



# THIRST

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



## SOUNDS OF SUMMER

Do you have a music strategy for your venue? If not, why not?

### CUSTOMER OF THE MONTH

An interview with our Customer of the Month,  
Manchester institution Band on the Wall

### RECIPE INSPIRATION

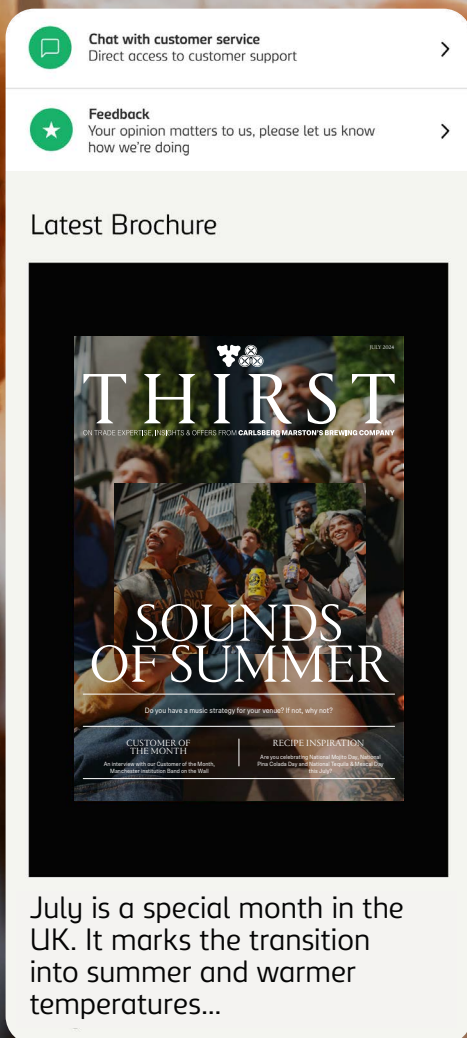
Are you celebrating National Mojito Day, National  
Pina Colada Day and National Tequila & Mescal Day  
this July?





Cockpit

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



July 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 JULY EDITION OF THIRST

## Officially half way through 2024

July is here and we are at the half way point in the year with summer in full swing. And whilst the weather has certainly been a mixed bag so far, we can only hope for the warmth and sun to fully come out this month.

Regardless of sunny skies or summer showers, July promises to be an exciting month with an imminent general election bound to provoke a lot of discussion and the end of the academic year for schools and colleges giving people the chance to take their foot off the pedal a little and enjoy a well-deserved break.

## Sounds of Summer

We have called this edition Sounds of Summer, because the connection between socialising, summer and music feels particularly relevant for the height of summer and also due to the plethora of music festivals and concerts taking place over the next couple of months.

In this edition, we will look at how you can better use music at your venue to your advantage as well as a feature piece on one of our partnership music venues in Manchester, Band on the Wall.

As a key sponsor of many of this summer's music festivals and with a brand new Spike Lee featured brand campaign going live, we are truly excited to showcase Brooklyn this month and its range of flavourful award winning craft beers. If you haven't tried or stocked the NEW Brooklyn Stonewall Inn IPA yet then we encourage you to do this as soon as possible.

San Miguel also gets us in the mood for summer music with its sponsorship of Classic Ibiza, an open-air orchestral led celebration of Ibiza-inspired music, in some of the UK's most stunning stately homes.

And finally in this edition, we see another new glass for you to order! Our elegant new Bière 1664 glass has been designed to reflect our new French inspired brand refresh and functionally to create the perfect pour.

Rain or shine, let's make this July unforgettable!

Carl Middleton  
VP On trade



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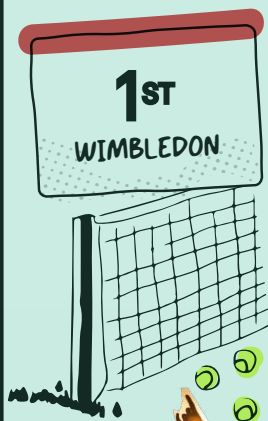
# A THIRST FOR WHAT IS ON IN JULY

We are ready for you!

What is not to love about July? An exciting month filled with vibrant and lively social activities. The warm summer weather makes it prime time for music festivals, iconic sporting and cultural events. And last but not least, it marks the official start of the long summer holidays for kids and students! So fingers crossed for the weather and let's make July as joyful as possible.



The stakes get higher regardless of who you support and regardless of if you follow the football, the quarters, semis and final of the Euros will always be big crowd pleasers! What is your venue doing to celebrate the big games? Have you considered offers on drinks to match the country playing or hosting a big final party on July 14th?



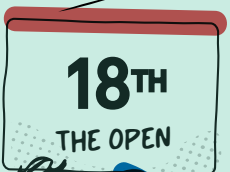
The oldest tennis tournament in the world and the only grand slam played on grass, we will be spritz-ready to watch the top tennis players battle it out to win this prestigious title. **Fun Fact:** During the tournament, tennis fans eat an estimated 28,000kg of strawberries, along with over 7,000L of cream. They also serve 17,000 bottles of champagne and 100,000 pints of draught beer.



Election Day is bound to be a hot topic in pubs and bars across the country due to the high stakes and potential for significant political change. With key issues about the state of the economy at the forefront and the influence of social media on younger voters, there is no doubt this will form lively discussions over a pint.



Silverstone, renowned for its challenging layout, always delivers high-octane racing and unexpected twists. Fans will be dissecting strategies, pit stops and the intense rivalry between teams. With British drivers and teams competing on home soil, national pride adds an extra layer of excitement to the passion and drama.



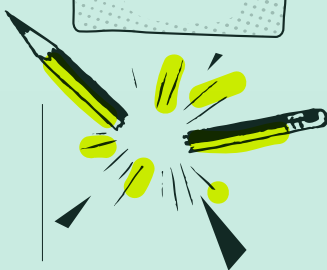
The Open gets attention from golf enthusiasts and casual fans alike. With a historic venue hosting the championship, there's excitement around whether seasoned pros or rising stars will take the Claret Jug. The unpredictable British weather always adds an element of drama, impacting the course conditions and player performances.



Set to be a major source of excitement, uniting fans from various sports in a celebration of global athleticism. Hosted in Paris, the 2024 Olympics promises spectacular events set against the backdrop of iconic landmarks such as the Eiffel Tower and Champs-Élysées. The diverse array of sports, including new additions like breakdancing, adds a layer of intrigue and entertainment.



The end of the school/college term in July often brings a noticeable uplift in activity marking the official start of the summer holidays. School staff often celebrate the break with colleagues. Parents, relieved from the daily school run, also take the opportunity to unwind and socialise. The increase in family days out and breaks means more business for venues offering outdoor seating and child-friendly options.



## ZEBRA

### STRIPE DRINKING

Zebra stripe drinking, or the practice of drinking half and half (or any other desired ratio), is being increasingly observed. In fact, 57% of customers are now choosing to "do things by halves", interspersing alcoholic drinks with alcohol-free drinks on the same occasion.

And summer is an excellent time for promoting zebra stripe drinking for several reasons:

#### HEAT AND HYDRATION:



In hot weather, people need to stay hydrated. Alternating between alcoholic and non-alcoholic drinks helps ensure people maintain their hydration levels.

#### LONGER EVENTS:



With longer days and extended daylight, social events can last much longer than in other seasons. Zebra stripe drinking helps people to enjoy the entire event and prolong the evening without the negative effects of consuming too much alcohol too quickly.

#### SOCIAL RESPONSIBILITY:



Summer is a popular time for social gatherings and festivals where alcohol consumption can be high. They are times when people want to feel involved. Promoting zebra stripe drinking encourages responsible drinking habits, it helps people exercise moderation and reduces the risk of accidents and other issues related to overconsumption.

ZEBRA STRIPE DRINKING MEANS PEOPLE CAN ENJOY THE SOCIAL ASPECT OF DRINKING WHILST ALSO PACING THEMSELVES AND REDUCING OVERALL ALCOHOL CONSUMPTION. IT PROMOTES CONSCIOUS AWARENESS OF YOUR OWN ALCOHOL INTAKE AND GIVES PEOPLE A CREDIBLE CHOICE ABOUT WHEN AND HOW MUCH TO DRINK.

#### How can venues help more?

Beyond having a decent stock and variety of high quality low/no alcoholic drinks to satisfy different tastes, bars can do other small things to help promote this.

Include non-alcoholic drinks in various offers and openly promote and raise awareness of the concept of zebra stripe drinking.

Offer zebra combos where customers are encouraged to buy a half-pint of lager and a half-pint of a non-alcoholic drink together.

Train staff to suggest different top-ups and non-alcoholic pairings, explaining the benefits of alternating drinks.







# SOUNDS OF SUMMER

Music and drinking are a beautiful combination and music has long been used to enhance social occasions and emotional connections. From dancing en masse at a wedding, to reminiscing about fun times when Chesney Hawkes makes a rare appearance!

Music can set the tone in pubs and bars, influencing the atmosphere and mood, whether it's a weekend DJ set, the soothing strums of an acoustic performance, or the nostalgic hits from a jukebox. Live music in particular often draws crowds, turning ordinary nights into memorable gatherings.

Pubs and bars often use music to create a mood and an ambiance, appealing to specific demographics and fostering a sense of community amongst customers who share similar tastes. The type of music played can attract repeat business and establish a venue's reputation.

