FLAVOURFUL BEER, SO THEY GET THE FULL EXPERIENCE RIGHT FROM THE FIRST SIP

**EMBOSSING**

OUR NEW BROOKLYN PILSNER GLASS FEATURES A UNIQUE INTERNAL EMBOSSED DESIGN

**HELLO FROM  
BROOKLYN**

EVERYWHERE WE GO, WE SPREAD LOVE FROM OUR BIRTHPLACE IN WILLIAMSBURG, BROOKLYN, NYC



**EASY STACKABILITY**

THE SLEEK DESIGN OF THE BROOKLYN GLASS ALLOWS FOR MAXIMUM AND LOW-RISK STACKABILITY

**THE LOWER THIRD RULE**

THE END OF YOUR BEER SHOULD TASTE JUST AS DELICIOUS AS THE BEGINNING, INSPIRING YOUR CUSTOMERS TO ORDER ANOTHER

**NUCLEATION POINT**

THE ETCHED BROOKLYN LOGO ON THE BASE OF THE GLASS IS TO CREATE A STEADY STREAM OF CO2 BUBBLES THAT KEEPS THE BEER FRESHER FOR LONGER.

79 NORTH 11TH STREET  
BROOKLYN, NY



From the people of  
Brooklyn Brewery:

Install Brooklyn Pilsner  
and receive £125 of POS

PLUS  
receive a  
free case of  
AFB from  
the range†

Terms and conditions: Speak to your BDM to agree install and build your perfect package. Standard POS install package provided ahead of install valued at £125. Available to new stockists only. One deal per install per outlet. †Free case of AFB includes: San Miguel 0.0 24x330ml, Shipyard Low Tide 8x500ml, Brooklyn Special Effects 24x330ml, Erdinger Alkoholfrei 12x500ml your BDM will recommend the best matched brand for your outlet.

# STOCK THE NO.1 MOST POPULAR WORLD BEER IN ON TRADE\*



\*Source: CGA BrandTrack Aug 2021 Sample Size: 974-1362.

#LivingRichAgain

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



# DEALS



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

DEALS 19

# 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](http://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



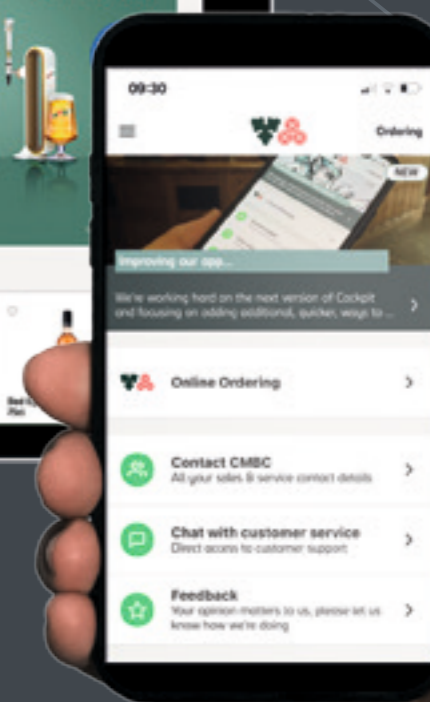
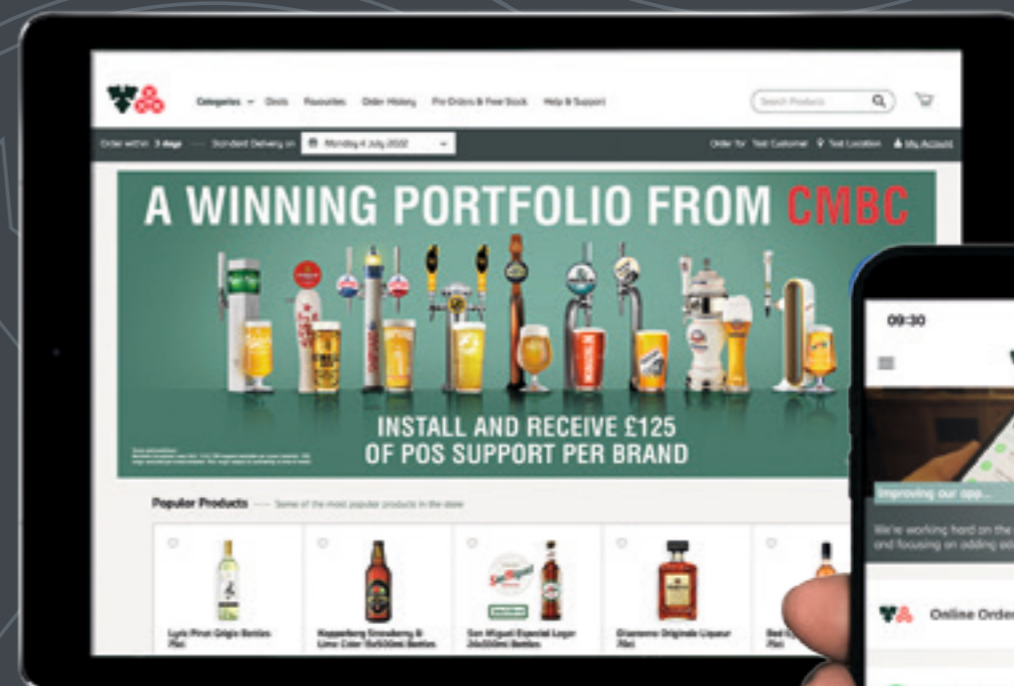
# COCKPIT

