

OFFERS APPLY TO DELIVERIES FROM 3RD APRIL TO 28TH APRIL 2023. UNLESS OTHERWISE STATED

ON TRADER DEALS



CARLSBERG MARSTON'S
BREWING COMPANY

AMAZING OFFERS, SUPPORT & INSPIRATION

APRIL 2023

CASK
ALE
Heroes

Look out for this
banner inside

ORDER.CARLSBERGMARSTONS.CO.UK TO ORDER ONLINE



CASK ALE

Heroes

Keep me handy for hints & tips

SEE PAGE
#6

APRIL 2023

in this issue...

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CARL MIDDLETON,
VP ON TRADE

WELCOME

to our April edition

Welcome to your On Trader Deals brochure for April.

This month we are shining a light on Cask Ale – the drink that really does make the Great British Pub unique, and delivers an experience than cannot be replicated at home. In this edition we bring together our advice for selecting the perfect range for your outlet to maximise sales and how to care for cask to deliver the perfect pint each and every time.

We continue to invest in our cask brands to excite drinkers and you can read on to find out more about our award-winning portfolio and brand new bespoke glassware from Hobgoblin and Wainwright.

To round off this edition, we also have features from Brooklyn Pilsner, Shipyard, our new spring guest ale 'Lighter Nights' and great deals on packaged beer, wine spirits and minerals to support you as we head into Bank Holiday season.

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

0800 587 0773

We'd love to hear from you.



CARLSBERG MARSTON'S
BREWING COMPANY

OUR RANGE



LAGER

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

AVAILABLE AS  **DRAUGHTMASTER**
 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-flavored 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 	CORE PLUS 	PREMIUM 	PREMIUM WORLD 	DISCOVERY WORLD 				

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 AMERICAN PALE ALE 4.5% An easy drinking, American style Pale Ale bursting with fruity, citrus hop flavour and gooseberry and pine aroma.	PREMIUM  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!	CRAFT  BROOKLYN SPECIAL EFFECTS 0.4% Special Effects is a hoppy 0.4% lager with an unexpected piney aroma and pleasantly bitter finish.
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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

CASK ALE Heroes

WAINWRIGHT AMBER



NEW GLASSWARE, AVAILABLE NOW

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

Brewed with 100% English malt.

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

HOBGOBLIN GOLD



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

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

AMBER



GOLD



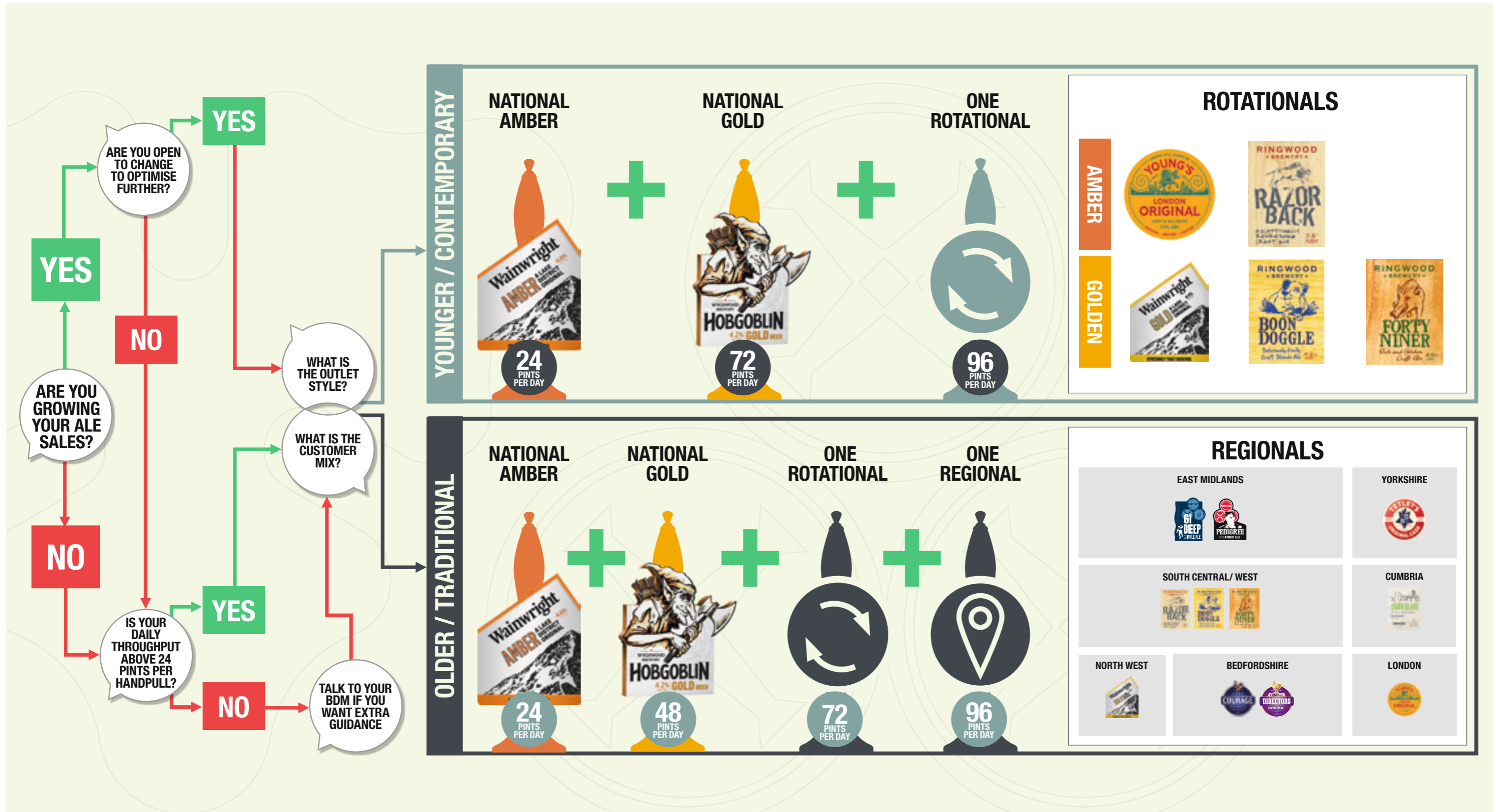
Speak to your BDM or customer service representative about the range currently available to you.

