

THIRST

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

The last slow
sip of summer





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



Download our App



CHRIS PRATT
VICE PRESIDENT ON TRADE

WELCOME TO OUR AUGUST EDITION OF THIRST

As we head into August, the last full month of summer, there's a real sense of 'make it count' in the air. It's the final stretch before the pace begins to shift and with the last bank holiday before Christmas on the horizon, there's every reason to soak up the summer season while it lasts.

Beer gardens are buzzing, staycations and holidays are in full swing and long weekends are the perfect excuse to get out and spend time with families and friends.

Whether the sun decides to stick around or not, August offers one last golden opportunity to embrace the magic of summer.

Free Poretti for the whole month

This month, we're giving away free Poretti to customers. It's a great way of getting more people to experience the crisp, Italian refreshment of a serve that's fast becoming a summer favourite.

Introducing a bold new amber from Hobgoblin

We're also excited to unveil a new amber ale from Hobgoblin this month, a flavourful addition to the range that promises to turn heads and stir interest among cask and craft fans alike. Rich in colour and character, this new launch is one to watch.

So here's to a great August, let's make it count.

Chris Pratt
VP On trade



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August adventures await

August has arrived and with it comes a mix of celebration and sunshine (fingers crossed).

Across the whole country, communities and visitors embrace this peak summer moment, whether through festivals, sporting occasions, or long-awaited holidays.

FROM THE 1ST
CURTAIN UP
EDINBURGH
FRINGE
FESTIVAL



The Edinburgh Fringe returns to transform Scotland's capital into an open-air stage like no other. As the biggest celebration of arts and performance, the Fringe is a melting pot of genres from fresh-faced comedians to trailblazing playwrights. Why not host a Fringe-esque comedy night in your venue in August?

14TH & 21ST
RESULTS DAY
EMOTIONS



August brings two nail biting and critical days for students. Whether it's the joy of top grades or navigating next steps, these milestones stir a whirlwind of emotion. It's also a key opportunity for venues and businesses to support and celebrate with young people and families from relaxed meetups to special celebratory offers.

16TH
KICK-OFF
TIME



The new football season returns with fans full of hope. After Liverpool's triumphant win last season, the bar has been raised and rival clubs are gearing up to chase them down. Whether you're red or blue, north or south, football fever is back. Expect packed pub gardens, endless debates over pints, and the return of Saturday rituals that bring communities together.

The last slow sip of summer.

FROM THE 22ND WOMEN'S RUGBY WORLD CUP IN BRITAIN



2025 welcomes the Women's Rugby World Cup on home turf. As women's sport continues its ongoing rise with increased interest, the tournament will not only showcase fierce competition but also inspire the next generation of female athletes.

25TH ONE LAST LONG WEEKEND



August Bank Holiday is the last official public holiday before Christmas making it a prime moment for celebration, relaxation, and one final summer blowout. Whether it's a beer garden BBQ, a Sunday night DJ set, or a laid-back Sunday brunch, this is a key weekend for venues to pull out all the stops.

24TH THE SOUND OF NOTTING HILL CARNIVAL



West London erupts in colour and sound as the Notting Hill Carnival parades into town. A celebration of Caribbean heritage, expect steel pan rhythms, irresistible street food, and a joyous atmosphere that unites over 2 million people in one of the capitals most cherished traditions.

ALL MONTH FESTIVALS GALORE!



August in the UK is peak festival season—fields turn into dancefloors and cities into stages. From the hedonism of Creamfields to the indie anthems of Leeds and Reading, and the luxe wildness of Wilderness, it's a month of nonstop music, glitter, and contagious energy. At Wilderness, 1664 Blanc takes centre stage once again, bringing Parisian style and refreshment to one of the summer's most iconic festivals.

[Find out more on page 40.](#)

Meet Debbie Sanders, Bar, House & Events Manager at Bush Hill Park Golf Club in North London

Tell us a bit about Bush Hill Park Golf Club

Bush Hill Park Golf Club began its journey in March 1895, marking this year as a significant milestone for us as we celebrate 130 years of heritage. Once rooted solely in golf, we've grown into a vibrant and inclusive community hub.

With a burgeoning social scene and a fresh wave of investment in our dining spaces, our food and drink offering is continually evolving. Our menus reflect seasonality and feature rotating specials alongside a celebrated Sunday carvery. We've also established a wine menu that includes a cellar reserve list that showcases a curated selection of more distinctive bottles.

Complementing this, our social calendar is packed with vibrant events all year round - from themed dinners and afternoon teas, to guest speakers, live music, and comedy nights. We aim to ensure there's always something engaging for both members and their guests.

Our investment in the Clubhouse's dining areas has transformed them into stylish, modern, and comfortable spaces that have elevated the overall member experience. Nestled within the charming

Old Park Mansion, these areas have been thoughtfully refreshed. The main lounge bar offers a warm and inviting atmosphere, with direct access to a large terrace that comes alive through the summer. Our contemporary restaurant hosts our more formal events, spoiling diners to unmatched views over the course. The George Low sports bar was reimagined and now features a newly refurbished decking area - thanks to our partnership with Carlsberg Britvic, which has enabled us to pour resources into further enhancing the environs.

We've embedded sustainable business practice across the entire Club operation - from the course and clubhouse to bar and catering. By sourcing locally where we can and consciously minimising waste, we strive to reduce our carbon footprint every day.

We're particularly proud of our awards: multiple Golf Club of the Year accolades from 2019 through to 2024, and England Golf Club of the Year in 2021. For the eighth year running, we've proudly earned Tripadvisor's 2025 Travellers' Choice Award.

What's the best part of your job?

I have been at Bush Hill Park since 2004 but in this role since 2012. The best part is definitely the people, both the members and the team I work with. It's those personal connections that sets us apart. People want to be remembered, and you get to know them well.

What are your most popular drinks, and why do you think that is?

Estrella has always been a big success for us. It's a well-known, quality brand and a good product. We also stock a good selection of ales and introduced Fresh Ale which has been a game changer for us as it lasts about 21 days without any difference in taste, which has helped us reduce wastage and grow that part of our offering as it was struggling beforehand.

Recently, we've added some new options like Brooklyn Stonewall Inn IPA and Poretti, which have been well received and are outselling expectations.

On the wine side, Crown Cellars helps us maintain a strong list and we've just introduced cellar reserves to raise the quality further for those who want it.

We are also stocking and selling more non-alcoholic drinks such as Carlsberg 0.0, non-alcoholic wines and prosecco. Plus, we have a good range of 'adult soft drinks' for the non-drinkers too.

What do you do in the off-season to boost business?

Once a seasonal club with peak months from March to October, Bush Hill Park now thrives throughout the year, thanks to our vibrant social membership. From a popular fireworks event to Night Golf and Murder Mystery Night in the winter, the seasons are very much on throughout the entire year.

The festive season is particularly lively, featuring party nights for local businesses, two club parties, and a special New Year's Eve celebration. Burns Night stands out as a highlight, drawing members together in a spirited celebration in January.

And finally, what's your personal favourite drink?

I'd say a well-made gin and tonic. My go-to is Tanqueray No. 10 with a London Essence tonic. The tonic can make a big difference.



Customer of the Month

Cheers to new chapters!



MILESTONES WORTH TOASTING

From results day relief to graduation toasts and send-off drinks before university, August is filled with emotional highs for students and their families and your venue can be right at the heart of the action.

Each August, thousands are looking for the perfect place to mark milestones.

From family dinners and friendship toasts to daytime gatherings with proud parents. It's a golden opportunity to capture this celebration market and help them create cherished memories.

