

THIRST

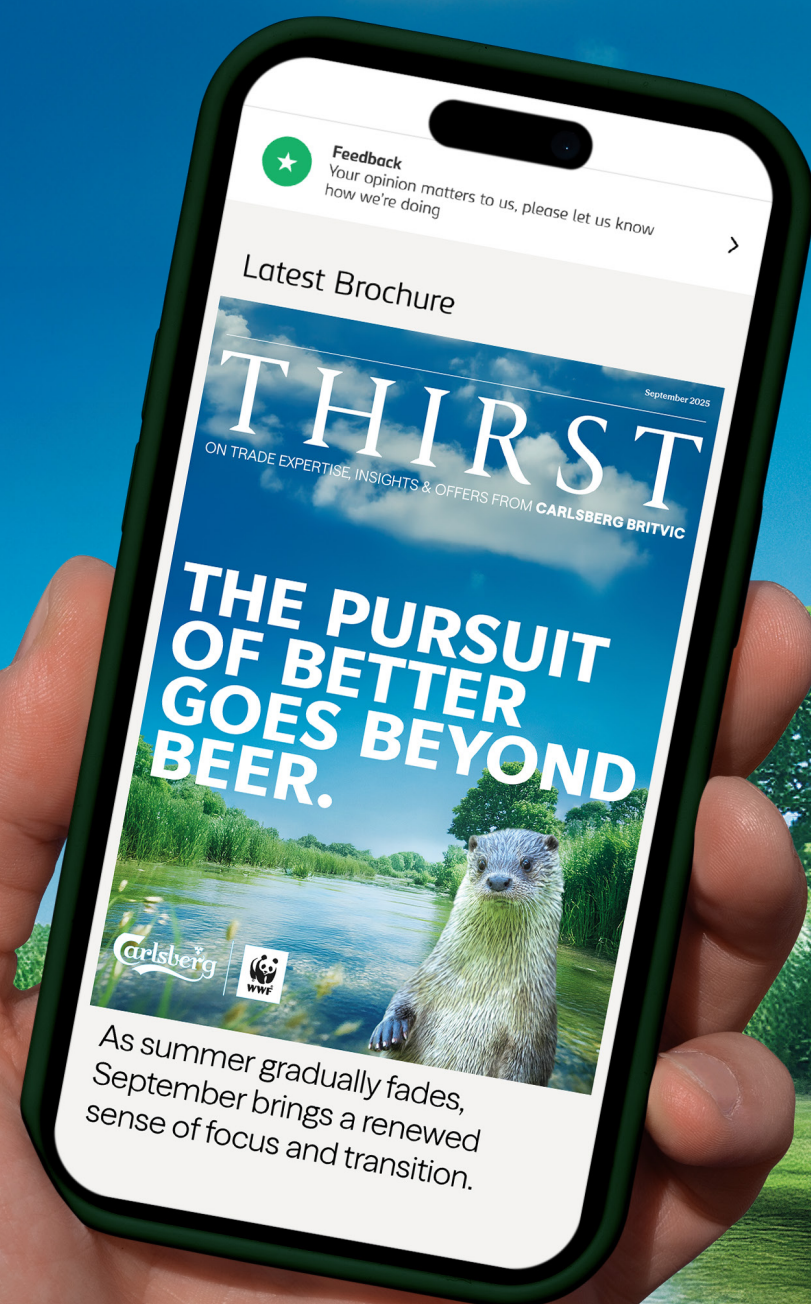
ON TRADE EXPERTISE, INSIGHTS & OFFERS FROM **CARLSBERG BRITVIC**

THE PURSUIT OF BETTER GOES BEYOND BEER.





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



Download our App



CHRIS PRATT
VICE PRESIDENT ON TRADE

WELCOME TO THE SEPTEMBER EDITION OF THIRST

As summer gradually fades, September brings a renewed sense of focus and transition. Often seen as a 'second New Year', this time of year inspires both a return to routine and the opportunity to embrace fresh habits and ambitions. It's a moment of quiet energy, a time to reset, refocus, and reignite momentum.

In this edition, we raise a glass to beer. With Cask Ale Week taking place and Oktoberfest celebrations kicking off in Germany, it's the perfect time to spotlight this beloved category. We also want to take the opportunity to talk about Carlsberg and its ongoing collaboration with WWF, driving sustainable farming practices that are vital to the future of barley production.

And yes, we are turning our attention to Christmas, helping you get ahead with plans for the festive season. We are looking at what we think will be big this year and helping you produce a checklist for getting ahead on drinks menu planning.

Wishing you a refreshing September.

Chris Pratt
VP On trade



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Step into September

September marks a significant seasonal and social shift whether you're waving the kids off back to school with a sigh of relief or welcoming new routines. It's a month of new energy and changing colours, and for venues, it's a great time to re-engage your customers as they settle back into normal life.

FROM THE 2ND
SCHOOLS
RETURN &
ROUTINES
RESET



As the school gates open once again, routines begin to re-establish. Lunchtimes become more predictable and parents start to find a moment for themselves again. It's a great opportunity to promote weekday specials, back-to-school brews, or even a quiet corner for a well-earned catch-up.

FROM THE 16TH
CASK ALE
WEEK



Raise a glass to a British classic! Cask Ale Week is the perfect excuse to celebrate Britain's most iconic drink, real ale. It's a chance to introduce your guests to local brews, host tasting nights, or run ale-focused food pairings. Whether you're a traditional pub or a contemporary bar, get involved and give your Cask Ale pride of place.

ALL MONTH
ORGANIC
SEPTEMBER



September is all about celebrating everything organic, led by the Soil Association. This year, why not help your customers celebrate with our range of organic wines? It's a great way to raise awareness of the benefits of organic farming for the planet, and for our "gut gardens"!

Pouring into new routines

FROM THE 20TH
OKTOBERFEST



Munich might be the heart of Oktoberfest, but there's no reason you can't bring a taste of Bavaria to your venue! The festival kicks off in Germany with beer, bratwurst, and big celebrations—and it's a brilliant excuse to create your own themed event. Think steins, pretzels, music, and of course, make sure to showcase a classic Erdinger or two. Prost!

WEEK OF 23RD
FRESHERS
WEEK FRENZY



Campuses come alive as thousands of students arrive to start the new academic year. Freshers Week is a golden opportunity for bars, cafés, pubs, and casual dining spots to attract a brand-new crowd looking to socialise, explore, and settle into their new home. Host welcome deals, group packages, live music, quiz nights, and all things student friendly.

22ND
OFFICIAL
ARRIVAL OF
AUTUMN



The Autumn Equinox signals a true change in season. As the days grow shorter, people instinctively seek out warmth, comfort, and seasonal flavours. It's time to start leaning into heartier menus, rich coffees and cosy corners. Set the mood and help guests embrace the autumn vibe.

Meet Charlotte Butler, Manager at The Crown Inn in Marston Montgomery

Customer *of the Month*



Tell us a bit about The Crown Inn?

Carl (the owner) bought the pub in 2015. He is from the village and really liked the pub, and at the time it was really run down so he gave it a complete renovation and a new lease of life.

It's a country pub with 7 en-suite bedrooms, a private dining room and restaurant and bar area. The restaurant seats 38 covers, while the bar holds around 25. Outside, there's a lovely space with 20 covers and even a bespoke log burner.

The Crown attracts a bit of everything in terms of guests. Being in a small village

means there's a loyal base of local regulars, but there's also a lot of repeat customers too. It's just 10 minutes from Alton Towers and close to the Peak District, which keeps things busy with a steady flow of visitors. Also, being near JCB means there's a regular flow of corporate guests, especially during the week.

Our menu offers great pub food with crowd-pleasers like steak and ale pie and fish and chips. Carl, our owner, is also a farmer so all our meat and a lot of our food is 'farm to plate' and we like to use local suppliers as often as possible.



What's the best part of your job?

I've worked here for 10 years since the pub reopened so we're celebrating our 10-year anniversary this weekend. I'm very proud of the pub. How it looks, how it runs and most of all, the team. We all work so well together, and it really pays off.

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

Draught lagers are always strong sellers, with Bière 1664 and Carlsberg proving particularly popular. Non-alcoholic drinks are also in high demand as we often have a designated drivers. We also sell a lot of wine too.

You recently became a Carlsberg stockist. How has that been going?

We moved to Carlsberg last year from Carling. At first, I was quite sceptical. Both are entry-level lagers, but I assumed Carling was more well-known and I wasn't sure how people would react, especially as a lot of regular farmers drank Carling. I thought they might resist the change but there were no complaints at all. We'd had Carling for almost 10 years since we opened and it was always a good seller, but Carlsberg has fitted in really well.

More recently, we added Bière 1664 too. I was sceptical about that as well but it's selling really well.



Charlotte and Chris made the switch from Carling to Carlsberg in August 2024, click on the video to watch their interview



And how's summer trade been? What do you do to attract people.

We put signs on the road to guide people to us. Simple but it works. We also do a lot more social media marketing now posting in local community groups.

Being close to Alton Towers and the Peak District means summer brings a big boost in room occupancy. In winter, we're busier with business and corporate guests.

We also often put on entertainment at weekends with singers from the local area.

And finally, what's your personal favourite drink?

A Provence rosé or a Viognier white wine.





Arena Racing Company and Carlsberg have built a strong partnership over nearly a decade, evolving from draught products to a full drinks supply across UK racecourses. We spoke with Richard Lymbery, Group Head of Catering & Events, about how this collaboration shapes race days, from changing drinks trends to creating memorable guest experiences.

