



# THIRST

ON TRADE EXPERTISE, INSIGHTS & OFFERS FROM **CARLSBERG MARSTON'S BREWING COMPANY**

APRIL 2024

INTRODUCING  
OUR NEW GLASS  
FROM CARLSBERG

There is more to it than meets the eye!

WARMER  
WEATHER

Are you ready for an increase  
in Rosé wine drinking and spritz?



## WOMEN AND BEER. WORTH A DRINK RE-THINK?

Why do men still drink more beer than women?





Cockpit

The quick and easy way  
to order the brands your  
customers love

Download our App



CARL MIDDLETON



VICE PRESIDENT ON TRADE

# WELCOME TO OUR FIRST APRIL EDITION OF THIRST

Spring is here and it is a season for new beginnings and transformations. A fresh start and hopefully better weather! To us, it feels like the perfect time to introduce you to our new refreshed monthly deals and insights brochure.

We've taken all of the things you liked about our On Trader Deals brochure and poured them into a sparkling new format delivered digitally for your convenience.

## The origins of Thirst

So, why Thirst? Our brands have always been famous for innovation. From fermenting and inventing beautifully crafted new tastes to major scientific breakthroughs in beer production and sustainability, we've stayed ahead by consistently refreshing what we do. As a company, we have a thirst for knowledge and new ideas, but also a thirst for something more; a fuller understanding of the ever-changing likes and appetites of our customers. So every month, Thirst will be full of the good stuff – all you need to know about all the ways to make your business even better.

## New ideas to grow your business

These are exciting but challenging times. They're busy, full on with ongoing changes to what customers want and need. In the coming months, we'll be featuring hints, tips and techniques from the cellar up, to re-energise, revitalise and refresh your day-to-day to keep customers coming through your door.

Like our net zero news and how key sustainability initiatives are helping to drive down our carbon footprint in new, planet-supporting ways right across the company. We'll also be sharing the latest updates from our biggest brands, with a barrel load of top features, practical customer insights and quickfire examples of best practice, plus hints and tips on driving footfall, from new cocktail highlights to inspiring success tales from some of our customers.

## Packed with deals

And rest assured, our look and name may have changed, but the quality and breadth of our promotions and deals hasn't. Thirst will continue to bring you great monthly deals across beers, wines and spirits. From point of sale to money off and free stock, we have a variety of deals for each and every type of venue.

We hope you enjoy reading it!



\* From us moving to a digital only format

be**drinkaware**.co.uk



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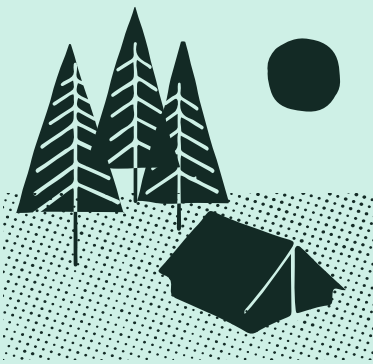
New, scannable  
glassware





# HELLO SPRING!

The month of April is associated with springtime, new beginnings and a time to bloom.

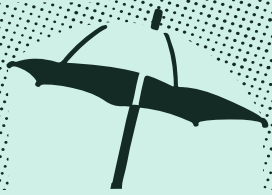


## Outdoor living

Warmer weather generally means shedding our winter layers and getting out in the great outdoors. It is the perfect time to spruce up your beer garden or outdoor area.

## 4 quick tips

1



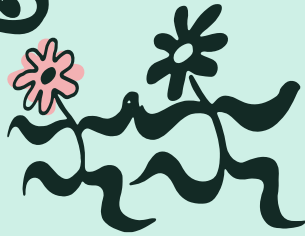
Warmer weather calls for eating outdoors. Consider cover options for unexpected April showers!

2



Consider BBQs for an outdoor kitchen - or even a link up with a local street food chef where space is tight!

3



Beautify with greenery, flower beds and lighting for an instant glow up.

4



If you can't extend to the outdoors, consider ways of bringing the outdoors in... from plants, flowers and lighting to a seasonal spring focused drinks and food menu.

What a perfect time to introduce our new magazine Thirst



Random Fact... April comes from the Latin verb 'Aperire' which means to open

**Getting out in nature.** Wainwrights introduces us to the breath-taking Lake District in this edition – the world's biggest beer garden with

# 16 MILLION

visitors every year.

## Out with the old and in with the new

### April is a key month for spring cleaning

The term "spring cleaning" has evolved over time from simply being a tidy up, to being a metaphor for life. Spring is now an opportunity to sanity check the important things in your business (and in life).

But it also provides a good opportunity to consider the operational side of your business and efficiencies. This edition we are highlighting our range of innovation dispensing systems from Carlsberg ID which help you to significantly cut down on waste and cleaning time and ensure the perfect pour each and every time.

We all love a bank holiday Monday but Easter is extra special due to that **DOUBLE BANK HOLIDAY.**

## 1ST

APRIL FOOLS DAY & EASTER MONDAY!

## 21ST

LONDON MARATHON

## 22ND

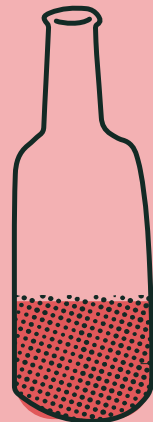
EARTH DAY

**26.2 miles** is thirsty work! Almost **¾ million** are out in central London watching **45,000** runners with an additional **5 million** tuning in to watch it from home. Will you be showing the London marathon this April?



Every year since 1970, Earth Day has been celebrated in **over 192 countries**. More than a celebration, it's an important day to raise awareness about looking after the environment and animals and creating a **better future for our planet.**

# DRINK TREND OF THE MONTH ROSE



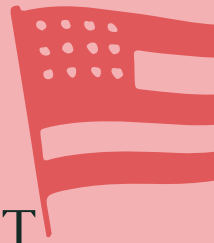
# 35% THIRTY FIVE PERCENT

Over the past few years rosé wine has seen something of a resurgence in popularity and experienced the biggest gains within the category during 2023, ahead of both white and red in both value and volume growth.

The versatility of Rosé undoubtedly is one of the main drivers of its performance. Generally these wines have a middle flavour profile so pair well with just about everything

because it's not as heavy as a red or as light as a white. For this reason, Rosé can be just as suitable for food occasions as it is for drink-led visits.

# 42% FORTY TWO PERCENT



Percent of consumers are still attracted to styles like USA Zinfandel Rosé, so it's still important to cover this on wine lists. However there is growing interest in drier options as well.

The strongest opportunity seems to lie with dry premium styles. Partly, this could have been influenced by the success of famous celebrity branded rosés or premium Provence styles, but all the evidence suggests having a dry premium rosé on your list could be an effective way to engage guests and grow sales.

PREMIUM ROSE

16.6%

Volume growth +16.6% vs 2022

18.9%

Value growth +18.9% vs 2022

source: CGA January 2024 A Deep Dive Into Rosé



# WOMEN & BEER. WORTH A DRINK RE-THINK?

In honour of International Women's Day in March, we wanted to put a spotlight on women and beer. Women have always consumed beer, but they've often been an afterthought in the landscape. However, forward-thinking beer producers and outlets are now crafting new ways to attract them. In a rapidly evolving drinks industry, audiences are becoming more diverse and more female. Enjoying a bigger share of this growing market depends on understanding exactly what women want from their relationship with beer.

