



# THIRST

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

## SCOTLAND



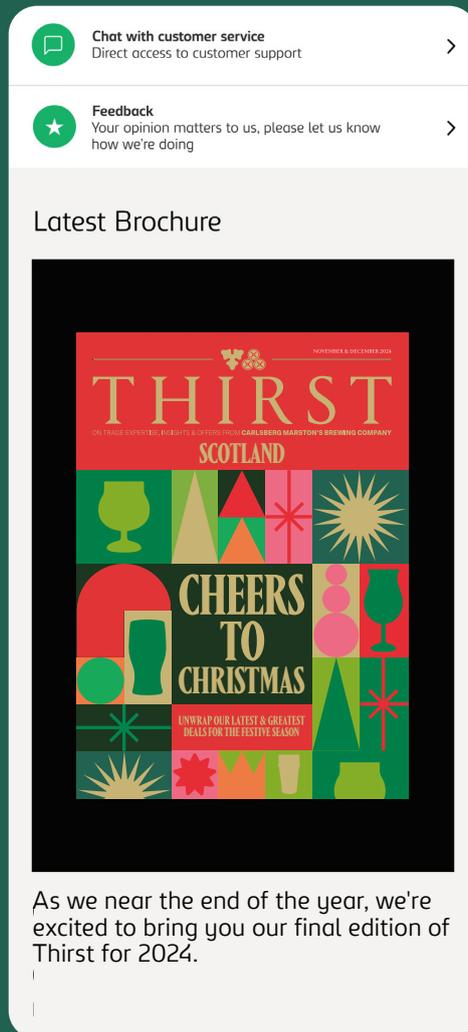
**CHEERS  
TO  
CHRISTMAS**

**UNWRAP OUR LATEST & GREATEST  
DEALS FOR THE FESTIVE SEASON**



Cockpit

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



Download our App





WELCOME TO THE  
**FESTIVE**  
EDITION OF  
  
THIRST



CARL MIDDLETON  
VICE PRESIDENT ON TRADE



### **IDEAS TO MAXIMISE THE SEASON**

We have packed this festive edition full of tips and practical advice from both our colleagues and customers for maximising and winning at this time of year. In this edition, we share best practice on how venues can be more inclusive over the festive season and what we have seen out and about as good ideas to increase sales.

We also conducted some of our own research with over 500 consumers about their plans for going out over the festive period and New Year. Specifically what stops them going out and what they think venues should do more to encourage them further.

### **JAM PACKED WITH DEALS**

And because it is our special Christmas edition, we have packed it full of great deals and offers across our whole portfolio of beers, wines, spirits and soft drinks.

Not only does this include our deals, but also deals from third party suppliers. Ensure you take a good look and get your orders in as early as you can, so you can plan ahead!

### **LOOKING TOWARDS THE FUTURE**

Let's work together to make this season a successful one, and we look forward to continuing our partnership as we head into 2025. We have exciting plans next year that we are looking forward to sharing with you across our brands and our business, to help drive mutual success.

Wishing you all personally and professionally an incredible end to the year and we look forward to seeing you again in January.

Carl Middleton  
VP On trade



As we near the end of the year, we're excited to bring you our final edition of Thirst for 2024. This moment is also the perfect opportunity to express my sincere gratitude to you as valued customers on behalf of everyone at Carlsberg Marston's. As the festive season is now in full swing, we hope that your venues are thriving with more customers coming through your doors, spending more money and more time and coming back again with friends and family.

This season is a critical time for business, and we know that it can sometimes feel both rewarding and challenging. With increased footfall comes added pressures and as always, Carlsberg Marston's is here to support you and help you make the most of the festive period and end the year on a high note.

**14**

**GOODBYE 2024**

**24**

**GOING OUT OVER  
THE FESTIVE PERIOD**

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**THERE IS NOTHING SOFT  
ABOUT SOFT DRINKS**

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# INSIGHT & SUPPORT

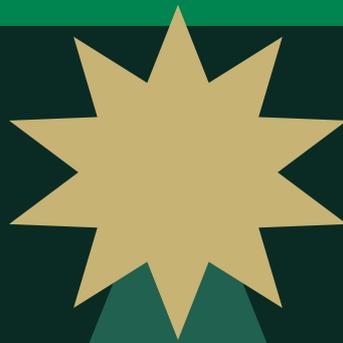
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## OUR RANGE

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## OUR SERVICES

- 58 Crown Cellars
- 80 Distilled
- 119 Online Ordering



# FESTIVE CELEBRATIONS FOR EVERYONE

**BEING MORE  
INCLUSIVE** **THIS  
CHRISTMAS**

Christmas is a time for joy, togetherness and celebration. However, traditional festivities often centre around alcohol consumption, which for those who abstain from alcohol can feel isolating. Creating inclusive celebrations ensures everyone feels welcome, comfortable and included.

Pubs and bars are central to many festive celebrations, but they can sometimes feel unwelcoming to non-drinkers. By implementing a few thoughtful strategies, these establishments can create an inclusive environment that caters to everyone during the Christmas season.





# PLANNING TO BE MORE INCLUSIVE

## NON-ALCOHOLIC DRINK OPTIONS

Offer a variety of interesting non-alcoholic drinks. Mocktails, non-alcoholic sparkling wines and craft soft drinks can be both festive and delicious. Make sure you have a good stock of non-alcoholic spirits and beers. Highlighting these options ensures non-drinkers feel their choices are valued.

## COMMUNICATION

Clearly communicate that the event is inclusive. Whether through invitations or social media, make it known that there will be plenty of non-alcoholic options and that all are welcome. This helps set the tone and ensures everyone knows what to expect.

## ACTIVITIES

Plan activities that do not revolve around drinking. Consider games, live music or quizzes. These activities encourage engagement and enjoyment without the need for alcohol.

## EDUCATE STAFF

Train staff to be aware and supportive of non-drinking customers. Ensure they are knowledgeable about the non-alcoholic options available and can make recommendations.

By adopting these strategies, pubs and bars can become more inclusive during the Christmas season, ensuring that everyone, regardless of their drinking preferences, feels welcome and valued. This approach not only broadens the customer base but also enhances the festive spirit by promoting a culture of inclusivity and respect.



**EXPLORE OUR  
LOW/NO RANGE  
ON PAGE 40**



# TIS THE SEASON

Even as November begins, many venues will already be in full (or part) Christmas mode. While Bonfire Night brings in some early seasonal activity, it's the run-up to Christmas that presents (we hope!) the most significant business opportunities.

For many venues, November and December are crucial months for maximising revenue, capitalising on the festive season mood and setting the stage for a strong finish to the year. Efficient operations, solid marketing strategies and a big dose of organisation, are key ways to manage the increased demand and pressure to deliver high quality experiences before some much needed downtime in January.

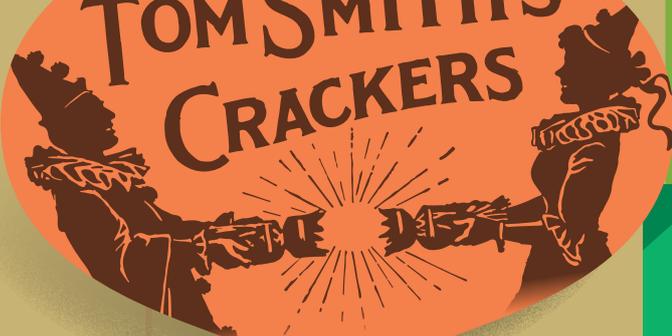
# FIVE FUN SEASONAL FACTS

1

More babies are conceived in December than any other month.



## TOM SMITH'S CRACKERS



2

The Christmas cracker was invented in London in 1847 by a sweet maker named Tom Smith. He originally sold them as bon-bon sweets wrapped in a twist of paper but later added the "bang" and prizes, turning them into what we know today.

3

The term "Black Friday" originally referred to the heavy traffic and chaos caused by the influx of shoppers the day after Thanksgiving in the US.



4

Jingle Bells was the first song played in space in 1965.



5

Until 1959, it was illegal not to celebrate Bonfire Night in Britain.



# BIG DATES FOR THE DIARY

1ST NOV

## MOVEMBER

Movember raises awareness for men's health issues such as prostate cancer, testicular cancer and mental health. Men (Mo Bros) are encouraged to grow moustaches to support the cause. It has funded over 1,320 men's health projects worldwide, and has raised over £400 million for men's health issues. Mo Sisters can also get involved with all the other fundraising opportunities. Is your venue taking part?

5TH NOV

## GUY FAWKES NIGHT

Remember, remember the  
5th of November,  
Gunpowder, treason & plot

Aside from attending formal displays, many people simply use the occasion to find a good spot to watch the fireworks in the sky and indulge in some delicious food from toffee apples and hot dogs or chilli. A mulled cider is also a great drink to offer for the occasion.

15TH NOV

## BBC CHILDREN IN NEED

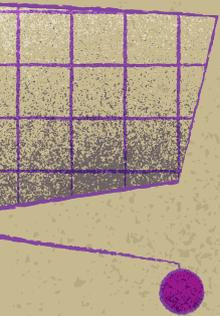
Children in Need has been raising money for disadvantaged children and young people since 1980 and in 2023 raised over £33m. Many (often family friendly) places, including schools and businesses get involved throughout the weeks before and then the big telethon on Friday 15th involves lots of celebrities doing skits and making a fool of themselves for this great and iconic cause!



29TH NOV

## BLACK FRIDAY

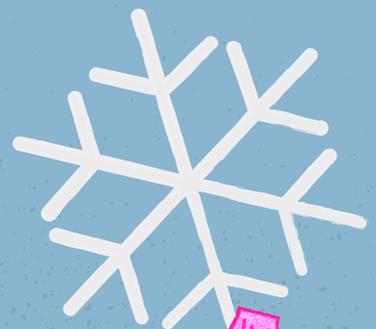
The idea of a frenzied shopping day has now spread across the world with big retailers using the occasion to offer massive price reductions to shoppers just before Christmas. Black Friday has grown into a two-week shopping event, as retailers compete to attract customers. Is there anything your venue can do to tap into this occasion and take it outside of retail?



1ST DEC

## ADVENT AND OFFICIAL WINTER BEGINS

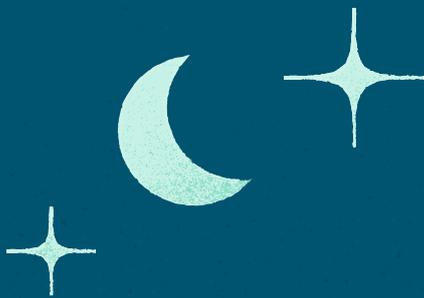
Not only does Sunday 1st December mark the beginning of the Christian Advent but the first day of December is also the first official day of winter.



**20TH DEC**

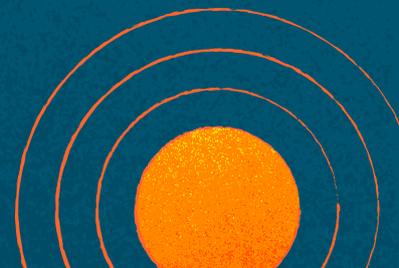
## **MAD FRIDAY**

Whilst it should be enjoyable and celebratory, the last working Friday of the year has been dubbed 'Black or Mad' as it has become the busiest day of the year for emergency services across the country. We all play a role in encouraging responsible drinking throughout the year but it is even more important to have clear guidance and training for staff in place for the festive period, so they understand their own role and the procedures in place to make sure everyone stays safe and in control.



## **WINTER SOLSTICE**

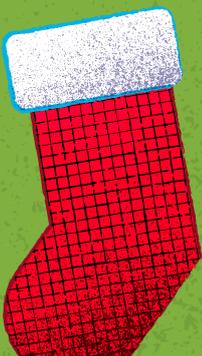
The winter solstice marks the shortest day and longest night of the year. It holds cultural and spiritual significance, particularly at Stonehenge, where pagans and druids gather to celebrate the "rebirth" of the sun as the days start to lengthen again.



**24TH DEC**

## **CHRISTMAS EVE**

Christmas Eve is a day of final preparations for Christmas in the UK. Falling on a Tuesday this year, many people will still be working, whereas for those lucky enough to be off it is often centred around finishing shopping, wrapping presents, and preparing for the big day.



❖ 25TH DEC ❖

# CHRISTMAS DAY

Christmas Day is the main celebration of Christmas. It's a day focused on togetherness, relaxation, and traditions.

Approximately 15% of UK households go out to eat on this day and that number has increased over the years as more venues open. The top reason for eating out on Christmas Day is because it feels more special than having to cook at home (44%), followed closely by it being less stressful (43%) and having better quality food (43%).

26TH DEC

## BOXING DAY

Boxing Day, as an extension of Christmas day, usually sees more family gatherings but also increasingly it is a big event for watching sports and finding a bargain in the sales.

And with Wolves playing Manchester United and Liverpool at home to Leicester, there are some big fixtures sure to draw in the crowd.



## NEW YEAR'S EVE

New Year's Eve is a time for parties and celebrations to ring in the New Year. People celebrate in a myriad of ways, from house parties to big meals out and attending organised events and firework shows. We have done some research with customers this year to find out how the UK plans to celebrate the end of 2024 and the start of 2025 and what stops them 'going out to celebrate' which you will find in this edition.

NEW BROOKLYN

# STONEWALL INN IPA



FRESH, LIVELY, PROUD.

In collaboration with the famous Greenwich Village Bar, The Stonewall Inn, we brought to market a beer that everyone can enjoy. The Stonewall Inn IPA is our classic session style IPA boasting all the deliciousness you'd expect from the Brooklyn range with an extra feel-good benefit. With each beer sold you are supporting inclusivity through the wonderful SIGBI Charity 'Stonewall Inn Gives Back Initiative'.

