

THIRST

ON TRADE EXPERTISE, INSIGHTS & OFFERS FROM **CARLSBERG BRITVIC**

WAINWRIGHT, WORTH THE WALK



Wainwright
WORTH THE WALK



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



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WELCOME TO THE MARCH EDITION OF THIRST



CHRIS PRATT
VICE PRESIDENT ON TRADE

I hope you are having a great start to the year. It's a time of new beginnings, and it's my pleasure to not only introduce the latest edition of Thirst, but also our exciting new business, Carlsberg Britvic. As the new Vice President for On Trade at Carlsberg Britvic, I have the great privilege of leading our fantastic team to deliver on our huge ambitions for what we can achieve working together with you.

Carlsberg Britvic combines two excellent companies to enhance our already compelling portfolio, adding many iconic soft drinks including Pepsi MAX, 7UP and Tango. We've welcomed thousands of new colleagues, strengthened our business and set ourselves apart as the UK's leading multi-beverage supplier to Trade.

This thrilling new journey is not just about what we do, but what we are. Carlsberg Britvic is founded on our strong, shared values, and our dedication to high-quality service. Our customers are our strength, and as the leader of our On Trade team, I am hugely ambitious for what we can achieve. We will go beyond our already high standards, showcase our passion for our brilliant brands, and give our customers the support, tools and – most importantly – great products they need to thrive.

We are of course still early in the process of integrating our operations across Carlsberg Britvic to realise the immense benefits and synergies that exist. Carlsberg Britvic starts life as a powerhouse in the UK drinks industry, and with that comes terrific scale

to our operations, which will require time to wholly integrate. We're grateful for your patience as we go about this complex task. We are already making good progress, and we will continue to act as swiftly as we can whilst ensuring business continuity.

As you will know, there are no immediate changes for our work with our customers. Business is continuing as usual and all the support we provide is still in place to help your business grow and succeed.

Every one of our customers is important to us, and critical for our success. We are seeing many new and exciting changes, but there is one thing that will always remain our top priority: to deliver the very best service to our customers.

On behalf of my team, thank you for choosing Carlsberg Britvic as your partner. We look forward to delivering even greater experiences for your patrons in the many years ahead.

Chris Pratt
VP On Trade, Carlsberg Britvic

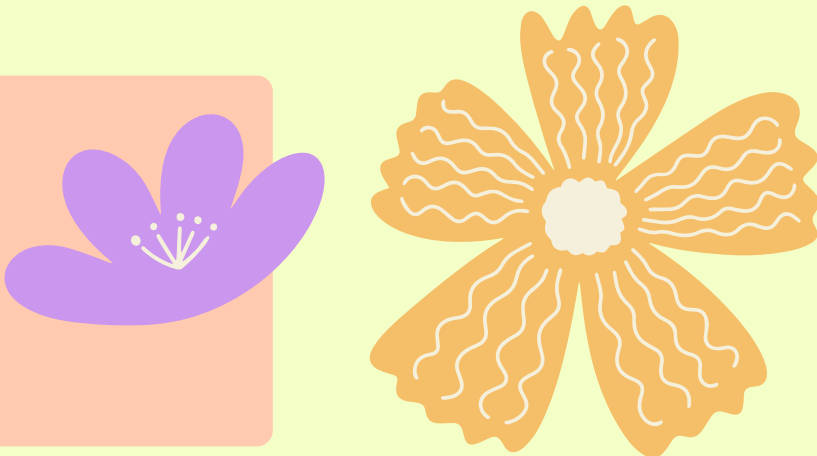


CONTENTS

INSIGHT & SUPPORT

WHAT'S GOING ON
TEAM SPIRIT: CULTURE COUNTS
MUM'S THE WORD

06
12
14



OUR SERVICES

CROWN CELLARS
DISTILLED
ORDER ONLINE

42
72
100

OUR RANGE

DRAUGHT KEG
CIDER & STOUT
PACKAGED & ALCOHOL-FREE
WAINWRIGHT
1664 BLANC

18
23
24
32
36



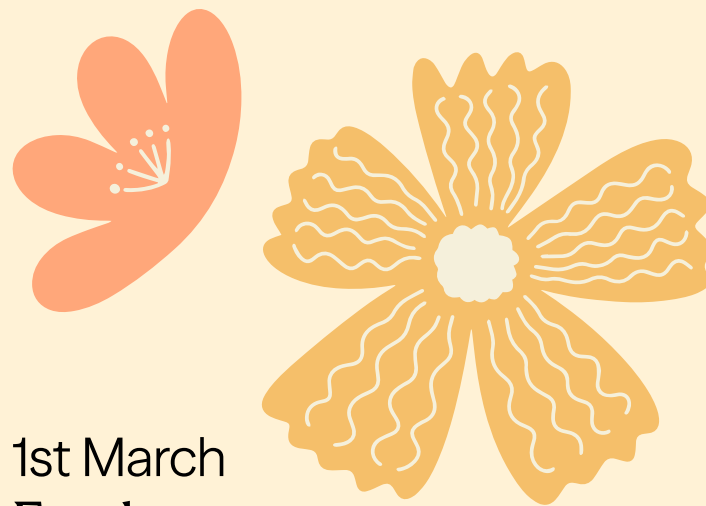
Let's March into Spring

As we put winter behind us and the first signs of spring appear, March is a time of renewal and celebration. It's the perfect month for venues to embrace the shift in seasons with exciting events that bring people out of hibernation and into venues enjoying themselves.



1st March St David's Day

Celebrating the patron saint of Wales and all things Welsh. St David's Day is a great opportunity to showcase traditional Welsh cuisine or perhaps to decorate your venue with daffodils. St. David's famous advice, "*Do the little things*," still resonates today, encouraging people to find joy in small acts of kindness and care.



1st March Employee Appreciation Day

Show your appreciation for your hardworking team. Consider hosting a staff breakfast or lunch, offering a token of thanks like a voucher or a handwritten note, or even highlighting your team's individual achievements in some way. In this edition, we look at the benefits and the importance of building an authentic team culture and what to consider.



8th March International Women's Day

International Women's Day is a global celebration of women's achievements and a call for gender equality. It's a fantastic opportunity to engage with your customers and community while honouring the incredible contributions of women. Why not host a women's networking event, offer drink/food specials inspired by iconic women in history or pledge to address the wage gap in your venue for 2025.

—————→
Did you
know!?

- **Women make up 55.5% of the hospitality workforce.** However, women are under-represented in senior leadership positions, with only 26% of these roles held by women.
- Women are less likely to work as chefs, making up **only 17% of all chefs.**
- Women in hospitality earn less than men for similar roles, with an **average pay gap of 7%.**



8th & 15th March Six Nations Rounds 4 & 5

Rugby fans unite! The Six Nations Championship offers a fantastic chance to draw crowds. With fixtures running over two Saturdays in March, venues can create a lively, sports-friendly atmosphere by setting up screens and offering sharing platters and match day drink packages.



