

THIRST

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

WELCOME
to the LAKE

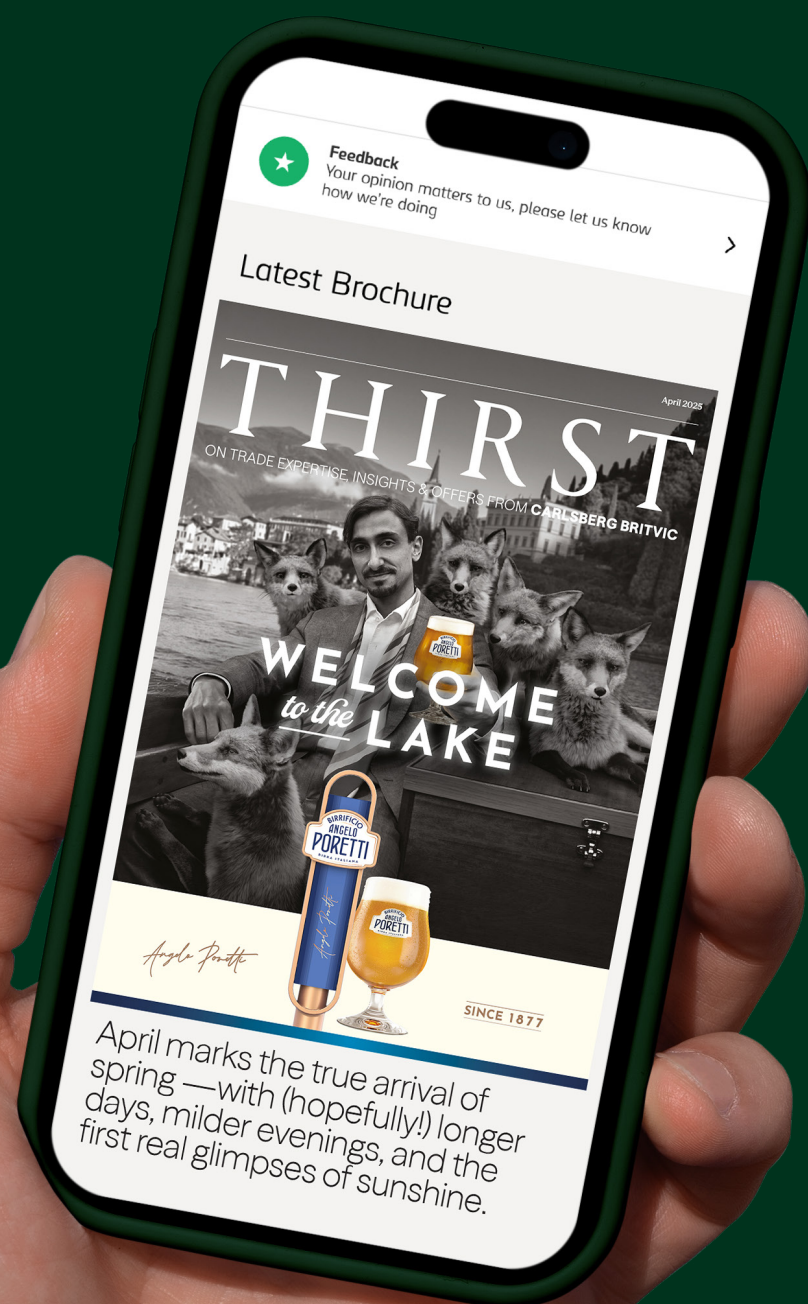


Angelo Poretti

SINCE 1877



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



Download our App



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



CHRIS PRATT
VICE PRESIDENT ON TRADE

WELCOME TO THE APRIL EDITION OF THIRST

Easter is a big opportunity to shine

April marks the true arrival of spring —with (hopefully!) longer days, milder evenings, and the first real glimpses of sunshine. As we leave winter behind, there's something undeniably refreshing about this time of year. Beer gardens are calling, and we're finally swapping heavy coats for lighter layers.

It's a month of fresh optimism, with the long and important Easter break. Easter is one of the most lucrative periods of the year and is often dubbed the "second Christmas." With a combination of extended bank holidays, school breaks, and the hope of springtime sunshine, it's a key opportunity for venues to make their mark and attract new customers.

Step Into Spring, The Italian Way

With the seasons shifting, it's the perfect time to embrace the Italian way of living—where good food, great company, and quality moments take centre stage.

At the heart of this edition, we're celebrating Poretti—the effortlessly stylish Italian beer

that embodies the vibrancy of spring and the Italian way of living, la dolce vita. Whether it's a relaxed aperitivo with friends, a long Easter weekend gathering with family, or simply toasting to the lighter evenings, Poretti is the perfect easy drinking companion. And with their new bold campaign 'Welcome to the Lake' due out this month, we are sure the demand for it will increase.

A Taste of Italy, Wherever You Are

April is also the time when our travel dreams begin to take shape. While we might not all be jetting off to Tuscany just yet, we can certainly bring a little bit of Italy home. From exciting Italian wines, prosecco and Italian inspired cocktails, we explore how to infuse Italian flair into your venues and menu.

So, whether you're raising a glass to brighter days ahead or simply indulging in the art of slowing down, this edition is all about making the most of April. Wishing you all a successful Easter and refreshing spring. Salute!

Chris Pratt
VP On trade

CONTENTS

INSIGHT & SUPPORT

WHAT'S GOING ON
MAKE IT A CRACKING EASTER
RAISE A GLASS TO ST. GEORGE

06
10
12



OUR SERVICES

CROWN CELLARS
DISTILLED
ORDER ONLINE

58
76
108

OUR RANGE



DRAUGHT KEG
CIDER & STOUT
PACKAGED & ALCOHOL-FREE
PORETTI
SAPPORO
WORLD LAGER EXPLODES

24
29
30
36
44
46

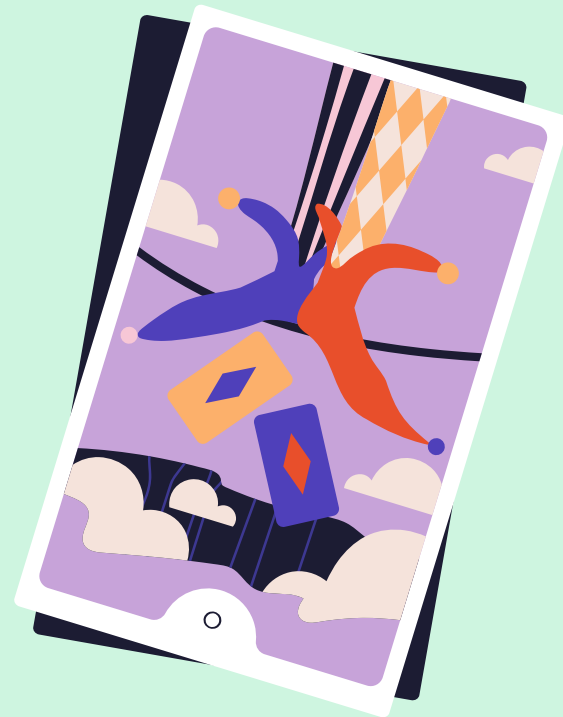
Sip into the Season this April

April is the month of renewal, growth, and fresh opportunities. It's a time to bloom—whether in your outdoor spaces, your business, or your own life. As temperatures we hope begin to rise, April calls us outdoors to soak up the sunshine and embrace our outdoor spaces.



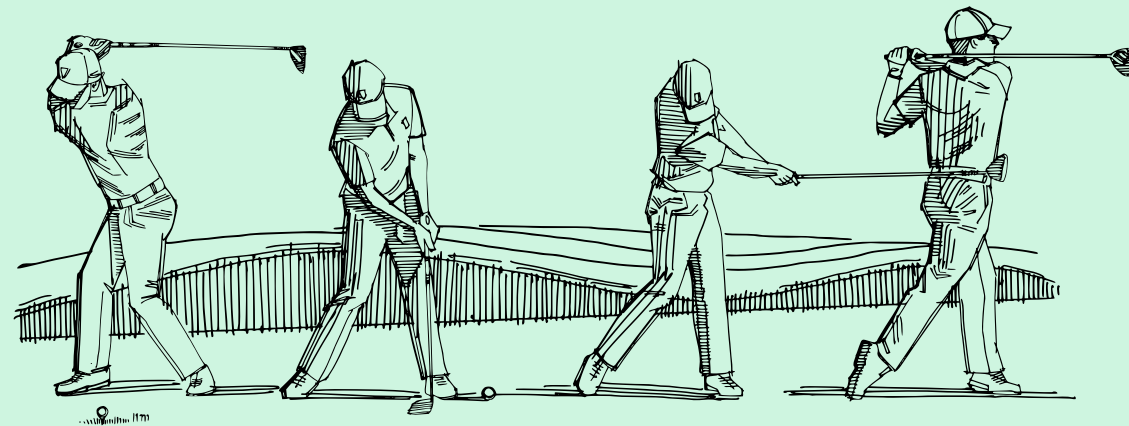
The good old Spring Clean

Spring cleaning isn't just for tidying your home; it's a metaphor for decluttering and refreshing our business too. April spring cleaning is a great time to update your menus, refresh your decor, and re-evaluate operations and staffing to align with the season's energy.



1st April April Fools' Day

Start the month with some lighthearted fun! Consider adding playful touches like surprise menu items, “foolish” discounts, or themed events to engage customers and create a memorable experience.