*Marston's Eureka 2019.

CASK ALE RANGE BUILDER

CASK ALE Heroes

Below you will find our Cask Ale range builder. You can use this decision tree to work through the 3 key steps we have just run through on the previous page, guiding you to find your outlets optimum range for cask success and to enable you to grow your cask ale sales...



TOP 10 TIPS FOR KEEPING CASK ALE

CASK ALE Heroes

#1 ORDERING

Order the correct quantity of cask to allow you to sell each one within 3 days.

WHY?

As the beer is sold, air is drawn into the cask and if the cask is on sale for more than 3 days this will cause the flavour of the beer to deteriorate.



#2 STORAGE

Cask conditioned beer must be stored at a temperature of 11°C–13°C.

WHY?

If the beer is too warm it will over condition. If too cold, it will lack condition and may develop a haze. Cold temperatures reduce consumers sensitivity to flavour. Cask beers are designed by the brewers to be well balanced and flavourful between 11°C–13°C. Outside this temperature the beer might be perceived as unbalanced or even too thin.

#5 TAPPING

Tap the beer 12-24 hours before it is required to go on sale.

WHY?

There is less chance of disturbing the beer and allowing you to do a CATT test - Clarity, aroma, taste & temperature.

#6 SAMPLING

Use the brewery tasting notes to help you identify key flavour characteristics.

WHY?

If the beer isn't ready to sell, pulling through to the bar without checking will waste beer and your customers will notice.

#7 SERVING

Always replace the hard peg with a soft porous peg when dispensing beer from the cask and swap back at the end of each session.

WHY?

Removing the peg prevents a vacuum developing in the cask that could disturb the sediment. Pegging between sessions maintains the condition of the beer. If this is done the ale can be kept for longer. This is known as Secondary Fermentation.

#3 STILLAGING

Casks should be firmly stillaged on delivery. Standard cask beers should be left to condition and settle for 48–72 hours before serving.

fastcask™ casks can be tapped and sold immediately after stillaging.



WHY?

Standard cask beer contains yeast in suspension which takes 48–72 hours to settle to the bottom of the cask.

With fastcask™ the yeast is held in gel beads that drop to the bottom almost immediately allowing the beer to be sold straight away.



#4 VENTING

All casks should be vented with a soft porous peg for up to 72 hours after delivery to allow the beer to condition. Once this has finished, replace the soft peg with a hard, non-porous peg.

fastcask™ can either go on sale straight away or be conditioned 24 hours before serving. The gel beads have a semiporous coating that allows the yeast to condition the beer in the same way as standard cask.



WHY?

Venting and pegging will ensure that the correct amount of carbon dioxide develops in the beer and will maintain this level while the beer is on sale.

#8 TILTING

If the cask is stillaged horizontally, gently tilt it forward when it is between 1/2 and 2/3 full by gently lowering the front or raising the back, whichever is easiest. This will be done automatically if you are using a self tilting stillage.

WHY?

Tilting allows you to sell the maximum volume of beer from the cask. If using the vertical extraction method of dispense there will be no need to tilt the cask.

#9 CLEANING

Clean all beer lines and equipment every 7 days using the methods recommend by your cask supplier.

WHY?

The cleanliness of the dispense equipment is one of the most important factors in keeping top quality cask beer. Dirty lines can cause cloudy beer, fobbing and equipment malfunction.

