

THIRST

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





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



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



CHRIS PRATT
VICE PRESIDENT ON TRADE

WELCOME TO OUR MAY EDITION OF THIRST

May is a month of longer days, lighter evenings, and the first real taste of summer. It's the perfect time to embrace refreshment—whether it's an ice-cold lager in a sun-soaked beer garden, a crisp cider or a well balanced spritz shared with friends.

With bank holidays, seasonal menu changes, and an increase in social occasions, May offers plenty of reasons to bring people together over great drinks.

A season of easy enjoyment & refreshment

As we step into warmer days, drink choices naturally shift and lighter, more refreshing options take centre stage. And to celebrate refreshment, this month we focus on Carlsberg and their new upcoming campaign which celebrates those best beer moments when the refreshing taste of beer really does hit. We are promoting this in the on trade with a limited edition glass and point of sale celebrating the arrival of summer.

Many occasions to celebrate

May also sees an eclectic mix of occasions. From the FA cup final and the Eurovision final being held on the same day to official days to celebrate cocktails and the humble British sandwich. Look at what is happening and what would appeal to your customers and how you can do something a little special in your venue to attract customers. From limited edition menus and drinks to crowd drawing activities, there are plenty of ways to proactively attract experience hungry customers.

Cheers to a refreshing May!

Chris Pratt
VP On trade



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A Thirst for Magical May



With two bank holidays, half-term fun, and the promise of longer days, May is a perfect time to step outside, celebrate, and enjoy the little pleasures of life. Whether it's raising a glass, cheering for your favourite team, or sitting in a vibrant beer garden, this month has something for everyone.

5TH & 26TH MAY'S DOUBLE BANK HOLIDAY BOOST



May gives us with not one but two bank holidays! The Sunday before each holiday consistently sees a rise in social outings, so make the most of it.

1ST MAY DAY



A traditional celebration of spring, May Day is linked to outdoor festivities, dancing, and seasonal food and drink. Embrace the occasion with floral décor, spring cocktails, and fresh seasonal dishes.

4TH - 12TH NATIONAL BBQ WEEK



BBQ lovers rejoice! This is the ideal time for pubs, beer gardens, and restaurants to showcase their grill skills with some outdoor (or indoor) cooking.

13TH WORLD COCKTAIL DAY



Time to shake things up! World Cocktail Day marks the anniversary of when the word “cocktail” was first defined in 1806. Since then, the world of mixology has evolved immensely—from classic Old Fashioneds to zingy Palomas.

17TH EUROVISION GRAND FINAL



Love it or loathe it, Eurovision always delivers a spectacle. With its dazzling performances and unforgettable outfits, it's a staple of May's entertainment calendar. Last year, over 160 million people tuned in—so why not throw your own themed party and join the fun?

17TH FA CUP FINAL



The most prestigious domestic football competition reaches its conclusion this month. The FA Cup final has long been a key date in the sporting calendar, uniting football fans across the country. The official end of the Premier League swiftly follows the week after.

19TH - 25TH BRITISH SANDWICH WEEK



A week dedicated to one of the UK's most iconic food staples—the sandwich. Whether you're a fan of a simple cheese and pickle or a gourmet club sandwich, this is a chance to appreciate the versatility of this beloved meal. The UK spends over £8bn a year on sandwiches? That's a lot of bread.



20TH WORLD BEE DAY



Honey has long been a staple in cocktails and craft beer, adding natural sweetness and depth to drinks like the Bee's Knees (gin, honey, lemon) or a Honey Old Fashioned. It's also the emblem of Manchester, symbolising hard work and community spirit.

Customer of the Month



This month, we spoke with Grace Hadley, General Manager of the Grumpy Moles, a family run collection of gastro pubs in Surrey.

Tell us about The Grumpy Moles?

There are five Grumpy Moles in total, all with a simple approach - to offer delicious food in stylish but cosy surroundings. Our ethos is all about creating a comfortable and memorable dining experience for customers. We want that home from home feeling and a lot of our best sellers are those crowd-pleaser dishes like catch of the day or a delicious homemade pie. The stuff everyone loves to eat! We have extended our menu over the last couple of years to make sure we appeal to a diverse range of customers so now have a selection for those who want finer dining options as well as a bar nibbles menu of light bites to go with a drink.

All of our venues are family friendly and we also hold a lot of events like weddings, big birthdays, etc.

And what is the best part of your job?

I love going to all the different venues and working with the teams. Each venue has it's own individual charm, and is made successful by the teams working hard within them. The benefit of travelling between the venues is picking up on tips and tricks used at each one and then sharing best practice with the other venues - it really is a team effort! The best thing is that everyone has a genuine vested interest in the success of the business and are lovely people to work with.

As part of a dedicated Events team, it's always a pleasure seeing our final 'product' come to life and watching guests enjoying their time with us, making memories as a group of family and friends.



Customer of the Month



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

Spring is an exciting time of year for us. Once the weather starts to (hopefully!) get better we can open up all of our lovely outdoor dining space which creates extra covers.

It can also provide the opportunity to evolve the food and drink menu in summer to compliment the weather and this gives us a good opportunity to do marketing around any new dishes and tipples.

It is also the key season for lots of other national events and bank holidays and we always consider what we can offer to coincide with these too. For example when it was the Coronation, we offered a special afternoon tea and we will do specific plans for Easter, etc..

We will always try and decorate the venues for events like this for example with the right flowers for the occasion - like daffodils for Easter.

We like to not just treat an occasion as a one off, for example we did a Mothering Monday event to extend the occasion for those who didn't get chance to celebrate on the Sunday. We offered a free glass of prosecco for those who booked with us on that Monday which is a good chance to have more people in the venues on a typically quieter day.

And finally your own favourite tippie:

Either a crisp glass of fizz or any icy glass of rose!

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

It is quite seasonal as you might expect so in spring and summer, we will sell a lot of rose, aperol spritz and different gins and tonics. Whereas in winter, we tend sell a lot more red wine and ales.

We sell Poretti, Carlsberg, 1664 Biere and Guinness on draught as well as a varied selection of local ales. Poretti and 1664 Biere are both fairly new but performing well.

Some of our locations are based in villages and towns and others are more remote but many people often still drive to them, so we have seen a big increase in the demand for non-alcoholic drinks. We sell Biere 1664 0,0% and Guinness 0,0% and they are popular.

We changed our wine menu fairly recently and all Managers were trained on helping customers make better pairing decisions with our food.





At the slight suggestion of any sunshine, one thing is certain, people are eager to get outside.

Spring brings fresh energy, brighter evenings, and a renewed love for open-air socialising, making it the perfect time to embrace your venue's outdoor space. Whether you have a sprawling beer garden, a cosy patio, or just a few tables in a courtyard, there are ways to create an inviting, exciting atmosphere for guests. From simple décor upgrades to creative events, now is the time to make the most of the season and turn your outdoor area into a must-visit destination.

Here are some of our customers outdoor spaces that we can take inspiration from.



The Bell In Ticehurst in East Sussex

"We do a lot of events with our outdoor space including an outdoor bbq kitchen in the wamer months and a free outdoor music festival in July. That is about giving back to the community and people can come and listen to some music. We make our outdoor space look on tip top form by planting 4,000 tulips"



The View and Location Garden

The Headland Hotel on the English Riviera, Torquay

"We are located on top of a cliff so we have stunning uninterrupted views. On a beautiful day, our lounge and outdoor terrace are full of people all day"

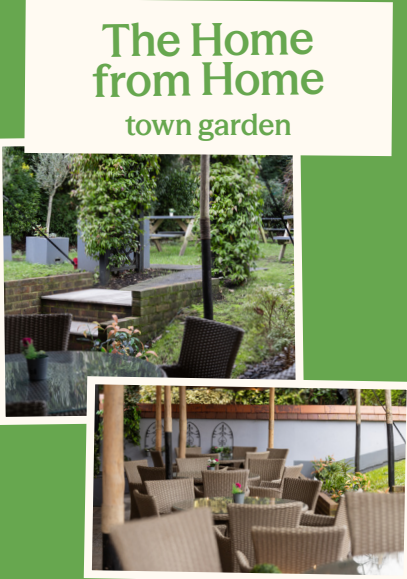


The Foodie Garden
Branded by 1664

"When we took over The Four Pears, the garden was tired and tatty with no real identity but it had so much potential. We wanted it to be a focal point and a food destination and for us to be able to showcase our fire cooking magic. We worked in collaboration with 1664 Blanc and 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"



The WOW
now you are just showing off garden



The Home from Home town garden

"The Epsom Grumpy Mole has a beautiful covered outdoor terrace and landscaped beer garden, secluded and dappled in sunlight – the perfect haven for a post work tipple."



