

THIRST

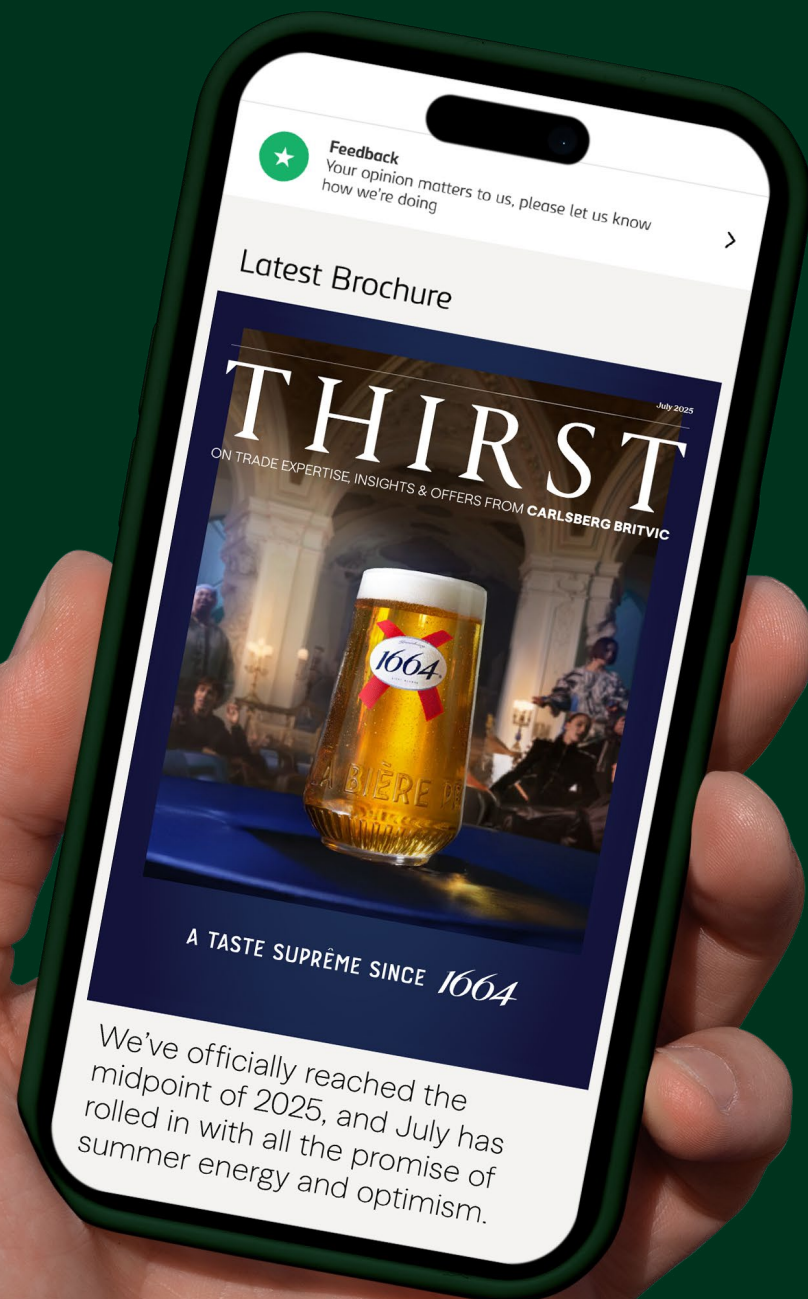
ON TRADE EXPERTISE, INSIGHTS & OFFERS FROM **CARLSBERG BRITVIC**



A TASTE SUPRÊME SINCE *1664*



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



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CHRIS PRATT
VICE PRESIDENT ON TRADE

WELCOME TO OUR JULY EDITION OF THIRST

The magic of summer

We've officially reached the midpoint of 2025, and July has rolled in with all the promise of summer energy and optimism. While the weather has kept us guessing so far, there's still everything to play for so here's hoping the sun decides to stick around.

July is the moment summer really seems to officially begin in many ways. School's gear up to finish, terraces are buzzing, festivals big and small are everywhere and the holiday season really begins.

Whether it's a month of sunshine or summer storms, July is a chance to reset, re-energise, and make the most of everything the season and the year still has to offer.

Paying homage to all things French

This month, we're raising a glass à la française and taking inspiration from a country that's long been the gold standard in food, drink, and the art of living well: France.

In this issue, we explore the French philosophy of joie de vivre—that unmistakable spirit of pleasure in everyday moments. It's in the leisurely lunches, the perfectly poured apéritifs,

and the belief that eating and drinking should be a joy, not a rush. There is plenty for us to take from this mindset—not just in what we serve, but in how we serve it.

We'll also be turning the spotlight on Biere 1664 and 1664 Blanc. From the brewing heritage of Alsace to the unmistakable flavour profiles that have become firm favourites here, they're proof that French flair extends well beyond the wine list.

Whether you're planning Bastille Day or Tour de France promotions, looking to bring a little more elegance to your drinks menu, or simply want to channel a more relaxed, enjoyment led vibe this summer, we hope this issue offers the inspiration to help you do it with style.

New launch of Wainwright Rambler

And finally in this edition, we see the launch of limited-edition Wainwright Rambler. Get it while you can and create some new news for cask ale drinkers.

Have a wonderful July.

Chris Pratt
Vice President, On Trade



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Cheers to July

July is here, and with it comes a whole wave of summer energy, colour and celebration. The days are long, the evenings are warm, and the calendar is packed with reasons to get together and enjoy the very best of the season.

From the buzz of live music and the excitement of sports fans, to the hum of family laughter as schools break up, there's something in the air that makes everything feel just a bit more magical. Now, fingers crossed for the weather

FROM THE 2ND UEFA WOMEN EUROS



Did you know, the 2022 UEFA Women's Euros final was watched by a record 365 million people worldwide! And women's football has continued to grow and draw in a new and different football crowd. How about showing all the action live or setting up football-themed drink deals?

FROM THE 4TH BRITISH GRAND PRIX



One of the most prestigious and historic events on the Formula 1 calendar, it attracts thousands of motorsport fans each year and showcases some of the best drivers competing at the highest level. For venues, it's a great opportunity to host watch parties, offer special menus or drinks (pit-stop burgers, anyone?) and create an exciting atmosphere for fans to enjoy the race together.

FROM THE 5TH TOUR DE FRANCE



7TH WORLD CHOCOLATE DAY



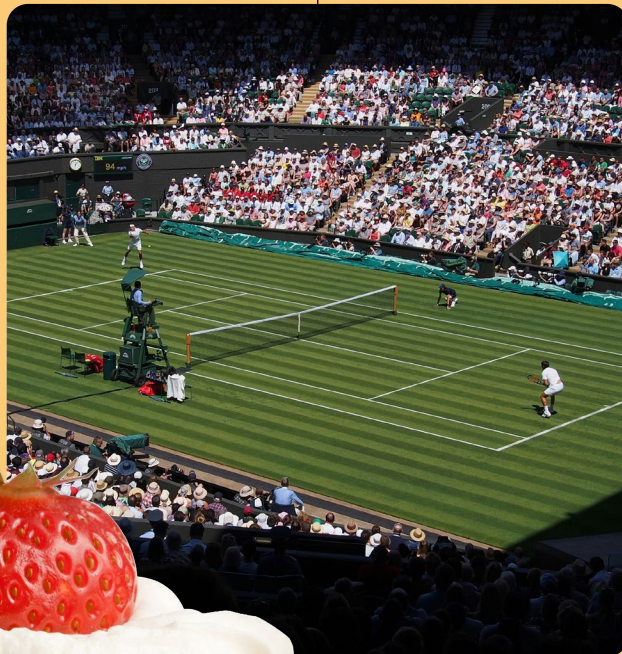
The Tour de France literally means "Tour of France". The race was designed to be a cycling tour that covers a large route around France and highlights the country's diverse landscapes—from mountains to coastlines—making it a true "tour" of the nation.

Why not celebrate cycling's biggest race with French-inspired menus, cheese & wine nights, or even a spin bike charity event? Or go one step further and offer discounts for cyclists who ride to your pub over the event dates.

This annual day marks the introduction of chocolate to Europe in 1550 and is a 'sweet' (excuse the pun!) opportunity to offer chocolate-themed drinks, desserts and food! All for the sake of history of course... We recommend chocolate pairings or tastings of chocolate-infused cocktails, chocolate dessert specials or special limited edition hot chocolates?

Let the good times roll

UNTIL 13TH
WIMBLEDON



Game, set, match! Wimbledon is the oldest and most prestigious tennis tournament in the world and is seen as quintessentially British. This year, 1664 Bière 0.0% steps onto centre court, proudly sponsoring nine ambitious tennis players as part of its bold move into the spotlight. Wimbledon offers a perfect chance to attract tennis fans (and indeed non fans) with live screenings, strawberry and cream-based desserts, and Pimm's pitchers.

FESTIVAL FEVER UP AND DOWN THE COUNTRY



July is festival season across the UK, with a diverse range of events that bring music, food, and arts to towns big and small. For pubs, bars and venues, this is the perfect time to capture that festival spirit with outdoor pop-ups and festival inspired DJ sets. Adding festival décor like bunting, fairy lights can also create a mini-festival vibe, giving customers a taste of the festival season without having to attend.

