



THIRST

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

HOBGOBLIN

NEW LOOK,
STILL
UGLY



DISCOVER HOBGOBLIN'S LATEST REBRAND
AND LOOK OUT FOR NEW GLASSWARE IN 2025

WARM & TOASTY COCKTAILS
IT'S NEVER TOO EARLY TO GET INTO THE
FESTIVE SPIRIT

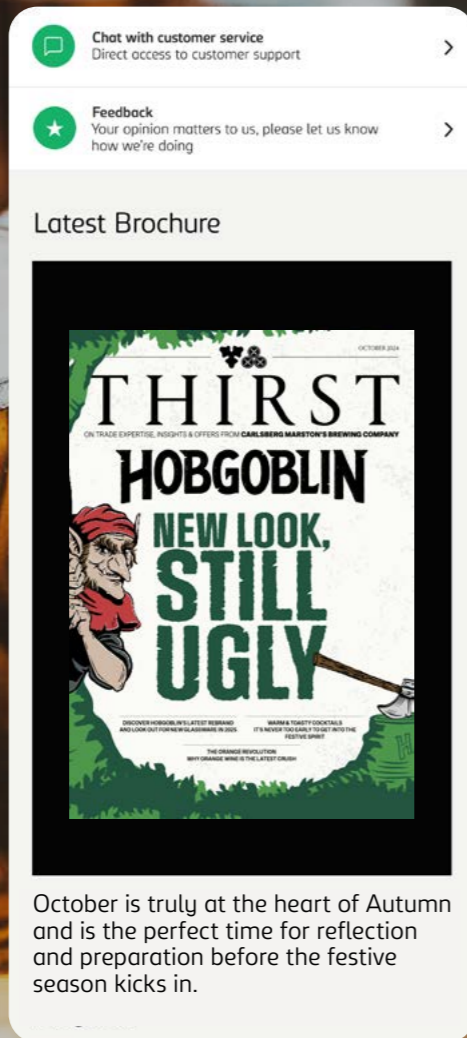
THE ORANGE REVOLUTION
WHY ORANGE WINE IS THE LATEST CRUSH





Cockpit

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



Download our App



CARL MIDDLETON



VICE PRESIDENT ON TRADE

WELCOME TO OUR OCTOBER EDITION OF THIRST

October is truly at the heart of Autumn and is the perfect time for reflection and preparation before the festive season kicks in. The shorter days and longer nights encourage cosy and warm social occasions, comforting food and drink and establishing new routines.

But it isn't all peaceful reflection, this month many students go for the first time (or return) to universities in towns and cities up and down the country. They want to explore and get to know their new homes and the social places that are right for them. In this edition of Thirst, we will look at this younger generation of customer and some of the key trends, attitudes and behaviours versus other generations. Ultimately this customer is important for everyone as they are the next generation of older adults.

DARKER NIGHTS ARE HERE

And with the darker nights being much more noticeable in October, this month we are proud to showcase our award

winning Hobgoblin range and the new bold brand design that is going to be making a mischievous statement in pubs and bars.

THE NO AND LOW ALCOHOL CATEGORY

And finally, this month we see the promotion of Sober October where people are encouraged to actively abstain from alcohol for the whole month. The no and low alcohol category has certainly seen a lot of growth over the last few years and this is expected to continue. It is about giving people, who choose not to drink for a specific period of time or who don't drink at all, an alternative to soft drinks. The quality of these non alcohol drinks has vastly improved and we are confident we have a great range of options here across beers, wines and spirits.

Wishing you all a successful month.

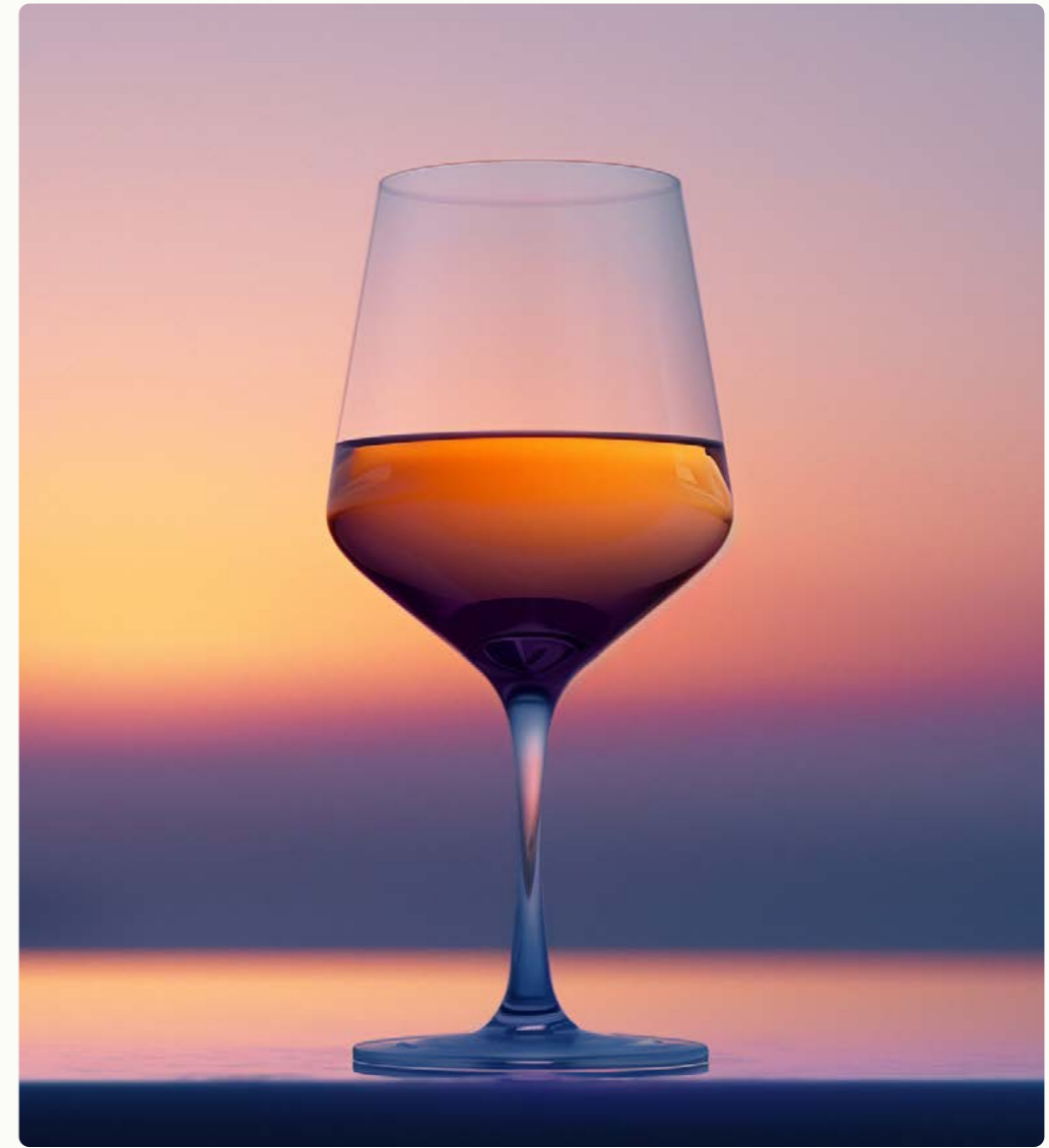
Carl Middleton
VP On trade



08

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88



G&T day

A THIRST FOR WHAT IS ON IN OCTOBER

HELLO OCTOBER!

As the weather cools, darker nights arrive and Autumn draws in, we seek out cosy spaces that provide warm, inviting atmospheres. Halloween is the big event this month and this occasion only seems to get bigger each and every year!

And with the festive season fast approaching, October is also a critical time for venues to begin promoting their Christmas activities, securing bookings and preparing for the busy period ahead.

In honour of National Poetry Day on the 7th of this month, here is a short limerick to inspire the month ahead...

IN OCTOBER, THE NIGHTS START TO CHILL,
WHILE PINTS AND GOOD COMPANY, THRILL.
THE GHOSTS AND THE BREWS,
BRING LIVELY GOOD NEWS,
AS BARS FILL WITH WARMTH
AND GOOD WILL.

SOBER OCTOBER

Going Sober for October is all about challenging drinkers to question their drinking habits and promote healthier lifestyles. Being sober for a month can encourage people to drink alcohol responsibly and create a positive change for the rest of the year, not just October. And with increasingly better quality and tasting no and low alcohol options available, we hope this is a challenge people feel happy to get involved with and can stick to.



1ST WORLD VEGETARIAN DAY

In the UK an estimated 2.5 million people are vegan and an additional 7% are vegetarian. Whilst there may be an assumption that all beers, wines and spirits are suitable for veggies and vegans they are often not and so calling this out on menus is really important.