17th March St Patricks Day

St. Patrick's Day is more than just a day to wear green—it's a celebration of Irish culture, history, and, of course, a day to enjoy the lively spirit of community. With its blend of fun, music and food, it's the perfect occasion to bring in a lively crowd and create a party atmosphere. This year it falls on a Monday which is obviously not the best of evenings so many venues are expected to use the previous weekend as a good opportunity to promote the occasion.



20th March Hello Spring!

The arrival of spring is the perfect excuse to celebrate longer days and new beginnings. We will really notice (and be ready for) the longer day time hours. Host an event that embraces the arrival of the season, such as a garden party opening, or a launch (and tasting) of a new spring menu.



30th March Mothering Sunday (and the biggest flower buying day of the year)

Mother's Day can be a really busy occasion especially for dining, so it's the perfect time to pull out all the stops. You could offer limited edition set menus with indulgent treats, or for venues without dining how about themed afternoon tea? Why not surprise mums with a complimentary dessert or glass of prosecco.

Let's March into Spring

Customer of the Month



Meet Clare Deer,
Operations Director
at The Four Pears
Pub & Restaurant
as well as Ember in
Wellingborough.

Tell us about The Four Pears?

The Four Pears is a 17th century coaching inn in the beautiful village of Little Houghton. We are a destination dining and food first pub & restaurant, and we attract a wide range of customers, all who really love food and are willing to pay for that higher-end experience and quality.

Our food is all British produce cooked over fire and we make everything from scratch, from our sauces and garnishes. Our kitchen has an asado in it which is an open fire BBQ and grill, and we cook our meats and veg over this.

The venue has been run by us since May 2024 so we are relatively new to it. But we run another award-winning open fire restaurant, Ember, in Wellingborough too.

And what is the best part of your job?

I love people and meeting lots of different people. At The Four Pears, we have lots of big family groups coming in for special celebrations and having a lovely time. I love seeing that. That is success to me.

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

When we set up the drinks menu, the brief was to make sure all the beers we served were food friendly. So Poretti, Estrella and 1664 Blanc do really well.

1664 Blanc is relatively new but it has such a gorgeous font and glass that when people see it, they immediately want to try it and then taste-wise it is quite different and light and citrusy so that is performing for us too.

In wine, Sparkling English outperforms Champagne and we do well on reds as our menu is quite meat heavy so Malbecs and Cote du Rhone in particular. When it comes to white, Sauvignon Blanc is always a bestseller

and our Provence Rose sells almost as much in winter as it does in summer which is great!

In other areas, Guinness 0.0 now outperforms standard Guinness throughout the year. Brooklyn Special Effects is also performing well. Because of our location, there is often a designated driver and these drinks really deliver on taste but without the alcohol.

We have also noticed a revival of the classic gin & tonic away from all the flavoured gins that were so popular a couple of years back. We are also currently in the process of developing our cocktail offer as we have noticed an increased demand for pre-dinner cocktails and post-dinner (instead of a dessert) so we want to raise our game here.



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

We expect it to be busy as we come into spring, with events such as Easter and Mother's Day attracting big groups. As we move into the warmer seasons we change our menu and always see the garden becoming more popular. We are currently doing all the relevant planting and preparation so that we can properly launch our new outdoor eating space in spring. The team at Carlsberg Britvic supported us with investment to build an outdoor kitchen, an outdoor bar and terrace area with 1664 Blanc and it looks stunning.

And finally your own favourite tippie:

It would either be a lightly oaked, creamy, vanilla Chardonnay or Champagne.



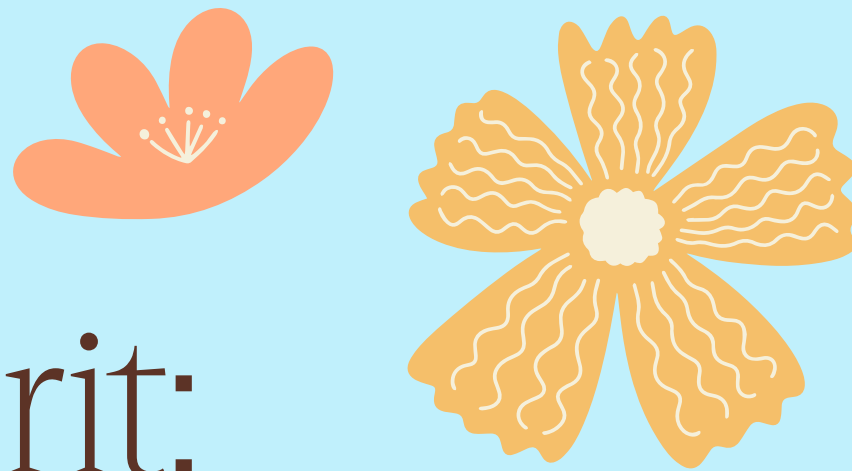
You have recently worked with the Carlsberg Britvic team, as you mentioned, on an outdoor space in conjunction with 1664 Blanc. Can you tell us a little about this, what you were looking to achieve and what it looks like?

When we took over The Four Pears, the garden was tired and tatty with no real identity but it had so much potential. We talked with Pippa, our account manager at Carlsberg Britvic and she suggested working in collaboration with 1664 Blanc who would support investment in this area.

Right from the beginning, the team really listened to what we wanted from the garden and built this into their design. We wanted it to be a focal point and a food destination in its own right and for us to be able to showcase our fire cooking magic. Pippa and the designer shared initial sketches and ideas with us and once we agreed on those, it was a smooth process. There was really clear communication from start to finish and the install was done within a couple of days as a lot was built off-site.

We now have an outdoor kitchen and an outdoor bar with a beautiful terrace area. It is vibrant and cool, but also incredibly elegant, like the 1664 Blanc beer. All the small details are also amazing. It has completely transformed the space into being a real asset for the venue and will drive revenue for us and allows that space to serve a greater purpose.

We haven't been able to fully use it yet due to it being a windy start to the year, but we will be doing a proper launch hopefully in March.



Team Spirit: Culture Counts

As the saying goes ‘*culture eats strategy for breakfast*’
But what exactly is culture when it comes to the workplace?

Employee culture refers to the shared values, beliefs, and behaviours that shape how people interact and work together within any type of business, whether it is a huge team or a very small team. It’s the “feel” of a team and business —the unwritten rules, attitudes, and priorities that define how things get done.

Building a strong employee culture is important, particularly in businesses where many team members may work part-time and shifts. Culture serves as the glue that keeps everyone aligned and motivated despite varied shifts. It creates a sense of belonging and purpose that can help to improve:

- ✿ Collaboration
- ✿ Engagement
- ✿ Loyalty amongst staff
- ✿ Improve retention
- ✿ Enhance productivity
- ✿ Boost customer service



Practical Tips for Assessing, Building and Improving Your Workplace Culture

Building culture in a business requires effort and creativity. If you’re unsure where your current culture stands or how to improve it, here are some tips to get started.

Assessing your culture:

- 1 Assess your current culture:** Conduct employee surveys and analyse feedback to understand how employees perceive your culture currently.
- 2 Identify gaps:** Compare your ideal culture with the current state and identify areas where improvements are needed.
- 3 Define your core values:** Articulate the values that define your business and ensure they align with employee expectations.

