

OFFERS APPLY TO DELIVERIES FROM 7TH JANUARY - 28TH FEBRUARY. UNLESS OTHERWISE STATED

ON TRADER DEALS



CARLSBERG MARSTON'S
BREWING COMPANY

AMAZING OFFERS, SUPPORT & INSPIRATION

JAN/FEB 2023

ORDER.CARLSBERGMARSTONS.CO.UK TO ORDER ONLINE



SEE PAGE
#8 & #10

Enjoy responsibly. be drinkaware.co.uk

JAN/FEB 2023

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CARL MIDDLETON,
VP ON TRADE

WELCOME

to our Jan/Feb edition

Welcome to your On Trader Deals brochure for January and February. For the beginning of 2023, we have a brilliant range of deals to kick start the year.

With Dry January taking the stage we are shining a light on our fantastic range of no and low alcohol beers as well as our extensive portfolio of wine & spirits with some great deals to support you in the new year.

We also take a deep dive in getting to know our Brooklyn Brewery Brand, take the time to read up on our award-winning Brooklyn Special Effects and the latest to join the family, Brooklyn Pilsner.

To round off this edition we also have some fantastic promotions & features on Carlsberg Danish Pilsner, San Miguel, Somersby and we have brought back customer favorite Guest Ale Dirty Tackle, ready for the scrum this February.

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

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

CRAFT

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

ENTRY  SHIPYARD PORTLAND LAGER 4.0% Portland Lager is a light coloured, well balanced craft lager. American hops have been generously added at the end of the brewing process to give the lager its unique hoppy flavour profile.		 SHIPYARD AMERICAN PALE ALE 4.5% An easy drinking, American style Pale Ale bursting with fruity, citrus hop flavour and gooseberry and pine aroma.		 BROOKLYN LAGER 5% Light hop bitterness and moderate sweetness. Both bitterness and sweetness linger on the palate before finishing clean.	 BROOKLYN DEFENDER 5.5% The punch of the piney/citrusy hop bitterness competes beautifully with heat and leads to a myriad of food options when it comes to this beer.	SPECIALITY  ERDINGER WEISSBIER 5.3% Imported German wheat beer brewed to the original recipe and traditionally matured in the bottle like champagne for 28 days.
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ALCOHOL FREE BEER

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

WORLD  ERDINGER ALKOHOLFREI 0.5% The non-alcoholic drink from Erding is not only a real energizer but also low in calories, with just 125 calories per 500ml bottle, and made exclusively from natural ingredients.			 SAN MIGUEL 0,0% All of the aroma, flavour, freshness and quality of a beer without the alcohol.	 WARSTEINER FRESH 0.0% A pale golden non-alcoholic pilsner beer with a refreshing crisp, full-bodied Warsteiner taste - a perfect fit for any occasion!
 BROOKLYN SPECIAL EFFECTS 0.4% Special Effects is a hoppy 0.4% lager with an unexpected piney aroma and pleasantly bitter finish.		 SHIPYARD LOW TIDE 0.5% A juicy, tropical pale ale, with a fullness that belies its low alcohol.		

KEG ALE

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

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



CIDER

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

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. Winner of the UK's Best Golden Beer at the 2022 World Beer Awards.

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

HOBGOBLIN IPA



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

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



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

*Marston's Eureka 2019.

Meet the brand...

WELCOME TO BROOKLYN



Our namesake borough runs on the creative energy of the many communities it contains. We brew to support these vibrant people, in our neighbourhood and around the world.

Love our beers? Well, you'll love the story behind them, too.

Brooklyn Brewery was founded in 1988 by Steve Hindy and Tom Potter. It began operations in its current Brooklyn address in 1990, and opened its doors to the public in 1996. Tom and Steve hired world-renowned graphic designer Milton Glaser, best known as the creator of the logo for the I Love New York campaign, to create the company logo and identity.

Brooklyn is the home of creativity, diversity and self-expression. In today's world, urban centers are where people gather for culture, community, and unique experiences; and nowhere is that more true than in our home borough. In Brooklyn, difference is the undercurrent that runs through our borough; it vibrates through our streets, is celebrated with open arms within our communities, and it informs the grittiness and vibrancy of our urban environment. Here, difference is what brings people together.