UNIVERSITY FRESHERS' WEEK

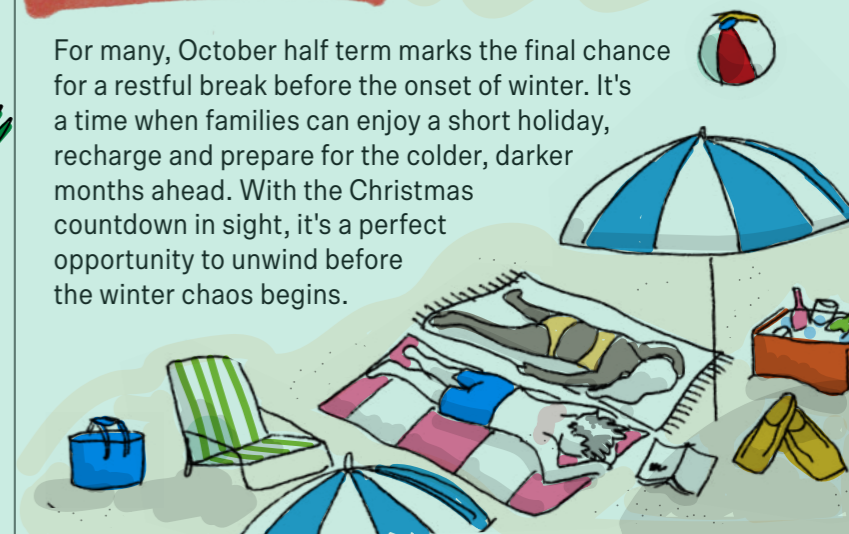
Taking place either at the end of September or early October, depending on the University, the notorious Freshers week is a period of orientation for first-year university students.

Typically taking place before the start of the academic term, it can last from four days to two weeks and includes a variety of events, parties, and networking opportunities to help students get to know their peers, the university and the city. These 'welcome weeks' can provide a great opportunity for venues to introduce themselves to the student crowd and can be a welcome boost for sales.



HALF TERM

For many, October half term marks the final chance for a restful break before the onset of winter. It's a time when families can enjoy a short holiday, recharge and prepare for the colder, darker months ahead. With the Christmas countdown in sight, it's a perfect opportunity to unwind before the winter chaos begins.



31ST HALLOWEEN



With 69% of adults saying they plan to celebrate Halloween, this occasion has moved on since the days of simply being an excuse for kids to eat sweets and dress up into a hugely sizeable business. And with it falling on a Thursday night this year, it gives venues a fantastic opportunity to draw in crowds looking to celebrate with themed parties, special menus, and themed limited edition drinks. The fun and social atmosphere encourages people to gather, dress up, and enjoy a night out, boosting traffic and sales. Regardless of whether classy or trashy is your desired theme, consider decorations, spooky entertainment, and Halloween-themed promotions for a spook-tacular night or weekend.



SOBER OCTOBER

Sober October is, as the name describes, a month-long initiative where participants voluntarily abstain from alcohol.

The movement was initially launched by Macmillan Cancer Support in 2014 as a fundraising campaign. The idea was to encourage people to take a break from alcohol, whilst raising money for a good cause. The campaign quickly caught on,

not just for its charitable goals, but also because it provided a structured opportunity for people to reassess their drinking habits.

Over the years, Sober October has grown into a widely recognised event. Many people sign up through official channels, but a significant number also participate informally, encouraged by friends, family, or social media.

This growing involvement reflects a broader cultural shift towards mindful drinking, particularly amongst the younger generation.

And with our extensive range of no/low alcoholic drinks, your customers don't have to miss out and can still enjoy their favourite tipple just minus the alcohol.

THE NON-ALCOHOLIC BUBBLES



FREIXENET 0.0

Pale bright yellow colour with fizzy bubbles, refreshing tropical notes and elegant citrus hints



THE NON-ALCOHOLIC EXPERIENCE COCKTAIL

VIRGIN MOJITO

INGREDIENTS
 Fresh mint
 Brown sugar
 Lime wedge
 Eager Apple (Cloudy)
 Fever-Tree Soda Water

MEASURE
 10 leaves
 1 spoon
 8 wedges
 50ml
 50ml

GLASSWARE
 Collins glass

METHOD
 Muddle mint, lime & sugar, add crushed ice, stir, add apple juice, stir, add extra crushed ice, top with soda

GARNISH
 Mint sprig

NOTES
 Ginger ale can be used instead of soda

THE LOW-ALCOHOL REFRESHING LAGER



BROOKLYN SPECIAL EFFECTS (0.4%)

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

THE NON-ALCOHOLIC SPIRIT



TANQUERAY 0.0

A distinct blend of four quality botanicals distilled to give a complex yet refreshing taste of juniper that Tanqueray is famous for



The changing drinking and socialising habits of today's youth

YOUNG DRINKERS

As students head off to university this month, excited to start socialising and exploring their university towns, we look at how the habits of young people are evolving.

And regardless of whether your venue attracts students or a young crowd, understanding these shifts is important because ultimately this is the next generation of future customers.



Consciously mindful

More young people are becoming aware of the health (physical and mental) impacts of excessive drinking. The "sober curious" and "mindful drinking" movements have gained traction amongst Gen Z in particular. This demographic are significantly more likely to choose non-alcoholic or low-alcohol options than other age groups, so make sure there is a broad and engaging selection.



Value savvy

With the backdrop of a cost of living crisis, many young people are cutting back on spending, including what they spend on nights out. Offering student discounts, happy hour deals, or mid week/group bundle offers can make a night out more accessible.



Insta worthy moments

The social media-driven culture has changed the way young people approach socialising. Thoughtfully designed interiors, unique cocktails, and visually appealing food presentations can make a venue stand out and create desire when shared on social media platforms.

This is both a challenge and an opportunity for venues, as you are not necessarily in control of your brand and what people see as you have your customers curating their perception. However, on the plus side, social media allows for direct interaction between brands and customers. Regularly posting engaging content (e.g. behind-the-scenes videos, special promotions, user-generated content), responding to comments and reviews helps build a sense of connection and loyalty and keeps your brand top-of-mind.



Generation experiences

An increasing number of individuals, especially the younger generation, are seeking more than just a place to drink; they want an experience. Venues that offer a mix of activities, such as live music, themed nights, games, or even events like paint and sip nights, are increasingly popular.

The focus is on delivering engaging experiences and creating memories rather than just consuming alcohol and eating food. There is a growing desire for spaces that foster a sense of community too and play multiple roles. Bars that sell vinyl or pubs that host open mic nights and local talent.



Wine avoiders



Wine has seen a decline in popularity amongst younger generations, often seen as a formal, confusing and expensive category. There has been a move towards lighter, easier to drink and 'cooler' categories such as cocktails, ciders and flavoured spirits.

Why not try presenting wine in a fun and relaxed setting. You could host informal tasting or wine flights, where students can taste wine as well as guiding them to easier to drink options or even wine based cocktails and spritzes. Wine in a can is also an increasingly casual way to drink wine as an alternative.





THIS MONTH WE TALK TO ANDY PARKER FROM THE BRITANNIA INN, ELTERWATER IN THE LAKE DISTRICT



Tell us about The Britannia Inn?

The Britannia Inn is a classic Lake District Inn, 400 years old serving cracking beer and good honest homemade food. The perfect place to enjoy a beer in all seasons.

And the best part of your job?

The best part of my job is the variation of the day, always something going on.

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

Our best selling drinks are our real ales, we are quite famous for our well kept ales.

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

Business in October is usually good, it's all about consistency.

Keep your opening hours the same, clean your lines very regularly and most of all keep your staff happy.

Happy staff = happy customers.

And finally your own favourite tippie:

My favourite drink is a well kept real ale.

SPOOK-TACULAR

DRINKS TO CELEBRATE

HALLOWEEN



**HOBGOBLIN
GOLD
BEER**

Halloween seems to only get bigger each year in the UK and is the perfect occasion to indulge in spooky festivities — and what better way to celebrate than with drinks that fit beautifully with the occasion?

Whether you're hosting a spooky soirée or serving some halloween-inspired drinks, these products will add a touch of fun and a whole lot of flavour to the night.



**DEAD MAN'S
FINGERS**

SPICED RUM

Absolutely killer in a Daiquiri



**DEAD MAN'S
DICE**

MALBEC

Deep, deathly dark yet vibrant with plum and chocolate notes



**LOBO
LOCO**

TEMPRANILO ROSÉ

Howlingly good rosé that won't murder your GP



**THE
KRAKEN**

BLACK SPICED RUM

Release the flavour by mixing this elixir with ginger beer



**SPICY
TAMARIND**

SMIRNOFF

Add some life to a Paloma twist by mixing with London Essence Pink Grapefruit Soda and a Tajin rim



**GRAPEFUL
DEAD**

CHARDONNAY

A dead good trio of wines that'll add a touch of life to the grey

Our Range



DRAUGHT KEG LAGER

Our lager range spans categories for you and your customers.

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.

CORE



Carlsberg Danish Pilsner (3.4%)

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

PREMIUM



1664 Bière (4.6%)

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

PREMIUM WORLD



Birrificio Angelo Poretti (4.8%)

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



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.

CORE & CORE+



3.6%

4.0%

4.6%

PREMIUM



4.8%

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.

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](#) to learn more.



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.


				
4.0%	3.1%	3.4%	3.4%	3.4%
				
	3.7%	3.7%	3.7%	3.9%
				
	4.0%	4.2%	4.5%	4.5%
				
	5.5%			

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 Original 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%	3.5%	3.5%
		
3.5%	3.6%	

 Click on the badge to get the offer

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 Pilsner (4.6%)

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



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 Weissbier (5.3%)

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

CIDER

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

APPLE



Somersby Apple (4.5%)

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

The stout category, has now overtaken the Cask Ale category, growing at 16.1% volume YOY. Guinness is one of 3 brands which account for most of the growth in the market.



Hobgoblin Dark Stout (4.1%)

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

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



This is an innovative dispense system using fresh pressed beer. [Click here](#) 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 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.



