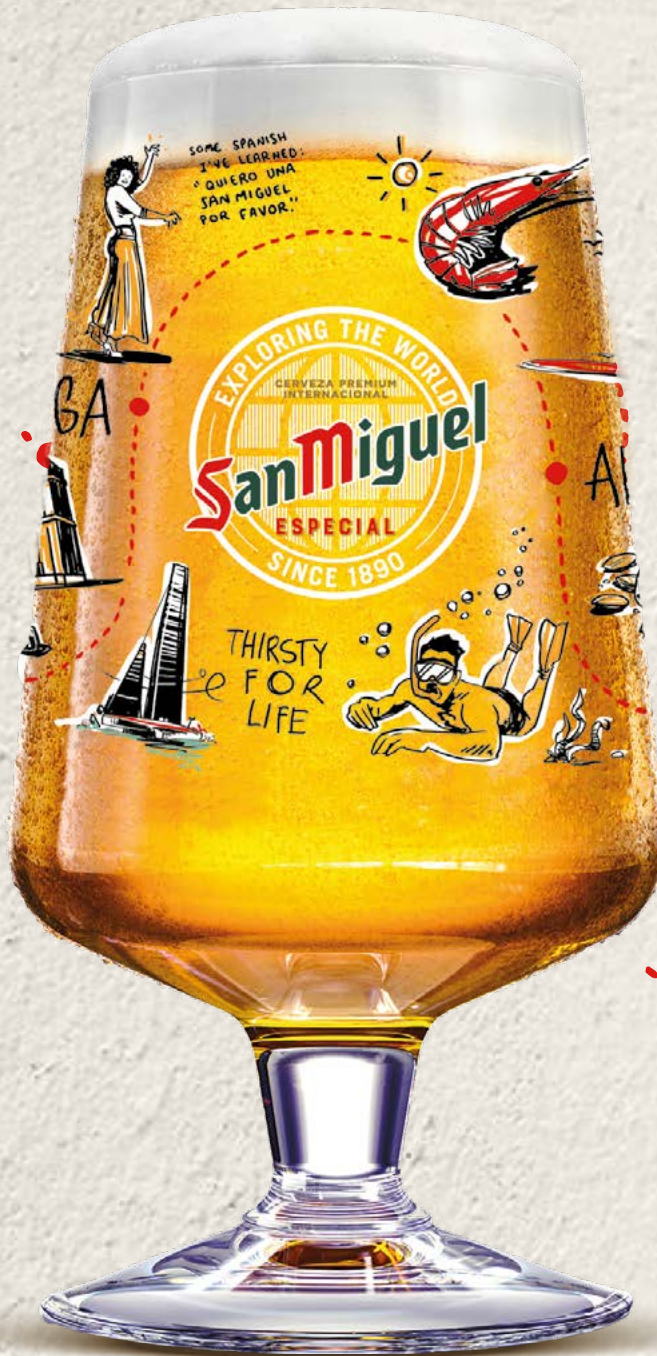




THIRST

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

INTRODUCING THE **SAN MIGUEL** LIMITED EDITION GLASS



SPORTS FEVER

Our guide to what's on and the perfect drinks for sporting events in Summer 2024



DISCOVER THE BEST SNACK PAIRINGS FOR YOUR VENUE



HERE'S TO THE SEEKERS



Cockpit

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



June is a special month in the UK. It marks the transition into summer and warmer temperatures...

Download our App



CARL MIDDLETON



VICE PRESIDENT ON TRADE

WELCOME TO OUR JUNE EDITION OF THIRST

Fingers crossed for warmth & sunshine.

June 2023 was the hottest June on record for the UK and we have our fingers crossed for a repeat of that this year.

The sunshine and long days make everything seem better. We get a much needed boost of Vitamin D as well as a great excuse to be out celebrating and spending time with friends and family.

A flurry of sport, music and food events

We have called this edition Sports Fever and the next couple of months truly do reflect this. Beyond the more obvious football events, there are a whole host of different events taking place from Ascot, to Wimbledon, to the countdown to the Olympics in Paris. Whatever your venue, there is a sport for you to tap into and we see strong sales uplifts on these big occasions. We

have written an article in this edition with our guide to the best drinks for each of these different sporting events.

There are equally a huge amount of food festivals taking place up and down the country. These are a great opportunity to see what new things restaurants and chefs are up to.

There is a lot of talk in the industry about wine and food pairing, so in this edition we also wanted to talk about food pairing with beers and spirits.

Poretti, our most foodie lager brand, is sponsoring Taste of London this month and we are looking forward to sampling there.

And finally in this edition we see the launch of the limited edition San Miguel chalice, which will most certainly elevate any drinking experience.

We are optimistic about June as a trading month and look forward to hearing good news stories from our customers.

03 Welcome to Thirst
06 Jam packed June
08 Live life with bubbles
12 Customer of the month

INSIGHT & SUPPORT

16 Draught Keg
18 Packaged
20 Cask Ale
24 Carlsberg Curiosity
26 Poretti Summer

Our Range

44 Crown Cellars
52 Distilled
74 Order online

OUR SERVICES



10

Sports Fever

22

Introducing the San Miguel limited edition glass



62



Spritz

28



Beer snacks
(food glorious food)

AT FIRST FOR WHAT IS ON IN JUNE

JAM-PACKED JUNE

BRING ON

June is a special month in the UK. It marks the transition into summer, bringing longer daylight hours and warmer temperatures. In June, the British landscape is at its most picturesque and vibrant.

All of this means a month jam-packed with outdoor events and activities. And the more that people are out and about, the more opportunity to tap into our desire for socialising, eating and drinking.

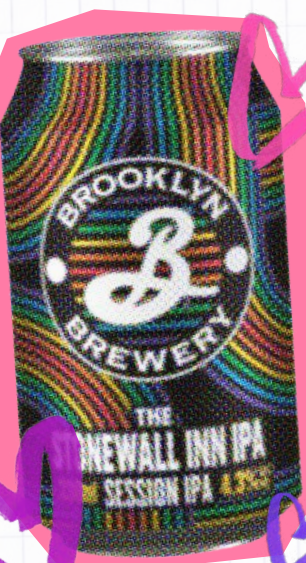
1ST
T20 CRICKET
WORLD CUP

From the 1st June, the T20 Cricket World Cup is due to take place being co-hosted by the west Indies and the United States.



1ST
UEFA CHAMPIONS
LEAGUE FINAL

Due to take place at Wembley this year and always a big fixture in terms of watchability. It is just a shame there are no British teams in the final.



JUNE IS PRIDE MONTH

Pride Month is dedicated to the celebration and commemoration of the LGBTQ+ community. Pride Month honours the 1969 Stonewall Uprising in New York which was a tipping point for the Gay Liberation Movement. Our new Brooklyn Stonewall Inn IPA was created in partnership with The Stonewall Inn Gives Back Initiative (SIGBI), a charitable organisation which works to support the LGBTQ+ community worldwide and maintain the legacy of The Stonewall Inn.

14TH
THE EUROS



From June 14th and for a whole month, we have the Euros taking place in Germany, uniting fans in a celebration of the beautiful game! And with England and Scotland both taking part and hoping to get through the group qualifiers, we expect to see lots of people coming out to support their teams and watch the games or simply soak up the celebratory mood.

