

JANUARY  
FEBRUARY

2026



# THIRST

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





#### Feedback

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#### Latest Brochure



# THIRST

ON TRADE EXPERTISE, INSIGHTS & OFFERS FROM CARLSBERG BRITVIC

We hope the festive season was rewarding personally and professionally and that you're stepping into the new year

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



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GET IT ON  
**Google Play**



OFFERS APPLY TO DELIVERIES FROM 5TH JANUARY - 28TH FEBRUARY, UNLESS OTHERWISE STATED



WELCOME TO OUR  
FIRST EDITION

OF THIRST  
FOR 2026!

**Happy new year!** We hope the festive season was rewarding personally and professionally and that you're stepping into the new year feeling energised for everything it has in store.

January and February naturally lend themselves to taking stock. They are a perfect time to reset, organise and map out what you want the next twelve months to look like. Whether it's small glow-ups around the bar (see more about that our featured article this month) or bigger changes, this is an ideal time to put plans into motion.

In this edition, we're focusing on the continuing rise of no and low-alcohol drinking, with mindful drinking becoming a year-round behaviour rather than a dry January only moment. It's a great reminder that all venues have a real role to play in offering choice, quality and inclusivity. Our growing no-and-low portfolio supports exactly that and this month

we are looking specifically at 1664 Biere 00 which we successfully launched this time last year and it continues to perform really well.

Another area we'll be giving much more attention to in Thirst this year is soft drinks now we are united with Britvic. With demand increasing across daytime, family and social occasions, soft drinks are no longer just an add-on, they're a commercial opportunity in their own right. Expect features, brand spotlights and practical ideas to help you unlock more value from this category.

Finally, if you're looking at ways to streamline operations as you start the year, our innovative dispensing solutions offer a real chance to

improve cellar standards, product quality and make service smoother and more efficient. We are also now offering a new product *CQDS Underflow* which delivers an enhanced system without the need for cellar cooling on a steel keg system.

Here's to a productive start to 2026 and to making the most of the opportunities ahead. We'll be back with our next edition in March.



**Chris Pratt**  
VP On trade



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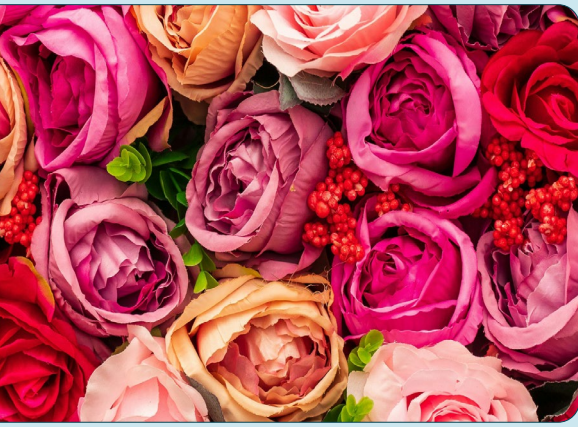




# WHAT GOIN'







# T'S GON

JAN & FEB 2026



# WHAT'S GOING ON

## 1ST JAN

### NEW YEAR'S DAY



The year opens with a sense of renewal as people gradually unwind from the festive season. With many still on holiday, it's a great moment to tempt guests back out with relaxed brunches, comforting classics or celebratory specials. Small touches can make New Year's Day feel just as exciting as New Year's Eve.

## THROUGHOUT JAN

### RESETS, ROUTINES & FRESH STARTS



January is when people look to refresh habits, organise their lives and find new rhythms. This makes it the perfect time to highlight healthier options, lighter serves, no-and-low choices or events that support wellness goals.

Just remember: enthusiasm tends to dip around the second Friday in January, commonly known as Quitters' Day, a great opportunity to encourage guests with mid-month motivators, specials or uplifting experiences.



## DRY JANUARY



Dry January continues to gather momentum, and expectations for quality alcohol-free options have never been higher. Use this month to celebrate your no-and-low offering with creative serves, standout zero-alcohol beers, and inclusive menus. A thoughtful alcohol-free range signals that your venue welcomes everyone, not just in January, but throughout the year.

## VEGANUARY



Veganuary brings a wave of curiosity around plant-based food and drink. Whether it's vegan comfort dishes or plant-based mixers, even small additions to your menu can broaden your reach and showcase your creativity.



# WHAT'S GOING ON

DID YOU KNOW?

19TH JAN

## BLUE MONDAY



Often dubbed the 'saddest day of the year,' Blue Monday offers a chance to brighten spirits. Think cheerful flavours, uplifting cocktails, cosy social events or simple feel-good promotions. It's also a perfect moment to spotlight staff wellbeing and boost morale.

25TH JAN

## BURNS NIGHT



Burns Night is a wonderful opportunity to celebrate tradition, poetry and craftsmanship. Whisky flights, Scottish-inspired dishes and warm, convivial events such as book club can make this night a real highlight of the winter calendar.

6-22ND

## WINTER OLYMPICS



This year's Winter Olympics across Milan and the surrounding regions has plenty of buzz and social media activity. At our pubs and bars, it's an opportunity to have the action playing out throughout the day, or to give guests a longer. With everything from hockey on show, it's a chance to bring energy to quieter winter evenings.

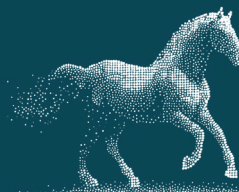




The first-ever recorded New Year celebration dates back over 4,000 years to ancient Babylon, where festivities lasted 11 days.



Whisky was once legally prescribed in Scotland during the 1920s as a remedy for colds, making Burns Night the perfect occasion to celebrate centuries of liquid tradition.



In Chinese culture, the Horse is believed to bring good fortune to travel, business and fresh starts, making 2026 an ideal year for reinvention and bold plans.

FEB

14TH FEB

17TH FEB

## VALENTINES DAY



With Valentine's Day falling on a Saturday this year, demand is set to be strong. Romantic dinners, elegant cocktails, shareable desserts and atmospheric touches can help you stand out. Consider pre-booking incentives, curated menus or gift vouchers to make the most of the occasion.

## CHINESE NEW YEAR



2026 welcomes the Year of the Horse, a symbol of energy, freedom and forward momentum. It's a fantastic theme for vibrant menus, Asian-inspired flavours or celebratory specials. Chinese New Year also appeals to a wide audience, offering colour, culture and a great excuse for people to gather.

Olympics will take place in the Italian Alps, bringing exciting sporting moments. For a great opportunity to be in the background creating atmosphere another reason to stay away from skiing to ice skating is a great way to add to your winter weeks.





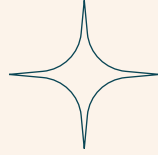
# POST-CHRISTMAS GLOW-UP

SMALL MAKEOVERS THAT  
MAKE A BIG IMPACT



OFFERS APPLY TO DELIVERIES FROM 5TH JANUARY - 28TH FEBRUARY, UNLESS OTHERWISE STATED \*





Venues hit the ground hard every December. Trading peaks, footfall surges, teams stretch and by New Year's Eve most places feel like they've run a marathon. Which is exactly why January and February are the smartest months for a glow-up.

This doesn't mean full refurbishments or major overhauls. It's about micro makeovers. Small changes that are:

Low cost. Low disruption. High impact.

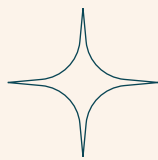
They show guests that:

YOU'RE EVOLVING

YOU CARE

YOU'RE READY FOR  
THE YEAR AHEAD





# Here are five high-value glow-up moves to kickstart 2025:



## REFRESH YOUR FOOD & DRINK OFFER

January provides breathing space to look at both food and drink with a clear head. A few targeted tweaks can make menus feel new without creating operational strain.

### WINE WINS

- Add 1–2 premium by the glass options to lift trade-up
- Balance the list to seasonal demand (whites vs reds)
- Simplify tasting notes for confidence-led service

### FOOD ADJUSTMENTS

- Improve 2–3 hero dishes with better sides, garnishes or plating
- Introduce a small-plates section for social grazing
- Highlight wine or drink pairings for upsell
- Retire slow movers to tighten the range

### LOW/NO ADDITIONS

- One new 0.0% beer
- A crafted non-alcoholic cocktail
- A no-alcohol sparkling choice

SMALL UPGRADES HERE SHAPE A FRESHER IDENTITY WITHOUT REWRITING THE WHOLE MENU.





