



# THIRST

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

## Introducing 1664 Bière 0.0%

A beautifully balanced premium alcohol-free lager made with signature hops from the French region of Alsace.

## Valentine's Day

However your customers choose to celebrate the occasion, the right cocktail can 100% elevate the mood.



BRANDED FOUNT AVAILABLE  
FROM APRIL 2025



Cockpit

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



Download our App



CARL MIDDLETON  
VICE PRESIDENT ON TRADE

# WELCOME TO THE FIRST EDITION OF THIRST FOR 2025

First and foremost,  
**Happy New Year!**

**We hope you had an enjoyable and successful Christmas professionally and personally and you are feeling optimistic about the year ahead and the opportunities it will bring.**

The first two months of the year are a perfect opportunity for fresh starts and reflection. To set new goals for the year ahead and embrace new routines. In this edition, we take a look at some of the key benefits and considerations for business planning to help you practically start the year with a strong and robust plan for the year ahead.

We have also summarised some of the key industry trends we are seeing so you can make sure you are ahead of the curve and tapping into key dynamics and evolutions we are seeing.

**Mindful consumption and dry January**

After a few weeks of eating and drinking more than usual and with a desire to start the new year well, many people give up or cut back on alcohol for the month of January. Now a popular event in itself, Dry January is a good opportunity to show people that venues still have an important role to play regardless of your drinking preferences and to encourage people to still get out and socialise. We are really proud of our latest edition to our non-alcohol range with the NEW and exciting Bière 0.0% launch which is sure to make a big impact in the market as a delicious tasting non-alcoholic alternative.

Good luck with the business planning and see you again in March.

**Carl Middleton**  
VP On trade



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## 1st January New Year's Day

The year begins with a bang as New Year's Day celebrates the end of the festive season. This day sets the tone for new beginnings, and with many people still on holiday from work, it's a great moment for those easing into 2025. Whether you're encouraging people to toast to new possibilities or offering brunch options for those recovering from the night before, why not find a way to entice people to keep celebrating before heading back to work.



## All January Reset & Resolutions

January reset is synonymous with resolutions, fresh starts and new habits, as we look to set goals for the year ahead. For many, these resolutions revolve around healthier living, whether it's cutting down on alcohol, losing weight, or joining a gym. This creates a significant opportunity to promote healthier choices (food and drinks) and even plan events around this.

However, while enthusiasm is high in early January, research shows that the second Friday in January, often called "Quitters' Day," is when many start giving up on their goals.



## All January Dry January

Dry January has become a bigger deal each year, offering a month-long opportunity to promote your range of non-alcoholic drinks. As more people take part in this challenge each year, the demand for good alcohol-free alternatives is higher than ever. Our feature article this month will look at this category in more detail and ways to be more inclusive to attract a bigger crowd.







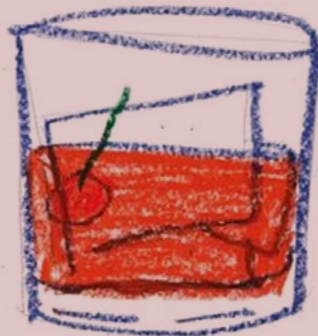
## All Jaunary Veganuary

Veganuary encourages us to adopt a plant-based lifestyle for the month. Whether it's vegan snacks and food, promoting vegan wines, beers brewed without animal by-products, or plant-based mixers for cocktails, this event can broaden your reach to new audiences.



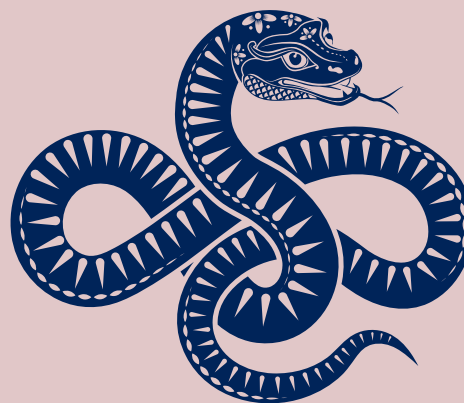
## 20th January Blue Monday

Blue Monday, often considered the most "depressing" day of the year, may sound like a downer, but it's an opportunity to bring some much-needed cheer. Whether it's offering bright, mood-boosting cocktails, organising social events, or running promotions that emphasise fun and mental health support (for customers but also equally important for staff), you can transform this traditionally dreary day into a positive experience.



## 25th January Burns Night

Burns Night, the annual celebration of Scottish poet Robert Burns, is an occasion steeped in tradition, and for the drinks industry, it's a prime opportunity to spotlight Scotch whisky. Hosting whisky tastings, pairing traditional Scottish foods with drinks and creating themed events can make this a memorable night.



## 29th January Chinese New Year - Year of the Snake

Chinese New Year is a vibrant celebration, offering an excellent opportunity to feature drinks with an Asian twist, or offer some Asian cuisine.

### Did you know!?

In East Asian culture, the snake symbolises elegance, wisdom, and transformation. Known for its intuition and resilience, the snake represents rebirth and encourages deep thinking and personal growth.



## 14th Febuary Valentine's Day

Is your venue ready for Valentine's day? Valentine's Day is a prime opportunity to create memorable experiences for couples and beyond and this year it falls on a Friday. From romantic dinners to themed cocktails and indulgent sharing menus, there is a demand for intimate and luxurious experiences. Promotions, gift vouchers, and curated Valentine's Day menus can help you stand out from the crowd and drive reservations.



# WHAT TO EXPECT

# IN 2025 & BEYOND



## 01

### World Lager continues to grow

World Lager continues to grow and is now the largest subcategory in the market. This reflects the change in consumers' increasingly adventurous palates as well as a growing interest in unique brews from across the globe.

From crisp French lagers to complex German beers and hoppy American IPAs, world beers are dominating the growth in the category and show the appetite for variety, adventure and new flavours.

## 02

### Drinking less but better

The facts speak for themselves. A high majority of people are consciously trying to limit how much alcohol they are drinking, especially younger people. Whether to save money or for health driven reasons, we need to offer alternatives that encourage them to come out and socialise. From soft drinks to non-alcoholic drinks, a wider range offering can help inclusivity and mean that everyone can get involved with new drinks and new experiences, making an evening more fun and exciting. The low/non-alcohol range in all categories, from beers, ciders, wines and spirits continues to grow at an impressive rate.

On the flip side, we also find value for money being the most important factor around 'what to drink' but the link to this being about a drink that is high in quality and worth the cost (as opposed to the cheapest).

### WORTH KNOWING:

The % of premium beer sold has increased across the board but more 'value-led' outlets have actually premiumised faster

Understanding how the food and drinks industry is evolving is essential to future proofing businesses and making sure we adapt to change. Smart businesses focus on trends that align with their own long-term goals and core values, adapting to changes that make sense for their growth, rather than chasing hype and fads. Here we explore some of the longer-term trends to look out for over the next few years.



# WHAT TO EXPECT

# IN 2025 & BEYOND

## 03

### Experience economy – doing it ‘for the gram’

People are shifting their purchasing power and their sphere of influence towards experiences that will drive their social currency.

Younger generations, in particular, are more likely to prioritise experiences over material goods, and their socialising habits reflect this preference. For them, the pub or bar isn't just a place to have a drink; it's a place to discover something unique and memorable. Something that they can share on their socials and drive interest and engagement.

We see an increasing number of entertainment-specific venues, from fashion-forward bowling alleys to cool darts and games venues. Of course, this doesn't suit all venues and all customer groups, but have you considered what would appeal to your target audience and what experiences you can run whether ongoing or as one offs?

# 95%

OF PUB OPERATORS AGREE THEY NEED TO PROVIDE AN EXPERIENCE THAT CUSTOMERS CAN'T REPLICATE AT HOME



## 04

### Capitalise on new occasions

We have seen a shift to earlier day occasions when it comes to eating and drinking so there is an opportunity for venues to tap into this 'earlier' trend with their opening times as well as their offers and promotion.

And when it comes to growing and declining occasions, family together time and special celebration occasions are winning when it comes to share and continue to grow, whilst regular everyday drinking and casual catch ups occasions are declining, as frequency drops. How can your venue help people celebrate better and promote family time?



## 05

### Sustainability conscious


70% of Brits are now actively trying to live a more sustainable lifestyle, and over a third (34%) of UK pub, bar and restaurant goers are prepared to spend more than usual in venues with strong sustainability credentials. Consumers in the 18-34 age group are nearly twice as likely to pay more for sustainability than those aged 55+, and women, regular visitors and Londoners also over-index for engagement, there is a real opportunity to embed this further.

