SEPTEMBER 2024

THIRST

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

BACK TO ROUTINE

BREWING TODAY FOR A BETTER TOMORROW

Meet Laurence Cox, sustainability lead for Carlsberg Marston's Brewing Company

GREETINGS FROM GRENACHE

Learn more about this versatile and widely cultivated grape

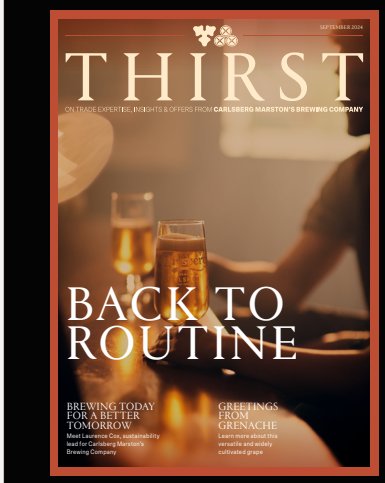
Cockpit

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

Chat with customer service
Direct access to customer support

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

Latest Brochure



September is often referred to as the second New Year, because of the sense of change it brings, not just in the season but equally in our own motivations to make changes.

Download our App

CARL MIDDLETON

VICE PRESIDENT ON TRADE

WELCOME TO

OUR SEPTEMBER EDITION OF THIRST

September marks the official beginning of Autumn as the days become crisper and the evenings start to cool. This month is perfect for settling back into our routines as well as planning ahead and developing new habits.

It is often referred to as the second New Year, because of the sense of change it brings, not just in the season but equally in our own motivations to make changes.

AN ODE TO ALL BEERS

Within the month of September, we see Cask Ale Week being celebrated and the start of Oktoberfest in Germany, so we want to focus some of this edition on the beer category.

And what better brand to hero this category than Carlsberg. With a rich history and one of the most well-known and recognised brands in the world, we look at how Carlsberg continues to stay relevant today with one eye on the future.

With Carlsberg and the wider Carlsberg Marston's Brewing Company also undergoing many sustainability initiatives under our ambitious pledge of 'brewing today for a better tomorrow' we will also discuss some of these key projects and commitments in this edition.

And finally, in tribute to cask ale, an essential and cherished aspect of British pub culture, we talk to our Head Brewer about all things ale and in particular our NEW Fresh Ale dispensing innovation, which is already creating a buzz amongst customers.

Wishing you all a smashing September.

Carl Middleton
VP On trade

SEPTEMBER EDITION

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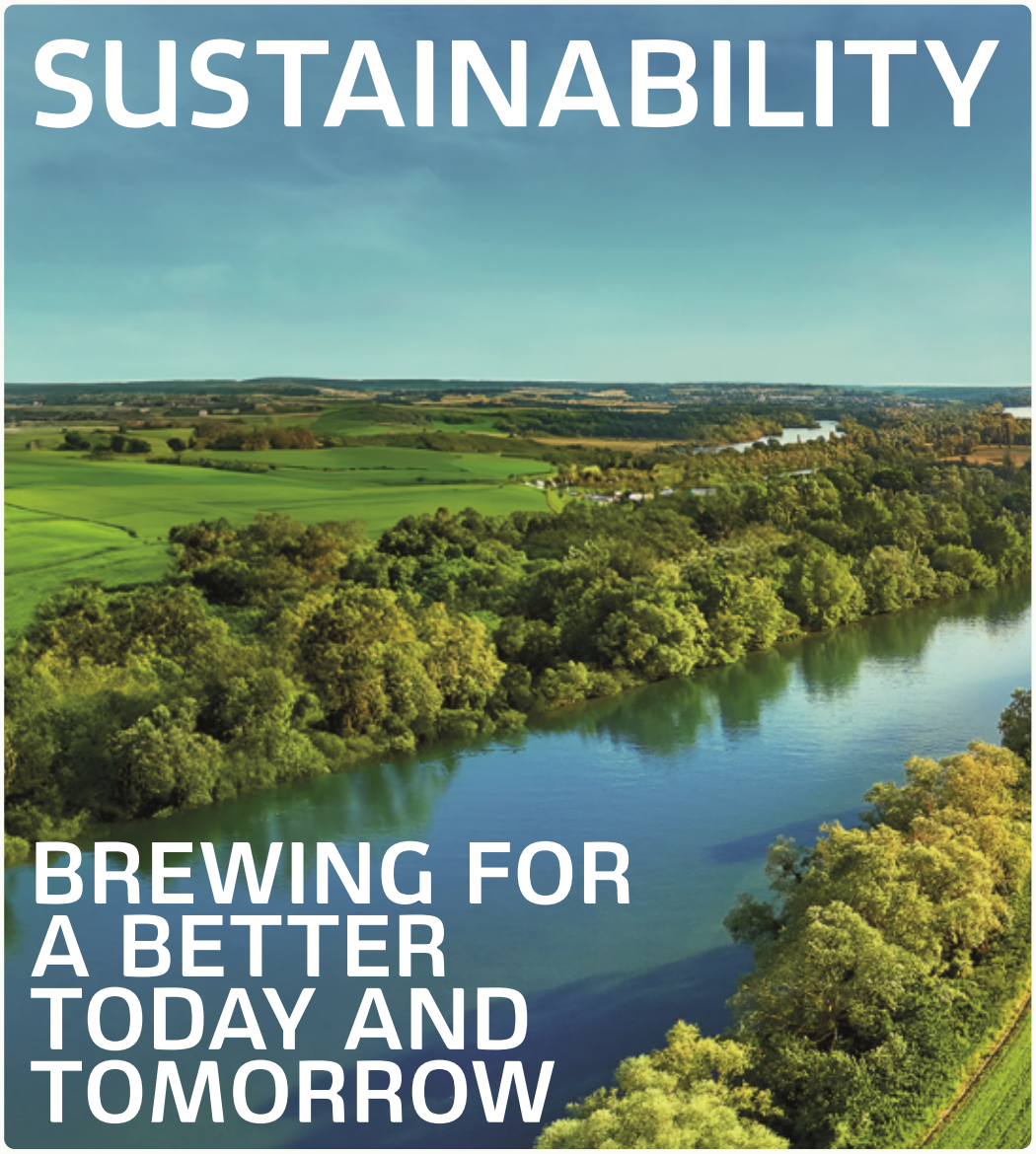
SUSTAINABILITY



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We catch up with David Hill Head Brewer at Carlsberg Marston's to talk all things ale

A THIRST FOR WHAT IS ON IN SEPTEMBER

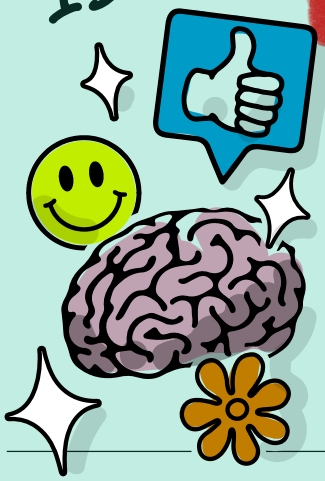
WHAT IS GOING ON THIS SEPTEMBER?

September can be a month where many people breathe a sigh of relief as the kids go back to school and routines are re-established, or indeed a month where new plans and habits begin to take shape.

Whichever side of the camp you sit on, the change in season from Summer to Autumn is important for hospitality, as we start gearing up for colder months, shorter days and (dare we even say it this early!) the festive season.

13TH

POSITIVE THINKING DAY: A GLASS HALF FULL

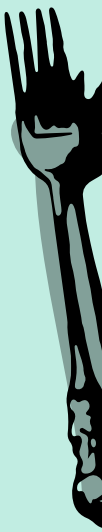


As you can guess from the name, this day is all about encouraging positive thoughts. It can be easy with the news to overly focus on the down side of things, rather than the positive. However, too much negativity can be bad for the soul and for stress and anxiety levels. In fact, you can prolong your life with happiness and optimism. So, on this date, and other dates too, try to encourage yourself to think positively.

19TH

CASK ALE WEEK

An annual celebration of Britain's national drink – cask beer. It's an opportunity for pubs and breweries to get involved and encourage their customers to try and promote real ale by organising events and activities. Have you got something planned?



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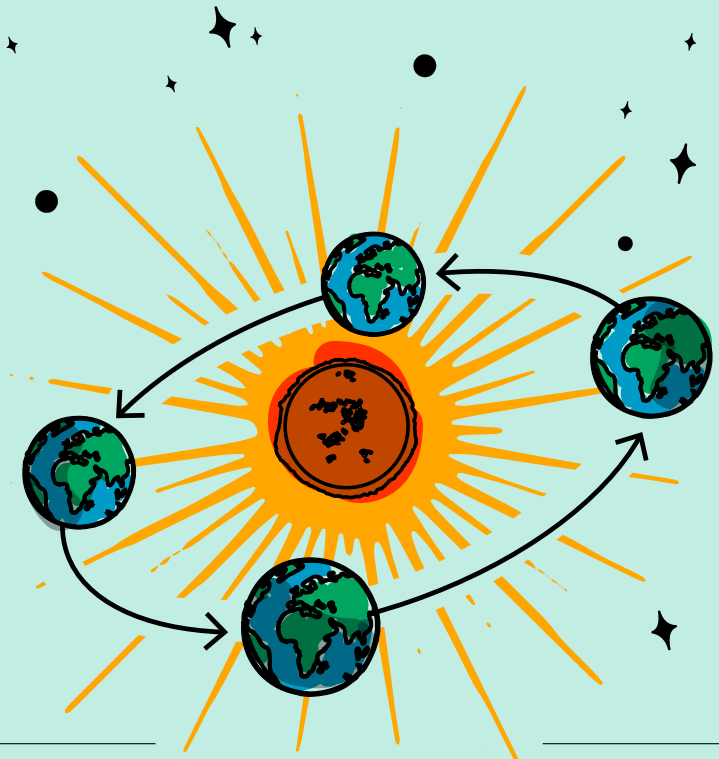
OFFERS APPLY TO DELIVERIES FROM SEPTEMBER 1ST - 30TH, UNLESS OTHERWISE STATED

OTH BRITISH FOOD FORTNIGHT

of the fortnight is to encourage everyone to
the diverse and delicious food on their doorstep
e them more aware of what's grown, produced and
in Britain. So proudly celebrate and promote your
shes over this period!

22ND ARRIVAL OF AUTUMN

The official arrival of the new season comes with the Autumnal equinox. This is an astronomical event that occurs when the sun's light equally illuminates both the northern and southern hemispheres of Earth. It only happens twice a year!



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27TH MACMILLAN COFFEE MORNING

An annual fundraising event that brings people together to raise money to help people living with cancer. In 2023, Macmillan Coffee Morning raised over £18 million.

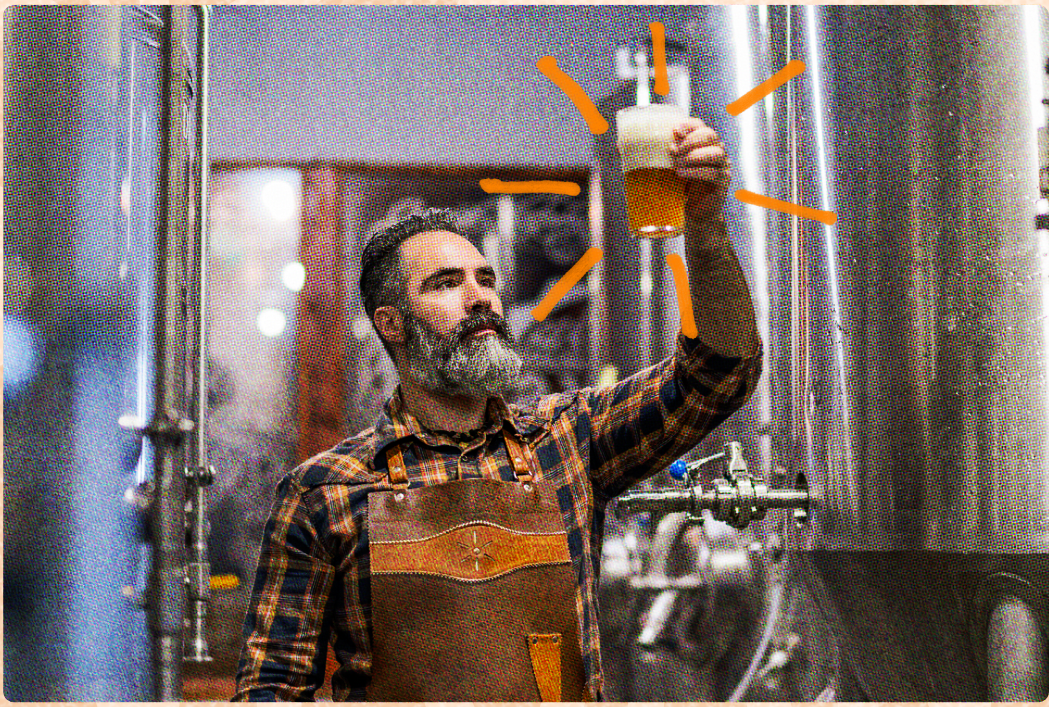
The event involves people hosting or attending coffee mornings where they can share food and drink, chat and donate money. The official date is Friday 27th September, but you can host one at anytime that suits your venue and raise money for a hugely important cause.

