

OFFERS APPLY TO DELIVERIES FROM 1ST MAY TO 31ST MAY 2023. UNLESS OTHERWISE STATED

ON TRADER DEALS



CARLSBERG MARSTON'S
BREWING COMPANY

AMAZING OFFERS, SUPPORT & INSPIRATION

MAY 2023

ORDER.CARLSBERGMARSTONS.CO.UK TO ORDER ONLINE

SHARE GOOD TIMES WITH GREAT PILSNER

GRAB A BEER THAT'S
CRISP, BRIGHT
AND REFRESHING



SEE PAGE
#8

Enjoy responsibly. be.drinkaware.co.uk

MAY 2023

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CARL MIDDLETON,
VP ON TRADE

WELCOME

to our May edition

Welcome to your On Trader Deals brochure for May.

This month we are excited to reveal our new Brooklyn Pilsner glassware! Our new stand out design will take centre stage on your bar bringing to life the NYC cityscape and many of its infamous icons. Available from the end of May, read on to discover more about the new support for the ultimate crisp, bright & refreshing Pilsner.

To round off this edition, we also have features from Birrifcio Angelo Poretti, Carlsberg, our spring guest ale 'Lighter Nights', and plenty of wine spirits and minerals promotions 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
 **HEAD-PORESSED 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.

MEET THE NEW STAND OUT PILSNER GLASSWARE FROM BROOKLYN BREWERY



One year on from the successful launch of Brooklyn Pilsner, Brooklyn Brewery is set to launch its latest glassware to the on-trade this May, as it continues to bring a taste of its iconic namesake borough to the UK.

The new glassware, available in pint and half-pint formats, is made from super premium, weighted glass, and ultimately pays tribute to the heritage of the brewery and the foundation of its identity.

A brand intrinsically tied to the communities in which it finds inspiration, Brooklyn Brewery runs on the energy of its people, fuelled by values of creativity, diversity and inclusion.

The premium glass tells the story of the borough with the brand's infamous doodle artwork and a cityscape narrative of NYC around the base. Amongst the artwork are symbols of the city, from doughnuts to taxis and bridges, which circle around the base and lead to the centrepiece of the illustration – a sketch of the brewery itself.

The unmistakable Brooklyn Brewery logo sitting at the peak of the building was created by world famous Milton Glaser, designer of the state's official 'I heart NY' logo.

**NEW
GLASSWARE
AVAILABLE
END OF
MAY**



Brooklyn Pilsner is a crisp, bright and refreshing lager that's inspired by Brooklyn and brewed for all. A bright golden, premium lager that layers clean malts with a balanced wave of bright hops, crowned by an instantly refreshing finish.

This lager is made to be enjoyed by everyone and offers light toasty flavours and spicy, subtle citrus hop notes. The bright yellow of the bottles, cans and now glassware is synonymous with the dynamism of NYC.

Sitting proudly next to Brooklyn Pilsner on taps and shelves across the country is Brooklyn Special Effects, the brewery's low-alcohol offering that's quickly achieving viral status as a hoppy amber lager that tastes just like a regular beer, and Brooklyn Lager, that combines toffee and caramel flavours with a dry-hopped aroma, full of grapefruit, flowers and pine.

Brooklyn Pilsner glassware will be sent to all existing stockists from the end of May and is also available for all new accounts. For more information on Brooklyn Brewery and its UK portfolio, visit the website or Instagram.



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 & 330ml bottle

SHARE GOOD TIMES WITH GREAT PILSNER



CRISP

GRAB A BEER THAT'S CRISP, BRIGHT AND REFRESHING

NEW GLASSWARE AVAILABLE END OF MAY



OUTLETS WHICH ADDED BROOKLYN PILSNER TO THE BAR SAW A +12.0% DRAUGHT PREMIUM WORLD LAGER ROS INCREASE VS. YA*



Install Brooklyn Pilsner and receive a complimentary POS install kit that includes our brand new glassware!

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

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

*CGA Managed EPOS Data Latest 12 weeks to (24/12/22) vs YA - Sample: 59

**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.

Enjoy responsibly. be.drinkaware.co.uk

INSTALL
BIRRIFICIO ANGELO PORETTI
TO RECEIVE A

RECEIVE A COMPLIMENTARY SUPPORT PACKAGE

PLUS
receive a
free case of
AFB from
the range*

Established in 1877 in Valganna, Italy, Birrificio Angelo Poretti is a full-flavoured lager with a sparkling carbonation, sweet malty body and assertive hoppy bitterness.