Tap into the emotion and the excitement with great service, simple touches, and a space and menu that makes celebrating easy.

RESULTS DAY

Whether it's joy, surprise, or a deep breath of relief, exam results stir strong emotions. Students often head straight out to celebrate with friends or family and venues that offer the right vibe can make the most of it.

TOP TIPS:

"You Did It!" Group Menus: Pre-set menus or drink bundles to take the planning stress out of celebrations.

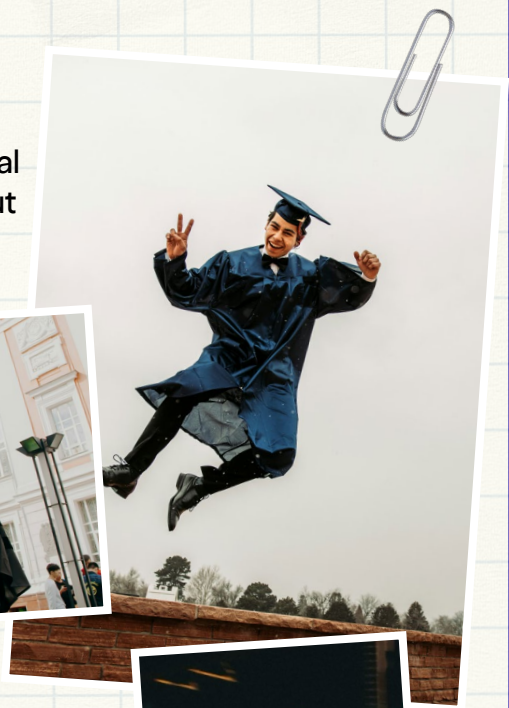
Photo Wall or Signage: Add a sign like "Tears or Cheers – You Made It Through!" for an Insta-friendly backdrop.

Non-Alcoholic Options: Insta worthy non alcoholic cocktails or fizz, low/no beers, and grown-up soft drinks to ensure under-18s can still raise a glass.



GRADUATION

Graduating from university is a major life milestone, and many students want somewhere that feels special for their celebrations without breaking the bank.



TOP TIPS:

Prosecco & Sparkling Offers: Serve by the glass or create mini bottle bundles — great for toasts and social sharing.

Light, Bright Cocktails: Spritzers are a popular pick, especially for daytime celebrations.

"Class of 2025" Touches: Add signage, a celebration playlist, or offer a free glass of bubbly or dessert to graduates in gowns.

Group-Friendly Dining: Offer graduation meal bundles or free private hire space for family get-togethers.



OFF TO UNI & SHARED GOODBYES

Before students head off to university life, many take time to socialise with friends or share a final meal with family and that goodbye moment is another reason to celebrate.

TOP TIPS:

Pre-Uni Brunches or Send-Off Dinners:

Market these as 'last meals before the move.'

Survival Kit Giveaways:

Think tote bags, venue vouchers, or even cheeky student guides.

Colourful, crowdpleaser Drinks:

Cocktail pitchers, frozen slushies, or your own 'Grads & Goodbyes' special cocktail will appeal to groups saying farewell.



GETTING YOUR VENUE STUDENT-READY

Beyond celebrations, it's a great time to start thinking about welcoming new students arriving into town. Students can be creatures of habits when they move to a new place and a warm welcome can help turn one-time visitors into regulars.



QUICK WINS

Intro Discounts:

Offer limited-time student promos for mid-week nights.

Icebreakers & Events:

Quizzes, speed-mates, and casual mixers help new students settle in.

Beer Buckets:

Buckets of bottled beers or ciders are easy to serve, fun to share, and work well for group meetups.

Loyalty or Sign-Up Schemes:

Collect emails or social follows for future promos and updates.

COCKTAIL INSPO

FINAL FLING

One last summer of chaos before lectures begin. Zesty and bright. Serve in shot glasses or short tumblers with flamingo stirrers or citrus wheels.

Ingredients

- 25ml Teremana Blanco
- 50ml Passionfruit juice
- 15ml Lime juice
- Sugar rim



FRESHERS' FIZZ

Bright, bubbly, and a little chaotic just like your first week at uni. Serve in plastic flutes with a gummy bear "swimming" inside. Sweet, cheerful, and Insta-worthy.

Ingredients

- 100ml Zimor Prosecco DOC
- 25ml Archer's Peach Schnapps
- Dash of lime juice



TOP OF THE CLASS FIZZ

Fresh, fizzy, and full of feel-good vibes. Serve in flutes or highballs with mint sprigs or even better with edible glitter.

Ingredients

- 100ml Freixenet 0.0 Sparkling Wine
- 50ml Peach juice
- 10ml Lime juice
- Dash of Teisseire Vanilla Syrup

NON
ALCOHOLIC





For generations, the pint has been at the heart of pub culture and rightly so. There's something truly special about a freshly pulled pint in a proper glass, shared over a table with friends.

But in recent years, another trend has steadily poured its way into the spotlight: drinkers choosing bottled or canned beers.

At the end of the day, this trend isn't about replacing the pint. It's about recognising that today's drinkers appreciate flexibility and variety.

The best venues will stock both - serving classic pints with pride while also offering a well-curated range of bottles and cans that feel fresh, relevant, and exciting.

Is your range of bottles and cans working as hard as it could for you? What's behind the interest? And how can pubs and bars embrace this growing preference without losing what makes pints so iconic?

Global beer culture & brand familiarity
Many drinkers recognise and trust bottled and canned beer brands they've seen abroad or on social media. Think of it as a badge of familiarity or brand loyalty for certain brands and labels.

Blurring the on-trade & off-trade lines
Post-lockdown, many customers got used to cans and bottles at home. That behaviour hasn't disappeared and now some people bring that preference with them when they go out.

A sense of choice & personality
Ordering a can or bottle isn't about avoiding the tap — it's often about expressing individual taste. With a wider range of flavours, designs, and ABVs, packaged beers give drinkers more ways to match their mood. Craft cans often come with eye-catching cool design and bottled lagers can feel more “stylish” to some drinkers (often women who don't always want a pint).

Product experience
Some customers see it as a way to try something different without a full pint commitment and also prefer the consistency of a bottled beer.

Ice-cold & convenient
Let's be honest, there's something satisfying about a bottle straight from the fridge. Cold, crisp, and ready to go. Some customers love the ice-cold feel a fridge-chilled can or bottle delivers. It is also easier to carry during events, gigs, or when stood up.

Low & no-alcohol options
The rise in alcohol-free drinking has brought more canned and bottled options into the spotlight. These drinks are often always available on tap, making them a go-to for designated drivers, midweek drinkers, or anyone cutting back.

A good choice for events & flexibility
For venues hosting live music, student nights, or pop-up events, bottles and cans offer a practical win: less spillage, quicker service, and no need for glass collection. They can be ideal for outdoor spaces, rooftops, or beer gardens. It also allows for easier stock control and lower wastage.



OUR RANGE

DRAUGHT KEG

LAGER

ALE

CRAFT

CIDER

STOUT

PACKAGED

LAGER

CRAFT

ALCOHOL-FREE

CASUAL

ALE



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.



Click on the badge to get the offer.

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.

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.



This is an innovative dispense system using fresh pressed beer. Click [here](#) to learn more or speak to your CDM about the range that is currently available to you.

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.



Click on the badge to get the offer.

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%



4.0%



3.4%



4.2%



3.4%



4.5%



3.7%



4.5%



3.9%

GOLDEN



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%)

Light, easy drinking and extremely refreshing beer. Pale yellow with a fresh and zesty aroma from the 5 New world hops.