FROM THE 18TH
BBC PROMS



The BBC Proms is a celebrated annual classical music festival held primarily at London's Royal Albert Hall, running from July into September. With a relaxed atmosphere and affordable tickets, it brings classical music to the masses. Take inspiration and bring classical vibes to your venue with live string quartets, themed playlists, or "proms and prosecco" nights.

FROM THE 19TH SCHOOLS ARE OFFICIALLY OUT



As schools break up, families begin to look for ways to relax and enjoy the change of pace. This is an ideal time for venues to offer family-friendly events and we have a special feature on how you can do this in [this article](#). Meanwhile, parents might appreciate a night off too! With schools out for six weeks, venues that cater to both families during the day and adults in the evening can make the most of the long summer break.

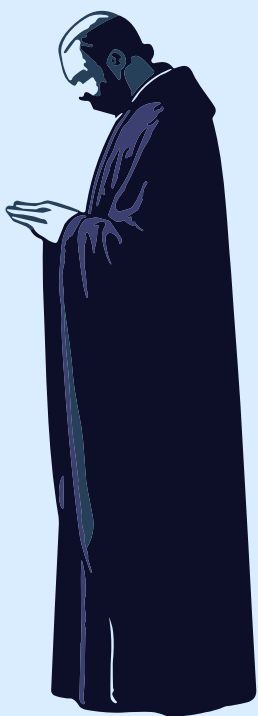
Customer of the Month

Meet our Customer of the Month Alan Kennedy,
Secretary of Burnley Miners Social Club.

Tell us a bit about the Burnley Miners – where did it all start and what is your connection to the French?

The club was founded back in May 1918, just after the end of the First World War. At the time, it was very much a miners' club. It was during the war that Benedictine became popular with the troops, especially those from the East Lancashire Regiment who were stationed near the Benedictine monastery in France. The monks used to hand it out to soldiers in the trenches to keep them warm and lift their spirits. They'd mix it with hot water to make it go further and that's actually where 'Bene and hot' comes from.

After the war, the soldiers brought that taste home with them and it's been a favourite here ever since. In fact, we're proud to be the world's leading seller of Benedictine! We've got a great relationship with the people there too. We even have a Benedictine Lounge and host special Benedictine evenings.



Working men's clubs have had a tough time in recent years. How have you kept Burnley Miners being successful?

I think it's because we've worked really hard to keep up with the times. We've invested a lot in upgrading our spaces – we've got four bars, a concert room we've just refurbished, a function room which is about to become a newly revamped sports bar and a café open every morning that does a great cooked breakfast.

We also have lots of sports teams. We have snooker teams, darts teams, a card (Don) and domino team. And being so close to Turf Moor (home of Burnley football club) helps too. On matchdays, every room is packed and if they win then even better!

We have also spent on entertainment and making sure there's always something happening. Friday nights we've got a DJ followed by a live singer in the main bar. Saturdays are karaoke and an artist. Sundays, it's concert night, more karaoke, and another singer. We even put something on Monday afternoons.

We have a real mix of customers. We've got regulars who've been coming for years, plus a strong demand for new members with about 70 applying to sign up. Membership's great value and our drinks are very reasonably priced.



What's the best part of your job?

I've been here since 1978, coming up to 50 years. It's a big part of my life. There's a real sense of belonging here, it's like one big family. That close-knit community feel is something special, and I honestly just enjoy trying to make the club better every day.

What are your most popular drinks, and why do you think they're top sellers?

Benedictine is big and we go through about 1,100 bottles a year! People love it in all forms – straight, on ice, as a 'Bene and hot' or even in a cocktail we've created called the "Bene Bomb" – a bit like a Jägerbomb, but with Benedictine.

Apart from that, Carlsberg and Tetley are always solid sellers. And we've just added 1664 to the bar to fit with our French connection. It's a premium lager, tastes excellent, and we're excited about its prospects.

What's summer like for business, and do you have any tips for boosting footfall during the off-season?

Summer can be quieter, especially when the football's off as that really is important for us. But we keep things going with regular room bookings and our loyal regulars.

One big boost lately has been darts. The Luke Littler effect has really taken hold here. We've even got our own league now. Every Wednesday we get teams from all over coming in to play. We've got six dart teams in total including two women's teams.

And finally, what's your personal favourite drink?

I do like a Baileys Benedictine. Give it a try, you might be surprised!



Ideas for family festivities



"SCHOOLS OUT" SPECIAL OFFERS

"Kids Eat Free" promotions

Family meal bundles that include mains, drinks, and a treat

Schools Out limited edition menus themed desserts, afternoon tea or mocktails for kids

HOST SUMMER FAMILY EVENTS

Mini festivals with live music and games

Outdoor cinema nights showing kids' favourites or better still family movies

Summer School disco with fun activities and giveaways

Craft afternoons with face painting, or treasure hunts

MAKE IT EASY FOR PARENTS

This time of year is a mix of excitement and stress for many families and the little things go a long way. **You want families to relax because when they do, they come back.**

High chairs, changing facilities, and space for prams

Crayons, colouring sheets, mini games and cards to keep kids occupied

Kids menus that are flexible, varied (beyond chicken nuggets!) and cover different age groups. Parents notice when kids are truly catered for and a few fun twists like "build-your-own" pizzas or special desserts will create something memorable

MAKE A DAY OF IT AND PROMOTE LOCAL ATTRACTIONS

Families love turning a meal out into a full day of fun - especially during the summer holidays

Highlight nearby parks, museums, trails, or local events and position your venue as the perfect lunch, dinner, or ice cream stop

Whether it's "Lunch after the splash park" or "Dinner following a castle visit," promoting what's around you not only supports your community but also draws in visiting families who might not otherwise know where to go

School's Out for the Summer

Ways to win over families this summer

As July arrives and school bells ring for the final time before the long summer break, families everywhere breathe a collective sigh of relief (and dread!).

For parents, it's a welcome pause from the daily routine but often with a worry about how to entertain the kids for so long.

For kids, it's the promise of weeks filled with fun, freedom, and hopefully a few ice creams along the way.

And for venues such as pubs, bars, and restaurants, it's a huge opportunity. It's a time when families are actively seeking out places to eat, drink, and spend quality time together.

Families represent long-term value for businesses. They often travel in groups, stay longer when they're comfortable, and spend

more when the environment is right. More importantly, if you get it right, they come back and tell their friends — not just during summer, but during term time, birthdays, bank holidays and beyond.

By positioning your venue as a family-friendly destination at the very beginning of the holidays, you're not just filling tables, you're building long term customer relationships.



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HERE

Joie de vivre

A French Lesson



What we can learn from our neighbours over in France

This month with the Tour de France captivating us and Bastille celebrating the essence of French national pride, France is firmly on our radar.

And if there is one thing at the heart of French culture it is their appreciation of good food and drink. So here's some French food and drink principals we would benefit from adapting.



Eating as a Ritual, Not a Transaction

In France meals are experiences, not fuel stops. That means long lunches, seasonal menus, and multi-course dining that isn't about pretension but a respect for food.

How to adapt this? Move away from rushed service and "grab-and-go" mindsets where possible. Encourage a slow pace, presence, and pride in the meal.



Moderation Over Restriction

Nothing is off limits—just balanced. Pastries, wine, cheese, and rich sauces are regular parts of the diet, but portioned and savoured.

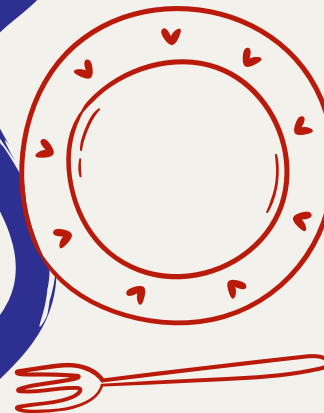
How to adapt this? Our menus often swing between guilt-laden calorie counts or indulgent extremes. A middle ground can promote enjoyment and health.



Pride in the Plate and the ingredients

Whether it's a coffee and baguette or a steak, pride is present. Every level of dining, from a café to a brasserie, exudes an unforced confidence in food culture.

How to adapt this? Elevate everyday dishes with better storytelling, better sourcing, and more confident service. Reimagine the classics with the same reverence of the French.



Eating Together Is a Social Contract

In France, dining is social, familial and food connects people.

How to adapt this? Create communal tables, lunch offers that reward group bookings, early evening menus for families, social meets for sole diners, etc.



Drink Like the French, Pleasure Over Excess

In France, alcohol is for enjoyment, not escapism. Aperitifs and digestifs are sipped, not slammed. You rarely see the kind of binge drinking that's commonplace here.

How to adapt this? Shift the narrative from volume to value. Emphasize quality over quantity. Celebrate low and no-alcohol options as part of a refined drinking experience.



Sirops, A Surprisingly French Habit

In France, especially among younger or more casual drinkers, it's common to add flavoured syrups (sirops) like Teisseire to lager-style beers.

Popular choices:

Pêche (Peach): Adds a fruity sweetness, often to light beers like 1664 Bière.