15TH
NATIONAL
BEER DAY

Celebrate Britain's national alcoholic drink and spread beer love by joining the National Cheers To Beer at 7pm as millions of people across the country raise a glass, say 'Cheers to Beer' and post a message on social media with the hashtag #CheersToBeer.

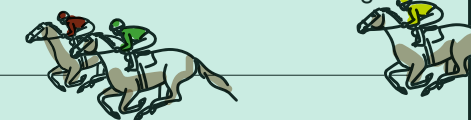


16TH
FATHER'S DAY

Father's Day this year coincides with the first England game in the Euros so this is expected to be a big day as the data shows strong double digit uplifts for big sporting events especially when combined with warm weather.

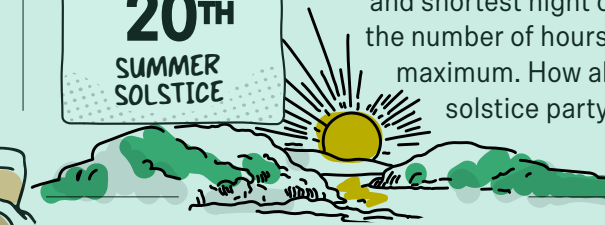
18-22ND
ROYAL ASCOT

Royal Ascot is arguably the world's most famous race meeting dating back to 1711. With five days of unadulterated fun, the outfits and the royal connection all make this more famous than the actual horse racing.



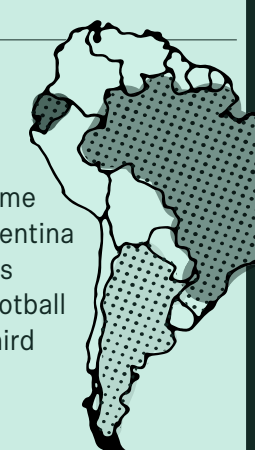
20TH
SUMMER
SOLSTICE

The summer solstice marks the longest day and shortest night of the year. On this day, the number of hours of daylight are at their maximum. How about hosting a summer solstice party to mark the occasion?

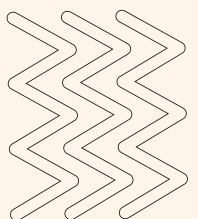


21ST
COPA
AMERICA

From the 21st, this South American competition takes place where we get to see some of the great players from Argentina and Brazil compete to win this oldest running continental football competition, as well as the third most watched in the world.



YOUR PASS



T0000000000

GLASTONBURY FESTIVAL

26TH TO 30TH JUNE

Regarded as a major event in British culture, this year will see a mix of headliners from Coldplay and Shania Twain making her Glasto debut all the way to Dua Lipa and SZA. Of course most of us won't be attending this annual event, but we can recreate the spirit with the music, festival vibes, street food and great drinks to go alongside this.

DRINK TREND OF THE MONTH



Sparkling wine, across its diverse forms like Prosecco, Cava and Champagne, continues to flourish due to its unique appeal across various demographics and occasions.

One of the key factors driving the popularity of sparkling wine is its versatility; it can be enjoyed as a celebratory drink for special occasions or as a casual refreshment during social gatherings.

The effervescence and lively bubbles create a sensory experience that feels festive and indulgent, making it perfect for toasting milestones or simply adding a touch of luxury to everyday moments. Additionally, sparkling wines are often associated with elegance and sophistication, appealing to consumers looking for a refined drinking experience.

The wide range of flavours, from crisp and fruity to rich and complex, ensures that there is a sparkling wine to suit every palate and preference.

And while Champagne has historically been associated with luxury and a high price point, the availability of quality sparkling wines at various price points has made them accessible to a broader range of consumers, allowing more people to enjoy their charms.



continued

LIVE LIFE WITH BUBBLES

The four key products are

PROSECCO

Origin	The Veneto region in Italy
Production Method	Typically made using the Charmat method, where the secondary fermentation (which creates the bubbles) occurs in stainless steel tanks
Style	Known for its light, fruity, and floral flavours, often with notes of green apple, pear, and citrus. It is usually slightly sweeter compared to other formats but there is huge variation in both quality and sweetness. A higher quality prosecco will be labelled DOC or DOCG

CAVA

Origin	Spain, mainly produced in Catalonia
Production Method	Crafted using the traditional method (same as Champagne), where the secondary fermentation takes place in the bottle, creating fine bubbles and complex flavours
Style	Typically exhibits crisp acidity, with flavours ranging from green apple and lemon to more nuanced notes like almond and biscuit

CHAMPAGNE

Origin	Exclusively produced in the Champagne region of France and made primarily from Chardonnay, Pinot Noir, and Pinot Meunier grapes
Production Method	Champagne undergoes the traditional method, involving secondary fermentation in the bottle followed by aging on lees, contributing to its distinctive toasty and yeasty flavours
Style	Renowned for its finesse, complexity, and aging potential. It offers a wide range of flavours, from citrus and orchard fruits to brioche, hazelnut, and minerality

SPARKLING WINE

Origin	A broad category encompassing bubbly wines produced worldwide outside of specific regions
Production Method	May be made using various methods such as Charmat, traditional method, or even carbonation
Style	Sparkling wines vary widely in style, flavour profiles, and sweetness levels, offering a diverse range of options to suit different tastes and occasions

SPORTS

As the excitement builds towards the big sports events of summer 2024, from football championships to the world's most prestigious tennis tournament, it is a fitting time to explore how venues can tap into the right sporting events for them. It is also important to consider how we can, as an industry, take some responsibility to make this an overall positive experience focused on moderation and balance.

The connection between sports and alcohol is multifaceted and complex, influenced by cultural, social, and economic factors. And let's be honest it has not always been positive with the image of excessive drinking, anti-social behaviour and hooliganism.

However, there are positive aspects as well as the majority of people simply want to enjoy themselves.

By reframing the narrative around sports and alcohol to focus on moderation and responsibility, we can create a more positive and supportive environment for everyone involved in sports activities and fandom. It is also the perfect opportunity to feature and promote your low/no ABV products and soft drinks as an alternative for balance as well as to encourage a wider, more inclusive group of fans.

Bonding

Sharing a drink whilst watching sports has long been a way for people to bond and socialise. It creates a sense of camaraderie amongst fans, fostering friendships and community connections.

Celebration

Throughout history, alcohol has been used to celebrate victories and achievements, both on and off the sports field. It symbolises joy, success, and shared experiences.

Cultural Traditions

In many cultures, traditional sports events and festivities are accompanied by specific alcoholic beverages that hold cultural significance.

FEVER

Our guide to the perfect drinks for sport events in summer 2024

THE EUROS



Held in Germany, this flagship competition is a great way to experience different European cultures. And there are some big fixtures which will attract and draw in lots of customers. Why not put a special deal on specific country drinks when a particular country is playing to show support?

WIMBLEDON



Renowned for strawberries & cream and a classic spritz, the royal box is always full of A list celebrities so this truly is the event to be seen at. See our [spritz article](#) for inspiration but if you fancy a refreshing beer to go alongside the occasion then why not try San Miguel Especial. Golden in colour, with a generous white creamy head and citrus aroma, San Miguel is a full-bodied beer with a clean, crisp and refreshing taste.