## MICRO MAKE-OVERS FOR YOUR SPACE

A few clever changes can shift the whole feel of a venue without touching the budget line.

### SWITCH UP SEATING

- Add a couple of high-tops
- Create a cosy date-night corner
- Reclaim quiet corners for low-key events

### REFRESH THE AMBIENCE

- Warmer lighting
- Softer bulbs
- Better zoning across dining and bar areas

### ADD DÉCOR MOMENTS

- A green wall panel
- New back-bar display
- Rotating art from local creatives
- Colour pops through textiles

## SHARPEN SERVICE

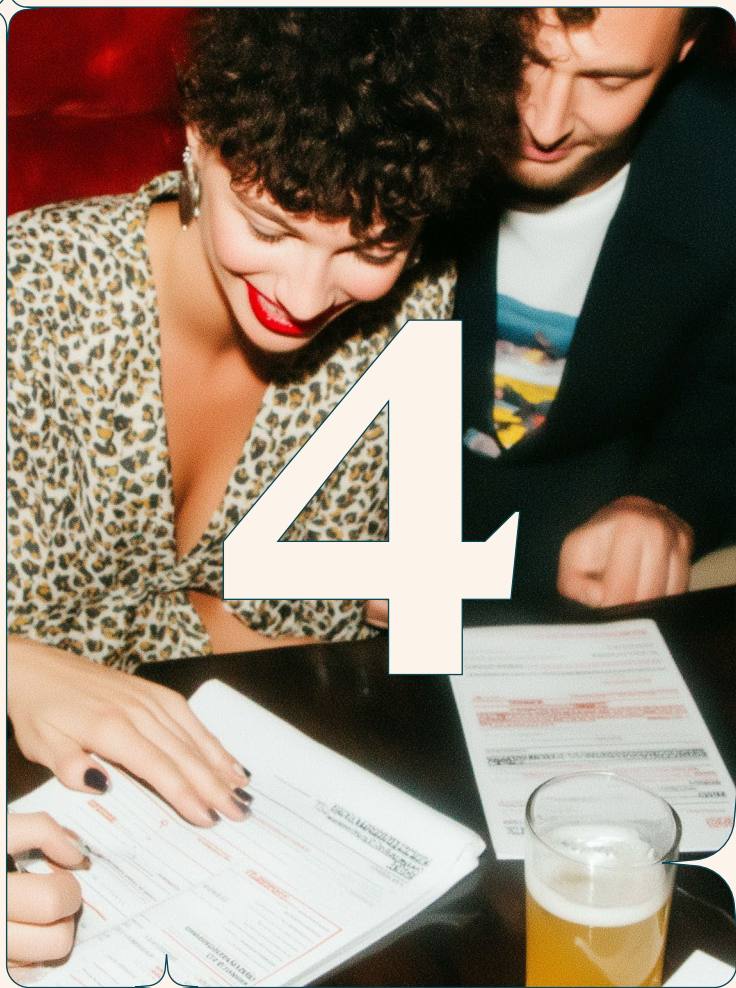
A few clever changes can shift the whole feel of a venue without touching the budget line.

### QUICK WINS

- A 30-second wine or drink pitch taught to every team member
- A refreshed greeting and farewell
- “Top three recommendations” cheat sheets
- Weekly 10-minute briefing rituals
- It’s not a training overhaul. It’s consistency, warmth and confidence across the board.







## SMALL EVENT TRIALS AND PLANS

The beginning of the year is perfect for testing small, low-risk events that build rhythm and repeat visits.

### TRY ROTATING

- Wine flight or wine promotion Wednesdays
- Quiz nights with a drink-led twist
- Mini tasting sessions
- Soft drink or low/no sampling
- Food-and-drink pairing nights

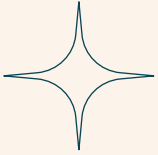
These aren't about packing the venue.

They can help discover what works before the busyness of spring/summer.





Guests notice when the details feel cared for. It communicates pride, attention and value.



## DETAILS THAT QUIETLY ADD VALUE

### BAR TOP REFRESH



- Review POS. Keep it clean, right for the venue and make sure you have what you need
- Check glassware quality (especially branded glasses and the right wine glasses)
- Elevate garnishes and prep station

### BATHROOM GLOW-UP



- Clean mirrors
- Better lighting
- Small décor accents (art, plants, subtle scenting)

### BRING IN GREENERY



- Add low-maintenance plants to brighten corners and soften hard edges
- Use small succulents or herbs along windowsills, shelves or bar areas
- Introduce one or two larger statement plants to create natural zoning





# THE soft REVOLUTION



## Refreshment Reimagined

From fizzy favourites to premium mixers and sophisticated juices, soft drinks are powering a quiet transformation behind the bar.

For years, soft drinks were a functional staple on the bar: necessary, familiar but rarely the focus of innovation.

That era is long gone. Today, soft drinks are one of the most dynamic and profitable segments of UK hospitality, driven by elevated quality, richer flavour and a growing expectation that every drink, alcoholic or not, should feel crafted and worthy of the serve.



And soft drinks are showing that they continue to premiumise. In 2024, value in the licensed trade rose to £4.6bn, adding £300m to tills even as volumes fell.

This is clear evidence that people are choosing fewer but higher-value serves.

This mirrors the wider market, where the British Soft Drinks Association reports 6.7% value growth against 1.7% volume growth, reinforcing that premium soft drinks are outperforming and creating positive revenue opportunities for venues.

#### THE ONES TO WATCH

## Cult Classic Carbonates The Originals



While the soft drinks category continues to diversify, some icons remain the backbone of the back bar. Cult classic carbonates, 7UP, Pepsi and R Whites, continue to perform well because of their universal recognition and unmatched versatility.

These are the brands people instinctively trust.

Whether it's the crisp lift of 7UP in a long-mixed drink, the pairing of Pepsi with rum or the unmistakable sharp, refreshing hit of R Whites, these carbonates deliver consistent quality every time. Their value isn't just in familiarity, it's in reliability.

For venues, they remain the go-to drinks: easy to work with, endlessly mixable and perfect for busy service periods. These staples continue to prove that classics earn their status for a reason.





# The Rise of Fruity Refreshment & the Demand for Flavour-Led Drinking



As drinkers explore new flavour experiences, fruit refreshment brands are becoming essential to the evolving soft repertoire. J2O brings depth, bold colour and a crafted feel to the non-alcoholic occasion. The range is full-bodied, fruit-forward and perfect for consumers seeking something more indulgent than a standard serve.

Together, these brands showcase how fruit-led soft drinks deliver genuine choice. They can be equally drunk alone or combined to make interesting flavour combinations or cocktails

Meanwhile, Lipton Iced Tea has accelerated rapidly as a premium alternative for guests who want light, refreshing, low-fizz options. Its natural positioning and session-friendly profile suit daytime occasions, food pairings and summer-led menus.



## Elevated premium mixers continue to shine



Finally, the era of crafted premium mixers has transformed the soft drinks category and redefined the role and importance of the quality of the mixer in the drink. These mixers are purposefully created to enhance, not overpower, allowing premium spirits to shine while pushing soft drink quality to new heights.



**Leading this charge  
is London Essence  
now a benchmark  
for refinement in  
the category.**

With delicately distilled botanicals, balanced sweetness and layered aromatics, London Essence delivers the elevated, modern mixer needed for today's premium bar experience.

## London Essence's Infused Bar Dispense Experience

### WHAT IS THE FRESHLY INFUSED SYSTEM?

- Using patented micro-dosing technology, the system gently infuses distilled botanical essences into chilled, carbonated filtered water at the point of serve
- Up to eight flavours can be hosted on a single dispense unit.
- The design is elegant and eye-catching: stainless steel with a vortex display that not only looks premium and adds theatre but reinforces the sense of freshness, purity and craft.
- Operationally, it's efficient: fewer restocks, more consistent quality and dramatically reduced packaging waste (by up to 96%).

The Freshly Infused system has already been rolled out to over 1,000 on-trade outlets, showing strong adoption in the hospitality channel.