DRINK TREND OF THE MONTH

BOOZE WITH BENEFITS

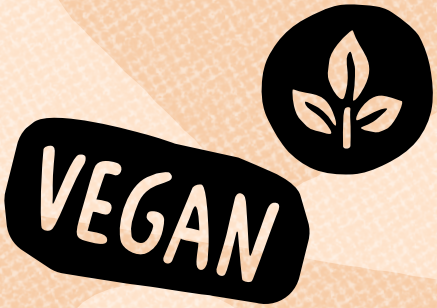
The growing awareness and interest in health and wellness, as well as a demand for transparency in product ingredients, means every category from beer to wine and spirits has seen more products developing and calling out specific product features that customers are seeking when it comes to alcohol. Millennials and Gen Z are at the forefront of this trend, but it reflects a broader movement in society towards responsible consumption.

What are some of the claims we are increasingly seeing:



GLUTEN FREE

As many as 45% of people in the UK suffer from a food intolerance. A gluten intolerance can cause a person to have trouble digesting gluten, a protein which binds food together and is found in wheat, rye and barley. These are pretty common ingredients in beer production so gluten free products are becoming increasingly sought after.



VEGAN/VEGETARIAN

In the UK an estimated 2.5 million people are vegan (5% of the adult population) and an additional 7% are vegetarian. Whilst there may be an assumption that all beers, wines and spirits are suitable for people who choose plant-based food, they are often not and hence the reason why this is increasingly called out.

NATURAL AND PROCESSING CLAIMS

From trends in natural and biodynamic wines, to ciders and beers talking about their use of natural ingredients and the care and attention in production methods. These claims echo what we see in other categories where there is more of an interest in what we consume, both in terms of ingredients but also how they are made.

LOW IN

Whether it is sugar, carbs, alcohol content or calories there are an increasing number of brands where this is a key part of their overall brand promise. In some venues this is called out specifically on drinks menus to help guide consumers with specific dietary requirements and needs to easily navigate their choices.

SEPTEMBER'S CUSTOMER OF THE MONTH

MEET ADAM, HEAD OF PROMOTIONS AT ROCK CITY IN NOTTINGHAM

TELL US ABOUT ROCK CITY?

Rock city has been going since 1980 where it opened as a dance hall for live music events. It has always been about live music and we put on over 100 gigs a year and we added the nightclub element to it and now run three club nights every week (four in term time).

Our aim which is printed as you enter the venue in neon lights is for everyone 'to have a f@cking fantastic time' and that is the focus of where we put all of our efforts on the experience.

If we can give people the best experience and keep our prices competitive and accessible then they will tell their friends and come back and that is the best marketing we can do.

So for gigs the sound quality, the lighting and the bar experience, speed and offer is critical.

Whereas for club nights the theming, the visuals and the entertainment are really important. The crowd for club nights is generally younger (18-30) and we attract a lot of students.

The audience at gig nights is more mixed as we have an eclectic mix from rock and metal shows to bingo nights.

At our peak times of year we have over 3,000 people each night at our club nights and even when the students aren't here, we still attract approx. 2,000 people each night.

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

AND THE BEST PART OF YOUR JOB?

I love the variety and freedom to create these events and experiences and then to watch people enjoying what we have put together. That is the ultimate job satisfaction!

WHAT ARE YOUR BEST SELLERS IN TERMS OF DRINKS AND WHY DO YOU THINK THAT IS?

The mix of drinks is dramatically different between club nights and gigs.

Club nights are all about spirits, mixers, cocktails and shots which suits better when you are dancing. Gigs is all about lager, wine and non-alcoholic drinks. We offer two pinters so people don't have to keep going to the bar and they are very popular.

We have our own Rock City Lager which is really popular and also have Brooklyn and Carlsberg.

WHAT IS BUSINESS LIKE IN SEPTEMBER FOR YOU AND ANY TIPS TO GENERATE MORE BUSINESS AT THIS TIME OF YEAR?

Our busiest time of year is September to November. Students arrive back and there are a lot of gigs coming out of the festival season, so we get a lot of our back of house tasks over summer as we want this to be right for that peak. We affiliate with the University and get involved in freshers week.

We also flex up our staff for the busy period including locals and students. Our induction process is fairly rigorous with online learning people can complete before they come on board and a handbook that we use to see what they still have to learn. I recommend it as a great job for students. It is flexible and you learn a load of social skills. Plus you get paid to serve drinks and listen to a great band in the background! But you always need to recruit double the number of students than you think you need as not all of them will see it through.

I BELIEVE YOU HAVE RECENTLY INSTALLED CQDS. WHAT WAS THE DRIVER FOR THIS?

Yes, we installed it recently and it is a great system and unique in how it cools the beer. We did it for quality consistency because we need to make sure every pint we pull is perfect and the beer is definitely crisper and colder. No one wants to go to a gig and be served a lukewarm pint.

AND FINALLY YOUR OWN FAVOURITE TIPPLE:

It would be a German lager or for special occasions a sipping whisky or a neat tequila.

ROCK CITY

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DRAUGHT KEG LAGER

Our lager range spans categories for you and your customers.

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 Biére (4.6%)

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

CORE & CORE+

3.6%

4.0%

4.6%

PREMIUM

4.8%

Speak to your CDM about the range that is currently availa

Ranging from Standard to Super Premium and even growing our World collection, you can be certain we can offer you an outstanding range of beers.

PREMIUM WORLD

Birrificio Angelo Poretti (4.8%)

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%)

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.

PREMIUM WORLD

Estrella Damm (4.6%)

An award-winning premium pale lager brewed in Barcelona. A perfect balance between fresh grainy malt and subtle fruit, rounded off with a pepper bitterness and a clean finish.

San Miguel 0.0 (0.0%)

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

Kirin Ichiban (4.6%)

Renowned for authenticity. Brewed by the first press of the grain through the unique 'Ichiban Shibori' method with 100% malt beer. A delicate yet crisp flavour and crafted with the finest ingredients to be the perfect pairing to various cuisines.

ble to you

DRAUGHTMASTER

This is an innovative dispense system using fresh pressed beer. Click here to learn more.

NEW INSTALL OFFER

Click on the badge to get the offer

DRAUGHT KEG ALE

CMBC understands that Keg ales come in a variety of styles and types, each with their own unique flavour 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%

3.4%

3.4%

3.7%

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3.7%

3.9%

4.0%

4.2%

4.5%

4.5%

5.5%

Click on the badge to get the offer

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

GOLD & IPA

Wainwright Gold (4.1%)

A delightfully refreshing Golden Beer. Lightly hopped with subtle sweetness, a delicate citrus aroma and a gloriously golden colour.

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%

3.6%

4.0%

RUBY

3.2%

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3.6%

OFFERSOFFERSOFFERSO

DRAUGHT KEG CRAFT, CIDER & STOUT

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.

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.

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.

SPECIALITY

Erdinger Wiessbier (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.

Speak to your CDM about the range that is currently availa

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%)

A refreshing cider made from fermented apple juice and natural apple flavouring.

FLAVOURED

Somersby Blackberry (4.0%)

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.

ble to you

DRAUGHTMASTER

This is an innovative dispense system using fresh pressed beer. Click here to learn more

Click on the badge to get the offer

PACKAGED 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

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

San Migu
(5.4%) 3

Inspired
and flavo
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beer that

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 Biére (4.6%)
330ml

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

Estrella
330ml

An award
lager bre
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grainy m
rounded
bitternes

Can't find what you are looking for? We have a wider range o

GLUTEN FREE

uel Especial Gluten Free
30ml

by the original ingredients
our of San Miguel Especial,
orked to reduce the gluten
and create a characterful
t can be enjoyed by all.

Brooklyn Pilsner (4.6%)
330ml

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

Birrificio Angelo Poretti (4.8%)
330ml

A full-flavoured lager with a sweet malty body and an assertive bitterness.

Damm (4.6%)

d-winning premium pale
ewed in Barcelona. A
balance between fresh
alt and subtle fruit,
off with a peppery
ss and a clean finish.

Kirin Ichiban (4.6%)
330ml & 500ml

A premium Japanese beer, renowned for authenticity. Brewed by the first press of the grain through the unique 'Ichiban Shibori' method with 100% malt beer. A delicate yet crisp flavour and crafted with the finest ingredients to be the perfect pairing to various cuisines.

of additional canned and bottled beers online

Click here to view the range on our online store

PACKAGED CRAFT & ALCOHOL FREE

CRAFT

The Stonewall Inn IPA (4.3%)
330ml

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

Brooklyn Lager (5.0%)
330ml

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

Erdinger Wiessbier (5.3%)
500ml

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

Shipyard American Pale Ale (4.5%)
500ml

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

Shipyard American IPA (5.0%)
500ml

With Grapefruit notes at its core and a delicate bitterness in taste, this deep gold coloured IPA is refreshing with every sip.

Can't find what you are looking for? We have a wider range o

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

A pilsner-style alcohol free lager imported from Spain. All of the aroma, flavour, freshness and quality of a beer without the alcohol.

Shipyard Low Tide (0.5%)
330ml

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

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.

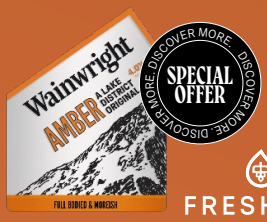
of additional canned and bottled beers online

Click here to view the range on our online store

CASK ALE

CMBC is proud to be one of the larges
UK and our exceptional range means
of cask ale to suit every occasion and d

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.

3.4%

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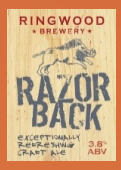

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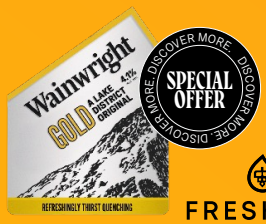
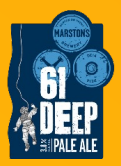
GOLD & IPA



Wainwright Gold (4.1%)

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



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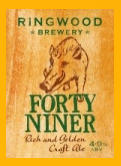


4.9%

5.7%

RUBY

Hobgoblin Ruby (4.5%)

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

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

st cask ale brewers in the
we have a brand & style
drinker.

Hobgoblin Gold (4.2%)

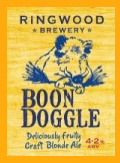
Hobgoblin Gold's tropical aromas of citrus and passionfruit give way to a biscuit-like malt base balanced by fresh citrus flavour.

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.

4.0%

4.2%



4.2%

3.5%

*Buy 2 x 9gs and receive £10 off is only available on the following SKUs: Wainwright Gold, Wainwright Amber, Hobgoblin Gold, Hobgoblin IPA, Hobgoblin Ruby and Tetley's Original. Offer only available when purchasing the same two products. One offer per order. promotion valid from September 1st - September 30th 2024. Not available in conjunction with any other offer. Available whilst stocks last.