## 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 whole new world

**£30**  
for a case  
of 6 x 75cl  
bottles

Sauvignon Blanc remains big business; UK drinkers especially love the Kiwi-grown stuff, thanks to its unmistakable big tropical notes, bracingly clean acidity, and rewardingly aromatic nature. New Zealand isn't the only country to offer a climate that allows Sauvignon to thrive: South Africa has miles of cool coastlines that help maintain that acidic zing in their wines, while the daytime heat really ripens out the tropical flavours

Sauvignon yields in Marlborough were down by around 30%\*\* in 2020, thanks to extreme spring frosts, meaning that the hope was with the 2022 crop to pull back some of the shortfall. A COVID-related lack of workforce availability and La Niña hitting the region with early rainfall dashed these plans. It is by no means all doom and gloom, however; we've been working with winemakers to expand our range of World Sauvignon to help widen your choices. South Africa offers the perfect sweet spot of GP-shielding value, flavour profile and quality to keep your Sauvignon sales skyrocketing

## Festive drinks list support

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.



### Cloud Island Cape Series Sauvignon Blanc

#### SOUTH AFRICA - DRY & AROMATIC

A familiar label and a familiar style of Sauvignon; tons of citrus and tropical fruits, with a little less intense acidity than it's Kiwi sibling. Ideal for seafoods.  
££

Discover more about these wines at [crowncellarswines.co.uk](http://crowncellarswines.co.uk)



# Festive deals

**BUY 12x70CL**  
(OR EQUIVALENT VOLUME)  
**FROM THE RANGE**  
**ON PAGES 24-27**  
**& RECEIVE A BOTTLE**  
**FROM THE BELOW**  
**REWARD RANGE FREE\***



\*10 deals per customer per week. While stocks last

# Festive deals

**BUY 12x70CL (OR EQUIVALENT VOLUME)  
FROM THE RANGE & RECEIVE A BOTTLE  
FROM THE REWARD RANGE FREE\***



\* See page 24 for reward range. Qualifying products on pages 24-27. 10 deals per customer per week. While stocks last.

# Festive deals

**BUY 6x1.5L BOTTLES FROM THE RANGE BELOW...**



**...& RECEIVE A BOTTLE FROM THE REWARD RANGE FREE\***



\*10 deals per customer per week. While stocks last



## 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**



# CORKY'S BUY ANY 4 BOTTLES & GET 1 FREE

For POS and support, please email  
[Richard.Hammett@globalbrands.co.uk](mailto:Richard.Hammett@globalbrands.co.uk)

\* Offer available on Corky's 70cl - Sour Cherry, Sour Apple and Raspberry,  
available from 1st of November until the 31st of December 2022, while stocks last.

[CorkysSchnapps | www.corkys.co.uk](https://www.corkys.co.uk)



## Maximise your mixing range



## Buy 4 cases from our mixing range

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



**SCAN THE QR CODE  
FOR MORE SERVE AND  
RECIPE INSPIRATION**



for the facts  
**[drinkaware.co.uk](http://drinkaware.co.uk)**

T's & C's: Deal runs from November 01st 2022 until December 31st 2022. Qualifying range includes Britvic Mixers 200ml NRB  
Free case is Britvic tonic or low cal tonic 200ml NRB x24. Promoter: Britvic Soft Drinks, Breakspear Park, Breakspear Way, Hemel Hempstead HP2 4TZ



*At the Dog & Duck*

# GIN



*Gin*

## FREE GIN MENUS

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



**BRITVIC  
SENSATIONAL  
DRINKS**

\*Terms and conditions apply. Deal runs from November 01st 2022 December 31st 2022. Three deals per customer per week.  
Qualifying range includes Britvic Cordials 1L PET, Fruit Shoot 275ml & Britvic 200ml NRB juices except Grapefruit.  
Free stock case is J2O Orange and Passion Fruit 275ml x 24 NRB. While stocks last.  
Promoter: Britvic Soft Drinks, Breakspear Park, Breakspear Way, Hemel Hempstead HP2 4TZ



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



**FOR POS KITS, RECIPES AND MUCH MORE  
VISIT [WWW.SENSATIONALDRINKS.COM](http://WWW.SENSATIONALDRINKS.COM)**

\*Terms and conditions apply. Deal runs from November 01st 2022 December 31st 2022. Three deals per customer per week.  
Qualifying range includes J2O Blends NRB x24. Free case is J2O Orange & Passion Fruit 275ml NRB x 24. While stocks last.  
Glassware imagery is for visual purposes only. Promoter: Britvic Soft Drinks, Breakspear Park, Breakspear Way, Hemel Hempstead HP2 4TZ



# BUY ANY 4 FEVER-TREE PRODUCTS AND RECEIVE A FREE CASE OF MEDITERRANEAN TONIC WATER

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



Products available: Fever-Tree Ginger Ale 24 x 200ml, Fever-Tree Tonic Water 24 x 200ml, Fever-Tree Light Tonic Water 24 x 200ml, Fever-Tree Mediterranean Tonic Water 24 x 200ml.