At the forefront of the crafted mixer revolution is London Essence's Freshly Infused dispense system, a true experiential innovation that is setting the standard in the on trade.









# FULL FLAVOUR

**Dry January  
may kick-start  
the conversation  
but the real  
opportunity is  
year-round.**

For the pub and hospitality industry, January has traditionally brought a dip in alcohol sales but that picture is shifting. What was once a 31-day spike in abstinence has evolved into a permanent change in drinking behaviours, driven by customers who want flexibility, better balance, and more meaningful choice.

The no- and low-alcohol category continues to outpace the wider beer market, growing at an estimated 20–25% year-on-year.

2025 is shaping up to be the year where zero-alcohol firmly cements itself as a staple of the modern pub offering. Not a seasonal novelty. Not a compromise. A core part of the modern drinking landscape.

And at the heart of the movement is a new wave of premium, full-flavour zero-alcohol beers, wine and spirits, products that feel like a genuine choice, rather than a compromise.

**ZERO**

# COMPROMISE



## The Zebra Drinkers or the moderators



### PROFILE

People who regularly switch between alcoholic and non-alcoholic options within the same occasion.

### WHAT THEY'RE LOOKING FOR

- Products that feel adult, not soft
- Flavour parity with standard beer
- A product that doesn't disrupt the social ritual just keep the night going
- Options that help them balance "big nights" with controlled moments

### WHY IT MATTERS

These guests aren't abstaining, they're calibrating. Low/No alcohol options allow them to manage pace without feeling like they're not part of the occasion.

## The Situational Abstainers



### PROFILE

Drinkers who avoid alcohol for specific moments: driving, early-starts, lunchtime meetings, pregnancy and post-work midweek pints.

### WHAT THEY'RE LOOKING FOR

- Something that tastes like 'a proper drink'
- Refreshment without consequences

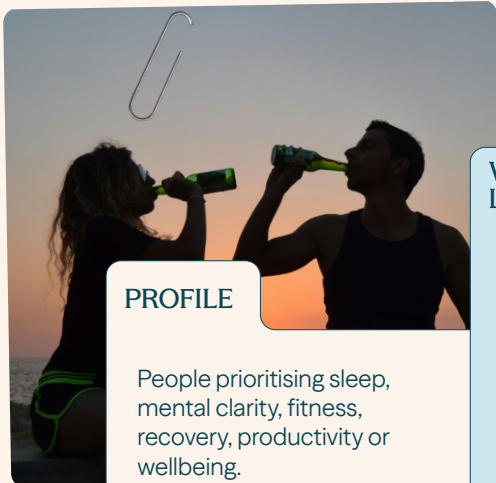
### WHY IT MATTERS

This group often drives significant lunchtime and early-evening trade periods where venues often struggle. A quality alcohol-free option can keep them in the venue longer and increase total round value.

FULL FLAVOUR **ZERO** COMPROMISE



## Lifestyle Balancers



### PROFILE

People prioritising sleep, mental clarity, fitness, recovery, productivity or wellbeing.

### WHAT THEY'RE LOOKING FOR

- Clean, crisp, flavour-forward choices with no 'mocktail' sweetness
- Brands that align with their health-forward identity i.e. clarity on ingredients
- Could actually be low alcohol as opposed to zero.

### WHY IT MATTERS

This group is generally younger and is extremely brand loyal. They want choices that support their long-term goals, not a temporary detox.

## The Abstainers and Non-Drinkers



### PROFILE

Includes lifelong non-drinkers, people avoiding alcohol for health, religious or personal reasons.

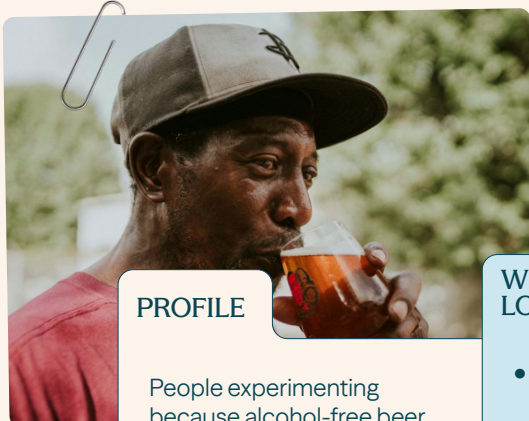
### WHAT THEY'RE LOOKING FOR

- Credible, inclusive alternatives
- Drinks that don't feel like a downgrade
- To feel like equal participants in the pub experience
- Often looking for venues not centred around drinking i.e. social gaming, etc.

### WHY IT MATTERS

This group is increasingly vocal about spaces needing to be more inclusive. An elevated alcohol-free range signals that everyone is welcome here.

## The Curious Explorers



### PROFILE

People experimenting because alcohol-free beer has simply become so good, it is rude not to.

### WHAT THEY'RE LOOKING FOR

- Discovery
- Credible craft or premium options
- Modern design and flavour

### WHY IT MATTERS

This segment is driving trial and with the rise of better-quality products, trial is becoming part of a habit.



# OUR RANGE



Click on the badge to get the offer.



## 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

ABV 0.4%

STYLE Hoppy Amber Lager

SEE Amber

SMELL Distinctive hop aroma



## TASTE

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

ABV 0.0%

STYLE Pilsner

SEE Golden

SMELL Pine aroma, peeled grapefruits and fresh zesty aromas





## LOW/NO ALCOHOL



### TASTE

Spicy malt notes harmonize excellently with caramel-sweet nuances. Enjoyment is enhanced by the stimulating bitterness of our aroma hops and a hint of light, fruity acidity. This is rounded out by finely sparkling carbonic acid. Whether as a reward for hard work, or a pure desire for full-bodied refreshment – ERDINGER Alkoholfrei is the lively way to quench your thirst.

ABV 0.5%

STYLE Wheat beer

SEE Straw yellow, fine white froth

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



### TASTE

a beautifully balanced, full flavoured alcohol-free lager, expertly crafted to deliver easy refreshment designed to help bring people together. Brewed with flavourful Strisselspalt hops, a rare and aromatic variety of hops from Alsace, which gives the beer its iconic, rich flavour without the alcohol.

ABV 0.0%

STYLE Lager

SEE Golden

SMELL Herbal and spicy with floral notes





In 2025, we proudly introduced

# NEW 1664 BIÈRE 0,0%

With all the flavour of its master brand 1664 Bière, this non-alcoholic drink has a subtle bitter twist as well as fruity and floral notes. It is perfect as an easy drinking refreshment, beautifully balanced and brewed with flavourful Strisselspalt hops, a rare and aromatic variety of hops from Alsace, which gives the beer its iconic and rich flavour.







DON'T JUST TAKE OUR WORD  
FOR IT, HEAR FROM CUSTOMERS  
WHO SERVE 1664 BIÈRE 0.0%

“ I wasn't sure what to expect from a 0.0% version of Kronenbourg, but this one really delivers on taste. It's smooth, light, and has that familiar malty flavour without being too sweet or artificial. For a non-alcoholic beer, it's one of the better options out there and works well if you still want the feel of a pint without the alcohol. ”

“ this light lager has a subtle citrus and floral taste that is easy to enjoy. It has zero alcohol that is quite similar to the original, it is also not too sweet or watery in taste. ”

“ I was sceptical about alcohol-free beer but decided to give this a try during dry January. Surprisingly impressed - it actually tastes like proper lager with that crisp, refreshing bite you expect from Kronenbourg. Sure, it's missing that slight warmth you get from regular beer, but it's perfect for when you want the taste without the alcohol. ”

“ This is a really nice tasting alcohol-free lager. Hoppy and refreshing. Easy to drink and a great alternative to alcoholic drinks. ”





**KINGSWOOD**  
GOLF · CLUB · LODGE

**OF**

**We talk to Simon Ibbotson,  
Food & Beverage Manager  
at Kingswood Golf Club  
in Surrey, situated on a  
beautiful private estate.**







# CUSTOMER THE MONTH

## Tell us a bit about Kingswood Golf Club?

We're ranked among the top 100 golf courses in the county and we're continually investing in our facilities. Our centenary year is coming up in 2028, so we have lots of exciting plans underway.

We have around 800 full-time members, including a large junior team and a strong ladies' focus. On site, we also have an 18-room hotel, four bars, five function rooms and a large dining room that hosts many of our weddings.

