

# THIRST

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

# HOBGOBLIN





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



Download our App



CHRIS PRATT  
VICE PRESIDENT ON TRADE

# STEP INTO OCTOBER WITH THIRST

October sits firmly in the heart of autumn, a season of shifting routines, crisp evenings and the wonderful comfort of good food and drink. It's also the month where the festive season starts to glimmer on the horizon.

And for many, it's the start of a whole new chapter. University students across the country are moving in, meeting new people and exploring new cities. This younger generation of customers brings fresh energy and evolving behaviours that differ from older generations. Understanding these shifts is key for venues since today's younger crowds are tomorrow's loyal regulars.

## Darker Nights, Bolder Brews

As the nights draw in, October is the perfect time to spotlight our award-winning Hobgoblin range. Hobgoblin stands out in this season, with its strong heritage and mischievous characters, it's the perfect pint to capture the spirit of October and those darker evenings.

## No & Low: The Sober Shift

October is also synonymous with Sober October. The no and low alcohol category has grown into a £800m+ segment in the UK and with nearly one in three adults moderating their drinking, demand is only set to rise.

But this shift isn't just about October. As we look toward Christmas, offering a strong no and low range helps make venues more inclusive. From moderate drinkers and designated drivers to those who simply prefer to avoid alcohol, great 0.0% beers, alcohol-free wines and spirits ensure no one feels left out during festive gatherings. By giving these options the same care and visibility as full-strength drinks, venues can welcome a wider range of customers where everyone feels part of the occasion.

## Looking Ahead

October may feel like a moment of pause before the festive rush, but it's also when Christmas plans really start to take shape. So how prepared do you feel and what is still left that needs to be done?

Wishing you all a very successful October!

**Chris Pratt**  
VP On trade





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# Stepping into October

October is here with all its autumnal colour. While Halloween remains the biggest date of the month, there are plenty of other occasions this month to connect with customers and keep venues buzzing before the Christmas rush.

## ALL MONTH SOBER OCTOBER



This initiative, now in its 11th year, challenges people to take a break from alcohol for the whole month. With almost 1 in 3 UK adults now moderating their alcohol intake, the demand for quality no and low alcohol options is stronger than ever. Venues that highlight 0.0% beers and alcohol free serves can attract new audiences while supporting positive change.

## 1ST WORLD VEGETARIAN DAY



With nearly 10% of UK adults now vegan or vegetarian and many more choosing plant-based options for health reasons, the demand for variety and transparency around food and drink choices has never been higher. Not all beers, wines, and spirits are veggie/vegan friendly so clear labelling and staff knowledge can help people make informed choices.

## 3RD AND 10TH WORLD SMILE DAY & WORLD MENTAL HEALTH DAY



October also brings two positive dates. World Smile Day (3rd) and World Mental Health Day (10th). Both celebrations serve as reminders to look after ourselves and each other. For venues, this can mean a focus on customer service and employee happiness, a supportive atmosphere or even running small acts-of-kindness promotions. All of this can make a real difference in how people connect and unwind.

# Turning a new leaf



FRESHERS' FRENZY



Later September and early October continue to mark Freshers' Week for many universities, with thousands of students exploring their new city and securing their favourite hangouts. This is a crucial time for the right venues to make a lasting first impression. Offering affordable deals, student nights and ways to meet other students can go a long way.

OCTOBER HALF TERM



This autumn break offers families a chance to relax before the winter rush. Think family-friendly menus, daytime offers and fun activities to create memorable experiences for parents and children alike.

24TH WORLD CHAMPAGNE DAY



World Champagne Day is the perfect chance for venues to celebrate the world's most iconic sparkling wine and inspire guests to 'trade up.' From Champagne by the glass and tasting flights to premium pairing menus, it's an opportunity to showcase your full range—from accessible entry-level options to prestige labels. Whether toasting autumn evenings or clinking flutes under Christmas lights, it's the ideal moment to add sparkle to every occasion.

31ST HALLOWEEN



Halloween spending in the UK is expected to exceed £1.2 billion in 2025, making it one of the most lucrative nights of the year for the on-trade. With it falling on a Friday this year, venues can look forward to a bumper weekend of celebrations. Whether going for full sophistication or all-out ghoulish fun, themed cocktails, immersive décor, and entertainment can guarantee high footfall and a sales boost.



Meet Tom Robinson & Louise Robinson,  
a mother and son team who run  
The Olde Cobbler in Northampton

# Customer of the Month



## Tell us a bit about The Olde Cobbler?

We took it over in 2019, just before Covid. During lockdown, we used the time to completely refurbish it and stripped the building back to its shell and started again. The name comes from Northampton's heritage. It's a shoe-making town, my grandad worked for Churches and of course 'The Cobblers' is also the football team.

We're a family-run pub offering a great selection of drinks and affordable, high-quality food. Price-wise, we sit somewhere between a chain pub and a gastropub. We've got a decent-sized function room for all sorts of occasions – from wakes to gender reveals – plus a main restaurant, a bar area and a large outdoor space with a BBQ and outside bar.

Our food is what we'd call "posh British pub grub". all homemade, all fresh and using British ingredients where possible. We want people to be able to come every week, not just for special occasions. To make that happen, we run plenty of offers: Monday burger & pint for £10, Friday steak nights, two meals for £26 on Saturdays, plus regular cask ale deals.

Being in such a competitive area keeps us on our toes! We get a real mix of customers with lots of families and plenty of loyal regulars who come in weekly.



## What's the best part of your job?

For us, it's the interaction with customers and the relationships we have built. It makes for a really enjoyable environment to work in.

## What are your best sellers in terms of drinks?

Real ale is always popular. We have four lines, including a Fresh Ale line for Wainwright Amber. We moved to Fresh Ale because it lasts longer. In quieter periods, we would've had to reduce to three lines, but this allows us to keep all four. Cask beer is difficult to keep, and it's practically a full-time job, so switching has taken the pressure off. It's easier and eliminates errors, wastage, and the risk of serving bad beer.

Hobgoblin also sells really well. The branding is spot on, quite quirky and eye-catching. The Gold is super drinkable, the Session IPA is hoppy and full of character without being too strong, and the Ruby has a really interesting flavour profile.

We also offer a wide range of lagers, which all sell strongly. Carlsberg Export and 1664 Blanc are popular and customers love the branded glassware that comes with them.

Outside of beer, wine is popular, and rum sells a lot more than gin.

## What are your top tips for winter and the festive period?

Get your Christmas offering out early. We're already busy with bookings and the function room is filling up fast. Pricing is important over Christmas and we don't want to be greedy. We don't force customers into three-course meals if they don't want that.

We host a lot of work dos, as well as gatherings of friends and families. If we spot a quiet day, we try to create reasons for people to come in. Last year, for example, we ran a Santa and Elves breakfast which was successful.



## And finally, what's your personal favourite drink?

**Tom:** A good red wine, maybe a Napa Valley Cabernet Sauvignon.

**Louise:** At the moment, English sparkling wine. A lot of it is better than Champagne! Otherwise, I'd go for a Brooklyn Stonewall Inn IPA.





