

OFFERS APPLY TO DELIVERIES FROM NOVEMBER 1ST 2023 - JANUARY 5TH 2024 UNLESS OTHERWISE STATED

ON TRADER DEALS



CARLSBERG MARSTON'S
BREWING COMPANY

AMAZING OFFERS, SUPPORT & INSPIRATION

NOV/DEC 2023

ORDER.CARLSBERGMARSTONS.CO.UK TO ORDER ONLINE

Carlsberg



1664



SHIPYARD®

Wainwright

HOBGOBLIN

ON TRADER DEALS

AMAZING OFFERS, SUPPORT & INSPIRATION

NOV/DEC 2023

NOV/DEC 2023

in this issue

INTRODUCTION 02

OUR RANGE 3

OUR SERVICES 23

OUR DEALS 29

DEALS SUMMARY 90



CARL MIDDLETON,
VP ON TRADE

WELCOME *to our Festive edition*

It's official: Christmas has come to Carlsberg Marston's! And as we kick off what's set to be a back-to-back couple of months, we've pulled together a special winter issue packed with the latest news and seasonal deals for you.

For starters, you'll find an extended cask ale promotion that now includes some of our regional favourites on page 18, so you can Celebrate Cask Ale this Christmas. And we've not forgotten about designated drivers this season, of course. Keep all your customers smiling by stocking up on AFB with a great deal on low and no-alcohol beer in Find Your Free on page 21.

In fact, we've lined up more deals than ever from our third-party suppliers in this issue, so you can make sure you're prepared ahead of the Christmas party season. These start from page 29, so flick through for our favourite festive deals plus a sprinkling of Christmas-inspired features – including some tasty Festive Food Matches on page 40.

Don't miss our festive guest ales – Brewdolph and Bah Humbug – on page 16. The prices on these are so good even Scrooge would approve.

Last but not least, I'd like to say thank you for being a valued customer on behalf of the Carlsberg Marston's team. Have a fantastic Christmas and New Year, and here's to more of the same in 2024!

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

Carlsberg



SHIPYARD



D

HOBGOBLIN

erg

Wainwright

Discover OUR RANGE




Welcome to our unrivalled portfolio of lagers, ales & craft beer brands. Discover a captivating portfolio of brands including lagers such as Carlsberg Danish Pilsner, Brooklyn Pilsner, Birrificio Angelo Poretti & Kronenbourg 1664. A collection of premium cask & packaged ales, including Hobgoblin & Wainwright. Indulge in licensed brands from our esteemed partners including San Miguel, Shipyard, Estrella, Erdinger & Kirin; as well as an exceptional range of Alcohol-Free beers, crafted to retain the taste & experience without compromise.

LAGER

Our lager range spans 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 fresh pressed beer. See page 24 or visit www.draughtmaster.com/uk

STANDARD  CARLSBERG DANISH PILSNER 3.4% Light and refreshing with a smooth, full mouth feel, perfect balance of bitterness and sweetness, and a distinctive citrus hop aroma.		PREMIUM  KRONENBOURG 1664 5.0% 1664 Lager is a beautifully crafted and supremely sippable premium lager, with a citrus aroma and notes of apricot.		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% Birrificio 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.		
STANDARD  MCE		STANDARD PLUS  TUBORG	PREMIUM  CARLSBERG	PREMIUM WORLD  ESTRELLA	DISCOVERY WORLD  KIRIN	

KEG ALE

GOLD  WAINWRIGHT GOLD 4.1% Premium keg beer from Wainwright. A refreshing alternative to standard keg ale, with fruity, sweet, citrus flavours.		IPA		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.	RUBY  HOBGOBLIN RUBY 4.5% Full bodied, ruby beer that delivers a delicious, chocolate malt flavour, balanced with a rounded bitterness & a fruity, mischievous character.
		 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.		
























PLUS an extensive range of regional favourites

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

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.		PREMIUM		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.
 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.	



GOLD	AMBER					RUBY		STOUT
								
								
								

ALCOHOL FREE BEER

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

CORE  CARLSBERG 0.0% Refreshing with a crisp hoppy bite and just 63 calories per bottle, Carlsberg 0.0 is everything you'd expect from a well-balanced Pilsner. Skål!		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.		CRAFT  SAN MIGUEL 0.0% All of the aroma, flavour, freshness and quality of a beer without the alcohol.		ALE  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.
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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 CDM or customer service representative about the range currently available to you.

TAP INTO CASK ALE

WITH THE
NO.1 CASK
ALE BREWER
IN THE UK

At the heart of the Great British Pub experience lies our firm belief that cask ale is the ultimate USP and a vital component of the On Trade offer. Brewing cask ale is ingrained in our very essence, and our collection boasts an unparalleled mix of renowned National and Regional varieties, catering for all ages and palates. Through invaluable insight, we understand that a significant proportion of ale consumers seek nationally recognised ales, and we proudly answer that consumer demand by featuring some of the UK's most prominent brands.



HOBGOBLIN GOLD

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

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



HOBGOBLIN IPA

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

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



WAINWRIGHT GOLD

Inspired by the famous Lakeland fell-walker Alfred Wainwright, our master brewers go the extra mile too. They search near and far for quality English malt and hops and tirelessly craft unique combinations worthy of the Wainwright name, like this delightfully refreshing Golden Beer. Lightly hopped with subtle sweetness, a delicate citrus aroma and a gloriously golden colour. Enjoy.

- ABV:** 4.1%
- Style:** Golden Beer
- See:** Golden
- Smell:** Fruit, citrus
- Taste:** Refreshing, fruity, sweet, citric
- Sweet:** ●●●●●
- Bitter:** ●●●●●
- Food pairing:** Smoked salmon with lemon wedges, soft cheese, lightly spiced dishes



WAINWRIGHT AMBER

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

- 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

GOLD



4.1%



3.8%



4.0%



4.2%



4.2%



4.9%



4.0%

IPA



5.7%

AMBER



3.4%



3.7%



3.4%



3.4%



3.8%



4.0%



4.1%



4.5%



4.8%



3.6%



4.5%

RUBY



5.1%



4.5%



3.5%



INSTALL BIRRIFICIO ANGELO PORETTI AND RECEIVE A

COMPLIMENTARY POS PACKAGE†

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

PLUS
receive a free case of AFB from the range‡
See page 21 for more details

Born in Italy, brewed in UK

*Deal valid for the duration of the brochure promotional period. 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.

Source: *Total trade On & Off, Volume & Value MAT vs Peroni, Birra Moretti & Menabrea. CGA OPMS to 17/06/2023 & Nielsen Data to 15/07/23

‡ Free case of AFB includes: San Miguel 0.0 24x330ml, Carlsberg 00 24x330ml, Shipyard Low Tide 8x500ml, Brooklyn Special Effects 24x330ml your BDM will recommend the best matched brand for your outlet.

Brewed in the UK. Enjoy responsibly. be.drinkaware.co.uk

BOOST YOUR SALES THIS CHRISTMAS

THE #1 BRAND OF CHOICE*



PLUS
receive a free case of AFB from the range‡
See page 21 for more details

INSTALL SAN MIGUEL ESPECIAL AND RECEIVE A POS SUPPORT PACKAGE. SPEAK WITH YOUR CMBC REPRESENTATIVE TO AGREE INSTALL AND BUILD YOUR PERFECT PACKAGE.

*Source: CGA Brandtrack Q1 2023.

Enjoy responsibly. be.drinkaware.co.uk

‡ Free case of AFB includes: San Miguel 0.0 24x330ml, Carlsberg 00 24x330ml, Shipyard Low Tide 8x500ml, Brooklyn Special Effects 24x330ml your BDM will recommend the best matched brand for your outlet.



PLUS
receive a free
case of AFB
from the range‡
See page 21 for
more details

PLUS INSTALL
CARLSBERG
DANISH PILSNER
& RECEIVE A
POS SUPPORT
PACKAGE
WORTH £125*

**MORE PINTS FOR YOU.
MORE PINTS FOR WWF.**



Drive sustainable sales with Carlsberg Danish Pilsner.

Together with WWF, we aim to help selected farmers replenish up to 175 million pints of fresh water to help UK nature thrive*.



Probably the best beer in the world



be drinkaware.co.uk

*Speak to your CMBC representative to agree install and build your perfect POS package. New brand stockists only. One deal per install per outlet. POS items subject to availability at point of order.
*Carlsberg is giving £150,000 to WWF-UK (reg. charity 1081247 & SC039593) to support participating farmers in East Anglia to replenish up to 100 million litres of fresh water, by helping them save water and reduce river pollution. Scan QR code or see carlsberg.co.uk/wwf-farming for more details. Brewed in UK, the Danish Way. Enjoy responsibly.
‡Free case of AFB includes: San Miguel 0.0 24x330ml, Carlsberg 00 24x330ml, Shipyard Low Tide 8x500ml, Brooklyn Special Effects 24x330ml your BDM will recommend the best matched brand for your outlet.

WELCOME 1664 TO YOUR BAR

THE MOST POPULAR PREMIUM FRENCH LAGER*

- Stock the 2nd largest Premium Lager brand **IN THE ON TRADE****
- Premium price point with the potential to **ADD AN INCREMENTAL £300 PER WEEK** to your sales***

CONTACT YOUR
CMBC REPRESENTATIVE
TO ADD 1664
TO YOUR BAR TODAY AND
RECEIVE A POS SUPPORT PACKAGE†
AVAILABLE ON CQDS

PLUS
receive a free
case of AFB
from the range†
See page 21 for
more details

*CGA OPMS QTR data to P04 2023 On Trade Value and Volume
**CGA OPM data QTR to P13 2022 (31/12/2022)
***Potential to increase your sales by 71 pints of total lager per week - CGA Volume Pool Data to February 2023
† Speak to your CMBC representative to agree install and build your perfect POS package. New brand stockists only. One deal per install per outlet. POS items subject to availability at point of order.