#10 START SELLING PERFECT CASK ALE NOW

Call the customer services team on 0800 587 0773 or 0800 085 4646



A legendary line up



HOBGOBLIN
— BEAUTY LIES WITHIN —

Enjoy responsibly.
be drinkaware.co.uk

CASK ALE Heroes

The new iconic Hobgoblet

Full flavour

Wide aperture enhances the full flavour and aroma for a premium drinking experience

A little mischief

The character mark etched for a nod to the mischief

Comfortable hold

Signature cutaway exterior engineered for comfortable handling for all hand sizes



Stability

Low-profile height for greater stability when navigating in high-traffic pubs

Quality mark

Proudly stamped with the Hobgoblin logo for drinker confidence

Sensory touch

Embossed detail for an added sensory touch

Fresh beer

Nucleated base for a fuller head that will enhance the flavours of our keg range



HOBGOBLIN
— BEAUTY LIES WITHIN —

For glassware requests, please speak to your normal CMBC representative.
Hobgoblet pint glass stock code: M9-10017

Enjoy responsibly.
be drinkaware.co.uk

Wainwright

A LAKE DISTRICT ORIGINAL

Discover the NEW Wainwright glass.

CASK
ALE
Heroes



Inspired by real Wainwright walking maps with references to key locations in the Lake District where Wainwright famously walked.

Making our brand more accessible to the modern drinker, while solidifying Wainwright Gold as the fastest growing Cask Ale brand across the last QTR, growing 20.7% vs YA.*



*Source P12 on trade power report (data to 03/12/22).

Enjoy responsibly.
be drinkaware.co.uk

WELL DESERVED

STOCK THE UK'S NO.1 AMERICAN PALE ALE*
 Install Shipyard American Pale Ale
 to receive a POS support package**

PLUS
 receive a
 free case of
 AFB from
 the range†

DISCOVER MORE AT
SHIPYARDBEER.CO.UK

@SHIPYARDBEERUK

*Source: Nielsen On Trade MAT - P13.

**Speak to your CMBC representative to agree install and build your perfect package.
 New brand stockists only. One deal per install per outlet.

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

Enjoy Responsibly be drinkaware.co.uk



NEW BROOKLYN PILSNER

AVAILABLE
 IN OVER 1500
 OUTLETS†

CRISP

DON'T MISS OUT, NEW BROOKLYN
 PILSNER IS GROWING AT AN
 EXPONENTIAL RATE
 with our rate of sale growing
 at +224%*



From the people of Brooklyn Brewery:
 Install now and receive a
 POS Support Package**

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



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

**Speak to your CMBC representative to agree install and build your perfect package.

New brand stockists only. One deal per install per outlet.

†Source: CMBC Sales Out Data: May-November 2022.

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

Enjoy responsibly. be drinkaware.co.uk



**A BEER THAT GIVES BACK?
HOW REFRESHING.**



Through the Carlsberg Foundations, we give almost 30% of our dividends to support projects in the arts, science and developing the crops of the future*.

Does that make our beer taste even better? Probably.



Probably the best beer in the world

*30% of group-wide dividends paid to The Carlsberg Foundations, of which 98% is paid out as grants. Averages, 5yrs ending 31.12.21. See website for details. Brewed in UK, the Danish Way. Enjoy responsibly.

be drinkaware.co.uk

APRIL

Guest ale...

LIGHTER NIGHTS

Welcome in springtime

Enjoy longer evenings and time with friends and family with a pint of... A refreshingly fruity, golden pale ale. The perfect guest beer to welcome in Springtime!

Lighter Nights refreshingly zesty flavours come from carefully selected hops that are added at two points in the brewing process. Perfect with a Sunday Roast.

ABV	4.0%
STYLE	SPRINGTIME PALE ALE
SEE	DEEP GOLDEN
SMELL	FRUITY, HOPPY, SPICY
TASTE	BITTER, CRISP, BALANCED
BITTER	●●●●●
SWEET	●●●●●

AVAILABLE WHILE STOCK LAST

STOCK UP NOW!



Bank holiday deals

BUY 4 CASES...



**& RECEIVE A
COMPLIMENTARY
CASE FREE...**



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 and 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 and Brooklyn Special Effects 24x330ml.

DEALS



CARLSBERG MARSTON'S ONLINE ORDERING

CMBC AT YOUR FINGERTIPS

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

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

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

*Available Monday-Friday, 8am – 6pm

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

Activate your account in a couple of minutes...