Grenadine: For a berry-sweet twist.

Citron (Lemon): A sharp, refreshing note - great in summer.

How to adapt this? Promote a "French Beer Twist" with a choice of classic Teisseire syrups. It adds colour, story, but also appeals to a different audience who might not choose to drink beer.



Champagne is not just for celebrations

In France, Champagne is enjoyed more casually and frequently than in the UK. It's not just for birthdays or weddings, it's perfectly acceptable to sip it with lunch, enjoy a glass as an aperitif, or pair it with regular meals.

How to adapt this? Reframe Champagne as an elegant everyday option, offer a good range Champagne by the glass, create pairing menus that highlight how Champagne works with simple foods or Introduce midweek "Champagne Hours" or "Fizz Fridays" that make it approachable, not intimidating.

Other uses for Champagne? Champagne is a great base for stylish cocktails, click here to view Champagne cocktail recipes.



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.



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.

NEW TO
DRAUGHTMASTER

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.

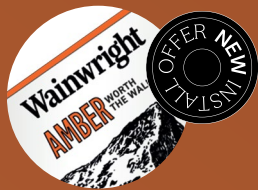


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DRAUGHT KEG ALE

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%



3.9%



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 (4.5%)
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 is beer is for all. No exceptions.



Brooklyn Pilsner (4.6%)
Crisp, bright and smoothly refreshing. A pale golden beer with a delicate citrusy finish.



Brooklyn Lager (5.0%)
Light hop bitterness and moderate sweetness. Both bitterness and sweetness linger on the palate before finishing clean.

ENTRY



Shipyard American Pale Ale (4.5%)
An easy drinking, American style Pale Ale bursting with fruity, citrus hop flavour and gooseberry and pine aroma.

SPECIALITY



Erdinger Weissbier (5.3%)
Uses the traditional brewing method of bottle and keg fermentation. Fresh and fruity with apple and banana, light biscuity grains, hints of cloves with a full and ultimately refreshing taste and mouthfeel.

CIDER

At Carlsberg Britvic our ciders boast a delicious blend of classic and fruit flavours, such as the crisp taste of apple and the sweet tanginess of blackberry. With each sip, you can experience the refreshing and fruity notes that make our ciders a standout in the market.

APPLE



Somersby Apple (4.5%)
A refreshing cider made from fermented apple juice and natural apple flavouring.

FLAVOURED



Somersby Blackberry (4.0%)
A fruity flavoured cider with a breath of freshness and a natural mild taste of blackberry, spreading joy and sunny togetherness wherever it is served.

STOUT

The stout category, has now overtaken the Cask Ale category, growing at 16.1% volume YOY. Guinness is one of 3 brands which account for most of the growth in the market.



Hobgoblin Stout (4.1%)
Jet black with aromas of roasted malts and chocolate. Enjoy the earthy bitterness balanced by hints of coffee, cocoa and sweet treacle flavours. A deceptively dark yet smooth and easy drinking Stout.

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



This is an innovative dispense system using fresh pressed beer. Click [here](#) to learn more.



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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?

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canned and bottled beers online

[Click here to view the
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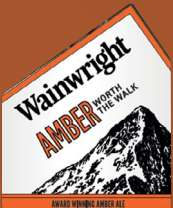


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to get the offer**

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%



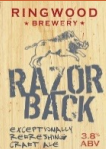
3.4%



4.1%



3.7%



3.9%



4.0%



4.5%



4.5%

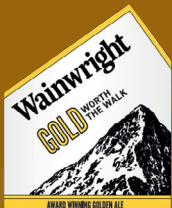


4.8%



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.



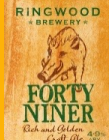
Hobgoblin Gold (4.2%)
Hobgoblin Gold's tropical aromas of citrus and passionfruit give way to a biscuit-like malt base balanced by fresh citrus flavour.



Hobgoblin IPA (4.5%)
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.



Click here to find out more about FRESH ALE

MAKE IT SUPRÊME

1664 Bière has returned to screens this Spring and Summer with the launch of its first through-the-line brand campaign in a decade.

The campaign is a multi-million-pound investment that will embed 1664 Bière back into the hearts and minds of the nation as the suprême choice for beer drinking occasions.

Focusing on the belief that great taste is timeless, in an era of disposable trends, 1664 Bière stands for uncompromising quality - a taste suprême since 1664.

The campaign captures the stylish and sophisticated essence of the brand and its history, emphasising its appeal to a new generation of beer drinkers through its quality taste that translates to the modern day.

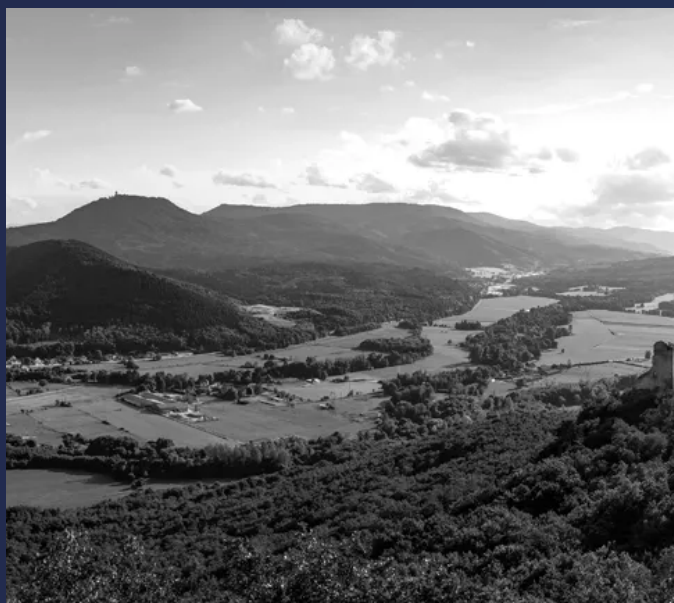
And what better way to launch the new campaign than THE MOST SUPRÊME HOUSE PARTY at Stormzy's House Party in London.

The multi-million-pound campaign launched in Spring, hitting TV screens nationwide and supported by nationwide roadside and out-of-home and social and digital advertising throughout spring and summer.

Dharmesh Rana, Director of Marketing, Premium Brands at Carlsberg Britvic says "The launch of "Make It Suprême" campaign marks a new chapter for 1664 Bière as it continues to elevate the premium beer category, reinforcing its position as the go-to beer for those who seek uncompromising timeless quality."

Bringing together drinkers with a taste for all things suprême, 1664 Bière created an unforgettable night where contemporary flair met timeless French craftsmanship. The cultural hotspot was transformed in the bold French tricolour of 1664 Bière.

SUPRÊME HISTORY & SUPRÊME QUALITY



1664 Bière was born over 350 years ago in the historic French region of Alsace. Our Master Brewer, Jerome Hatt, had an undeniable commitment to excellence and the use of locally sourced ingredients that set started a legacy of exceptional brewing and delivering consistent great taste.



SUPRÊME TASTE

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 and perfect for bringing people together and crafted with a touch of 'je-ne-sais quoi'.

ALL ABOUT THE HOPS!

Strisselspalt is a traditional noble aroma hop grown almost exclusively in Alsace, France.

KEY FLAVOUR PROFILE

Aroma: Floral, herbal, lightly spicy

Bitterness: Low

Taste Notes: Subtle citrus, green tea, and delicate earthiness

These traits make Strisselspalt ideal for lager-style beers that aim for elegance over intensity—like 1664.

It's what gives 1664 its refined bitterness and aromatic finish without overpowering the palate.

Combined with Alsatian barley and local water, it helps create that signature crisp but smooth French lager character.

Did you know: Strisselspalt is also a protected hop—meaning its cultivation is deeply tied to Alsace's regional heritage, similar to how Champagne is protected.



AND NEW
FOR 2025

1664
BIÈRE
0.0%

A beautifully balanced premium alcohol-free lager made with signature hops from the French region of Alsace that give it a subtle bitter twist as well as fruity and floral notes.

1664 Bière 0.0% has all the flavour of its master brand 1664 Bière, but without the alcohol. Our 350 years of uncompromising conviction in who we are and what we do enables us to consistently produce quality alcohol free lager and ensure our drinkers experience the undeniable French commitment to pleasure.



GAME, SET & MATCH



WIMBLEDON, ONE OF THE WORLD'S MOST ICONIC AND EXCITING SPORTING STAGES, IS WHERE VISIBILITY, SKILL, AND PRESTIGE COLLIDE.

This year, 1664 Bière 0.0% steps onto centre court, proudly sponsoring nine ambitious tennis players as part of its bold move into the spotlight.

With unmistakable style and zero alcohol, it's a perfect match. And with 54.3 M viewers, it's a great way to put our new drink on supreme display.



ALEX RILEY
1664 BRAND MANAGER AT CARLSBERG BRITVIC

WHAT DO YOU LOVE ABOUT WORKING ON THE BRAND?