Hobgoblin IPA (4.5%)

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



3.4%



3.6%

RUBY



3.2%



3.5%



3.5%



3.6%

DRAUGHT KEG CRAFT, CIDER & STOUT

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.

CRAFT - 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.



CRAFT - 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.

CRAFT - 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.

Our ciders boast a delicious blend of classic & fruit flavours.

With each sip, you can experience the refreshing and fruity notes that make our ciders a standout in the market.

CIDER - APPLE



Somersby Apple (4.5%)

A refreshing cider made from fermented apple juice and natural apple flavouring..

CIDER - 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.

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.

STOUT



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.



Click on the badge to get the offer.



This is an innovative dispense system using fresh pressed beer. Click [here](#) to learn more or speak to your CDM about the range that is currently available to you.

PACKAGED LAGER

Packaged lagers offer guaranteed refreshment and strong consumer appeal, perfect for driving sales across all occasions.

With a mix of leading brands and crowd-pleasing favourites, this range helps you cater to every guest and maximise fridge visibility.



Click on the badge to get the offer.



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're 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

Packaged craft brings colour and character to your fridge, giving customers something exciting to discover.

From easy drinking pale ales to richer, full-flavoured brews, this range is ideal for those looking to try something new.



Click on the badge to get the offer.



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.

Can't find what you're 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 LOW/NO ALCOHOL

Low & no alcohol beers continue to grow, offering the same great flavour and experience, minus the ABV.

Our selection lets you meet demand for moderation, keeping every guest included and every occasion covered.



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 zesty 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

Can't find what you're looking for?

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

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

Carlsberg Britvic is proud to be one of the largest cask ale brewers in the UK.

Our exceptional range means we have a brand & style of cask ale to suit every occasion and drinker.

SPECIAL OFFER
Click on the badge to get the offer.

AMBER



Hobgoblin Amber (4.5%)
A rarer prize you'll never find than this delicious Amber kind. Discover full-bodied hoppiness that preserves malted caramel notes and brilliant bitterness.



3.4%



3.4%



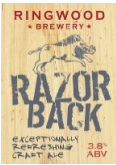
3.4%



4.1%



3.7%



3.9%



4.0%



4.5%



4.5%

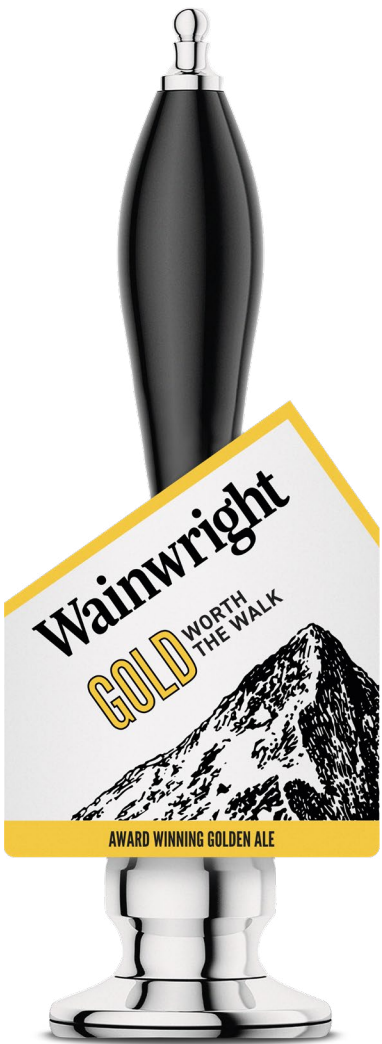


4.8%

GOLD & IPA



Wainwright Gold (4.1%)
A delightfully refreshing Golden Beer. Lightly hopped with subtle sweetness, a delicate citrus aroma and a gloriously golden colour.



Hobgoblin 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.



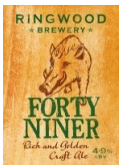
Hobgoblin IPA (4.5%)
Collision of Old and New World hops provide an explosion of tropical aroma and a juicy bitterness.



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



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

[Click here to find out more about Fresh Ale](#)

NEW HOBGOBLIN AMBER BEER

FEARLESSLY FULL-BODIED

Hobgoblin has long been the home of high quality, characterful brews, and the newest addition to the range is no exception. Meet Hobgoblin Amber, your new favourite beer.

AS IF YOU NEEDED MORE REASONS TO STOCK HOBGOBLIN AMBER...

NATIONAL BRAND WITH LOYAL CUSTOMERS

Hobgoblin has over 1.5 million on-trade drinkers who'd choose it if it was on the bar. Stocking a national brand like Hobgoblin can boost rate of sale by 33%, helping to deliver better quality and a more consistent pint.

HUGE DOUBLE DIGIT GROWTH

Volume is up 20.1% year-on-year, even in a declining category. When a brand's in high demand, it can help drive sales and give your venue an edge over the competition.

NEW LOOK AND FEEL & INVESTMENT

Hobgoblin's new look came out on top against the competition - with the highest scores for purchase intent, standout, personality, and modern appeal. It helps keep the category feeling fresh and brings younger drinkers into ale.



AMBER BEER

FEARLESSLY FULL-BODIED AT 4.5%.

A rarer prize you'll never find than this delicious Amber kind. Discover full-bodied hoppiness that preserves malted caramel notes and brilliant bitterness.

See	Robust amber
Smell	Earthy and rich with a hint of floral notes
Taste	Malted caramel notes balanced with hoppy bitterness
Sweet	2/5
Bitter	3/5
Hops	Fuggles, Progress, Herkules, Goldings & Cascade



PROBABLY THE BEST BEER IN THE WORLD

THIS AUGUST, CARLSBERG IS RAISING A GLASS TO THE VERY BEST BEERS AND INVITING EVERYONE TO KEEP THE CONVERSATION GOING.

Few things spark debate and banter quite like beer and August delivers moment after moment that proves a beer is never just a beer.

Whether it's just before kick-off on the first day of the football season, the ice-cold pint at a sun-soaked BBQ, that first sip on day one of your holiday, or raising a glass on the last bank holiday before Christmas, August just hits different.



PROBABLY THE BEST BEER
IN THE WORLD



PROBABLY THE BEST BEER
IN THE WORLD



PROBABLY THE BEST BEER
IN THE WORLD

And we are continuing to support the on trade with our limited edition Sun's Out Glass.



**SPEAK TO YOUR CUSTOMER
DEVELOPMENT MANAGER TO GET
THE LIMITED EDITION GLASSWARE**

A TASTE OF ITALY, ON US

Introduce your customers to the exceptional taste of Poretti – with a complimentary pint this summer.

This August, we're inviting more people than ever to discover the crisp, refreshing character of Poretti – completely free. As part of the promotion, customers can also enter for the chance to win Virgin Experience gift vouchers, adding extra excitement to every serve.

It's a seamless process: customers simply purchase a pint of Poretti, visit www.claimyourfreeporetti.co.uk, upload their receipt, and receive up to £6.50 back.

A simple, effective way to elevate the experience and drive footfall – while positioning Poretti as a must-try this summer.