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



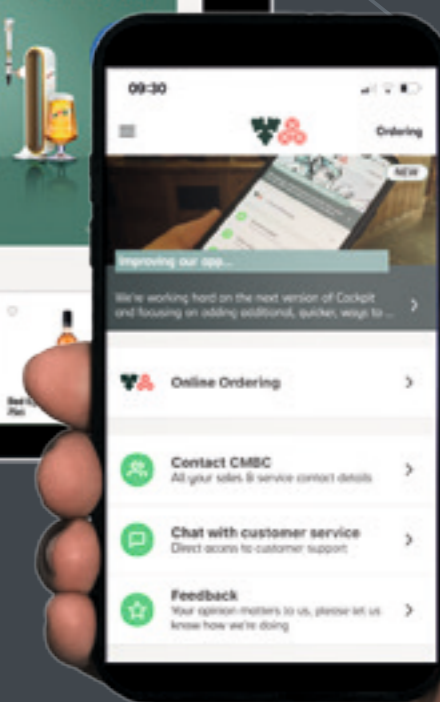
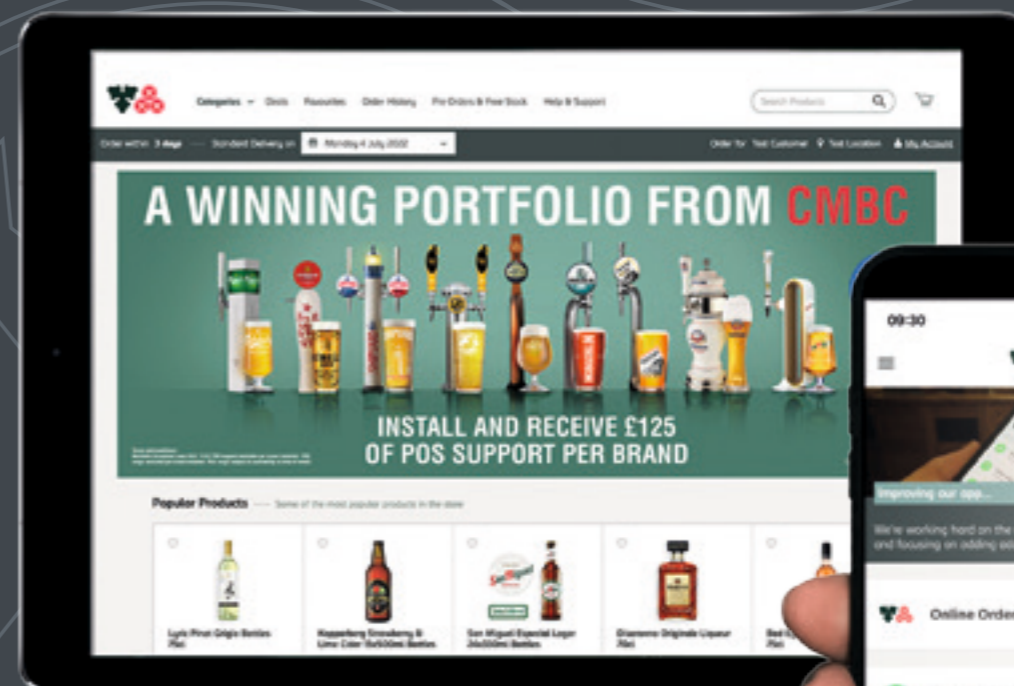
COCKPIT

Online ordering & much more

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

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

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



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





CROWN CELLARS®

CARLSBERG MARSTON'S BREWING COMPANY

We know the perfect wine offer goes beyond a wine list. Your team has to be able to bring it to life. We share that responsibility, and that's where true partnerships are built.

Knowing how to engage your guests is everything. For us, that knowledge comes from 30 years of experience and trade insight, an obsessed expert team and a long-standing relationship with Jonathan Pedley (MW), one of the very best in the game.

Our broad, award winning portfolio of exclusive labels and carefully chosen favourites means we can tailor a range for your business and show you how to grow your margins. But to truly support your business, we listen, understand, build a plan – then deliver it together. As a part of that plan we work hand-in hand with your team to build the knowledge and skills required to engage your guests with absolute confidence, inspiring them to trade up and put more money in the till, or spend more on each visit.

We're immensely proud of our customers and want your business to grow, so we'll make sure you are supported with a balanced wine offer built with passion, expertise and trust.



Jonathan Pedley M.W

- A specialised, WSET trained team, qualified to train WSET courses
- Our Master of Wine, Jonathan Pedley
- 30+ years of experience with wine
- Regular additions to the range
- Website & social media @CrownCellarsUK
- Wine listing support
- POS support
- Bespoke training
- Tasting events
- Market data to help anticipate trends
- An array of award-winning wines, including exclusive labels

“
Our purpose is to bring your wines to life



cracking Australian house pours

11+1

Buy 11 x 75cl bottles to receive the 12th bottle free of charge



Range includes:
 Spearwood Chardonnay 75cl, Spearwood Shiraz 75cl, Invenio Australian Shiraz 75cl, Invenio Chardonnay 75cl,
 Gulara Chardonnay 75cl, Gulara Shiraz 75cl, Vinivision Shiraz Viognier 75cl, Vinivision Sauvignon Semillon 75cl,
 Grapeful Dead Chardonnay 75cl, Grapeful Dead Shiraz 75cl
 All twelve bottles in the same purchase must be the same wine.



Explore the full range at crowncellarswines.co.uk



World Malbec Day

17th April

Intro text: Beyond its early years as a key varietal in Bordeaux blends, Malbec has thrived as the darling red grape variety of the South Americas. The last decade has seen Malbec grow in popularity in both the on and off trade - +34% in volume vs the average over the last three years alone in the off trade and driving Argentinian wines to see the strongest recovery in volume and value, post COVID*. We've been working on our Malbec range the last couple of years, so World Malbec Day feels like as good an excuse as any to delve into a selection of our favourites...