I love working across 1664 because of its heritage, the brew itself and the amazing projects I am lucky enough to work on! Founded over 360 years ago and produced in the beautiful region of Alsace in Northeast France, 1664 Bière is crafted using the Strisselspalt hop, which is known as the caviar of hops, giving the brew its distinctive flavour. We've recently launched a bold new creative platform that honours the brand's iconic heritage while injecting a modern edge and unmistakable French swagger - a really exciting time to be working across the brand!

ANY HIGHLIGHTS/BEST MEMORIES?

I've really enjoyed getting stuck into a range of projects, and seeing the new creative campaign come to life was a definite highlight. But what's been especially rewarding has been working on 1664 Bière 0.0%. We only launched it in January, and already it's gaining positive traction across both the On-Trade and Off-Trade, and I am really excited to nurture this brand, watch it grow and continue the momentum!

WHO IS THE TYPICAL BIÈRE CUSTOMER AND WHY IS THAT?

1664 Bière is a heritage brand, so we have quite a wide range of consumers spanning across both males and females between 25-60 years old. Our consumers like entertaining and getting together with friends, they enjoy watching sports with friends and value quality.

“WE’VE RECENTLY LAUNCHED A BOLD NEW CREATIVE PLATFORM THAT HONOURS THE BRAND’S ICONIC HERITAGE WHILE INJECTING A MODERN EDGE AND UNMISTAKABLE FRENCH SWAGGER - A REALLY EXCITING TIME TO BE WORKING ACROSS THE BRAND!”



WHAT ARE YOU MOST EXCITED ABOUT FOR THE BRAND IN 2025?

I am excited to continue building on the new brand world we've launched this year and accelerating 1664 and 0.0% next year through some super exciting projects we have planned!

YOUR OWN FAVOURITE BIÈRE DRINKING MOMENT?

I enjoy a 1664 Bière on a hot summer's day in a pub garden with some friends.

Wainwright RAMBLER

Celebrate the Summer
with Wainwright Rambler.

Enjoy a citrusy flavour with a fresh and zesty fruity finish. Crystal malts enhance the body of this beer with added hints of oranges and honey.

Alfred Wainwright believed there was only one thing more rewarding than a long walk, and that's a fresh beer. Crafted with the finest ingredients to deliver a bitter and citrusy taste. Wainwright Rambler is easy to enjoy on a summer's day.



Why stock Wainwright Rambler?

New News on the Bar
Rambler is a fresh addition to your summer bar lineup — a limited-edition seasonal ale that gets people talking. It's something new and exciting for your regulars and a great reason for new guests to visit.

Perfect Summer Pint
With a light citrus profile, subtle hints of orange and honey, and a refreshing finish, Rambler is designed to appeal to summer drinkers looking for something crisp, bright, and easy-drinking.

Supports the Wainwright Range
Built on the trusted Wainwright name, Rambler brings seasonal excitement while reinforcing the strength of your existing Wainwright range.

ABV	4.0%
See	Pale
Smell	Gold Earthy floral, soft citrus
Taste	Oranges and honey with a strong bitterness
Sweet	● ● ● ● ●
Bitter	● ● ● ● ●

We wanted to offer something truly special for the warmer months, and Rambler is just that. It's a seasonal release crafted with orange and honey notes to create a beer that's bright and satisfying — a true taste of summer

Tabitha Whittome,
Wainwright Brand Manager



MONTHLY SPECIAL

BUY 2 X 9GS OF
BOMBARDIER
AMBER AND GET
£10 OFF



Bombardier Amber Beer is brewed using the finest British Hops and fresh mineral water from the Eagle Brewery Well.

A fruity aroma and rich malty taste provide a crisp, mouth-watering beer. Tangy Fuggles hops and sultana fruit flavour finish off the palate.

Qualifying SKUs on offer: Bombardier Amber 9g. Promotion valid for the duration of the brochure promotional period. Not available in conjunction with any other offer. Offer available while stocks last. Subject to change.

Explore our low &

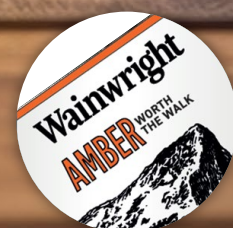


no alcohol range

*Fixed price qualifying products: Erdinger Alkoholfrei NRB 12x500ml, Carlsberg 00 24x330ml, Biere 0.0% 24x330ml, Brooklyn Special Effects 24x330ml and Shipyard Low Tide 8x500ml. Whilst stocks last. Offer subject to change.

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.

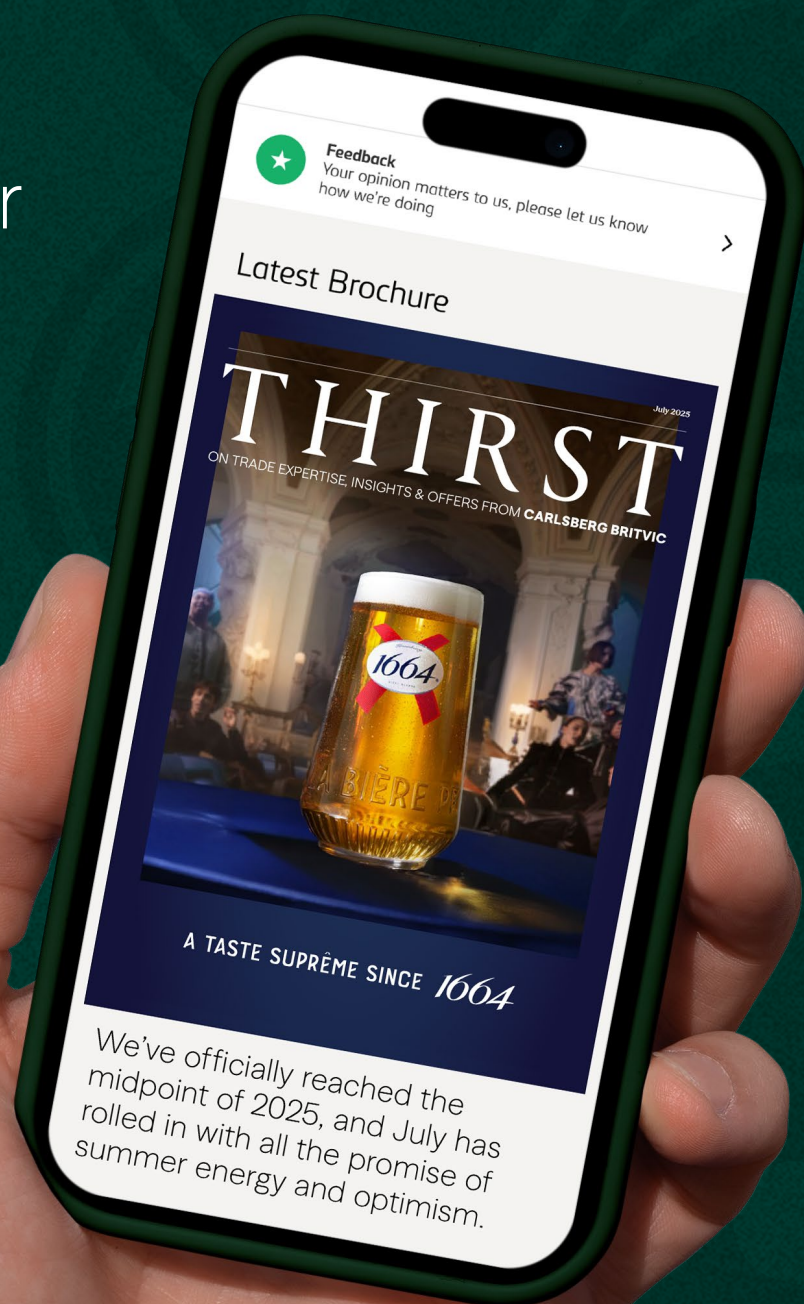


COCKPIT

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.





Buy 5 cases Get 1 FREE

+ an activity sheet kit*



Contains naturally occurring sugars and 8% fruit juice from concentrate

*T&C's apply. Deal runs from July 1st to August 31st 2025. Three deals per customer per week. Qualifying range includes Fruit Shoot 275ml PET x24 range. Free case is any from the Fruit Shoot 275ml PET x24 range. Activity pack includes: 100 x activity sheets and 100 x crayon packs. Activity packs are limited availability and while stocks last. Activity kits will be sent direct to outlet on purchase of the promotional deal. Promoter Carlsberg Britvic, Breakspear Park, Breakspear Way, Hemel Hempstead, HP2 4TZ. **Source: CGA by NielsenIQ, FS&L Database, Foodservice, Volume sales, Kids CBBV Defined, MAT 31.12.24. For further information please contact Britvic at PressOffice@Britvic.com

GET A FREE CASE OF ORANGE & PASSIONFRUIT WHEN YOU BUY ANY 4 CASES FROM THE RANGE*

UK'S NO 1 ADULT
SOFT DRINK**



GET TO THE JUICE

*T&Cs apply: Deal runs from 1st July 2023 – 31st August 2023. Three deals per customer, per week. Qualifying products include: J20 Orange & Passionfruit, J20 Apple & Mango, J20 Apple & Raspberry, J20 Dragon Berry, J20 Spritz Apple & Watermelon, J20 Spritz Pear & Raspberry, J20 Spritz Apple & Elderflower 275ml NRB. Free case is J20 Orange & Passionfruit 275ml x24. While stocks last. Promoter Carlsberg Britvic, Breakspear Park, Breakspear Way, Hemel Hempstead, HP2 4TZ. **Nielsen IQ, total coverage, adult social drinks Britvic defined, 52we 15/02/25: CGA total out of home (licensed and foodservice) Adult - Britvic defined 52we 31/12/24. Share of brands is by total adult i.e. adult on trade plus adult off trade. For further information please contact Britvic at PressOffice@Britvic.com

