

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

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

 This is an innovative dispense system that uses fresh pressed beer. See page 24 or visit www.draughtmaster.com/uk

<p>STANDARD</p>  <p>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.</p>	<p>PREMIUM</p>  <p>KRONENBOURG 1664 5.0% 1664 Lager is a beautifully crafted and supremely sippable premium lager, with a citrus aroma and notes of apricot.</p>	<p>PREMIUM WORLD</p> <div style="display: flex; justify-content: space-around;"> <div>  <p>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.</p> </div> <div>  <p>BIRRIFICIO ANGELO PORETTI 4.8% Birrificio Angelo Poretti is a full-flavoured lager with a sweet malty body and an assertive bitterness.</p> </div> <div>  <p>BROOKLYN PILSNER 4.6% Crisp, bright and smoothly refreshing. A pale golden beer with a delicate citrusy finish.</p> </div> </div>		
<p>STANDARD</p>  	<p>STANDARD PLUS</p> 	<p>PREMIUM</p> 	<p>PREMIUM WORLD</p>  <p>GLUTEN FREE</p> 	<p>DISCOVERY WORLD</p>  

KEG ALE

<p>GOLD</p>  <p>WAINWRIGHT GOLD 4.1% Premium keg beer from Wainwright. A refreshing alternative to standard keg ale, with fruity, sweet, citrus flavours.</p>	<p>IPA</p> <div style="display: flex; justify-content: space-around;"> <div>  <p>HOBGOBLIN IPA 5.0% Collision of Old and New World hops provide an explosion of tropical aroma and a juicy bitterness.</p> </div> <div>  <p>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.</p> </div> </div>		<p>AMBER</p>  <p>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.</p>	<p>RUBY</p>  <p>HOBGOBLIN RUBY 4.5% Full bodied, ruby beer that delivers a delicious, chocolate malt flavour, balanced with a rounded bitterness & a fruity, mischievous character.</p>
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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.

<p>ENTRY</p>  <p>SHIPYARD AMERICAN PALE ALE 4.5% An easy drinking, American style Pale Ale bursting with fruity, citrus hop flavour and gooseberry and pine aroma.</p>	<p>PREMIUM</p> <div style="display: flex; justify-content: space-around;"> <div>  <p>BROOKLYN LAGER 5% Light hop bitterness and moderate sweetness. Both bitterness and sweetness linger on the palate before finishing clean.</p> </div> <div>  <p>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.</p> </div> </div>	<p>SPECIALITY</p>  <p>ERDINGER WEISSBIER 5.3% Imported German wheat beer brewed to the original recipe and traditionally matured in the bottle like champagne for 28 days.</p>
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<p>AMBER</p> <div style="display: flex; flex-wrap: wrap; justify-content: space-around;"> <div>  <p>3.1%</p> </div> <div>  <p>3.4%</p> </div> <div>  <p>3.7%</p> </div> <div>  <p>3.7%</p> </div> <div>  <p>3.7%</p> </div> <div>  <p>4.2%</p> </div> <div>  <p>4.5%</p> </div> </div>	<p>RUBY</p> <div style="display: flex; flex-wrap: wrap; justify-content: space-around;"> <div>  <p>3.2%</p> </div> <div>  <p>3.6%</p> </div> </div>	<p>STOUT</p>  <p>4.3%</p>
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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.

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

<p>STANDARD</p>  <p>SOMERSBY APPLE 4.5% Somersby Apple is a refreshing cider made from fermented apple juice and natural apple flavouring.</p>	<p>FLAVOURED</p>  <p>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.</p>
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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



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



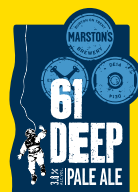
WAINWRIGHT AMBER



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



3.8%



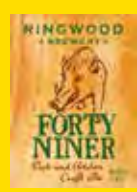
4.0%



4.1%



4.2%



4.9%

AMBER



3.4%



3.7%



3.8%

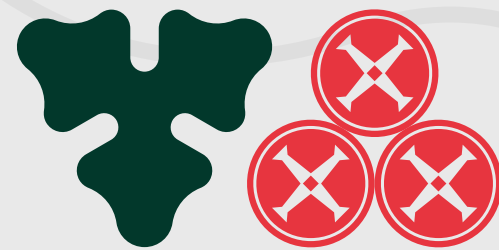


4.5%



4.8%

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:



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 130,000m² 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 CO₂ 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 BIRIFICIO ANGELO PORETTI AND RECEIVE A

COMPLIMENTARY POS PACKAGE†

PLUS receive a free case of AFB from the range‡
See page 23 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



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

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 23 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 23 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

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 23 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.