Enjoy Responsibly be drinkaware.co.uk

† Free case of AFB includes: San Miguel 0.0 24x330ml, Carlsberg 00 24x330ml, Shipyard Low Tide 8x500ml, Brooklyn Special Effects 24x330ml your BDM will recommend the best matched brand for your outlet.

CELEBRATE CASK THIS CHRISTMAS

BUY 2 9G'S & GET £10 OFF PER 9G

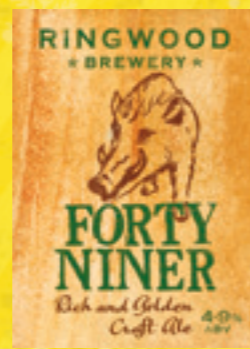
GOLD



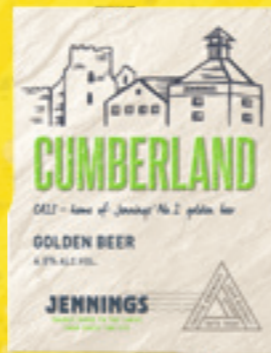
4.1%



4.2%



4.9%



4.0%

IPA



4.2%

RUBY



4.2%

AMBER



3.6%



3.8%



4.1%



4.1%



4.5%



4.5%



4.8%

Promotion valid for the duration of the brochure promotional period. Buy any 2 9g's of the same product and receive £10 off per 9g. Qualifying products: Hobgoblin Gold 9g, Hobgoblin IPA 9g, Wainwright Gold, Wainwright Amber, Banks's Mild 9g, Bombardier Amber 9g, Directors 9g, Eagle IPA 9g, Cumberland 9g, Marston's Pedigree 9g, Ringwood Forty Niner 9g, Ringwood Razorback 9g, Young's London Original 9g. Not available in conjunction with any other offer. Deal subject to change. Available while stocks last.

Wainwright

A LAKE DISTRICT ORIGINAL



PLUS
 receive a free
 case of AFB
 from the range†
 See page 21 for
 more details

INSTALL WAINWRIGHT AND RECEIVE A POS SUPPORT PACKAGE

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

† Free case of AFB includes: San Miguel 0.0 24x330ml, Carlsberg 00 24x330ml, Shipyard Low Tide 8x500ml, Brooklyn Special Effects 24x330ml your BDM will recommend the best matched brand for your outlet.

Install Hobgoblin & receive a POS support package



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

† Free case of AFB includes: San Miguel 0.0 24x330ml, Carlsberg 00 24x330ml, Shipyard Low Tide 8x500ml, Brooklyn Special Effects 24x330ml your BDM will recommend the best matched brand for your outlet.

PLUS
 receive a free
 case of AFB
 from the range†
 See page 21 for
 more details

HOBGOBLIN

— BEAUTY LIES WITHIN —

Enjoy responsibly.
 be drinkaware.co.uk

Festive guest ales...

BAH HUMBUG*

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

£81.99



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

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

Perfect with...

Christmas pudding or Ploughmans

*Available December 2023 only

BREWDOLPH*

Deck those halls with...
HOPS & BARLEY!

£65.99



Brewdolp is here with a sack full of seasonal succour. With a warm Amber hue, this Christmas cracker has a beautifully balanced blend of malt and hop and a cheerily convivial 3.4% ABV. Brewdolp's full of festive fun and malty merriment

- ABV 3.4%
- STYLE WINTER GUEST BITTER ALE
- SEE DARK GOLD
- SMELL A TOUCH OF EARTHY HOPS, FRESH
- TASTE DRY BITTER FINISH
- BITTER ●●●●●
- SWEET ●●●●●

Perfect with...

Pork Scratchings or a hot pie

FESTIVE REGIONAL

FAVES

£69.99



BANKS'S AMBER
3.4% ABV

A deep gold in colour, it comes with malty, hoppy flavours and clean finish with fruity overtones.

£69.99



BRAKSPEAR GRAVITY
3.4% ABV

This amber ale has a crystal malt and a well hopped bitterness in taste, which transforms into a bitter-sweet and fruity finish with a good fruit, hop and malt nose.

£69.99



TETLEYS ORIGINAL
3.4% ABV

An amber bitter ale, which has sweet toffee apple flavours balanced with distinctly bitter dry flavours and a lingering dry bitter finish.

Promotion valid for the duration of the brochure promotional period. Not available in conjunction with any other offer. Deal subject to change. Available while stocks last.

BUY ANY
4 CASES &
GET ONE OF
THE BELOW
CASES FOR
FREE...

PORETTI
24x330ML
BROOKLYN PILSNER
12x330ML
**CARLSBERG DANISH
PILSNER** 24x330ML
SAN MIGUEL ESPECIAL
24x330ML

Promotion valid for the duration of the brochure promotional period. Qualifiers must be purchased in one transaction. Qualifying products include Birrificio Angelo Poretti 24x330ml NRB, Brooklyn Pilsner 12x330ml NRB, Brooklyn Lager 24x330ml NRB, San Miguel Especial Gluten Free 24x330ml NRB, Carlsberg Danish Pilsner 24x330ml NRB and Estrella Damm 24x330ml NRB. Free products available: Birrificio Angelo Poretti 24x330ml NRB, Brooklyn Pilsner 12x330ml NRB, Carlsberg Danish Pilsner 24x330ml NRB and San Miguel Especial 24x330ml. Not available in conjunction with any other offer. Deal subject to change. Available while stocks last.

BUY 3 OF THE SAME CASES
& RECEIVE £1.50 OFF
PER CASE.



Promotion valid for the duration of the brochure promotional period. Qualifiers must be purchased in one transaction and both cases must be the same SKU. Qualifying products include Hobgoblin Ruby 8x500ml, Hobgoblin IPA 8x500ml, Hobgoblin Gold 8x500ml, Wainwright Gold 8x500ml, Wainwright Amber 8x500ml, Shipyard IPA 8x500ml. Not available in conjunction with any other offer. Deal subject to change. Available while stocks last.

FIND YOUR
FREE
GREAT TASTING
LOW & NO ALCOHOL BEER

Add a case to your order at these fantastic limited edition prices or get a case for **FREE** when you install a new draught product.



Promotion valid for the duration of the brochure promotional period. Fixed price or free case qualifying products: San Miguel 0.0 24x330ml, Carlsberg 0.0 24x330ml, Brooklyn Special Effects 24x330ml and Shipyard Low Tide 8x500ml. Free case offer only available on new draught keg installs of Brooklyn Pilsner, Birrificio Angelo Poretti, Carlsberg Danish Pilsner, San Miguel Especial, San Miguel 0.0, Hobgoblin, Wainwright Shipyard and Somersby Cider. One deal per install, per outlet. Whilst stocks last. Speak to you CDM for advice on what brand is best suited for your outlet.

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†
See page 21 for more details

DISCOVER MORE AT
SHIPYARDBEER.CO.UK

@SHIPYARDBEERUK

† Free case of AFB includes: San Miguel 0.0 24x330ml, Carlsberg 00 24x330ml, Shipyard Low Tide 8x500ml, Brooklyn Special Effects 24x330ml your BDM will recommend the best matched brand for your outlet.

*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.

Enjoy Responsibly be drinkaware.co.uk



Discover OUR SERVICES



Here at CMBC, we don't just brew beer! Discover more about our additional services available including full composite supply of wine, spirits and minerals; innovative dispense solutions to drive quality and save money; and our industry-leading digital services.

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



**BRANDS AVAILABLE
ON DRAUGHTMASTER:**



**A THIRST FOR
INNOVATION.
A TASTE
FOR PROFIT.**

DraughtMaster is an innovative system that uses 20LTR kegs and compressed air to deliver exceptional quality beer, every time.

WHAT CAN DRAUGHTMASTER DO FOR YOU?



UNRIVALLED QUALITY
The beer in our kegs stays fresher 6 times longer (30 days) than steel kegs (5 days) once opened.



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



SAVES TIME & MONEY
Save time and money as lines only need to be cleaned every four weeks. With no CO2 needed either it's additional cost saving.



VOLUME GROWTH
Outlets who have installed DraughtMaster into their bar have seen an overall growth of volume by +35%*.

WHAT DO YOU NEED?

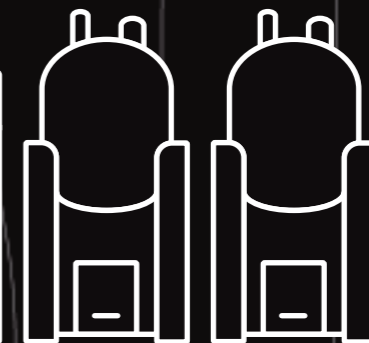
DraughtMaster uses standard founts/t-bars and coolers and can be set up under bar or in a cellar.



STANDARD COOLER



CLEANING UNIT



KEG MODULES (MIN 2)

*Source: CMBC DraughtMaster Total Sales Data 2023 vs 2022 to 05.10.22 & InnServe Installations to 05.08.22.

For more information on how DraughtMaster can transform your business get in touch with your Business Development Manager or visit www.draughtmaster.com

Enjoy responsibly. be.drinkaware.co.uk





A fully enclosed environment from 'keg to glass', helping to ensure every pint is perfect every time



Consistent dispense temperature



Provide a perfect pint every time



Saves you time and money



Reduce line cleaning wastage



“ Since installing Carlsberg’s new dispense system the hotel has seen a dramatic cost saving in terms of waste. We are benefiting from a huge commercial sum to our bottom line by cleaning less frequently. Wastage has dropped to almost zero improving the yield significantly.

The time the managers have saved on line cleaning has been a real help, this has allowed them to focus on other aspects of their role, up selling, training of staff members and more importantly working on service to our customers. The best part is the quality of the beer/ ale and cider which has improved dramatically and delivers our guests the perfect pint every time encouraging repeat purchase.

Since installing in the main hotel and seeing the benefits we rolled out CQDS into all venues within the Estate. ”

Mark Roberts – Food & Beverage Manager
Carden Park, Chester

To discuss this revolutionary system in detail and to find out how your business would benefit from a new system installation, please contact us to arrange an appointment with one of our dedicated Regional Dispense Specialists.