HENLEY ROYAL REGATTA



First held in 1839 as a public attraction and amusement fair, this event has grown into one of the world's most prestigious rowing events. A highlight of both the sporting and social calendar, there is always an electric atmosphere and elegance. So what better drink to pair alongside than super premium 1664 Blanc. The only beer to challenge wine, cocktails, and champagne as an elegant lifestyle brand and encourage new beer drinkers with a distinctive taste and citrus twist.

ASCOT



This annual horse racing event, known for its glamour and style attracts royalty, celebrities, and horse racing enthusiasts alike. The event features first class racing, alongside fashion showcases and exquisite dining experiences. From delectable afternoon teas featuring posh sandwiches, scones with clotted cream and jam and delicate cakes.

So what better pairing than Birrificio Angelo Poretti our premium Italian lager which is incredibly versatile with a wide range of dishes.

THE OLYMPICS



From the 26th July, the 2024 Olympics begin in Paris where a total of 329 events will take place over 19 days. With such a wide variety of sports and everyone having their own favourite, it is hard to choose the perfect drink, so we have decided to celebrate the French lifestyle and pair with 1664 Bière. 1664 Bière is a beautifully crafted and a supremely sippable lager, with a citrus aroma and notes of apricot. French Strisselspalt hops (known as 'the caviar of hops') deliver a delicate balance of aroma and bitterness.

CRICKET



With the cricket season upon us and the T20 World cup being held this month, we know that cricket is a game of skill and craft... So we need a drink to match and what better than a drink that has been crafted to perfection. Brooklyn Pilsner is a flavourful, crisp and refreshing drink that is incredibly easy to drink.

Meet Gareth, General Manager at Brymbo Sports & Social Complex in Tanyfron, our customer of the month for June



CUSTOMER OF THE MONTH

JUNE 2024

CUSTOMER OF THE MONTH

BRYMBO SPORTS & SOCIAL COMPLEX

JUNE 2024

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

This club has many sports facilities. Comprising two football pitches, four tennis courts, a bowling green, cricket pitch and two squash courts. We also have a big club house with two function rooms, a main members bar and an outdoor area that looks over the cricket pitch and bowling green and is really nice when the weather is kind.

So we see lots of people for lots of different reasons. The function rooms are used for all sorts of events, from christenings and weddings to soul nights and music events.

In the member's bar, we have snooker, darts and pool and teams for each of these who play in the week. It costs £5-8 annually to be a member of the club and we attract a mix of people age wise and also a lot of families. We have a live singer and entertainer every Saturday and members also have a discount card and get about 25p off every pint. Showing live sports like the football or Six Nations rugby are big crowd pleasers.

I have been here for 21 years and enjoy organising events and functions. The Christmas events are always really popular, especially the Christmas Eve family event.

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

Carlsberg is our biggest seller, particularly in the member's bar. It is easy to drink, refreshing and well priced. Guinness has always been popular as well, but in the last year or so has taken off even more and we get through twice the volume now.

We recently introduced Poretti, Estrella and San Miguel on draught which has been successful. These drinks are noticeably more popular in the function rooms when there is an event on and people are willing to spend a bit more money.

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

June is generally a good month as there is a lot going on. We have a wide range of events taking place where other people are hiring out our function room for a particular reason and will sell the tickets themselves. This month, there are a lot of local junior football clubs using us for their end of season parties. We are having a 'Bongo's Bingo' style evening, a music weekend and country and western festival.

Given this is a key time for events, I think it is about making sure local teams and event providers know about the space you have. A lot of our events are done via 3rd parties and we also hold our own, but getting a wide range of 3rd party contacts who might use your space for different reasons is a good way of tapping into the local community and having events on that will appeal to different people.

We use the website, social media and boards in the club to really push events as people always need reminding about forthcoming events.

What are your plans for the Euros and how do you plan to maximise this event with customers?

Well it is a big shame that Wales didn't qualify for the Euros as that would have made a big difference to footfall.

But we will still try and encourage people to come for the big fixtures, including England and Scotland games. We are trying to organise some sort of incentive or loyalty scheme, specifically to encourage customers to come and watch the games.

We decorate the bar with all the competing teams flags which are taken down as they are knocked out. We have sweepstakes and competitions. And perhaps for the final, we will organise a live band to play before and after the match so it feels a little bit more like an occasion. We did this when Wales were in the world cup and it was successful and made it more special.

And finally your own favourite tippie:

Kraken rum with ice. I do like a San Miguel or a Carlsberg, but rum would be a special treat.

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%)

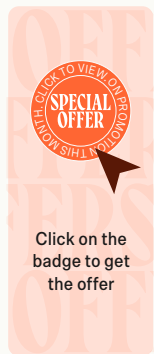
Jet black with aromas of roasted malts and chocolate. Enjoy the earthy bitterness balanced by hints of coffee, cocoa and sweet treacle flavours. A deceptively dark yet smooth and easy drinking Stout.

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 42 for more

PACKAGED



Click on the badge to get the offer

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 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, 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%)
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.



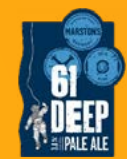
Hobgoblin Gold (4.2%)

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

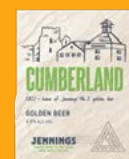


Hobgoblin IPA (4.5%)


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



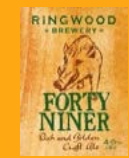
3.8%





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^{*} 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 June to 30th June 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

Click here to find out more

NEW LIMITED EDITION GLASS



The iconic **San Miguel chalice**, voted the most premium glass by consumers* has a vibrant new limited edition design for Summer 2024

In 2023, San Miguel launched its new Here's To The Seekers campaign, which is all about celebrating those with a shared passion for adventure and discovery and bringing the Spanish zest for life to British consumers.

The limited edition glass design is inspired by an adventure-filled journey along Spain's Southern coastline. From Sevilla to Barcelona, it captures the essence of each place in a way that words alone never could. Consumers are encouraged to seek out the finest cuisine and most spectacular experiences the country has to offer.

Available now and throughout the Summer months, San Miguel drinkers will be inspired to embody the Spanish zest for life and enjoy a Summer filled with adventure and discovery.

Interested in getting hold of this limited edition glass for your venue? **Speak to your CDM for more information.**

CLICK TO PLAY THE AD

HERE'S TO THE SEEKERS

*Source: Toluna Bespoke Survey | N= 521 April 2023

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

be**drinkaware**.co.uk

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

DO THE BEST THINGS BEGIN WITH CURIOSITY? PROBABLY

As a beer born of curiosity, we invite you to join us as we hop back to a whole host of curious beginnings to see how inquisitive people changed the course of history as we know it.

Curiosity has been at the forefront of everything Carlsberg has done since J.C. Jacobsen opened the brewery doors in 1847. Together with the very first employees, his ambition was to find out how things could be done differently: ultimately working to make a better beer.

The story takes a trip through the ages to discover how, through a spark of curiosity, music was born. The witty, entertaining film synonymous with Carlsberg's marketing heritage features modern-day clubbers, jazz-era swingers, dancing Roman Legionnaires, flautist shepherds and even whistling cavepeople. The brand film showcases how Carlsberg wants to bring fun to social occasions, especially when getting together with friends.

