



BIRRIFICIO ANGELO PORETTI
**THE FASTEST GROWING
ITALIAN LAGER***

VALGANNA

ITALIA 1877

Enjoy Responsibly be.drinkaware.co.uk

Born in Italy, Brewed in the UK

Source: Total Trade On & Off, Volume & Value MAT vs Peroni, Birra Moretti & Menabrea. CGA OPMS & Nielsen Data to 18/06/2022

OFFERS APPLY TO DELIVERIES FROM 3RD OCTOBER - 31ST OCTOBER, UNLESS OTHERWISE STATED

ON TRADER DEALS



CARLSBERG MARSTON'S
BREWING COMPANY

OCTOBER 2022

AMAZING OFFERS, SUPPORT & INSPIRATION

ORDER.CARLSBERGMARSTONS.CO.UK TO ORDER ONLINE

BROOKLYN PILSNER NOW AVAILABLE



CRISP. BRIGHT. REFRESHING.

Enjoy Responsibly. be.drinkaware.co.uk

SEE PAGE
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OCTOBER 2022

in this issue...

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CARL MIDDLETON,
VP ON TRADE

WELCOME

to our October edition

Welcome to your On Trader Deals brochure for October. In this edition we delve into more detail on the fastest-growing Italian lager on the market – Birrificio Angelo Poretti. With the Alcohol-Free market growing rapidly and more consumers looking to moderate, we have a must-read article showcasing our fantastic Alcohol-Free Beer range, catering for all types of outlets and tastes. We are also proud to be celebrating Hobgoblin's two Gold Awards picked up at the recent 2022 World Beer Awards for IPA and Gold – a massive testimony to everyone involved in creating these truly legendary beers. And last but by no means least, we have some great deals across several our brands including Brooklyn Pilsner, Wainwright Amber and Birrificio Angelo Poretti.

To speak to a telesales representative and place an order please call one of the numbers below:

0800 587 0773 | 0800 085 4646

CMBC has teams in Wolverhampton and Leeds dedicated to sales and service support. We'd love to hear from you.



CARLSBERG MARSTON'S
BREWING COMPANY

OUR RANGE



LAGER

Our lager range has extended to cover all categories for you and your customers. Ranging from Standard to Premium and even growing our World collection, you can be certain we can offer you an outstanding range of beers.

AVAILABLE AS DRAUGHTMASTER
 **HEAD-POUNDED BEER**
 This is an innovative dispense system that uses compressed air to serve fresh pressed beer.
www.draughtmaster.com/uk

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




CRAFT

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

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

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

WORLD  ERDINGER ALKOHOLFREI 0.5% The non-alcoholic drink from Erding is not only a real energizer but also low in calories, with just 125 calories per 500ml bottle, and made exclusively from natural ingredients.	 SAN MIGUEL 0,0% All of the aroma, flavour, freshness and quality of a beer without the alcohol.	CRAFT  BROOKLYN SPECIAL EFFECTS 0.4% Special Effects is a hoppy 0.4% lager with an unexpected piney aroma and pleasantly bitter finish.
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KEG ALE



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

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



CIDER

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

YOUR CASK ALE RANGE

77% OF ALE DRINKERS WANT TO SEE A NATIONALLY RECOGNISED BEER ON THE BAR*

and we have the big brands to answer that consumer need – these brands deliver quality & consistency as your permanently stocked ale.

CMBCs WIDE PORTFOLIO OF REGIONAL ALES ARE PERFECT FOR GUEST & ROTATIONAL SLOTS TO DRIVE INTEREST

WAINWRIGHT AMBER

NEW



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

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.

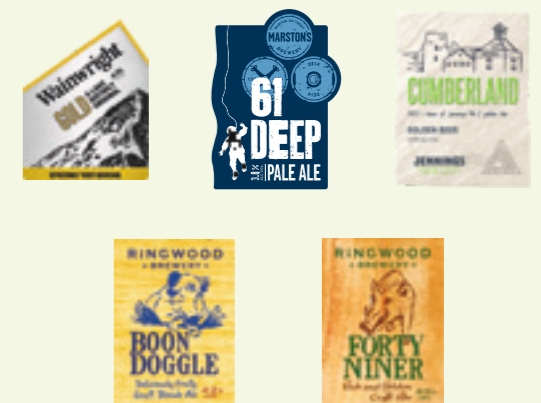
ABV: 4.2%
Style: Golden Beer
See: Golden
Smell: Fragrant, citrus & wild forest gooseberries
Taste: Mouth-watering malt & refreshing citrus hop kick
Sweet: ●●●●●
Bitter: ●●●●●
Food pairing: Fish & chips or a simple scotch egg, the perfect picnic pint

Follow our ranging rules on pages 4-7 to ensure you maintain quality as you grow your range.

AMBER



GOLD



Speak to your BDM or customer service representative about the range currently available to you.

*Marston's Eureka 2019.

