



# THIRST

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

# ESCAPE TO EUROPE

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Helping to transport your customers to the breath-taking sites of Europe

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## MAKE MORE OF THE MICRO EVENT

How do we get the most of them

## RAISING THE BAR

Why we should embrace the no/low alcohol category

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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 MAY EDITION OF THIRST

## A month of mini occasions and optimism

May is a month packed with social opportunities for you to feel optimistic about. As spring continues to blossom, May also coincides with two bank holiday weekends, giving us a surge in leisure time as people look to seek respite from the daily grind. In this edition, we look at how you can make the most of these occasions.

And for those who see the low/no alcohol category as a dark cloud, we have also featured in this edition an article on how to see this as an opportunity, not a threat.

## Transport yourself to sunnier climes....

The warmer weather and longer days mean we can finally allow ourselves to start dreaming about holidays and sunnier exotic places. Imagining oneself in a sunny destination evokes feelings of warmth, happiness, and freedom, offering a well needed boost. In this edition, we will focus on Europe with our collection of world beers that will transport you from the fiesta lifestyle of Spain, to the Dolce Vita of Italy and finishing with the Joie de Vivre of France.

And we also go over to the other side of the pond with a feature on our Brooklyn Stonewall Inn Launch and a bit more about the inspiration behind it.

Wishing you all a successful May.



# CONTENTS

- 03 Welcome to Thirst
- 06 What is on in May
- 08 Make more of the micro events
- 10 Trader of the month

## INSIGHT & SUPPORT

- 14 Draught Keg
- 16 Packaged
- 18 Cask Ale
- 20 Escape to Europe
- 30 Craft to graft
- 32 Raising the bar

## Our Range

- 48 Crown Cellars
- 62 Distilled
- 80 Order online

## OUR SERVICES



08

Make more of the micro events

30

Craft to graft



20



Escape to Europe

32



Raising the bar



# A THIRST FOR WHAT IS ON IN MAY

## MAY MOTIVATION!

With two bank holidays, a half term, longer days with blue skies and winter coats finally packed away, May is the month when we can finally let ourselves start daydreaming about sunnier climes and holiday inspiration.

In this edition, we will help you escape and immerse yourself in France, Spain and Italy and then skip over to the other side of the pond to be inspired by New York and California.

**6<sup>TH</sup> 27<sup>TH</sup>**  
bank holiday bonanza

May is a double bank holiday bonanza month. The bank holiday usually means positive news for the on trade and hospitality. Sunday is the star day in terms of uplift seen.

**11<sup>TH</sup>**  
Eurovision Final



May is always Eurovision month. Whilst the UK results have not always lifted our spirits, the contest in 2023 reached 162 million people over the 3 live shows and saw the second-highest average viewing share of the past decade. There are plenty of Eurovision parties held up and down the country. Perhaps you can host your own?

**13<sup>TH</sup>**  
World Cocktail Day



A global celebration of cocktails. It marks the publication date of the first definition of a cocktail on May 13th 1806. At that time a cocktail was defined as a "stimulating liquor, composed of spirits of any kind, sugar, water and bitters".

**16<sup>TH</sup> 22<sup>ND</sup>**  
British sandwich week

Every year British Sandwich Week celebrates the humble sandwich in all its glory as well as the contribution that the sandwich industry makes to the economy. Sandwiches are a British institution, and we spend over £8bn a year on sandwiches.



**18<sup>TH</sup>**  
World Whisky Day



With a vision to make whisky fun and accessible for all and not just be seen as an exclusive and/or older male drink. In our Distilled spirits section, we have highlighted some of our own teams' favourite whisky cocktails to give you some inspiration.



**25<sup>TH</sup>**  
FA cup final



As the oldest football competition in the world, the FA cup final is always a big fixture in the annual sporting calendar. Who will it be this year? Man City or Man United? the Day of FA Cup Final sees an uplift in value rate of sale of **+12.3%** versus the annual average



## DRINK TREND OF THE MONTH

Cocktails continue to

# BOOM



**It is not a new trend but in honour of world cocktail day, we would be missing a trick if we didn't talk about the significant boom in cocktails over the last few years and the opportunity this presents for ALL venues to tap into this in their own way.**

There are multiple reasons behind the continued growth and appreciation for cocktails.

The resurgence of interest in mixology as well as better availability of a wider range of cocktail ingredients, syrups, bitters and garnishes. We have seen a sharp rise in specialist craft cocktail bars tapping into this creativity and craftsmanship.

From a customer standpoint, there have been several factors such as a growing appreciation of quality, an interest in unusual tastes and ingredient combinations and the rise of social media as a way to document our nights out. **Nothing photographs better than a beautiful cocktail!**

So how can a venue or bar that doesn't specialise on cocktails, embrace this trend further...

### Keep it simple

There is a lot of noise about the more exotic and unusual cocktails and trends in this space and if you are a craft cocktail bar then that is great. However, the classics continue to reign supreme when it comes to overall popularity... A well-made mojito, pornstar and espresso martini, a margarita and a negroni will sell more than trying to overcomplicate the menu and making this operationally challenging.

The beauty of the cocktail is often in the glassware and the garnish so make sure you look to invest here to create that value and insta-worthy icing on the cake.



### Train staff on products and knowledge

**67%** of cocktail drinkers agreed they enjoyed being educated about the drinks being serviced by bartenders and **62%** would be swayed to change their choice by a staff recommendation. Make sure colleagues not only know how to make the drinks but importantly understand the taste profile and how to help customers choose what is right for them.



### Think differently

For busy venues that have a lot of people to serve at the same time, the idea of cocktails immediately makes people think SLOW. Ready prepared mixers, easy to make spritzes and seltzers with wine and prosecco and sharing jugs are ways that venues can tap into this trend whilst still keeping things moving.



### Making cocktails more accessible

Cocktails are a great way to get customers to trade up as their price per unit will always be perceived as more expensive and this could be a barrier to trial. Offer promotions, discounts, and happy hour specials to attract customers during off-peak hours and encourage trial of new cocktails.



# MAKE MORE OF THE

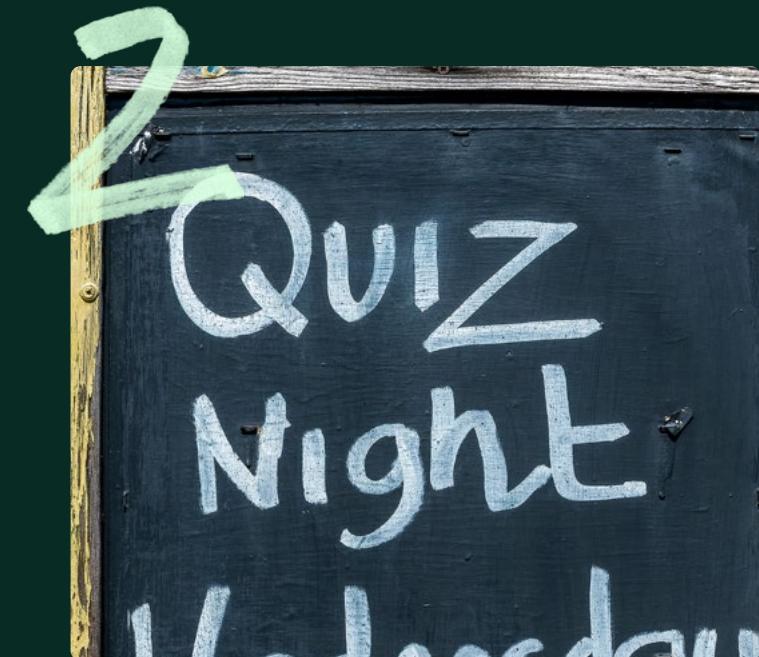
MICRO

# EVENT

Within the month of May there are several micro events. By micro events we mean small days in the calendar (unlike the big ones such as Easter or Christmas) that you can choose to highlight and focus on. They are a great way to attract new customers and create a buzz around your venue.