Bone Orchard Malbec
MENDOZA, ARGENTINA
JUICY & RIPE
A mid-bodied red wine with soft tannins and a lovely youthful jammy dark berry aroma.
££



Dead Man's Dice Malbec
MENDOZA, ARGENTINA
SPICY & WARMING
Deep and vibrant Malbec with an intense nose of plum, damson and dark chocolate aromas.
££



Andean Vineyards Malbec
MENDOZA, ARGENTINA
SPICY & WARMING
A mid-bodied and warming red wine that has a good attack of damson and spice aromas.
££



EVERY LIST IS AS UNIQUE AS THE VENUE IT WAS CREATED FOR

WINE MENU CREATION

Having a good drinks list in your venue is a critical tool to help maximise sales. Not only will a good list help showcase your range to your customers, but more importantly, if used correctly it will help with upselling, incremental purchases and promoting your most profitable listings.

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

Carbon Neutral Certified

Jack Rabbit

Buy 11 bottles of Jack Rabbit and get 1 free on 75cl

NO.1 Wine Brand in the On-Trade

On-trade exclusive

Offer valid on Jack Rabbit 75cl only. Offer capped at 10 per customer, per week. *Still wine. CGA wine data July 2022. Please drink responsibly. be drinkaware.co.uk

Carbon Neutral Certified

Jack Rabbit

Buy 7 cases, get 1 case free on 187ml

NO.1 Wine Brand in the On-Trade

On-trade exclusive

Offer valid on Jack Rabbit 187ml only. Offer capped at 10 per customer, per week. *Still wine. CGA wine data July 2022. Please drink responsibly. be drinkaware.co.uk

BUY 11 x 75cl BOTTLES & GET 1 x 75cl BOTTLE FROM THE RANGE FREE

Offer includes 150+1 Langhe Barbera and 150+1 Langhe Bianco. 10 deals per customer per week. While stocks last.



Pedley's Picks

Every month Jonathan Pedley, Master of Wine, talks through a pair of wines that he has specially selected to be highlighted over the course of the year.

Domaine de la Baume 'Capucine' Vin Orange CHARDONNAY / SAUVIGNON BLANC 2021

At Crown Cellars we have been great fans of Domaine de la Baume down in Languedoc for a couple of decades so it makes sense to start our Orange Wine adventure there. The winemaking team destem the Chardonnay and Sauvignon Blanc grapes and leave them to macerate in a temperature controlled vat. Once the all important extraction of colour and tannin is complete, fermentation is allowed to proceed. During maturation the use of the preservative sulphur dioxide is kept to a minimum, allowing the distinctive colour to develop through subtle oxidation. The resulting wine has a deep gold colour. On the nose it is intense and broad. The dominant aromas are of ripe fruit: honeydew melon and candied peel in particular. On the palate it is mid-full bodied and dry, with a touch of astringency underpinning everything. The finish is long. The jury is still out about the temperature to serve Orange Wine: I would suggest cool but not over chilled (12°C). It is a similar story when it comes to food pairings. La Baume suggest hard cheeses and spicy dishes: I don't see why roast pork would not work as well



Gulara SHIRAZ, NV

Gulara Shiraz has been a stalwart of the Crown Cellars range for a decade or more. As you would expect for an Australian Shiraz, it has a good depth of ruby colour. On the nose it is juicy and youthful, with plenty of bramble fruit and a hint of pepper. The palate is mid-full bodied: the acidity is low and the tannins are smooth and rounded. It is good to drink on its own or pair it up with a meat pie or spaghetti bolognese.

Crown Cellars Classics

11 + 1

Buy 11 x 75cl bottles to receive the 12th bottle free of charge



Range includes:
Cloud Island Sauvignon Blanc 75cl, Cloud Island Cape Series Sauvignon Blanc 75cl, Visitors Series Sauvignon Blanc 75cl
All twelve bottles in the same purchase must be the same wine.



DISTILLED

WORLD SPIRITS FROM
CARLSBERG MARSTON'S BREWING COMPANY

We are Distilled, and we're kind of into spirits. Sipping them, mixing them, reading about them, writing about them, talking about them and, well, you get the picture. Spirits are a funny category in the drinks industry; there's no other kind of drink that is so fiercely owned by bartenders. Not wine, not beer, not soft drinks. The fantastic thing is that this ownership is not individual - it's communal... bartenders love to support one another in their learning, share cocktail recipes and taste new or rare spirits together.

Distilled has grown from that culture of bartenders sharing and supporting each other. We are about more than this vaguely flashy ad in a magazine. We are about helping you create your offer, showing you new things, or maybe just being there to support you as you fine tune something that's already doing the trick.

We're constantly working on tools to make this happen...