How long has your partnership been in place, and how has this duration contributed to Arena Racing's success?

Our partnership with Carlsberg Britvic has been in place 5 years for full supply of beer wines, spirits and soft drinks, and many years previous to this for all of our draught products, so we've proudly collaborated for over 9 years. This longevity has allowed us to deeply understand the unique needs of each racecourse and tailor our offerings accordingly. Over time, we've streamlined operations, introduced innovative products, and co-created memorable experiences that enhance the race day atmosphere.

In your opinion, what significant differences exist between your courses? What factors do you believe drive these differences?

Each course has its own personality—whether it's the heritage of Doncaster, the coastal charm of Great Yarmouth, or the vibrant energy of Newcastle. These differences are shaped by regional demographics, local preferences, and the types of events hosted. For example, some courses attract a younger, more social crowd, while others lean into more traditional and hospitality.



Could you share insights into your most popular drinks served on race days? What attributes or qualities do you think make these drinks particularly appealing to attendees?

Prosecco, champagne, premium lagers such as 1664 Bière, and classic cocktails like Pimm's are consistently top performers. Their popularity stems from their celebratory nature and easy-drinking appeal. On warm days, refreshing spritzes and Somersby Cider are all drinks that see a spike in demand. Presentation and seasonal relevance play a big role in their appeal.

What notable changes have you observed in drink trends over the past few years, and how has your establishment adapted to these shifts?

There's been a clear shift toward premiumisation—guests are seeking quality over quantity. We've also seen a rise in demand for craft spirits, flavoured gins, and experiential serves. In response, we've expanded our range, introduced themed bars, and trained staff to deliver elevated service and storytelling around our drinks.

Can you share a stand out moment or event from the partnership that felt particularly memorable or rewarding?

One moment that does stand out was the launch of our Champagne menu which we rolled out last year. We opted for a premium option at a more affordable price which was met with fantastic feedback. Seeing guests engage with the drinks, share them on social media, and return for more was incredibly rewarding. It felt like a true celebration of our collaboration. We have since backed this up with the launch of our new raceday offer, which gives guests 50% off all draught product, and £10 off a bottle of Champagne, bottle of wine or a jug of Pimm's for the first hour at all race courses.

How have sustainability or health-conscious trends (like low-alcohol or alcohol-free drinks) influenced your offerings?

Sustainability and wellness are now central to our strategy. We've introduced a curated selection of low-alcohol and no-alcohol options, sourced more eco-friendly packaging, and partnered with suppliers who share our values. These changes not only meet guest expectations but also align with Arena Racing's broader sustainability goals.



ARC venues across the UK

Bath
Brighton
Chepstow
Doncaster
Fontwell
Ffos Las
Great Yarmouth
Hereford
Lingfield
Royal Windsor
Newcastle
Sedgefield
Southwell
Uttoxeter
Wolverhampton
Worcester

An Exclusive Raceday Experience, packed with **value**

Looking to reward your customers, host a team day, or just enjoy a brilliant day out? Arena Racing and Carlsberg Britvic are pleased to bring you an exclusive Raceday Package – designed just for our valued customers.

What's included?

- A ticket to the races
- A pint of Carlsberg Danish Pilsner (or soft drink alternative)
- A racecard to follow all the action

Don't miss out – book here now

Booking details:

- Minimum order of 20 ticket packages per customer, per fixture
- Maximum order of 60 tickets packages per customer, per fixture
- For Platinum fixtures*, orders are capped at 50 packages per fixture
- Make sure you have your STP (Sold-To-Party) number to hand when ordering so we can verify you are a Carlsberg Britvic customer



WHAT TO EXPECT FOR CHRISTMAS 2025

Looking at what worked last year and what's shifting in 2025, here's a full breakdown of this year's biggest Christmas trends and how to prepare your venue now to exceed guest expectations.



1 DAYTIME IS THE NEW PRIME TIME

Saturday trading peaked at 3–4pm in 2024 not 9pm. Guests celebrated earlier, preferred more relaxed sessions, and went home sooner. Expect more of this in 2025¹.

What to do:

- Launch brunch-to-bubbles events or early spritz menus
- Shift DJs and entertainment earlier in the day
- Serve hot drinks and festive cocktails to suit daylight socialising

¹ Source: www.thetimes.com/uk/society/article/peak-pub-time-has-changed-day-drinking-bwxf9kqm5

2 NOSTALGIA IS KING

Comfort ruled last year. Retro drinks, 70s-style snacks and classic carols created a sense of escape and familiarity.

What to do:

- Add snowball cocktails, Black Forest gateaux, or prawn cocktails to menus
- Use vintage touches: candlelight, tinsel, glass punch bowls
- Curate a nostalgic Christmas playlist

3 COST-CONSCIOUS CELEBRATION

Despite cost-of-living pressures, guests still came out in 2024 but value was a key driver.

What to do:

- Offer tiered set menus (e.g. 2 or 3 courses, or lunch vs dinner pricing)
- Promote festive group bundles: sharing drinks, small plates, drinks-only deals

4 LOW, NO & ZEBRA DRINKING

The rise of “zebra drinking” alternating between alcoholic and non-alcoholic drinks was big in 2024, especially among younger guests.

What to do:

- Make your alcohol-free cocktail menu feel just as special
- Stock a good selection and promote non-alcoholic beers, wines and spirits



5 GRAZING & SHARING & 'DRINK LED' OCCASIONS

There were more snack-led, drinks-first celebrations in 2024. Guests want flexibility and high-quality casual food.

What to do:

- Create grazing boards, small plate sharers, and elevated bar snacks
- Offer snack pairings with mulled wine, Prosecco or whisky

6 SMALLER GROUPS, BIGGER EXPERIENCES

Fewer large office blowouts, more bookings from friendship groups, local clubs, families, or hybrid teams doing multiple small events. These guests crave personal touches and moments to remember.

What to do:

- Offer mini celebration packages (e.g. "Festive Drinks for 4" or "Bubbles & Bites for 6")
- Create personalised menus for private hires or pre-orders with names or messages

7 EARLY BOOKINGS & CLEAR OPENING HOURS MATTER

In 2024, bookings were up 54% by summer and confusion around opening hours was a barrier for many venues².

What to do:

- Launch festive menus and bookings by September
- Incentivise early bookings with perks or freebies
- Make sure your Christmas & NY opening hours are clear and communicated

² Source: www.restaurantonline.co.uk/Article/2024/07/26/christmas-2024-already-looking-positive-hospitality-with-bookings-up-54/

8 INSTAGRAM-ABLE MOMENTS STILL MATTER

Guests still want that festive photo for their social channels whether it's a theatrical drink or a twinkling festive area.

What to do:

- Use theatre in drinks: frosted glassware, dried garnishes, hot cocktails with steam
- Invest in a standout corner or photo wall

9 COMFORT & WARMTH

Venues that felt like a cosy home-away-from-home thrived in 2024.

What to do:

- Focus on lighting, scent, sound, and service
- Run low-key live music, carol nights or community events
- Food wise: Think pigs-in-blankets, festive hot chocolates and elevated and comforting crowd-pleasers





STOCKING SMART & SERVING FESTIVE

September is the prime time to get ahead for the festive season.

Here's your go-to drinks checklist to ensure you're prepped, stocked, and ready to pour festive cheer.

1

Think Christmas Crowd-Pleasers



Fizz
Prosecco, Cava, Champagne and consider premium sparkling wine by the glass.



Red & White Wine
Offer a warming, full-bodied red and a crisp, food-friendly white.



Fortified Wines
Sherry (dry and sweet), Port – timeless with cheese boards and mince pies.



Premium Spirits
Whisky, brandy, rum and some sipping tequila for winter warmers.



Premium Beers & Lagers
Consider stocking your premium choices like 1664 Blanc - the distinctive flavour and stylish presentation make it a festive upgrade.

2

Plan for Non-Alcoholic Options

More guests will expect stylish alcohol-free alternatives that feel just as celebratory and sophisticated as alcoholic drinks. Offering variety and thoughtfully chosen options for the festive seasons shows care for all customers and elevates the overall experience.



Alcohol-Free Spirit Alternatives

Crafted to mimic the complexity of gin, rum, or whiskey without alcohol, these can be mixed into elegant mocktails so non-drinkers don't feel left out.

Mulled apple juice

A fragrant alternative to mulled wine that brings seasonal spices to the table and works beautifully for festive gatherings.



Alcohol-free sparkling wines and beers

Effervescent and refreshing, these give customers the sensory pleasure of a toast or casual sip.

3

Think Festive Cocktails

Plan a 3-4 cocktail, festive menu that can be pre-batched or garnished quickly.



*Warm, bitter and citrusy
with festive spice*

25ml Bombay Sapphire
25ml Campari
25ml Cocchi Vermouth di Torino
1 dash orange bitters (optional but adds depth)
1 small pinch ground clove or a cinnamon stick for garnish

Garnish: Orange slice or peel

Method:

Stir all ingredients over ice for 15–20 seconds

Strain into a glass over fresh ice

Garnish with an orange slice or peel (add a cinnamon stick for aroma)

Mulled Spritz

Think mulled wine, but lighter and fizzier

75ml Mulled red wine

75ml Prosecco or sparkling wine

Garnish: Orange slice or star anise

Method:

Warm the mulled wine gently (do not boil)

Add 75ml to a wine glass or flute

Top with chilled Prosecco

Garnish and serve immediately



Rich, indulgent with a festive twist

35ml Ketel One
25ml Kahlua

25ml Fresh espresso (or cold brew concentrate)
15ml Gingerbread syrup

Optional garnish: coffee beans or grated nutmeg

Method:

Shake all ingredients with ice until well-chilled

Strain into a coupe or martini glass

Garnish with 3 coffee beans or a dusting of nutmeg

4

Think Operationally

Have you ordered enough glassware?