We're also open to the general public. Our newest space, the Lantern Lounge, is just opening up as a walk in eating/drinking area.

On a typical weekend, we may host a large wedding in the dining room, a birthday celebration and events in the Lantern Lounge all at once. As well as looking after our golf members and hotel guests too. It is busy!

I've been here for eight years and it is a beautiful place to work and the scenery is stunning. I've worked in the catering industry for 44 years and just love it.

## What do you do to drive business in winter?

With such a large number of members, many of our events naturally come from the busy social calendar around this and we're very well supported. We have darts evenings, curry nights, karaoke nights, show major sports events on TV, etc..

We also see good footfall from the estate, and our hotel stays busy thanks to our proximity to Gatwick Airport. Because of all this, we don't experience the winter drop-off that many golf clubs do.

Recently, we've increased our activity on social media. We are going to continue building on this as it has been successful so far.



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

All our bars serve the same draught beers, Estrella and 1664 Biere 0.0%. We're more lager-led than real ale, although we're in the process of switching to Hobgoblin for our real ale choice.

Wine is a major part of the business, especially at functions. We sell a lot by the bottle.

We also have an extensive cocktail menu. At the moment, we've added eight festive cocktails and a range of festive hot drinks too.



## And when it comes to non-alcoholic how does the business perform?

We have many designated drivers as you might expect, so non-alcoholic alternatives are an important part of our offering. The quality of these products has improved so much in recent years, so they feel now less like a compromise and sales have grown as a result.

We cover the full range of non-alcoholic drinks including wine, prosecco, gin and cider. For beer, we introduced Biere 0.0% when it launched last year. It's doing







drinks,

expect,  
part of  
improved  
ke a

ncluding  
duced 1664  
really well.

Customers like the taste and flavour, and it's typical for members to enjoy a beer and then switch to 1664 Biere 0.0% afterwards.

We also host a lot of golf society and charity days. Last summer, Bière 1664 set up a bar for us at one of these featuring both the 1664 Biere 0.0% product and Blanc.

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

I enjoy a pint of Estrella, but my go-to is a red wine. An Argentinian Malbec.



# GET ACTIVE WITH ERDINGER ALKOHOLFREI

**BOOST YOUR SALES WITH A FIT START INTO THE NEW YEAR**

ERDINGER Alkoholfrei is the perfect way to quench your thirst without alcohol, isotonic, vitamin-rich, reduced calories - perfect post-workout.

Retaining the aromatic, full-bodied character without alcohol ERDINGER Alkoholfrei represents a quality product in the ERDINGER range and a high-quality alternative for those seeking an alcohol free option.



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29



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**35**  
WINNERS  
PER WEEK

**ERDINGER**  
**ALKOHOLFREI**

Promotion valid for the duration of the promotional period. Qualifying SKU: Erdinger Alkoholfrei 12x500ml. Whilst stocks last. Deal subject to change.

Drink responsibly. Visit [drinkaware.co.uk](http://drinkaware.co.uk).





**£14.99**

**12X500ML**

**EAR**

### PROMOTION PERIOD

Dec 2025 – 8 March 2026

### PARTICIPATION MADE EASY

Enter unique code inside the promotional neck label on promotion website. This on-pack activation ensures impulse & repeat purchases

### WIN 1 OF 350 SPORT BOXES

Every entry gets access to exclusive workout tutorials



ABV	<0.5%
Style	Alcohol Free
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





Beat the

January  
Blues



JANUARY IS HOME TO THE FAMOUS “BLUE MONDAY”. *NOT JUST THE TITLE OF A NEW ORDER SONG, IT’S THE PHRASE COINED TO DESCRIBE THE SADDEST DAY OF THE YEAR.*

Although originally created as a marketing tool to sell more holidays, it taps into the truth that mental health can be a real struggle at this time of year, especially in hospitality.

Shorter and darker days, cold temperatures and the ‘Christmas come down’ (financially stretched, tired, low in mood) all come together to make the months feel like an overwhelming pleasureless stretch.

For owners and managers, this period can feel like a double-edged sword. Low footfall from customers and low motivation from staff combine to create a challenging few months ahead.

However, the quieter season can also be an opportunity. With the right approach, these calmer weeks become valuable ‘check-in’ time - a chance to re-calibrate, reconnect as a team, and lift morale - setting everyone up for a stronger year ahead.



## Practical Ways to Support Your Team This Winter

# REFRESH STAFF SPACES WITH WELLBEING IN MIND

1

We all spend a lot of time at work, so why not refresh staff spaces to make them more comfortable and uplifting. You could →

Improve lighting in staff areas

Encourage daylight breaks where possible

Keep back-of-house areas warm, clean and welcoming

Provide hot drinks or snacks

Create a comfortable staffroom corner if space allows

# CHECK IN WITH YOUR STAFF

2

Managers don't need to be experts in mental health, but if they encourage open and honest conversations, they can provide support and a safe space where needed. You can start by →

Noticing any behaviour changes in staff (signs they are facing difficulty)

Check-in on them and ask how they are, and how you can support them

Maintain calm during busy shifts

Make room for praise and positive feedback, even for small things

Signpost to resources such as Mind or NHS support











# USE QUIETER WEEKS AS AN OPPORTUNITY TO BOOST CULTURE

3

Connection is one of the strongest shields against low mood. You could introduce

A simple 'team dinner' after a shift

Rotate who takes charge of a music playlist or specials

Group recognition for positive guest feedback

Short training moments or skill swaps during slow periods (can you learn from one staff member who makes a mean cocktail?)





# USE FEBRUARY AS A RESET POINT, NOT A GRIND

4

Mid-February is often a second dip. Instead of pushing harder, think →

Refresher training	Making rota improvements based on staff feedback
A small team incentive (not sales-led)	
Celebrating progress since January	

# PROVIDE CLEAR, VISIBLE WELLBEING SUPPORT OPTIONS

5

Stigma remains a huge barrier for staff seeking help, especially young people afraid of being judged or overlooked. To help, you can make support visible and normal in your environment. Some ideas ↗

Put helpline numbers (Mind, Samaritans) in the staff area	Remind staff they can speak to managers privately as and when needed
Share links to local mental-health resources	If you offer EAP (Employee Assistance Programmes) or counselling support, remind people of these.

# A STRONGER START TO THE YEAR

The quieter months don't have to drain your team's morale. With thoughtful leadership, and small, consistent actions, you can turn January and February into a period of recovery, stability and reconnection.

Healthy teams create better guest experiences, encouraging them to stay longer and soak up the comfortable atmosphere.





# GET A **FREE** CASE OF PROPER JOB 0.5% IPA

WHEN YOU BUY A CASK OF  
PROPER JOB OR TRIBUTE



EXPLORE OUR

# LOW & NO ALCOHOL RANGE



**14.99**

6 x 4 x 330ml

**14.99**

12 x 500ml

**17.99**

6 x 4 x 330ml

**15.99**

1 x 24 330ml





# BUY 2 CASKS

AND GET A FREE CASE  
OF GORAM IPA ZERO.



THE PERFECT  
BALANCED BEER  
FOR SUMMER



COLLABORATION  
BEER WITH BBC TV'S  
ADAM HENSON



LEARN ABOUT  
GORAM IPA ZERO  
**HERE!**



37% OF GUESTS NOW DEMAND MORE NO & LOW OPTIONS

34% OF DRINKERS ARE NOW ZEBRA STRIPING

(ALTERNATION BETWEEN ALCOHOLIC AND NON-ALCOHOLIC DRINKS)

76% OF BRITS WHO DRINK ALCOHOL SAY THEY ARE NOW 'MODERATING'



# BUY 2X9GS AND GET



# £10 OFF



# OUR

**LAGER**

**ALE**

**CRAFT, CIDER, STOUT**



# ANGE

**SOFT DRINKS**

**LOW/NO ALCOHOL**



OUR RANGE

# DRAUGHT KEG LAGER

Our lager range spans categories for  
you and your customers.

Ranging from Standard to Super  
Premium and even growing our World  
collection, you can be certain we can  
offer you an outstanding range of beers.



Click on the  
badge to get  
the offer.