Discover OUR DEALS



Discover our extensive range of wine, spirits and minerals, from our trusted third-party suppliers, with plenty of deals to ensure your bars are kept well stocked. Crown Cellars, where a world of exceptional wine awaits, as well as plenty of on-trade wine expertise and knowledge. Explore Distilled; CMBC's specialist spirits division, bringing you insights on ranging inspiration and key trends.



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





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

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.



Bodegas Piqueras

Old Vines Garnacha Organic 'Piqueras' 2019

This is not a wine for the faint hearted. In appearance it is deepish garnet with a hint of brick. The bouquet is incredible: damson, oak, chocolate and liquorice are all present. It is concentrated and full bodied in the mouth with a long finish. Hearty red meat dishes are its natural partners at the dinner table. The grape variety responsible for this wine is not "normal" Garnacha (aka Grenache in France) but its offspring Garnacha Tintorera (aka Alicante Henri Bouschet in France). It was bred in the nineteenth century by the eponymous Henri Bouschet to get more colour into the thin skinned and often pale coloured Garnacha. Well, dear old Henri hit the jackpot – this version has red colour not just in the skin but in the pulp. The Garnacha Tintorera vines at Bodegas Piqueras were planted on their own roots 45-60 years ago and have been dry farmed ever since. Once fermented this bruiser is matured in American oak barrels for 6-8 months to smooth it off a bit and add some toasty vanilla notes to the nose and palate.



J. M. Aujoux

Viognier "Les Gazelles" IGP

This wine is beautifully aromatic and lifted, with classic peach and apricot Viognier aromas. In the mouth it is dry but only moderately acid and mid bodied. The stone fruit flavours return on the palate. The finish is rounded and smooth. I am a huge fan of pairing Viognier wines with salmon and trout. The vineyards for this wine are located in Languedoc, overlooking the Bassin de Thau near Sète. The fruit is harvested at night to capture as much freshness as possible. A partial malolactic conversion, six months ageing on the lees and a portion of the wine seeing oak are all used to add complexity and weight.



Mulled Wine

ONLY £21
for a case of 6
or just over £1.17 per 250ml serve!

Mulled wine is a fantastic opportunity to make some money as an operator. Invest a little bit of money into an urn, fill it with mulled wine, power it up and the smell alone will generate sales. Late night Christmas shoppers are basically looking for an excuse to have a drink before they head home to do some wrapping – a few chalkboards and the aroma of mulled wine, combined with some smart pricing and you'll soon start to see the benefits.

Harvest Fruits Mulled Wine blends the finest ingredients to give a rich fruity character with warming spicy notes. Suitable for Vegetarians & Vegans. Add slices of fruits and cinnamon sticks if required for visual effect. To warm, heat lightly in a saucepan or in the microwave in a suitable container for 45 seconds on "high". Do not boil.



BUY ANY 24 BOTTLES TO GET A 75CL PROSECCO...

FROM THE REWARD RANGE

Free



Reward range includes: Terra del Doge Prosecco 75cl, Vignana Prosecco Rosé 75cl, Vignana Prosecco 75cl, Morajo Prosecco 75cl.

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

BUY ANY 24 BOTTLES TO
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Reward range includes: Terra del Doge Prosecco 75cl, Vignana Prosecco Rosé 75cl, Vignana Prosecco 75cl, Morajo Prosecco 75cl.

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

BUY ANY 24 BOTTLES TO GET A 75CL PROSECCO FROM THE RANGE

Free

IMAGE NO.	SKU	WINE NAME	SPARKLING	SUSTAINABLE	VEGAN	CROWN CELLARS EXCLUSIVE	CROWN CELLARS EXCLUSIVE OWN LABEL
1	56919	Aimery Cabernet Rosé, IGP Pays d'Oc 75cl					
2	56936	Aimery Cabernet Sauvignon, IGP Pays d'Oc 75cl					
3	56925	Aimery Chardonnay, IGP Pays d'Oc 75cl					
4	57225	Aimery Crémant de Limoux Brut NV 75cl					
5	57413	Aimery Crémant de Limoux Rosé Brut NV 75cl					
6	56924	Aimery Merlot, IGP Pays d'Oc 75cl					
7	56935	Aimery Sauvignon Blanc 75cl					
8	57424	Champagne H. Lanvin & Fils Brut NV 75cl					
9	57430	Champagne H. Lanvin & Fils Rosé Brut NV 75cl					
10	33640	Clement Bosquet, Malbec, Vin de France 75cl					
11	57235	Côtes-du-Rhône, Cuvée St Laurent 75cl					
12	33641	Famille Ravoire, Côtes de Provence Rosé 'Chantrose' 75cl					
13	57290	Invenio French Merlot 75cl					
14	57289	Invenio Sauvignon Blanc 75cl					
15	33643	J. M. Aujoux, Viognier 'Les Gazelles' IGP 75cl					
16	24563	Laure d'Echarmes Brut NV 75cl					
17	26895	Le Sanglier de la Montagne Merlot 75cl					
18	26896	Le Sanglier de la Montagne Sauvignon Blanc 75cl					
19	26901	Le Sanglier Vin de France Blanc 75cl					
20	26899	Le Sanglier Vin de France Rosé 75cl					
21	26898	Le Sanglier Vin de France Rouge 75cl					
22	57718	Maison Des Bretons Dry White 75cl					
23	57714	Maison Des Bretons Medium Dry White 75cl					
24	57715	Maison Des Bretons Red 75cl					
25	26683	Muscadet Sur Lie, Bougrier 75cl					
26	60815	O&E Merlot 75cl					
27	60816	O&E Sauvignon Blanc 75cl					
28	60445	Picpoul de Pinet, Cuvée Thetis 75cl					
29	57230	Rosé D'Anjou, Bougrier 75cl					
30	57231	Sancerre, Bougrier 75cl					
31	57232	Sauvignon de Touraine, Bougrier 75cl					
32	57226	Vouvray, Bougrier 75cl					
33	23160	Campe Dhei Pinot Grigio 75cl					
34	20937	Invenio Pinot Grigio 75cl					
35	20975	Lyric Pinot Grigio 75cl					
36	20976	Lyric Pinot Grigio Rosé 75cl					
37	20977	Lyric Prosecco Extra Dry 75cl					
38	26802	Morajo Pinot Grigio Blush, DOC Venezia 75cl					
39	26804	Morajo Pinot Grigio, DOC Venezia 75cl					
40	26801	Morajo Prosecco 75cl					
41	20934	O&E Italian Pinot Grigio 75cl					
42	61495	Ponte Gio Bianco 75cl					
43	61496	Ponte Gio Rosato 75cl					
44	61497	Ponte Gio Rosso 75cl					
45	57041	Ponte Merlot 75cl					
46	57010	Ponte Pinot Grigio 75cl					
47	59452	Ponte Pinot Grigio Rosato 75cl					
48	12660	Ponte Prosecco Extra Dry 1.5l					
49	57089	Ponte Prosecco Extra Dry 75cl					
50	25650	Ponte Prosecco Rosé Millesimato, Brut 75cl					
51	21443	Ponte Sparkling Pinot Grigio Brut NV 75cl					
52	26819	Terra del Doge Prosecco 75cl					
53	26900	Vignana Pinot Grigio Blush, IGT Pavia 75cl					
54	26902	Vignana Pinot Grigio, DOC Venezia 75cl					
55	20938	Vignana Prosecco Extra Dry 75cl					
56	26803	Vignana Prosecco Rosé 75cl					
57	26700	Zimor Merlot 75cl					
58	26685	Zimor Pinot Grigio 75cl					
59	26701	Zimor Pinot Grigio Rosé 75cl					
60	23977	Zimor Prosecco Extra Dry 75cl					
61	26016	Zimor Prosecco Rosé 75cl					
62	26293	Castillo de Piedra Tempranillo 75cl					
63	59711	Castillo de Piedra Tempranillo Rosé 75cl					
64	59691	Castillo de Piedra Viura 75cl					
65	61964	Finca de Oro Rioja 75cl					
66	15468	Finca de Oro Rioja Blanco 75cl					