VALGANNA

ITALIA 1877

Born in Italy, brewed in UK

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

Enjoy Responsibly
be.drinkaware.co.uk

INSTALL DEAL



INSTALL
CARLSBERG
DANISH
PILSNER AND
GET A FREE
POS SUPPORT
PACK*

PLUS
receive a
free case of
AFB from the
range†

A BEER THAT GIVES BACK? HOW REFRESHING.



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

Plus, did you know outlets that added Carlsberg Danish Pilsner to the bar saw a greater increase in total lager sales***.

Worth a try? Probably.



be.drinkaware.co.uk

*Speak to your CMBC representative to agree install and build your perfect package. New brand stockists only. One deal per install per outlet. POS items subject to availability at point of order. **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. ***CGA Managed EPOS Data Latest 24 weeks to (20/08/22) vs YA - Sample: Where Added 94, Avg Lager Stockist 6,501. Promotion valid throughout 2023. Brewed in UK, the Danish Way. †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.

Never skim
an
ERDINGER



UNMISTAKABLY REFRESHING
SINCE 1886



Jürgen Klopp

ERDINGER BRAND
AMBASSADOR

STOCK THE #1 IMPORTED WHEAT BEER*

Brewed to its original recipe since 1886 in strict accordance with the Bavarian Purity Law, ERDINGER is a premium imported wheat beer boasting a full-bodied yet elegant character.

Buy 3x Cases of ERDINGER Weissbier 500ml bottles and receive a complimentary case of iconic ERDINGER pint glasses

@erdinger.uk

Speak to your CMBC representative to agree listing and POS supply. New brand stockists only. One deal per outlet. 250 ERDINGER Weissbier pint glasses available, first come first serve. *Total Trade, MAT, Off Trade - Nielsen 31.12.22, On Trade - CGA 03.12.22. Enjoy responsibly. be drinkaware.co.uk



ERDINGER ALKOHOLFREI RATED #1!*

ERDINGER Alkoholfrei is the AFB Speciality Market leader, offering full bodied refreshment from 100% natural ingredients, rich in vitamins with Isotonic properties.

Out of 60 No & Low Beers
The Telegraph, voted

ERDINGER Alkoholfrei as #1 Best Buy for the second year running*

The Telegraph
Best Buy

2023

Buy 5x Cases of ERDINGER Alkoholfrei 500ml bottles and receive a complimentary ERDINGER Alkoholfrei POS Kit



*The best low-alcohol and non-alcoholic beers for Dry January 2023, tried and tested (telegraph.co.uk).

@erdinger.alkoholfrei.uk

Speak to your CMBC representative to agree listing and build your perfect package. New brand stockists only. One deal per install per outlet. 250 ERDINGER Alkoholfrei POS kits available from June, first come first serve.

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!



DEALS



CARLSBERG MARSTON'S
BREWING COMPANY



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.

Famille Ravoire

Côtes de Provence Rosé "Chantrose" 2022

Pierre Vieillescazes, the oenologist at Ravoire, carefully selects parcels of black grapes from across the Côtes de Provence appellation to make Chantrose. In 2022 the varietal composition is 55% Grenache Noir, 35% Cinsault and 10% Syrah. Once at the winery the grapes are pressed gently, with the resulting juice being chilled down to 10°C to preserve the delicate aromatic compounds. A slow fermentation then follows. After a brief maturation during the winter the wine is bottled. Chantrose has a palish pink appearance. The nose is youthful but restrained. After a while subtle red fruit aromas come through. The palate is bone dry with vibrant acidity. Juicy fruit and some weight provide balance. Well chilled (8°C), this sort of rosé is perfect to drink on its own or as an accompaniment to grilled fish.



Bodegas Piqueras

Marius Reserva Almansa 2017

A fullish bodied and satisfying red wine that is intense and complex on the nose.

Mid to deep garnet colour. Quite an intense and complex nose: dried fruits, vanilla oak and leathery aged notes. A fullish bodied and satisfying palate. The tannins are ripe and rounded.

