

OFFERS APPLY TO DELIVERIES FROM 1ST MARCH – 29TH MARCH 2024. UNLESS OTHERWISE STATED

ON TRADER DEALS



CARLSBERG MARSTON'S
BREWING COMPANY

AMAZING OFFERS, SUPPORT & INSPIRATION

MARCH 2024

ORDER.CARLSBERGMARSTONS.CO.UK TO ORDER ONLINE



FRESH ALE



IT'S TIME FOR CHANGE

INTRODUCING THE
GREATEST INNOVATION IN
ALE FOR OVER 100 YEARS.

SEE PAGE

8

be**drinkaware**.co.uk

MARCH 2024

in this issue...

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CARL MIDDLETON,
VP ON TRADE

WELCOME

to our March edition

This month marks the start of spring, and we're looking ahead to a new season here at Carlsberg Marston's with some more promotional deals and exciting updates.

On the subject of exciting updates, head to page 8 to find out about Fresh Ale – the world's first guaranteed 14-day shelf-life ale. Easy to install and keep, Fresh Ale marks the biggest innovation in ale for a century, and we're happy to be able to share all the details with you.

On page 27, meanwhile, you'll find a teaser about Carlsberg ID – the new name for our range of dispense systems – which we'll reveal more about next month. And throughout this issue you'll notice our enhanced POS support continues across all our draught focus brands – so don't miss the chance to receive a £200 POS support package when you install them on tap.

Looking ahead to next month, we'll be ringing in the changes – it is spring cleaning season, after all. That includes new products coming your way, a new way for you to access On Trader deals, and a brand-new look. We'll share it all with you next time.

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, Birificio 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>BIRRFICIO ANGELO PORETTI 4.8% Birrifacio 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> 

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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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% A full bodied, refreshing low alcohol wheat beer. Spicy malt notes harmonize perfectly with caramel-sweet nuances.</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>CRAFT</p>  <p>BROOKLYN SPECIAL EFFECTS 0.4% A hoppy, low alcohol, amber lager with fresh zestful aromas and a clean bitter finish.</p>
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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>	<p>STOUT</p>  <p>HOBGOBLIN STOUT 4.1% Jet black with aromas of roasted malts and chocolate. Enjoy the earthy bitterness balanced by hints of coffee, cocoa and sweet treacle flavours. A deceptively dark yet smooth and easy drinking Stout.</p>
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PLUS an extensive range of regional favourites

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

<p>AMBER</p> <div style="display: flex; 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> <div style="display: flex; justify-content: space-around; margin-top: 10px;"> <div>  <p>4.2%</p> </div> <div>  <p>4.5%</p> </div> </div>	<p>RUBY</p> <div style="display: flex; justify-content: space-around;"> <div>  <p>3.2%</p> </div> <div>  <p>3.6%</p> </div> </div>
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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.

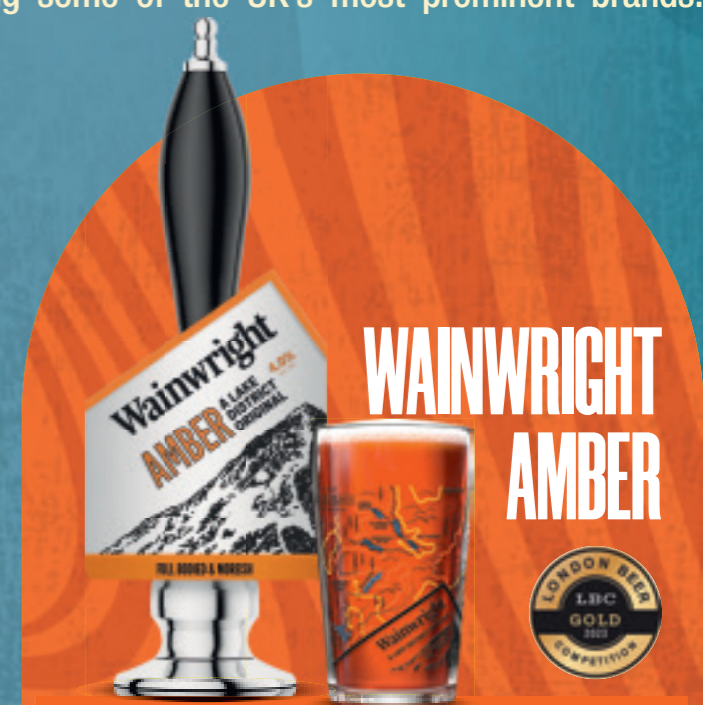
ABV: 4.5%
Style: IPA
See: Pale golden with orange glints
Smell: Tropical, citrus, fresh, orange
Taste: Juicy, zesty, complex fruit note, grapefruit
Sweet: ●●●●●
Bitter: ●●●●●
Food pairing: All the spices from round the world or simply enjoy on its own



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

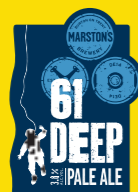


WAINWRIGHT AMBER

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%

NOW AVAILABLE



FRESH ALE

THE NEXT GENERATION OF ALE

A game changing innovation for the ale category that extends shelf life of ale to 14 days whilst maintaining the flavour, body and theatre of cask.

SAY HELLO TO FRESH ALE



Guaranteed 14-day shelf-life ale. Delight your customers with the perfect pint, every time.



Great tasting from the first sip to last drop. All of the taste, none of the waste.



Traditional & authentic experience. All-important hand pull theatre & serve.



Easy to keep & easy to install. No conditioning or specialist cellar equipment.

Up to **60%**
INCREASE IN RoS*

*Based on 2023 trial site results

AVAILABLE BRANDS

Available on Wainwright Gold, Wainwright Amber and Hobgoblin IPA from March 2024 with more to follow soon after!

Available in 30L kegs



To find out more information and get Fresh Ale on your bar, speak to your Customer Development Manager


FRESH ALE

CRAFTING THE FUTURE

Our bold brews & premium pursuits in the On Trade beer revolution

In an era where premiumisation and the quest for unparalleled experiences shape the landscape of the on trade beer market, we caught up with Oliver Sutcliffe, On Trade Category Manager here at CMBC. He shares his insights into the strategic approach to these trends and what to anticipate in the on trade beer market throughout 2024.



CARLSBERG MARSTON'S
BREWING COMPANY



Can you share your insights on the current trends of premiumisation in the beer industry and the “big bets” for 2024? How do you see consumer preferences evolving? The premiumisation trend in the beer industry is set to continue in 2024, with consumers opting for fewer outings and becoming more financially savvy. In this landscape, consumers are inclined to cut back on the quantity of drinks consumed, whilst remaining unwavering in their demand for quality experiences in both the venues they choose and the drinks they purchase. As such, premium brands such as Poretti, Brooklyn Pilsner, and San Miguel are instrumental in encouraging consumers to come together for these occasions, whether it's fostering an atmosphere reminiscent of Italian social gatherings with Poretti or creating once-in-a-lifetime experiences with Brooklyn Pilsner, these brands play a pivotal role in shaping the evolving landscape.