IMAGE NO.	SKU	WINE NAME	SPARKLING	SUSTAINABLE	VEGAN	CROWN CELLARS EXCLUSIVE	CROWN CELLARS EXCLUSIVE OWN LABEL
67	57789	Lobo Loco Macabeo 75cl					
68	57790	Lobo Loco Tempranillo 75cl					
69	26292	Lobo Loco Tempranillo Rose 75cl					
70	13498	Marqués de Alfamén Chardonnay Macabeo 75cl					
71	15464	Marqués de Alfamén Garnacha Rosado 75cl					
72	13499	Marqués de Alfamén Garnacha Shiraz 75cl					
73	26288	Brightside Cabernet Sauvignon 75cl					
74	25658	Brightside Pinot Grigio 75cl					
75	25660	Brightside Zinfandel Rosé 75cl					
76	60560	Jack & Gina Chardonnay 75cl					
77	60559	Jack & Gina Zinfandel 75cl					
78	59736	Jack & Gina Zinfandel Rosé 75cl					
79	60818	O&E Zinfandel Rosé 75cl					
80	21391	To Be Continued Chardonnay 75cl					
81	25707	To Be Continued Zinfandel Rosé 75cl					
82	29966	Alta Vista Estate Premium Bonarda 75cl					
83	29967	Alta Vista Estate Premium Cabernet Franc 75cl					
84	29440	Alta Vista Estate Premium Cabernet Sauvignon 75cl					
85	29439	Alta Vista Estate Premium Malbec 75cl					
86	29445	Alta Vista Single Vineyard Malbec Alizarine 75cl					
87	29447	Alta Vista Single Vineyard Malbec Temis 75cl					
88	29444	Alta Vista 'Vive' Classic Torrontes 75cl					
89	29443	Alta Vista 'Vive' Malbec 75cl					
90	18460	Bone Orchard Malbec 75cl					
91	17679	Dead Man's Dice Malbec 75cl					
92	26904	Carta23 Chilean Merlot 75cl					
93	26905	Carta23 Chilean Sauvignon Blanc 75cl					
94	15726	Clockwork Raven Merlot 75cl					
95	18984	Las Ondas Cabernet Sauvignon 75cl					
96	26887	Las Ondas Merlot Reserva 75cl					
97	18986	Las Ondas Pinot Noir Reserva 75cl					
98	18991	Las Ondas Rosé 75cl					
99	18987	Las Ondas Sauvignon Blanc 75cl					
100	18985	Las Ondas Viognier Reserva 75cl					
101	26799	Ocarina Chilean Merlot 75cl					
102	26800	Ocarina Chilean Sauvignon 75cl					
103	57634	Ochre Mountain Merlot Carmenère 75cl					
104	57612	Ochre Mountain Sauvignon Blanc 75cl					
105	33188	Box of Budgies Sauvignon Blanc 75cl					
106	59720	Cloud Island Sauvignon Blanc 75cl					
107	32747	Ren Sauvignon Blanc 75cl					
108	57921	Silver Lake Sauvignon Blanc 75cl					
109	15721	Bad Eye Deer Shiraz Cabernet 75cl					
110	17601	Grapeful Dead Chardonnay 75cl					
111	17605	Grapeful Dead Shiraz 75cl					
112	57494	Gulara Chardonnay 75cl					
113	57493	Gulara Shiraz 75cl					
114	24768	Lazy Bones Sauvignon Blanc 75cl					
115	60702	Lazy Bones Shiraz 75cl					
116	21353	Pocket Watch Chardonnay 75cl					
117	21354	Pocket Watch Shiraz 75cl					
118	28496	Solander Chardonnay 75cl					
119	28497	Solander Shiraz 75cl					
120	62018	Spearwood Chardonnay 75cl					
121	61965	Spearwood Shiraz 75cl					
122	15722	Bad Eye Deer Sauvignon Blanc 75cl					
123	17534	Clockwork Raven Sauvignon Blanc 75cl					
124	27174	Cloud Island Cape Series Sauvignon Blanc 75cl					
125	19266	Drop Dead Gorgeous Chenin Blanc 75cl					
126	19265	Drop Dead Gorgeous Malbec 75cl					
127	27113	Visitors Series Sauvignon Blanc 75cl					
128	57286	Invenio Riesling 75cl					
129	57299	Invenio Australian Shiraz 75cl					
130	57298	Invenio Chardonnay 75cl					
131	57462	Invenio Zinfandel Rosé 75cl					

BUY ANY 6 CASES FROM THE RANGE TO GET A CASE

Free



IMAGE NO.	SKU	WINE NAME	SPARKLING	SUSTAINABLE	VEGAN	CROWN CELLARS EXCLUSIVE	CROWN CELLARS EXCLUSIVE OWN LABEL
1	27471	Aimery Cabernet Rosé, Single Serve 187ml (x24)					
2	27466	Aimery Chardonnay, Single Serve 187ml (x24)					
3	27483	Aimery Merlot, Single Serve 187ml (x24)					
4	27467	Aimery Sauvignon Blanc, Single Serve 187ml (x24)					
5	27463	Bad Eye Deer Sauvignon Blanc, Single Serve 187ml (x24)					
6	27462	Bad Eye Deer Shiraz Cabernet, Single Serve 187ml (x24)					
7	27456	Bad Eye Deer Zinfandel Rosé, Single Serve 187ml (x24)					
8	27473	Invenio Australian Colomard Chardonnay, Single Serve 187ml (x24)					
9	27474	Invenio Australian Shiraz, Single Serve 187ml (x24)					
10	27480	Invenio French Merlot, Single Serve 187ml (x24)					
11	27479	Invenio French Sauvignon Blanc, Single Serve 187ml (x24)					
12	27464	Invenio Pinot Grigio, Single Serve 187ml (x24)					

IMAGE NO.	SKU	WINE NAME	SPARKLING	SUSTAINABLE	VEGAN	CROWN CELLARS EXCLUSIVE	CROWN CELLARS EXCLUSIVE OWN LABEL
13	27475	Invenio Zinfandel Rosé, Single Serve 187ml (x24)					
14	27472	Ponte Gio Bianco PET Cups, Single Serve 187ml (x30)					
15	27493	Ponte Gio Rosato PET Cups, Single Serve 187ml (x30)					
16	27496	Ponte Gio Rosso PET Cups, Single Serve 187ml (x30)					
17	27470	Ponte Merlot, Single Serve 187ml (x24)					
18	27481	Ponte Pinot Grigio Ramato, Single Serve 187ml (x24)					
19	27469	Ponte Pinot Grigio, Single Serve 187ml (x24)					
20	27465	Zimor Pinot Grigio, Single Serve 187ml (x24)					
21	32707	Ponte Prosecco DOC Rosé Millesimato, Single Serve 200ml (x24)					
22	27491	Ponte Prosecco Extra Dry, Single Serve 200ml (x24)					
23	27490	Zimor Prosecco, Single Serve 200ml (x24)					
24	29484	Pasqua Prosecco DOC 187ml					

Festive Food Matches

'Tis the season of The Roast, so why not make the most of it with a blackboard special, specifically selected to pair with something from your menu. We put a few ideas together to get you started:



Roast Turkey



Casale del Barone '150+1' Langhe Bianco 75cl

Piedmont, Italy
Dry & aromatic

An elegant and lively dry white wine that is attractively scented on the nose.



Mâcon Blanc, Vignerons des Terres Secrètes 75cl

Burgundy, France
Juicy & ripe

Attractive yellow plum and melon aromas are followed by a creamy smoothness on the palate.



Bodegas Piqueras, Old Vines Garnacha Organic 'Piqueras' 75cl

Almansa, Spain
Full-flavoured & oaked

Dry, fuller-bodied and deeply coloured with charmingly sweet perfumed raspberry fruits, confected plum, vanilla, clove, toast and dried fruits.



Roast Duck



Bodegas Piqueras, Old Vines Garnacha Organic 'Piqueras' 75cl

Almansa, Spain
Full-flavoured & oaked

Dry, fuller-bodied and deeply coloured with charmingly sweet perfumed raspberry fruits, confected plum, vanilla, clove, toast and dried fruits.



Brampton Unoaked Chardonnay 75cl

Stellenbosch, South Africa
Juicy & ripe

This is a dry white wine with all the ripe fruit of a top Chardonnay but without the oak flavours.



Roast Gammon



Beaujolais Villages, Château du Chatelard 75cl

Beaujolais, France
Juicy & ripe

Elegant aromas of blackcurrant, blackberry and black cherry combine with rich, velvety tannins.



Caliterra Chardonnay Reserva 75cl

Casablanca, Chile
Juicy & ripe

A straightforward, uncomplicated Chardonnay showing touches of melon and oak.



Inviniti New Zealand Pinot Noir 75cl

Marlborough, New Zealand
Juicy & ripe

Bright and youthfully attractive, with raspberry, plum, subtle spice and floral aromas on the nose, offering charm and easy drinking



Fincas de Landaluce Crianza Rioja 75cl

La Rioja, Spain
Spicy & warming

Rounded on the palate with lots of layers of red fruit and some smoky characters; savoury and complex with fine tannins.



Mâcon Blanc, Vignerons des Terres Secrètes 75cl

Central Valley, Chile
Dry & aromatic

A lovely, crisp acidity balances sunny tropical notes of pineapple, with a touch of stone fruit



Bodegas Piqueras, 'Marius' Reserva Almansa 75cl

Almansa, Spain
Spicy & warming

Medium-bodied ruby-red with complex layers of dark plum, red berry, dried fruits, clove, sweet spice, leather, tea and toast.



Roast Beef

Mâcon Rouge, Vignerons des Terres Secrètes 75cl

Burgundy, France
Juicy & ripe

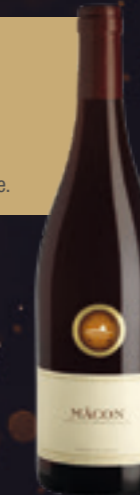
A really happy red wine with youthful dark fruit and a mid-light bodied palate.



Casale del Barone '150+1' Piemonte Barbera 75cl

Piedmont, Italy
Juicy & ripe

Lots of black cherry fruit, overlaid with vanilla oak, enliven this mid bodied red.



Roast Pork

BUY ANY 6
BOTTLES TO GET A

75CL TRAMONTO
SPUMANTE

Free

FRANCE

SPAIN

ITALY



CROWN CELLARS
EUROPEAN FAVOURITES

IMAGE NO.	SKU	WINE NAME	REGION, COUNTRY
1	21040	Mâcon Blanc, Vignerons des Terres Secrètes 75cl	Burgundy, France
2	31573	Chablis, Gautherin & Fils 75cl	Burgundy, France
3	31577	Petit Chablis, Gautherin & Fils 75cl	Burgundy, France
4	31579	Chablis Pierre de Prêhy 75cl	Burgundy, France
5	17427	Mâcon Rouge, Vignerons des Terres Secrètes 75cl	Burgundy, France
6	29450	Beaujolais Villages, Château du Chatelard 75cl	Beaujolais, France
7	23359	Château Jacques-Noir Saint-Émilion 75cl	Bordeaux, France
8	59451	Château Lagrange Saint-Julien 3ème Cru Classé 75cl	Bordeaux, France
9	33644	Domaine de Petit Roubié, Picpoul de Pinet 'Nature de Roubie' 75cl	Languedoc-Roussillon, France
10	17594	Domaine Mas Belles Eaux Petit Verdot 75cl	Languedoc-Roussillon, France
11	21041	Domaine Horgelus Gros Manseng Sauvignon 75cl	Côtes De Gascogne, France
12	21039	Domaine Horgelus Rouge de Gala 75cl	Côtes De Gascogne, France