Meet the brand...



THE FASTEST-GROWING ITALIAN LAGER*

Nestled at the foot of the Italian Campo Dei Fiori mountains, the Birrificio Angelo Poretti brewery has been producing crisp, fresh beers for more than a century. As a relative newcomer to the UK market, our multi million £ investment will extend further than 2022.

Founded in 1877 by Angelo Poretti in Valganna, a small town in the North of Italy, the brewery has been producing beers specifically to enhance dining moments for over 140 years.

The Birrificio Angelo Poretti brewmasters believe the blending of hops in beer is not only a process but a meticulous work of art. As such, every beer in the vast Italian range is brewed with a variety of different hops from all over the world to create an innovative range of beers that cut through, contrast and cleanse when accompanying food.



*Source: Total trade On & Off, Volume & Value MAT vs Peroni, Birra Moretti & Menabrea. CGA OPMS Data to 29/01/2022, Nielsen data to 26/02/2022)



Poretti's single variant UK offering has a 4 hop recipe, which creates a 4.8% full-flavoured lager with a sparkling effervescence, full-bodied sweetness and distinct hoppy bitterness. It is unusual to find a world lager with 4 hops in its recipe, and this creates a perfectly balanced drink with a pleasing bitterness taste. This in turn ignites the appetite in the same way an Aperitivo would work at the beginning of a meal. Of course, this creates a versatile and impeccable enhancement for any dining occasion, be it a gastronomic dinner, a light lunch or a bar snack of olives.

Served in a distinctive carafe designed to retain the beer's liveliness and be shared with friends and family, promoting interaction, it offers a new 'ritual of serve', bringing a touch of Italian dolce vita to British occasions.



This all leads into the new brand campaign "Made for the Table" which pays homage to the table where great food, company and beer come together. Poretti sets the stage as the perfect accompaniment for good times.

This is live across National TV, Video on Demand, Social and Digital, Print and Out of Home in 2022.

WATCH LATAVOLA HERE ▶



CONTACT YOUR LOCAL CARLSBERG MARSTON'S BDM FOR MORE INFORMATION

AFB

Alcohol Free Beer

FIND YOUR FREE

Alcohol Free is growing rapidly and with consumers continuing to look to moderate it's an exciting space in our category.

In the last five years our drinkers engagement, innovation, and expansion in this category has developed rapidly, for the better! We're here to help you capitalise on the growth and realise the full potential with our latest category insights and exceptional range.

55%

of consumers are looking to reduce their alcohol consumption in the next 12 months.

A GROWTH OF 18% YOY

NEARLY

1 IN 3

pub visits are a 'no alcohol visit' which is growing, that jumps to 36% visits to restaurants

When people drink soft drinks with others who're drinking, the occasion typically ends one round earlier

In these 'no alcohol' visits for

31% OF CONSUMERS AFB IS THEIR FIRST CHOICE

AFB is set to be the **FASTEST GROWING SEGMENT** over the next five years growing by

71%

Making low & no more accessible in the on trade will

INCREASE VISIT FREQUENCY

of that outlet, loyalty, dwell time & purchase spend

OVER HALF

of all consumers say understanding what afb is available in the on trade isn't easy

Source: KAM Low+No 2022: The Customer Perspective & Category Forecast March 2022

We have the perfect AFB range to suit every outlet, taste and occasion

The biggest opportunity for AFB is in the following outlet types*

1. High Street
2. Premium Drinking
3. Mainstream Drinking
4. Premium Eating

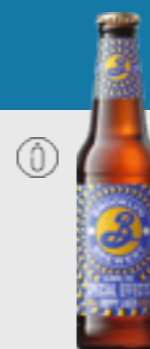
WORLD LAGER



SAN MIGUEL 0,0%

San Miguel 0,0 is a pilsner style alcohol free lager imported from Spain. We believe that alcohol free shouldn't mean flavour free, so open a San Miguel 0,0 and discover its rich flavours for yourself.

CRAFT



BROOKLYN SPECIAL EFFECTS 0.4%

Special Effects is a hoppy 0.4% lager an unexpected piney aroma and pleasantly bitter finish. The beer gets its breadly sweetness from a blend of pale caramel and dark roasted Munich malts; and its surprising nose from dry-hopping with Mosaic, Citra and Amarillo hops. Also available on DraughtMaster

SPECIALITY



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. Erdinger Alkoholfrei supports this while also tasting fantastically full-bodied and refreshing!

Our category team says...

IF YOU HAVE A MASTER BRAND INSTALLED ON YOUR BAR, CHOOSE THE SAME AFB BRAND SO THAT DRINKERS MORE EASILY RECOGNISE IT AS PART OF THE RANGE. SPEAK TO YOUR BDM FOR AFB RECOMMENDATIONS.