# CHAMPAGNE SUPERNOVA

There's something  
about bubbles that  
makes every moment  
feel more special.

World  
Champagne Day  
24th October

From crisp Prosecco to refined  
Champagne, fizz has a way  
of elevating the ordinary into  
something worth celebrating.

This is the time of year when customers are  
ready to treat themselves, lean into sociable  
occasions and begin looking ahead to what's  
coming next. It is the ultimate crowd-pleaser,  
working just as well for a casual catch-up  
as it does for a big night out. Its versatility is  
part of the magic: it's perfect as an aperitif, a  
toast or paired with comforting dishes.

But the real supernova moment for fizz is  
still to come. As we edge toward November  
and December, sparkling becomes the drink  
of choice for millions of festive occasions. In  
fact, over 40% of annual Champagne sales  
in the UK happen in the final two months of  
the year (WSTA, 2024), proof that nothing  
says celebration quite like a glass of bubbles.

Not all sparkling is created equally  
and customers increasingly like to  
understand the differences:



## PROSECCO

Light, fruity, and  
accessible; perfect  
for casual occasions.

## CAVA

Spain's traditional-  
method sparkling  
offering depth.

## CHAMPAGNE

The pinnacle of  
prestige, with complex  
flavours and heritage.

## CRÉMANT

A sparkling wine made in  
the traditional method,  
offering crisp bubbles  
and lively fruit notes.

## ENGLISH

English Sparkling Wine is  
fast rising in popularity,  
known for quality and  
local provenance.

World Champagne Day is a brilliant  
opportunity for venues to encourage  
guests to 'trade up.'

Whether offering Champagne by  
the glass, flight tastings or premium  
pairing menus, it's a moment to  
showcase different tiers of quality  
and inspire customers to stretch to  
something a little more special. It is  
the ideal time to get your champagne  
range right from affordable entry-  
level options to prestige labels.

So, whether it's raising a glass to  
autumn nights or clinking flutes  
under the Christmas lights, let's give  
every celebration a sparkle.



# MAKE MINE MULLED

Whether you're planning an event like a mini Christmas market or just looking for a festive upsell for Christmas shoppers, look no further than all things mulled.

It's a winner for many a reason: great GP potential, easy to prep in advance (and only improves in flavour), and smells so good it can often upsell itself. Mulling isn't just reserved for wine though; we've mulled up some treats for you to consider going into the festive period.



## MULLED WINE

SERVES 6-7

### INGREDIENTS

- 750ml Blossom Hill Red Wine
- 50ml Bols Cherry Brandy
- 50ml Teisseire Cane Sugar Syrup
- 2 Cinnamon sticks
- 2 Star anise
- 2 Cloves
- Zest from a lemon
- Zest from an orange

Serve in a warmed toddy glass; gently heat all ingredients in a pan or urn on low for about an hour before serving, and finish with a clove-studded lemon wedge and/or a cinnamon stick garnish.



## MULLED WINE 0%

SERVES 6-7

### INGREDIENTS

- 750ml La Baume St Paul 0% Cabernet Syrah
- 50ml Teisseire Cane Sugar Syrup
- 1 thumb sized fresh ginger, sliced
- 2 Cinnamon sticks
- 2 Star anise
- 2 Cloves
- Zest from a lemon
- Zest from an orange

Pour into a warmed toddy glass after slowly infusing all ingredients over low heat for about an hour, then garnish with a clove-studded lemon wedge or a cinnamon stick.



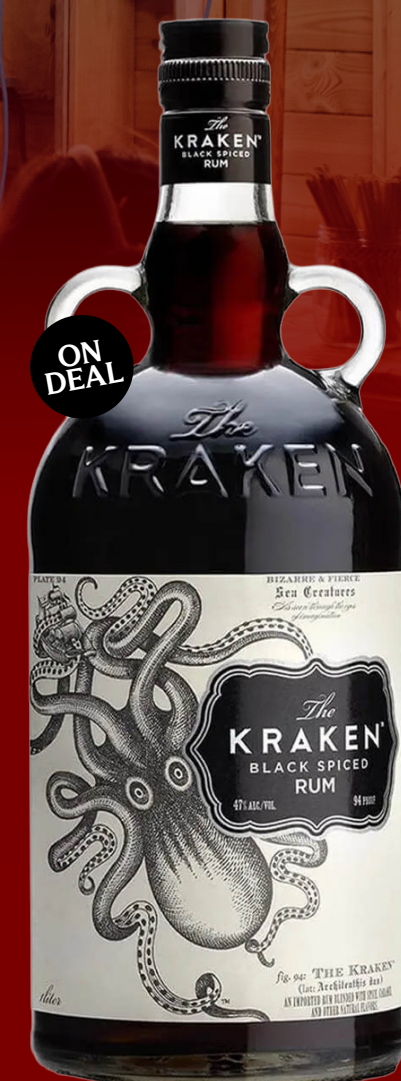
## MULLED CIDER

SERVES 6-7

### INGREDIENTS

- 3 bottles Thatcher's Blood Orange Cider
- 15ml Boulard Calvados
- 500ml Eager Cloudy Apple Juice
- 50g Dark Brown Sugar
- Zest from 1 orange
- 4 Cloves
- 2 Cinnamon stick
- 1 Tbs Allspice

Pour into a warmed toddy glass after slowly infusing all ingredients over low heat for about an hour, then garnish with a slice of orange and a cinnamon stick.



## MULLED RUM

SERVES 6-7

### INGREDIENTS

- 200ml Kraken Black Spiced Rum
- 2l Eager Cloudy Apple Juice
- 5 Cinnamon sticks
- 5 pinches of Nutmeg
- 2 Cloves
- Sliced Lemon
- Sliced Orange
- 25ml Honey

Serve in a warmed toddy glass; gently heat all ingredients except the rum on low for about an hour, then add the rum just before serving and garnish with a clove-studded lemon wedge or cinnamon stick.



# INCLUSIVE CELEBRATIONS FOR EVERYONE THIS WINTER

October is often seen as a month of reset with Sober October inspiring people to pause and rethink their habits.

## Why inclusivity matters more than ever

Winter is a busy period of the year for pubs, bars and restaurants. Students discovering new venues, families enjoying half-term, colleagues gathering for festive work socials and friends making weekend plans. All of these occasions should feel welcoming FOR EVERYONE.

Traditionally celebrations have placed alcohol at the centre but today's customer base is broader and evolving. Offering inclusive options ensures no one feels left out, whether they're moderating abstaining or simply in the mood for something different.

## How to build an Inclusive Venue for winter and for the festive period:

### Non-alcoholic drinks with character

Customers now expect considered no & low alternatives and the quality of these now rival their alcohol counterparts. Showcasing these options signals that everyone's choice is valued.



### Alcohol-Free Bubbles

Sparkling drinks are synonymous with celebration. Alcohol-free fizz ensures everyone can raise a glass, no matter the occasion.

### Seasonal non-alcoholic Cocktails

Elevate winter occasions with no & low cocktails that feel as crafted and special as anything on the main list.