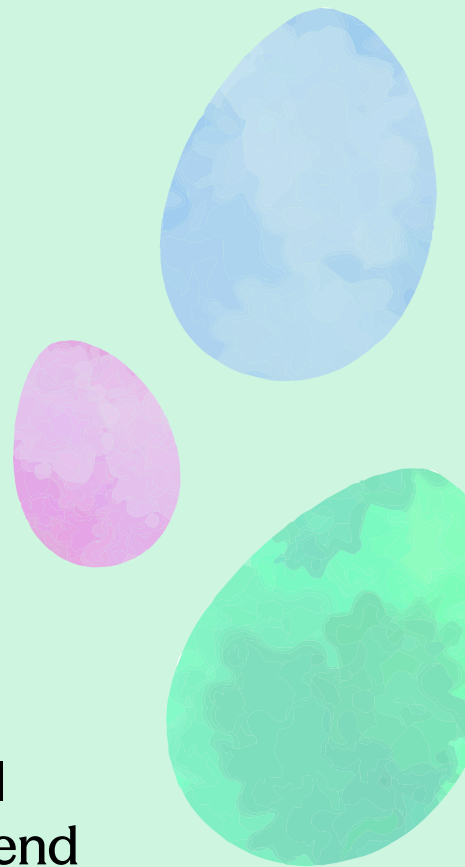


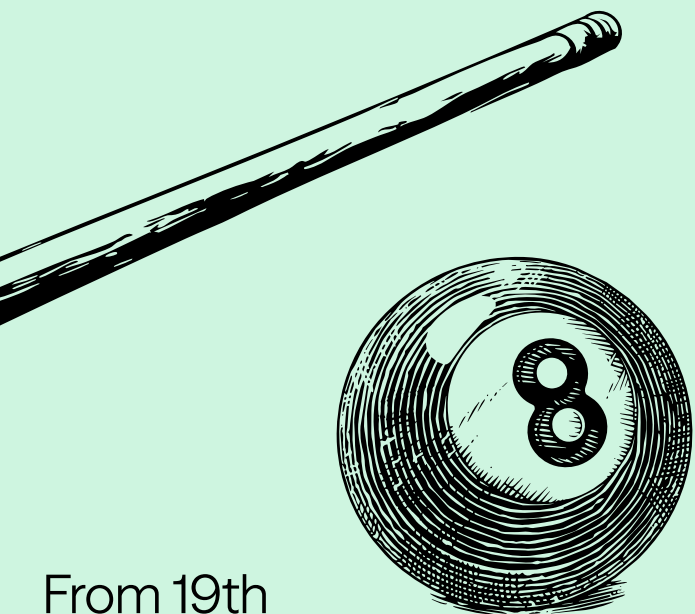
7th-13th April Golf Masters

The Masters Tournament is the crown jewel of professional golf. Hosted at Augusta in Georgia, it draws the world's top golfers. Known for its traditions, breathtaking course, and thrilling competition, The Masters is a must-watch event for golf enthusiasts and general sports fans alike.

18th-21st April Easter Weekend

Easter weekend often coincides with the first holidays for many people and offers a long weekend of celebration. Families come together to enjoy long weekends filled with Easter egg hunts and indulgent meals. Chocolate eggs and hot cross buns are iconic treats, while parades and festivals add to the spring atmosphere.





From 19th
**World Snooker
Championship**

Held annually in Sheffield, the World Snooker Championship is the ultimate test of skill, strategy, and composure. Taking place at the iconic Crucible Theatre, it attracts the world's top players competing for the coveted title.



22nd April
Earth Day

Celebrated annually, Earth Day unites over 192 countries in a shared mission to protect our planet. It's a time to reflect on environmental challenges and inspire change, from reducing waste to conserving natural resources. In this edition, we will look a little more at sustainability and what we can do as an industry through small, everyday actions.



23rd April
St. George's Day

St. George's Day is a time to honour England's patron saint and celebrate national pride. From traditional English cuisine to community events like parades and pub gatherings, it's a day steeped in history and cultural significance. Raise a toast with a pint of English ale or enjoy classic dishes to embrace the spirit of this quintessentially English occasion.



27th April
London Marathon

Covering 26.2 miles through the heart of London, it draws 53,000 runners and hundreds of thousands of cheering spectators. Whether running for personal achievement or charitable causes, it's a day of triumph, determination and unparalleled energy.

Sip into the Season this April

Make it a cracking Easter

18th-21st April

Easter has firmly established itself as one of the most lucrative periods of the year and is often dubbed the "second Christmas." With a combination of extended bank holidays, school breaks, and the hope of springtime sunshine, it's an unmissable opportunity for venues to shine.

Booming Spending: Easter generates billions in UK retail and hospitality sales, with pubs, restaurants and hotels seeing big uplifts.

Family Focus: Easter is a time for family get-togethers, making it crucial to cater to a broad audience, from young families to groups of friends.

Spring Surge: Warmer weather drives increased traffic, especially for venues with beer gardens or alfresco dining options.

Chocolate and Drinks: The UK consumes over **80 million Easter eggs** annually, and Easter-themed drinks and desserts are always a crowd-pleaser.

Egg-cellent ideas for Easter fun

Easter-Themed Menus

Create cocktails and desserts inspired by seasonal favourites like chocolate and hot cross buns, and spring fruits. Think chocolate martinis, zesty lemon spritzers.



Hot Cross Bun Martini

40ml Vanilla vodka, 10ml Calvados, 25ml espresso coffee, 10ml cinnamon syrup



Lemon Lavender Spritzer

30ml Lavender syrup, 43ml gin, 60ml lemonade, sparkling water to finish



Creme Egg Cocktail

45ml Vanilla vodka, 15ml vanilla liqueur, 15ml white crème de cacao, 15ml advocatt and 15ml single cream



Family-Friendly Activities

Host Easter egg hunts, craft workshops, or special menus for kids to attract families. The more engaging and inclusive your venue, the longer people will stay.

Seasonal Events

Plan live music, quizzes, or themed brunches to entice different demographics throughout the weekend. Consider a Good Friday bottomless brunch or a boozy Easter Sunday roast.

Outdoor Appeal

If your venue has outdoor seating, prepare for a spring surge by setting up heaters, decorating with flowers, and ensuring seating is clean and inviting. Outdoor pop-up bars can also really enhance the vibe!

Bank Holiday Brunches

Cater to late risers with indulgent Easter Monday brunches, complete with bottomless drinks options and seasonal food.



Raise a Glass to St. George

Raise your glass to St. George's Day with drinks that celebrate the spirit of England! From classic English ales, fine wine to spirits infused with quintessentially English flavours, these drinks are perfect for honouring the nation's heritage. Whether you're hosting an event or simply offering promotions on English products, our St. George's Day inspired drinks will bring tradition and a touch of class to your celebrations. Cheers to all things English!



Pimm's No 1

The complex fruity notes of bitter sweet caramelised orange, fresh citrus & herbal flavours are perfectly balanced with refreshing tasting lemonade

ABV: 25%



On deal

Warner's Dry Gin

A complex and well-rounded palate with strong notes of cardamom and nutmeg. Robust enough to create a moreish and refreshing G&T but smooth enough to sing in a Martini

ABV: 40%



Chase Vodka

Voted the World's Best Vodka in 2010 by the San Francisco Spirits Competition. This potato vodka is naturally sweet and creamy

ABV: 40%



Balfour Wine

Nanette's Rosé

A herby and aromatic nose, with strawberry and red berry fruit with hints of lemon, thyme and rosemary

ABV: 11%



On deal

Skye's Chardonnay

Gooseberry, nettle and cream with delicate hawthorn blossom on the nose, rich and full

ABV: 11.5%



On deal

London Essence

A range of premium cocktail mixers, including tonic waters, sodas, and ginger ale. Each product includes precise flavor profiles and high-quality ingredients, such as natural citrus extracts and distilled essences. Use as a mixer in your preferred cocktail or enjoy as an elevated standalone drink served over ice



Tetley's

Tetley's Smooth

A nutty roasted full-bodied flavour, creamy caramel bittersweetness, balanced with a pleasant hoppiness

ABV: 3.4%



Hobgoblin

Hobgoblin Original IPA

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

ABV: 5.0%

Hobgoblin Gold

Tropical aromas of citrus and passionfruit give way to a biscuit-like malt base balanced by fresh citrus flavour

ABV: 4.2%



Wainwright

Wainwright Gold

Lightly hopped with subtle sweetness, a delicate citrus aroma and a gloriously golden colour

ABV: 4.1%

Wainwright Amber

A subtle bitterness and delicately enticing hop balance. Clean, creamy and lightly fruity

ABV: 3.4%

Venue of the month

Rudy's Pizza



Coming into its 10th year of business in 2025, Rudy's has come a long way from a small pizzeria in Ancoats, Manchester to now having 30 restaurants across the UK.

Things have certainly changed in terms of size and scale but what hasn't changed is the passion and the single-minded

focus and vision of the team to bring authentic Neapolitan pizza to the UK.

Ensuring the high standards of true Neapolitan pizza influences everything that Rudy's does from hiring strategy and attracting expert pizzaiolos into the team to the robust training and development program.



The True Neapolitan Pizza Association, AVPN Accredited

The Associazione Verace Pizza Napoletana is a non-profit organisation, founded in 1984 in Naples. Their role is to ensure that the true principals of making Neapolitan pizza are adhered to from using the exact correct ingredients, to the way you make and stretch the dough and the temperature and length of time to cook it at. The guidelines are highly rigorous and strict to get this accreditation and Rudy's are the largest organisation in the world to have this in each of their restaurants.



Ongoing Training and development

Rudy's opened the only dedicated training academy for the craft of pizza making in the UK 2 years ago. Run by Head of Training Dario, it is a place where complete novices with zero experience can train to become a junior pizzaiolo chef or where the more experienced chefs can come to develop their skills further.

Plus, there is an annual competition, sponsored by Poretti, that is open to all the pizza teams to create new specials. Eight shortlisters are invited up to the academy to battle it out and be crowned the winner and have their pizza featured on the menu.