FOR DRY JANUARY...

With Dry January in full swing, we're shining a spotlight on our award-winning low alcohol hoppy brew, **BROOKLYN SPECIAL EFFECTS** (ABV 0.4%)

This American-style brew brings all of the satisfaction and flavour of a hoppy lager, just without the alcohol. With an unexpected zesty aroma and pleasantly bitter finish, it tastes just like regular beer, but therein lies the special effect: it's not.

Made for those who want something tasty and fresh, without the buzz, Special Effects is here to help you do more with your days and nights.



Signifies great quality. Brooklyn Special Effects won the Great Taste award in 2022.



ABV: 0.4%
Style: Hoppy amber lager
See: Amber
Smell: Peeled Grapefruit and fresh zesty aromas
Taste: Clean with a bitter edge
Hops: Dry hopped with dry-hopping with Mosaic, Citra and Amarillo hops
Food pairing: Spinach salads, grilled chicken, omelettes and fresh goats cheese
Formats: 330ML Bottle & 20L Draughtmaster Keg

TRY NOW – SEE OUR DEAL ON PAGE 13

& HOW ABOUT “TRY” JANUARY?

A new year brings new opportunities, and you can kick start your year by trying **NEW BROOKLYN PILSNER** CRISP. BRIGHT. REFRESHING

Here's to you. Each and every one of you. Whatever you do, wherever you are, this is your call to sip differently. Crisp, golden and strikingly fun, this is Pilsner born in Brooklyn and brewed for all. For the wanderers, the dreamers and go-with-the-flowers. The newcomers, the old timers and the pop in and outers. It's the beacon of joy that brings us all together and fires up good times.



ABV: 4.6%
Style: Pilsner
See: Pale Golden
Smell: Floral and fruity aromas
Taste: Crisp, bright & refreshing, with a balance of maltiness, floral and fruity aromas
Food pairing: Highly versatile when pairing with light food, including chicken, salmon & mild cheddar
Formats: 50L Keg & 20L Draughtmaster

TRY NOW – SPEAK TO YOUR BDM ABOUT SAMPLES, AND SEE OUR INSTALL DEAL ON PAGE 11

NEW BROOKLYN PILSNER



**NOW AVAILABLE IN OVER 14,000*
OUTLETS ACROSS THE UK**

BROOKLYN PILSNER IS GROWING EVERY WEEK.
Rate of sale has increased +42.8% in the last 4 weeks**

**WE ARE GROWING THE CATEGORY
AND HELPING YOU SELL MORE WORLD LAGER.**

Outlets which stock Brooklyn Pilsner have sold an additional +157.1 pints per week of premium world lager**

*Total on and off trade distribution points
**CGA Managed EPOS (08/10/22) - Sample 32, 77, 7413

Enjoy Responsibly.
be drinkaware.co.uk



**INSTALL
BROOKLYN PILSNER
AND RECEIVE AN
EPIC POS SUPPORT
PACKAGE**

TASTING NOTES/VITALS:

STYLE: Pilsner

ABV: 4.6%

PROFILE: Crisp, bright and refreshing.

A pale golden beer with a delicate citrusy finish.

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

Speak to your CMBC representative to agree install and build your perfect package. New brand stockists only. One deal per install per outlet. Standard POS package includes: 48 pint glasses, 24 half pints, font hanger, bar runner, drip mats. POS items may vary depending on availability at point of order.
†Free case of AFB includes: San Miguel 0.0 24x330ml, Shipyard Low Tide 8x500ml, Brooklyn Special Effects 24x330ml, Erdinger 12x500ml your BDM will recommend the best matched brand for your outlet.

Growing value share ahead of competitors.

Carlsberg Danish Pilsner is growing value share of standard lager, faster than Carling and Fosters.*

Plus, install Carlsberg Danish Pilsner and receive a complimentary POS support package.**

Worth a try? Probably.