Traditionally celebrations have placed alcohol at the centre but today's customer base is broader and evolving. Offering inclusive options ensures no one feels left out, whether they're moderating abstaining or simply in the mood for something different.



### Activities Beyond the Bar

From live music and quizzes, create reasons to gather that aren't just about drinking makes venues more welcoming to all.

### Top of Mind Communication

Highlight your no & low range across menus, chalkboards, and socials. The more visible and normalised these options are, the more likely customers are to explore them.



## CARLSBERG 0.0 PILSNER

**Taste** Refreshing and crisp with a hoppy bite, 0.0 is everything you'd expect from a well-balanced pilsner. A great tasting low calorie, full flavour alcohol-free beer

<b>ABV</b>	0.0%
<b>Style</b>	Pilsner
<b>See</b>	Golden
<b>Smell</b>	Distinctive hop aroma



## 1664 BIÈRE 0.0

**Taste** With an intense aromatic profile, with notes of malted cereals, yellow fruits, and a subtle floral hop character. This leads to a distinctive herbal aroma that is reflected in the great taste and floral notes that fans of 1664 enjoy

<b>ABV</b>	0.0%
<b>Style</b>	Lager
<b>See</b>	Golden
<b>Smell</b>	Herbal and spicy with floral notes

## BROOKLYN SPECIAL EFFECTS

**Taste** As the name implies, Special effects make you think you're seeing the unbelievable as it is so incredibly delicious. A clean hoppy lager with an unexpected piney aroma and pleasantly bitter finish

<b>ABV</b>	0.4%
<b>Style</b>	Hoppy Amber Lager
<b>See</b>	Amber
<b>Smell</b>	Pine aroma, peeled grapefruits and fresh zesty aromas



## ERDINGER ALKOHOLFREI

**Taste** Retaining the aromatic, full-bodied Erdinger character, offering a genuine alternative to its other specialty wheat beers. Complex with a rich malt flavour, spicy and slightly sweet, stimulating bitterness, with a hint of fruity acidity

<b>ABV</b>	0.5%
<b>Style</b>	Wheat beer
<b>See</b>	Straw yellow, fine white froth
<b>Smell</b>	Aromatic malt notes with subtle hop notes, delicate hints of brioche, fine yeast aromas

# 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.

## 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.



## 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.

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 IPA (4.5%)

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



Hobgoblin Session IPA (3.4%)

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



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 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](#)

be**drinkaware**.co.uk

ORDER ONLINE HERE



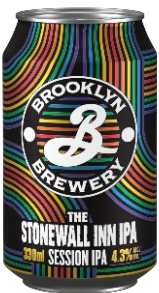
# PACKAGED CRAFT

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 zestful aromas and a clean bitter finish.

 **ALSO AVAILABLE IN DRAUGHTMASTER**



**Erdinger Alkoholfrei (0.5%) 500ml**  
A full bodied, refreshing low alcohol wheat beer. Spicy malt notes harmonize perfectly with caramelsweet nuances.



**Shipyard Low Tide (0.5%) 330ml**  
A juicy, tropical Pale Ale, with a fullness that belies its low alcohol. Generous quantities of hops are added throughout the brewing process to give Low Tide its fragrant sweet exotic tropical fruits

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.



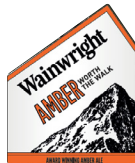
Click on the badge to get the offer.

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.

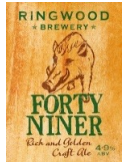


Hobgoblin Gold (4.2%)

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.



FRESH ALE

Click here to find out more about Fresh Ale



# HOBGOBLIN

REPLACE THE “GUAVA INFUSED”  
**NONSENSE**  
WITH SOME  
**REAL BEER**



## INTRODUCING OUR **AWARD WINNING** RANGE



Crafted with character, Hobgoblin is an award-winning, British ale that captures the imagination and delights the tastebuds. First brewed over 30 years ago, we've been packing every touchpoint with personality, launching fantastic new products, and giving beer drinkers delicious brews to savour ever since.

With hoppy, intense flavours and a truly unmistakable look, these are beers that are proud to be themselves, to be enjoyed by those that appreciate a great ale when they try one. Though we may have a bit of mischief in our nature, we're passionate about brewing the best for ale fans of every taste.

### 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



## SESSION IPA

IMPISHLY ZESTY WITH A CITRUS BURST AT ONLY 3.4%

Unleash hoppy havoc with a Session IPA that's light in body but full-on in flavour. Packed with New World hops that deliver epically easy-drinking tropical and citrus flavours.

Set loose an IPA that'll leave you utterly refreshed.

See	Pale yellow
Smell	Fresh and zesty aroma from the 5 New World hops.
Taste	Tropical fruit and citrus.
Sweet	2/5
Bitter	3/5
Hops	Ella, Cascade, Galaxy, Topaz, Citra

2



## RUBY

A DEVILISHLY RICH & FRUITY GEM

A liquid legend, this ruby-red gem is an epic blend of hops. Expect delicious toffee flavours and a full-bodied finish of figs, raisins and dates.

It's mercilessly moreish, so consider yourself warned.

See	Dark ruby
Smell	Toffee, slight citrus, chocolate
Taste	Toffee, dry, biscuit
Sweet	3/5
Bitter	3/5
Hops	Fuggles, Styrians & Goldings

4



## GOLD BEER

RASCALLY REFRESHING & HOPPY AT 4.2%

Grab your axe and crack open a gold one. Unearth a hoard of hops with malted barley and dive from a biscuit-like base into a bounty of fresh lemon and lime.

It's a treasure you won't want to share...

See	Golden
Smell	Fragrant, citrus and wild forest gooseberries
Taste	Mouth-watering malt & refreshing citrus hop kick
Sweet	2/5
Bitter	3/5
Hops	Pilgrim, Nelson Sauvin, Citra & Summit

3



## DARK STOUT

RICH, SMOOTH & DARKLY DELICIOUS

Come on over to the dark side with our smooth, jet-black stout. Tempting hints of coffee, cocoa and sweet treacle are balanced with bitterness.

This delicious and easy-drinking stout could warm even your cold little heart.

See	Dark jet
Smell	Chocolate, dark fruit
Taste	Rich roasted malt bitterness with sweet finish
Sweet	2.5/5
Bitter	3/5
Hops	Challenger, Goldings, Fuggles, Sovereign

5







# WE SAT DOWN WITH CHARLOTTE HAYNES, BRAND MANAGER FOR HOBGOBLIN, TO HEAR HER THOUGHTS ON WHAT MAKES THE BRAND SO DISTINCTIVE, THE PASSION THAT DRIVES ITS CHARACTER, AND WHY SHE LOVES BEING PART OF ITS STORY.



**CHARLOTTE HAYNES**  
HOBGOBLIN BRAND MANAGER

## WHAT DO YOU LIKE MOST ABOUT WORKING ON HOBGOBLIN?

What I love most about working on Hobgoblin is the brand's unapologetic character. It's bold, unique, and full of personality – which gives me heaps of creative freedom to push boundaries and connect with audiences in unexpected ways. Whether it's through storytelling, packaging, or our new media campaign, there's always an opportunity to be playful while staying true to Hobgoblin's roots. I truly believe Hobgoblin is the only brand in this category that enables such creative freedom and we've not only got the history, but also the award-winning beers to back it up. It's a brand that invites you to be brave and do things differently but authentically, and that's incredibly energising to work on.