1 Choose a relevant event and a theme that fits with both your target customer as well as your brand identity: Does a Eurovision party night fit better versus a cocktail tasting event or is there a way to really promote British sandwich week with your menu?



2 Plan some engaging elements and activities that make the theme come to life and feel like an event people want to go to and will encourage their friends to also attend and talk about.



3 Promote the event through multiple channels so people know it is going to happen: Use social media platforms, email newsletters, your website, and physical signage to spread the word. Encourage customers to sign up or RSVP in advance to gauge interest. Technology platforms such as Eventbrite are a really easy way to advertise an event, sell tickets (which can be free) and also manage registrations.



4 Offer special promotions or incentives: Encourage attendance and boost sales during your micro event by offering special promotions, discounts, or incentives. This could include limited time offers on themed cocktails or menu items, etc... For example there could be a free Eurovision cocktail with every meal bought, a whiskey flight of 3 different types for a certain price or limited edition sandwiches.



Meet Daniel, General Manager at The Bell In Ticehurst in East Sussex, our customer of the month for May



# CUSTOMER OF THE MONTH

MAY 2024

CUSTOMER OF THE MONTH

## THE BELL IN TICEHURST

MAY 2024

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

We are a 16th century converted coach house that was redeveloped into a pub with rooms in 2011. We are many things to many people as our customer base is quite wide from locals walkers, families and London folk. We host about 60 weddings a year and many private dining parties. Our food is modern British cuisine using as much local produce as possible. We are probably most renowned for our pub garden which is one of the top ten in the country.

The best part of my job is that it allows me to be creative on new projects. We are just about to start a big investment doubling the amount of bedrooms as well as creating a standalone open kitchen and restaurant which will give us an additional 44 covers. That creativity also comes into play with how we think about new ways to look after people. And by people, I mean our customers and also our staff. Our aim is to give people a warm welcome and a home from home feeling and that comes through in everything we do from the lighting we use to the cosy factor with our fire always burning.

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

There have been 3 interesting successes. One of the really big success stories for us has been Bière 1664 or as our customers call it 'numbers'. This brand had been unloved for a long time and now it has the focus again and our customers love it. It isn't super strong and is really easy to drink and has been a good win for us. The stout and ale category has also seen a resurgence and revival and is doing well all year round. We were one of the first customers in the county to put in the new fresh ale technology from CMBC and we are using this with Wainwright. The beer is better and fresher and it allows us to provide more choice. The other one I think that has really changed for us is the no/low category. We offer a wide range of drinks in this category from Guinness to San Miguel and whilst the volume is not the same as the alcoholic versions, we get through a lot more of it. The category has really moved on quality and choice wise from the days where only Kaliber existed and we get a lot of people who have been out for a walk or who are driving so giving them a choice to still have a drink is really important.

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

May is a really busy time of year for us as the weather improves, the garden gets used more and the wedding season kicks in. I believe that it is important to not reinvent the wheel and keep things simple. If you are focused on looking after people, creating the right atmosphere and mood and understanding who is coming in then you are half way there. We continue to do a weekly pub quiz on Mondays and it doubles the amount of people who come in. We put a really big focus on community and our 'locals and locals' who we give a discount to with every purchase as everyone is feeling the pinch and has less money in their pocket. We are also open to trying new and different things like the fresh ale and next month we are getting the new Brooklyn Stonewall Inn IPA which I think will appeal to a younger demographic.

**Do you run any kind of interesting events/promotions to drive customers in?**

**How do you use your outdoor space?** We do a lot of events with our outdoor space including an outdoor bbq kitchen in the warmer months and a free outdoor music festival in July called Rosemary Lane Day. It's all about giving back to the community and people can come and listen to some music. We make our outdoor space look on tip top form by planting 4,000 tulips. Our garden is award-winning, designed by Jo Thompson.

**And finally your own favourite tippel:**

I haven't drunk beer for 5 years now so a San Miguel 00 or a Lucky Saint would be my go to drink. Occasionally I drink alcohol if I am on holiday but that would be a glass of burgundy or a gin and tonic.



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



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



1664 Bière (4.6%)

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

### PREMIUM WORLD



Birrifficio Angelo Poretti (4.8%)

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



Brooklyn Pilsner (4.6%)

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



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



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+



3.6%

### PREMIUM



4.8%

### PREMIUM WORLD



4.6%



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



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



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.



3.1%



3.4%



3.7%



3.7%



3.7%



4.2%



4.5%

### GOLD & IPA



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.



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.



3.4%

### 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.



3.2%



3.6%

## 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



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



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.



Brooklyn Lager (5.0%)

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

### SPECIALITY



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



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.

## STOUT



Hobgoblin Stout (4.1%)

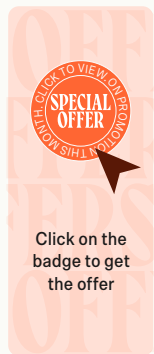
Jet black with aromas of roasted malts and chocolate. Enjoy the earthy bitterness balanced by hints of coffee, cocoa and sweet treacle flavours. A deceptively dark yet smooth and easy drinking Stout.

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





## LAGER



Carlsberg Danish Pilsner (3.4%)  
330ml

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 Poretto (4.8%)  
330ml

Birrifficio Angelo Poretto 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 Wiessbier (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.



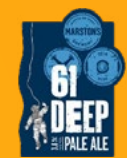
Hobgoblin Gold (4.2%)

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

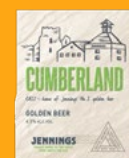


Hobgoblin IPA (4.5%)


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



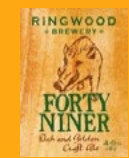
3.8%






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%



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.

Click here to find out more



FRESH ALE

THE NEXT GENERATION OF ALE

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# ESCAPE TO EUROPE

There is a lot to love about Spain, Italy and France, from their cultural richness, natural beauty, architecture, fashion and critically their attitude to life.

However, what we really love (and yes we may be biased) are the amazing exports and inspiration both in terms of food influences but also the drinks.

Our range of premium European lagers all have a rich history, unique taste profiles and a connection to the distinct cultures in each of those countries.