Top tips to instantly elevate your outdoor space



Lighting for Atmosphere
String up fairy lights or warm LED bulbs or use solar-powered lights along pathways or in plant pots. Repurpose old jars into lanterns with tea lights



DIY Furniture Upgrades
Sand and repaint old wooden benches or tables. Use wooden pallets to create seating or tables. Add colourful cushions or throws for comfort and decor.



Greenery & Plants
Hang up planters, Plant easy-to-maintain greenery like ivy, ferns, or succulents, Repurpose old beer barrels or kegs as plant pots.

Make an experience

Outdoor events, BBQ cooking or an outdoor bar in some way can instantly elevate a garden. If this can't be done in house, then perhaps partner with a local street food business to facilitate this. If an outdoor bar is not achievable then look to sell easy batch cocktails in jugs and pitchers.

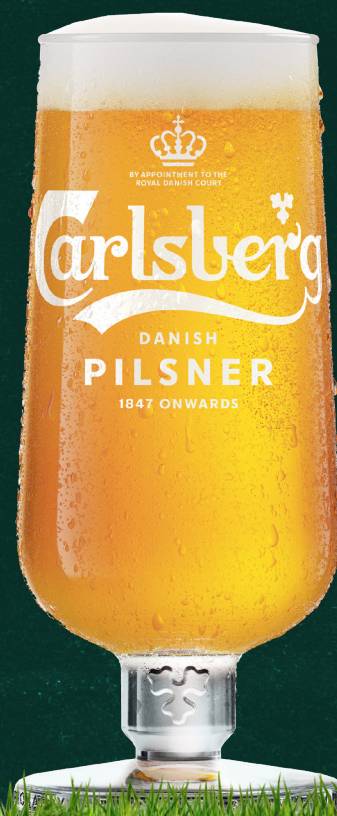
FOOTBALL FEVER FEVER FEVER FEVER THIS MAY

In May, football fever is at its highest, and there's no better place for customers to experience the action and atmosphere than out and about.

With the league season coming to a close and the FA Cup final just around the corner, fans will be flocking to venues to catch every moment of the drama — and the right drinks can make the experience even better.

Create the perfect matchday atmosphere with a wide selection of beers on tap and make sure to stock up on alcohol-free options too, so everyone can enjoy the occasion.

And when the final whistle blows, have something special ready — whether it's a celebratory glass of fizz to toast (or console) the result!



SANDWICHES

There are not many people who don't love a good sandwich! Whether it's a hearty bacon butty, a classic egg and cress, or a posh smoked salmon and cream cheese.

To elevate your sandwich experience, don't forget the perfect beer. Like cheese and crackers or fish and chips, the right brew enhances flavors in surprising ways.

In honor of British Sandwich Week (May 19-25), we've paired the UK's favorite sandwiches with their ideal beer.



CORONATION CHICKEN

Pair with Poretti

Poretti's smooth malt and crisp finish complement the creamy, spiced coronation chicken, while its subtle bitterness balances the richness without overpowering the curry notes.



HAM & CHEESE

Pair with Brooklyn Pilsner

Brooklyn Pilsner's balanced malt and gentle hops enhance ham's saltiness while refreshing the palate between rich cheese bites-an easy-drinking classic.



EGG & CRESS

Pair with Carlsberg

Carlsberg's clean, crisp taste works well with the creamy egg mayo and fresh cress, making the pairing light and refreshing without overwhelming the delicate flavours.



SMOKED SALMON & CREAM CHEESE

Pair with Estrella

Estrella's slightly sweet malt and crisp carbonation complement smoked salmon and cream cheese, keeping the pairing refreshing while enhancing the smokiness.



SAUSAGE SANDWICH

Pair with Hobgoblin Session IPA

Hobgoblin's dark malt notes complement savoury, spiced sausage, especially with fried onions, while its roasted caramel tones enhance the sandwich's depth.



CHICKEN & BACON CLUB

Pair with Wainwright Gold

Wainwright's smooth golden ale, with subtle fruitiness and gentle bitterness, complements a Club Sandwich's crispy bacon, chicken, and creamy mayo.



CHEESE & ONION

Pair with 1664 Bier

1664 Bier's smooth malt and herbal hop bitterness complement sharp cheese and onions, balancing richness with a crisp finish.



TUNA MAYO

Pair with 1664 Blanc

1664 Blanc's fruity citrus notes contrast refreshingly with creamy tuna mayo, enhancing its delicate flavors.

Refreshment is a feeling — an immediate physical and sensory reaction that leaves the body and mind feeling revived and energised.

We need refreshment all year round but in different ways. In warmer months, lagers, spritzes and chilled wine provide relief from the heat, making light, cool flavours especially appealing.

And refreshment is subjective! It is based on individual sensory perception and personal preference. What feels refreshing to one person might not have the same effect on another. Ultimately, refreshment is about how a drink stimulates and satisfies the senses — and that varies from person to person.

Refreshment on tap

How is refreshment typically delivered in a drink?

Drinks are designed to evoke refreshment through several triggers:



Temperature

Cold or chilled drinks are inherently refreshing because they lower your body temperature and create a cooling effect. Ice-cold water, soda, or juice instantly wakes up your senses.

An ice-cold pilsner served in a chilled glass creates a fresh, bracing effect.

A chilled glass of Sauvignon Blanc or rosé feels crisp and refreshing.

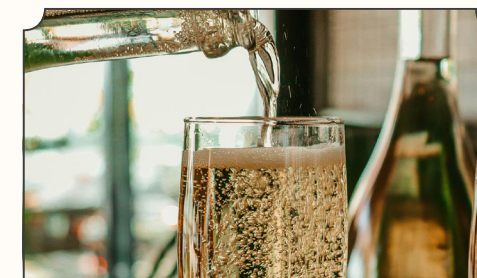


Flavours or Aromatics

Certain flavours, like mint, citrus and berry are naturally crisp and bright, signalling freshness to your brain.

A mojito combines mint, lime, and rum for a cooling, zesty profile.

The botanical notes of juniper and citrus in a gin & tonic stimulate the senses.

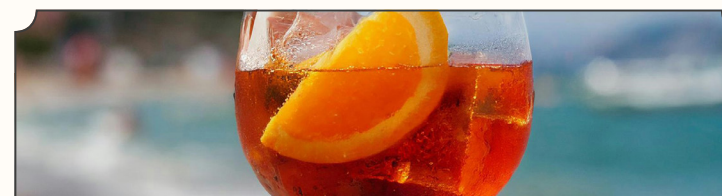


Fizziness

Carbonation creates a tingling sensation that stimulates the palate and enhances the feeling of refreshment.

A glass of Prosecco or Cava benefits from fine bubbles that enhance the crispness.

A sparkling tonic water, soda or mixer can provide a refreshing fizz.



Sweetness & Acidity

A balance of sweetness and tartness stimulates your taste buds and makes you feel more alert and alive.

The bittersweet flavour of an Aperol Spritz is enhanced by the acidity of the orange and prosecco.

A rum and coke balances the sweetness of cola with the deeper notes of rum.



Lightness

Drinks that feel light on the palate avoid heaviness and contribute to a feeling of clarity and renewal.

Lower-alcohol lagers (like session beers) provide hydration without heaviness.

A spritzer (wine mixed with soda) offers a lighter, more hydrating take on traditional wine.

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



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.

PREMIUM



1664 Bière (4.6%)

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



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.

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.

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

be**drinkaware**.co.uk

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.



Sapporo
(4.8%) 330ml

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.



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

ALCOHOL-FREE



The Stonewall Inn IPA
(4.3%) 330ml

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



Brooklyn Pilsner
(4.6%) 440ml

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



Pulp Art Hazy IPA
(4.6%) 330ml

A delicious blur between beer and art, with billboard-sized notes of bright tropical fruit and a refreshingly soft finish.



Bodega Run Pale Ale
(3.4%) 330ml

A harmonious fusion of flavours with a medley of citrus, floral and woody notes.