EXPLORE THE PORETTI PUB FINDER HERE

IF YOU ARE A PORETTI STOCKIST AND DON'T SEE YOUR PUB LISTED, PLEASE EMAIL US AT PORETTI@WEAREQUANTUM.CO.UK WITH YOUR PUB NAME & FULL ADDRESS AND WE WILL GET YOU ADDED



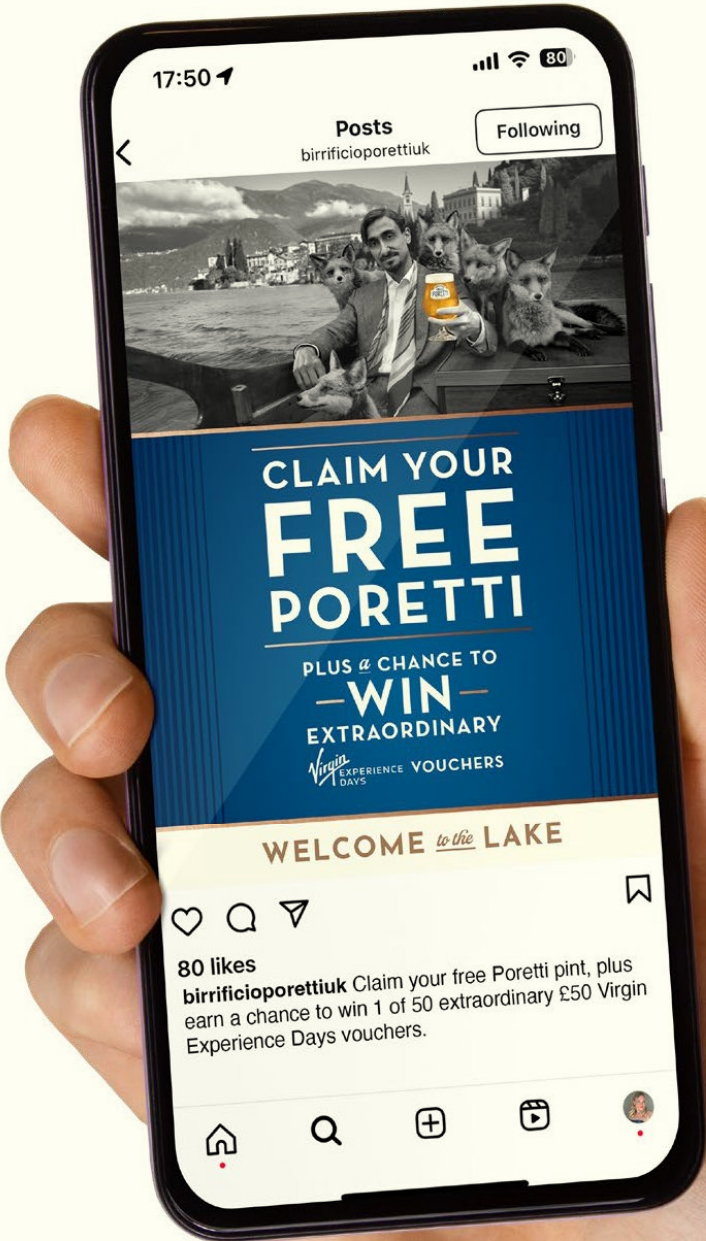
WELCOME *to the* LAKE

PROMOTE THE FREE PINT OFFER ON YOUR SOCIAL CHANNELS

We'll be showcasing our Free Pint campaign across Poretti's social channels this summer.

If you're a Poretti stockist and would like to promote the offer through your own social platforms, you can download a full suite of ready-to-use digital assets

Click here to download



BANKS'S

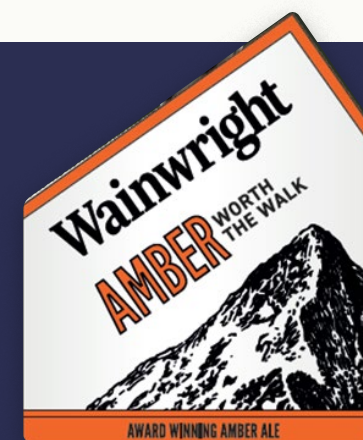
MONTHLY SPECIAL

Buy 2 x 9gs of
Banks's Amber
and get £10 off

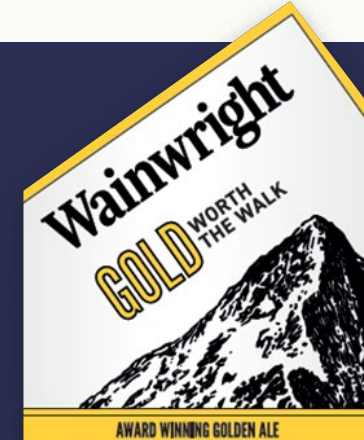


Crafted with the finest ingredients to deliver a really easy drinking beer. A deep gold colour it comes with malty, hoppy flavours and clean finish with fruity overtones. Banks's Ambers distinctive dry finish delivers an outstanding pint. Brewed using the same yeast stream for over hundred years, a beer which keeps delivering.

Qualifying SKUs on offer: Banks's Amber Bitter 9g's. Both 9gs must be the same SKU. 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.



3.4%



4.1%

BUY 2 X 9GS AND GET



3.4%



4.5%

£10 OFF



4.5%



4.2%



4.5%



3.4%

Qualifying SKUs on offer: Wainwright Amber 9g, Wainwright Gold 9g, Tetley's Bitter 9g, Hobgoblin Amber 9g, Hobgoblin Ruby 9g, Hobgoblin IPA 9g and Hobgoblin Gold 9g. Both 9gs must be the same SKU. 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.

Buy any 4 cases

and get a bottle of 70cl spirit free*



Come in
cases of
24

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

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 43



Come in
cases of
12

Buy 8 cases

and get a bottle of
70cl spirit free*

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

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 42.

THE BEER OF BARCELONA



★
**ESTRELLA
DAMM**



[Click here for more information](#)

For any pub, bar or restaurant, the beer you serve is your reputation in a glass.

That's why freshness is non-negotiable. When beer isn't served at its best, customers notice, don't come back and tell their friends. Freshness starts from the keg but lives or dies at the tap. Proper storage, rotation, and line cleaning are important of course but the dispensing system can also make a huge different.

Carlsberg ID has a range of flexible dispensing solutions all designed with one goal in mind: delivering the perfect fresh pour, every time. Each dispensing solution focuses on keeping beer fresher for longer, maintaining the right temperature and carbonation, and preserving the beer's intended taste from keg to glass.



DRAUGHTMASTER

DraughtMaster uses an oxygen-free, compressed-air system to keep beer fresher for longer.

Unlike traditional steel kegs, which can cause beer to stale within 5-7 days, DraughtMaster's closed system maintains beer freshness for a minimum of 31 days.

This is achieved by using an air compressor, eliminating the need for CO₂ which causes oxidation.

The system's design keeps the beer sealed from the brewery to the glass, protecting it from any outside contaminants and maintaining its flavour.



FRESH ALE

THE NEXT GENERATION OF ALE

Fresh Ale brings a modern solution to the cask ale category, extending shelf life while still delivering the much-loved hand-pull serve.

Fresh Ale allows the beer to maintain its quality and freshness for up to 14 days once broached,

compared to the typical 3-day shelf life of traditional cask ale. Fresh Ale offers the traditional hand-pull experience but with the benefit of extended freshness and shelf life. This innovation not only reduces waste but also simplifies storage and upkeep, as there is no need for specialised cleaning.



CQDS keeps beer chilled and protected, maintaining top-quality fresh pours with minimal line cleaning

With a fully Enclosed and sealed System, CQDS maintains the beer's integrity by preventing exposure to external contaminants.

The system chills the beer to a consistent temperature as soon as it leaves the keg and keeps it cool throughout its journey to the glass, retaining its flavour and characteristics.