*Source: Defined by CGA outlet types



NEW
BROOKLYN PILSNER

**NOW AVAILABLE IN OVER 1000
OUTLETS ACROSS THE UK
AND GROWING**



**BACKED BY A NATIONWIDE
MILLION POUND CAMPAIGN**

Driving consumer awareness in 2022 via Out of Home,
Video on Demand and Social Media.

**LOOK OUT THIS AUTUMN FOR BROOKLYN
PILSNER LAUNCHING IN OFF TRADE**

Brooklyn Pilsner 660ml and 330ml bottle and can available
in stores nationwide from September.



Enjoy Responsibly.
be drinkaware.co.uk



From the people of
Brooklyn Brewery:

Install Brooklyn
Pilsner and receive
£125 of POS

PLUS
receive a
free case of
AFB from
the range*

Terms and conditions: Speak to your BDM to agree install and build your perfect package. Standard POS install package provided ahead of install valued at £125. Available to new stockists only. One deal per install per outlet. Free case of AFB includes: San Miguel 0.0 24x330ml, Shipyard Low Tide 8x500ml, Brooklyn Special Effects 24x330ml, Erdinger Alkoholfrei 12x500ml your BDM will recommend the best matched brand for your outlet.

Introducing the face of a WINNER



Enjoy responsibly.
be drinkaware.co.uk

HOBGOBLIN
— BEAUTY LIES WITHIN —

The new iconic Hobgoblet

Leading the ale category with design ergonomics at its heart.

Our iconic Hobgoblin may not be the traditional depiction of beauty, but like our glass and our unique range of beers, there are hidden depths and substance... our beauty lies within.

Full flavour

Wide aperture enhances the full flavour and aroma for a premium drinking experience

A little mischief

The character mark etched for a nod to the mischief

Comfortable hold

Signature cutaway exterior engineered for comfortable handling for all hand sizes



Stability

Low-profile height for greater stability when navigating in high-traffic pubs

Quality mark

Proudly stamped with the Hobgoblin logo for drinker confidence

Sensory touch

Embossed detail for an added sensory touch

Fresh beer

Nucleated base for a fuller head that will enhance the flavours of our keg range

IS HOBGOBLIN
IPA RIGHT
FOR YOUR
OUTLET?

*Our category
team says...*



**TARGET
OUTLET TYPE**

Premium wet let venues
rated gold/silver



**MORE
PEOPLE**

Hobgoblin is a recruiter brand
and over indexes with younger
audience vs the total ale
category. Quality and reputation
provides reassurance to buy



**SPENDING
MORE**

Hobgoblin is a premium
Cask brand that consumers
will pay more for allowing
you to stretch your cask
pricing and make more cash

For glassware requests, please speak
to your normal CMBC representative.
Hobgoblet pint glass: stock code: MB-10017

HOBGOBLIN
— BEAUTY LIES WITHIN —



A LAKE DISTRICT ORIGINAL

INTRODUCING NEW
Wainwright **AMBER**
FULL BODIED & MOREISH

WITH A SUBTLE BITTERNESS AND DELICATELY ENTICING HOP BALANCE, WAINWRIGHT AMBER IS CLEAN, CREAMY & LIGHTLY FRUITY; A PINT AT THE PINNACLE OF PERFECTION.