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.



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](#)

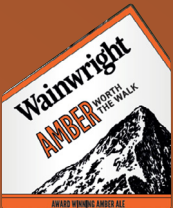


**Click on the badge
to get the offer**

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.



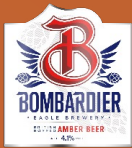
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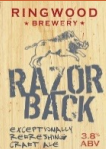
3.4%



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.



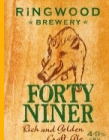
Hobgoblin Gold (4.2%)
Hobgoblin Gold's tropical aromas of citrus and passionfruit give way to a biscuit-like malt base balanced by fresh citrus flavour.



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

PROBABLY THE BEST BEER IN THE WORLD.

IN 2025, CARLSBERG IS DRIVING THE BIGGEST BEER CONVERSATION YET.

Few things stir up online banter like beer. Whether it's the classic pub debate over the perfect pint or threads ranking "top 5 beer moments", there's an unspoken national pride around the occasions when and the places where a pint just hits different.

Over the last few years, social media has become the place where we gather (digitally) to debate, joke, and share the moments that make beer more than just a drink. The question... What is the best beer in the world?



And in 2025 Carlsberg wants to ramp this conversation up to the next level. With their iconic "Probably" tagline — a phrase that's been woven into British culture — Carlsberg will launch a major digital first campaign that taps into the humour, nostalgia, and everyday brilliance of the perfect beer moments.


We all have a best beer, but what makes them unique are those simple, golden moments when the beer becomes the perfect backdrop to the best memories.

Whether it's a cheeky pint on the way home from work or a Friday beer with your mates. The charcoal's just been lit for the first BBQ of the season beer or the suns come out ready for that refreshing weekend pint.

So whats yours?

Probably the best beer in the world







**Patrick Welby**
@pwelbs

Top 5 beers:
5.) First Beer on Friday (3-5PM)
4.) Beer in pool/lake/ocean (includes sand/beaches
3.) First beer of day at concert/festival
2.) Airport beer (usually sucks but hits)
1.) Ballpark beer (outdoors/summer)

Honorable mention: Shower beers, campfire, 3rd beer on party bus

09:03 AM • Jan 15, 2023



**Pat from Cleveland**
@StuffNThings216

Best beer list, in no particular order: Airport beers, bar beers (after a long day), patio beer, sporting event beers, and golf beers

8:10 PM • Mar 15, 2024



**Darb**
@darbayit

Some great beers:

The airport beer
The kitchen beer while she's getting ready
The hotel balcony 7pm beer
The straight to the pub from work beer
The Sunday afternoon beer garden beer
The Friday before Christmas beer(s)

5:12 PM



SUPPORTING THE ON TRADE WITH OUR LIMITED EDITION SUN'S OUT GLASS AND POS SUPPORT

THE MOST ICONIC BEER
MOMENT DESERVES ITS
OWN GLASS!

Is there any beer moment than is more universally loved than a refreshing pint on a rare sunny day. It's a national event. The moment the clouds break and temperatures creep above 12°C, beer gardens fill, sunglasses come out and coats disappear. And in this cultural ritual, Carlsberg is giving this iconic moment the glass it deserves.

From May, Carlsberg will launch limited-edition "Sun's Out" pint glass with a supporting POS kit exclusively for customers.

Carlsberg will also be offering consumers the chance to win £500 by posting photos of their SUN's OUT pints.



be **drinkaware.co.uk**

ORDER ONLINE HERE

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

AND BAR MANAGERS, WE WANT YOU TO GET INVOLVED TOO!

We are also rewarding bar managers with the chance to win 1 of 3 £500 cash prizes simply by sending in and posting a picture of your outlet with the POS.



**SPEAK TO YOUR
CUSTOMER
DEVELOPMENT
MANAGER TO GET
THE LIMITED EDITION
GLASSWARE AND
POS KIT.**

COLD, CRISP, AND INCREDIBLY DRINKABLE...

At Carlsberg, we've always believed in doing things the right way – brewing towards a better tomorrow whilst delivering on quality and refreshment. Just as our founder began doing so over 175 years ago, this remains true in all we do today.

That's one of many reasons that makes us probably the best beer in the world.

But it turns out, more and more people are agreeing with us.

Carlsberg Danish Pilsner is growing volume share ahead of total beer and competitors.

Source: CGA OPMS Data to 22/02/2025 & Nielsen data to 25/03/25 MAT Volume Chg vs YA. Total Lager, Carlsberg Danish Pilsner, Fosters, Carling.



CARLSBERG DANISH PILSNER

Carlsberg Danish Pilsner is a crisp, refreshing & easy-drinking Pilsner-style lager with a perfect balance of bitterness and sweetness.

ABV: 3.4%
Style: Pilsner
See: Golden
Smell: Distinctive hop aroma
Taste: Aromatic hops with citrus and floral top notes give a greater depth of flavour, whilst remaining crisp, light and refreshing



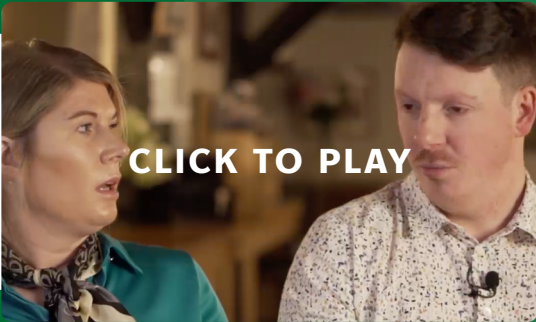
CARLSBERG 0.0 PILSNER

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

ABV: 0.0%
Style: Alcohol Free Pilsner
See: Golden
Smell: Distinctive hop aroma
Taste: Our refreshing and crisp with a hoppy bite 0.0, is everything you'd expect from a well-balanced pilsner

AND DON'T JUST TAKE OUR WORD FOR IT

Listen to what some venues and customers who have recently switched to Carlsberg have to say.





THE SUMMER OF 78

ESTRELLA DAMN MIXES THE PAST AND THE PRESENT AND TAKE US BACK TO THE LEGENDARY 1970S

Estrella Damm rekindles memories of the iconic 1970s in “Summer ‘78”, its new campaign. And it does so with one of the hits that revolutionised the music scene of the 1970s, “Yes, Sir, I Can Boogie.” “Summer ‘78” tells the story of María, a young woman who receives a box of her late grandma’s old photos, amongst which a collection from the summer of 1978 catches her attention. Inspired, she decides to visit each of the places that her grandmother had photographed during the summer of that year.

Past and present mix in this trip that leads to unforgettable beach-filled days and starry nights, dancing until sunrise, and meeting people that will change the course of events. All of this without realising that they are living, in different years, what will be the summer of their lives.

Because “no matter what changes, may what matters never change.”



AN AWARD-WINNING PREMIUM PALE LAGER MADE WITH 100% NATURAL INGREDIENTS

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. Light and refreshingly drinkable, with a perfect balance between fresh grainy malt and subtle fruit, rounded off with a peppery bitterness and a clean finish.

ABV:	4.6%
Style:	Lager
See:	Pale golden
Smell:	Complex & delicate
Taste:	Cereal notes and refreshing finish
Food Pairing:	Tapas, Tomatoes, Mozzarella, Peppered Fish, Mexican dishes

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.

BUY 2 X 9GS OF
MARSTON'S PEDIGREE
AND GET



Qualifying SKU: Marston's Pedigree. Both 9Gs must be purchased in one order

Buy any 4 cases

and get a bottle of 70cl spirit free*



Choose from Aperol 70cl,
Gordon's Alcohol Free 70cl
or Absolut Vodka Blue 70cl

PROMOTION VALID FROM MAY 1ST - MAY 31ST. PROMOTION INCLUDES 1664 BLANC 24X330ML, PORETTI 24X330ML, CARLSBERG DANISH PILSNER 24X330ML, ESTRELLA DAMM 24X330ML, SAPPORO 24X330ML, BROOKLYN STONEWALL INN IPA 24X330ML. DEAL CAN ONLY BE ON CASES OF 24 AND CANNOT BE MIXED WITH THE CASES OF 12 DEAL ON PAGE 39



Come in
cases of
24

Buy 8 cases

and get a bottle of 70cl spirit free*



Come in
cases of
12

Choose from Aperol 70cl,
Gordon's Alcohol Free 70cl or
Absolut Vodka Blue 70cl

PROMOTION VALID FROM MAY 1ST - MAY 31ST. PROMOTION INCLUDES 1664 BIERE 12X275ML. DEAL CAN ONLY BE ON CASES OF 12 AND CANNOT BE MIXED WITH THE CASES OF 24 DEAL ON PAGE 38.