## WHO IS THE CUSTOMER OF THE BRAND, AND WHAT DO THEY APPRECIATE ABOUT HOBGOBLIN?

Hobgoblin appeals to a huge audience, ranging from 30-65yr olds and that's not only because of our brand but also our range of beers... There's something for everyone! Generally speaking, Hobgoblin's customer is someone who values character, authenticity, and a bit of rebellion in their choices.

They're not necessarily chasing trends – they're looking for something with substance and guaranteed quality. What they appreciate most about Hobgoblin is its bold flavour, distinctive personality, and the fact that it doesn't try to be like every other beer on the shelf. It's a brand that stands out but that also delivers a drinking experience that's as memorable as its name.

## WHAT ARE THE PLANS FOR THE BRAND IN THE NEXT 12 MONTHS OR SO (CAN INCLUDE WHAT HAS HAPPENED RECENTLY TOO?)

Over the next 12 months, we've got some exciting plans lined up for the Hobgoblin brand. We're just about to launch a bold new media campaign called "Give in to the Goblin", which is all about embracing the mischievous, unapologetic spirit of the brand. It's designed to reignite the personality that Hobgoblin is known for and bring that energy our consumers love us for.

In the future we'll be leaning further into Hobgoblin's unique character by enhancing his brand world and creating moments that surprise and entertain, helping the brand stand out in a crowded market. Furthermore, we'll be connecting with drinkers in a fresh, irreverent way at some more... Unexpected occasions. Safe to say that Hobgoblin is not just for Halloween and we'll be going big in-outlet to prove that.

## WHAT IS YOUR OWN FAVOURITE HOBGOBLIN MOMENT?

One of my favourite Hobgoblin moments has to be leading the update of the brand's visual identity. It was a bold move – refreshing a well-loved character while staying true to its rich history – and seeing it come to life across packaging, digital, in-outlet and in-store was incredibly rewarding. The cherry on top was recently winning Gold for Best Can Range in the International Beer Awards' 2025 Design & Packaging Awards. It was a proud moment for the whole team and a real testament to the power of brave, unique design that retains unique assets whilst making them more modern and accessible.





# BUY 2 X 9GS OF COURAGE & GET £10 OFF

Quality, consistency and great taste – all vital ingredients of Courage Best. This enduring bitter continues to represent everything that is good about a night out at the pub with friends and family.

Taste	A sweet, fruit aroma, malty flavour and distinctive hop character - an easy drinking moreish ale.
ABV	Cask & Keg 4% Bottle 3.6%
Style	Bitter
See	Amber
Smell	Hoppy, fruity, sweet



# EXPLORE OUR low & no alcohol range

0.5%

**£14.99**

12 x 500ml bottles



**NEW**

0.5%

**£17.99**

24 x 330ml cans



0.0%

**£15.99**

24 x 330ml bottles



0.0%

**£14.99**

24 x 330ml bottles



0.5%

**£7.99**

8 x 500ml bottles



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



# 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

Buy 2 get  
1 case free\*



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 4TZ



Buy 3 Get 1  
CASE  
FREE\*



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

\*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.



# THIRST

ON TRADE EXPERTISE, INSIGHTS & OFFERS FROM CARLSBERG BRITVIC

Click here to view all previous issues of Thirst.





# YOUR PROFIT ROCKETS.

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

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

**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 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 4 CASES OF THATCHERS BLOOD ORANGE CIDER AND GET 1 CASE FREE

SCAN HERE FOR  
BLOOD ORANGE  
AUTUMN COCKTAIL RECIPES



EST. 1904  
**THATCHERS**  
— THE FAMILY CIDER MAKERS —

\*Buy 4 cases of 6x500ml Thatchers Blood Orange cider and receive 1 case of 6x500ml Thatchers Blood Orange cider free of charge.

BUY 4 CASES GET 1 FREE

STOCK UP NOW ON THE WORLD'S #1 RTD\*

BLACK CHERRY · MANGO · LIME · RASPBERRY



REFRESHMENT  
LIKE NO OTHER

NATURAL FLAVOURS · 95 CALS · 4.5% ABV

\*Source: IWSR 2023

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CROWN CELLARS®



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

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# Pedley's RE*Mix* October 2025

For the October Pedley's Remix I want to share a treat with you.

Many of you will know that for several years now Crown Cellars has been proud to represent the Alta Vista Argentinean wines in the on-trade. This top end estate is based in the heart of Mendoza. I was able to visit the property last November, spending a glorious spring day touring the vineyards, cellar and gardens.

Alta Vista's Franco-Argentine winemaking team crafts a range of delicious wines, but pride of place goes to the single vineyard Malbecs. Crown Cellars managed to secure small parcels of these wines from the 2012 vintage. I have just retasted a pair of them: "Serenade" (a vineyard at 3,450 feet in Lujan de Cuyo with vines planted in 1960) and "Temis" (a vineyard at 3,412 feet in the Uco Valley with vines planted in 1942). Here are my unredacted tasting notes – don't be scared by the jargon.



## "TEMIS" SINGLE VINEYARD

Malbec | Valle de Uco |  
Mendoza | Alta Vista |  
2012 | 15%



Clear and bright. Fractionally deeper ruby in colour than the Serenade with no sign of any garnet.

Clean and fresh. Pronounced intensity. Still surprisingly youthful. Bramble, blackcurrant, dark plum, vanilla.

Dry, low acidity, very full bodied, warm alcohol, fleshy but ripe tannins. Huge fruit concentration on the mid palate – homemade bramble jelly.

Long finish. Fresh and vibrant on the end.

Magnificent. You can drink this now but I predict that it will still be in good form in a decade's time.



## "SERENADE" SINGLE VINEYARD

Malbec | Lujan de Cuyo |  
Mendoza | Alta Vista |  
2012 | 15%



Clear and bright. Deep ruby in colour with just a hint of garnet on the rim.

Clean and fresh. Pronounced intensity. Developed. Black olive, liquorice, prune, spice. Opening up.

Dry, low acidity, full bodied, warm alcohol, rounded resolved tannins. Plenty of fruit and savoury notes on the mid palate.

Long finish. The olive notes from the nose return on the end.

Lovely balance. Drinking beautifully now but will keep for several more years.

**JONATHAN PEDLEY,**  
MASTER OF WINE AND CONSULTANT TO CROWN CELLARS



# Drinking Differently

A couple of months ago we explored white wines in the Crown Cellars range that were a little off the beaten path from the go-to varietals that are on every menu. Now that the weather has cooled a little, our minds are on seeing how long we can resist turning the heating on, slow cooking things and enjoying the odd glass of an odd red.

The big varietals of Merlot, Shiraz and Malbec are up there as must-stocks, but the rest of your menu can say a lot about your outlet. Gambling on a lesser-explored varietal like the rich, dark fruits of the Tannats of Uruguay or an inky, ripe, full-bodied Negroamaro from Salento, deep in Italy’s heel, can be a challenge to sell but show your passion for quality and character over familiarity. Training and tasting is the key to keeping these wines selling through, as well as a good, clearly laid out menu.