Will you need extra fridges for fizz?

What's your plan for pre-orders and festive menus?



5

Think Christmas Touches



Festive Garnishes: Simple but Impactful i.e. sprigs of rosemary look like mini-Christmas trees! Or star anise, aromatic and visually striking.



Fun Additions: Boba & Edible Sparkle: Festive boba pearls (think cranberry, cherry, or spiced apple) can be added to Prosecco, mocktails, or spritzes. Add edible glitter or shimmer spray to cocktails for instant visual 'WOW'.



ARE YOU CHRISTMAS READY?

10 questions every venue should ask now



1

Have we finalised our drinks & food menus for Christmas?



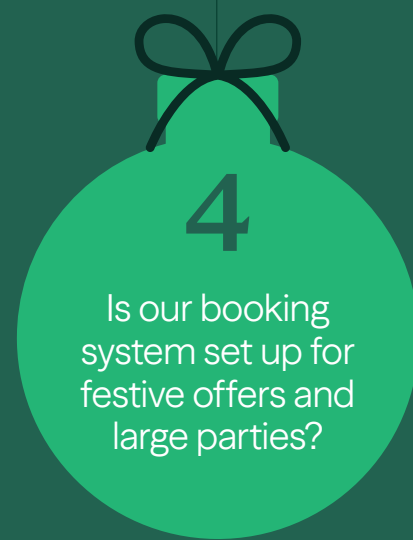
2

Have we decided and communicated our Christmas & New Year opening hours?



3

Have we started to plan people's needs and confirmed team availability over the holidays?



4

Is our booking system set up for festive offers and large parties?



5

Have we planned (and ordered) extra stock for high-demand items like fizz and port?



6

Are we promoting Christmas bookings across socials, email, and in-venue?



9

Do we have a contingency plan for last-minute bookings, staff shortages, or supply issues?



7

Have we checked our glassware, decorations, table settings, and lights?



10

Do we know what we're saying "no" to this Christmas?



8

Have we planned any community or festive events?



OUR RANGE

DRAUGHT KEG
LAGER
ALE
CRAFT
CIDER
STOUT
PACKAGED
LAGER
CRAFT
ALCOHOL-FREE
CLASSIC
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.

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.

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.

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.



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.



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.

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.

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



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.



Wainwright Gold (4.1%)

A delightfully refreshing Golden Beer. Lightly hopped with subtle sweetness, a delicate citrus aroma and a gloriously golden colour.



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 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](#)

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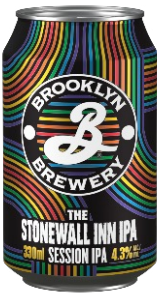
PACKAGED CRAFT

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](#)

be**drinkaware**.co.uk

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.



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.



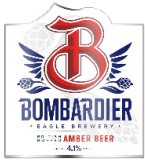
3.4%



3.4%



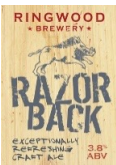
3.4%



4.1%



3.7%



3.9%



4.0%



4.5%



4.5%



4.8%

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.



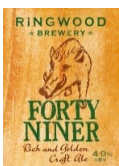
Hobgoblin IPA (4.5%)
Collision of Old and New World hops provide an explosion of tropical aroma and a juicy bitterness.



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.



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

**TOGETHER WITH WWF, WE HAVE
HELPED SELECTED FARMERS REPLENISH
527 MILLION PINTS OF FRESH WATER TO
HELP UK NATURE THRIVE.**



Helping UK nature thrive



AT CARLSBERG, THE PURSUIT OF BETTER GOES BEYOND BEER.

With 100% of the barley used in our Carlsberg Danish Pilsner being sourced from UK farms, we have a strong commitment to supporting local agriculture and sourcing our ingredients in a way that provides a more positive environmental impact throughout our brewing process.

WWF is the world's leading independent environmental organisation. Their mission is to work with communities, businesses and governments in over 100 countries to help people and nature thrive. They work to safeguard the natural world, tackle dangerous climate change and enable people to use only their fair share of natural resources.

Since 2021, we've been working with WWF to protect nature in the UK, initially supporting their work to restore seagrass meadows along the southern UK coastline. In 2023, our collaboration evolved to address the impact we, as brewers, more directly have on our environment; the landscapes critical to barley production.

This initiative plays a vital role in safeguarding the local rivers and farmland from waste and agricultural run-off from nearby farmlands, protecting local flora and fauna and reducing the carbon footprint of farming. Looking ahead, we aim by 2026, to have replenished 527 million pints of fresh water in the UK.

**MORE THAN 70%
OF THE UK'S
LAND IS USED FOR
FARMING, BUT
FARMING HAS A
FOOTPRINT.**

be **drinkaware**.co.uk

Norfolk is one of the UK's foremost barley growing regions and is a key sourcing area for the barley we use in our products.

Our work with WWF aims to restore the aquatic environment and provide natural solutions to human-made problems. WWF's delivery Partner, The Norfolk Rivers Trust, began by engaging farmers on water issues and the solutions available, to advocate for the natural environments both within, and surrounding their land.

Funded by the Carlsberg x WWF partnership, The Norfolk Rivers Trust helps farmers implement water & environmentally sensitive farming methods, developing targeted management solutions that benefit the soil and water by engaging farmers on the water issues, risks in their area and the interdependencies with local habitats and wildlife.



303

MILLION LITERS
OF FRESH WATER REPLENISHED ACROSS NORFOLK

109

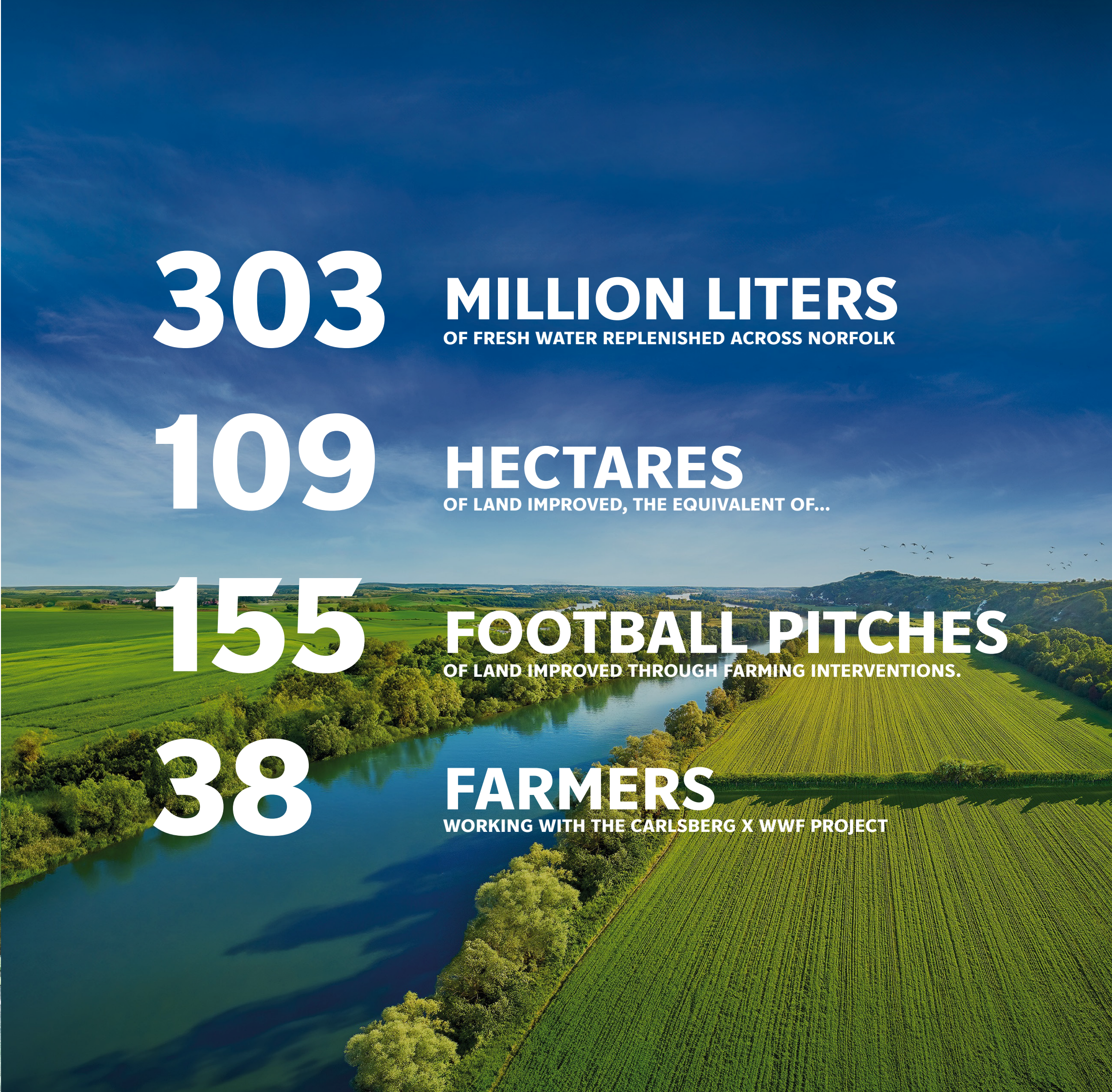
HECTARES
OF LAND IMPROVED, THE EQUIVALENT OF...