Birrificio Angelo Poretti (4.8%)
330ml

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

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

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

PACKAGED CRAFT & ALCOHOL FREE

CRAFT



The Stonewall Inn IPA (4.3%)
330ml

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



Brooklyn Pilsner (4.6%)
330ml

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



Brooklyn Lager (5.0%)
330ml

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



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.



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

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.

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



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 Original IPA (4.5%)

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



RUBY



Hobgoblin Ruby (4.5%)

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



3.5%

FRESH ALE
THE NEXT GENERATION OF ALE

[Click here to find out more](#)

BUY 2 X 9G'S AND RECEIVE

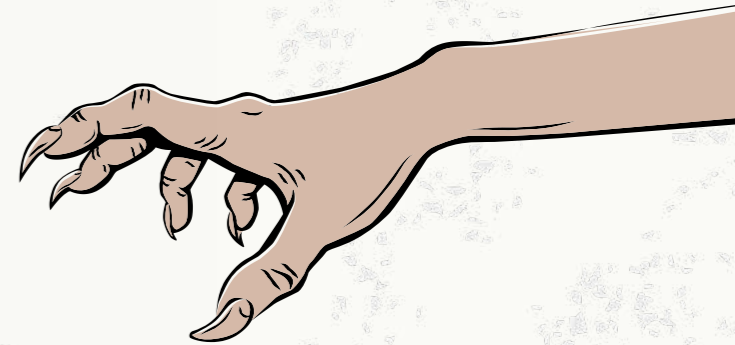
£10 OFF

*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 October 1st - October 31st 2024. Not available in conjunction with any other offer. Available whilst stocks last.

HOBGOBLIN

NEW LOOK,
STILL
UGLY

KEEP AN EYE OUT FOR OUR
NEW BRAND LOOK THAT
REALLY HEROES OUR ICONIC
HOBGOBLIN CHARACTER WITH
HIS MISCHIEVOUS AND
PLAYFUL PERSONALITY.



Our refreshed Point of Sale is set to draw even more attention, including a new bespoke hand pull. The refreshed Hobgoblin will begin to creep its way into the on trade providing the ideal companion as those darker nights draw in.

Our vision is to bring true personality to the Premium Ale category, and what better way to start than with the best-known character in British ale, the inimitable Hobgoblin himself?

LOOK OUT FOR NEW
COLLECTABLE GLASSWARE
COMING IN 2025



OUR
**AWARD
 WINNING**
 RANGE

Crafted with character, Hobgoblin is an award-winning, British ale that captures the imagination and delights the tastebuds. First brewed over 30 years ago, we've been packing every touchpoint with personality, launching fantastic new products, and giving beer drinkers delicious brews to savour ever since.

With hoppy, intense flavours and a truly unmistakable look, these are beers that are proud to be themselves, to be enjoyed by those that appreciate a great ale when they try one. Though we may have a bit of mischief in our nature, we're passionate about brewing the best for ale fans of every taste.



GOLD BEER

RASCALLY REFRESHING & HOPPY

Grab your axe and crack open a gold one. Unearth a hoard of hops with malted barley and dive from a biscuit-like base into a bounty of fresh lemon and lime.

It's a treasure you won't want to share...

See	Golden
Smell	Fragrant, citrus and wild forest gooseberries
Taste	Mouth-watering malt & refreshing citrus hop kick
Sweet	2/5
Bitter	3/5
Hops	Pilgrim, Nelson Sauvin, Citra & Summit

SESSION IPA

IMPISHLY ZESTY WITH A CITRUS BURST

Unleash hoppy havoc with a Session IPA that's light in body but full-on in flavour. Packed with New World hops that deliver epically easy-drinking tropical and citrus flavours.

Set loose an IPA that'll leave you utterly refreshed.

See	Pale yellow
Smell	Fresh and zesty aroma from the 5 New World hops.
Taste	Tropical fruit and citrus.
Sweet	2/5
Bitter	3/5
Hops	Ella, Cascade, Galaxy, Topaz, Citra





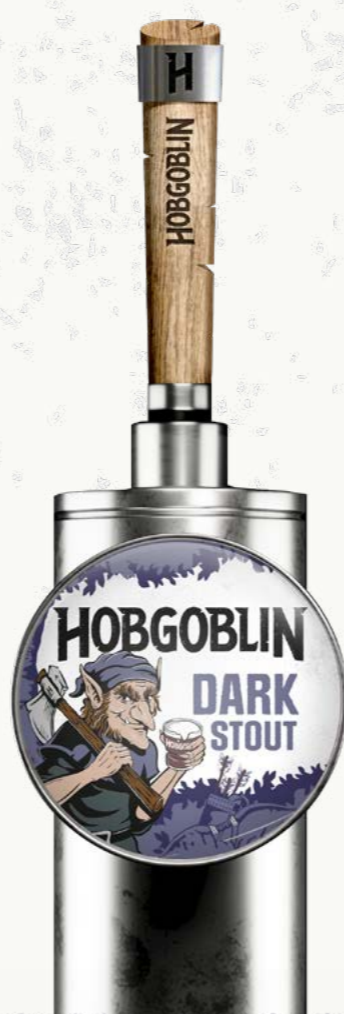
ORIGINAL IPA

INSANELY HOPPY, BITTER & JUICY

An IPA with legendary status, forged from the finest hops. Famed for its taste explosion of hops, grapefruit and honey, leaving a juicy bitterness to finish.

That's why it's called IPA (Iconic Pale Ale), but you already knew that.

See	Pale golden
Smell	Tropical, citrus, fresh, orange
Taste	Juicy, zesty, complex fruit note, grapefruit
Sweet	3/5
Bitter	4/5
Hops	Chinook, Cascade, Citra



DARK STOUT

RICH, SMOOTH & DARKLY DELICIOUS

Come on over to the dark side with our smooth, jet-black stout. Tempting hints of coffee, cocoa and sweet treacle are balanced with bitterness.

This delicious and easy-drinking stout could warm even your cold little heart.

See	Dark jet
Smell	Chocolate, dark fruit
Taste	Rich roasted malt bitterness with sweet finish
Sweet	2.5/5
Bitter	3/5
Hops	Challenger, Goldings, Fuggles, Sovereign



RUBY

A DEVILISHLY RICH & FRUITY GEM

A liquid legend, this ruby-red gem is an epic blend of hops. Expect delicious toffee flavours and a full-bodied finish of figs, raisins and dates.

It's mercilessly moreish, so consider yourself warned.

See	Dark ruby
Smell	Toffee, slight citrus, chocolate
Taste	Toffee, dry, biscuit
Sweet	3/5
Bitter	3/5
Hops	Fuggles, Styrians & Goldings





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 October 1st - October 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.

BUY 4 CASES



GET 70CL BOTTLE OF SMIRNOFF FREE*

Promotion valid from October 1st - October 31st. 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.

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 October 1st to October 31st 2024. Whilst stocks last.



FRESH ALE

THE NEXT GENERATION OF ALE

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

EXPAND YOUR ALE OFFERING

CASK ALE IS AN IMPORTANT PART OF PUB CULTURE BUT IN RECENT YEARS, THE CATEGORY HAS FACED MULTIPLE CHALLENGES.

CMBC's Fresh Ale addresses these challenges head-on, offering a viable solution for pubs to diversify their ale offerings, providing a way to utilise dormant hand pulls and add more quality ales to their bar.

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

AVAILABLE BRANDS

3 CORE BEERS:

- Wainwright Gold
- Wainwright Amber
- Hobgoblin Original IPA

All available in 30L keg.





CROWN CELLARS®

CARLSBERG MARSTON'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 RE*Remix*

Welcome to the second edition of "Pedley's Remix". In the first edition I explained how every month or so I would look through the existing Crown Cellars' portfolio and pick out one or two wines that I think deserve a bit of a boost. The idea is to get these hidden gems onto a few more wine lists/chalk boards/back bars. This time around I have gone for the Horgelus Gros Manseng / Sauvignon and the Alta Vista Estate Cabernet Franc. Coming from France and Argentina respectively, there are no surprises as to their origins, but the story of the grapes they are made from is a little more intriguing.

The Horgelus vineyards are located in the deep south west of France, not far from the Pyrenees. In this old province of Gascony, as well as growing mainstream grape varieties like Sauvignon Blanc, estates continue to nurture some of the native, local varieties such as Gros Manseng. In this wine the team at Horgelus have combined these two varieties to get something with more depth and complexity than if they had produced single varietals. The Sauvignon Blanc contributes its signature apple and grapefruit aromas along with

zingy acidity, whilst the Gros Manseng adds a riper, more exotic pineapple character and some richness to the palate. In the Crown Cellars' wine brochure we suggest pairing it with mussels, but I think it would work just as well with good old fashioned fish and chips.

Our partnership with Alta Vista goes back a decade or more. Many of you will have had a chance to meet Arturo Lafalla, Alta Vista's export manager, at various trade events. Now it goes without saying that the big sellers are the Malbecs. However, tucked away in Alta Vista's range are some quirkier, less obvious grape varieties. Cabernet Franc is an old variety, with recent genetic studies suggesting that it is one of the parents of Cabernet Sauvignon. It often has a bit of the blackcurrant character of its offspring, combined with a sappy, spicy, tarry note. This Alta Vista version is mid-full bodied and has a good grip of ripe, fleshy tannins. I always tend to think that wines from the Cabernet family work beautifully with lamb – whether it is roasted, grilled or pan fried.