## CORE



### Carlsberg Danish Pilsner 3.4%

Light and refreshing with a smooth, full mouth feel, perfect balance of bitterness and sweetness, and a distinctive citrus hop aroma.



## CORE+



### Holston 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.



DRAUGHTMASTER

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



## 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.



## 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.



DRAUGHTMASTER

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



Click on the badge to get the offer.



The background of the advertisement features two glasses of beer, one in the foreground and one slightly behind it. Both glasses are filled with a dark, amber-colored beer topped with a thick, white head of foam. The glasses have a unique design featuring a map of the Lake District, with labels such as 'POOLEY BRIDGE', 'BUTTERMERE', and 'LAKE DISTRICT ORIGINAL'. The glasses are being held by hands, and the background is a blurred, scenic view of a lake and surrounding hills.

OUR RANGE

# 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%



3.4%



3.7%



4.2%



4.5%



4.5%



## 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%



4.0%









OUR RANGE

# 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.



Click on the badge to get the offer.



## 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.



DRAUGHTMASTER

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



## 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 - SPECIALTY



### Erdinger Weissbier 5.3%

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

## CIDER



### Somersby Apple 4.5%

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



### Somersby Blackberry 4.0%

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





## STOUT



### 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.



DRAUGHTMASTER

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



Click on the badge to get the offer.



A hand holds a dark glass bottle of Birra Italiana Premium Lager. The bottle has a blue and white label with the text 'BIRRA ITALIANA PREMIUM' and 'ANGLO PORETTI'. The background is a scenic view of a coastal town with white buildings and a church spire, set against a backdrop of steep, green mountains under a blue sky with scattered clouds. The water in the foreground is a vibrant blue.

## OUR RANGE

# 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.





### 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.





OUR RANGE

# PACKAGED CRAFT

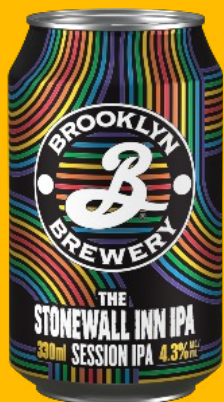
Packaged craft brings colour and character to your fridge, giving customers something exciting to discover.

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



OFFERS APPLY TO DELIVERIES FROM 5TH JANUARY - 28TH FEBRUARY, UNLESS OTHERWISE STATED





### Brooklyn Stonewall Inn IPA

4.3% 330ml

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% 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

5.0% 330ml

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

# Can't find what you're looking for?

We have a wider range of additional canned beers online.

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





### 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 bottled beers online.

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









OUR RANGE

# 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'.



**NEW**  
330ML CAN  
FORMAT

### 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

5.0% 500ml

A full bodied, refreshing low alcohol wheat beer. Spicy malt notes harmonize perfectly with caramelsweet nuances.



The background of the advertisement features two glasses of golden beer with thick white foam. The glasses are covered in condensation. The labels on the glasses are stylized maps of the Lake District, with names like 'KESWICK', 'AMBLESIDE', and 'WINDERMERE' visible. The central text is overlaid on an orange rectangular background.

# OUR RANGE CASK ALE

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.

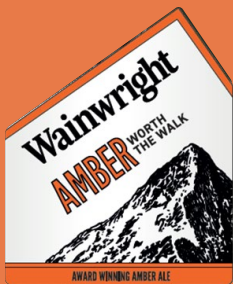


## AMBER



### 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.



FRESH ALE



3.4%



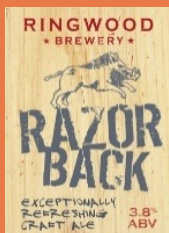
3.4%



3.4%



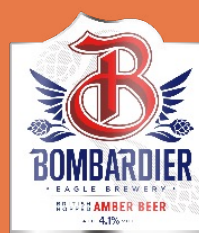
3.7%



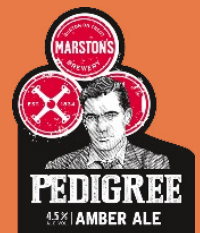
3.9%



4.0%



4.1%



4.5%



4.5%



4.5%



## GOLDEN & IPA



### Wainwright Gold 4.1%

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



FRESH ALE



### 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.



FRESH ALE



### Hobgoblin Session IPA 4.5%

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

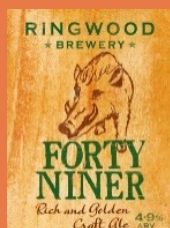


### Hobgoblin Gold 4.2%

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](#)



The background of the entire advertisement is a close-up photograph of several glasses filled with a light-colored, bubbly beverage, likely lemonade. The glasses are filled with ice cubes and slices of lemons and limes. The lighting is warm and slightly blurred, creating a bokeh effect in the background. A green rectangular box is overlaid on the center of the image, containing the text.

**OUR RANGE**

# SOFT DRINKS

A world of possibilities to explore new  
styles and flavours and our range does  
not disappoint.



## FRUIT CARBONATES



### 7UP

The original lemon and lime soft drink since 1929. Fizzing with 100% natural lemon and lime flavours and free from colourings, preservatives and caffeine.

#### Available Formats



330ml  
Can



200ml  
Bottle



500ml  
Bottle



### 7UP Zero Sugar

The original lemon and lime soft drink since 1929. Fizzing with 100% natural lemon and lime flavours and free from colourings, preservatives and caffeine.

#### Available Formats



330ml  
Can



330ml  
Bottle



500ml  
Bottle



7L  
BIB



### Tango Orange

Tango is an iconic British brand, known and loved for outrageously bold flavour and personality.

#### Available Formats



330ml  
Can



500ml  
Bottle



### Tango Apple

#### Available Formats



330ml  
Can





### Tango Orange Sugar Free

Tango is an iconic British brand, known and loved for outrageously bold flavour and personality.

### Available Formats



7L  
BIB



OFFERS APPLY TO DELIVERIES FROM 5TH JANUARY - 28TH FEBRUARY, UNLESS OTHERWISE STATED



## COLA



### Pepsi Max

Maximum Taste. No Sugar. Pepsi's history stretches more than 100 years, and it is now one of the world's most recognised and best-loved brands.

#### Available Formats



200ml  
Bottle



330ml  
Can



500ml  
PET Bottle



1.5L  
PET Bottle



### Diet Pepsi

No sugar, no calories. Pepsi's history stretches more than 100 years, and it is now one of the world's most recognised and best-loved brands.

#### Available Formats



200ml  
Bottle



330ml  
Can



500ml  
PET Bottle



1.5L  
PET Bottle



7L  
BIB



### Pepsi Cola

Great tasting refreshment. Live for now! Pepsi's history stretches more than 100 years, and it is now one of the world's most recognised and best-loved brands.

#### Available Formats



200ml  
Bottle



330ml  
Can



500ml  
PET Bottle



1.5L  
PET Bottle



7L  
BIB

## LEMONADE



### R Whites

R.White's to this day stands as a lemonade market giant

**Flavours** Raspberry Lemonade  
(available in 330ml cans)

#### Available Formats



150ml  
Can



250ml  
Can



330ml  
Can



330ml  
Bottle



7L  
BIB



MIXERS



The London Essence

An ensemble of botanicals is artfully selected by flavour experts, and gently distilled until their true essence is captured. The result is a premium mixer that doesn't cloak the flavour of the spirit it accompanies, but rather accentuates it.



Flavours	Formats
Fresh Serve Tonic	12L BIB
Raspberry & Rose Soda	250ml Can
Apple Soda	250ml Can
White Peach & Jasmine Soda	250ml Can
Pink Grapefruit Soda	250ml Can
Ginger Ale	200ml Bottle
Grapefruit and Rosemary Tonic	200ml Bottle
Indian Tonic	200ml Bottle
Orange and Elderflower Tonic	200ml Bottle
Roasted Pineapple Soda	200ml Bottle
White Peach and Jasmine Soda	200ml Bottle
Lemonade	200ml Bottle
Pink Grapefruit Soda	200ml Bottle
Ginger Beer	200ml Bottle
Soda Water	200ml Bottle
Orange & Fig Soda	200ml Bottle
Raspberry & Rose Soda	200ml Bottle
Indian Tonic Water	150ml Bottle
Aromatic Orange & Fig Flavour	50ml Cartridge
Orange & Elderflower Flavour	50ml Cartridge
Ginger Ale Flavour	50ml Cartridge
Indian Tonic Flavour	50ml Cartridge
Lemonade Flavour	50ml Cartridge
Pomelo & Pink Pepper Flavour	50ml Cartridge
Raspberry & Rose Flavour	50ml Cartridge
White Peach & Jasmine Flavour	50ml Cartridge





## Britvic

Britvic Mixers are built for the bar. They deliver consistent quality, reliable pour, and flavour profiles designed to elevate every serve, helping operators create premium drinks customers come back for.