Invest in these areas and The Explorer will find a favourite on your list that will keep them coming back



**Balfour**  
Luke’s Pinot Noir

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

A		EEE
75cl	36804	



**Casale del Barone ‘150+1’**  
Piemonte  
DOC Barbera

Youthful black cherry fruit overlaid with vanilla oak, beautifully vibrant.

D		EE
75cl	24166	



**Bodegas Piqueras**  
‘Marius’  
Reserva Almansa

Complex plum, berry, dried fruits, clove, sweet spice and leather.

D		EEE
75cl	33638	



**Negroamaro ‘Vitti’**  
Cantine San Marzano

Full-bodied with layers of rich ripe dark fruit

D		EEE
75cl	13521	



**Zimor**  
Cabernet Sauvignon

Dry flavour, freshness and smooth tannin make the sip harmonious and pleasant. Persistent finish with pleasant hints of red fruits

D		EEE
75cl	37014	



Top 10 wine varietals

On - Trade	Volume (000s HLs)
Pinot Grigio	186
Sauvignon Blanc	133
Glera / prosecco	122
Merlot	98
Chardonnay	93
Zinfandel	39
Blend	34
Shiraz	32
Malbec	26
Chenin Blanc	22

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



**Jardim da Estrela**  
Dão Tinto

Vibrant ripe jammy dark fruit and spicy tannins

C		EE
75cl	12287	



**Saperavi**  
Schuchmann

Inky in colour with fresh red and blackcurrant fruit aromas, hints of spice and fleshy tannins

D		EEE
75cl	38404	



**Strofilia**  
'August' Red  
Agiorgitiko

Medium-bodied with notes of plum and damson fruit and grainy, rustic tannins

C		EE
75cl	36584	



**Finca Traversa**  
Tannat

Dense prune and a full body with blackberry and liquorice

E		EE
75cl	24558	



**Boneshaker**  
Lodi Zinfandel

Full bodied and chunky with an impressively complex bouquet of spice, pepper, prune and date

E		EEE
75cl	36276	



**Terre del Barolo**  
Barbera D'Alba  
DOC Superiore

Intensely fruity and round with red fruits, spice and liquorice

C		EE
75cl	57687	



**Alta Vista Estate**  
Bonarda

Mature plum, fig, blackberry and raspberry with spice notes

C		EEE
75cl	29966	








**Lazy Bones Vinho Tinto**  
Castelão-Cabernet Sauvignon

A youthful and juicy mid bodied red that has lots of blueberry and black grape aromas

C		EE	75cl	36908	
---	---	----	------	-------	---



**Wine style guide:**

 Full-flavoured & Oaked	 Light & Bright Reds
 Spicy & Warming	 Elegant & Complex
 Concentrated & Powerful	

# '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



# Spotlight on Crémant

with



Thomas,  
Export Director



Simon, Chief Winemaker  
at SIEUR D'ARQUES



Buy 5 bottles  
to get one FREE\*

\*2 deals per customer per week, offer includes Aimery Crémant  
de Limoux 75cl and Aimery Crémant de Limoux Rose 75cl



**Q: Tell us about your beautiful Crémant. What makes it special?**

**Thomas:** Our story goes back a very long way. People were making sparkling wines in our region (Languedoc) more than 500 years ago - that's about a century before Champagne began. For around 80 years, our house has carried on that tradition.

**Simon:** We're based in the south of France, with vineyards planted at altitude, allowing us to produce wines with very fine acidity and precision. This is the foundation of a great sparkling wine!

**Thomas:** What makes our house unique is the diversity of our vineyards. We source grapes from different terroirs, which is key to maintaining balance and character year after year. Patience, precision, and consistency are what really matter.

Although our appellation is a small size, we pride ourselves on consistent quality, which I attribute to our mastered process and our openness to innovation.

**Q: Crémant isn't as well-known in the UK as Champagne or Prosecco. What makes it different?**

**Simon:** In flavour, you'll find a lot of white fruit flavours, bright citrus notes, and a strong influence from Chardonnay. That combination gives Crémant its elegance and freshness.

**Thomas:** Crémant is a traditional product like Champagne, but it has the fun of Prosecco due to a wider range of products and grape varieties to choose from. There's a lot of diversity in flavour. Crémant is high in quality, much like champagne, but is generally easier to drink.

It also has a different process. It begins with manual harvesting (grapes picked by hand), the traditional bottle fermentation (like Champagne), and a minimum aging of 12 months - sometimes even up to 48 months (which brings great complexity). On top of that, each year we adjust the blend from different vineyard plots, which is really what keeps the style consistent.



**Q: You mention innovation is key for you. Can you tell us more about the innovations you're working on?**

**Simon:** We've been working on reducing sugar levels across our sparkling wines - even moving toward zero dosage. The difficulty, of course, is keeping balance so the wine doesn't become too acidic.

**Thomas:** Another area we're pioneering is colour precision. We measure and predict the exact shade of the wine so that, whether it's a 2022 or a 2023 vintage, you get the same colour and visual identity every year. That consistency is something we're very proud of.



**Q: How is Crémant best served? What food does it pair well with?**

**Simon:** First of all, I'd say it's very versatile, you can drink it every day! Tradition is to serve it chilled, between 7 and 8 degrees Celsius. And always bring the bottle to the table when pouring - many people don't yet know what they're drinking, so it's a chance to introduce them to Crémant.

In terms of food, Crémant is incredibly versatile. It pairs beautifully with white fish, lobster, and cheese. Fish and Chips for those in the UK! It also works surprisingly well with Asian fusion - the spices are lifted by the freshness of the bubbles. Citrus-based desserts are another great match.

**Thomas:** And don't forget cocktails. In France and Germany it's often used as a base. In the US, people mix it with gin and fresh lemon juice. Of course, there's the classic Mimosa - Crémant with orange juice, even at breakfast. Or try it with violet liqueur for something floral and elegant.



**Q: What do you wish more people knew about Crémant, compared to Champagne or Prosecco?**

**Thomas:** That it's fun! Champagne is magical, of course, but often feels formal. Prosecco is fun, but sometimes lacks diversity. Crémant sits beautifully in between: it has the heritage and craftsmanship of Champagne, but also the easy-drinking, playful side that people love in Prosecco. We can produce a wide range of styles thanks to our diverse terroirs, which gives Crémant real depth and character.

**Q: What excites you most about the future of Crémant?**

**Thomas:** For me, it's the rising reputation. In markets like the UK, more and more people are discovering Crémant, and that's very exciting. Our goal is to maintain tradition, keep improving quality, and position ourselves as the best option between still wine and Champagne.

**Simon:** My goal is to maintain and improve the quality of our Crémant, without matching Champagne prices.







# Interview with Thomas Lombard

CEO of Champagne  
H.Lanvin & Fils



## What makes H Lanvin & Fils so special?

The house has existed for nearly a century, since 1931. It's still owned by the same family (my family), now in its fourth generation, with traditions passed down carefully over time. For us, Champagne is about patience and respect for heritage.