NEW
SUNSHINE EDITION



ALL THE DRAGON ALL THE BERRY



SIP OUR NEW JUICY FLAVOUR

BRITVIC



GET A FREE CASE OF TONIC WHEN YOU BUY ANY 4 CASES*

*T&Cs apply: Deal runs from 1st July 2025 – 31st August 2025. Qualifying range includes Britvic Tonic 200ml NRB x24, Britvic Ginger Beer 200ml NRB x24, Britvic Low Cal Bitter Lemon 200ml NRB x24, Britvic Low Cal Tonic 200ml NRB x24, Britvic Soda Water 200ml NRB x24, Pepsi Max 200ml NRB x24, Pepsi Diet 200ml NRB x24. Free case is Britvic Tonic water 200ml NRB x24 or Britvic Low Cal Tonic 200ml NRB x24. While stocks last. Promoter: Carlsberg Britvic. Breakspear Park, Breakspear Way, Hemel Hempstead, HP2 4TZ.



Britvic



BRITVIC



GET A FREE CASE OF J2O ORANGE & PASSIONFRUIT WHEN YOU BUY ANY 4 CASES FROM THE RANGE

*T&Cs apply: Deal runs from 1st July 2025 – 31st August 2025. Qualifying range includes: Britvic Juices 200ml NRB, Britvic Cordials 1L, Britvic 55 275ml NRB, Pepsi Reg/Diet/MAX and 7UP Free 330ml NRB. Free case is J2O Orange & Passionfruit 275ml NRB x24. While stocks last. Promoter: Carlsberg Britvic. Breakspear Park, Breakspear Way, Hemel Hempstead, HP2 4TZ.



Britvic





CROWN CELLARS®



Pedley's REMix

July 2025

July is the month of Wimbledon. What better way to celebrate this quintessential British sporting event than showcasing English wines?

Much of the press about English wine over the last decade has focused on the high quality sparkling wines. However, behind the scenes, there has been a steady but consistent improvement in the still wines and it is these that I want to highlight in this edition of "Pedley's Remix".

We have listed a selection of wines from the Balfour estate in Kent for several year's now. Nanette's Rosé is already a firm favourite. It is a pale coppery pink, has delicate fruit aromas and the palate is just off dry. It is perfect for drinking well chilled on its own: if you want to pair it with food go for something light and informal – summer dips, quiche or prawn salad.

New to the Crown Cellars' portfolio in 2025 are Liberty's Bacchus and Luke's Pinot Noir. The Bacchus grape variety was developed in Germany but has really caught on in England. A lot of the success comes

down to the "Sauvignon-like" character of Bacchus – it has intense cut grass, elderflower and grapefruit aromas. Liberty's Bacchus is bone dry and crisp on the palate. Like a good Sauvignon Blanc, Bacchus is an excellent partner for white fish: everything from Sole meunière to good old-fashioned cod and chips.

Getting black grapes ripe enough in England to make convincing red wines remains a challenge, but the father and son winemaking team of Owen and Fergus Elias are getting there. I think that with the 2023 vintage of Luke's Pinot Noir they cracked it. The wine has the exquisite raspberry and red cherry aromas of Pinot Noir, along with the telltale pale ruby colour and light bodied palate. You could drink this with a tuna or swordfish steak, or more conventionally try it with pork or chicken.

JONATHAN PEDLEY,
MASTER OF WINE AND CONSULTANT
TO CROWN CELLARS



ON
DEAL

**BALFOUR HUSH
HEATH ESTATE**
Luke's Pinot Noir

A gentle and light bodied red
that has lovely redcurrant and
raspberry fruit

A		£££	36804	75cl
---	--	-----	-------	------



ON
DEAL

**BALFOUR HUSH
HEATH ESTATE**
Liberty's Bacchus

Refreshingly crisp and dry with
notes of cut grass, privet and
elderflower

1		£££	36805	75cl
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**BALFOUR HUSH
HEATH ESTATE**
Liberty's Bacchus

A herby and aromatic nose, with
strawberry and red berry fruit carried
through to the palate along with
hints of lemon, thyme and rosemary

4		£££	23063	75cl
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Best of British

If you haven't checked out the range from the team at Balfour yet, what are you waiting for? The winery is producing some lovely liquids, and the range available at Crown Cellars now extends to a bright, light-bodied Pinot Noir and a crisp, floral, grassy Bacchus.

BALFOUR

Skye's Chardonnay

Gooseberry and apple with aromas of hawthorn blossom.



BALFOUR

Leslie's Reserve NV

Fresh brioche and red apple aromas with crisp lime notes.



BALFOUR

Liberty's Bacchus

Refreshingly crisp and dry with notes of cut grass, privet and elderflower.



BALFOUR

Nanette's Rosé

Strawberry and red berry fruits with hints of lemon, thyme and rosemary.



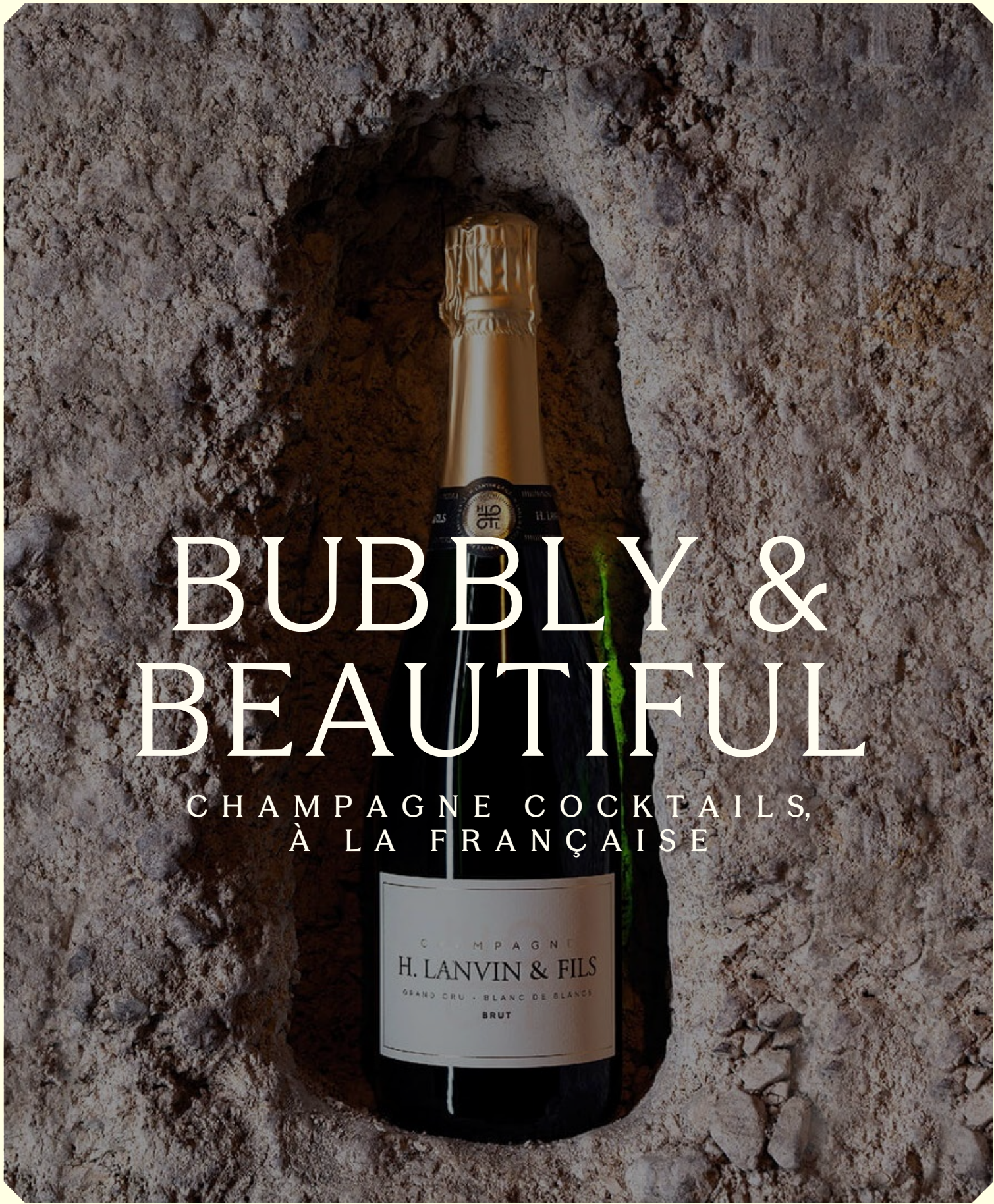
BALFOUR

Luke's Pinot Noir

A gentle and light bodied red that has lovely redcurrant and raspberry fruit.