Now more than ever, people are seeking escapism. But the reality is, we can't always afford to go away.

Whilst our range can't guarantee the sun, we can help transport customers to the breath-taking beauty of Lake Como, the stunning coastline throughout Spain and the chic café culture in France.







*Angelo Poretti*

VALGANNA  
ITALIA

1877

# ESCAPE TO ITALY

THE FASTEST GROWING ITALIAN LAGER, FOUNDED IN 1877 BY ANGELO PORETTI

A full flavoured lager, characterised by a pillowy white head, brilliant clarity and a polished golden colour. With its sparkling carbonation, sweet malty body and assertive hoppy bitterness, it's perfect as a stand-alone beer but sublime when paired with food. Incredibly versatile with a wide range of dishes, Birrificio Angelo Poretti was created with food in mind.

## CREATED WITH FOOD IN MIND

Birrificio Angelo Poretti is versatile enough to enhance a simple bowl of olives, a light lunch or a gastronomic dinner.

Our sweet Italian malt complements salty foods like cheese, charcuterie, wood-fired pizza and even aromatic crispy duck.

Our unique hops enhance the flavours in dishes like pad thai, biryani, arrabiata sauce and steak bearnaise.

The sparkling carbonation will cut through oily foods such as fish and chips, smoked salmon, tempura prawns and succulent roast leg of lamb.

## A NEW LOOK TO SHOWCASE OUR AUTHENTICITY AND PREMIUM CREDENTIALS

A darker gradient blue to enhance premium cues, with increased copper inspired by our kettles, situated within the Poretti brewery that Angelo himself founded in 1877. Quattro Luppoli representing our 4 hops that are within the beer and Angelo's signature and 1877 year of origin as a reminder of our genuine authenticity and heritage.

Our updated brand identity launches this May which will include new Tap handle and font lens.



ABV	4.8%
STYLE	Lager
SEE	Polished golden
TASTE	Sweet malty body and an assertive bitterness
SMELL	Smooth and aromatic
FORMATS	30L & 50L Keg, DM, 4x330ml BTL, 12x330ml BTL, 660ml BTL, 4x440ml Can, 10x440ml Can

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

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

OFFERS APPLY TO DELIVERIES FROM MAY 1ST - 31ST, UNLESS OTHERWISE STATED





# ESCAPE TO FRANCE

## WHAT IS JOIE DE VIVRE AND WHY IT IS IMPORTANT TO THE BRAND?

A French phrase that translates to “joy of living” in English. It encapsulates a concept of enjoying life, finding happiness in everyday experiences, and embracing the pleasures of existence. It’s about appreciating the simple joys, savouring moments of happiness, and maintaining an optimistic outlook on life.

It is a cultural attitude very prevalent in France, where there is a strong emphasis on living life to the fullest, relishing good food and time spent with friends and family.

## A RICH HISTORY

1664 Bière was born over 350 years ago in the historic French region of Alsace. Our Master Brewer, Jerome Hatt, had an undeniable commitment to excellence and the use of locally sourced ingredients that started a legacy of exceptional brewing and delivering consistent great taste.

## A UNIQUE TASTE PROFILE

A beautifully balanced, full flavoured lager is made with signature aromatic hops from the French region of Alsace. With its subtle bitter twist, it is designed for easy drinking refreshment and perfect for bringing people together.

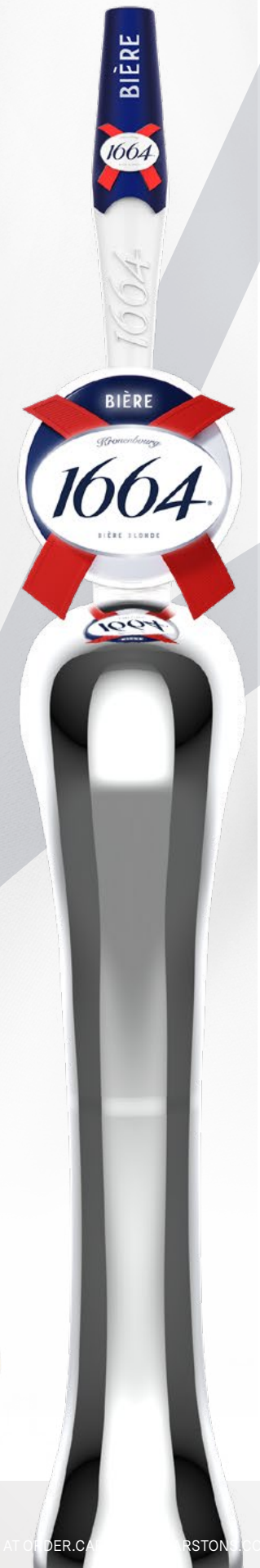
## A NEW FACELIFT EFFORTLESSLY STYLISH AND PROUDLY SHOWING OFF OUR FRENCH ROUTES

1664 Bière has undergone a modern, stylish and bold facelift which will come with new glassware and POS kit from June onwards. Look out for details in our June edition.

ABV	4.6%
STYLE	FRENCH LAGER
HOPS	PREMIUM HOPS FROM ALSACE
SEE	BEAUTIFULLY GOLDEN
TASTE	CRISP AND FULL BODIED WITH A MODERATE MALT PALATE AGAINST A FLORAL HOP FLAVOUR
SMELL	HERBAL, SPICY AND FLORAL NOTES WITH A HINT OF CITRUS
FORMATS	275ML BOTTLE, 2DL DM, 50L KEG, 18G KEG

## BREW CHARACTERISTICS

FRUITINESS	● ● ● ○ ○
MALTINESS	● ● ○ ○ ○
BITTERNESS	● ● ● ○ ○
HOPPINESS	● ● ● ○ ○
SWEETNESS	● ● ○ ○ ○







# ESCAPE TO SPAIN

**#1 BRAND OF CHOICE IN THE ON TRADE\***

## HERE'S TO THE SEEKERS

San Miguel is all about celebrating those with a shared passion for adventure and discovery and bringing the Spanish zest for life to British consumers.

## COMING IN JUNE!

We'll be promoting our Here's to the Seekers campaign with a limited edition design on our iconic San Miguel Chalice, voted the most premium glass by consumers\*\*. Not only is it an intricate design that people will want to be seen with, but it is also a glass that functionally delivers a perfect pint every time.

## THE SAN MIGUEL STORY

The story of San Miguel begins in 1890 when Spanish traders and explorers sailed to Manila in the Philippines on a quest to establish the first brewery in Southeast Asia. The brewery was in the San Miguel district of Manila, and the first brew was created on St Michael's day and as such San Miguel became the most fitting name for the new beer. The pioneering spirit of the founders meant that the journey continued, and San Miguel travelled across Asia and eventually reached Spain in 1954.

## AWARD WINNING QUALITY

San Miguel has been awarded with 77 international taste awards in recent years.

## SAN MIGUEL ESPECIAL

San Miguel Especial is a premium pilsner-style lager, golden in colour, with a generous white creamy head and citrus aroma. It perfectly balances bitterness to deliver full-bodied beer with a clean, crisp and refreshing taste.