Flavours	Formats
Britvic Tonic Water	7L BIB
Halo Mixers Base	7L BIB
Britvic Elderflower	200ml Bottle
Britvic Cranberry	200ml Bottle
Britvic Ginger Ale	200ml Bottle
Britvic Ginger Beer	200ml Bottle
Britvic Grapefruit	200ml Bottle
Britvic Low Cal Bitter Lemon	200ml Bottle
Britvic Low Cal Tonic	200ml Bottle
Britvic Orange	200ml Bottle
Britvic Pineapple	200ml Bottle
Britvic Soda Water	200ml Bottle
Britvic Tomato Juice	200ml Bottle
Britvic Tonic	200ml Bottle
Britvic Ginger Ale	150ml Can
Britvic L/C Tonic	150ml Can
Britvic Tonic	150ml Can
Britvic Ginger Beer	150ml Can
Britvic Soda Water	150ml Can
Halo Ginger 50ml	50ml Cartridge
Halo Elderflower 50ml	50ml Cartridge
Halo Lemonade 50ml	50ml Cartridge
Halo Raspberry 50ml	50ml Cartridge
Halo Tonic 50ml	50ml Cartridge







## SOFT DRINKS



### J2O Soft Drinks

Wonderfully smooth, deliciously still and super-sippable. Each serving blends two fruity flavours so perfectly matched, they're pretty much soulmates.

### Flavours

### Formats

Apple & Mango

275ml Bottle

Apple & Raspberry

275ml Bottle

Orange & Passion Fruit

275ml Bottle

Dragonberry  
(Blackberry & Dragon Fruit)

275ml Bottle

Orange & Passionfruit

250ml Can

Apple & Raspberry

250ml Can



### J2O Spritz

A range of lightly sparkling non-alcoholic, low-calorie fruit drinks. Perfect as a refreshing alternative or mixer for mocktails

**Flavours** Apple & Elderflower, Apple & Watermelon, Pear & Raspberry

### Available Formats



275ml  
Bottle



### Robinsons Fruit shoot

There's real fruit in every drop of Fruit. Zero sugar, no artificial additives, colours or flavourings.

**Flavours** Apple & Blackcurrant, Orange, Summer Fruit

### Available Formats



275ml  
Bottle



## MOCKTAILS



### J2O Mocktails Strawberry & Orange Blossom Mojito

A perfectly put together blend of Strawberry and Orange Blossom that'll leave your taste buds wanting more

#### Available Formats



250ml  
Can



### White Peach & Mango Daiquiri

A perfectly put together blend of Peach and Mango that'll leave your taste buds wanting more.

#### Available Formats



250ml  
Can

## CORDIAL



### Britvic Cordial

Our original classic drink. Excellent juice content and natural flavours. No artificial colouring. Gluten free & suitable for vegans.

**Flavours** Blackcurrant,  
Lime, Orange

#### Available Formats



250ml  
Can



1L  
PET Bottle



## JUICE



### Britvic 100

Britvic 100 Juice is made pure juice only and not from concentrate. It's full of natural goodness.

**Flavours** Orange, Apple

### Available Formats



**250ml**  
Bottle



### Britvic 55

Britvic 55 is the no. 1 sparkling juice drink and contains 55% juice

**Flavours** Orange, Apple

### Available Formats



**275ml**  
Bottle



## SYRUPS



### Teisseire

High quality ingredients and bespoke recipes capture the essence of the real fruit or plant that inspires every single Teisseire syrup.

**Flavours** Cane Sugar Syrup  
(Available in 1L Bottles)

Blueberry, Caramel, Cherry, Grenadine, Hazelnut, Passionfruit, Peach, Raspberry, Strawberry, Vanilla, Strawberry 0% Sugar, Passionfruit 0% Sugar, Coconut  
(Available in 70cl Bottles)

### Available Formats



1L  
Bottle



70cl  
Bottle

## COFFEE



### Jimmy's

A range of refreshing ready to drink iced coffee, enjoyed by life enthusiasts from the brand's home of Dorset and beyond.

**Flavours** Original, Caramel

### Available Formats



250ml  
Can

## WATER



### Aqua Libra

Aqua Libra believes it's time to change the way we drink and is harnessing the power of innovation to reinvent hydration for good.

**Flavours** Still, Sparkling

### Available Formats



330ml  
Can







# PEPSI IS PURE POP- CULTURE ENERGY



**WE SPOKE WITH SANDEEP BAINS,  
SENIOR BRAND MANAGER AT PEPSI,  
ABOUT THE REALITIES OF WORKING  
ON A BRAND OF THIS SCALE, HOW BIG  
IDEAS ARE BROUGHT TO LIFE, AND  
WHAT KEEPS PEPSI RELEVANT TODAY.**







## WHAT DO YOU LOVE ABOUT WORKING ON SUCH AN ICONIC BRAND?

Pepsi is pure pop-culture energy. It's iconic and big enough to be everywhere, yet bold enough to keep reinventing itself and stay the choice of every new generation.

From football to food to music, Pepsi is where enjoyment is at and it's impossible not to feel the buzz.

## PEPSI HAS A LOT MORE FLAVOURS THAN OUR OPERATORS PERHAPS THINK.

### WHAT DO YOU THINK MAKES THE FLAVOURS SPECIAL AND HOW CAN THE ON TRADE USE THESE BETTER DO YOU THINK?

Pepsi's flavour range is flying, and we're continuing to push the boundaries of what great cola can be. Last summer we launched two new flavours, Pepsi Strawberries & Cream and Cream Soda. They've become one of the most successful flavoured cola innovations of the last five years, contributing £16.1M to the cola category<sup>1</sup> in the first 6 months. We're not slowing down either - something exciting is coming next summer and Pepsi MAX<sup>®</sup> Tropical is landing early this year, so definitely watch this space.

Flavours are key to bringing new drinkers into the category, and Pepsi MAX<sup>®</sup> Cherry continues to lead the way. It's the **#1 flavoured cola soft drink**<sup>2</sup>. Pepsi Max Cherry is a true fan favourite and if you're not already stocking it, on dispense or packaged, it's one worth adding.

1.Source: Nielsen IQ RMS : Total Coverage, Total Cola by flavour, Value Sales, First 26 weeks of sales over last 5 years WE 06/12/2025

2.Source: Nielsen IQ RMS, Total Coverage, Total Flavoured Cola Carlsberg Britvic defined, Sales value, MAT to 13.12.25



## WHAT ARE YOU MOST EXCITED ABOUT FOR PEPSI IN 2026?

In 2026, there's a lot to be excited about with Pepsi. We've got a fantastic pipeline of innovation and our most comprehensive marketing plan ever, which means it's shaping up to be a standout year for flavour lovers.

Pepsi is all about socialising and shared moments, and next year we're leaning into that more than ever. We've got major campaigns coming for both football and music, and we'll be right there to help you bring these to life in your outlets to support driving footfall, atmosphere and memorable experiences.

Football continues to be a huge part of who we are. Our iconic UCL partnership is back, and I can't wait for all the energy the matches bring, especially those mid-week fixtures that give people a reason to head to the pub. And of course, I'll be cheering on my beloved Liverpool FC throughout the competition!

## WHAT ARE YOUR TOP REASONS WHY PEOPLE SHOULD STOCK PEPSI OVER 'THE RED ONE'?

Pepsi MAX® is also the largest no sugar cola in the licensed environment (CGA by NielsenIQ, Total Licensed, volume sales, MAT, 01.11.25). A lot of people do not know this but in the off trade, where consumers have a free choice of which cola to buy, Pepsi MAX® is the number one cola brand<sup>3</sup> by a considerable amount - 55% bigger than the number two brand.

It is also available in a range of formats and flavours.