There are multiple ways that venues can begin this journey and improve (we will touch on this in future editions!) but an audit of existing practices and a discussion with your suppliers and customers on this will help formulate an achievable plan.





# Create your roadmap to success in 2025



Writing a business strategy or plan at the beginning of the year is a smart move for any business. A well thought out plan acts as a roadmap that outlines objectives, and prioritised actions for the upcoming year, helping you stay focused and align everyone towards achieving them.



# Why write a business plan at the start of the year?

- **CLEAR VISION AND DIRECTION**

January is a natural time to reflect on the previous year's performance and set fresh goals. Writing a business plan gives you a clear vision of what you want to achieve, allowing you to pivot or build on previous successes.

- **FINANCIAL PLANNING & SECURITY**

January is an ideal time to establish a budget for the year, outlining expected income, overhead changes and profit goals. It allows you to forecast cash flow, manage costs, and set any needed investment priorities.

- **RISK MANAGEMENT AND PROBLEM-SOLVING**

A business plan helps you to think through potential challenges, whether operational, financial, etc. and create solutions and contingency plans in advance.

- **IMPROVED DECISION MAKING**

A plan acts as a reference point for helping make throughout the year when new opportunities or challenges arise.





# Top Tips for a Hospitality Venue's Business Plan

## WRITE IT DOWN



"Goals that are not written down are just wishes."

There is strong evidence that the act of putting pen to paper and getting something in writing not only commits them to memory but also improves focus and commitment.

## INVOLVE OTHERS



Ask a wide group of people in the business (staff, partners, suppliers) for their input into what worked well, less well in the previous year and what they think would make the biggest difference. Also consider getting input from customers either through doing some customer listening sessions over a free drink or reading reviews for key themes.

Getting the input of others allows for a more realistic view of what is happening and will allow you to see the business with a fresh pair of eyes.

## REVIEW & REFLECT BEFORE JUMPING INTO ACTION



It can be easy to jump straight into action and new ideas but make sure you have spent the right amount of time and the right level of number crunching before you leap into action. It may sound boring but this will help you uncover some new truths and opportunities and also help make your decisions more robust.

## K.I.S.S. KEEP IT SIMPLE STUPID



A business plan doesn't need to be war and peace to be effective. In fact, having 4-5 clearly stated objectives with a short action plan underneath each one is plenty. It shouldn't simply be a long list of the day job. The simpler you can make this the more people are likely to remember it and the more feasible it will become.

## AGREE REVIEW DATES THROUGH THE YEAR



Set time aside every month or every quarter to review your progress against the plan. This is important diligence and don't be afraid to course correct or change anything as and when required. Putting timeframes to each of the goals from the outset will help with reviewing progress.

## NOT EXHAUSTIVE BY ANY STAGE BUT THINGS YOU MIGHT WANT TO CONSIDER IN YOUR PLAN:

- Any changes in the area we need to be aware of? New places, any community role we want to play further?
- Any investment/ infrastructure changes we want/need to do in the venue itself with costs and timing?
- Seasonality trends we see and what we should do about this?
- What is our marketing plan. What has worked, not worked and what should we do?
- Best drinks/food sellers and what we can do. What else is out there and doing well. Are we missing anything?
- Our customer: How can we make the experience better for them overall? Who are they and is that changing? How can we incentivise them to come and stay longer?
- Staff needs, training and development?
- Key events to focus on throughout the year and who will be responsible, when will we do this?





Meet **Lars Verstraeten**,  
Food & Beverage  
Manager at  
*Whittlebury Park*

# Customer *of the Month*

## Tell us about Whittlebury Park

We are a hotel, conference and event venue with a spa and golf course. The hotel has 254 rooms and is set in 750 acres. This means we attract a huge variety of people from corporate clients, leisure clients who might be there for the day or a holiday and people coming for events. We are also next to Silverstone so that brings a lot of customers too.

We have four bars which are open daily and six restaurants all of which have a different menu and vibe, from Murrays which is our fine dining experience to our atrium bistro which is more targeted, to people using the golf club and offers more casual pub food.

As it is such a big place and there is so much on site, people often come and don't leave during their stay so we need to make sure there are plenty of food and drink choices.

## And what is the best part of your job?

The best part of my job is definitely the variety. One day is never the same as the next and there is never a dull moment from quiet mornings to explosive evenings.

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

Beer is our biggest overall best seller and Estrella does well partly due to the branding but also because it is very easy to drink which I find works well with a British customer.

The non-alcoholic beer market is also performing well. Guinness 0%, etc. I think this is partly demand but also quality. There are some really good options now in this category.

As you can imagine, we sell a lot of wine and spirits depending on the event and the time of year.

We buy prosecco by the pallet load and go through so much of this for events and also at the spa. The mini bottles of prosecco also sell very well.

In my view, it is about getting the right product range with strong branding being critical. The right branding will sell the product. This could be brands that people know so are trusted but also in wine and spirits, it is often the nice bottle and labelling that attracts people.



## What is business like at the beginning of the year for you and any tips to generate more business at this time of year?

January and February are quieter than Christmas but it can be quite hard to know how we will do as a lot more people are choosing to book last minute nowadays.

We have also seen that a lot of corporate customers are doing their traditional end of year conference and parties in Jan and Feb instead as they can get better deals and it is not as busy or hectic.

We try to offer more added value incentives to book as opposed to pure price reductions so we will add on things such as meals included.

And as corporate bookings drop off at the beginning of the year, we will pivot and focus on the spa or specific events like Valentine's day, wine maker tasting events or tribute nights.

## And finally your own favourite tipple

Well that depends on the time of day and the day of the week. At home, I might have a vodka but when I am out, I would go for a Belgian beer. Being from Belgium, this is the type of beer I prefer to drink.



# DRY JAN

## ARE YOU IN?

DRY JANUARY HAS BECOME A CULTURAL PHENOMENON MARKETING AS A HEALTHY WAY TO START OFF THE NEW YEAR. THE MOVEMENT IS DRIVEN BY MILLENNIALS AND GEN Z, THE WELLNESS SAVVY GENERATIONS.

We have also seen the emergence of ‘Damp January’ which has been coined as Dry Jan’s ‘cousin’ for only requiring abstinence from alcohol for a portion of the month or having a lower intake across the whole month.

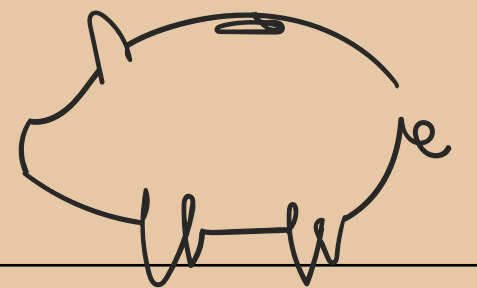
In the industry, we believe we should choose to embrace this movement and adapt accordingly. By doing this, we can find ways to make venues appealing to a wider range of customers regardless of their drinking preferences and desires.



**VIEW OUR NO AND LOW ALCOHOL RANGES ONLINE**



## SEE AND FEEL THE BENEFIT



70%

OF PEOPLE SLEEP BETTER DURING DRY JANUARY

86%

OF PEOPLE SAVE MONEY DURING DRY JANUARY

65%

OF PEOPLE NOTICE A GENERAL IMPROVEMENT TO THEIR HEALTH

70%

OF PEOPLE WERE STILL DRINKING MORE ‘MODERATELY’ 6 MONTHS AFTER DRY JANUARY

# DIFFERENT STROKES FOR DIFFERENT FOLKS

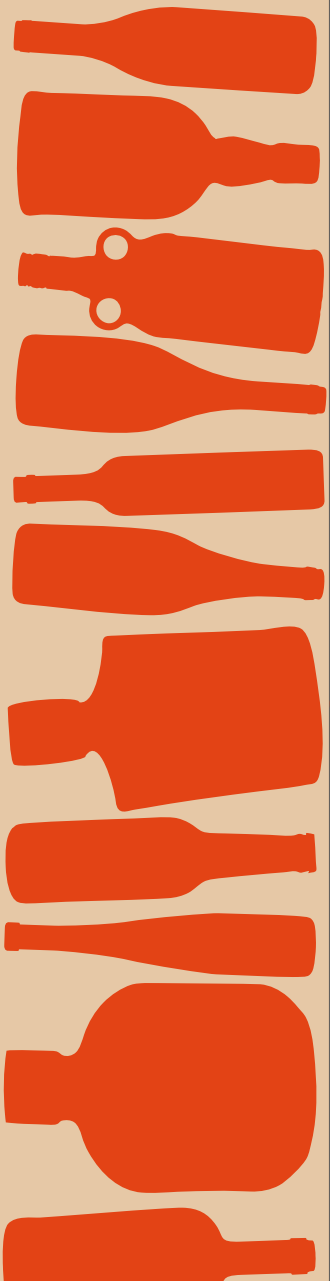


THE WAY PEOPLE ARE CHOOSING TO MODERATE THEIR ALCOHOL BEHAVIOUR IS VARIED.

