

OFFERS APPLY TO DELIVERIES FROM OCTOBER 2ND - OCTOBER 31ST 2023. UNLESS OTHERWISE STATED

# ON TRADER DEALS



CARLSBERG MARSTON'S  
BREWING COMPANY

AMAZING OFFERS, SUPPORT & INSPIRATION

OCTOBER 2023

[ORDER.CARLSBERGMARSTONS.CO.UK](https://order.carlsbergmarstons.co.uk) TO ORDER ONLINE



BIRRIFICIO ANGELO PORETTI

## THE FASTEST GROWING ITALIAN LAGER\*



SEE PAGE  
**#10**

Born in Italy, brewed in UK. 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

Brewed in the UK. Enjoy responsibly. [be.drinkaware.co.uk](https://be.drinkaware.co.uk)

OCTOBER 2023

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CARL MIDDLETON,  
VP ON TRADE

# WELCOME

*to our October edition*

With autumn in full swing, it's time for another update on all things Carlsberg Marston's. And we're delighted to kick things off with something very close to our hearts: sustainable brewing.

With the help of the Carbon Trust and WWF, you can read about our ground-breaking initiative that covers six keys areas of sustainability. Find out how we're Crafting a Sustainable Future on page 8, including a taster of the exciting developments that are already underway.

As usual we've lined up some great deals for you across our cask portfolio, including a hand-picked selection of regional favourites. Take a look at page 20 and get these Regional Heroes on the bar – ready to welcome those thirsty customers in from the cold.

Elsewhere in this issue, we've got some tempting promotions across our packaged ales, lagers and AFB. Head to page 21 to see how much you can save and keep those fridges well stocked this season. Plus, with the Rugby World Cup still going strong, our guest ale – Dirty Tackle – is also available until the end of the month. There's more about one of our most popular seasonal ales on page 19.

Don't forget to ask your CDM for recommendations to claim your free case of AFB, and we'll bring you more updates, deals and developments next month!

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



## 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  
FRESH-PRESSED BEER

 This is an innovative dispense system that uses fresh pressed beer. See page 24 or visit [www.draughtmaster.com/uk](http://www.draughtmaster.com/uk)

<b>STANDARD</b>  <b>CARLSBERG DANISH PILSNER 3.4%</b> Light and refreshing with a smooth, full mouth feel, perfect balance of bitterness and sweetness, and a distinctive citrus hop aroma.	<b>PREMIUM</b>  <b>KRONENBOURG 1664 5.0%</b> 1664 Lager is a beautifully crafted and supremely sippable premium lager, with a citrus aroma and notes of apricot.	<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>BIRRIFFICIO ANGELO PORETTI 4.8%</b> Birrifficio 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>STANDARD</b>  	<b>STANDARD PLUS</b> 	<b>PREMIUM</b> 	<b>PREMIUM WORLD</b>  	<b>DISCOVERY WORLD</b>  

# KEG ALE

<b>GOLD</b>  <b>WAINWRIGHT GOLD 4.1%</b> Premium keg beer from Wainwright. A refreshing alternative to standard keg ale, with fruity, sweet, citrus flavours.	<b>IPA</b>		<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>RUBY</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.
	 <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.		

**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.



<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>PREMIUM</b>  <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 moderate their alcohol intake, CMBC's range of low and no alcohol beers is growing to suit all drinkers and occasions.

<b>STANDARD</b>  <b>CARLSBERG 00 0.0%</b> 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!	<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>CRAFT</b>  <b>SAN MIGUEL 0,0%</b> All of the aroma, flavour, freshness and quality of a beer without the alcohol.	<b>ALE</b>  <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>CRAFT</b>  <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>ALE</b>  <b>SHIPYARD LOW TIDE 0.5%</b> A juicy, tropical pale ale, with a fullness that belies its low alcohol.
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# CIDER

<b>STANDARD</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 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.

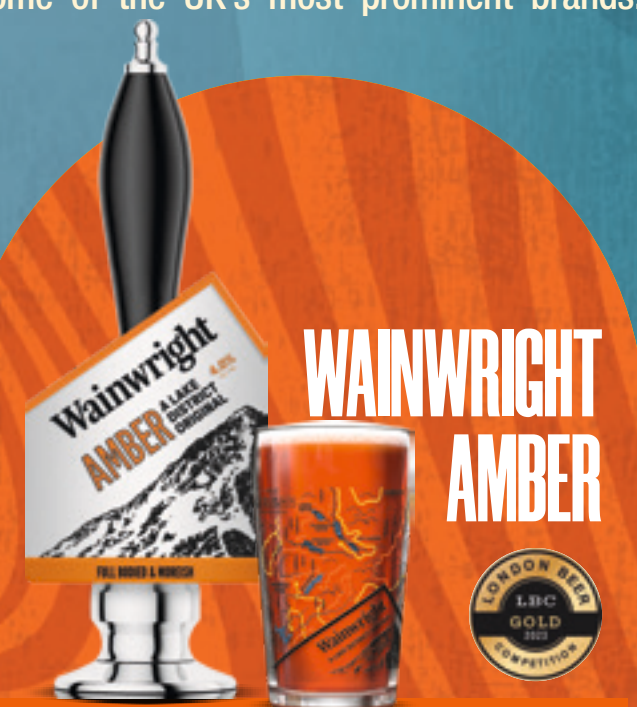
- ABV:** 4.5%
- Style:** IPA
- See:** Pale golden with orange glints
- Smell:** Tropical, citrus, fresh, orange
- Taste:** Juicy, zesty, complex fruit note, grapefruit
- Sweet:** ●●●●●
- Bitter:** ●●●●●
- Food pairing:** All the spices from round the world or simply enjoy on its own