Carlsberg

PROBABLY THE BEST BEER IN THE WORLD

PLUS
receive a
free case of
AFB from
the range†



be drinkaware.co.uk

Brewed in the UK, the Danish way. Enjoy responsibly.

* CGA GB QTR w/e 08/10/22. Value Share (£M's) vs. core standard lager segment, draught & packaged.

**Speak to your CMBC representative to agree install and build your perfect package. New brand stockists only. One deal per install per outlet. Standard POS package includes: 24 pint glasses, 24 half pints, 2 trays, bar runner, drip mats. POS items may vary depending on availability at point of order.

†Free case of AFB includes: San Miguel 0.0 24x330ml, Shipyard Low Tide 8x500ml, Brooklyn Special Effects 24x330ml, Erdinger 12x500ml your BDM will recommend the best matched brand for your outlet.

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



*Brand Track Survey August 2022 8k respondents.

Enjoy responsibly. be.drinkaware.co.uk



INCREASE YOUR PINTS SOLD AND CASH MARGIN WITH SAN MIGUEL ESPECIAL IN 2023

- San Miguel Especial delivers a higher ROS and more cash per outlet than Premium Lager, +£3,980 v Stella Artois per annum*
- San Miguel Especial will deliver incremental volume and margin to your business when stocked alongside another World Beer. (San Miguel ROS increased by 40.4% when dual stocked with Poretti**)
- Supported with a multi million pound investment plan into ATL and BTL activation for 2023

Install San Miguel and receive a POS support package.

Also available through Draughtmaster and CQDS.

*Free case of AFB includes: San Miguel 0,0 24x330ml, Shipyard Low Tide 8x500ml, Brooklyn Special Effects 24x330ml, Erdinger 12x500ml your BDM will recommend the best matched brand for your outlet.

PLUS
receive a
free case of
AFB from
the range†



WIN INCREMENTAL SALES AND MARGIN WITH SAN MIGUEL'S PACKAGED RANGE



- Packaged beer recruits a younger consumer willing to spend more when visiting the on premise versus draught. Making them a valuable customer to have in outlet***
- San Miguel Especial will deliver incremental volume and margin to your business when stocked alongside another World Beer. San Miguel ROS increased by 40.4% when dual stocked with Poretti***
- World Lager and AFB are both growing share of volume and fridge*
- San Miguel Especial bottle has seen triple digit volume growth of +151%*
- San Miguel 0,0 is the fastest growing packaged AFB World Beer, delivering triple digit volume growth +162%*

WORLD LAGER

Share of Fridge (vs. YA)
24.2% (+0.7pp)

Share of Volume (vs YA)
32.6% (+0.9pp)

AFB

Share of Fridge (vs. YA)
5.6% (+1.2pp)

Share of Volume (vs YA)
3.0% (+0.9pp)

*CGA OPMS Data to P10 2022. **CGA CSDI Data QTR to 01/06/2022 vs YA - Sample: Dual Stocked 33, Solo Stocked 2320 (San Miguel), 66 (Poretti) ***CGA BrandTrack February 2022 - Sample Size: Pack, 717 / Draught, 1647

Speak to your CMBC representative to agree install and build your perfect package. New brand stockists only. One deal per install per outlet. Standard POS package includes: 24 pint glasses, 24 half pints, bar runner, drip mats. POS items may vary depending on availability at point of order.

STOCK THE #1 INTERNATIONAL CIDER BRAND*

PLUS receive a free case of AFB from the range†



GREATER ROS THAN STRONGBOW AND STOWFORD PRESS**

INTRODUCING NEW SOMERSBY BLACKBERRY

INSTALL SOMERSBY APPLE OR BLACKBERRY AND RECEIVE A COMPLIMENTARY 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. Standard POS package includes: 48 pint glasses, 24 half pints, 2 bar runner, drip mats. POS items may vary depending on availability at point of order.

*GlobalData (2021) Largest Cider Brand by Sales Volume Outside of its Home Market
 **CGA On Premise Measurement to 4/12/2021
 †Free case of AFB includes: San Miguel 0.0 24x330ml, Shipyard Low Tide 8x500ml, Brooklyn Special Effects 24x330ml, Erdinger 12x500ml your BDM will recommend the best matched brand for your outlet.