Best-practice Ranging: Building on the above... what is the perfect category line up and why, to drive greatest consumer satisfaction RoS? How does this insight flex for different outlet types? Crafting the ideal category line-up is a process that varies across different outlets. The overarching principle is to prioritise breadth before depth. This strategy ensures that consumers are presented with a diverse selection of beer categories, catering to a wide range of preferences and occasions. While it is essential to emphasise premium categories in upscale venues with discerning clientele, the inverse holds true for mainstream outlets. Striking the right balance between breadth and depth is crucial for maximising consumer satisfaction and subsequently driving return on sales (ROS).



Creating ‘Value for Experience’: Once perfect ranging is in place, how should operators support their chosen brands to create memorable experiences for their consumers?

In a landscape where experiences hold heightened importance, exceeding consumer expectations is paramount. These initiatives often go beyond conventional marketing and contribute to a more profound connection between consumers and the brand. Examples of successful endeavours include the collaboration between Brooklyn and London based dance duo Joy Anonymous, resulting in a unique, once-in-a-lifetime experience for consumers.

Upcoming CMBC Launches: Exciting news about the two new launches in 2024! Without giving away too much, could you provide a glimpse into what consumers can expect from CMBC in 2024? How do you envision these launches will impact the market?

Anticipate exciting developments with two new launches slated for 2024! These additions to our portfolio are geared towards further premiumisation, offering consumers an expanded array of choices at the upper echelon of the beer market. Importantly, these launches position CMBC to stand out by delivering distinct value to customers, setting us apart from competitors in the market.

Super Premium Category: With one of the upcoming launches being described as “super premium,” how do you define and approach this category?

The upcoming launch described as “super-premium” is poised to occupy the pinnacle of the pricing ladder within the beer market. This category is strategically positioned to ensure that beer remains relevant in special or treat occasions, countering a trend where beer has lost ground to spirits over the past decade in such moments. This focus aligns with a commitment to providing consumers with exceptional, elevated experiences, reinforcing the significance of beer in moments of celebration and indulgence.

To discuss any of the information detailed in this article, please contact your Customer Development Manager.



STONEWALL INN IPA



POURING PROUDLY FROM APRIL 2024

NEW

AVAILABLE IN 30L KEG,
20L DRAUGHTMASTER
& 330ML CAN

SPEAK TO YOUR CUSTOMER DEVELOPMENT
MANAGER FOR MORE INFORMATION



FRESH. LIVELY. PROUD.



THIS IS BROOKLYN

INSTALL BROOKLYN PILSNER
AND RECEIVE A

POS PACKAGE WORTH £200*

*Promotion valid for duration of brochure promotional period. One deal per install per outlet. Available whilst stocks last. Subject to change.

Enjoy responsibly. be.drinkaware.co.uk





INSTALL BIRRIFICIO ANGELO PORETTI AND RECEIVE A POS PACKAGE WORTH £200†

Born in Italy, brewed in UK. Enjoy responsibly. *Promotion valid for duration of brochure promotional period. One deal per install per outlet. Available whilst stocks last. Subject to change. †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



BOOST YOUR SALES WITH THE #1 BRAND OF CHOICE*

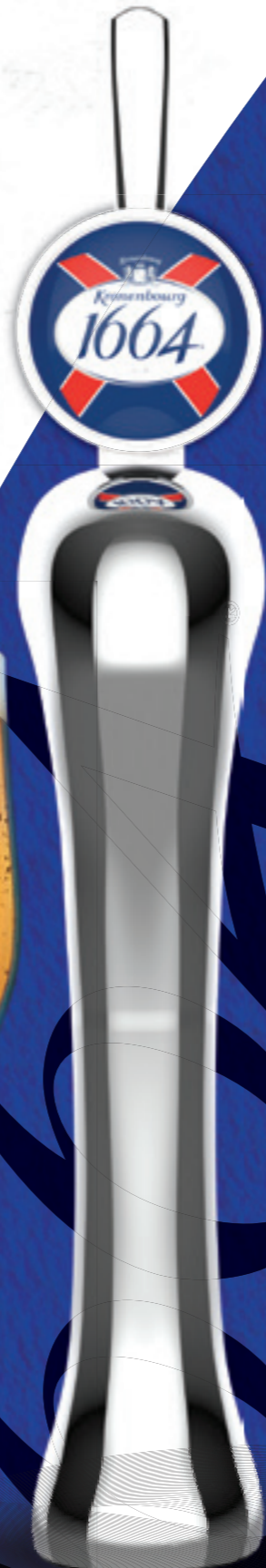
INSTALL SAN MIGUEL ESPECIAL AND RECEIVE A POS PACKAGE WORTH £200†

*Source: CGA Brandtrack Q1 2023. †Promotion valid for duration of brochure promotional period. One deal per install per outlet. Available whilst stocks last. Subject to change.

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***

INSTALL 1664 AND RECEIVE
A POS PACKAGE
WORTH £200†

Enjoy Responsibly be.drinkaware.co.uk

*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
†Promotion valid for duration of brochure promotional period. One deal per install per outlet. Available whilst stocks last. Subject to change.



INSTALL
CARLSBERG
DANISH PILSNER
AND RECEIVE A
POS PACKAGE
WORTH £200†

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



Drive sustainable sales with Carlsberg Danish Pilsner. Together with WWF, we aim to help selected farmers replenish up to 175 million pints of fresh water to help UK nature thrive*.



Probably the best beer in the world

be.drinkaware.co.uk

*Promotion valid for duration of brochure promotional period. One deal per install per outlet. Available whilst stocks last. Subject to change.
*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.



Wainwright

A LAKE DISTRICT ORIGINAL



**INSTALL
WAINWRIGHT
AND RECEIVE
A £200 POS
SUPPORT
PACKAGE**

Speak to your CMBC representative to agree install and build your perfect package. New brand stockists only. One deal per install per outlet. POS package worth £200, items subject to availability at point of order.

Install Hobgoblin & receive a £200 POS support package



Speak to your CMBC representative to agree install and build your perfect package. New brand stockists only. One deal per install per outlet. POS package is worth £200, items subject to availability at point of order.

HOBGOBLIN

— BEAUTY LIES WITHIN —

Enjoy responsibly.
be drinkaware.co.uk

◀ **TAP INTO CASK ALE** ▶ WITH THE NO.1 CASK ALE BREWER IN THE UK †

**BUY 2 X 9'S &
GET A CASE FREE***



***CHOOSE FROM...**

Birrificio Angelo Poretti 24x330ml, Brooklyn Pilsner 12x330ml, Brooklyn Lager 24x330ml, Brooklyn Special Effects 24x330ml, 1664 Biere 20x275ml, San Miguel Especial 24x330ml, San Miguel 0,0 24x330ml, Erdinger Weissbier 12x500ml, Erdinger Alkoholfrei 12x500ml, Carlsberg Danish Pilsner 24x330ml, Shipyard Low Tide 8x500ml

Enjoy responsibly.

†Source: CMBC On Trade Power Report CGA WE 02.12.23 Value % share MAT

be drinkaware.co.uk

Since 1904, Estrella Damm has obtained numerous awards, becoming the country's most awarded beer for its flavour.