## Calling time on beer gender stereotyping

The UK beer market has undergone a seismic shift in recent years. There's a rapid rise in female brewers, hop growers, maltsters and beer writers. All of which is impacting on the burgeoning range of beers available.

Studies suggest that the female drinker has not traditionally been adequately catered for and is still concerned about beer's blokey image.

## Time for a drink rethink

Women want to enjoy a premium beer that is full flavoured and elegantly presented. Versus men, they're much more concerned about what's in it for them, both from a taste profile as well as key ingredients and alcohol levels. Balanced beers with natural ingredients, fruit infusions and hints of sweetness; all of these are going down well with the new generation of female drinkers.

## Variety not volume

With the advent of craft beers, the beer market is moving steadily towards quality rather than quantity. And this trend is even more apparent in the female market. These days, people are asking can we have "smaller glasses please" as they want smaller tastings as standard, and with more flavours. Today, it's about variety rather than volume. Women love the idea of beer tapas or flights of beer, without the need to commit to a whole pint. Thirds, halves, schooners, half pints or beautiful bottles are already the order of the day in more forward-thinking bars, raising their game to entice both female and male audiences to try new things.

17% OF WOMEN DON'T  
CHOOSE BEER IN CASE  
THEY ARE JUDGED BY  
OTHERS FOR DOING SO

## They've lost that bloated feeling

The bloat factor is a major consideration. Nobody wants to be suppressing burps or feeling bloated when they are out. There is a general preference towards lighter, more golden beers rather than going to the dark side with brown and bitter beers. They love how the gin category spans gender, age and social class; it's all about presentation and image.

OF THE WOMEN WHO DRINK BEER, 56% DO SO  
BECAUSE THEY LIKE THE TASTE

CONVERSELY, 83% OF THE WOMEN WHO AVOID  
BEER, DO SO BECAUSE THEY DON'T LIKE THE TASTE

## 5 ways outlets can establish beer as a credible alternative for women:

1. Introduce better taste profiling on beer lists. Women are more into beer sipping than beer swilling. They want to be enlightened about the ingredients and taste profile in beers, so clearer profiling will be a clear winner.
2. Promote different types of toppers for women. Taste is a barrier. Some women embrace different, sweeter tastes, so fruit infusions would be a good idea, along with other thoughts for toppers that offer refreshment and a twist.
3. Beer food pairing. Matching food dishes with beers is an attractive proposition for women. They're curious about new tastes and like the idea of beers to go with different meals. So inspire them by suggesting food and beer pairings.
4. Signpost lighter beers. In recent studies, a fifth of women highlighted their concerns about calorific content and bloating as their biggest reasons for not drinking beer. So highlight the lighter beers that are less likely to cause bloating.
5. Make sampling a thing. Sampling is a great way to introduce guests to new tastes. So encourage your female guests to sip and sample. Beer flights can help demand to really take off.

Or even hold a beer tasting event...



Meet Mark, from Carden Park hotel in Cheshire, our customer of the month for April

# CUSTOMER OF THE MONTH

APRIL 2024



CUSTOMER OF THE MONTH

# CARDEN PARK HOTEL

APRIL 2024

**Tell us about your business and the best part of your job?**

Carden park is a 4 star hotel, golf resort and spa just outside of Chester. With 197 bedrooms, 2 golf courses, a purpose built spa and outdoor events centre as well as various function suites for weddings and conferences, we look after a lot of people and there is a real mix. I have worked there for over 20 years in various roles within the food and beverage team and I oversee the team that manages and controls stock. As you can imagine, we need to keep the bars well stocked at all times, predict what we will need through analysing trends and performance and importantly prevent loss and waste. The best part of my role is seeing the business grow and continue to grow and bringing new products in and seeing them become sucessful.

**What are your best sellers in terms of drinks and why do you think that is?**

As a big events and wedding venue we do well value wise for wines and spirits as you might expect, but when it comes to volume San Miguel is one of our best sellers. We are seeing overall that people are drinking perhaps a little bit less but are more willing to pay bit more for quality and consistency. In the last year we have introduced a second world lager, Poretti, and this has now become our number 2 best seller. We sell it in both draught format as well as in bottles for the spa. It is a great alternative to heavier world lagers and it also goes really well with food. The support this has had means people are more aware of it now.

**What is business like in April and any tips to generate more business at this time of year?**

Generally April is the time of the year that we start to see a big return to golf with the weather improving and the days lengthening so we open up the 2nd course. We generally have a switch into leisure clients from corporate clients and the weddings begin to uptake as well. In terms of tips, I think for us we are always speaking to our account manager about trends they are seeing that we can take advantage of. Also, if you spot a great deal now and can store and hold on to the stock then that is really helpful. And specifically for the time of year, there are a lot more events happening in spring both in the local area as well as nationally and it is really useful to see how you can piggyback on some of those and use your location to your advantage. We show the Six Nations and that is really popular.

**You have the CQDS (Carlsberg Quality Dispense System) at your venue, tell us why you did this and what benefits you have seen?**

We have had CQDS for 5 years now. Working in this business for a long time, I have seen over the years every trick in the book when it comes to ways to reduce cleaning and waste but this technology of controlling the temperature really is the only way that works. I knew it was going to save us money month on month! When it comes to waste alone, we probably save about £8k per month serving the product rather than throwing it away. And the product consistency, which is really important, is the same so we know we get a better pint because of it and that keeps our customers happy.

**And finally your own favourite tipples:**  
A single vintage rum (straight) or a rum and coke.



# NEW GLASSWARE FOR THE CURIOUS



In 2023, we introduced a new digitally connected glass featuring a hidden QR code in our distinctive asset, the hop leaf.

After purchasing a pint of crisp Danish Pilsner, consumers can scan the QR code to learn more about our curious initiatives.

The QR Code will be active all-year round with non-campaign periods taking consumers to discover more about our brand and partnerships, such as WWF or Liverpool Football Club. In campaign periods, the glass allows us to go live across total trade, reaching consumers with valuable promotions, rewarding them for being curious!



This world earth day, we're celebrating our partnership with WWF. In 2023, we helped selected farmers replenish up to 175 million pints of fresh water to help UK nature thrive.

At Carlsberg, our pursuit of better goes beyond the beer, and in 2023, we focused on improving the sourcing of our key ingredient, barley. 100% of the barley that goes into our crisp, refreshing Danish Pilsner comes from farms right here in the UK.

Farmland makes up 70% of the UK\*\*, but farming has a footprint. That's why together with WWF, we worked to help farmers across East Anglia implement water-sensitive farming methods. Our aim for 2023 was to replenish up to 100 million litres of fresh water on farms to help UK nature thrive (that's more than 175 million pints!).

\*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. Carlsberg is also giving £100,000 to help support WWF-UK wider conservation projects in 2023. Benefitting projects to be decided solely by WWF-UK. For more information on how WWF-UK spends and allocates these general funds (i.e. funds not related to the UK water sensitive farming project) visit, Our Annual Report | WWF to see WWF-UK's latest and past annual reports. \*\*See page 6 of WWF-UK's "Land of Plenty" report published in February 2022.



WHAT BETTER SEASON THAN SPRING WITH LONGER DAYS AND WARMER, DRIER WEATHER TO PUT A SPRING IN OUR STEP AND HELP US TO GET OUT AND CONNECT WITH NATURE.

There is lots of evidence that spending time outside and in nature has been linked to numerous health benefits, including reduced stress, improved mood, and increased creativity.