A menu that combines classics with regular innovation

The Rudy's menu is a mixture of classics with a specials menu that changes every 6-8 weeks. Many of the specials are developed in collaboration with famous pizzeria's from around the world. The current special, White Capricciosa, is in collaboration with Michele Pascarella, the no.1 pizza chef in the world and founder of Napoli On The Road and it is a twist on one of his best-selling pizzas.

Customer of the Month



James Newman

We talk to James Newman, Marketing Director at Mission Mars about working for Rudy's Pizza.

James, what is the best part of your job?

It is a great company to work for. There is a genuine belief that happy team members make happy guests and therefore the time and attention to detail on developing a world class culture within the business is amazing.

And that is evident in how that translates to the customer experience where Rudy's receives some of the best NPS (net promoter scores) and guest satisfaction scores in the market.



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

Well Poretti does very well as a good Italian beer to have alongside our pizzas.

Our non-alcoholic cocktail selection has also been really successful as these drinks cross generations and are long drinks at a decent price point. Aperol Spritz is also a best seller.

What is business like in Spring for you?

We are lucky that both by design and hard work we are busy all year round.

There are a good few reasons for that. Value is a really big driver of that especially when you consider the quality of the pizza and the ingredients is so high.

The relaxed environment where people aged from 6 to 60 can feel at home delivered by a happy, enthused team who love what they do.

Plus we cater for a broad scope of occasions so, all together this helps to drive up our frequency of visit.

And your own favourite pizza and drink?

I do eat there quite a lot so like to try the specials and one of our current specials is a vegetarian pizza which is delicious. It is Triplo Pomodoro E Bufala and it is brutally simple and uses three different types of tomatoes but because of that simplicity the ingredient quality just really shines through. I would have that with a Rudy's home-made lemonade.





FRESH ALE

THE NEXT GENERATION OF ALE

A game changing, innovative way to brew ale that maintains the flavour, body and theatre of cask but with 14 days shelf life.

THE MANY BENEFITS OF FRESH ALE



**UP TO 14 DAY
SHELF LIFE ALE**

Proven quality & consistency with minimal waste



**GREAT TASTING FROM THE
FIRST SIP TO LAST DROP**

Tastes exactly like cask ale & is also unpasteurised



**TRADITIONAL &
AUTHENTIC EXPERIENCE**

All-important hand pull theatre & serve



**EASY TO KEEP &
EASY TO INSTALL**

No conditioning or specialist cellar equipment



**CREATE NEW
REVENUE STREAM**

Reawaken dormant hand pulls sat on bar

AVAILABLE BRANDS

Currently available in 3 core beers:

- Wainwright Gold
- Wainwright Amber
- Hobgoblin Session IPA

Available in 30L kegs



**FIND OUT MORE ABOUT
WHAT FRESH ALE CAN
DO FOR YOU**



ORDER ONLINE HERE

We talk to Craig Philips, Resort Manager at The Astbury, a golf and lodge resort in Shropshire about this stunning venue, why they installed Fresh Ale and the benefits they've seen



Tell us about The Astbury?

The Astbury has a championship golf course and 300 acres of land. It is very picturesque. We have 52 lodges that we sell as holiday homes. And we have planning permission for a gym, pool and spa. Montgomery's bar and restaurant is on site and attracts a lot of customers and we have tipis outside that hold 200 people and cater for all sorts of events from weddings and birthday parties, to our own monthly theme night.

And what is the best part of your job?

My job is different every single day, from dealing with lodge owners to looking after guests who are staying there. I have a very long commute to work but I knew when I came for the interview that I wanted to work here. It is very stunning especially as I had always worked in city venues before.

You have recently installed Fresh Ale into your venue, what was your reason for doing that?

A lot of our golf members were asking for ale and we had a fairly decent range of bottled ales but they took up a lot of room in the fridge and we didn't have the traditional hand pull that you have when this is on draught.

We are a golf club and resort, so ale will never be our best seller as we sell a lot of lager, gin & tonics and wines, so there would have been a lot of waste.

Plus operationally the process of setting this up in our venue and training staff meant a lot could go wrong.

Fresh ale was a solution that got around all of these challenges.

How succesful has it been and why?

It has been really successful because it gives our customers what they wanted with the traditional hand pull and theatre of that without the headache and challenges operationally and connected to waste. They love the taste and have never quesitoned it.

Fresh ale doubles the lifespan of the ale and we are now selling 2-3 kegs per week of it across Wainwright and Hobgoblin and expect this to go up more in summer. We mix up what we sell to give our customers variety.

Who would you recommend Fresh Ale to?

If you are a venue that is perhaps struggling to sell through your ale without a lot of waste, or maybe don't sell draught ale because it won't be a best seller, but still want this to be an option then Fresh Ale is a good choice.

And finally your own favourite tipples:

It would have to be a pint of Guinness or a gin & tonic.

We are seeing great results and getting positive feedback from other customers too:

"Cask ale has been on the decline for the past few years now and to keep the quality of the product at its peak has meant a reduced offering to our customers. The introduction of Fresh Ale here at The Bell has allowed us to **reverse that trend** with the knowledge that the product will be as the brewer intends. **Fresh Ale is also an opportunity to show a younger generation** a product that has deep rooted heritage but moved gracefully into the 21st century."

- Daniel, The Bell Inn, Ticehurst

"We have had the fresh ale for a few weeks and so I have been impressed with new shelf life of the ale. **This makes everything much more cost effective.** The customer seem to enjoy it with no negative feedback to date. So, on the whole it's been a good experience so far" - Graham, Berkhamsted Tennis and Squash Club

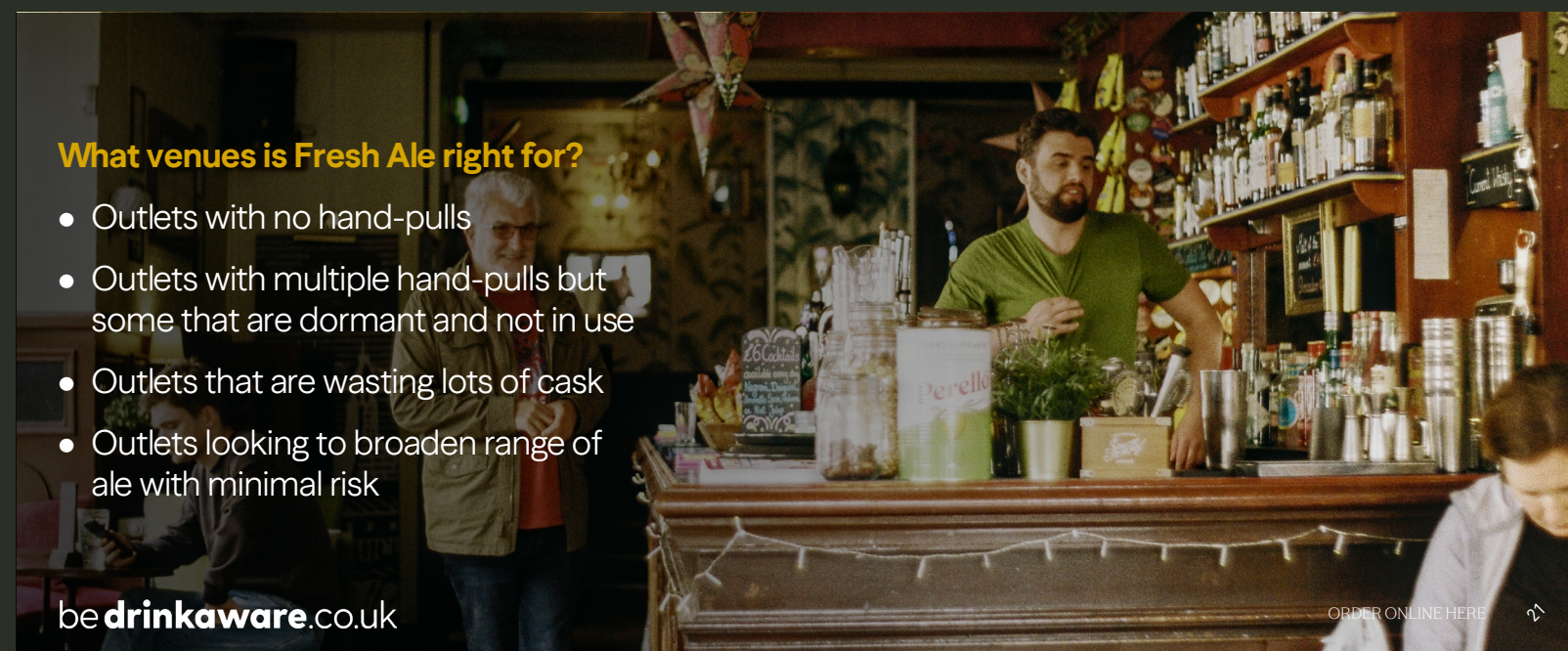
"I think we need a second Fresh Ale – and I can't believe I'm saying that, given **last year I said we won't be able to sell cask as I'm throwing too much away, but now I'm doing over a keg a week I think customers want a second choice!**"

- Kez, Sheerness Golf Club

"My customers can't get enough of this! I've had publicans coming in and asking me what I'm selling as the customers are asking them to get it in the **quality is so good**" - Jonathon, Northern Belle

What venues is Fresh Ale right for?

- Outlets with no hand-pulls
- Outlets with multiple hand-pulls but some that are dormant and not in use
- Outlets that are wasting lots of cask
- Outlets looking to broaden range of ale with minimal risk



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.

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.



Holston 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.

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.

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 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.



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 (3.4%)
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%

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.



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%

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 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.



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.

SPECIALITY

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.