DO THE BEST THINGS BEGIN WITH CURIOSITY?

PROBABLY

Our new global campaign which successfully ran from May 2024 is now back with a 2nd burst of activity in August and September.

Tapping into a key truth that ‘the best things in life come to the curious.’

“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

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

CURIOSITY IS DEEP IN OUR HISTORY

Curiosity has been at the forefront of everything Carlsberg has done since J.C. Jacobsen opened the brewery doors in 1847. His mantra was 'Semper Ardens', Latin for 'always burning' and his ambition to find out how things could be done differently: ultimately working to make a better beer remains central to Carlsberg today.

The Carlsberg Research Laboratory, founded in 1875, is home to more than 100 scientists dedicated to not only brewing better beer, but 'brewing' a better world. From inventing the pH-scale in 1909, to winning a Nobel prize for developing click chemistry in 2022, to breeding climate-tolerant plant types for future generations.

CURIOUS ABOUT OUR FOUNDATION?

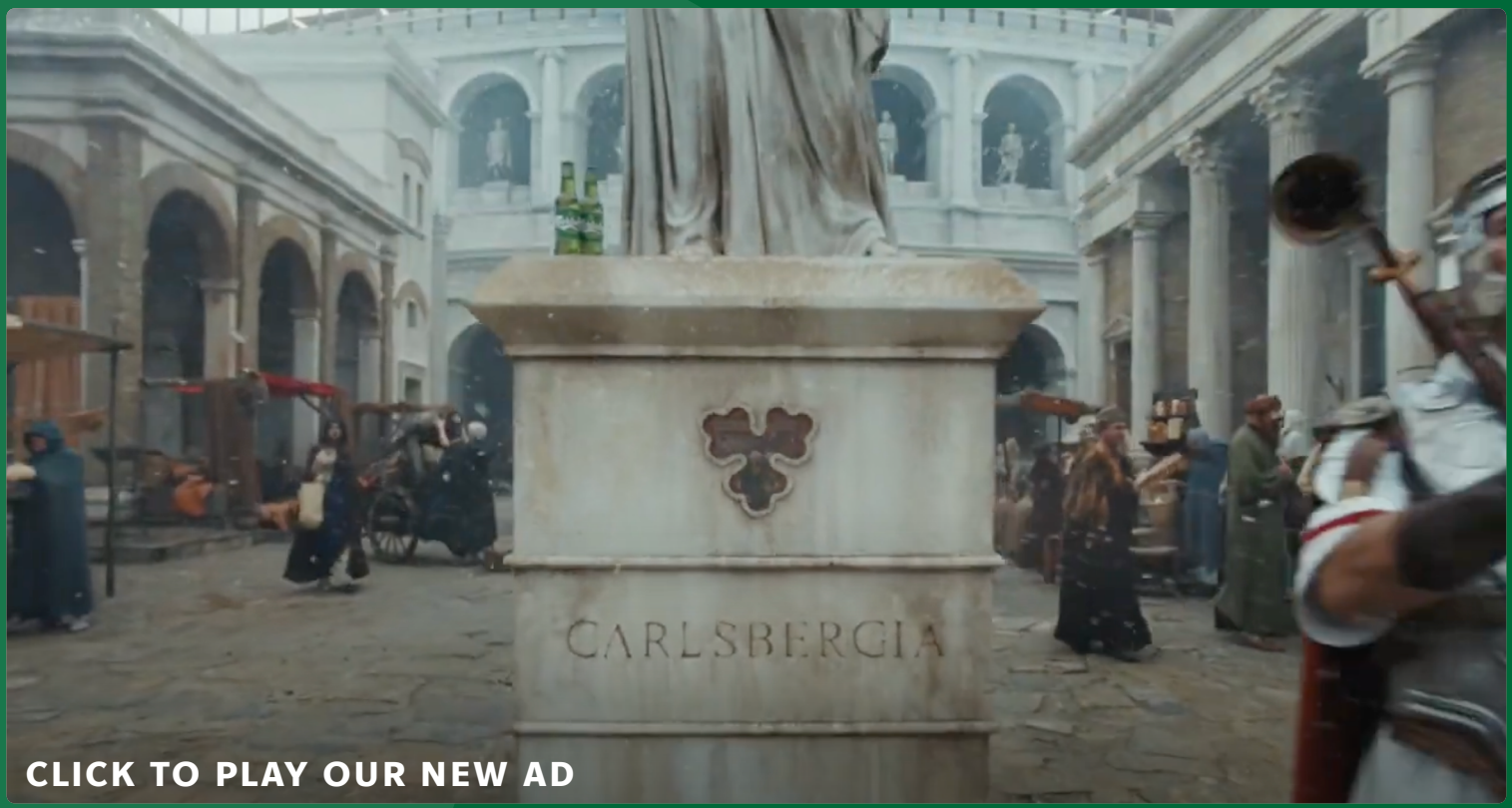
The Carlsberg Foundation is an embodiment of J.C. Jacobsen's career-long interest in science as well as his ambition to brew the best beer.

Following the Brewer's death in 1887, the Carlsberg Foundation has overseen the Carlsberg Group, ensuring that the brewery is run with the focus on innovation and high-quality products.

The Carlsberg Foundation's vision is to manage the legacy of brewer J.C. Jacobsen in such a way that his thoughts and ideas are reflected and respected, and so that the Foundation's Charter is duly applied and adapted to modern principles, thereby helping set the direction for the company, science and society.

In accordance with the Brewer's wishes and vision the Carlsberg Foundation gives back the dividends from the shares to society by supporting excellent basic research within the fields of natural science, social science, and the humanities.

Find out more at: www.carlsbergfondet.dk/en



THE Carlsberg RANGE

CARLSBERG DANISH PILSNER

Carlsberg Danish Pilsner is a crisp, refreshing & easy-drinking Pilsner-style lager with a perfect balance of bitterness and sweetness.

ABV:	3.4%
Style:	Pilsner
See:	Golden
Smell:	Distinctive hop aroma
Taste:	Aromatic hops with citrus and floral top notes give a greater depth of flavour, whilst remaining crisp, light and refreshing

CARLSBERG 0.0 PILSNER

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

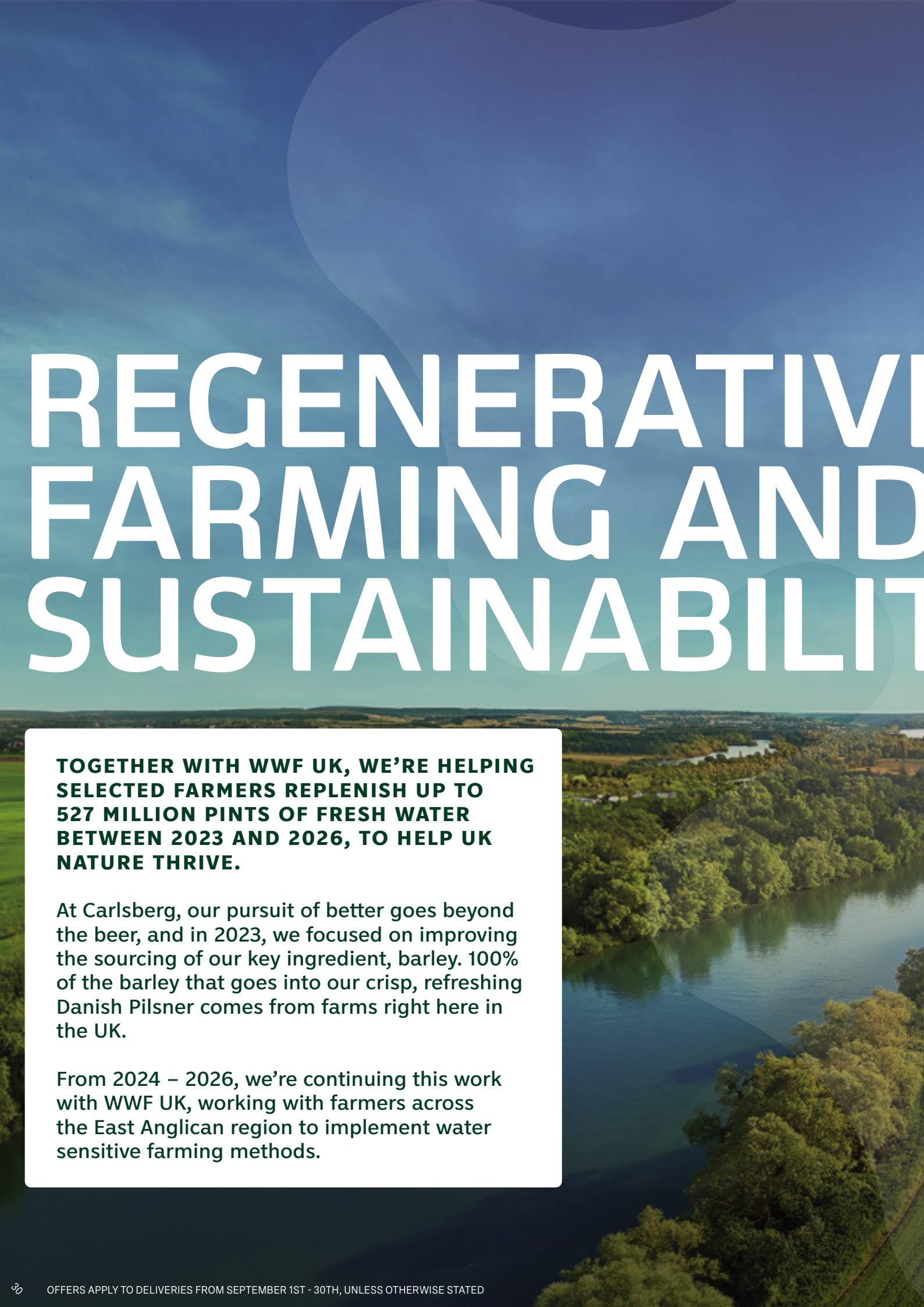
ABV:	0.0%
Style:	Alcohol Free Pilsner
See:	Golden
Smell:	Distinctive hop aroma
Taste:	Our refreshing and crisp with a hoppy bite 0.0, is everything you'd expect from a well-balanced pilsner

CARLSBERG EXPØRT

Carlsberg Expørt is a premium-strength lager, with a refined and satisfying taste. Brewed to the original Danish recipe, it has deep malty notes and a distinct bitterness that generates a full-flavoured lager.

ABV:	4.8%
Style:	Pilsner
See:	Pale golden, crystal clear
Smell:	Light grassy hop aroma, bready malt
Taste:	Deep malty notes, distinct bitterness, medium body, dry finish

REGENERATIVE FARMING AND SUSTAINABILITY



TOGETHER WITH WWF UK, WE'RE HELPING SELECTED FARMERS REPLENISH UP TO 527 MILLION PINTS OF FRESH WATER BETWEEN 2023 AND 2026, TO HELP UK NATURE THRIVE.

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

From 2024 – 2026, we're continuing this work with WWF UK, working with farmers across the East Anglican region to implement water sensitive farming methods.

This article continues overleaf

bedrinkaware.co.uk

BREWING A BETTER TODAY AND TOMORROW

Meet Laurence Cox, Sustainability Lead for Carlsberg Marston's Brewing Company.

He talks to Thirst about the importance of sustainability in the drinks and hospitality sectors and some of the key initiatives he is in involved in as part of the global Carlsberg Group purpose of 'brewing today for a better tomorrow'

G FOR R ND OW

Laurence, tell us about your role and what it entails?

I sit in the heart of the UK business with the Corporate Affairs team but work across the whole business in terms of finding ways to collaborate on different and relevant topics as well as support departments with sustainability actions. I work on multiple projects across departments and my job is not meant to be leading our work in every specific field but to empower parts of the business to take a more sustainable approach to everything they do. For example, I have previously supported the logistics team with trialling electric heavy goods vehicles and working with our packaging teams to assess the impact of new environmental legislation.

We look a lot at what is going on in the outside world and how we can respond to it with the help of external experts if needed. Some of it is regulation driven, but the projects where we can be more creative are where we see trends, what others are doing and find innovative solutions to help Carlsberg become more sustainable.