And arguably the Lake District is one of Britain's most beautiful spots, renowned for its stunning natural beauty with scenic landscapes, famous lakes and breath-taking mountains and fells. It is no wonder 16m people visit every year and we are proud that is the home of our Wainwright ale.



A PRODUCT ROOTED IN A TRUE STORY: WORTH THE WALK

In 1930, aged 23, Alfred Wainwright discovered his greatest passion exploring the Lake District and hand drawing its remarkable views. In Alfred's view there was only one thing more rewarding than a long walk, and that's a fresh beer. So, in 1968, he generously decided to reward every person who walked the Pennine Way with a free pint of beer at the end. Alfred informed the pub owner of his plans and proudly handed over £50 (enough to cover 500 pints in those days). Little did he know how far so many people would go for a free pint! Soon, thousands were walking the 250-mile stretch every year and costing Alfred a fortune. But true to his word, he kept his promise to the end.

Wainwright

WORTH THE WALK

The reward for hard work continues to live on at our brewery today. They search near and far for quality English malt and hops and tirelessly craft unique combinations worthy of the Wainwright name.

Like the satisfyingly moreish Wainwright Amber. Full-bodied flavour that's creamy and lightly fruity, with a crisp, clean finish Or Wainwright Gold. Lightly hopped, refreshing golden beer with a delicate floral aroma that gives way to subtle sweet & citric flavours.



AWARD WINNING WAINWRIGHT

SMELL  
Fruit, Citrus

TASTE  
Refreshing, Fruity, Sweet, Citric

PERFECT PAIRING  
Smoked salmon, soft cheese or slightly spiced foods

GOLD



AWARD WINNING WAINWRIGHT

SMELL  
Lightly fruity, hints of spice

TASTE  
Moreish, Malty, Gentle Bitterness

PERFECT PAIRING  
Chicken, pork, fish & chips or pie & mash

AMBER





Our Range





NEW  
INSTALL  
OFFER

Click on the badge to get the offer

# 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.

## CORE



NEW  
INSTALL  
OFFER



Carlsberg Danish Pilsner (3.4%)

Light and refreshing with a smooth, full mouth feel, perfect balance of bitterness and sweetness, and a distinctive citrus hop aroma.

## PREMIUM



NEW  
INSTALL  
OFFER



1664 Bière (4.6%)

A beautifully balanced and sessionable lager made with signature hops from the French region of Alsace.

## PREMIUM WORLD



NEW  
INSTALL  
OFFER



Birrifficio Angelo Poretti (4.8%)

Birrifficio Angelo Poretti is a full-flavoured lager with a sweet malty body and an assertive bitterness.



NEW  
INSTALL  
OFFER



Brooklyn Pilsner (4.6%)

Crisp, bright and smoothly refreshing. A pale golden beer with a delicate citrusy finish.




NEW  
INSTALL  
OFFER




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.

## SUPER PREMIUM



NEW  
INSTALL  
OFFER



1664 Blanc (5.0%)

A premium international beer with a playfully elegant twist of French charm. 1664 Blanc is the only beer in the UK to challenge wine, cocktails, and champagne as an elegant lifestyle brand.

## CORE & CORE+



NEW  
INSTALL  
OFFER



3.6%

## PREMIUM



NEW  
INSTALL  
OFFER



4.8%

## PREMIUM WORLD



NEW  
INSTALL  
OFFER



4.6%



NEW  
INSTALL  
OFFER



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, discover its rich flavours for yourself.

## DISCOVERY WORLD



NEW  
INSTALL  
OFFER



4.6%

# KEG ALE

CMBC understands that Keg ales come in a variety of styles and types, each with their own unique flavors and characteristics. From classic English ales to IPAs and stouts, there is a keg ale to suit every taste preference and occasion.

## AMBER



NEW  
INSTALL  
OFFER



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.



NEW  
INSTALL  
OFFER



3.1%



NEW  
INSTALL  
OFFER



3.4%



NEW  
INSTALL  
OFFER



3.7%



NEW  
INSTALL  
OFFER



3.7%



NEW  
INSTALL  
OFFER



3.7%



NEW  
INSTALL  
OFFER



4.2%



NEW  
INSTALL  
OFFER



4.5%

## GOLD & IPA



NEW  
INSTALL  
OFFER



Wainwright Gold (4.0%)

With a subtle bitterness and delicately enticing hop balance, Wainwright Gold is satisfyingly moreish. Clean, creamy and lightly fruity; a pint at the pinnacle of perfection.



NEW  
INSTALL  
OFFER



Hobgoblin IPA (5.0%)

Collision of Old and New World hops provide an explosion of tropical aroma and a juicy bitterness.



NEW  
INSTALL  
OFFER



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.



NEW  
INSTALL  
OFFER



3.4%

## DARK



NEW  
INSTALL  
OFFER



Hobgoblin Ruby (4.5%)

Full bodied, ruby beer that delivers a delicious, chocolate malt flavour, balanced with a rounded bitterness & a fruity, mischievous character.



NEW  
INSTALL  
OFFER



3.2%



NEW  
INSTALL  
OFFER



3.6%

Speak to your CDM about the range that is currently available to you



This is an innovative dispense system using fresh pressed beer. Click [here](#) or see page 34 for more

# CRAFT

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

## ENTRY



NEW  
INSTALL  
OFFER



Shipyard American Pale Ale (4.5%)

An easy drinking, American style Pale Ale bursting with fruity, citrus hop flavour and gooseberry and pine aroma.

## PREMIUM



NEW  
INSTALL  
OFFER



Brooklyn Stonewall Inn IPA (4.3%)

Fearless and refreshing, our Stonewall Inn IPA is crafted for everyone. Brewed with unabashed notes of grapefruit and bright citrus peel, this is beer is for all. No exceptions.



NEW  
INSTALL  
OFFER



Brooklyn Lager (5.0%)

Light hop bitterness and moderate sweetness. Both bitterness and sweetness linger on the palate before finishing clean.

## SPECIALITY



NEW  
INSTALL  
OFFER



Erdinger Weissbier (5.3%)

Uses the traditional brewing method of bottle and keg fermentation. Fresh and fruity with apple and banana, light biscuity grains, hints of cloves with a full and ultimately refreshing taste and mouthfeel.

# CIDER

At CMBC our ciders boast a delicious blend of classic and fruit flavours, such as the crisp taste of apple and the sweet tanginess of blackberry. With each sip, you can experience the refreshing and fruity notes that make our ciders a standout in the market.

## APPLE



NEW  
INSTALL  
OFFER



Somersby Apple (4.5%)

Somersby Apple is a refreshing cider made from fermented apple juice and natural apple flavouring.

## FLAVOURED



NEW  
INSTALL  
OFFER



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.

# STOUT



NEW  
INSTALL  
OFFER



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.



Click to view offer

SPECIAL OFFER

Click on the badge to get the offer

# LAGER



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.



San Miguel Especial (5.0%) 330ml

San Miguel is a premium pilsner-style lager, delivering a full-bodied and well balanced flavour with a clean, crisp & refreshing taste.



San Miguel Especial Gluten Free (5.4%) 330ml

Inspired by the original ingredients and flavour of San Miguel Especial, we've worked to reduce the gluten content and create a characterful beer that can be enjoyed by all.



Brooklyn Pilsner (4.6%) 330ml

Crisp, bright and smoothly refreshing. A pale golden beer with a delicate citrusy finish.