## 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

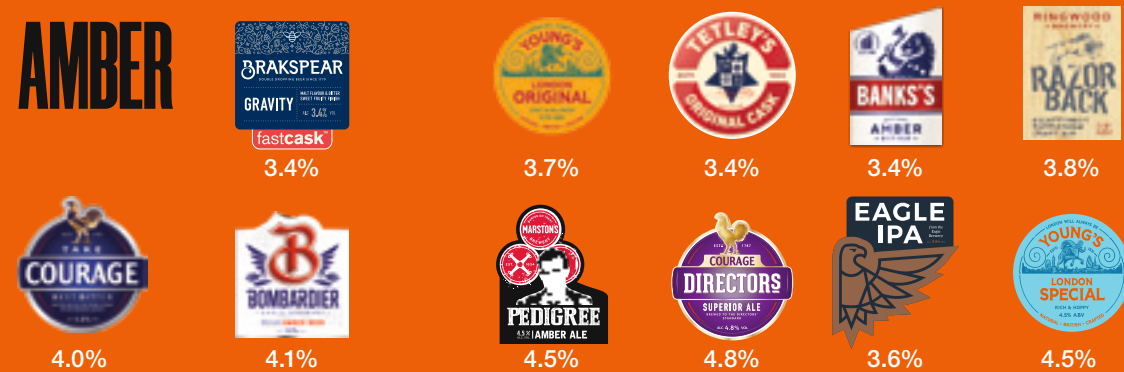
### GOLD



### IPA



### AMBER

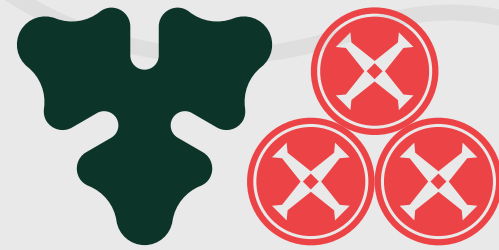


### RUBY





# CRAFTING A SUSTAINABLE FUTURE AT



**CARLSBERG MARSTON'S  
BREWING COMPANY**

**Recognising the pivotal role Carlsberg Marston's Brewing Company plays in shaping the future of brewing, we've embarked on a journey with an unshakable purpose: brewing for a better world...**

Global warming. Water scarcity. Public health concerns. At CMBC we're witnessing the direct impact of these issues first-hand. And with a legacy that dates back almost two centuries and a global presence that traces its roots to the Carlsberg Group, we know it's crucial for us to take the lead and address these issues head-on.

That's why we've introduced a ground-breaking initiative – Together Towards ZERO & Beyond. This holistic sustainability program spans six pivotal areas including reducing our carbon emissions and prioritising regenerative farming. It reflects our commitment to mitigate the negative impacts of our operations and to spearhead positive change as a beacon of brewing excellence in the UK.

## BREWING FOR A BETTER TODAY & TOMORROW

To forge a path towards a more sustainable future, CMBC has enlisted the expertise of esteemed partners including the Carbon Trust and WWF. Together, we've crafted ambitious targets that will guide CMBC's trajectory up to 2030 and 2040. The program encompasses a comprehensive range of environmental, social, and governance (ESG) topics, demonstrating our commitment to addressing societal challenges that reverberate throughout the communities we operate in.

CMBC's reinvigorated ambition is marked by sharper targets, broader focus areas, and an amplified dedication to creating meaningful change.

The program's six key pillars encapsulate our multifaceted approach to sustainability:



**ZERO**  
Carbon  
Footprint



**ZERO**  
Farming  
Footprint



**ZERO**  
Packaging  
Waste



**ZERO**  
Water  
Waste



**ZERO**  
Irresponsible  
Drinking



**ZERO**  
Accidents  
Culture

## REVOLUTIONISING URBAN DISTRIBUTION

Among the many initiatives that illustrate CMBC's commitment, the introduction of electric HGV trucks stands out. As the UK's largest logistics fleet operated by a brewer, we've added two fully electric HGV trucks through a Renault Trucks trial, highlighting our intent to revolutionise urban distribution.

With the capacity to deliver over 10,000 pints of beer daily to pubs, these vehicles are spearheading a reduction of up to 19,000 diesel-fuelled road miles per year, per vehicle. This proof-of-concept trial's success could potentially herald the integration of more electric trucks into our fleet.



## OUR PARTNERSHIP WITH WWF UK



Another example of CMBC's dedication is our partnership with WWF UK. Since 2021, the Carlsberg brand has collaborated with WWF UK to rejuvenate seagrass meadows along the UK coastline, aiming to protect and restore 130,000m<sup>2</sup> of these vital ecosystems.

Through dynamic consumer campaigns, including TV, on-demand platforms and prominent retailer displays, the Carlsberg brand is bringing the message of marine habitat conservation to millions of everyday lager drinkers. This partnership's evolution will further support the replenishment of up to 175 million pints of fresh water for UK nature in 2023.



## SUSTAINABLE PRACTICES FROM FARM TO TABLE

Innovation takes centre stage with the Carlsberg Group's introduction of the Fibre Bottle. A pioneering biobased bottle, it boasts significantly reduced CO<sub>2</sub> emissions compared to traditional glass bottles. Pairing this eco-friendly vessel with beer brewed from organically grown barley demonstrates our dedication to sustainable practices from farm to table.

Not only that, but the plant-based lining inside the Fibre Bottle sets the stage for even more substantial emission reductions in the future. This aligns with our vision of achieving up to 80% fewer emissions than current single-use glass bottles.



## CRAFTING A SUSTAINABLE FUTURE TOGETHER

Carlsberg Marston's Brewing Company stands as a testament to what can be achieved when a heritage of brewing excellence meets a resolute commitment to a sustainable future. With our ambitious program, Together Towards ZERO & Beyond, CMBC is not merely brewing beer – we're brewing a better world.

As these initiatives ripple through communities and resonate across the globe, CMBC shines as a beacon of hope and change. Proving that through innovation, collaboration, and an unwavering purpose, a brighter tomorrow is not just a dream – it's a reality we can craft together.





INSTALL BIRRIFICIO ANGELO PORETTI AND RECEIVE A

# COMPLIMENTARY POS PACKAGE†

PLUS receive a free case of AFB from the range‡  
See page 25 for more details

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

†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](http://be.drinkaware.co.uk)



## INSTALL ESTRELLA DAMM NOW AND RECEIVE A COMPLIMENTARY POS PACKAGE

ICE BUCKET



BLACK-BOARD



BOTTLE OPENER



BAR RUNNER



WOODEN TERRACE SET



PREMIUM 3M PARASOL



OVER 18S ONLY. OUTLETS MUST INSTALL ONE OR MORE ESTRELLA DAMM DRAUGHT LINES TO BE ELIGIBLE TO PROMOTION. THE NEW INSTALL CANNOT REPLACE ANY EXISTING DAMM 1876 BRANDS. SPEAK TO YOUR CMBC REPRESENTATIVE TO AGREE INSTALL AND BUILD YOUR POS PACKAGE. NEW BRAND STOCKISTS ONLY. ONE DEAL PER INSTALL PER OUTLET. POS ITEMS SUBJECT TO AVAILABILITY AT POINT OF ORDER.



# SHARE GOOD TIMES WITH GREAT PILSNER



**CRISP**

**STOCK A BEER THAT'S CRISP, BRIGHT AND REFRESHING**

**NEW GLASSWARE NOW AVAILABLE**

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

# ADDING BROOKLYN PILSNER TO THE BAR DELIVERS A 12% CATEGORY ROS INCREASE\*



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

**PLUS** receive a free case of AFB from the range†  
See page 25 for more details

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

\*\*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.  
† 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.





BOOST YOUR SALES WITH THE  
**#1 BRAND OF CHOICE\***

INSTALL SAN MIGUEL ESPECIAL  
 AND RECEIVE A POS SUPPORT PACKAGE

**PLUS**  
 receive a free  
 case of AFB  
 from the range†  
 See page 25 for  
 more details

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: CGA Brandtrack Q1 2023.