SO WHAT DOES YOUR MUSIC SAY ABOUT YOUR BAR/PUB/VENUE? DO YOU HAVE A MUSIC STRATEGY AND IF NOT, WHY NOT?

## It's proven – music is good for us!

Listening to new and different music can greatly benefit us in several ways. It stimulates our brains, enhances cognitive functions and improves creativity. Exploring different genres and styles can also expand our cultural understanding and empathy. And as if we needed another reason, discovering new music can boost our mood and provide a refreshing break from routine, contributing to overall mental well-being.

## The festival season is upon us

Throughout the summer months of June-August, and with the optimism of dry weather, there are a plethora of music festivals of all different shapes and sizes taking place up and down the country, where people come together to show and share their appreciation of music and the joy that it can bring.

Of course we have just marvelled at Glastonbury, the oldest and the biggest festival, kicking off the season at the end of June!

But outside of the mammoth event that is Glasto, here are just a few others that might be happening near you.



See next page for our festival season overview.



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Here we've broken down some of the key music events that are soundtracking Summer 2024 in the UK, with key headliners to keep your ears to the ground for:



**GLASTONBURY**  
JUNE 26TH-JUNE 30TH

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DUA LIPA | COLDPLAY  
SHANIA TWAIN | SZA

**wireless**  
JULY 12TH - JULY 14TH

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NICKI MINAJ | SEAN PAUL  
DOJA CAT

**LATITUDE**  
JULY 25TH - JULY 28TH

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KASABIAN  
LONDON GRAMMAR  
DURAN DURAN

**BBC Proms**  
JULY 2024

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NOEL GALLAGHER  
PAOLO NUTINI  
DECLAN MCKENNA

**WILDERNESS**  
AUGUST 1ST - AUGUST 4TH

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FAITHLESS | BICEP  
MICHAEL KIWANAKU

**BOOMTOWN**  
AUGUST 7TH - AUGUST 11TH

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LINEUP TBC

**BOARDMASTERS**  
AUGUST 7TH - AUGUST 11TH

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CHASE & STATUS  
SAM FENDER | STORMY

**ALL POINTS EAST**  
AUGUST 17TH, 23RD, 25TH

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LOYLE CARNER  
EZRA COLLECTIVE  
LCD SOUND SYSTEM

**LOST VILLAGE**  
AUGUST 22ND - 25TH

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BLESSED MADONNA  
CRAZY P | FOLAMOUR

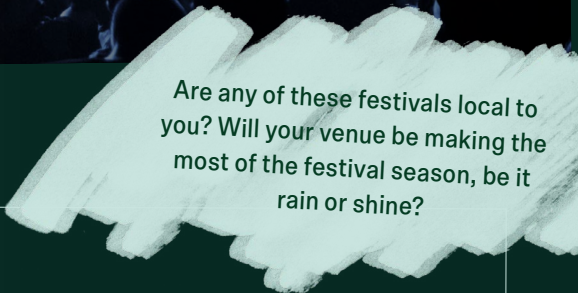
**READING & LEEDS**  
AUGUST 21ST - 25TH

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FRED AGAIN  
LIAM GALLAGHER  
CATFISH & THE BOTTLEMEN



So our top 5 tips would be:



Are any of these festivals local to you? Will your venue be making the most of the festival season, be it rain or shine?

1. **Don't follow trends**, stay authentic to your customer base and the mood and feeling you want to create. The wrong music could really turn off regulars and would jar with the rest of the venue experience.
2. **Make it interactive in some way.** We all love to get involved in some way from singing along to knowing the song name and year. Everyone gets to tap into their own preference....
3. **Tap into the festival-esque moment.** What can you do to give your venue and/or outdoor area a festival 'glow up'? From tents, to outdoor kitchens selling street food, to bunting and fairy lights. Go big or go small, but do something to re-create the festival mood and feeling.
4. **Give local talent a chance.** Not everyone has big budgets to spend on music and not all smaller artists have the opportunity to play live in front of people. This is a mutually beneficial way to have some wonderful live music, as well as support the local scene.
5. Of course many venues have their own curated playlists but what about **customer generated playlists** that allow customers to suggest songs or vote on playlists via apps or social media?



Venue of the Month  
A Manchester Institution

**BAND ON THE WALL**



# A RICH HISTORY AND A BAND THAT LITERALLY PLAYED ON THE WALL



**“BAND ON THE WALL HAS HOSTED THE GREATS AND  
ENCOURAGED THE NATIONS DREAMERS FOR 80 YEARS  
OR MORE AND REMAINS ONE OF THE CORNERSTONES  
OF OUR GREAT CITY'S MUSICAL HERITAGE.”**

**GUY GARVEY, ELBOW**

The venue was originally The George and Dragon pub in the early 20th Century, but was renamed 'Band on the Wall' as this is how it was referred to by customers. This was because musicians quite literally played on a stage halfway up the back wall to make room in the busy pub.

Whilst gaining a reputation for bringing the finest jazz, folk, blues and international music to Manchester, Band on the Wall was at the centre of Manchester's famed music scene in the late 70's, with Buzzcocks and Joy Division playing some of their earliest gigs at the venue.

## **Discover something new: From classic soul to Mr Scruff**

The mission of Band on the Wall is to celebrate music from all the diverse communities of the UK and also internationally. The program of events shows this diversity, from left field pop meets experimental jazz, to Arabic sounds and jazz-rock.

Whatever your taste, there is something for everyone. It is a great venue to listen to something new which is proven to stimulate our brains, enhance cognitive functions and increase creativity. Discovering new music can also boost our mood and expand our cultural understanding and empathy.

## **A big refurb and transformation**

After six years of fundraising, Band on the Wall was re-opened in March 2022 after a physical extension and transformation, making it the best showcase music venue of its scale in the UK.

Now with increased capacity and two different rooms, including the main bar and smaller stage, which allows the team to support up-and-coming acts.

## **Giving back to the community**

As well as putting on events, Band on the Wall is a not-for-profit, and has been owned and operated by registered charity Inner City Music since 1984. This charity is dedicated to providing opportunities for local communities to get involved in music making. They do lots of positive initiatives, from providing music lessons for children, to a choir for those over 55. The profits from the trading side of the business go into this charity arm.



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



# CUSTOMER OF THE MONTH JULY 2024

## MEET BEN ARMITAGE, HEAD OF VENUE OPERATIONS AT OUR FEATURED VENUE, BAND ON THE WALL

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

We put on music gigs and events big and small throughout the year for a diverse range of different genres of music, as well as many performers who would not normally get the chance to perform in Manchester. Our customer will vary depending on the event itself, but generally our core audience is 30+ and they come specifically for the music.

I used to actually come as a customer with my dad before I started working here, so I knew the venue and liked the gigs. The best part of my job is the people you meet, especially the musicians. They are always interesting people and I love to chat to them about their music. Since the refurb we have had The Pixies and Fall Out Boy play here.

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

We do 70% draught and when it comes to beer, both San Miguel and Brooklyn do really well. San Miguel is a well-recognised brand, so a risk free choice for people. Brooklyn attracts a younger customer overall and it is a good craft option and really easy to drink. We sell the pilsner, lager and The Stonewall Inn IPA. The brand has a cool vibe to it, so that appeals.

Outside of beer, the drinks that do well vary a lot by event because of the mood the music creates. So we do a lot of soul nights and rum does really well then. We have always consciously had a good range of non-alcoholic beer options, knowing people come first and foremost for the music. This has improved so much in terms of quality over the last few years and we have seen a big increase in sales.

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

Well summer is actually a big challenge for us in terms of trade, which I know is the opposite to many other places. We are more seasonal and really busy from Feb-May and then again from Sept/Oct. We have no outdoor space and not a huge amount of passing trade, so that makes a big difference. We still open and put on shows of course, but we work our business model around this seasonality and reduce our opening hours and number of events in the quieter summer months.

We do both a free and paid membership scheme to help drive more loyal and repeat customers. This gives them benefits including discount on tickets, discount on drinks and early bird tickets to events.

### What would be your own personal summer music playlist?

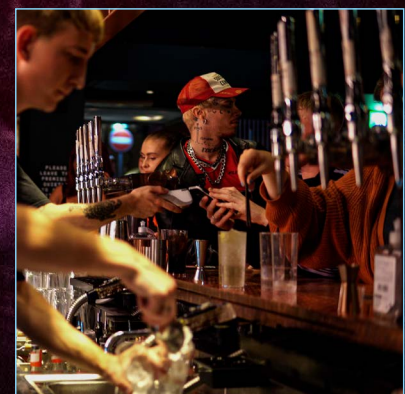
When I think of Summer personally, I think of Ibiza and the Balearic chilled-out music vibes. I would play the Café Del Mar playlist with a refreshing cold drink.

Nu Genea are pretty cool and nice for summer as well. They are an Italian funk/disco duo from Naples.

I also recommend Khruangbin who are known for blending global music influences, such as classic soul, dub, rock and psychedelia. It sounds crazy on paper but makes for really easy listening music which is perfect for summer.

### And finally your own favourite tippie:

I do love craft beer, but also gin and tonic, so it would be one (or both) of these. I will stick to a simple tonic, as I like the gin to do the work and my garnish would be a slice of pink grapefruit.





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.