Birrifficio Angelo Poretti (4.8%) 330ml

Birrifficio Angelo Poretti is a full-flavoured lager with a sweet malty body and an assertive bitterness.



1664 Blanc (5.0%) 275ml

A premium international beer with a playfully elegant twist of French charm. 1664 Blanc is the only beer in the UK to challenge wine, cocktails, and champagne as an elegant lifestyle brand.



1664 Bière (4.6%) 330ml

A beautifully balanced and sessionable lager made with signature hops from the French region of Alsace.



Estrella Damm (4.6%) 330ml

Estrella Damm is an award-winning premium pale lager brewed in Barcelona. Brewed to the original 1876 recipe, with only 100% natural ingredients.

# CRAFT



The Stonewall Inn IPA (4.3%) 330ml

Fearless and refreshing, out Stonewall Inn IPA is crafted for everyone. Brewed with unabashed notes of grapefruit and bright citrus peel, this is beer is for all. No exceptions.



Brooklyn Lager (5.0%) 330ml

Light hop bitterness and moderate sweetness. Both bitterness and sweetness linger on the palate before finishing clean.



Erdinger Weissbier (5.3%) 500ml

Imported German wheat beer brewed to the original recipe and traditionally matured in the bottle like champagne for 28 days.

# ALCOHOL FREE



Carlsberg 0.0 Pilsner (0.0%) 330ml

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!



San Miguel 0,0 (0.0%) 330ml

San Miguel 0,0 is a pilsner style alcohol free lager imported from Spain. All of the aroma, flavour, freshness and quality of a beer without the alcohol.



Brooklyn Special Effects (0.4%) 330ml

A hoppy, low alcohol, amber lager with fresh zestful aromas and a clean bitter finish.



Erdinger Alkoholfrei (0.5%) 500ml

A full bodied, refreshing low alcohol wheat beer. Spicy malt notes harmonize perfectly with caramelsweet nuances.

Can't find what you are looking for? We have a wider range of additional canned and bottled beers online

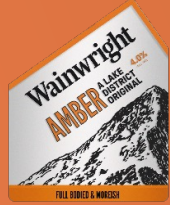
Click [here](#) to view the range on our online store



# CASK ALE

CMBC is proud to be one of the largest cask ale brewers in the UK and our exceptional range means we have a brand & style of cask ale to suit every occasion and drinker.

## AMBER



Wainwright Amber (4.0%)

With a subtle bitterness & delicately enticing hop balance, Wainwright Amber is satisfyingly moreish. Clean, creamy & lightly fruity; a pint at the pinnacle of perfection.



3.4%



3.7%



3.8%



4.5%



4.8%

## GOLD & IPA



Wainwright Gold (4.1%)

Refreshingly rewarding crafted golden beer. Delicate citrus aromas. Lightly hopped with subtle sweet notes.



Hobgoblin Gold (4.2%)

Hobgoblin Gold's tropical aromas of citrus and passionfruit give way to a biscuit-like malt base balanced by fresh citrus flavour.

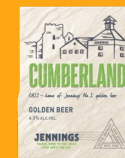


Hobgoblin IPA (4.5%)

Hobgoblin IPA is a refreshingly hoppy beer. Prepare for an intense tropical explosion of zesty oranges, grapefruit, honey and juicy bitterness.



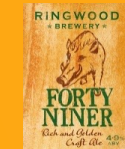
3.8%



4.0%



4.2%



4.9%

## DARK



Hobgoblin Ruby (4.5%)

Hobgoblin Ruby's caramel & fruit aromas compliment it's full bodied toffee flavour & a fruity finish.



3.5%



5.1%

BUY 2 X 9G'S  
FROM THE  
CMBC CASK  
PORTFOLIO  
AND GET

£10<sup>\*</sup>  
OFF

\*Buy any two of the same 9g cask ales from any of the range shown on this page and receive £10 off. Offer only available when purchasing the same two products. One offer per order. Promotion valid from 1st April to 30th April 2024. Not available in conjunction with any other offer. Available while stocks last.

find out more



FRESH ALE

THE NEXT GENERATION OF ALE

Click here to

find out more



# CLAIM YOUR FREE POS PACKAGE WORTH £200 WHEN YOU INSTALL ANY OF OUR BRANDS\*

\*One deal available per installed brand per outlet. Promotion valid from 1st April to 30th April 2024. POS items are subject to change. Not available in conjunction with any other offer. Available while stocks last.



POS packages and other promotional materials can contribute to the overall  
ambiance of the bar, adding a touch of professionalism and style as well as  
attention to detail which can elevate the customer engagement and interaction.

# A WORLD OF FLAVOUR



# AVAILABLE IN BOTTLE

\*Qualifying products: Brooklyn Pilsner 12x330ml, San Miguel Especial 24x330ml, Estrella Dam 24x330ml, Birrificio Angelo Poretti 24x330ml. Promotion valid from 1st April to 30th April 2024. Whilst stocks last.



# CUSTOMER FAVOURITES,



# LOW AND NO ALCOHOL

\*Qualifying products: Erdinger Alkoholfrei 12x500ml, San Miguel 0.0 24x330ml, Brooklyn Special Effects 24x330ml, Carlsberg 0.0 24x330ml, Shipyard Low Tide 8x500ml. Promotion valid from 1st April to 30th April 2024. Whilst stocks last.

# STONEWALL INN IPA



POURING PROUDLY  
FROM APRIL 2024

**NEW**

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

SPEAK TO YOUR ACCOUNT MANAGER  
FOR MORE INFORMATION



FRESH. LIVELY. PROUD.

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be **drinkaware**.co.uk



# SPRING CLEAN YOUR CELLAR!



April is the perfect time for a spring clean and improving operational efficiencies in your cellar and ways you can reduce waste, save cost and improve the quality of what you serve.

At Carlsberg, innovation isn't just a buzzword; it's a legacy. From pioneering the pH scale to revolutionising packaging with our sustainable snap pack, we've always been at the forefront of positive change in the drinks industry.

*And Carlsberg ID is no exception*

## Carlsberg ID mastering the perfect pour

In today's evolving landscape, the perfect pour has never been more crucial. As consumer data shows, we are going out less but spending more when we are out, so quality resins supreme. And with the price of the average pint going up, so are customer expectations.

Studies show that 85% of beer drinkers believe they can distinguish a good pint from a bad one, and 73% claim if they were served a bad drink they would leave the venue immediately or straight after the first drink.

And that is where Carlsberg ID comes in. Our solutions ensure drinks stay fresher for longer, colder and more consistent guaranteeing the perfect pour from first to last drop.

And with our heritage and expertise, we understand the significance of the perfect pour like no other.

## Carlsberg ID drives operational efficiencies

And it is not only the quality of a pint that is coming under pressure... With costs spiralling across the board and staffing pressures, there is an urgent need to save money and drive more profit through efficiencies on time and resource, particularly cleaning time, and less waste.

Cleaning time reduced: Say goodbye to the hassle of weekly line cleaning. Our Carlsberg ID solutions cut cleaning time by up to 75%, freeing up valuable resources.

Less waste, more profits: Waste is a big issue across the board in the hospitality industry. It hurts the bottom line and the environment. From short shelf lives to beer not staying fresh and needing to be thrown away, all of our Carlsberg ID solutions minimise waste which is good for business and for sustainability.