BUY TWO CASES AND GET ANOTHER FOR FREE.

The beer of Barcelona, premium lager brewed to the original 1876 recipe with 100% natural ingredients: barley malt, rice and hops.



drinkaware.co.uk
for the facts

OVER 18S ONLY. OFFER OPEN TO PARTICIPATING CMBC CUSTOMERS IN THE UK. OUTLETS MUST BUY TWO OR MORE ESTRELLA DAMM 330ML 24 BOTTLE PACK CASES. AFTER PURCHASE IS MADE, THE VENUE WILL RECEIVE ONE ESTRELLA DAMM 24 BOTTLE PACK CASE. PROMOTION SUBJECT TO AVAILABILITY. IF FOR ANY REASON THE PROMOTER CANNOT SUPPLY THE SPECIFIED FORMAT, A SIMILAR DAMM PRODUCT IN VALUE WILL BE SENT TO THE VENUE. PROMOTER: DAMM 1876 LTD, 5A BEAR LANE, SOUTHWARK, LONDON, ENGLAND, SE1 0UH. VALID ONLY FROM 01/03/2024 UNTIL 31/03/2024

PREMIUM IN A BOTTLE

PREMIUM
LAGER
£14.99
20x275ml BOTTLES



PREMIUM
WORLD LAGER
£17.99
24x330ml BOTTLES

PREMIUM
WORLD LAGER
£8.99
12x330ml BOTTLES

Promotion valid for the duration of the promotional period. Qualifying products: 1664 Bière 20x275ml, Brooklyn Pilsner 12x330ml, Birrificio Angelo Poretti 24x330ml. Whilst stocks last. Deal subject to change

FIND YOUR FREE

GREAT TASTING
LOW & NO ALCOHOL BEER



£12.49
24x330ml

£15.49
24x330ml

£12.49
12x500ml

£16.99
24x330ml

Enjoy responsibly.

be drinkaware.co.uk

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.

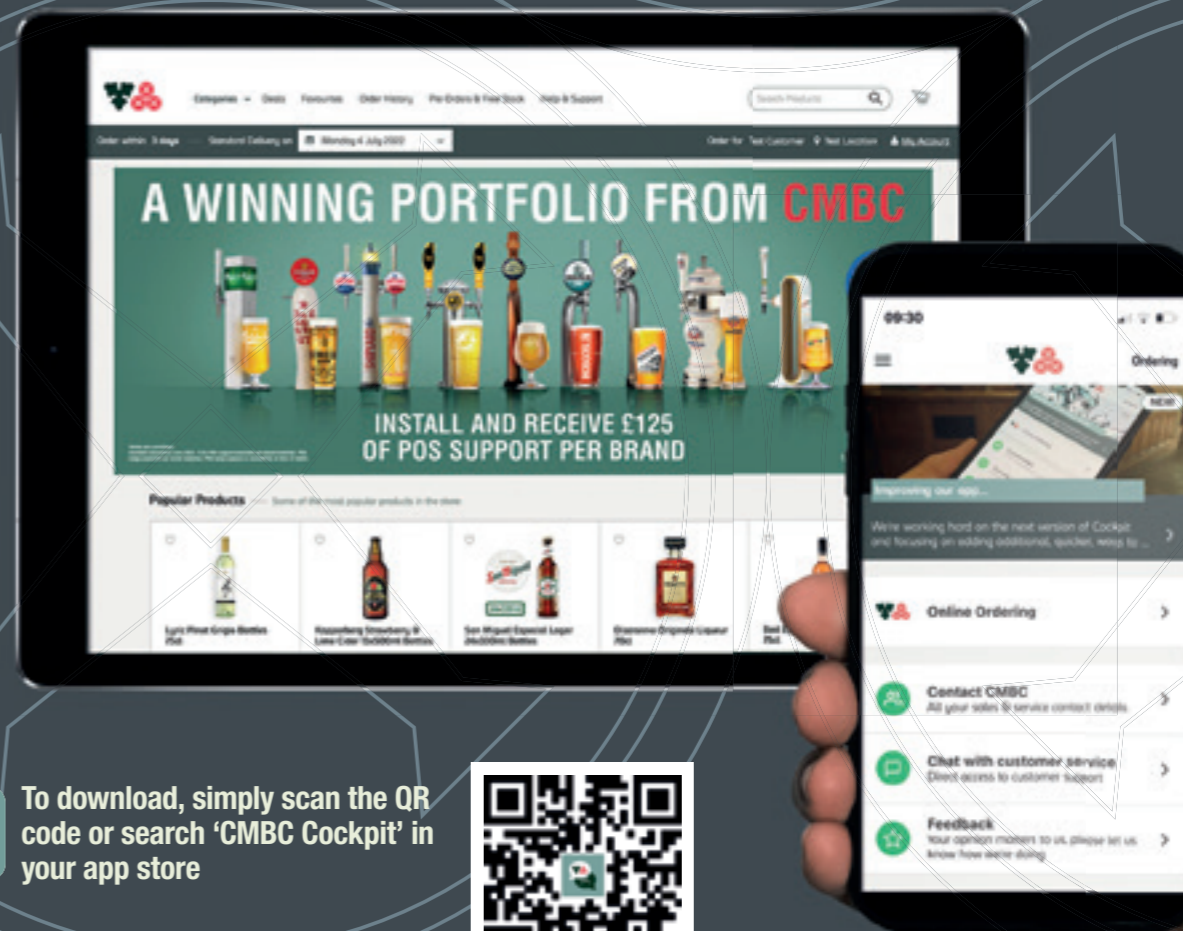
COCKPIT

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.



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



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



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.



Mastering Pours Creating Experiences Saving Money



Carlsberg Intelligent Draught is the ultimate solution for driving unparalleled quality and elevating experiences across diverse draught beer styles and segments. Our innovative technology not only enhances sustainability but also propels business growth for our customers.

Our Systems



The Carlsberg Quality Dispense System is a fully enclosed, end to end, chilled Cellar dispense system ensuring the beer is chilled from keg until the moment it reaches your glass. Driving perfect quality, reducing wastage and enhancing your experience.



DraughtMaster is a compact, under the counter or cellar system using smaller PET kegs and compressed air rather than CO2 to pour perfectly fresh beer, for longer, reducing wastage and improving your profitability. A great Trade Up from Packaged Beer or in smaller spaces.



Welcome to the next generation of Ale. Fresh Ale has a guaranteed 14 day shelf life, served with all the theatre of the beloved traditional British hand pull. Perfect pints of ale from the first sip to the very last drop.

Enjoy responsibly
be.drinkaware.co.uk

For more information visit carlsbergID.co.uk

**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?

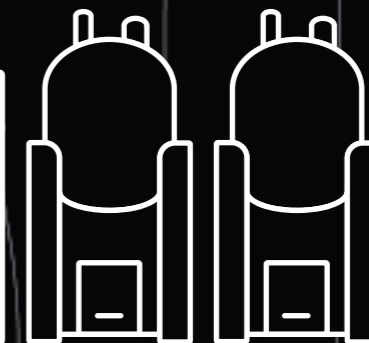
DraughtMaster uses standard founts/t-bars and coolers and can be set up under bar or in a cellar.