Building your culture:

- 4 Authenticity is really important:** A successful workplace culture must be authentic. People quickly recognise when actions don’t match stated values, leading to cynicism and disengagement.
- 5 Communicate frequently and transparently:** Use digital tools or a team app to keep everyone informed and engaged, regardless of their work hours.
- 6 Find opportunities to get together:** Plan team-building activities that accommodate part-time schedules, such as virtual happy hours, flexible team meetings, or casual meetups.
- 7 Celebrate contributions:** Recognise employees achievements and ensure to celebrate successes together.
- 8 Invest in development:** Offer training and growth opportunities that are accessible to everyone.

Improving your culture:

- 9 Set measurable goals:** Develop specific, actionable goals to enhance your culture, such as improving communication or increasing recognition efforts.
- 10 Monitor progress:** Regularly revisit your culture initiatives to see what’s working and make adjustments based on feedback.

Mum's the Word

Special Drinks for Mothering Sunday

This Mother's Day, treat the mums and women in your life to something truly special.

Whether you're raising a glass to mum, a mother figure, or a cherished friend, our Mother's Day inspired drinks offer a perfect way to toast to their kindness and love. From elegant bubbles to fruity, floral-infused spirits and beer, this collection is sure to be a hit.

BEER



Blanc

Elegant beer with a fruity twist: 1664 Blanc is bursting with exotic fruits. Brewed with a delicate arrangement of fine hops varieties, the subtle bitterness is balanced with notes of white peach, and our unique citrus twist.

[CLICK HERE TO PURCHASE](#)

GIN



London Essence tonic with a Bombay Sapphire

Bombay Sapphire: Fresh, bright citrus notes, a lively juniper character and an elegant, light spicy finish. Paired with London Essence Original Indian Tonic Water presents a superbly precise balance of refreshing citrus notes, bitter quinine and distilled juniper essence.

[CLICK HERE TO PURCHASE](#)

BUBBLES



Ponte Prosecco Extra Dry (75cl, 1.5l, 20cl)

Clean, dry and crisp, with a creamy finish.

[CLICK HERE TO PURCHASE](#)



Symphoniae Prosecco D.O.C.G. Valdobbiadene Extra Dry

Attractive and elegant D.O.C.G. with ripe yellow fruit, floral notes and acacia.

[CLICK HERE TO PURCHASE](#)



Alta Vista 'Vive' Sparkling Malbec Rosé

Citrus profiled and full-bodied, result of the perfect combination between sweetness and low tannin.

[CLICK HERE TO PURCHASE](#)



Freixenet 0.0% (75cl, 20cl)

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

[CLICK HERE TO PURCHASE](#)



Freixenet 0.0% Rose

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

[CLICK HERE TO PURCHASE](#)

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.



NEW TO
DRAUGHTMASTER

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+



McEwan's Lager (3.6%)

Flavour. Refreshment. Tradition. A full flavoured and thoroughly McNificent Scottish lager that is light, easy drinking and completely refreshing.



Holsten Vier (4.0%)

A pale blonde German Pilsner, with a sweet, earthy, lemon aroma, hoppy malty flavour, and a soft lingering finish.



Tuborg (4.6%)

This Pilsner boasts a pale blonde appearance and a unique flowery aroma with subtle hints of grass and lemon. Its flavour combines the bitterness of hops with sweet fruit undertones, culminating in a memorable aftertaste.



Carlsberg Export (4.8%)

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

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 (4.9%)

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 Bière 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

Carlsberg Britvic 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%

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%



3.6%



Click on the badge to get the offer

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 Carlsberg Britvic 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



Carlsberg Danish Pilsner
(3.4%) 330ml

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

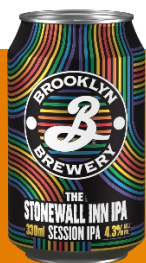
An award-winning premium pale lager brewed in Barcelona. A perfect balance between fresh grainy malt and subtle fruit, rounded off with a peppery bitterness and a clean finish.

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**

PACKAGED CRAFT



The Stonewall Inn IPA
(4.3%) 330ml

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



Brooklyn Lager
(5.0%) 330ml

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



Erdinger Weissbier
(5.3%) 500ml

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



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.

ALCOHOL-FREE



Carlsberg 0.0 Pilsner
(0.0%) 330ml

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



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?

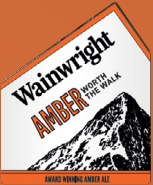
We have a wider range of additional
canned and bottled beers online

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

CASK ALE

Carlsberg Britvic 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.



FRESH ALE



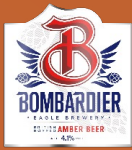
3.4%



3.4%



3.4%



4.1%



3.7%



3.9%



4.0%



4.5%



4.5%



4.8%



Click on the badge to get the offer

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.



FRESH ALE

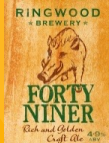


Hobgoblin Gold (4.2%)

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



4.0%



4.9%



Hobgoblin IPA (5.0%)

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



FRESH ALE



Hobgoblin Session IPA (3.4%)

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.

RUBY



Hobgoblin Ruby (4.5%)

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



FRESH ALE

THE NEXT GENERATION OF ALE

Click here to find out more about FRESH ALE

CASK ALE

THE HEARTBEAT OF BRITISH PUB CULTURE

Cask ale is more than just a drink - it's a living, breathing symbol of British pub tradition. Revered for its craftsmanship, cask ale represents authenticity and quality. For many, the presence of well-kept cask ale is the hallmark of a truly great pub.

THE ART OF CASK ALE

What sets cask ale apart is its unique brewing and serving process. Unlike pasteurised or kegged beers, cask ale undergoes a secondary fermentation in the barrel. This means the beer is "alive" when it reaches the pub cellar, requiring careful handling and care to bring out its full potential.

Due to this cask ale has to be well kept and only has a three day shelf life, making it a true test of a pub's commitment to quality.

44%

of cask drinkers believe it's a sign of a good pub ¹

33%

of cask drinkers say cask ale is what 'makes a pub special' ¹

1. Source: Oxford Partnership Flowmeter Data Analysis, Feb-Apr 2022, 7480 L&T outlets

THE THEATRE OF THE HAND PULL

One of the most iconic aspects of cask ale is the hand pull—the traditional beer engine used to draw the beer from the cask in the cellar to the glass in the customer's hand. This process is more than just a method of serving; it's a performance that combines theatre and skill. Watching someone expertly operate the hand pull, creating just the right balance of foam and liquid, is a mesmerising experience for customers.

A well-pulled pint, with its creamy head and perfectly balanced flavours, showcases the craftsmanship that makes cask ale so special. For many drinkers, this act transforms a simple order into an engaging ritual, deepening their connection to the drink and the pub itself.

WHO DRINKS CASK ALE?

Cask ale has long been associated with traditional beer drinkers who appreciate its rich flavours and taste. These loyal enthusiasts often view it as a reflection of a pub's character and credibility.

