

OFFERS APPLY TO DELIVERIES FROM 1ST JUNE - 30TH JUNE 2023. UNLESS OTHERWISE STATED

# ON TRADER DEALS



CARLSBERG MARSTON'S  
BREWING COMPANY

AMAZING OFFERS, SUPPORT & INSPIRATION

JUNE  
2023

ORDER.CARLSBERGMARSTONS.CO.UK TO ORDER ONLINE



## BIRIFICIO ANGELO PORETTI THE FASTEST GROWING ITALIAN LAGER\*

VALGANNA



ITALIA 1877

SEE PAGE  
#6

Enjoy Responsibly

Born in Italy, brewed in UK

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

\*Source: Total Trade On & Off, Volume & Value MAT vs Peroni, Birra Moretti & Menabrea. CGA OPMS Data To 25/02/2023 & Nielsen data to 25/03/2023.

JUNE 2023

*in this issue...*

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CARL MIDDLETON,  
VP ON TRADE

# WELCOME

*to our June edition*

Welcome to your On Trader Deals brochure for June.

In this edition the spotlight is on the fastest growing Italian lager\* – Birrificio Angelo Poretti, a beer made for the table. Learn how this beer can complement any food, from antipasti boards and hearty pasta dishes to slightly spicier dishes such as Pad Thai and Biryani.

Our refreshingly zesty guest ale, Lighter Nights, is still available this month so make sure you add this to your bar line up, as we finally see the back of those dark evenings. As usual we have plenty of deals available this month for you to choose from to ensure your bars and fridges are full.

\*Total Trade On & Off, Volume & Value MAT vs Peroni, Birra Moretti & Menabrea. CGA OPMS Data To 25/02/2023 & Neilson Data to 25/03/2023.

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

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

# CRAFT

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

<b>ENTRY</b>  <b>SHIPYARD PORTLAND LAGER 4.0%</b> 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.		 <b>SHIPYARD AMERICAN PALE ALE 4.5%</b> An easy drinking, American style Pale Ale bursting with fruity, citrus hop flavour and gooseberry and pine aroma.		 <b>BROOKLYN LAGER 5%</b> Light hop bitterness and moderate sweetness. Both bitterness and sweetness linger on the palate before finishing clean.		 <b>BROOKLYN DEFENDER 5.5%</b> The punch of the piney/citrusy hop bitterness competes beautifully with heat and leads to a myriad of food options when it comes to this beer.		<b>SPECIALITY</b>  <b>ERDINGER WEISSBIER 5.3%</b> Imported German wheat beer brewed to the original recipe and traditionally matured in the bottle like champagne for 28 days.
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# ALCOHOL FREE BEER

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

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

# KEG ALE

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

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



# CIDER

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



Meet the brand...

# BIRRIFICIO ANGELO PORETTI



## MADE FOR THE TABLE

GRAB A SEAT, SIP ON AN ICE-COLD PORETTI & JOIN US FOR A MEAL

Produced in the small town of Valganna in northern Italy, its founder Angelo Poretti decided to experiment with a combination of four unique hop varieties and utilising time-tested Bavarian techniques alongside the soft Alpine waters of Varese - the result? A meal-friendly lager that has stood the test of time. The 146-year-old beer complements anything from antipasti boards, hearty bowls of pasta to world cuisines such as Pad Thai or sushi.

The tasting notes of Poretti harmonises and enhances every food moment from stuzzichinis to desserts. Feel the comforting sweetness of Italian malt dancing with the savoury flavours of briny artichokes, olives and pizza, and embrace the bitterness of Zeus and Columbus hops as they whet the appetite. On its own, the beer's effervescent bubbles cleanse the palate and has your tastebuds wanting more.



Poretti has a place at every table, from celebratory dinners to summer BBQs and weekend gatherings with friends. Poretti's signature carafe sets the tone for a convivial meal that's defined by making memories. Pass the carafe round and share food across the table as you luxuriate in the company of loved ones.