**JONATHAN PEDLEY,
MASTER OF WINE**



**DOMAINE HORGELUS
GROS MANSENG
SAUVIGNON
CÔTES DE
GASCOGNE,
FRANCE**

A well-balanced dry white wine that combines freshness, ripeness and a touch of weight – this 60% Sauvignon Blanc, 40% Gros Manseng blend is a fantastic pairing for fish, seafood and salads

D		£	31573	75cl	



**ALTA VISTA ESTATE
PREMIUM CABERNET
FRANC
MENDOZA,
ARGENTINA**

A wine of structure and firm tannins, with hints of herbs, red fruits and pepper, meaning that should you be looking for a chunky red to match with red meat or tomato-based pasta dishes, look no further

2		££	75cl	60504	
Ve	V				

The Legacy of Champagne

Champagne's association with luxury dates back to the royal courts of Europe, where French kings were crowned in Reims, the heart of the Champagne region. The bubbles, often viewed as a symbol of festivity and joy, became the drink of choice for toasting to success, love, and life's greatest moments. As Champagne transitioned from royal palaces to the rest of the world, it retained its aura of exclusivity and sophistication.

The Science behind the Sparkle

What makes Champagne truly special is not just its history but also its creation. The "méthode champenoise," or traditional method of production, involves a second distillation process in the bottle, which produces the fine bubbles that dance on the palate. This meticulous process, combined with the unique terroir of the Champagne region, gives Champagne its distinctive taste and effervescence.

CHEERS TO CHAMPAGNE

WORLD CHAMPAGNE DAY

THE TIMELESS SPARKLE OF CELEBRATION AND LUXURY

On the 4th of this month, we raise a glass to honour World Champagne Day, a celebration of a drink that has been synonymous with celebration, elegance, and indulgence for centuries.

Champagne: The Drink of Celebration & Indulgence

Even today, where options for luxury beverages are plenty, Champagne remains the quintessential drink of celebration. Its very presence on a menu or at an event elevates the venue and the occasion.

Champagne is more than a drink; it's a tradition, a status symbol, and a reminder to celebrate life more often. Prosecco, Cava and Sparkling wine increasingly play an important role as alternatives and can be more accessible in price point but champagne will always have a special role in our minds and in our hearts.

Date:

04/10/24

Cellared by:

CMBC

750ml

12.2%



SET YOUR
SPARKLING COCKTAILS

READY FOR THE

FESTIVE SEASON

**USING WINES FROM CROWN CELLARS TO BALANCE
 A PREMIUM OFFER WITH A HEALTHY MARGIN**

We're heading into a time of year when consumers like to spend a little more on a nights out than the rest of the year. If you haven't already set a range of sparkling wine cocktails, now is the time to do so: choose the cocktails that work for you, then get in touch with us to talk menu options and team training.

SIMPLER SERVES

Cocktails that can be prepared by a less experienced team, while also protecting your GP

RHUBARB FIZZ



INGREDIENTS	MEASURE
Warner Rhubarb Gin	35ML
Finest Call Lemon Juice	15ML
Teisseire Cane Sugar Syrup	7.5ML
Baron D'Arignac Demi-Sec	125ML

GLASSWARE
 Old fashioned (large tumbler) glass

METHOD
 Shake and fine strain first 3 ingredients over ice, top with sparkling wine

GARNISH
 Rhubarb chunk or strip on rim of glass with a sprig of mint (not vital)

NOTE
 The garnish can be dropped and ingredients stirred if easier

BLACK VELVET



INGREDIENTS	MEASURE
Guinness	60ML
Baron D'Arignac Brut	60ML

GLASSWARE
 Chilled champagne flute

METHOD
 Half fill the flute with Guinness, allow a couple of moments to settle then tilt the glass & slowly top with sparkling wine

NOTE
 Some prefer to float the Guinness (we don't!)

NEGRONI SBAGLIATO



INGREDIENTS	MEASURE
Campari	30ML
Martini Rosso	30ML
Casada Prosecco	60ML

GLASSWARE
 Old fashioned (large tumbler) glass

METHOD
 Stir first 2 ingredients with ice, then top with Prosecco

GARNISH
 Orange slice

NOTE
 A nightmare to read for the uninitiated, but "SBAGLIATO" can be pronounced "SPAL-YATCH-OH", meaning 'mistake'



MORE COMPLEX SERVES

Cocktails that may take slightly longer, but can be handled by a more experienced team

STAR HILL SPRITZ



INGREDIENTS	MEASURE
Makers Mark Bourbon	25ML
Aperol	25ML
Teisseire Passionfruit Puree	12.5ML
Finest Call Lemon Juice	12.5ML
Baron D'Arignac Brut	100ML

GLASSWARE

Wine glass

METHOD

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

GARNISH

Mint sprig and orange wedge

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
Casada Prosecco	50ML

GLASSWARE

Highball

METHOD

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

GARNISH

Toasted coconut flakes

AIRMAIL



INGREDIENTS	MEASURE
Havana Club 3 YO Rum	35ML
Honey syrup*	15ML
Finest Call Lime Juice	15ML
Casada Prosecco	50ML

GLASSWARE

Chilled coupe or cocktail (Martini) glass

METHOD

Shake and fine strain first 3 ingredients, top with Prosecco

GARNISH

Optional dehydrated lemon wheel

NOTE

*simmer 50/50 honey/hot water (experiment with different honeys)



PREMIUM SERVES

Cocktails that require a more premium price to maintain margins, using more premium ingredients and garnishes, as well as taking slightly more skill to execute

OLD CUBAN



INGREDIENTS	MEASURE
Fresh mint	7 Leaves
Havana Club 7YO Rum*	45ML
Finest Call Lime Juice	22.5ML
Teisseire Cane Sugar Syrup	15ML
Angostura Bitters	1 dash(es)
Champagne H. Lanvin & Fils Brut NV	25ML

GLASSWARE

Chilled coupe or cocktail (Martini) glass

METHOD

Shake and fine strain the first 5 ingredients, top with Champagne

GARNISH

Mint leaf

NOTE

*swap for Mount Gay to make an Old Bajan

ACCOMPLICE



INGREDIENTS	MEASURE
Fresh, hulled strawberries	2 Berries
Ketel One Vodka	50ML
Finest Call Lemon Juice	25ML
Teisseire Cane Sugar Syrup	12.5ML
Champagne H. Lanvin & Fils Brut NV	100ML

GLASSWARE

Chilled coupe or cocktail (Martini) glass

METHOD

Muddle strawberries, add next 3 ingredients, shake and strain into chilled glass, top with Champagne

GARNISH

Strawberry (optional dehydrated strawberry dusted rim)

LONE RANGER



INGREDIENTS	MEASURE
Cazcabel Blanco Tequila	45ML
Finest Call Lemon Juice	15ML
Teisseire Cane Sugar Syrup	5ML
Champagne H. Lanvin & Fils Brut NV	75ML

GLASSWARE

Chilled champagne flute

METHOD

Shake and strain first 3 ingredients into glass, top with Champagne

NOTE

Also great with a splash of St-Germain added to the ingredients list



CHAMPAGNE
H. LANVIN & FILS
DEPUIS 1931

GET YOUR CHAMPAGNE RANGE RIGHT

*Ahead of the
Celebration Season*



'Tis (almost) the season, so make sure you spend some time to get the essentials in place for the Christmas period. Upselling groups to a bottle of Champagne from a bottle of sparkling wine can be easier when the price point is not out of reach. Crown Cellars are proud to present Champagne H. Lanvin & Fils, our leading selection for quality and family tradition. A pair of outstanding wines exclusive to Crown Cellars that are perfect for a house pour



LIGHT UP THE NIGHT

WITH

LIGNANA

ITALIAN WINES THAT ADD SOME SPARKLE

LIGHT-BODIED WITH REFRESHING ACIDITY
AND PLENTY OF MOUTH FILLING MOUSSE.
FRESH AND CRISP WITH HINTS OF RIPE PEAR



GOOD THINGS *also* come in

SMALL PACKAGES

The Crown Cellars portfolio is bursting at the seams with a choice of wines for all outlet types, but sometimes throughput means that it can be challenging to keep things as fresh as they need to be.