TASTING EVENTS

Meet suppliers, get inspired & discover support



THE THINKING DRINKERS

With years of industry experience, knowledge and links with everyone who's anyone in the bar industry, the Thinking Drinkers keep us informed, keep things relevant & keep the tab open



DISTILLEDUK.COM

Articles, videos, interviews, serve guides & our range



SOCIAL MEDIA

@distilleduk



LISTING HELP, COCKTAIL SPECS & MENUS

Costed, balanced, creative & commercial, bespoke training support

<h3>APEROL SPRITZ</h3>  <table border="1"> <thead> <tr> <th>INGREDIENTS</th> <th>MEASURE</th> </tr> </thead> <tbody> <tr> <td>Prosecco</td> <td>90 ml</td> </tr> <tr> <td>Aperol</td> <td>60 ml</td> </tr> <tr> <td>Fresh Soda Water</td> <td>0.2 bottles</td> </tr> </tbody> </table> <p>GLASSWARE Wine glass</p> <p>METHOD Build all ingredients over ice</p> <p>GARNISH Orange slice</p>	INGREDIENTS	MEASURE	Prosecco	90 ml	Aperol	60 ml	Fresh Soda Water	0.2 bottles	<h3>ESPRESSO MARTINI</h3>  <table border="1"> <thead> <tr> <th>INGREDIENTS</th> <th>MEASURE</th> </tr> </thead> <tbody> <tr> <td>Kahlua</td> <td>30 ml</td> </tr> <tr> <td>Campari</td> <td>30 ml</td> </tr> <tr> <td>Fresh espresso</td> <td>30 ml</td> </tr> </tbody> </table> <p>GLASSWARE Chilled coupe or cocktail (Martini) glass</p> <p>METHOD Shake vigorously & fine strain into chilled glass</p> <p>GARNISH Three coffee beans</p>	INGREDIENTS	MEASURE	Kahlua	30 ml	Campari	30 ml	Fresh espresso	30 ml	<h3>NEGRONI</h3>  <table border="1"> <thead> <tr> <th>INGREDIENTS</th> <th>MEASURE</th> </tr> </thead> <tbody> <tr> <td>Tanqueray Gin</td> <td>25 ml</td> </tr> <tr> <td>Campari</td> <td>25 ml</td> </tr> <tr> <td>Cocchi Vermouth Di Torino</td> <td>25 ml</td> </tr> </tbody> </table> <p>GLASSWARE Old fashioned (large tumbler) glass</p> <p>METHOD Build all ingredients over ice and stir</p> <p>GARNISH Orange wedge or zest</p>	INGREDIENTS	MEASURE	Tanqueray Gin	25 ml	Campari	25 ml	Cocchi Vermouth Di Torino	25 ml
INGREDIENTS	MEASURE																									
Prosecco	90 ml																									
Aperol	60 ml																									
Fresh Soda Water	0.2 bottles																									
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Tanqueray Gin	25 ml																									
Campari	25 ml																									
Cocchi Vermouth Di Torino	25 ml																									

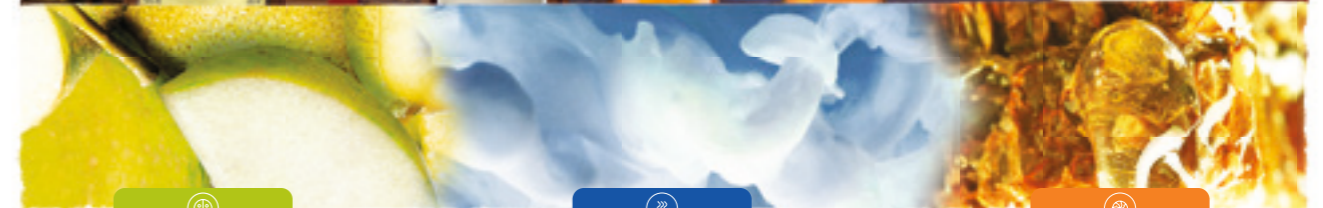


WHISKY MENU CREATION

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

WHAT'S YOUR WHISKY?



FRUITY

SMOKY

SWEET

WIN A WEEKEND IN EDINBURGH AND £500 CASH

BUY NOW TO ENTER

BUY ANY DIAGEO SINGLE MALT TO ENTER PRIZE DRAW FOR A WEEKEND IN EDINBURGH*

*Valid on purchases from April 1st to April 30th 2023. Valid on 70 cl bottles of Lagavulin 16 yo, Dalwhinnie 15 yo, Glenkinchie 12 yo, Talisker 10 yo, and Oban 14 yo. While stocks last. Diageo reserves the right to extend the duration of entry up to 31st May 2023. One raffle entry per bottle purchased, prize draw to be no later than June 15th. Prize includes: Train or flights from within the UK mainland for 2 people, 1 x hotel room for 2 people for 2 Nights, 2 x Johnnie Walker Princes Street Tickets, and £500. Raffle will be drawn at random by using CMBC account numbers. By entering you give permission for CMBC to share your postcode and venue name in the event of you winning. DIAGEO will use this solely to contact the winner. Winners will be contacted directly by CMBC or DIAGEO representatives.

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

MARDI GRAS 2023
CELEBRATE THE FIRST PARTY OF THE YEAR
BUY 2X70CL GET £3.00 OFF
 Offer available While stocks last
FOLLOW US ON INSTAGRAM TO LEARN MORE ABOUT OUR MARDI GRAS CAMPAIGN @SOUTERNCOMFORTUK



BUY 6 BOTTLES FROM THE RANGE TO GET A CASE OF BRITVIC 200ML TONIC FREE

While times are challenging it makes sense to rationalise your range somewhat; driving more volume into less bottles. It may be time to consider changing out twelve esoteric bottles of flavoured gins for a handful from a brand that you know will work – it doesn't hurt to rethink your pouring and upsell options when it comes to London Dry, either...