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



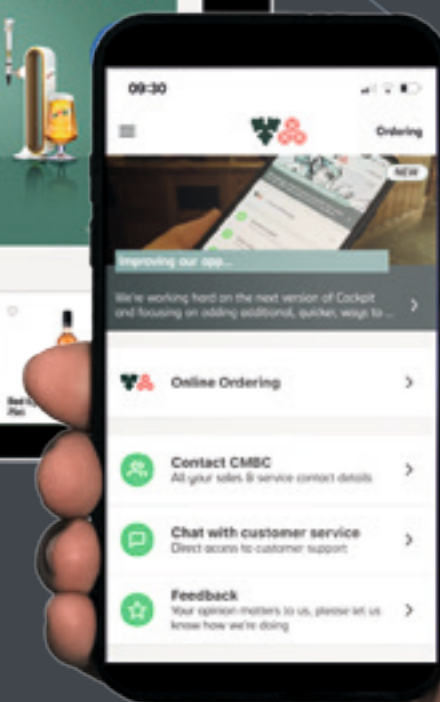
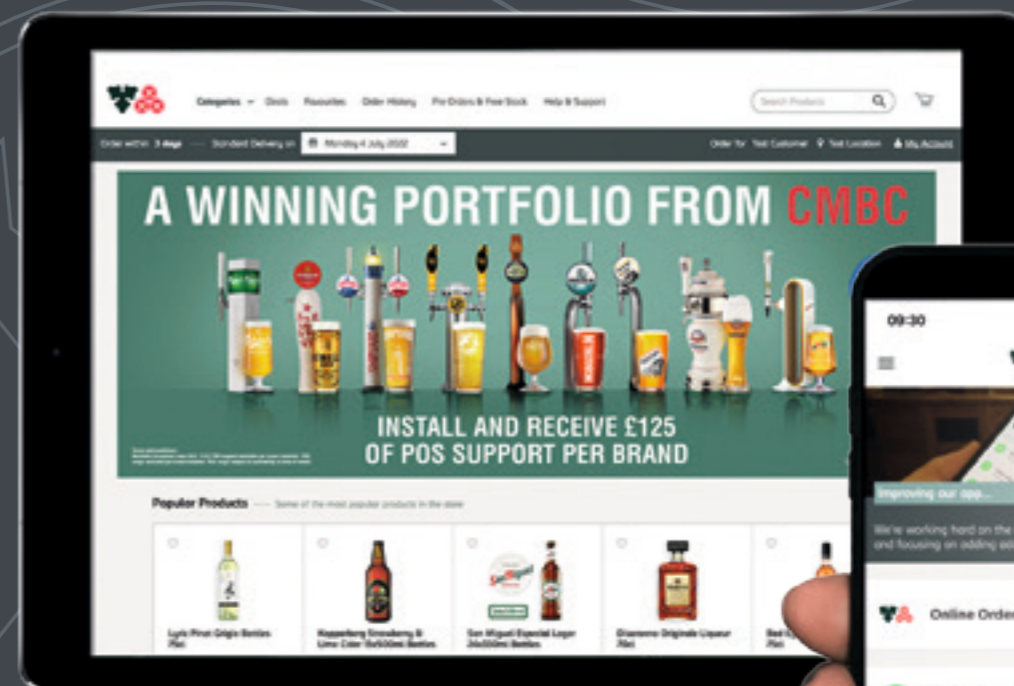
COCKPIT

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



Orange Wine

It's worth getting this out of the way; orange wine isn't made using oranges. The name comes from the hue that the wine takes on thanks to extended maceration with the grape skins during fermentation

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



Fairtrade Sauvignon Blanc

OCHRE MOUNTAIN FAIRTRADE
SAUVIGNON BLANC

DRY & AROMATIC
Central Valley, Chile. Fresh and a citrusy on the nose with clean acidity on the palate.
££

Buy 11
get 1 free



BUY 11 X 75CL BOTTLES OF OCHRE MOUNTAIN SAUVIGNON BLANC OR OCHRE MOUNTAIN MERLOT CARMENERE TO RECEIVE A 75CL BOTTLE FREE.

Fresh Fizz

Sparkling wines beyond the usual bubbles...