Sustainability is a big word? What does it actually mean and include?

Sustainability is often thought of as purely doing the right thing by the planet and that is a key component of it, but it is wider than that. It is actually about building a resilient and future proofed business because we need to take care and protect the quality of the resources we rely on as a business and society. So, in that way, it is an essential commercial exercise not simply about 'feel good' initiatives.

Also, sustainability at the broadest level also considers our social impact. So, everything from promoting responsible drinking, ensuring health and safety across our supply chain, but also being a responsible employer and supplier/producer when it comes to diversity, inclusion and human rights.

This article continues overleaf

"We have an ambition to have net zero carbon emissions by 2040 across our whole value chain from grain (farming) to glass (where our drinks are sold and enjoyed)."

Can you talk about the vision for CMBC when it comes to sustainability?

The global purpose of brewing for a better today and tomorrow links directly to our Together Towards Zero & Beyond ESG programme which has ambitious and measurable targets and each of the markets input into this.

We have an ambition to have net zero carbon emissions by 2040 across our whole value chain from grain (farming) to glass (where our drinks are sold and enjoyed).

In the UK the big four environmental areas I am focused on are: carbon emissions, packaging, water (because as you can imagine we use a lot of that as a brewer) and regenerative farming which is really picking up momentum.

What is regenerative farming and why is it important?

Farming is critical to producing our products by providing quality and reliable ingredients, most notably barley and hops for beer. Regenerative agriculture involves a set of farming practices that improve soil heath, enhance biodiversity and lower carbon emissions over time, rather than purely extracting form the soil and nature. We provide farmers guidance on practices. For example, keeping the soil covered throughout the year with cover crops, alongside providing measurement of soil health and carbon emissions. We had our first harvest in 2023 using this regenerative barley and produced 8m pints worth or our Carlsberg Danish Pilsner brand. This will continue to grow and expand each year.

The most recent two year partnership will be working to replenish

527,000,000 PINTS OF WATER

by the end of March 2026

What do you think our customers can do better themselves when it comes to sustainability and the environment?

Firstly, they can look to understand and reduce the impact on their current site by looking at operational efficiencies such as energy suppliers, or electrifying their kitchen. This can also save them money in the longer term too.

Secondly, we encourage our customers to ask questions of all their suppliers (be it food or drink or equipment) to understand what they are doing to help with reducing emissions, waste reduction and other environmental topics. The more people ask questions, the more awareness and top of mind this topic becomes.

Obviously, this will depend on the venue and the customer, but in the right venue it is good to talk to consumers about what you are doing and also help bar staff with a simple Q&A to answer any questions. It can be a engagement and selling tool as well.

The Carlsberg ID dispensing solutions such as Fresh Ale, CQDS and Draughmater were all developed primarily to help pour a perfect pint. However, the side effects of these solutions are also a big saving on cleaning which links to water use, cleaning products and time. Plus significant less waste which is another big industry issue.

Both in the on trade and off trade, we are committed to working with customers to help share data and best practice here. At a trade association level, there is a lot of collaboration and sharing because it is an industry wide issue and we need to work together as one voice to provoke government action about the support needed.

Are there any brands that focus on sustainability?

Whilst all our brands benefit from our work on sustainability topics, Carlsberg Danish Pilsner has a particular focus. Through this brand, we often trial our latest sustainability innovations. For example, they were the first brand to use our Snap Pack packaging which replaced plastic rings with glue dots. They will also be the first of our brands to use our regeneratively grown barley, which in 2024 we brewed 8 million pints of their beer. The brand has also partnered with WWF-UK since 2021 to support environmental projects.

The most recent two-year partnership will be working to replenish 527 million pints of water by the end of March 2026 - almost 120 Olympic swimming pools worth! This is supported by aiming to implement 20 new farming interventions, which may include for some of the partner farms growing regenerative barley for Carlsberg Danish Pilsner.

What excites you most about these initiatives and your role and what you are seeing from the industry?

For me, working with and collaborating with suppliers such as farmers is really rewarding. Being fair and reasonable and not simply demanding a one way change, is the best way forward for our partnerships.

With a combination of collaborations across the value chain, between competitors and peers when relevant and further support from government we are well set to drive further achievements. We need to balance the short term challenges the industry faces with looking long term and investing to reach our ambitious goals - by doing this we will create a resilient and prosperous brewing and hospitality industry.

CURIOUS TO FIND OUT MORE?

Our glassware with its interactive QR code will keep you up to date with our latest developments and progress.

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

Since January, there has been a QR code on the back of the Carlsberg Danish Pilsner glass, which acts as an all-year-round communication tactic.

In non campaign periods, the code will link to our website for consumers to discover more about our brand.

In key campaign periods, we will go live across total trade with a national campaign, set out to reward consumers for engaging, with pint redemptions & other promotions.

THE NUMBER 1 IMPORTED WHEAT BEER IN THE UK*

As Oktoberfest begins this month, what better way to mark the occasion than raising a glass to the wonderful authentic German Wheat Beer ERDINGER

The ultimate wheat beer, brewed to the original recipe since 1886, blends gently spicy malt aromas with mildly bitter hops. Its secret lies in our unique ERDINGER brewing yeasts. They provide the fruity notes and unmistakably fresh flavour.

The finishing touch for every ERDINGER Weissbier is a further specialty: the “Bayerische Edelreifung” or double maturity method.

After the main fermentation process, we give our beer the time (28 days) it needs to mature a second time in the bottle. And this time allows its delicious lively nature and the harmonious interplay of its various aromas to fully unfold.

ABV: 5.3%
Style: Wheat Beer
See: Amber
Smell: Gently spicy wheat and yeast aromas
Taste: Mildy bitter hops

WATCH HERE

ERDINGER’S beautifully unique flavour, cloudy appearance and lively aroma come from the last few drops in the bottle - the best bit - which usually settles at the bottom of the bottle. So, just before pouring the last few drops into the glass, don’t forget to swirl the bottle to get a real taste of the best bit.

*#1 imported wheat beer total trade – CGA 15.06.24, Neilsen 13.07.24

WHY NOT CONSIDER AN ALCOHOL FREE ALTERNATIVE?

ERDINGER Alkoholfrei is the perfect way to quench your thirst without alcohol. Retaining the aromatic, full-bodied character without alcohol ERDINGER Alkoholfrei represents a quality product in the ERDINGER range and a high-quality alternative for those seeking a low alcohol option.

The Telegraph Best Buy 2024

ERDINGER Alkoholfrei has been awarded the Telegraph Best Buy award for three consecutive years out of 60 low/no beers so your customers can be assured of a great taste with ERDINGER Alkoholfrei!

ABV:	<0.5%
Style:	Low Alcohol
See:	Straw yellow, fine white froth
Smell:	Aromatic malt notes with subtle hop notes, delicate hints of brioche, fine yeast aromas
Taste:	Rich malt flavour, spicy, slightly sweet, stimulating bitterness, malty and spicy, a hint of fruity acidity

ERDINGER sponsor Erding's Autumn festival

The "Herbstfest" (Herbst = autumn) in Erding, Germany, combines lively traditions with modern festival culture – something Bavaria is famous for.

A shared love of celebrating brings people together and a deliciously full-bodied ERDINGER Weissbier gives them good reason to toast and celebrate. The Herbstfest in Erding draws over 200,000 visitors from all over the world to the festival site of this tranquil Upper Bavarian town.

BUY 5 CASES OF ERDINGER BOTTLES AND RECEIVE A FREE OKTOBERFEST DECORATION KIT*

Bring the spirit of ERDINGER's Herbstfest to your customers by taking advantage of our packaged deal.

* 50 kits available first come first serve containing 2 x 5M branded bunting, 2 x branded Inflatable heart balloons and 6 x ERDINGER Weissbier pint glasses - available to redeem via Carls Shop, CMBC Customer Services or your regional sales representative. Redemptions valid until 23rd September.

THIS MONTH, IN HONOUR
OKTOBERFEST, WE CAUGH
CARLSBERG MARSTON'S
OUT WHAT A HEAD BREW

DAVID HILL

HEAD BREWER AT
CARLSBERG MARSTON'S
BREWING COMPANY

HOW DID YOU GET INTO YOUR ROL

I started with the company at 18 years
technician which was a great groundin
a brewer. During my time in the lab the
sponsored my degree in Biological Sci
Wolverhampton University. I then worl
around every department in the brewe
roles before I became Head Brewer in 2
company also funded my brewing diplo
Master Brewer qualifications.

OF CASK ALE WEEK AND THE START OF HT UP WITH DAVID HILL, HEAD BREWER AT TO TALK ALL THINGS ALE RELATED AND FIND VER DOES DAY-TO-DAY.

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WHAT DOES YOUR DAY-TO-DAY ENTAIL?

These days I am responsible for overseeing the financials and data behind running the brewery, ensuring we stay within our budget and control our costs. Our running costs have increased exponentially over the last few years so its vital we operate as efficiently as possible.

I also get involved with new product development which is an exciting aspect of the role. Working with the marketing team to come up with new beers is something I really enjoy.

I still like to spend time on the 'shop floor' solving problems along with the management team, checking in with the teams and at the end of each day tasting the quality of our product before it leaves the brewery gates.

Quality is measured analytically at each stage of the brewing process, from the raw materials to final pack but equally important is tasting the finished product. Each product is tasted to ensure that they are in perfect condition before we release them into the supply chain. Our taste panel is made up of a team who have over a hundred years' worth of service between us.

BEST PART OF YOUR JOB?

The best part is walking around the brewery and taking in the different aromas from the malt and the hops. From the porridge like aroma from the mash in the brew house to the citrussy aromas we get from the new world hops that we use. Walking through our fermenting rooms, which house our open fermenting vessels, and seeing the yeast fermenting away is still a highlight of my week after more than 20 years.

WHAT IS THE PROCESS IN LAYMAN'S TERMS?

Brewing requires four main ingredients; water, malt, hops and yeast.

Water, or brewing liquor as we call it, needs to have consistent water chemistry. Our brewing liquor comes from a borehole located 2 miles away from the brewery, the ionic composition of this water is perfect for brewing with.

Malted barley is used as the main sugar source, there are countless malt types depending on how the barley has been processed by the maltsters and this creates a huge array of different flavours available to us brewers.

This article continues overleaf

BREW

We crush open the malted barley in a r
the starch contained within the grain a
crushed grain with heated brewing liqu
in a process called mashing-in. The st
to sugar by enzymes contained within
sugars then dissolve into the brewing l

The sugary liquid produced is called W
to separate the spent grain from the W
tun acts as a filter to contain the spent
the Wort to run off from pipes at the bo
tun into the brew kettle. It's vital to ext
sugar as possible from the grain, we ac
rinsing the grain with more brewing liq
called sparging. Once we have collect
the brew kettle we then add the hops.
flavour of the beer by providing bittern
the sweetness provided by the malt. T
is boiled for one hour, during this time
extracted from the hops. We then clar
a whirlpool, this compacts the left-ove
trub.

The boiled wort is then ready for transf
fermentation vessel, first it's cooled do
16°C and then yeast is injected. This is
really starts to happen. The yeast conv
the wort into alcohol and carbon dioxid
producing lots of flavour compounds a

Once the fermentation has produced t
of alcohol the process is arrested by co
down and skimming off the excess yea
pitching subsequent brews.

The primary fermentation process take
depending on the type of brew, we can
hops following fermentation, this proce
hopping and imparts far more aroma a
the essential oils into the beer rather th
extracted during the boiling process.

The brewing process is broadly the sar
product we brew. The recipe and ingre
really gives variation in beer style and
big differences in taste and aroma.

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nd then mix the
uor into a mash tun
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Vort, we then need
Vort. The mash
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this is what gives

WHAT ARE HOPS?

Hops are the flowers of the hop plant. Hops are grown predominantly for the brewing industry and have been added to beer for hundreds of years to impart bitterness, flavour and stability. They are grown across the world where climate and growing conditions are suitable. They are grown in certain parts of the UK namely Kent, Herefordshire and Worcestershire, as well as some European countries such as Germany, Czech Republic and Poland and also in America and New Zealand.