† 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.

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

**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 25 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](http://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.



# 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

## STOCK CARLSBERG DANISH PILSNER TODAY

- ✦ Growing value & volume market share ahead of all standard lager brands.\*
- ✦ #1 brand awareness, consideration & preference of any standard lager brand.\*\*
- ✦ Commands the highest price per pint in the category in free trade.\*
- ✦ Attracts more affluent drinkers who spend more when they visit.\*\*\*
- ✦ Multi-million £ advertising campaign including limited edition Carlsberg x WWF POS kits.†



PLUS INSTALL CARLSBERG  
DANISH PILSNER & RECEIVE  
A POS SUPPORT PACKAGE  
WORTH £125<sup>†</sup>

PLUS  
receive a free  
case of AFB  
from the range<sup>††</sup>  
See page 25 for  
more details

‡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](https://carlsberg.co.uk/wwf-farming) for more details. Brewed in UK, the Danish Way. Enjoy responsibly.

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



\*CGA P6 W/E 17/06/23, volume share growth in core standard lager segment, average PPL.  
\*\*Ipsos BHT H2 2022. \*\*\*CGA BrandTrack Q1 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.  
†† 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.



# Wainwright

## STOCK THE UK'S FASTEST GROWING CASK ALE!



**BUY 2x9G's OF  
WAINWRIGHT GOLD OR AMBER  
AND GET £10 OFF PER 9G**

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: Wainwright Gold 9g cask & Wainwright Amber 9g cask. Not available in conjunction with any other offer. Deal subject to change. Available while stocks last.



# A legendary line up



**HOBGOBLIN**  
— BEAUTY LIES WITHIN —

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

Buy 2x9g's of  
Hobgoblin Gold  
or IPA & get  
£10 off per 9g



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 cask & Hobgoblin IPA 9g cask. Not available in conjunction with any other offer. Deal subject to change. Available while stocks last.

**HOBGOBLIN**  
— BEAUTY LIES WITHIN —

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



# REGIONAL HEROES

£85.99  
85



## BRAKSPEAR OXFORD GOLD

4.0% ABV

A vibrant golden beer, late hopped with Goldings to create a remarkably zesty aroma and full fruity flavour.

£92.99  
92



## MARSTON'S OLD EMPIRE IPA

5.7% ABV

Goldings, Fuggles & American Cascade hops. Crisp, citrus hop aroma. Balanced, bittersweet finish. Strong & very memorable.

£88.99  
88



## YOUNG'S SPECIAL

4.5% ABV

100% malt brew combining Maris Otter and Crystal malt with locally sourced British Fuggle and Goldings hops.

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.

OCTOBER

Guest ale...

**DIRTY TACKLE**

Get ready for the scrum

£74.99

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

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





**BUY 2 OF THE SAME CASES**  
**& RECEIVE £1 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 your CDM for advice on what brand is best suited for your outlet.

Enjoy responsibly.

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





BUY 2 OF THE  
SAME CASES & RECEIVE

**£1.10**

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 Birrifico Angelo Poretti 24x330ml NRB, Brooklyn Pilsner 12x330ml NRB, Brooklyn Lager 24x330ml NRB, San Miguel Especial 24x330ml NRB, San Miguel Especial Gluten Free 24x330ml NRB and Estrella Damm 24x330ml NRB. Not available in conjunction with any other offer. Deal subject to change. Available while stocks last.

Discover  
**OUR  
SERVICES**



CARLSBERG MARSTON'S  
BREWING COMPANY

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](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



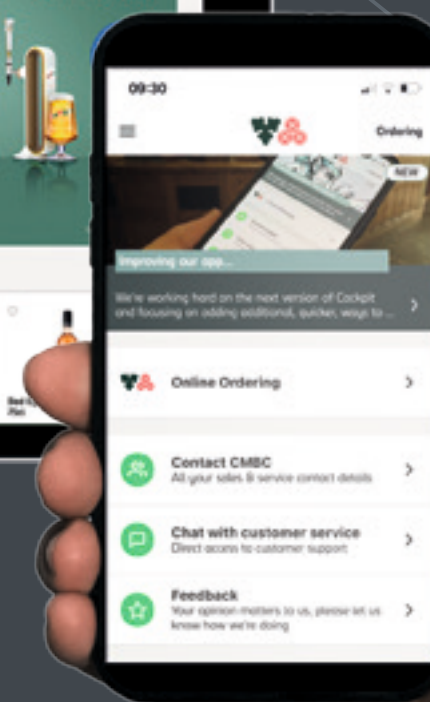
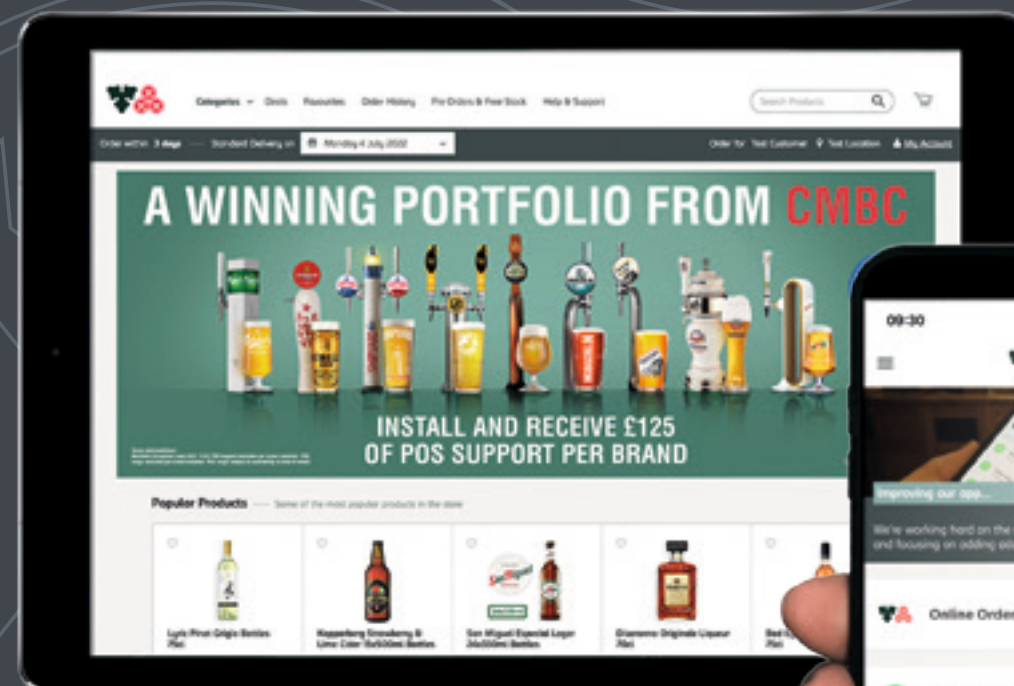
## COCKPIT

### 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





**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.



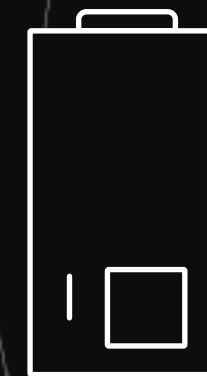
**SAVES TIME & MONEY**  
Save time and money as lines only need to be cleaned every four weeks. With no CO2 needed either it's additional cost saving.