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

INSTALL & RECEIVE A POS SUPPORT PACKAGE WORTH £125

PLUS receive a free case of AFB from the range*



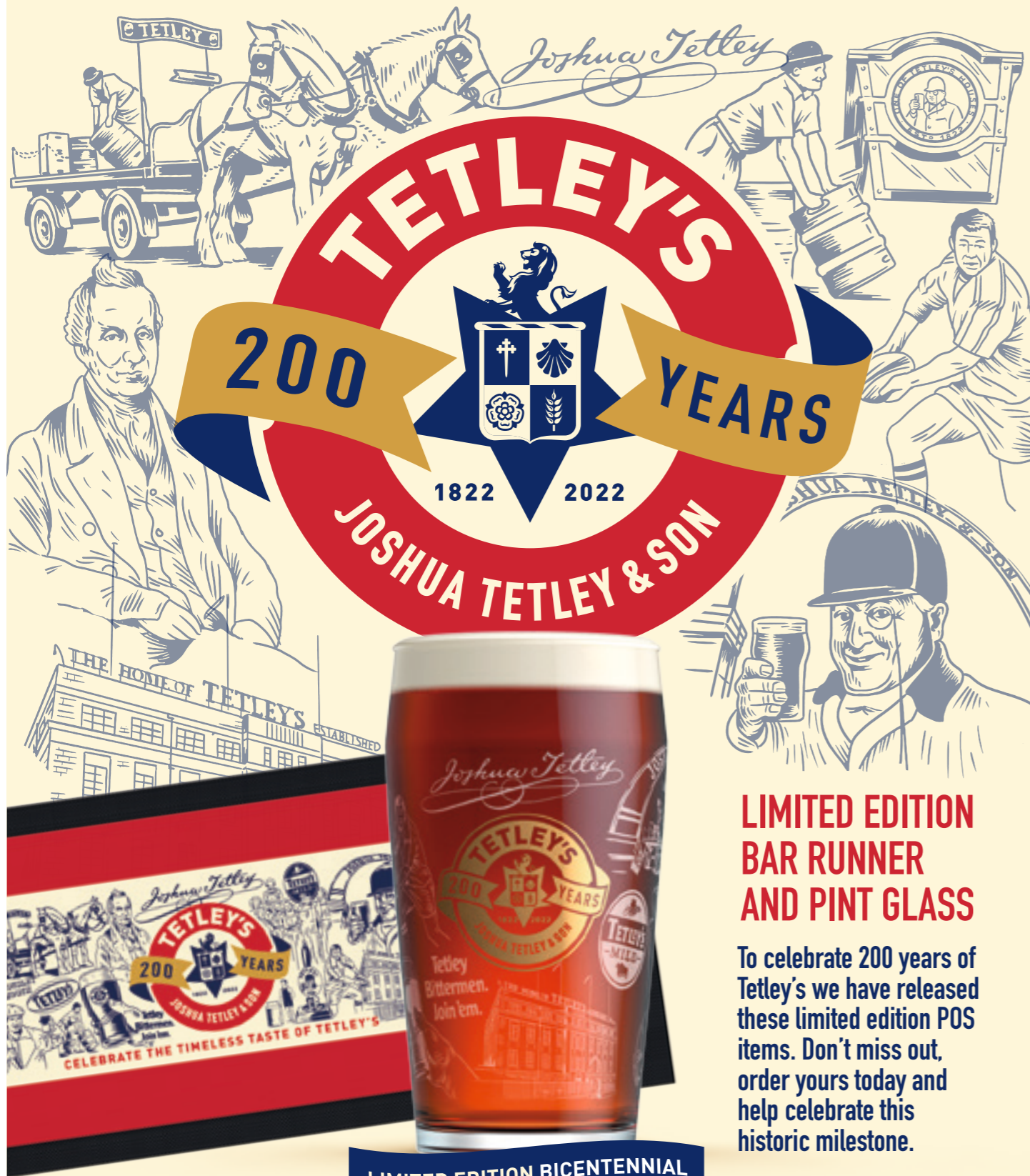
IS WAINWRIGHT AMBER RIGHT FOR YOUR OUTLET?

Our category team says...

<p>TARGET OUTLET TYPE</p> <p>All Outlet Trading Styles – with 1 or more Cask Handpulls. Wainwright Amber is an easy-drinking, accessible ale that works in all types of venue, from high-street bars to food-led rural pubs.</p>	<p>MORE PEOPLE</p> <p>Amber ale is the most popular style by volume & accounts for 68% of the category*. Amber ale should be first priority for cask stockists and Wainwright Amber provides a contemporary alternative.</p> <p><small>*Source: CGA OPMS: 12 week data to P05 2022</small></p>	<p>MORE MONEY</p> <p>Premium keg ales drive value on the bar, selling at an average price of 20% higher than Standard Keg* ale. Wainwright Amber is a realistic trade-up proposition for a smooth ale drinker, where craft keg ales can be too great a jump in price.</p> <p><small>CMBC On Trade Power Report, Jan 2022</small></p>
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Terms and conditions: Speak to your BDM to agree install and build your perfect package. Standard POS package provided ahead of install valued at £125 available to new stockists only. One deal per install per outlet. *Free case of AFB includes: San Miguel 0.0 24x330ml, Shipyard Low Tide 8x500ml, Brooklyn Special Effects 24x330ml, Erdinger Alkoholfrei 12x500ml your BDM will recommend the best matched brand for your outlet.

CELEBRATE 200 YEARS OF TETLEY'S



LIMITED EDITION BICENTENNIAL BAR RUNNER AND GLASSWARE

LIMITED EDITION BAR RUNNER AND PINT GLASS

To celebrate 200 years of Tetley's we have released these limited edition POS items. Don't miss out, order yours today and help celebrate this historic milestone.

be**drinkaware**.co.uk
Enjoy responsibly.

PLUS receive a free case of AFB from the range*

INSTALL BIRRIFICIO ANGELO PORETTI TO RECEIVE A

FREE POS SUPPORT PACKAGE



Established in 1877 in Valganna, Italy, Birrificio Angelo Poretti is a full-flavoured lager with a sparkling carbonation, sweet malty body and assertive hoppy bitterness.

VALGANNA

ITALIA 1877

Born in Italy, brewed in UK

Enjoy Responsibly
be**drinkaware**.co.uk

Speak to your BDM to agree install and build your POS package. Standard POS install package provided ahead of install valued at £125. Available to new stockists only. One deal per install per outlet.* Free case of AFB includes: San Miguel 0.0 24x330ml, Shipyard Low Tide 8x500ml, Brooklyn Special Effects 24x330ml, Erdinger Alkoholfrei 12x500ml your BDM will recommend the best matched brand for your outlet.