Enjoy responsibly. be.drinkaware.co.uk



FIND YOUR % ALCOHOL FREE

GREAT TASTING LOW & NO ALCOHOL BEER

BUY 3 CASES ACROSS THE RANGE AND RECEIVE 1 COMPLIMENTARY CASE

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

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



Qualifiers must be purchased in one transaction. Available while stocks last. Qualifiers include San Miguel 0.0 24 x 330ml, Brooklyn Special Effects 24 x 330ml, Erdinger Alkoholfrei 12 x 500ml, Shipyard Low Tide 8 x 500ml and Warsteiner Fresh 24 x 330ml. Complimentary cases include Brooklyn Special Effects 24 x 330ml, Erdinger Alkoholfrei 12 x 500ml, Shipyard Low Tide 8 x 500ml and Warsteiner Fresh 24 x 330ml.

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

Enjoy responsibly.

be.drinkaware.co.uk

JANUARY & FEBRUARY

Guest ale... DIRTY TACKLE

Get ready for the scrum

A full-bodied malty beer with a clean citrus aroma which tackles your taste buds and kicks its opponent in to touch. Avoid the scrum and make sure you score an early try as our most popular seasonal ale makes a winning return.

- ABV 4.0%
- STYLE ENGLISH BITTER
- SEE AMBER
- SMELL AROMATIC AND SPICY
- TASTE FULL BODIED, MALTY, CITRUS AROMA
- BITTER ●●●●●
- SWEET ●●●●●



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.

OVER 11 BRANDS, INCLUDING:



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 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.
- SAVES SPACE**
The system has a small footprint. Lightweight kegs are easy to store, move and change whilst they compress during use.
- 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 Business 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.

DEALS



CARLSBERG MARSTON'S ONLINE ORDERING

CMBC AT YOUR FINGERTIPS

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

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

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

*Available Monday-Friday, 8am – 6pm

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

Activate your account in a couple of minutes...

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



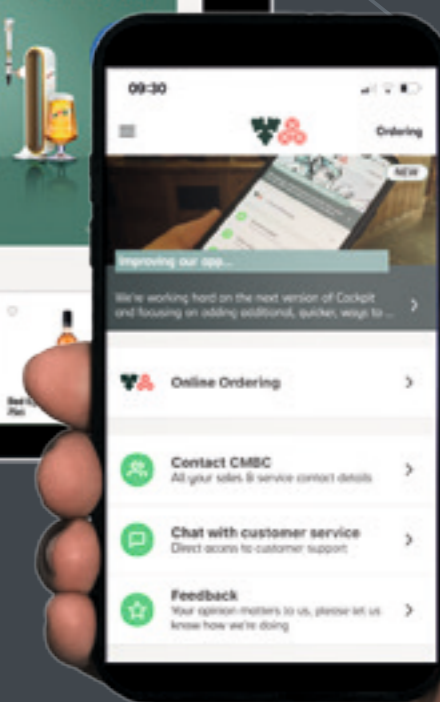
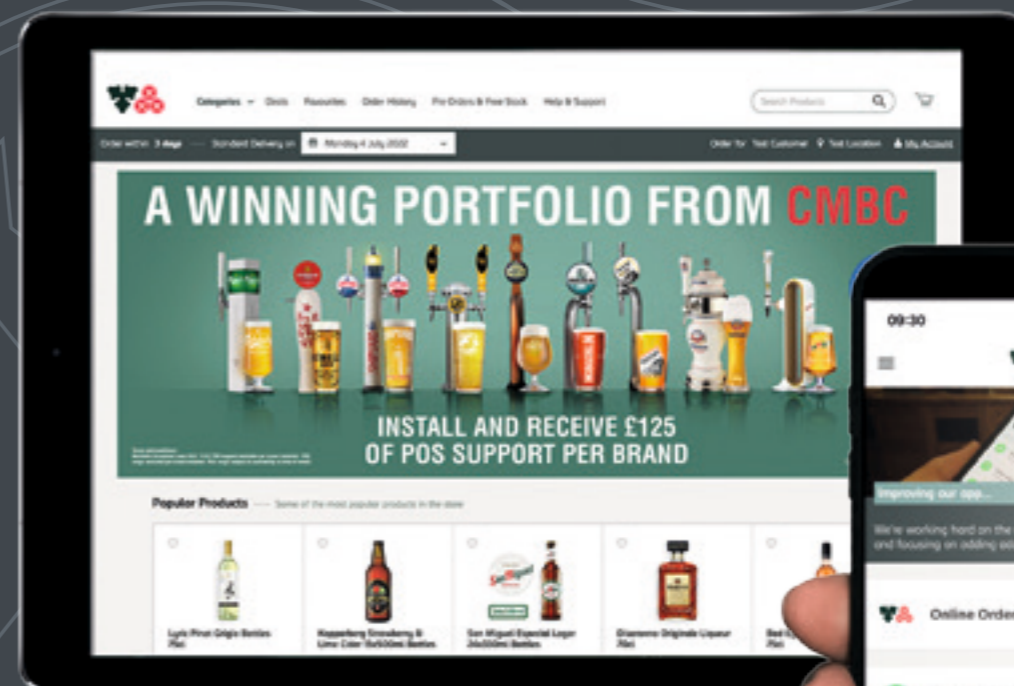
COCKPIT