"This campaign is rooted in the insight that we can push the boundaries of progress with curiosity, something that is intrinsic to our core values at Carlsberg. Our founder J.C. Jacobsen's mantra was 'Semper Ardens', Latin for 'always burning'. Today, over 177 years later, we are still using our curiosity to push the boundaries of brewing beer through science, whether that's finding new ways to reduce the energy and water needed in the brewing process, or developing crops which can tolerate a more extreme climate. We want to showcase, with a little fun, wit and entertainment, that we can all reinvigorate our curious side, and we hope the campaign does just that for beer drinkers across the world."

Lynsey Woods
Global Brand Director at Carlsberg



CLICK TO PLAY OUR NEW AD

5 CURIOUS FACTS ABOUT THE HISTORY OF CARLSBERG!

1

FOUNDING OF NEW CITIES

Carlsberg's founder, J.C. Jacobsen, had a vision beyond brewing. He founded a new town called "Valby Bakke" (now known as Carlsberg City) near Copenhagen, where the Carlsberg brewery was located. This town included housing for brewery workers, schools, and cultural institutions.



2

ROYAL WARRANT

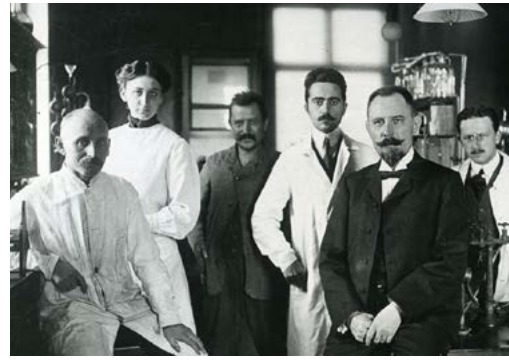
Carlsberg holds a Royal Warrant from the Danish Royal Court, granting them the right to supply beer to the royal household. This privilege was granted in 1904 by King Christian IX of Denmark.



3

PH SCALE DISCOVERY

Carlsberg's founder, J.C. Jacobsen, played a key role in the discovery of the pH scale. In 1909, Carlsberg's laboratory researcher Søren Peder Lauritz Sørensen developed the concept of pH while working on controlling the acidity of Carlsberg beer.



4

FULLY RECYCLABLE BOTTLES

Trial of new Fibre Bottle, putting the bio-based and fully recyclable beer bottle into the hands of consumers for the first time. With a continued focus on evolving technology and sustainable practices, the bottle also contains beer brewed with organic and regenerative barley.



5

50 YEARS OF BREWING IN NORTHAMPTON

Over the past half century, it's estimated that the Carlsberg Brewery in Northampton has brewed around 28 billion pints of beer – enough to fill more than 6,000 Olympic swimming pools, or to fill Wembley Stadium four times!



FOOD



More than 100 food festivals fire up annually throughout England, Scotland and Wales with the aim of celebrating diverse cuisine, home-grown produce and local flavours. With events popping up everywhere from Edinburgh city centre to the green fields of the Isle of Wight, we have put together a short guide on pairing beer with food and specifically snacks.

The rules of beer and food matching

The first thing to say is that there are no rules as ultimately we all have different taste buds when it comes to both food and drink and we should continue to encourage customers to enjoy what they like.

However, to celebrate National Beer Day on June 15th or simply to add a bit of value to your menus and encourage your customers to buy a snack to enhance their drink, here are four principals to follow in theory.

1 Match strength with strength to compliment

Delicate dishes work best with delicate beers, and strongly flavoured foods demand stronger more complex beers.

2 Find harmonies

Combinations often work best when they share some common flavour or aroma elements. For example, the nutty flavours of an English-style brown ale and a handmade cheddar cheese.

3 Consider sweetness, bitterness, heat (spice) and richness

Certain qualities of food and beer interact with each other in specific, predictable ways. Taking advantage of these interactions ensures that the food and beer will balance each other well.

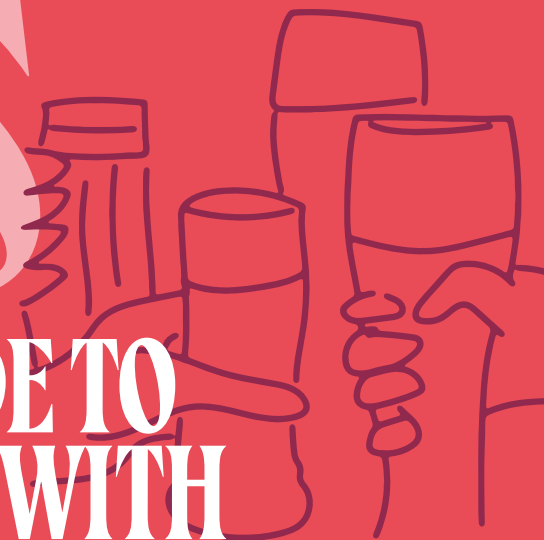
4 Cleanse

Beer can serve as a palate cleanser. This approach is particularly well-suited for dishes with bold or intense flavours, such as spicy Indian cuisine or rich fried foods. Similarly, this technique can be employed in reverse, where fatty foods like french fries or nuts can help balance out the bitterness of a beer.

For example, foods that have a lot of sweetness or fatty richness can be matched by various elements in beer: hop bitterness, sweetness, roasted/toasted malt. Carbonation is also effective at cutting richness. Malty sweetness cools the heat, so if you're leaning to a hoppy beer with spicy food, make sure it has plenty of malt as well.

GLORIOUS FOOD

A SIMPLE GUIDE TO PAIRING BEER WITH FOOD AND SNACKS



Continue reading overleaf 

SNACK PAIRINGS TO ENGAGE THE SENSES

Whether it's chilli-coated peanuts or classic chips and dips, the sensation of washing down snacks with a delicious pint is hard to beat. By selecting the right snacks, you can take your beer experience to new heights.



PRETZELS OR SALTED NUTS

Pairing highlight: Slightly bitter beers like IPAs are complimented by the salt in the pretzels, while the malt in lagers finds a perfect balance with the savoury nuts. Pair with Hobgoblin IPA.

There is a saying that 'salt is the 6th taste in beer'. That is why the humble pretzel and the classic salted nuts are a perfect beer companion. The salt not only enhances the beer's flavour, but also helps cleanse the palate between sips.



CHEESE



Pairing highlight: Match blue cheese with strong or brown ales; cheddar with an amber hoppy ale or hoppy IPA; brie with a crisp pilsner such as Brooklyn Pilsner or a fruity wheat beer like Erdinger.

Like wine, beer and cheese share a beautiful connection. The creamy texture and rich flavours of cheese can mellow a beer's bitter notes or enhance its sweetness. Opt for a cheeseboard with a mix of soft, hard and blue cheese to cater to different beer styles or choose a specific cheese that will accentuate the beer you are drinking.



CHOCOLATE

Pairing highlight: Dark chocolate can highlight the roasty notes in a stout. We recommend pairing with Hobgoblin Stout.



Beer and chocolate may not seem like they go hand-in-hand but they complement each other beautifully. The creamy texture and deep flavours of chocolate can enhance the maltiness of the beer.



FRIES OR CHIPS

Pairing highlight: Choose a lighter beer, like Carlsberg Danish Pilsner, or a wheat beer to enjoy with fries or chips, as these styles won't overpower the snack and will provide a clean, refreshing balance instead.

When it comes to beer snacks, few are as satisfying as a side of fries or chips. The saltiness pairs perfectly with the beer and the carb content can help to lessen the impact of the alcohol.