A common misconception about IPAs is that they originate from India. The name India pale ale (IPA) was actually used for beers that were exported by ship from Britain to India in the 18th century, it was during this time that the benefits that hops gave to beer in terms of stability were realised as the beers that were highly hopped became very popular as a result of their quality following such a lengthy journey.

WHAT IS YOUR GO TO DRINK AND WHY?

I describe myself as a seasonal drinker. In the Summer, I tend to go for hop forward IPAs and American pale ales which have really punchy hop flavours. In the cooler months, I tend to drink darker beers like Amber's and Mild's. Banks's Mild is still my go to beer. A lot of people think Mild is old fashioned but to me it is still a great beer.

WHAT IS THE LATEST FRESH ALE INNOVATION ABOUT?

We are committed to cask ale at Carlsberg Marston's. It is the freshest, most natural beer you can get and when it is served right it is impossible to beat in my opinion. However, as a live product, it has always had its challenges. One of the main challenges is that once the cask has been broached,

you only have 3 days to sell it before the quality deteriorates. If you can sell the full cask within 3 days there is no issue, However, many places particularly since the pandemic just don't have this throughput so they were wasting a lot of cask ale, or not putting it on or even worse they were extending the serve time past 3 days leading to poor quality. We know if someone has a sub-standard pint, they don't usually buy a second one.

So with fresh ale, the aim is to stop the poor quality or offer a solution where cask is no longer being served. The product is brewed in the same way as cask ale, we allow for secondary fermentation in the brewery tanks as opposed to inside the cask. We filter the beer to improve the stability and fill into keg which offers more protection than a cask when it is dispensed. It's important to note it isn't pasteurised like keg ale so it's as close to cask as you can possibly get. It also isn't a gassy product like many keg ales served through a keg tap.

We have it across three products at the moment, Wainwright Gold, Wainwright Amber and Hobgoblin IPA. It is about solving a real problem that a lot of venues had, creating some innovation in the category and removing some of the poor quality that was happening due to people serving it after the three days. The licensee now has 14 days to sell it through.

A QUICK GUID AND LAGERS

All be
Yeast
temp

POPULAR ALE STYLES

INDIA PALE ALE (IPA)

The most popular craft beer style today. Its calling card is hops which imparts aromas and flavours like citrus, spice, tropical fruits, pine and berries.

PALE ALES

Usually lower in abv and hops than an IPA. They have a more balanced malt character, characterised like a biscuit-like flavour.

STOUTS

Dark-coloured ales made with roasted barley that impart chocolate or coffee flavours. Some are aged in Bourbon or other wood barrels for deeper and boozier character. Guinness is the world's most popular stout.

PORTER

A dark malt beer similar to (but lighter than) a stout. Porters usually have a higher than average ABV, as well as milky, nutty, and rich flavour profiles.

WHEAT BEERS

Brewed with a generous amount of the wheat grain, which adds body and flavour.

MILD ALE

A British session ale that's known for being refreshing and flavourful, with a rich malty aroma and taste, and little to no hop flavour. Mild ales are usually made with mild or pale malt and typically have a low alcoholic strength.

DE TO ALES

eer falls into two styles: ales and lagers. t is the difference here as is the erature and timing.

- Lagers are usually crisp, clean and refreshing.
- Ales are usually aromatic and often fruity.

POPULAR LAGER STYLES

PILSNER

An easy-drinking, highly carbonated lager that gets its slight spicy note from hops. It's named after the city of Pilsen in the Czech Republic, which popularised the style.

HELLES

A malt-forward lager that balances a pleasant malt sweetness and body with floral hops and restrained bitterness. It's a touch more fuller-bodied than a light lager and pale in colour (Helles means pale in Germany).

PALE
(OR AMERICAN-STYLE LAGER)

A light-bodied, refreshingly crisp and easy to drink lager. Flavours may be subtle, with no traditional beer ingredient dominating the others.

AMBER
(OR A VIENNA LAGER)

Made with toasted malts that give it an amber colour. Its clean flavour showcases the dominant malt character.

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 September 1st - September 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.

BUY 4 CASES

GET 70CL BOTTLE OF SMIRNOFF FREE*

Promotion valid from September 1st - September 30th. Promotion valid Stonewall Inn IPA 24x330ml Can, Carlsberg Danish Pilsner 24x330ml, Estrella 24x330ml and Birrificio Angelo Poretti 24x330ml. 12x500ml, San Miguel 0,0 24x330ml, Brooklyn Special Effects 24x330ml, Carlsberg. All 4 cases must be the same SKU. Free stock is 70cl Smirnoff Vodka. Whilst stocks last.

CROWN

CARLSBERG MARSTON

CELLARS®

'S BREWING COMPANY

EVERY SPRING WHEN CROWN CELLARS INTRODUCES OUR NEW WINES TO THE TRADE I GET TO MAKE A SELECTION OF MY PERSONAL FAVOURITES.

Pedley's REmix

Someone gave these selections the title of "Pedley's Picks". Recently though, we've been reviewing some of our longstanding listings and reminding ourselves of some more established gems. We had the idea to feature one or two each month to bring them back into the limelight, hopefully earning them a well-deserved place on a few more wine lists/chalk boards/back bars. So here goes with the first edition of "Pedley's Remix".

With the third Friday in September being International Grenache Day I thought it would make sense to choose a wine made predominantly from this stalwart grape variety. We have a parcel of Domaine du Grand Destré from the Rhône Valley that fits the bill perfectly. This wine always was excellent value for the money. The family owned estate lies just to the north east of the legendary vineyards of Châteauneuf-du-Pape, though prices are a fraction of what you'd pay compared to their more famously-named neighbours. The wine is a blend of 65% Grenache and 35% Carignan. The result is a chunky red with lots of dried fruit notes of prune, date and fig, along with a little spice. It offers a nice combination of fruity and savoury notes, meaning it would pair wonderfully with any late summer barbecues, or in the autumn with coarse pâtés, rich game dishes or wild mushroom ravioli.

JONATHAN PEDLEY,
MASTER OF WINE

DOMAINE LE GRAND DESTRÉ
VIN DE PAYS DE LA PRINCIPAUTÉ D'ORANGE

Medium bodied with ripe tannins, mingling bramble fruit and spice aromas.

D		£	60504	75cl	
Ve	V				

MEDIEVO
RIOJA ROSADO

Dry with floral summer fruit aromas and plenty of fresh acidity.

2		£££	75cl	16290	
Ve	V				

BODEGAS PIQUERAS
OLD VINES GARNACHA ORGANIC 'PIQUERAS'

Sweet raspberry, confected plum, vanilla, clove, toast and dried fruits.

D		£££	75cl	33648	
Ve	V	O(c)			

GREETINGS TO GRENACHE!

Grenache is a versatile and widely cultivated grape variety known for producing both red and white wines. It originates from Spain but it is also prominent in France.

SEPT IS WORLD GRENACHE DAY FRIDAY 20TH SEPT IS WORLD GRENACHE DAY FRIDAY 20TH SEPT IS WORLD GRENACHE DAY FRIDAY 20TH

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

CHÂTEAUNEUF-DU-PAPE
PASQUIER DESVIGNES

Rich, round and full bodied.

HANCOCK & HANCOCK
SHIRAZ GRENACHE

A massively intense and complex red wine that is full-bodied and robustly tannic.

WHY YOU MIGHT NOT HAVE HEARD OF GRENACHE

Grenache is often used as a blending grape rather than a standalone varietal. It is a key component in popular blends like Châteauneuf-du-Pape. This can sometimes overshadow its presence as a single varietal wine.

However, in recent years, there has been a growing interest in Grenache due to its potential to produce high-quality, expressive wines. This has led to more single-varietal Grenache wines entering the market, offering a chance for greater recognition and appreciation of this versatile grape.

BODEGAS PIQUERAS
OLD VINES GARNACHA ORGANIC 'PIQUERAS'

Sweet raspberry, confected plum, vanilla, clove, toast and dried fruits.

MARQUÉS DE ALFAMÉN
GARNACHA SHIRAZ

Juicy mid-bodied red wine packed with dark berry fruit.

FRIDAY 20TH SEPT IS WORLD GRENACHE DAY

Quality, Choice & Expertise

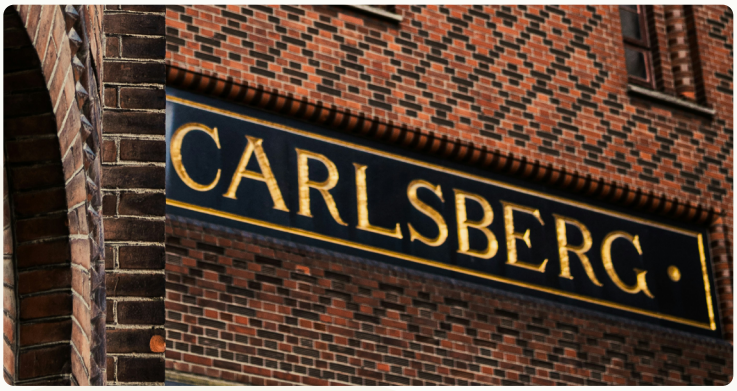
why you can trust in our wines

WE HAVE OVER 30 YEARS' EXPERIENCE DELIGHTING AND ENGAGING CONSUMERS IN THE ON TRADE.

Here are just a few of the reasons you can be confident when you're buying a Crown Cellars wine.

MASTER OF WINE APPROVED

All of our wines are tasted and selected not only by our dedicated wine buyer, but also by Jonathan Pedley MW, a renowned expert in the field.



BUYING POWER, COMPETITIVE PRICES

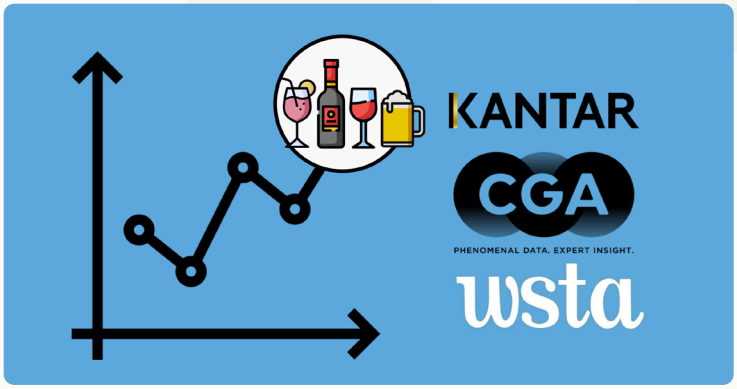
With the backing of a huge global parent company, we can leverage some of the very best pricing around. That translates into the most competitive pricing for all of our customers.

ON TRADE, ALWAYS

We only sell wine to the On Trade, we're 100% focused on what matters to our customers and their guests. Because we don't have to fill retail shelves with industrial-scale wine, we can be selective and work with smaller-scale, higher-quality producers - that can translate to a more interesting, higher quality experience for your guests.

CHOICES

We know every customer has different guests and different commercial needs. We make sure we have a ladder of options at every key style, price and quality level, so we can find the best fit for your business, whatever your requirements.



DRIVEN BY INSIGHT

We use our experience and market insight to make sure we're ranging what UK consumers demand the most. If you need a steer on driving volume or margins, we're here to help.

NOT JUST A SUPPLIER, BUT A PARTNER

Crown Cellars isn't just about selling you the wine. We want to help your teams bring the wines to life for guests. Great quality, choice and competitive pricing are just the beginning.

1916
CHAMPAGNE
CASTELNAU

Buy 5 bottles and get 1 bottle free

www.champagne-castelnau.com @champagnecastelnau *10 deals per outlet per week

BUY 11 GET 1 FREE

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

OCHRE MOUNTAIN FAIRTRADE SAUVIGNON BLANC

DRY & AROMATIC
Central Valley, Chile. Fresh and a citrussy 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 Carmenere

ROSÉ VIBES

BUY 11 GET 1 FREE

CANYON ROAD

Zinfandel Rose

This rosé is light-bodied with hints of strawberry, cherry flavours, watermelon and a crisp, smooth finish.