PULP ART HAZY IPA



NEW

£24.99
24 x 330ML

HAZY! JUICY! TROPICAL!

Promotion valid for the duration of the promotional period. Qualifying products: Brooklyn Pulp Art 24x330ml Cans. Whilst stocks last. Deal subject to change.



BODEGA RUN PALE ALE



NEW

£18.99
24 x 330ML

FRESH. FLORAL. ZESTY.

Promotion valid for the duration of the promotional period. Qualifying products: Brooklyn Bodega Run 24x330ml Cans. Whilst stocks last. Deal subject to change.





POURING PERFECTION: GARY PUCKERING ON THE FANTASTIC DRAUGHTMASTER SYSTEM

Gary has worked for Carlsberg Britvic for almost 19 years and is Dispense & Innovation Manager.



WHERE DID THE DRAUGHTMASTER DISPENSE INNOVATION COME FROM AND WHAT WAS THE THOUGHT BEHIND IT?

DraughtMaster is a dispense innovation developed by Carlsberg Group in Denmark, which was introduced into the UK in 2016.

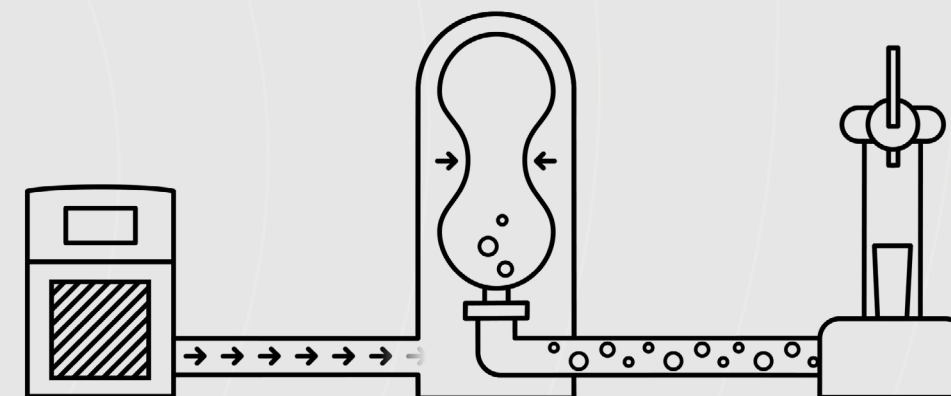
The main purpose of DraughtMaster was to improve quality and increase the shelf life of beer once it has been broached. As part of a standard steel keg system, CO2 or Mixed Gas is used to dispense the beer, and over time (after 5 days or so), because the gas is being absorbed into the beer, the quality will be affected, and it will not be at its optimum. We usually

advise venues that a steel keg should be used and finished within 5 days from broaching.

With DraughtMaster, the beer is gently squeezed out of the 20 litre PET keg by using compressed air (around the keg). As external gas is not required in a DraughtMaster system, once the keg is broached the exceptional quality will remain the same and consistent for up to 30 days, which means the beer will last six times longer than steel. This results in top quality beer and less waste.

HOW DOES IT TECHNICALLY WORK?

DraughtMaster's closed system increases freshness from under a week to over a month when compared with steel kegs.



COMPRESSED AIR

Compressed air is pumped into the pressure chamber. Nothing encounters the beer, keeping it perfectly fresh.

FRESH PRESSED

The keg is squeezed and fresh beer is pressed out. No added CO2 which reduces costs, saves on maintenance and guarantees high quality beer.

BEER COOLER

Specific cooler determined by number of brands and outlet requirements chills the entire system.

DRAUGHT BEER

Perfect beer arrives at the tap ready to be served

HOW HAS IT BEEN RECEIVED BY CUSTOMERS AND WHAT TYPES OF VENUES SUIT THE SYSTEM?

We currently have DraughtMaster located in about 2,200 customers premises, who have signed a minimum two-year contract in order for the system to be installed.

The ideal style of outlet are venues with low to medium throughput or where traditional draught systems aren't practical, either because they don't have a cellar or there isn't a huge demand for draught beer. This could lead to concerns about waste, for example café bars, bistros, or restaurants.

We've successfully installed DraughtMaster systems in many national customers, for example Prezzo, Wildwood and Honest Burger. The majority of our installs are placed under the counter, where there is limited space for a traditional cellar.

Also, DraughtMaster works well for venues with secondary bars that are used less frequently, such as function room bars, or smaller bars. These setups can be difficult to connect to the main cellar, making DraughtMaster a convenient, flexible option.

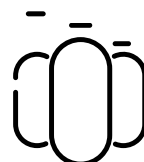
PREZZO **HONEST**
BURGERS

WILDWOOD
PIZZA PASTA GRILL

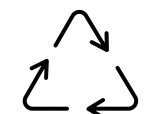
WHAT ARE THE ADDITIONAL BENEFITS BEYOND RETAINING THE QUALITY OF THE BEER FOR LONGER?



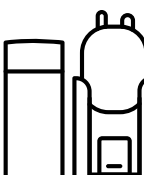
The DraughtMaster system also has a semi-automatic cleaning process, which is simple to operate, and we install DraughtMaster to facilitate a 28 day cleaning cycle (as opposed to every 7 days in a standard steel set up) – saving the customer time and money.



It is a modular system, so more brands can be added to the system once installed.



The system uses lightweight, stackable and recyclable kegs that compress during use.



Brands can be switched easily by the customer, simply change the lens on the T-bar (no gases to change or adjust, which would be a job for a technician)



There are many other benefits including the saving on gas and significantly less cleaning required.

HOW DO I GO ABOUT FINDING OUT IF MY VENUE IS RIGHT FOR IT AND HOW SIMPLE IS IT TO INSTALL?

Talk to your Customer Development Manager and they will be able to give you more information. Or take a look at our webpage and you can contact us directly:

www.carlsberg.com/en/draughtmaster

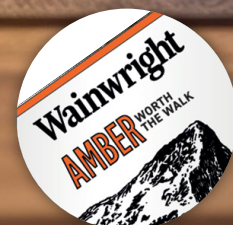
IS IT AVAILABLE ACROSS THE WHOLE PORTFOLIO OF PRODUCTS?

We have 11 products available currently, and have recently just added Estrella Damm as another great brand on DraughtMaster.



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®

Sauvignon Blanc

Sauvignon is the On Trade's second biggest volume variety after crowd-pleasing Pinot Grigio. In the last couple of years it's also proven to be one of the most resilient varieties by volume and value in a tough category, indicating consumers not only continue to love this grape, but they consider it worthy of paying a little more for. It's the same story in the Off-Trade, where Sauvignon Blanc is chosen off the shelves considerably more often than the next biggest variety.

So what are the choices when it comes to Sauvignon? There's a decent argument for listing more than one, so let's explore the options.

Taste Profile

Very aromatic
Usually dry
Light to medium bodied
High in refreshing acidit
Usually served chilled

Flavours:
Tropical fruits, Grapefruit,
Gooseberry, Lime citrus,
Asparagus, Herbs, Grass



Passport

France, Loire Valley
One of Sauvignon Blanc's traditional homes. Wines from here tend to be zesty and flinty with lovely smoky mineral and gooseberry notes.

TRY:
Raimbault Pineau
Cuveé Prestige
Menetou-Salon

A winning Loire Sauvignon, dry but not too acidic with juicy apple pie flavours

2	££	££
75cl	36521	



Southern France

Sauvignon isn't just grown in the Loire - you can find fabulous value light dry Sauvignon Blanc with zesty citrus and light tropical notes from Southern France at very reasonable crowd-pleasing prices.

TRY:
Le Sanglier
de la Montagne
Sauvignon Blanc

Vibrant and fresh with zesty lime and grapefruit character

2	££	££
75cl	34414	



New Zealand

Famously intense and complex, with searingly crisp acidity and a range of flavours from punchy passionfruit to asparagus, bell pepper, lime and grassy herbal notes.