155

FOOTBALL PITCHES
OF LAND IMPROVED THROUGH FARMING INTERVENTIONS.

38

FARMERS
WORKING WITH THE CARLSBERG X WWF PROJECT



THIS MONTH, WE SPOKE TO JESSICA STACEY, SENIOR BRAND MANAGER ON CARLSBERG.

WHAT DO YOU LOVE ABOUT WORKING ON THE BRAND? ANY HIGHLIGHTS/BEST MEMORIES?

What I love most about working on Carlsberg is the chance to take such an iconic brand and give it new energy. It has this amazing legacy, but now we get to bring it into a more modern, premium space, connecting with British culture in meaningful ways and making it feel relevant again, especially through social channels. It's that mix of brand heritage and fresh creative thinking that makes it such an exciting brand to work on.

My favourite moment so far has to be visiting the Home of Carlsberg in Copenhagen. Walking through the brand's history, from original brewery to the mock Liverpool locker room was genuinely inspiring. The highlight was meeting one of our master brewers and visiting the Carlsberg Research Lab, where scientists once discovered the pH scale. It was a powerful reminder that Carlsberg isn't just a beer brand, it's a brand built on innovation, passion, and an amazing legacy.

WHO IS THE TYPICAL CUSTOMER AND WHY IS THAT?

The typical Carlsberg consumer is socially active crowd who value great beer at a fair price and look for brands with purpose, authenticity, and personality.

They're culturally aware, enjoy shared moments like football or BBQs, and are drawn to brands with heritage that feel refreshed and relevant, especially when activated in social and culturally connected ways.



WHAT ARE YOU MOST EXCITED ABOUT FOR THE BRAND IN 2025/26?

What I'm most excited about for Carlsberg in 2025 and 2026 is the opportunity to firmly cement the brand back into British popular culture. We're bringing our incredible legacy partnership with Liverpool FC to life in fresh, engaging ways, and kicking off an exciting new journey with UEFA - two iconic platforms that connect us with fans across the world.

We'll be having real fun with Carlsberg's distinctive brand assets and that legendary tagline, while continuing to modernise the brand in ways that feel bold, relevant, and culturally spot-on.

YOUR OWN FAVOURITE CARLSBERG DRINKING MOMENT?

That first sunny weekend of the year (let's hope for MANY more of these in 2025). BBQ fired up, music playing, and an ice-cold Carlsberg in hand.

It's one of those effortlessly great moments that reminds you why simple things are often the best.

GET THE OKTOBER FEST FEELING



As Oktoberfest celebrations begin this month, what better way to mark the occasion than raising a glass to the wonderful authentic German Wheat Beer ERDINGER

THE ULTIMATE WHEAT BEER, BREWED TO THE ORIGINAL RECIPE SINCE 1886

Blends gently spicy malt aromas with mildly bitter hops. Its secret lies in our unique ERDINGER brewing yeasts. They provide the fruity notes and unmistakably fresh flavour.

The finishing touch for every ERDINGER Weissbier is a further specialty: the "Bayerische Edelreifung" or double maturity method.

After the main fermentation process, we give our beer the time (up to 28 days) it needs to mature a second time in the bottle. And this time allows its delicious lively nature and the harmonious interplay of its various aromas to fully unfold.

ABV: 5.3%

Style: Wheat Beer

See: Amber

Smell: Gently spicy wheat and yeast aromas

Taste: Mildly bitter hops

POURING METHOD



Erdinger's beautifully unique flavour, cloudy appearance and lively aroma come from the last few drops in the bottle - the best bit - which usually settles at the bottom of the bottle. So, just before pouring the last few drops into the glass, don't forget to swirl the bottle to get a real taste of the best bit.



WHY NOT TRY OUR MULTI-AWARD WINNING ALCOHOL FREE OPTION?

ABV: <0.5%

Style: Low Alcohol

See: Straw yellow, fine white froth

Smell: Aromatic malt notes with subtle hop notes, delicate hints of brioche, fine yeast aromas

Taste: Rich malt flavour, spicy, slightly sweet, stimulating bitterness, malty and spicy, a hint of fruity acidity



ERDINGER sponsor Erding's Autumn festival

The "Herbstfest" (Herbst = autumn) in Erding, Germany, combines lively traditions with modern festival culture – something Bavaria is famous for.

A shared love of celebrating brings people together and a deliciously full-bodied ERDINGER Weissbier gives them good reason to toast and celebrate. The Herbstfest in Erding draws over 200,000 visitors from all over the world to the festival site of this tranquil Upper Bavarian town.

Bring the spirit of ERDINGER's Herbstfest to your customers by taking advantage of our packaged deal.

BUY 5 CASES OF ERDINGER BOTTLES AND RECEIVE A FREE OKTOBERFEST DECORATION KIT*

* 50 kits available first come first serve containing 2 x 5M branded bunting, 2 x branded Inflatable heart balloons, 4 felt hats and 6 x ERDINGER Weissbier pint glasses - available to redeem via Carls Shop, Carlsberg Britvic Customer Services or your regional sales representative. Redemptions valid until 26th September.



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ORDER ONLINE HERE



EVERY YEAR, CASK ALE WEEK RAISES A TOAST TO ONE OF BRITAIN'S MOST TREASURED DRINKS.

Cask ale, often called 'real ale' is the heart of our brewing heritage. It's brewed, conditioned, and served in a way that makes it unlike anything else in the world of working.

What makes it so special in our eyes

IT'S ALIVE. LITERALLY!

Unlike most beers you'll find on the shelf, cask ale is a living product. It's conditioned naturally in the cask, meaning the yeast is still active when it reaches the pub. That makes it more delicate, more nuanced and a little bit more unpredictable. Each pint is a snapshot of the beer at that exact moment in its life.

THE PUB CONNECTION

You can't separate cask ale from the pub. It's hand-pulled from the cellar, poured to order and meant to be experienced in the moment.

FLAVOUR YOU CAN'T FAKE

Cask ale isn't about fizzy intensity, it's about depth and balance. The gentle carbonation and cellar temperature serving bring out a soft mouthfeel and layers of malt and hop character.

IT'S OURS

Cask ale is one of the few beer styles that truly belongs to Britain. When you order a pint, you're joining a tradition that's been part of our culture for centuries.

A Toast to an Iconic British Tradition



Our top picks for Cask Ale week

HOBGOBLIN

Hobgoblin is a Cask Ale Week essential! It's a true bar magnet, with over 1.5m on-trade drinkers in their corner. And those drinkers? Devilishly loyal. Hobgoblin tops the charts as the ale brand most likely to turn the curious into committed - stealing hearts (and pints) to become their number one choice.

Here are our Hobgoblin highlights:

Hobgoblin Amber FEARLESSLY FULL BODIED AND NEW FOR 2025

Discover full-bodied hoppiness that preserves malted caramel notes and brilliant bitterness. Hobgoblin Amber brings a fresh twist to the Hobgoblin line up This 4.5% ABV amber ale is crafted with hops like Fuggles, Progress, Herkules, and Goldings.

TASTE PROFILE

- ABV: 4.5%
- See: Amber
- Smell: Floral with a hint of citrus
- Taste: Earthy notes balanced with a zesty fruit finish
- Sweet: 3
- Bitter: 3



Hobgoblin Session IPA IMPISHLY ZESTY

Treat your customers to some hoppy havoc! At only 3.4%, it's light in body but packs a refreshing tropical punch. Created with Ella, Cascade, Galaxy, Topaz and Citra hops, this is a sure-fire citrusy favourite - winning Silver at the World Beer Awards in 2023 and Bronze at the International Beer Challenge in 2024.

TASTE PROFILE

- ABV: 3.4%
- See: Pale yellow
- Smell: Fresh and zesty aroma from the 5 NewWorld hops
- Taste: Tropical fruit and citrus
- Sweet: 3
- Bitter: 3
- Malt: Barley and Wheat



The result? Huge, double-digit growth year on year (+20.1%) in a category that's otherwise in decline.

With their mischievous brand refresh, it's hard to not to give in to the Goblin!

BUY 2 X 9Gs of Hobgoblin or Wainwright Cask Ales & get £10 off*

*Qualifying SKUs on offer: Wainwright Amber 9g, Wainwright Gold 9g, Hobgoblin Amber 9g, Hobgoblin Ruby 9g, Hobgoblin Session IPA 9g, Hobgoblin Original 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.

Wainwright WORTH THE WALK

Wainwright essentials to stock:

Wainwright Gold AWARD-WINNING GOLDEN CASK ALE

Earning its stripes as the UK's No.1 Golden Cask Ale, Wainwright Gold offers a delightfully refreshing taste that's lightly hopped with subtle sweetness. Not to forget its glorious gold colour, evoking warmth as we enter autumn.

A true market leader, it sells over 7.6m pints per year and boasts a large trophy cabinet (winning The England Gold in the World Beer Awards and Silver in International Beer Challenge).

TASTE PROFILE

- ABV: 4.1%
- Style: Golden Ale
- Smell: Fruit, citrus
- Taste: Refreshing, fruity, sweet, citric



Wainwright Amber SATISFYINGLY MOREISH

Wainwright Amber has a full-bodied flavour that's creamy and lightly fruity. It's excellent paired with traditional pub grub (think roasts, fish & chips or pie & mash). Basically, those glorious carbs you want after a wholesome walk!