<div>CORE</div> <div><div>NEW INSTALL OFFER</div></div> <div>Carlsberg Danish Pilsner (3.4%)</div> <div>Light and refreshing with a smooth, full mouth feel, perfect balance of bitterness and sweetness, and a distinctive citrus hop aroma.</div>	<div>PREMIUM</div> <div><div>NEW INSTALL OFFER</div></div> <div>1664 Bière (4.6%)</div> <div>A beautifully balanced and sessionable lager made with signature hops from the French region of Alsace.</div>	<div>PREMIUM WORLD</div> <div><div><div>NEW INSTALL OFFER</div></div><div><div>NEW INSTALL OFFER</div></div><div><div>NEW INSTALL OFFER</div></div></div> <div>Birrifficio Angelo Poretti (4.8%)</div> <div>Birrifficio Angelo Poretti is a full-flavoured lager with a sweet malty body and an assertive bitterness.</div> <div>Brooklyn Pilsner (4.6%)</div> <div>Crisp, bright and smoothly refreshing. A pale golden beer with a delicate citrusy finish.</div> <div>San Miguel Especial (5.0%)</div> <div>San Miguel is a premium pilsner-style lager, delivering a full-bodied and well balanced flavour with a clean, crisp &amp; refreshing taste.</div>	<div>SUPER PREMIUM</div> <div><div>NEW INSTALL OFFER</div></div> <div>1664 Blanc (5.0%)</div> <div>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.</div>
<div>CORE &amp; CORE+</div> <div></div> <div>3.6%</div>	<div>PREMIUM</div> <div></div> <div>4.8%</div>	<div>PREMIUM WORLD</div> <div><div><div>NEW INSTALL OFFER</div></div><div></div></div> <div>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.</div>	<div>DISCOVERY WORLD</div> <div></div> <div>4.6%</div>

# KEG ALE

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


AMBER




NEW INSTALL OFFER

Wainwright Amber (4.0%)


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




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.



NEW INSTALL OFFER


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%





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

# 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.


<div>ENTRY</div> <div><div>NEW INSTALL OFFER</div></div> <div>Shipyard American Pale Ale (4.5%)</div> <div>An easy drinking, American style Pale Ale bursting with fruity, citrus hop flavour and gooseberry and pine aroma.</div>	<div>PREMIUM</div> <div><div><div>NEW INSTALL OFFER</div></div><div><div>NEW INSTALL OFFER</div></div></div> <div>Brooklyn Stonewall Inn IPA (4.3%)</div> <div>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.</div> <div>Brooklyn Lager (5.0)%</div> <div>Light hop bitterness and moderate sweetness. Both bitterness and sweetness linger on the palate before finishing clean.</div>	<div>SPECIALITY</div> <div></div> <div>Erdinger Weissbier (5.3%)</div> <div>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.</div>
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# 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.

<div>APPLE</div> <div><div>NEW INSTALL OFFER</div></div> <div>Somersby Apple (4.5%)</div> <div>Somersby Apple is a refreshing cider made from fermented apple juice and natural apple flavouring.</div>	<div>FLAVOURED</div> <div><div>NEW INSTALL OFFER</div></div> <div>Somersby Blackberry (4.0%)</div> <div>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.</div>
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# STOUT

<div></div> <div>Hobgoblin Stout (4.1%)</div> <div>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.</div>
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Click on the badge to get the offer

CLICK TO VIEW OFFER

SPECIAL OFFER

LAGER



Carlsberg Danish Pilsner (3.4%)

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



San Miguel Especial (5.0%) 330ml

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



San Miguel Especial Gluten Free (5.4%) 330ml

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



Brooklyn Pilsner (4.6%) 330ml

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



Birrifficio Angelo 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 Weissbier (5.3%) 500ml

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

ALCOHOL FREE



Carlsberg 0.0 Pilsner (0.0%) 330ml

Refreshing with a crisp hoppy bite and just 63 calories per bottle, Carlsberg 0.0 is everything you'd expect from a well-balanced Pilsner. Skål!



San Miguel 0,0 (0.0%) 330ml

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



Brooklyn Special Effects (0.4%) 330ml

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



Erdinger Alkoholfrei (0.5%) 500ml

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

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

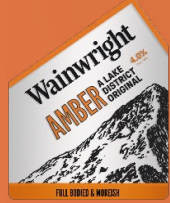
Click [here](#) to view the range on our online store



# CASK ALE

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

## AMBER



Wainwright Amber (4.0%)

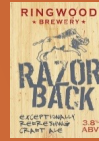
With a subtle bitterness & delicately enticing hop balance, Wainwright Amber is satisfyingly moreish. Clean, creamy & lightly fruity; a pint at the pinnacle of perfection.



3.4%



3.7%



3.8%



4.5%



4.8%

## GOLD & IPA



Wainwright Gold (4.1%)

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



Hobgoblin Gold (4.2%)

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

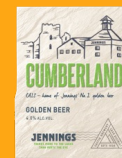


Hobgoblin IPA (4.5%)

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



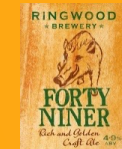
3.8%



4.0%



4.2%



4.9%

## DARK



Hobgoblin Ruby (4.5%)

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



3.5%

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 July to 31st July 2024. Not available in conjunction with any other offer. Available while stocks last.

find out more



FRESH ALE

THE NEXT GENERATION OF ALE

Click here to

find out more





# THIS IS BROOKLYN







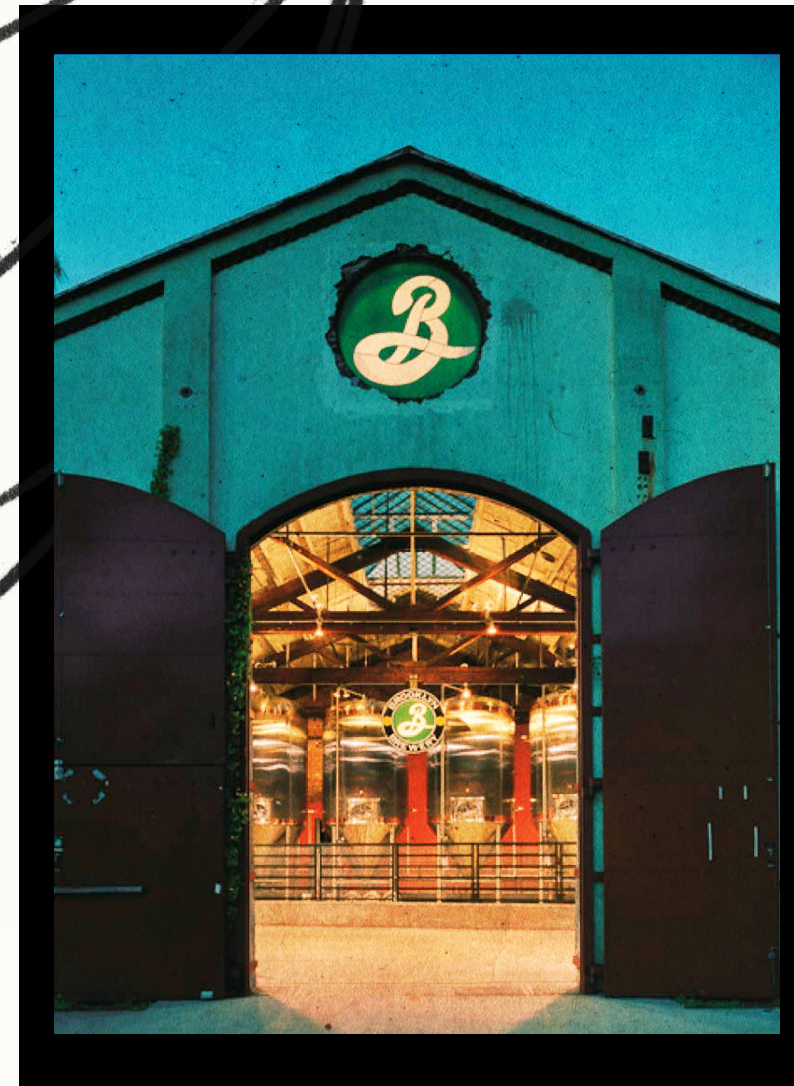
# A DIVERSE AND CREATIVE BOROUGH

Brooklyn is a unique gathering place for creators, entrepreneurs, dreamers and artists from all over the world. It is the largest of the five New York City boroughs, with 2.7 million residents speaking over 200 languages.

Brooklyn has over 700 arts and cultural institutions, over 40,000 restaurants and is the birthplace of musicians and artists including Jay Z, Notorious B.I.G and Adam Yauch of the Beastie Boys.

Brooklyn has a long history of attracting vibrant and creative people. Decades of immigration have shaped the borough, blending hundreds of nationalities, ethnicities and influences into something new. This dynamic energy gives rise to the Brooklyn state of mind and values:

SPREAD LOVE,  
SPEAK TRUTH  
& BE YOURSELF.



## BREWING HERITAGE

The borough of Brooklyn has a rich history in brewing. One of the first commercial businesses in America was a brewery built by Dutch settlers in the 1600s. By the 1800s, Brooklyn brewed about 10% of America's total beer volume and had 48 breweries. This tradition almost ended after Prohibition and that is where we came in!

## BROOKLYN BREWERY

Inspired by Brooklyn's rich brewing heritage and with a dream to return brewing to Brooklyn, in 1988 our co-founders started The Brooklyn Brewery. They delivered the first few cases by hand, pushing their dream ahead in the early days of the American craft beer revolution. Word quickly spread across the borough and around the world and the rest as they say is history!

Today, Brooklyn are proud to share their home with dozens of breweries producing world class beer and spreading the Brooklyn love.

Led by award-winning Brewmaster Garrett Oliver, the brewery takes a flavourful taste of Brooklyn beyond the borough – from classic styles to bold experiments.