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





KEEPS BEER CHILLED FROM KEG TO GLASS



The Carlsberg Quality Dispense System is a fully enclosed, end to end system ensuring the beer is chilled from keg until the moment it reaches the glass

KEY BENEFITS



Reduced Wastage & Labour costs by extending the Line Cleaning period from 1 to 4 Weeks



Consistent Dispense Temperature



Leading to an Increased Rate of Sale



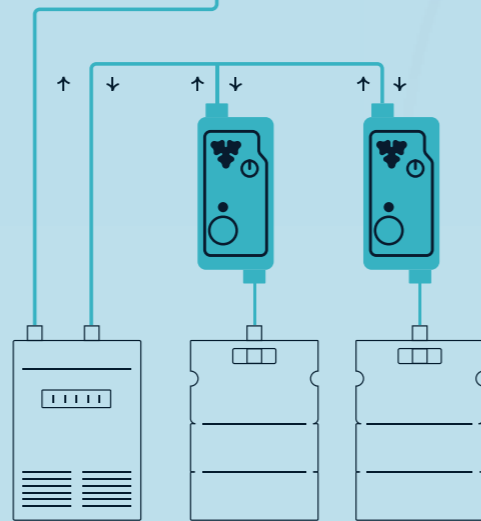
Increased Yield



Improved Quality of Serve & Experience

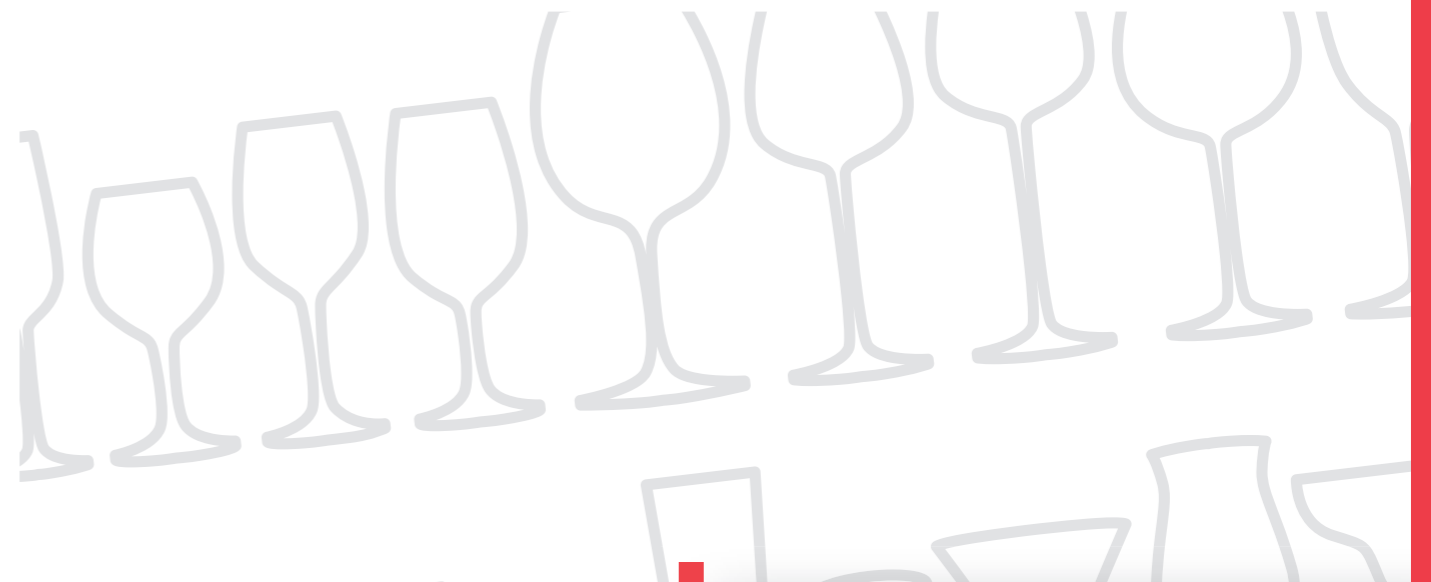


Improves Sustainability



SCAN ME OR VISIT CARLSBERGID.COM FOR MORE INFORMATION

Enjoy Responsibly be drinkaware.co.uk



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.