Birrificio Angelo Poretti
(4.8%) 330ml

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



1664 Blanc
(5.0%) 330ml

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%) 275ml

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



Estrella Damm
(4.6%) 330ml

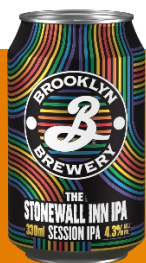
An award-winning premium pale lager brewed in Barcelona. A perfect balance between fresh grainy malt and subtle fruit, rounded off with a peppery bitterness and a clean finish.

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.



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

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

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!



**1664 Bière 0.0
(0.0%) 330ml**

The full flavor of 1664 Bière, but alcohol-free. With a subtle bitterness, fruity and floral notes, it's ideal for easy refreshment and bringing people together, crafted with a touch of 'je-ne-sais-quoi'.



**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.



**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.

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**

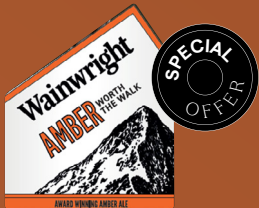


**Click on the badge
to get the offer**

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 (3.4%)
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.



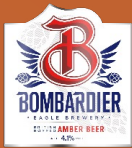
3.4%



3.4%



3.4%



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.



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.



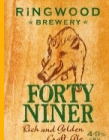
Hobgoblin Gold (4.2%)
Hobgoblin Gold's tropical aromas of citrus and passionfruit give way to a biscuit-like malt base balanced by fresh citrus flavour.



Hobgoblin IPA (5.0%)
Collision of Old and New World hops provide an explosion of tropical aroma and a juicy bitterness.



4.0%



4.9%

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



WELCOME *to the* LAKE

Where exceptional happens every day

And where the everyday has no place

It's the home of Angelo Poretti

A man who didn't deal in usual

And neither does his lake

You'll find routine left piled on its shores – The discarded
clothing of those who choose to wade into “Why not?”

It's the extra to ordinary

The super to normal

This is the playground of the free-spirited

A place of effortless style

And unpredictable fun

Where no one settles for the expected

So, “Will you have your usual?”

Or a beer like no other

From a place like nowhere else

Poretti. Welcome to the lake

Angelo Poretti
1877

WHY WELCOME TO THE LAKE?



Birrificio Angelo Poretti unveils "Welcome to the Lake," a new unconventional and effortlessly stylish ATL creative campaign that encourages beer drinkers to look beyond the expected and celebrate the extraordinary, just as its founder Angelo Poretti did in 1877

Creating a surreal black-and-white brand world in its ancestral home of the Great Lakes of Northern Italy, the Birrificio Angelo Poretti campaign stands out in a sea of sameness in the world of beer.

Birrificio Angelo Poretti, the UK's fastest growing Italian lager, is set to launch "Welcome to the Lake", a new advertising campaign aimed at inspiring its audience to look beyond the expected to discover the joy and satisfaction that comes from being original and extraordinary.

Set in the idyllic lakes of Northern Italy, with a timeless black and white aesthetic, the campaign blends classic Italian flair with playful surrealism and subtle humour. The creative features an effortlessly cool protagonist and a group of Italian foxes, who join him on his adventures around "The Lake", a place where no one settles for the expected, especially when it comes to their beer.

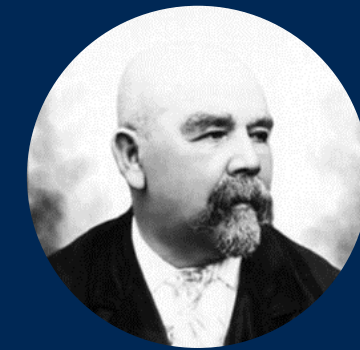
The inspiration behind this approach goes back to 1877 and Angelo Poretti, himself. With a desire to do things differently, Poretti set out to make an exceptional beer – looking beyond the usual sources of inspiration, he travelled to Bavaria to learn the

finest techniques, concocting his own special blend of hops – and bringing what he learned back to his hometown in Northern Italy.

The new multi-million-pound campaign is Poretti's biggest to date and marks a significant moment for the Italian heritage brand, reinforcing its reputation as a credible, stylish and accessible choice for UK beer drinkers. The campaign, which launches from 1st April, will be rolled out across multiple channels, including TV, digital, social, OOH, cinema and in-store. In addition, Poretti will be hosting a series of immersive events and experiences, including a launch event at Frameless, the UK's largest permanent multi-sensory experience.

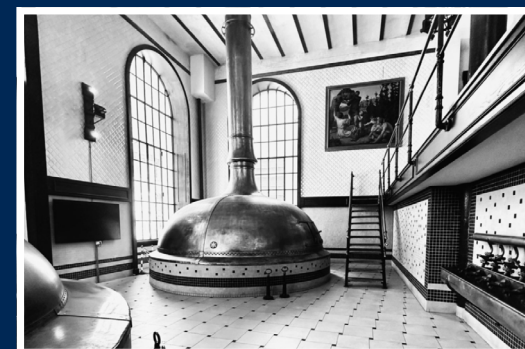
"The world beer advertising has devolved into a sea of sameness" says Sam Johnson, Head of Marketing for Poretti. "We wanted to inject something new and distinctive into the category. Our new campaign has the elegance and style you'd expect from an Italian brand but with a playful and surreal twist that's missing from world beer."

"The reality is that daily life can become quite routine and predictable", Sam Johnson, continues. "We want to inspire our audiences to discover the extraordinary things that can happen when they choose not to settle for the usual or expected, just like Angelo Poretti did all those years ago."



THE PORETTI STORY

Born in the 1833, Angelo Poretti was an ambitious and extraordinary character. Uninspired by an industrial career in Milan and not satisfied with brewing yet another Italian lager, he spent his 20s and 30s exploring Eastern Europe. It was here that he discovered a passion for beer and learned from expert brewmasters, mastering their techniques, processes, and ingredients.



In 1877, at the age of 44, Angelo returned to Italy and chose his lakeside home to found his brewery – a place he was truly enchanted by as the most enigmatic & extraordinary place. It also offered ideal brewing conditions due to its unique water and climate. Angelo's continued his extraordinary mindset when it came to the DNA of the brand. He rejected typical Italian lagers, choosing to craft something unique.

Mastering hop blending, he used four hops instead of two, creating a fuller, distinct flavour. A testament to not doing normal – to not settling for the conventional. He had the brewery adorned in stunning art-deco design, creating the most inspiring brewery in the beautiful location and it still stands to this very day.



THE PORETTI TASTE

A full flavoured lager, characterised by a pillowy white head, brilliant clarity and a polished golden colour. With its sparkling carbonation, sweet malty body and assertive hoppy bitterness (due to its blend of four hops), it's perfect as a stand-alone beer but sublime when paired with pretty much any food.

OUR HOPS

Blending hops isn't just part of the process, it's an art form. We combine 4 hops varieties, selecting only the finest for their superior characteristics and quality, blending them to create the best flavour possible.

ABV: 4.8%

STYLE: Lager

SEE: Polished golden

SMELL: Smooth and aromatic

TASTE: Sweet malty body and an assertive bitterness



**"A WELL-MADE ITALIAN LAGER,
A TRUE CROWD PLEASER"**

Great Taste Awards Judging Panel 2023

MEET JOANNA MCNEILL, SENIOR BRAND MANAGER ON PORETTI.

JOANNA TALKS TO US ABOUT ALL THE THINGS SHE LOVES ABOUT WORKING ON PORETTI.

WHAT DO YOU LOVE MOST ABOUT WORKING ON PORETTI?

What I love most about working on Poretti is its authenticity. Founded in 1877 the brand has such a rich heritage and connection to craftsmanship. The lager itself is also really special—it's a great-tasting drink that people always return to once they have tried it.

In my (admittedly biased) opinion, it's a real gem in the Carlsberg Britvic portfolio. There's just something about the brand's story and its quality that makes it so rewarding to work on



WHAT ARE YOUR BEST MEMORIES WORKING ON THE BRAND?

One of my favourite memories has to be getting to visit the Italian brewery for the first time. I started working on Poretti in 2021, right in the middle of Covid, so I wasn't able to visit until the summer of 2022. I was completely blown away by how special it was.

The brewery is nestled into the Campo dei Fiori mountains in Northern Italy, about 30 miles from Milan, in a charming town called Valganna. The setting is incredibly green and serene, and the building itself has this ornate Art Nouveau decoration that makes it feel more like a museum than a brewery. What's even more amazing is that it still stands today exactly as Angelo Poretti had commissioned it in the early 1900s.

Another highlight for me has been watching Poretti's growth over the past few years. It's been incredible to see more and more consumers discovering Poretti.

Since 2021, we've grown by over 400% in total brand volume, and we've expanded to over 16,000 distribution points across the total trade. We've become the 3rd best-performing beer brand in the UK On Trade, with our draught ROS now outperforming big names like Peroni, Asahi, and San Miguel. It's been amazing and we only see more potential in the future.

WHO IS THE PORETTI CUSTOMER AND WHY DO YOU THINK THAT IS?

Our brand has national coverage, so we see Poretti enjoyed by quite a diverse audience but data shows that we mainly attract a mix of Millennials and Gen X, typically aged between 25 and 59 years old. Our customers generally are people who really value spending quality time with friends and family. They love to socialise, whether that's at home or out and about in pubs/bar socialising or watching sport which is a big passion for them.

WHAT ARE YOU MOST LOOKING FORWARD TO SEEING FROM PORETTI IN 2025?

This year, I'm most excited to see our new communications campaign go live. I truly believe we've been really brave with this one, doing something different for the beer category. We've gone fully black and white, creating a surreal brand world set in the stunning northern Italian lakes. It's fun, premium, stylish, and a bit unconventional—everything that makes Poretti stand out. Early feedback shows it's resonating really well with people so I'm confident this campaign is going to be amazing!