3.Source: Nielsen IQ RMS, Total Coverage, TM Pepsi, Vol Sales, MAT 13.12.25



# WE'VE GOT A FANTASTIC PIPELINE OF INNOVATION AND OUR MOST COMPREHENSIVE MARKETING PLAN EVER





**PELINE OF  
ND OUR  
EHENSIVE  
AN EVER**





# RESULT! MORE THROUGH THE DOOR

## FREE FOOTFALL DRIVING KIT AND KEG OF GOLD WHEN YOU INSTALL THATCHERS GOLD

Offer available 1/1/2026 to 28/2/2026



EXISTING THATCHERS  
GOLD CUSTOMER? SCAN  
HERE TO GET YOUR KIT.



**Don't fumble the rugby season – go for Gold.**  
**Gold on the bar is gold in the till.**

It's the No.1 selling cider in the freetrade with the highest Rate of Sale.<sup>1</sup>

**Sport Sells** – Pubs that show sport see 12% more dwell time  
& 11.1% more footfall.<sup>2</sup>

**Make the most of it** – Our FREE Footfall driving kit includes  
social media support and Prize Giveaway POS to get customers  
through the door and build the rugby excitement.

**PERFECTION**  
– in every drop –

<sup>1</sup>COA OPS P08 12 week volume data. <sup>2</sup> Average from 5th weekend of 6 nations and FA Cup 2024 Oxford Partnership market watch.

T&Cs: Install Thatchers Gold on draught and receive a free 50 litre keg, footfall driving social media support and rate of sale POS kit when replacing a competitor cider.



# ZERO% IS A BIG DEAL FOR CIDER DRINKERS

HERE'S A BIG DEAL ON THATCHERS ZERO FOR YOU

BUY 3  
CASES GET  
1 FREE



**57% of cider drinkers would like to see  
more Zero alcohol cider in bars\***

- Stand out from the competition – only 7% of bars that stock draught apple cider stock a zero % apple cider
- No.1 Zero Apple Cider
- Offer available from 01/01/2026 to 31/01/2026

**PERFECTION**  
– in every drop –

T&C's: Buy 3 x 6 x 500ml cases of Thatchers Zero and receive an additional 1 x 6 x 500ml case of Thatchers Zero free of charge.  
\*Source: CGA OPMS PI3 2024 / KAM Media Cider Consumer Research April 2025



# Choosing the perfect Dispense Solution with

# Carlsberg

## WHAT'S RIGHT FOR YOUR VENUE?

Every venue wants to serve a perfect pint. Fresh, cold, consistent and something that will make customers order a second one.

But every venue has their own challenges. Some have cellars, some don't. Some have high throughput, others only sell a little draught. Some want a broader range, others want less waste or improved operations and less time-consuming cleaning.

Carlsberg solutions for quality, from to different challenges.

Here's your solution to





g ID offer a family of dispense  
, each delivering exceptional  
freshness and consistency, tailored  
ent venue types and their unique  
es.

ur guide on how to choose the dispense  
hat's right for your venue.





DRAUGHTMASTER



# FRESHNESS & FLEXIBILITY FOR LOW-MEDIUM THROUGHPUT VENUES

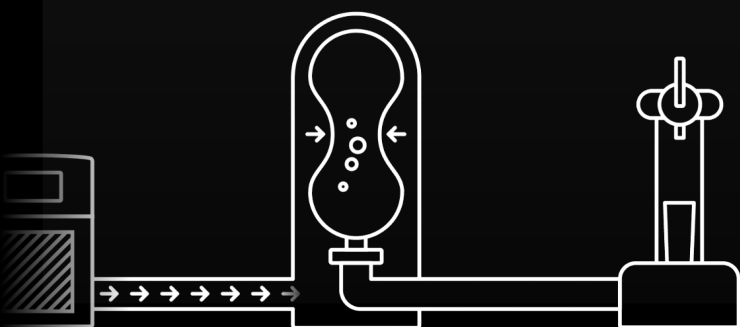
## WHAT IT IS

A compact, under-counter PET-keg system (20 litres) that keeps beer fresh for 30 days – 6 times longer than steel kegs, reduces waste, and needs no cellar or CO<sub>2</sub> gas cylinders

## WHO IT'S FOR

DraughtMaster is ideal for venues that want draught but don't sell huge volumes, including

- Café bars, bistros, restaurants
- Outlets with no cellar
- Sites worried about wastage
- Venues with limited/small space
- Secondary bars such as function rooms, additional bars or where connecting to the main cellar is difficult
- Ideal for low-medium throughput







# FRESH ALE

THE NEXT GENERATION OF ALE

## TRADITIONAL HAND-PULL EXPERIENCE BUT ALMOST 5 TIMES THE LIFESPAN



### WHAT IT IS

Traditional ale served via a real hand-pull, but with improved freshness, almost 5 times the life span of standard cask (14 days v 3 days) and easier operation than cask (no cellar conditioning required, the beer is delivered in keg format, not cask)

### WHO IT'S FOR

Fresh Ale suits cellar-based venues that want to offer ale but struggle with the complexity or waste of cask.

- Outlets with no hand-pulls and who want to enter the cask category for the first time
- Bars with dormant hand-pulls
- Venues wasting too much cask due to taking too long to sell (over 3 days)
- Sites wanting to broaden their ale range without too much risk
- Ideal for outlets where ale sells steadily, not rapidly
- Must have cellar based installation with cellar cooling





CARLSBERG QUALITY  
DISPENSE SYSTEM

# THE GOLD STANDARD FOR MEDIUM/ HIGH THROUGHPUT, CELLAR- BASED VENUES

## WHAT IT IS

The Carlsberg Quality Dispense System, a fully chilled, enclosed system that ensures consistently cold, clean, high-quality beer from keg to glass. This system significantly saves time, money, water and energy for the customer once installed.

## WHO IT'S FOR

CQDS is made for medium/higher volume venues that:

- Have cellar cooling
- Have a minimum of three Carlsberg draught brands
- Sell > 5 x 11gallon kegs per week
- Want an end to fobbing and wastage when cleaning
- Need reliable consistent quality during busy trading periods
- Want to do less cleaning. Only needed every 4 weeks with the system (versus industry standard of every 7 days)
- Want to enjoy significant cost savings (beer, water, energy and cleaning fluid), due to improved quality and reduced cleaning intervals







# THE LONGEST CLEANING INTERVAL AND EXTRA COLD



## WHAT IT IS

A high-performance version of CQDS with a dramatically extended cleaning cycle. The python material is different to usual pythons, and impregnated with an anti-microbial substance that prevents any yeast particles growing. This unique system extends the cleaning interval to an incredible 10 weeks! This results in even greater savings for the customer.

## WHO IT'S FOR

CQDS Plus is ideal for:

- Outlets with a minimum of four Carlsberg brands
- It is similar to CQDS but all infrastructure (pythons etc) needs to be replaced during installation.
- We also have to install specialised 'chilled to tap' T-Bars to enable the 10 week clean and maintain the highest product quality.