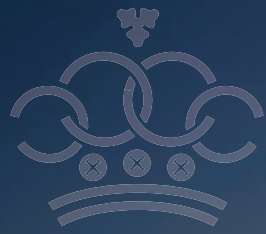


Jonathan Pedley M.W

- 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





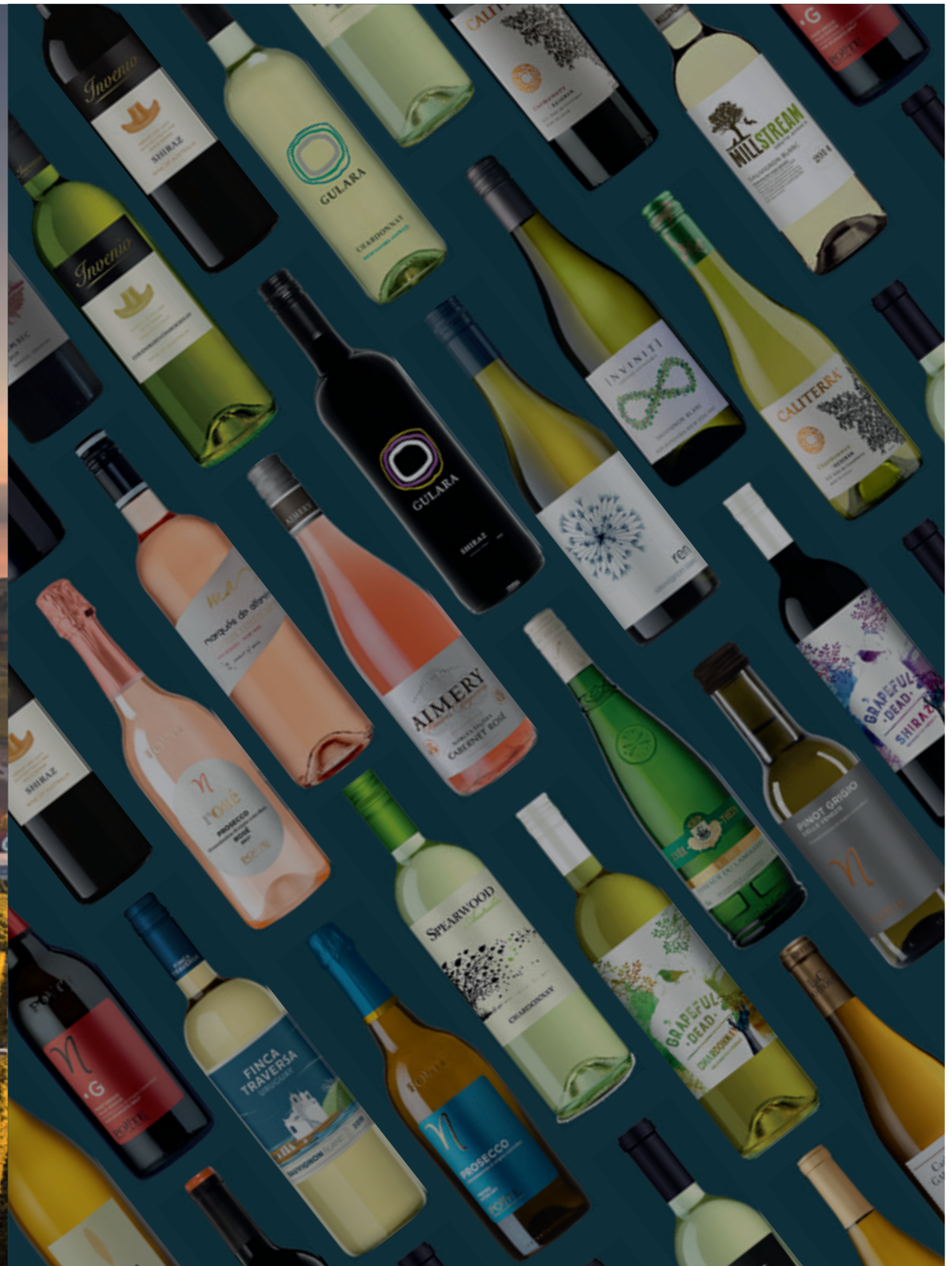
CREATE A WINE LIST THAT WILL BE SUSTAINABLE



WE'VE BEEN WORKING WITH SUPPLIERS ALL OVER THE WORLD FOR YEARS TO ENSURE THAT **60 OF OUR WINES ARE EITHER CERTIFIED OR PRACTICING SUSTAINABLE**, WITH MANY OF THOSE BEING EXCLUSIVE TO CROWN CELLARS. YOU CAN NOW **BUILD A LIST THAT IS FULLY SUSTAINABLE**



CHECK OUT THE RANGE HERE



187ml P.E.T. 187ml



BAD EYE DEER

Buy 2 cases get 1 free

Offer includes:
 Bad Eye Deer Sauvignon Blanc, Single Serve 187ml (x24) PET
 Bad Eye Deer Zinfandel Rosé, Single Serve 187ml (x24) PET
 10 deals per customer per week.



COMING SOON
 A FRESH NEW LOOK FOR AN OLD FAVOURITE...

GULARA
 SHIRAZ

Buy 1 case and get £2 off a case of Waipara



WAIPARA HILLS
 sauvignon blanc

Please drink responsibly.
 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.

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

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



esk valley



**BUY 11 BOTTLES TO RECEIVE
1 ADDITIONAL BOTTLE FREE**



**Buy 11 bottles
& get 1 bottle free***
(75cl)

THE
PUBLICAN'S
CHOICE
UK'S NO.1
ON TRADE STILL WINE BRAND

*Offer capped at 1000 deals



10 deals per customer per week.



**Buy 7 cases & get
1 case free***
(187ml)

THE
PUBLICAN'S
CHOICE
UK'S NO.1
ON TRADE STILL WINE BRAND

*Offer capped at 1000 deals
be drinkaware.co.uk



10 deals per customer per week.



Fairtrade wines at a great price

Buy 11 get 1 free



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

New Zealand Sauvignon Blanc

A CROWN CELLARS EXCLUSIVE

Buy 11 get 1 free



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.

10 deals per customer per week.



DISTILLED

WORLD SPIRITS FROM
CARLSBERG MARSTON'S BREWING COMPANY

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

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

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

TASTING EVENTS

Meet suppliers, get inspired & discover support



THE THINKING DRINKERS

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



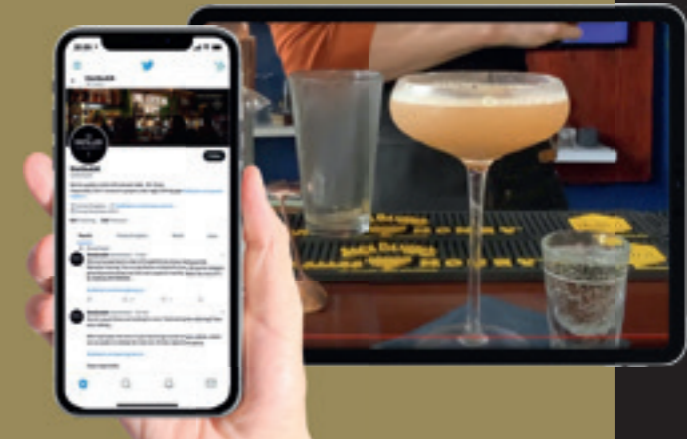
DISTILLEDUK.COM

Articles, videos, interviews, serve guides & our range



SOCIAL MEDIA

@distilleduk



LISTING HELP, COCKTAIL SPECS & MENUS

Costed, balanced, creative & commercial, bespoke training support

<h3>APEROL SPRITZ</h3>  <table border="1"> <thead> <tr> <th>INGREDIENTS</th> <th>MEASURE</th> </tr> </thead> <tbody> <tr> <td>Prosecco</td> <td>90 ml</td> </tr> <tr> <td>Aperol</td> <td>60 ml</td> </tr> <tr> <td>Fever Tree Soda Water</td> <td>0.2 bottles</td> </tr> </tbody> </table> <p>GLASSWARE Wine glass</p> <p>METHOD Build all ingredients over ice</p> <p>GARNISH Orange slice</p>	INGREDIENTS	MEASURE	Prosecco	90 ml	Aperol	60 ml	Fever Tree Soda Water	0.2 bottles	<h3>ESPRESSO MARTINI</h3>  <table border="1"> <thead> <tr> <th>INGREDIENTS</th> <th>MEASURE</th> </tr> </thead> <tbody> <tr> <td>Katani One Vodka</td> <td>30 ml</td> </tr> <tr> <td>Kahlua</td> <td>30 ml</td> </tr> <tr> <td>Fresh espresso</td> <td>30 ml</td> </tr> </tbody> </table> <p>GLASSWARE Chilled coupe or cocktail (Martini) glass</p> <p>METHOD Shake vigorously & fine strain into chilled glass</p> <p>GARNISH Three coffee beans</p>	INGREDIENTS	MEASURE	Katani One Vodka	30 ml	Kahlua	30 ml	Fresh espresso	30 ml	<h3>NEGRONI</h3>  <table border="1"> <thead> <tr> <th>INGREDIENTS</th> <th>MEASURE</th> </tr> </thead> <tbody> <tr> <td>Tanqueray Gin</td> <td>25 ml</td> </tr> <tr> <td>Campari</td> <td>25 ml</td> </tr> <tr> <td>Cocchi Vermouth Di Torino</td> <td>25 ml</td> </tr> </tbody> </table> <p>GLASSWARE Old fashioned (large tumbler) glass</p> <p>METHOD Build all ingredients over ice and stir</p> <p>GARNISH Orange wedge or zest</p>	INGREDIENTS	MEASURE	Tanqueray Gin	25 ml	Campari	25 ml	Cocchi Vermouth Di Torino	25 ml
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Scan the QR code to get in touch

Creating a *cocktail* hit list

Creating a cocktail menu for your outlet can be a pretty personal experience. A lot of operators have worked their way up through bartending, making a cocktail menu refresh a very hands-on experience. Some prefer to let their bar team take on some ownership and create a menu between them, where some like to outsource entirely. There's no real right answer here, just what works best for you and the time that you have available, but creating a cocktail menu always comes back to the same thing: balance.