Range includes:
 Beefeater Blood Orange Gin 70cl, Beefeater Pink Strawberry Gin 70cl, Slingsby Dry Gin 70cl,
 Slingsby Rhubarb Gin 70cl, Bombay Sapphire Dry Gin 70cl.
 Free stock options include 24 x 200ml Britvic Tonic or Slimline Tonic. Limited to 10 deals per customer per week.


WHITLEY NEILL GIN

BUY ANY 3
WHITLEY NEILL GIN,
AND SAVE
£5*



whitleyneill.com
*Available while stocks last. All bottles: 70cl.

be.drinkaware.co.uk



GIN

At the Dog & Duck

GIN
Menu



Gin
AT THE DOG AND DUCK

**THE UK'S #1
SHOT BRAND**

Jägermeister


FREE POS KIT
WHEN YOU BUY 6 BOTTLES
OF JÄGERMEISTER

-18°C ICE COLD SHOTS



be.drinkaware.co.uk
Terms and Conditions (while stocks last, 1 deal per customer.
Kit includes: Bar runners, lanyards, Jägermeister tin sign, dummy bottle, digital assets)

GIN
@
THE DOG & DUCK



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**

Tia Maria
COLD BREW
COFFEE LIQUEUR

TIA MARIA
SPECIAL OFFER

Buy 2 x 70cl Tia Maria
and receive
x6 Branded Glasses
x20 Table Tents

MAKE THE PERFECT ESPRESSO MARTINI

25ml Tia Maria
25ml Vodka
25ml Espresso
5ml Sugar Syrup
Coffee Beans

Pour all ingredients into a shaker with ice. Shake and double strain into a Tia Maria Espresso Martini glass. Garnish with 3 coffee beans.

While stocks last. x1 POS deal per customer.

POP UP YOUR BRUNCH

CELEBRATE INTERNATIONAL
DISARONNO DAY:

WED 19TH APRIL 2023

Buy 2 x 70cl Disaronno
and receive:

6 x Disaronno Fizz Glasses
AND x20 Disaronno Fizz
Tent Cards

MAKE THE PERFECT DISARONNO FIZZ

50ml Disaronno
150ml Soda Water
25ml Fresh Lemon Juice

Enjoy over ice
with a lemon twist.

Bols
Amsterdam 1575

UNLOCKING THE ORIGINAL SPIRIT OF AMSTERDAM

BUY ANY 6 X 50CL AND RECEIVE 1X 50CL BOLS BLUE CURACAO FREE*

THE ORIGINAL SPIRIT OF AMSTERDAM

*TERMS AND CONDITIONS APPLY. OFFER VALID 1ST MARCH 2023 TO 30TH APRIL 2023, AND ONLY FOR THE FOLLOWING LINES OF 50CL BOLS LIQUEURS - BLUE CURACAO, TRIPLE SEC, CREME DE CASSIS. DEAL LIMITED TO TWO DEALS PER CUSTOMER PER WEEK.

DISARONNO Fizz

MAKE THE PERFECT DISARONNO FIZZ

50ml Disaronno
150ml Soda Water
25ml Fresh Lemon Juice

Enjoy over ice
with a lemon twist.

Offer valid from 1st March – 30th April 2023.
x1 deal per customer, per month.



TRY ME

ELDERFLOWER SPRITZ

INGREDIENTS	MEASURE
Box of Budgies Sauvignon Blanc	75ml
St Germain Elderflower Liqueur	50ml
Fever-Tree Soda Water	1/2 bottle

GLASSWARE
Wine glass

METHOD
Build all ingredients over ice and stir

GARNISH
Lime wedge or zest

@DistilledUK DistilledUK

be drinkaware.co.uk

THE NO.1 RTD IN THE UK ON-TRADE**

ALL 275ML SKUs
£22.99* PER CASE

TO DISCUSS POS AND FURTHER SUPPORT PLEASE CONTACT
RICHARD.HAMMETT@GLOBALBRANDS.CO.UK

VK

BLUE **ORANGE & PASSION FRUIT**

[@VKDRINK](#) [VKOFFICIALDRINK](#) [VKOFFICIAL.COM](#)

*24x275ml: VK NRB Blue & Orange & Passion Fruit. Available from 3rd to 28th April 2023, while stocks last.