However, the profile of cask ale drinkers is evolving and expanding. Younger generations, drawn to the craft beer movement, are beginning to discover the appeal of cask ale. Promoting seasonal cask ales, such as lighter brews in summer or spiced ales in winter has also been successful in increasing the appeal of cask all year round.



of Cask Ale Drinkers

3,481,445 ²



Cask Ale (Share of Ale vs LY)

+0.7pp
vs last year ²



Cask Ale volume sold this year

246m pints sold ²



26.9%

of beer drinkers only drink Ale ²

2. Source: CGA OPMS Data MAT to P10 (05/10/2024); CGA BRANDTRACK 2024

GET WALKING WITH WAINWRIGHT

Wainwright
WORTH THE WALK

A Wonderful Heritage

In 1930, aged 23, Alfred Wainwright discovered his greatest passion, exploring the Lake District and hand drawing its remarkable views. In Alfred's view there was only one thing more rewarding than a long walk, and that's a fresh beer. So, in 1968, he generously decided to reward every person who walked the Pennine Way with a free pint of beer at the end.

Little did he know how far so many people would go for a free pint! Soon, thousands were walking the 250-mile stretch every year and costing Alfred a fortune. But true to his word, he kept his promise to the end.

So this March, let's embrace the call of the wild. Grab your boots, hit the trails, and remember—every step is worth it when there's Wainwright waiting at the end.

The Power of a Good Walk

Walking isn't just a way to get from A to B; it's an opportunity to reconnect—with nature, with ourselves, and even with others. And beyond the beauty, walking offers tangible benefits: improving mental health, boosting fitness, and even sparking creativity.

WORTH THE WALK

As winter gives way to spring with brighter days and longer evenings, March is the perfect time to lace up your walking boots and head outdoors.

Whether you're a seasoned adventurer or simply enjoy a weekend stroll, the great outdoors beckons—and what better reward for your efforts than a pint of Wainwright Beer.

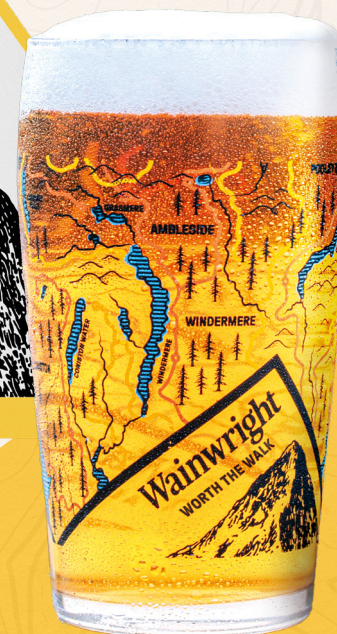
Research shows that over

67% **1 in 4**

of adults go for a
walk weekly

and an impressive

consider themselves
'hikers'



AWARD-WINNING WAINWRIGHT GOLD

#1 GOLDEN CASK ALE

WORLD BEER AWARDS ENGLAND WINNER 2024

Tasting Notes:

Lightly hopped, refreshing golden beer with a delicate floral aroma that gives way to subtle sweet & citric flavours.

be**drinkaware**.co.uk

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

WAINWRIGHT AMBER 3.4%

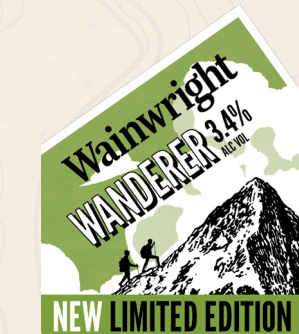
Tasting notes: With a subtle bitterness and delicately enticing hop balance, Wainwright Amber is satisfyingly moreish. Clean, creamy and lightly fruity with a crisp clean finish.

Tapping into the growing market trend of alcohol moderation, Wainwright amber 3.4% is perfect for those customers who want to exercise outdoors while enjoying a pint of Wainwright.

47%

of UK customers are actively trying to **moderate** their consumption of alcohol.

TWO NEW GUEST ALES IN 2025



ABV: 3.4%

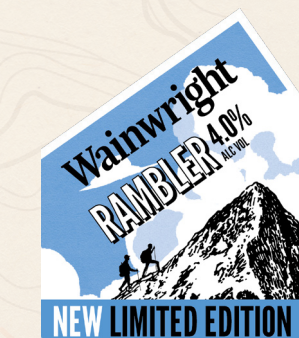
See: Deep Gold

Smell: A touch of earthy hops, fresh

Taste: Dry Bitter Finish

AVAILABLE APRIL - JUNE

WAINWRIGHT WANDERER



ABV: 4.0%

See: Pale Gold

Smell: Earthy floral, soft citrus

Taste: Oranges and honey with a strong bitterness

AVAILABLE JULY - SEPTEMBER

WAINWRIGHT RAMBLER

Wainwright
WORTH THE WALK

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

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

A BEER WITH A FRESH TWIST

1664 Blanc was born out of the vision to offer a lifestyle brand that would playfully push the expectations of what a beer could be.

BLUE IN BOTTLE, ICONIC IN FLAVOUR

1664 Blanc is an easy-drinking and refreshing super-premium beer that is bursting with exotic fruits, and genuinely different. Brewed with a delicate arrangement of fine hops varieties with a touch of spice. The subtle bitterness is balanced with notes of white peach, and our unique citrus twist.

BREW CHARACTERISTICS

FRUITINESS	●	●	●	●	●
SPICINESS	●	○	○	○	○
MALTINESS	●	○	○	○	○
BITTERNESS	●	○	○	○	○
HOPPINESS	●	○	○	○	○
SWEETNESS	●	●	○	○	○



1664
BLANC

PRINCIPAL PARTNER
LONDON
FASHION
WEEK

1664 Blanc returns as Principal Partner of London Fashion Week for the second year, continuing to push boundaries and merge fashion with beer culture.

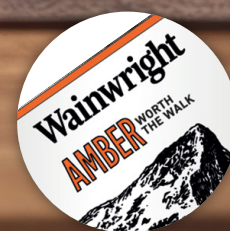
Following its successful 2024 debut, the super-premium French beer is partnering with NEWGEN designers to offer exclusive experiences, including front-row seats, backstage access, and designer meet-and-greets. Consumers can win tickets to shows by Di Petsa, Chet Lo, and Sinead O'Dwyer, plus a luxury stay at The Londoner and dinner at Louie. 1664 Blanc will also support The Shop at LFW, featuring top designer archives, workshops, and panel talks. Blue in bottle and bold in flavour, 1664 Blanc continues to champion creativity and self-expression, celebrating the dynamic culture of London Fashion Week.