I'm also looking forward to seeing the continued acceleration of Poretti's growth. There's so much momentum behind the brand right now, and I know that the new advertising campaign will help more customers discover Poretti. It's an exciting time, and I can't wait to see how it all unfolds.



A NEW WAY TO ENJOY 1664 BIÈRE 0,0%

There's a new and exciting way to enjoy the crisp and refreshing taste of NEW 1664 Bière 0,0% — now available in a convenient 330ml bottle.

Perfectly crafted to deliver the same sophisticated flavour profile you expect from 1664 but without the alcohol.

SAME GREAT TASTE

1664 Bière 0,0% is a beautifully balanced premium alcohol-free lager made with signature hops from the French region of Alsace.

With a subtle bitter twist as well as fruity and floral notes, 1664 Bière 0,0% is perfect as an easy drinking refreshment and for bringing people together, crafted with a touch of 'je-ne-sais quoi'.

Discover a new level of refreshment with 1664 Bière 0,0% in its sleek new bottle. Santé!

ON
OFFER
NOW



A THIRST FOR MORE KNOWLEDGE

Download the Brooklyn Training App today - a free, easy-to-use tool designed to help you educate your staff on the Brooklyn portfolio.

The app is a one stop shop for everything your team needs to enhance their brand knowledge, improve beer tasting skills, and master the art of serving Brooklyn beers.

With interactive modules, tasting notes, and expert tips, the Brooklyn Training App ensures your staff can confidently deliver the perfect pour and share the rich history behind the brand and each part of the range.



THIS IS BROOKLYN ONLINE TRAINING

be**drinkaware**.co.uk

KEY FEATURES:

DISCOVER BROOKLYN BREWERY

Learn about our iconic home and rich history. Become the Brooklyn expert when talking to customers.

UP YOUR BEER GAME

Find out all you need to know about the Brooklyn range, what our beers taste like and the perfect pour.

TAKE THE QUIZ

Test your knowledge with a short quiz on everything you've learned about Brooklyn Brewery.



SCAN TO ACCESS

DISCOVER THE REMARKABLE WORLD OF



**AVAILABLE FROM
CARLSBERG BRITVIC**

DISCOVER JAPAN'S LEGENDARY BIRU, DELIVERING
A CRISP AND REFRESHING LAGER TASTE.

SAPPORO STANDS OUT AS A SYMBOL OF PREMIUM QUALITY,
EMBODYING TRADITIONAL CRAFTMANSHIP, PERFECTLY PAIRED
WITH JAPANESE CUISINE OR ENJOYED CASUALLY.

OUR STORY

The fusion of eastern and western cultures has been at the heart of Sapporo since 1876 when the original brewmaster combined German brewing techniques with Japanese craftsmanship to create a perfectly balanced beer from carefully selected ingredients.

To this day, we are still committed to the highest quality and guided by our Japanese artistry and heritage to deliver a Legendary Biru with a unique worldview. Unlike other beers, Sapporo still uses 100% malted barley, and while it's more expensive than opting for rice and wheat, it ensures a much fuller body and greater depth of flavour.

Where the best of the East meets West, and the familiar transforms into the unexpected, you'll find Sapporo.



OUR DRINK & FORMATS

When German traditional brewing techniques and Japan artistry meet, the result is Sapporo Premium Beer: with a perfectly balanced taste and a smooth finish.

As true connoisseurs know, there's no better way to enjoy a refreshing lager than freshly poured at exactly 4° Celsius. Sapporo is now proudly part of the CMBC portfolio and can be enjoyed on draught or in bottle, giving its loyal fans the chance to enjoy it at its best. Sapporo comes in a beautifully crafted glass, with a gently tapered top, allowing the smooth golden beer retains its carbonation and head for longer.



ORIGIN	JAPAN
STYLE	LAGER
SEE	PALE GOLDEN
SMELL	DELICATE
TASTE	EASY-DRINKING, RICH & SMOOTH
FORMATS	STEEL KEG 30L & 50L BOTTLE 24X330ML



Lager from around the World

World Lager is experiencing sustained growth, outpacing the broader beer market and solidifying its position as the largest and most dynamic subcategory in the industry.

This trend highlights a fundamental shift in customer preferences, as drinkers increasingly seek not only diverse and adventurous taste experiences but also moments of escapism and a sense of sophistication in their choices.

These beers deliver on all fronts - offering new flavours, rich traditions, and a portal to global exploration and are reshaping the beer landscape.

The appeal of world lagers lies in their ability to transport drinkers beyond the ordinary, offering a taste of far-off cultures and traditions. In a stressful world, these beers act as a gateway to exploration, evoking the allure of distant lands. Whether it's the crisp refreshment of a French lager conjuring visions of sunny afternoons on a Parisian terrace, the complexity of a German beer echoing the spirit of Oktoberfest, or the bold vibrancy of an American IPA that embodies the craft revolution, world lagers allow people to escape the everyday and immerse themselves in a richer, more cultured experience.

Sophistication is another key driver of this growth. We are increasingly seeking products that reflect a sense of discernment and authenticity. World lagers often showcase meticulous craftsmanship, rooted in generations of brewing tradition, or contemporary innovative techniques. This appeals to both those who value heritage and those drawn to modernity. For many, choosing a world lager isn't just about taste—it's an appreciation for the finer things in life.

The growing prominence of world lagers aligns with wider macro cultural trends favouring premiumisation and experiences over material possessions. Enjoying a well-crafted lager from a distant corner of the globe resonates particularly well with younger, experience-focused customers who prioritise quality, diversity, and storytelling in their consumption habits.



1664 Biere: A Taste Supreme, Since 1664

A beautifully balanced, full flavoured lager made with signature aromatic hops from the French region of Alsace. With its subtle bitter twist, it is designed for easy drinking refreshment.



CARLSBERG: Probably...

Carlsberg Danish Pilsner is a crisp, refreshing & easy-drinking Pilsner-style lager with a perfect balance of bitterness and sweetness. Carlsberg's founder, J.C. Jacobsen founded a new town called "Valby Bakke" (now known as Carlsberg City) near Copenhagen, where the Carlsberg brewery was located. This town included housing for brewery workers, schools, and cultural institutions.



Erdinger: The Ultimate Wheat beer

Brewed to the original recipe since 1886, its secret lies in our unique ERDINGER brewing yeasts. They provide the fruity notes and unmistakably fresh flavour. The finishing touch is a further specialty: the "Bayerische Edelreifung" or double maturity method. After the main fermentation process, we give our beer the time (28 days) it needs to mature a second time in the bottle. This is similar to how champagne is made.



Brooklyn: This is Craft

Our hero product Brooklyn Pilsner is a crisp lager inspired by Brooklyn and brewed for all. It layers clean malts with a balanced wave of bright hops, crowned by an instantly refreshing finish. Light toasty flavours and spicy, subtle citrus hop notes make it an instant classic.



Sapporo: Where east meets west

Japan's oldest and most iconic lager, delivering a crisp, refreshing taste with a smooth, dry finish. The fusion of eastern and western cultures has been at the heart of Sapporo since 1876 when the original brewmaster combined German brewing techniques with Japanese craftsmanship to create a perfectly balanced beer from carefully selected ingredients.



Estrella Damm: Passion for excellence

A passion for excellence has resulted in Estrella Damm still being made according to the original 1876 recipe, brewed with only the best 100% natural ingredients including pearl rice, a very Mediterranean ingredient that characterises Estrella Damm's unique flavour.



Poretti: Welcome to the Lake

Founded in 1877 by Angelo Poretti. A full flavoured lager, characterised by a pillowy white head, brilliant clarity and a polished golden colour. With its sparkling carbonation, sweet malty body and assertive hoppy bitterness.

Wainwright

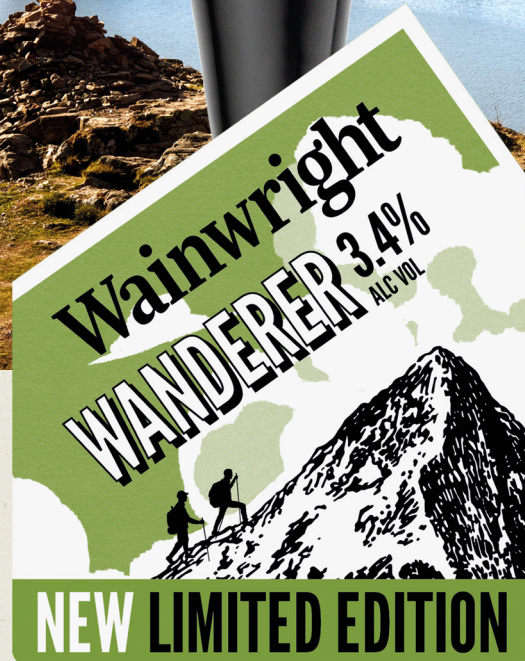
WORTH THE WALK

ULLSWATER,
LAKE DISTRICT

Combining malty and hoppy flavours with a clean finish, some things are Worth the Walk. Available from April.

ABV: 3.4%
See: Deep Gold
Smell: A touch of earthy hops, fresh
Taste: Dry bitter finish
Sweet: ●●●●●●
Bitter: ●●●●●●

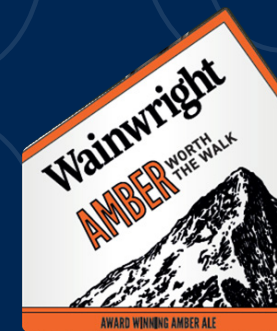
AVAILABLE
APRIL - MAY



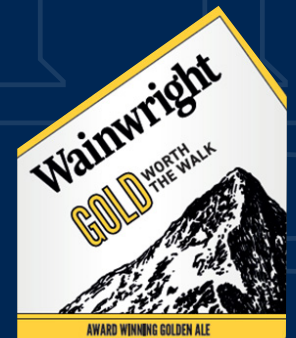
BUY 2 X 9GS AND GET



3.4%



3.4%



4.1%



3.4%



5.0%



4.2%

£10 OFF

*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 & Hobgoblin Session IPA 9g

BUY 2 X 9GS OF
DIRECTORS AND GET
£10 OFF



This amber ale is full of character, with a distinctive spicy hop aroma, the perfect balance of crystal malt with crisp, fruity, nutty hops and a lasting finish.