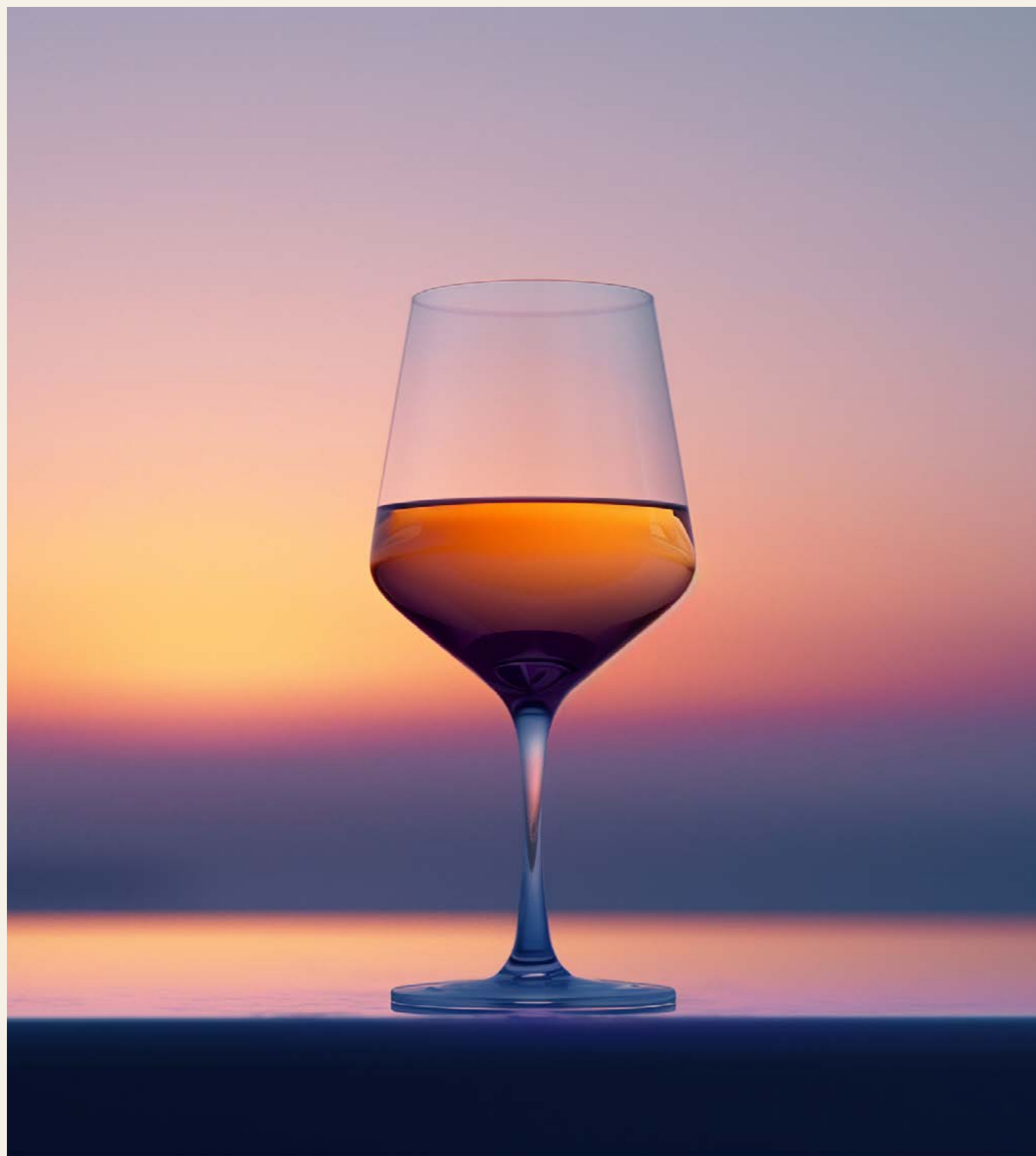
Spending money on a bad glass of wine is a pretty fast way to lose a customer without ever even knowing it. For some operators the solution is single serve wines; no mess, no waste, no accidental overpour.

If single serve wines are the right thing for your business, we have the right selection for you.

- Still reds, whites and rosé wines from around the world
- Sparkling white, rosé and even alcohol-free wines
- A variety of formats including glass, plastic and cans
- Exclusive labels that your customers cannot price compare at the local supermarket
- Familiar brands of wines that customers trust



THE ORANGE



REVOLUTION

WHY ORANGE WINE IS THE LATEST CRUSH

ORANGE WINE DAY
OCTOBER 6TH

ORANGE WINE, A CENTURIES-OLD BEVERAGE HAS RECENTLY GAINED MORE POPULARITY AND IS INCREASINGLY BEING FEATURED ON MENUS IN RESTAURANTS AND BARS ALIKE. AND WITH NATIONAL ORANGE WINE DAY BEING CELEBRATED ON OCTOBER 6TH, IT IS A GOOD OPPORTUNITY TO RAISE AWARENESS OF THIS LESSER-KNOWN STYLE OF WINE.

WHAT EXACTLY IS ORANGE WINE, AND WHY HAS IT GAINED SUCH POPULARITY?

Orange wine is not made from oranges, but rather from white grapes. The unique characteristic of orange wine lies in its production process.

Unlike traditional white wines, which are fermented without the grape skins, orange wine is made by fermenting white grapes with their skins and seeds.

This process, known as maceration, can last from a few days to several months, imparting the wine with a rich amber or orange hue. The extended contact with the skins also gives the wine its distinctive tannins, complexity and flavours, which can range from dried apricots and hazelnuts to tea and spice.

The UK market has seen a surge in interest in orange wine, driven by a growing desire amongst consumers to explore unconventional and natural wines. This trend aligns with a shift and interest in organic, biodynamic, and sustainable wines, appealing to those who are increasingly conscious of what they consume.



DOMAINE DE LA BAUME 'CAPUCINE' VIN ORANGE

This Chardonnay/Sauvignon blend has a deep gold colour, is broad and intense on the nose and shows ripe fruit: honeydew melon and candied peel in particular. Mid-full bodied and dry with a touch of astringency and a long finish.

CALIZIN

Juicy

A CALIFORNIAN CLASSIC AT AN UNBEATABLE PRICE

A BIGTIME JUICY & RIPE RED THAT IS SOFT YET POWERFUL, WITH JUICY BLUEBERRY, BLACK FRUIT AND SPICE NOTES. EQUALLY AT HOME WITH RICH LAMB DISHES AND MEATBALLS AS IT IS GLUGGED ON ITS OWN

NEW LABEL COMING SOON



Buy 5, get 1 free

OCT

California

2024

FROM U.S. TO YOU

THE GOLDEN STATE

BRING THAT SUNNY CALIFORNIAN FEELING CLOSER TO HOME WITH OUR NEW PREMIUM RANGE OF CALIFORNIA WINES, NOW AVAILABLE FROM CROWN CELLARS

WHAT MAKES CALIFORNIAN WINES SPECIAL?

Well-known for world class wine regions such as Napa, Sonoma, and Paso Robles (just to name a few), California has a perfect combination of climate, natural geography and soils that make it an ideal home for a diverse range of grape varieties. From Chardonnay, Cabernet Sauvignon, to Zinfandel and everything else in between, the sunshine state is a one-stop shop for some of the finest wines on offer.

WHY SHOULD YOU LIST A PREMIUM WINE?

Premium alcohol is in growth, with innovations in this segment driving the number of serves in pubs, bars and restaurants.

Generation treaters are the most important customers to the on trade. They are the highest spenders and most wine engaged. Entice them with new premium offerings!



THE BEST OF CALIFORNIA



CLOS DU BOIS CHARDONNAY

This is the Chardonnay to convince non-chardonnay drinkers they're missing out! It's crisp and bright with notes of apple, lemon, ripe pear and light oak.

Serve with roast chicken or a creamy pasta dish.



FRANCISCAN CABERNET SAUVIGNON

A fruit-forward, full-bodied cabernet with notes of dark cherry, blackberry and toasty coconut.

Serve with burgers, hearty salads, and roasted lamb.

NEW



SMITH & HOOK CABERNET SAUVIGNON

Full-bodied and rich with flavours of ripe blackberry, dark cherry and cassis with a toasty spice, complex, long finish.



BONESHAKER ZINFANDEL

Unapologetically bold, with notes of ripe red fruits, spice, leather with firm tannins.



HAHN CABERNET SAUVIGNON

Inviting aromas of blackberry and plums are complemented by hints of vanilla, leather and toasted oak. Rich in tannins on the palate with layered notes of blackberry, violet and mature red fruit, with a touch of vanilla and spice for a smooth finish.

HAHN GSM

The best of the Grenache, Syrah, and Mourvèdre grapes. It offers generous in its aromas of black cherry, red berry, and a touch of violet and white pepper. On the palate, there are notes of raspberry, strawberry, violet and hints of blueberry and spice.

HAHN PINOT NOIR

Medium-bodied with aromas of cherry, raspberry and strawberry with touches of vanilla and toasty oak. Finished off with a soft round mouthfeel, acid balance and notes of earthiness for a long, lingering finish.

HAHN CHARDONNAY

Rich in aromas of apple, citrus and tropical fruit with hints of vanilla and honey. On the palate, notes of peach, lemon, and pineapple are balanced with a lingering clean finish.

GET THE EXPERT OPINION



Jonathan Pedley, Master of Wine

be**drinkaware**.co.uk

MIX & MATCH
BUY ANY 11
& GET 1 FREE (CHEAPEST ITEM FREE)



CLOS DU BOIS CHARDONNAY

FRANCISCAN CABERNET SAUVIGNON

SMITH & HOOK CABERNET SAUVIGNON

BONE SHAKER ZINFANDEL

HAHN CABERNET SAUVIGNON

HAHN GSM

HAHN PINOT NOIR

HAHN CHARDONNAY

MAXIMUM OF 10 DEALS PER OUTLET PER WEEK

LIGNANA
LIGHT UP THE NIGHT



PINOT GRIGIO
 CLEAN, CRISP AND FRESH
 WITH PLENTY OF ZINGY
 CITRUS, SERVE WITH
 MIXED GREENS IN A YUZU
 DRESSING



**PINOT GRIGIO
 ROSÉ**
 REFRESHINGLY CRISP WITH
 NOTES OF CITRUS AND
 REDCURRANT, SERVE WITH
 WARM SALMON AND CITRUS
 SALAD



PREMIUMISE YOUR MALBEC RANGE

*With Argentina's
first single vineyard
winemaker*

Single Vineyard Alizarine was introduced in 2001, making Alta Vista the first Argentine winery to produce single vineyard wines. Alta Vista uses grapes grown in distinctive sites to craft these unique wines that show the true characteristics of each vineyard. All Single Vineyard wines are aged for 12 months in new French oak barrels and an additional 6 months in bottle, with this remarkable vineyard situated above 3,000 feet elevation in Luján de Cuyo.