STEP ONTO THE CATWALK



AN AWARD WINNING PORTFOLIO THAT CATERS FOR ALL OUTLETS AND CONSUMERS

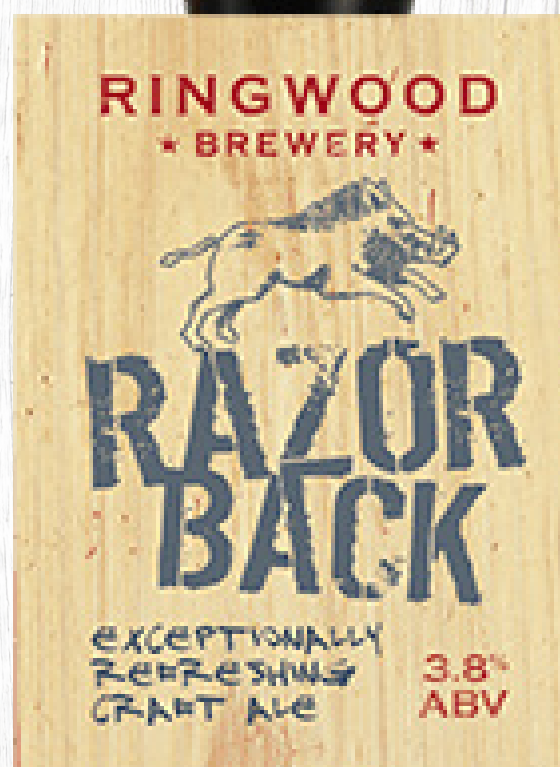
POS packages and other promotional materials can contribute to the overall ambiance of the bar, adding a touch of professionalism and style as well as attention to detail which can elevate the customer engagement and interaction.



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.

MONTHLY SPECIAL

BUY 2 X 9GS
OF RAZOR BACK
AND GET
£100 OFF



The perfect supping beer – An ideal balance of hoppy happiness and tangy citrus, our classic Razor Back is plenty refreshing to hit the spot. With a tempting hop aroma with fruit notes. A delicious, easy drinking slightly tart pale bitter.

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.



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41



CROWN CELLARS®



Chardonnay is one of the most widely planted and beloved white wine grape varieties in the world. With origins rooted in the Burgundy region of France, this grape is now in nearly every major wine-producing region. Whether buttery and oak-aged or crisp and unoaked, Chardonnay's versatility means it remains a firm favourite.

A world of versatility

Chardonnay's flavour profile is highly dependent on where it is grown and how it is made. In cooler climates like Chablis in France or coastal regions of California, Chardonnay exhibits bright acidity and flavours of green apple, lemon, and pear. Warmer climates, such as those in Australia's Barossa Valley or Napa Valley in California, produce Chardonnays with tropical fruit notes like pineapple, mango, and peach.

How it is made also influences the flavour. Aging in oak barrels adds layers of vanilla, butter and spice, while stainless steel preserves its fresh, fruity qualities. When selecting a Chardonnay, consider having more than one. A crisp, clean, unoaked Chardonnay from regions like Chablis or New Zealand. And a richer oak aged Chardonnay that works really well with food from Napa Valley or Burgundy.

Chablis is actually a Chardonnay grape

Many people don't know that Chablis is made exclusively from Chardonnay grapes. Chablis has a distinct style that sets it apart. Chablis wines are typically unoaked, emphasising the purity of the Chardonnay grape and resulting in a crisp, clean wine.

The ABC Movement

In the early 2000s, there was a backlash against Chardonnay known as the "ABC" movement—"Anything But Chardonnay." This arose from an overexposure to heavily oaked, mass-produced Chardonnays, which dominated the market at the time. These wines were often overly rich and lacked balance. However, this negative perception did not last forever. As winemakers around the world began producing fresher, more elegant styles of Chardonnay, the grape began to regain its popularity.

Elevate your Chardonnay with these dishes

Chardonnay's acidity cuts through rich, creamy dishes and balances fats, while its flavors (citrus, apple, or tropical fruits) amplify lighter dishes. Oaked varieties enhance toasty, buttery, or earthy foods, while unoaked versions shine with bright, clean flavors.

Light, Unoaked Chardonnay



Seafood

Oysters, crab and shrimp pair well because the wine's crisp acidity and citrus notes enhance the delicate flavors of the seafood.

Rich, Oaked Chardonnay



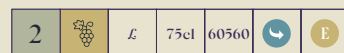
Mushroom Risotto

Earthy mushrooms and the creamy risotto echo the depth and complexity of an oaked Chardonnay.



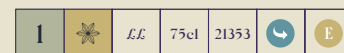
Jack & Gina Chardonnay

Medium-bodied white wine with ripe melon fruit and a creamy finish.
Available in cases of 6



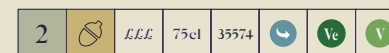
Pocket Watch Chardonnay

A light and vibrant Chardonnay that is fruit-led, showing citrus and yellow plum aromas.



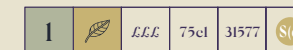
Katnook Founder's Block Chardonnay

Pale straw in colour with a green hue, this Chardonnay has aromas of restrained tropical notes with a touch of fresh herb. Flowing through to the palate is a zesty, tight balanced wine.
Available in cases of 6



Gautherin & Fils Petit Chablis

A ripe nose of apricot with subtle mineral undertones. Very expressive, with velvety ripe fruit coupled with outstanding freshness.



— THE — CHARDONNAY CHARM

PRODUCT OF FRANCE



Clos Du Bois Chardonnay

A classic Chardonnay that displays intense aromas of apple blossom, ripe pear and citrus complemented by hints of butter and toasty oak.
Available in cases of 6



Franschhoek Cellar 'Our Town Hall' Unwooded Chardonnay

A lack of oak barreling keeps the attractive pineapple, lemon & lime fruit purity with an intensity on both the nose and palate.



THE DIFFERENT TYPES

Creating the perfect wine menu is about more than just listing bottles—it's about understanding your customers. From casual sippers seeking something sweeter and approachable to seasoned connoisseurs in search of rare vintages, wine drinkers come in all shapes and sizes a bit like wine! By offering alternatives and accommodating a range of preferences, you can create an inclusive and appealing wine experience for everyone.

OF WINE DRINKERS

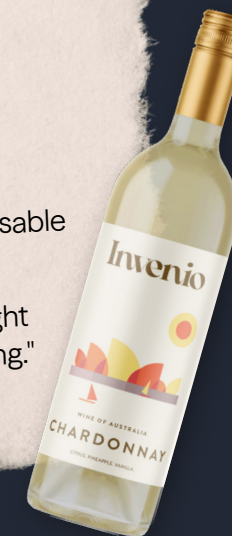


THE CASUAL SIPPER

Often prefers sweeter and familiar wines, not deeply invested in wine knowledge.

HOW TO APPEAL

- Offer approachable and recognisable wines on the menu.
- Include descriptive notes like "light and fruity" or "crisp and refreshing."



THE ASPIRING ENTHUSIAST

Wants to learn about wine but isn't an expert yet. Open to trying new varietals but may lean towards trendy options.

HOW TO APPEAL

- Feature a "Wine of the Week" or seasonal specials with tasting notes.
- Create a "discovery flight" showcasing lesser-known varietals.