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

# WHAT DO YOU NEED?

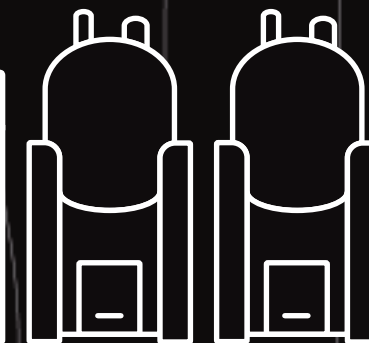
DraughtMaster uses standard founts/t-bars and coolers and can be set up under bar or in a cellar.



**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 customer development manager or visit [www.draughtmaster.com](http://www.draughtmaster.com)

Enjoy responsibly. [be.drinkaware.co.uk](http://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 WINES, SPIRITS & SOFT DRINKS



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

## Alta Vista Malbec Mendoza Single Vineyard 'Temis'

The starting point for this wine is a small single vineyard site, located in the Valle de Uco at an altitude of just over a 1,000 metres. The climate in this part of the Andes is extreme, with cold nights, warm days and low rainfall. The soil is light and sandy, necessitating irrigation from streams fed by snowmelt. The vines are forty years old. The grapes are hand harvested and after cold soaking undergo a traditional vinification with regular punching down. Post fermentation the skins are left to soak in the newly made wine for a further month. Maturation then takes place for a year in French oak barrels, two thirds of which are new. After this the wine is bottled. The result is magnificent. Despite being over ten years old the colour is still an opaque ruby, with just a tinge of garnet on the rim hinting at the wine's age. The dense, brooding nose displays notes of prune and fig. The palate is massively full bodied but balanced and harmonious. The finish is rich and long. A rare fillet steak would be its perfect partner.



Buy 11  
get 1 free\*

## Clément Bosquet Malbec, Vin de France

Were it not for the stupendous success of Argentinean Malbec, the Cot grape variety (to use its traditional name) would be little more than a curiosity in the backwoods of south western France. The sizeable plantings in Bordeaux were devastated by a frost in 1956, leaving Cahors as the last major hold out. But that is all history: nowadays Malbec is almost as popular in many restaurants as Cabernet Sauvignon and Shiraz. The Clément Bosquet wine we have selected is a robust and fruity Vin de France example of Malbec. The mid ruby colour is just starting to fade to garnet. It is decently intense on the nose, showing ripe plum and damson aromas. In the mouth it is mid bodied, the fruit being set off by a touch of dry tannin. A young Malbec like this is for drinking and not philosophising: order a burger and get stuck in.



\*Offer applies to Clément Bosquet Malbec 75cl

MUD HOUSE NEW ZEALAND

Purchase a case of Mud House New Zealand wines to receive a £2 discount\*

\*Offer valid throughout October 2023. Buy 1 x 6 x 75cl and qualify for the discount. Offer valid on Mud House Sauvignon Blanc and Rosé lines from New Zealand only. Offer not applicable to Mud House Chile lines. While stocks last. Enjoy Mud House responsibly. [be.drinkaware.co.uk](http://be.drinkaware.co.uk)



# 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.

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

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



**PONTE**  
UOMINI E VIGNE DAL 1948



Ponte Prosecco DOC Extra Dry has been recognised for its outstanding quality through a number of accolades in recent years most notably Gold Medals with the Prosecco Masters, Mundus Vini and the Asia Wine Trophy.

Very soon the back label will feature a new accreditation from SQNPI which is all about sustainability.

The SQNPI (Integrated Production National Quality System) was conceived by the Italian Ministry of Agriculture and Forestry that takes into account all facets of production from vineyard to winery, minimising the use of synthetic chemicals in the vineyards and rationalising practices such as fertilisation and establishment of specific technical standards. The distinctive 'Bee' logo can be found on the label of accredited wines with this sustainability system guaranteeing quality of the final product with these significantly higher standards.

Ponte embarked on this accreditation back in 2021 with a select group of our growers, with vineyard area of over 300 hectares mostly made up of Prosecco and Pinot Grigio with Ponte Prosecco DOC Extra Dry becoming the first to certified, to be followed very soon by Ponte Pinot Grigio DOC. The remainder of the Ponte range, exclusive to Crown Cellars in the UK, will follow on during the course of the next year as more vineyards become accredited.



[www.ponte1948.it](http://www.ponte1948.it)

segui su:

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

# BUY 2 CASES OF JAM SHED SHIRAZ TO RECEIVE 1X JAM SHED WINE KIT\*

KIT INCLUDES: 1 CASE OF 12 JAM JARS, 2X BUNTING, 2X BAR RUNNERS & 50X COASTERS



**A SHEDLOAD OF BOTTLE**

Please Drink Responsibly. [be.drinkaware.co.uk](http://be.drinkaware.co.uk)  
\*Offer valid throughout October 2023. Limited number of deals. Buy 2 x 6 x 75cl & qualify for the kit. Offer valid on Jam Shed Shiraz only. Kits to be sent out individually within 10 working days.



# DEAD GOOD WINES!

Explore your darker side this Spooky Season with a selection of wines for your specials board. Macabre Malbec, Murderous Merlot or Chilling Chardonnay (that one's better written down), consumers are out for thrill on the 31st, so why not make the most of it and get a few cases of wine that enhance the atmosphere...



**Lobo Loco**  
Macabeo 75cl  
**LA MANCHA, SPAIN**  
LIGHT & DELICATE  
An attractive dry white wine with floral aromas and a crisp finish

**Lobo Loco**  
Tempranillo Rose 75cl  
**LA MANCHA, SPAIN**  
LIGHT & DELICATE  
Vibrant pink in colour and bursting with summer berry fruit flavours

**Grapeful Dead**  
Shiraz 75cl  
**SOUTH EAST, AUSTRALIA**  
JUICY & RIPE  
An off dry, mid bodied fruity red that is soft in acidity and tannin

**Grapeful Dead**  
Chardonnay 75cl  
**SOUTH EAST, AUSTRALIA**  
JUICY & RIPE  
A dry and lively Chardonnay with some pear and spice aromas

**Drop Dead**  
Gorgeous Malbec 75cl  
**SOUTH AFRICA**  
JUICY & RIPE  
A mid bodied red with jammy dark plummy fruit and ripe tannins

**Drop Dead**  
Gorgeous Chenin Blanc 75cl  
**SOUTH AFRICA**  
DRY & AROMATIC  
A dry, mid bodied and vibrantly acid white wine with apple and quince aromas

**Clockwork Raven**  
Merlot 75cl  
**CHILE**  
JUICY & RIPE  
Smooth and approachable with classic dark plummy Merlot fruit

**Bone Orchard**  
Malbec 75cl  
**MENDOZA, ARGENTINA**  
JUICY & RIPE  
A mid-bodied red wine with soft tannins and a lovely youthful jammy dark berry aroma

**Dead Man's Dice**  
Malbec 75cl  
**MENDOZA, ARGENTINA**  
SPICY & WARMING  
Deep and vibrant Malbec with an intense nose of plum, damson and dark chocolate aromas





# CALITERRA®

## Certified Sustainable

Estate Grown Wines  
 Reds from Caliterra Estate  
 Whites from Curicó – Casablanca

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.