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.



Buy 5 cases
Get 1 FREE
+ an activity sheet kit*

No. 1
KIDS
DRINK**



MADE WITH
REAL FRUIT
NO ADDED
SUGAR

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, Brakspear Park, Brakspear 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

BRITVIC



GET A FREE CASE
OF J20 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 J20 Orange & Passionfruit 275ml NRB x24. While stocks last. Promoter: Carlsberg Britvic, Brakspear Park, Brakspear Way, Hemel Hempstead, HP2 4TZ.



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 2025 – 31st August 2025. 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: C&A total out of home (licensed and foodservice) Adult - Britvic defined) 52we 31/12/24: Share of brands is by total adult Le adult on trade plus adult off trade. For further information please contact Britvic at PressOffice@britvic.com



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 Ginger Ale 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.



FEVER-TREE



Sparkling
SOFT DRINKS

Buy 3 cases, get 1 FREE

NATURALLY SOURCED INGREDIENTS |
NO ARTIFICIAL SWEETENERS | LOW IN CALORIES

VALID FOR 12X275ML CASES OF SOFT DRINKS ONLY.
AVAILABLE WHILE PROMOTIONAL STOCKS LAST.



RANGE
ALSO
INCLUDES
CLOUDY
APPLE



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.



be **drinkaware**.co.uk

ORDER ONLINE HERE

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



CROWN CELLARS®



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

be**drinkaware**.co.uk

ORDER ONLINE HERE



Pedley's REMix

August 2025

The dog days of August are often marked by enervating heat and humidity. The Spanish know a thing or two about surviving these conditions so that is where we are headed for this month's "Pedley's Remix". In particular I am going to highlight a pair of wines from Galicia, the extreme northwest of Spain.

The climate in Galicia is different from the rest of Spain. Jutting out into the Atlantic Ocean, the region is cooler and wetter than the rest of the country. If you were looking for an analogy in France, think of the Loire Valley. This makes Galicia ideal white wine territory.

I was lucky enough to visit Bodegas As Laxas several year's ago and I have been a fan ever since. The Simon Ferro family farm several vineyards around the tiny village of Arbo on the north bank of the River Miño. Albariño is their star grape variety, responsible for the winery's flagship white wine. With its pale lime colour, sappy green apple fruit and bone dry palate, you can see why this wine is a must for any establishment that is serious about seafood. Lobster, crab, sea bass, halibut, monkfish – all would be enhanced by a glass of As Laxas Albariño.

Inland from Rías Baixas is the region of Valdeorras. The climate is marginally warmer and drier, and instead of growing Albariño the growers work with Godello. The white wines of Valdeorras are less "shouty" and "zingy" than their neighbours in Rías Baixas, but as time has gone by I must confess that I have come to love them. Joaquín Rebolledo is one of the region's most respected producers. Their Godello is pale gold in colour, with a subtle, pithy, melon skin aroma. The acidity is refreshing, but there is also a weight and texture on the palate that Albariño lacks. As a result, I often think that Valdeorras wines work better with poultry and white meat (chicken and pork) than those from Rías Baixas.



JONATHAN PEDLEY,
MASTER OF WINE AND CONSULTANT
TO CROWN CELLARS



LAXAS ALBARIÑO
Rías Baixas

A beautifully aromatic and scented dry white wine that is refreshingly crisp

1		££££	23958	75cl	
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JOAQUÍN REBOLLEDO
Godello

Rich and ripe aromas of melon and greengage are followed by a dry but succulent palate

1		££	15466	75cl	
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INVINITI MARLBOROUGH
Pinot Gris

Light, youthful and mid-bodied with gentle greengage and melon fruit flavours

3		££	36565	75cl	
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CROWN CELLARS®

Raise a Glass to Festive Success

As the festive period approaches and the hospitality calendar ramps up, now is the perfect time to re-evaluate your wine offering.

Christmas is a crucial trading period and your wine list can make all the difference.

A curated range helps you stand out, drive premium sales, and delight festive customers who are willing to trade up at this time of the year.

At Crown Cellars, we've successfully supported hundreds of venues in refreshing their wine offering. From the perfect festive fizz to food-friendly reds and winter whites, we know how to build a bespoke list that works hard for the needs of your venue. Whether you're looking for a fresh start or just a refresh to breathe some new life into your menu, Crown Cellars is here to help.

PARTNER WITH CROWN CELLARS FOR A WINNING WINE RANGE



QUALITY & CHOICE

Our wine selection is one of the most comprehensive in the industry, offering both breadth and depth to suit every occasion. With a wide range of exclusive wines available only through Crown Cellars, you can create a truly distinctive list that sets your venue apart. From crowd-pleasing favourites to hidden gems, each bottle is carefully selected for its quality, character, and commercial appeal.



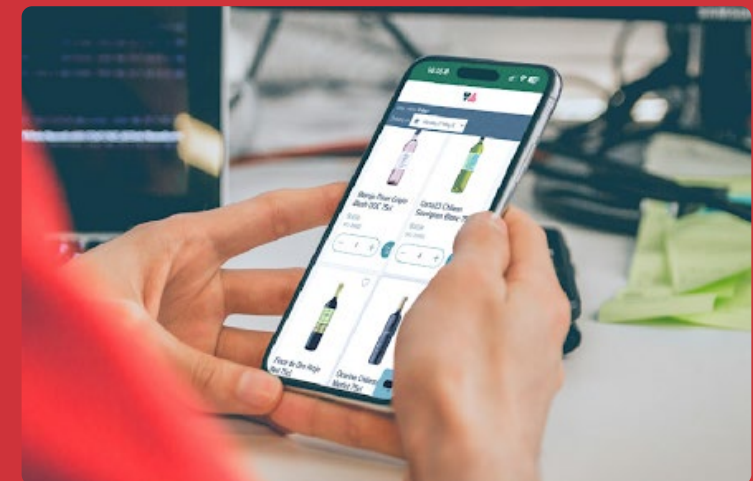
EXPERT KNOWLEDGE AT YOUR SIDE

When you work with Crown Cellars, you're tapping into industry-leading expertise. Our Wine Consultant, Jonathan Pedley MW (Master of Wine), brings unparalleled insight and guidance.



TAILORED SUPPORT & ONGOING TRAINING

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



CONVENIENCE THAT WORKS FOR YOU

Ordering with Crown Cellars is as easy as it gets. Our online shop and dedicated app give you the flexibility to place orders when it suits you best. We've designed our service to fit into your schedule, not the other way around.

Drinking Outside the Box

It stands to reason that a successful wine list would have broad appeal – more engaged drinkers means a higher chance of re-visit. While every outlet will have their own quirks, they’re all likely to cover off the greatest hits: Pinot Grigio, Sauvignon Blanc, Merlot, Malbec, Shiraz and a trendy rose or two ticks most of the big boxes (see table 1).

A venue with a broader wine range, however, will likely be familiar with the more style-promiscuous drinker: **The Explorer**.

This kind of drinker is of course not limited to wine; they’ll be the ones choosing the cocktails that showcase more esoteric ingredients. They’ll be trying the sour beer, the Kombucha and sampling the food specials. Fair to say that they probably liked that band before it got big. The Explorer enjoys experiencing something less obvious and pride themselves on their open-mindedness. So embrace the opportunity and give them something a little left of centre to try. You don’t need a big commitment; pick up a case or two, try it with the team and get it on your specials board.