Ponte Sparkling Pinot Grigio Brut NV

VENETO, ITALY
LIGHT & DELICATE

A vibrantly sparkling wine that is dry, crisply acid, light bodied and delicately fruity.
££



Balfour Hush Heath Estate Leslie's Reserve NV

KENT, ENGLAND
DRY & AROMATIC

Fresh and clean with hints of brioche and red apple on the nose and refreshingly crisp flavours of lime and redcurrant.
££££



Alta Vista 'Vive' Sparkling Malbec Rosé

MENDOZA, ARGENTINA
JUICY & RIPE

Citrus profiled and full-bodied, result of the perfect combination between sweetness and low tannin.
££



Aimery Crémant de Limoux Brut NV

LIMOUX, FRANCE
DRY & AROMATIC

A fruity and fresh sparkling wine that has an excellent mousse and off-dry palate.
££



Princess Butterfly Rosé Moscato

AUSTRALIA
LIGHT & DELICATE

Rose petal and pink grapefruit dominate the bouquet of this sweeter style fizz, with fruit flavours of strawberry, nectarine and lime.
££



Freixenet 0.0% Alcohol Free 200ml

SPAIN
LIGHT & DELICATE

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



Most Wanted Fizz Cans 200ml

SOUTH AFRICA
DRY & AROMATIC

Light, simple and fresh, with notes of peach and citrus - perfect for outdoor areas, music venues and take-out packages.
£



Ponte Raboso Frizzante

VENETO, ITALY
JUICY & RIPE

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



Federico Paternina Banda Azul Cava Brut

PENEDES, SPAIN
LIGHT & DELICATE

Clean and aged aroma with floral hints. Balanced and long-lasting taste. Good presence on the palate and clean after-taste.
£



Zimor Spumante Rosé Extra Dry

VENETO, ITALY
DRY & AROMATIC

Pale rose pink in colour. Delicate on the nose with a hint of red fruit. Medium-dry and juicy on the palate.
££



Segura Cava Rosada Brut NV

CATALONIA, SPAIN
LIGHT & DELICATE

Pale pink Cava showing intensity of red berries and exotic fruits. Fresh and delicate on the palate
££

THIS IS



MADAM SASS



PURCHASE ANY 2 CASES OF MADAM SASS 75CL & RECEIVE A £5 DISCOUNT*

Please drink responsibly. be drinkaware.co.uk

*Offer valid on Madam Sass 75cl only.

Carbon Neutral Certified

MUD HOUSE

*Purchase any 2 cases of Mud House 75cl and receive a £5 discount**



MUD HOUSE

PURCHASE ANY 2 CASES OF MUD HOUSE 75CL & RECEIVE A £5 DISCOUNT*

Please drink responsibly. be drinkaware.co.uk

*Offer valid on Mud House 75cl only.

Carbon Neutral Certified

BOOMERANG BAY

Purchase any 2 cases of Boomerang Bay 75cl and receive a £5 discount*

Shiraz

Appearance
Deep ruby with crimson hues

Nose
Intense plum and raspberry aromas with subtle vanilla and mocha oak

Palate
A full-bodied red wine with ripe plum and raspberry flavours accompanied by black pepper and aniseed

Food Match
Big, beefy stews or Italian pasta dishes

Chardonnay

Appearance
Pale Straw

Nose
Lifted aromas of peach, nectarine and citrus

Palate
Soft, fruit driven flavours of peach, pineapple, melon and citrus with a crisp acidity and lingering finish

Food Match
Meaty fish (such as halibut and cod) and shellfish (lobster or scallops)



Carbon Neutral Certified

*Offer valid on Boomerang Bay 75cl only. Please drink responsibly. be drinkaware.co.uk

FRANSCHHOEK CELLAR WINES

BUY 11 BOTTLES, GET 1 FREE



www.franschhoekcellar.co.za

10 DEALS PER CUSTOMER

#NO16 aware.org www.aware.org.za NOT FOR PERSONS UNDER THE AGE OF 18.



ALTA VISTA®
WINES

BUY 5 BOTTLES OF

Alta Vista Vive
sparkling malbec

& GET 1 BOTTLE FREE

5+1

Buy 5 x 75cl
bottles to receive
the 6th bottle
free of charge



WWW.ALTAVISTAWINES.COM

All five bottles in the same purchase must be the same wine.