# GOODBYE

## CELEBRATING CURIOSITY WITH A NEW BRAND CAMPAIGN FROM CARLSBERG

Do the best things begin with curiosity? Probably...

Curiosity has been at the forefront of everything Carlsberg has done since J.C. Jacobsen opened the brewery doors in 1847. This year has seen the launch of a new global campaign that taps into the insight that we are all born innately curious, and is a not to reinvigorating curiosity amongst beer drinkers around the world.



INTELLIGENT DRAUGHT

Carlsberg ID

Crafting Moments, Creating Experiences, Mastering Pours.

The future of draught beer, Carlsberg ID offers a range of next generation dispense solutions using innovative technology to drive quality and also to help our customers become more efficient, sustainable and ultimately grow their business. Bringing together our next generation dispensing options such as CQDS, Fresh Ale and DraughtMaster™.



2024

THAT'S A WRAP

2024 has been an eventful year and our brands have also been busy raising awareness, finding new ways to stay relevant with customers and bringing new products to market.

STYLISH FACELIFT FOR

BIÈRE

Effortlessly Stylish and proudly highlighting our French routes.

1664 Bière underwent a modern and bold facelift with an elegant new chalice and suite of new POS. Are you embracing la joie de vivre?



## PORETTI

Poretti continued to drive brand awareness and showcase their authentic Italian heritage by sponsoring Taste of London in June and giving away over 66,000 pints or 660ml bottles of Poretti FREE through the peak summer and Euros period. Poretti has also evolved its brand design to better showcase the authenticity and craftsmanship.



## GO NO/LOW

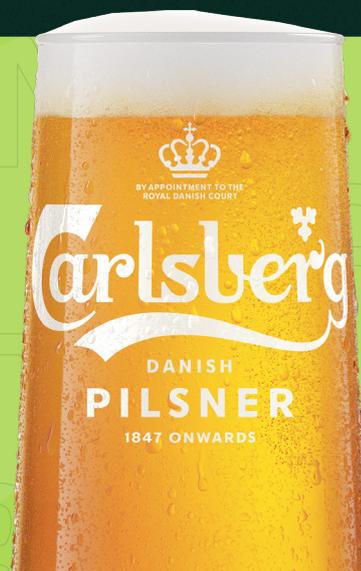
We encouraged our customers and consumers to drink responsibly and embrace the no/low alcohol drinking growth with our range of fabulous drinks in this space.

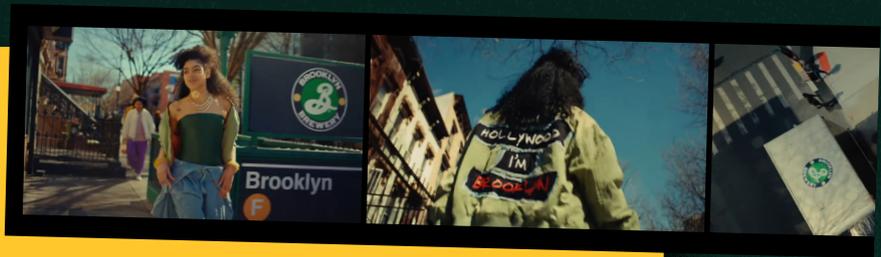


## BREWING TODAY FOR A BETTER TOMORROW

We proudly talked about our sustainability initiatives and in particular our partnership with the WWF-UK and progress in regenerative farming.

You can find out more about these initiatives via the QR code on our interactive glassware.





## WE GOT THROUGH FESTIVAL SEASON WITH THE HELP OF BROOKLYN

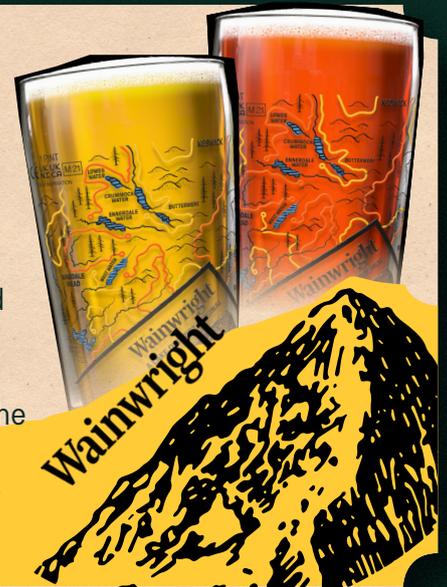
Brooklyn continued to be a popular choice at many of the biggest and best music festivals throughout the country. And we also saw a new campaign created by Spike Lee's creative agency to champion the heart and soul of Brooklyn, NYC.



## WORTH THE WALK



Wainwright's encouraged us to get out and walk more in the stunning British countryside with the promise of a cold pint at the end. Shame about the weather though!



## HOBGOBLIN NEW LOOK, STILL UGLY



We introduced Hobgoblin's striking new design. Focused around our iconic Hobgoblin character with his mischievous and playful personality. The refreshed brand has begun to creep its way into the on trade, providing the ideal companion as darker nights have drawn in.

# BE INSPIRED BY FESTIVE TRADITIONS FROM EUROPE



## AVOID MEAT LIKE AN ITALIAN

The Italians don't eat meat on Christmas Eve. Instead they eat a variety of fish dishes. This is typical on the day and night before any religious celebration; you are supposed to 'eat lean' and purify your body ahead of the holidays. As well as fish, of course, the people of Italy have pasta dishes on Christmas Eve. Again, the specific pasta dishes vary depending on whereabouts in the country you are.

Luckily Poretti was designed with food in mind so will compliment any fish or pasta dish.



## RING IN THE NEW YEAR LIKE THE SPANISH

Originating in Spain, the tradition of eating 12 grapes at the stroke of midnight for New Year's Eve is believed to welcome good fortune and prosperity in the New Year. It's known as "Las doce uvas de la suerte," or "The twelve grapes of luck," and each of the 12 grapes represents a month of the New Year. It may sound simple enough but it is actually pretty difficult to successfully do without practice.

Wash down your grape challenge with a refreshing glass of Estrella.





## CREATE A MARKET VIBE LIKE IN GERMANY



Whilst the magic of German Christmas markets has now spread all around the world, it's a tradition which first derived from Germany. It's thought the origins of Christmas markets can be traced back to the German-speaking part of Europe in the Middle Ages.

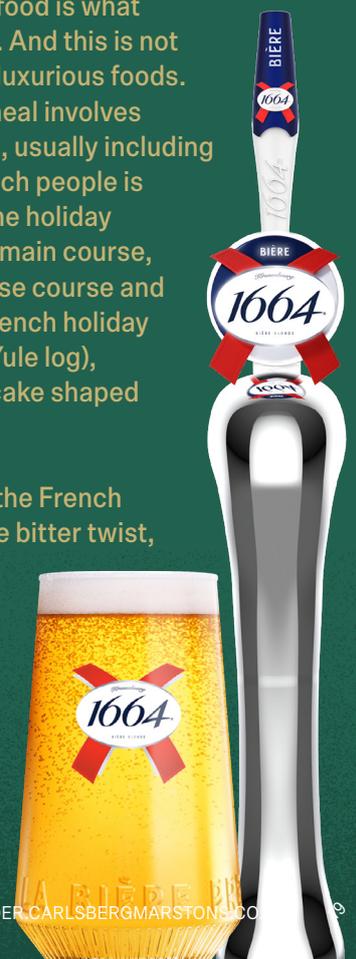
There really is nothing better than eating a festive bratwurst complimented with a glass of glühwein (mulled wine) or a beautiful cold pint of Erdinger whilst celebrating the joy of Christmas.



## EAT LUXURIOUSLY LIKE THE FRENCH

You could say that in France, food is what makes Christmas, Christmas. And this is not just any foods but often rich, luxurious foods. A typical French Christmas meal involves multiple elaborate appetisers, usually including foie gras which for many French people is seen as an essential part of the holiday celebration. Then there's the main course, which is followed by the cheese course and then a dessert. The typical French holiday dessert is la bûche de Noël (Yule log), which is a cake or ice cream cake shaped like a log.

With its signature hops from the French region of Alsace and its subtle bitter twist, 1664 Bière is perfect for bringing people together to eat and celebrate together.





# THE PEOPLE BEHIND THE BEER

GIVE THEIR TOP TIPS  
FOR WINNING IN THE  
FESTIVE PERIOD



OFFERS APPLY TO DELIVERIES FROM 1ST NOVEMBER TO 5TH JANUARY, UNLESS OTHERWISE STATED

Our Carlsberg Marston's Sales Teams are always visiting our customers up and down the country throughout the year but they all enjoy the festive period in particular.

We asked the team for their thoughts on best practice over the festive period based on what they see working with customers.

## TOP TIP 1: EMBRACE CHRISTMAS WITH ALL THE SENSES

“Classy decorations rather than Santa’s grotto styling. The smell of a mulled drink as you walk into the venue.”

“The classics on Festive food and drinks menus. Mulled wine/hot toddys/coffee and mince pie deals.”

## WHAT DO YOU LOVE SEEING AT THIS TIME OF THE YEAR?

“The atmosphere, sound, smells, decorations.”

“Our brands being presented well and supported.”

“Happy members of staff, smiling faces, people with genuine goals of making sure people have a great, fun time.”

“Uplifting people, happy and enjoying the period.”

“Well decorated Christmas themes, positive happy staff and customers. No out of stocks!”

“Make sure your outlet is “Christmassy” and inviting i.e. lots of fairy lights, a wreath on the door, scented candles, mulled wine or cider available for sale and a great tasting Dark Ale like Hobgoblin Ruby or Hobgoblin Bah Humbug.”

“Create and enhance a themed drinks and food menu to drive footfall.”

“Christmas spirits menus. Christmas ale tasting boards, Christmas food and beer pairing on the menus.”

“Decorations up early, festive drinks menus, early bird offers.”

“Use the beer garden to create a Christmas market area with festive lights. Encourage local businesses to get involved.”



## TOP TIP 2: PUSH VALUE ADDED INCENTIVES & DEALS

“One idea that works well is having a deal for everyday on the lead up to Christmas (like an advent calendar).”

“Sell drinks packages in advance.”

“Festive drinks promotions or add-ons to drive sales.”

“Free prosecco offers on pre-booked parties over a certain size.”

“Offer specials for large parties or early bookings.”

“Advertise the offers early, use all social media platforms, reward existing customers with special offers.”

## TOP TIP 3: GET READY FOR 2025!

“Discount codes for return visits in Jan/Feb.”

“Christmas cards on tables with discounts to use in January and February.”

“Continue promotions and party offers into January for those unable to celebrate in December due to the needs of their business.”

## TOP TIP 4: CATER FOR THE MANY

“Run alcohol free promotions geared towards drivers.”

“Getting the whole family involved, something for the kids that brings adults along.”

“Ensure your advert contains info on gluten free or vegan options as it will save time on the calls you will get.”

“Heavily discounted 0.0 beers for the nominated drivers.”





## TOP TIP 5: LET ME ENTERTAIN YOU

“Scale your events to multiple budgets (i.e. a silver, bronze and gold package if holding party nights). Always take a deposit, people are far less likely to cancel and mess you around if they will lose money doing it.”

“My local has an Annual Carol Singing night in the build up to Christmas. Always well supported.”

“Getting the local community together by having a family day, with activities such as Father Christmas appearances.”

“Do the basics but do it well - themed evenings with a focus on value for money during a period in the week when you are quieter.”

“Try and incorporate an ‘activity/entertainment’ into any festive packages, but keep it simple.”

## TOP TIP 6: FAILING TO PREPARE, PREPARE TO FAIL

“Engage with your audience on social media early - have a clear calendar of content and reasons to come in.”

“Buy early and be stocked up ready.”

“Don’t incur time lags at the bar for customers. Take timewasting serves off the menu in peak times and focus on what you can deliver quickly.”

## THE VIEW OF THE NATION

We carried out our own research with 570 consumers to understand their Christmas and New Year plans; how they feel about going out over the festive period generally and what venues can do to make this more enjoyable for people.

Two thirds of the country plan to go to pubs, bars and restaurants the same amount as last year.

People aged 18-34 are significantly more likely to be planning to go out more this year.



# GOING OUT OVER THE FESTIVE PERIOD



For the Christmas and New Year festive period this year, are you planning to go to pubs, bars and restaurants for food and drinks more or less than you did last year?