# Exclusive Chilean Wines

Buy 11  
 get 1  
 free

## Las Ondas 'Reserva' Merlot & Chardonnay

For the Chardonnay, a lovely, crisp acidity balances sunny tropical notes of pineapple, with a touch of stone fruit.

The Merlot is reasonably full-bodied, with soft tannins rounding off a dash of acidity. Rich in plum, blackberry & spice notes.



Offer includes  
 Las Ondas Reserva  
 Merlot 75cl &  
 Las Ondas Reserva  
 Chardonnay 75cl





**CASTELNAU**  
WINE AGENCIES

www.castelnaud.co.uk | @champagnecastelnaud

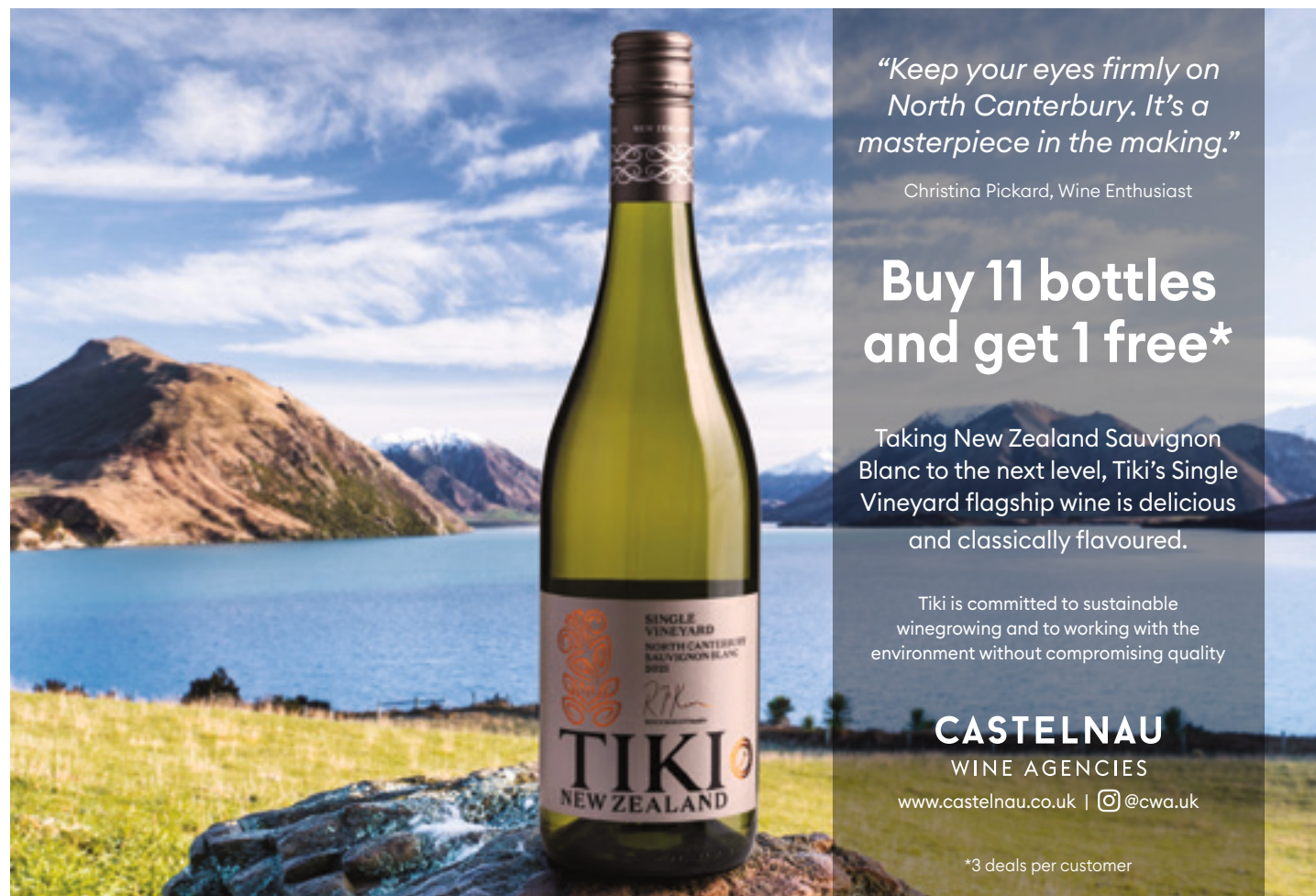
**Buy 11 bottles and get 1 bottle free**



**Buy 11  
get 1  
free**

**Real  
American  
Rosé**

Offer includes: Sutter Home White Zinfandel 75cl



*"Keep your eyes firmly on North Canterbury. It's a masterpiece in the making."*

Christina Pickard, Wine Enthusiast

**Buy 11 bottles  
and get 1 free\***

Taking New Zealand Sauvignon Blanc to the next level, Tiki's Single Vineyard flagship wine is delicious and classically flavoured.

Tiki is committed to sustainable winegrowing and to working with the environment without compromising quality

**CASTELNAU**  
WINE AGENCIES

www.castelnaud.co.uk | @cwa.uk

\*3 deals per customer



**New  
Zealand  
Sauvignon Blanc**

A CROWN CELLARS EXCLUSIVE

**BOX OF BUDGIES  
MARLBOROUGH SAUVIGNON BLANC**

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

Great with goat's cheese, salads and seafood.





**Buy 11  
get 1  
free**

**BLOSSOM HILL®**

SOFT & FRUITY  
RED WINE

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

**Buy 11  
get 1  
free**

WORLD WINES  
EXCLUSIVELY FROM  
CROWN CELLARS

*Invenio*

**INVENIO CHILEAN  
MERLOT &  
SAUVIGNON BLANC**

The Merlot is a fruity spicy red wine that has a nice balance of tannin, acid and alcohol on the palate, while the Sauvignon is a fresh, dry white wine, with hints of guava and tropical fruits.