What sets us apart is our personal style. We're a crafted Champagne House, less concerned with scale and more focused on creating unique wines. As I said, patience is key - it takes 1000 days minimum to elaborate a HLF cuvée. Consistency of quality is essential, but so is expressing individuality in every bottle.

## How would you describe the brand's personality?

We differentiate ourselves through our long tradition, aiming to create unique, gastronomic and festive Champagnes that pair well with fine food. We vinify village by village, origin by origin. That's important because once we bring them together, the blend creates a Champagne with a full, complex palette of flavours. It's about honouring the terroir while achieving harmony in the final composition.







## So what's upcoming for H Lanvin & Fils? Can you share any future plans?

Well we are preparing for our centenary in six years. We will probably have a big party to celebrate.

We will also continue to work on international development, as well as advancements in winemaking techniques to achieve even more complexity and body in our wines. I spoke about it a little earlier, but this is our ability to vinify every origin separately in our wine, expanding the variety of Chardonnay and other grapes to make our taste more complex and precise.

## And finally, how is it best served?

We recommend serving our Champagne between 8 and 10°C, and using a wine glass instead of a flute to allow the aromatics to express more fully. We wouldn't advise using it in cocktails or using garnishes, but instead serve it straight to the glass.

As for food, it's very versatile. It's very, very easy to host an experience with Champagne. As I said before, roast chicken for the Brut and Cheesecake for the Brut Rosé pair very well, but cheese is always a great choice. It always, always goes well with cheese.

## You mention food pairings, what foods are best paired with your Brut & Brut Rosé?

The Brut is a gourmet, versatile champagne with citrusy aromatics and balance. It actually pairs well with autumnal meals like roast chicken and chestnuts. The Brut Rosé is a summer champagne with red fruit aromatics, it pairs well with things like cheesecake with red fruit.

## Who is your typical customer?

It's for people who are looking for exceptional Champagne for celebrations and important moments - like passing a degree, welcoming a new life, or simply a friendly gathering. It also works well with - like what we call in French - the L' Apéro Dinatoire, where it's not a full meal but small plates. I would recommend our Champagnes for these moments.

We operate in the UK, Australia, New Zealand, Japan, and Italy, with the UK being the biggest market. What unites our customers is that they aren't solely focused on luxury or brand notoriety - simply buying for brand name - but instead they want a true gastronomic experience and quality, seeking good value for money and a high-end experience.

Buy 5  
bottles to  
get 1 FREE\*



Brut



Rosé Brut

\*1 deal per customer per week, offer includes Champagne H Lanvin Brut 75cl and Champagne H Lanvin Rose Brut 75cl



TAKE FLIGHT INTO

# Steampunk LIBATIONS

A wine that is smooth  
and approachable, with  
classic dark, plummy  
Merlot fruit character



# LIGHT UP THE NIGHT

WITH

## LIGNANA



A RANGE OF QUALITY ITALIAN  
WINES THAT ARE SURE TO BE  
A HIT FOR YOUR CUSTOMERS,  
INCLUDING A PROSECCO IN A  
PACK FORMAT THAT MEANS  
THAT YOU CAN ORDER JUST  
WHAT YOU NEED





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to get 1 bottle  
*free\**

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first taste*

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# MAI BEC

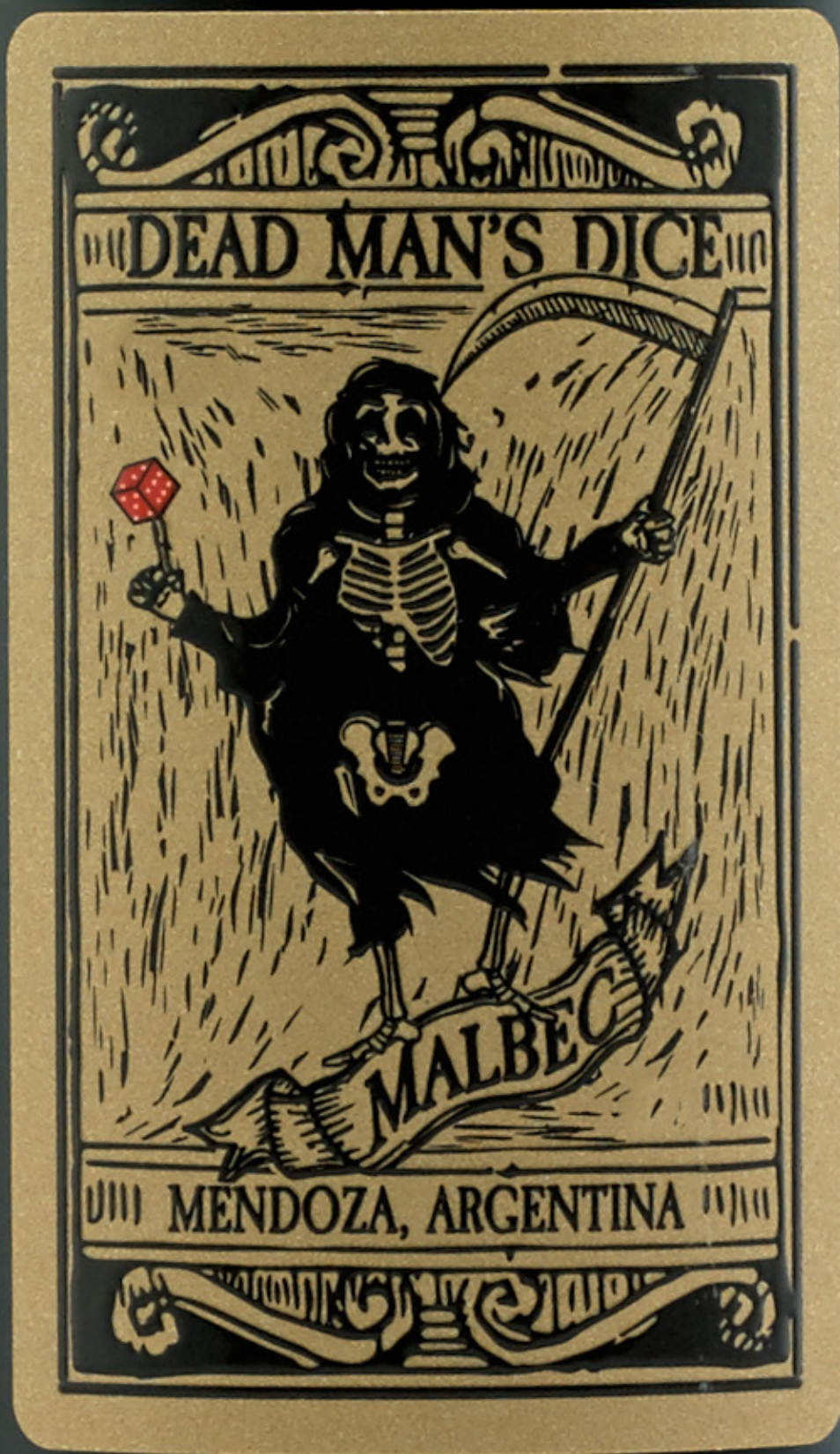


Embrace your dark side and visit the Bone Orchard to reap only the darkest fruits and inky crow-black tones