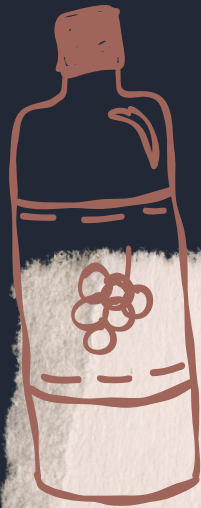
THE CONNOISSEUR

Knowledgeable about wine, seeks quality, and values unique experiences. Smaller scale, premium wines, aged selections, or those with a story (e.g., biodynamic, single-vineyard).

HOW TO APPEAL

- Highlight premium and higher classification wines on the menu.
- Include detailed descriptions with vineyard names, regions, and winemaking processes.





THE ADVENTUROUS EXPLORER

Loves trying new and exotic wines from lesser-known regions or unusual varieties. Orange wines, natural wines, sparkling reds, or wines from unique regions.

HOW TO APPEAL

- Looks for good value and affordable options, and is often happy to shift between varieties/countries/brands in order to get the most out of their glass of wine



THE FOODIE PAIRER

Views wine as a complement to food and to enhance their dining experience.

HOW TO APPEAL

- Organise the wine menu by food pairing categories (e.g., "Perfect with Seafood").
- Ensure staff are trained to recommend pairings on request.



THE NON-WINE DRINKER

There are many reasons why people choose not to drink wine from cost, taste preferences and perceived complexity/snobbery.

HOW TO APPEAL

- Simplify wine descriptions on menus, using approachable language.
- Provide affordable, good-value options like house wines.
- Include some wine alternatives, including wine-based cocktails or sparkling wine spritzers.
- Pick out the sweet or fruity wines and include approachable descriptors like "juicy" or "lightly sweet" to help them understand which wines might appeal.



THE BUDGET-CONSCIOUS DRINKER

Looks for good value and affordable options.

HOW TO APPEAL

- Feature a "house favourite" section with affordable options.
- Use terms like "great value" or "crowd-pleaser" in descriptions.



CROWN CELLARS FOR CONVENIENCE:



Wine Without the Headache

Wine can be hard work. Whether it's choosing a new range, switching supplier or even just placing orders, Crown Cellars is here to support you. We can make your life easier, giving you time to focus on what you need to do.



ONE STOP SHOP

Crown Cellars is just a small part of what Carlsberg Britvic can do for you; order your lagers, ales, spirits, soft drinks and wines from us, on one order, on one delivery and reclaim some time to do more important things.



IT'S IN YOUR HANDS

Order when and where suits you with Cockpit, our mobile app and shopping platform. Cockpit is filled with helpful articles, promotions and much, much more. Place your order in the cellar as you're doing your Sunday night/ Monday morning stocktake, from the office or from the golf course – whatever works!



LIVE CHAT SUPPORT, PERSONALISED RECOMMENDATIONS & ALTERNATIVES

Our online shopping platform helps you re-order from your history, let's you create multiple favourites lists, as well as helps with personalised recommendations, offers alternatives when something goes out of stock, and through Cockpit you can chat to customer support for more specific queries.



A DEDICATED TEAM TO HELP WITH WINE

Transitioning your range to Crown Cellars needn't be hard work; just share your current wine list with us, tell us if you want to keep things pretty much as they are or shake things up a bit, and we will guide you through the rest. Just drop the team a line [here](#) to find out more.



Buy 11 bottles to
get 1 bottle from
the range free*

(75cl)

*Max 10 deals per outlet per week

THE
PUBLICAN'S
CHOICE
UK'S NO.1
ON TRADE STILL WINE BRAND



Buy 7 cases to get
1 case from the
range free*

(187ml)

*Max 10 deals per outlet per week.
750 deals available.

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THE
PUBLICAN'S
CHOICE
UK'S NO.1
ON TRADE STILL WINE BRAND



Buy 11 & get 1 FREE!*

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

*Limit of 10 deals per customer, per week. Max of 250 deals available.



HARDY'S

Buy 11 bottles to get
1 bottle from the
range FREE*

HARDYS
9,000+
GLOBAL
AWARDS



*Limit of 10 deals per customer, per week. Max of 750 deals available. be [drinkaware.co.uk](https://www.drinkaware.co.uk) Please drink responsibly.

Buy 11 bottles
get 1 free*

NEW



Love at
first taste

CUPIOLO

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*Limit of 10 deals per customer, per week.
Max of 250 deals available.

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
*Limit of 10 deals per customer, per week. Max of 250 deals available.

MOUNTAIN RANGE TASTE THE SPIRIT OF THE ANDES

BUY 11 X 75CL TO GET 1 X 75CL
FROM THE RANGE FREE



PREMIUM WINES
OF CHILE



*Max 10 deals per customer per week be**drinkaware**.co.uk



Open & Enjoy



Sometimes it's
just that simple

O&E is a range of wines here to remind you that wine needn't be a complicated affair. Sometimes it's just as simple as Open & Enjoy...



The prominence of big brand California wines can sometimes make it easy to forget just how vast the state is, and the variety of winemaking that it is home to. The Golden State produces everything from 'Two Buck Chuck' to wines that have infamously outperformed France's best-regarded liquids, and everything in between. Given the continued growth of premium alcohol, we've turned our focus to a few wineries that are making some terrific wines

WELCOME TO CALIFORNIA'S CENTRAL COAST



SMITH & HOOK CABERNET SAUVIGNON

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

HAHN CHARDONNAY

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



BUY
11
BOTTLES GET
1 FREE

las ondas

These high-quality Chilean varietal wines consistently capture the imagination of our customers and their guests alike, offering some of the best quality certified sustainable wines at sensible prices that you'll find anywhere. And because they're exclusive to Crown Cellars, that means they will remain exclusive to the On Trade

PINOT NOIR RESERVA

Soft and not too heavy in the mouth with scrumptious red berry and spice aromas. Pop this one in the fridge for a few hours and give it a go lightly chilled. It's versatile enough to serve with charcuterie, duck, mushroom dishes, pheasant, port-salut, tomato-based dishes or tuna



EXPLORE THE REST OF THE RANGE



VIGNIER
RESERVA



CHARDONNAY
RESERVA



MERLOT
RESERVA



CABERNET
SAUVIGNON



ROSÉ



SAUVIGNON
BLANC

CERTIFIED
sustainable.CL
Wines of Chile

*Max 10 deals per customer per week. Offer includes Las Onda Pinot Noir Reserva 75cl

WELCOME TO THE WORLD OF Invenio



OUR RANGE OF WORLD WINES INCLUDES FIRM FAVOURITE GRAPE VARIETIES FROM AROUND THE GLOBE THAT YOU KNOW YOUR CUSTOMERS WILL LOVE. WE ALSO KNOW THAT YOUR CUSTOMERS WANT NOTHING LESS THAN THE FRESHEST GLASS OF WINE, SO WE ALSO OFFER A SELECTION OF THE RANGE IN 187ML SINGLE SERVE BOTTLES. ALL OF THIS EXCLUSIVELY AVAILABLE FROM CROWN CELLARS