The art of *buon vivere* has echoed in every facet of premium Italian beer Birrificio Angelo Poretti since its inception in 1877. Coming together around a restaurant table for a tantalising meal, in the spirit of enjoying quality time with friends and loved ones makes for a fulfilling experience, no matter the occasion.

Poretti holds a firm belief that the three things integral to a perfect dining experience are - great food, great company and great beer. Poretti's lager is brewed specifically to elevate meal times as the ideal accompaniment to food.



- ABV:** 4.8%
- Style:** Lager
- See:** Polished Golden
- Smell:** Smooth and aromatic
- Taste:** Sweet malty body and an assertive bitterness
- Food pairing:** The sweet Italian malt complements salty foods like cheese, charcuterie, wood-fired pizza and even aromatic crispy duck. Herbal Columbus and spicy Zeus hops enhance the flavours in dishes like Pad Thai, Biryani, Arrabiata sauce and Steak Bearnaise. The lively carbonation will cut through oily foods such as fish & chips, smoked salmon, tempura prawns and succulent roast leg of lamb.
- Formats:** 50L keg, 30L keg, 330ml bottle & DraughtMaster 20L





DISCOVER AN ITALIAN BEER THIS SUMMER

# MADE FOR THE TABLE

# THE FASTEST GROWING ITALIAN LAGER\*

## THE FASTEST GROWING ON TRADE WORLD BEER RATE OF SALE\*\*

BIRRIFICIO ANGELO PORETTI: RATE OF SALE +36.4%

PERONI: RATE OF SALE -1.5%

BIRRA MORETTI: RATE OF SALE -9.6%

MADRI: RATE OF SALE +28.7%

INSTALL BIRRIFICIO ANGELO PORETTI AND RECEIVE A COMPLIMENTARY POS PACKAGE

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.



Born in Italy, brewed in UK

VALGANNA ITALIA 1877

@BIRRIFICIOPORETTIUK

\*Source: Total Trade On & Off, Volume & Value MAT vs Peroni, Birra Moretti & Menabrea. CGA OPMS Data To 25/02/2023 & Nielsen data to 25/03/2023.

\*\*Source: CGA Data above 2000 dist points to 25/2/23.

†Free case of AFB includes: San Miguel O.O 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



# INSTALL BROOKLYN PILSNER NOW & RECEIVE A FREE POS KIT\*



PLUS  
receive a  
free case of  
AFB from the  
range†

## CRISP. BRIGHT. REFRESHING

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

T&C: \*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 CMBC representative will recommend the best matched brand for your outlet.

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

*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.



@erdinger.uk

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

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

JUNE

# 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



# CARLSBERG MARSTON'S ONLINE ORDERING

# CMBC AT YOUR FINGERTIPS

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

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

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

\*Available Monday-Friday, 8am – 6pm

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

Activate your account in a couple of minutes...