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

TerraMater

Vineyard Reserve

£28
for a case
of 6 x 75cl
bottles

Includes:
TerraMater 'Vineyard Reserve' Sauvignon Blanc 75cl



Fresh & Fast Serves

£30
for a case of
24 x 187ml
bottles

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



Includes 187ml
formats of:
Sutter Home
Pinot Grigio
Sutter Home
Chardonnay
Sutter Home
Cabernet Sauvignon
Sutter Home
White Zinfandel



£65
Per case of
6 x 75cl bottles

Chablis
Pierre de Préhy

FRANCE
DRY & AROMATIC

A lovely minerality with lime and crisp green apple aromas. Lemon intensity on the palate followed by green apple fruit.

£££

chablis
Pierre de Préhy



**Buy 11
get 1 free**

**Terra del Doge
Prosecco**

10 DEALS PER CUSTOMER



**Buy 11
get 1 free**

vivid

O&E 'Vivid'
Fruity Merlot Rosé

ITALY
JUICY & RIPE

Vivid pink, juicy off-dry rose full of fresh raspberry & citrus flavours & red berry aromas

£

Discover more about O&E 'Vivid' at crowncellarswines.co.uk



**Buy 11
get 1 free**

Ribera del Duero

RIBERO DEL DUERO, SPAIN
SPICY & WARMING

Made in a refreshingly modern style, bursting red fruit, and only a subtle hint of oak. This wine is super smooth with a long finish.

£££



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
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WORLD WHISKEY DAY

May 20th

Imported whiskies are growing in volume and value, and more outlets are choosing to stock them*

Be it the bold spiced backbone of rye, the soft vanilla notes of wheat or the sweet, rich warmth of corn, world whiskies play with a broader palate than Scotland's trusty malts, meaning that making your range might just hold wider appeal with a few air miles under its belt

Whether it's the astonishingly overlooked cask-strength beauty that is Nikka Whisky From The Barrel, or the underrated value gem that is the 100% rye Canadian Club, we've a few spicy numbers to get the ball rolling on this one...

*CGA OPMS data to W/E 31/12/22, 12 weeks vs year average



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CANADIAN CLUB 1858 ORIGINAL

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RECEIVE A CASE OF
GINGER BEER*
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Creating a cocktail menu for your outlet can be a pretty daunting experience...

A lot of operators have worked their way up through bartending, making a cocktail menu refresh kind of a hands-on experience. Some prefer to let their bar team take on some ownership and create a menu between them, where some like to outsource entirely. There's no real right answer here, just what works best for you and the time that you have available, but creating a cocktail menu shouldn't be a hassle...

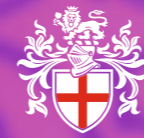


WORLD COCKTAIL DAY

We have plenty of tips and tricks to get the most out of your list as the team at Distilled have decades of combined experience in operating cocktail outlets, training and creating menus for them. Trading with Distilled is more than just buying spirits from a wholesaler, it's access to experience, tools and a consultative approach to finding out what is best for you so that we can get your range working hard.



Get in touch using the QR code above, or drop us a line on Distilled@carlsbergmarstons.co.uk



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*Source: Nielsen Total Coverage MAT 31.12.22

DIAGEO

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BUY ANY 5 AND GET A FREE GORDON'S TROPICAL PASSIONFRUIT*

*One redemption per outlet per week. Maximum of 500 redemptions. Applies to bottles of Gordon's: London Dry, Premium Pink, Sicilian Lemon, Mediterranean Orange, White Peach and Tropical Passionfruit. Tanqueray: London Dry, Flor De Sevilla, Blackcurrant Royale, No. TEN and Rangpur Lime. Chase Gins: Rhubarb & Bramley Apple, Pink Grapefruit & Pomelo and GB.