WELL DESERVED

STOCK THE UK'S NO.1 AMERICAN PALE ALE*

Install Shipyard American Pale Ale
to receive £125 of POS**

PLUS
receive a
free case of
AFB from
the range**

DISCOVER MORE AT
SHIPYARDBEER.CO.UK

@SHIPYARDBEERUK

*Source: Nielsen On Trade MAT - P13.

**Speak to your BDM to agree install and build your POS package. Standard POS install package provided ahead of install valued at £125. Available to new stockists only. One deal per install per outlet.

Free case of AFB includes: San Miguel 0.0 24x330ml, Shipyard Low Tide 8x500ml, Brooklyn Special Effects 24x330ml, Erdinger Alkoholfrei 12x500ml your BDM will recommend the best matched brand for your outlet.

Enjoy Responsibly be drinkaware.co.uk



SHIPYARD[®]
EST. PORTLAND MAINE USA

Sessionability without compromise



Hobgoblin Session IPA delivers the bold hop kick consumers expect from an IPA at a truly sessionable 3.4% strength. No compromise needed.

Install Hobgoblin SIPA to receive a support package worth £125 - including new glassware!

PLUS
receive a
free case of
AFB from
the range*

NEW



Terms and conditions: Standard POS install package provided ahead of install valued at £125. Available to new stockists only. One package per install. POS support includes: 48 pint glasses, 2 bar runners, 500 drip mats, 2 recyclable trays. Items subject to availability and equivalents may be provided. *Free case of AFB includes: San Miguel 0.0 24x330ml, Shipyard Low Tide 8x500ml, Brooklyn Special Effects 24x330ml, Erdinger 12x500ml your BDM will recommend the best matched brand for your outlet.

HOBGOBLIN

— BEAUTY LIES WITHIN —

Enjoy responsibly.
be drinkaware.co.uk

THE #1 INTERNATIONAL CIDER BRAND.*

GREATER ROS THAN
STRONGBOW AND
STOWFORD PRESS**

INTRODUCING
NEW SOMERSBY
BLACKBERRY



PLUS
receive a
free case of
AFB from
the range*

INSTALL SOMERSBY APPLE OR BLACKBERRY
TO RECEIVE £125 WORTH OF POS
Somersby branded drip mats, bar runners, trays, ice buckets.

*Source: Globaldata 17/06/2021

**Source: CGA On Premise Measurement to 4/12/2021

Speak to your BDM to agree install. Standard POS install package provided ahead of install valued at £125. Available to new stockists only. One package per install. Free case of AFB includes: San Miguel 0.0 24x330ml, Shipyard Low Tide 8x500ml, Brooklyn Special Effects 24x330ml, Erdinger Alkoholfrei 12x500ml your BDM will recommend the best matched brand for your outlet.

SOMERSBY.COM

Enjoy responsibly. be drinkaware.co.uk

SOMERSBY

Growing ROS faster than the core lager segment? Probably.

Carlsberg Danish Pilsner is growing volume rate of sale ahead of the core lager segment*

Plus, if you install now you'll receive £125 worth of POS for free. Worth a try? Probably.



PLUS receive a free case of AFB from the range*



PROBABLY THE BEST BEER IN THE WORLD

*CGA, Free Trade data for QTR w/e 18/06/22. Volume ROS (HL/year) vs. core standard lager segment, draught & packaged. Speak to your BDM to agree install and build your perfect package. Standard POS package provided ahead of install valued at £125 available to new stockists only. One deal per install per outlet. +Free case of AFB includes: San Miguel 0.0 24x330ml, Shipyard Low Tide 8x500ml, Brooklyn Special Effects 24x330ml, Erdinger Alkoholfrei 12x500ml your BDM will recommend the best matched brand for your outlet.