PORK PIE



Pairing Highlight: Pair with a malty Amber Lager or a traditional English Bitter such as Wainwright Amber. The malt-forward flavours of these beers complement the savoury pork and pastry of the pie.

Pork pies are a great beer snack as their portable and convenient size makes them ideal for enjoying alongside a pint, whilst at the same time being hearty and satisfying.



SPICY JALAPEÑO OR CHILLI CRISPS

Pairing Highlight: Match with a hoppy IPA, such as Brooklyn Stonewall Inn IPA or a citrusy Pale Ale. The heat from jalapeño or chili crisps is balanced by the bitterness of an IPA, while the citrus notes in a Pale Ale can provide a refreshing contrast.

Crisps are a classic beer snack with the crunchiness complementing the carbonation of beers, creating a satisfying texture contrast. Different flavours suit different drinks, but the bold flavours of jalapeño or chilli crisps can really help elevate the experience.

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 June 1st - June 30th 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.

CUSTOMER FAVOURITES



AVAILABLE IN BOTTLE

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

EXPLORE OUR LOW &



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

NO ALCOHOL RANGE

*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 June 1st to June 30th 2024. Whilst stocks last.

STONEWALL INN IPA



£24.99
24X330ML CANS



FRESH. LIVELY. PROUD.

THIS IS BROOKLYN

Enjoy responsibly. 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

ORDER ONLINE AT ORDER.CARLSBERGMARSTONS.CO.UK

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

Declutter and organise your cellar this summer.

SUMMER SPRUCED UP



As the days grow longer and the sun shines brighter, it is the perfect time to embark on a summer 'glow up' for your cellar.



A well-organised cellar will help make day to day operations more seamless, keep your summer service efficient and maximise the effectiveness of your space.

And an organised cellar isn't just about tidiness; it's about ensuring that every pint poured is as fresh and refreshing as possible in what we hope will be a warm summer!

And that is where Carlsberg ID comes in!

Crafting moments, Creating experiences, Mastering pours

Carlsberg intelligent Draught offers a range of next generation dispense solutions using innovative technology to drive quality and also to help our customers become more efficient, sustainable and ultimately grow their business.

Carlsberg ID mastering the perfect fresh summer 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.

Our Carlsberg ID 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

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.

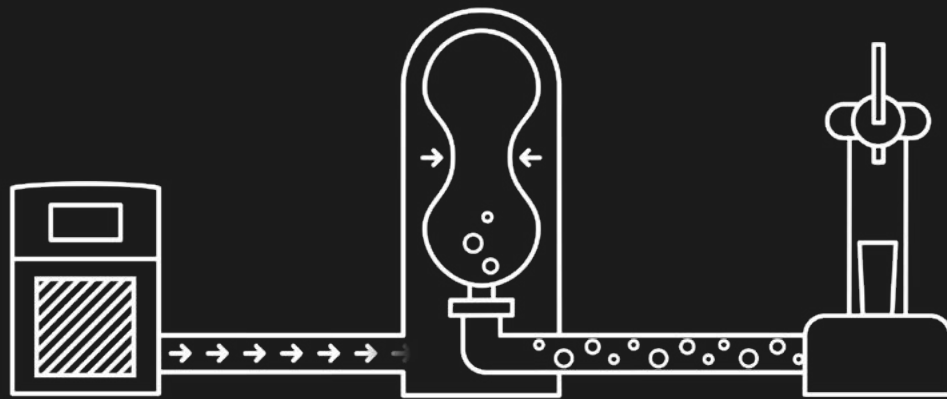
All are designed around being convenient to install and work around your existing systems and for venue sizes.



DRAUGHTMASTER

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



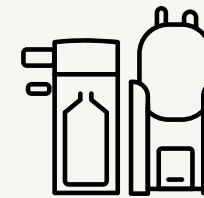
LESS WASTE
BETTER RETURNS



75% LESS CLEANING
SAVES TIME AND MONEY



NO ADDED CO2



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



SAY HELLO TO FRESH 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

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 - WAINWRIGHT GOLD, WAINWRIGHT AMBER AND HOBGOBLIN IPA.

AVAILABLE BRANDS





CROWN CELLARS®

CARLSBERG MARSTON'S BREWING COMPANY



Pedley's pick of the Bunch



A word from a master

Jonathan Pedley, Master of Wine and Crown Cellars' Wine Consultant, makes his personal selection from the 2024 wine range.

When I wrote Pedley's Picks last year there was a joyous feeling that we were coming out of the miserable "Covid Years." That said, as we embarked on the 2023 wine range launch campaign, there was still a sense of anxiety about how things would be received as we went out on the road for the first time in three years. We need not have worried. As we crisscrossed the country we had huge support from you, our customers. In fact, the general consensus amongst the Crown Cellars' team was that the customer launch tastings were the most successful we have ever run (going back over a quarter of a century). Let us hope that we can keep this momentum going in 2024.

Victoria Chapman (Crown Cellars' wine buyer) and I have settled into a routine of meeting up to undertake the range selection tastings in London and Wolverhampton. Having finalised the 2024 range early in the New Year, I have made my Pedley's Picks of ten personal favourites. The two biggest clusters of new listings are de-alcoholised wines and Italian wines. I will focus on these to start with then round up my remaining picks.

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. But "The Times They Are a-Changin'" in the words of Bob Dylan. A sizeable group of consumers chooses not to drink alcoholic beverages for a variety of reasons but nowadays expect to be offered a choice of low or no alcohol beers, wines and spirits when they go out. Fortunately the quality of these drinks has improved markedly in recent years. Vacuum distillation, spinning cone columns and reverse osmosis permit the removal of alcohol without ruining the character and quality of the base wine. I have been pleasantly surprised by some of the de-alcoholised wines that I have encountered over the last eighteen months. The Australians in particular seem to have embraced the technology and produce a number of decent de-alcoholised wines.

Given the above, we have made three additions to our portfolio of de-alcoholised wines. This means that for the first time we can offer a full choice of de-alcoholised options: white (still and sparkling), rosé (still and sparkling) and a red. For Pedley's Picks I have gone for the Hardys Zero Chardonnay, the McGuigan Zero Rosé and the Wolf Blass Zero Shiraz. If you remain sceptical do give the Chardonnay a try; I think that it is the best de-alcoholised wine I have tried to date.

During the long months of lockdown, Victoria, her predecessor Graham Crawford, and I did a big project refreshing our selection of key volume lines, which included Prosecco and Pinot Grigio. We agreed to postpone a review of the rest of our Italian range until the trade had recovered. I am pleased to say that we have now completed that overhaul and are delighted with the results. We have added seven new wines. I am particularly excited by two new whites: a Falanghina from the Campania and a Fiano from Puglia – both make it into Pedley's Picks. Once upon a time "Italian White Wine" in the UK usually meant either Soave or Frascati whereas now rediscovered varieties, such as Falanghina, Fiano and Pecorino have created a lot more choice. On the red wine front, as one would expect from Italy, one is spoilt for choice. We have new examples of Montepulciano d'Abruzzo, Primitivo and Aglianico, but for Pedley's Picks I have gone for two contrasting classics: a light and youthful Valpolicella from Cantina del Garda and a fullish bodied and mature Brunello di Montalcino under the Bartoli Giusti label.