IMAGE NO.	SKU	WINE NAME	REGION, COUNTRY
13	23958	Laxas Albariño, Rías Baixas 75cl	Galicia, Spain
14	28437	Monte Real Reserva Rioja 75cl	La Rioja, Spain
15	16293	Fincas de Landaluze Crianza Rioja 75cl	La Rioja, Spain
16	24164	La Pepica Monastrell 75cl	Valencia, Spain
17	33648	Bodegas Piqueras, Old Vines Garnacha Organic 'Piqueras' 75cl	Almansa, Spain
18	33638	Bodegas Piqueras, 'Marius' Reserva Almansa 75cl	Almansa, Spain
19	21021	Vesevo Beneventano Falanghina 75cl	Campania, Italy
20	29485	Soave Classico DOC Villa Borghetti, Pasqua 75cl	Veneto, Italy
21	17521	Campe Dhei Manzoni 75cl	Veneto, Italy
22	17522	Campe Dhei Raboso 75cl	Veneto, Italy
23	27830	Chianti DOCG Fontella 75cl	Tuscany, Italy
24	29990	Amarone della Valpolicella DOCG, Pasqua 75cl	Valpolicella, Italy
25	13520	Recioto Valpolicella 50cl	Valpolicella, Italy
26	19192	Primitivo di Manduria 'Vitti', Cantine San Marzano 75cl	Salento, Italy
27	13521	Negroamaro 'Vitti', Cantine San Marzano 75cl	Salento, Italy
28	24166	Casale del Barone '150+1' Piemonte Barbera 75cl	Piedmont, Italy
29	24167	Casale del Barone '150+1' Langhe Bianco 75cl	Piedmont, Italy
30	57685	Dolcetto TDB 75cl	Piedmont, Italy

*10 deals per customer per week. While stocks last. Limited stock availability; When It's Gone, It's Gone!

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Cyt Range 75cl. Promotional terms and conditions apply.

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No matter where you are in the world, when you open a bottle of Mud House you'll sense the taste of adventure.

Offer valid throughout November + December 2023. Offer valid on Mud House New Zealand Sauvignon Blanc, Mud House Chile Sauvignon Blanc and Mud House Chile Rose 75cl only. Offer valid only when used on wines within the same country of origin. Enjoy Mud House responsibly. be.drinkaware.co.uk

Say hello to low duty wines this Christmas

Make the most of the recent duty change with our 8% ABV rosé wines

Alcohol %	Duty per bottle JAN 2023	Duty per bottle FROM AUG 2023	Duty Change
★ 8%	£2.23	£1.49	- £0.74
8.5%		£1.82	- £0.41
9%		£1.92	- £0.31
9.5%		£2.03	- £0.20
10%		£2.14	- £0.09
10.5%		£2.24	+ £0.01
11%		£2.35	+ £0.12
11.5 - 12.5%		£2.67	+ £0.44



*Duty change for 75cl still table wine

**IRI Total Off-Trade MAT e/ 06.08.23 - Rose ©2023 E & J Gallo Winery, Modesto, CA. All rights reserved. be drinkaware.co.uk

Buy 6 bottles to get £3 OFF



Offer includes:
 Bellingham 'Homestead' Sauvignon Blanc 75cl
 Bellingham 'Homestead' Pinotage 75cl
 Brampton Unoaked Chardonnay 75cl



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



Jack Rabbit

12 pack

Buy 5 cases and get 1 free

Sign up to jackrabbitrewardsme.com and be rewarded with POS items, gifts, incentives and **special offers!**

On-trade exclusive

**Offer valid throughout November + December 2023. Capped at 300 deals per customer, per week. Offer valid only on Jack Rabbit Prosecco 20cl. *Still wine. CGA wine data July 2022. Please drink responsibly. be.drinkaware.co.uk Maximum 300 deals available in total.



Jack Rabbit

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

Sign up to jackrabbitrewardsme.com and be rewarded with POS items, gifts, incentives and **special offers!**

On-trade exclusive

Offer valid throughout November + December 2023. Capped at 1000 deals in total. Limited stock available. *Still wine. CGA wine data July 2022. Please drink responsibly. be.drinkaware.co.uk



BOOMERANG BAY

On trade exclusive

Purchase 1 case and receive a £2 discount*

*Offer valid throughout November + December 2023. Offer valid on Boomerang Bay Shiraz and Chardonnay 75cl only. Please drink responsibly. be.drinkaware.co.uk



Buy 7 cases of Jack Rabbit and get 1 free on 187ml

Sign up to jackrabbitrewardsme.com and be rewarded with POS items, gifts, incentives and **special offers!**

On-trade exclusive

Offer valid throughout November + December 2023. Capped at 1000 deals in total. Limited stock available. *Still wine. CGA wine data July 2022. Please drink responsibly. be.drinkaware.co.uk

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Offer valid throughout November + December 2023. Offer valid on Hardy's 202 Main Road Pinot Grigio, Merlot, Chardonnay and Rose 75cl only. Please Drink Responsibly. be.drinkaware.co.uk

£21
per bottle of
Champagne Castelnaud Brut Reserve
when you buy 6 or more bottles

CROWN CELLARS
CARLSBERG MARSTON'S BREWING COMPANY
EXCLUSIVE DEAL

BRUT

Catch them before they're gone!

Buy 5 get 1 free

Sutter Home Merlot 75cl
California, USA
Fresh and smooth with black cherry flavours with hints of smoke and spice. Perfect with tomato-based pastas, chicken, beef, lamb, and pizza.

Vinivision Sauvignon Blanc Semillon 75cl
Langhorne Creek, Australia
Zesty citrus and a hint of tropical fruit, great with just about any seafood dish.

Tramonto Italian Red 75cl
Italy
A juicy red with dark fruits, smooth tannins and a balanced acidity. A soft, easy and approachable wine with a well-rounded finish.

TerraMater Vineyard Reserve Sauvignon Blanc 75cl
Maipo Valley, Chile
Tropical fruit with lemon and lime undertone. Fresh and light with lively acidity.

South African gems

Buy 5 get 1 free

Bampton Roxton Red
A blend of Petit Verdot 84%, Shiraz 10% and Malbec 6% was used to produce this exceptional wine. The Petit Verdot contributes to the muscular structure of the wine, while the Shiraz adds a distinctive flavour and spice to the mid palate, bring up the rear is the Malbec with its bright berry fruit style. This wine displays delicious dark black cherry flavours with dark chocolate and spice on the mid-palate, producing a wonderful long lingering finish.

Boschendal Chenin Blanc Rachels
A beautiful fruit core of elegant peach-infused citrus characteristics with a hint of honey-glazed nuts. A well-balanced, full-bodied wine with a long, lingering finish.

Bold French Syrah

Buy 11 get 1 free

For more than a century, the Domaine de la Baume has maintained a wine-growing tradition of producing captivating wines. Anchored in the heart of Languedoc-Roussillon in the small village of Servian between Béziers and the medieval town of Pézenas, the Domaine is a source of inspiration. A true haven of peace located in a quiet area, surrounded by nature, it embodies the warmth of the South, conviviality, sharing but also love for the earth. A single road will take you there, and the vineyard is known well to the locals thanks to the magnificent wrought iron gate, decorated with a J and a P in honor of Jean Prat, its founder.

Domaine de La Baume 'La Jeunesse' Syrah
A full-bodied and concentrated red wine with yielding tannins and generous fruit, perfect with casseroles and rich, cheesy dishes.

Offer includes
Domaine de La Baume
'La Jeunesse' Syrah 75cl

Louis Jadot Mâcon Lugny Les Petites Pierres

Louis Jadot's Mâcon Lugny Les Petites Pierres is a real peach of a wine. The Mâcon Villages appellation is located in the southern half of Burgundy, close to the Beaujolais region and produces only white wines. The vineyards are situated on the 'mont du Mâconnais' where the limestone subsoils are ideal for growing Chardonnay grapes. Light, lively and charming, especially when young and whatever the vintage, Mâcon Lugny can be distinguished by its white floral and apple aromas with a hint of lemon. Serve chilled this is perfect with either grilled or roasted white meats, fish, shellfish, salads and mild creamy cheeses.

£1 off per bottle when you buy 6 bottles in one purchase

The bar.snack.wine

Only £5.00 375ml

Manzanilla di Sanlúcar 'Alegria', Williams & Humbert 375ml
Bone dry and light-bodied with a pronounced aroma of yeast and green olives. A perfect wine to start an evening, alongside a bowl of stuffed olives or lightly smoked almonds.

Only £5.50 375ml

Oloroso 'Collection' 12 Years Old, Williams & Humbert 375ml
A mature and mellow Sherry that is soft and rounded on the palate and not too dry. Ideal with blue cheeses, aged parmesan or an Iberican ham.

CALITERRA®

Certified Sustainable

Estate Grown Wines
 Reds from Caliterra Estate
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Certified GREEN SEAL paper, made of 100% recycled post consumer and alternative fibers, chlorine free process, green energy and certified for Sustainable Forest Management.

The Green Seal certifies that the papers has a minimum of 30% post consumer fiber and that the mill processes, including packaging, are environmentally preferable.

Caliterra Carmenère Reserva

Luscious, juicy red wine full of succulent black fruit flavours and a touch of smoky spice, great with casserole, cheesy dishes.

Caliterra Chardonnay Reserva

A straightforward, uncomplicated Chardonnay showing touches of melon and oak, goes well with fish, salads, white meats.

Caliterra Merlot Reserva

A ripe, forward, mid-bodied, gently fruity merlot, perfect for grilled, hard cheese, red meats, tomato-based pasta dishes.

Caliterra Sauvignon Blanc Reserva

This is a fresh, light-bodied, pleasantly fruity dry white wine, a perfect partner for fish, goats' cheese, seafood.

Buy 11
 get 1
 free



Port

Port, like sherry, comes in a range of shapes and sizes. The natural sweetness makes these wines a perfect partner for sweeter puddings (especially when there's dark berries and spice involved) as well as the saltier blue cheeses.