bedrinkaware.co.uk

DEALS



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



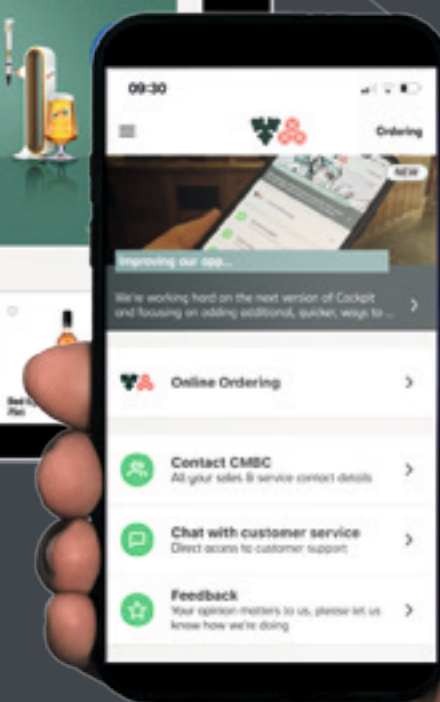
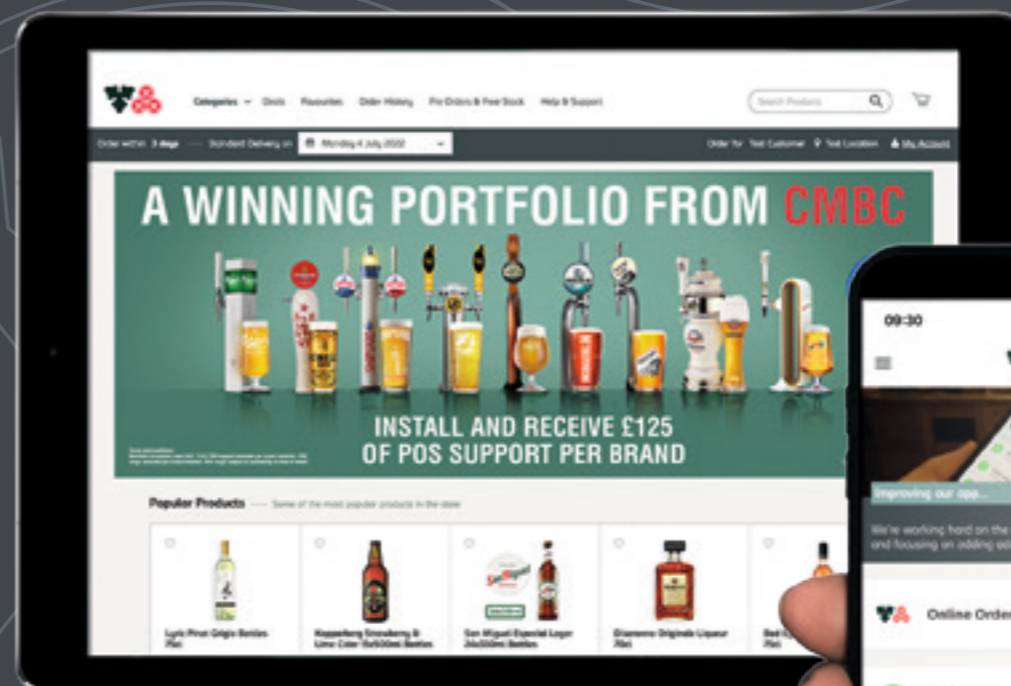
COCKPIT

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



AN EPIC WEEKEND OF SPORT AWAITS

GUINNESS

SCAN FOR POS, TIPS AND MORE



*Kit contains 4 x T-Shirts, 3 x Bunting, 1 x Indoor Flag, 1 x Outdoor Flag & Digital Assets. 1 deal per customer per week.

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

BUY 2 X 50L KEGS OR 3 X 30L KEGS AND RECEIVE A FREE GUINNESS SPORT POS KIT*



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.



be drinkaware.co.uk

Jägermeister

THE PERFECT SHOT

BUY 4 BOTTLE OF JÄGERMEISTER AND RECEIVE A FREE FOOTBALL POS KIT

KIT INCLUDES 4 X A4 POSTERS, 6 X BOTTLE LABELS, DIGITAL POS, GAMIFICATION TENT CARDS AND BEER MATS

-18°C ICE COLD SHOTS

T&CS (WHILE STOCKS LAST, 1 DEAL PER CUSTOMER) JÄGERMEISTER



Explore the full range at crowncellarswines.co.uk



Valdocea
Albariño, Rías
Baixas

SPAIN
DRY & AROMATIC

Lovely floral and exotic fruit aromas are followed by a zingily fresh and dry taste.
££

Hidden

Every month we have a dig into the portfolio to pull out some of the wines that you may have missed in the last few months



Vesevo
Beneventano
Falanghina

ITALY
DRY & AROMATIC

A broad, well-textured dry white wine that has a delicate but attractive fruit character.
££



Domaine Boyar
'Deer Point'
Merlot

BULGARIA
JUICY & RIPE

An attractive but uncomplicated mid bodied red wine that shows dark fruit aromas.
£



El Burro
Garnacha

SPAIN
JUICY & RIPE

Deep in colour with dark brooding fruit, grainy tannins and a mid to full-bodied palate.
££



Pocket Watch
Shiraz

AUSTRALIA
OAKED & INTENSE

A mid- to full-bodied Shiraz with a good intensity of black cherry and blackberry fruit.
££



Amarone della
Valpolicella
Classico, Cantina
di Negrar

ITALY
SPICY & WARMING

A massively full-bodied and robustly tannic red wine that has aromas of spice, game and chocolate.
££££

gems



Primitivo di
Manduria 'Vitti',
Cantine San
Marzano

ITALY
SPICY & WARMING

An impressively intense and complex full bodied red, full of liquorice, tar and dark fruit.
££