TRY:
Inviniti
New Zealand
Sauvignon Blanc

Passionfruit and citrus-driven with refreshing lime characters

1	££	££
75cl	26491	



Spain & Portugal

Don't forget you can find some fantastic riper Sauvignon Blanc examples from Spain and Portugal. Sauvignon retains acidity really well so it's a fabulous ingredient in blends.

TRY:
Lazy Bones
Vinho Branco
Fernão Pires
Sauvignon Blanc

Fresh, bone dry and crisp with apple, pear and melon aromas

1	££	££
75cl	36904	



Finca de Oro
Rioja Blanco

A fresh, clean and youthful Sauvignon/ Viura blend with attractive apple and peardrop aromas

2	££	££
75cl	15468	



Chile

Because of Chile's ideal climate with lots of intense sunshine and cooling altitude, you can find some really pure expressions of Sauvignon Blanc here, especially in cooler spots like Leyda Valley, Casablanca. A lot of Chilean Sauvignon is really well priced.

TRY:
Las Ondas
Sauvignon Blanc

Tropical fruits and asparagus with grassy notes and a crisp lime finish

2	££	££
75cl	26894	



South Africa

Cooling cape winds mean Sauvignon is very much at home here, and can taste similar to New Zealand Sauvignon, zesty and grassy.

TRY:
Franschoek Cellar
'Statue de Femme'
Sauvignon Blanc

Tropical pineapple, gooseberry and grapefruit

2	££	££
75cl	27983	



Off-Trade Consumer Choices

NIQ Off-trade Retail Measurement Service data | Total Liquor | MAT up to 28th December 2024

Sauvignon Blanc 1217K HL

65% bigger than next biggest variety

Top 5 Varieties in the On Trade

CGA by NIQ On Premise Measurement (OPM) | Total Liquor | MAT up to 28th December 2024

Pinot Grigio 187K HL

Sauvignon Blanc 134K HL

Glera (Prosecco) 124K HL

Merlot 99K HL

Chardonnay 94K HL



May 3rd is
International
Sauvignon
Blanc Day!





BOX OF BUDGIES

MARLBOROUGH SAUVIGNON BLANC

A youthful aroma of fruit and herbs is followed by a palate that is light and lively. Great with goat's cheese, salads and seafood.



ren



quite simply,
exceptional marlborough sauvignon



CLASSIC *New Zealand* SAUVIGNON



Fresh and Juicy
with tropical fruit
flavours and zingy
acidity, ideal with
goat cheeses, salads
and most sea foods

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.



CROWN CELLARS®

Click here to request a printed copy or download the PDF version



Pedley's REMix

Welcome to the latest edition of "Pedley's Remix". Spring is definitely in the air and the Crown Cellars' team are just back from a manic fortnight on the road launching the 2025 wine range.

Amongst the brand new wines is a pair of Sauvignon Blancs made by Raimbault Pineau in the Central Vineyards of the Loire. The Sancerre Blanc is a classic example of the appellation: austere, tight knit and citrussy. The Menetou-Salon area lies just a few miles south west of Sancerre. Even though the climate and soils are very similar, the Menetou-Salon shows more overt appley fruit and seems to be juicier on the palate. When you factor in the lower price of the Menetou-Salon, you are presented with a more approachable and accessible alternative to Sancerre.

At the same time as showing off these new wines, I was able to revisit one of our existing Sancerres, the delightful rosé "La Gemière". The aromas are delicate: the pure, youthful, red cherry character is just so beautiful and uplifting. More evidence, as if it was needed, that Pinot Noir can make great rosés as well as reds (Burgundy) and sparklers (Champagne).

All three of these wines are delicate and refined. They are the perfect accompaniment to fine white fish: sole, halibut, bass or bream.

JONATHAN PEDLEY,
MASTER OF WINE AND CONSULTANT
TO CROWN CELLARS



RAIMBAULT PINEAU Cuveé Prestige Sancerre Blanc

Classic rapier-like Loire Sauvignon, bone dry with fine Cox's apple and other green fruits

1		£££	36519	75cl	
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DOMAINE LA GEMIÈRE Sancerre Rosé

What great French dry rosé is all about: a perfect balance between exuberance and austerity

2		£££	15399	75cl	
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RAIMBAULT PINEAU Cuveé Prestige Menetou Salon

A winning Loire Sauvignon, dry but not too acidic with juicy apple pie flavours

2		££	36521	75cl	
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Sancerre

DOMAINE
RAIMBAULT-PINEAU
VIGNERON

Situated in the heart of Sury-en-Vaux, this domaine is run by Sonia Raimbault and her children, continuing a wine-growing tradition passed down for more than four centuries. The famously calcareous and flinty soils of the region produce Sauvignon wines of great complexity, renowned the world over.

This year we've added two of their Cuvée Prestige wines 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.

Classic French Fizz

Beyond Champagne

Aimery Crémant de Limoux Brut NV

This Crémant de Limoux is a beautiful example of what 18 months resting on lees can achieve – a delicious blend of Chardonnay, Chenin Blanc and Pinot Noir grapes, this fine and elegant wine offers delicious fresh citrus and floral aromas. On the palate it is creamy with rich yeasty and biscuit notes, a delicate mousse and a long lingering finish.

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.

Simply CHABLIS

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

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

Laurent-Perrier

LA CUVÉE

CUVÉE ROSÉ

LAZY BONES

New & Exclusive
to Crown Cellars

The white is a blend of local grape Fernão Pires and the more familiar Sauvignon Blanc, resulting in a wine that is fresh, bone dry and crisp with apple, pear and melon aromas

The red blends local Castelão and Cabernet Sauvignon to produce a youthful and juicy mid-bodied red that has lots of blueberry and black grape aromas

Offer includes Lazy Bones Vinho Tinto, Castelão Cabernet Sauvignon 75cl and Lazy Bones Vinho Branco, Fernão Pires Sauvignon Blanc 75cl, capped at 3 deals per customer per week

Buy 11
bottles get
1 bottle
FREE



**WE HAVE A LITTLE
EYE DEER FOR YOU...**



Available in
a 187ml glass
x 12 pack
from June!

**A TRIO OF WORLD WINES
THAT ARE NEVER A BAD
EYE DEER, ESPECIALLY
WHEN YOU CAN SERVE
THEM THIS FRESH**



GOOD VIBRATIONS

GET A HEAD
START ON
SUMMER WITH
JACK & GINA



CHARDONNAY
CALIFORNIA

FLAVOURS OF CITRUS,
PINEAPPLE AND VANILLA
WINE OF USA



EXCLUSIVE WINES
EXCLUSIVE TO CROWN CELLARS

BUY 11 BOTTLES GET 1 FREE

las ondas
RESERVA
PINOT NOIR

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

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.

CERTIFIED sustainable CL
Wines of Chile

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



BLOSSOM HILL.

BUY 11 BOTTLES GET 1 FREE

BLOSSOM HILL
SOFT & FRUITY RED WINE

BLOSSOM HILL
CRISP & FRUITY WHITE WINE

Offer includes: Blossom Hill Red 75cl, Blossom Hill White 75cl
Free stock must form the 6th bottle of case of the same product



INVINITI
CERTIFIED SUSTAINABLE AND CARBON ZERO

INVINITI
CERTIFIED SUSTAINABLE AND CARBON ZERO

New Listing

Light, youthful and mid-bodied with gentle greengage and melon fruit flavours. Try it with ginger pork in a coconut broth.