At 3.4%, it's perfect for those seeking a delicious drink with a moderate ABV. It brings in more cash per week too (+£114 more than Doom Bar and +£93 more than Sharp's Atlantic*).

*CGA OPMS DATA TO P07 2024 (13/07/2024)

TASTE PROFILE

- ABV: 3.4%
- Style: Amber Ale
- Smell: Lightly fruitily, hints of spice
- Taste: Malty, gentle bitterness, moreish



If we're raising a glass to British cask tradition, who better to join than Wainwright? Born from the beauty of the Lakeland Fells, Wainwright is a sentimental ode to the British countryside. It's the perfect partner for Cask Ale Week (and for September itself!) A season of autumnal walks, crisp air, and ale trails, where nature and beer appreciation go hand in hand. With Wainwright, every pint feels like a toast to the landscape that inspired it.

Autumn Clean for the Cellar



Smarter Dispensing, Less Cleaning, Better Pints

September is the perfect time to give your cellar a fresh start.

Just like a spring clean but for beer lines, kegs, and equipment. It's a great opportunity to reset, make improvements and find smarter ways of working.



Carlsberg's ID (Intelligent Draught) dispensing systems - CQDS, DraughtMaster, and Fresh Ale - offer multiple benefits to pubs and bars, from quality fresher pours, reduced waste and more sustainable operations.

But one of the biggest wins? Less cleaning.
Cleaning beer lines and equipment takes time, effort, and money and let's be honest, it's no one's favourite task. That's why Carlsberg's solutions are designed to simplify and reduce the need for cleaning, helping venues work more efficiently, serve better pints, and free up valuable staff time. Here's how each system helps you clean less and pour more.



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 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.

THE BEER OF BARCELONA




ESTRELLA
DAMM

BUY 3 CASES TO GET 1 CASE OF ESTRELLA DAMM FREE

"OVER 18S ONLY. OFFER OPEN TO PARTICIPATING WHOLESALE AND DAMM 1876 LTD DIRECT CUSTOMERS IN THE UK. OUTLETS MUST INSTALL ONE OR MORE ESTRELLA DAMM PERMANENT DRAUGHT LINES. ONE PROMOTION PER CUSTOMER. PROMOTION SUBJECT TO AVAILABILITY. LIMITED TO ONE PROMOTION PER CUSTOMER, VALID DURING THE MONTH OF SEPTEMBER 2025. NEW INSTALLATIONS CANNOT REPLACE ANY EXISTING DAMM 1876 LTD BRANDS. PROMOTER: DAMM 1876 LTD, 5A BEAR LANE, SOUTHWARK, LONDON, ENGLAND, SE1 0UH"

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



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

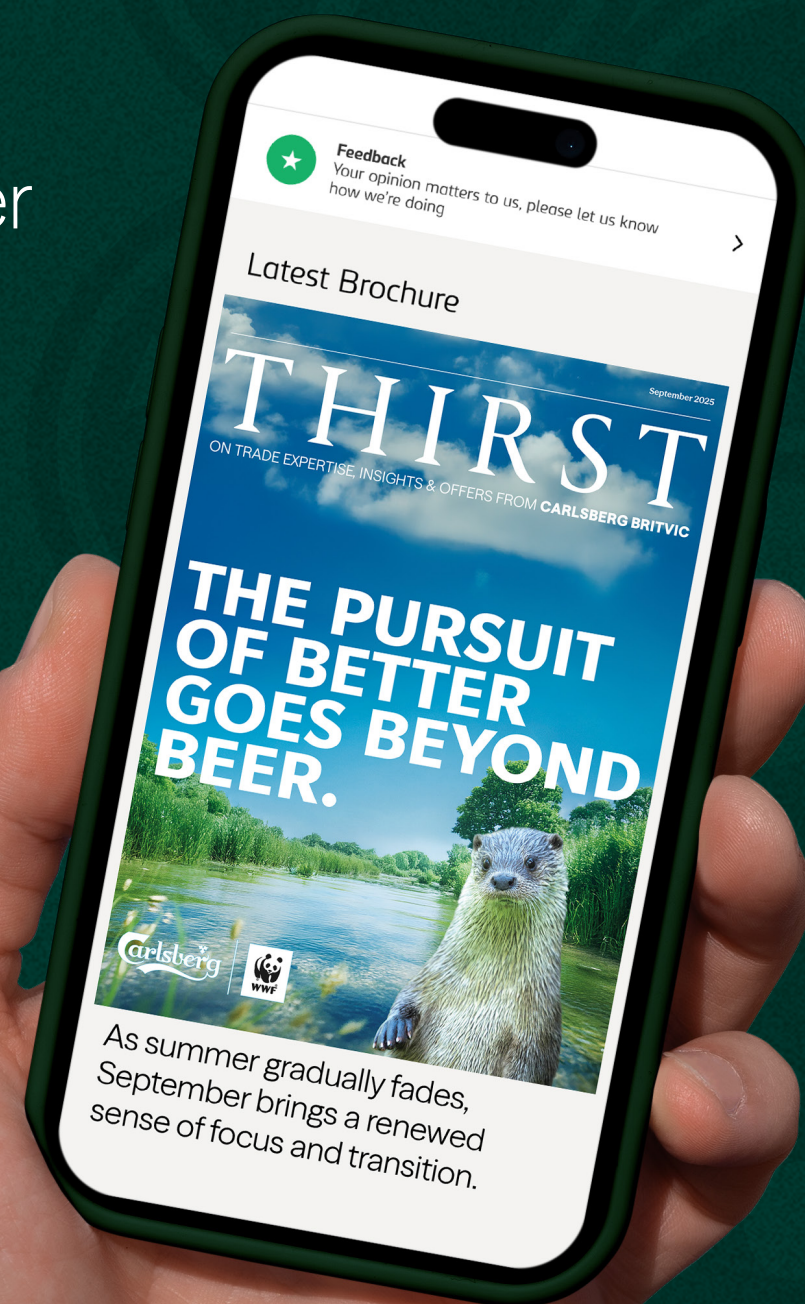
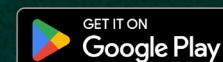


COCKPIT

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.





POUR MORE PAY LESS

The Halo fount is a cutting-edge drinks dispense system.

With a sleek design, intuitive operator interface and advanced technology, the Halo system delivers consistent drinks every serve. Halo elevates Pepsi and soft drinks visibility on bar whilst unlocking space efficiency and cost savings.

Serving classic mixers like Pepsi & R.Whites, tonic and lemonade plus exciting flavours like elderflower and raspberry - deliver great-tasting drinks every time.



X1 bib & cartridge =
9.2 Cases of
packed tonic*



More cost-efficient
vs packaged
equivalent



Expand your range
in one system
Flavoured tonics &
premium lemonades



Removes the need
for glass packaging



Digital
display



Elevates your
on-bar aesthetic

Product	Event Price
7L R Whites Halo BIB	£49.99
7L Mixers Halo BIB	£64.99
50ml Cartridges Halo	£39.99

*Based on Indian Tonic Cartridge and 7ltr Britvic bases BIB



Ready to elevate your bar?
Ask your Account Manager about
our Halo install offers.



GO TO TOWN WITH LONDON ESSENCE

NATURALLY
LIGHT & LOW
IN CALORIES

Free welcome
kit including
glassware on
installation

AN EXQUISITE
RANGE OF
TONICS,
SODAS &
GINGERS

99%
REDUCTION
IN PACKAGING
Compared to 200ml
packaged range



Contact your account manager for more information.

GET 1 CASE FREE

BUY 3 CASES FROM THE 200ML RANGE AND GET 1 CASE FREE*



THE LONDON ESSENCE co.

*Terms and conditionals apply. Deal runs from 1st September – 30th October. Four deals per customer, per week. Qualifying range includes all London Essence 200ml NRB x 24. While stocks last. Buy 3 Qualifying 200ml NRB cases from the London Essence 200ml NRB range to claim 1 free case from the London Essence 200ml NRB range. Promoter: Carlsberg Britvic Breakspear Park, Breakspear Way, Hemel Hempstead, HP2 4TZ.

Buy 3 Get 1 CASE FREE*

NEW FLAVOUR

NEW

FROM THE UK'S NO.1 ADULT SOFT DRINK BRAND**

MOCKTAILS TROPICAL PUNCH WITH A HINT OF COCOA NON ALCOHOLIC

MOCKTAILS STRAWBERRY & ORANGE BLOSSOM MOJITO WITH A HINT OF MINT & LIME NON ALCOHOLIC

MOCKTAILS WHITE PEACH & MANGO DAIQUIRI WITH A HINT OF BOTANICALS NON ALCOHOLIC

*Deal runs from 1st September 2025 – 31st October 2025. Three deals per customer, per week. Qualifying products include: J2O Strawberry & Orange Blossom Mojito 250ml x 12, J2O Tropical punch 250ml x 12, J2O White Peach & Mango Daiquiri 250ml x 12. Free case is any case from the range. While stocks last.

**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. Promoter: Carlsberg Britvic. Breakspear Park, Breakspear Way, Hemel Hempstead, HP2 4TZ.