TASTING NOTE

Has effusive spice, chocolate and ripe fruit aromas. On the palate, it shows impressive structure, soft tannins and a long finish.

FOOD PAIRING

This wine is a great match with grilled grass-fed beef steak or roast suckling pig.



ALTA VISTA
SINGLE VINEYARD
Alizarine
LAS COMPUERTAS, LUJÁN DE CUYO
Our experience and expertise in revealing the expression of each of our terroirs has allowed us to be pioneer in producing Single Vineyard Malbec wines in Argentina since the 2001 vintage. Our Essence, Our Pride.
MALBEC
MENDOZA - ARGENTINA

Gotha: Justus Perthes.

GRAPEFUL • DEAD • WINES



ADDING A TOUCH OF LIFE TO THE GREY



THE SHIRAZ IS AN OFF DRY, MID BODIED FRUITY RED THAT IS SOFT IN ACIDITY AND TANNIN, WHILE THE CHARDONNAY IS DRY AND LIVELY, WITH SOME PEAR AND SPICE AROMAS



MALBEC



Embrace your dark side and visit the Bone Orchard to reap only the darkest fruits and inky crow-black tones

Bone Orchard Argentinian Malbec is a mid-bodied wine with soft, welcoming tannins and a youthful jammy dark berry aroma that will deceive your senses into thinking you are in a much safer place than you really are

ONLY DARKER

TAKE FLIGHT INTO

Steampunk LIBATIONS

The Merlot is Smooth and approachable, with classic dark plummy Merlot fruit



TAKE
A ROLL
OF THE
DEAD
MAN'S
DICE



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

WELCOME TO THE WORLD OF Invenio



INVENIO FRENCH MERLOT
DEEP RUBY COLOUR, WITH
PERFUMED RED FRUIT CHARACTER



INVENIO FRENCH SAUVIGNON BLANC
CRISP AND FRESH WITH GRASSY, FLORAL NOTES



DISCOVER OUR EXCLUSIVE RANGE OF INVENIO WINES AND TRY SOMETHING NEW. YOU'LL FIND ALL OF THE MAJOR VARIETIES AND STYLES FROM ACROSS THE GLOBE THAT UK CONSUMERS DEMAND, BUT YOU'LL ALSO DISCOVER GREAT QUALITY AT AFFORDABLE PRICES



BUY 11 GET 1 FREE

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



OCBRE MOUNTAIN FAIRTRADE SAUVIGNON BLANC

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

OCBRE MOUNTAIN MERLOT CARMENÈRE

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

*10 deals per customer per week

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

Buy 1 case,
receive £5 off

St Hallett
BAROSSA
EST. 1944

Katnook Estate
COONAWARRA



be drinkaware.co.uk



WISE
WOLF

OUR BOTTLE IS MADE
USING 100% POST-CONSUMER
RECYCLED GLASS

BUY 1 CASE
GET £5 DISCOUNT*

POWER OF THE PACK

*Offer valid from October 1st until October 31st.
Please Drink Responsibly be.drinkaware.co.uk



100% RECYCLED
BOTTLE CLOSURE

100% RECYCLED
PAPER LABEL
& OUTER CASE

SCAN TO FIND OUT
MORE ABOUT THIS
EXCEPTIONAL WINE



DISTILLED



DISTILLED

WORLD SPIRITS FROM CMBC



Vodka's Flavour Revolution

Shaking Up the Spirit Scene
with **Bold New Twists**

Flavoured vodkas are having a moment, emerging as a new favourite in the spirits world and outpacing flavoured gins, which dominated the market in recent years but are now seeing fatigue.

Whilst the On Trade challenges for spirits have hit every sub-category, from gin to tequila, vodka seems to be emerging the least bruised*. Flavoured vodka continues to appeal to bartenders and consumers on several fronts, including the versatility of vodka as a base spirit, its neutral flavour profile, and a growing appetite for bold taste experiences.

Flavoured vodkas offer a broad spectrum of tastes, from fruity and sweet to spicy and savoury, appealing to a wide range of palates. Unlike gin, which is defined by its strong juniper character, vodka's neutral base allows for a cleaner canvas where flavours can truly shine.

The trend is also fuelled by the cocktail culture, where mixologists are increasingly using flavoured vodkas to craft creative and visually stunning drinks. As brands continue to innovate and appeal to a broad audience, flavoured vodkas are set to hold their ground and outshine flavoured gins in the competitive world of spirits.

If you haven't updated your range, now is the time. Tropical flavours in spritz serves, blended drinks and simple highballs are a great way to add interest and trade up drinkers.

DISTILLED has plenty of choice, so get stuck in and shift gin deficits into vodka growth.



RHUBARB ELDERFLOWER CRUSH

Ingredients	Measure
Chase Rhubarb Vodka	40ml
St-Germain Elderflower Liqueur	10ml
Eager Apple Juice	15ml
Fresh lime juice	12.5ml
Soda	25ml

Glassware

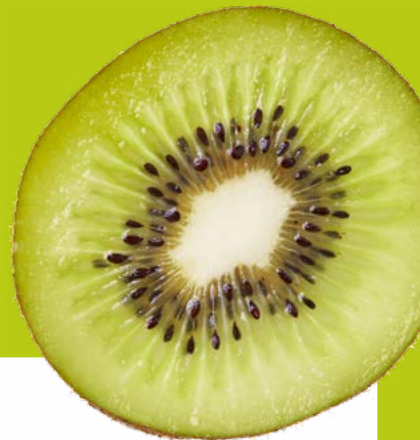
Old fashioned (large tumbler) glass

Method

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

Garnish

Rhubarb and apple slices



KIWI FIZZ

Ingredients	Measure
Kiwi, peeled & quartered	1 fruit
Fresh mint	5 leaves
Vanilla	1 pod
Teisseire Simple Syrup	25ml
Grey Goose Le Citron	50ml
Soda	50ml

Glassware

Highball glass

Method

Muddle first 4 ingredients, add vodka, ice, shake & fine strain over fresh ice, top with soda

Garnish

Kiwi slice

Notes

Prepared vanilla syrup can also be used

*Source: CGA on-trade | total liquor sales | data up to 23/03/2024

Vodka's Flavour Revolution

BREAKING NEWS

Ingredients	Measure
Grey Goose Essences White Peach & Rosemary	37.5ml
Aperol	12.5ml
Eager Pink Grapefruit Juice	18.75ml
Finest Call Lemon Juice	12.5ml
Honey syrup	12.5ml
Soda	50ml

Glassware
Wine glass

Method
Shake & strain all ingredients other than the soda over fresh ice, then top up with soda

Garnish
Fresh rosemary sprig



VANILLA SKY

Ingredients	Measure
Stoli Vanilla	25ml
Cointreau	25ml
Teisseire Orgeat Syrup	12.5ml
Fresh lime juice	12.5ml
Eager pineapple Juice	100ml

Glassware
Collins glass

Method
Shake & strain all ingredients over fresh ice

Garnish
Mint sprig & pineapple wedge



PINEAPPLE MOJITO

Ingredients	Measure
Fresh pineapple	5 wedges
Cîroc Pineapple	50ml
Fresh mint	4 leaves
Teisseire Simple Syrup	20ml
Fresh lime juice	30ml

Glassware
Collins glass

Method
Muddle fruit, then shake with remaining ingredients, strain over crushed ice

Garnish
Mint sprig & pineapple wedge

MANGO PASSION TWIST

Ingredients	Measure
Smirnoff Mango & Passionfruit	50ml
Eager Pineapple Juice	75ml
Eager Cranberry Juice	50ml

Glassware
Chilled coupe, Nick and Nora or cocktail (Martini) glass

Method
Shake & fine strain all ingredients into a chilled glass

Garnish
Half passion fruit



Embracing comforting and cosy cocktails for the season

It's cold on fire

Here are a small selection of our favourite winter warmers:



Brandy Alexander

Ingredients	Measure
Courvoisier VSOP Cognac	45ml
Bols Crème de Cacao Brown	15ml
Bols Crème de Cacao White	15ml
Single Cream	25ml
Pasteurised egg white	0.5

Glassware

Chilled coupe or cocktail (Martini) glass

Method

If using egg, dry shake (without ice) hard, then shake with ice & fine strain into chilled glass

Garnish

Fresh grated nutmeg

S'martini

Ingredients	Measure
Dead Man's Fingers Spiced Rum	25ml
Frangelico Hazelnut Liqueur	25ml
Marshmallow milk*	100ml

Glassware

Chilled coupe or Nick and Nora or cocktail (Martini) glass

Method

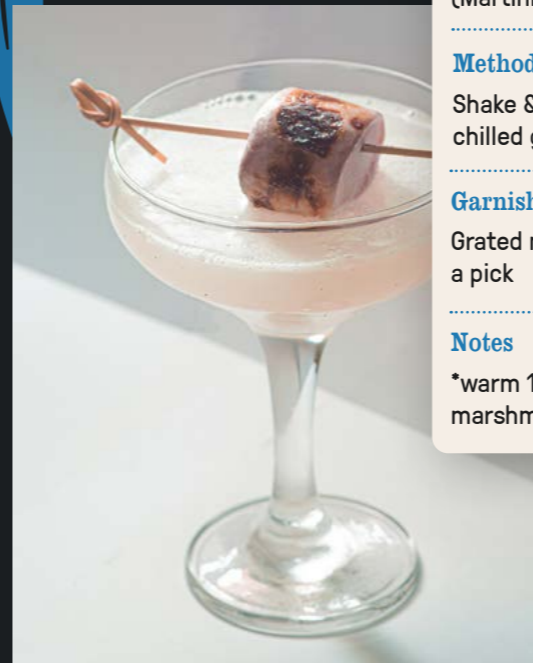
Shake & fine strain all ingredients into a chilled glass

Garnish

Grated nutmeg & a toasted marshmallow on a pick

Notes

*warm 1l milk of choice to dissolve 140g of marshmallows



Cold & Cosy

Spiced Apple Sour

Ingredients	Measure
Boulard Calvados	50ml
Eager Cloudy Apple Juice	30ml
Finest Call Lemon Juice	7.5ml
Teisseire Cinnamon Syrup	10ml
Angostura Bitters	1 dash

Glassware

Chilled coupe or cocktail (Martini) glass

Method

Shake & fine strain all ingredients into a chilled glass

Garnish

Apple slices (Finest Call Lemon Juice) will prevent browning

As the temperatures dip and the nights get darker, our cravings naturally shift from wanting light and refreshing to rich and comforting.