*Invenio*

CRISP AND TANGY  
WITH LEMON AND  
GOOSEBERRY FRUIT

**SAUVIGNON BLANC**  
WINE OF CHILE

RICH AND FULL BODIED  
WITH PLUM, LIQUORICE AND  
DARK CHOCOLATE

**MERLOT**  
WINE OF CHILE

Offer includes Invenio Chilean Merlot 75cl and Invenio Chilean Sauvignon Blanc.  
Offer applies to new stockists only.

**Buy 11  
get 1  
free**

**Fresh  
& Fruity  
Chardonnay**

TO BE CONTINUED...  
**CHARDONNAY**  
FROM CALIFORNIA, U.S.A. COMIC CODE 12.5KX

Offer includes: To Be Continued Chardonnay 75cl.  
Ruby Cabernet & Zinfandel Rose also available in this range.



# Carta Vieja Chilean Wines

Buy 11 get 1 free



Viña del Pedregal is one of the oldest and largest wineries in Chile. The del Pedregal family founded the winery in 1825. Today, the seventh and eighth generations of the family are running the winery. Nearly two hundred years of experience in each bottle. Several generations of this family have been connected to the winemaking trade, with almost 200 years dedicated to crafting noble wines. Many family members are involved in the business and each person in their own special way contributes their knowledge, passion and love for the land, values that have been passed down through the generations. Carta Vieja was the first label of the family.

Offer includes:  
Crata Vieja Merlot 75cl & Carta Vieja Chardonnay 75cl



# Captain Morgan

BUY ANY 5 X 70CL OR  
3 X 1.5L FROM THE RANGE  
FOR A FREE  
CAPTAIN MORGAN  
BLACK SPICED\*

FREE

Mix our  
BEST WITH  
YOUR  
BEST




However  
**YOU SPICE SPICE ON**

POS, Tips & More



\*Valid 1st October to 31st October 2023. Free stock provided in 70cl format. Deal includes 70cl format: Captain Morgan Dark Rum, Captain Morgan Tiki Mango & Pineapple, Captain Morgan White Rum, Captain Morgan Sliced Apple, Captain Morgan Spiced Gold and Captain Morgan Black Spiced, 1.5Ltr format: Captain Morgan Spiced Gold and Captain Morgan Dark Rum.

Scan me 

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

Cherry pink in colour with a decent amount of sparkle, this is a light and off-dry sparkling rosé, perfect with seafood and white meats.

# Ponte Aurora Sparkling Rosé

Buy 4 cases get 1 free



Offer includes:  
Ponte Aurora Sparkling Italian Rose (24 x 200ml bottles)





# 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
Campari	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



# ROARING 1920S COCKTAILS

A century ago, Europe was recovering from the double whammy of the First World War and the Spanish flu epidemic.

Millions of lives had been lost, and unsurprisingly, people wanted nothing more than to forget – and forget quickly. Coinciding, as it did, with Prohibition in the States, America's leading cocktail personalities flocked to Europe.

London and Paris had the Savoy's American Bar and Harry's New York Bar respectively, Italy was creating the Negroni, while Cuba emerged as an escape for Americans where the El Floridita bar became the birthplace of daiquiris.

Drenched in drinking history, the '20s was an era when some of the world's most famous (and infamous) cocktails emerged – with many curated in two legendary cocktail tomes that should reside on every bar's backbar: Harry Craddock's Savoy Cocktail Book and various editions of Harry's ABC of Mixing Cocktails.

As we emerge from our own collective crisis, what better time to pay tribute to the most decadent drinking decade in history?



## CORPSE REVIVER NO. 2

Designed to raise the dead. It won't. This recipe was made famous by Harry Craddock in the 1930 Savoy Cocktail Book.

- Glass: Martini
- 25ml gin
- 25ml Cointreau
- 25ml Lillet Blanc
- 25ml fresh lemon juice
- Dash of absinthe

Shake well with ice and strain in to a cocktail glass.  
Garnish: maraschino cherry.



## FRENCH 75

Some drinks are good enough for a collection of people to claim them. This was either Harry McElhone's, first made in Paris in 1925 at Harry's Bar, or it emerged in America during Prohibition.

- 25ml Star of Bombay gin
- 15ml lemon juice
- 15ml sugar syrup
- Top sparkling wine

Shake, strain into a chilled Champagne glass top with sparkling wine, and garnish with a cherry.



## WHITE LADY

Originally created by Harry MacElhone at the famous London imbibing institution Ciro's Club, using crème de menthe. In 1923 he adapted it at Harry's New York Bar in Paris, using gin and egg white.

- 50ml gin
- 25ml Cointreau
- 25ml lemon juice
- 1 egg white
- Ice cubes

Lemon zest twist, to garnish

Shake the ingredients with ice, and strain into a glass.  
Garnish with a lemon zest twist.



## MONKEY GLAND

Another Harry MacElhone invention. Created in the 1920s as a tribute to Dr Serge Voronoff, who grafted monkey testicles on to humans in a bid to extend life. It didn't work.

- 60ml gin
- 1 tsp pastis
- 45ml orange juice
- 1 tsp grenadine
- Ice cubes

Shake the ingredients with ice, and strain into a martini glass.



## MARY PICKFORD

A Cuban classic from the Hotel Nacional in Havana, often frequented by the eponymous actress during Prohibition.

- 50ml white rum
- 2 dashes of Luxardo Maraschino Liqueur
- 50ml pineapple juice
- 1 tsp grenadine
- Ice cubes

Shake all the ingredients with ice, and strain into a wine glass or martini glass.



## GIN RICKEY

A gin classic that was initially designed with bourbon for 'Colonel' Joe Rickey, a lobbyist in Washington DC who regularly drank with congress members in the city's famous Shoemaker Bar. Strangely, Rickey later became the first significant importer of limes into the United States, and the cocktail was famously a favourite of F. Scott Fitzgerald.

- 2 lime wedges
- 40ml Sipsmith London Dry Gin
- Sparkling water

Fill a glass with ice and squeeze in lime wedges. Add Sipsmith gin and top with sparkling water. Stir and serve.





**BUY ANY 3 BOTTLES\* FROM**

*The*  
**KRAKEN™**  
RANGE

**& RECEIVE 10 LIMITED EDITION HIGHBALL GLASSES† FREE**

\*A bottle = 70cl. †While stocks last. The Kraken® and other trademarks are owned by Proximo Spirits. @KRAKENRUMUK. Please drink responsibly.