PEPSI J2O Fruit Shoot Britvic THE LONDON ESSENCE CO. WHITES Tango 7up AQUA LIBRA MATHIEU TEISSEIRE

Buy 2 get 1 case free*

NEW LOOK

PURE FILTERED AQUA LIBRA SPARKLING WATER

PURE FILTERED AQUA LIBRA STILL WATER

REFRESHINGLY GOOD

AQUA LIBRA

*T&Cs apply: Deal runs from 1st September 2025–31st October 2025. Qualifying products include : Aqua Libra still water 330ml can x 24 and Aqua Libra sparkling water 330ml can x 24. Free case is either Aqua Libra still water 330ml can x 24 or Aqua Libra sparkling water 330ml can x 24. While stocks last. Promoter Carlsberg Britvic, Breakspear Park, Breakspear Way, Hemel Hempstead, HP2 4T

PEPSI J2O Fruit Shoot Britvic THE LONDON ESSENCE CO. WHITES Tango 7up AQUA LIBRA MATHIEU TEISSEIRE

GET A FREE CASE

WHEN YOU BUY
ANY 3 CASES



T&Cs Apply: Deal runs from 1st September – 31st October 2025. Qualifying range includes Jimmy's iced coffee Original, Caramel, Mocha and Oat 275ml x 24. Promoter: Carlsberg Britvic, Breakspear Park, Breakspear Way, Hemel Hempstead, HP2 4TZ



Jimmy's

YOUR PROFIT ROCKETS.

- Demand for No Sugar Functional Energy Drinks is growing – now 64% of shoppers buy No Sugar and growing each year ¹

- The value of sugar free options is up 15% in the last two years, and has grown by £60m ²

STOCK UP NOW

1. Source: Kantar Worldpanel, Total Coverage, Combined Panel, MAT 20.04.20245

2. Source: Nielsen IQ Total Sports & Energy - Total Coverage 52 WE 19/07/2025



SPECIAL OFFER

£1 OFF RED BULL SUGARFREE
250ML x 24

GET A FREE CASE OF PROPER JOB 0.5% IPA

WHEN YOU BUY A CASK OF
PROPER JOB OR TRIBUTE





CROWN CELLARS®



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

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ORDER ONLINE HERE



Pedley's RE*Mix*

September 2025



During the summer editions of "Pedley's Remix" I have focused on white and rosé wines that are perfect for drinking on those long hot days. Now we are in September, and autumn is just around the corner, we can switch our attention back to some full bodied reds, in particular those made from classic Rhône grapes such as Grenache/Garnacha and Syrah/Shiraz. New to the Crown Cellars range this year are Hahn's GSM (a blend of Grenache, Syrah and Mourvèdre) from California and St. Hallett's Faith Shiraz from Australia. These juicy numbers will make for excellent drinking as the nights draw in. However, in "Pedley's Remix" I have the chance to revisit the odd old favourite that may have become overlooked in our remorseless search for novelty. The venerable Piqueras Organic Old Vine Garnacha is just such a wine.

Rioja has always been a big seller for Crown Cellars. As many of you reading this will know though, there is much more to Spanish red wine than Rioja. A couple of decades ago we started to investigate some of the lesser known regions of Spain. Our principal guide has been Teresa Burridge, whose family owned business specialises in Spanish wines. If my memory serves me correctly Crown Cellars' very first "off the beaten track" Spanish wine was from Bodegas Piqueras in Almansa, a remote region in the south-east of the country.

Piqueras celebrated its centenary in 2015 and took the opportunity to launch a range of organic wines that reflect the grape growing traditions of the area. Garnacha Tintorera (better known in France as Alicante Bouschet: it is a cross of Petite Bouschet and Grenache) was planted in Almansa in the 1960s. These vines

are now fully mature. They have never been grafted or irrigated. In these arid, high altitude vineyards the yields are very low and the resulting fruit incredibly concentrated. The grapes are hand picked in October, crushed, fermented and the wine matured in American oak barrels for about six months.

When I tasted the 2023 vintage recently my note was as follows:

Appearance – Mid pinkish ruby.

Nose – Forward and intense. Lots of pure, ripe fruit: plum and raspberry.

Palate – Dry, low acidity, warm alcohol, full-bodied, soft tannins. Juicy. Long finish.

In a reckless conclusion to the note I wrote just one word, "joyous".

For food partners I would go for a classic red meat: rack of lamb, saddle of venison, T-bone steak. If there was any wine left after this, a hunk of Manchego or Montgomery Cheddar could ring down the curtain.



JONATHAN PEDLEY,
MASTER OF WINE AND CONSULTANT
TO CROWN CELLARS



ST HALLETT
Faith Shiraz

Dark berry fruits combine with a lively palate entwined with pepper spices and chocolate tones. A long savoury finish is coated in soft tannins to complete this rich and generous palate

D	⚡	£££	35584	75cl
---	---	-----	-------	------



BODEGAS PIQUERAS
Old Vines Garnacha
Organic 'Piqueras'

Dry, fuller-bodied and deeply coloured with charmingly sweet perfumed raspberry fruits, confected plum, vanilla, clove, toast and dried fruits

D	⚡	£££	33648	75cl
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HAHN WINERY
Grenache Shiraz
Mourvedre

The best of the Grenache, Syrah, and Mourvèdre grapes. It offers generous in its aromas of black cherry, red berry, and a touch of violet and white pepper. On the palate, there are notes of raspberry, strawberry, violet and hints of blueberry and spice

E	⚡	£££	36274	75cl
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Shiraz & Grenache

As the weather begins to cool, consumers tend to gradually make the switch from crisp, fresh white wines and rosés into richer, cozy reds. Nothing beats a catch-up with friends in your local with a nice glass of something warming, and while Malbec have may be the talk of the town for the last few years, Shiraz still accounts for more volume - behind only Merlot in red varietals*

With the popularity of Shiraz, and Grenache Day on the 19th, we're having a look at a few of our favourite wines in the range that feature these varietals

Hahn Winery Grenache Shiraz Mourvedre

Dense and full-bodied with ripe tannins and notes of loganberry, tar and pepper

E		LLL	36274	75cl
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Cuvée St Laurent Côtes-du-Rhône

Deeply coloured with dark peppery fruit and decent tannic grip

C		LL	38130	75cl
---	--	----	-------	------



Domaine de La Baume 'La Jeunesse' Syrah

Full-bodied and concentrated with generous plum and pepper spice

D		LL	38128	75cl
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Bad Eye Deer Shiraz Cabernet

Spicy with plum and dark bramble fruit notes

C		LL	38105	75cl
---	--	----	-------	------



Grapeful Dead Shiraz

Soft and fruity with bramble notes and soft tannins

C		L	17605	75cl
---	--	---	-------	------



Pocket Watch Shiraz

Medium-bodied with intense black cherry and blackberry fruit

D		LL	37861	75cl
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Franschhoek Cellar 'Baker Station' Shiraz

Deep mulberry, plum, white pepper and oak spice

D		LL	27979	75cl
---	--	----	-------	------



Kilikanoon Killerman's Run Grenache Shiraz Mourvedre

Brick red with ripe plums, prunes and berry fruit flavours

D		LLL	28693	75cl
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Bodegas Piqueras Old Vines Garnacha Organic 'Piqueras'

Sweet raspberry, confected plum, vanilla, clove, toast and dried fruits

D		LLL	33648	75cl
---	--	-----	-------	------



St Hallett Faith Shiraz

Gentle in tannin and low in acidity yet pronounced in intensity with distinctive bramble and vanilla notes

D		LLL	35584	75cl
---	--	-----	-------	------



Getting the right range in place in time for Christmas could just mean refreshing the team with a little tasting and training on the existing range, it could be a few new specials and changeover of your backbar displays or even a review of your drinks list to make the most of the season.

Get in touch with us
to see how we could help

Get in touch

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* CGA by NIQ On Premise
Measurement (OPM) | Total
Liquor | MAT up to 22/03/2025

Seasonal Sips

Considerations for transforming your Menu for Autumn & Winter

Autumn and winter are opportunities to reimagine food and drink menus in ways that resonate with the season.

Combining comfort, warmth and a thoughtful drinks menu ensures venues stay **relevant, exciting and inclusive.**



Grazing & Elevated Snacks for Sharing

Consider a small supplement for a paired snack with selected wines on your menu: Salty snacks often pair well with sweeter wines (fortified wines with salty charcuteries or cheeses, for example), fatter snacks are great with high acid wines like Sauvignon Blanc, or a cleansing fizz like Prosecco, and a spicy snack is good with a lower ABV, fruitier character wine like Gewurtztraminer or even 0.0 Muscat.

If you can take the GP hit, a small ramekin of your snack at no charge is a memorable talking point, and a reason to return.



Jack & Gina
Zinfandel



Cloud Island
Sauvignon Blanc



Franschhoek Cellar
'The Churchyard'
Cabernet Sauvignon



Morajo
Prosecco

Comfort, Nostalgia and Autumnal Flavours Take Centre Stage

Autumn brings a craving for heartier, warming dishes and nostalgic flavours that evoke comfort.

Rich, full-bodied reds such as Cabernet Sauvignon and Zinfandel perfectly complement slow-cooked meats while fuller-bodied whites like oaked Chardonnay or Viognier match richer, indulgent dishes.

Malty ales and stouts as well as smooth, aged whiskies or bourbons provide warming notes to complement autumnal flavours.



La Baume 'St Paul'
0% Cabernet Syrah



Torres 'Natureo'
0.0 Muscat

Non-Alcoholic Drinks Take Centre Stage

The demand for sophisticated non-alcoholic drinks is growing rapidly, and autumn menus should reflect this with thoughtful offerings.