Outlet Profile

Sure, the Adonis cocktail is flipping glorious. The Aviation is an absolute banger, no doubt. Blood and Sand? WOOF. Are these the right cocktails for your outlet though? A menu full of obscure, lost classics can feel like a wonderful list to some, but even the most premium cocktail bar in Soho can struggle to make this appeal to all. Look at your sales mix: are you knocking out premium gins, Campari and a weird amount of vermouth like nobody's business, or are Malibu, RTDs and Zin Rose up there in the numbers? If you can, look at this data by day/time, too – for most outlets a lot of cocktails are sold on a Saturday, so build these tastes into your list. The mix will be different for everyone, but it can often give you insight into the preferred flavour profile of your general customer base. If your outlet focus is food, take this into account: build in dessert-feel cocktails as well as aperitifs to whet the appetite.

How Many?

This is a tough one, as it really depends on your outlet. Outlets offering table service can naturally support a larger menu, as the amount of time that guests will look at a menu increases. A guest at a bar spends, on average, 109 seconds looking at a menu* so it needs to be succinct. Vanity lists are the Liz Lemon eye-roll of the bar scene – who really needs 145 cocktails on a menu? Are these all being delivered consistently and well? A shorter, well curated list is usually a winner. “Before you leave the house,” Coco Chanel is supposed to have said, “look in the mirror and remove one accessory.” If variety is crucial, change up your menu with more frequency while keeping it manageable. Just don't forget to follow through with the training if you do.

Existing Classics vs Unique Creations

Over the pandemic, a lot of us found a bit of joy in re-watching a TV show that we haven't seen in a while. It's a comfortable go-to, and often faster than deciding on something new. Familiarity is big business, and a mainstream bar can capitalise on this with a menu full of familiar drinks. Keep an eye on what's popular – an occasional Google helps, but our Distilled team can help with real stats – and update the menu accordingly. The more premium your outlet, the more your mix will likely tip from familiar (classics and modern classics) to unique. This is a great opportunity for you to engage your bar team and create some new drinks together. First identify the gaps on the list (base spirit, strength, flavour profile), then start getting creative. Use local ingredients where you can, rope in some regulars for the tasting and use chalk boards/menu inserts or clip-ons and a little healthy in-house competition to see which creations really land with the drinking masses before adding it to the list.





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Glassware, Base Spirit & Flavour Profile

Gendering cocktails sucks. It's a dumb thing to do – 'girl drinks' and 'man drinks' don't exist, just what people like. Glassware, garnish and base spirit shouldn't be a conversation about this, so just make sure that you have a good mix on the list that caters to everyone's tastes in your outlet – complex/smashable (responsibly so, of course), strong/juicy, rich and sweet/austere and dry etc. The occasional review of sales will give you a good steer on this, so keep an eye on these and update if you need to. Lean into trends – people will spot their favourite spirit in the mix and give a drink a try. As we approach peak-Coupe, it's worth remembering that other types of glassware are available. Menu explorers feel rewarded by variety, and the glass that the drink comes in is the fastest and most visual way to offer this. Mix up that list with flute, double old fashioned, Collins, coupe, Nick & Nora, hell even throw in a sling or a hurricane glass if you're feeling wild. Glassware often also indicates the strength of the drink, and a good menu will have a balance of spiritous and juicy, so while this should happen pretty naturally, make sure you sense check.

Invest in the Training...

The best menu in the world will fall flat if the execution is poor. Training your team is the single most important part of this process. An extremely average menu can be delivered with finesse and (most importantly) consistency, elevating the content. A terrific menu delivered the wrong way is hugely damaging to the credibility and sales mix of an outlet. Hold regular team meetings where you each make the same drink to spec. Train the same techniques to the whole team. If you're on the bar, do things properly... you should be proud of every drink you make. Don't take shortcuts; if you believe a drink takes too long to deliver on a Saturday night or is too fussy, review the spec and ask the team how they feel about it. There's also a chance that they don't feel confident in delivering it well. Under-skilled is dangerous but fixable with training, however there is also risk in the other direction; experience and creativity are most certainly welcome, but a drink spec is a drink spec. 90% of the team cannot deliver a drink one way with the other 10% "preferring it served this way". A guest should be getting the same drink every time they order it.



Trial & Error

Nobody worth their smoked sea salt has created their 'forever menu' because it doesn't exist, so there's really no need to be precious. Some ideas will fly, and some will flop disastrously. This can be tough because it's often that cocktail that you felt was overly mainstream that flies, and the drink that you lovingly birthed, infused, fat-washed and Japanese hard-shaked into existence that flops. It's not necessarily a bad drink – maybe the description isn't right, the menu placement or the execution, or maybe it's just not the right drink for your outlet. Only trial and error will tell you this. Once you feel like you've nailed your menu, drinks trends will continue shifting so you can soon end up with a few less relevant under-performers. 'Mennui' if you will. Pretentious jokes aside, review for as long as you need to, replace, allow some time for sales and repeat.

The Actual Menu

That 109 second menu read can result in a frustrated "I'll just have a vodka and coke, actually" or a memorable guest experience driving repeat visit and a better GP serve. All you need are a few tricks to get the most out of that time:

Visual aids – a frame around the cocktail listings in a drinks menu draws the eye, as does a change of colour

Grouping – a larger cocktail list can be hard to work through. Group them by flavour profile, glassware type, base spirit or whatever makes sense

The Hero Serve – want to be famous for a specific cocktail? Or maybe you have a cocktail on the list that is fast and profitable? Call it out with a box or border around it and you'll soon see the benefits

Descriptions – let's be honest, the majority of drinkers probably think that Velvet Falernum and Fernet Branca lip-synced for their life in the finale of the last season of Drag Race. There are a lot of ingredients that consumers don't know, and why should they? What guests care about is flavour. List the ingredients, by all means, but add some sizzle – use descriptive words. A tried and tested approach is a three-word guide: strong//citrusy//herbal, decadent//fizzy//complex or tropical//rich//sweet inspire more than a list of contents.

How We Can Help

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

Get in touch using the details at the bottom of the page.

*Diageo Omnichannel Research, February 2016.



WHISKY MENU CREATION

Having a good Whisky Menu in your venue is a critical tool to help maximise sales. Not only will a good Whisky 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

REFRESH YOUR GIN SELECTION WITH BROCKMANS

WELCOME TO THE SUBLIME WORLD OF BROCKMANS

£3 OFF*
A BOTTLE

BROCKMANS G&T

A dance of traditional juniper & citrus with untraditional blackberry and blueberry. A revelation of unexpected, individual taste for gin enthusiasts & novices alike.