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



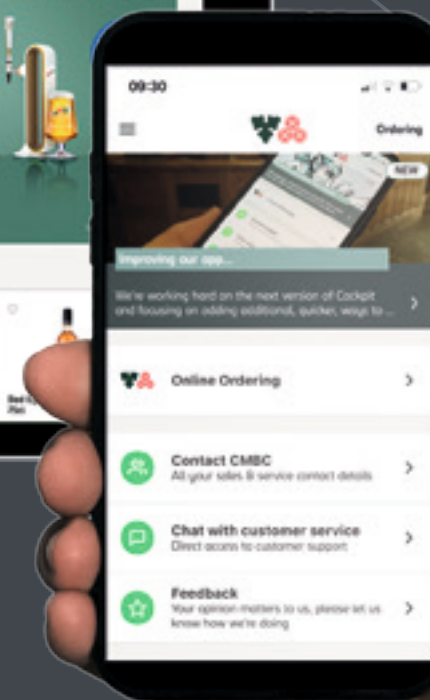
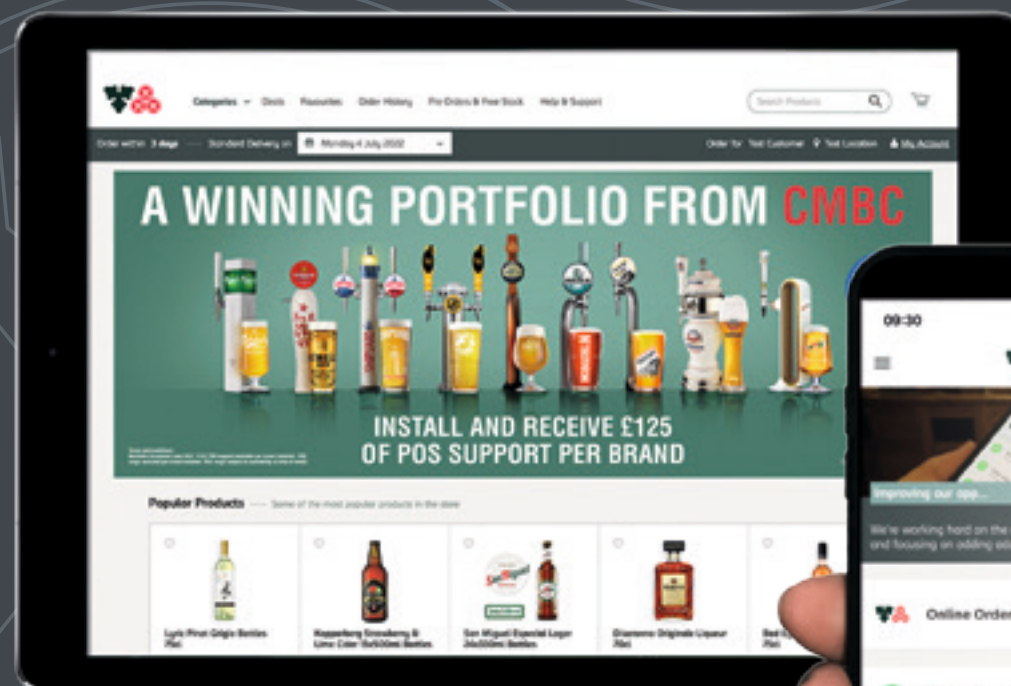
# COCKPIT

## Online ordering & much more

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

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

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



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







# 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





BUY  
11x75cl BOTTLES  
& GET 1x75cl 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.



# ITALIAN BEAUTY

EXCLUSIVE TO CROWN CELLARS

PONTE was the first winery to propose a blend made by Glera and Pinot Nero, back in 2007.

Thanks to Pinot Nero, **Prosecco Rosè Brut** has less sugar for a longer tasting experience.

Nominated by Luca Maroni best Prosecco Rosè 2022 in Italy.

Now available in 20cl.



CAMPAGNA FINANZIATA AI SENSI  
DEL REG. UE N. 1308/2013  
CAMPAIGN FINANCED ACCORDING  
TO EU REG. NO. 1308/2013

**POINTE**  
UOMINI E VIGNE DAL 1948



# Fairtrade Sauvignon Blanc

## Buy 11 get 1 Free



**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 x 75cl bottles of Ochre Mountain  
Sauvignon Blanc to receive a 75cl bottle free

# CARTA 23

## Buy 11 get 1 free



**CARTA 23 CHILEAN  
SAUVIGNON BLANC**

DRY & AROMATIC  
CHILE

Zingy and vibrant with crisp  
tropical and citrus notes.  
£

**CARTA 23 CHILEAN  
MERLOT**

JUICY & RIPE  
CHILE

Soft and fruity with plum,  
red fruit and spice notes.  
£







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.