The Height of SANCERRE

Introducing two newly listed wines from the Domaine Rimbault-Pineau, based in the heart of Sury-en-Vaux, a growing commune of the world-famous Sancerre AOC

We've added their iconic Cuvee Prestige Sancerre, as well as a lesser-known gem, their terrific Cuvee Prestige Menetou-Salon, produced from vines that the family oversee from hot-air balloon



Rimbault-Pineau's Cuvee Prestige Sancerre is classic, rapier-like Sauvignon. It is bone dry with fine Cox's apple and other green fruits showing through. Pair this one with a braised fennel and apple salad

The Menetou-Salon is a winning Loire Sauvignon; dry but not too acidic, with juicy apple pie flavours. This is a great wine to pair with white fish ceviche and avocado



LIGHT UP THE NIGHT



VIGNANA
SINGLE SERVE
PROSECCO

NOW IN CASES OF 12 BOTTLES

VIGNANA

LAZY BONES

New & Exclusive
to Crown Cellars



Simply CHABLIS

These beautiful Chablis wines are the creation of Catherine and Louis Poitout, both whom grew up with a deep understanding of vines, winemaking and Burgundian terrior



Catherine learned cultivation at a young age alongside her father Raoul Gautherin, while Louis learned alongside his own father, talented vineyard manager and winemaker Michel Poitout. Together they have built their own domaine where they can focus their careful attention and preserve ecological economy, sustainability and biodiversity.



A wine with plenty of minerality from the clay-limestone soils, with freshness and a note of bright lemon



A ripe nose of apricot with subtle mineral undertones. Very expressive, with velvety ripe fruit coupled with outstanding freshness.

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
Ochre Maintain Merlot Carmenere



CHEVAL
DEPUIS

OFFER INCLUDES CHAI DE BORDES
BORDEAUX BLANC 75CL, 10 DEALS
PER CUSTOMER PER WEEK

BRIGHT
BEAUTIFUL
&
LIVELY

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



*Max 10 deals per customer per week



Bury 11 x 75cl

A person wearing a yellow shirt and a backpack is walking on a rocky, uneven path. The background is a blurred natural landscape with rocks and vegetation. The text "Taste a World of Adventure" is written in a white, cursive script across the middle of the image.

Taste a World of Adventure

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



*Max 10 deals per customer per week

✓✓
DISTILLED
|



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ORDER ONLINE HERE



Smooth Whiskey, Bold Moves: Jameson's Path Forward



We speak to Josh McCarthy, brand director at Jameson about their ambitious plans for 2025.

What do you love most about Irish Whiskey?

Irish Whiskey has always been the perfect intersection between quality, smooth whiskey and a bit of realism. It's serious about its whiskey, but doesn't take itself too seriously. So you end up with top quality stuff to drink, but with less of the stuffiness often associated with other categories. As a result you have something cross generational like Jameson, that can be enjoyed by young and old alike.



Who is the Jameson customer and why do you think that is?

Jameson has always been very much a brand that goes through the family. With its Triple Distilled production you get a smooth liquid that's incredibly accessible - for those just discovering the category or whiskey veterans. We pride ourselves as having a whiskey for everyone, and that inclusivity means we have a broad audience and are consistently reaching new consumers, even more so over the past few years working with the English Football League as the Official Spirits partner. Football fans have since been discovering our smooth Jameson Original, best enjoyed in our refreshing Jameson, Ginger & Limes signature serve at stadia across the UK, especially when our Jameson bus comes into town.

What are you most looking forward to seeing from Jameson in 2025?

Jameson is a bit of a pinch yourself brand to work on - every month these days seems to have something exciting going on. We'll be starting the year supporting our friends at DrinkAware with a fantastic responsible drinking campaign in January, bringing exciting partnerships to life that reach new audiences for Jameson with the likes of Football Manager in Feb, March we call our Green Christmas as we gear up for St. Patrick's Weekend with loads of events and in bar experiences. Beyond that Father's Day will see us continue to celebrate our new campaign with superstar A-Lister Aaron Taylor Johnson, as well as leaning into our awesome BBQ event partner Meatopia where we'll be back again at both London AND their new Glasgow show this year. It's safe to say Jameson will be hard to miss in 2025!

And how does Jameson celebrate Paddy's Day?

St. Patrick's Day has become more than just a day for us on Jameson. We have exciting this happening across the month with our bar and pub partners ensuring everyone can try a refreshing Jameson, Ginger Ale & Lime with deals and promotions across the UK. But this year we're even more excited as March will also play host to the EFL's flagship League Cup competition, The Carabao Cup, and with the final falling on St. Patrick's Weekend this year fans visiting Wembley are in for a treat as they will be able to swing by to say hello and grab themselves a Jameson, Ginger & Lime on our luxury Jameson Bus complete with its own VIP area, DJ booth and much more. So follow our socials @JamesonUK to keep up with all the St. Patrick's Day action this year.



And finally, how do you drink your Jameson?

I'm big into my football, so I love a Jameson, Ginger Ale & Lime in my favourite pub watching a Leicester City game ideally not too far away from a bag of crisps - can't be beaten!

REFRESH YOUR ROUND

#1 IRISH
WHISKEY
IN THE UK*



SCAN HERE
FOR SERVES

JAMESON, GINGER ALE & LIME

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

BUY 3 X 70CL JAMESON OR
2 X 1.5CL JAMESON. RECIEVE A

**FREE CASE OF
FEVER-TREE**

24 X 200ML GINGER ALE



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

*10 deals per customer per week

In the last 20 years a whole host of British bartenders have fallen in love with agave spirits and as a result, there's an army of agave specialists to quiz and advise. Amongst them is Cara Watson, a bartender who has lived and breathed the hospitality industry for the last 18 years.

In honour of **National Tequila Day** in Mexico, which takes place on the third Saturday of March, we take a deeper look at this iconic and increasingly sophisticated spirit.

POURING PERSPECTIVES ON TEQUILA

CARA WATSON



In 2010 Cara spent three years in New Zealand and Australia learning different techniques from chefs, before a stint in Edinburgh with the legendary Iain McPherson at Panda & Sons. From this experience she was offered the opportunity to be general manager and open the award-winning Hoot the Redeemer, also in Edinburgh, where she also managed the Voodoo Rooms and Last Word bars.

As she helped staff, she was drawn to training and headed up this element of the Nightcap Bars business, helping bartenders in venues including The Cocktail Club, Barrio Bars and Adventure Bar Group. Along the way, Cara fell in love with all things agave. So now she shares all this experience and knowledge while working with the Don Julio and Casamigos brands.

With all this experience we thought she'd be the perfect person to impart some agave wisdom.

What are key elements of agave spirits that every bar person needs to understand?

For me, when we speak about agave spirits, it is so important to learn about origin and production. The agave plant has been around for thousands of years, dating back to the Aztecs who worshipped it as the physical embodiment of Mayahuel, the Goddess of Fertility. With such a long history within Mexico, it stands to reason there are many incredible agave spirits out there, from Tequila to Mezcal, to Raicilla to Banora. But, let's focus on tequila. Tequila is the most popular agave spirit in the UK, although mezcal is growing.