BUY 11 GET 1 FREE

BAREFOOT

Zinfandel Rose

Full of juicy summer flavours like peach, sun-ripened strawberries, succulent pears and pineapple.

BUY 5 GET 1 FREE

SUTTER HOME

Zinfandel Rose

This Zinfandel has sweet, creamy strawberry and melon flavours with a hint of vanilla on the palate.

*10 deals per outlet per week

*10 deals per customer per week

RHONE Reduced

CENTURIES OF RHONE TRADITION, BOTTLED AT AN AFFORDABLE PRICE

BUY 5 GET 1 FREE

Buy 5 bottles of Domaine Le Grand Destré, Vin de Pays de la Principauté d'Orange 75cl to get a bottle FREE

A mid to full-bodied red wine with ripe tannins and complex fruit and spice aromas, great with grilled vegetables and barbeque meats

*10 deals per outlet per week

CERTIFIED SUSTAINABLE WINES

BUY 5 GET 1 FREE

*10 deals per outlet per week

CALITERRA®

SAUVIGNON BLANC RESERVA AND MERLOT RESERVA ONLY

NEW LOOK COMING SOON

Classic Italian Soave – A Seafood Staple

BUY 5 GET 1 FREE

WHEN IT'S GONE IT'S GONE!

Soave Classico DOC Villa Borghetti, Pasqua is a delicate, medium-bodied, well-balanced and refreshing wine with fragrances of white flowers, Golden Delicious apples and almonds – a perfect partner for seafood risotto, mussels or almost any fish dishes

*10 deals per outlet per week

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

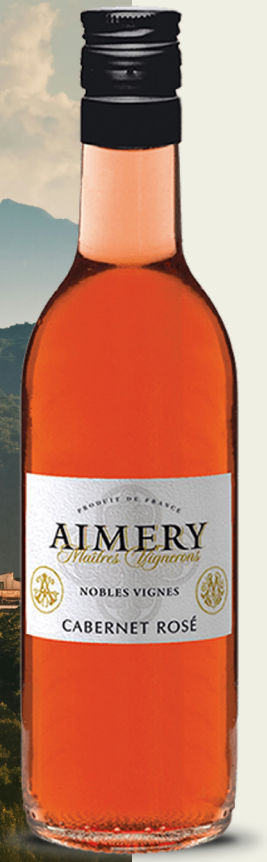
BUY 5 GET 1 FREE

A French Classic

Crisp, Fresh Chablis

Plenty of minerality from the clay-limestone soils, with freshness and a note of bright lemon.

*10 deals per outlet per week



EXCLUSIVE WINES

FAST, EASY & FRESH

BUY 2 CASES GET 1 FREE

Aimery French Cabernet Rosé in a single serve 187ml bottle

This rosé wine has pleasant strawberry flavours and a crisp dry finish, and is great with salads, salmon and white meats. It's certified sustainable and exclusively available from Crown Cellars in packs of 24 bottles.

*10 deals per outlet per week

MAKE IT SPECIAL WITH A SPLASH OF GOLD

WHEN
IT'S GONE
IT'S GONE!

Glamourous inside and out, Bottega Gold is a multi-award-winning Italian Prosecco with fruity and floral notes and a spicy herbal finish. Hints of green apple, acacia, white flowers, pear, citrus and even sage make for a truly golden experience.

BUY 4 CASES OF 20CL BOTTLES GET 1 FREE

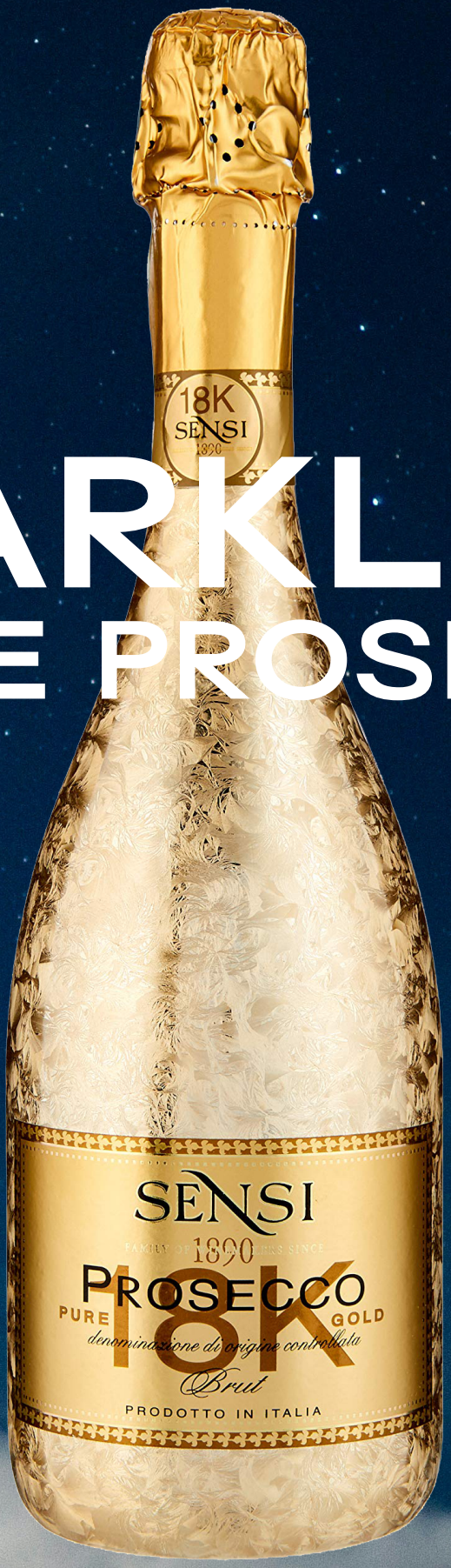
BUY 11 75CL BOTTLES GET 1 FREE

*10 deals per outlet per week

WHEN IT'S GONE IT'S GONE!

BUY 11 BOTTLES GET 1 FREE

SPARKLING VALUE PROSECCO



Strikingly packaged Prosecco that's sure to bring some bling to a Saturday night. Fresh and fruity on the palate with a balanced and creamy finish. Great as an aperitif.

*10 deals per outlet per week

DISTI
WORLD SPIRITS F

L/

LLED

ROM CARLSBERG UK

I

SEPTEMBER IS NATIONAL BOURBON HERITAGE MONTH, AN OBSERVANCE IN THE USA THAT CALLS FOR THE CELEBRATION OF BOURBON AS AMERICA'S "NATIVE SPIRIT"

Bourbon is a type of American whiskey, distinguished by specific production criteria and a unique flavour profile.

Here are the key characteristics that define bourbon and differentiate it to other whiskeys.

AMERICA'S N

BOUR

COMMONWEALTH OF KENTUCKY
UNITED WE STAND
DIVIDED WE FALL

ORIGIN

Bourbon: Primarily associated with the United States, especially Kentucky, though it can be made anywhere in the U.S.

Other Whiskeys: Originates from various regions around the world. Scotch whisky must be made in Scotland, Irish whiskey in Ireland, and Canadian whisky in Canada. Each region has its own regulations and traditions.

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

INGREDIENTS

Bourbon: Must be made from a grain mixture that is at least 51% corn. The remaining grains are usually a mix of barley, rye, and wheat.

Other Whiskeys: Can be made from various grain mixtures. For example, Scotch whisky typically uses malted barley, while Irish whiskey may use a mix of barley and other grains.

ATIVE SPIRIT

RBON

PRODUCTION REGULATIONS & AGING

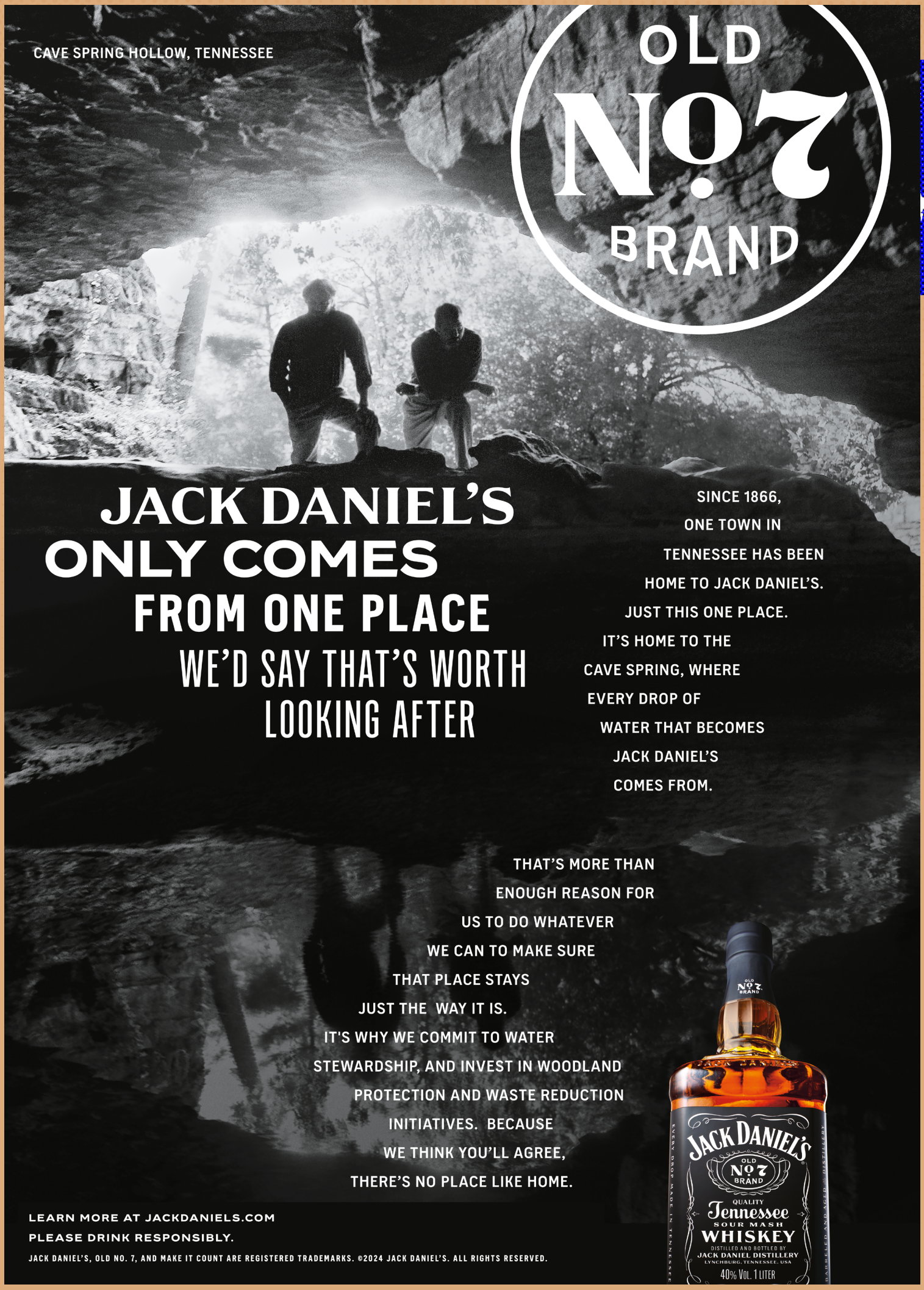
Bourbon: Must be distilled to no more than 160 proof (80% alcohol by volume) and entered into the barrel for aging at no more than 125 proof (62.5% alcohol by volume). It must be aged in new, charred oak barrels and cannot contain any additives or colourings.

Other Whiskeys: Different types of whiskey have varying production regulations. Scotch and Irish whiskey must be aged for at least three years. These whiskeys can be aged in different types of barrels including used barrels which can heavily influence the flavour profile.

FLAVOUR PROFILE

Bourbon: Known for its sweet flavour due to the high corn content, with additional notes of caramel, vanilla, and oak from the charred barrels.

Other Whiskeys: The flavour can vary widely depending on the grains used, the aging process, and the barrels.