Just as we swap out our summer wardrobes for cosy sweaters, it's time to transition our cocktail menus to embrace the flavours and warmth of winter.

Winter cocktails often feature robust flavours like cinnamon, nutmeg and vanilla, and incorporate ingredients that provide a sense of warmth and indulgence. Creamy textures, warm temperatures and rich spirits make these drinks perfect for combating the winter chill (keeping cold and flu at bay we hope!).

Warm & Toasty



Hot Negroni

Ingredients	Measure
Whitley Neill Distillers Cut	25ml
Campari	25ml
Cocchi Vermouth di Torino	25ml
Hot red berry tea	150ml

Glassware
Warmed toddy glass

Method
Build & stir first 3 ingredients in glass, then top with hot tea and stir again

Garnish
Orange wheel

Spiced Apple Toddy

Ingredients	Measure
Kraken Black Spiced Rum	50ml
Honey	2 spoons
Eager Cloudy Apple Juice	150ml
Finest Call Lemon Juice	12.5ml

Glassware
Warmed toddy glass

Method
Warm all ingredients in a pan over heat, stirring until honey dissolved. Serve warm

Garnish
Lemon slice & cinnamon stick

Notes
Best made up in bulk & kept in an urn



Snowball

Ingredients	Measure
Advocaat Warnicks	50ml
Fever-Tree Lemonade	200ml
Finest Call Lime Juice	10ml

Glassware
Highball

Method
Build all ingredients over ice and stir

Garnish
Maraschino cherry



Eggnog

Ingredients	Measure
Tessisseire Cane Sugar Syrup	100ml
Seeds scraped from vanilla pod	1 pod
Egg yolks	4 eggs
Double cream	100ml
Whole milk	500ml
Courvoisier VSOP Cognac	150ml
Peasturised egg white	4 eggs

Glassware
Old fashioned (large tumbler) glass

Method
Whisk first 3 ingredients until pale, add next 3 & briefly beat. Separately whisk whites into peaks, fold in & chill

Garnish
Grated nutmeg

Notes
Bulk recipe for approx 6-7 serves



Porter's Coffee Break

Ingredients	Measure
Jamesons Irish Whiskey	25ml
Guinness Original	25ml
Cold brew concentrate	75ml
Maple syrup	12.5ml
Sea salt	1/4 pinch
Double cream	50ml

Glassware
Warmed toddy glass

Method
Heat cold brew and pour over all other ingredients apart from cream. Stir, then pour cream on top as a layer

Garnish
Dusting of cinnamon

Perfect for International Coffee Day
1st October

Mulled Wine

Ingredients	Measure
Jack & Gina Zinfandel	750ml
Teisserire Cane Sugar Syrup	50ml
Cinnamon stick	2 sticks
Star anise	2 star
Cloves	2 cloves
Lemon zest	1 lemon
Sipsmith Lemon Drizzle Gin	100ml

Glassware
Warmed toddy glass

Method
Stir all ingredients in a pan or urn on low heat, allowing approx 1 hour before serving

Garnish
Clove studded lemon wedge and/or cinnamon stick

Notes
Bulk recipe for approx 6-7 serves

Festive Fever

It is never too early to get in the festive spirit...

GET YOUR HOUSE

IN ORDER BEFORE CHRISTMAS

While our range of House Pour spirits might not be for everyone, getting your pouring range right is universally vital when it comes to protecting your margins. Keeping the cost of a double and mixer low can also help to keep customers spending in the spirits category, especially useful at Christmas, when customers historically tend to enjoy into these serves.

We don't need to tell you that the spirits category has seen a tough time of late, with value for money being the top attribute gaining in importance for consumers* it's clear that folks are keen to save a few quid. Your house pours, well drinks, speedrail spirits, (or whatever you prefer to call them) are the workhorses of the category. While an all premium speedrail makes a helluva statement of just how high-end an outlet is, this approach is by no means for all.

Away from the familiar brands, DISTILLED offers a range of House Pours that are there to protect your margins. You can still serve a gin and tonic, vodka and cola or an almost-Archers and lemonade at a price that doesn't scare customers away, whilst also making sure that the serve still protects margins.

This month we've added a spiced rum and a pink gin to the range, to help you more fully offer the drinks your customers want at the price they – and you – need.



*Source: CGA Global REACH April-May 2024

G&T DAY

LET THE FUN BE-GIN



Celebrated on October 19th, Gin and Tonic Day shines a spotlight on this iconic duo and its rich history that has evolved over centuries uniting generations.



19.10

ON DEAL



THE DRINK'S SIMPLICITY IS PART OF ITS CHARM. WITH JUST TWO MAIN INGREDIENTS—GIN AND TONIC—IT'S EASY TO PREPARE, YET IT OFFERS ENDLESS POSSIBILITIES FOR EXPERIMENTATION AND ELEVATING.

Here we have 5 creative touches that can move your classic G&T from simple to sophisticated, making it perfect for special occasions or to see you apart from everyone else.

INFUSE WITH FRESH HERBS

Incorporate herbs like rosemary, basil, or thyme into your gin and tonic for an aromatic twist. Lightly bruise the herbs before adding them to release their essential oils.

EXPERIMENT WITH FLAVOURED TONICS

Swap your regular tonic water for flavoured varieties like elderflower, grapefruit, or Mediterranean herb tonic. These tonics can complement the botanicals in your gin and add interest and complexity to your drink without overpowering it.

ADD A UNIQUE GARNISH

Instead of the usual lime or lemon wedge, try garnishing with grapefruit peel, orange slices, or even a slice of blood orange for a sweeter, more vibrant citrus note. Why not go one step further and add a touch of elegance with edible flowers like hibiscus or lavender, which not only look beautiful but also impart subtle flavours to your drink.

INCORPORATE FRESH FRUIT

Muddle fresh berries like raspberries, strawberries, or blueberries at the bottom of your glass before adding gin and tonic. Or use seasonal fruits like figs in autumn (watermelon in the summer) to match the flavour profile to the time of year. Seasonal G&T anyone!?

EXPERIMENT WITH ICE

Freeze herbs, citrus zest, or even small fruits into your ice cubes to slowly release flavour as they melt. For a visual and flavourful twist, use tonic water to make your ice cubes instead of plain water. For a more refreshing and visually appealing drink, serve your gin and tonic over crushed ice, which can give it a smoother texture and a cool, slushy feel.

FUEL YOUR GIN SALES THIS WORLD GIN & TONIC DAY

**BONUS: GET 6 ENGINE CUPS WHEN
BUYING 2 X 70CL**

*10 deals per outlet per week

ENGINE GT

50ml Gin Engine
100ml Premium Tonic Water

Pour all the ingredients directly
into the ice-filled Engine tin,
or glass.



*T&Cs: Discount applies when purchasing 70cl tins of Engine Gin during the promotional period. The POS promotion applies when buying 2 x 70cl tins of Engine Gin simultaneously. Limited POS quantities available. Whilst stocks last

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

BUY 4 CASES GET 1 FREE

STOCK UP NOW ON THE WORLD'S #1 RTD*

BLACK CHERRY · MANGO · LIME



REFRESHMENT LIKE NO OTHER

NATURAL FLAVOURS · 95 CALS · 4.5% ABV

*10 deals per outlet per week

*Source: IWSR 2023

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

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

THE UK'S **1# SHOT**

SAZERAC
UNITED KINGDOM

**BUY 1 X 70CL TO GET
£1.50 DISCOUNT**



TWIST IT UP!
WITH THE UK'S #1 SHOT PORTFOLIO

SCAN ME



drinkaware.co.uk

* Source: CGA OPM Data to P13 2023 (30/12/2023)

MAKE THE MOMENT

MAGNIFIQUE

× CHAMBORD BERRY SPRITZ ×

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

£1.50 OFF
× 70CL CHAMBORD ×



THE VELVETY SMOOTH
BLACK × RASPBERRY × LIQUEUR

PLEASE DRINK RESPONSIBLY.
Chambord is registered trademark. ©2024 Brown-Forman Corporation.