Adega de Monção

Vinho Verde

Plenty of spritz, a pale greenish colour, lively fruit and refreshing acidity define this modern Vinho Verde

1

££

75cl

5744l

Medievo

Rioja Blanco

A dry and light bodied white with an intense aroma dominated by oak and ripe fruit

1

££

75cl

37185

Balfour Hush

Heath Estate

Liberty's Bacchus

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

1

£££

75cl

36805

Rimbault Pineau

Cuveé Prestige

Menetou Salon

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

2

££

75cl

3652l

Inviniti

Marlborough

Pinot Gris

Light, youthful and mid-bodied with gentle greengage and melon fruit flavours

3

££

75cl

36565

Table 1

On - Trade	Volume (000s HLs)
Pinot Grigio	187
Sauvignon Blanc	134
Glera / Prosecco	124
Merlot	99
Chardonnay	94
Zinfandel	40
Blend	34
Shiraz	32
Malbec	26
Chenin Blanc	23

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

Boccantino IGT
Fiano Appassito
Salento 2022

A fascinating off dry
white wine that has
vibrant floral and citrus
fruit aromas

3		LL
75cl	35235	



Eugene Klipfel
Gewurztraminer

Bright yellow color with
golden reflections. On the
nose, notes of rose, spices
and red pepper. In the
mouth, exotic and honest
fruit flavors, floral finish

5		LL
75cl	33767	



**Domaine de
Petit Roubié**
Picpoul de Pinet
‘Nature de Roubié’


Fresh and youthful with
characters of apple,
aromatic lime, pear,
melon and floral notes

1		LL
75cl	37509	



Alta Vista
‘Vive’ Classic
Torrontes

Melony fruit, floral,
intense aromas stand
out on the nose. A
deeply fragrant and
fresh wine

2		LL
75cl	29444	



Bougrier
Muscadet Sur Lie

A modern style, fresh and
fruit driven wine, not too
acidic and well balanced.
Lemon, lime and Granny
Smith apples

1		LL
75cl	26683	



Laxas Albariño
Rías Baixas

A beautifully aromatic
and scented dry
white wine that is
refreshingly crisp

1		LLLL
75cl	23958	



Canforrales
Verdejo

Pale lime in colour.
Clean as a whistle with
an attractive youthful
nose displaying pear
and melon aromas

1		LL
75cl	19671	



Lazy Bones
Vinho Branco
Fernão Pires
Sauvignon Blanc

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

1		LL
75cl	36904	



Moschofilero
Savvatiano
Strofilia ‘August’
White

Delicate and dry with
gentle floral primrose
and pear aromas.

1		LL
75cl	36583	



‘The Explorer’ Traits

Thrive on a sense of discovery

Younger to middle-aged

Most frequent wine buyers and the
biggest spenders

Enjoy premium, international, and niche wines

Often find appeal in a good-looking label



Appreciate a drink with provenance,
a good story and some trivia

Will often drive others in the group
to try new things

Las Ondas Viognier Reserva

Lovely peach and apricot
aromas are followed by a palate
that has weight and length




2		LL	75cl	18985	
---	---	----	------	-------	---

Joaquín Rebolledo Godello

Rich and ripe aromas of melon
and greengage are followed by
a dry but succulent palate



2		LL	75cl	15466	
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THE DAY DRINKING TREND

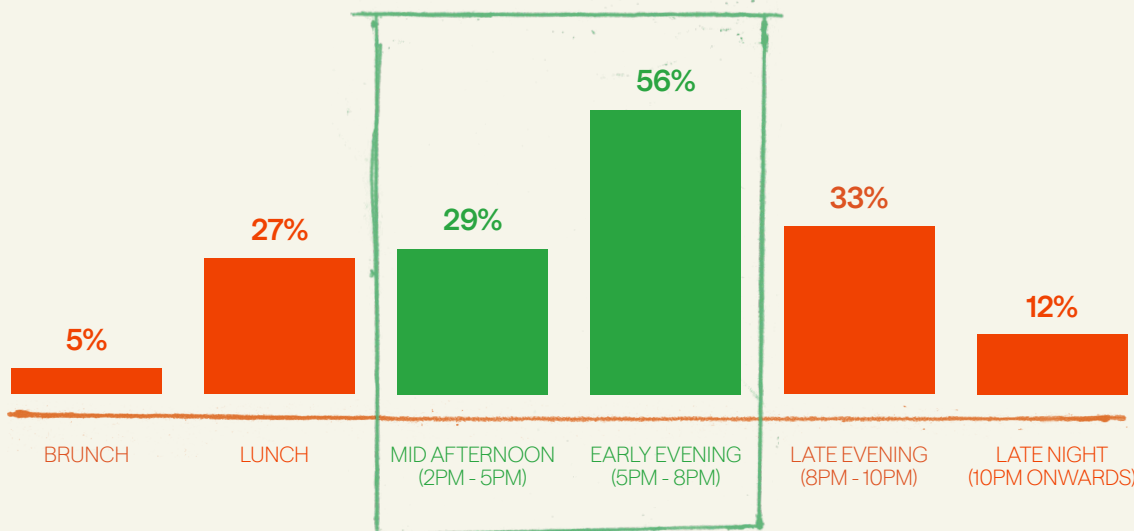
While it is without a doubt challenging in the On Trade right now, there are glimmers of hope. Data shows that a lot of drinkers are shifting their Saturday night social get-togethers into the earlier part of the day*, which makes a lot of sense; meet up early, drink lighter and at a more leisurely pace, visit more venues, incorporate some non-drinks focussed activities and feel much better for it the following day.

All of this offers up a few new opportunities. The obvious bottomless brunches have been thriving for years now, along with the GP maximising drinks that accompany; house lager, entry level prosecco (maybe mixed with some juice or a little Aperol and soda), spiced tomato juice mixed with a single measure of speedrail vodka and a similarly ratioed G&T. While this all allows room for 'upgraded' packages, it has also accustomed drinkers to lighter serves, earlier in the day. While times are tight for the trade, these serves don't have to be tied to a brunch offering.

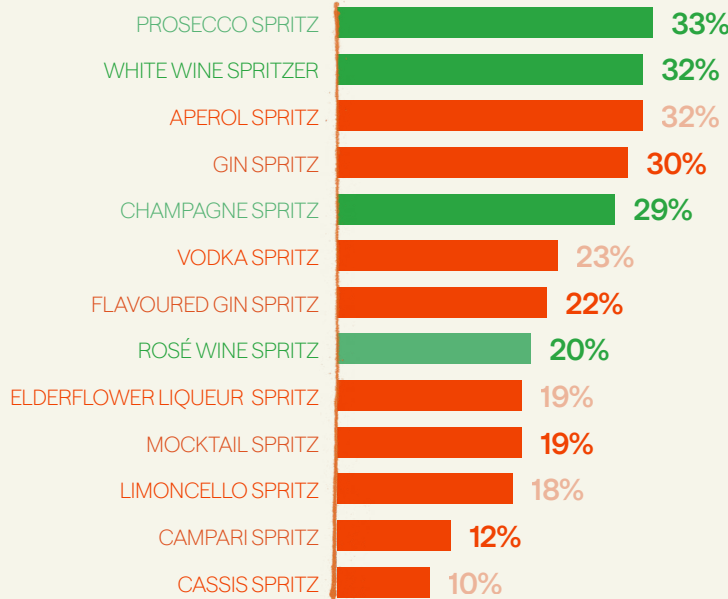
A weekend daytime spritz menu ticks just about all of the boxes that a consumer is looking for: 76% of cocktail drinkers say that they would choose a spritz serve 'sometimes' or 'every time', with the top three reasons being price, promotion and it being a 'lighter' option*. Key serves include the ubiquitous Aperol Spritz, as well as white wine spritzers, flavoured vodka spritzes, rose wine spritzers, alcohol-free spritzes and spritzers – even Champagne spritzes are growing in popularity*.