## SAN MIGUEL 0,0

San Miguel is the No.1 Lager brand\* for the average GB consumer selling over 110m pints annually\*\*. San Miguel 0,0 provides the same great taste from this trusted brand without the alcohol.



<b>ABV</b>	5%
<b>STYLE</b>	Lager
<b>FOOD PAIRING</b>	If there is one reason why San Miguel is Especial, it is because it pairs with everything
<b>SEE</b>	It is light golden in colour, bright in appearance, with a creamy, consistent foam
<b>TASTE</b>	Perfectly balanced bitterness to deliver full-bodied beer with a clean, crisp and refreshing taste
<b>SMELL</b>	Herbal, spicy and floral notes with a hint of citrus
<b>FORMATS</b>	330ml bottle, 20L DM Keg, 50L Keg, 30L Keg



\*CGA by NielsenIQ BrandTrack August 2023 Sample Size 1372.

\*\*Toluna Bespoke Survey | N= 521 April 2023

\*CGA by NielsenIQ BrandTrack August 2023 Sample 1372

\*\*CGA MAT Data to 04.11.23 CGA MAT. 4CGA On Premise Report 08.10.2022



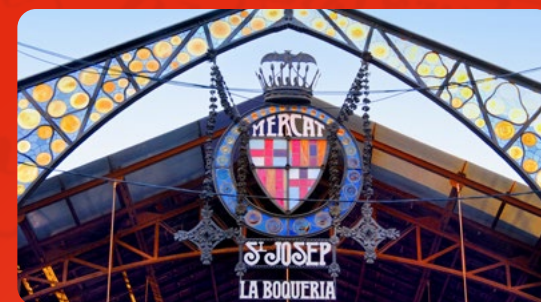


# ESCAPE TO BARCELONA

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



Here are our top five recommendations of places to visit if you are in Barcelona



La Boqueria



Barceloneta



FC Barcelona



The old town



Sagrada Familia



ABV	4.6%
STYLE	Lager
SEE	Pale golden
TASTE	Cereal notes and refreshing finish
SMELL	Complex & delicate
FOOD PAIRING	Tapas, Tomatoes, Mozzarella, Peppered Fish, Mexican dishes

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There is no doubt that the craft beer category has had a significant impact on the UK beer landscape in the last 15 years. Changing customer tastes, as well as increased distribution, huge amounts of innovation and new products entering the market mean that craft will continue to graft to continue pushing from niche into the mainstream.

# CRAFT TAKES GRAFT

## Small but mighty

Craft and speciality beer currently account for 8% value of the total beer category, so as a segment it is still in its infancy. But our own range analysis shows that adding a Craft option to a range strengthens the overall category sales. For venues that already have a range, expanding this also drives an uplift in sales. As a higher price point category, this also gives customers a choice to trade up.

## A variety of tastes and styles

It is thought that one of the main drivers of the popularity of the category has been the variety and experimentation that you can get with craft beer.

The category has introduced a wide range of beer styles beyond traditional ales and lagers. This includes IPAs, stouts, sours, and experimental brews incorporating unique ingredients like fruits, spices, and herbs to create distinctive flavours and aromas.

These different ingredients, brewing techniques and styles, offer a wide range of flavors and experiences to consumers promoting appreciation for beer as a complex and artisanal beverage similar to wine.

## Craft = Quality

It is not only the beer category that has seen a growth and interest in 'craft'. From honey to breads, cheese and chocolates... when something has been 'crafted', we instinctively connect this to quality, know how, expertise and skill. This focus on quality has elevated customer expectations across the industry.

And the craft beer segment overall is attracting a younger more affluent customer than the average.

In summary, craft beer has revitalised the UK scene, offering customers a wider range of options, fostering creativity and innovation and reshaping perceptions of beer as a discerning, sophisticated and dynamic drink.





# WHY WE SHOULD EMBRACE THE NO/LOW ALCOHOL CATEGORY AS AN OPPORTUNITY

The industry is facing a pivotal period of adaptation. Rather than viewing the growing popularity of the no/low alcohol category as a threat, establishments should embrace it as a lucrative opportunity. Shifting consumer preferences, fuelled by a desire for more mindful drinking experiences, present a chance for pubs and bars to diversify their offerings and appeal to a broader clientele.



Embracing this trend not only aligns with societal shifts towards healthier lifestyles but also allows businesses to tap into a growing market segment, fostering greater inclusivity within their communities.

By recognising the no/low alcohol category as a way to evolve rather than a challenge to tradition, pubs and bars can position themselves as forward-thinking establishments that cater to the evolving needs and preferences of a new generation of customers.

# RAISING

## Drinking Less: The Stats

21% of adults claim not to drink alcohol at all (up from 16% 10 years earlier). Adults aged under 24 were the most likely to not drink alcohol whereas adults aged between 55 and 74 were the least likely (38% vs 15%).

And whilst complete abstinence from alcohol is still the minority, a much bigger majority are aspiring to drink more responsibly with the frequency of regular drinking as well as claimed binge drinking in ongoing decline over the last decade.

	2011	2021
Drink once a week	54%	49%
Binge drink in last week	17%	12%

Health reasons (46%), a desire to save money (41%) and becoming bored of drinking (21%) are some of the main reasons why customers are adopting this approach.

And there are plenty of other specific reasons for people to not drink from pregnancy, religious or cultural beliefs or simply being the designated driver for the evening.

# THE



## Growth in all categories

Beers, wines and spirits have all seen an increase in their ranges and interest from customers.

In wines, new processes such as vacuum distillation, spinning cone columns and reverse osmosis permit the removal of alcohol without ruining the character and quality of the base wine. And in Spirits there are a plethora of taste-led

beautifully branded alternatives which can be enjoyed on their own or as part of a growing trend around mocktails.

[For more on our range of non alcoholic wines and fizz click here](#)

[For more on our range of alcohol free/low alcohol spirits click here](#)

# BAR



## Not just for January

Despite the media's promotion of Dry January and Sober Octobers as the main occasions for abstaining from alcohol, the reality is that the big typical drinking occasions of Christmas and Summer are the biggest occasions for the consumption of no/low alcohol drinks.

Due to the social nature of these gatherings, the demand for non-alcoholic options is significant, as individuals seek alternatives that allow them to participate in the festivities while still exercising moderation or abstaining.

## Zebra drinking

57% of customers are choosing to "do things by halves" - interspersing alcoholic drinks with alcohol-free alternatives a term referred to as zebra drinking.

Zebra drinking allows customers to alternate between alcoholic and non alcoholic drinks on the same occasion. This approach means people can enjoy the social aspect of drinking while also pacing themselves and reducing overall alcohol consumption. It promotes conscious awareness of your own alcohol intake and giving people a credible choice about when and how much to drink.

## No longer a poor alternative

One of the biggest factors in the adaption of this category is the notable improvement in the taste and variety of these beverages. Historically, non-alcoholic options suffered from a lack of flavor and complexity, relegating them to a secondary status compared to their alcoholic counterparts. However, new techniques and innovation in production and a growing emphasis on quality have transformed the landscape which means this is no longer seen as the poor choice.