Invest in a couple of bottles, set aside a moment to taste with the team (with a little dessert, if possible) and then get everyone promoting that incremental serve to come out with dessert, but before coffee.

Dessert wine



Dessert wines can be risky if selling by the glass: are you going to sell all of it or will you lose the freshness and ultimately waste the remainder?

Targeting larger groups with a half bottle for the table alongside dessert, especially where they may already be drinking white wine with dinner, can make for an appealing add-on purchase for diners. As a group proposition you also make it less risky for a consumer that is uncertain as to if they will enjoy it or not.



Sherry

When most people think of sherry, they usually think of one of two things; the lovely dry, crisp stuff that they enjoyed on a trip to Spain or that dusty old bottle of cream sherry that their Nan used to break out every year. Sherry is pretty much unparalleled when it comes to variety – Jerez produces some of the driest and sweetest wines going, as well as just about everything in between.

Sherry certainly has a place after dinner. Our Pedro Ximenez has been aged for 12 years, and those intensely concentrated raisin, fig and fruitcake notes make for an unbelievable upsell when poured over quality vanilla ice-cream.

after dinner **Opportunity**



Paint the town red

Buy 5 get 1 free

Ponte Raboso Frizzante 75cl
Veneto, Italy

An extremely fruity sparkling red wine that is soft and juicy in the mouth, Raboso is enjoyed locally in Veneto by just about everyone. It's a really fun, approachable wine that never fails to take people by surprise; it was a huge success at this year's Crown Cellars tasting events and is absolutely made for pizza, pasta and parties.

Buy 11 get 1 free

"This Zinfandel has sweet, creamy strawberry and melon flavours with a hint of vanilla on the palate, making it ideal with spicy Asian cuisine, prawn cocktail, grilled chicken"

Real American Rosé

SUTTER HOME
THE ORIGINAL WHITE ZINFANDEL
FAMILY VINEYARDS
WHITE ZINFANDEL CALIFORNIA

Offer includes: Sutter Home White Zinfandel 75cl

the grown-up stuff

£26 a bottle: Premiumise your Malbec offer in time for Christmas

ALTA VISTA
SINGLE VINEYARD
Serenade
Mendoza, Argentina

Clear and bright, with a dark ruby core. Narrow garnet rim with a hint of brick. Clean and fresh, with mid-pronounced intensity. Developed, with leather, hessian and peat notes as well as dried fruit.

Dry, mid-low acidity, full bodied, high alcohol. Ripe resolving tannins. There is still plenty of dark fruit on the mid palate (no sign of drying out) and a mid-long harmonious finish.

Jonathan Pedley – Master of Wine

Great with red meats, white meats, pasta, risotto, vegetables, grilled mushrooms

Crown Cellars Exclusive
Practicing Sustainable

Vintage: 2019
94 pts. - Tim Atkin, 02/2023 (UK)93 pts. - James Suckling, 02/2023 (USA)92 pts. - Vinous, 01/2023 (USA)

Buy 11 get 1 free

BLOSSOM HILL

BLOSSOM HILL
SOFT & FRUITY RED WINE
BLOSSOM HILL
CRISP & FRUITY WHITE WINE

Offer includes:
Blossom Hill Red 75cl
Blossom Hill White 75cl
Free stock must form the 6th bottle of a case of the same product

THIS IS

MADAM SASS

BUY 5 BOTTLES & GET 1 FREE
SERIOUSLY SASSY

Offer available November and December 2023.
Please drink responsibly, be drinkaware.co.uk

Offer includes Madam Sass Prosecco Rose 75cl, Madam Sass Rose 75cl and Madam Sass Pinot Noir 75cl.

CHAMPAGNE
TAITTINGER
Reims

The Taittinger family has managed the Champagne House for nearly a century. Its aim has always been the pursuit of excellence. "Having our family name on a bottle places demands and responsibilities on every minute. The name on the bottle conveys both the skills and knowledge of the past and a commitment to the future". Pierre Emmanuel Taittinger has embodied this commitment for 40 years, and today he shares it with his son, Clovis and his daughter, Vitalie who both work beside him in the day to day running of the Champagne House. Together, they create a very close-knit and complementary family trio.

Buy 6 x 75cl bottles of Taittinger Nocturne to get 1 bottle free

Buy 6 x 1.5l bottles of Taittinger Brut Reserve to get 1 bottle free

Buy 4 x 75cl bottles of Comte de Champagne to get 1 bottle free

ZERO regrets

refreshing

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

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

BIG opportunities

The alcohol-free trend isn't going away anytime soon, and relatively speaking wine has been a tough nut to crack in terms of taste experience. Things have started to change, thankfully, with recent years seeing a real uptick in the quality of the wines being brought to market. Make the most of the opportunity with still wines and fizz from Crown Cellars.

HARDY'S ZERO CHARDONNAY 2022 ALCOHOL FREE

Freixenet -00



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

MAI TAI



INGREDIENTS	MEASURE
Ravana Club 3 YO Rum 70cl	50ml
Coconut (orange) 70cl	15ml
Sage Pineapple 1l	25ml
Finest Call Lime Juice PET 1l	25ml
Neosure Cane Sugar Syrup 1l	7.5ml
Teisseire Orange Syrup	7.5ml
Woods 100 Old Navy Rum 70cl	7.5ml

GLASSWARE
Collins glass

METHOD
Shake and strain all but the dark rum over ice, drizzling this on the drink once finished

GARNISH
Pineapple wedge and cherry

ESPRESSO MARTINI



INGREDIENTS	MEASURE
Katol One Vodka	30 ml
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

BUY 11 BOTTLES
FROM THE RANGE
ON PAGES 62-65
& RECEIVE A BOTTLE
FROM THE REWARD
RANGE *Free**



*10 deals per customer per week. While stocks last.
Reward range includes: Sipsmith Strawberry Smash 70cl, Gordon's Gin 70cl, Smirnoff Red Label 70cl, Bailey's 70cl and Bacardi Spiced 70cl.

BUY 11 BOTTLES FROM THE RANGE ON PAGES 62-65

& RECEIVE A BOTTLE FROM THE REWARD RANGE

Free*



*10 deals per customer per week. While stocks last. Reward range includes: Sipsmith Strawberry Smash 70cl, Gordon's Gin 70cl, Smirnoff Red Label 70cl, Bailey's 70cl and Bacardi Spiced 70cl.

BUY 12 X 1.5L BOTTLES
TO GET 1 X 1.5L FROM
THE REWARD RANGE

Free*



*10 deals per customer per week. While stocks last.
Reward range includes Eristoff Vodka 1.5l, Gordon's Gin 1.5l, Bacardi Carta Blanca 1.5l

BUY 6 BOTTLES TO GET
1 BOTTLE FROM THE
REWARD RANGE

Free*



*10 deals per customer per week. While stocks last.
Reward range includes: Sipsmith Strawberry Smash 70cl, Sipsmith Orange & Cacao 50cl, Havana Club 7YO Rum 70cl

★
BUY 6 BOTTLES TO
GET 1 X 70CL FROM
THE REWARD RANGE

Free*

★
WORLD CLASS
SPIRITS AT...

Cracking
prices



BACARDI-MARTINI LIMITED
BACARDI BRANDS BASKET DEAL



*10 deals per customer per week. While stocks last. Limited stock availability; When It's Gone, It's Gone!
Reward range includes 70cl Eristoff Vodka or 70cl Bacardi Spiced.



1	Zymurgorium Manchester Gin 50cl	£9.99	8	SLANE Irish Whiskey 70cl	£17.25
2	Zymurgorium Marmalade Gin 50cl	£9.99	9	Psychaud's Cocktail Bitters 148ml	£6.05
3	Zymurgorium FlaGINgo Pink Gin 50cl	£14.99	10	Angostura 1919 Rum 70cl	£23.10
4	Zymurgorium Sweet Violet Gin Liqueur 50cl	£7.99	11	Flor De Cana 4-Year-Old Rum 70cl	£12.99
5	Zymurgorium Unicorn Gin Liqueur 50cl	£7.99	12	Flor De Cana 7-Year-Old Rum 70cl	£13.99
6	Zymurgorium Electric Blue Gin Liqueur 50cl	£7.99	13	Crystal Head Vodka 70cl	£29.95
7	Gordon's Gin Miniatures (sleeve of 12 x 50ml)	£14.99	14	Famous Grouse Blended Whisky 4.5l	£77.65

*10 deals per customer per week. While stocks last. Limited stock availability; When It's Gone, It's Gone!

BUY ANY 3 BOTTLES FROM THE RANGE AND GET A BOTTLE FROM THE REWARD RANGE FREE

*Free**



£16.85



£17.99



50CL

£20.35



£16.65



£16.80



£18.55



£22.25



£10.40



£24.60



£21.15



£20.65



£23.50



£17.80



50CL

£19.70



*Limited to ten deals per customer per week, offer includes Lone Wolf Gin 70cl, Luxlo Gin 70cl, Marylebone Gin 70cl, Maharaja Gin 50cl, Beefeater 24 Gin 70cl, Thomas Dakin Gin 70cl, Stones Gin 70cl, Death's Door Gin 70cl, Fifty Pounds Gin 70cl, Burleigh's London Dry Gin 70cl, Sipsmith Orange & Cacao Gin 50cl, Warner's Apple & Pear Gin 70cl, Tarquin Rhubarb & Raspberry Gin 70cl, Bols Genever 70cl. Reward range includes: Sipsmith Strawberry Smash 70cl, Gordon's Gin 70cl, Smirnoff Red Label 70cl, Bailey's 70cl and Bacardi Spiced 70cl. Limited stock availability. When It's Gone, It's Gone!

DIAGEO

FESTIVE DEAL

Buy 8,
Get 1 Free
from the
selected range.

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Maximum two redemptions per customer per week, 3,500 deals available on a first come, first served basis.

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10 deals per customer per week. While stocks last. All bottles in 70cl format.