## 6 FACTS ABOUT BROOKLYN BREWERY

- 1 Founded by a Journalist and a Banker:** Brooklyn Brewery was co-founded in 1988 by Steve Hindy, a former journalist, and Tom Potter, a former banker. Hindy got interested in brewing beer during his time as a foreign correspondent in the Middle East, where he learned homebrewing from American diplomats.
- 2 First Commercial Brewery in Brooklyn Since Prohibition:** When Brooklyn Brewery opened in 1988, it became the first commercial brewery in Brooklyn since Prohibition. This marked the beginning of the borough's resurgence as a hub for craft brewing.
- 3 Iconic Logo Designed by Milton Glaser:** The brewery's distinctive logo, featuring a stylised "B," was designed by the legendary graphic designer Milton Glaser, who is also known for creating the iconic "I ♥ NY" logo.
- 4 Brewing for impact and sustainability:** Brooklyn Brewery is dedicated to sustainability and environmental responsibility. They have implemented various eco-friendly practices, including using wind power to offset 100% of their electrical usage at their brewery in Williamsburg, Brooklyn.
- 5 Strong Community Focus:** Brooklyn Brewery is deeply rooted in its local community. They support various local arts, music, charitable and cultural initiatives to foster a sense of community.
- 6 Craft goes Global:** Brooklyn Brewery has a significant international presence. Their beers are exported to over 30 countries across 5 continents, reflecting the global appeal of their craft beers.



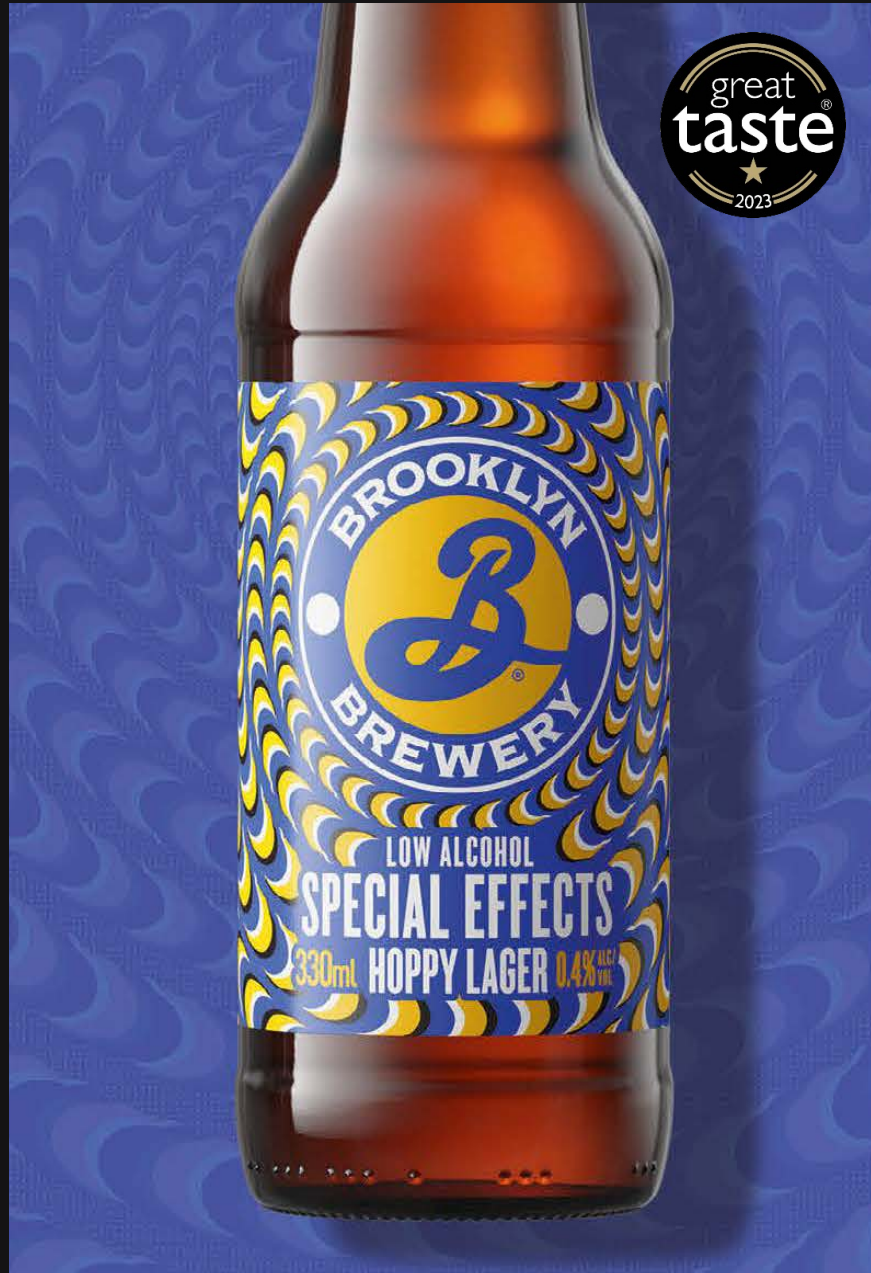
# OUR RANGE



**Crisp, Bright, Refreshing:** Our hero product, Brooklyn Pilsner is a crisp lager inspired by Brooklyn and brewed for all. It layers clean malts with a balanced wave of bright hops, crowned by an instantly refreshing finish. Light toasty flavours and spicy, subtle citrus hop notes make it an instant classic.

#### Tasting Notes

STYLE	Pilsner
ABV	4.6%
SEE	Bright, Pale, Golden
SMELL	Floral and fruity aromas
TASTE	Crisp & refreshing, with a balance of maltiness, floral and fruity aromas
HOPS	Hallertau Saphir and Hallertau Spalter Select
FOOD PAIRING	Highly versatile when pairing with most food, especially Chicken, Pork/BBQ, Pizza, rice dishes and fish
FORMATS	50L Keg & 20L Draughtmaster, 330ml Can, 330ml bottle

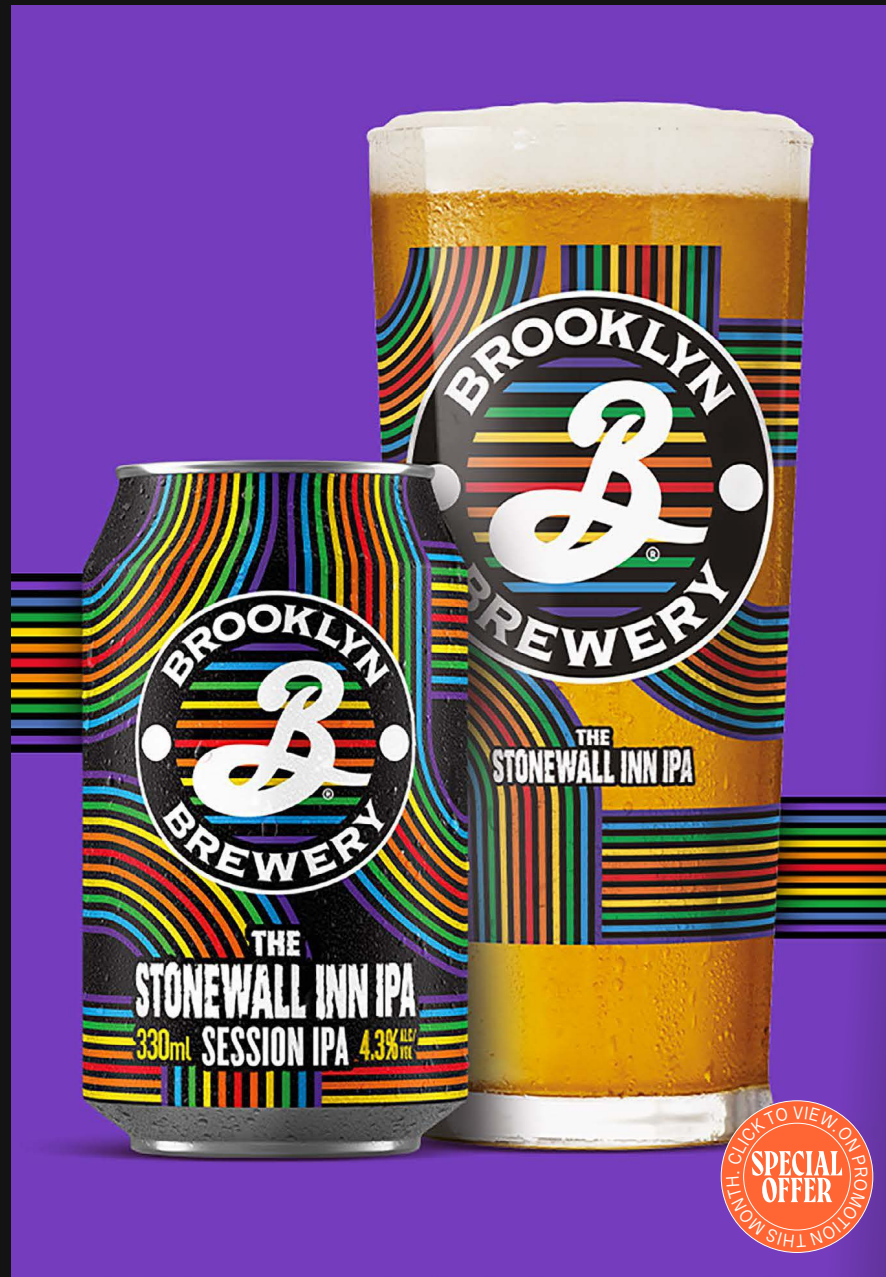


**All the satisfaction, with no alcohol:** In movies, special effects make you think you're seeing the unbelievable. With Brooklyn Special Effects, we're making you taste something incredible: a delicious low alcohol beer. An award winning one at that! Special Effects is a hoppy lager with an unexpected piney aroma and pleasantly bitter finish. The beer gets its bready sweetness from a blend of pale caramel and dark roasted Munich malts. And it's surprising nose from dry-hopping with mosaic, citra and Amarillo hops – a technique rarely used in alcohol-free brewing.