This year we are switching our source of Alsace wines to Maison Klipfel. This family owned firm was founded in 1824 and is now in its sixth generation. I have put both of the new listings into Pedley's Picks. The Pinot Blanc is perfect for everyday drinking (perhaps not surprising given that it is closely related to Pinot Grigio). By contrast the Gewurztraminer is much richer and most people would say that it probably needs food as a partner.

I am going to finish with a new wine from one of our most dependable suppliers – the Gran Reserva made by Bodegas Medievo in Rioja. Many of you will know Medievo as the winery that produces our big selling Finca de Oro brand. On the back of that success we have gradually expanded our range of premium wines from Medievo and this year we are adding the venerable Gran Reserva. In Rioja the fashion is currently for chunky, youthful, "almost New World" reds as opposed to the elegant, savoury, wood-aged wines that made the region famous. I think that this is a big shame. However, what it does mean is that canny drinkers can track down complex and mature Gran Reservas for incredibly reasonable prices. The Medievo Gran Reserva is a perfect example of this.

The on trade has shown incredible resilience over the last few years and I was struck by the optimism I encountered on my travels in the trade last year. I am reassured that we can continue to flourish in spite of the ongoing challenges and general madness going on around us. Don't let me down!



Jonathan Pedley
JONATHAN PEDLEY,
MASTER OF WINE



Chateau Vieux Cardinal Lafaurie

£ 75cl 33771

Château Vieux Cardinal Lafaurie is a wine with delicacy and harmony, with a beautiful deep robe, a fine and precise nose with notes of weeds and dried flowers. His superb mouth seems feminine and remarkably sweet. This very promising wine can be enjoyed now, ideally with hard cheese or roast red meat, particularly venison.



McGUIGAN Zero Rosé 0,0%

5 £ 75cl 35073

"A salmon pink rosé that has youthful sherbet fruit aromas and a medium sweet palate."

The winemaking team at McGuigan have over fifteen years of experience developing alcohol free wine. Interestingly for this rosé they go for a Muscat dominated grape mix (45% Muscat Gordo and 20% Muscat Blanc à Petits Grains), good for immediate fruitiness. The 28% Shiraz component provides the pink colour. Once fermented the wine is de-alcoholised using the spinning cone method (a relatively gentle way to remove the alcohol). The resulting wine is mid salmon pink with youthful sherbety red fruit aromas, and a medium sweet taste with rounded acidity. Drink well chilled.

The sun is officially out

and consumers are always keen to make the most of this. We've put together a few of our favourite wines that the team likes to sip on in a beer garden when the sun starts shining. Whether it's a cold, crisp glass of British bubbles, a French rosé that is the definition of a crowd pleaser or a can of alcohol-free fizz if we're trying to be well behaved, serving the right wine all adds to the experience that makes summer drinking – and your beer garden – memorable.



15466
GODELLO
Joaquín Rebolledo
Galicia, Spain Dry & aromatic
Rich and ripe aromas of melon and greengage are followed by a dry but succulent palate



33638
LAS ONDAS
Viognier Reserva
Central Valley, Chile Juicy & ripe
Lovely peach and apricot aromas are followed by a palate that has weight and length



23068
BALFOUR HUSH
HEATH ESTATE
Leslie's Reserve NV
Kent, England Dry & aromatic
Fresh and clean with hints of brioche and red apple on the nose and refreshingly crisp flavours of lime and redcurrant



26683
MUSCADET SUR LIE
Bougrier
Loire, France Dry & aromatic
A modern style, fresh and fruit driven wine, not too acidic and well balanced. Lemon, lime and Granny Smith apples



31852
MOST WANTED
Sauvignon Blanc Rosé
Western Cape, South Africa
A dry, fresh but juicy rose that has strawberry, tropical and citrus notes
Try it with halloumi fries



31853
MOST WANTED
Malbec
Swartland, South Africa
A medium-bodied, smooth and fruity Malbec that's stacked with dark berries and just a hint of oak.
Great with lamb kebab or a plant burger



35573
EUGENE KLIPFEL
Pinot Blanc
Alsace, France Dry & aromatic
The Klipfel Pinot Blanc has simple green fruit on the nose: apple and pear in particular. The palate is dry, not too acid and lightish bodied



57230
ROSÉ D'ANJOU
Bougrier
Loire Valley, France Juicy & ripe
A refreshing, delicate rosé wine with a hint of cherries on the palate



31852
MOST WANTED
Sauvignon Blanc
Western Cape, South Africa
Crisp, zingy and fruity with plenty of citrus and tropical fruit
Making it perfect with Thai food or fish & chips



31853
MOST WANTED
Fizz <0.5
South Africa
Zesty citrus notes are complemented by the crispness of green bell peppers and a mineral undertone reminiscent of wet river stones. Despite its lower alcohol content, the wine retains a satisfying body and structure, with a well-balanced acidity that enlivens each sip



JUNE 16TH

It's a time of year when families will be taking Dads out for a treat meal, so make sure that you plan ahead with some dishes and wines that really make Fathers feel special.

33638

BODEGAS PIQUERAS

**Marius' Reserva
Almansa**

Almansa, Spain Spicy & warming

Medium-bodied ruby-red with complex layers of dark plum, red berry, dried fruits, clove, sweet spice, leather, tea and toast.



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



DISTILLED

WORLD SPIRITS FROM CARLSBERG UK



A GUIDE TO SPIRIT AND SNACK PAIRING



BY THE THINKING DRINKERS

YOU CAN'T BE A BAR OR A PUB WITHOUT SNACKS. IT HELPS IF YOU HAVE A RANGE OF DRINKS, A PIANO, OR A DOG (A DOG THAT PLAYS THE PIANO WOULD BE EVEN BETTER), BUT AT THE VERY LEAST YOU NEED SNACKS.

Back in the mid-19th century, long before the gastro-fication of boozers began, bar snacks were considerably more exotic – and indeed adventurous. Traders laden down with nosh would go round pubs hawking all manner of delicacies ranging from cockles and sheep trotters to whelks and fried fish.

In these Victorian pubs, oysters would sit freely on the bar top, regularly polished off accompanied by a dark pint of Porter, a beer style named after the chaps who drank it – working class couriers who moved goods around the city's streets.



Hawkers would also offer up black pudding, tripe and small pies – essentially anything that was popular at the time and whose consumption didn't require a knife and fork.

But by the 1940s, the game changed. Crisps emerged. Salty, cheap and relatively non-perishable, packets of crisps could be carried to the table between one's teeth, leaving one's hands free to carry more drinks.

Whether crisps, nuts, pork scratchings or swankier snacks kept in kilner jars like wasabi peas, biltong or beef jerky, bar snacks can seriously stimulate profit.

Not content with catalysing customer thirst and driving drink sales, they soak up the alcohol, keep enhancing the peckish punters in the bar for longer and enhance the overall experience.

Yet, for many, they're no more than a mere afterthought. How many venues think seriously about the kinship between their bar snacks and the drinks they serve? If so, how many broaden food pairing beyond wine and beer – and into the spirits world?

Not many. But Mike Pendergast is looking to change that. The Whisky Ambassador at Speciality Brands, one of the UK's leading purveyors of premium spirits, has embarked on a mission to bring bar snacks and the spirits on the back bar together.