CAVE SPRING HOLLOW, TENNESSEE
OLD No.7 BRAND
JACK DANIEL'S ONLY COMES FROM ONE PLACE
WE'D SAY THAT'S WORTH LOOKING AFTER
SINCE 1866, ONE TOWN IN TENNESSEE HAS BEEN HOME TO JACK DANIEL'S. JUST THIS ONE PLACE. IT'S HOME TO THE CAVE SPRING, WHERE EVERY DROP OF WATER THAT BECOMES JACK DANIEL'S COMES FROM.
THAT'S MORE THAN ENOUGH REASON FOR US TO DO WHATEVER WE CAN TO MAKE SURE THAT PLACE STAYS JUST THE WAY IT IS. IT'S WHY WE COMMIT TO WATER STEWARDSHIP, AND INVEST IN WOODLAND PROTECTION AND WASTE REDUCTION INITIATIVES. BECAUSE WE THINK YOU'LL AGREE, THERE'S NO PLACE LIKE HOME.
JACK DANIEL'S
OLD No.7 BRAND
QUALITY
Tennessee
SOUR MASH
WHISKEY
DISTILLED AND BOTTLED BY
JACK DANIEL DISTILLERY
LYNCHBURG, TENNESSEE, USA
40% VOL. 1 LITER
LEARN MORE AT JACKDANIELS.COM
PLEASE DRINK RESPONSIBLY.
JACK DANIEL'S, OLD NO. 7, AND MAKE IT COUNT ARE REGISTERED TRADEMARKS. ©2024 JACK DANIEL'S. ALL RIGHTS RESERVED.

AMERICA'S NATIVE SPIRIT

BUY 5
1.5L BOTTLES,
GET 1
1.5L BOTTLE OF
JACK DANIEL'S
FREE

bedrinkaware.co.uk

Buy any 4 from

RECEIVE A F
OF HAVA
CUBAN SP

Havana Club

BUMBU
RUM COMPANY

ENJOY RESPONSIBLY.

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

n the range and

REE BOTTLE
NA CLUB
ICED 70CL

31% of all Rum Sales are from Premium+ brands

be**drinkaware**.co.uk

ORDER ONLINE AT ORDER.CARLSBERGMARSTONS.CO.UK

NEED A CHANGE?

This month we spoke to Ross Lees, Wine and Spirit Manager at CMBC, about the benefits and top tips for changing up your drink menus.

WHAT ARE THE BENEFITS OF VENUES CHANGING THEIR MENU?

The main benefit for our customers has to ultimately be about driving more drink sales and also making sure the menu allows our customers the opportunity to up-sell drinks.

For the consumer, it is about providing them with inspiration but also making it easy for them to make decisions quickly.

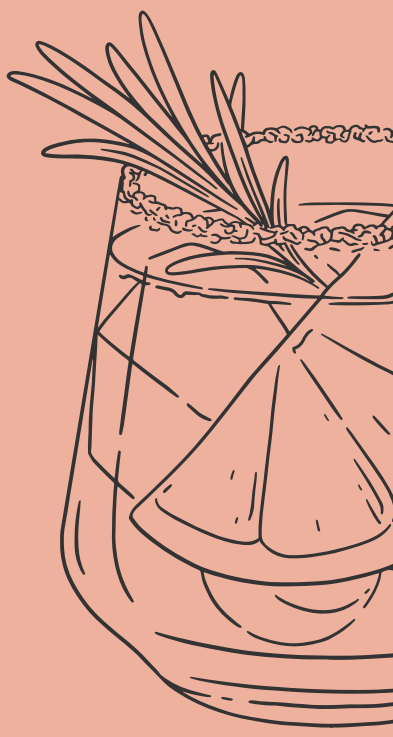
OFFERS APPLY TO DELIVERIES FROM SEPTEMBER 1ST - 30TH, UNLESS OTHERWISE STATED

HOW OFTEN SHOULD VENUES DO THIS? WHAT FACTORS PLAY INTO THIS?

It is not a one size fits all approach as each venue is different. There is usually a reason behind a change. For example, following a price review, to coincide with a food menu change, a change of logo's or branding etc.

Seasonality can also play a part in changing menus so these venues may only change once a year, while others may be more frequent.

We work with our customers and carry out regular range reviews, its very consultative in nature.



WHAT ARE SOME KEY PRINCIPALS YOU USE OR TIPS WHEN IT COMES TO EXECUTING THIS?

We use a bespoke and tailored approach by venue but some of the key considerations or questions you should think about are:

Who is my customer and what is relevant for them?

Trends are great and because we deal with so many outlets in big cities as well as in smaller towns, we can really help advise here but understanding your customer and what is right for them is more important than following trends for the sake of it. Also, look at who you are competing with nearby and try to offer something different.

This article continues overleaf

There are different ways of listing wines as opposed to purely ranked by price. You can group by experience of the wine or country instead. Ranking by price is common but it can stop people truly looking at the full list. Also for more expensive wine, add in any relevant awards, to show why they are worth investing more in.

Put the time aside for staff training which is something else we do. There is often a fear factor around wine in particular and people don't feel comfortable talking about it or recommending up sells. By educating staff and allowing them to understand and taste the wines, this really helps demystify this and gives them confidence to talk to people about it.

Then when it comes to executing this and designing the menu, consider different ways to promote the drinks you want people to buy. We can create on our software bespoke solutions for menus that pull-out recommendations.

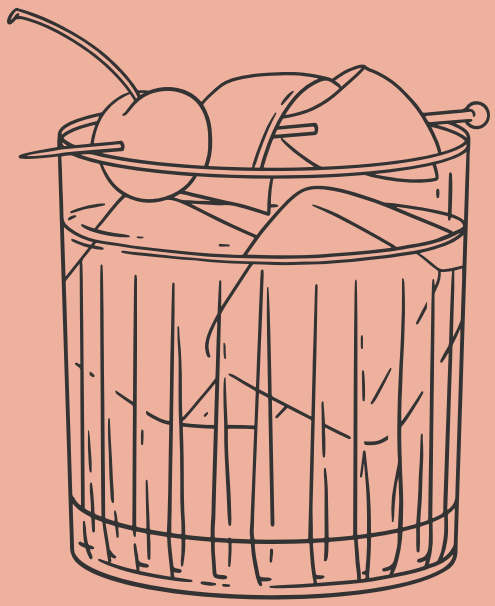
Small things that people often overlook are sometimes to consider the lighting in the venue and how easy the menu is to read, things such as font size.

WHAT ARE SOME OF THE KEY TRENDS OR CHANGES YOU HAVE SEEN OVER THE LAST 5 YEARS OR SO?

The total on trade in general has seen a decline in volume, however, value has increased. This highlights the growth in premiumisation with the average spend per head increasing in outlets.

The demand for no/low has grown significantly and people increasingly want this with its own section of the menu. The drinks available here just keep getting better across beers, spirits and wine/sparkling.

Consolidation has also been a big theme since covid. When it comes to your range, less is sometimes more and people want to make sure their range is working hard for them and reduce stock holding. Whereas people used to stock 15-20 different gin flavours and perhaps 5+ Champagnes, now we see people wanting to reduce this and make sure everything they stock has a role and will sell.



WHAT SHOULD A VENUE DO IF THEY ARE CONSIDERING CHANGING THEIR MENU?

The first thing to do is speak to your account contact. They will make an appointment where we discuss your needs and ask questions about your business and customers and what is selling and not selling. We then put together a proposal for change and once that has been agreed, we will design the menu and get this printed. It is all part of our service and includes the full menu from beers and soft drinks too.

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

MAXIMISE YOUR COCKTAIL SALES

THIS FESTIVE SEASON WITH OUR PREMIUM SPIRITS OFFERING

Premium spirits are performing ahead of mainstream spirits, as consumers look to treat themselves when visiting the On Trade

BUY ANY 2 BOTTLES TO RECEIVE 12 BALLOON GLASSES

DURING THE FESTIVE SEASON, HALF OF CONSUMERS ARE LOOKING TO TRY SOMETHING NEW*

SCAN QR CODE FOR ALL YOUR FESTIVE SERVE SUGGESTIONS

WHILE STOCKS LAST

GLASS TYPE MAY VARY

*CGA Christmas Report 2023

bedrinkaware.co.uk

WRAY & NEPHEW White OVERPROOF RUM

BUY 3 X 70CL WRAY & NEPHEW AND GET A FREE CASE OF TING

bedrinkaware.co.uk

*CGA OPMS Value/Volume Rate of Sale Data 52wks to 24.02.24
Offer available 01/08/2024 - 30/08/2024, over 18's, while stocks last, not in conjunction with any other offers.

*2 deals per outlet per week

MAKE THE MOMENT

MAGNIFIQUE

× CHAMBORD BERRY SPRITZ ×

× 3 PARTS PROSECCO × 2 PARTS CHAMBORD × 1 PART SODA

THE VELVETY SMOOTH

BLACK × RASPBERRY × LIQUEUR

PLEASE DRINK RESPONSIBLY.

Chambord is registered trademark. ©2024 Brown-Forman Corporation.

BUY 2 BOTTLES OF TEREMANA BLANCO TEQUILA
& RECEIVE 24 X 200ML FEVER-TREE PINK GRAPEFRUIT SODA FREE

TEREMANA
SMALL BATCH TEQUILA

FEVER-TREE

Dwayne Johnson
DWAYNE JOHNSON
FOUNDER

bedrinkaware.co.uk

A FRESH TAKE® ON TEQUILA

TAKE A SHOT!

£2 OFF* PER BOTTLE

Easy drinking, no salt & lime required

A Tequila for everyone: fans & sceptics alike

For POS & serve support, contact
Richard.hammett@globalbrands.co.uk

*Offer valid from 1st September-31st September 2024. Offer applies to Take Tequila 70cl range. While stocks last.

bedrinkaware.co.uk

*10 deals per outlet per week

BUY ANY **4 BOTTLES** OF WHITLEY NEILL GIN, **RECEIVE** A BOTTLE OF **DEAD MAN'S FINGERS BLUE RASPBERRY TEQUILA CREAM LIQUEUR FREE***

WHITLEY NEILL GIN
THE UK'S NO.1 PREMIUM GIN**

*Scan for cocktail inspiration from the UK's most loved gin****

The Whitley Neill Gin range includes: Distiller's Cut London Dry, Raspberry, Rhubarb & Ginger, Blackberry, Blood Orange, Parma Violet, Pink Grapefruit.

**Nielsen MAT to 07.10.23. ***Savanta BrandVue – Top 100 Most Loved Drinks Brands 2023
*Available while stocks last. All bottles 70cl. FOC stock: 1 x 70cl Dead Man's Fingers Blue Raspberry Tequila Cream Liqueur.

*10 deals per outlet per week

whitleyneill.com
bedrinkaware.co.uk

NEW
BACARDÍ
CARIBBEAN SPICED
AGED RUM WITH SPICES, PINEAPPLE AND COCONUT
Buy One to get x6 Glasses x2 Pitchers FREE!
PREMIUM SPICED
BACARDÍ
CARIBBEAN SPICED
AGED RUM WITH SPICES, PINEAPPLE AND COCONUT
SPIRIT DRINK
©2023. BACARDÍ, ITS TRADE DRESS, AND THE BAT DEVICE ARE TRADEMARKS OF BACARDI & COMPANY LIMITED.

SMIRNOFF KNOWN FOR QUALITY SINCE 1864 SMIRNOFF KNOWN

NEW

SMIRNOFF SPICY TAMARIND

READY TO HEAT UP YOUR SALES?

STOCK THE SWEET ZINGY HEAT OF SMIRNOFF SPICY TAMARIND

80P OFF A BOTTLE

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

Products included in the deal are Smirnoff Spicy Tamarind 70cl. Available on a first come first served basis. Available 1st September to 30th September.