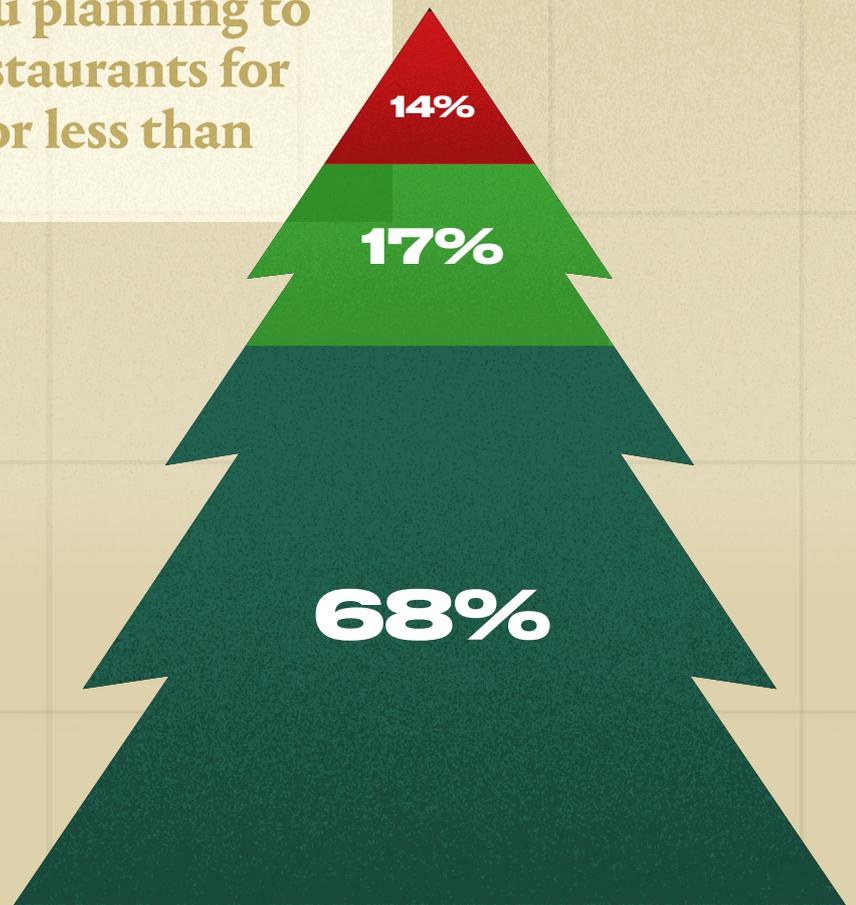
**MORE THAN  
LAST YEAR**



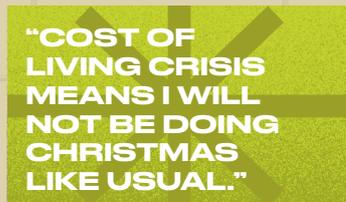
**LESS THAN  
LAST YEAR**



**ABOUT THE SAME  
AS LAST YEAR**



**"I FEEL LIKE  
IT'S FUN  
AND MORE  
MEMORABLE."**



**"COST OF  
LIVING CRISIS  
MEANS I WILL  
NOT BE DOING  
CHRISTMAS  
LIKE USUAL."**



**"BECAUSE IT  
IS SOMETHING  
I LOVE DOING  
AND I FIND  
HAPPINESS IN IT."**



**"THE YEAR HAS BEEN VERY  
BORING AND I PLAN TO CELEBRATE  
TO THE MAXIMUM AT CHRISTMAS...  
IF MONEY ALLOWS."**

The reasons why people are planning to go out more this festive period than in previous years revolves around their own personal circumstances, although there is a large number of people who just believe that there has never been a better time for more fun and more joy than at Christmas time!

Which of the following statements, if any, do you agree with most?



**BARS/PUBS COULD DO MORE TO MAKE GOING OUT OVER THE CHRISTMAS PERIOD ENJOYABLE**



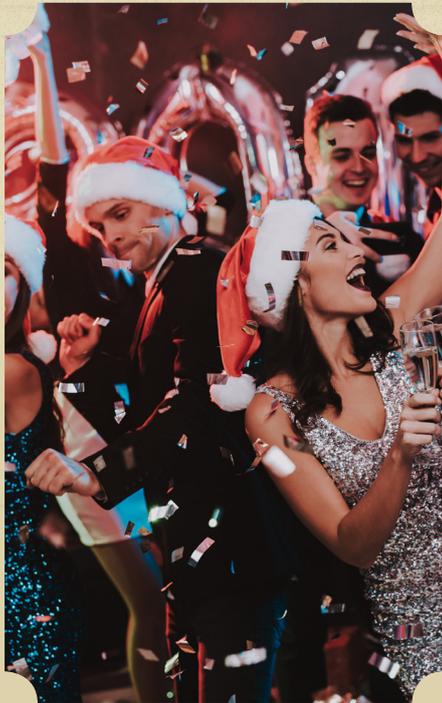
**GOING OUT OVER CHRISTMAS PERIOD IS MORE EFFORT THAN ITS WORTH**



**GOING OUT OVER CHRISTMAS PERIOD IS ALWAYS REALLY GOOD FUN**



Below we've pulled together some of our top tips for a safe, fun and profitable festive period:



### OVERCROWDING AND THE IMPACT ON SERVICE

"CAP THE NUMBER OF PEOPLE INSIDE SO IT'S NOT WALL TO WALL STANDING. EQUALLY EMPLOY MORE STAFF SO SERVICE IS QUICK AND TABLES ARE FREQUENTLY WIPED DOWN."

"HAVE MORE STAFF WORKING AT BUSIER PERIODS."

"HAVE A QUIET AREA FOR THOSE THAT GET OVERWHELMED WITH CROWDS THAT DO ACTUALLY WANT TO BE OUT."

### MORE ENTERTAINMENT AND EVENTS TO TAP INTO CHRISTMAS

"MORE FESTIVE VIBES. MULLED WINE, OUTDOOR FIRE. MAKE USE OF BEER GARDENS IN THE WINTER WITH COSY FIRES."

"HAVE MORE ENTERTAINMENT ON, CHRISTMAS AND NEW YEAR THEMED EVENINGS."

"MORE FESTIVE SNACKS, QUIZZES OR ACTIVITIES."

### AFFORDABILITY AND DEALS

"BRING OUT LOYALTY VOUCHERS FOR REGULAR DRINKERS."

"DON'T RAISE PRICES JUST BECAUSE OF CHRISTMAS."

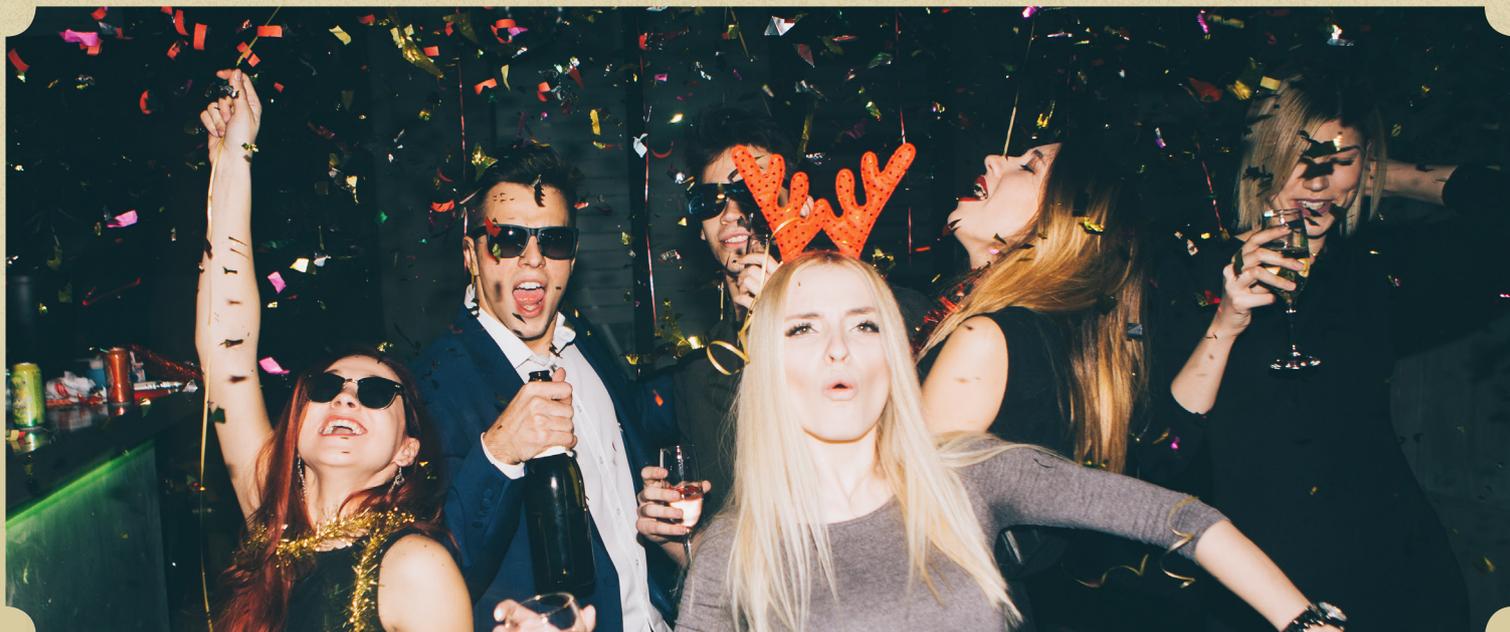
"CHEAPER NIGHTS FOR NEW YEAR."



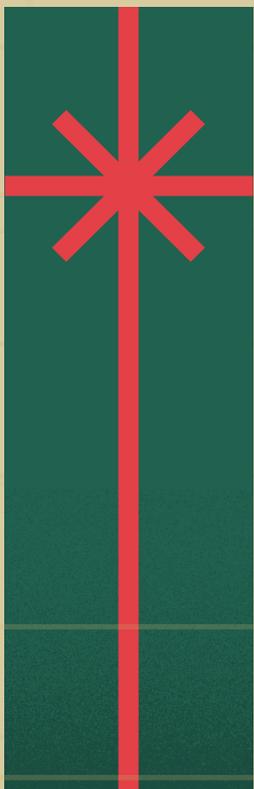
# NEW YEAR! NEW PLAN?

New Year's Eve stands out as one of the most significant nights for many in hospitality. However, with rising competition and changing consumer preferences, it's essential for venues to provide memorable experiences that encourage people to step out of their homes and celebrate.

So what is the nation planning to do for New Year's Eve 2024?



53%



STAY AT HOME

WHICH OF THE FOLLOWING ACTIVITIES, IF ANY, ARE YOU PLANNING TO DO TO CELEBRATE NEW YEAR'S EVE THIS YEAR?

32%



GO TO A HOUSE PARTY/  
FRIEND'S HOUSE

24%



GO TO A PUB OR BAR

22%



GO TO A RESTAURANT

10%



GO TO A PLANNED COMMUNITY EVENT



# TIPS TO ENCOURAGE PEOPLE TO VISIT YOUR VENUE THIS NEW YEAR'S EVE



## VALUE FOR MONEY

**Special Packages:** Offer enticing packages that include entry, drinks and food. This could range from fixed-price menus to reduced drinks and fizz packages that encourage group bookings.

**“New Year’s Eve is one of our biggest nights and we do a really competitive offer because lots of other venues overcharge. Customers trust us and they don’t want to feel taken advantage off.”**  
Head of Promotions at Rock City in Nottingham.

## TAP INTO NEW OCCASIONS

**Early Bird:** Many people choose to stay at home or go to a house party for New Year's Eve itself to avoid the crowds, but is there an early New Year celebration package that can work for the afternoon or the day before instead? Almost sold as the New Year pre-party.

**New Year’s Day Recovery:** Consider offering a New Year’s Day brunch or recovery menu to capture guests looking for a post-celebration event.

**January discounts:** Encourage guests to return by offering a loyalty card or special offers for those who attended your New Year’s Eve event.



## CREATE FOREVER MEMORIES

**Instagrammable Decor:** Create eye-catching backdrops or props for guests to take photos or rent a photo booth.

**Hire a photographer** to capture the evening’s highlights. Provide guests with access to these photos afterward to increase your venue’s visibility online and get some great photographs for your venue in full celebration mode.

# Range Ra



OFFERS APPLY TO DELIVERIES FROM 1ST NOVEMBER TO 5TH JANUARY, UNLESS OTHERWISE STATED



# 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 Bière (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 available to you

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 as 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.

### 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.



This is an innovative dispense system using fresh pressed beer.

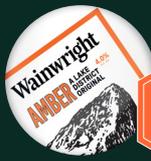


See new install offer online

# 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%



3.7%



3.7%



3.7%



4.2%



4.5%



See new install offer online



# 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.

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

# 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. Stouts are dark, rich beers known for their deep roasted flavours. Made with malted barley, stouts often feature notes of coffee, chocolate and caramel.



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.

# 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.



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.

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





**Birrificio Angelo Poretti (4.8%)**  
330ml

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



**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.

# 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 Lager (5.0%)  
330ml

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



Brooklyn Pilsner (4.6%)  
330ml

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



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.

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

# ALCOHOL FREE



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 caramel sweet nuances.



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.

FOR GREAT  
DEALS ON OUR  
RANGE OF  
ALCOHOL FREE  
BEERS HEAD  
TO PAGE

48

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.



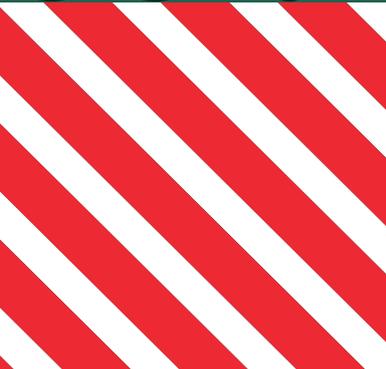
3.7%

3.4%

4.5%

3.8%

4.8%



# GOLD & IPA



Wainwright Gold (4.1%)

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



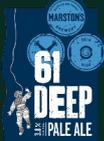
Hobgoblin Gold (4.2%)

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

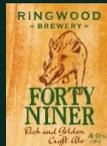


Hobgoblin IPA (4.5%)

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



3.8%



4.9%



4.0%



4.2%

# RUBY

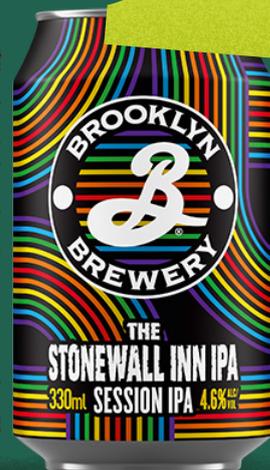


3.5%



## FRESH ALE

THE NEXT GENERATION OF ALE



GET 70CL  
BOTTLE OF  
**SMIRNOFF**  
FREE

Promotion valid from November 1st 2024 to January 5th 2025. 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. All 4 cases must be the same SKU. Free stock is 70cl Smirnoff Vodka. Whilst stocks last.