POS, Tips & More



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for the facts



Buy any 3 70cl bottles from the range and receive a free Warner's Pink Berry 0%
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TRY ME

ASAGAO FIZZ

INGREDIENTS	MEASURE
Nikka from the Barrel	50ml
Passion fruit flesh	Half a fruit
Teisseire Simple Syrup	25ml
Fresh lemon juice	20ml
Pasteurised egg white or aquafaba	30ml
La Fee Absinthe	5ml
Soda water	30ml

GLASSWARE

Highball

METHOD

Dry shake (without ice) first 6 ingredients hard, then shake with ice, strain into glass & top with soda water

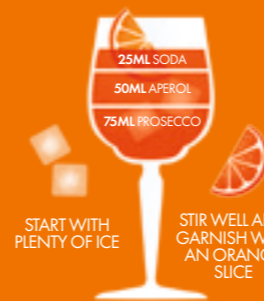


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STIR WELL AND GARNISH WITH AN ORANGE SLICE



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*CGA Mixed Drinks Report Q3 2022. **UK, 18+ only. 09.00 GMT 01/05/2023 - 09.00 GMT 31/05/2023. Buy 3 bottles of Aperol 70cl, get £4 off the total purchase price in Carlsberg Marston's Brewing Company depots or online. Max 1 per customer with a maximum of 250 offers available in all Carlsberg Marston's Brewing Company depots. Subject to availability. Only available while stocks last.

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*Max 2 deals per customer per week.

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POS for your
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Sources: 1. CGA Licence Report to 30.06.2022 | Total Licenced 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).

B

IN THE MIX

Britvic
LIFTING SPIRITS SINCE 1938

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CASE FREE*



*Terms & Conditions apply. Deal runs from May 1st to May 31st 2023. Three deals per customer per week. Qualifying range includes Britvic Mixers & Juices 150ML cans. While stocks last. Free case is 150ml tonic or low cal tonic. Promoter: Britvic Soft Drinks, Breakspear Park, Breakspear Way, Hemel Hempstead HP2 4TZ

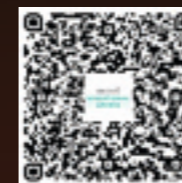
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DEALS SUMMARY

PAGE	PRODUCT	DEAL
9	Brooklyn Pilsner	Install and receive a complimentary POS package
10	Birraficio Angelo Poretti	Install and receive a complimentary POS package plus a free case from the AFB range
11	Carlsberg Pilsner	Install and receive a complimentary POS package
12	Erdinger	Buy 3 cases and receive a complementary case of glassware
21	Ochre Mountain	Buy 11 bottles, get 1 free
26	Madam Sass	Buy 2 cases and receive a £5 discount
26	Boomerang Bay	Buy 2 cases and receive a £5 discount
27	Mud House	Buy 2 cases and receive a £5 discount
27	Franschoek Cellar	Buy 11 bottles, get 1 free
28	Alta Vista	Buy 11 bottles, get 1 free
29	TerraMater	£28 for a case of 6 x 75cl bottles
29	Single Serves	Sutter Home £30 for a case of 24 x 187ml
30	Pierre de Prehy Chablis	£65 per case of 6 x 75cl bottles
30	O&E Merlot Rose	Buy 11 bottles, get 1 free
31	Terra del Doge Prosecco	Buy 11 bottles, get 1 free
31	Ribera del Duero	Buy 11 bottles, get 1 free
35	Jack Daniels	Buy 6 x 70cl or 3 x 1.5L and receive a Jack Daniels visibility kit
36	The Sexton	Buy a 70cl bottle and receive 10 highball glasses
36	Southern Comfort	Buy 2 x 70cl and get £3 off
37	Bush Rum	£13.99 per bottle
37	The Kraken	Buy 3 x bottles from the range and receive a free case of ginger beer
39	Whitley Neill	Buy any 4 from the range and receive a free bottle of Distiller's Cut London Dry Gin
40	Diageo Gin Range	Buy any 5 and get a free Gordon's Tropical Passionfruit
41	Warners	Buy any 3 bottles and receive a free Warners Pink Berry 0%
42	Diageo Vodka Range	Buy any 5 and get a free Smirnoff Mango & Passionfruit Twist
43	Jose Cuervo	Buy 3 bottles from the range and receive a free case of Lemonade
43	1800	Buy 2 bottles from the range and receive a bottle of 1800 Reposado free
44	Jagermeister	Sign up to Klub Jagermeister and receive up to £300 of merchandise free
45	Aperol Spritz	Buy 3 bottles and get £4 off
46	Old Mout	Free case of Strawberry & Apple or Berries & Cherries 0% when you buy 5 cases
48	Britvic Cans	Buy 4 cases from the 150ml mixers and juices range to receive a free case

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* Total Trade, MAT, Off Trade - Nielsen 31.12.22, On Trade - CGA 03.12.22.

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