Explore
our low &



no alcohol
range

The no/lo category now holds
nearly 3% of the UK's total beverage
alcohol market by volume (IWSR)

BUY 3 GET 1 FREE

★
THE BEER OF
BARCELONA
1876



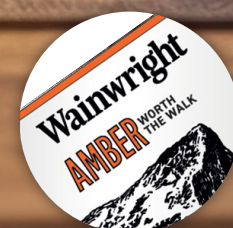
OVER 18S ONLY. OFFER OPEN TO PARTICIPATING WHOLESALE AND DAMM 1876 LTD DIRECT CUSTOMERS IN THE UK. OUTLETS MUST BUY THREE ESTRELLA DAMM 330ML CAN 24 PACK CASES. ONLY ONE PROMOTION ALLOWED PER CUSTOMER. PROMOTION SUBJECT TO AVAILABILITY. IF FOR ANY REASON THE PROMOTER CANNOT SUPPLY THE SPECIFIED FORMAT, A SIMILAR PRODUCT IN VALUE WILL BE SENT TO THE VENUE. PROMOTION VALID 01/04/2025 - 31/05/2025. PROMOTER: DAMM 1876 LTD, 5A BEAR LANE, SOUTHWARK, LONDON, ENGLAND, SE1 0UH.

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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.



CROWN CELLARS®

THE RICH TAPESTRY OF ITALIAN WINE REGIONS

Italy is home to over 400 native grape varieties, many of which are grown in unique regions across the country. The landscape, climate, and terroir vary significantly from north to south, creating a vast range of flavours and wine styles.

📍 PIEDMONT



Casale del Barone '150+1' Langhe DOC Bianco 75cl

An elegant and lively dry white wine that is attractively scented on the nose.

GRAPE: CHARDONNAY

📍 PIEDMONT



Casale del Barone '150+1' Piemonte DOC Barbera 75cl

Lots of black cherry fruit, overlaid with vanilla oak, enliven this mid bodied red.

GRAPE: NEBBIOLO

📍 PIEDMONT



Gavi DOCG, Terre del Barolo 75cl

Crisp, dry white wine, light and elegant with a long nutty finish

GRAPE: CORTESE

📍 ABRUZZO



Pecorino, La Piuma 75cl

A dry white wine wine that has a lovely youthful aromatic nose.

GRAPE: PECORINO

📍 ABRUZZO



Montepulciano d'Abruzzo DOC, Terrabuona 75cl

Youthful blueberry and dark fruits with supple tannins.

GRAPE: MONTEPULCIANO

📍 VENETO



Valpolicella DOC, Cantina del Garda 75cl

A light bodied and lively red wine that has lovely red cherry and rose petal aromas. Gentle youthful tannins. Fruity finish.

GRAPE: CORVINA, RONDINELLA, MOLINARA

📍 TOSCANA



Amarone della Valpolicella Classico DOCG, Mastia 75cl

Full-bodied and intensely aromatic with dried redcurrant, spice and woody notes, plenty of sweet fruit and supple tannins.

GRAPE: CORVINA, RONDINELLA, MOLINARA

📍 SALENTO



Brunello di Montalcino DOCG, Bartoli Giusti 75cl

A fullish bodied, rich and mature red wine that exhibits spice and dried fruit notes. Notes of spice, fig and prune. Low acidity and ripe grainy tannins.

GRAPE: SANGIOVESE

📍 VENETO



Fiano Appassito IGT Salento, Boccantino 75cl

An off dry white wine that has vibrant floral and citrus fruit aromas. Lightish intensity but really vibrant with floral and citrus fruit aromas (grapefruit in particular).

GRAPE: FIANO

📍 PIEDMONT

📍 VENETO

📍 TOSCANA

📍 ABRUZZO

📍 SALENTO

Italy is often synonymous with Pinot Grigio, the crisp, refreshing white wine that has become a staple on wine lists everywhere. The popularity and general awareness consumers have for Pinot Grigio make it a great starting point to help your guests explore Italian white wines a little further.

If customers enjoy light, dry wines for example, they might be tempted to explore an aromatic Pecorino or an elegant Gavi.

For lovers of red wine, the sheer diversity of styles and varieties from Italy also makes for excellent exploring, from the rolling hills of Tuscany to the sun-drenched coasts of Sicily.

We've gathered together a shortlist of our favourite wines to help your guests discover the breadth and depth of Italian winemaking.

Beyond Pinot Grigio

New Crown Cellars Wine Guide for 2025

Explore all of our exciting new listings and exclusive new brands joining the Crown Cellars range this year, with comments and favourites selected by Jonathan Pedley MW.

We've included some useful food and wine pairing tips, menu ideas, a run down on the last year of wine vintages around the world and the team share some of their favourite picks for the year ahead.



[Click here](#) to request a printed copy or download the PDF version



CROWN CELLARS®

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

ORDER ONLINE HERE

BUY 11 GET 1 FREE



 **ZIMOR**

*10 DEALS PER CUSTOMER PER WEEK



SERVE YOUR
RIOJA
BY THE GLASS
WITH
**FINCA
DE ORO**

AFFORDABLE RIOJA WINES
FROM BODEGAS ALMARAZ



Premium French Sauvignon New to Crown Cellars

This year we've added two Cuvée Prestige wines from Domaine Raimbault-Pineau to our range, a classic Sancerre and a Menetou-Salon. Despite being raised practically side by side, these sisters have very different personalities, Sancerre being steely and incisive, where Menetou-Salon is just a bit more relaxed with plenty of easy-going bramley apple character, both equally lovely in their own ways.



INTRODUCING AN ELEGANT AND PREMIUM
NEW LOOK FOR OUR ZIMOR RANGE,
EXCLUSIVE TO CROWN CELLARS.

BUY 11 GET 1 FREE

*10 DEALS PER CUSTOMER PER WEEK



**PINOT NOIR
RESERVA**

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



**las
ondas**

For certified sustainable Chilean
wines at a sensible price, look
no further than our Las Ondas
range, exclusive to Crown
Cellars. This Pinot Noir is soft
and fruity with delicious red
berry and spice characters, a
perfect partner for charcuterie,
duck or mushroom dishes.



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


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. [bedrunkaware.co.uk](https://www.bedrunkaware.co.uk)
*Limit of 10 deals per customer, per week. Max of 250 deals available.

BUY 11
GET 1
FREE**



AN ITALIAN MEDIUM-BODIED
MERLOT OVERFLOWING WITH
DAMSON NOTES AND SOFT
JUICY RED FRUIT FLAVOURS.

 ZIMOR

**2 PER CUSTOMER PER WEEK, 26700 ZIMOR MERLOT IGT VENETO 75CL

MIGHTY
MALBEC

£1 off
A CASE OF 12

SMALLER
BOTTLE



FREIXENET

*BUY 11
GET
1 FREE*



Clean, fruity
and especially
refreshing

Pale pink
and delicious
with floral,
fruity flavours

Suitable for Vegans

From the No.1 Sparkling
Wine Brand in the UK*

@freixenetuk  

Data Source: Circana 52 weeks to 19.01.2025 *10 deals per customer per week

PLATE 95

ARE YOU READY FOR YOUR CHILEAN ADVENTURE?

EXPLORE YOUR WORLD

Darwin spent years exploring and documenting the incredible variety of flora, fauna and geological wonders of Chile, driving our understanding of the world that we live in. These wines are a celebration of those years, and indeed the incredibly varied landscapes of Chile.



Crazy Good House Wines

Our Tempranillo, Macabeo and Tempranillo Rosé will very soon have a fresh new look that your customers will go Loco for

**LOBO
LOCO**

COMING SOON!



✓✓
DISTILLED
|

SPRING CLEAN

Spring is a season of fresh starts, which means it's time to get rid of that dusty bottle of Taboo and start thinking more seriously about your spirits selection.

It's also a great time to consider seasonal ingredients, and with a variety of produce more abundant in the UK at this time of year, you can freshen up the menu with some simple twists and garnishes.

As Georgia Billing, brand ambassador for Diplomatico Rum points out, a fresh approach to produce is also better for the planet.

"Depending on the concept of the bar, if any kind of fresh ingredient is being used, the quality and flavour is usually enhanced when they are in season. Considering carbon emissions generated by importing out-of-season fruits, it is important to reduce any negative impact on the environment in favour of better tasting in-season local produce."

Georgia suggests a simple homemade elderflower syrup, with flowers at their peak in May, as well as rhubarb for a natural sweet and sour balance and even peppers for a fresh savoury twist.

"Stone fruits such as cherries are a staple cocktail garnish, collect them at their best in the springtime and preserve them in syrup to use throughout the rest of the year!"



GIN

Gin remains a crucial category, so the trick here is to provide the customer with the traditional favourites, but blend in some eye-catching craft and exotic bottles. Spring gives you a chance to lean into the blossoms, floral and herbal styles. Gin Mare is a winner here, it's delicate maceration of Mediterranean botanicals inspire some seasonal garnishes, and the bottle can carry you into the summer season.