“IMAGINE A WORLD WHERE YOU WALK INTO YOUR LOCAL BAR, THEY HAVE YOUR FAVOURITE DRINK AND THEY HAVE THE PERFECT PAIRING TO GO WITH IT. I WOULD LIKE TO LIVE IN THAT WORLD.”

MICHAEL, A CANADIAN WITH MORE THAN 20 YEARS' EXPERIENCE IN THE BAR WORLD

“I've spent a lot of time discovering what tastes good when you drink stuff!?” said Michael, a Canadian with more than 20 years' experience in the bar world. “Imagine a world where you walk into your local bar, they have your favourite drink and they have the perfect pairing to go with it. I would like to live in that world.”

“Bars are always looking at cool bar snacks but not really thinking about how they pair with the drinks they have behind the bar,” said Michael. “But they should as there's a science to it.”

Before picking up a bottle, or indeed a pickled whelk, Michael immersed himself in books that delved deep into the science of flavours – namely “Flavour Thesaurus”; “Flavour Matrix” and “The Art & Science of Food Pairing”.

“These books are packed with olfactory graphs and diagrams of molecular structures and

protein arrangements,” said Michael. “There's a lot of science that goes into it but, essentially, food and drinks that contain the same aromatic compounds will taste good together. Nothing tastes bad. It's all about perception and association.”

Michael concedes that it can appear complex and admits that customer feedback may not be immediate. “You're not going to get instant reactions from drinkers and people are not going to be taking notes or necessarily appreciate the research that goes into it,” he said. “But 10% will notice that their drinks taste better.”

“People are coming into the bar to have a good time. We (people in hospitality) know how to have a good time better than most and this kind of thing is part of that,” added Michael. “Whether or not they notice or comprehend the complexity shaping it, well that's not really the point.”



01

Barsol Pisco & Chilli and Yuzu Cashew Nuts

The lightness and fruit in the barsol would mingle well with a pinch of heat and something citrusy on the tongue. Pisco is tricky as people often perceive the fruitiness as sweetness, so if you can balance that with salinity or protein you're winning.

03

Cocchi Rosso Vermouth & Chocolate-dipped Strawberry

Vermouth is tricky as it is so versatile. In the case of Rosso, if it were served with a chocolate dipped strawberry I would be elated. A little fat to balance out the gentle bitterness and some fruity top notes to balance out the booze.

05

Rum with freeze-dried pineapple and cashew nuts

The fruity esters in the rum pair perfectly with the pineapple and the tannins cut through the salty, fatty carbs of the cashews.

02

Nikka From The Barrel & Small Mushroom Arancini

Beside the punchy tannins and woody complexity anything umami forward could work well. Match that with any form of sweetness and I think you're in safe hands.

04

Cocchi Blanco & Truffle Salted Nuts

Wine isn't chemically capable of doing some of the things that spirits and vermouths can do.

The bitterness and slightly sweeter elements would do a good job carrying the earthy funk of truffles with the protein that makes up the nuts.

06

Juniper heavy gin and Blue Cheese-Stuffed Gordal olives

The reason this works is that juniper forward gins have been proven to have flavours of sancho pepper or green Szechuan pepper.

The gin is aromatically complex with notes of pine but there are no tannins so we allow the ethanol to do the heavy lifting. Gordal olives are buttery, they're acidic and blue cheese is rich in acids, fat and sugars. But the ethanol wipes the palate clean and prepares the mouth for the next taste. One of the strengths is that there's a lot of citrus and that Szechuan pepper note forms the juniper. It is clean and fresh.

SPIRIT AND BAR SNACK PAIRINGS

07

Rye Whisky with Shitake Mushroom Pate on Rye Bread

Rye is spicy and full of tannins. The tannins sweeten the rye and soothes the peppery heat from the pate. Spirits have a higher concentration of tannins and these tannins are split between interacting with salivary and food-based proteins. They act as palate cleansers for rich, fatty foods and change the way we perceive flavour.

08

Vodka with Rice Balls

One of the things that vodka is capable of is paving the way for flavours that you wouldn't otherwise perceive. It allows smaller flavour molecules to come to the fore. Vodka and rye bread is phenomenal but, here, the spirit creates space for the weighty textures and the flavours of the rice.

09

Smoky Whisky/Whiskey with Smoked Eel and Wild Boar Sausages

Plants and trees contain things called phytoncides and it's been scientifically proven that, when exposed to them (for example, during a walk in a forest), they cheer you up! Better still, if it's smoked with peat, they are in your whisky! Smokiness is one of the things that has a flavour threshold which moves the more you experience it, you yearn for it and so it makes sense to match it in both the snack and the spirit. This sausage combines wild boar smoked over campfire and eel smoked using hickory. Think this is my favourite pairing.





GLASSWARE

When you think of a spritz, you usually think of a **wine glass or copa glass**. It's ideal for the serve as it can hold the volume needed if you are going with an 'on the rocks' serve, and the great thing is that every bar already has wine glasses. Don't feel like this is the only way to spritz, though – removing ice means that you need a smaller glass, like a coupe, and a nice **tall, slim collins**

glass can channel those aromas without the huge surface area that can fizz a drink out faster. If you're after stepping things up, Tanqueray and London Essence and have some lovely glasses – just check out [Diageo ONE](#) or [Britvic's Sensational Drinks](#) website for glassware support if you need it.

HOW TO

THE SPRITZ SERVE IS HUGELY POPULAR RIGHT NOW – IF YOU'RE SERVING A TON OF THE ITALIAN CLASSIC, APEROL SPRITZ, YOU MAY WELL HAVE SOME ROOM TO GROW YOUR LIST IN TIME FOR SUMMER. THE KEY IS TO KEEP THEM QUICK TO SERVE (AVOID THE NEED TO SHAKE AT ANY STEP IN THE PROCESS) AND KEEP THEM SIMPLE. BALANCE A COUPLE OF TRIED AND TESTED FLAVOURS; ELDERFLOWER LIKES LIME, APPLE LIKES ELDERFLOWER, ORANGE LIKES PASSIONFRUIT, PEACH LIKES APRICOT AND SO ON. WORK WITH YOUR TEAMS AND DEVELOP A FEW HOUSE SERVES – OR [GET IN TOUCH](#) AND WE CAN GIVE YOU SOME INSPIRATION, AS WELL AS HAVE A CHAT ABOUT HOW WE CAN HELP YOU PUTTING TOGETHER AND PRINTING A MENU. A MENU CAN REALLY DRIVE SALES.

SPRITZ



ELDERFLOWER SPRITZ

Ingredients	Measure
Box of Budgies Sauvignon Blanc	75ml
St/Saint Germain (elderflower)	50ml
Fever-Tree Soda Water	100ml

Glassware
Highball

Method
Build all ingredients over ice and stir

Garnish
Lime Wedge



BLOOD ORANGE SPRITZ

Ingredients	Measure
Malfy Gin con Arancia (blood orange)	40ml
Lillet Rose	20ml
Luxardo Maraschino (cherry)	5ml
Green olive brine	5ml
Fever-Tree Mediterranean Tonic	0.5 bottle

Glassware
Wine glass

Method
Build all ingredients over ice and stir

Garnish
Green olive & orange wheel (preferably blood orange)



BASE

If a serve is to be lengthened with some bubbles, then it's a good idea that the base spirit can hold its own. Why use a neutral vodka if it gets lost in the serve? All of the big brands have flavour variants that are perfect for spritz serves, from Jack Daniel's Tennessee Apple to Sipsmith [Lemon Drizzle](#), there's plenty of bold flavour to go at.