**CGA MAT P11 2022

KOPPARBERG

Available on 15 x 500ml cases

Event price of **£21.99** across Kopparberg packaged fruit ciders in April*

Stock up on the UK's bestselling fruit cider brand



Stay in touch:
[Kopparberguk](#)

For stocking info:
sales@kopparberg.co.uk

Source: IRI, Exit Marketplace, Fruit Cider, Value Sales, 52wks to 17/04/22.
T&Cs: *This offer is across 15 x 500ml cases of Strawberry & Lime, Mixed Fruit, Mixed Fruit Tropical, Pear and Raspberry. Offer available between 01.04.23-30.04.23. Whilst stocks last. Carlsberg Marstons Brewing Company reserve the right to stop this promotion at any time.

be drinkaware.co.uk

ORIGINAL TASTE SINCE 1886




£3 OFF PER CASE

on 24 x 330ml glass bottle Coca-Cola Zero Sugar and 24 x 275ml glass bottle Appletiser

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



**BRITVIC
SENSATIONAL
DRINKS**

*Terms and conditions apply. Deal runs from 01st March - 31st March 2023. 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**

*Terms and conditions apply. Deal runs from 01st April - 30th April 2023. Three deals per customer per week. Qualifying range includes J2O Blends and J2O Spritz 275ml NRB x24. Free case is J2O Orange & Passion Fruit 275ml NRB x 24. While stocks last. Glassware imagery is for visual purposes only. Promoter: Britvic Soft Drinks, Breakspear Park, Breakspear Way, Hemel Hempstead HP2 4TZ

Maximise your mixing range



Buy 4 cases from our mixing range

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



SCAN THE QR CODE FOR MORE SERVE AND RECIPE INSPIRATION



for the facts drinkaware.co.uk

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

BUY ANY 4 PRODUCTS & RECEIVE 6 GLASSES FOR FREE*

MUST INCLUDE MEDITERRANEAN TONIC WATER

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



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

BUY ANY 6 CASES & GET THE CHEAPEST CASE free!

Offer applies to:
24 x 500ml PET Sparkling
24 x 500ml PET Still



DRINKING LIFE IN SINCE 1571

HARROGATE SPRING WATER

*Enjoying life's moments since 1571

DEALS SUMMARY

PAGE	PRODUCT	DEAL
16	Shipyard American Pale Ale	Install and receive a complimentary POS package plus a free case from AFB range
17	Brooklyn Pilsner	Install and receive a complimentary POS package plus a free case from AFB range
20	Bank Holiday Deals - Packaged	Buy 3 cases and receive a complementary case
26	Australian House Pours	Buy 11 bottles get 1 free
30	Jack Rabbit 187ml	Buy 7 cases get 1 case free
31	Jack Rabbit 75cl	Buy 11 bottles, get 1 free
31	150+1	Buy 11 bottles, get 1 free
33	Crown Cellars Classics	Buy 11 bottles, get 1 free
36	Southern Comfort	Buy 2 x 70cl bottles and get £3 off
37	Diageo Single Malt	Win a trip to Edinburgh
39	Gin Basket Deal	Buy 6 bottles from the range to get a case of Britvic 200ml tonic free
40	Whitley Neill	Buy any 3 bottles from the ranges and save £5
40	Jagermeister	Free POS kit when you buy 6 bottles
42	Tia Maria Cold Brew	Buy 2 x 70cl Tia Maria and receive 6 x branded glasses and 20 x Tent Cards
42	Bols	Buy any 6 x 50cl and receive 1 x 50cl Bols Blue Curacao free
43	Disaronno	Buy 2 x 70cl and receive 6 x glasses and 20 tent cards
44	Kopparberg Cider	£21.99 across Kopparberg range
45	VK	£22.99 per case
45	Coca-Cola/Appletiser	£3 off per case
46	Britvic Range	Buy 4 cases from the Britvic range to receive a case of J2O free
47	J2O	Buy 4 cases from the range to receive a free case of J2O Orange and Passionfruit
48	Britvic Mixers	Buy 4 cases from the mixing range to receive a case of Britvic tonic/low cal tonic free
49	Fever-Tree	Buy 4 cases to get a glassware kit free
49	Harrogate Water	Buy any 6 cases, get the cheapest free

TERMS & CONDITIONS

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

All products are supplied subject to our standard on trade terms and conditions of sale from time to time in force (a copy of the latest version of which is available at www.carlsbergmarstons.co.uk/termsandconditions).

PRODUCTS 1 Unless stated otherwise, the offers apply only to orders placed with Carlsberg UK Limited (Carlsberg) for delivery between 3rd -28th April 2023 (Promotional Period). 2 Any offer may be cancelled by us without notice. Cancellation of any offer will not affect the validity of any order placed prior to the date of cancellation. All offers are subject to availability. 3 To take advantage of an offer you must: a) purchase and take delivery of the full qualifying quantity of the relevant products in a single transaction; failure to take delivery of all qualifying products may result in you becoming ineligible for the applicable free product, merchandise or any other non-stock reward (Free Product); b) quote any and all references, offer codes or other requirements specified in the Directory at the time the order is placed; and c) be a representative of a licensed premises in the UK. 4 By law, we cannot sell or supply alcohol to anyone who is not aged 18 or over. By placing an order, you confirm that you are 18 or over and agree to be bound by these terms and conditions.

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

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

VALGANNA

ITALIA 1877

Enjoy Responsibly be.drinkaware.co.uk

Born in Italy, Brewed in the UK

Total Trade On & Off, Volume & Value MAT vs Peroni, Birra Moretti & Menabrea. CGA OPMS to 03/12/22 & Nielsen Data to 31/12/22