Zimor Prosecco
Rosé

ITALY
LIGHT & DELICATE

Pale rose pink in colour. Delicate on the nose with a hint of red fruit. Medium-dry and juicy on the palate.
££



Drop Dead
Gorgeous Chenin
Blanc

SOUTH AFRICA
DRY & AROMATIC

A dry, mid bodied and vibrantly acid white wine with apple and quince aromas
£





DIAGEO

GET IN THE SPIRIT

PROFIT FROM EVERY POUR

BUY ANY 3 FROM THE RANGE AND GET A FREE CASE OF BRITVIC TONIC OR BRITVIC LOW CALORIE TONIC*

SCAN FOR POS, TIPS AND MORE

FREE

PLEASE DRINK RESPONSIBLY

for the facts drinkaware.co.uk

*1 deal per customer per week.
RANGE INCLUDES: Gordon's London Dry, Gordon's Premium Pink, Tanqueray London Dry, Tanqueray Flor De Sevilla, Tanqueray Blackcurrant Royale 70cl.



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



RECEIVE A FREE BOTTLE

WHEN YOU PURCHASE 5 X 70CL SALCOMBE GIN 'START POINT'

T&CS: Offer valid on Salcombe Gin 'Start Point' 70cl only. Max 5 deals per customer. Valid until October 31st 2022.

DISTILLED

GOLDEN HIGBALL

INGREDIENTS	MEASURE
Glenmorangie 10 Year Old	40ml
W & H Oloroso Sherry	15ml
Fever-Tree Ginger Ale	0.75 bottle(s)

GLASSWARE
Highball

METHOD
Build all ingredients over ice and stir

GARNISH
Orange zest



RICH & ROUNDED

FULL BODIED

SMOKY

LIGHT & FRUITY



FLORAL

& SPICY

SALTED HONEY OLD FASHIONED

INGREDIENTS	MEASURE
Highland Park 12 Year Old	50ml
Honey Syrup*	10ml
Smoked sea salt	1 pinch
Orange Bitters	1 dash
Angostura Bitters	1 dash

GLASSWARE
Old fashioned (large tumbler) glass

METHOD
Stir all ingredients directly in glass, gradually adding ice over 5 minutes

GARNISH
Orange zest

NOTES
*stir 50:50 honey:hot water until mixed and cool



SOLSTICE SUNRISE

INGREDIENTS	MEASURE
Glenkinchie 12 Year Old	35ml
Aperol	35ml
Fever-Tree Soda Water	0.75

GLASSWARE
Highball

METHOD
Build all ingredients over ice and stir

GARNISH
Orange wedge

STAR HILL SPRITZ

INGREDIENTS	MEASURE
Maker's Mark Bourbon	25ml
Aperol	25ml
Teisseire Passion Fruit Syrup	15ml
Lemon juice	15ml
Ponte Prosecco	100ml

GLASSWARE
Wine glass

METHOD
Shake & strain the first 4 ingredients over ice, top with Prosecco

GARNISH
Pineapple leaves

PENICILLIN

INGREDIENTS	MEASURE
Monkey Shoulder	45ml
King's Ginger Liqueur	12ml
Laphroaig 10 YO	10ml
Lemon juice	20ml
Honey syrup	20ml

GLASSWARE
Old fashioned (large tumbler) glass

METHOD
Shake and strain over ice

GARNISH
Candied ginger

BOLD FASHIONED

INGREDIENTS	MEASURE
Bulleit Bourbon	50ml
Guinness syrup	15ml
Angostura Bitters	3 dashes

GLASSWARE
Old fashioned (large tumbler) glass

METHOD
Stir all ingredients with ice, then strain over one large ice cube

GARNISH
Orange zest

Having a passion and knowledge is absolutely commendable, although we can sometimes be so into our chosen thing that it can be make it difficult for those less informed to get involved. Whisky, as a category, can sometimes fall victim to this – slightly precious attitudes over how certain whiskies can be enjoyed can be intimidating and off-putting to drinkers and staff. A small part of what makes The Bartending Community so great

is that it is so focused on sharing knowledge and helping one another get to that next level; we should be the antithesis of gatekeeping Training in the whisky category is crucial - make sure that you invest in growing the knowledge that your team has on a potentially profitable part of your backbar, then focus on the right range...

Pick out a few bottles from a few different broad flavour groups to appeal to the most potential drinkers; maybe even label the shelf edge with these groupings to make it totally clear which whiskies tastes like what

NOT SEEN A FAVOURITE?