The base spirit offers backbone and a flavour for the other elements of the spritz to play off. Don't be limited by just spirits, either – confident wines like [Box of Budgies New Zealand Sauvignon Blanc](#), or a juicy alcohol free rosé are a great starting point from which you can spritz up a storm



PINK GRAPEFRUIT FIZZ

Ingredients	Measure
Sipsmith Lemon Drizzle Gin	25ml
Eager Pink Grapefruit	25ml
Teisseire Cane Sugar Syrup	10ml
Ponte Prosecco Extra Dry	200ml

Glassware
Wine glass

Method
Shake and strain first 3 ingredients over ice, top with Ponte Prosecco

Garnish
Grapefruit zest

COLADA SPRITZ

Ingredients	Measure
Bacardi Coconut	60ml
Eager Pineapple	25ml
Pineapple syrup	5ml
Finest Call Lemon Juice	15ml
Fever-Tree Soda Water	100ml

Glassware
Wine glass

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

Garnish
Pineapple leaves & lemon wedge



CHERONI

Ingredients	Measure
Bombay Sapphire Dry Gin	35ml
Chambord Raspberry Liqueur	15ml
Cointreau (orange)	15ml
Finest Call Lemon Juice	15ml
Regans Orange Bitters	2 dashes
Fever-Tree Tonic Water	0.5 bottle

Glassware
Wine Glass

Method
Build all ingredients over ice and stir

Garnish
Fresh raspberry & lemon wedge

PROVENCE SPRITZ

Ingredients	Measure
St/Saint Germain (elderflower)	25ml
Bols Apricot	10ml
Box of Budgies Sauvignon Blanc	65ml
Fresh Basil	7 leaves
Fever-Tree Soda Water	100ml

Glassware
Wine Glass

Method
Build all ingredients over ice and stir



MODIFIER

Simply put, modifiers are just the ingredients added to the base spirit to give the drink another layer of flavour. These can be added a few different ways:

BITTERS can balance out the sweet somewhat, as well as create a more grown up spritz. Aperol is the first one that springs to mind, but [Campari](#) is fantastic in a spritz. These bolder ingredients can also serve as the base, provided another modifier is used to keep things interesting

LIQUEURS like [Luxardo Limoncello](#), [Archer's Peach Schnapps](#) or [St Germain Elderflower Liqueur](#) offer a shortcut to big flavours as well as offering some sweetness and being easy to keep

SYRUPS like the [Teisseire](#) range are very useful, or if you are happy to invest the time, you can 'syrup' just about any drink. For example, [Zinfandel Rose](#) can be heated with sugar and reduced to a lovely pink syrup that sounds great on a list – even a [WKD](#) can be syruped if you are wayward enough!

PUREES like the [Finest Call](#) range are a great way to fruit up a spritz in a fast and consistent way. Anything tropical is a great way to usher in summer

FRUIT is a guaranteed winner in a spritz, whether it's a slice of fresh grapefruit, apple or a handful of berries, it's a great way to add some visual flare as well as flavour

HERBS can add a big flavour kick of freshness – think mint or basil – that work exceptionally well with a berry-driven drink, as well as a grown-up savoury notes; rosemary sits particularly well with bourbons, rums and certain gins

FLOWERS offer both a great garnish and a burst of character. Elderflower or lavender are a lovely addition to a spritz, if a little hard to keep fresh (although they make great syrups if you're worried you aren't going to use them)



BUBBLES

It's not a spritz without some bubbles, of course, so get some fizz however works best for the flavours of the drink

SODAS are the obvious choice – London Essence and Fever-Tree were best known for their tonics but the market has shifted somewhat, and they have both started exploring the potential in the soda category. Both make an excellent Pink Grapefruit Soda, but give the London Essence White Peach and Jasmine Soda a go, as well as the Fever-Tree Grape and Apricot Soda. Both are

spot on for summer. Or if there's a lot going on already, keep it simple with classic soda water

WINE is another smart choice, trading on the still-popular Prosecco trend, although requires the throughput to keep fresh (or maybe the spritz can keep your by-the-glass offer fresh), and doesn't always have to mean alcohol is in the mix

CIDER is a great way to add an unexpected twist on a spritz serve, and comes in enough flavours that you can have no end of fun, and the drier stuff can accommodate a sweeter modifier



HARRINGTON HUGO

Ingredients	Measure
Warners Elderflower Gin	35ml
Teisseire Cane Sugar Syrup	5ml
Eager Apple (cloudy)	10ml
Ponte Prosecco Extra Dry	120ml

Glassware
Chilled champagne flute

Method
Shake and fine strain first 3 ingredients, top with Ponte Prosecco

Garnish



SHRUBS & BUBBLES

Ingredients	Measure
Raspberry Shrub*	25ml
Freixenet Sparkling Rose 0.0%	150ml
Fresh mint	8 leaves
Teisseire Peach	12.5ml

Glassware
Wine Glass

Method
Build over ice and stir

Garnish
Sprig of mint & 3 fresh raspberries

*crush 350g fresh raspberries, mix with 250g sugar, 250ml vinegar, stir & seal. Rest at room temp for a day, shaking every few hours. Fine strain and chill



RED RUM SPRITZ

Ingredients	Measure
Bacardi Raspberry	50ml
Eager Cranberry	25ml
Ponte Prosecco Extra Dry	25ml

Glassware
Wine glass

Method
Build and stir over ice

Garnish
Lime wedge



HUGO SPRITZ

Ingredients	Measure
St/Saint Germain (elderflower)	12.5ml
Ponte Prosecco Extra Dry	100ml
Soda Water	25ml
Fresh mint	8 leaves

Glassware
Wine Glass

Method
Build over ice and stir

Garnish
Fresh mint sprig & a lemon wheel



GARNISH

Keep in mind that a less-than-fresh garnish can turn a consumer off immediately – store them well and keep them looking appetising. Keep it simple and let the garnish reflect the flavours in the drink, or add the balance needed to a sweeter serve through a functional slice of citrus



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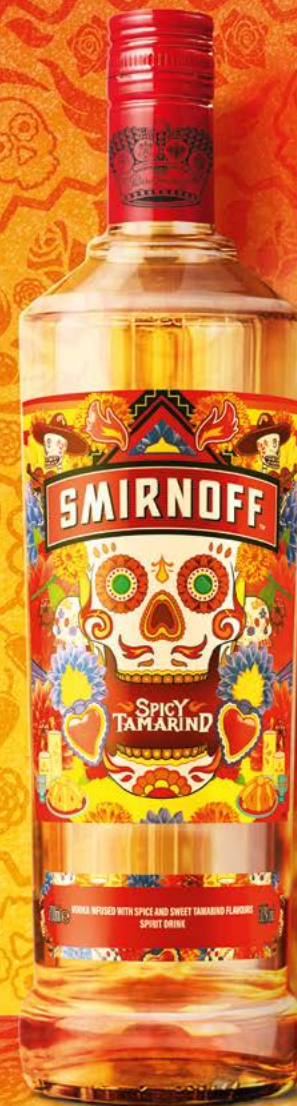


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