INVINITI
CERTIFIED SUSTAINABLE AND CARBON ZERO

2023
PINOT GRIS
MARLBOROUGH, NEW ZEALAND

LIGHT UP THE NIGHT

GREAT VALUE
PROSECCO IN
A CONVENIENT
12-PACK



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

LIGNANA



MUD HOUSE

Buy 11 x 75cl

to get 1 x 75cl

FREE

Taste a World of Adventure



CHILE

A wanderlust journey and spirit of adventure is perfectly captured in every bottle of Mud House. www.mudhouse.co.nz

be drinkaware.co.uk Please drink responsibly

Invenio

FRENCH SAUVIGNON
BLANC, NOW IN AN
EASY 12 X 187ML PACK



be drinkaware.co.uk

[ORDER ONLINE HERE](#)

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

BUY 12
BOTTLES,
PAY FOR 11

Certified

B

Corporation

be**drinkaware**.co.uk

WINE OF CHILE
VINO CONCHA Y TORO
CYT
CHARDONNAY
PEDRO JIMENEZ

WINE OF CHILE
VINO CONCHA Y TORO
CYT
PINOT SAUVIGNON
PEDRO JIMENEZ

WINE OF CHILE
VINO CONCHA Y TORO
CYT
SAUVIGNON BLANC
PEDRO JIMENEZ

WINE OF CHILE
VINO CONCHA Y TORO
CYT
MERLOT
PEDRO JIMENEZ

CHAMPAGNE
Lanson
1760

£5

OFF A 75CL
BOTTLE*

CHAMPAGNE
Lanson
1760
LE BLACK - CREATION 337

CHAMPAGNE
Lanson
1760
LE ROSE - CREATION

*OFFER INCLUDES LANSON LE ROSE CREATION AND LANSON LE BLACK CREATION/PERE ET FILS

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

be**drinkaware**.co.uk

ORDER ONLINE HERE

Get in touch to
chat about support
with **designing**
and **printing** your
summer menu

SUMMER MENU CREATION



We spoke to Ross Lees, Wine and Spirit Manager at CMBC, about the principals of changing your drinks menu and how things are changing.

What are some of key principals you use or tips when it comes to venues changing their menus?

We use a bespoke and tailored approach by venue but some of the key considerations or questions you should think about are:

Who is my customer and what is relevant for them. Trends are great and because we deal with so many outlets in big cities as well as in smaller towns, we can really help advise here but understanding your customer and what is right for them is more important than following trends for the sake of it. Also, look at who you are competing with nearby and try to offer something different.

There are different ways of listing wines as opposed to purely ranked by price. You can group by experience of the wine or country instead. Ranking by price is common but it can stop people truly looking at the full list. Also for more expensive wine, add in any relevant awards, etc to show why they are worth investing more in.

Put the time aside for staff training which is something else we do. There is often a fear factor around wine in particular and people don't feel comfortable talking about it or recommending up sells. By educating staff and allowing them to understand and taste the wines, this really helps demystify this and gives them confidence to talk to people about it.

Then when it comes to executing this and designing the menu, consider different ways to promote the drinks you want people to buy. We can create on our software bespoke solutions for menus that pull-out recommendations.

Small things that people often overlook are sometimes to consider the lighting in the venue and how easy the menu is to read in terms of font size.

What are some of key trends or changes you have seen over the last 5 years or so?

Well in the on trade, volumes are down but value is up suggesting that people are going out less but drinking more expensive drinks when they do. This has been a long term trend and it seems to be here to stay.

The demand for no/low has grown significantly and people increasingly want this with its own section of the menu. The drinks available here just keep getting better across beers, spirits and wine/sparkling.

Consolidation has also been a big theme since covid. When it comes to your range, less is sometimes more and people want to make sure their range is working hard for them and reduce stock holding. Whereas people used to stock 15-20 different gin flavours and perhaps 10-15 champagnes, now we see people wanting to reduce this and make sure everything they stock has a role and will sell.

✓✓
DISTILLED
|

A spring sip

Why Whiskey Works in Spring

Lighter styles like Irish whiskey and Japanese whisky offer smooth, floral, and slightly fruity notes really suit the warmer weather. Bourbon, with its caramel and vanilla undertones, can also be brightened up in spring-inspired cocktails.

Refreshing Ways to Enjoy Whiskey this spring



Highball

A classic whisky highball—whiskey, sparkling water, and ice—is crisp and refreshing.



Whiskey Smash

Muddled mint, lemon, simple syrup, and whiskey create a bright drink ideal for spring evenings.



Old Fashioned with a Twist

A splash of elderflower liqueur or fresh berries can give this classic cocktail a spring glow up.



On the Rocks

A lighter whiskey, served over ice.



In honour of **world whiskey day on May 17th**, we explore how you can enjoy a whiskey in spring. When people think of whiskey, they usually associate it with winter nights by the fire but with its depth and versatility, it is also an excellent choice for spring.





World Cocktail Day, celebrated on May 13th, honours the creativity and craft behind mixed drinks. Mixing isn't just about cocktails—it's about combining flavours in everything from spirits to beers and even coffee blends. It's both an art and a science but it takes time, practice and knowledge to get better at it!

We spoke to Jon Lee a Mix ambassador for Carlsberg Britvic about the Inspiration behind Mix. Jon has 20+ years experience in the hospitality sector.

Tell us about the vision for Mix with Carlsberg Britvic?

The Mix training program was created a year ago with a clear vision to provide training, education and support for the 90% of venues that don't get fully trained in the art of mixing. It is about enabling every venue to be able to serve great drinks and create memorable experiences for customers. People are often trained on how to make the drinks on the menu but not always why and understanding the why gives them the confidence to be able to mix better. We make this simple, engaging and inspiring!

What is mixing and why is it important for venues?

Mixing is about anything with more than one ingredient so it could be a simple shandy, a G&T or a complex cocktail with loads of ingredients.

You have to be able to understand how flavour works to be able to serve a drink with flair. There is so much personality in the hospitality sector but a real lack of knowledge so this personality gets stifled. If we can give people the confidence to explain to customers the drinks, possibly upsell the customer to other drinks and serve great drinks every time then that will lead to a better bottom line for venues.

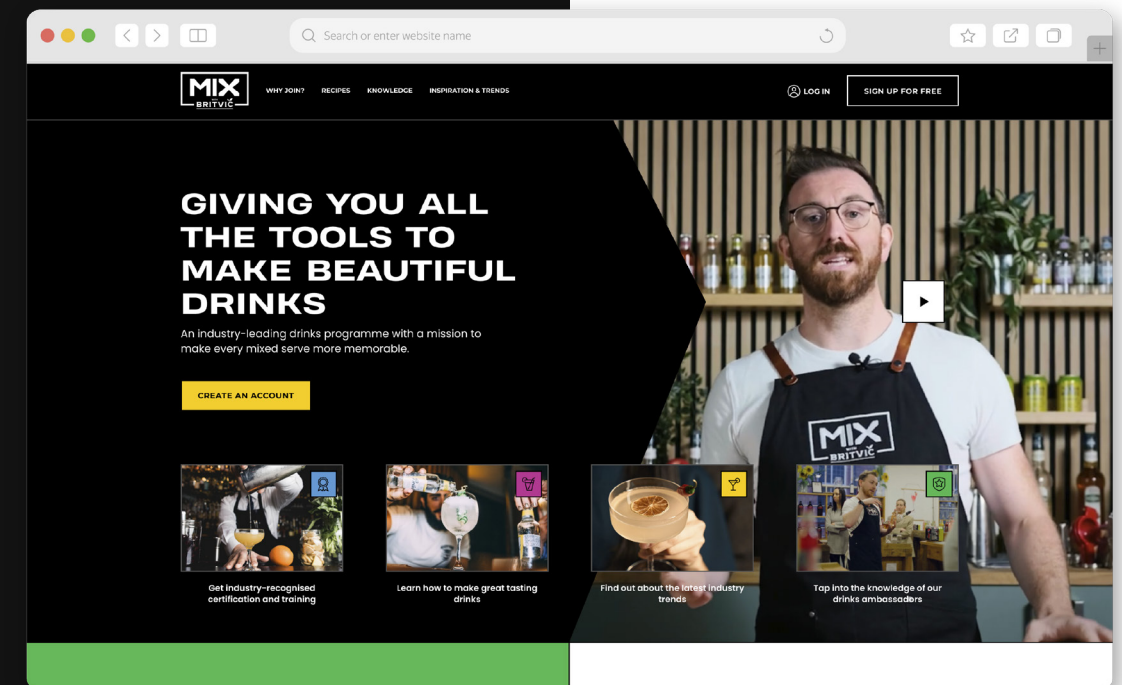
What are some of the key principles of mixing?

There are reasons specifically why some drinks you shake (whilst others you stir). Shaking mixes the ingredients, brings dilution to the mix, lowers the temperature of the drink and creates texture. And there are many different shakes from wet shakes with ice to dry shakes with no ice.

Whereas stirring a drink will make it flatter and more still and it is less about creating texture.

Ice is one of the most overlooked ingredients. The more ice you have in a glass the less dilution you will have (which sounds counter intuitive and is why many customers ask for less ice). But the more ice, the slower it will melt.