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**JERRY COLA. CHERRY IN. PARTY ON.**

**BUY 2 X 70CL SAILOR JERRY AND RECEIVE A JERRY'S CHERRIES GARNISH KIT FREE\***

\*Whilst stocks last. be [drinkaware.co.uk](http://drinkaware.co.uk)



**DEAD GOOD**

**BUY ANY 6 BOTTLES GET A FREE\* RASPBERRY RUM CREAM LIQUEUR**

**RUM RANGE INCLUDES: SPICED, PASSION FRUIT, COFFEE, COCONUT, PINEAPPLE. PLUS RASPBERRY RUM CREAM LIQUEUR**

**FREE**

\*ALL BOTTLES: 70CL. AVAILABLE WHILE STOCKS LAST.

@DEADMANSFINGERS  
be [drinkaware.co.uk](http://drinkaware.co.uk)

**WHITLEY NEILL**  
TIMELESS TASTE THAT'S A CUT ABOVE

**£18.49**  
per bottle\*



WHITLEY NEILL GIN  
DISTILLER'S CUT LONDON DRY GIN

SCAN FOR SPRITZ COCKTAIL INSPIRATION

whitleyneill.com  
be [drinkaware.co.uk](http://drinkaware.co.uk)  
\*Available while stocks last.

**BUY 2 X 70CL AND RECEIVE A FREE POS KIT**

**12 X SHOT GLASSES**      **10 X TENT CARDS**



**JACK DANIEL'S**  
CINNAMON EPIC  
Tennessee FIRE

**MAKE IT COUNT**

PLEASE DRINK RESPONSIBLY.  
JACK DANIEL'S AND TENNESSEE FIRE ARE REGISTERED TRADEMARKS. ©2023 JACK DANIEL'S. ALL RIGHTS RESERVED.  
KIT INCLUDES, 12 SHOT GLASSES & 10 TENT CARDS, MAXIMUM 1 KIT PER CUSTOMER. ACTUAL ITEMS MAY DIFFER AND ARE SUBJECT TO AVAILABILITY. GLASS STYLE MAY VARY.



**BUSHMILLS**

BUY ANY BOTTLE\* OF  
**BUSHMILLS ORIGINAL OR BLACK BUSH**  
AND SAVE £2.00 OFF EVERY PURCHASE

SAVE  
£2.00  
OFF EVERY BOTTLE\*



SAVE  
£2.00  
OFF EVERY BOTTLE\*

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\*One bottle = 70cl while stocks last. Bushmills & Associated logos are trademarks of "The Old Bushmills Distillery", Bushmills, County Antrim. ©2023 Proximo Spirits. ENJOY BUSHMILLS RESPONSIBLY

BUY 2 X FLORA ADORA

and receive

6 X GLASSES, LEAF GARNISH AND A MERMAID BOTTLE STOPPER FREE\*



NEW FLORA ADORA

LATEST RELEASE from our Cabinet of Curiosities

GARNISH INCLUDED Opportunity to upsell



Scan to download your free social poster

be**drinkaware**.co.uk \*Whilst stocks last.

SHAKE, STIR OR LAYER PERFECT DRINKS WITH

*Sia Maria*



BUY 1 x 70cl BOTTLE OF TIA MARIA COLD BREW AND 1 x 70cl BOTTLE OF DISARONNO VELVET

AND RECEIVE A FREE POS KIT\*

**Velvet Martini**

25ml Disaronno Velvet  
25ml Tia Maria  
15ml Vodka  
50ml Espresso  
Shake and strain into a martini glass.

**Baby Guinness**

Layer Tia Maria Cold Brew Liqueur with Disaronno Velvet.

be**drinkaware**.co.uk

\*1 X DEAL PER CUSTOMER BASED ON FULL PRICE PURCHASE OF 1 X 70CL TIA MARIA COLD BREW AND 1 X 70CL DISARONNO VELVET. WHILST STOCKS LAST.

POS kit includes: 6x 6x

MMM...  
GORDON'S FLAVOURS.

DECISIONS, DECISIONS.

BUY ANY 3 FROM THE RANGE FOR A FREE SERVE TREE, GLASSWARE AND TENT CARDS\*



POS, Tips & More



\*Valid 1st October to 31st October 2023. Free stock provided in 70cl format. Deal includes 70cl format Gordon's Alcohol Free, Gordon's London Dry, Gordon's Mediterranean Orange, Gordon's Premium Pink, Gordon's Sicilian Lemon, Gordon's Sloe Gin, Gordon's Tropical Passionfruit and Gordon's White Peach. Includes 1.5L format Gordon's London Dry and Gordon's Premium Pink. POS Kit includes 1 x Serve Tree, 6 x Copa Glasses and 10 x Tent Card. While stocks last, 240 available. Maximum 2 per venue per week.

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

*Gordon's*  
...SHALL WE?

Scan me



THE WORLD'S MOST AWARDED TEQUILA\*

SAVE £2.50 OFF EVERY BOTTLE\*



SAVE £2.50 OFF EVERY BOTTLE\*

BUY A BOTTLE† OF 1800® SILVER OR REPOSADO

AND SAVE £2.50 OFF EVERY PURCHASE

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

\*BASED ON 1800® AWARDS FROM U.S. & ACADEMIA MEXICANA DEL TEQUILA FROM 2001 TO 2022. †1 BOTTLE = 1x70CL BOTTLE WHILE STOCKS LAST. 1800® AND OTHER TRADEMARKS ARE OWNED BY AGAVERA CAMICHINES, S.A. DE C.V. ©2023 PROXIMO SPIRITS UK. DRINK 1800 TEQUILA RESPONSIBLY.

1800 TEQUILA

Buy 4 cases of packaged fruit cider and get a FREE case of glassware

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



Check out Behind The Bar, our all-new trade website giving you the tools to drive sales of Kopparberg in your venue. Scan here to sign up for free.



Source: IRI 52 we 22/01/23, CGA 52 we 31/12/22

T&Cs: Offer available 01.10.2023-31.10.2023. Packaged fruit cider includes 4 cases of 15 x 500ml Strawberry & Lime, Raspberry and Mixed Fruit. FOC glassware includes 1 x case of 12 Kopparberg branded glasses. Marston's has the right to stop this promotion at any time. While stocks last.