# ITALIAN STYLE

## BUY 11 GET 1 FREE



Buy 11 x 75cl bottles of  
Vignana Prosecco Rose DOC  
to receive a 75cl bottle free





# 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

### APEROL SPRITZ



INGREDIENTS	MEASURE
Prosecco	90 ml
Aperol	60 ml
Fresh Soda Water	0.2 bottles

**GLASSWARE**  
Wine glass

**METHOD**  
Build all ingredients over ice

**GARNISH**  
Orange slice

### ESPRESSO MARTINI



INGREDIENTS	MEASURE
Kahlua	30 ml
Fresh espresso	30 ml

**GLASSWARE**  
Chilled coupe or cocktail (Martini) glass

**METHOD**  
Shake vigorously & fine strain into chilled glass

**GARNISH**  
Three coffee beans

### NEGRONI



INGREDIENTS	MEASURE
Tanqueray Gin	25 ml
Campari	25 ml
Cocchi Vermouth Di Torino	25 ml

**GLASSWARE**  
Old fashioned (large tumbler) glass

**METHOD**  
Build all ingredients over ice and stir

**GARNISH**  
Orange wedge or zest



# NATIONAL MARTINI DAY\* 19th June



\*USA, BUT WE'LL TAKE IT!

**BEEFEATER LONDON**

**RECEIVE x1 70CL BEEFEATER DRY FREE WHEN YOU BUY ANY 4 FLAVOURS**

**THE SPIRIT OF LONDON — SINCE 1820**

SCAN HERE FOR SERVES

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

Pernod Ricard UK  
*Créateurs de convivialité*

**BUY 2 X 70CL HENDRICK'S**  
*and receive a*  
**CASE OF FEVER-TREE PREMIUM TONIC WATER FREE\***  
*ONE BOTTLE TO BE NEW FLORA ADORA*

**NEW FLORA ADORA**

Scan to download your free social toolkit

\* Receive 24 x 200ml bottles of Fever-Tree Premium Tonic Water. Whilst stocks last.

be.drinkaware.co.uk





## 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**

# BUILD YOUR SALES WITH SENSATIONAL DRINKS

WE'RE HERE TO SUPPORT YOU TO GROW YOUR BUSINESS WITH DEDICATED SUPPORT, DIGITAL TOOLS AND FREE SALES KITS

REGISTER TODAY FOR ACCESS TO ALL OF THIS AND MORE

**FREE**  
PRODUCT TRIALS  
AND POS KITS

**FREE**  
MENU DESIGN  
AND PRINT

**FREE**  
GIFT WITH  
REGISTRATION



**THE LONDON ESSENCE CO.**

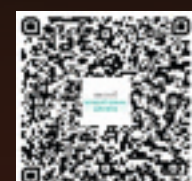
EXQUISITE MIXERS

NOW UNIQUELY AVAILABLE ON TAP

[londonessenceco.com](http://londonessenceco.com)

REGISTER YOUR INTEREST HERE

SCAN THE QR TO FIND OUT MORE or visit [sensationaldrinks.com](http://sensationaldrinks.com)



SCAN THE QR TO FIND OUT MORE or visit [sensationaldrinks.com](http://sensationaldrinks.com)

**BRITVIC**  
SENSATIONAL  
DRINKS





**BUY  
6 CASES  
& GET 1  
free!**

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



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

**DRINKING  
LIFE IN  
SINCE 1571\***

  
**HARROGATE**  
SPRING WATER

*\*Enjoying life's moments since 1571*

# RED BULL GIVES YOU WIIINGS.



ON PROMOTION

**Tropical Edition**

12x250ml £12.60

**THE  
HOTTEST  
POP TO STOCK**

**WITH THE UK'S  
#1 GINGER BEER BRAND\***

**BUY 3 CASES  
to get 1 case of Old Jamaica FREE!\***

\*SOURCE IRI TOTAL SOFT DRINKS EXCL. DISCOUNTERS 11TH MAY 2022

\*\*THE FREE CASE WILL BE OLD JAMAICA REGULAR 24X330ML THAT CANNOT BE CHANGED OR SWAPPED TO AN ALTERNATIVE



# B IN THE MIX

*Britvil*  
LIFTING SPIRITS SINCE 1938

BUY 4 CASES FROM  
150ML MIXERS &  
JUICES RANGE  
TO RECEIVE A  
CASE FREE\*



# SERVE THE NO.1 DRAUGHT COLA BRAND IN THE UK<sup>1</sup>



## REASONS TO SERVE PEPSI MAX

Pepsi Max is the  
**NO.1 DRAUGHT  
COLA BRAND**  
in the UK<sup>1</sup>

Pepsi Max is the  
**FASTEST SELLING  
COLA BRAND**  
in Licensed in  
the UK<sup>2</sup>