#### Tasting Notes

STYLE	Hoppy Amber Lager
ABV	0.4%
SEE	Amber
SMELL	Pine aroma, peeled grapefruits and fresh zesty aromas
TASTE	Clean, bready sweetness, refreshing with hoppy bitterness edge
HOPS	Mosaic, Citra and Amarillo (Dry Hopped)
FOOD PAIRING	Burgers, Chilly dogs, Bold cheese and hot sauces
FORMATS	330ml Bottle, 20L Draughtmaster





**Fresh, Lively, Proud:** In 2017 Brooklyn Brewery were approached by the famous Greenwich Village Bar, The Stonewall Inn to create a beer that everyone could enjoy. The Stonewall Inn has been a symbol of hope for the global LGBTQ+ community since the famous uprising and protests in 1969.



# STONEWALL INN IPA



**A great tasting IPA:** Fearless and refreshing, our Stonewall Inn IPA is crafted for everyone. Brewed with unabashed notes of grapefruit and bright citrus peel, this is a classic session style IPA boasting all the deliciousness you'd expect from the Brooklyn range with an extra feel-good benefit. Brooklyn Brewery directly supports SIGBI, The Stonewall Inn Gives Back Initiative which is committed to supporting grass roots initiatives in every community that we serve.

## Tasting Notes

STYLE	Session Golden IPA
ABV	4.3%
SEE	Pale gold
SMELL	Lemon peel and grapefruit aromas
TASTE	Light, subtle hop bitterness with a moreish slight dry finish
HOPS	Amarillo, Simcoe, Cascade, Centennial
FORMATS	30L KEG, 20L Draughtmaster* (*brewed at 4.6% to aid dispense)





NEW FOR SUMMER 2024

# SPIKE LEE AND BROOKLYN BREWERY COLLABORATE TO CREATE A NEW BRAND CAMPAIGN

Brooklyn Brewery has partnered with Spike DDB, the creative agency founded by globally acclaimed filmmaker Spike Lee, to create a culturally iconic campaign that champions the heart and soul of Brooklyn, NYC.

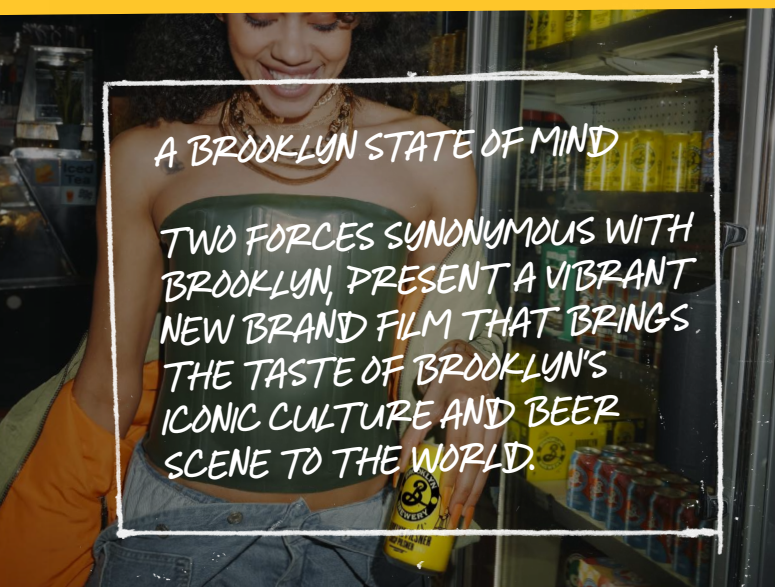
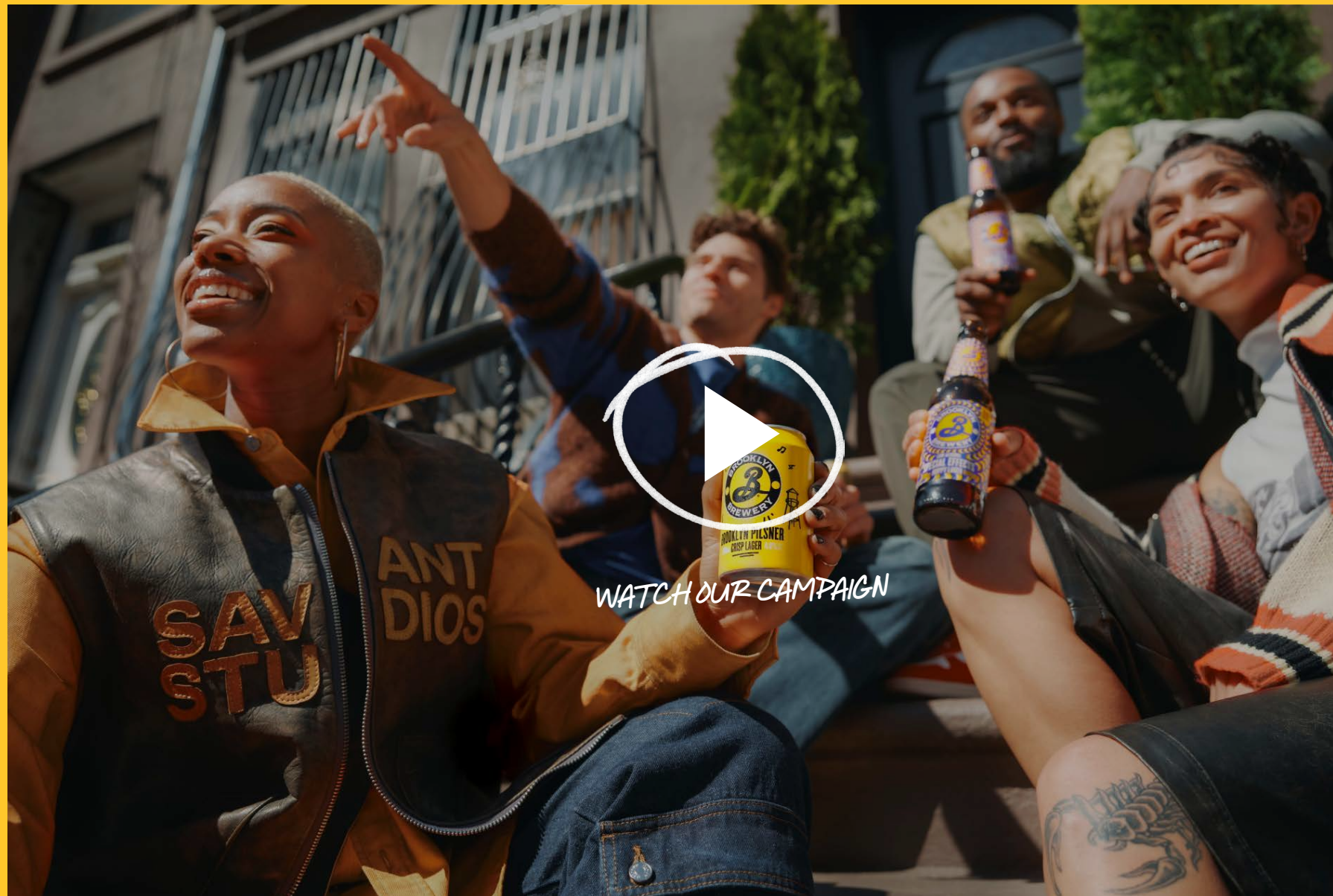
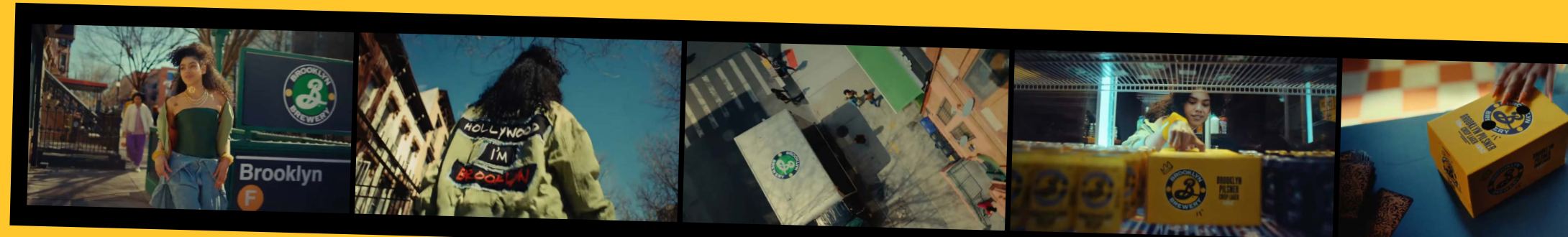
Spike Lee's legacy goes back to 1988 when he directed the legendary Michael Jordan for Nike. Since then, his insight as an independent filmmaker has reshaped the filmmaking landscape with disruptive content that represents creative and culturally diverse audiences.