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

KOPPARBERG

SCAN HERE SIGN UP TO KLUB Jägermeister



AND RECEIVE UP TO £300 MERCHANDISE FREE\*



INCREASE RATE OF SALE THROUGH EXCLUSIVE POS, TRAINING VIDEO'S AND DIGITAL CONTENT<sup>2</sup>  
5 IN 10 CUSTOMERS WILL BUY WHAT THEY CAN SEE<sup>2</sup>  
SIGN UP AT [WWW.KLUBJAGERMEISTER.CO.UK/REGISTER](http://WWW.KLUBJAGERMEISTER.CO.UK/REGISTER)  
be [drinkaware.co.uk](http://drinkaware.co.uk)

<sup>1</sup>ALLOCATED CREDIT IS BASED ON EVIDENCE OF JÄGERMEISTER SALES VOLUME, THIS WILL BE RELEASED IN QUARTERLY INSTALLMENTS  
<sup>2</sup>SOURCE INDEPENDENT CGA OUTLET RESEARCH

ALL THE TASTE, NONE OF THE ALCOHOL

4 FREE T-SHIRTS WITH EVERY CASE OF GUINNESS 0.0% PINT CANS\*



GUINNESS

LIMITED NUMBERS, GET YOURS TODAY

POS, Tips & More



Scan me

[drinkaware.co.uk](http://drinkaware.co.uk) for the facts | PLEASE DRINK RESPONSIBLY

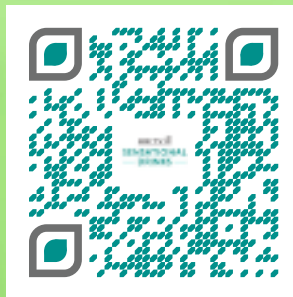
\*VALID 1ST OCTOBER TO 31ST OCTOBER 2023. WHILE STOCKS LAST. MAXIMUM ONE REDEMPTION PER OUTLET PER WEEK. TOTAL OF 88 DEALS AVAILABLE. T-SHIRTS WILL BE MIXED SIZES BETWEEN S, M, L AND XL.



**BUY ONE CASE**  
**OF J20 SPRITZ**  
**TO RECEIVE A CASE**  
**FREE\***



SCAN THE QR TO CLAIM YOUR  
 FREE CASE OF SPRITZ GLASSWARE  
 AND TENT CARD PACK



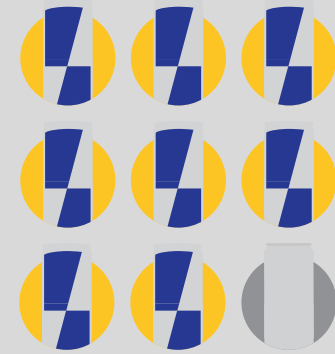
OR VISIT US AT  
[SENSATIONALDRINKS.COM](https://www.sensationaldrinks.com)

Promotion runs from 01st October – 31st October 2023, three deals per customer per week. Qualifying range includes J20 Spritz 275ml NRB range.  
 Glassware is for visual purposes only. Subject to availability. Promoter: Britvic Soft Drinks, Breakspear Park, Breakspear Way, Hemel Hempstead, HP2 4TZ.  
 GB 18+ only. NPN. [Max of 1 POS kit per outlet]. Registration & a valid email address are required. While stocks last. Visit [sensationaldrinks.com](https://www.sensationaldrinks.com) for full terms and details.

**GOOD FOR LOW-CALORIES SALES:**

Stocking Sugarfree will grow sales incrementally as a 1/3 consumers only buy low-calorie options.

SOURCE:  
 KANTAR TOTAL TAKE HOME PANEL MAT 08.08.21  
 CGA, ENERGY DRINKS CONSUMED IN RECENT VISITS, PATH TO PURCHASE STUDY 2021



**GOOD FOR SALES:**

Red Bull 250ml is the biggest selling packaged soft drink in Pubs, Bars & Clubs.

SOURCE:  
 CGA LICENSED OPMS MAT 30.10.22  
 CGA LICENSED OPMS MAT 30.11.22



**GOOD FOR THE CATEGORY:**

More people consuming the category as they look for a functional drink to boost energy levels.



SOURCE: CGA, OPMS, TOTAL ON PREMISE, MAT DATA TO 28.02.2023

**RED BULL GIVES YOU WIIINGS.**



**Get a case of Sugarfree for Free**

by buying 5 cases of Red Bull Energy.



# DEALS SUMMARY

PAGE	PRODUCT	DEAL
25	CMBC Packaged Range	Buy 2 of the same cases and receive £1 off per case
36	Clement Bosquet Malbec	Buy 11 bottles, get 1 free
37	Mud House	Buy a case from the range to receive a £2 discount
39	Jam Shed	Buy 2 cases to receive a Jam Shed wine kit
43	Chilean Wines	Buy 11 bottles, get 1 free
44	Castelneau	Buy 11 bottles, get 1 free
44	Tiki New Zealand	Buy 11 bottles, get 1 free
45	Sutter Home Rose	Buy 11 bottles, get 1 free
46	Blossom Hill	Buy 11 bottles, get 1 free
46	To Be Continued... Chardonnay	Buy 11 bottles, get 1 free
47	Invenio	Buy 11 bottles, get 1 free
48	Carta Vieja	Buy 11 bottles, get 1 free
48	Ponte Aurora Sparkling Rose	Buy 4 cases, get 1 free
49	Captain Morgan	Buy any 5 x 70cl or 3 x 1.5L from the range for a free Captain Morgans Black Spiced
54	The Kraken	Buy any 3 bottles from The Kraken range and receive 10 highball glasses
54	Dead Mans Fingers	Buy any 6 bottles get a free Raspberry Rum Cream Liqueur
54	Whitley Neill	£18.49 per bottle
55	Sailor Jerry	Buy 2 x 70cl and receive a Jerry's Cherries garnish kit free
55	Jack Daniels	Buy 2 x 70cl and receive a POS kit
56	Bushmills	Buy any bottle and save £2 per purchase
56	Tia Maria	Buy 1 x 70cl of Tia Maria Cold Brew or Disaronno Velvet and get a free POS kit
57	Hendricks Flora Adora	Buy 2 bottles and get 6 glasses, leaf garnish and a mermaid bottle stopper free
57	Gordons Gin	Buy any 3 from the range for a free serve tree, glassware and tent cards
58	1800	Buy any bottle and save £2.50 off every purchase
58	Jagermeister	Sign up to Klub Jagermeister and receive up to £300 of merchandise free
59	Kopparberg	Buy 4 cases and get a free case of glassware
59	Guinness 0.0%	4 free t-shirts with every case of Guinness 0.0% cans
60	J2O Spritz	Buy 1 case and receive a case free
61	Red Bull	Get a free case of sugar free by buying 5 cases of Red Bull Energy

# 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 October 2nd - October 31st 2023 (Promotional Period). 2 Any offer may be cancelled by us without notice. Cancellation of any offer will not affect the validity of any order placed prior to the date of cancellation. All offers are subject to availability. 3 To take advantage of an offer you must: a) purchase and take delivery of the full qualifying quantity of the relevant products in a single transaction; failure to take delivery of all qualifying products may result in you becoming ineligible for the applicable free product, merchandise or any other non-stock reward (Free Product); b) quote any and all references, offer codes or other requirements specified in the Directory at the time the order is placed; and c) be a representative of a licensed premises in the UK. 4 By law, we cannot sell or supply alcohol to anyone who is not aged 18 or over. By placing an order, you confirm that you are 18 or over and agree to be bound by these terms and conditions.

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

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THAT'S CRISP, BRIGHT  
AND REFRESHING**



**BRAND NEW GLASSWARE  
NOW AVAILABLE**

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