The methods vary greatly by age, with the under 24's more likely to be choosing soft drinks, the 25-34 year olds choosing drinks with lower alcohol levels, the 35-49 year olds choosing non-alcoholic options and the over 50's drinking on fewer occasions or drinking less when out.

Whatever the reason, stocking and highlighting a good range of interesting soft drinks, low alcoholic drinks and non-alcoholic options is a way to tap into the moderation and abstinence trend throughout the year, not just in January.

48.7% ARE DRINKING ON FEWER OCCASIONS



35.5% ARE DRINKING MORE SOFT DRINKS



26.2% ARE HAVING FEWER DRINKS WHEN OUT



16.2% ARE HAVING SMALLER DRINKING SIZES



11.6% ARE CHOOSING DRINKS WITH LOWER ALCOHOL LEVELS



10.1% ARE CHOOSING NON-ALCOHOLIC OPTIONS



be**drinkaware**.co.uk



# EXPLORE OUR ALCOHOL-FREE RANGE

## CARLSBERG 0.0 PILSNER

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



COMING SOON!



330ML CAN

## SHIPYARD LOW TIDE



A juicy, tropical Pale Ale, with a fullness that belies its low alcohol. Generous quantities of hops are added throughout the brewing process and it is those hops that deliver Low Tide's richly fruity hop character, with tropical fruits, and notes of subtle citrus and blueberry.

- ABV:** 0.5%
- Style:** Pale Ale

## 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

# GROWTH ACROSS ALL CATEGORIES



AND IT IS NOT ONLY THE NO AND LOW ALCOHOLIC BEER AND LAGER CATEGORY THAT IS SEEING STRONG GROWTH, NON-ALCOHOLIC WINES AND SPIRITS ARE ALSO MAKING WAVES.

And as the demand has increased so has the quality. Innovative new processes now permit the removal of alcohol without ruining the character and quality of the base wine and/or spirit.



## WINES (NON-ALCOHOLIC)

Within wine, there are several popular techniques for removing alcohol while retaining the wine's flavours. From Vacuum Distillation, where the wine is heated under a vacuum, which lowers the boiling point of alcohol to Reverse Osmosis where the wine is passed through a fine membrane that separates alcohol and water from the rest of the wine. In addition, there are innovative high tech methods like Spinning Cone Technology that use centrifugal force to separate and remove alcohol by spinning the wine in a series of cones.

TAKE A LOOK AT OUR RANGE OF  
NON-ALCOHOLIC WINES



## GIN-STYLED SPIRITS (NON-ALCOHOLIC)

And spirits are no exception either. Gin in particular has seen a lot of innovation in this space. Non-alcoholic spirits are crafted to mimic the flavour and complexity of traditional gin, but without the alcohol. The key to non-alcoholic gin is its botanical profile. Just like traditional gin, non-alcoholic versions often include: Juniper berries (the defining ingredient of gin), Citrus peels (e.g., lemon, lime, orange), Spices (e.g., cardamom, coriander, cinnamon), Herbs (e.g., rosemary, basil, or thyme), Floral notes (e.g., lavender, chamomile).

TAKE A LOOK AT OUR RANGE OF  
NON-ALCOHOLIC SPIRITS



A 2023 survey conducted by UK charity Hospitality Action has shown huge increases in mental health struggles faced by people working in the industry.

# Mental Wealth Matters

The survey revealed a significant increase in the proportion of hospitality workers reporting mental health issues in their careers, rising from just over half (56%) in 2018, 64% in 2020, to more than three-quarters (76%) in 2024.

When considering the main challenges facing their workplace generally, respondents thought work/life balance (45%), high expectations/workload (43%) and long hours (40%) were the issues most likely to impact organisational wellbeing.

It's crucial to recognise the impact of workplace stress and mental health on our teams. The industry is known for high employee churn, and people are often subject to shift work, working weekends and late nights, and long days physically on their feet, often dealing with increasingly demanding customers.

All of this can lead to a *high-stress environment* for employees.

## *Practical solutions for supporting employee wellbeing in hospitality*

- 1 Prioritising mental health and wellbeing as a company value and making this a reality:** This includes developing policies and practices that support mental health and wellbeing, such as encouraging employees to take breaks and promoting work-life balance. Businesses can also appoint wellbeing champions who can be trained to identify stress and offer support.
- 2 Regular check-ins with employees:** Good employers will ensure that regular one-on-one time between team members and managers is scheduled in on a regular basis so anyone who is struggling so problems can be identified early on. Training can also support managers to help them identify and manage stress and burnout in their teams.
- 3 Offering flexible working hours:** Looking at ways to offer more flexibility in working hours to help employees manage their work-life balance can help. This might include offering part-time work, job-sharing or shift-swapping policies that help employees understand how they can manage their work time. Making holiday request procedures clear and also ensuring that unsociable shifts and holidays are fairly managed.
- 4 Creating a positive work culture:** A positive work culture that supports employee wellbeing by promoting teamwork, recognition and feedback. This includes creating opportunities for employees to socialise, celebrate successes and receive feedback. Team days can be great for morale as well as offer some much needed downtime.
- 5 Providing access to mental health resources and services:** Providing access to mental health resources and services, such as mental health and wellbeing courses and resources, not only help employees to manage their own mental health but understand and support colleagues.



# NEW YEAR, NEW CELLAR

How high standards and organisation can transform your venue from the inside out.

As the New Year kicks off, there's no better time to start fresh—not only with resolutions but with a renewed commitment to the standards and organisation that keep your bar running smoothly. A well-organised and tidy cellar isn't just about efficiency; it's the backbone of a well-functioning pub, ensuring product quality, smooth workflows, and an overall sense of calm and clarity in the workspace. Just as a "tidy house, tidy mind" approach brings clarity at home, a well-kept cellar sets the foundation for a successful, stress-free environment.

## BENEFITS OF PROPER CELLAR ORGANISATION AND MANAGEMENT



### Product Quality

Cellars are storage hubs for a pub's most important assets, such as kegs, bottles, and barrels. Proper storage conditions — especially temperature and humidity control — help maintain the taste and quality of your most valuable asset!



### Reducing Waste

An organised cellar minimises accidental damage or wastage due to mishandling or misplacement of products. Knowing exactly where products are stored and in date order reduces the risk of items expiring or being damaged.



### Efficient Stock Management

An organised cellar makes it easy to monitor stock levels, allowing the team to anticipate when supplies need to be reordered. This reduces the risk of running out of popular items and helps avoid over-purchasing, saving both storage space and money.



### Improved Efficiency and Employee Safety

A well-arranged cellar with clearly labelled sections saves time and improves workflow, allowing employees to locate and retrieve items quickly, reducing errors during service. Proper organisation reduces the need for excessive lifting, stretching, or manoeuvring heavy kegs, reducing the risk of accidents or injuries in the workplace.



### Better Financial Management

Good cellar practices lead to significant savings, as they prevent the loss of money due to wastage and ensure products are purchased and used efficiently.



### Creating a culture of high standards and reduce stress

A clean and well organised cellar speaks volumes about a venue's commitment to professionalism and high standards that will encourage everyone to take pride in their work. It also means employees can work more efficiently and with less stress. They're not scrambling to locate products or dealing with misplaced stock. This leads to a smoother, calmer workflow, even during busy periods.



### Create a positive first impression for visitors and new starters

The cellar of a venue also demonstrates the level of care and effort the establishment puts into its operations. This can set a positive tone, helping visitors feel welcomed and making an impactful first impression.





# GOLDEN RULES FOR CELLAR ORGANISATION AND MANAGEMENT

## DO

- Clean your cellar thoroughly every week before delivery
- Keep a record of when cellar is cleaned and by whom. (EHO due diligence)
- Clean up spillages immediately
- Keep drains and sump pumps clean
- Clean walls and ceilings regularly
- Get specialist advice if there is a problem with mould growth
- Deal with any pest/rodent problems

## DON'T

- Use strong smelling disinfectants
- Store food in cellar
- Smoke in the cellar
- Allow animals into the cellar
- Leave beer dispense equipment and beer lines in water as water will stagnate creating off flavours which will taint the beer

## Sales & Stock

Controlling your stock is important for several reasons:

- Stock has a shelf life and will deteriorate outside of these best before dates.
- Always make sure that the oldest best before date is used first.
- All stock held to have a minimum of 3 days and maximum of 10 days.
- Be aware of up and coming events which may affect beer sales and stock appropriately.