Deal only applies to Balfour Leslie's Reserve NV 75cl, Balfour Luke's Pinot Noir 75cl and Balfour Liberty's Bacchus 75cl



BUBBLY & BEAUTIFUL

CHAMPAGNE COCKTAILS,
À LA FRANÇAISE

Champagne isn't just for toasting, it's the perfect base for elegant, refined premium cocktails.

French Champagne cocktails take the sparkle of this legendary fizz and elevate it with fresh citrus, liqueurs, and rich flavours, creating drinks that are delightful to drink and add an air of French flair and sophistication to any occasion.

FRENCH 75

CLASSIC. CRISP. ICONIC.



First served in Paris during the 1920s, the French 75 is named after the powerful French 75mm field gun, a hint to its sharp, surprising kick beneath the sparkle. It's one of the most enduring Champagne cocktails in the world.

Ingredients

- ◆ 30 ml Gin or Cognac
- ◆ 15 ml Fresh lemon juice
- ◆ 15 ml Simple syrup
- ◆ Champagne (to top)
- ◆ Lemon twist (for garnish)

Method

1. Shake gin, lemon juice, and syrup with ice.
2. Strain into a flute or coupe.
3. Top with Champagne.
4. Garnish with a twist of lemon peel.

KIR ROYAL

REGAL SIMPLICITY WITH
FRENCH SOUL.



The Kir Royal pairs the dry sparkle of champagne with the sweet depth of crème de cassis, a blackcurrant liqueur from Burgundy. The result is rich, dark and elegant.

Ingredients

- ◆ 15 ml Crème de cassis
- ◆ Champagne (to top)
- ◆ Fresh blackberry or twist of lemon

Method

1. Pour crème de cassis into a chilled flute.
2. Gently top with Champagne.
3. Garnish, if desired.

LE DÉJEUNER MARTINI

MODERN. FLORAL.
REFRESHINGLY FRENCH.



A more contemporary creation, Le Déjeuner Martini is a beautiful cocktail that balances the zesty citrus of grapefruit with the gentle sweetness of elderflower and the crisp taste of Champagne. It's delicate but layered and incredibly quaffable.

Ingredients

- ◆ 30 ml Vodka
- ◆ 20 ml Elderflower liqueur (e.g., St-Germain)
- ◆ 30 ml Fresh grapefruit juice
- ◆ Champagne (to float)
- ◆ Grapefruit peel or edible flower (for garnish)

Method

1. Shake vodka, elderflower liqueur, and grapefruit juice with ice.
2. Strain into a martini or coupe glass.
3. Gently float Champagne on top.
4. Garnish with grapefruit zest or a flower.



When it comes to wine, France isn't just a country, it's a legacy.

Rooted in centuries of tradition, craftsmanship, and terroir, French wine has shaped the very language of wine around the world.

From delicate rosé, bold Viogniers, to the magic of Champagne, France offers remarkable variety and consistency in quality.



A Sparkle Like No Other: Champagne

Champagne is a protected name, a prestigious region, and a centuries-old method that defines quality.

Only wines made in the Champagne region using the traditional method (méthode champenoise) can carry the name. This technique involves a second fermentation in the bottle, creating the fine bubbles and toasty complexity Champagne is known for.

Champagne is made with Chardonnay, Pinot Noir, and Pinot Meunier, and its quality lies not just in the grapes, but in the craftsmanship and time invested in aging.

H Lanvin Champagne is a great example of classic champagne — elegant bubbles, a refined nose, and a dry, crisp finish that lifts the palate.

Champagne H. Lanvin & Fils Brut NV:

This elegant Champagne is fresh on the nose with a rounded toasty palate.



Other French Wines to Watch (and Sip)



Bougrier Rosé d'Anjou:

Light, fresh, and beautifully aromatic, this rosé from the Loire Valley is perfect for warm sunny days. Subtle berry notes and a gentle finish make it an easy drinking favourite.



Viognier 'Les Gazelles' IGP:

Expect fragrant floral notes and ripe stone fruit, balanced with a touch of minerality.

LIGHT UP THE NIGHT

BUY 2 CASE
TO GET
£10 DISCOUNT

VIGNANA
SINGLE SERVE
PROSECCO

12 X 200ML PER CASE

VIGNANA

2 deals per customer per week

Buy 1 case to get
£3 discount*

be**drinkaware**.co.uk

*Offer valid from 1st - 31st July. While stocks last.


Jack
Rabbit

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



be**drinkaware**.co.uk

ORDER ONLINE HERE 

Buy 11 get 1 FREE



New Listing!



The full Franschhoek range is vegan suitable

BUY 11
BOTTLES GET
1 FREE

ROSÉ D'ANJOU by Famille Bougrier

Celebrate Summer with Rosé D'Anjou, a refreshing, delicate rosé wine with a hint of cherries on the palate. Charmingly bright and juicy, and just perfect with tapas and even some spicier dishes.

Limited to 2 deals per customer per week

FRENCH VIIGNIER

BRIGHT BEAUTIFUL & LIVELY

BUY 11 GET
1 FREE

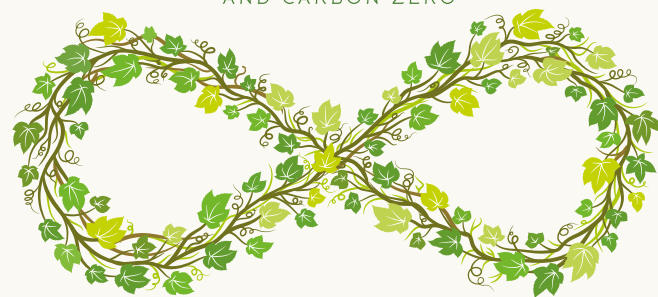
Buy 11 bottles of J. M. Aujoux, Viognier 'Les Gazelles' IGP 75cl to get a bottle FREE

3 deals per customer per week



INVINITI

CERTIFIED SUSTAINABLE
AND CARBON ZERO



Introducing Inviniti Pinot Gris

Buy 11 bottles, get 1 free

Offer includes Inviniti Pinot Gris only

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



Also available in the Inviniti range, a
Marlborough Sauvignon Blanc & Pinot Noir



Events Season

Celebratory Fizz that Caters for All

It's hitting peak events season, so make sure you're stocked up on the fizz that works for you and your guests. Whether it's Sparkling Pinot Grigio, 0.0 Spanish bubbles or classic Champagne, Crown Cellars has you covered.



Ponte Sparkling Pinot Grigio Brut NV

Vibrant, crisp
and light-bodied
with pear and
citrus notes.



Freixenet 0% Sparkling White

Tropical fruits,
lively citrus and a
fruity character.



Aimery Crémant de Limoux Brut NV

Fresh and light
with crisp apple,
off-dry.



H. LANVIN & FILS Brut NV

Elegant and toasty with a fine
mousse, yellow fruits and brioche.



H. LANVIN & FILS Rosé Brut NV

Pale salmon pink with delicate
fresh red berry and toasty notes.

CHAMPAGNE
H. LANVIN & FILS
DEPUIS 1931

The Perfect Champagne
for Events Season,
Exclusive to Crown Cellars



Alcohol
Free



LA BAUME

SAINT-PAUL

Try our alcohol free range from the winemakers at Domaine de la Baume. A varietal red, white and rose wine to ensure that you can welcome every guest and make the most of every opportunity.



OUR COMMITMENTS

Passion

At Domaine de la Baume, a team of passionate people with a love for vineyard work every day to uphold the reputation of the property.

Know-how

A deep knowledge of the Domaine, combined with the expertise of the vineyard technicians, the winemakers in our cellars and modern winemaking techniques collectively demonstrate our know-how.

Respect

All the work is carried out with respect for the land and the vines, in harmony with nature. The quality of the grapes at harvest time depends on the attention paid to the vines throughout the year.



**NOW AVAILABLE
IN 12 X 187ML
GLASS BOTTLES**

**A RANGE OF WINES THAT PROVE
THAT IT'S NEVER A BAD EYE DEER
TO STAND OUT FROM THE HERD**

A crisp, refreshing French Sauvignon Blanc, a spicy, dark Shiraz/Cabernet Sauvignon blend from Australia and a juicy Californian Zinfandel Rose make up this range of crowd-pleasing favourites, exclusively available from Crown Cellars.



CLASSIC *New Zealand* SAUVIGNON



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

THE FUTURE OF WINE IS HERE



Juicy, organic red wine made from Syrah and Nero d'Avola, packed with rich red berries and forest fruits. Smooth, bold, and seriously delicious.



Crisp, organic white wine made from Catarratto grapes, with refreshing citrus and blossom notes. Light, bright, and perfect for any occasion.



vinca
AWARD-WINNING WINE

VINCA LAUNCHES GROUNDBREAKING ALUMINIUM WINE BOTTLE

Made from 100% recycled aluminium, they produce 4x less carbon than glass and weigh just 68g, reducing emissions at every step. A special lining keeps our award-winning organic Sicilian wines fresh.

Chill, spin the top, and enjoy Sicily anywhere.

CHILEAN SAUVIGNON

GOOSEBERRIES, LIME AND HERBACEOUS NOTES.