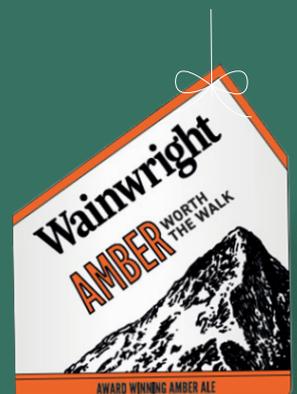
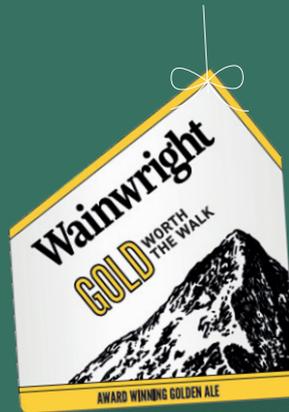
OFFERS APPLY TO DELIVERIES FROM 1ST NOVEMBER TO 5TH JANUARY, UNLESS OTHERWISE STATED

# BUY 2 X 9GS

(OF THE SAME CASK BEER)

# AND GET £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 and Tetley's Original. Offer only available when purchasing the same two products. One offer per order. Promotion valid from November 1st 2024 to January 5th 2025. Not available in conjunction with any other offer. Available whilst stocks last.



## CARLSBERG 0.0

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

**ABV**  
0.0%

**STYLE**  
Pilsner

**SEE**  
Golden

**SMELL**  
Distinctive hop aroma

## BROOKLYN SPECIAL EFFECTS

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

**ABV**  
0.4%

**STYLE**  
Hoppy Amber Lager

**SEE**  
Amber

**SMELL**  
Pine aroma, peeled grapefruits and fresh zesty aromas

## SAN MIGUEL 0,0

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

**ABV**  
<0.4%

**STYLE**  
Lager

**SEE**  
Golden with creamy persistent foam

**SMELL**  
Present but moderate aromas of herbs and hop flowers with hints of grain and cereal

## ERDINGER ALKOHOLFREI

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

**ABV**  
0.5%

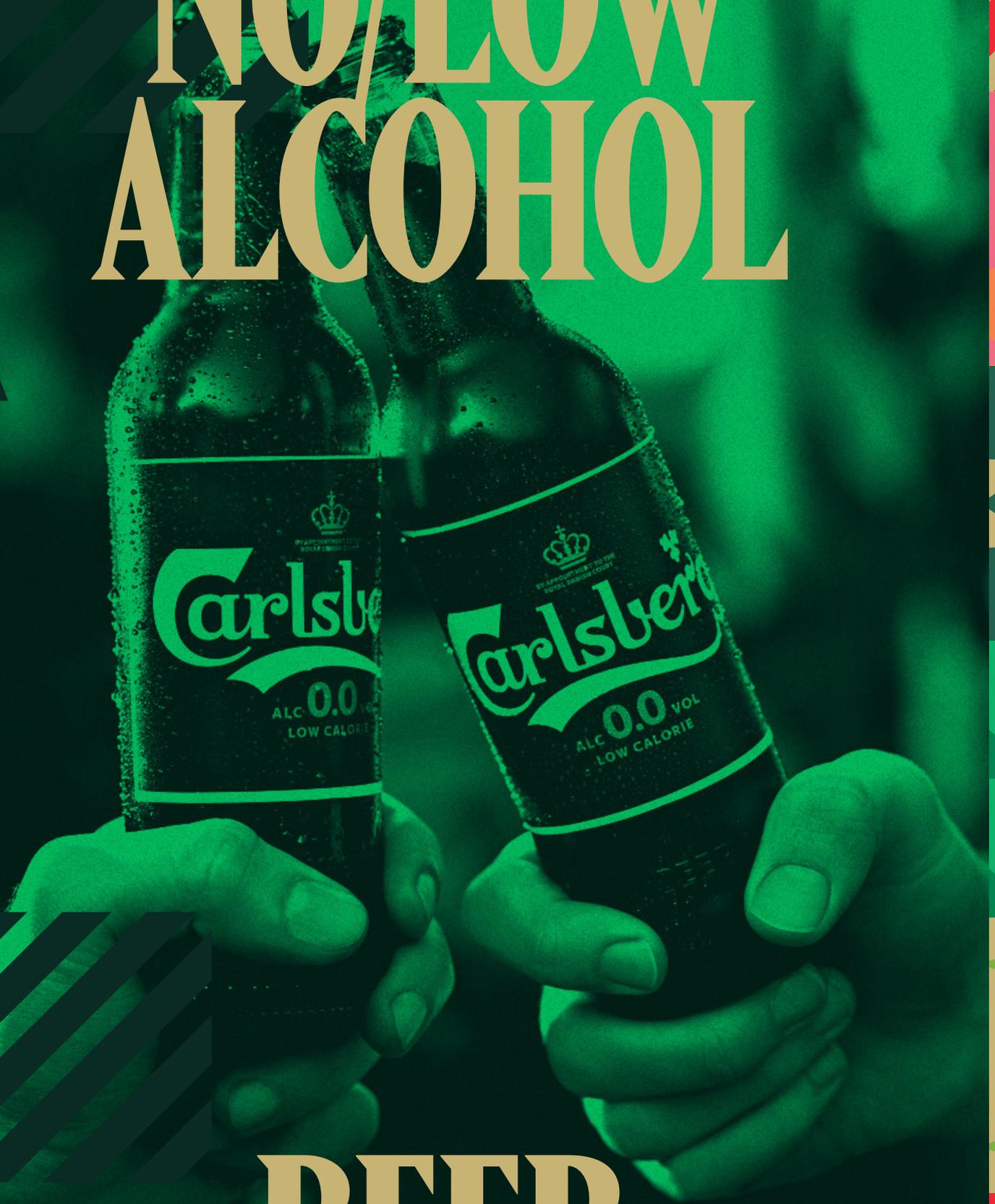
**STYLE**  
Wheat beer

**SEE**  
Straw yellow, fine white froth

**SMELL**  
Aromatic malt notes with subtle hop notes, delicate hints of brioche, fine yeast aromas



# NO/LOW ALCOHOL



# BEER

# EXPLORE OUR LOW & NO ALCOHOL RANGE

\*Qualifying products: Erdinger Alkoholfrei 12x500ml, San Miguel 0,0 24x330ml, Brooklyn Special Effects 24x330ml, Carlsberg 0.0% 24x330ml. Promotion valid from November 1st 2024 to January 5th 2025 (excludes San Miguel 0,0 which is only available until 31st December 2024). Whilst stocks last



# HOBGOBLIN

## BAH HUMBUG

WHO EVEN IS THIS 'JOYEUX NOEL'? AND  
WHAT'S HE GOT TO BE SO HAPPY ABOUT?

Here at Hobgoblin, we believe Halloween is the most wonderful time of the year so when you say, 'Merry Christmas', we reply 'Bah Humbug!'

After all, 'tis the season to be grumpy.

ABV:	4.3%	Sweet:	3/5
See:	Dark Gold	Bitter:	2/5
Smell:	Bananas, Clove	Hops:	Goldings, Cascade
Taste:	Richly spiced fruit		

£80



Enjoy responsibly.

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

Promotion valid for the duration of the brochure promotional period. Not available in conjunction with any other offer. Offer available while stocks last. Subject to change.

LIMITED EDITION GUEST ALE,  
ORDER NOW BEFORE IT IS TOO LATE

# ENJOYING ERDINGER BEER AT CHRISTMAS

A FESTIVE GUIDE TO WEISSBIER AND DUNKEL



Christmas is a time for celebration, gathering with loved ones and indulging in festive treats.

For beer lovers, it's also an opportunity to explore some exceptional brews that perfectly complement the winter season.

This Christmas, elevate your venue's celebrations by offering the distinctive tastes of ERDINGER Weissbier and Dunkel.

Both available in convenient 500ml bottles, whether you're enjoying a refreshing Weissbier alongside a light festive lunch, or indulging in the deep flavours of Dunkel by the fire, ERDINGER brings a taste of Bavarian craftsmanship to your holiday.

## HOW TO ENJOY ERDINGER AT CHRISTMAS

TO FULLY APPRECIATE ERDINGER WEISSBIER AND DUNKEL, FOLLOW THESE TIPS FOR SERVING

### Glassware

Pour your bottle of Weissbier or Dunkel into a clean, cold ERDINGER branded pint glass that showcases the beer to its best and allows the aromas to release.

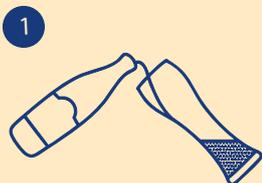
### Temperature

ERDINGER Weissbier is best enjoyed chilled at around 5-7°C (41-45°F) to bring out its refreshing qualities, while ERDINGER Dunkel is better served slightly warmer, around 8-10°C (46-50°F), to enhance its rich, malty flavours.

### Pouring

For both beers

1. Tilt the glass to about 45 degrees whilst pouring.
2. Allowing the beer to run down the side and create a good head.
3. For the final few drops, gently swirl the bottle to release the yeast and add it to the pour for that authentic Bavarian touch.



POURING METHOD



WATCH OUR "THE BEST BIT" CAMPAIGN HERE





## ERDINGER WEISSBIER

Is a classic wheat beer with a refreshing, yet flavourful character. As one of the world's most famous Hefeweizens, this beer is a true representation of German brewing craftsmanship.



### Appearance

Fresh and radiant yellow colour, fine yeast clouding, compact froth



### Aroma

malt and yeast aromas, freshly aromatic with delicate floral notes



### Flavour

gently spicy malt aromas, fruity notes, subtle sweetness, mild and elegant, slightly hoppy, refreshingly lively acidic note on the palate



### Mouthfeel

full-bodied, lively and sparkling carbonic acid, hop note rounds out long-lasting flavour in the mouth



### Appearance

lustrous, deep dark-brown, creamy head



### Aroma

roasted aromatic, dark chocolate, slightly fruity aromas (plum) in the background



### Flavour

Rich malt flavour, subtle nutty flavour, delicate bitterness, well-balanced between slightly sweet and pleasantly fresh



### Mouthfeel

exceptionally harmonious, full-bodied, smooth, with refreshing finish

## ERDINGER DUNKEL

For those who prefer something a little darker and richer, the ERDINGER Dunkel is the perfect Christmas beer. This dark wheat beer is crafted to showcase the deeper, roasted flavours of malt, making it an ideal companion for cold winter nights. The Dunkel 500ml bottle delivers a full-bodied experience with a sense of indulgence that suits the holiday season.



GET PREPARED FOR THE FESTIVE SEASON

**BUY 2 CASES OF ERDINGER BOTTLES AND GET 1 FREE!\***

\*100 deals available, limit of one deal per customer – mix and match across ERDINGER Weissbier and ERDINGER Dunkel 500ml bottle cases, 1 x case of ERDINGER branded pint glasses (6 per case) included with each deal. Available to redeem via Carls Shop, CMBC Customer Services or your regional sales representative. Redemptions valid until 20th December.



COME AND SEE US THIS FESTIVE PERIOD!

Get involved with some festive fun with us at Liverpool Christmas market. Located at St. Georges Plateau just outside the iconic St. Georges Hall, we're open every day from 11am to 10pm, from November 16th to December 24th.



1664  
BLANC

ELEVATE YOUR  
BAR WITH  
1664 BLANC

BUY 2 CASES OF 1664 BLANC  
& RECEIVE A COMPLIMENTARY  
CASE OF 1/2 PINT GLASSES



Enjoy responsibly.

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

Available during November & December 2024, whilst stock last.  
One deal per customer.



OFFERS APPLY TO DELIVERIES FROM 1ST NOVEMBER TO 5TH JANUARY, UNLESS OTHERWISE STATED

# WIN A PRIZE OF 12 X 50L KEGS OF GUINNESS DRAUGHT

BUY 3 X 50L OR 5 X 30L KEGS  
OF GUINNESS DRAUGHT FOR A  
CHANCE TO WIN



# GUINNESS

OPEN TO SELECTED GB ON-TRADE LICENSED PREMISES (OUTLET), 18+ ONLY. PURCHASE 3X 50L OR 5X 30L KEGS OF GUINNESS FROM CMBC, HUK, LWC, MC OR TENNENT'S BETWEEN 01.11.24 AND 31.12.24 FOR A CHANCE TO WIN 12X 50L KEGS OF GUINNESS DRAUGHT. 15 PRIZES AVAILABLE TO BE WON (3 PER WHOLESALER). ALL KEGS MUST BE CLAIMED FROM THE SAME WHOLESALER. INITIAL KEGS ARE PURCHASED FROM BEFORE 30TH JUNE 2025. OUTLETS WILL BE AUTOMATICALLY ENTERED INTO THE PROMOTION ONCE THEY HAVE MADE THE QUALIFYING PURCHASE. MAX 1 ENTRY PER OUTLET. MAX 1 PRIZE PER OUTLET. TO OPT-OUT OF PROMOTION, EMAIL TWELVEKEGS@PROMOTIONS.UK.COM. FOR FULL TS&CS VISIT: [PROMOTIONS.UK.COM/12KEGSOFGNS] PROMOTER: DIAGEO, W/F 7HS

be [drinkaware.co.uk](https://drinkaware.co.uk) PLEASE DRINK RESPONSIBLY



Scan here to  
unlock benefits  
to supercharge  
your business

**DIAGEO** *One*  
Business support from the drinks experts

**BUY 4 CASES GET 1 FREE**

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

**BLACK CHERRY · MANGO · LIME**



**REFRESHMENT  
LIKE NO OTHER**

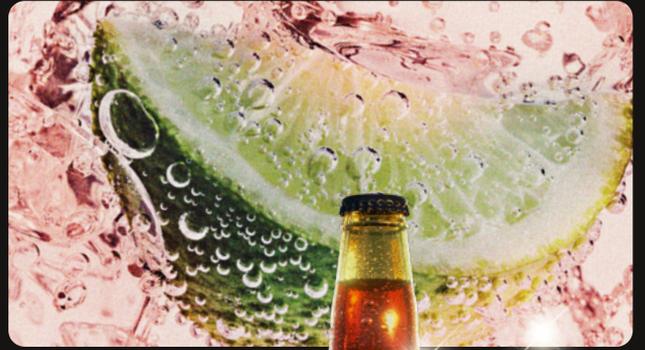
**NATURAL FLAVOURS · 95 CALS · 4.5% ABV**

\*Source: IWSR 2023

**drinkaware**

Buy any 5 cases  
of Kopparberg  
and get 1 case  
**FREE**

Keep your customers refreshed  
with the UK's bestselling fruit  
cider brand



\*MAX 2 DEALS PER OUTLET PER WEEK

Source: IRI Data, Ext Marketplace. Fruit Cider. Value Sales. 52wks to 24.12.23.