50ml Brockmans Gin
150ml Premium tonic water
Grapefruit peel & blueberry garnish

BROCKMANS GIN

PROUD TO BE CARBON NEUTRAL



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*PER 70CL PER BOTTLE. BROCKMANS® IS DISTRIBUTED BY PROXIMO SPIRITS. ©PROXIMO SPIRITS 2024. ENJOY RESPONSIBLY. BROCKMANS PREMIUM GIN 40% ALC. BY VOL. (80 PROOF).

REFRESH YOUR ROUND

#1 IRISH WHISKEY IN THE UK*



SCAN HERE FOR SERVES

JAMESON, GINGER ALE & LIME

30ml Jameson over ice, fill with Fever-Tree ginger ale, squeeze a wedge of lime.

BUY 3 X 70CL JAMESON RECEIVE A **FREE CASE OF FEVER-TREE** 24 X 200ML GINGER ALE

Available while stock lasts. *CGA OPMS Data to 09.09.23 MAT ENJOY RESPONSIBLY. be**drinkaware**.co.uk

COCKTAILS on DRAUGHT

BUY ANY 4 BIB'S AND GET 1 PASSIONFRUIT MARTINI BIB FREE*

STOCK UP NOW

Gordon's SMIRNOFF Captain Morgan

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POS, Tips & More



*Products included in the deal are Draught Cocktails. Maximum number of redemption 1000. Maximum of one per outlet per week. Available on a first come first served basis. Available 1st March to 29th March 2024.

BUY 3 BOTTLES⁺ OF JOSE CUERVO[®] ESPECIAL SILVER OR REPOSADO & RECEIVE A BOTTLE OF 100% AGAVE 1800 BLANCO TEQUILA 70CL FREE

JOSE CUERVO IS THE UK & WORLD NUMBER 1 TEQUILA*

be:drinkaware.co.uk

*IWSR 2021. QUALIFYING PURCHASE CAN INCLUDE SILVER OR REPOSADO. 2 DEALS PER CUSTOMER PER WEEK. *BASED ON AWARDS RECEIVED BY 1800[®] FROM THE ACADEMIA MEXICANA DEL TEQUILA, A.C. BETWEEN 2005 AND 2010 AND DIOSA MAYAHUEL FROM 2001 AND 2018. -1 BOTTLE = 1X70CL BOTTLE. JOSE CUERVO[®] AND OTHER TRADEMARKS ARE OWNED BY TEQUILA CUERVO SA DE CV. ©2024 PROximo SPIRITS. PLEASE DRINK JOSE CUERVO[®] RESPONSIBLY.

100% GREAT TEQUILA
100% GREAT FOR COCKTAILS

Raspberry
 MARGARITA

25ML CHAMBORD
 25ML EL JIMADOR BLANCO
 20ML LIME JUICE
 15ML TRIPLE SEC
 HALF SALT RIM

BUY 4 BOTTLES EL JIMADOR BLANCO GET A 70CL CHAMBORD FOC

PLEASE DRINK RESPONSIBLY.
 CHAMBORD AND EL JIMADOR ARE REGISTERED TRADEMARKS.
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 10 DEALS PER CUSTOMER PER WEEK.

el Jimador
 RESERVED FOR EVERYONE

Bols FLAVOUR YOUR SPRITZ MIX IT WITH BOLS

3 PARTS PROSECCO
 2 PARTS BOLS LIQUEUR
 1 PART SODA WATER
 POUR OVER CUBED ICE

Scan For Bols Cocktail Inspiration Scan For Bols Cocktail Inspiration

BUY ANY 6 X 50CL BOLS LIQUEURS AND RECEIVE 1 FREE VIGNANA EXTRA DRY PROSECCO

SMIRNOFF KNOWN FOR QUALITY SINCE 1864 SMIRNOFF KNOWN

NEW



SMIRNOFF
SPICY
TAMARIND

READY TO HEAT
UP YOUR SALES?

STOCK THE SWEET ZINGY HEAT
OF SMIRNOFF SPICY TAMARIND

STOCK UP NOW

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BUY ANY 5 X 70CL OR 3 X 1.5L
AND GET A FREE
SMIRNOFF SPICY TAMARIND*



*Products included in the deal are Smirnoff Red 1.5L, Smirnoff Raspberry Crush and Smirnoff Vanilla. Maximum redemption of one per customer per week. Available between 1st March and 29th March 2024.

POS, Tips & More



Scan me

TRY
ME



McGLASHAN

INGREDIENTS	MEASURE
Jameson Irish Whiskey	37.5ml
Oloroso Sherry	20ml
Fresh Finest Call Lemon Juice	20ml
Ginger syrup	20ml
Orange marmalade	1 spoon
Angostura Bitters	3 dashes

GLASSWARE

Old Fashioned (large tumbler) glass

METHOD

Shake vigorously & strain over ice

GARNISH

Freshly grated nutmeg & orange zest

NOTES

*Simmer to reduce 1:1:3 ginger juice, sugar & water



APEROL
SPRITZ
JOIN THE JOY

BUY 5 BOTTLES,
GET 1 FREE.*

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A PHOTO TO CLAIM YOUR FREE APEROL
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ICE • PROSECCO • APEROL
A DASH OF SODA



THE ORIGINAL
BITTERSWEET ITALIAN SPIRIT

PLEASE DRINK RESPONSIBLY be drinkaware.co.uk

*UK, 18+ only, 09.00 GMT 01/03/2024 - 09.00 GMT 29/03/2024. Buy 5 bottles of Aperol, get 1 free. Not to be used in conjunction with any other offer. Subject to availability. Only available while stocks last.



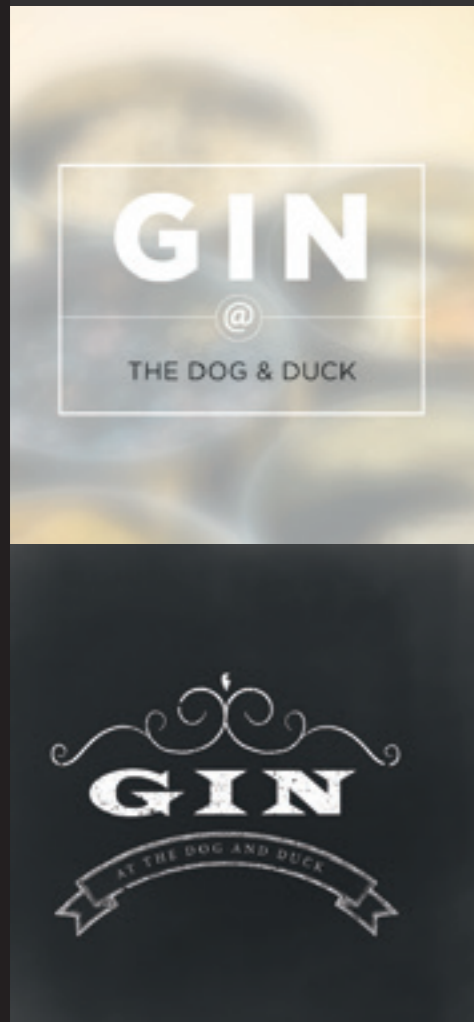
Get £2.50 off per case of fruit cider

Keep your customers refreshed by stocking 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 w/e 01.10.23, CGA 52 w/e 20.05.23.
T&Cs: Available 01.04.24-30.04.24. Packaged fruit cider includes 15 x 500ml cases of Pear, Mixed Fruit and Strawberry & Lime. CMBC have the right to stop this promotion at any time. While stocks last.