Tequila was the product to be given denomination of origin in Mexico, declared in 1974. It means tequila can only be produced in 181 municipalities (or counties) within five Mexican States: Jalisco has 125 of the 181, and then they are found in Michoacán, Tamaulipas, Nayarit and Guanajuato. There are over 250 different species of agave plant, but tequila can only be made from one. Agave Tequilana Weber Blue variety is the only agave used in tequila production. It is the heart of the plant that holds the power and can take up to 5 to 7 years to reach its maturity.

After the harvest is completed by the jimadors, these are the farmers that protect the agave and can harvest up to 100 per day, the agave hearts are cut into smaller pieces and placed in ovens. Cooking takes a minimum of 12 hours with lots of producers opting for longer roast time to enhance the end flavour profile. Don Julio for example takes 48 hours to roast their agave hearts. The agaves are then crushed to release the juice that is then fermented. Tequila must be distilled twice and then comes the all-important ageing process. This is usually done in ex-bourbon cask.

It is important to know the difference between tequila and mezcal. Mezcal is any spirit distilled from the agave plant and made from 100% of the agave. To be called tequila, you must use a minimum of 51% Blue Weber Agave in authorised states and can be bottled outside of Mexico. To call yourself 100% Agave Tequila, the highest classification of tequila, you must produce your spirit with 100% Blue Weber Agave in the five authorised states and may only be bottled in Mexico.

What are the challenges of trying to increase your agave offering?

It can be overwhelming if your bar doesn't specialise in agave spirits with all the variations available. One of the beauties of Tequila is its versatility. Having a good range of age statements from blanco, reposado, anejo, to even extra anejo will allow your guests to go on a Mexican journey perched on a bar stool. As the popularity of tequila is growing, I would always advise using 100% Agave Tequila and keep a look out for brands that are supporting The Environmentally Responsible Agave (ARA, acronym in Spanish) certification that promotes a sustainable industry through tequila production free from deforestation. This will be a key factor in protecting the land and wild agave species as tequila production grows.

What are the essential mixed drink agave serves for every bar?

For me this is easy. My top 4 cocktails to include on any menu are a balance of both short and long drinks. Firstly, my all-time favourite, the Tommy's Margarita. This is a perfect balance of Tequila, agave and lime and really showcases the spirit. I use a blanco to keep it bright and zesty.

Secondly, the Paloma. A combination of Tequila, lime, agave and grapefruit soda. Thirdly, a Batanga. This is a classic Mexican drink that combines Tequila, lime and cola with a salt rim, trust me, it's delicious. Lastly, The Toreador. This is a great drink to introduce a new Tequila drinker to the spirit. It is a blend of Tequila, usually a reposado, apricot brandy and lime. Apricot liqueur also works amazingly well in this cocktail.

We've seen the rise of the Paloma serve, is that a useful addition to a menu?

The Paloma is really in the spotlight at the moment and for good reason. It is wonderfully versatile depending on your bartender's level of experience. Traditionally in Mexico, it was drunk as a spirit mixer with a product called Squirt. This means that when using a great Tequila like Don Julio Blanco it can be simplified with a great grapefruit soda. I love to spice up the garnish and add a little Tajin (a mix of ground chilli peppers, salt and dehydrated lime juice) to the rim with a grapefruit slice.

How do you convert consumers who have had a bad experience?

We have come a long way since £1.50 shots of tequila on student nights, but for some people, the memory lingers on. If someone has had a bad experience with tequila, the likelihood is, they will not enjoy it neat. And more broadly, if someone doesn't like to drink any spirit neat, don't give them a neat blanco. Bring them into the world of cocktails instead. The flavour combinations are endless, and once you change the experience people have with agave spirits, they will begin to appreciate them, and then love them.



TOMMY'S MARGARITA

Ingredients:

A few handfuls of ice cubes

50ml

Teremana Blanco



25ml fresh lime juice

20ml agave syrup

1 lime wedge (to serve)

Method:

Fill a cocktail shaker with a handful of ice cubes and add the ingredients except the lime wedge. Shake well until the outside of the shaker feels cold. Strain into a tumbler filled with ice and serve with a lime wedge to garnish.

How important are other elements around the serve of agave?

When you are using 100% Agave Tequila, the liquid will talk for itself, but you can always elevate the experience through glassware, mixers and garnish. Make sure your glassware is in keeping with your venue. What story are you trying to tell your customer? Glassware and garnish can support this. The mixers you use will enhance your Tequila. Are you using them as a spirit mixer or to top a cocktail? The carbonation will play a big role here depending on how you answered. Fever Tree does wonderful mixers created specifically for Tequila as do many brands.



Can you find simple ways to pair the drinks with food?

Tequila is perfect with food. It can stand up against bold flavour and spices so don't be afraid to get creative. Anejos are a wonderful pairing with desserts, think spiced dark chocolate fondant or even bold, creamy blue cheese and spiced chutney. Blanco's lend themselves to brighter vibrant flavours, seafood ceviche for example with fresh grapefruit are a great way to start a meal.

THE LAST WORD?

I love Tequila and I love to take people into the world of agave. For me, it's about their first sip and how they feel rather than what I say at that moment. Shaking/stirring or building the perfect drink for your consumers is key.

It won't be the same for everyone but a fun, open, welcoming environment is the essential magic to all tequila experiences.

We have seen a huge boom in agave spirits in the past couple of years which has led to them being an integral part of the backbar.

I believe as we move more into the luxury space, and treating ourselves, we'll continue to see the category grow and flourish. We'll see this through cocktails and dining experiences as more venues embrace agave spirits outside of specialised venues than ever before.



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Dwayne Johnson is not a celebrity endorser. He is the Founder of Teremana.

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60ml Sparkling Water/Soda
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Method - Build in Glass
Glass - Highball
Ice - Cubed

Garnish - Mint leaves & Lime wedge

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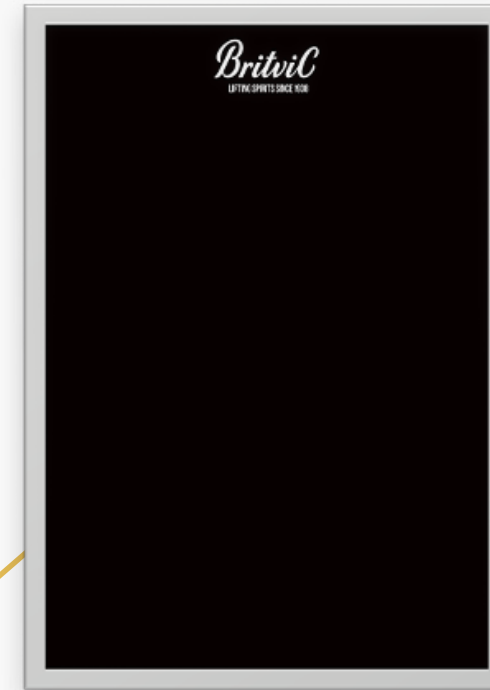
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