T&Cs: Subject to availability, while stocks last. Over 18 only. November & December only.

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

**KOPPARBERG**



**TIME FOR A TOP-UP?**

BUY 6 CASES OF  
CORONA OR BUDWEISER

**GET ONE  
CASE FREE**

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

Over 18s only. Offer open to all customers who purchase through CMBC Direct Free Trade in UK. While stocks last. BBG reserve the right to remove the promotion at any time. Promotion runs 1.11.24 - 31.12.24. Max 2 deals per customer per week. Promotor - AB InBev, 90 Fetter Lane, London, EC4A 1EN.



**Budweiser**  
BREWING GROUP UK&I



## CHRISTMAS CHEERS

BUY 3 CASES OF PERONI NASTRO AZZURRO  
5% AND GET ONE FREE

*Live Every Moment*

18+, (UK ONLY). Available 01/11/24 - 05/01/25. Subject to availability.  
Max 1 deal per outlet, max 700 deals. In 1 transaction Buy 3x cases  
Peroni Nastro Azzurro 5% 24x330ml from CMBC Supply and get 1 x  
case Peroni Nastro Azzurro 5% 24x330ml FOC. Asahi UK Limited.

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

FLAVOUR SORTED   
**Christmas PARTY STARTED** 

**NO.1 FOR STUDENTS** 

**2.5X MORE CASH ROS**  
THAN OUR COMPETITORS  
**IN PUBS** 



**BUY 3 CASES & GET A CASE OF KICK ENERGY OR A BOTTLE OF CORKY'S FREE!** <sup>\*\*\*</sup>

**FOR POS SUPPORT CONTACT:** [sales@globalbrands.co.uk](mailto:sales@globalbrands.co.uk)

<sup>\*\*\*</sup>Offer valid from 1st November to 31st December 2024. Offer applies to full VK 24 x 275ml NRB range stocked. Free item applies to Kick Energy 24 x 250ml cans or 1 x 70cl Bottle of Corky's from range stocked. While stocks last. \* CGA P05 2024. \*\* NUS Student Tracker 2023.

\*MAX 5 DEALS PER OUTLET PER WEEK







# CROWN CELLARS®

CARLSBERG MARSTON'S BREWING COMPANY

**MAKE**

# MULLED WINE

**WORK FOR YOUR VENUE  
THIS CHRISTMAS**

Mulled wine is a quintessential part of Christmas. Its popularity during the festive season can be traced back to centuries-old traditions and the fact that its rich, spiced warmth perfectly complements the cold winter months and the spirit of Christmas.

Depending upon your venue, your customer and vibe and the price point you want to achieve, there are different approaches to making mulled wine, ranging from simple and quick to more complex and refined.





## PRE-MIXED MULLED WINE

Simply heat and garnish with slices of fruits and cinnamon sticks for visual effect.

## MAKE YOUR OWN MULLED WINE

This is a straightforward recipe to make your own mulled wine with minimal fuss.

### INGREDIENTS

- 1 bottle of red wine (something fruity, like a Merlot or Shiraz)
- 2 cinnamon sticks
- 4-5 whole cloves
- 2 star anise
- 2-3 tablespoons sugar or honey
- 1 orange, sliced
- 1 lemon, sliced
- 50ml brandy (optional)
- 1-2 bay leaves (optional)

### INSTRUCTIONS

- Pour the bottle of wine into a large saucepan.
- Add the cinnamon sticks, cloves, star anise, and sugar/honey.
- Toss in the sliced orange and lemon.
- Heat gently on low, making sure not to boil the wine (keep it below simmering point).
- Let the spices steep for 10-15 minutes.
- Taste for sweetness and add more sugar if needed. If you want an extra kick, add the brandy at this stage.
- Strain and serve warm.

**MAKE**

# MULLED WINE

**WORK FOR YOUR VENUE  
THIS CHRISTMAS**



OFFERS APPLY TO DELIVERIES FROM 1ST NOVEMBER TO 5TH JANUARY, UNLESS OTHERWISE STATED

## MAKE LUXURIOUS & REFINED MULLED WINE

### INGREDIENTS

- 1 bottle of red wine. We recommend Jack & Gina Zinfandel as it's stacked with rich, jammy, fruity notes - and it's buy 5 bottles to get 1 free!
- 1 cinnamon stick
- 5-6 whole cloves
- 2 star anise
- 1 vanilla bean, split
- 1 orange (zested, juice added)
- 1 lemon (zested, juice added)
- 4-5 tablespoons brown sugar or honey
- 60ml cognac or dark rum
- 1 small piece of ginger (peeled and sliced)
- Nutmeg (freshly grated)
- Handful of fresh cranberries or dried cherries
- Edible gold flakes (optional, for extra luxury)

This version adds depth by incorporating more complex ingredient combinations like fresh ginger, vanilla and cranberries and techniques, producing a richer deeper flavour helped by the addition of cognac or dark rum.

### INSTRUCTIONS

- Zest the orange and lemon, and add the zest to a saucepan with the brown sugar, cinnamon, cloves, star anise, vanilla bean, and ginger.
- Pour in half a cup of wine and heat gently until the sugar dissolves and the mixture becomes syrupy.
- Add the rest of the wine, orange and lemon juice, cranberries or dried cherries, and bring the heat down to just below a simmer.
- Let the wine steep with the spices for 20-30 minutes, stirring occasionally.
- Add the cognac or dark rum just before serving to enhance the flavours.
- Strain the wine, taste for sweetness, and adjust if needed. Grate a little fresh nutmeg on top when serving.
- Garnish with a sprinkle of edible gold flakes for an elegant final touch.



## BUY 5 BOTTLES TO GET 1 FREE!\*

\*2 DEALS PER CUSTOMER PER WEEK

# HERO YOUR

# Zero.

Whilst it's not new news to say that people are drinking less, it may surprise you to learn that the no and low alcohol category is worth **£148 million\***

Getting the right range in place with some strong visibility is key to ensuring that every customer gets to celebrate Christmas with a glass of something guilt-free.

Crown Cellars has you covered, with alcohol free whites, sparklers, red and rosé to get the party started.

\*WSTA Market Report July 2024, using CGHA On Trade data

## HARDYS

9,000 reasons  
to embrace  
the joy of certainty.



Buy 5 get 1 free.



be **drinkaware**.co.uk Please drink responsibly.

**\*10 DEALS PER OUTLET PER WEEK**

# FREIXENET

AN ELEGANT NON-ALCOHOLIC  
SPARKLING WINE

PERFECT TO ENJOY AT ANY  
CELEBRATION

BUY 5 X 75CL BOTTLES,  
GET 1 X 75CL BOTTLE FREE  
OR £3 OFF A CASE OF 20CL



\*5 DEALS PER OUTLET PER WEEK

@freixenetuk    
Please drink responsibly

## Saintly Spritz

### Ingredients:

- 120ml McGuigan Zero Alcohol Rosé
- 30ml lemonade
- Mint, to garnish
- Lemon slice, to garnish
- Red berries, to garnish

### Instructions:

Add all ingredients to a glass over ice, stir and enjoy!

For more mocktail recipes visit  
[mcguiganwines.co.uk](http://mcguiganwines.co.uk)



Buy 5 bottles (75cl)  
of McGuigan Zero  
Rosé and get  
1 free!

 MCGUIGAN  
ZERO

Drink McGuigan Wines Sensibly

\*Nielsen, 30.12.2023

Available whilst stocks last. Buy 5 bottles of McGuigan Zero Rosé 75cl and receive 1 x McGuigan Zero Rosé for free.

\*10 DEALS PER OUTLET PER WEEK

IN 2023  
MCGUIGAN SOLD  
ON AVERAGE 4  
BOTTLES OF  
ZERO EVERY  
MINUTE.\*





# £5 off

per bottle of either

Laurent-Perrier  
Cuvée Rosé

or

Laurent-Perrier  
La Cuvée



## QUALITY FRENCH FIZZ

RETHINK YOUR WELCOME DRINKS AND  
COCKTAIL FIZZ TO ENSURE THAT YOUR GP  
GETS A LITTLE GIFT FROM SANTA THIS YEAR...



**BARON D'ARIGNAC BRUT NV  
LANGUEDOC-ROUSSILLON**

LIGHT ON THE NOSE WITH JUST A  
HINT OF APPLES. THE TASTE IS FRESH  
AND DRY WITH GOOD ACIDITY

BUY 5 GET 1  
**FREE**

\*5 DEALS PER OUTLET PER WEEK



# LYRIC PROSECCO

## PROSECCO

A GOOD MOUSSE IS FOLLOWED BY GREEN  
FRUIT ON THE NOSE AND AN OFF-DRY  
BUT CITRUSSY PALATE, IDEAL FOR  
CUTTING THROUGH A GOOD PROSCIUTTO  
CRUDO OR A RICH MANCHEGO



BUY 5  
BOTTLES  
GET 1  
FREE

LYRIC  
ITALIAN WINES THAT TASTE  
AS GOOD AS THEY SOUND.

\*4 DEALS PER OUTLET PER WEEK, WHILE PROMOTIONAL STOCKS LAST

# PONTE

UOMINI E VIGNE DAL 1948

## GET £16 OFF WHEN YOU BUY TWO CASES

Prosecco Rose 200ml  
Prosecco 200ml

\*3 DEALS PER OUTLET PER WEEK

## BUY 11 GET 1 FREE

Prosecco Rose 75cl  
Prosecco 75cl

A pair of certified sustainable, award winning\* Prosecco wines that will elevate your offering – the white is clean, dry and crisp, with a creamy finish, matching aperitifs or a classic margherita pizza just as well as a Negroni or Bellini cocktail, and the Rosé is floral and full of red fruit, with a creamy finish – a real hidden gem in the range

\*SWA 2024 Bronze awards for each wine

\*5 DEALS PER OUTLET PER WEEK



# BUY 11 GET 1 FREE

Sparkling Pinot Grigio 75cl



## PINOT GRIGIO – SPUMANTE DOC BRUT DELLE VENEZIE

A vibrantly sparkling, certified sustainable wine that is dry, crisply acid, light bodied and delicately fruity – a perfect partner for grilled fish, soups and seafood risotto

\*5 DEALS PER OUTLET PER WEEK

# BUY 11 GET 1 FREE

Still wines 75cl



## PINOT GRIGIO PINOT GRIGIO ROSÉ MERLOT



\*2 DEALS PER OUTLET PER WEEK



ZIMOR

BUY 11 GET  
1 FREE\*



\*2 PER CUSTOMER PER WEEK,  
26016 ZIMOR PROSECCO DOC ROSÉ 75CL  
23977 ZIMOR PROSECCO DOC EXTRA DRY 75CL



OFFERS APPLY TO DELIVERIES FROM 1ST NOVEMBER TO 5TH JANUARY, UNLESS OTHERWISE STATED

# BUY 11 GET 1 FREE\*\*



\*\*2 PER CUSTOMER PER WEEK,

35306 ZIMOR PINOT GRIGIO DOC DELLE VENEZIE 75CL

35311 ZIMOR PINOT GRIGIO ROSÉ DOC DELLE VENEZIE 75CL

26700 ZIMOR MERLOT IGT VENETO 75CL



# Jack Rabbit

## Buy 11 bottles & get 1 FREE\* (75cl)

\*10 DEALS PER OUTLET PER WEEK



## Buy 7 cases & get 1 FREE\* (187ml)

\*10 DEALS PER OUTLET PER WEEK



**The Jack Rabbit Wine Club**  
Making stocking our wines even more satisfying and rewarding.  
Join the Club Today

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

\*Offer capped at 750 deals. \*\*Offer capped at 5000 deals.



OFFERS APPLY TO DELIVERIES FROM 1ST NOVEMBER TO 5TH JANUARY, UNLESS OTHERWISE STATED

BRANDED WINES ARE IN EVERY BAR ON THE STREET. PICK UP AN EXCLUSIVE CROWN CELLARS LABEL AT MORE THAN £5 OFF A CASE WITH THIS SPARKLING DEAL.