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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

FRESH NEW LOOK

SAME GREAT TASTE

On promotion

RED BULL GIVES YOU WINGS.

£21.50
24 X 250ML



Red Bull Energy
24x250ml

£20.50
24 X 250ML



Red Bull Sugarfree
24x250ml

UK'S NO. 1 ENERGY BRAND

1 IN 4 ENERGY DRINKS SOLD
IS A RED BULL SINGLE CAN*

FACT CHECKED



Special Offer

£21.50 on Energy 24x250ml and £20.50 on Sugarfree 24x250ml

SOURCE: NIELSEN SCANTRACK, TOTAL COVERAGE, FUNCTIONAL ENERGY + GLUCOSE ENERGY, UNIT SALES, MAT W.E. 18.02.23

NEW

Perfect COCKTAILS
EVERY TIME
SPECIAL LAUNCH OFFER £23.79
PER CASE



Access to training videos on every bottle

LESS THAN
40p
PER SERVE



For the perfect COCKTAILS EVERY TIME, just add
50ML SPIRIT, 75ML MIXER, SHAKE & SERVE

FEVER-TREE ESPRESSO
MARTINI MIXER

FEVER-TREE
MARGARITA MIXER

FEVER-TREE
MOJITO MIXER

FEVER-TREE PASSION
FRUIT MARTINI MIXER



*Estimated cost of mixer per serve
**While promotional stock lasts



A STRONG HERITAGE TO BE PROUD OF

We're on a mission to spread the message of 'simply great tasting mixers' that bring a little bit of the Great British Pub to every outlet we're in

WE'RE PROUD OF OUR CREDENTIALS

Our mixers hold a prestigious Royal Warrant, as well as numerous global and local awards for taste and quality across our superior range

A TRULY COMPREHENSIVE RANGE

Our best selling versatile range covers both mixers and juices that complement your entire spirit offering, as well as making a superb solus serve

BUY 4 CASES OF BRITVIC MIXERS TO RECEIVE A CASE OF BRITVIC TONIC OR BRITVIC LOW CALORIE TONIC FREE*

QUALIFYING RANGE ALSO INCLUDES DIET PEPSI 200ML NRB



Britvic customers can access our latest bar tender training, sensational serve ideas, POS kits and much more by scanning the QR code or visiting us at sensationaldrinks.com/bartenders-club

* Deal runs from 1st March to 30th April 2024. Qualifying range includes Britvic Mixers 200ml NRB x24. Free case is Britvic Tonic 200ml NRB x24. While stocks last. Glassware imagery is for visual purposes only. 3 deals per customer per week. Promoter: Britvic Soft Drinks, Breakspeare Park, Breakspeare Way, Hemel Hempstead, HP2 4TZ.

Britvic



BUY 4 CASES from the J20 range TO RECEIVE A CASE FREE*



SCAN THE QR FOR ACCESS TO FREE POS KITS, MENU DESIGN AND PRINT & MUCH MORE

OR VISIT US AT SENSATIONALDRINKS.COM



*Terms and conditions apply. Deal runs from 1st March to 30th April 2024. Qualifying range includes J20 Orange & Passionfruit/ Apple & Mango/ Apple & Raspberry. Free case is J20 Orange & Passionfruit 275ml NRB x24. While stocks last. Glassware imagery is for visual purposes only. Max 1 of each kit, 1 case of glassware & 50 printed menus per outlet. *Free menu offer subject to listing 5 Britvic products. NPN. Registration & email address required. Visit Sensationaldrinks.com for Terms and Details Promoter: Britvic Soft Drinks, Breakspeare Park, Breakspeare Way, Hemel Hempstead, HP2 4TZ. 3 deals per customer per week.

DEALS SUMMARY

PAGE	PRODUCT	DEAL
13	Brooklyn Pilsner	Install and receive a POS package worth £200
14	Birrifacio Angelo Poretti	Install and receive a POS package worth £200
15	San Miguel	Install and receive a POS package worth £200
16	Kronenbourg 1664	Install and receive a POS package worth £200
17	Carlsberg Danish Pilsner	Install and receive a POS package worth £200
18	Wainwright	Install and receive a POS package worth £200
19	Hobgoblin	Install and receive a POS package worth £200
19	Shipyard American Pale Ale	Install and receive a POS package worth £200
20	Estrella Damm	Install and receive a POS package worth £200
21	Cask Ale Range	Buy 2 x 9g's and get a case free
22	CMBC Premium Lager Range	Special case prices
23	CMBC Alcohol Free Beer Range	Great case prices
36	Bad Eye Deer 187ml	Buy 2 cases, get 1 free
36	Waipara Hills	Buy 1 case and £2 off a case
38	Esk Valley	Buy 11 get 1 free
39	Jack Rabbit 75cl	Buy 11 bottles, get 1 free
39	Jack Rabbit 187ml	Buy 7 cases, get 1 free
40	Ochre Mountain	Buy 11 bottles, get 1 free
41	Box of Budgies	Buy 11 bottles, get 1 free
48	Jameson	Buy 3 x 70cl or 2 x 1.5L, receive a free case of Fever-Tree 24 x 200ml Ginger Ale
49	Brockmans Gin	£3 off per bottle
49	Diageo Cocktails	Buy any 4 BIB's and get 1 Passionfruit Martini BIB free
50	Jose Cuervo	Buy 3 bottles of Especial Silver or Reposado and receive a bottle of 100% agave 1800 free
50	Bols	Buy any 6 x 50cl Bols liqueuers and receive a bottle of Vignana Prosecco
51	El Jimador	Buy 4 bottles and get a 70cl Chambord free
52	Smirnoff Spicy Tamarind	Buy any 5 x 70cl or 3 x 1.5L and get a free Smirnoff Spicy Tamarind
53	Aperol	Buy 5 bottles, get 1 free
55	Kopparberg	Get £2.50 off per case
56	Red Bull	Special case prices
57	Fever-Tree Cocktail Mixers	£23.79 per case
58	Britvic 200ml	Buy 4 cases to receive a case of Britvic Tonic or Britvic Low Cal Tonic free
59	J2O	Buy 4 cases from the range to receive a case free

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 1st March – 29th March 2024 (Promotional Period). 2 Any offer may be cancelled by us without notice. Cancellation of any offer will not affect the validity of any order placed prior to the date of cancellation. All offers are subject to availability. 3 To take advantage of an offer you must: a) purchase and take delivery of the full qualifying quantity of the relevant products in a single transaction; failure to take delivery of all qualifying products may result in you becoming ineligible for the applicable free product, merchandise or any other non-stock reward (Free Product); b) quote any and all references, offer codes or other requirements specified in the Directory at the time the order is placed; and c) be a representative of a licensed premises in the UK. 4 By law, we cannot sell or supply alcohol to anyone who is not aged 18 or over. By placing an order, you confirm that you are 18 or over and agree to be bound by these terms and conditions.

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

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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