There's more to the DISTILLED range than these few whiskies – whip out that phone and aim your camera at this QR code. It'll take you right to our site, where you can have a look through the range, check out articles and get a bit of inspiration from our bank of cocktail tutorial videos:



GRAIN FOG

TRY ME



FLOUT THE RULES

INGREDIENTS	MEASURE
Glenkinchie 12 year Old	50ml
Lemon juice	25ml
Cocchi Vermouth Di Torino	12.5ml
Teisseire Raspberry Syrup	12.5ml
Pasteurised egg white of	0.5 eggs

GLASSWARE
Chilled coupe or cocktail (Martini) glass

METHOD
If using egg, dry shake (without ice) hard, then shake with ice & fine strain into chilled glass

GARNISH
Mint sprig, drops of Angostura bitters

NOTES
The liquid from a can of chickpeas can be used as a vegan alternative to egg white

@DistilledUK DistilledUK

Free

MONKEY CHIMP POURER WHEN YOU BUY 2 X 70CL MONKEY SHOULDER*



MONKEY Splash

30ml Monkey Shoulder
45ml Soda water
1 Orange wedge

GINGER Monkey

50ml Monkey Shoulder
120ml Dry Ginger Ale
1 Orange Wedge

LAZY OLD Fashioned

50ml Monkey Shoulder
10ml Sugar syrup
2 Dashes angostura bitters
Orange zest & twist

DON'T BE A DRUNKEN MONKEY. DRINK RESPONSIBLY.
*WHILST STOCK LAST. BOTTLE NOT INCLUDED. be.drinkaware.co.uk



WHISKEY 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

THE WORLD'S MOST AWARDED SINGLE MALT SCOTCH WHISKY



BUY 2 X 70CL AND RECEIVE 6 X GLENFIDDICH BRANDED TUMBLERS*

SCAN THE QR CODE TO DOWNLOAD YOUR SOCIAL MEDIA TOOLKIT

Glenfiddich. WHERE NEXT?

SKILFULLY CRAFTED. ENJOY RESPONSIBLY. be.drinkaware.co.uk *Whilst stocks last

**BUY ANY 4
FEVER-TREE PRODUCTS
& RECEIVE 6 GLASSES
FOR FREE***

MUST INCLUDE
FEVER-TREE MEDITERRANEAN
TONIC WATER



IF $\frac{3}{4}$ OF YOUR DRINK IS THE MIXER,
MIX WITH THE BEST



*Capped at 2 deals per customer, while stocks last. In order to take advantage of this promotion, you consent to sharing your contact details with Fever-Tree for delivery of the branded glassware. You can withdraw this consent at any time, but if you do so you may not be able to benefit from this promotion.



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NO.1 DRAUGHT
COLA BRAND
IN THE UK¹**



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**OVER £800
FREE** stock,
glassware and
supporting
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outlet³



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



Sources: ¹ CGA Licence Report to 31.12.2021 | Total Licence Data | volume & value sales share | MAT to 31.12.2021. ² CGA Licence report to 31.12.2021 | Total Licence data | Average vol weekly sales. ³ Based on retail value of 3 free BIBs (3 x 42ltr BIBs = 443.5ltr x 10oz serves).

DEALS SUMMARY

PAGE	PRODUCT	DEAL
Page	Product	Deal
13	Brooklyn Pilsner	Install Brooklyn Pilsner and receive £125 of POS, plus a free case of AFB
16	Wainwright Amber	Install and receive £125 of POS support, plus a free case of AFB
19	Birrificio Angelo Poretti	Install birrificio angelo poretti to receive a pos support packaged worth £125, plus a free case of AFB
20	Shipyard	Install and receive £125 of POS support, plus a free case of AFB
22	Hobgoblin	Install Hobgoblin SIPA to receive a support packaged worth £125, including new glassware!, plus a free case of AFB
23	Somersby Cider	Install and receive £125 of POS support, plus a free case of AFB
24	Carlsberg	Install and receive £125 of POS support, plus a free case of AFB
28	Guinness	Buy 2 x 50l or 3 x 30l kegs and receive free POS kit
28	Jagermeister	Buy 4 bottles and receive free football POS kit
33	Diageo	Buy 3 and get a free case of London Essence Tonic
33	Salcombe Gin	Buy 5 x 70cl and get 1 free
37	Monkey Shoulder	Buy 2 x 70cl and receive free Monkey Chimp Pourer
37	Glenfiddich	Buy 2 x 70cl and receive 6 branded tumblers
38	Fever-Tree	Buy 4 products and receive 6 glasses free
49	Pepsi Max	New installs receive 3 x 16oz glasses

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 3rd October - 31st October 2022 (Promotional Period). 2 Any offer may be cancelled by us without notice. Cancellation of any offer will not affect the validity of any order placed prior to the date of cancellation. All offers are subject to availability. 3 To take advantage of an offer you must: a) purchase and take delivery of the full qualifying quantity of the relevant products in a single transaction; failure to take delivery of all qualifying products may result in you becoming ineligible for the applicable free product, merchandise or any other non-stock reward (Free Product); b) quote any and all references, offer codes or other requirements specified in the Directory at the time the order is placed; and c) be a representative of a licensed premises in the UK. 4 By law, we cannot sell or supply alcohol to anyone who is not aged 18 or over. By placing an order, you confirm that you are 18 or over and agree to be bound by these terms and conditions.

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

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