**OVER £800  
FREE** stock,  
glassware and  
supporting  
POS for your  
outlet<sup>3</sup>



**SCAN THE QR TO REGISTER  
YOUR INTEREST TODAY**



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).



# DEALS SUMMARY

PAGE	PRODUCT	DEAL
9	Birrificio Angelo Poretti	Install and receive a complimentary POS package plus a free case from AFB range
10	Brooklyn Pilsner	Install and receive a complimentary POS package plus a free case from AFB range
12	Carlsberg Pilsner	Install and receive a complimentary POS package plus a free case from AFB range
20	150+1	Buy 11 bottles and get 1 bottle free
22	Ochre Mountain	Buy 11 bottles and get 1 bottle free
23	Carta 23	Buy 11 bottles and get 1 bottle free
25	Vignana Prosecco	Buy 11 bottles and get 1 bottle free
29	Beefeater	Buy 3 bottles and receive 1 bottle free
29	Hendricks Flora Adora	Buy 2 x bottles and receive a case of Fever-Tree Premium Tonic Water
32	Harrogate Spring Water	Buy 6 cases get 1 free
32	Old Jamaica	Buy 3 cases to get 1 case of Old Jamaica free
33	Red Bull	Tropical editions: £12.60 per case
34	Britvic Cans	Buy 4 cases from the 150ml mixers and juices range to receive a free case

# TERMS & CONDITIONS

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

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

**PRODUCTS** 1 Unless stated otherwise, the offers apply only to orders placed with Carlsberg UK Limited (Carlsberg) for delivery between 1st June - 30th June 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.

**GENERAL** 12 By placing an order, you will be deemed to have accepted and agreed to be bound by all applicable terms and conditions. 13 You are responsible for notifying us of all relevant account numbers relating to your orders, and of any change of address or other relevant details. 14 Carlsberg may use or disclose to a third party, including but not limited to its other group companies, personal data it collects from you and your personnel, or that you or your personnel provide to it, in order to fulfil its obligations to you under these terms and conditions. At any time, you may request further information about the processing of your personal data and ask that it be corrected, deleted or restricted in processing. To do so, please contact [privacy@carlsbergmarstons.co.uk](mailto:privacy@carlsbergmarstons.co.uk). Full details about the types of data we collect, what it's used for and your related rights are set out in our privacy notification, a copy of which can be accessed at [www.carlsbergmarstons.co.uk/privacy-notification/](http://www.carlsbergmarstons.co.uk/privacy-notification/). 15 Whilst any recommendations or representations in this Directory or otherwise made by Carlsberg are given in good faith, you should not rely on them in place of your own advice and our relationship with you shall be governed solely by the terms expressly set out in these terms and conditions.

16 If you enter a competition through this Directory, then such competition will be governed by the applicable competition rules. A copy of Carlsberg's principal competition rules appear on our website at [www.carlsberg.co.uk](http://www.carlsberg.co.uk). Additional rules specific to each competition may also apply. 17 Any resale price referred to is a recommendation only and you have complete discretion to set your resale price at whatever level you wish. 18 Errors and omissions excepted. 19 All prices quoted are exclusive of VAT unless otherwise stated. 20 These terms and conditions and any dispute or claim arising out of or in connection with them shall be governed by English Law and subject to the exclusive jurisdiction of the courts of England and Wales. 21 Cask Ale Allergen information of third party brand products: Please note that we have simply passed on the information we have received from each supplier. Carlsberg accepts no responsibility or liability for the accuracy of this information. If you have any queries at all, please contact the relevant supplier directly.





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