Bone Orchard Argentinian Malbec is a mid-bodied wine with soft, welcoming tannins and a youthful jammy dark berry aroma that will deceive your senses into thinking you are in a much safer place than you really are

# ONLY DARKER





# TAKE A ROLL OF THE DEAD MAN'S DICE

Deep and vibrant Argentinian  
Malbec with an intense nose  
of plum, damson and dark  
chocolate aromas



EXCLUSIVE WINES  
EXCLUSIVE TO  
CROWN CELLARS





ALTA VISTA®  
WINES



BUY 5 BOTTLES OF  
**ESTATE PREMIUM MALBEC**  
& GET 1 BOTTLE **FREE**



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WINES



BUY 5 BOTTLES OF  
**ESTATE PREMIUM CABERNET FRANC**  
& GET 1 BOTTLE **FREE**

4 deals per customer per week



# las ondas

BUY 11  
GET 1  
FREE\*



## 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.



\*Capped at 10 deals per customer per week, offer includes Las Ondas Pinot Noir Reserva 75cl only

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



PLATE 95

# ARE YOU READY FOR YOUR CHILEAN ADVENTURE?

## EXPLORE YOUR WORLD

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







BUY 11  
GET 1  
FREE

PAIRS PERFECTLY WITH  
YOUR PINOT GRIGIO

## ZIMOR CABERNET IGT VENEZIA GIULIA

COMPLETE YOUR ITALIAN LINEUP WITH  
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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 4 deals per customer per week

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VIOGNIER



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A great wine to pair with Asian dishes with some spice, like Thai curry. This Gewurz is bright yellow colour with golden reflections. On the nose, notes of rose, spices and red pepper. In the mouth, exotic and honest fruit flavours with a bright floral finish.

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## STROFILIA 'AUGUST' IGP PELOPONNESE

With a long list of indigenous grape varieties to discover along with thousands of years of viticultural heritage, Greek wine is a fabulous area to explore despite still being relatively little known in the UK. Introducing Greek options to your wine list is a great way to offer guests something new to experience, so we've chosen a couple of Strofilia Estate wines to add to our Crown Cellars portfolio this year

### **AUGUST** AGIORGITIKO

Arguably Greece's flagship red grape, Agiorgitiko retains its acidity in the hot Mediterranean climate to create nicely balanced fragrant red wines with rich dark fruit flavours, plush tannins and a touch of vanilla oak.



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VISIT [WWW.STROFILIAWINES.GR](http://WWW.STROFILIAWINES.GR)

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A smooth and creamy Cali white that's packed with tropical fruits like ripe melon and pineapple, as well as elegant vanilla notes. Great with everything from simple grilled or roast chicken to monkfish with herb brown butter



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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.



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Beyond the

# Gin & Tonic Facts to stay in the know



# Ice & Slice

## A Prescription in a Glass

The G&T started as a medicinal mix. British officers in colonial India added gin to bitter, quinine infused water to make their daily anti-malarial dose more palatable.

## A British Export with Global Twists

While born in the colonies, the G&T has been reimagined around the world. Spain's Copa de Balon serves, Japan's ultra-precise two-part pours, and India's spice-infused garnishes all highlight how versatile this drink can be.

## Chill Matters

Filling the glass to the brim with ice isn't wasteful. It keeps the drink colder for longer, slows dilution, and ensures a crisper sip.



## The Copa Revolution

The balloon-shaped Copa de Balon, popularised in Spain, isn't just stylish. Its wide bowl enhances aroma release, turning the G&T into a full sensory serve.



## Garnish = Flavour, Not just Decoration

A garnish isn't just a pretty touch. Citrus, herbs, and spices can amplify or balance the gin's key botanicals. Rosemary for juniper-heavy gins, grapefruit for citrus-led, star anise for spice-forward.



## Tonic Is Half the Drink

With tonic making up 70–75% of the serve, the choice matters as much as the gin. Premium options like London Essence elevate the drink, offering tonics with balanced and layered flavour profiles that allow bartenders to fine-tune the G&T experience.





LOCATED IN THE HEART OF THE HAMPSHIRE COUNTRYSIDE ALONG THE IDYLLIC RIVER TEST, THE BOMBAY SAPPHIRE DISTILLERY HAS RECENTLY CELEBRATED A MILESTONE – TEN YEARS AT THE HISTORIC LAVERSTOKE MILL, WHERE EVERY DROP OF BOMBAY SAPPHIRE IS CRAFTED.

Since opening its doors to the public in 2014, the BOMBAY SAPPHIRE Distillery has become a much-loved visitor experience, welcoming over 600,000 visitors for tours, masterclasses and events, plus over 13,000 experts from the hospitality trade around the world since 2014.

Drawing attention not only for its spirit craftsmanship, but also for its unique and striking glasshouses designed by multi-award winning British designer and architect Thomas Heatherwick. Here visitors can see the beautiful botanicals which are hand-selected from locations around the world, before being vapour-infused to give BOMBAY SAPPHIRE gin its smooth and complex taste.



The BOMBAY SAPPHIRE Distillery continues to offer a range of interactive experiences including guided tours, gin cocktail masterclasses, and tastings. Special packages, such as the Ultimate VIP Gin Experience, provide more in-depth tours focused on specific expressions, and include a bottle to take home.

The proud history of Laverstoke Mill is recorded as far back as the 1086 Domesday Book in which a mill is noted on the site. Laverstoke Mill has been under the ownership of William the Conqueror, Henry VIII and enjoyed four royal visits, most recently Queen Elizabeth II in 1962.

The heritage of BOMBAY SAPPHIRE begins in 1761 when Thomas Dakin purchased a site in Warrington, England, with the intention of distilling gin. In 1831, the Dakin family purchased a still, and adapted it to separate the exotic botanicals from the neutral grain spirit, capturing the delicate flavours of the botanicals in the vapour – an artisanal and rare distillation process now known as Vapour Infusion. This recipe went on to become BOMBAY SAPPHIRE, which disrupted the world of gin in 1986 with its striking blue faceted bottle, amongst a sea of green and brown gin bottles typically found at the time.

Visitors can also enjoy the café, bar, and shop for souvenirs, including personalised gin bottles.



BUY 2 BOTTLES\* TO BE ENTERED INTO A DRAW TO WIN A BOMBAY SAPPHIRE VIP DISTILLERY TOUR

\*Includes Bombay Sapphire Dry Gin 70cl and Bombay Citron Presse 70cl. 10 deals per customer per week  
2x bottles must be placed on the same order. Entries will be based on orders placed between 01.10.25 and 30.10.25. Each 2x bottles purchased qualifies for 1 entry into the lottery. The prize consists of a VIP distillery tour for up to 12 members of the winning venue's team, hosted by a Bombay Sapphire Brand Ambassador, with lunch included from the distillery café, as well as travel to and from the distillery. The prize does not include accommodation or any other expenses. The winning venue will be drawn by Bacardi on 13.11.25, and the tour must be booked before 31.03.26.