WINE OF CHILE



CHILEAN MERLOT

JUICY PLUM WITH HINTS OF SPICE AND A SMOOTH FINISH.

OCARINA

THE OCARINA IS AN ANCIENT MUSICAL WIND INSTRUMENT DATING BACK THOUSANDS OF YEARS, PLAYED BY BOTH THE MAYAS AND AZTECS AMONG OTHER CULTURES. OUR CHILEAN WINE IS A TRIBUTE TO THIS SMALL BUT LOVELY PIECE OF HISTORY, WITH SWIRLING PATTERNS TO REPRESENT THE FLOWING AIR.

be**drinkaware**.co.uk

ORDER ONLINE HERE



ZIMOR

PAIRS PERFECTLY WITH
YOUR PINOT GRIGIO

ZIMOR CABERNET IGT VENEZIA GIULIA

COMPLETE YOUR ITALIAN LINEUP WITH
THIS JUICY, EASY-GOING RED

Fresh red fruit, cherry, redcurrant and berries on the nose, all of which follows through to the palate, along with smooth tannins. All of this makes for a wine that's easy to pair with food or simply enjoying on its own.

Explore the rest of the Zimor Italian wine range



BUY 11
GET 1
FREE

Offer includes Zimor Cabernet IGT Venezia Giulia
75cl only, limited to 3 deals per customer per week



BELLINGHAM
FOUNDED IN 1693



Bellingham 'Homestead'
Pinotage 75cl

Intense bramble
aromas and cherry
fruit, soft and full.



Bellingham 'Homestead'
Sauvignon Blanc 75cl

Dry and vibrant with
gooseberry and
tropical fruit flavours.

PERFECT FOR ANY TABLE

£5 OFF A CASE OF 6



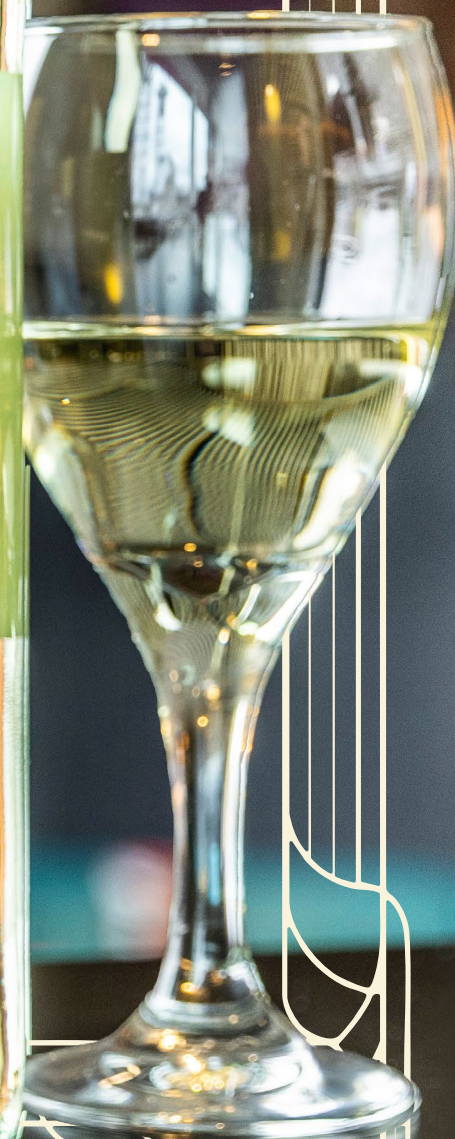
LAZY BONES



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**

✓✓
DISTILLED
|

Summer Drinking

Summer has come early in the UK, and while it might yet give way to an early British autumn in August, all the white-coated weather boffins are claiming this year will be scorchio.

With that in mind, it's time to look at your menu and adapt some serves to slake a summer thirst. And a great start would be curating a collection of quality carbonated mixers, because nothing will wake up a spirit more than bubbles.

But if you want to really raise an eyebrow, start by considering sparkling wine as your mixer of choice. One of the serves of the season is likely to be the Royale, which simply sees a bartender top an existing cocktail creation with a bit of champagne or prosecco. Champagne might seem an unlikely upgrade when customers are watching their wallets, but the arrival of two months of abstinence in October and January has seen consumers back at the bar for the summer months. If you are catching a customer on their big night out of the week, chances are they're ready for something special. And if Champagne is too rich for some blood, Prosecco works just as well.

The most famous of the Royales in the family is the **Kir Royale**. The Kir is simply a mix of creme de cassis and dry white wine, so as a cocktail it's hardly worth writing home about, but substitute your Sauv Blanc with a splash of sparkling wine and you have a classic.

Another great addition to sparking menus is the **Negroni Sbagliato**, which take a negroni recipe and replaces the gin with Prosecco. Meanwhile adding champagne or prosecco to your Pimm's for a Royale Pimm's Cup, is an easy win all round this summer.

But even through a simple spirit mixer, you can surprise your customers, and if you're a busy bar then a

very easy mix of two ingredients can still result in very complex highball serves. London Essence for example has created a collection of sodas and tonics that, when added to a spirit, can create an incredible array of flavours.

The sodas are made using distilled essences and as a result the flavours are vivid. A simple mix of London Essence Pink Grapefruit and agave spirit for example, served in a highball over ice with a squeeze of fresh lime, is incredibly close to a **Paloma** cocktail. And for a surprise, you can move some of the Cognac on your back bar by serving it in a highball topping with London Essence Orange & Fig Soda or even White Peach and Jasmine Soda.

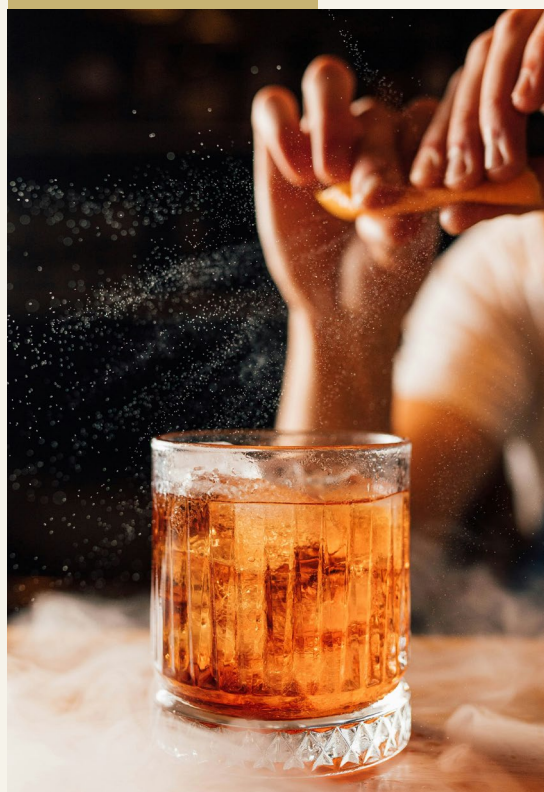
As ever, presentation is critical. Clean glassware, good ice that isn't melting before it even lands in the glass, fresh garnishes. But these standards should exist in the bar already and shouldn't massively impact the bottom line. So if you can maintain the quality here, you really benefit from some very simple twists. And by adding some of these ingredients and flavours to the description in the menu, you can make a simple spirit mixer seem like a discerning and multifaceted cocktail.



The Thinking Drinkers
Ben McFarland and Tom Sandham

On Trend

Negroni Sbagliato



Glass: Old Fashioned
25ml Campari
25ml sweet vermouth
Top with Prosecco

Method: Build all ingredients over ice and briefly stir, garnishing with an orange zest. This drink can be served up (in a flute), although the ice helps tone down the slightly syrupy viscosity of the Campari and vermouth

Belfast bar professional Adam Hussein has worked across some of the world's most illustrious bars including the award-winning 1806 in Melbourne and the Artesian Nomad in London. He now works with Johnnie Walker whiskies is excited to see a summer of seasonal flavours and trends emerge.



What ingredients will be important this summer

"I'm anticipating the use of seasonal berries (strawberry and raspberry in particular) with the addition of weird and wonderful citrus flavours - a nod to yuzu here.



I'd love to see melon used more in both still and carbonated formats, there is such a spectrum of flavour from this single fruit variety.

It's already coming back around, but tomato can add real depth and complexity to cocktails where other flavours would fall short.

What is your favourite summer cocktail?

i'm a sucker for a dry martini in any season, but for summer - a sherry cobbler with real fresh fruit is so tough to top.

How important are



carbonated serves, is this a good year for highballs?

This is certainly a biased take, but these serves are incredibly important to me. They showcase complexity through simplicity and can develop flavour in so many ways. They also tend to be guest friendly and serve to satiate that desire to 'have a drink'.

A finely carbonated drink can strike up memories that positively enhance the drinking experience.

Are there ways to make a simple highball serve seem more impressive?

The simple addition of a flavoured soda can elevate most highballs - as long as it is used intentionally. Test and learn with these types of serves, explore your spirit and then sample a variety of flavour packed sodas. On top of this the addition of a modifier can easily bring your highball into a new atmosphere of flavour. Little bit of peach, apricot or even a simple citrus peel.