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[†]

PLUS
receive a free
case of AFB
from the range^{††}
See page 23 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 for more details. Brewed in UK, the Danish Way. Enjoy responsibly.

be 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

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

OCTOBER

Guest ale... **DIRTY TACKLE** Get ready for the scrum

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.

£74.99

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



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



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 Birrificio 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



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



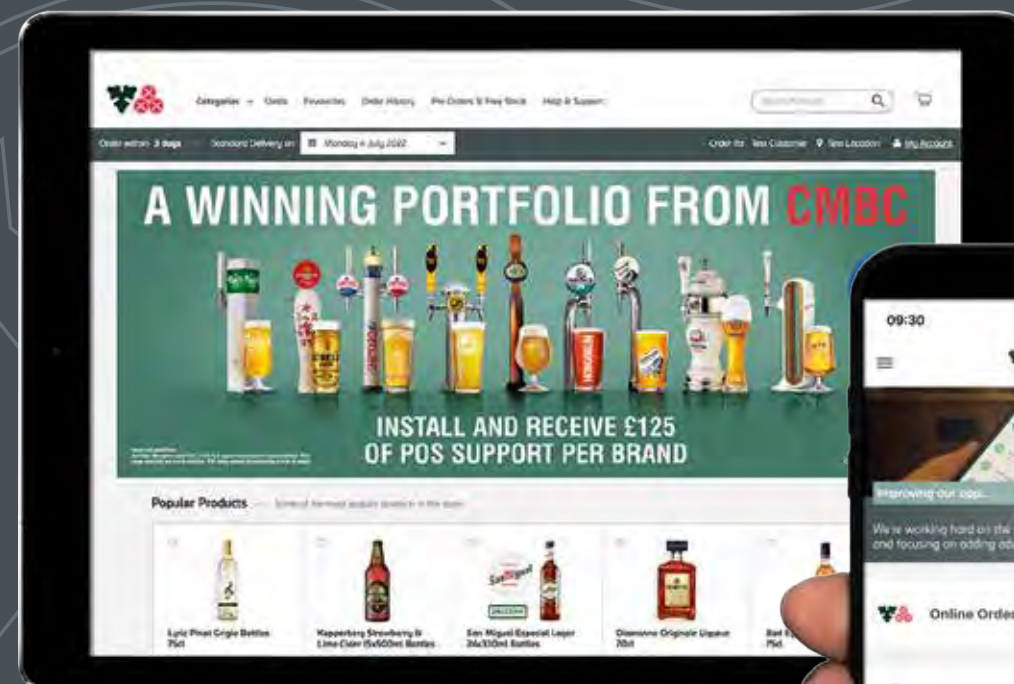
COCKPIT

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.



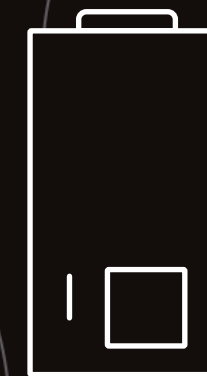
SAVES TIME & MONEY
Save time and money as lines only need to be cleaned every four weeks. With no CO2 needed either it's additional cost saving.



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

WHAT DO YOU NEED?

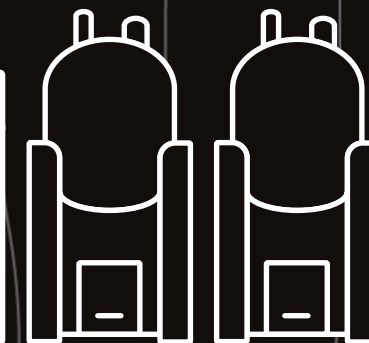
DraughtMaster uses standard founts/t-bars and coolers and can be set up under bar or in a cellar.



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 customer 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 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



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

segui su:

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



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.



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.



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



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.





Invenio WORLD WINES EXCLUSIVELY FROM CROWN CELLARS

Buy 11 get 1 free

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.

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




Fresh & Fruity Chardonnay

Buy 11 get 1 free

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





DISTILLED

WORLD SPIRITS FROM
CARLSBERG MARSTON'S BREWING COMPANY

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

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

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

TASTING EVENTS

Meet suppliers, get inspired & discover support



THE THINKING DRINKERS

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



DISTILLEDUK.COM

Articles, videos, interviews, serve guides & our range



SOCIAL MEDIA


@distilleduk



LISTING HELP, COCKTAIL SPECS & MENUS

Costed, balanced, creative & commercial, bespoke training support

APEROL SPRITZ



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

GLASSWARE
Wine glass

METHOD
Build all ingredients over ice

GARNISH
Orange slice

ESPRESSO MARTINI



INGREDIENTS	MEASURE
Kahlua	30 ml
Fresh espresso	30 ml

GLASSWARE
Chilled coupe or cocktail (Martini) glass

METHOD
Shake vigorously & fine strain into chilled glass

GARNISH
Three coffee beans

NEGRONI



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

GLASSWARE
Old fashioned (large tumbler) glass

METHOD
Build all ingredients over ice and stir

GARNISH
Orange wedge or zest

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.


be**drinkaware**.co.uk



JERRY CHERRY IN. COLA. PARTY ON.