## Carlsberg ID tailored solutions to meet your specific needs

We understand that each and every venue will have unique space constraints as well as different demands and challenges when it comes to the draught formats they offer, so a one size fits all solution just won't work. That is why at Carlsberg ID, we have developed a wide range of solutions that can be tailored to fit your venues specific needs.

All are designed around being convenient to install and work around your existing systems and for venue sizes.

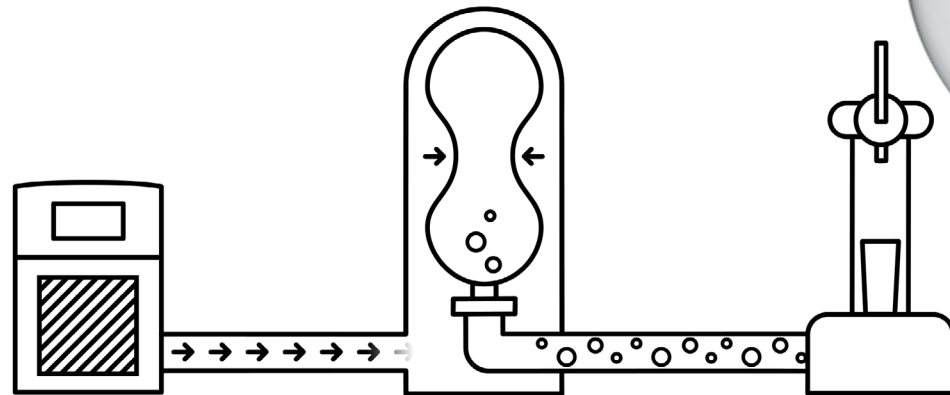






# WELCOME TO THE DRAUGHT BEER REVOLUTION.

Perfect for space constrained venues, this innovative system uses smaller kegs and compressed air for exceptionally fresh beer, every time.



1

Compressed air is pumped into the pressure chamber.

By not adding CO<sub>2</sub>, your costs are reduced, there is less maintenance and nothing comes into contact with the beer, keeping it pure.

2

The keg is squeezed and fresh beer is pressed out.

DraughtMaster's closed system increases freshness from under a week to over a month when compared with steel kegs.

3

Beer is pushed through the tap to create the perfect beer.

With flexible, semi-automatic line cleaning and recyclable one-way kegs, DraughtMaster keeps the beer fresh and your operation simple.



## WHY DRAUGHTMASTER



LESS WASTE  
BETTER RETURNS



75% LESS CLEANING  
SAVES TIME AND MONEY



NO ADDED CO<sub>2</sub>



SAVES SPACE  
EASY TO STORE



WIDE RANGE  
ROTATE BRANDS



KEEPS YOUR  
PROFITS FLOWING

**“THE TEAM AT CMBC AND DRAUGHTMASTER HAVE BEEN AMAZING SO FAR IN SHOWCASING THE BENEFITS OF THE SYSTEM.”**

**DOMINIC HAWKSWORTH**  
SENIOR BAR & BEVERAGE MANAGER, PREZZO

A perfect pint everytime. The inbuilt line cleaning system is simple and straight forward to use and takes less than thirty minutes. Changing kegs could not be simpler and manageable for all members of staff. I cannot recommend the system highly enough and will be installing again in my next venue. Well done Carlsberg Marston's







CARLSBERG QUALITY  
DISPENSE SYSTEM

WITH  
TECHNOLOGY  
BUILT-IN TO  
KEEP THE  
TEMPERATURE  
CONSISTENT  
EVERY TIME  
FOR THE  
PERFECT  
TEMPERATURE  
PINT.



Cutting edge cellar  
dispense system  
ensuring the perfect  
pint and the perfect  
experience.



#### The Problem

Hotspots in a standard dispense system often result in wastage and inconsistent pours. Accelerated yeast growth causes butterscotch and sweet tasting notes at the back of your mouth which coat your tongue and is a sign of bad flavouring.

#### The Solution

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. Using innovative Tube in Tube cooling technology to chill the system efficiently.

#### The Features



Reduced Wastage & Labour costs by extending the Line Cleaning period



Improved Quality of Serve & Experience



Leading to an Increased Rate of Sale



Consistent Dispense Temperature



Increased Yield



Improves Sustainability

#### Testimonial

‘it brought our beer dispense into the 21st Century.’

We were one of the first outlets to install the system upon its release and it brought our beer dispense into the 21st Century. Immediately fobbing was almost eliminated meaning our wastage is now next to nothing and then the four weekly cleaning saves us even more beer from heading down the drain. I can confidently say that as a venue we have zero regrets about our choice to install the revolutionary system.

Nathan Willett - Food & Beverage Manager  
Nailcote Hall Hotel, Golf & Country Club



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**FRESH ALE**  
THE NEXT GENERATION OF ALE

ENJOY UP TO 14 DAY SHELF LIFE ALE WITH GREAT QUALITY AND CONSISTENCY, WHILST RETAINING THE AUTHENTIC HAND PULL EXPERIENCE AND SERVE.

-   
Guaranteed 14-day shelf-life ale  
Proven quality & consistency with minimal waste
-   
Great tasting from the first sip to last drop  
Full bodied & delicious
-   
Traditional experience  
All-important hand pull theatre & serve
-   
Easy to keep & easy to install  
No conditioning or specialist cellar equipment

# SAY HELLO TO FRESH ALE

[Click the page to view the video](#)



Cask ale is an important part of pub culture but in recent years, the category has faced multiple challenges.

CMBC's Fresh Ale addresses these challenges head-on, offering a viable solution for pubs to diversify their ale offerings, adding more quality ales to their bar to help reignite drinkers' passion for ale and to bring new fans to the category.

Engineered for consistency and extended freshness, Fresh Ale provides exciting new opportunities for pubs to serve ale, all while preserving the beloved hand pull ritual.

But the category has struggled. The lack of throughput and subsequent reduction in quality has meant the category is -31% down vs 2019 from a volume perspective – driven both by rate of sale decline and a loss of outlets stocking the category.

Fresh Ale is the next generation of ale. Here to reinvigorate the cask ale category.

## AVAILABLE BRANDS

Launching 3 core beers - Wainwright Gold, Wainwright Amber and Hobgoblin IPA.







CROWN CELLARS®

CARLSBERG MARSTON'S BREWING COMPANY





# Casting a Spotlight on Sustainable & Ethical Wines

## Navigating the world of sustainable and ethical wines and labelling is not simple.

Yet, amidst this confusion lies an emerging and growing trend towards ethical consumption that is increasingly capturing the attention of conscientious wine enthusiasts.

In honour of Earth Day this month, we wanted to put a spotlight on these wines and help bring some clarity to exactly what they are and why it might be good to include a selection of them on your menu.

## What are the main types of ethical wine and what does it mean?

### ORGANIC

Organic farming involves the strict control of pesticides, fungicides, herbicides and fertilizers, and in some countries there are controls over the use of winery chemicals. The goal is to promote healthy biologically active soil, preserve natural soil structures and promote biodiversity.



**STELLAR ORGANICS**  
Running Duck Chenin  
Blanc Sauvignon Blanc



**STELLAR ORGANICS**  
Running Duck Pinotage



**STELLAR ORGANICS**  
Running Duck Shiraz Rosé

### BIODYNAMIC

This approach has a lot in common with organic farming but with a more philosophical ethos. Biodynamic growers consider the whole vineyard to be a holistic organism in tune with natural lunar rhythms. It involves practices such as using natural compost, avoiding synthetic chemicals, and following moon cycles for planting and harvesting. In a nutshell, biodynamic wine aims to create a harmonious balance between the vineyard, the soil, and the surrounding environment.