## Temperature

Most importantly to beer and dispense systems is that the cellar temperature is as constant as possible.

- Check temperature daily
- Allow one to two days for beer to reach cellar temperature
- Place thermometer underneath the cooling unit
- Routinely maintain equipment

**CQDS**

**THE PERFECT PINT  
THE PERFECT  
EXPERIENCE**

A fully enclosed dispense system, chilling the beer from "keg to glass", ensuring consistent dispense temperature.

[Click here for more information](#)



Speak to your Customer Development Manager for **free quality cellar training courses** so all your staff are aware of best practices and their responsibility.



# LOVE IS IN THE AIR



Pinot Grigio  
Rosé



Gin  
Rosa



Black  
Raspberry  
Liqueur



Prosecco  
DOC Rosé



Strawberry &  
Orange Blossom  
Mojito Mocktail



Rhubarb &  
Ginger Gin



Freixenet  
0.0% Rosé



Pink Grapefruit  
Soda



Strawberry  
Cream



White  
Zinfandel



Chardonnay



As Valentine's Day approaches, what better way to set the mood than drinks that fit beautifully with this occasion?

Whether your venue caters for the singles, the loved up couples or even the galentine's day crowd, promoting these products will add a touch of love and passion to the evening.



# OUR RANGE



EXPLORE 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.



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.

## CORE & CORE+



3.6%



4.0%



4.6%



4.8%

## 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.



Sapporo (5.0%)

A celebration of Japan's craftsmanship using only the finest ingredients. The distinct malt flavour commands your taste buds from the first sip to the last drop. Amazingly crisp with a balance taste and smooth finish gives you a perfectly refreshing lager beer.

## ALCOHOL-FREE



1664 Biere 0.0% (0.0%)

A beautifully balanced, full flavoured alcohol-free lager, expertly crafted to deliver easy refreshment designed to help bring people together.

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.



3.4%



3.4%



3.4%



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 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%

## RUBY



3.2%



3.5%



3.5%



3.5%



3.6%

# DRAUGHT KEG 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 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

OFFER



**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.



**Brooklyn Pilsner**  
(4.6%) 330ml

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



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

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



**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

**Click here to view the  
range on our online store**



**Click on the badge  
to get the offer**

OFFERS APPLY TO DELIVERIES FROM JANUARY 1ST - FEBRUARY 28TH, UNLESS OTHERWISE STATED



# PACKAGED CRAFT

# ALCOHOL-FREE



The Stonewall Inn IPA  
(4.3%) 330ml

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



Brooklyn Lager  
(5.0%) 330ml

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



Erdinger Weissbier  
(5.3%) 500ml

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



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.



Click on the badge to get the offer



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!



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.

 **ALSO AVAILABLE IN DRAUGHTMASTER**



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.



3.4%



3.4%



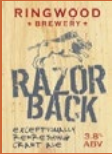
3.4%



3.6%



3.7%



3.9%



4.0%



4.1%



4.5%



4.5%



4.8%

## GOLD & IPA



Wainwright Gold (4.1%)

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



Hobgoblin IPA (5.0%)

Collision of Old and New World hops provide an explosion of tropical aroma and a juicy bitterness.



Hobgoblin Gold (4.2%)

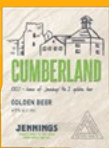
Hobgoblin Gold's tropical aromas of citrus and passionfruit give way to a biscuit-like malt base balanced by fresh citrus flavour.



3.8%



4.0%



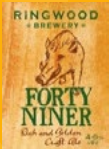
4.0%



4.2%



4.2%



4.9%



5.7%

## RUBY



Hobgoblin Ruby (4.5%)

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



3.5%



Click on the badge to get the offer





# HOBGOBLIN

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.



## SESSION IPA NOW ON CASK

**YOU ASKED, WE'VE DELIVERED.  
IMPISHLY ZESTY WITH A CITRUS  
BURST AT ONLY 3.4% - IDEAL FOR  
TAPPING INTO THE MODERATE  
DRINKING TREND.**

### TASTE PROFILE

See	Pale yellow
Smell	Fresh and zesty aroma from the 5 New World hops
Taste	Tropical fruit and citrus
Sweet	■ ■ ■ ■ ■
Bitterness	■ ■ ■ ■ ■
Hops	Ella, Cascade, Galaxy, Topaz, Citra

Look out for our  
POS suite featuring  
our epic new look





# BIÈRE 0.0%



## AVAILABLE NOW ON DRAUGHT

Available from April 2025

**Introducing 1664 Bière 0.0% – a beautifully balanced premium alcohol-free lager made with signature hops from the French region of Alsace.**

1664 Bière 0.0% has all the flavour of its master brand 1664 Bière, but without the alcohol.

1664 Bière 0.0% has a subtle bitter twist as well as fruity and floral notes. It is perfect as an easy drinking refreshment and perfect for bringing people together, crafted with a touch of 'je-ne-sais quoi'.

Our 350 years of uncompromising conviction in who we are and what we do enables us to consistently produce quality alcohol-free lager and ensure our drinkers experience the undeniable French commitment to pleasure.

## PROFILE

**1664 Bière 0.0% is a beautifully balanced, full flavoured alcohol-free lager, expertly crafted to deliver easy refreshment designed to help bring people together.**

Brewed with flavourful Strisselspalt hops, a rare and aromatic variety of hops from Alsace, which gives the beer its iconic and rich flavour without the alcohol.

FRUITINESS



MALTINGS



BITTERNESS



HOPPINESS



SWEETNESS



**330ML BOTTLE  
COMING  
APRIL 2025**



# AN AWARD WINNING PORTFOLIO THAT CATERS FOR ALL OUTLETS AND CONSUMERS

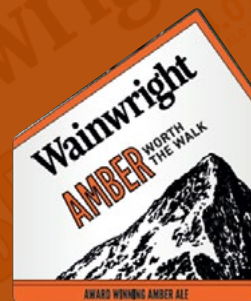
POS packages and other promotional materials can contribute to the overall ambiance of the bar, adding a touch of professionalism and style as well as attention to detail which can elevate the customer engagement and interaction.



One deal available per installed brand per outlet. POS package value differs per brand, please speak to your Customer Development Manager to find out the value. POS items differ per brand and are subject to change.



## NATIONAL FAVOURITES



BUY 2 X 9GS  
OF THE FOLLOWING  
AND GET  
£10 OFF\*

## SEASONAL HEROES



\*Must purchase 2 of the same SKU. Qualifying products: Tetley's Bitter 9g, Wainwright Amber 9g, Wainwright Gold 9g, Hobgoblin Ruby 9g, Hobgoblin IPA 9g, Hobgoblin Gold 9g, Banks's Amber 9g, Young's London Original 9g.

# 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. Whilst stocks last.





# Buy any 4 cases and get a bottle of 70cl spirit free\*

Choose from Tanqueray Alcohol-free 70cl,  
Gordon's Gin 70cl or  
Captain Morgans Spiced Gold 70cl

PROMOTION VALID FROM JANUARY 1ST - FEBRUARY 28TH. PROMOTION INCLUDES 1664 BLANC 24X330ML, PORETTI 24X330ML, CARLSBERG DANISH PILSNER 24X330ML, ESTRELLA DAMM 24X330ML, BROOKLYN STONEWALL INN IPA 24X330ML. DEAL CAN ONLY BE ON CASES OF 24 AND CANNOT BE MIXED WITH THE CASES OF 12 DEAL ON PAGE 63



# Buy any 8 cases and get a bottle of 70cl spirit free\*

Choose from Tanqueray Alcohol-free 70cl,  
Gordon's Gin 70cl or  
Captain Morgans Spiced Gold 70cl

PROMOTION VALID FROM JANUARY 1ST - FEBRUARY 28TH. PROMOTION INCLUDES 1664 BIERE 12X275ML AND BROOKLYN PILSNER 12X330ML. DEAL CAN ONLY BE ON CASES OF 12 AND CANNOT BE MIXED WITH THE CASES OF 24 DEAL ON PAGE 62.



NEW



BUY 2 CASES OF NEW  
PROPER JOB 0.5% IPA  
AND GET ONE FREE

**Terms & Conditions:** 2 cases must be purchased in one order during the promotional period. Free case of Proper Job 0.5% IPA contains 8x500ml bottles. Available while stocks last.

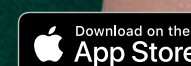


# COCKPIT

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.