Ultimately it is all about customers CHOICE. A genuinely credible alternative beyond simply a soft drink so they feel they can be part of the occasion in whatever way they CHOOSE.



## SHIPYARD LOW TIDE

A juicy, tropical Pale Ale, with a fullness that belies its low alcohol. Generous quantities of hops are added throughout the brewing process to give Low Tide its fragrant sweet exotic tropical fruits and sweet citrus hop character.

ABV 0.5%  
Style Pale Ale  
See Golden Yellow  
Smell Mango, stone fruits



## BROOKLYN SPECIAL EFFECTS

As the name implies, Special Effects make you think you're seeing the unbelievable as it is so incredibly delicious. A clean hoppy lager with an unexpected piney aroma and pleasantly bitter finish

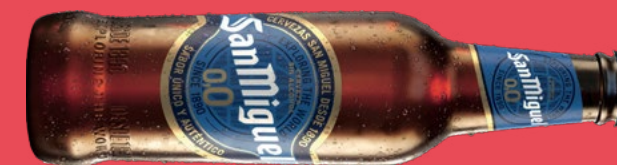
ABV 0.4%  
Style Hoppy Amber Lager  
See Amber  
Smell Pine aroma, peeled grapefruits and fresh zesty aromas



## ERDINGER ALKOHOLFREI

Retaining the aromatic, full-bodied Erdinger character, offering a genuine alternative to its other specialty wheat beers. Complex with a rich malt flavour, spicy and slightly sweet, stimulating bitterness, with a hint of fruity acidity

ABV 0.4%  
Style Wheat beer  
See Straw yellow, fine white froth  
Smell Aromatic malt notes with subtle hop notes, delicate hints of brioche, fine yeast aromas



## SAM MIGUEL 0,0

A pilsner style alcohol free lager imported from Spain. Moderately intense bitterness and a slightly sweet finish. The texture is agreeable, with a sensation of light but balanced body

ABV <0.4%  
Style Pilsner  
See Golden with creamy persistent foam  
Smell Present but moderate aromas of herbs and hop flowers with hints of grain and cereal



## CARLSBERG 0.0 PILSNER

Refreshing and crisp with a hoppy bite, 0.0 is everything you'd expect from a well-balanced pilsner. A great tasting, low calorie, full flavour alcohol-free beer

ABV 0.0%  
Style Pilsner  
See Golden  
Smell Distinctive hop aroma

# OUR RANGE OF NO/LOW ALCOHOL DRINKS



# 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,



0.0% LAGER  
**£12.49\***  
12 X 500ML BOTTLES

0.0% LAGER  
**£15.49\***  
24 X 330ML BOTTLES

0.0% LAGER  
**£16.99\***  
24 X 330ML BOTTLES

0.0% PILSNER  
**£12.49\***  
24 X 330ML BOTTLES

0.5% PALE ALE  
**£6.49\***  
8 X 500ML BOTTLES

# 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



**£24.99**  
24X330ML CANS



FRESH. LIVELY. PROUD.

**THIS IS BROOKLYN**

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

Promotion valid for the duration of the promotional period. Qualifying products: Brooklyn Stonewall Inn IPA 24x330ml Cans. Whilst stocks last. Deal subject to change.

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

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OFFERS APPLY TO DELIVERIES FROM MAY 1ST - 31ST, UNLESS OTHERWISE STATED



# 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 reigns 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.

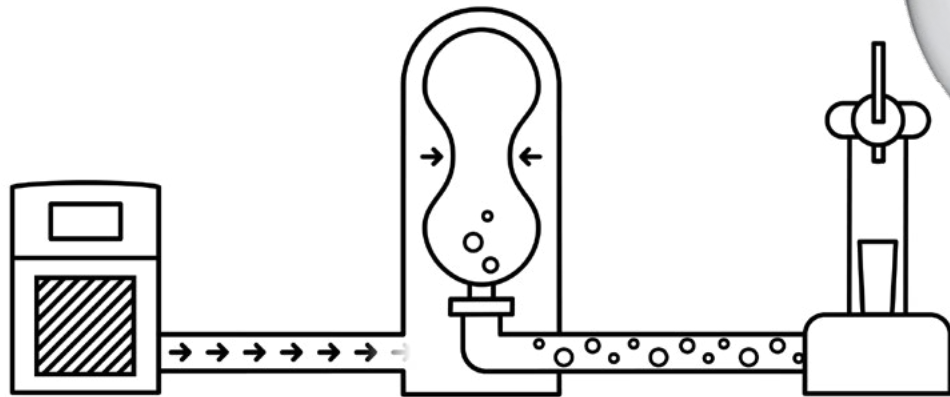






# WELCOME TO THE DRAUGHT BEER REVOLUTION.

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 CO2, 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
- 75% LESS CLEANING
- NO ADDED CO2
- BETTER RETURNS
- SAVES TIME AND MONEY
- SAVES SPACE
- WIDE RANGE
- EASY TO STORE
- 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







# FRESH ALE

THE NEXT GENERATION OF ALE

ENJOY THE WORLD'S FIRST GUARANTEED 14 DAY SHELF LIFE ALE, RETAINING QUALITY AND CONSISTENCY WITH 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.

44% of cask drinkers say that cask ale is a 'sign of a good pub' and 48% of publicans believe that customers will go elsewhere if they remove cask ale.

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.



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

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

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# CROWN CELLARS®

CARLSBERG MARSTON'S BREWING COMPANY



# Low & no alcohol wines



## WORDS BY JONATHAN PEDLEY, MASTER OF WINE

De-alcoholised wines have been available in the UK for several decades. However, it has to be said that both quality and drinker acceptance have been tepid for much of this period. However, as the demand has increased so has the quality. Innovative new processes now permit the removal of alcohol without ruining the character and quality of the base wine.

### FREIXENET 0.0%



#### Alcohol Free Sparkling Rosé NV

A pale pink bubbly that is delicate and citrusy with medium sweetness on the palate.

Plenty of large bubbles, very pale pink. Delicate and youthful on the nose. Touch of lemon. The palate has medium sweetness and lively acidity. Light bodied. Citric end.

### MCGUIGAN 0.0%



#### Zero Rosé NV

The winemaking team at McGuigan have over fifteen years of experience working on the company's alcohol free wine programme.

On the nose it is clean as a whistle and has a moderate intensity of aroma. The fruit is youthful and sherbety. The taste is medium sweet with rounded acidity.

### WOLF BLASS 0.5%



#### Zero Shiraz NV

Making a decent de-alcoholised red wine is one of the biggest challenges in the canon of low alcohol beverages.

As a result the winemaking team at Treasury Wine Estates need to be congratulated on producing their Wolf Blass Zero Shiraz. The wine has an attractive, youthful blackberry and blackcurrant aroma. There is decent weight (mid-full bodied) on the palate, not too much sweetness and some proper grainy tannins on the finish.

### HARDYS 0.0%



#### Zero Chardonnay 2022

This is the most successful de-alcoholised wine that I have tried.