And keep it simple. A really beautiful tasting cocktail doesn't need to have all the showmanship and theatre to sell it (dry ice, exploding elements, etc).



How do I access Mix and learn more?

The Mix website is an online learning platform with loads of free content about on trend ingredients and drinks, recipes, blogs and menu inspiration. We look at seasonal drinks, drinks by day part and food pairings. There are loads of 30 second short form videos for example on how to shake a cocktail but also lots of long form videos too where we go into more detail about the why behind things.

You can sign up for free and access more training and even take an exam online and become BII accredited (British Institute of Innkeeping). This can then go onto your CV. People can do this individually or venue teams can also take part.

Is this all online?

We also produce twice a year Mix Every moment toolkits.

These are seasonal toolkits/packs that contain everything you need to run a season of activations and events. It's trend led and backed by research and data in the ontrade.



Having worked in hospitality we know what venues need and want so have included this in our toolkits.

For example:

- On white & lifestyle photography
- training videos on serves
- drinks serves
- Menu templates
- Calendar of summer events for venues to get involved in

In the latest one we are focusing on brunch as a big opportunity.

We also have an ambassador program where we do training sessions face to face up and down the country.

And what are the plans for the program now Carlsberg and Britvic are one business?

Well the great news is that we can extend the program to be not just about mixing but making every serve count. The amount of times you get a rubbish pint in a pub because of how it has been poured. We can educate in this area too so that is really exciting.

Finally your own favourite drink?

I love a good shandy in all honesty or a Paloma which is tequila, grapefruit, agave and lime.

Click here or speak to your Account Manager to find out more



Fris vodka



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Consumers spending behaviour is being driven by **value for money** and **quality** of the product and FRIS ticks both of those boxes!

Quality vodka that is value for money
The World's **CHILLEST** Vodka



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STOCK UP NOW

BUSHMILLS SPECIAL PRICE*
EVENT ON BUSHMILLS
ORIGINAL AND BLACK BUSH
IRISH WHISKEY

1 DEAL PER CUSTOMER PER WEEK

BUY 2 X
70CL



TO GET £1
DISCOUNT



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* 70CL while stocks last.
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JACK DANIEL'S

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REFRESH
SUMMER
WITH
CUERVO!



Kit includes: consumer spin to win game, 6 Long Drink glasses, 50cl of Cuervo for free drink mechanic, table tents.
This offer is valid with the purchase of 4 bottles of 70cl Jose Cuervo Especial. Subject to availability. Contents may vary. 1 deal per customer per week

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SAVE
£1.50
PER BOTTLE

GET READY FOR
MARGARITA MAY

THE ORIGINAL
MARGARITA

30ml Cointreau +
50ml Blanco Tequila +
20ml Lime

THE SPICY
MARGARITA

Spice up your Margarita
by adding 2 slices of fresh
chilli to the original recipe!

MAKE YOUR *Margarita*
MARGARIGHT

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TEQUILA BRANDS



**1800
TEQUILA BLANCO**

1800 Tequila Blanco is the world's most awarded tequila, crafted using a 200-year-old authentic recipe with 100% hand-selected blue agave. A premium pouring tequila, its clean balanced taste with sweet fruit and peppery spice notes is ideal for creating complex elevated cocktails such as the **Paloma** and **Picante**. 1800 suits high-end occasions at sophisticated cocktail bars and tequila-forward venues.

**JOSE CUERVO
ESPECIAL SILVER**

Jose Cuervo Especial Silver is a double-distilled, blended tequila made with blue agave from volcanic soil. Rated the number one tequila in the on trade and the world, Especial Silver is the go-to choice for fun, vibrant drinking moments. Perfect for high-energy venues, it's best served in a **Classic Margarita**, although its versatile base is great for creative cocktail twists as well as effortless serves - just add your favourite mixer.



Since 2020, global tequila has grown **+12.6%** outperforming all other spirit categories in a challenging market.



In the UK, tequila is the fastest-growing spirits segment, and it's forecast to grow **+2.3% CAGR** (2023-28).



Consumer demand is shifting towards **premium** and **super-premium tequila** which makes a well-structured tequila offering a key revenue driver.



Optimise your venue's tequila range, drive premiumisation and **increase your sales** with our award-winning tequilas.

*Sources: Nielsen 52wks 10.02.25. GB Total Coverage - Latest 52 Weeks - WE 7th September 2024 & CGA 10th August 2024. Source: IWSR 2024

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Business support from the drinks experts

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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)

BUY 1 BOTTLE AND GET
£1 OFF

1.5L ONLY

DID YOU KNOW?

A SPIRIT & MIXER CAN BE THE MOST PROFITABLE DRINK AN OUTLET CAN SELL, BOTH FROM A £ AND A % PERSPECTIVE
(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)**

JOIN THE
spirits
revolution
Rude not to



BOOST YOUR SALES WITH THE MOST AWARDED COGNAC HOUSE*

£1

OFF PER BOTTLE**
Courvoisier VS 70cl

COURVOISIER & GINGER ALE
50ml Courvoisier VS
Top with Ginger Ale



COURVOISIER

ENJOY RESPONSIBLY be drinkaware.co.uk *Based on 20 Top Spirits Competitions since 2019 **18+ only, offer available between 01.05.25 to 30.05.25. Max 3 deals per customer per week. Limited amount of deals available - while stocks lasts

STOCK UP
WITH THE UK'S #1
SHOT BRAND*



Fägermeister

94% BOMB CATEGORY SHARE

A KEY SALES DRIVER FOR VENUES AND THE TOP CHOICE FOR CONSUMERS**

* CGA OPM Service to 05/10/24
** Customer YTD Epos data 10/11/24
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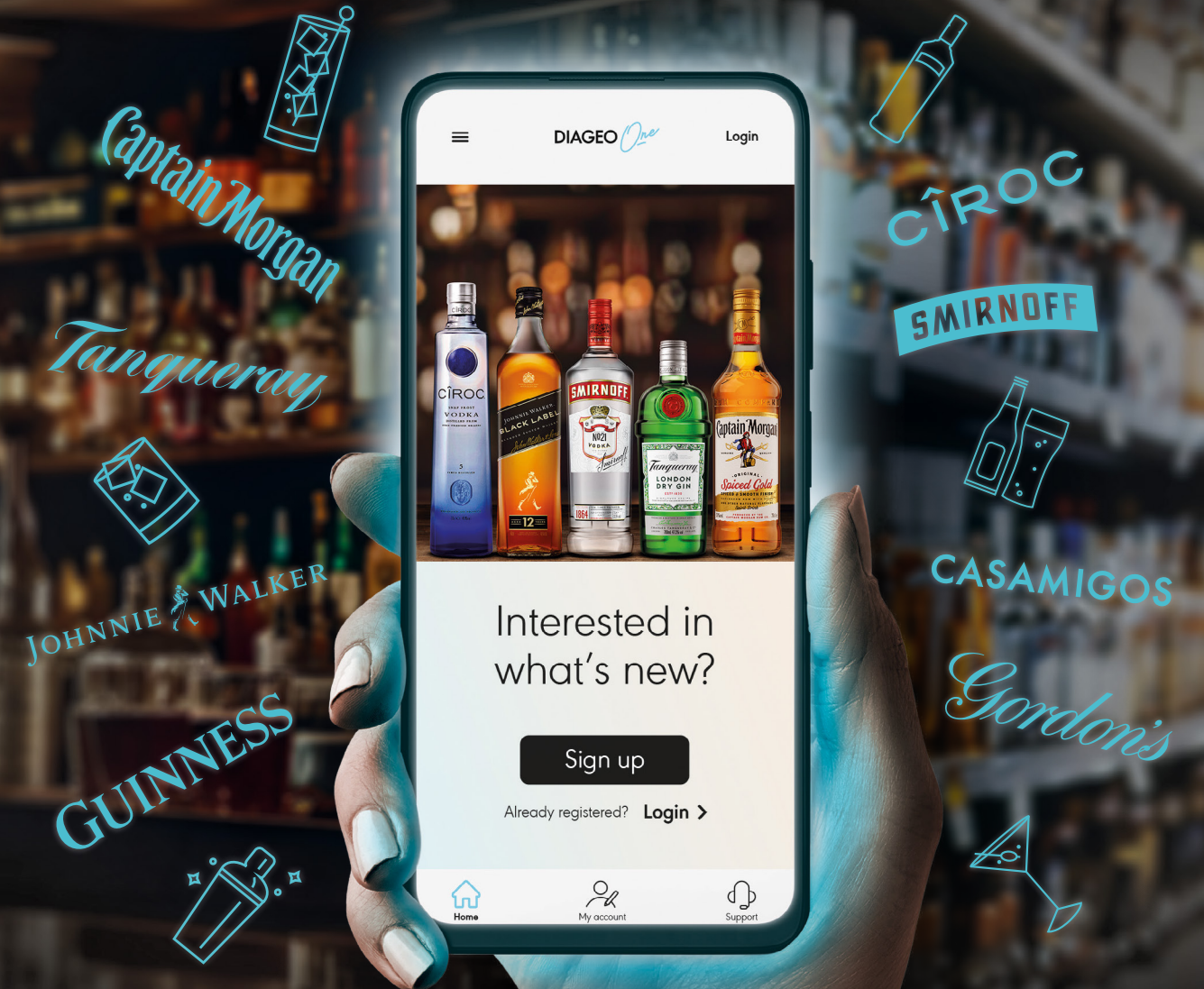
BUY 4 CASES OF ANY THATCHERS
CIDER & GET 1 CASE OF APPLE
& BLACKCURRANT FREE