WILLIAM GRANT & SONS

BUY 3 X 70CL BOTTLES OF WHISKY
AND RECEIVE 1 X 70CL MONKEY SHOULDER FREE*

CHOOSE FROM GLENFIDDICH 12YO, GLENFIDDICH 15YO,
TULLAMORE D.E.W. OR BALVENIE DOUBLEWOOD 12YO



*Whilst stocks last
10 deals per customer per week.

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At the Dog & Duck

GIN
Menu



gin

AT THE DOG AND DUCK

NEGRONI IS ONE OF THE TOP 20 COCKTAILS IN THE UK
THAT OVER INDEXES DURING THE SEASONAL PERIOD*

IN THE SPIRITS BASKET DEAL



1 PART CAMPARI
1 PART GIN
1 PART SWEET
VERMOUTH

KINGSTON NEGRONI
FEATURING APPLETON ESTATE SIGNATURE



CHOC ORANGE NEGRONI
FEATURING GRAND MARNIER & CHOCOLATE BITTERS



BOULEVARDIER
FEATURING WILD TURKEY 81



HAZELNUT NEGRONI
FEATURING FRANGELICO



Campari 70cl, Appleton Estate Signature 70cl, Wild Turkey 81 Straight 70cl, Grand Marnier 70cl, Frangelico 70cl.

*Source: CGA Mixed Drinks Q1 2023 Datapack PLEASE DRINK RESPONSIBLY be**drinkaware**.co.uk



VISIT CAMPARI FOR
MORE INSPIRING SERVES



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



DELICIOUS FESTIVE FAVOURITES

Gordon's | SMIRNOFF | Captain Morgan

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FREE

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500 deals available on a first come first served basis.
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INCLUDES
COCO
RE'AL!

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

Included products: Cherry Brandy (306545) | Raspberry (325367) | Strawberry (326166) | Creme De Bananes (553223) | Blue Curacao (553224) | Creme De Cassis (599105) | Triple Sec (564597) | Apricot Brandy (277630) | Creme De Menthe (277652) | Passionfruit (814837)



ROSIE'S PIG
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4% ABV
10L BIB

OLD
ROSIE
6.8% ABV
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ROSIE'S PIG
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BOOST YOUR *cider sales* WITH
OUR RANGE OF BAG-IN-BOX CIDERS

Offer

£5
OFF

20L BAG-IN-BOX

£3
OFF

10L BAG-IN-BOX

How to serve a bag-in-box cider



HANDPULL
Fitting is easy
with a converter
kit available from
Westons



CHILLER
For those who
prefer their
ciders chilled



BACK BAR
Traditionally
served at an
ambient room
temperature

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MORE



BUY 4 CASES OF
THATCHERS GOLD, HAZE
OR BLOOD ORANGE
BOTTLES AND GET 1
CASE OF THATCHERS
ZERO FREE.

One third of pub visits now
contain no alcohol. Maximise
every revenue opportunity
with your no and low range by
stocking the no.1 alcohol free
apple cider.



EST. 1904
THATCHERS
— THE FAMILY CIDER MAKERS —

Source: KAM media no and low report 2023;
CGA OPMS P04 23.4.23.

*Buy any four cases of 6x500ml Thatchers Gold,
Haze or Blood Orange bottles and get one
6x500ml case of Thatchers Zero bottles free.

Get £2.50
off per case
of packaged
fruit cider

Keep your customers
refreshed with the
UK's no.1 packaged
fruit cider



Check out Behind The
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venue. Scan here to
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KOPPARBERG

Source: IRI 52 w 22/01/23, CGA 52 w 31/12/22. T&Cs: Offer available 01/11/23-05/01/24.
Packaged fruit cider includes cases of 15 x 500ml Strawberry & Lime, Raspberry and Mixed Fruit.
Carlsberg Marston's have the right to stop this promotion at any time. While stocks last.

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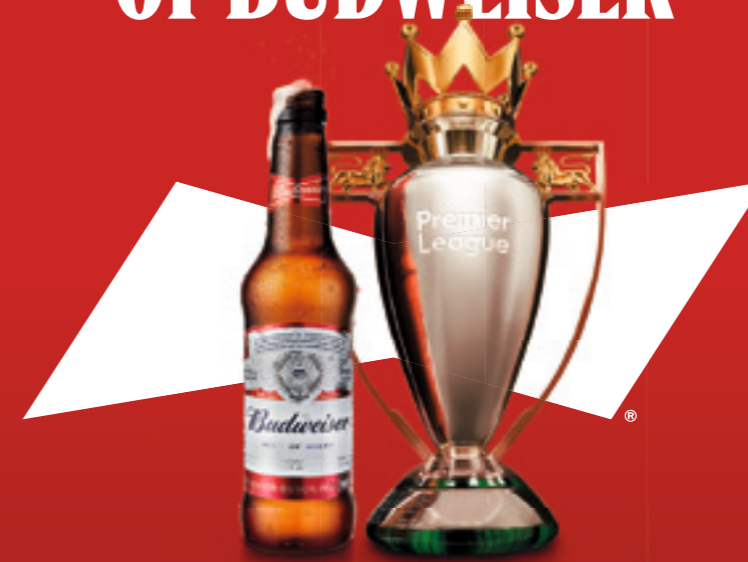
FREE CASE OF STRAWBERRY & APPLE WHEN YOU BUY 5 CASES OF OLD MOUT*



ESTABLISHED IN NZ. MADE IN EUROPE.
*Max 2 deals per customer per week.

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THE OFFICIAL BEER OF THE PREMIER LEAGUE™



RECEIVE 6 ICE BUCKETS FREE!



Available between 01.11.2023 and 31.12.2023. To receive 6 Budweiser branded ice buckets customers must purchase 4 x 24x330ml Budweiser. Maximum two entries per outlet. The Gift to be delivered upon delivery of paid stock. The Promoter reserves the right to amend, suspend or withdraw the offer at any time without notice. The Gift is not transferable, exchangeable or redeemable for monetary value. Terms of your stocking agreement continue to apply. Promoter: AB InBev UK Limited, EC4A 1EN.

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



BUY 6 CASES OF CORONA AND GET ONE FREE



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

Available between 01.11.2023 and 31.12.2023. To receive 1 x 24x330ml Corona, customers must purchase 6 x 24x330ml Corona. Maximum six entries per outlet. Free 24x330ml Corona to be delivered with paid stock. The Promoter reserves the right to amend, suspend or withdraw the offer at any time without notice. Free 24x330ml Corona is not transferable, exchangeable or redeemable for money. Terms of your stocking agreement continue to apply. Promoter: AB InBev UK Limited, EC4A 1EN.

WIN 12 KEGS OF CHRISTMAS

BUY 3 X 50L OR 5 X 30L KEGS & I CASE OF GUINNESS 0.0% FOR YOUR CHANCE TO WIN 12 KEGS!*

GUINNESS



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drinkaware.co.uk
PLEASE DRINK RESPONSIBLY

*Promotion open to selected on-trade licensed premises in GB only, 18+. Purchase 3x50L or 5x30L kegs of Guinness Draught and 1 x case (24 x 538ml) of Guinness 0.0 in can from a participating wholesaler between 1st November 2023 and 30th November 2023 for a chance to win a prize of 12x50L kegs of Guinness Draught. 15 prizes available to be won (3 per wholesaler). All kegs must be claimed from the same wholesaler initial kegs/case are purchased from before 1st August 2024. Max 1 prize per on-trade licensed premise. Automatic entry upon qualifying purchases. To opt-out of Promotion email twelvekegs@promotions.uk.com. For full T&Cs and list of participating wholesalers, visit www.promotions.uk.com/twelvekegsnational. Promoter: Diageo Great Britain W1F 7HS.

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STOCK UP FOR CHRISTMAS WITH THE NO.1 RTD BRAND*



SPECIAL PRICE OFFER
£20.99
PER CASE
NRB

AVAILABLE WHILST STOCKS LAST

be.drinkaware.co.uk Source: *CGA to 31.12.22 & Nielsen to 20.05.23. WKD 24 x 275ml Iron Brew, WKD Blue, WKD Orange & Passionfruit.

YOUR
WKD
SIDE

BUY ANY 3 CASES OF VK OR HOOCH...



...AND GET A FREE BOTTLE OF CORKY'S!



GLOBAL BRANDS

Offer applies to VK 275ml Blue, Ice, Apple & Mango, Strawberry & Lime, Orange & Passion Fruit and Tropical Fruits; Hooch 275ml Lemon and Pink; Corky's 70cl Sour Mango, Sour Passion Fruit, Sour Blueberry and Sour Raspberry. Limited to 10 deals per customer a week. While stocks last. *A case is 24x275ml bottles only.

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DISTILLED BOTANICALS



ELEVATE YOUR DRINKS
THIS CHRISTMAS WITH
THE FASTEST GROWING
MIXER IN THE UK*

£12.99
PER CASE

SELECT ANY FROM THE RANGE

Indian Tonic, Pomelo & Pink Pepper Tonic, Blood Orange & Elderflower Tonic
Grapefruit & Rosemary Tonic, Crafted Lemonade, Ginger Ale, Ginger Beer, Soda Water
White Peach & Jasmine Soda, Roasted Pineapple Soda, Pink Grapefruit Soda

*CGA Mixed Drinks 2023

Buy 4 cases get 1 case free

Offer includes one free case of 24 x 200ml Schweppes
Slimline Tonic when you buy any 4 x cases of Schweppes
Classic Mixers or Juices, Coca-Cola Classic or Diet Coke

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£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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B
IN THE MIX

T&Cs apply: Deal runs from November 1st to December 31st 2023. 3 deals per customer per week. Qualifying range includes: Britvic Cocktail Mixers Pina Colada, Strawberry Daiquiri and Mojito 200ml NRB x24. Free case is Mojito 200ml NRB x24. *Free cocktail shaker will be sent direct to outlet, while stocks last. One per outlet for the promotional period. Promoter: Britvic Soft Drinks, Breakspear Park, Breakspear Way, Hemel Hempstead HP2 4TZ



BUY 4 CASES FROM THE BRITVIC RANGE TO RECEIVE A CASE OF J20 FREE*



REFRESH YOUR SOFT
DRINKS SALES WITH
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Terms and conditions apply. Deal runs from 1st November to 31st December 2023. Three deals per customer per week. Qualifying range includes Britvic Cordials 1L PET, Britvic 55 275ml NRB, Britvic 100 250ml NRB, Fruit Shoot 200ml/275ml, Pepsi Reg/Diet/Max and 7UP Free 330ml NRB and Britvic Juices 200ml NRB. Free case is J20 Orange & Passion fruit 275ml NRB x24. Promoter: Britvic Soft Drinks, Breakspear Park, Breakspear Way, Hemel Hempstead HP2 4TZ

BUY 4 CASES

from the J20 range
TO RECEIVE A CASE

FREE*



SERVE YOUR GUESTS A
J20 WINTER WOO WOO
THIS FESTIVE SEASON.