% OF CONSUMERS VISITING THE ON-TRADE PER DAYPART



WHICH OF THE FOLLOWING 'SPRITZ' SERVES WOULD YOU FIND APPEALING?



76%

OF COCKTAIL DRINKERS CHOOSE A 'SPRITZ' SERVE 'SOMETIMES' OR 'EVERY TIME'



NielsenIQ: How Occasions Are Evolving for Drinkers and Shoppers. 2025

THE DAY DRINKING TREND



Grapefruit Spritzer

INGREDIENTS

150ml Box of Budgies Sauvignon Blanc
100ml London Essence Pink Grapefruit Soda
50ml Soda

GLASSWARE

Wine Glass

METHOD

Stir all ingredients, including garnishes, with ice

GARNISH

Grapefruit slice

RECIPES

We've put together a few GP friendly options for you, as well as a couple of more premium serves; get in touch with us and we can work up a list that suits your business, then work with you to design and print a menu that drives trade during the daytime, making the most of the opportunity.



Peach Spritzer

INGREDIENTS

150ml Las Ondas Viognier Reserva
100ml London Essence White Peach and Jasmine Soda
12.5ml Fresh Lime Juice
12.5ml Teisseire Peach

GLASSWARE

Wine Glass

METHOD

Stir all ingredients, including garnishes, with ice

GARNISH

Orange zest



Apple Spritz

INGREDIENTS

50ml Aperol
50ml Zimor Prosecco DOC Extra Dry
75ml Somersby

GLASSWARE

Wine Glass

METHOD

Stir all ingredients, including garnishes, with ice

GARNISH

Apple slices

Icy Kir

INGREDIENTS

25ml Absolut Kurant Vodka (blackcurrent)
1 scoop Berry sorbet
100ml Terra del Doge Prosecco

GLASSWARE

Chilled coupe or cocktail (Martini) glass

METHOD

Build ingredients in glass in order and serve immediately

Strawberry Lime Spritzer

INGREDIENTS

150ml Bad Eye Deer Zinfandel Rosé
25ml Bols Strawberry
12.5ml Fresh Lime Juice
100ml Soda

GLASSWARE

Wine Glass

METHOD

Stir all ingredients, including garnishes, with ice

GARNISH

Fresh strawberry slice & lime slice

Watermelon Spritzer

INGREDIENTS

150ml Bad Eye Deer Zinfandel Rosé
12.5ml Verano Watermelon Gin
100ml J2O Spritz Apple & Watermelon
12.5ml Fresh Lime Juice

GLASSWARE

Wine Glass

METHOD

Stir all ingredients, including garnishes, with ice

GARNISH

Fresh strawberry slice & lime slice



Raspberry Apricot Spritzer

INGREDIENTS

150ml Zimor Pinot Grigio Rosé DOC delle Venezie
25ml Bols Apricot
12.5ml Teisseire Raspberry
12.5ml Fresh Lime Juice
100ml Soda

GLASSWARE

Wine Glass

METHOD

Stir all ingredients, including garnishes, with ice

GARNISH

Fresh raspberries

Coco Spritz

INGREDIENTS

25ml Bacardi Coconut
50ml Coconut water
12.5ml Fresh Lime Juice
50ml Terra del Doge Prosecco

GLASSWARE

Chilled coupe or cocktail (Martini) glass

METHOD

Shake and fine strain first 3 ingredients into a chilled glass, top with Prosecco

Spiced Tequila Pineapple Spritz

INGREDIENTS

75ml Eager Pineapple
50ml Cazcabel Silver/Blanco Tequila
12.5ml Jalapeño syrup*
12.5ml Fresh Lime Juice
100ml Soda

GLASSWARE

Wine Glass

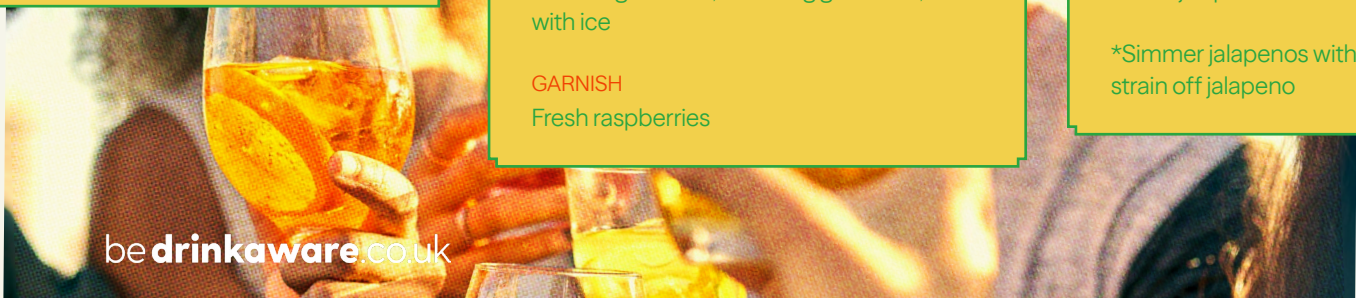
METHOD

Shake and strain first 4 ingredients into glass over ice, top with soda

GARNISH

Sliced jalapeno

*Simmer jalapenos with sugar & water, strain off jalapeno



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.



NOW AVAILABLE
IN 12 X 187ML
GLASS BOTTLES



SERVE YOUR
RIOJA

BY THE GLASS

WITH

**FINCA
DE ORO**

AFFORDABLE RIOJA WINES
FROM BODEGAS ALMARAZ

Deal limited to 10 deals per customer per week



BUY 11
BOTTLES
GET 1
BOTTLE
FREE



Simply
CHABLIS

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



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

A 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





Inviniti Pinot Gris

Genuinely sustainable

Grown, made and bottled by a carbon zero certified wine producer, with ISO14001 and ISO14064 accreditation.

100% authentic Marlborough

Pure, varietal wines with no compromise on quality, style, or flavour.

Exceptional Value

Premium Marlborough wines at an accessible price – wines you can feel good about and proud to share.



JUICY, JAMMY ZIN THAT'LL CAUSE WAVES

A soft red wine with lots of juicy berry fruit flavours that'd be perfect with tacos, tomato dishes, curries, and anything straight off the grill



EXCLUSIVE
WINES
EXCLUSIVE TO
CROWN CELLARS

CELEBRATE

South Africa is great at many things: vast natural beauty, incredible food and top-notch wines, to name a few. While it originates from the Loire, Chenin Blanc is South Africa's most widely planted grape, and can make for a fantastic – if sometimes under-appreciated - wine.

CHENIN BLANC



FRANSCHHOEK CELLAR
'La Cotte Mill' Chenin Blanc

Fresh pineapple, peach, nectarine and honeysuckle.



MILLSTREAM
Chenin Blanc

Light and fresh with an attractive quince and pear character



HAHN FOUNDERS WINES

ROOTED IN THE TERROIR OF MONTEREY COUNTY,
OFFERING A FRESH, APPROACHABLE STYLE



ORDER OUR PINOT NOIR, CHARDONNAY, CABERNET SAUVIGNON
AND GSM BLEND FROM CROWN CELLARS NOW



**BUY 5
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

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SOME FRESH FIZZ?

THINK PINK



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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.