Scan here to access your FREE Smirnoff marketing support

DIAGEO One
Business support from the drinks experts

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

The KRAKEN BLACK SPICED RUM
BUY ANY 3 BOTTLES* FROM
The KRAKEN™ RANGE
& RECEIVE A CASE OF
PEPSI* FREE
*10 deals per outlet per week
'A CASE OF PEPSI = 24 X 200ML BOTTLES. FREE STOCK SELECTION 200ML NRBX24 OF PEPSI.
THE KRAKEN® AND OTHER TRADEMARKS ARE OWNED BY PROXIMO SPIRITS.
©2024 KRAKEN RUM CO. ENJOY THE KRAKEN RESPONSIBLY. @KRAKENRUMUK
bedrinkaware.co.uk

FREE CASE OF
STRAWBERRY & APPLE
OR BERRIES & CHERRIES 0%
WHEN YOU BUY 5 CASES OF OLD MOUT*

GLUTEN FREE

NATURAL FLAVOURS

VEGAN FRIENDLY

100% RECYCLABLE

ESTABLISHED IN NZ. MADE IN EUROPE.

*Max 2 deals per customer per week.

bedrinkaware.co.uk

ENJOY RESPONSIBLY

Refreshing now. Recyclable forever.

METAL recycles forever™

Pure filtered water in a can.

Get a free case

when you buy any 2 cases from the Aqua Libra water range!

Deal runs from 1st Sep – 31st Oct 2024. Qualifying range includes Aqua Libra Still/ Sparkling Can 330ml x24. Promoter: Britvic Soft Drinks, Breakspear Park, Breakspear Way, Hemel Hempstead, HP2 4TZ.

*10 deals per outlet per week

recycle

OVER £1000* FREE STOCK BUNDLE**

+ OUTLET SUPPORT ON INSTALLATION

FREE STOCK BUNDLE

4 x BIBs, 1 x case of glassware, 1 x ice bucket, 2 x bar runners, 4 x bar trays , 2 x A4 chalk boards

Please contact your CMBC representative or scan the QR code to register your interest

pepsi MAX

T&Cs: *Based on retail value of 4 free BIBs (92.38 serves x 4 BIB = 369.52 serves at average retail sale price of £2.71. Prices always at the discretion of the customer) plus Welcome Bar bundle (value of over £60). Subject to availability and while stocks last. Max 1 of each stock bundle per outlet. Subject to customer having a Pepsi Max Dispense unit contract and installed. 4x FREE BIBS are given during installation, the remaining items (as detailed in 'Free Stock Bundle Includes box*') can be claimed by clicking the link provided on your welcome email from Sensational Drinks. Registration & a valid email address are required. Please refer to your dispense contract for full Terms and Details. Promoter: Britvic Soft Drinks.

recycle

GET THE CHEERS IN

64.9%
OF ADULT DRINKS SOLD IN THE ON TRADE OVER XMAS SEASON ARE J2O*

SCAN THE QR TO PRE-ORDER YOUR FREE J2O CHRISTMAS POS KIT OR VISIT:
SENSATIONALDRINKS.COM/J2OCHRISTMAS

*CGA by NIQ licensed, J2O Orange & passionfruit, J2O Apple & Raspberry, J2O Apple & mango, Total adult Britvic defined, OPM, Volume % share, Data to P13 2023 (30/12/2023)

More Flavours
Even More Style

Now Serving Tonics, Sodas & Ginger

londonessenceco.com

Free welcome kit including glassware on installation. Contact your account manager for more information.

THE LONDON ESSENCE CO.

EXQUISITE DRINKS
FRESHLY INFUSED WITH DISTILLED BOTANICALS

Available flavours

TONICS
Original Indian // Blood Orange & Elderflower // Pomelo & Pink Pepper // Grapefruit & Rosemary

SODAS
Crafted Lemonade // White Peach & Jasmine

GINGERS
Delicate Ginger Beer

Kit includes

2 x Bar Runners
2 x Bar Blades
1 x Printed booklet –
Introduction to London Essence Co
1 x Care Kit
2 x Cases of Balloon Glasses
2 x Cases of High Ball Glasses

BRITVIC

SENSATIONAL DRINKS

Claim your FREE case of glassware

Register today!

Scan the QR code for:

FREE POS kits, case of glassware, product trials, trade support and more.

BRITVIC SENSATIONAL DRINKS

Visual Purposes only. Subject to availability. Max 1 of each POS kit, 1 case of glassware & 50 printed menus per outlet. *Free menu offer subject to listing 5 Britvic products. NPN. Registration & email address required. Visit Sensationaldrinks.com for Terms and Details. Promoter: Britvic Soft Drinks.

On promotion

RED BULL GIVES YOU WIIINGS.

THE RED BULL ENERGY DRINK 250ML.

STOCK UP NOW

BUY 2 CASES AND GET AN RED BULL ILLUMINATED POSTER FOR FREE

Red Bull Energy Drink 24x250ml

T&Cs: ONE PER CUSTOMER, WHILE STOCKS LAST

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

New FEVER-TREE COCKTAIL MIXERS

BUY 1 CASE OF **FEVER-TREE COCKTAIL MIXERS**
& RECEIVE **2 FREE** *custom-made* **EASY SHAKERS**

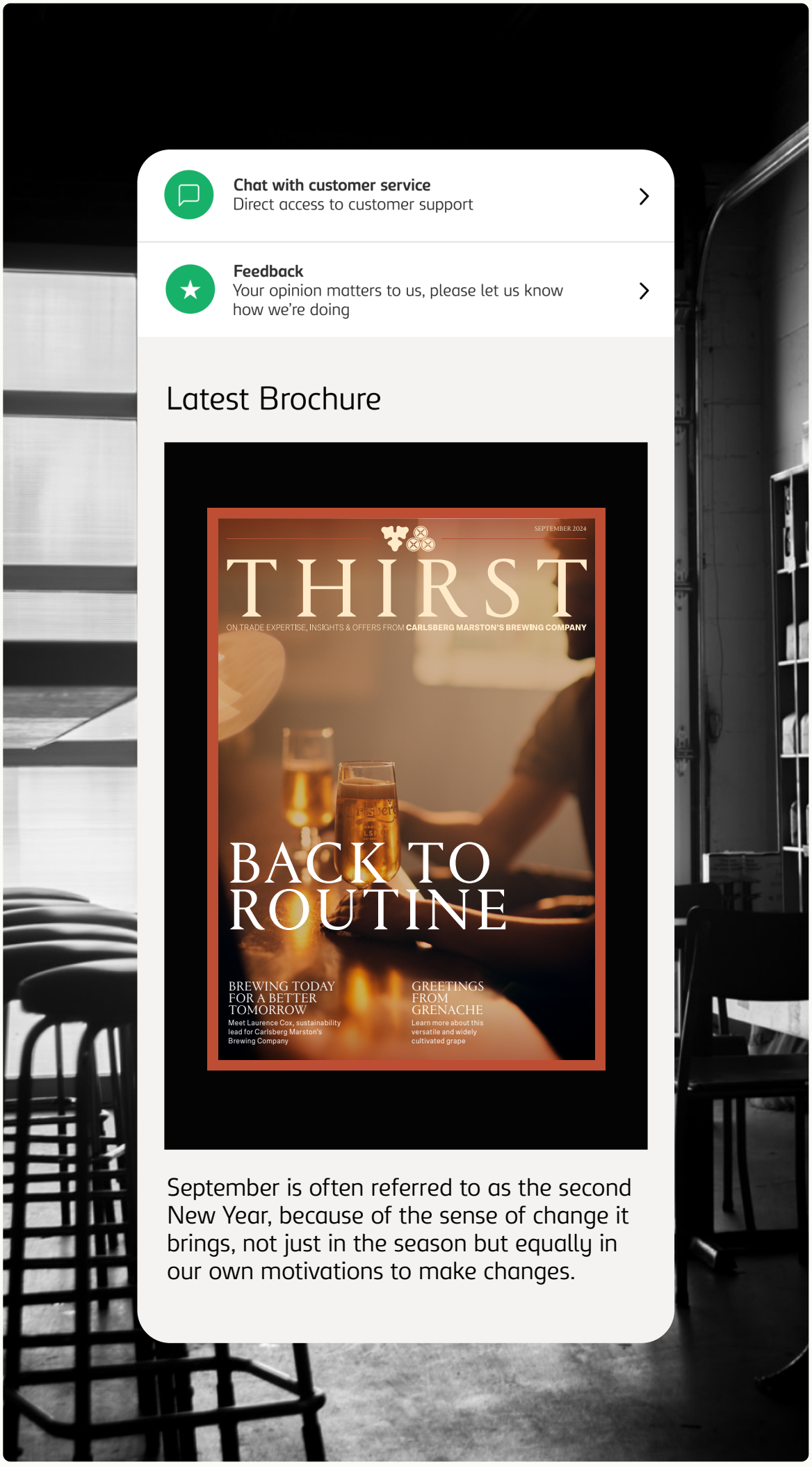
Perfect COCKTAILS EVERY TIME *in just* 3 SIMPLE STEPS

1. ADD 50ML SPIRIT OVER ICE

2. ADD 75ML MIXER

3. SHAKE, SERVE & GARNISH

CMBC'S INDUSTRY LEADING DIGITAL SOLUTIONS



Chat with customer service
Direct access to customer support

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

Latest Brochure

September is often referred to as the second New Year, because of the sense of change it brings, not just in the season but equally in our own motivations to make changes.

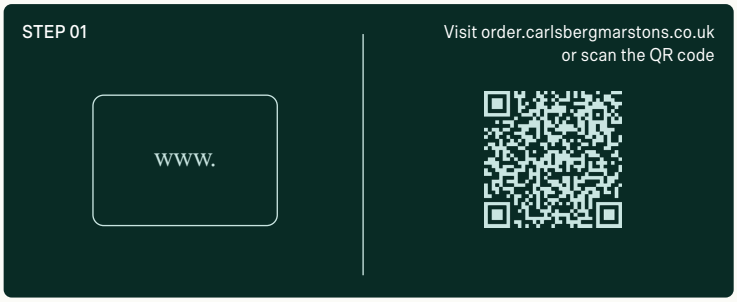
Our online ordering site and Cockpit app, means you can effortlessly manage your ordering and service your account according to your personal preferences and needs.

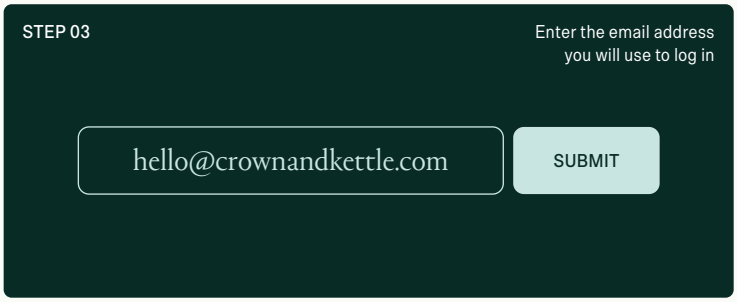
Always available, CMBC online ordering is the quick and easy way to order the brands your customers love.
With a host of great features, we can save you time and money as you can order whenever and from wherever you want.

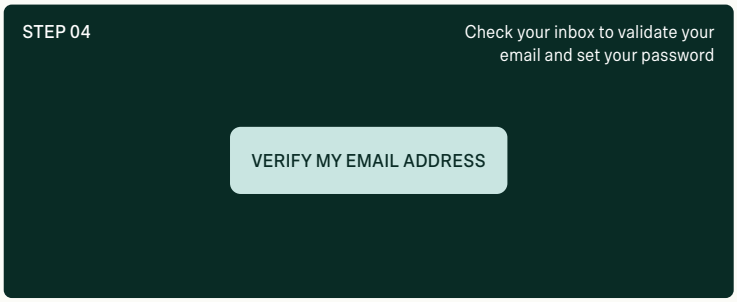
- Live Chat customer service
- Up-to-date stock availability
- Back-in-stock notifications
- Favourite lists
- Repeat previous orders
- Personalised product recommendations and alternatives
- Online exclusive promotions
- Empties collection requests
- Draw down allocated free stock
- Select from your allocated delivery days and order up to 12 weeks in advance
- Manage and order for multiple outlets
- Hide pricing
- Send order confirmation to multiple email addresses
- Online Thirst Magazine offering category insight, promotions, brand and product news.

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

And activating your account has never been easier:







Cockpit

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

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

And signing up has never been easier.

GET IT ON Google Play

Download on the App Store