Online ordering & much more

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

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

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



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



try JANUARY “dry”

It's a notoriously tough time of year for the on trade, one in which consumers are trying to undo the damage to both their wallets and their bodies. Make sure you have the right range to tempt consumers back into your outlet! We've put together a couple of 0% ABV wines, dry wines and something a little different to try



Explore the full range at crowncellarswines.co.uk



JP Azeitão Tinto
PORTUGAL
JUICY & RIPE

This mid-bodied red wine has a good intensity of dark fruit and some fleshy tannins.
 £



Ponte Raboso Frizzante
ITALY
JUICY & RIPE

An extremely fruity sparkling red wine that is soft and juicy in the mouth.
 ££



Torres 'Natureo' Low Alcohol White 0.5
SPAIN
JUICY & RIPE

Lush and intensely floral and fruity aromas. A light, juicy palate with a delicious, fresh taste of grapes.
 £



Hardy's ZERO 0.0%
AUSTRALIA
JUICY & RIPE

Juicy and refreshing with tropical and citrus notes, this is a wine that is full of flavour and easy drinking.
 £



Petit Chablis 'Vibrant' La Chablisienne
FRANCE
LIGHT & DELICATE

Clean and fresh with citrus, orchard fruit and vanilla notes.
 £££



Winzer Krems, Grüner Veltliner
AUSTRIA
DRY & AROMATIC

Aromas of flowers, peach and white pepper lead to a well-balanced acidity, flavours of citrus, light herbs and mineral overtones.
 ££



Freixenet 0.0% (200ml)
SPAIN
LIGHT & DELICATE

Refreshing tropical notes and elegant citrus hints on the nose, with a lively fruity and well-balanced acidity.
 ££



Box of Budgies Marlborough Sauvignon Blanc
NEW ZEALAND
DRY & AROMATIC

A youthful aroma of fruit and herbs is followed by a palate that is light and lively.
 ££



ALTA VISTA®
WINES



BUY 5 BOTTLES OF
ESTATE PREMIUM MALBEC
& GET 1 BOTTLE FREE

MENDOZA - ARGENTINA



WWW.ALTAVISTAWINES.COM



ALTA VISTA®
WINES

BUY 5 BOTTLES OF
Alta Vista Vive
sparkling malbec
& GET 1 BOTTLE FREE



WWW.ALTAVISTAWINES.COM



THIS IS



BUY 5 BOTTLES
GET 1 FREE*
ON TRADE EXCLUSIVE
SERIOUSLY SASSY



*Offer valid on Madam Sass Prosecco Rosé 75cl only. Offer capped at 10 per customer, per week. Please drink responsibly. be.drinkaware.co.uk