# LIGHT UP THE NIGHT

BUY 3 CASES  
GET 1 FREE\*



**NOW** VIGNANA SINGLE  
SERVE PROSECCO  
**IN CASES  
OF 12! \*\***

**VIGNANA**

\*OFFER INCLUDES VIGNANA PROSECCO 200ML X 12  
\*\*2 DEALS PER CUSTOMER PER WEEK  
WHILE PROMOTIONAL STOCKS LAST

# Raise your tapas game

## MARQUES DE ALFAMEN WINES

ENTRY LEVEL HOUSE WINES THAT WILL TAKE YOUR TAPAS TO THE NEXT LEVEL, WHILST IMPROVING YOUR MARGIN IN CHECK! NOW WITH A FRESH, NEW LOOK

\*2 DEALS PER CUSTOMER PER WEEK

BUY 5  
GET 1  
FREE\*



### MARQUÉS DE ALFAMÉN GARNACHA ROSADO

A pure, light and fresh rosé that is dry whilst being almost peachy on the nose, offering a great balance for blue cheeses, but easily matched with most tapas as well as Mexican dishes



### MARQUÉS DE ALFAMÉN GARNACHA SHIRAZ

Juicy mid-bodied red wine packed with dark berry fruit, and a really versatile tapas all-rounder. Spot on with those rice dishes and cheeses



### MARQUÉS DE ALFAMÉN CHARDONNAY MACABEO

Fresh, light white wine with lots of juicy melon and pineapple fruit, great with chicken and shellfish, ideally some big, fat, garlicky king prawns



# RIOJA CRIANZA

## Buy 5, get 1 FREE

Medievo Crianza Rioja - A concentrated and brooding red wine that has a solid structure of tannin and is mid-full bodied that works with a broad swathe of Mediterranean dishes, but especially rice, pasta and those rich, red meat dishes.

\*2 DEALS PER OUTLET PER WEEK





DOMAINE  
DE

• LA BAUME •

Classic French Style

BUY 5 GET 1 FREE

\*2 DEALS PER OUTLET PER WEEK



This dry white wine has a lush juicy texture and shows the classic Viognier floral notes



A youthful and intense red wine that is mid to full-bodied on the palate with plenty of dark berry fruit, spice and oak

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



**HAHN CABERNET SAUVIGNON**

**HAHN CHARDONNAY**

**MAXIMUM OF 10 DEALS PER OUTLET PER WEEK**



WAIPARA HILLS

soul of the south

Buy 11 bottles  
and get 1 FREE\*



From the vineyard to the winery, our team are a hands on family, pouring a little of themselves into what they do.

Please drink responsibly. be [drinkaware.co.uk](http://drinkaware.co.uk)  
\*Offer valid on Waipara Hills Sauvignon Blanc 75cl only.

\*10 DEALS PER OUTLET PER WEEK

BUY 11 BOTTLES,  
GET 1 FREE



[www.franschoekcellar.co.za](http://www.franschoekcellar.co.za)



NOT FOR PERSONS UNDER THE AGE OF 18.

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

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



MOUNTAIN RANGE

# TASTE THE SPIRIT OF THE ANDES

\*10 DEALS PER OUTLET PER WEEK

BUY 11  
BOTTLES  
GET 1  
FREE



PREMIUM WINES  
OF CHILE



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

# SHRUB SPRITZ



## INGREDIENTS

Raspberry Shrub\*  
Freixenet Rose 0.0%  
Fresh Mint  
Teisseire Peach Syrup

## MEASURE

25ml  
150ml  
8 leaves  
12.5ml

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

## GLASSWARE

Wine glass

## METHOD

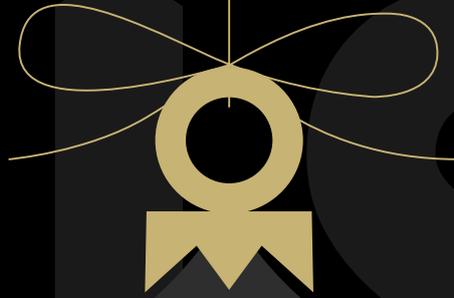
Build over ice and stir

## GARNISH

Sprig of mint and 3 fresh raspberries

## NOTES

Add syrup to taste, as each shrub may end up different



# DISTILLED

WORLD SPIRITS FROM CARLSBERG MARSTON'S



OFFERS APPLY TO DELIVERIES FROM 1ST NOVEMBER TO 5TH JANUARY, UNLESS OTHERWISE STATED

ALL  
RILL  
LED  
ST



# ALCOHOL FREE COCKTAILS



## VIRGIN PASSION

### INGREDIENTS

Eager Apple (cloudy)  
Passion fruit flesh  
Lime Juice  
Teisseire Passionfruit

### MEASURE

60ml  
1.5 fruit  
15ml  
15ml

### GLASSWARE

Chilled coupe or cocktail (Martini) glass

### METHOD

Shake and fine strain all ingredients

### GARNISH

Remaining 1/2 passion fruit



## SHOT IN THE DARK

### INGREDIENTS

Hardy's 0% Chardonnay  
Tanqueray Alcohol Free  
Lemon Juice  
Teisseire Vanilla  
Bottle Green Elderflower Cordial  
Pasteurised egg white or aquafaba

### MEASURE

50ml  
20ml  
20ml  
15ml  
5ml  
30ml

### GLASSWARE

Chilled coupe, Nick and Nore or cocktail (Martini) glass

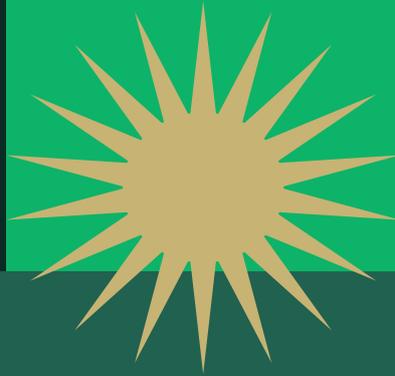
### METHOD

Dry shake (without ice) hard for 15 seconds, then shake with ice & fine strain into chilled glass

### GARNISH

3 drops alcohol free bitters





## 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



## SPICY MARG

### INGREDIENTS

Green jalapeño (no seeds)  
Fresh coriander  
Sea salt  
Agave syrup  
Lime Juice

### MEASURE

2 slices  
8 leaves  
0.25 pinches  
20ml  
30ml

### GLASSWARE

Old fashioned glass

### METHOD

Muddle first 3 ingredients in Boston tin, add remaining ingredients with ice, shake & fine strain over ice

### GARNISH

Tajin (or whatever chilli salt you can get) rim & jalapeño slices or lime wheel

**THERE IS NO BETTER WAY TO EMBRACE THE FESTIVE SPIRIT THAN WITH A PERFECTLY CRAFTED CHRISTMAS THEMED COCKTAIL.**

**THESE COCKTAILS ALL HAVE AN EXICITING FESTIVE TWIST AND ARE SURE TO DELIGHT CUSTOMERS.**



# CHRISTMAS COCKTAIL DELIGHTS



## MINCE PIE MARTINI

ALL THE CLASSIC FLAVOURS OF SPICED, FRUITY MINCEMEAT IN A COCKTAIL

### INGREDIENTS

Mince pie syrup*	10ml
Mincemeat	1 spoon
Whitley Neill Black Cherry Gin <b>ON DEAL</b>	25ml
Martini Rosso	25ml
Havana Club Especial Rum	5ml
Angostura Bitters	2 dashes

### MEASURE

### GLASSWARE

Chilled coupe or cocktail (Martini) glass

### METHOD

Shake hard & fine strain all ingredients into a chilled glass

### GARNISH

Dusting of mixed spice

### NOTES

\*1:1:0.5 sugar, water, mincemeat. Heat, stir & strain

## MULLED GIN

A SPICED GIN THAT'S A MODERN TAKE ON TRADITIONAL MULLED WINE

### INGREDIENTS

Warners Rhubarb Gin <b>ON DEAL</b>	100ml
Eager Cloudy Apple Juice	400ml
Lemon slices	1 fruit
Cloves	4 cloves
Crushed cardomom pods	2 pods
Cinnamon stick	1 stick
Coriander seeds	0.5 spoons
Honey syrup	20ml

### MEASURE

### GLASSWARE

Warmed toddy glass

### METHOD

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

### GARNISH

Apple slices (Finest Call lemon juice will prevent browning)

## ST NICK'S FLIP

A CREAMY CHRISTMAS DESSERT IN A GLASS

### INGREDIENTS

Martell VS *** Cognac <b>ON DEAL</b>	30ml
Muscat de Saint-Jean de Minervois	20ml
Teisseire Cane Sugar Syrup	10ml
Pasteurised egg white	1 egg
Egg yolk	1 egg

### MEASURE

### 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

Clove studded orange zest

## HOT BUTTERED RUM

A WARM AND COSY PICK-ME-UP

### INGREDIENTS

Unsalted butter	120g
Brown sugar	200g
Vanilla extract	1 spoon
Ground mixed spices	3 spoons
Ground allspice	1 spoon
Salt	1 pinch
Bumbu Rum <b>ON DEAL</b>	300ml
Boiling water	600ml

### MEASURE

### GLASSWARE

Warmed toddy glass

### METHOD

Beat first 6 ingredients until smooth, chill until needed. Stir two tbsps mixture into 100ml water & 50ml rum

### GARNISH

Cinnamon stick

LAST CHANCE  
SPIRITS



**BUY 3  
GET 1 FREE**  
FROM THE  
SELECTED RANGE\*

GET THEM WHILE  
THEY'RE STILL AROUND

OFFERS APPLY TO DELIVERIES FROM 1ST NOVEMBER TO 5TH JANUARY, UNLESS OTHERWISE STATED



27122  
**ZYMURGORIUM ELECTRIC  
BLUE RASP GIN LIQUEUR  
50CL**



27121  
**ZYMURGORIUM FLAGINGO  
TROPICAL PINK GIN  
LIQUEUR 50CL**



27115  
**ZYMURGORIUM SWEET  
VIOLET GIN LIQUEUR 50CL**



27118  
**ZYMURGORIUM ORIGINAL  
MANCHESTER GIN 50CL**



23163  
**BATHTUB GIN 70CL**



19896  
**LONE WOLF GIN 70CL**



30449  
**CHERRY HEERING 70CL**



18225  
**CRYSTAL HEAD VODKA  
70CL**



19900  
**ANGOSTURA 1919 RUM  
70CL**



12951  
**HAIG CLUB WHISKY 70CL**



22474  
**LUXLO FOR GIN LOVERS  
70CL**



21327  
**MARABA COFFEE LIQUEUR  
70CL**



30951  
**FLOR DE CANA 7YO  
RUM 70CL**



30177  
**MAHARAJA GIN 50CL**



22279  
**HAWTHORN'S GIN 70CL**



23469  
**SILVERBACK RASPBERRY  
GIN 70CL**



23470  
**THE SEXTON SINGLE MALT  
70CL**



27117  
**ZYMURGORIUM  
MARMALADE GIN 50CL**



23153  
**SIPSMITH ORANGE AND  
CACAO GIN 50CL**



23081  
**BOODLES MULBERRY 70CL**



27117  
**ZYMURGORIUM  
MARMALADE GIN 50CL**



23153  
**SIPSMITH ORANGE AND  
CACAO GIN 50CL**



23081  
**BOODLES MULBERRY 70CL**



27118  
**ZYMURGORIUM ORIGINAL  
MANCHESTER GIN 50CL**

# FREE STOCK OPTIONS

FOC ITEMS MAY CHANGE SUBJECT TO AVAILABILITY

\*5 DEALS PER CUSTOMER PER WEEK

# BUY ANY 11 GET 1 FREE\*

BUY ANY 11 X 70CL BOTTLES FROM THE QUALIFYING  
RANGE TO RECEIVE A 70CL BOTTLE OF SPIRITS FROM  
THE REWARD RANGE FREE

[10 DEALS PER CUSTOMER PER WEEK]

## VODKA

Flavoured/Unflavoured



57544  
**ABSOLUT RASPBERRI  
VODKA 70CL**



57543  
**ABSOLUT VANILIA VODKA  
70CL**



34844  
**ABSOLUT WILD BERRI  
VODKA 70CL**



57545  
**ABSOLUT VODKA BLUE  
70CL**



27773  
**SMIRNOFF RED LABEL  
VODKA 70CL**



# GIN

Flavoured/Unflavoured



56660  
**BOMBAY SAPPHIRE DRY  
GIN 70CL**



36291  
**BROCKMANS GIN 70CL**



56945  
**GORDON'S GIN 70CL**



36344  
**GORDON'S PINK GIN 70CL**



34271  
**WHITLEY NEILL BLOOD  
ORANGE GIN 70CL**



34272  
**WHITLEY NEILL PARMA  
VIOLET GIN 70CL**



34274  
**WHITLEY NEILL  
RASPBERRY GIN 70CL**



34275  
**WHITLEY NEILL RHUBARB  
& GINGER GIN 70CL**



TBC  
**WHITLEY NEILL BLACK  
CHERRY GIN 70CL**



23149  
**BEEFEATER BLOOD  
ORANGE GIN 70CL**



19767  
**BEEFEATER PINK  
STRAWBERRY GIN 70CL**



33858  
**ENGINE GIN 70CL**



32359  
**WHITLEY NEILL  
DISTILLER'S CUT 70CL**



57065  
**BEEFEATER DRY GIN 70CL**



57166  
**HENDRICK'S GIN 70CL**



35324  
**HENDRICK'S GRAND  
CABARET 70CL**



21342  
**BACARDI SPICED 70CL**



27773  
**SMIRNOFF RED LABEL  
VODKA 70CL**



56944  
**BAILEYS IRISH CREAM  
70CL**

# FREE 70CL REWARD RANGE

FOC ITEMS MAY CHANGE SUBJECT TO AVAILABILITY

# BUY ANY 11 GET 1 FREE\*

BUY ANY 11 X 70CL BOTTLES FROM THE QUALIFYING  
RANGE TO RECEIVE A 70CL BOTTLE OF SPIRITS FROM  
THE REWARD RANGE FREE

[10 DEALS PER CUSTOMER PER WEEK]