[bombaysapphire.com/distillery](https://bombaysapphire.com/distillery)



# WICKEDLY SPOOKY SERVES



## PINK SQUIRREL

### INGREDIENTS

25ml Bols Crème de Cacao White  
25ml Amaretto Disaronno  
5ml Teisseire Grenadine  
50ml Half & half or single cream

### GLASSWEAR

Chilled coupe or martini glass

### METHOD

Shake and strain into chilled glass

### GARNISH

Dust with grated nutmeg

**Notes:** This recipe would usually require crème de noyaux liqueur as opposed to Amaretto & grenadine, but it can be hard to find

## GRASSHOPPER

### INGREDIENTS

25ml Bols Peppermint Green  
25ml Bols Crème de Cacao White (chocolate)  
50ml Half & half or single cream

### GLASSWEAR

Chilled coupe or martini glass

### METHOD

Shake and strain into chilled glass

### GARNISH

Dust with chocolate & add a mint sprig



## CORPSE REVIVER

### INGREDIENTS

22.5ml Tanqueray Gin  
22.5ml Cointreau  
22.5ml Lillet Blanc  
22.5ml Fresh lemon juice  
2.5ml Teisseire Cane Sugar Syrup  
2.5ml La Fee NV Absinthe

### GLASSWEAR

Chilled coupe, Nick and Nora  
or martini glass

### METHOD

Shake and  
fine strain

### GARNISH

Lemon zest

## WITCHY MARG

### INGREDIENTS

50ml Cazcabel Silver/Blanco Tequila  
25ml Cointreau  
25ml Fresh lime juice  
2ml Red food colouring  
2ml Green food colouring  
2ml Blue food colouring

### GLASSWEAR

Chilled coupe or martini glass

### METHOD

Shake and fine strain

### GARNISH

Lime wedge on rim and optional salt rim

## EL DIABLO

### INGREDIENTS

37.5ml 1800 Reposado Tequila  
12.5ml Bols Crème de Cassis  
22.5ml Fresh lime juice  
100ml London Essence Delicate  
Ginger Ale

### GLASSWEAR

Collins glass

### METHOD

Shake and strain the first 3  
ingredients over ice, top with  
ginger ale

### GARNISH

Lime wedge

## BLOOD ORANGE SPRITZ

### INGREDIENTS

40ml Malfy Gin con Arancia  
20ml Cocchi Americano Rosa  
5ml Luxardo Maraschino  
5ml Green olive brine  
100ml London Essence Grapefruit  
and Rosemary Tonic

### GLASSWEAR

Wine glass

### METHOD

Build all ingredients over ice and stir

### GARNISH

Green olive & orange wheel  
(preferably blood orange)

## BLOOD AND SAND

### INGREDIENTS

25ml Johnnie Walker Black  
25ml Bols Cherry Brandy  
25ml Cocchi Vermouth di Torino  
25ml Eager Orange Juice

### GLASSWEAR

Chilled coupe or martini glass

### METHOD

Shake and fine strain

### GARNISH

Maraschino cherry



## SPICED APPLE SOUR

### INGREDIENTS

50ml Boulard Calvados  
30ml Eager Cloudy Apple  
7.5ml Fresh lemon juice  
10ml Cinnamon syrup  
1 dash Angostura Bitters

### GLASSWEAR

Chilled coupe or martini glass

### METHOD

Shake & fine strain all ingredients  
into a chilled glass

### GARNISH

Apple slices (lemon juice will prevent browning)

## JACK O LANTERN

### INGREDIENTS

37.5ml Gentleman Jack  
12.5ml Cointreau  
50ml Eager Orange Juice  
50ml London Essence Delicate  
Ginger Ale

### GLASSWEAR

Large tumbler glass

### METHOD

Shake & strain first 3 ingredients over  
ice, top with ginger ale & stir gently

### GARNISH

Orange wedge & Maraschino cherry





# GETTING INTO THE SPIRIT OF CHRISTMAS

## Adding some festive cheer to your spirits

December is the biggest trading month of the year for many venues and spirits are at the core of that success. They're versatile, they're profitable and at Christmas, they carry an extra layer of magic. From spiced rum by the fire to sparkling gin cocktails, the right festive serves can transform your menu, encourage upselling and keep customers coming back right through the season. By giving your drinks menu a festive twist, you can showcase familiar favourites like gin, rum, tequila and whiskey in ways that feel indulgent and seasonal.

“It’s been a tough couple of years for the category, but Christmas is the time to shine for spirits; most customers trade up this time of year, so make sure you have a ‘next level up’ on hand for every sub-category”

**Michael Puckett**  
Customer Marketing Manager, Third Party Brands

## GIN

Gin already feels wintry with its juniper notes, but you can really lean into the Christmas mood by:



### FESTIVE GARNISHES:

Swap the lime wedge for a slice of clementine studded with cloves, or a sprig of rosemary for a mini Christmas tree effect.



### MULLED GIN COCKTAILS:

Warm apple juice gently with cinnamon sticks, star anise, and orange peel, then add a measure of gin for a cosy alternative to mulled wine.

## RUM

Rum is practically made for Christmas with its natural notes of caramel, vanilla, and spice. To give it extra festive flair:



### HOT BUTTERED RUM:

Melt a spiced butter mix (brown sugar, cinnamon, nutmeg) into hot water with a slug of dark rum for pure liquid comfort.



### CHRISTMAS DAIQUIRI:

Use spiced rum with cranberry juice and lime for a tart yet warming twist.

## TEQUILA

Tequila isn't just for summer margaritas. Its earthy notes can shine in winter too:



### CRANBERRY MARGARITA:

Shake tequila, cranberry juice, lime, and triple sec, then rim the glass with sugar and cinnamon for a festive sparkle.



### TEQUILA TODDY:

Mix tequila with hot honey water, lemon, and cinnamon for a Mexican twist on a winter warmer.

## WHISKEY

Whiskey and Christmas go hand in hand especially when the weather is cold:



### WHISKEY OLD FASHIONED WITH A TWIST:

Add a splash of spiced syrup (cinnamon and clove) and garnish with an orange slice studded with cloves.



### IRISH COFFEE:

Whip up the classic with strong coffee, brown sugar, whiskey, and lightly whipped cream for a warming treat.

## VODKA

Vodka's neutrality makes it perfect for festive infusions and cocktails:



### WHITE CHRISTMAS MARTINI:

Shake vodka with white chocolate liqueur and cream, garnish with grated nutmeg for a decadent dessert drink.



### SNOW GLOBE EFFECT:

Use vodka with cloudy apple juice and a sprinkle of edible glitter for a magical holiday look.



# BRINGING THE HOUSE DOWN

Away from the familiar brands, DISTILLED offers a range of House Pours that are there to protect your margins. You can still serve a gin and tonic, vodka and cola or an almost-Archers and lemonade at a price that doesn't scare customers away, while also making sure that the serve still protects margins



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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.

\*Source: Drinks International 2025 Brands Report

\*\*18+ only, offer available between 01/10/25 to 31/10/25. Offer only available via Carlsberg Britvic. Max 5 deals per customer. While stocks last

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