Improved-quality non-alcoholic wines are an excellent choice for those seeking the experience of wine without alcohol. Non-alcoholic beers, sophisticated soft drinks, herbal tonics and non-alcoholic cocktails using warming spices can create complexity and seasonal warmth.

Get ahead with your Festive Menu

September is the perfect time for pubs, bars and restaurants to get ahead of the festive rush by planning seasonal menus early.

Planning ahead allows you to refine your menu, train your staff on pairings and build teaser campaigns that generate excitement.

Develop a range of drink options, from festive mulled wines and wines that match Christmas food to rich spirits and sparkling wines. Many people like to trade up over the Christmas period so knowing what to recommend and having a good choice here is important.

What help can a venue get if they are considering changing their menu?

The first thing to do is speak to your account manager. We can discuss your needs and ask you questions about your business and customers in order to support your specific objectives for the season. We can work through ideas with you for each drinks category, offering data-driven insights and experience-based advice, helping make your ideas a reality with costed drinks lists, designed together, printed and delivered, ready for your busiest season.



& Bites



Spotlight on Training

We had a chat with Crown Cellars Wines and Spirits Manager Dougal Kenny about wine, training and the power of informed service.

HOW LONG HAVE YOU WORKED IN THE WINE INDUSTRY?

My first job in the industry was 25 years ago, working as a guide for a cognac company. It was initially a summer job, taken to improve my language skills but absolutely fell in love with the products and the region. I thought 'maybe this could be a career for me', so I finished uni and joined a wine warehouse retailer and later Carlsberg, knowing that they sold wine. I moved into the Crown Cellars team about three years after that – it's 20 years tomorrow with Carlsberg, actually!

WHAT IS IT THAT DRAWS YOU TO WINE?

I've always found the passion of the people in the industry to be amazing. Everyone from producers right through to those selling wine in retail or hospitality. My team is full of passionate people who want to help their customers sell more wine and delight their guests. It's also the variety of wines that are out there; with so many different styles and types of wine flavours, no and low alcohol wines, I firmly believe there's a wine for everyone.

How we tailor training to a specific customer is crucial at Crown Cellars.

HOW DID YOU GET INTO TRAINING, SPECIFICALLY?

In my first role I sat a lot of WSET classroom training, but just as important was on the job training. I spent time on their customer tastings counter and learned a lot just by being around wine all the time and talking about it. I took quite a tough educator course with WSET several years ago, qualifying me to teach up to their level 2 wine qualification. While it is definitely good having knowledge, being able to teach is a different skillset completely. How we tailor training to a specific customer is crucial at Crown Cellars and is at the very the forefront of our mind when we plan. My wife's a teacher for a secondary school, so when I did that course, I had a newfound appreciation for what she does!





Quite often the most useful approach is a couple of hours with one of our Wines and Spirits Managers

WHY IS THE RIGHT TRAINING VITAL TO DELIVERING A WINE OFFERING?

A lot of outlets just want the staff to have a bit more knowledge about what they're selling. With WSET being a whole day out of their people's time, it's a big commitment that's probably not right for all. Quite often the most useful approach is a couple of hours with one of our Wines and Spirits Managers going through the wine list, tasting, talking through upsells and how to pronounce the wines properly, maybe a few food and wine matches from their menu and just giving

them some simple vocabulary to describe the wine. There are operators that focus on wine that have team members who have worked for them for a while, show commitment and a genuine interest in wine, who might benefit from a WSET approach. If you're not sure, speak to our Wines and Spirits team and we'll work out the best plan together, given your business and objectives.

WHAT ARE THE BEST AND WORST PARTS ABOUT WINE TRAINING?

Probably my worst experiences are when you've got someone who's been told to go on a course like WSET, who probably isn't the right person to be there. They don't want to be on the course and it's difficult to get interaction out of someone who isn't motivated, but luckily that's quite rare. The best experiences are usually people coming to us after a session to say thank you, and that they found a new wine that they didn't know was out there that they really like and can recommend. Over the years working with long standing customers, I've trained team members who just joined hospitality that have then gone on to get some really good jobs within hospitality at quite a high level. It's great to see how they've progressed.



The team at Crown Cellars is here to help bring your wines to life

Whether it's tweaking your wine list, creating a new one, putting menus together or helping to train the team, get in touch with us see how we can help you.

Get in touch


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RIOJA SO AFFORDABLE THAT
YOU CAN SERVE IT BY THE GLASS

FINCA DE ORO

RIOJA BLANCO
SAUVIGNON BLANC-VIURA

Fresh, clean and youthful
with attractive apple and
peardrop aromas, pair this
with white fish or salad

FINCA DE ORO

RIOJA

A surprisingly refined and
complex mid bodied red wine,
showing dark fruit, spice and
oak aromas. Great with grilled
lamb chops, manchego, picos,
pork, sheeps cheese and tapas

A row of seven Franschhoek Cellar wine bottles is shown at the top, including Chardonnay, Chenin Blanc, Sauvignon Blanc, Cabernet Sauvignon, Merlot, Pinotage, and Shiraz. Below them, a bottle of Baker Station Shiraz is prominently displayed in the foreground, next to two glasses of red wine and a plate of food. The background is a rustic wooden wall.

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11 get 1
FREE
across the rest
of the range

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FRANSCHOEK
CELLAR

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5 get 1
FREE
Franschhoek Cellar
'Baker Station' Shiraz



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THE SHIRAZ IS AN OFF DRY, MID BODIED FRUITY
RED THAT IS SOFT IN ACIDITY AND TANNIN,
WHILE THE CHARDONNAY IS DRY AND LIVELY,
WITH SOME PEAR AND SPICE AROMAS

A DRY AND LIVELY CHARDONNAY WITH
SOME PEAR AND SPICE AROMAS



GULARA ENJOY BY MOONLIGHT



SHIRAZ

A juicy, youthful red wine with plenty
of bramble fruit and a hint of pepper



CHARDONNAY

Clean and fresh with melon and apple
fruit flavours leading to a crisp finish



SOUTH EASTERN AUSTRALIA

SOUTH EASTERN AUSTRALIA



NEEDS FEATHER ANIMATION ADDING



BOX OF BUDGIES

MARLBOROUGH SAUVIGNON BLANC

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

200ML VIGNANA PROSECCO ROSÉ COMING SOON



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BOTTLES,
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FREE

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



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

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.



BUY ANY 4 CASES OF 12 X 187ML TO GET A CASE OF 24 X 200ML MIXERS FREE*



*Limited to 2 deals per customer per week.
Free stock choices include Britvic Ginger Ale 200ml, Britvic Ginger Beer 200ml, Britvic Low Cal Bitter Lemon 200ml, Britvic Low Cal Tonic 200ml, Britvic Cranberry 200ml, Britvic Soda Water 200ml, Britvic Tonic 200ml, Britvic Elderflower Tonic 200ml



LAZY BONES



As we move into a more Autumnal vibe and look at drinks ranges to suit darker nights, our fruity, juicy, spicy blend of Castela-Cabernet Sauvignon is a great option to offer your customers, with flavours which are guaranteed to please at a great value price. Go on, give it a try - you might enjoy being a bit of a Lazy Bones.

Offer includes Lazy Bones Vinho Tinto, Castela 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**



Symphoniae Prosecco DOCG

BUY
5
TO GET 1
FREE

ELEVATE YOUR PROSECCO OFFERING WITH A DOCG WINE

Denominazione di Origine Controllata e Garantita is the highest quality level of Prosecco, and Symphoniae Valdobbiadene Prosecco Superiore Extra Dry is a terrific example of this classification; fresh and youthful, showing ripe apple and pear fruit aromas

*limited to 3 deals per customer per week

✓✓
DISTILLED
|

Autumn is for Gingers

Gingers, your time has come.

As the weather cools and the evenings get darker, tastes shift into heartier stews, red wines and aged spirits, meaning that mixers often shift from tonics into colas. However, in the post G&T-boom world, there's more room for sodas and, of course, the perennially underappreciated gingers.

The lighter and more delicate ginger ales are great for lighter styles of spirit, and are broadly more approachable while their spicier, cloudly sibling, the ginger beer, stands its ground with bigger, bolder spirits.

We've created a few serves for you to usher in autumn and celebrate your gingers.