Paso del Sol

£26 for a case of 6 x 75cl bottles

Includes:
Paso Del Sol Carmenera 75cl
Paso Del Sol Chardonnay 75cl



EL MURO

TEMPRANILLO GARNACHA



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



El Muro

£52 for a case of 12 x 75cl

That's less than £4.35 per bottle

Includes:
El Muro Macabeo 75cl
El Muro Tempranillo Garnacha 75cl

Terra Nostra

£26 for a case of 6 x 75cl bottles

Includes:
Terra Nostra Pinot Grigio Rosé delle Venezie 75cl
Terra Nostra Pinot Grigio delle Venezie 75cl

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



Explore Chile

with Vineyard Reserve wines

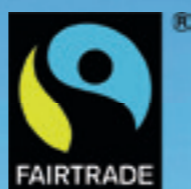
only £32

for a case of 6 x 75cl bottles

Range includes:
 Terramater 'Vineyard Reserve' Sauvignon Blanc
 Terramater 'Vineyard Reserve' Merlot



South African Sunshine



only £25

for a case of 6 x 75cl bottles

Range includes:
 Kleine Rust Chenin Blanc Sauvignon Blanc
 Kleine Rust Pinotage Shiraz
 Kleine Rust Pinotage Rose



DISTILLED

While we almost all love a busy festive season, the cumulative effect of party upon party can really start to take a toll. Consumers are increasingly turning to the soft stuff after they've seen in the new year. Research shows that almost 1 in 5 of your customers took part in Dry January last year – with more than 1 in 4 millennials getting involved*



This kind of percentage of your customer base offers opportunities beyond a few extra lime and sodas: Create drinks as experiential as the rest of your gin menu. A quality alcohol-free 'spirit' combined with great glassware, mixer and garnish, makes those not drinking feel as much a part of the night out as those that are, and gives you the chance to protect your GP.

*Morning Consult poll conducted Jan 4-5 2022



Of course, not everyone is looking to cut back completely. It's smart to have a section of your menu dedicated to drinks that are packed full of flavours, but a little more sparing on the ABV. Wine-based drinks are almost always a winner here – vermouths, aromatized and fortified wines mixed with tonic are often a revelation to those newer to the category. If the bitter-sweet caramel notes of Cocchi Vermouth di Torino and Indian Tonic Water aren't doing the trick, then why not utilize lower ABV liqueurs in spritz serves? Fresh, zesty and clean, Limoncello is great with tonic and plenty of ice.



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



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*IWSR 2020 market share vol & val. **Nielsen; total coverage - 2nd Jan 2021. @IWSR 2020. #BLIND TASTE TEST CONDUCTED BY IPSOS MORI, 2018. *BASED ON AWARDS RECEIVED BY 1800® FROM THE ACADEMIA MEXICANA DEL TEQUILA, A.C. BETWEEN 2005 AND 2018 AND DIOSA MAYAHUEL FROM 2001 AND 2018. Terms & Conditions apply. While stocks last. ©Proximo Spirits 2023. PLEASE DRINK RESPONSIBLY.

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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.

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

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DEALS SUMMARY

PAGE	PRODUCT	DEAL
11	Brooklyn Pilsner	Install and receive a free POS support package
13	Alcohol Free Package	Buy 3 cases and receive a free case
15	San Miguel	Install and receive a free POS support package
17	Carlsberg	Install and receive a free POS support package
19	Somersby Cider	Install and receive a free POS support package
26	Alta Vista Wines - Malbec	Buy 5 bottles and get 1 bottle free
27	Alta Vista Wines - Malbec Rose	Buy 5 bottles and get 1 bottle free
28	Madam Sass	Buy 5 bottles and get 1 bottle free
29	Paso Del Sol	When it's gone, it's gone offer
30	TerraMater	£32 for 6 x 75cl
30	Kleine Rust	£25 for 6 x 75cl
31	Diageo	Prize draw to win a bottle of alcohol free
32	Proximo	Buy 6 bottles and receive a free Kraken roast coffee
33	Black Cow Vodka	Buy 6 bottle and get £3 off
34	Jack Daniel's	Buy 6 x 70cl or 3 x 1.5l and receive free POS kit
36	Guinness	Buy 2 x 50l or 3 x 30l and receive free POS kit

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

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