Featuring a cameo from Spike Lee himself, the film is set around a bustling Brooklyn block alongside symbols of New York culture and community. It showcases the creative and diverse character of Brooklyn using people genuinely from the area.

Directed by husband-and-wife creative filmmaking duo Radha Ganti and Robert Lopuski, known as King She.

"As long-time residents of Brooklyn, we were excited about making a film in our backyard. Brooklyn is a world unto itself, and the borough has an essence that's unmistakable and infectious."

"Each of Brooklyn Brewery's beers has its own personality and story to tell, inspired by cultural references and nuances of life in Brooklyn. The storytelling opportunities are endless, but the mission was simple, to catch the rhythm of a true local, immersed in the neighbourhood, capturing the contagious pulse and rich texture of Brooklyn."



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# A TASTE SUPRÊME SINCE 1664



## WHY STOCK US

### OUR TOUCH OF 'JE NE SAIS QUOI'

A uniquely French offering in a world of European lagers with distinctive charm, quality & appeal that can only be achieved with French know-how.

### OUR SIGNATURE HOPS

A unique blend of aromatic hops from Alsace that add a splash of sophistication to a refreshingly easy-drinking bière.

### OUR ICONIC HERITAGE

A stamp of quality & expertise: 350 years of uncompromising conviction in who we are and what we do.

### OUR FLAVOURFUL PROFILE

A flavourful bière and subtle bitter twist, engineered for easy enjoyment across a wide audience of drinkers.

Available in: 50L and 18 gallon keg, 20l draughtmaster, 275ml and 660ml bottles

## NEW DISTINCTIVE GLASSWARE AND ON TRADE ASSETS AVAILABLE NOW.

We recently had a new facelift to be more effortlessly stylish and proudly hero our French roots.

To support our customers with our new look, we have elegant and contemporary NEW glassware and a supporting POS kit.

[Speak to your CDM for more information.](#)

# BIENVENUE

## TO OUR STUNNING NEW GLASSWARE



OUR BRAND NEW  
GLASSWARE HAS BEEN  
DESIGNED TO CREATE THE  
PERFECT POUR, TAPERING  
IN AT THE TOP FOR HEAD  
RETENTION.

You'll see our distinctive logo front and centre in full brand colours to maximise impact on the bar.

And premium detailing like the embossment and line work at the bottom of the glass emulates the Breton stripes that France is famous for and help to elevate the serve.







# SAN MIGUEL SPONSORS CLASSIC IBIZA

**CLASSIC IBIZA IS AN OPEN-AIR CELEBRATION OF WHITE ISLE-INSPIRED MUSIC.**

Reinvented by a 32-piece orchestra, headline DJs and live vocalists. And to top it all off, it is located in some of the UK's most stunning stately homes such as Burghley, Chatsworth, Hatfield and Tatton Park.

Expect dynamic music performances, festival-fuelled entertainment and insta-worthy locations. It is an unmissable experience and feel-good atmosphere for partygoers and adventure seekers.

And San Miguel will be at the heart of this event as a headline sponsor! As a long-term partner of Classic Ibiza, there is a shared ethos of enriching people's lives by providing them with amazing experiences and adventure.

Discover more at  
Classic Ibiza



# SEEK A TASTE OF SPAIN IN THE HEART OF LONDON

**SOMERSET HOUSE TERRACE BAR WITH SAN MIGUEL IN LONDON IS NESTLED IN THE PERFECT RIVERSIDE SPOT NEAR COVENT GARDEN TO TAKE IN THE STRIKING VIEWS OF THE CITY SKYLINE.**

The lounge-style seating, lush foliage and festoon lights create the perfect backdrop.

Promising its best summer yet and one full of adventure, the Somerset House Terrace Bar with San Miguel will host immersive cooking masterclasses, exclusive supper club experiences, live music and much, much more. Serving an incredible selection of authentic small plates, the menu will feature showstopping boards of House Cured Beef Fillet with a Truffle Emulsion, Pan con Tomato, local Brixton Honey with Manchego and exquisite Courgette Carpaccio with Burnt Lemon.

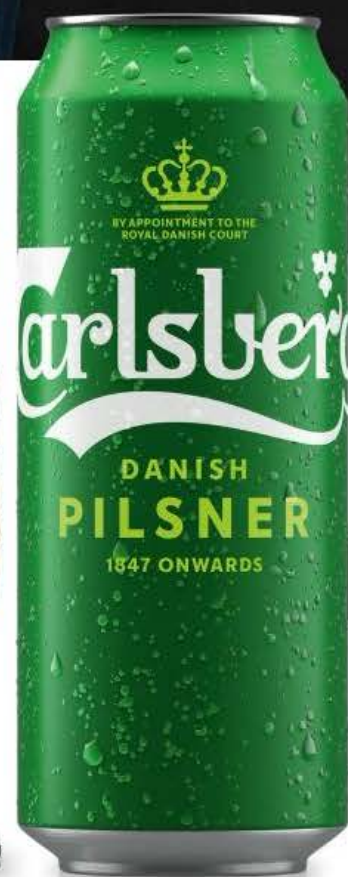
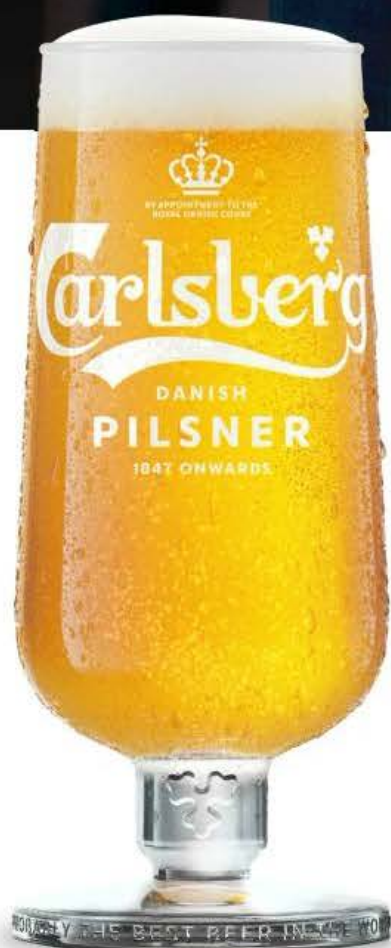
For any bookings, please contact  
[info@jimmypopup.com](mailto:info@jimmypopup.com)







BRINGING IT HOME  
✦  
PROBABLY



carls

WE'RE FORECASTING **BEER SHOWERS** THIS FOOTBALL SEASON. TO STAY DRY WHEN PINTS FLY, WE'VE GOT THE PERFECT SOLUTION



Whilst soaking up the atmosphere this football season, we know its also possible to be soaked in beer showers at those critical goal scoring moments. To stay dry when pints fly, head to our Instagram & enter for your chance to win one of our stylish hats!



@carlsberg



# 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 July 1st - July 31st 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 July 1st - July 31st 2024. Whilst stocks last.



# EXPLORE OUR LOW &



# 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 July 1st to July 31st 2024. Whilst stocks last.

# STONEWALL INN IPA



**£24.99**  
24X330ML CANS



FRESH. LIVELY. PROUD.



**THIS IS BROOKLYN**

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

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# LESS WASTE, MORE PROFITS WITH DRAUGHTMASTER

THE COMPACT SYSTEM USES COMPRESSION RATHER THAN CO<sub>2</sub> TO KEEP BEER FRESH FOR LONGER, REDUCE WASTAGE AND IMPROVE THE PROFITABILITY OF YOUR BUSINESS.



**40%**

40% saving on wastage.

Fresher for longer. Our recyclable kegs stay fresh down to the last pint, with minimal left when empty. DraughtMaster's closed system increases freshness from under a week to over a month when compared with steel kegs.



**100%**

Saving on gas.

Not needing a CO<sub>2</sub> cylinder means less cost, less space and less Health & Safety risk.



**75%**

Saving on cleaning.

Saving water and importantly also time! Lines only need to be cleaned every 4 weeks and our systems lets you know when it's time to clean.

## HELPING CREATE A BETTER FUTURE

**7x** LOWER CARBON FOOTPRINT THAN GLASS BOTTLES\*

Our lighter PET kegs have a smaller carbon footprint, producing less CO<sub>2</sub> than glass bottles or steel kegs.

Compact recyclable kegs meaning reduced plastic waste and 2 trucks per week taken off the road.



## AND THE ICING ON THE CAKE!

**+28%** BEER SALES WHEN CONVERTED FROM PACKAGED TO DRAUGHT

More variety: With less chance of beer going to waste and due to all the kegs being identical and using the same modules, it makes it even simpler to offer and rotate a greater variety of beers, helping drive your profits.



\*Calculation based on primary packaging only, based on the same liquid, transportation and other packaging used on product. Source: UK Data is from Carlsberg Group Country LCA Tool from group Sustainability & Packaging Lead

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# Waste not, Want not

## Carlsberg iD tailored dispense solutions

We understand that each and every venue has 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 doesn't work.

That's why at Carlsberg Intelligent Draught (ID) we offer a range of next generation solutions to help our customers become more efficient, more sustainable and ultimately grow their business. All our solutions are designed around being convenient to install and work around your existing systems and venue constraints.

Waste is a hot topic and a big issue in all industries, and hospitality is no exception. For venue managers, addressing waste is essential not only for reducing the industry's environmental impact but also for enhancing operational efficiencies, profitability and sustainability.

1

### Significantly saving on beer waste

Waste 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.