"Seasonality not only impacts flavours, but also the mood of the customers. Customers will gravitate towards more light and citrusy cocktails in spring and summer. This spring we will see lots of light, refreshing carbonated drinks such as spritzes or highballs, with either prosecco, soda water, and/ or flavoured tonic water. Something that is quick to make with a fresh garnish."

**Gin Mare's Brand Ambassador
Daniele Umoette**



Ionian Highball

Gin Mare	50ml
White Vermouth	30ml
Soda	100-150ml

Pour each ingredient in the glass over ice, garnish with an orange slice and sprig of basil.

Serve in a Highball



Andalusian Spritz

Gin Mare	25ml
Fino Sherry	25ml
Sugar Syrup	15ml
Lemon Juice	10ml

Pour over ice into a glass. Stir. Top up with Cava or Prosecco. Garnish with a sprig of thyme & lemon slice.

Serve in a Wine Glass

VODKA

Trump is a tee-totaller, which, unlike his barnet, is not a crime, but does make him useless for drinks predictions. Bartenders in New York however, are not, and they have noted a resurgence in the vodka martini. Get the drink back on the menu, but make sure you have a crisp and traditional vodka to hand this spring. Belvedere, a polish rye style is a winner in the martini. Meanwhile the Dutch Vodka Ketel One was designed specifically for this serve.



RUM

With warmer weather around the corner, outdoor drinking and dining becomes more accessible, so iced and shaken drinks with fresh ingredients are key. We are seeing more and more cocktails paired with food, and lower sugar, savoury drinks are also trending as drinkers become more health conscious.

Diplomatico Spritz

25 ml Diplomatico Reserva Exclusiva	25ml
50 ml Campari	50ml
Soda Water	
Ice	
Orange Slice	

Build all ingredients and stir in glass filled with cubed ice

Serve in a Highball

AGAVE

With so much cultivation and care required to get the agave plant to maturity for your tequila, it makes a you're looking for spring seasonal themes. You don't need to deviate too much from the Paloma here, fast becoming a menu mainstay , but with a growing interest in wider agave drinks, try the Quikiri Mezcal as an alternative to the tequila.

LIQUEURS

With the spring season bringing blooms and then base any seasonal specials around botanically charged liqueurs. With the weather warming up, this is also the time to consider fresher drinks and ice. Campari remains the ultimate aperitivo buddy on the backbar. The Negroni will continue it's ascent as one of the leading classics on the menu, but look at simple serves like the Campari Spritz.

Campari Spritz

Prosecco	90ml
Campari	60ml
Soda	30ml

Pour the Campari, prosecco and soda water Directly into an ice-filled wine glass. Garnish with orange slice and an orange zest.

Serve in a Wine Glass



The Spirit of Italy

Italy is known for its breathtaking landscapes and rich history but is also almost as famous for its food and drink. Among these delights, Italian spirits stand out as a cornerstone of the nation's identity, inspiring some of the world's most beloved drinks and cocktails that encapsulate the essence of Italian living, bringing a touch of la dolce vita to every sip.

A Post-Meal Tradition: The Digestivo

In Italy, the enjoyment of spirits extends beyond the aperitivo hour. After a meal, it is customary to indulge in a digestivo—a drink that aids digestion, encourages us to slow down and provides a soothing conclusion after eating. Whether it's a chilled glass of Limoncello or a warming shot of Amaretto, these post-meal drinks are an integral part of Italian culinary tradition.

Transporting Us to Italy

Italian spirits have a unique ability to transport us to the heart of Italy, evoking images of sun-drenched terraces, vibrant piazzas, and the serene beauty of the Tuscan countryside. Each sip carries the essence of the region from which it originates, offering a sensory journey through Italy's diverse landscapes and traditions.

Whether enjoyed in a bustling city bar or a romantic restaurant, Italian spirits remind us of the joy of gathering with loved ones, the pleasure and celebration of good food and drink, and the beauty of savouring each moment.

Salute!



On deal

Aperol: The Star of the Spritz

One of the most celebrated Italian cocktails is the Aperol Spritz. This vibrant, orange-hued drink is a perfect blend of Aperol, prosecco, and soda water, garnished with an orange slice. Its bittersweet flavour and refreshing fizz make it an ideal aperitivo, enjoyed in the early evening as a prelude to dinner. The Aperol Spritz has become a global symbol of relaxed and beautiful drinking.



Limoncello: A Zesty Delight

Limoncello, made from the zest of Amalfi lemons, is a versatile liqueur that delivers a burst of citrus and Italian sunshine. Traditionally served chilled as a digestivo, Limoncello also shines in modern cocktails, such as the Limoncello Martini or Limoncello Collins, offering a refreshing twist that captures the sunny charm of southern Italy.



On deal

Amaretto: Sweet and Versatile

Amaretto, with its rich almond flavour, is a key ingredient in many delicious cocktails. The Amaretto Sour, a classic cocktail combining amaretto with lemon juice and a dash of simple syrup, is a perfect example of how this liqueur can balance sweetness with a touch of acidity. Amaretto also pairs wonderfully with coffee and cream-based drinks, adding a luxurious, nutty depth.



On deal

Malfy Gins: The essence of Italy

Malfy Gin is a distinguished Italian gin brand that encapsulates the essence of the Amalfi Coast with its vibrant citrus groves and picturesque landscapes. Crafted with meticulous attention in Italy using handpicked botanicals and Italian water, Malfy brings a unique blend of Italian botanicals and flavours.

Season of the Spritz

The sun is finally shining, so it's time to get some fizz flowing



Cuervo Silver
Tequila 70cl



Grey Goose
Vodka 70cl



The Botanist Islay
Dry Gin 70cl



1800 Silver
Tequila 70cl

Aperol Paloma Spritz

INGREDIENTS

1800 Silver Tequila (25ml)
Aperol (25ml)
Finest Call Lime Juice (12.5ml)
Ponte Prosecco Extra Dry (75ml)
London Essence Pink Grapefruit Soda (75ml)

GLASSWEAR

Wine Glass

METHOD

Shake first 3 ingredients with ice, strain into glass with ice, top with sparkling ingredients and stir

GARNISH

Grapefruit wedge

NOTES

This can be a build & stir to save time if needed

Floral Spritz

INGREDIENTS

Box of Budgies Sauvignon Blanc (75ml)
St Germain (50ml)
London Essence White Peach and Jasmine Soda (100ml)

GLASSWEAR

Highball

METHOD

Build all ingredients over ice and stir

GARNISH

Lime wedge



St Germain 70cl



Warner Raspberry Gin 70cl



Warners Pink Berry Gin 0.0% 50cl



Malfy Gin con Limone Gin 70cl



Warner Rhubarb Gin 70cl



Warners London Dry Gin 70cl

Pink Grapefruit Spritz

INGREDIENTS

Malfy Gin Rosa (25ml)
Eager Pink Grapefruit Juice (25ml)
Teisseire Cane Sugar Syrup (10ml)
Ponte Prosecco Extra Dry (200ml)

GLASSWEAR

Wine Glass

METHOD

Shake and strain first 3 ingredients over ice, top with Ponte Prosecco

GARNISH

Grapefruit wedge



Malfy Gin Rosa 70cl



Malfy Gin con Arancia 70cl

The UK is now a nation of moderation.

The elbow-bending landscape has been utterly transformed in the last 20 years. Back in 2004, the average elbow-bending consumer was **devouring a liver-quivering 9.4 litres of alcohol every year.**

But today, we're far more measured in our measures and due to an array of different social factors and trends, **alcohol consumption has fallen by more than 20%.**



Who's responsible for this?

Well, many reckon it's due to the more body-conscious, younger Gen Z but they're certainly not alone. The Sober Curious trend is percolating down through older generations, ranging from millennials all the way to baby boomers.

While this can, quite literally, make sober reading for pubs that have traditionally relied on sales of fully-fledged fermentable products to survive, booze-free beverages can seriously bolster one's bottom line.

Last year, bean-counting boffins at market intelligence agency Mintel estimated that Britain's **no- and low-alcohol drinks market is currently worth £380 million – which represents a 50% increase in five years.**

The upward curve is set to continue too. Driven by a growing trend towards conscious consumption among younger consumers and a pan-generational desire for healthier lifestyles, the IWSR (International World Spirits Report), **estimates the no- and low sector will likely be worth £800 million by 2028.**

Not only is moderation socially acceptable, it's profitable. As such, the on-trade needs to embrace it all year round according to Laura Willoughby, co-founder of Club Soda, whose aim is to ensure non-drinkers are comfortable in pubs and bars.

***“With two-thirds of UK adults moderating their drinking, alcohol-free options are now a year-round staple—not just for Dry January,” said Laura. “If you haven’t reviewed your low and no-alcohol range recently, January is the perfect time. Engage your customers with tastings or alcohol-free cocktail events to keep footfall strong during the most health-conscious month of the year.*”**

“Showcasing a thoughtful alcohol-free selection not only meets growing demand but also sets your venue apart as a go-to destination for mindful drinkers all year long.”

Research has shown that roughly 70% of those who enjoy alcohol-free drinks also drink alcohol on other occasions – as proven by the emergence of drinking habits like “Bookending” (starting and ending with alcohol-free drinks) and ‘Zebra stripping,’ where people alternate between alcoholic and alcohol-free drinks or have alcohol-free nights out.

Both these trends help customers extend their evening in pubs and bars. ***“Importantly, socialising hasn’t stopped,”*** added Laura. ***“People simply want drink options that align with their goals.”***

Having opened an entirely alcohol-free ‘pub’ in London, Laura has plenty of advice on maximising the ‘moderation’ opportunity. “Don’t forget to promote your range: list it on menus, online, and on Google, as 42% of customers check drinks menus in advance, especially for group bookings or events”.

Thankfully, getting one’s range right is a lot easier than it used to be. Firstly, soft drinks have seriously stepped up in class and complexity – offering consumers and venues much more than the classic go-to options on “the gun”.