It actually tastes of Chardonnay, complete with ripe varietal fruit and a touch of oak, but without the alcohol. It has real wine character and not too much sweetness. On the nose there are notes of peach, melon and vanilla. The palate is fairly dry with plenty of refreshing acidity.



# Wine Days

## Championing the versatility of Chardonnay

May 21st is World Chardonnay day and an opportunity to celebrate the virtues of the Chardonnay grape as well as the many variations of still and sparkling wines that are made from this grape variety all over the world. This includes Chablis and Champagne.

If there is a wine to be celebrated on the world wine stage, then Chardonnay, renowned for its versatility, complexity, and wide-ranging expressions, is it.

### 5 FACTS ABOUT CHARDONNAY

1. Chardonnay takes its name from the village of Chardonnay in the Mâcon region of Burgundy.
2. Chardonnay is the most widely distributed white grape in the world and is the world's most popular white wine. It's virtually planted in every wine region in the world.
3. Got bubbles? So does Chardonnay. Chardonnay is one of the three main grapes used in Sparkling wine, along with Pinot Noir and Pinot Meunier.
4. A young or unoaked Chardonnay is fabulous with seafood. Mature Chardonnays are richer and more complex and complement savoury dishes such as chicken, veal and rabbit.
5. Chardonnay is best served between 12°C and 14°C.

<b>TO BE CONTINUED</b>	USA	1		21391
Chardonnay				
Quite a full-bodied and rich Chardonnay that shows ripe fruit and toastiness on the nose				

<b>INVENIO</b>	Australia	1		57298
Chardonnay				
Medium-bodied with citrus and ripe pineapple notes				

<b>CASALI DEL BARONE</b>	Italy	1		24167
'150+1' Langhe Bianco				
An elegant and lively dry white wine that is attractively scented on the nose				



## Pinot Grigio Pleasure: Embracing the delights of Italy

Pinot Grigio, beloved for its crispness, acidity, and refreshing character, stands as a beacon of light drinking delight in the world of white wine. Original from the vineyards of northern Italy, Pinot Grigio captivates with its zesty flavours, delicate aromas, and quaffable appeal.

With universal appeal and the ability to drink alone or pair with a huge range of foods, you will find a Pinot Grigio on almost every menu and on May 17th it is national Pinot Grigio Day and a chance to host a tasting or simply promote this wine further with your own tailored offers or deals.

### A TASTE OF ITALY NOW WITH GLOBAL SUCCESS

Pinot Grigio has its origins in Italy's northeast regions which are cool-climate terroirs where the grapes thrive. Italian Pinot Grigio wines are known for their refreshing citrus notes, lively acidity, and subtle mineral nuances.

However, the grape has found success in wine regions around the world. In countries like France, Germany, Austria, and the United States, Pinot Grigio, known as Pinot Gris in some regions, is cultivated with great care, producing wines that showcase the unique characteristics of that specific terroir from the heavier fruit notes of California to the mineral flavours in Alsace varieties.



<b>ZIMOR</b>	Italy	1		35306
Pinot Grigio				
A crisp refreshing dry white wine with delicate white fruit character				

<b>PONTE</b>	Italy	1		21443
Sparkling Pinot Grigio Brut NV				
A vibrantly sparkling wine that is dry, crisply acid, light bodied and delicately fruity				

<b>BRIGHTSIDE</b>	South Africa	1		34572
Pinot Grigio				
A light-bodied clean and fresh off-dry white wine with youthful appley fruit				

## Savouring Sauvignon Blanc Day on May 6th

As enthusiasts of Sauvignon Blanc come together on May 6th to pay homage to this wonderful wine, we consider one of the ongoing debates about this grape. Old world or New world?

Why not consider a head-to-head on May 6th to see if your customers can smell and taste the difference and always consider a choice of more than one Sauvignon Blanc on your menu.

### OLD WORLD

Sauvignon Blanc can be traced back to France's Loire Valley, where the grape has been cultivated for centuries. Sauvignon Blanc thrives in cool-climate regions with ample sunlight and well-drained soils, allowing it to develop vibrant acidity and expressive aromatics. In the Loire Valley, Sauvignon Blanc wines such as Sancerre and Pouilly-Fumé are celebrated for their crispness, mineral nuances, and citrusy notes, offering a refreshing taste.

### NEW WORLD

However, it was the new world wine regions that propelled this grape to international fame. New Zealand, in particular, emerged as a leading producer of Sauvignon Blanc, with regions like Marlborough with its maritime climate, ample sunshine, and cool nights leading to intensely aromatic wines with pronounced tropical fruit (such as passionfruit, guava, and kiwi), gooseberry, and vibrant citrus flavors. New Zealand Sauvignon Blanc is known for its explosive aromatics and zesty acidity.

<b>OCARINA</b>	Chile	1		34925
Chilean Sauvignon				
Quite a full-bodied and rich Chardonnay that shows ripe fruit and toastiness on the nose				

<b>REN</b>	New Zealand	1		32747
Sauvignon Blanc				
Zesty white with ripe tropical notes and a smooth palate				

<b>BOUGRIER</b>	France	1		57232
Sauvignon de Touraine				
A crisp dry white wine, with a grassy, citrusy character				





# Re-think premium Rosé

Reasons you should be taking a closer look at premium rosé this year.

**16.6%** vs 2022  
**VOLUME GROWTH**

**18.9%** vs 2022  
**VALUE GROWTH**

Rosé experienced the biggest gains within the category during 2023, ahead of both white and red in value and volume growth, so clearly this is a big area of interest at the moment.

According to CGA\*, 35% of GB wine consumers drink rosé in the On Trade, so there's plenty of opportunity to capture the attention of your guests.

One reason for its versatility is consumer perception that rose can be just as suitable for food occasions as it is for drink-led visits.

Also interesting is the increasing openness among consumers toward drier styles of rosé.

42% 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.

Amongst all of this positivity for the rosé category, then, why not explore our wonderful collection of enticing and delightful rosés, and add something new to your list this season? With our range of different options and price-points, we can help you find something to capitalise on this emerging trend.



**47%**

Of consumers would order Rosé more frequently if more premium options were available

**62%**

Of Rosé consumers are likely to pay more for a better-quality drink

**47%**

Of consumers would pay more for Rosé now compared to a year ago



\*CGA January 2024 A Deep Dive Into Rosé



# CALIFORNIA DREAMING



**Our new Jack & Gina wine labels were designed to transport you to the beautiful State of California. All boho vibes, sunshine and sea they work to instantly elevate the mood and help inspire adventure and discovery Californian style.**

California wine embodies a unique blend of tradition, innovation, and natural beauty and our Jack & Gina range are no exception. All juicy and ripe fruit in taste, they are easy on the palette and perfectly quaffable.

## ZINFANDEL ROSÉ

A perfectly medium sweet, soft and juicy Zinfandel Rose full of summer berry fruits and plenty of lively acidity.

## CHARDONNAY

A smooth and creamy Californian white packed with tropical fruit, ripe melon and pineapple and elegant vanilla oak flavours.