# KOPPARBERG

Festive promotional price of £20.79 across Kopparberg packaged fruit ciders\*

Make sure you are stocking the UK's bestselling fruit cider brand

Stay in touch: [Kopparberguk](https://www.kopparberguk.com)

For stocking info: [sales@kopparberg.co.uk](mailto:sales@kopparberg.co.uk)

Source: IRI, Ext Marketplace, Fruit Cider, Value Sales, 52wks to 17/04/22. T&Cs: \*This offer is across 15 x 500ml cases of Mixed Fruit and Raspberry. Offer available between 01.11.2022-31.12.22. Whilst stocks last. CBMC have the right to stop this promotion at anytime during the promotional period.

[be.drinkaware.co.uk](http://be.drinkaware.co.uk)



# ARE YOU PROMOTING MINDFUL DRINKING IN YOUR OUTLET?

Promoting hydration in between alcoholic drinks can help consumers moderate their drinking and maximise water sales!



Discover Harrogate's mindful drinking mission, plus some exciting mindful cocktail recipes!



# BUY 4 CASES TO GET 1 CASE FROM THE RANGE FREE



## #SHAKEITUP



For POS and Support please email [Richard.Hammett@globalbrands.co.uk](mailto:Richard.Hammett@globalbrands.co.uk)  
\*12x250ml Cans Shake Baby Shake Watermelon Daiquiri, Raspberry Mojito, Strawberry Daiquiri  
Offer to run for November 1st - 31st December, while stocks last.

[be.drinkaware.co.uk](http://be.drinkaware.co.uk)

**Merry CHRISTMATERS!**

**No.1 RTD BRAND**

**BUY A CASE OF WKD FOR ONLY £21.99 PER CASE\***

**YOUR WKD SIDE**

**drinkaware.co.uk** \*Nielsen Total Take Home 18.06.22 Traditional bottle RTDs. OOH CGA 06.11.21. \*\*WKD 24 x 275ml. Available while stocks last. WKD Blue

## DEALS SUMMARY

PAGE	PRODUCT	DEAL
10	CMBC Packaged Deal	Buy 3 cases and receive a complimentary case free
12	CMBC Cask Deal	Buy 4 firkins and receive a free firkin of Wainwright Amber
14	Bah Humbug Cask	£74.99 per firkin
15	Brewdolph	£69.99 per firkin
16	Brooklyn Pilsner	Install and receive £125 of POS plus a free case from AFB range
23	Cloud Island	£30 per case of 75cl bottles
24	70cl Spirits Basket Deal	Buy 12 x 70cl (or equivalent) from the range on pages 24-27 to receive a free bottle from reward range
28	1.5L Spirits Basket Deal	Buy 6 x 1.5L to receive a bottle from reward range
30	Corky's	Buy 4 bottles get 1 free
31	Britvic Mixers	Buy 4 cases from the mixing range to receive a case of Britvic tonic/low cal tonic free
32	Britvic Range	Buy 4 cases from the Britvic range to receive a case of J2O free
33	J2O	Buy 4 cases from the range to receive a free case of J2O Orange and Passionfruit
34	Fever-Tree	Buy any 4 and receive a case of Mediterranean tonic water
35	Kopparberg	£20.79 per case
35	Shake Baby Shake	Buy 4 cases, get 1 free
36	WKD	£21.99 per case
36	VK	£22.99 per case

**WE'VE HAD A GLOW UP**

**BUY A CASE FOR ONLY £22.99**

**VK BLUE**

**VK ORANGE & PASSION FRUIT**

**be drinkaware.co.uk**

\*24x275ml: VK NRB Blue, Orange & Passion Fruit, Offer to run from November 1st - December 31st, while stocks last.

For POS and support please email [Richard.Hammett@globalbrands.co.uk](mailto:Richard.Hammett@globalbrands.co.uk)

**VKDRINK** **VKOFFICIALDRINK** **VK\_OFFICIAL** **VKOFFICIAL.COM**

# 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](http://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 31st October to 6th January (Deliveries). 2 Any offer may be cancelled by us without notice. Cancellation of any offer will not affect the validity of any order placed prior to the date of cancellation. All offers are subject to availability. 3 To take advantage of an offer you must: a) purchase and take delivery of the full qualifying quantity of the relevant products in a single transaction; failure to take delivery of all qualifying products may result in you becoming ineligible for the applicable free product, merchandise or any other non-stock reward (Free Product); b) quote any and all references, offer codes or other requirements specified in the Directory at the time the order is placed; and c) be a representative of a licensed premises in the UK. 4 By law, we cannot sell or supply alcohol to anyone who is not aged 18 or over. By placing an order, you confirm that you are 18 or over and agree to be bound by these terms and conditions.

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

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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](http://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.

*We hope you have an  
amazing Christmas  
& a Happy New Year!*

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