# RUM

Flavoured/Unflavoured



57580  
**BACARDI CARTA BLANCA  
RUM 70CL**



57037  
**HAVANA CLUB ESPECIAL  
RUM 70CL**



56706  
**HAVANA CLUB 3 YO RUM  
70CL**



19834  
**DEAD MAN'S FINGERS  
SPICED RUM**



56996  
**SAILOR JERRY SPICED  
RUM 70CL**



61743  
**CAPTAIN MORGAN'S  
SPICED GOLD RUM 70CL**



30596  
**DON PAPA SPICED RUM  
70CL**

# WHISK(E)Y

Malts/Irish/Imported/  
Flavoured



56622  
**JAMESON'S IRISH  
WHISKEY 70CL**



60162  
**MONKEY SHOULDER 70CL**



57040  
**BALVENIE DOUBLEWOOD  
12 YO 70CL**



56634  
**GLENFIDDICH 12 YO  
SPECIAL RESERVE 70CL**



24986  
**WOODFORD RESERVE  
BOURBON 70CL**



18039  
**WILD TURKEY BOURBON  
70CL**



21342  
**BACARDI SPICED 70CL**



27773  
**SMIRNOFF RED LABEL  
VODKA 70CL**



56944  
**BAILEYS IRISH CREAM  
70CL**

# FREE 70CL REWARD RANGE

FOC ITEMS MAY CHANGE SUBJECT TO AVAILABILITY

# BUY ANY 11 GET 1 FREE\*

BUY ANY 11 X 70CL BOTTLES FROM THE QUALIFYING  
RANGE TO RECEIVE A 70CL BOTTLE OF SPIRITS FROM  
THE REWARD RANGE FREE

[10 DEALS PER CUSTOMER PER WEEK]



24985  
**JACK DANIEL'S  
TENNESSEE FIRE 70CL**



24983  
**JACK DANIEL'S  
TENNESSEE 70CL**



59122  
**FIREBALL 70CL**



24987  
**JACK DANIEL'S  
TENNESSEE HONEY 70CL**

## TEQUILA

Blanco/Reposado



61140  
**CUERVO ESPECIAL GOLD  
TEQUILA 70CL**



36240  
**CUERVO SILER TEQUILA  
70CL**



14728  
**OLMECA SILVER/BLANCO  
TEQUILA 70CL**



30964  
**EL JIMADOR REPOSADO  
TEQUILA 70CL**



30963  
**EL JIMADOR SILVER/  
BLANCO TEQUILA 70CL**



12437  
**CAZCABEL COFFEE  
TEQUILA LIQUEUR 70CL**



36173  
**TAKE TEQUILA JALAPENO  
70CL**



36175  
**TAKE TEQUILA PINEAPPLE  
70CL**



36174  
**TAKE TEQUILA PINK  
GRAPEFRUIT 70CL**

## BRANDY

Cognac/Grape Brandy



56614  
**MARTELL VS \*\*\* COGNAC  
70CL**



30923  
**THREE BARRELS VSOP  
70CL**

## LIQUEURS & SPECIALITIES

Creams/Bitters/Fruit/  
Herbal/Nut



13716  
**CAMPARI 70CL**



31669  
**TEQUILA ROSE LIQUEUR  
70CL**



31463  
**DISARONNO VELVET 70CL**



26392  
**AMARETTO DISARONNO  
70CL**



18036  
**DRAMBUIE 70CL**



57066  
**KAHLUA COFFEE LIQUEUR  
70CL**



26384  
**TIA MARIA 70CL**



21342  
**BACARDI SPICED 70CL**



27773  
**SMIRNOFF RED LABEL  
VODKA 70CL**



56944  
**BAILEYS IRISH CREAM  
70CL**

# FREE 70CL REWARD RANGE

FOC ITEMS MAY CHANGE SUBJECT TO AVAILABILITY

# BUY ANY 11 GET 1 FREE\*

BUY ANY 11 X 70CL BOTTLES FROM THE QUALIFYING  
RANGE TO RECEIVE A 70CL BOTTLE OF SPIRITS FROM  
THE REWARD RANGE FREE

[10 DEALS PER CUSTOMER PER WEEK]



24974  
**CHAMBORD RASPBERRY LIQUEUR 70CL**



32991  
**ARCHERS PEACH SCHNAPPS 70CL**



15878  
**SOUTHERN COMFORT 70CL**



34819  
**MALIBU 70CL**



12354  
**JAGERMEISTER ORIGINAL 70CL**



23314  
**JAGERMEISTER COLD BREW COFFEE 50CL**



59726  
**JUNGFRAU KRAUT 70CL**



60283  
**ANTICA WHITE SAMBUCA 70CL**



21342  
**BACARDI SPICED 70CL**



27773  
**SMIRNOFF RED LABEL VODKA 70CL**



56944  
**BAILEYS IRISH CREAM 70CL**

# FREE 70CL REWARD RANGE

FOC ITEMS MAY CHANGE SUBJECT TO AVAILABILITY



# BUY ANY 6 GET 1 FREE\*

BUY ANY 6 X 70CL BOTTLES FROM THE QUALIFYING  
RANGE TO RECEIVE A BOTTLE OF SPIRITS FROM THE  
REWARD RANGE FREE

[10 DEALS PER CUSTOMER PER WEEK]



22177  
**SLINGSBY RHUBARB GIN  
70CL**



27067  
**WARNERS RHUBARB GIN  
70CL**



24063  
**SLINGSBY DRY GIN 70CL**



59687  
**HAVANA CLUB 7YO RUM  
70CL**



61157  
**KRAKEN BLACK SPICED  
RUM 70CL**



34845  
**BUMBU RUM 70CL**



17910  
**1800 SILVER TEQUILA  
70CL**



35944  
**TEREMANA BLANCO  
TEQUILA 70CL**



24984  
**JACK DANIEL'S SINGLE  
BARREL 70CL**



56642  
**HIGHLAND PARK 12 YO  
SCOTCH 70CL**



57701  
**LAPHROAIG ISLAY SING  
MALT 10 YO 70CL**



14548  
**GLENLIVET FOUNDERS  
RESERVE 70CL**



57702  
**MAKERS MARK BOURBON  
70CL**



12357  
**REMY MARTIN VSOP MATURE  
CASK COGNAC 70CL**



21342  
**BACARDI SPICED 70CL**



27773  
**SMIRNOFF RED LABEL  
VODKA 70CL**

# FREE 70CL REWARD RANGE

FOC ITEMS MAY CHANGE SUBJECT TO AVAILABILITY

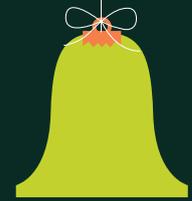


**BUY 4  
GET 1 FREE\***

BUY 4 X 70CL TO GET 1 X 70CL  
OF BACARDI SPICED FREE  
[10 DEALS PER CUSTOMER PER WEEK]



OFFERS APPLY TO DELIVERIES FROM 1ST NOVEMBER TO 5TH JANUARY, UNLESS OTHERWISE STATED



12840  
**BACARDI CARTA ORO  
(GOLD) RUM 70CL**

12965  
**PATRON SILVER  
TEQUILA 70CL**

24719  
**BOMBAY BRAMBLE 70CL**

35940  
**BACARDI COCONUT 70CL**



36283  
**BACARDI CARIBBEAN  
SPICED 70CL**

56804  
**GREY GOOSE VODKA  
70CL**

35941  
**BACARDI RASPBERRY  
70CL**

21342  
**BACARDI SPICED  
70CL**

# FREE STOCK OPTION



21342  
**BACARDI SPICED 70CL**

\*10 DEALS PER CUSTOMER PER WEEK

# BUY ANY 11 GET 1 FREE\*

BUY ANY 11 X 1.5L BOTTLES FROM THE QUALIFYING  
RANGE TO RECEIVE A 1.5L BOTTLE OF SPIRITS FROM  
THE REWARD RANGE FREE

[10 DEALS PER CUSTOMER PER WEEK]



56588  
**SMIRNOFF 1.5L**



56592  
**GORDON'S 1.5L**



36346  
**GORDON'S PINK GIN 1.5L**



56581  
**BACARDI CARTA BLANCA  
RUM 1.5L**



61744  
**CAPTAIN MORGAN'S  
SPICED GOLD RUM 1.5L**



24982  
**JACK DANIEL'S  
TENNESSEE 1.5L**



15879  
**SOUTHERN COMFORT 1.5L**



56592  
**GORDON'S 1.5L**



56588  
**SMIRNOFF 1.5L**



56691  
**BAILEYS ORIGINAL  
CREAM 1.5L**

# FREE 1.5L REWARD RANGE

FOC ITEMS  
MAY CHANGE  
SUBJECT TO  
AVAILABILITY

# THE POWER IN YOUR HANDS TO SUPERCHARGE YOUR BUSINESS



Captain Morgan

Tanqueray

JOHNNIE WALKER

GUINNESS

CÎROC

SMIRNOFF

CASAMIGOS

Gordon's



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One

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FREE marketing tools

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# Bols

FLAVOUR  
YOUR SPRITZ  
MIX IT WITH  
BOLS LIQUEURS



3 PARTS SPARKLING WINE  
2 PARTS BOLS LIQUEUR  
1 PART SODA WATER  
POUR OVER CUBED ICE



BUY ANY 6 X 50CL  
BOLS LIQUEURS AND  
RECEIVE 1 FREE 75CL  
BRUT SPARKLING WINE



1 FREE BOTTLE OF BARON D'ARIGNAC BRUT SPARKLING WINE WITH ANY 6 BOLS LIQUEURS PURCHASED

\*MAX 10 DEALS PER OUTLET PER WEEK

# LUXARDO



BUY 12  
bottles from the range to get a 70cl bottle of  
**LUXARDO AMARETTO**  
**FREE\***

Limited to ten deals per customer per week. Range includes Luxardo Limoncello (50cl), Maraschino, Amaretto & Sambuca dei Cesari, Passione Nera & Raspberry.

# 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.



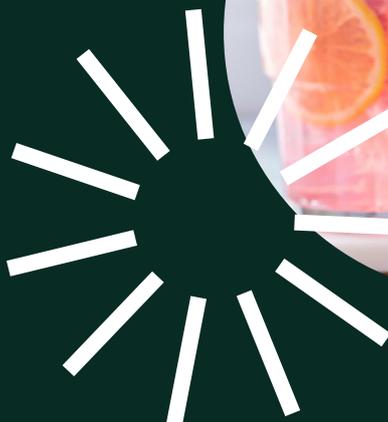
also available in 1.5l bottles

# THERE IS NOTHING SOFT



**SOFT DRINKS  
HAVE UNDERGONE AN  
EXCITING TRANSFORMATION IN  
RECENT YEARS, BECOMING FAR MORE  
CREATIVE AND COMPLEX THAN  
THE TRADITIONAL SUGARY, ONE-  
NOTE PRODUCTS THEY ARE OFTEN  
ASSOCIATED WITH.**

Modern soft drinks are no longer “soft” in the sense of being weak or boring. They now offer a variety of bold flavours, interesting ingredients and craft inspired experiences.



## SOPHISTICATED FLAVOURS & INGREDIENTS

Many new soft drinks are designed to offer interesting combinations, unique and often premium ingredients and flavour profiles that rival those found in wines or spirits. All designed to appeal to adult palates.

- **Herbal and botanical infusions:** Brands are incorporating ingredients like lavender, elderflower, ginger, lemongrass, and juniper, resulting in soft drinks with layered, aromatic profiles that feel more mature and refined.
- **Exotic fruit blends:** Instead of the traditional cola or lemon-lime, we now see flavours like passion fruit, yuzu, blood orange, and lychee. These exotic fruits add excitement and balance sweetness with acidity.

## ADDED VALUE DRINKS

With growing demand for healthier options, consumers are turning to drinks that offer more than just refreshment, seeking added value.

- **Natural sweeteners:** There's been a shift away from traditional sugar-laden drinks toward those using natural sweeteners like stevia or agave.
- **Functional drinks:** These drinks incorporate herbs and other ingredients believed to help the body improve mood or enhance focus. Drinks that include for example CBD are increasingly popular.

## SOBER-CURIOUS

The rise of the “sober-curious” movement has led to a demand for non-alcoholic drinks that provide a sophisticated, cocktail-like experience.

- **Alcohol-free cocktails:** These drinks mimic the complexity of alcoholic cocktails without the alcohol, blending fruits, herbs, spices, sodas and tonic waters to create exciting, alcohol-free alternatives. They also look as good as they taste!
- **Bitters and sodas:** Bitter flavours are no longer solely the domain of alcoholic drinks. Soft drinks now include bitter herbs or tonics, as well as different layers of complexity and aromas, offering a refreshing and grown-up alternative to overly sweet drinks.

## NEW BUBBLES

Carbonation is no longer just about adding fizz; the way a drink feels in the mouth is becoming an important aspect of its appeal.

- **Light carbonation:** Some drinks now have subtle, champagne-like bubbles, which add a delicate effervescence rather than an overpowering fizz. This makes the drink feel lighter and more refreshing.
- **Nitro-infused drinks:** There has been an increase in drinks infused with nitrogen, giving them a creamy, velvety texture without being carbonated.