**MILLSTREAM**  
Pinotage



**MILLSTREAM**  
Rosé



**MILLSTREAM**  
Sauvignon Blanc

### FAIRTRADE

This refers to wine produced under Fairtrade certification standards, which prioritize fair wages, safe working conditions, and environmental sustainability for the workers involved in the production process. Fairtrade certification ensures that farmers and laborers receive fair compensation for their work, enabling them to invest in their communities and improve their livelihoods. Additionally, Fairtrade standards often require environmentally friendly farming practices, such as reduced chemical use and conservation of natural resources.



**OCHRE MOUNTAIN**  
Merlot Carmenère



**OCHRE MOUNTAIN**  
Sauvignon Blanc



**VEGETARIAN/VEGAN**

It often comes as a surprise that not all wines are vegetarian or vegan-friendly. Vegetarian wine is produced without the use of animal derived products or by-products during the winemaking process. Traditionally, some winemaking practices involve the use of animal-based agents such as gelatin, egg whites, or fish bladder (isinglass) to remove sediment and proteins from the wine. However, in vegan and vegetarian winemaking, different plant or mineral based agents are used instead. Vegan wine will go a step further by also ensuring that no other animal derived products or by-products are used in any stage of production including the glue used to attach labels, etc...



**BRIGHTSIDE**  
Cabernet Sauvignon



**BRIGHTSIDE**  
Pinot Grigio



**BRIGHTSIDE**  
Sauvignon Blanc

**SUSTAINABLE**

This refers to the long-term impact of our activity on the planet, whether through the environmental impact of farming, renewable energy sources or general energy consumption, water and heat recycling, emissions, social responsibility or packaging recycling.



**AIMERY**  
Cabernet Rosé



**AIMERY**  
Sauvignon Blanc



**AIMERY**  
Merlot, IGP Pays d'Oc



**Why customers choose to buy ethical wines:**

Beyond the feel-good factor from making more ethical choices that are better for the planet, animals and people, there are other reasons people have chosen to pick these wines.



**NO PESTICIDES**



**TASTE IS BETTER**



**BETTER FOR THE ENVIRONMENT**



**BETTER FOR ANIMAL WELFARE**



**PERCEIVED BETTER QUALITY**



**PERCEIVED HEALTH BENEFITS**

**Selecting these wines:**

Green and ethical labelling is still quite confusing. There are so many certification systems, some of which come with a high level of cost or bureaucracy, and each certification sets its own standards, some more stringent than others. For many producers, particularly smaller businesses, choosing to set their own benchmarks and environmental commitments can achieve the same or better results, although they can't make official claims on labels. We have chosen to give you all the information so you can make your choices accordingly. If you wish to select a range which comes with official organic, biodynamic, fairtrade

or sustainable certification so you can label it on your menus then look out for wine labelled 'C' for certified.

However, if your aim is to support the underlying principles even if the wines can't make an official claim, look out for wines with 'P', for practicing – this means our producers have told us about environmental standards they set for themselves, but they don't subscribe to any official certification program as yet.

You can also filter by this criteria on our Crown Cellars website.







# When was the last time you revisited your wine and drinks menu?

**Let us help you spring clean your wine and drinks menu for 2024.**

Do you have the right selection of wines at the right price points for your customers?

Spring is the perfect time of year to make fresh and bold changes changes to your menu.

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. And a good drinks list can also set you apart from your competitors.

So whether you are looking for a wine list or a comprehensive drinks list for your venue, our team of designers are on hand to ensure we deliver the best solution to you. The team have over 26 years' experience developing on-trade menus that utilise all of the key design aspects to ensure the right products are given the right prominence.

Your Crown Cellars team will work with you to produce a fully tailored solution that is right for your venue and your customers.





# Argentina's Iconic Wine

Every year on April 17th, wine enthusiasts around the world come together to celebrate Malbec World Day.

Malbec, the flagship grape of Argentina, has captured the hearts of wine enthusiasts worldwide with its bold flavours, velvety texture, and gorgeous aromas. Originating from France but finding its true home in the high-altitude vineyards of Argentina's Mendoza region, Malbec has become synonymous with Argentine wine culture.



Why not put on a special deal or push your Malbec for this day?

## CHARACTERISTICS

Malbec is renowned for its deep purple colour, plush texture, and bold fruit flavours. Malbec wines often exhibit notes of ripe blackberry, plum, and dark cherry, with hints of chocolate, vanilla, and spice.

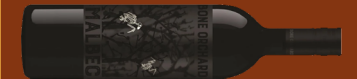
The high-altitude vineyards and intense sunlight of Mendoza impart vibrant fruit flavours and robust tannins to the grapes, resulting in wines that are rich, full-bodied, and incredibly expressive.



## FOOD PAIRING

Malbec's bold flavours and robust structure make it an ideal match for a variety of hearty dishes and perfect with red meat. And for cheese lovers, Malbec is a fantastic accompaniment to gouda, blue cheese or creamy camembert.

A selection of our favourite Malbec's from our range:



### BONE ORCHARD Malbec

A mid-bodied red wine with soft tannins and a lovely youthful jammy dark berry aroma.



### ANDEAN VINEYARDS Malbec

A mid-bodied and warming red wine that has a good attack of damson and spice aromas.



### DROP DEAD GORGEOUS Malbec

A mid bodied South African red with jammy dark plummy fruit and ripe tannins.



### DEAD MAN'S DICE Malbec

Deep and vibrant Malbec with an intense nose of plum, damson and dark chocolate aromas.

Cheers to marvellous Malbec, a true ambassador of Argentine wine excellence.





# Invenio World Wines

So-called branded wines offer a perceived level of safety, choice and piece of mind when it comes to quality, especially with less confident mainstream consumers. The downside of branded wines is, of course, that a consumer will often also pick them up at the local supermarket, too, meaning that they will have a keen sense of off-trade pricing and value.

Invenio is a Crown Cellars exclusive range of wines that we have sourced from partner wine makers that we wholeheartedly trust all over the world.

Competitively priced, and won't be found in supermarkets, meaning that you can get more value out of the range than other branded wines.

A range broad enough to cover your entry level offering – including a sustainable Chardonnay and Shiraz.

**ALSO AVAILABLE IN A  
CONVENIENT 187ML FORMAT**



**CLICK HERE TO SEE THE RANGE**







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

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

\*Offer capped at 500 deals.



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

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

\*Offer capped at 500 deals.  
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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.



### OCBRE MOUNTAIN FAIRTRADE SAUVIGNON BLANC

DRY & AROMATIC  
Central Valley, Chile. Fresh and a citrusy on the nose  
with clean acidity on the palate.

Offer limited to ten deals per customer per week, includes Ochre  
Mountain Sauvignon Blanc and Ochre Maintain Merlot Carmenere





# BELLINGHAM

FOUNDED IN 1693

## A SUSTAINABLE APPROACH

We believe in a sustainable approach throughout the wine value chain that safeguards our community and environment. This includes protecting and promoting biodiversity in our vineyards, the introduction of light-weight bottles and packaging that cuts down on carbon emissions and continuously improving our waste management processes.