CROWN CELLARS®

CARLSBERG MARSTON'S BREWING COMPANY



JANUARY / FEBRUARY 2025



# Pedley's RE*mix*

Welcome to the third edition of "Pedley's Remix". Now you do not need me to tell you that the first few weeks of the New Year can be a pretty joyless time. The days are short, the weather is often grim and for all of us in the on-trade business can be scant. Apart from devotees of Rabbie Burns the first major chance to drum up activity is Valentine's Day. Hence I have selected a couple of wines that should bring a smile to people's faces, whether they are in a romantic frame of mind or not. Neither are particularly profound or complex food wines, but rather they are all about immediate pleasure.

The rise and rise of Côte de Provence Rosé has been one of the phenomena of the modern drinks industry (as has Prosecco, which is my other chosen wine). Crown Cellars has stocked the Chanrose version for a couple of years now and it ticks all the boxes of a Provençal pink.

It has the pale coral colour; the delicate red fruit aromas; the dry, light bodied palate with just enough acidity to provide freshness. Adding in the beautiful packaging and, dare one say it, the moderate price, leaves you with a delightfully hedonistic bottle that is accessible to all.

"Posh Prosecco" will probably have the tifosi of Italian sparkling wine choking on their cappuccini, but it is a shorthand way to describe Symphoniae. Like all Prosecco it is made from the Glera grape variety. However, to have the DOCG Superiore designation the grapes have to come from the small, hilly Valdobbiadene sub-region (where historically Prosecco was first made).

In terms of the resulting wine you get more intense fruit (melon, apricot and Cox's apple) and a little more bounce and zing on the palate. And like the Chanrose, the presentation is stunning.



## SYMPHONIAE PROSECCO DOCG VALDOBBIADENE EXTRA DRY

Attractive and elegant DOCG with ripe yellow fruit, floral notes and acacia.

2		LLL	60649	75cl	



## FAMILLE RAVOIRE CÔTES DE PROVENCE ROSÉ 'CHANROSE'

Youthful with vibrant acidity and delicate fresh red berry flavours.

2		LLL	75cl	33641	
Ve	V				

**JONATHAN PEDLEY,**  
MASTER OF WINE



# Why Crown Cellars



**CROWN CELLARS®**  
CARLSBERG MARSTON'S BREWING COMPANY

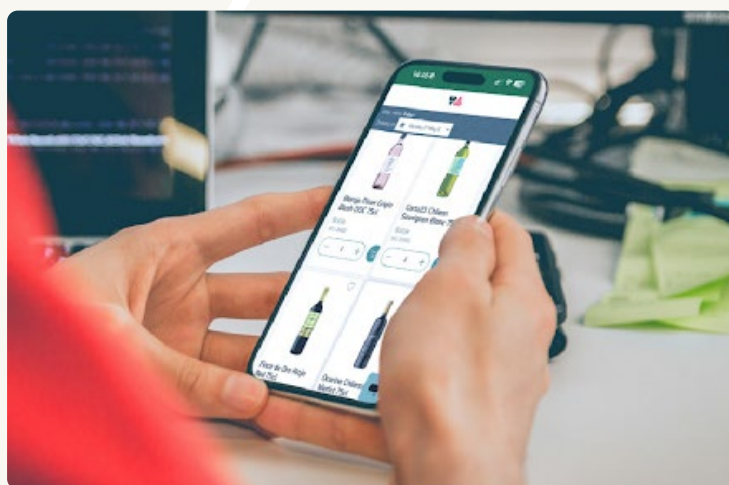
Now that we've rung in the New Year, maybe it's time for a fresh start when it comes to your wine range. The team at Crown Cellars are here to listen, understand your needs as a business, work with you to build a plan and deliver it together.

## 4 REASONS TO TRUST US WITH YOUR WINE OFFERING



### QUALITY & CHOICE

All of the wines in our award-winning portfolio are tasted and approved by our wine buyers as well as Jonathan Pedley, our Master of Wine. Our buying power and exclusive own brands and promotions mean we are always competitively priced.



### CONVENIENCE

We can take care of all your drinks needs in one order, one account. With our own logistics network and fleet of electric vehicles, you can receive everything in one delivery.

Place your order where and when is most convenient for you, using our online shop and dedicated app, Cockpit.



### EXPERTISE

Our dedicated team of specialists have over 30 years of experience engaging customers and consumers. We have a long standing relationship with industry expert Jonathan Pedley MW, and everything we do is driven by relevant market insights.



### SUPPORT & TRAINING

We provide commercial training as well as formal WSET qualifications. We can help with anything from drinks list tailoring to creation of bespoke POS. We'll help you bring everything together.



# ALCOHOL-FREE ALTERNATIVES

## ALCOHOL-FREE SPARKLING FREIXENET 0.0%



Refreshing tropical notes and elegant citrus hints on the nose, with a lively fruity and well-balanced acidity.

## MCGUIGAN ZERO ROSE 0.0%



Aromatic and vibrant, the scent of garden flowers combined with fresh strawberries and citrus fruit.

## WOLF BLASS ZERO SHIRAZ 0.5%



The deep ruby hue and body is full of ripe red berry aromas with subtle spice complexity. Rich and sweet on the palate, this Shiraz offers flavors of juicy strawberries and plums underpinned by soft coconut oak nuances.

## TORRES NATUREO 0.0 MUSCAT 0.0%



Lush and intensely floral and fruity aromas. A light, juicy palate with a delicious, fresh taste of grapes.





A CELEBRATION OF

# MAGNIFICENT MERLOT

**If we ever needed a perfect excuse to savour a glass of one of the world's most celebrated red wines Merlot, then national drink wine day would be it.**

In 2004, the movie *Sideways* famously brought Merlot into the spotlight when one character's disdain for it led to a dip in its popularity. Fortunately, Merlot's appeal has since rebounded, and today it remains one of the top five most popular wine varietals in the world.

Often appreciated for its versatility, rich flavours and smooth as silk texture, it is a great opportunity to put the Merlot into the spotlight once again.



## From France to the world

Merlot's story began in the vineyards of Bordeaux, France, where it earned its name from the French word *merle*, meaning blackbird—likely a nod to the grape's deep, inky colour and the bird's fondness for it. Today, Merlot thrives in wine regions around the world, from its homeland in Bordeaux to the rolling vineyards of California, Chile, and Italy.

## Velvety Smooth for easy drinking and delightful food pairing

One of Merlot's standout characteristics is its smooth, velvety texture, which is lower in tannins than many other red wines, giving it a lush mouthfeel that is easy to drink. This smoothness, combined with its moderate acidity, also makes Merlot a perfect companion for a wide range of dishes from red meats, tomato pasta dishes and even dark chocolate.

## There is a Merlot for Everyone

Merlot's profile can vary widely depending on where it's grown and how it's produced. In cooler regions, Merlot often displays flavours of blackberry, plum, and black cherry, with earthy notes of tobacco and cocoa. Whereas warmer climates tend to produce Merlots that are lush and more full-bodied, with fruity notes of blueberry, raspberry, and sometimes a hint of chocolate.

## Elevate your Merlot with cheese

Merlot pairs beautifully with a range of cheeses, from soft and creamy to bold and aged. And with National Cheese Lover's day on January 20th, what better excuse than to put together wine and cheese for a wonderful combination.



### Brie

has a creamy, buttery texture and mild flavour that balances well with Merlot's soft tannins and fruitiness.



### Gruyère Swiss cheese

has a slightly nutty, sweet and earthy flavour that enhances Merlot's rich and fruity profile.



### Aged Parmesan

can be a surprising partner for Merlot. Its savoury, crystalline texture and sharpness accentuate Merlot's dark fruit and soft tannins, creating a pairing that's both robust and refined.