The London Essence range of mixers and sodas, for example, can play a premium role in both non-alcoholic and alcoholic cocktails. ***“London Essence’s collection of premium soft drinks and mixers can be enjoyed as elevated standalone drinks served over ice for a sophisticated addition to a low/no menu,”*** said Melanie Ginsberg, London Essence’s Head of Marketing.

“As every drink is crafted from delicate layering and artfully blended ingredients, they allow bartenders to be innovative and offer more enriched experiences for those looking for delicious drinks.”

The non-alc spirit category is similarly rife with invention. Huge steps have been made in terms of quality and there’s no excuse for not embracing this innovation.



London Essence Mixers



Seedlip, the world's first dedicated non-alcoholic spirit, has been at the forefront of this trend. A botanical spirit that's complex and versatile, but without the abv attached, Seedlip was developed using a bespoke method inspired by 17th century book on non-alcoholic distillation and botanicals.

Both Seedlip 108 (Garden) and 94 (Spice) can be used in bespoke drink but can also step in as a sophisticated spirit substitute in classic cocktails.

By swapping alcoholic spirits for Seedlip in a Negroni, a Paloma or a Cosmopolitan, it gives customers a very clear idea of what they're ordering, it's easier to understand and makes the non-alcoholic option more accessible.

If you have a cocktail or drinks menu, it's better to place these twists on the classics, and other non-alcoholic drinks, among the alcoholic options rather than in a section at the back of the menu. It's more inclusive, less alienating and confirms that non-alcoholic drinks are part of the bar's experience.



Seedlip Garden 108



Seedlip Spice 94

Equally, reassuring brand names like Tanqueray and Gordon's are well-positioned to set more moderate-thinking minds at rest with their respective 0.0% offerings.

Warner's, a dynamic farm-based distillery based in Northamptonshire, were the first UK distillery to have both an alcoholic and non-alcoholic range and launched the non-alc spirits back in 2020.

"We have learnt over the last 4 years that this isn't about people that can't drink or a particular season," said founder Tom Warner. "We've seen our highest sales of 0% spirits during the festive season, proving that moderation is as much about celebration and ritual as it is about restraint."

The no- and low-alcohol category is the fastest-growing segment of the Warner's business and, states Tom, this growth isn't a fad. ***"It's driven by a genuine desire for authenticity and quality,"*** he said. ***"Consumers expect a crafted experience that mirrors the care and tradition of their favourite spirits."***

"Whether you're toasting at a Christmas party or enjoying a casual drink on a summer evening, the industry must innovate to ensure no one feels left out of the communal joy of raising a glass".



Warner's 0% Pink Berry



Tanqueray 0%



Freixenet 0%



Freixenet Rosé 0%

Seedlip Garden Spritz

Ingredients

60ml Seedlip Garden 108
Elderflower tonic or Club Soda

Method

Pour 60ml of Seedlip over ice in a wine glass.

Top with Premium Tonic or Club Soda.

Garnish with Rosemary Sprig



Seedlip Spice 94 Spritz

Ingredients

60ml Seedlip Spice 94
Aromatic tonic or Ginger Beer

Method

Pour 2 oz. of Seedlip over ice in a wine glass.

Top with your premium Ginger beer or aromatic tonic.

Garnish with Grapefruit slice



Pink Berry Sour

Ingredients

- 50ml Warner's 0% Pink Berry
- 20ml lemon juice
- 10ml sugar syrup
- 1 raspberry

Method

For this blush-pink non-alcoholic twist on a Clover Club, shake all ingredients with lots of ice, double strain into an ice-filled rocks/ tumbler glass.

Garnish with a mint sprig.



Pink Berry Cosnopolitan

Ingredients

- 50ml Warner's 0% Pink Berry
- 50ml Cranberry juice
- 15ml Lime juice
- 15ml Sugar syrup

Method

Shake all the ingredients with lots of ice and strain into a chilled cocktail glass.

Peel a coin of orange peel and zest/squeeze it over the glass.



No-Loma, a non-alc alternative to Paloma

Ingredients

- 50ml Pink Grapefruit juice
- 15ml Agave syrup
- 15ml Lime juice
- London Essence Pink Grapefruit Soda

Method

Pour the Pink Grapefruit juice, Agave syrup and lime juice over ice in a highball glass

Top with London Essence Pink Grapefruit Soda

Garnish with Pink Grapefruit



Non-Drinking Numbers

66%

of pub and bar customers want to see **lower-sugar drinks options**

Almost 2 thirds

of Brits are **on a diet** 'most of the time'

Consumer Adoption:

Approximately **50% of UK adults have purchased a no/lo product**, contributing to a **9% increase in no/low volume consumption** in 2022 compared to 2021 (IWSR)

Market Share Expansion:

The no/lo category now holds **nearly 3% of the UK's total beverage alcohol market by volume**, indicating a significant shift in consumer preferences (IWSR)

Retail Market Value:

The retail value of low- and no-alcohol drinks in the UK **more than doubled between 2019 and 2024**, reaching an estimated

£380m

in 2024

31%

of customers have **left a venue early and/or disappointed** because of poor low & no options

40%

will **research low & no options ahead of time** if they're visiting a pub, bar or restaurant and not drinking alcohol

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*Outlets make +£2.08 additional cash margin per serve for a Spirit & Mixer vs Lager
** Spirit drinkers have higher serves per occasion (5.3 serves per occasion - vs. 4.4 for Wine drinkers and 4 for Beer drinkers)

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(Source: CGA OPMS Data to 18.05.24)*

SPIRITS HAVE GROWN +26% OVER THE LAST 8 YEARS
(Source: CGA OPMS Data to 18.05.24)

SPIRIT DRINKERS ORDER A HIGHER NUMBER OF DRINKS PER VISIT & SPEND MORE IN TRADE VS WINE & BEER DRINKERS
(Source: Kantar Alcovision MAT 30.06.24)**

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

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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



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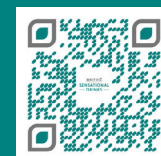
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SENSATIONAL
— DRINKS —

Visual Purposes only. Subject to availability. Max 1 of each POS kit and 1 case of Pepsi Max 330ml cans x24 per outlet. NPN. Registration & email address required. Visit Sensationaldrinks.com for Terms and Details. Promoter: Britvic Soft Drinks.



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BRITVIC



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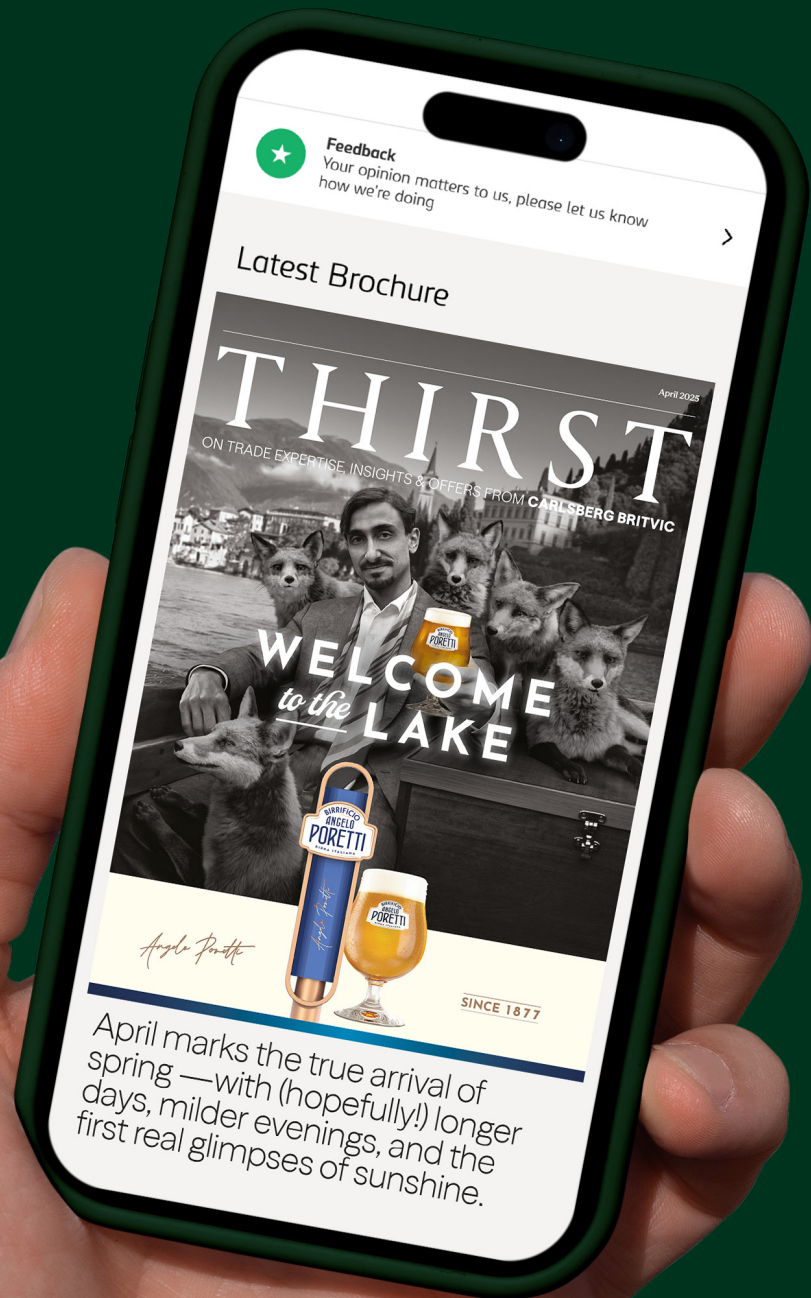
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