2

### Significantly saving on cleaning and water waste

Say goodbye to the hassle of weekly line cleaning. Our Carlsberg ID solutions cut cleaning time by up to 75%, freeing up valuable resources and saving on water usage.

3

### Which all means better for the planet!

With an average saving of 4,000 litres of water per venue and 30% less cooler energy costs, our CQDS system helps with sustainability.

And our lighter PET Draughtmaster kegs produce 7x Lower Carbon footprint\* than glass bottles: The more compact format also reduces plastic waste and means 2 less trucks per week off the road.

4

### And last but certainly not least, all of our solutions deliver a fresh summer pour

All of our Carlsberg ID dispense solutions were designed first and foremost to ensure drinks stay fresher for longer, colder and more consistent guaranteeing the perfect pour from first to last drop.



**FRESH ALE**  
THE NEXT GENERATION OF ALE

Our cask ale dispense solution has a guaranteed 14-day shelf life with proven quality and consistency for less waste.



**DRAUGHTMASTER**

A 40% saving on wastage. Our recyclable kegs stay fresh down to the last pint, with minimal left when empty. DraughtMaster's closed system increases freshness from under a week to over a month when compared with steel kegs.



**CQDS**

CARLSBERG QUALITY  
DISPENSE SYSTEM

Our cutting-edge cellar dispense keeps the temperature consistent reducing hotspots which create wastage.

[Click the logos above to  
visit the respective sites](#)



\*Calculation based on primary packaging only, based on the same liquid, transportation and other packaging used on product. Source: UK Data is from Carlsberg Group Country LCA Tool from group Sustainability & Packaging Lead



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CROWN CELLARS®

CARLSBERG MARSTON'S BREWING COMPANY





Having a great range of drinks that perfectly cater for your very specific customer base is only the first step in nailing your sales mix. A well-trained team will help to message your range to your customers, but nothing beats a physical menu to communicate your offer.

We have years of experience in laying out drinks lists not just to show of your range, but to sell more of what you actually want to sell. We can help make your list – and your business - more profitable.

Crown Cellars works with a platform called hyble to bring our customer lists to life. Just get in touch with us via your local customer development manager, wines and spirits manager, or simply drop us a line via [crowncellars@carlsbergmarstons.co.uk](mailto:crowncellars@carlsbergmarstons.co.uk) and we can arrange an appointment with you, come and discuss your range and some menu ideas, supporting design and print every step of the way.

We work collaboratively with all kinds of outlets, creating the right look and feel for your specific business, helping to bring your drinks range to life.

**WINE LISTS**  
**FULL DRINK MENUS**  
**COCKTAIL MENUS**  
**HIGHBALL LISTS**  
**SPRITZ MENUS**  
**BEER LISTS**  
**APERITIF MENUS**  
**& MORE**



Drinks List

Helping

More you create your A list



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# Pedley's pick

A word from  
a master



# of the Bunch

Every month we take the opportunity to shine the spotlight on a couple of wines that have been chosen by our Master of Wine, Jonathan Pedley. These wines are either new to the range or tasting very well right now, and are chosen for their balance of outstanding value and top quality.

Jonathan has worked with Crown Cellars since the 90's as a Master of Wine and consultant, appearing on various global wine judging panels and TV shows over the years, as well as helping us to shape the Crown Cellars range into the fantastic selection of world wines as it is today.



*Jonathan Pedley*

**JONATHAN PEDLEY,**  
MASTER OF WINE



## **FREIXENET** Rose 0.0%

Pale pink alcohol-free sparkling wine with notes of strawberries and roses, and floral, fruity flavours.

4		L	75cl	35072	
Vc	V				



## **EUGENE KLIPFEL** Pinot Blanc

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.

2		LLL	75cl	35573	





# EVENT SEASON IS HERE

## Terre del Doge Prosecco DOC

An immediately fruit sparkler with  
notes of crisp apple and citrus



## Champagne H Lanvin et Fils

An elegant, golden Champagne with a  
fine mousse and rounded, toasty palate



TIME TO STOCK UP ON  
AFFORDABLE FIZZ TO MAKE  
THE MOST OF THE SUMMER

## EXCLUSIVE TO CROWN CELLARS

A PALE GOLDEN FIZZ WITH  
INTENSE FRESH APPLE  
CHARACTERS THAT'S TOO  
DRY, ZIMOR PROSECCO  
DOC EXTRA DRY IS AS  
GREAT WITH LIGHT  
CANAPÉS OR ANTIPASTI AS  
IT IS SERVED ON ITS OWN,  
IN A NICE CHILLED  
GLASS IN A SUNNY,  
WARM BEER GARDEN



## AWARDS



2022 DECANTER  
WORLD WINE AWARDS  
BRONZE MEDAL



2024 LUCA MARONI  
BEST ITALIAN WINES  
REPORT - 91/100



2024 BEST ITALIAN  
WINES GUIDE BY  
VERONELLI - 84/100



2023 BEST ITALIAN  
WINES GUIDE BY  
VERONELLI - 84/100



**DOES WINE ALWAYS  
NEED TO BE SENSIBLE?  
PROBABLY NOT**



**IF YOU'RE AFTER SOMETHING  
FUN AND DRINKABLE THAT  
DOESN'T TAKE ITSELF TOO  
SERIOUSLY...LOOK ON THE  
BRIGHTSIDE.**

**DISTILLED**  
WORLD SPIRITS FROM CARLSBERG UK





# PIÑA COLADA DAY

10TH JULY

The Disco Drink is back, and there is no such thing as a guilty pleasure. The combination of coconut, pineapple and rum couldn't feel more like the movie Cocktail in beverage form if it tried; it's intrinsically 80s, certifiably dumb and a bit gaudy, but it has a special place in our hearts despite our better judgement.

As you would expect in the drinks world the origins are murky, but the cocktail has actual history beyond the arguable Cruise heyday, with Puerta Rican pirates get the story moving. A morale-boosting El Pirata Cofresí served up coconut, pineapple and white rum to his crew on the El Mosquito, presumably with teeny tiny 1800s paper umbrellas.

The 50s is really where the cocktail hit the big time, thanks to the University of Puerto Rico and Professor Ramon Lopez Irzarry's improved methods of extracting coconut cream – and subsequent creation of the Coco Lopez brand. As of 1978 the Piña Colada is the official drink of Puerto Rico, and drinks shorthand for sun-soaked holidays.

The original is a powerhouse of sweet, creamy, and tropical notes, but we've decided to have some fun with the twists on this classic; from fully leaning into its Disco Drink image with the Miami Vice to classing (and spicing) it up with the Jalapiña Colada. Try not to judge the Piña Colada too harshly, after all, anything else is always something better. It's Coughlin's Law.







MIAMI VICE

Ingredients	Measure
Captain Morgan White Rum	25ml
Eager Pineapple Juice	45ml
Coco Real Cream of Coconut	12.5ml
Finest Call Lime Juice	7.5ml
Captain Morgan White Rum	25ml
Finest Call Lime Juice	7.5ml
Finest Call Strawberry Puree	30ml
Teisseire Cane Sugar Syrup	7.5ml

Glassware

Hurricane glass

Method

Blend first 4 ingredients with ice to desired consistency & fill glass halfway. Blend next 4 with ice, pour over 1st layer

Garnish

Sprig of mint

Notes

An easier drink to make in volume - or slushy machines!

ROYAL PIÑA COLADA

Ingredients	Measure
Bacardi Carta Blanca Rum	50ml
Eager Pineapple Juice	50ml
Coco Real Cream of Coconut	50ml
Teisseire Cane Sugar Syrup	15ml
Ponte Prosecco Extra Dry	50ml

Glassware

Highball

Method

Shake & strain first 4 ingredients over ice, top with sparkling wine & stir

Garnish

Toasted coconut flakes

UP COLADA

Ingredients	Measure
Bacardi Coconut	50ml
Coconut water	25ml
Eager Pineapple Juice	75ml
Pineapple syrup*	12.5ml
Finest Call Lime Juice	7.5ml

Glassware

Chilled coupe or cocktail (Martini) glass

Method

Shake and fine strain

Garnish

Pineapple wedge

TALISKER PIÑA COLADA

Ingredients	Measure
Talisker 10 YO Malt Whisky	50ml
Eager Pineapple Juice	75ml
Coco Real Cream of Coconut	75ml
Pineapple syrup*	12.5ml

Glassware

Hurricane glass

Method

Blend ingredients with ice to desired consistency

Garnish

Pineapple wedge & Maraschino cherry

Notes

\*Boil down pineapple juice & sugar to thicken, let cool

CHI-CHI

Ingredients	Measure
Absolut Vanilia Vodka	50ml
Eager Pineapple Juice	50ml
Coco Real Cream of Coconut	35ml
Teisseire Vanilla Syrup	15ml
Finest Call Lime Juice	25ml

Glassware

Hurricane glass

Method

Blend ingredients with ice to desired consistency

Garnish

Pineapple wedge & Maraschino cherry

BAILEY'S COLADA

Ingredients	Measure
Baileys Irish Cream	50ml
Coco Real Cream of Coconut	50ml
Fresh pineapple	4 Wedges

Glassware

Hurricane glass

Method

Blend ingredients with ice to desired consistency

Garnish

Pineapple wedge & Maraschino cherry

JALAPIÑA COLADA

Ingredients	Measure
Diplomatico Exclusiva Reserva Rum	50ml
Coco Real Cream of Coconut	75ml
Fresh pineapple	75ml
Red jalapeño pepper (no seeds)	12.5ml

Glassware

Old fashioned (large tumbler) glass

Method

Gently muddle jalapeño, add pineapple & muddle, add the reamaining ingredients, shake & fine strain over crushed ice

Garnish

Pineapple leaves & jalapeño slice







# MOJITO DAY

11TH JULY

Having bartended in the 90s and 2000s, I've seen the fresh mint muddled, shredded and battered to within an inch of its life in the name of the Mojito. Luckily, these days the Cuban sunshine classic is a little better treated, and we're more accustomed to a gently bubbly refresher of a drink as opposed to a social nightmare of wayward mint shreds taking up residence in your premolars.