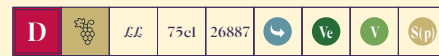


A CELEBRATION OF

# MAGNIFICENT MERLOT

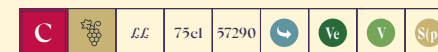
## Las Ondas Merlot Reserva

Reasonably full-bodied, with soft tannins rounding off a dash of acidity. Rich in plum, blackberry & spice notes. Available in cases of 6



## Invenio French Merlot

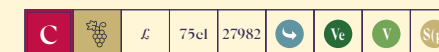
Deep ruby colour, with perfumed red fruit character. Available in cases of 6



## Franschhoek Cellar

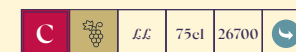
### 'The Old Museum' Merlot

Attractive plum and black cherry aromas tinged with herbal tea, liquorice and gentle oak spice. Soft and juicy with summer berry flavour. Available in cases of 6



## Zimor Merlot IGT Veneto

A mid bodied red with red fruit aromas. Attractive damson flavours, soft and juicy on the palate. Available in cases of 6



## Domaine De La Baume

### 'Grand Châtaignier' Merlot

A youthful and intense red wine that is mid to full-bodied on the palate with plenty of dark berry fruit, spice and oak. Available in cases of 6





# LIGHT UP VALENTINE'S NIGHT

A PAIR OF QUALITY  
PROSECCO WINES  
THAT YOUR BOTTOM  
LINE WILL LOVE

## VIGNANA PROSECCO DOC EXTRA DRY

A BRIGHT, CLEAN GLASS OF FIZZ,  
WITH RIPE PEAR AND CRISP CITRUS.  
LIGHT-BODIED AND REFRESHING,  
AND A PERFECT ACCOMPANIMENT  
TO FRESH OYSTERS



## VIGNANA PROSECCO DOC ROSÉ

A FRESH, SPARKLING PINK WITH  
CITRUS AND RIPE RASPBERRY  
NOTES AND A SOFT MOUSSE, IDEAL  
WITH PROSCIUTTO, PARTICULARLY  
PROSCIUTTO-WRAPPED DATES



# VIGNANA

# LIGHT UP THE NIGHT

GREAT VALUE  
PROSECCO IN  
A CONVENIENT  
12-PACK



TASTING NOTES OF RIPE PEAR AND CRISP CITRUS,  
LIGHT-BODIED AND REFRESHING.

# VIGNANA



# LE SANGLIER



**RURAL FRENCH LIVING, BOTTLED.**

WHETHER IT'S ENJOYING A GLASS WITH A HEARTY CASSOULET, EVERYDAY QUAFFING, OR JUST GENERAL SAVOIR-FAIRE, THIS VIN DE FRANCE COLLECTION OF WINES ARE SURE TO PLEASE

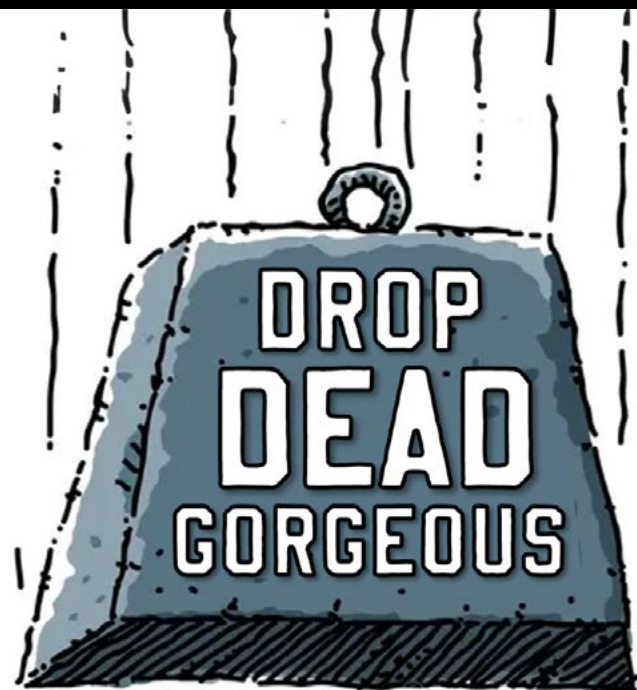


# GOOD VIBRATIONS

STEAL BACK  
SOME SUMMER WITH  
JACK & GINA







# KILLER FLAVOUR

South African beauties you'll fall for



## VALENTINE'S DAY OFFER

Buy 6x75cl to get

**£2 OFF**



## 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



@freixenetuk  
Please drink responsibly

## HARDYS

9,000 reasons  
to embrace  
the joy of certainty.



Buy 5 bottles to get 1 bottle  
of Hardys 0% Free.



be**drinkaware**.co.uk Please drink responsibly. T&Cs: Limited to 10 deals per customer per week.

\*Max 10 deals per outlet per week



# BUY 11 GET 1 FREE

 **ZIMOR**

## PROSECCO DOC TREVISO EXTRA DRY

Pleasant, intense, and fragrant on the nose, with a fresh, fruity taste. The aromatic Glera grapes are enhanced by a lavish string of fine bubbles.

## PROSECCO DOC ROSÉ EXTRA DRY MILLESIMATO

Fine, delicate, and floral, it represents the perfect combination of Glera and Pinot noir. Fresh, velvety, slightly sweet, it is a great meal opener.



\*Max 1 deal per outlet per week

# LOVE ITALIAN

CELEBRATE VALENTINE'S ROOTS  
WITH SOME ITALIAN STAPLES

\*Max 1 deal per outlet per week

BUY 11 BOTTLES TO  
GET 1 BOTTLE OF THE  
SAME VARIETAL  
**FREE**





FRENCH VIOGNIER



BRIGHT  
BEAUTIFUL  
&  
LIVELY

BUY 11 GET  
1 FREE

Buy 11 bottles of  
J. M. Aujoux, Vignier  
'Les Gazelles' IGP  
75cl to get a  
bottle FREE



Beautifully aromatic and lifted, with classic peach and apricot Viognier aromas, practicing sustainable & perfect for beer gardens, seafood salads, crab, poached salmon, green salads and chicken dishes.

MASTERS OF BAROSSA SHIRAZ

We craft Shiraz that celebrates the magical Barossa terroirs

BUY 1 CASE,  
RECEIVE £5 OFF



St. Hallett  
BAROSSA  
EST. 1944

be**drinkaware**.co.uk

BUY 11  
GET 1 FREE

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



OCHRE MOUNTAIN MERLOT CARMENÈRE

JUICY & RIPE

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

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

be**drinkaware**.co.uk

OFFERS APPLY TO DELIVERIES FROM JANUARY 1ST - FEBRUARY 28TH, UNLESS OTHERWISE STATED

ORDER ONLINE AT ORDER.CARLSBERGMARSTONS.CO.UK



# RHONE

*Reduced*

**CENTURIES OF RHONE  
TRADITION, BOTTLED AT AN  
AFFORDABLE PRICE**

**BUY 5 GET 1 FREE**

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

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



**BUY 11 GET 1 FREE**



**PREMIUM  
RIOJA**  
**ON AN INCREDIBLE  
DEAL**

RIPE, SOFT BERRY CHARACTERS WITH A  
LASTING FRUITY FINISH. IDEAL WITH  
POULTRY, GRILLED, MEAT, PASTA DISHES  
AND CHEESE.

\*10 deals per customer per week





WISE  
WOLF

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

BUY 5  
GET 1 FREE

POWER OF THE PACK

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

\*10 DEALS PER OUTLET PER WEEK



100% RECYCLED  
BOTTLE CLOSURE

100% RECYCLED  
PAPER LABEL  
& OUTER CASE

SCAN TO FIND OUT  
MORE ABOUT THIS  
EXCEPTIONAL WINE



Buy 5  
get 1 free

NEW



Love at  
first taste

CUPIOLO

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

\*MAX 10 DEALS PER OUTLET PER WEEK

## CLASSIC ITALIAN SOAVE - A SEAFOOD STAPLE

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

BUY 5  
GET 1 FREE

WHEN IT'S GONE IT'S GONE!



\*10 deals per outlet per week



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On Trade Exclusive



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\*MAX 10 DEALS PER OUTLET PER WEEK







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SANGIOVESE AND FIANO

**LAUNCH PRICE £2.50 OFF PER CASE**

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**FAST, EASY & FRESH**

BUY 2 CASES GET 1 FREE

Aimery French Cabernet Rosé in a single serve 187ml bottle

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

WHEN IT'S GONE IT'S GONE!

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MUD HOUSE

*Buy 11 x 75cl*

to get 1 x 75cl  
**FREE**

*Taste a World of Adventure*



NEW ZEALAND • CHILE • FRANCE

A wanderlust journey and spirit of adventure is perfectly captured in every bottle of Mud House. [www.mudhouse.co.nz](https://www.mudhouse.co.nz)

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

*Katnook Estate*

COONAWARRA

**BUY 1 CASE,  
RECEIVE £5 OFF**



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# DISTILLED

WORLD SPIRITS FROM CARLSBERG UK





# SIP WITHOUT THE SPIRITS: NON-ALCOHOLIC 'GIN' IS BOOMING

## GORDON'S ALCOHOL-FREE



Made with a unique blend of distilled botanicals and centered around juniper berries to create the bold juniper led character you'd expect from Gordon's. It delivers all the taste just none of the alcohol.

## TANQUERAY ALCOHOL-FREE



A distinct blend of four quality botanicals, steeped and steam distilled to give a complex yet refreshing taste of juniper Tanqueray is famous for.