## ZINFANDEL RED WINE

A soft easy to drink dry red wine with lots of juicy berry fruit flavours.



# GULARA

A PAIR OF EXCLUSIVE AUSTRALIAN WINES FROM CROWN CELLARS

## CHARDONNAY

Clean and fresh with melon and apple fruit flavours leading to a crisp finish

## SHIRAZ

A juicy, youthful red wine with plenty of bramble fruit and a hint of pepper



# BUY 11 GET 1 FREE

Buy 11 x 75cl bottles of Ochre Mountain Sauvignon Blanc or Ochre Mountain Merlot Carmenera to receive a 75cl bottle free.



## OCHRE MOUNTAIN FAIRTRADE SAUVIGNON BLANC

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

## OCHRE MOUNTAIN MERLOT CARMENÈRE

JUICY & RIPE  
Central Valley, Chile. Rounded and smooth in flavour with pronounced black currant fruit

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



Smalltown  
VINEYARDS

# BIG TIME WINES!



Buy any  
11 bottles  
get 1 bottle  
**FREE\***

**THE BLACK CRAFT SHIRAZ**  
Juicy, spicy Shiraz from  
Barossa Valley.

**RAG & BONE RIESLING**  
Fresh, Zesty Australian  
Riesling at it's finest.

\*Discount applies to lowest value item.

Launch Price  
£2.50 off per case



**NEW**

Love at  
first taste

**CUPIOLO**

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

# BUY 11 BOTTLES GET 1 FREE



EXCLUSIVE WINES  
EXCLUSIVE TO  
CROWN CELLARS

**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.

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# DISTILLED

WORLD SPIRITS FROM CARLSBERG UK





# FROM CLASSICS TO CREATIVITY:



TO HONOUR WORLD COCKTAIL DAY ON MAY 13TH, WE ASKED A SELECTION OF OUR COCKTAIL LOVING COLLEAGUES TO CHOOSE THEIR PERSONAL FAVOURITE COCKTAILS....

# WORLD COCKTAIL DAY INSPIRATION



Ashley Hall - Wines & Spirits Manager

## COSMOPOLITAN

A Cosmopolitan is sweet, with a touch of sourness from the lime these two types of flavours create the perfect balance, perfect on a summers evening!

Jacob Ratcliffe - Wines & Spirits Manager

## MEZCAL MARGARITA

A smoky take on a classic, easy introduction into mezcal for the uninitiated, but margs are the key to a good night out!

Nick Adams - Wine & Spirit Manager

## ESPRESSO MARTINI

A love of Coffee & Cocktails combined put's this on my list and is perfect for a late night caffeine hit, giving a strong and rich flavour profile that balances sweetness and bitterness together creating a smooth and "moreish" serve.

Michael Puckett - Customer Marketing Manager

## PALOMA

Just a great, simple, juicy cocktail that makes for a top-notch long tequila drink. I'm a big fan of a sharper cocktail, so a good squeeze of fresh grapefruit is always welcome here. The UK is starting to see more grapefruit sodas on the market, making this a much easier drink to serve – the London Essence version is particularly good

Vanessa Roberts - Wine & Spirit Manager

## MALDIVIAN LADY

Coconut rum and Lychee liqueur topped with orange and pineapple juice. Reminds me of dreamy beaches and faraway lands



# AND WE COULDN'T LET WORLD WHISKEY DAY ON MARCH 18TH GO UNDER THE RADAR WITHOUT A SPECIFIC MENTION OF OUR FAVOURITE WHISKEY COCKTAIL THE OLD FASHIONED AND 4 WAYS TO DRINK IT!

Dougal Kenny - Wines & Spirits Manager

### CLASSIC OLD FASHIONED

More fabulously bold flavours courtesy of the Bourbon base and added bitters, with a balancing sweetness courtesy of the dissolved brown sugar and a slight zing from the orange zest garnish. A bit of patience is required for the sugar paste at the beginning, but this is where the love is put into the drink and it's well worth the wait for what is a classic whiskey cocktail experience...

Nick Adams - Wines & Spirits Manager

### CLASSIC OLD FASHIONED - WITH A TWIST!

The perfect late night sipping cocktail with a profile that balances caramel notes with touches of spice and vanilla. For me I would suggest a Rye Whiskey and stir in a heavy bottomed tumbler gently taking your time to infuse the flavours together

Vanessa Roberts - Wine & Spirit Manager

### SALTED HONEY OLD FASHIONED

A contemporary twist, I enjoy the sweet orange notes that combine with the light peat smoke of the Highland Park, and the added touch of salted honey

Ross Lees - Wines & Spirits Manager

### SMOKED OLD FASHIONED

Big fan of bold, smoky flavours balanced by the sweetness of the sugar. It looks great too...very instagrammable!



### SALTED HONEY OLD FASHIONED

Ingredients	Measure
Highland Park 12 YO Scotch 70cl	50ml
Honey Syrup	10ml
Smoked sea salt	1 pinch
Regans Orange Bitters 148ml	1 dash
Angostura Bitters 200ml	1 dash

**Glassware**  
Old fashioned (large tumbler) glass

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

**Garnish**  
Orange zest



### SMOKED OLD FASHIONED

Ingredients	Measure
Brown sugar	1 spoon
Angostura Bitters 200ml	2 splashes
Chilled water	5ml
Johnnie Walker Black 70cl	50ml

**Glassware**  
Old fashioned (large tumbler) glass

**Method**  
Stir the first 3 ingredients in glass until sugar dissolves. Then gradually add ice/whisky, stirring. Smoke using a smoke lid

**Garnish**  
Orange zest



### OLD FASHIONED WITH A TWIST

Ingredients	Measure
Brown sugar	1 spoon
Angostura Bitters 200ml	2 splashes
Chilled water	5ml
Woodford Reserve Bourbon 70cl	50ml
Orange	1

**Glassware**  
Old fashioned (large tumbler) glass

**Method**  
Stir the first 3 ingredients in the glass without ice until sugar dissolves. Add ice, bourbon and a squeeze of orange and stir again

**Garnish**  
Orange zest



### OLD FASHIONED

Ingredients	Measure
Brown sugar	1 spoon
Angostura Bitters 200ml	2 splashes
Chilled water	5ml
Woodford Reserve Bourbon 70cl	50ml

**Glassware**  
Old fashioned (large tumbler) glass

**Method**  
Stir the first 3 ingredients in the glass without ice until sugar dissolves. Add ice and bourbon and stir again

**Garnish**  
Orange zest



# 10 QUESTIONS WITH THE THINKING DRINKERS



**BEN MCFARLAND AND TOM SANDHAM, ALSO KNOWN AS THE 'THINKING DRINKERS', ARE AWARD-WINNING ALCOHOL EXPERTS, DRINKS JOURNALISTS AND 'PIONEERS OF ALCOHOL-BASED COMEDY' (THE TIMES).**

We won't list all their accolades as that will take up too much space but they are both incredibly credible in the booze industry and have been doing what they do for a long time.