## OUR SUSTAINABLE EFFORTS



### BIO-DYNAMIC PRINCIPLES

- The introduction of natural predators
- Cover crops to retain moisture and control weeds
- Recycling of organic materials

### WASTE MANAGEMENT

- 40% of our cellar's electricity usage is sourced from solar panels.
- Introduction of lightweight glass bottles
- Stringent water efficiency practices are implemented
- Recyclable packaging

### OTHER

- 100% GMO free & Vegan-friendly
- WIETA & IPW certified

[www.bellinghamwines.com](http://www.bellinghamwines.com) | Follow us: @bellingham\_wines

# BUY 11 BOTTLES 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.

Limited to ten deals per customer per week.



# EXPLORE THE DARKER SIDE OF MALBEC

BUY 11 GET 1 FREE

## DEAD MAN'S DICE MALBEC

MENDOZA, ARGENTINA

Deep and vibrant Malbec with an intense nose of plum, damson and dark chocolate aromas



*At the Dog & Duck*



*Gin*

AT THE DOG AND DUCK

## 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**

**GIN**

@

THE DOG & DUCK



## 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**



# DISTILLED

WORLD SPIRITS FROM CARLSBERG UK

I



# DISTILLED

WORLD SPIRITS FROM  
CARLSBERG MARTSON'S BREWING COMPANY



There used to be a time when spirits was a pretty easy category to nail; just buy in whichever flavoured gin or unusual premium tonic popped up next and you were all set. With people having time to explore making their favourite gin serves and cocktails at home, gin fatigue setting in and budgets tightening, the spirits category has spent a couple of years undergoing a lot of change, making it much trickier to navigate.

Buying your spirits from Distilled can be so much more than just a transaction. We're here to help you grow and evolve your spirits offering, with serve ideas, trend data, drink specs, how-to videos, cocktail serve deep dives and more. The easiest place to find all of this is [DistilledUK.com](https://www.distilleduk.com).

Or maybe you're just on a break and want to spend five minutes reading an article or two... we've got industry figure profiles, recipes, category focus articles and a few interesting reads on what to do with that one random bottle that you have on the back bar. Just make sure that you don't overstay your break time.

You can use the site to balance that confusing malt range, or make sense of the approximately 150 gins that you have somehow accumulated over the last few years – we know that these are still key categories, and getting them right is important.

We have a growing set of cocktail making tutorials – useful to get newer team members up to scratch, or just get a few ideas.



If you're finding that you're having to fight to keep your spirits offer fresh and relevant, just have a browse. Our website is built by industry experienced spirits nerds, aiming to support all kinds of outlets, whether it be super premium or much more mainstream. Stop reading this and get clicking.



# SPRITZING BEYOND APEROL

With the arrival of spring comes warmer weather and longer days.

And that makes it the perfect season for a quaffable, light and bubbly spritz. Whether enjoyed al fresco (preferable!) or inside, indulging in a spritz is a delightful way to get us in the mood for spring and summer and keep customers happy and refreshed.

And while the Aperol Spritz undoubtedly is top of mind for most people when we think of spritz, there is a plethora of delightful alternatives with diverse flavours and drinking experiences.

So, as spring beckons with its promise of renewal, dare to stray and consider including spritz alternatives on your menu.

Simple to make and with lots of fresh and zesty options.

Here are a few of our favourites!



## RED SUMMER SPRITZ

Ingredients	Measure
Ketel One Vodka	35ml
Watermelon chunks	4 wedges
Salt	1 pinch
Ponte Prosecco Extra Dry	50ml

### Glassware

Chilled champagne flute

### Method

Shake & fine strain the first 3 ingredients, top with prosecco

### Garnish

Watermelon wedge



## PEAR SPRITZ

Ingredients	Measure
Fresh cucumber	4 wedges
Luxardo Limoncello (lemon)	12.5ml
Absolut Pears	30ml
St/Saint Germain (elderflower)	12.5ml
Fever-Tree Soda Water	0.5 bot

### Glassware

Collins glass

### Method

Muddle cucumber in shaker, add next 3 ingredients & shake with ice. Strain over ice and top with soda

### Garnish

Cucumber slice and lemon zest



## STAR HILL SPRITZ

Ingredients	Measure
Makers Mark Bourbon	25ml
Aperol	25ml
Teisseire Passionfruit	12.5ml
Finest Call Lemon Juice	12.5ml
Ponte Prosecco Extra Dry	100ml

### Glassware

Wine glass

### Method

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

### Garnish

Mint sprig and orange wedge



## FRUTTI DI BOSCO

Ingredients	Measure
Bombay Sapphire Dry Gin	25ml
Finest Call Lemon Juice	20ml
Teisseire Cane Sugar Syrup	20ml
Martini Fiero	25ml
Blueberries	3
Raspberries	3
Ponte Prosecco Extra Dry	100ml

### Glassware

Wine glass

### Method

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

### Garnish

Mint sprig and orange wedge



NEW



SMIRNOFF  
SPICY  
TAMARIND

READY TO HEAT UP YOUR SALES?

BUY A BOTTLE AND  
GET A **FREE** LIME JUICER!\*

**BEST SERVED IN OUR SPICY TAMARITA**

- 50ml Smirnoff Spicy Tamarind
- 25ml lime juice
- 25ml sugar syrup
- Top with soda and garnish with lime or chilli

\*Products included in the deal Smirnoff Tamarind. Maximum number of redemptions 750. Maximum of 1 per outlet per week. Available on a first come first served basis. Available 1st Apr to 30th Apr 2024.

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Scan here to  
access your  
FREE Smirnoff  
marketing support

**DIAGEO** *One*  
Business support from the drinks experts



# SHOT RANGE OFFER

BUY 5 SAZERAC PRODUCTS  
FROM THE RANGE AND RECEIVE A  
TEQUILA ROSE FREE OF CHARGE\*



SHOTS ARE THE FASTEST GROWING  
CATEGORY IN THE ON TRADE AT  
**+45.7% VOLUME.**

\*NIELSON ON & OFF TRADE REPORT, WE 25.02.23, LAST 12 WEEKS.

RANGE INCLUDES: SOUTHERN COMFORT, FIREBALL, TEQUILA ROSE, ANTICA CLASSIC SAMBUCA.  
\*1 DEAL PER CUSTOMER, BUY IN MUST INCLUDE – SOCO/ FIREBALL. WHILST STOCKS LAST

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# Captain Morgan

NEW LOOKS,  
SAME  
*delicious*

FREE



STOCK UP NOW!  
BUY 5 X 70CL OR 3 X 1.5L OF  
ANY CAPTAIN MORGAN  
AND GET A CAPTAIN MORGAN  
BLACK SPICED FREE\*

However  
YOU **SPICE** **SPICE ON**

\*PRODUCTS INCLUDED IN THE DEAL ARE 70CL BOTTLES OF CAPTAIN MORGAN SPICED GOLD, DARK, WHITE,  
TIKI AND BLACK SPICED. 1.5L BOTTLES OF CAPTAIN MORGAN SPICED GOLD AND DARK. MAXIMUM NUMBER OF  
REDEMPTION 1000. MAXIMUM OF ONE PER OUTLET PER WEEK. AVAILABLE ON A FIRST COME FIRST SERVED BASIS.  
AVAILABLE 1ST APR TO 30TH APR 2024.  
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to supercharge  
your business

**DIAGEO** *One*  
Business support from the drinks experts

## THREE BARRELS®

GROW YOUR MARGINS WITH  
**THE UK'S NO.1 BRANDY\***

Three Barrels On Trade performance is ahead of the total Brandy  
category (+1.0% Val. -5.5% Vol.) and ahead of the French Grape  
Brandy subcategory (+52.8% Val. +42.6% Vol.), growing at  
+66.6% Value and +51.8% Volume.\*\*

**GET A FREE 70CL BOTTLE**  
when you buy 2 x 70cl Three Barrels†

Everything you want from a brandy  
**ROLLED INTO ONE**

\*Three Barrels is the no.1 Brandy brand in the UK market as measured by Nielsen Volume Sales data.  
Profit advantage compared to Cognac VSOP brands. \*\* Source - CGA On Trade Data to WE 02.12.23  
†Whilst stocks last.