## WARNER'S 0% PINK BERRY BOTANICAL GARDEN SPIRITS



A delicious non-alcoholic alternative to a fruity or pink gin: fragrant & tangy, combining raspberries and blackcurrant sage with a kick from chilli, ginger and Szechuan pepper.

## SEEDLIP GARDEN 108



A non-alcoholic spirit with a herbal flavour profile. It has sophisticated top notes of Garden Peas & Hay with a complex herbal base character of Spearmint, Rosemary & Thyme. A perfectly balanced & refreshing experience to any occasion. Best served with your favourite Tonic Water.



# WHISKY SERVE

## The connection between Scotch and Burns night

Scottish whisky or “Scotch,” is not only a drink but a symbol deeply woven into the fabric of Scotland’s culture.

One of the most significant cultural events where Scottish whisky takes centre stage is Burns Night, celebrated annually on January 25th to honour Scotland’s national poet, Robert Burns.

Burns, famed for his poetry and songs that celebrate Scottish identity and spirit, has long been associated with Scotch whisky.

His works often praised whisky’s virtues, and the spirit of his writing fits perfectly with the atmosphere of a traditional Burns Night supper.

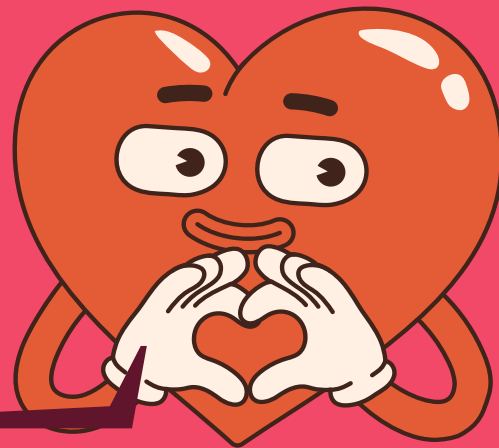
During the evening, whisky is not only consumed but also integral to key rituals, such as toasting the “Address to a Haggis,” Burns’ famous ode to Scotland’s iconic dish. The evening features recitations of his poetry, traditional Scottish music, and hearty feasting, all complemented with Scottish whisky.

GET IN TOUCH FOR SOME ADVICE ON  
RANGING, TRAINING AND SERVE IDEAS



# A TOAST

# TO LOVE



Valentine's Day is the perfect occasion to promote a limited edition range a cocktails that are as romantic as the day itself. However, your customers choose to celebrate the occasion, the right cocktail can 100% elevate the mood.

Think blush-coloured cocktails with hints of berry sweetness, indulgent chocolate notes, or the zesty punch of tropical and love inspired fruits.

SET THE  
**MOOD**  
FOR LOVE

COCKTAIL MENU



## Citrus Smash Margarita



For a zesty, crowd-pleasing Galentine's cocktail, the Citrus Smash Margarita is a perfect choice. With fresh lime, grapefruit juice, tequila, and a splash of agave syrup, it's tangy and refreshing. Add a salted rim and garnish with fresh mint and citrus.

### INGREDIENTS

50ml 1800 Anejo Tequila  
1 orange wedge  
1 lime wedge  
1 grapefruit wedge halved  
12.5ml agave syrup  
(simple syrup will work if you do not have this)  
8 mint leaves plus more for garnish

### METHOD

Add the orange wedge, lime wedge, grapefruit wedges, mint leaves and syrup to a cocktail shaker. Muddle until the fruits break down and release their juices. Pour in the tequila with a handful of ice. Shake until chilled. Fine strain into ice-filled glasses.

### GARNISH

Garnish with a mint sprig and a lime wedge.



## Pink Gin Fizz

The Pink Gin Fizz is a fun choice for Galentine's. It blends pink gin with fresh lemon juice, pomegranate syrup and a little fizz. Shake it with a touch of egg white for a much frothier feel. Light, refreshing, and delightfully pink, it's an Instagram-worthy cocktail that tastes as good as it looks.

### INGREDIENTS

50ml Aber Falls Rhubarb & Ginger  
OR Welsh Dry Gin  
25ml Grenadine  
25ml Lemon Juice (fresh squeezed is best)  
Soda Water or Lemonade  
Sliced Lemon or Grapefruit slice

### METHOD

Shake all non-carbonated ingredients with ice, strain into a glass and top with fizz of choice. If using egg white, shake all non-carbonated ingredients first without ice, then again with ice

### GARNISH

Serve with a sliced lemon or grapefruit garnish.

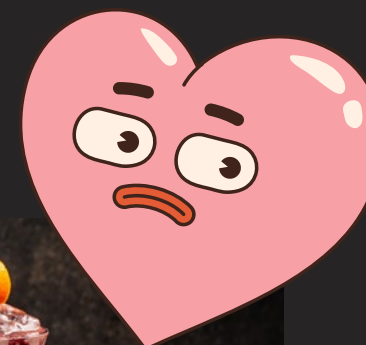


Create drinks that not only taste great but also bring to life the joy and fun of friendship-filled celebrations.



# THE ANTI VALENTINE'S COCKTAILS

Why not offer some anti-Valentine's day cocktails, perfect for those determined to celebrate, despite the date.



## Love on the Rocks

### INGREDIENTS

25ml Vodka  
25ml Peach Schnapps  
75ml Orange juice  
75ml Pomegranate juice\*  
\*double up on orange juice and drizzle with 12.5ml Grenadine if you don't have pomegranate juice.

### GLASSWARE

Hurricane glass (a collins glass will also work if you don't have a hurricane glass)

### METHOD

Shake all but the pomegranate juice (or grenadine syrup) with ice and strain into an ice filled glass. Slowly pour over the remaining ingredient and garnish with a zest or slice of orange.



## The Bitter Sweet

### INGREDIENTS

37.5ml Aber Falls Dry Gin  
12.5ml Campari  
25ml Teisseire Raspberry Syrup  
1 dash orange bitters  
Orange twist

### GLASSWARE

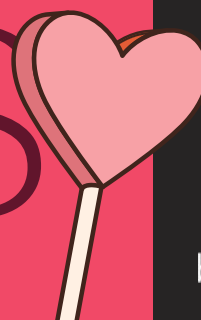
Chilled coupe glass

### METHOD

Add all ingredients to a cocktail shaker filled with ice. Shake vigorously, then fine strain into a coupe glass. Garnish with an orange twist.



# GALENTINE'S DAY GREATS





# ST DAVID'S DAY 1ST MARCH

Dydd Gwyl Dewi Sant  
Hapus, lechydd Da!

## A Toast to Welsh Heritage and Spirits

Every year on March 1st, Wales lights up with the colours and pride for St. David's Day, a celebration of the country's patron saint. From lively gatherings to traditional dishes, this day is all about cherishing Welsh heritage, culture, and identity.

And what better way to celebrate this occasion than with a glass of an authentic Welsh spirit brand that embodies the land's craftsmanship, tradition, and unique flavours.

## THE SPIRIT OF NORTH WALES

Aber Falls Whisky Distillery is one of seven whisky distilleries in Wales, and the first in North Wales since the early 1900's. Located within a stone's throw of Rhaeadr Fawr, the famous Aber Falls waterfall, our whisky is made in our distillery, using specially crafted Welsh ingredients from the surrounding area.

The Spirit of North Wales, Aber Falls is an authentic Welsh Whisky; a premium, quality liquid that is recognised for its diverse usage and versatility. The liquid is produced and bottled in North Wales using locally-sourced ingredients. Aber are committed to sustainability in Wales, working with farmers and businesses to maximise use of local resources to support the regional economy and championing the importance of the value of Welshness and supporting other Welsh businesses where possible.

Single Malt Welsh Whisky is one of Wales' most popular spirits and secured PGI (Protected Geographical Indication) UK GI status in July. Aber Falls now joins the list of Welsh distilleries which are part of the PGI status.

To celebrated St David's Day, pick up a bottle of Aber Falls with a £2 discount.



DRY GIN

£2 OFF



ORANGE  
MARMALADE GIN

£2 OFF



RHUBARB &  
GINGER GIN

£2 OFF



SINGLE MALT  
WELSH WHISKY





**WARNER'S**

**£2 off a 50cl bottle**

Real fruit.  
Real botanicals.  
Real delicious.

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Certified Corporation

**TEQUILA ROSE**  
STRAWBERRY CREAM

**BUY 3X70CL BOTTLES RECEIVE 1 SHOT PADDLE AND 6 SHOT GLASSES FREE**

HAVE YOU TRIED A SEXY STRAWBERRY?