**BUY 2 BOTTLES OF TIA MARIA
COFFEE LIQUEUR
GET A DEVILISH HALLOWEEN KIT***



DISARONNO INTERNATIONAL UK LTD

*T&Cs - Buy two 70cl bottles of Tia Maria Cold Brew Coffee Liqueur and receive 6 branded glasses and 50 bespoke cocktail toppers. Limited number of kits available. Whilst stocks last.

be drinkaware.co.uk

DEAD GOOD
BUY ANY 6 BOTTLES GET A **FREE** CREAM LIQUEUR OF YOUR CHOICE*

FULL RANGE INCLUDES:
SPICED, PASSION FRUIT, COFFEE, COCONUT, PINEAPPLE, RASPBERRY RUM CREAM LIQUEUR, BLUE RASPBERRY TEQUILA CREAM LIQUEUR.

be drinkaware.co.uk
*ALL BOTTLES: 70cl. AVAILABLE WHILE STOCKS LAST.
@DEADMANSFINGERS
*10 deals per outlet per week

DISTILLER'S CUT LONDON DRY GIN

WHITLEY NEILL GIN

£3.00 OFF per bottle*

be drinkaware.co.uk *Bottle 70cl. While stock lasts.
whitleyneill.com

REFRESH YOUR ROUND

#1 IRISH WHISKEY IN THE UK*

SCAN HERE FOR SERVES

JAMESON, GINGER ALE & LIME

30ml Jameson over ice, fill with Fever-Tree ginger ale, squeeze a wedge of lime.

BUY 3 X 70CL JAMESON OR 2 X 1.5CL JAMESON. RECIEVE A FREE CASE OF FEVER-TREE 24 X 200ML GINGER ALE

Available while stock lasts. *CGA OPMS Data to 09.09.23 MAT ENJOY RESPONSIBLY. be drinkaware.co.uk

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

The
KRAKEN[™]
DARE YOU
UNLEASH
THE
BEAST

BUY ANY 3 BOTTLES*
& RECEIVE A BOTTLE* OF
THE KRAKEN BLACK SPICE RUM FREE

*The No. 1 Premium Rum in the UK** and the fastest
growing major rum brand.†*

*While stocks last. **NielsenIQ Total Market 52wks 15th June 2024. †The Kraken is the fastest growing major rum brand growing more than twice the Market (Value Sales % Change). Source - NielsenIQ Total Market 52wks 15th June 2024 The Kraken* and other trademarks are owned by Proximo Spirits. ©2024 Kraken Rum Co. Enjoy The Kraken responsibly. @KRAKENRUMUK

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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*



WHILE STOCKS LAST
GLASS TYPE MAY VARY



SCAN QR CODE FOR ALL YOUR
FESTIVE SERVE SUGGESTIONS

*CGA Christmas Report 2023

be**drinkaware**.co.uk

THE ORIGINAL
SOURZ **BUY 6**
BOTTLES TO GET A BOTTLE OF
SOURZ APPLE

FREE



LIMITED TO ONE DEAL PER CUSTOMER, PER WEEK
AVAILABLE WHILE STOCKS LAST

GET THE
CHEERS IN



64.9%
OF ADULT DRINKS
SOLD IN THE ON
TRADE OVER
XMAS SEASON
ARE J20*



SCAN THE QR TO PRE-ORDER YOUR
FREE J20 CHRISTMAS POS KIT OR VISIT:
[SENSATIONALDRINKS.COM/J20CHRISTMAS](https://www.sensationaldrinks.com/j20christmas)

*CGA by NIQ licensed. J20 Orange & passionfruit, J20 Apple & Raspberry, J20 Apple & mango, Total adult Britvic defined, OPM, Volume % share, Data to P15 2023 (30/12/2023)

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

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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



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.



Refreshing now. Recyclable forever.

Pure filtered water in a can.

Get a free case
when you buy any 2 cases from the Aqua Libra water range!



*3 deals per outlet per week

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.

BRITVIČ
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.**

BRITVIČ
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.

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.



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

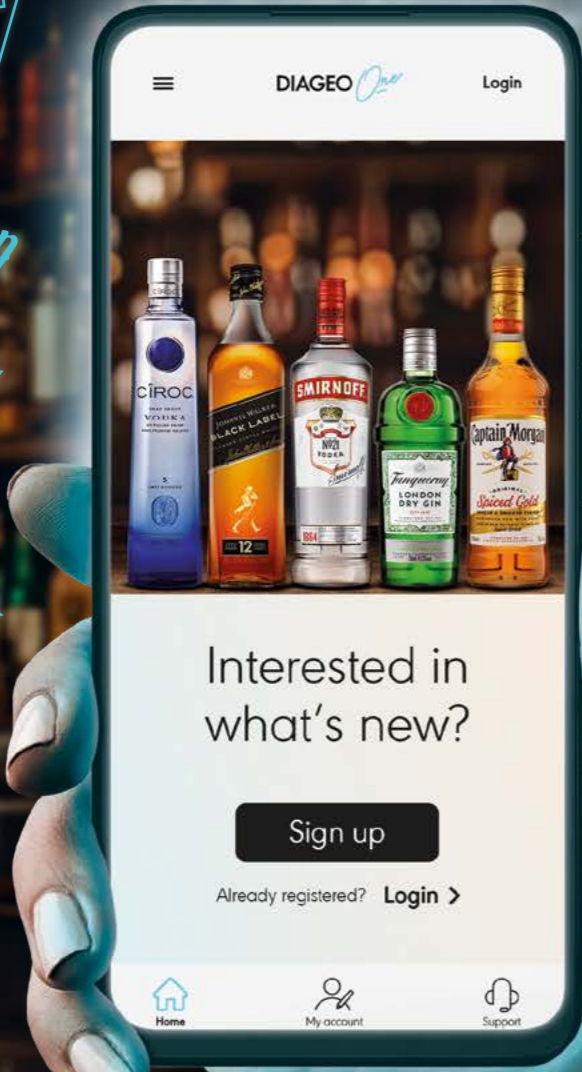
GINGERS

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

THE POWER IN YOUR HANDS TO SUPERCHARGE YOUR BUSINESS



Captain Morgan
Tanqueray
JOHNNIE WALKER
GUINNESS

CÎROC
SMIRNOFF
CASAMIGOS
Gordon's



NEW DIAGEO *One*

Business support from the drinks experts

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FREE marketing tools

EXCLUSIVE training material

LATEST category trends

DIRECT Diageo support

CMBC'S INDUSTRY LEADING DIGITAL SOLUTIONS



October is truly at the heart of Autumn and is the perfect time for reflection and preparation before the festive season kicks in.



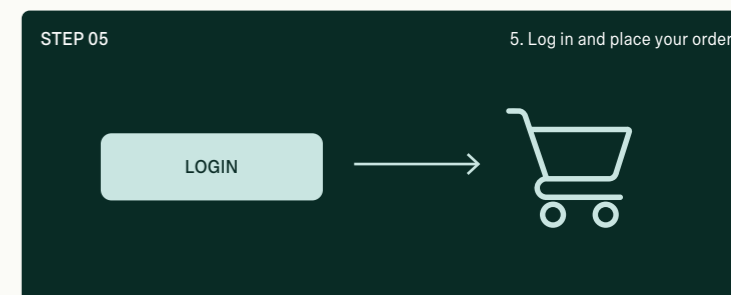
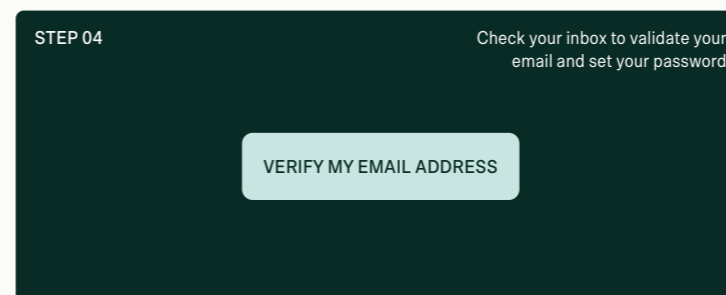
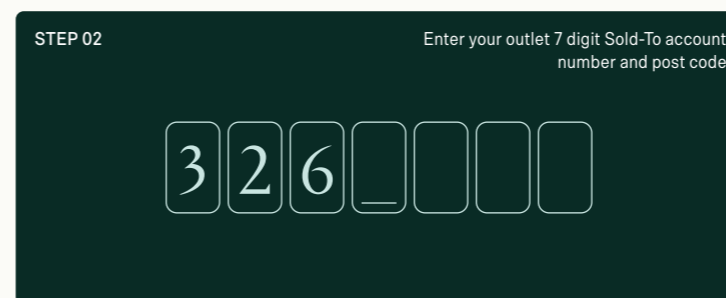
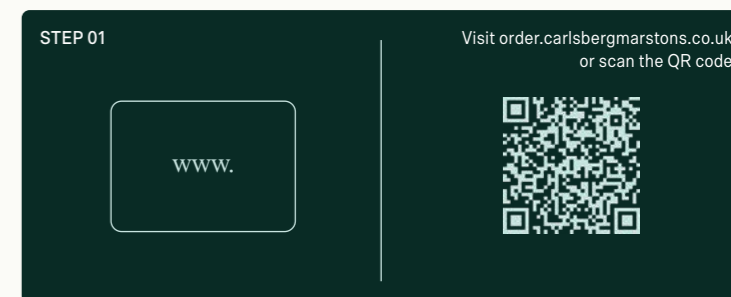
Our online ordering site and Cockpit app, means you can effortlessly manage your ordering and service your account according to your personal preferences and needs.

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.