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OFFERS APPLY TO DELIVERIES FROM APRIL 1ST - 30TH, UNLESS OTHERWISE STATED



## COCKTAILS on DRAUGHT

BUY ANY 2 BIBS  
AND GET A FREE POS  
KIT INCLUDING A  
CHALK BOARD  
AND T-SHIRTS\*



STOCK UP  
NOW

Gordon's

SMIRNOFF

Captain Morgan

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

\*Products included in the deal are Draught Cocktails: Espresso Martini, Passionfruit Martini and Strawberry Daiquiri. Maximum number of redemption 250. Maximum of 1 per outlet per week. Available on a first come first served basis. Available 1st Apr to 30th Apr 2024.



Scan here to  
unlock benefits  
to supercharge  
your business

DIAGEO *One*  
Business support from the drinks experts

# APEROL SPRITZ

JOIN THE JOY

BUY 5 BOTTLES,  
GET 1 **FREE**\*

IF APEROL SPRITZ IS ON YOUR MENU, TAKE  
A PHOTO TO CLAIM YOUR **FREE** APEROL  
POS KIT THROUGH [HELLO@APEROL.COM](mailto:HELLO@APEROL.COM)



Perfect Aperol Spritz here



ICE • PROSECCO • APEROL  
• A DASH OF SODA •

## THE ORIGINAL BITTERSWEET ITALIAN SPIRIT

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

\*UK, 18+ only. 09.00 GMT 01/04/2024 - 09.00 GMT 30/04/2024. 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.



# SHARPEN UP YOUR BABY STOUT GAME



KAHLUA IS THE #1 COFFEE LIQUEUR,  
85% BIGGER THAN ANY OTHER.

ENJOY RESPONSIBLY [be.drinkaware.co.uk](https://be.drinkaware.co.uk)  
CGA OPMS DATA TO 09/09/23 MATTY

BUY 3 X 70CL  
OF KAHLÚA AND  
GET 6 KAHLÚA  
SHOT GLASSES



- 1 FILL MINI  
GLASS WITH  
50ML OF KAHLÚA
- 2 FLOAT IRISH  
CREAM LIQUEUR  
ON TOP

KAHLÚA  
STIR UP

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

ORDER ONLINE AT [ORDER.CARLSBERGMARSTONS.CO.UK](https://ORDER.CARLSBERGMARSTONS.CO.UK)

OFFERS APPLY TO DELIVERIES FROM APRIL 1ST - 30TH, UNLESS OTHERWISE STATED





95 CALORIES | 4.5% ABV | ULTIMATE REFRESHMENT

# WHITE CLAW®

ALCOHOLIC SPARKLING WATER  
WITH A HINT OF NATURAL FLAVOURS

**GROWING**

**13x TIMES FASTER**

VS. RTD (WHITE CLAW + 38% VS. RTD +3%)\*

**BUY 4 CASES GET 1 CASE FREE\*\***



@WHITECLAWUK | FOR MORE INFORMATION EMAIL WHITECLAW@MARKANTHONYUK.COM

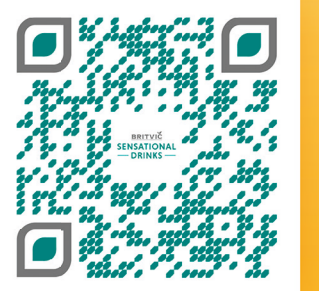
\*SOURCE: CIRCANA ALL OUTLETS, TOTAL FLAVOURED ALCOHOLIC BEVERAGES, VOLUME, MAT TO W/E DECEMBER 24TH 2023 | \*\*BLACK CHERRY, MANGO AND NATURAL LIME ONLY

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](https://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. Breakspear Park, Breakspear Way, Hemel Hempstead, HP2 4TZ.

be **drinkaware**.co.uk

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

OFFERS APPLY TO DELIVERIES FROM APRIL 1ST - 30TH, UNLESS OTHERWISE STATED





### 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 AND  
PEPSI MAX  
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](https://sensationaldrinks.com/bartenders-club)

\* Deal runs from 1st March to 30th April 2024. Qualifying range includes Britvic Mixers 200ml NRB x24, Pepsi Max/ Diet 200ml NRB x24. Free case is Britvic Tonic 200ml NRB x24. While stocks last. Glassware imagery is for visual purposes only. Promoter: Britvic Soft Drinks, Breakspear Park, Breakspear Way, Hemel Hempstead, HP2 4TZ.

**Britvic**

**FRESH  
NEW  
LOOK**



**SAME  
GREAT  
TASTE**

**APRIL ONLY  
£7.99 FOR 24 X 200ML**

DEAL RUNS FROM 1ST APRIL TO 30TH APRIL 2024. QUALIFYING RANGE INCLUDES PEPSI REG 200ML NRB. PROMOTER: BRITVIC SOFT DRINKS. BREAKSPEAR PARK, BREAKSPEAR WAY, HEMEL HEMPSTEAD, HP2 4TZ.

**FEVER-TREE**

**BUY 4 CASES OF  
FEVER-TREE  
24X200ML MIXERS**

**& RECEIVE A FREE  
CASE OF *new* 12X275ML  
SOFT DRINKS**

**TO BE ENJOYED *chilled*  
ON THEIR OWN**

\*Maximum 3 deals per customer. Offer available while promotional stocks last. Valid for 12x275ml cases of the products shown above, excludes all other Fever-Tree products. Ongoing offers are subject to change without notice.

*Less than  
19 KCAL  
PER 100ML*

*New* **SPARKLING  
SOFT DRINKS**



FIND OUT MORE





**Chat with customer service**  
Direct access to customer support



**Feedback**  
Your opinion matters to us, please let us know how we're doing

### Latest Brochure



Out with the old/In with the new:  
Inspiration to help you spring  
Clean your cellars, menus and  
ranges...



Our online ordering site and Cockpit app, means you can effortlessly manage your ordering and service your account according to your personal preferences and needs.

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
  - Online Thirst Magazine offering category insight, promotions, brand and product news.

We are continuing to enhance and develop Cockpit in line with your feedback and we have exciting plans to make it the go to place for all your CMBC needs.

And activating your account has never been easier:

STEP 02


Enter your outlet 7 digit Sold-To account number and post code

326

STEP 01

Visit [order.carlsbergmarstons.co.uk](https://order.carlsbergmarstons.co.uk) or scan the QR code

www.



STEP 03

Enter the email address you will use to log in

hello@crowndankettle.com

SUBMIT

STEP 04


Check your inbox to validate your email and set your password

VERIFY MY EMAIL ADDRESS

STEP 05

5. Log in and place your order

LOGIN







Cockpit

# The quick and easy way to order the brands your customers love

With online ordering and a link to our support teams, you will find all  
brand and product updates as well as our latest Thirst edition.

And signing up has never been easier.