90ML TEQUILA ROSE, 30ML VANILLA VODKA, SERVED IN A COUPE WITH WHIPPED CREAM ON TOP

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**GET A FREE CASE OF PEPSI MIXERS**

When you buy x4 Malibu 70cl

SERVE WITH PEPSI

**MALIBU**  
ORIGINAL  
MADE WITH WHITE RUM AND COCONUT FLAVOUR LIQUEUR

**MALIBU IS THE #2 SPECIALITY PRODUCT\***

SCAN HERE FOR SERVES

\*Max 5 deals per outlet per week  
Enjoy Malibu Responsibly be **drinkaware**.co.uk

\*CGA OPMS Data to 09/09/23 MAT

**BUY 4 BOTTLES FROM THE PROXIMO RANGE AND RECEIVE A BOTTLE OF THE KRAKEN ROAST COFFEE FREE**

PROXIMO

Terms & Conditions apply. While stocks last. ©Proximo Spirits 2025. PLEASE DRINK RESPONSIBLY.

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# BABY GUINNESS

PLEASE DRINK RESPONSIBLY  
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\*Buy 2 x 70cl bottles of Tia Maria Cold Brew Coffee Liqueur and receive 8 Tia Maria branded shot glasses. While stocks last on a first-come, first-served basis. Offer valid until February 28 at participating retailers, subject to availability and may be modified or withdrawn at any time. No cash alternatives.

**BRITVIČ**



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

## Business support from the drinks experts

FREE marketing tools	EXCLUSIVE training material	LATEST category trends	DIRECT Diageo support
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**drinkaware.co.uk** for the facts | PLEASE DRINK RESPONSIBLY

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

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



# GO TO TOWN WITH LONDON ESSENCE



## WHITE PEACH HIGHBALL

### INGREDIENTS

200ML LE WHITE PEACH &  
JASMINE SODA, 50ML  
PREMIUM VODKA

### METHOD

BUILD OVER ICE,  
GARNISH WITH MINT LEAF

### ELEVATED OPTION

SWITCH PLAIN VODKA  
TO A VANILLA OR PEACH  
PREMIUM VODKA

BUY 4 CASES OF  
LONDON ESSENCE  
AND RECEIVE  
A FREE CASE  
OF HIGH-BALL  
GLASSWARE

\*Max 3 deals per outlet per week

T&Cs apply: Deal runs from 1st Jan - 28th Feb 2025. Four deals per customer per week. Customers will receive a free pack of 6 London Essence Highball glasses when they purchase any 4 London Essence 24 x 200ml NRB. The offer is based on a first come, first served basis and is limited to the first 300 customers. Once 300 packs of glassware have been claimed, the promotion will end. The promotion is subject to availability. In the event that the glassware is out of stock, no substitutes or cash alternatives will be provided. The promoter reserves the right to modify or terminate this promotion at any time without prior notice. By participating in this promotion, customers agree to these Terms & Conditions. Promoter: Britvic Soft Drinks, Breakspear Park, Breakspear Way, Hemel Hempstead, HP2 4TZ

# 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!



Deal runs from 1st Jan - 28th Feb 2025. Qualifying range includes Aqua Libra Still/ Sparkling Can 330ml x24.  
Promoter: Britvic Soft Drinks, Breakspear Park, Breakspear Way, Hemel Hempstead, HP2 4TZ.

\*Max 3 deals per outlet per week



# “Look darling, MOCKOS!”



**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

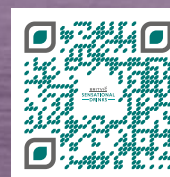
Deal runs from 1st Jan - 28th Feb 2025.  
Qualifying range includes J20 Mocktail  
Blackberry & Blueberry Martini/ Strawberry &  
Orange Blossom Mojito/ White Peach & Mango  
Daiquiri 250ml Can. Glassware imagery is for  
visual purposes only. Promoter: Britvic Soft  
Drinks, Breakspear Park, Breakspear Way,  
Hemel Hempstead, HP2 4TZ.



# CLAIM £1000 STOCK BUNDLE

WHEN YOU INSTALL PEPSI DISPENSE\*

**PEPSI MAX HAS THE HIGHEST ROS  
OF ANY SUGAR FREE DISPENSE COLAS ACROSS LICENSED\*\***

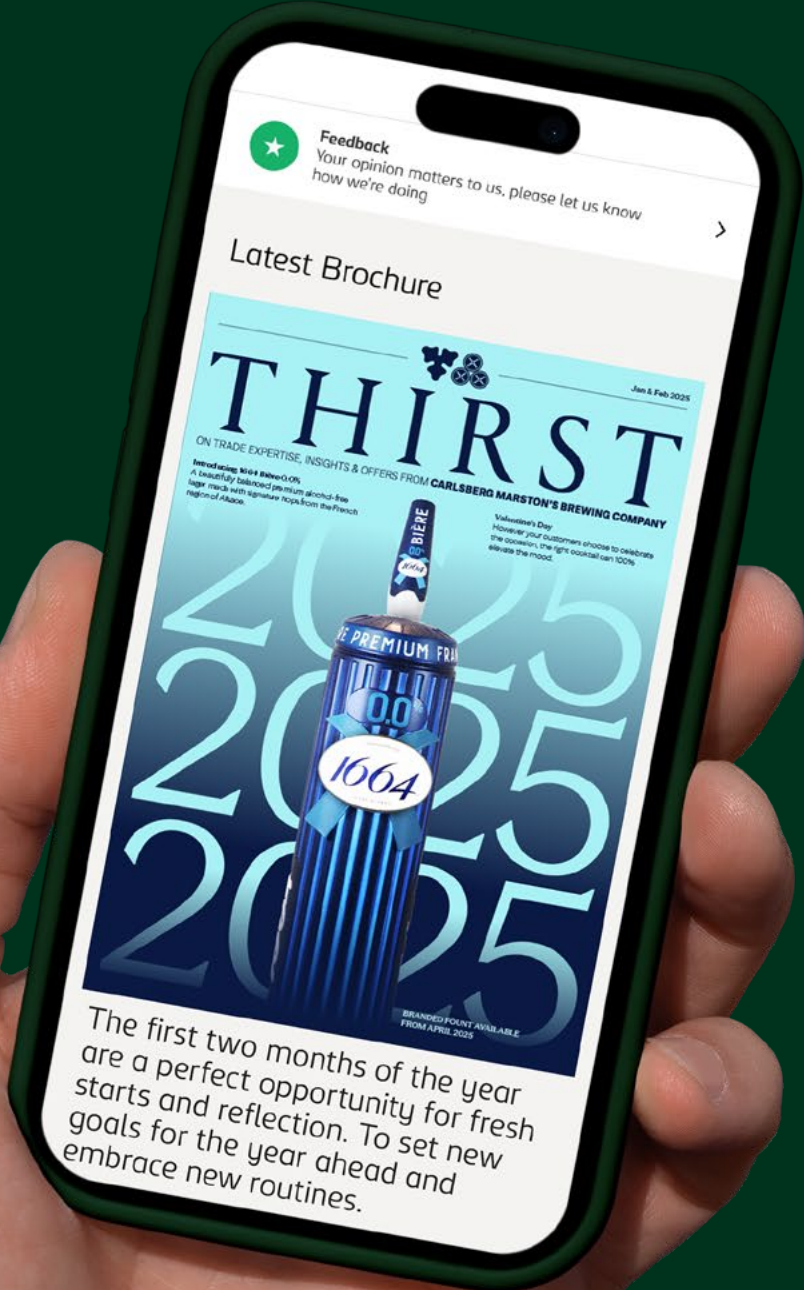


**PLEASE CONTACT YOUR BRITVIC REPRESENTATIVE  
OR SCAN THE QR CODE TO REGISTER YOUR INTEREST**

T&Cs: Free stock bundle includes 4 x BIBs, 1 x Case of Glassware, 1 x Ice Bucket, 2 x Bar Runners, 1 x T-Shirts. \*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 can be claimed by clicking the link provided on your welcome email from sensational drinks, registration & a valid email address is required. Please refer to your dispense contract for full Terms and Details. \*\*Sourced as CGA Foodservice & Licence report MAT to 30.12.23 | Total Out Of Home | Britvic defined categories Sugar Free Colas. Promoter: Britvic Soft Drinks, Breakspear Park, Breakspear Way, Hemel Hempstead, HP2 4TZ.



# CMBC'S INDUSTRY LEADING DIGITAL SOLUTIONS



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](https://order.carlsbergmarstons.co.uk) or scan the QR code

WWW.

STEP 02

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

326

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

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.