EST. 1904
THATCHERS
— THE FAMILY CIDER MAKERS —

*Buy four cases of any 6x500ml Thatchers Cider (Gold, Haze, Apple & Blackcurrant, Blood Orange or Zero) and get one 6x500ml case of Thatchers Apple & Blackcurrant bottles free.

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FREE CASE OF
NEW J20
DRAGONBERRY



MAKE IT
JUICY

WHEN YOU BUY
ANY 4 CASES
FROM THE J20 RANGE!

T&Cs apply: Deal runs from 1st May - 30th June 2025. Three deals per customer per week. Qualifying range includes J20 Orange & Passionfruit, Apple & Raspberry, Apple & Mango, Blackberry & Dragon Fruit, 275ml NRB. Free case is J20 Blackberry & Dragon Fruit 275ml NRB x24. While stocks last. Promoter: Britvic Soft Drinks, Breakspear Park, Breakspear Way, Hemel Hempstead, HP2 4TZ

01

NEVER SERVE
JUST THE BOTTLE

POS can be added such as a
coaster, J20 branded straw
or oozie

02

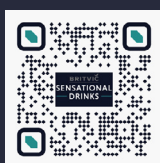
ALWAYS SERVE
ICE COLD

J20 is best served from the
fridge, never serve
off the shelf

03

ALWAYS SERVE
WITH A SHAKE

Whether it's in the bottle, in a
cocktail tin or via another means,
always shake the liquid pre-serving!



Claim your FREE POS kit:

on sensationaldrinks.com with QR code

BRITVIC
SENSATIONAL
DRINKS

Certified



NO.1 FOR OUT
OF HOME*

*CGA OPM Data to P09
2024 (07/09/2024)

BUY
5 CASES
& GET 1
free!



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*Enjoying life's moments since 1571

GO TO TOWN WITH LONDON ESSENCE

WHITE PEACH HIGHBALL

INGREDIENTS

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

METHOD

BUILD OVER ICE,
GARNISH WITH MINT LEAF

ELEVATED OPTION

SWITCH PLAIN VODKA
TO A VANILLA OR PEACH
PREMIUM VODKA

BUY 3 CASES
OF LONDON
ESSENCE 24 X 200ML
NRB TO
RECEIVE ONE
FREE CASE

T&Cs apply. Deal runs from 1st May - 31st May. Three deals per customer, per week. Qualifying range includes London Essence 200ml range. The promoter reserves the right to modify or terminate this promotion at any time without prior notice. By participating in this promotion, customers agree to these terms & conditions. Promoter: Britvic Soft Drinks, Breakspear Park, Breakspear way, Hemel Hempstead, HP2 4TZ



FEVER-TREE



Buy *any* 4 cases of
200ml MIXERS,
receive *6 glasses*
FREE

OFFER INCLUDES 6 DARTINGTON CRYSTAL BRANDED COPA GLASSES. LIMITED TO 2 DEALS PER CUSTOMER. AVAILABLE WHILST PROMOTIONAL STOCKS LAST.



Refreshing now.
Recyclable forever.

Pure filtered water in a can.



METAL
recycles
forever

Get a
free case

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



Deal runs from 1st May - 30th June 2025. Qualifying range includes Aqua Libra Still/ Sparkling Can 330ml x24. Promoter: Britvic Soft Drinks, Breakspear Park, Breakspear Way, Hemel Hempstead, HP2 4TZ.



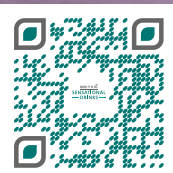
FREE £1,100 STOCK BUNDLE
WHEN YOU INSTALL PEPSI DISPENSE**

PEPSI MAX
IS THE NUMBER 1 SUGAR FREE COLA ON DISPENSE*



FREE STOCK BUNDLE INCLUDES

- 2X PEPSI MAX BAG IN BOX**
- 1X PEPSI REG BAG IN BOX**
- 1X R WHITES BAG IN BOX**
- 1X PEPSI GLASSWARE CASE**
- 1X ICE BUCKET**
- 2X BAR RUNNERS**
- 1X T-SHIRT PACK**



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

T&Cs: Free stock bundle includes 4 x BIBs, 1 x Case of Glassware, 1 x Ice Bucket, 2 x Bar Runners, 1 x T-Shirts. *OGA by NielsenIQ. Licensed database. Value & Volume sales (L). Sugar Free Draught Cologas Britvic defined, MAT TY 28.12.24. For further information, please contact Britvic at Pressoffice@britvic.com. **Based on retail value of 4 free BIBs (92.38 serves x 4 BIB = 369.52 serves at average retail sale price of £2.71. Prices always at the discretion of the customer) plus Welcome Bar bundle (value of over £60). Subject to availability and while stocks last. Max 1 of each stock bundle per outlet. Subject to customer having a Pepsi Max Dispense unit contract and installed. 4x FREE BIBs are given during installation, the remaining items can be claimed by clicking the link provided on your welcome email from sensational drinks, registration & a valid email address is required. Please refer to your dispense contract for full Terms and Details. Promotor: Britvic Soft Drinks, Breakspear Park, Breakspear Way, Hemel Hempstead, HP2 4TZ.

**“Look darling,
MOCKOS!”**



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

Deal runs from 1st May – 30th June 2025.
Qualifying range includes J20 Mocktail
Blackberry & Blueberry Martini/ Strawberry &
Orange Blossom Mojito/White Peach & Mango
Daiquiri 250ml Can. Glassware imagery is for
visual purposes only. Promoter: Britvic Soft
Drinks. Breakspear Park, Breakspear Way,
Hemel Hempstead, HP2 4TZ.



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

Always available, Carlsberg Britvic's online ordering is the quick and easy way to order the brands your customers love. With a host of great features, we can save you time and money as you can order whenever and from wherever you want.

- Live Chat customer service
- Up-to-date stock availability
- Back-in-stock notifications
- Favourite lists
- Repeat previous orders
- Personalised product recommendations and alternatives
- Online exclusive promotions
- Empties collection requests
- Draw down allocated free stock
- Select from your allocated delivery days and order up to 12 weeks in advance
- Manage and order for multiple outlets
- Hide pricing
- Send order confirmation to multiple email addresses
- Online Thirst Magazine offering category insight, promotions, brand and product news.

We are continuing to enhance and develop Cockpit in line with your feedback and we have exciting plans to make it the go to place for all your Carlsberg Britvic needs.

And activating your account has never been easier:

STEP 01

Visit order.carlsbergmarston.co.uk or scan the QR code

WWW.

STEP 02

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

326

STEP 03

Enter the email address you will use to log in

hello@crowndkettle.com

SUBMIT

STEP 04

Check your inbox to validate your email and set your password

VERIFY MY EMAIL ADDRESS

STEP 05

Log in and place your order

LOGIN

→



Cockpit

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

With online ordering and a link to our support teams, you will find all
brand and product updates as well as our latest Thirst edition.

And signing up has never been easier.