The cocktail likely harks back to the 19th century sugar cane fields of Cuba, where slaves would mix sugar cane juice, lime and mint for refreshment and prevention of scurvy. Rum was the next logical step, as has often been said, boosting the popularity of the drink many times over.

It's often said to be one of two notable favourites of celebrated bon vivant and all-around nice-guy Ernest Hemingway. "My Mojito in La Bodeguita, My Daiquiri in El Floridita" is written on the wall of La Bodeguita del Medio, a bar in Havana that claims to have invented the drink on top of claiming that Hemingway made the inscription himself. It's a pretty claimy joint.

The classic recipe is well adopted all over the world, so let's take the opportunity to raise a glass to the many variants out there; from the ooh la la upgrade of the Old Bajan to the crowd-pleasing sultry assault of the Tropics Mojito, and all without a toothbrush in sight.





OLD BAJAN

Ingredients	Measure
Mount Gay Eclipse Rum	50ml
Finest Call Lime Juice	20ml
Mint syrup*	15ml
Angostura Bitters	2 Ashes
Champagne H. Lanvin & Fils Brut NV	50ml

Glassware

Collins glass

Method

Gently muddle mint in base of glass, build remaining ingredients over crushed ice and stir

Garnish

Sprig of mint & drop of Angostura Bitters

Notes

Blend simple syrup with mint stems & fine strain out bits

TROPICS MOJITO

Ingredients	Measure
Dead Man's Fingers	50ml
Pineapple Rum	
Finest Call Mango Puree	20ml
Fresh mint	8 Leaves
Fresh lime	4 Wedges
Teisseire Passionfruit	12.5ml
Soda Water	50ml

Glassware

Collins glass

Method

Muddle limes in base of glass, add mint & muddle gently, add crushed ice, build remaining ingredients & stir

Garnish

Sprig of mint

WATERMELON MOJITO

Ingredients	Measure
Fresh watermelon	2 Wedges
Fresh mint	8 Leaves
Fresh lime	4 Leaves
Bacardi Carta Blanca Rum	50ml
Ting Grapefruit Soda	50ml

Glassware

Collins glass

Method

Muddle lime & watermelon in base of glass, add mint & muddle. Add crushed ice, build remaining ingredients & stir

Garnish

Sprig of mint & watermelon wedge

CUCUMBER & GREEN TEA MOJITO

Ingredients	Measure
Bacardi Carta Blanca Rum	50ml
Fresh mint	8 Leaves
Fresh lime	4 Wedges
Fresh cucumber	3 Slices
Green tea syrup*	12.5ml
Soda Water	50ml

Glassware

Collins glass

Method

Muddle lime & cucumber in base of glass, add mint & muddle. Add crushed ice, build remaining ingredients & stir

Garnish

Sprig of mint & ribbon of cucumber

Notes

\*simmer 1:1 strong green tea & sugar, allow to cool

LEMONGRASS MOJITO

Ingredients	Measure
Captain Morgan White Rum	50ml
Fresh mint	20ml
Fresh lime	8 Leaves
Lemongrass (trim base & tough parts)	4 Wedges
Light brown sugar	50ml
Light brown sugar	50ml

Glassware

Collins glass

Method

Muddle lime & lemongrass in base of glass, add mint & muddle. Add crushed ice, build remaining ingredients & stir

Garnish

Sprig of mint

CALVADOS MOJITO

Ingredients	Measure
Boulard Calvados	2 Wedges
Fresh mint	8 Leaves
Fresh lime	4 Leaves
Elderflower cordial	7.5ml
Soda Water	50ml

Glassware

Collins glass

Method

Muddle limes in base of glass, add mint & muddle gently, add crushed ice, build remaining ingredients & stir

Garnish

Sprig of mint & apple slice

\*GINGER NOJITO

Ingredients	Measure
Finest Call Lime Juice	7.5ml
Teisseire Cane Sugar Syrup	15ml
Fresh mint	8 Leaves
Fever-Tree Ginger Beer	200ml

Glassware

Collins glass

Method

Churn first 3 ingredients with crushed ice, pour ginger beer on top, adding additional ice as needed

Garnish

Sprig of mint





# TEQUILA & MESCAL DAY

24TH JULY

We talk a lot about barrel maturation in whisky or rum, but anyone making agave spirits has to wait 7 to 12 years before the plant even reaches maturity and production can begin.

The agave is not a cactus, but it is a succulent, the difference between agaves and cacti is the presence of leaves, agaves have leaves, cacti don't.

The large outer leaves or the 'penca' have sharp spines and needles and are removed by jimadors. 'Jima' means to prune or cut, and the tool required is a coa de jima, a circular blade around 20cm in diameter that's super sharp and has a long wooden handle. A jimador can harvest an agave in 6 minutes, averaging 100 agave a day.

Tequila is a mezcal, just a very specific type of mezcal. To make tequila, by law, producers must use sugars from the Agave tequiliana Weber azul, harvested in the Jalisco region, and limited municipalities in the states of Guanajuato, Michoacán, Nayarit, and Tamaulipas. Other mezcals can utilise hundreds of agave varieties. Terroir matters in tequila. Blue agaves grow in rich volcanic soil which impacts on the flavours, as does the area it grows in, in Jalisco, south of Guadalajara, agaves are harvested from the Highlands, or Los Altos, where they are slower maturing and higher in sugar or the Lowlands, which give more earthy flavours, vegetal and lime.







### MEXICAN SAZERAC

Ingredients	Measure
Patron Silver Tequila	45ml
Quiquiriqui Matalan Mezcal	15ml
Agave syrup	7.5ml
Peychaud's Aromatic Cocktail Bitters	2 Ashes
Chocolate bitters	2 Ashes
La Fee NV Absinthe	10ml

Glassware

Old fashioned (large tumbler) glass

Method

Stir first 5 ingredients with ice, strain into a chilled glass that has been rinsed with the absinthe

Garnish

Sprig of dill

Notes

Grapefruit zest

### DIVISION BELL

Ingredients	Measure
Quiquiriqui Matalan Mezcal	25ml
Aperol	18.75ml
Luxardo Maraschino	12.5ml
Finest Call Lime Juice	18.75ml

Glassware

Chilled coupe or cocktail (Martini) glass

Method

Shake all ingredients with ice & fine strain

Garnish

Grapefruit zest

### FRENCH MARGARITA

Ingredients	Measure
Ocho Silver/Blanco Tequila	25ml
Chambord Raspberry Liqueur	25ml
Eager Pineapple Juice	20ml
Finest Call Lime Juice	10ml
Fresh basil	2 Leaves

Glassware

Chilled coupe or cocktail (Martini) glass

Method

Shake and fine strain

Garnish

Basil leaf

### BAJA GOLD

Ingredients	Measure
Casamigos Silver/Blanco Tequila	37.5ml
Cointreau	12.5ml
Eager Pineapple Juice	25ml
Agave syrup	5ml
Fresh Finest Call Lime Juice	10ml

Glassware

Chilled coupe or cocktail (Martini) glass

Method

Shake and fine strain

Garnish

Lime wedge

### EL DIABLO

Ingredients	Measure
Ocho Reposado Tequila	37.5ml
Bols Crème de Cassis	12.5ml
Finest Call Lime Juice	22.5ml
Fever-Tree Ginger Ale	100ml

Glassware

Collins glass

Method

Shake and strain the first 3 ingredients over ice, top with ginger ale

Garnish

Lime wedge

### SNAKE EYES

Ingredients	Measure
Quiquiriqui Matalan Mezcal	45ml
Coconut water	60ml
Finest Call Lime Juice	7.5ml
Teisseire Cane Sugar Syrup	15ml
Bols Crème de Banane	5ml

Glassware

Old fashioned (large tumbler) glass

Method

Shake and strain over ice

Garnish

Salt rim

### WHITE NEGRONI PINA COLADA

Ingredients	Measure
Quiquiriqui Matalan Mezcal	25ml
Suze	12.5ml
Koko Kanu Rum	12.5ml
Finest Call Lemon Juice	12.5ml
Eager Pineapple Juice	18.75ml
Teisseire Cane Sugar Syrup	6.25ml

Glassware

Old fashioned (large tumbler) glass

Method

Shake & strain all ingredients over fresh ice

Garnish

Angostura Bitters & pineapple leaves





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\*Available while stocks last. All bottles 70cl. FOC stock: 1 x 70cl Dead Man's Fingers Blue Raspberry Tequila Cream Liqueur.

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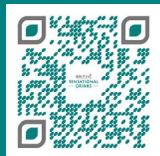
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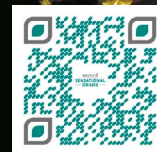


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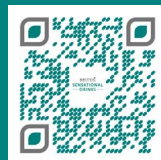




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1 Orange Wedge	1 Orange Wedge

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