They first collaborated in 2006 when they researched and wrote Good Beer Guide West Coast USA – an award-winning travel guide and craft beer lover's compendium of the world's most cutting-edge brewing scene. They followed this award-winning debut with several other books on drink that were published worldwide, including World's Best Beers (since updated in 2017), World's Best Cocktails, Boutique Beer and Thinking Drinkers: The Enlightened Imbiber's Guide to Alcohol. Their latest book, The Thinking Drinkers Almanac, written during lockdown, is out now, published by Octopus Publishing.

## From authors to the comedy stage

In 2011, they transferred their expertise and unique take on alcohol from the editorial page to the comedy stage. Together they wrote and performed The Thinking Drinker's Guide to Alcohol, a unique comedic drinking show during which audience members sip discerning drinks and learn more about the role of alcohol in history.

Having first performed in a small freight container with seating for 60 people, eight years ago, they now tour a new show every year to more than 15,000 people up and down the UK.

WE ASKED THESE EXPERTS TO ANSWER 10 QUESTIONS ON THE CATEGORY THAT THEY KNOW INSIDE AND OUTSIDE.

01

### What would be your last drink on earth?

A Martini. Nothing better to face the inevitable than a strong drink in a Martini glass - a V-shaped symbol to 'The Man'!

02

### What food would you pair with that?

An olive. Or some Monster Munch. Maybe an oyster. Or all three.

03

### Favourite spirit and why?

Mezcal at the moment. No other spirit reflects the way it's made more acutely. The herbal earthiness of the agave gained from ten years growing in the sunbaked soil, the smokiness from the baking of the agaves using volcanic rocks and the floral tones of the plant itself. Lovely stuff.

04

### Best bar in the world to enjoy a drink in?

If you've got a good local and you're there with your mates then every drink tastes better.

05

### Favourite mixer and garnish?

London Essence Pink Grapefruit Soda is absolutely gorgeous. Monster Munch makes a great garnish.

06

### In honour of world cocktail day, what is your go to cocktail and why?

They reckon that the word 'cock-tail' was first defined, on this day in 1806, in the pages of a posh New York publication called 'The Balance

and Columbian Repository'. Other hooch historians claim that a feature mocking William Pitt's bar bill in London's 'Morning Post and Gazetteer' was where the term 'cocktail' first appeared in print, while others cite an 1803 medical reference in "The Farmer's Cabinet" published in New Hampshire.

But we're going for "The Balance" theory as that's the enduring definition: "Cocktail is a stimulating liquor, composed of spirits of any kind, sugar, water and bitters. It is vulgarly called a bittered sling ...it renders the heart stout and bold, at the same time that it fuddles the head."

The Sazerac, one of the oldest cocktails, fits this description perfectly.

07

### What biggest change/trend in the industry to you in the last few years do you think has had the most impact?

Covid really kicked us all in the swingers. People started making drinks at home and got even more comfortable sitting on their sofas and gormlessly looking at their phones. People have forgotten how brilliant pubs and bars can be. It's up to us all to remind them.

08

### What will be the next big trend/change in the industry and how can people get ahead of the curve?

Sherry. It's coming back. Seriously.

09

### If you weren't doing this job what else would you be doing?

What job? Is this a job?

10

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\*SOURCE: Nielsen, Total Coverage, MAT to 19.06.21

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Gin

AT THE DOG AND DUCK

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THE DOG & DUCK

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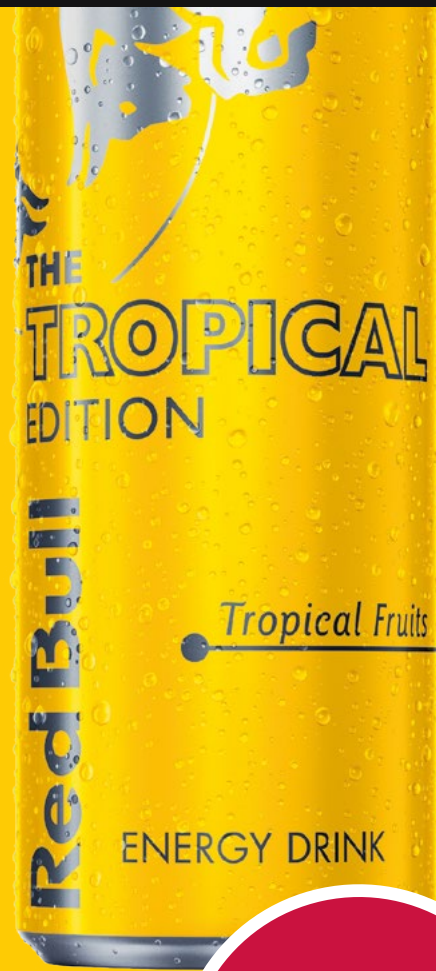




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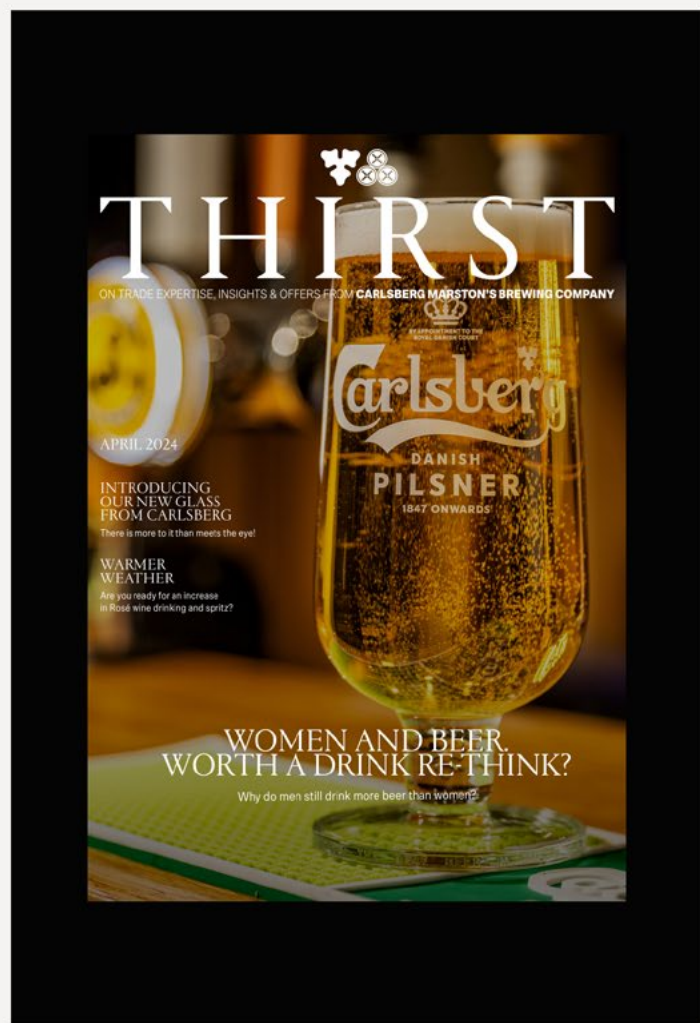
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