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las ondas

MAKE WAVES ON YOUR LIST

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



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 5
bottles get
1 bottle
FREE**

Crazy Good House Wines

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

LOBO
LOCO



✓✓
DISTILLED
|

Summer's Fruitiest Cocktails

There is no better way to embrace Summer than by indulging in nature's freshest offerings.

With the growing emphasis on eating seasonally, summer fruit cocktails are the perfect way to enjoy ripe, juicy produce at its peak. Bursting with colour and natural

sweetness, these cocktails celebrate fruit in all its summer glory. Plus, fruit based cocktails are a big crowdpleaser, incredibly easy to drink and refreshing in the warmer months.

Peach & Basil Smash



Fresh peaches are summer's Crown Jewels. Elevate a throwback classic serve that offers everything sweet and juicy with slices of fresh peach. Simply build and stir Archer's and orange juice and garnish with fresh peach slices

- Fresh peach slices
- 50ml Archer's
- 200ml Orange Juice
- Ice

Sarti Rosé Spritz



Sarti Rosa, the newly listed Italian aperitif liqueur, is just bursting with tropical fruit flavours: blood orange, mango, and passion fruit are sure to be popular, especially in this spritz serve. Balancing out the sweetness, sliced fresh grapefruit or lime finish off this perfect summer sipper. Simply build all the ingredients over ice in a wine glass, stir and add some fresh citrus

- 75ml Zimor Prosecco
- 50ml Sarti Rosa
- 25ml soda water
- Ice

Cherry Gin Fizz



Cherries, with their tart-sweet punch, shine in this vibrant cocktail. Muddle pitted cherries with a bit of sugar and lemon juice, shake with gin and strain into a tall glass over ice. Top with sparkling water and garnish with a few whole cherries for a bright, ruby finish.

- 6-8 fresh cherries, pitted
- 15ml lemon juice
- 15ml simple syrup
- 50ml gin
- Soda water to top
- Ice

Melon & Mint Cooler



Cantaloupe or honeydew brings a mellow, fragrant sweetness to this ultra-refreshing cooler. Muddle fresh melon with lime and mint, shake with rum and a splash of elderflower liqueur for a delicate floral note. Strain into a tall glass over ice, top with soda water, and garnish with a melon ball and mint sprig.

- 1 cup ripe cantaloupe or honeydew melon, cubed
- 6-8 mint leaves
- Juice of ½ lime
- 50ml white rum
- 15ml St Germain elderflower liqueur (optional for floral sweetness)
- Soda water to top
- Ice

SIMPLE SERVES

Making summer serves work is as much about simplicity of execution as it is anything else. We picked a few of the London Essence range and paired them with some spirits to get you started.

Not everyone enjoys the bitterness of tonic water, so we have included some soda serves, too.

**BUY 2 BOTTLES
TO GET A CASE OF
LONDON ESSENCE
FREE**



Warner's London Dry Gin Engine Organic Gin



Warner's Elderflower Gin Martin Miller's Gin



Salcombe Gin Żubrówka Bison Grass Vodka



Salcombe Pink Gin



Warner's Raspberry Gin Warner's Rhubarb Gin



Malfy Rosa Gin Malfy Lemon Gin



Malfy Blood Orange Gin Adnams Copper House Dry Gin



Monkey 47 Gin Plymouth Gin

This versatile and light soda is also a great mixer for Cognac's like Martell and Courvoisier, both of which are on promotion this month!



Warner's 0% Pinkster Gin

ENJOY —THE WORLD'S— No1 RUM*

— BUY A CASE OF 6 —
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— RECEIVE A —
FREE POS KIT
INCLUDING TENT CARDS, MENU INSERTS
COASTERS & BAR RUNNERS



*IN VALUE SALES. IWSR 2023 - GLOBAL RUM SALES (\$).
MAX 2 DEALS PER ORDER.

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BUY 4 JACK DANIEL'S 70CL, GET A JACK DANIEL'S HONEY 70CL FREE



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ST-GERMAIN

SPRITZ UP YOUR SPRITZ

HUGO SPRITZ

- 40ml St-Germain Elderflower Liqueur
- 60ml Prosecco
- 60ml Sparkling Water/Soda
- 8-10 Mint Leaves
- Build in a highball glass with cubed ice
- Garnish with mint leaves & a lime wedge



BUY 2 x 70cl FOR A FREE ZIMOR PROSECCO, ST-GERMAIN GLASSES & HUGO SPRITZ MENU INSERTS

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#1
VOLUME
GAINING
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SOURCE: CGA
OPMS 28.12.24



SERVE:
50ML MARTELL VS
TOP WITH
GINGER ALE
GARNISH WITH
LEMON

SHARPEN UP YOUR BABY STOUT GAME

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CGA OPMS Data to 09/09/23 MATY



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LIQUEUR,
85%
BIGGER
THAN ANY
OTHER.

KAHLÚA
STIR UP

PASSOÃ

COINTREAU

PASSION FRUIT MARGARITA



£1
OFF PER
BOTTLE

INGREDIENTS:

20ML PASSOÃ
50ML TEQUILA
15ML COINTREAU
20ML FRESH LIME

GARNISH:

LIME JUICE AND SALT RIM IF DESIRED.
FLOAT HALF PASSION FRUIT

HOW TO MAKE:

ADD ALL INGREDIENTS TO A SHAKER
WITH ICE AND SHAKE WELL.

FOR EXTRA FLAVOUR, YOU CAN
ADD FRESH PASSIONFRUIT.

STRAIN INTO A GLASS, GARNISH
WITH A LIME WEDGE, AND ENJOY!



£1
OFF PER
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LIQUEUR IN THE WORLD

#1 TRIPLE SEC
IN THE WORLD

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1X CASE OF
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THE SURPRISINGLY
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£5 OFF PER CASE**
CRODINO 24 X 175ML



RITUALE ITALIANO
DAL 1965
CRODINO
NON-ALCOHOLIC
SPRITZ

47%

OF DRINKERS ARE SAYING THEY'RE
TRYING TO MODERATE MORE*

*Source: Kantar Alcovision Total Trade MAT Data to December 2023

**18+ only with valid ID. All offers are subject to availability. Offer available 01/08/25 to 29/08/25. Only available when purchased through Carlsberg Britvic. While stocks last.

INTRODUCING
SARTI

ITALIA



Notes of mango, passion fruit and blood orange

**BUY 3 SARTI,
& RECEIVE FREE
GLASSWARE***

SARTI
SPRITZ

75ml Prosecco
50ml Sarti
25ml Soda
Wedge of Lime

PLEASE DRINK RESPONSIBLY
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*UK, 18+ only. Buy 3 bottles of Sarti 70cl and get a case of 6 Sarti Spritz Glasses free. Max one deal per customer. Not to be used in conjunction with any other offer. Whilst Stocks Last. Terms and Conditions Apply.

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6 Courvoisier Glasses



50 Coasters



20 Table Talkers

£1

OFF PER BOTTLE**
Courvoisier VS 70cl

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

COURVOISIER

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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)
*Offer valid 01.07.2025-31.08.2025

**70cl
JULY & AUGUST
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)**



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MAKE the OCCASION**

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¹Savanta BrandVue: 2024 *All bottles 70cl. While stock lasts



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CIDER & GET 1 CASE OF APPLE
& BLACKCURRANT FREE



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**BOLD
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CASES OF 12 X 275ML, MAX TWO DEALS PER ORDER. be.drinkaware.co.uk
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ADD SOME
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TO YOUR
FRIDGE!

HOOCH

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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

→



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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.

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