What spirits excel in the summer months?

Tequila tends to take lead in Summer months.

Gin generally has a revival at the very start of warmer months before consumers swap to another spirit category.



When the sun is shining and the days are long, rum is the perfect drink to capture that carefree, tropical vibe. Rum, with its rich history rooted in the Caribbean, brings warmth and sweetness that blend effortlessly into refreshing summer cocktails. From classic mojitos to vibrant tiki drinks, rum is summer in a glass.

For summer, white rum is generally considered the best choice. Its light, clean, and crisp profile makes it perfect for refreshing, citrusy cocktails like mojitos, daiquiris, and rum punches. Because it's less aged and has a milder flavour, it mixes effortlessly with fresh fruit juices, soda, and herbs — all ideal for hot-weather sipping.

That said, spiced rum can also work well in summer for those who enjoy a bit of warmth and complexity in cocktails like rum and ginger beer or tropical tiki drinks.

RUM IN THE SUN

Ways to Drink Rum
This Summer →

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PINEAPPLE DAIQUIRI



FRUITY AND TROPICAL

Spritz & Highball

The Perfect Summer Sips

When the temperature rises, nothing beats a drink that's light, refreshing, and delicious and that's exactly why spritzes and highballs are summer's go-to drinks.

Both are super simple to make, sparkling, and adaptable. They also look visually appealing too with bright colours and fresh garnishes giving stylish summer

Spritz O'Clock

A spritz is a bubbly, lightly bitter cocktail traditionally made with sparkling wine (like prosecco) and a bitter liqueur, topped with soda water. The classic Aperol Spritz is the quintessential example. crisp, slightly sweet, and thirst-quenching.

But the spritz isn't limited to just Aperol. You can build spritzes with a wide range of spirits and liqueurs — from Campari to elderflower, or even gin and grapefruit — to tailor your perfect summer sip. They are best served in a large wine or balloon glass to showcase the bubbles and garnishes.



Limoncello Spritz

- 45 ml Limoncello
- 90 ml Prosecco or sparkling wine
- Splash of soda water
- Lemon wheel and fresh basil for garnish
- Bright and sweet, this spritz brings a sunny Italian vibe with the fresh basil
- adding an aromatic note.



Campari Spritz

- 60 ml Campari
- 90 ml Prosecco or sparkling wine
- Splash of soda water
- Orange slice for garnish
- Bitter and bright, this classic Italian spritz is a bit more intense than Aperol but equally
- refreshing.

Tequila and grapefruit soda with lime. Bright, zingy, and ideal for hot days

Highball Heaven

A highball is a simple mix of spirit and a larger proportion of a mixer, usually served over ice in a tall glass. Think whiskey and soda, gin and tonic, or vodka with sparkling water and a twist of lime.

The beauty of a highball lies in its simplicity and versatility: the fizziness of the mixer lifts the spirit, making it lighter and more refreshing without losing character.

Some of our favourite Highballs



Vodka, ginger beer, and lime. The mule is often served in a copper mug but works just as well tall over ice



Surprisingly good, especially with aged or coconut rum and a wedge of lime

Citrus slices or twists

(orange, lemon, lime) add fresh aroma and a pop of colour

Garnish like a pro!

Garnishing isn't just decorative — it enhances aroma, complements flavour, and elevates the overall drinking experience.

A thoughtful garnish signals quality and attention to detail, making even simple serves feel special. Visually, it adds colour and freshness, helping drinks stand out and appeal instantly.



Edible flowers

can elevate the look for special occasions



Fresh herbs

like mint, basil, or rosemary bring a fragrant, cooling note



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St Germain Hugo Spritz

INGREDIENTS

40ml St Germain
60ml Sparkling wine
60ml London Essence Soda
Water

GLASSWARE

Wine glass

METHOD

Build all ingredients and stir

GARNISH

Mint & Lime



Grey Goose & Peach Highball

INGREDIENTS

50ml Grey Goose Original
200ml London Essence Peach
& Jasmine Soda

GLASSWARE

Highball glass

METHOD

Build all ingredients and stir

GARNISH

Lemon & Mint



Courvoisier & Peach Highball

INGREDIENTS

50ml Courvoisier VS Cognac
200ml London Essence Peach
& Jasmine Soda

GLASSWARE

Highball glass

METHOD

Build all ingredients and stir

GARNISH

Orange & Mint



Kir Royale

INGREDIENTS

12.5ml Chambord
Sparkling French wine

GLASSWARE

Flute

METHOD

Top up with Sparkling
French wine

Summer Bubbles

Highballs and Spritzes are the order of the day, so pick up a deal – as well as a few ideas on how to serve some winning summer bubbles.



Midori Spritz

INGREDIENTS

40ml Midori
60ml Sparkling wine
60ml London Essence Soda
Water

GLASSWARE

Wine glass

METHOD

Build all ingredients and stir

GARNISH

Mint & Lime



Raspberry Spritz

INGREDIENTS

40ml Warner's Raspberry
60ml Sparkling wine
60ml London Essence Soda
Water

GLASSWARE

Wine glass

METHOD

Build all ingredients and stir

GARNISH

Mint & Lime



Rhubarb & Ginger Highball

INGREDIENTS

50ml Warner's Rhubarb
200ml London Essence Ginger
Ale

GLASSWARE

Highball glass

METHOD

Build all ingredients and stir

GARNISH

Raspberries & Lime



Disaronno Spritz

INGREDIENTS

50ml Disaronno
12.5ml fresh lemon juice
200ml Britvic Soda Water

GLASSWARE

Wine Glass

METHOD

Build all ingredients and stir

GARNISH

Lemon zest

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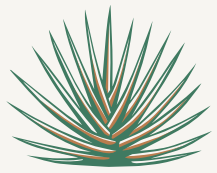
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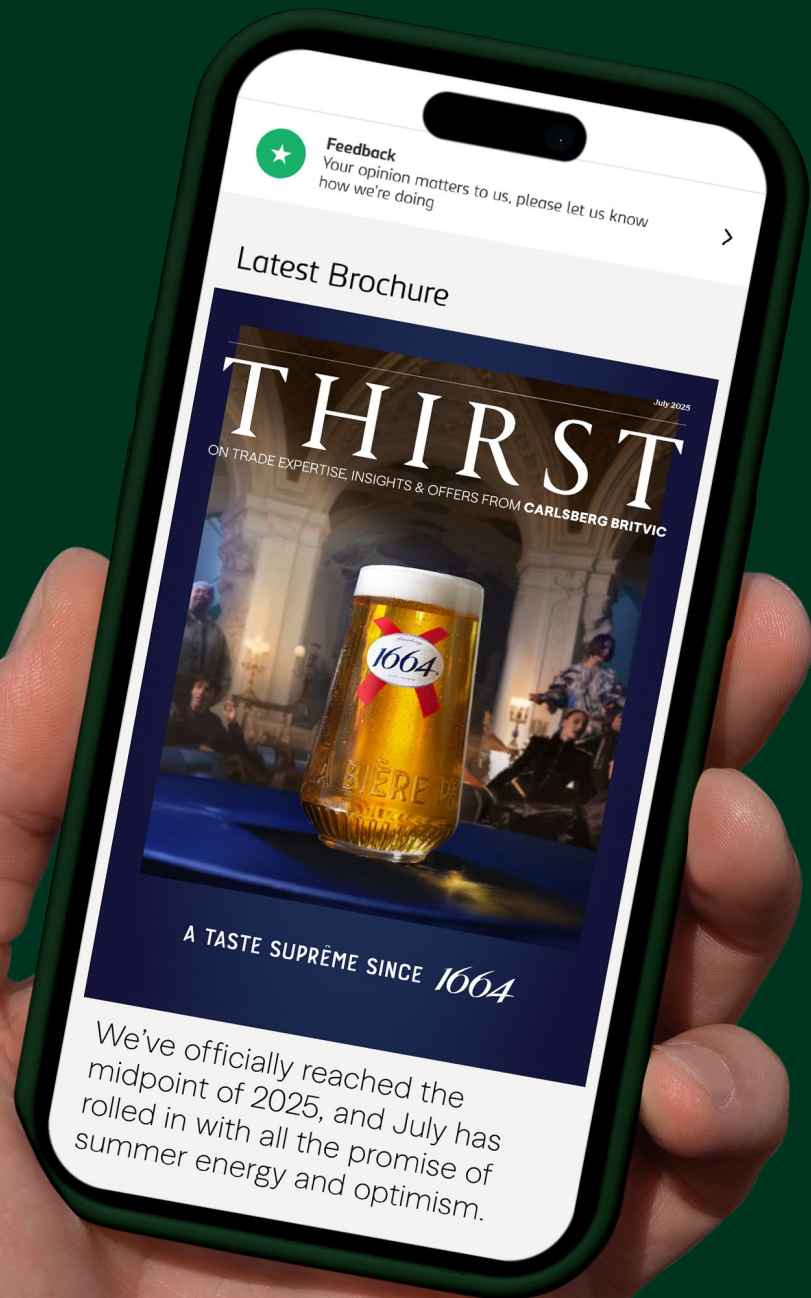
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