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

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



GIN MENU CREATION

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

FOR MORE INFORMATION PLEASE CONTACT YOUR LOCAL SALES MANAGER

Plastic straws suck. These are paper.

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

MMM... GORDON'S FLAVOURS. DECISIONS, DECISIONS.

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

*Valid 1st October to 31st October 2023. Deal includes 70cl format Gordon's London Dry, Gordon's Premium Pink. 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.

POS, Tips & More



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Gordon's ...SHALL WE?



THE WORLD'S MOST AWARDED TEQUILA*



BUY A BOTTLE[†] OF 1800[®] SILVER

AND SAVE £2.50 OFF EVERY PURCHASE

SAVE £2.50 OFF EVERY BOTTLE*

1800 TEQUILA

be**drinkware**.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 CAMACHINES, S.A. DE C.V. ©2023 PROXIMO SPIRITS UK. DRINK 1800 TEQUILA RESPONSIBLY.

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 Spiced Gold and Captain Morgan Black Spiced, 1.5Ltr format: Captain Morgan Spiced Gold.

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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 CONTENT²
5 IN 10 CUSTOMERS WILL BUY WHAT THEY CAN SEE²
SIGN UP AT WWW.KLUBJAGERMEISTER.CO.UK/REGISTER
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¹ALLOCATED CREDIT IS BASED ON EVIDENCE OF JÄGERMEISTER SALES VOLUME, THIS WILL BE RELEASED IN QUARTERLY INSTALLMENTS
²SOURCE INDEPENDENT CGA OUTLET RESEARCH

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.

KOPPARBERG

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**

**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



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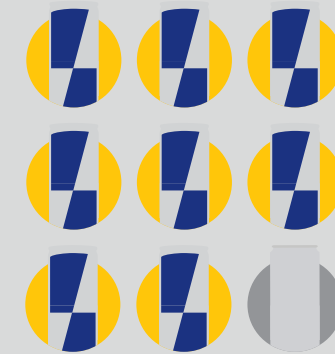
drinkaware.co.uk for the facts | PLEASE DRINK RESPONSIBLY

*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.

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 THE CATEGORY:

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

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



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
10	Birrificio Angelo Poretti	Install and receive a complimentary POS package plus a free case from AFB range
11	Estrella Damm	Install and receive a complimentary POS package
12	Brooklyn Pilsner	Install and receive a complimentary POS package plus a free case from AFB range
14	San Miguel	Install and receive a complimentary POS package plus a free case from AFB range
15	Kronenbourg 1664	Install and receive a complimentary POS package plus a free case from AFB range
16	Carlsberg Danish Pilsner	Install and receive a complimentary POS package plus a free case from AFB range
18	Wainwright	Buy 2 x 9's and get £10 off per 9g
20	Hobgoblin	Buy 2 x 9's and get £10 off per 9g
22	Dirty Tackle Guest Ale	£74.99
23	CMBC Packaged Ale Range	Buy 2 of the same cases and receive £1 off per case
24	CMBC Alcohol Free Beer Range	Limited edition prices
25	CMBC Packaged Range	Buy 2 of the same cases and receive £1 off per case
41	Chilean Wines	Buy 11 bottles, get 1 free
42	To Be Continued... Chardonnay	Buy 11 bottles, get 1 free
43	Invenio	Buy 11 bottles, get 1 free
48	The Kraken	Buy any 3 bottles from The Kraken range and receive 10 highball glasses
49	Sailor Jerry	Buy 2 x 70cl and receive a Jerry's Cherries garnish kit free
49	Gordons Gin	Buy any 3 from the range for a free serve tree, glassware and tent cards
50	1800	Buy any bottle and save £2.50 off every purchase
50	Jagermeister	Sign up to Klub Jagermeister and receive up to £300 of merchandise free
51	Captain Morgan	Buy any 5 x 70cl or 3 x 1.5L from the range for a free Captain Morgans Black Spiced
52	Kopparberg	Buy 4 cases and get a free case of glassware
52	Guinness 0.0%	4 free tshirts with every case of Guinness 0.0% cans
53	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).

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.

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

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

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THAT'S CRISP, BRIGHT
AND REFRESHING**



**BRAND NEW GLASSWARE
NOW AVAILABLE**

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