A FRUITY MIX OF
J20 APPLE & RASPBERRY,
SPICED RUM AND
PEACH SCHNAPPS

SCAN THE QR TO CLAIM
YOUR FREE FESTIVE POS
KIT FOR YOUR OUTLET



*Terms and conditions apply. Deal runs from 1st November to 31st December 2023. Three deals per customer per week. Qualifying range includes J20 Blends and J20 Spritz 275ml NRB x24. Free case is J20 Orange & Passionfruit 275ml NRB x24 & J20 Apple & Raspberry 275ml NRB x24. While stocks last. Glassware imagery is for visual purposes only Promoter: Britvic Soft Drinks, Breakspeare Park, Breakspeare Way, Hemel Hempstead HP2 4TZ

MIX IT UP THIS WINTER



**BUY
4 CASES**

FROM THE BRITVIC &
PEPSI MIXERS RANGE
TO RECEIVE A CASE OF
TONIC OR
LOW CAL TONIC
FREE*



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REFRESH YOUR SOFT
DRINKS SALES WITH
SENSATIONAL DRINKS.
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ACCESS FREE MENU
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OR VISIT US AT
SENSATIONALDRINKS.COM

Deal runs from 1st November to 31st December 2023. Qualifying range includes Britvic Mixers 200ml NRB and Pepsi Reg/Diet/Max 200ml NRB. Excludes Britvic 200ml Juices. Free case is Britvic tonic or low cal tonic 200ml NRB x24. Promoter: Britvic Soft Drinks, Breakspeare Park, Breakspeare Way, Hemel Hempstead HP2 4TZ

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Extraordinary

275ML
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£9.49
PER CASE
SPECIAL
OFFER

500ML
CORDIAL
£13.99
PER CASE
SPECIAL
OFFER

ADD A DASH OF EXTRAORDINARY THIS CHRISTMAS

CORDIAL 6 x 500ML: handpicked elderflower **SPARKLING PRESSE 12 x 275ML:** handpicked elderflower, crisp apple

Perfect for any occasion!

CARBONATED GRAPEFRUIT JUICE DRINK

it's a
GRAPEFRUIT
ting

330ml e

**NEW LOOK
SAME *ting***

**BUY 3 CASES
OF TING, GET 1
CASE FREE***

*Buy three cases of Ting to receive one case of Ting for free. The free case will be Ting 24 x 330ml that cannot be changed or swapped to an alternative.

THE HOTTEST POP TO STOCK

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 15TH MAY 2022
**THE FREE CASE WILL BE OLD JAMAICA REGULAR 24X330ML THAT CANNOT BE CHANGED OR SWAPPED TO AN ALTERNATIVE

**BUY ANY 4 CASES
OF FEVER-TREE MIXERS
(24X200ML)**

**& RECEIVE A FREE CASE
OF MEDITERRANEAN TONIC
WATER OR GINGER ALE**

FEVER-TREE
MIX WITH THE BEST
this Christmas

*Maximum 2 deals per customer.

DEALS SUMMARY

PAGE	PRODUCT	DEAL
8	Birrificio Angelo Poretti	Install and receive a complimentary POS package plus a free case from AFB range
9	San Miguel	Install and receive a complimentary POS package plus a free case from AFB range
10	Carlsberg Danish Pilsner	Install and receive a complimentary POS package plus a free case from AFB range
11	Kronenbourg 1664	Install and receive a complimentary POS package plus a free case from AFB range
12	Cask Ale Range	Buy 2 x 9g's and get £10 off per 9g
14	Wainwright	Install and receive a complimentary POS package plus a free case from AFB range
15	Hobgoblin	Install and receive a complimentary POS package plus a free case from AFB range
16	Christmas Guest Ales	Bah Humbug: £81.99 and Brewdolph £72.99
18	Festive Regional Faves	£69.99 per 9g
19	CMBC Packaged Lager Range	Buy any 4 cases to get a free case from the reward range
20	CMBC Packaged Range	Buy 3 cases of the same cases and receive £1.50 off per case
21	CMBC Alcohol Free Beer Range	Great case prices
22	Shipyard American Pale Ale	Install and receive a complimentary POS package plus a free case from AFB range
33	Mulled Wine	Only £20 for a case of 6
34	Wine Basket Deal	Buy any 24 bottles to get a 75cl Prosecco from the range
39	Single Serve Wines	Buy any 6 cases from the range to get a case free
42	Crown Cellars European Favourites	Buy any 6 bottles to get a 75cl Tramonto Spumante
44	Coastal Reserve	Buy 11 get 1 free
44	CYT	Buy 11 get 1 free
45	Franschoek Cellar	Buy 11 get 1 free
45	Mud House	Buy 11 get 1 free
47	Bellingham Estate Wines	Buy 6 bottles to get £3 off
48	Jack Rabbit Prosecco	Buy 5 get 1 free
48	Boomerang Bay	Purchase 1 case and receive £2 discount
49	Jack Rabbit 75cl	Buy 11 get 1 free
49	Jack Rabbit 187ml	Buy 7 cases, get 1 free
50	Castelnau Rose	Buy 11 get 1 free
50	Champagne Castelnau Brut Reserve	£21 per bottle
51	Hardy's	Buy 11 get 1 free
51	Limited Edition Wines	Buy 5 get 1 free
52	South African Gems	Buy 5 get 1 free
52	Louis Jadot Macon Lugny	£1 off per bottle when you buy 6 bottles in one purchase
53	Domaine de la Baume	Buy 11 get 1 free
53	Sherries 375ml	Alegria £5 per bottle, Don Zoilo: £5.50 per bottle
54	Caliterra	Buy 11 get 1 free
56	Ponte Raboso Frizzante	Buy 5 get 1 free
56	Alta Vista Serenade	£26 a bottle
57	Sutter Home Rose	Buy 11 get 1 free
57	Blossom Hill	Buy 11 get 1 free
58	Madam Sass	Buy 5 get 1 free
59	Taittinger Champagne	Buy 6 bottles, get 1 free on Nocturne & Brut Reserve. Buy 4 bottles, get 1 free on Comte de Champagne
62	Spirits Basket Deal	Buy 11 bottles from the range and receive a bottle from reward range free
66	1.5L Spirits Basket Deal	Buy 12 x 1.5L bottles to get 1 x 1.5L from the reward range free
67	Premium Spirits Basket Deal	Buy 6 x bottles to get 1 x bottle from the reward range free
68	Barcardi Basket Deal	Buy 6 bottles to get 1 x 70cl from the reward range free
69	Spirits Special Prices	See page for special prices
70	Gin 3+1	Buy any 3 bottles to get a bottle from the range free
71	Diageo Spirits Deal	Buy 8 get 1 free from the selected range

PAGE	PRODUCT	DEAL
72	William Grant Whiskies	Buy 3 x 70cl bottles of whisky and receive 1 x 70cl Monkey Shoulder free
74	Diageo Cocktails	Buy 4 and get a Strawberry Daiquiri free
75	Finest Call	Buy 2 or more cases to get £4 off per case
75	Bols	Buy any 6 x 50cl and receive 1 x 50cl Bols Blue Curacao free
76	Westons Cider	£5 off 20L and £3 off 10L bag-in-box
76	Kopparberg Cider	Get £2.50 off per case of packaged fruit cider
77	Thatchers Cider	Buy 4 cases from the range and get 1 case of Thatchers Zero free
78	Old Mout Cider	Free case of Strawberry & Apple or Berries & Cherries 0% when you buy 5 cases
79	Budweiser	Buy 4 cases and receive 6 ice buckets free
79	Corona	Buy 6 cases of Corona, get 1 free
80	Guinness	Buy 3 x 50L or 5 x 30L kegs & 1 case of Guinness 0.0% for your chance to win 12 kegs
81	WKD	£20.99 per case NRB
81	VK	Buy any 3 cases of VK or Hooch and get a free bottle of Corky's
82	London Essence	£12.99 per case
83	Schweppes	Buy 4 cases get 1 free
83	Coca-Cola Zero/Appletiser	£3 off per case
84	Britvic Cocktail Mixers	Buy 2 cases to receive a case of Mojito free plus a Britvic Cocktail Shaker
85	Britvic Range	Buy 4 cases to receive a free case of J2O
86	J2O	Buy 4 cases from the range to receive a free case
87	Britvic Mixers	Buy 4 cases from the Britvic & Pepsi Mixers range to receive a case or tonic or low cal tonic free
88	Bottle Green	£9.49 per case of 275ml pressé. £13.99 per case of 500ml cordial
88	Old Jamaica	Buy 3 cases to get 1 case free
89	Ting	Buy 3 cases to get 1 case free
89	Fever-Tree	Buy any 4 cases to receive a free case of Mediterranean Tonic Water or Ginger Ale

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 November 1st 2023 - January 5th 2024 (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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STOCK A BEER

THAT'S CRISP, BRIGHT AND REFRESHING.



CRISP