# ABOUT SOFT DRINKS

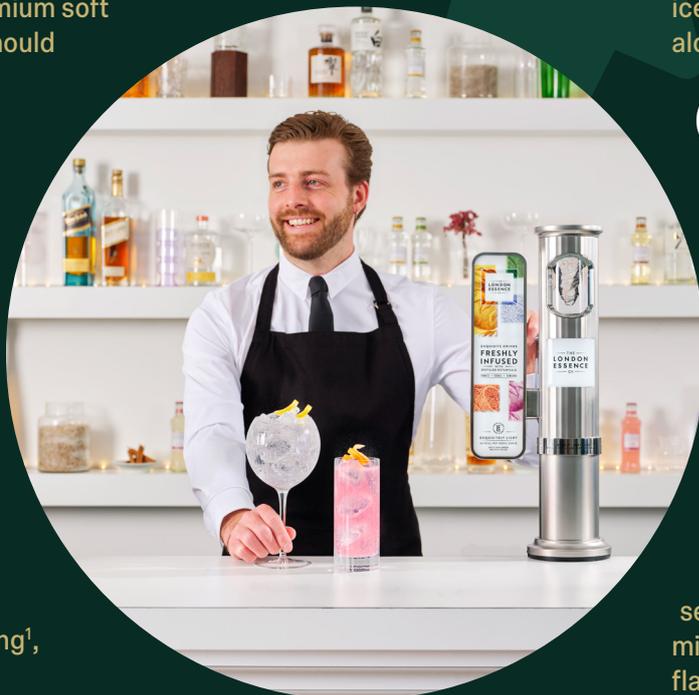
# THERE IS NOTHING SOFT

LONDON ESSENCE: EXQUISITE DRINKS FROM DISTILLED BOTANICALS



A brand that showcases its own evolution within soft drinks is London Essence.

“At London Essence we believe that drinks offerings play a key role in providing great guest experiences, and this requires venues to continuously develop new and innovative drinks menus. Whilst consumer behaviours and trends are constantly evolving, and with 48% of people believing that premium soft drinks should be more



interesting<sup>1</sup>, our wide range of mixers and soft drinks brings a fresh perspective to the premium drinks space with plenty of choice for all tastes and preferred flavours.

With 90% of UK drinkers moderating their drinking<sup>2</sup>, it's more important than ever to create alcohol-free offerings that feel just as much a part of the luxury hospitality experience and reassure guests they are not missing out. Whether venues are looking to increase their non-alcoholic cocktail offering, or expand their menu with more premium adult soft drinks, London Essence's diverse range caters to this appetite and drives the shift towards consumers making more mindful drinks choices.

A brand that showcases its own evolution within soft drinks is London Essence. Towards the end of last year, we launched a brand new look and feel across our range of premium tonics, sodas and gingers. This included the unveiling of two new Crafted Sodas as the brand continues to build a repertoire of non-alcoholic options, giving

those who are being more mindful a wider selection to choose from. The flavours, including Aromatic Orange & Fig and Raspberry & Rose, have been created using an ensemble of botanicals artfully selected by flavour experts, resulting in an elevated soft drink that can be enjoyed alone over ice, or mixed with a preferred spirit or non-alcoholic alternative.”



## OFFERING EXISTING SUSTAINABLE FORMATS

“We work with our partners to provide solutions that contribute towards their ambitions and goals, with the use of different formats including our signature 200ml glass bottle and Freshly infused fount.

Our world leading Freshly Infused dispense system provides a sustainable and stylish way for wet-led venues to serve our globally renowned premium mixers whilst also delivering exceptional flavour. The innovative technology we have developed uses groundbreaking patented micro-dosing technology, which gently infuses distilled botanicals into perfectly carbonated chilled filtered water at the point of serve. The absence of glass bottles with Freshly Infused reduces packaging by 99%, making it a great addition to any venue that prioritises sustainability and efficiency. Each 12 litre Bag in Box, when infused and dispensed with almost four 50ml cartridges, removes the equivalent of 661 glass bottles, significantly maximising fridge space.”



1. KAM Low+No 2023
2. Drinkaware, September 2024

# ABOUT SOFT DRINKS

On promotion

# THE NO.1 FOR YOUR TURNOVER.

RED BULL 250ML IS THE BIGGEST SELLING  
PACKAGED SOFT DRINK IN PUBS, BARS & CLUBS\*



**9 IN EVERY 10**  
ENERGY DRINK  
CANS SOLD IN  
THE ON-TRADE  
ARE RED BULL\*\*.

\* CGA, Energy Drinks Consumed in Recent Visits, Path to Purchase Study 2021  
\*\* CGA, Energy Drinks Consumed in Recent Visits, Path to Purchase Study 2021

## Special Offer

Buy 3 cases of Red Bull Energy 24x250ml to get £5 off



£1.50  
off a case

Old  
Jamaica

Add some spice to  
the holiday season

ORDER TODAY | 24x330ML

**BUY ANY 4 CASES  
OF FEVER-TREE MIXERS  
(24X200ML)**

**& RECEIVE A FREE CASE  
OF MEDITERRANEAN TONIC  
WATER OR GINGER ALE**



FEVER-TREE

**MIX WITH THE BEST**  
*this Christmas*



\*MAX 3 DEALS PER OUTLET PER WEEK

# Refreshing now. Recyclable forever.

Pure filtered water in a can.



**Get a  
free case**

when you buy any 3 cases  
from the Aqua Libra  
water range!

\*3 DEALS PER OUTLET PER WEEK

Deal runs from 1st Nov - 5th Jan 2025. Qualifying range includes Aqua Libra Still/ Sparkling Can 330ml x24.  
Promoter: Britvic Soft Drinks, Breakspear Park, Breakspear Way, Hemel Hempstead, HP2 4TZ.

# TRUE Brit.

MIXING CLASSICS SINCE 1938



BUY 2 CASES  
TO GET  
**£6.00**  
OFF



TO CLAIM YOUR FREE POS KIT AND  
ACCESS OUR SUMMER SERVES, SCAN THE QR

T&C apply: Deal runs from 1st Nov - 5th Jan 2025. Qualifying range includes: Britvic Cordial Orange, Blackcurrant, Lime 1L PET. \*GB 18+ only. 50 kits available. Max of 1 POS kit per outlet. Registration & a valid email address are required. While stocks last. Visit [sensationaldrinks.com](https://sensationaldrinks.com) for full terms and details. Promoter: Britvic Soft Drinks, Breakspear Park, Breakspear Way, Hemel Hempstead, HP2 4TZ.



# £6 OFF

**Every case of  
Finest Call puree  
or single pressed  
citrus juice**

- Cases include 12 x 1 litres
- Can be stored at ambient temperatures
- Each litre comes in a clearly marked store & pour



# TRUE Brit.

MIXING CLASSICS SINCE 1938



BUY 2 CASES  
TO GET  
**£4.00**  
OFF



TO CLAIM YOUR FREE POS KIT AND  
ACCESS OUR SUMMER SERVES, SCAN THE QR.

T&C apply: Deal runs from 1st Nov – 5th Jan 2025. Qualifying range includes: Britvic Orange/ Pineapple/ Tomato/ Cranberry 200ml NRB. \*GB 18+ only. 50 kits available. Max of 1 POS kit per outlet. Registration & a valid email address are required. While stocks last. Visit [sensationaldrinks.com](https://sensationaldrinks.com) for full terms and details. Promoter: Britvic Soft Drinks. Breakspear Park, Breakspear Way, Hemel Hempstead, HP2 4TZ.

# GET A FREE CASE OF J20 WHEN YOU BUY ANY 4 CASES FROM THE J20 RANGE



\*3 DEALS PER OUTLET PER WEEK



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

T&Cs apply: Deal runs from 1st Nov - 3rd Jan 2025. Three deals per customer per week. Qualifying range includes J20 Orange & Passionfruit, Apple & Raspberry, Apple & Mango 275ml NRB. Free case is J20 Orange & Passionfruit 275ml NRB x24. While stocks last. Glassware imagery is for visual purposes only. \*CGA by NIQ licensed, J20 Orange & passionfruit, J20 Apple & Raspberry, J20 Apple & mango, Total adult Britvic defined, OPM, Volume % share, Data to P13 2023 (30/12/2023) Promoter: Britvic Soft Drinks, Breakspear Park, Breakspear Way, Hemel Hempstead, HP2 4TZ



# BUY 2 CASES TO GET £6 OFF

T&Cs apply: Deal runs from 1st Nov – 5th Jan 2025. Qualifying range includes: Pepsi Max, Diet, Reg and 7UP Zero 330ml NRB.  
Promoter: Britvic Soft Drinks. Breakspear Park, Breakspear Way, Hemel Hempstead, HP2 4TZ.



**FREE GLASSWARE**  
CLAIM A FREE CASE OF GLASSWARE  
WHEN YOU REGISTER AT  
[SENSATIONALDRINKS.COM](https://www.sensationaldrinks.com)

## BRITVIC



# Buy 2 cases to get £5 off



**MADE WITH  
REAL FRUIT**  
**NO ADDED  
SUGAR**



Deal runs from 1st Nov - 3rd Jan 2025. Qualifying range includes Fruit Shoot Apple & Blackcurrant / Orange / Summer Fruits 275ml PET. Promoter: Britvic Soft Drinks, Breakspear Park, Breakspear Way, Hemel Hempstead, HP2 4TZ.

Contains naturally occurring sugars and 8% fruit juice from concentrate.

## NO.1 FOR OUT OF HOME\*

\*CGA OPM Data MAT to 23/03/2024

# BUY 5 CASES & GET 1 *free!*



### HARROGATE SPRING WATER

#MIXWITHHARROGATE

\*Enjoying life's moments since 1571

\*10 DEALS PER OUTLET PER WEEK

Certified



Corporation

\*3 DEALS PER OUTLET PER WEEK



# BUY 4 CASES, GET A FREE CASE OF TONIC

T&Cs apply: Deal runs from 1st Nov – 5th Jan 2025. Qualifying range includes Britvic Tonic, Ginger Beer, Low Cal Bitter Lemon, Low Cal Tonic, Ginger Ale, Soda Water, Pepsi Max, Pepsi Diet 200ml NRB x24. Free case is Britvic Tonic water or Low Cal Tonic 200ml NRB x24. While stocks last. Promoter: Britvic Soft Drinks. Breakspear Park, Breakspear Way, Hemel Hempstead, HP2 4TZ.



**FREE GLASSWARE**  
CLAIM A FREE CASE OF GLASSWARE  
WHEN YOU REGISTER AT  
[SENSATIONALDRINKS.COM](https://www.sensationaldrinks.com)



# “Look darling, MOCKOS!”



Deal runs from 1st Nov – 5th Jan 2025.  
Qualifying range includes J20 Mocktail  
Blackberry & Blueberry Martini/ Strawberry &  
Orange Blossom Mojito/White Peach & Mango  
Daiquiri 250ml Can. Glassware imagery is for  
visual purposes only. Promoter: Britvic Soft  
Drinks. Breakspear Park, Breakspear Way,  
Hemel Hempstead, HP2 4TZ.

**GET A  
FREE CASE**  
OF J20 MOCKTAILS WHEN YOU BUY  
ANY 3 CASES FROM THE  
J20 MOCKTAIL RANGE!

\*MAX 3 DEALS PER OUTLET PER WEEK



# CMBC'S INDUSTRY LEADING DIGITAL SOLUTIONS



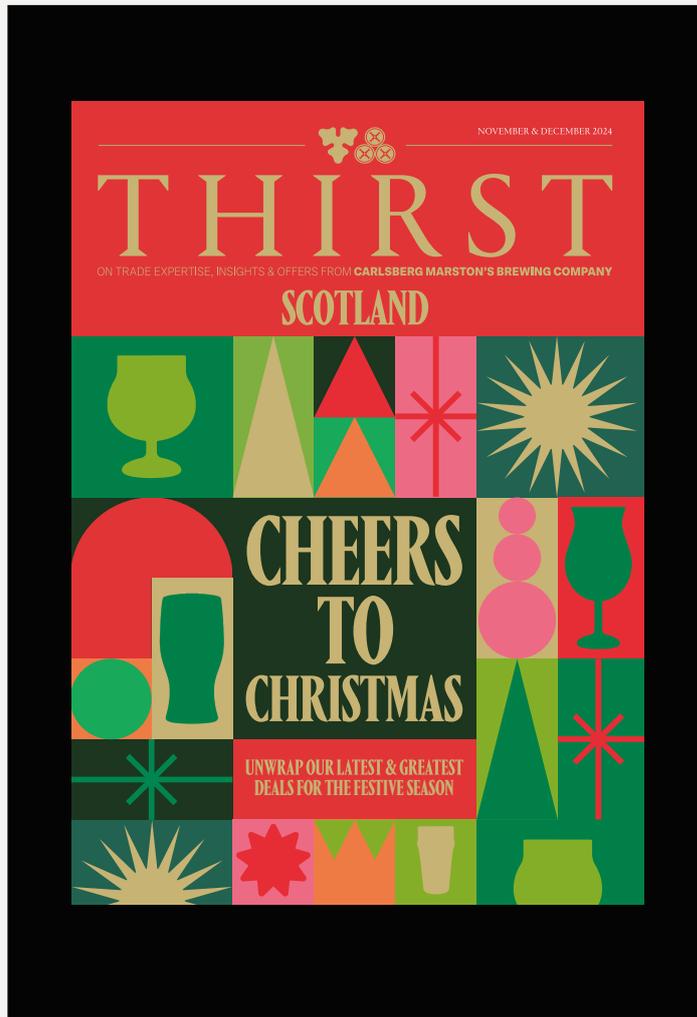
**Chat with customer service**  
Direct access to customer support



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



## Latest Brochure



As we near the end of the year, we're excited to bring you our final edition of Thirst for 2024.



# 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:

**STEP 01** Visit [order.carlsbergmarstons.co.uk](http://order.carlsbergmarstons.co.uk) or scan the QR code

www.

**STEP 02** Enter your outlet 7 digit Sold-To account number and post code

3 2 6 \_ \_ \_ \_

**STEP 03** Enter the email address you will use to log in

hello@crowndkettle.com **SUBMIT**

**STEP 04** Check your inbox to validate your email and set your password

**VERIFY MY EMAIL ADDRESS**

**STEP 05** 5. Log in and place your order

**LOGIN** →



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.