Spiced Ginger Beer

Drinks Inspiration



Delicate Ginger Ale

Drinks Inspiration



Gin



The Spring Garden

Ingredients

50ml Warner's Rhubarb Gin
Top up with London Essence Delicate Ginger Ale

Glass: Chilled Rocks

Garnish: Lime Twist + Ginger Disc

A Warming Spring Alternative Gin

ON DEAL

Rum



The Spicy Kick

Ingredients

50ml Dead Man's Finger's Spiced Rum
10ml Jaggery Syrup
10ml Lime Juice
Top up with London Essence Delicate Ginger Ale

Glass: Chilled highball

Garnish: Star Anise, Cinnamon, Lime

A Spiced Highball Inspired by the Flavours of India

ON DEAL

Whisky



The New Fashioned

Ingredients

50ml Woodford Reserve
1 Dash Angostura Bitters
Top up with London Essence Delicate Ginger Ale

Glass: Chilled Rocks

Garnish: Candied Ginger, Orange Peel

A Lighter, Refreshing Old Fashioned Serve

ON DEAL

Tequila



The Medicán Mule

Ingredients

25ml Cazadores Reposado
10ml Lime Juice

Top up with London Essence Spiced Ginger Beer

Glass: Chilled rocks

Garnish: Lime Twist and Rosehip

A Mexican Twist on the Classic Moscow Mule

ON DEAL

Whisky



Penicillin Highball

Ingredients

30ml Bushmills Black Bush
5ml Laphroaig
10ml Honey Water
15ml Lemon Juice

Top up with London Essence Spiced Ginger Beer

Glass: Chilled highball

Garnish: Candied Ginger, Lemon Twist

A Modern Classic gets a Long Drink Makeover, with Irish Whiskey Replacing a Blended Scotch

ON DEAL

Rum



The Dark 'n' Stormy

Ingredients

35ml Goslings Dark Rum
15ml Juice of a Lime
1 Dash Angostura Bitters

Top up with London Essence Spiced Ginger Beer

Glass: Chilled highball

Garnish: Lime Twist

A Dark Rum Twist on a Classic Moscow Mule

Non-alc



Ginger Opal

Ingredients

15ml Cloudy Apple
10ml Lime Juice
15ml Honey Syrup
Top up with London Essence Spiced Ginger Beer

Glass: Chilled highball

Garnish: Apple Slice

A Fragrant and Delicately Spiced Non-Alc Option

A Future Trend to Watch

The Rise of Savoury Spirits & Cocktails

A 2025 report from Black Swan Data, part of Mintel, reveal a bold shift in the flavour preferences of Gen Z drinkers.

Sweetness, once a go-to, is quickly losing its appeal. Instead, complexity and savoury notes are taking centre stage.

Gen Z finds sugary, fruity drinks predictable and is gravitating towards more sophisticated flavour profiles such as umami, herbal, roasted and smoky.

For younger drinkers, savoury isn't just a taste, it's a statement of craft and premium quality. These flavours create a thoughtful drinking experience focused on layered complexity and mindful enjoyment over quick sugary satisfaction.

Key savoury flavour highlights to highlight on menus:

Toasted Herbal Spiced Smoked

Complex Umami Peated

Savoury cocktails Fat washing

What is Fat Washing in a nutshell

A cocktail technique where you infuse a spirit with the flavour and texture of a fat (like butter, bacon fat, or coconut oil). The fat is mixed with the spirit, allowed to steep so the flavours transfer, then chilled so the fat solidifies and can be removed. This leaves behind a rich, silky mouthfeel and savoury flavour in the spirit. It's a way to add depth, complexity, and texture to cocktails.



Smoky Mezcal Negroni

Ingredients:

30ml Quiquiriqui Mezcal
30ml Cocchi Vermouth di Torino
30 ml Campari
Smoked orange peel (for garnish)

Method:

1. Add mezcal, sweet vermouth, and Campari into a mixing glass with ice.
2. Stir until well chilled.
3. Strain into a rocks glass over a large ice cube.
4. Express the oils of a smoked orange peel over the drink, then garnish with the peel.

Umami Bloody Mary

Ingredients:

60 ml Smirnoff
120 ml Tomato juice
5 ml Miso paste diluted in 15 ml water (or 15 ml soy sauce)
15 ml Lemon juice
2 dashes Worcestershire sauce
1 dash Hot sauce
Pinch of smoked paprika or black pepper
Celery stalk and lemon wedge (for garnish)

Method:

1. Shake and strain all ingredients excluding the tomato juice into a tall glass. The tomato juice is excluded to avoid aerating, adding a texture that would not work for this drinks
2. Add the tomato juice and ice to the glass
3. Stir gently
4. Garnish with a leafy-ended celery stick and a lemon wedge



If your outlet has a kitchen, there's a chance to 'max out' the garnish with skewered ingredients like cherry tomatoes, olives, pickles, bacon, even grilled prawns - the sky's the limit! A Maxed Bloody Mary can demand a higher price point and put you on the brunch map



Spiced Rum Old Fashioned

Ingredients:

60 ml Sailor Jerry
2 dashes Angostura bitters
1/4 tsp Cinnamon syrup or a pinch of ground cinnamon
Orange peel (for garnish)

Method:

1. In a mixing glass, combine spiced rum, bitters, and cinnamon syrup.
2. Add ice and stir until chilled.
3. Strain into a rocks glass with one large ice cube.
- 4 Express the orange peel over the glass and drop it in.

Peated Whiskey Sour

Ingredients:

60 ml Peated Scotch whisky
30 ml Fresh lemon juice
22 ml Honey syrup (mix equal parts honey and warm water until combined)
Lemon twist (for garnish)

Method:

1. Combine peated Scotch, lemon juice, and honey syrup in a shaker with ice.
2. Shake vigorously until chilled.
3. Strain into a rocks glass with ice or a coupe glass.
4. Garnish with a lemon twist.



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CLASSIC NEGRONI RECIPE

INGREDIENTS
25ml CAMPARI
25ml GIN
25ml SWEET VERMOUTH
ORANGE SLICE
ICE CUBES

METHOD
Fill a rocks glass with ice,
pour in the ingredients,
stir gently. Add more ice
& garnish with a slice
of orange.

NO NEGRONI WITHOUT CAMPARI

*Source: Drinks International 2025 Brands Report

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12.5ml ST-GERMAIN
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12.5ml AGAVE SYRUP
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SHAKE & DOUBLE
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A vibrant advertisement for Cazadores tequila. The scene is set on a wooden table with a colorful, geometric border. Two bottles of Cazadores tequila are prominently displayed: one labeled "CAZADORES BLANCO" and the other "CAZADORES REPOSADO". Both bottles feature a deer logo and the text "ESTD 1922". Surrounding the bottles are various cocktails and ingredients: a tall glass of orange cocktail with a lime wedge, a glass of clear tequila with a lime wedge, a bowl of guacamole with tortilla chips, a glass of margarita with a lime wedge, and a bowl of corn. The background is a warm, bokeh of lights, suggesting a festive outdoor setting.

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(Source: CGA OPMS Data to 18.05.24)

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(Source: Kantar Alcovision MAT 30.06.24)**



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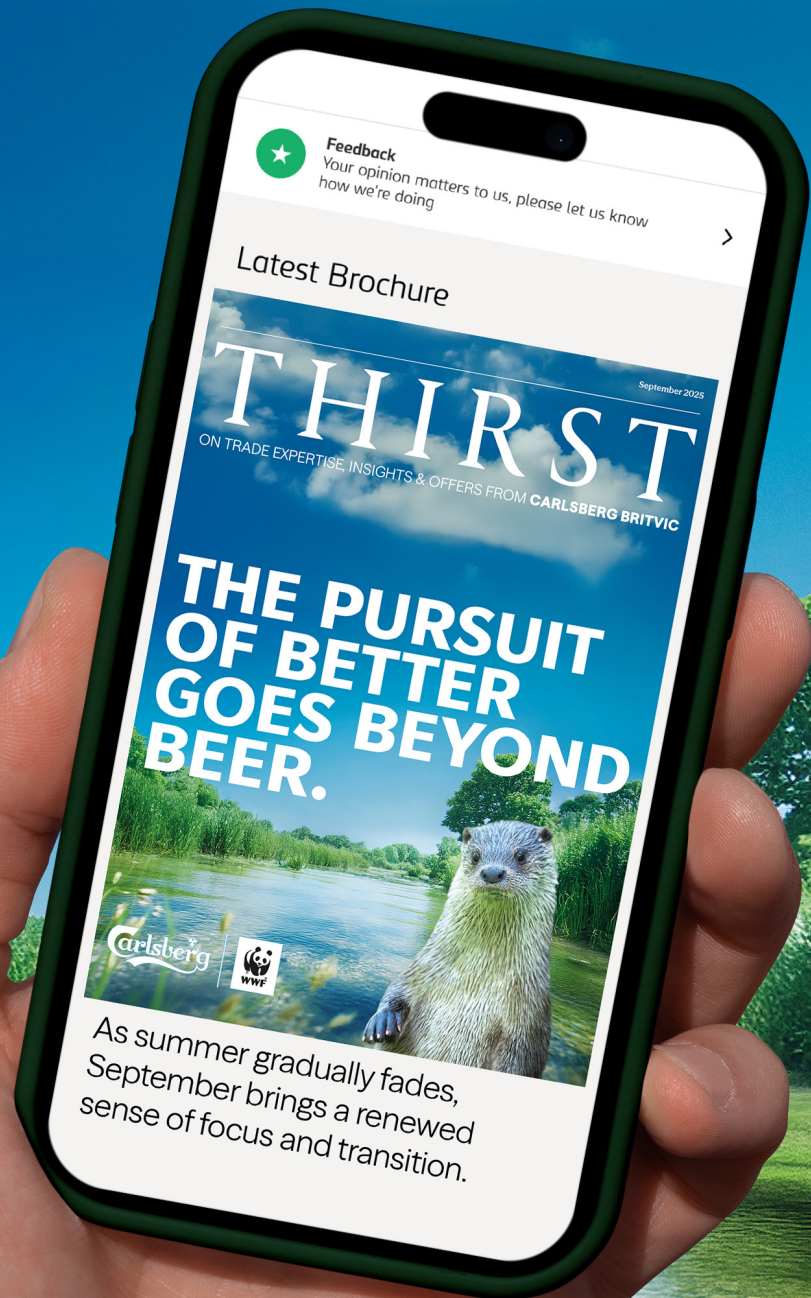
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And activating your account has never been easier:

STEP 01

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

WWW.

STEP 02

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

3

2

6

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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