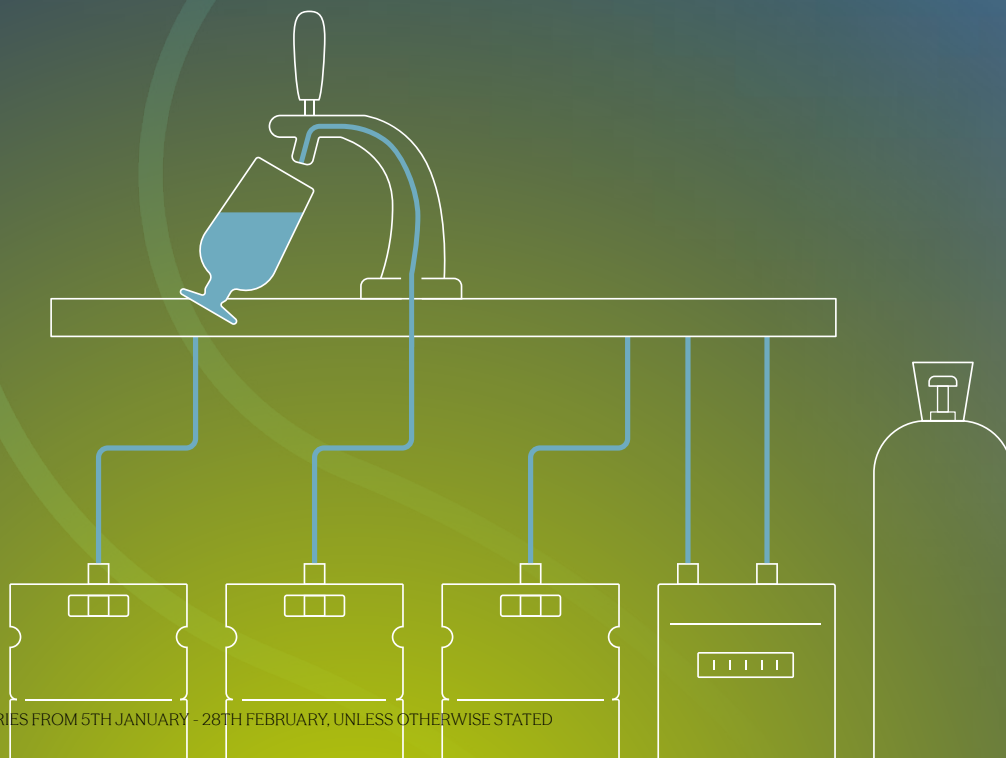
INTRODUCING

THE NEWEST  
MEMBER OF  
THE CQDS  
FAMILY



# CQDS

## Under~flow



OFFERS APPLY TO DELIVERIES FROM 5TH JANUARY - 28TH FEBRUARY, UNLESS OTHERWISE STATED



# A NEW UNDER-COUNTER SYSTEM THAT BRINGS THE QUALITY AND PERFECT-PINT CONSISTENCY OF CQDS TO VENUES WITHOUT A CELLAR, BUT WITH GOOD THROUGHPUT.

## WHAT IT IS

CQDS Underflow is a new under-counter system that brings the quality and perfect-pint consistency of CQDS to venues without a cellar, but with good throughput.

It delivers a fully enclosed, chilled beer journey, just like CQDS, but in a compact format that fits under the bar and supports higher volume than DraughtMaster.

CQDS Underflow delivers the same benefits as the cellar based CQDS, extending the line cleaning period from 7 days, to 28 days, significantly saving the customer time, money and energy.

## WHO IT'S FOR

CQDS Plus is ideal for:

- Have no cellar or have an additional bar, but still sell a good volume of draught
- Struggle with under-counter keg issues like temperature swings and waste
- Need a reliable, high-quality system in a tight bar footprint
- Want CQDS quality beer without cellar infrastructure

**“CQDS UNDERFLOW IS DELIVERING EXACTLY WHAT OUR CUSTOMERS HAVE BEEN ASKING FOR.**

Gary Puckering  
Dispense & Innovation Manager

It's taken the reliability of CQDS and made it work where space has always been the barrier. For many venues, it's solved a problem they've had for years. Demand for the new system is already strong and we have installed CQDS Underflow in over 100 outlets during the first two months since launch, with customers clearly seeing the impact this system can have on their business





CROWN



OFFERS APPLY TO DELIVERIES FROM 5TH JANUARY - 28TH FEBRUARY, UNLESS OTHERWISE STATED





CELLARS<sup>®</sup>





# TAKE A FLIGHT LOOK AT WINE IN





# FRESH YOUR 2026

**A NEW YEAR BRINGS NEW POSSIBILITIES. SO WHY NOT REFRESH THE WAY YOU THINK ABOUT YOUR WINE OFFERING? AS THE MARKET EVOLVES AND CUSTOMER EXPECTATIONS RISE, NOW IS THE PERFECT MOMENT TO TAKE STOCK, RETHINK YOUR RANGE, AND UNLOCK UNTAPPED POTENTIAL AND REVENUE.**

At Crown Cellars, we don't just supply wine, we partner with you.

We take the time to listen, understand your business, and build a tailored plan that helps your wine range work harder, sell better and deliver real results.



2026 IS YOUR  
OPPORTUNITY  
TO REFRESH,  
REFINE AND  
RE-ENERGISE  
YOUR WINE  
RANGE.







CROWN CELLARS®

IS HERE TO  
HELP MAKE  
2026 YOUR  
STRONGEST  
YEAR YET.



# REASONS TO

*partner*  
W

**Unmatched quality  
& exceptional choice**



From exclusive labels you won't find anywhere else to renowned global favourites, our portfolio gives you the flexibility to build a range that's as unique as your venue.

**Experts 100% exclusively  
for the On-Trade**



We serve one market. That means every bottle, every recommendation and every support tool is designed specifically to help the on trade.

**Training & support  
That bring wine to life**



Our WSET-qualified team are true wine lovers and passionate about their field.

**Bespoke, sales-  
Driving wine menus**



We create personalised, beautifully designed menus crafted to elevate your offer and maximise sales and profitability.



ev

# WITH CROWN CELLARS

Digital tools that  
Put you in control



Order whenever it suits you, 24/7. Access profit calculators, online promotions and our full range at your fingertips.

Industry-leading  
credibility



Our long-standing partnership with renowned wine expert Jonathan Pedley ensures every list is expertly tasted, rigorously approved and backed by credible industry insight.

“IT IS A TRUE  
PARTNERSHIP”

Befored Blues RFC

“WE REALLY  
VALUE THEIR  
COLLABORATIVE  
APPROACH”

Cosmo Restaurant Group

“KNOWLEDGE,  
INSIGHT,  
ENTHUSIASM”

Braintree Golf Club

be **drinkaware**.co.uk

ORDER ONLINE HERE



# THE WINE QUIZ



## 1 HOW BIG IS YOUR CURRENT WINE RANGE?

- a) 1–4 wines (basic house options)
- b) 5–10 wines, some variety
- c) 10+ wines with style, region and price-tier differences

## 3 HOW VISIBLE IS YOUR WINE OFFERING?

- a) Hidden at the back of the menu
- b) Visible but not highlighted
- c) Clearly promoted with tasting notes or pairings

## 5 HOW WELL DOES YOUR WINE SELECTION PAIR WITH YOUR FOOD OFFER?

- a) We haven't considered pairings
- b) Some pairings are natural, but not highlighted
- c) Wine and food pairing is intentional and communicated

## 7 DO YOU ROTATE WINES SEASONALLY OR FOR EVENTS?

- a) No
- b) Occasionally
- c) Yes: seasonal changes, specials, and themed events

## 9 DO YOU OFFER WINE BY THE GLASS AND BY THE BOTTLE?

- a) Mostly by the bottle only
- b) Yes, some by-the-glass options
- c) Robust by-the-glass list with room for discovery

## 2 HOW CONFIDENT IS YOUR TEAM IN RECOMMENDING WINE?

- a) Not confident. They often default to house or cheapest
- b) Some knowledge, but inconsistent
- c) Confident, trained and able to upsell with ease

## 4 HOW OFTEN DO GUESTS ORDER WINE DURING PEAK SERVICE?

- a) Rarely
- b) A fair amount, depending on party type
- c) Regularly, it's core to our revenue

## 6 HOW DIVERSE IS YOUR PRICE LADDER?

- a) Very tight. Little room for trade-up
- b) Some step-up options
- c) Clear good/better/best structure

## 8 WHAT'S YOUR APPROACH TO STAFF WINE TRAINING?

- a) None
- b) Occasional training, usually around new products
- c) Regular, structured training or supplier-led sessions

## 10 DO YOU USE WINE TO ELEVATE PREMIUM OCCASIONS (e.g. Valentine's, Mother's Day)?

- a) No, not really
- b) Sometimes depends on occasion
- c) Absolutely. Wine is part of our event strategy



# Your Results



What kind of wine venue are you?

Count your **A** **B** and **C** answers.

mostly **A**

## The Reluctant Wine Venue

Wine isn't a priority... yet. But that means there's huge upside.

**What this means:** You may be missing out on one of the most reliable margin and spend-per-head opportunities in hospitality. Guests expect at least a baseline level of wine quality even if this isn't a big driver of your business.

### Your Opportunities:

- Upgrade the basics: Introduce a small but well-chosen core range (e.g., a strong red, white, rosé, sparkling).
- Visibility wins: Move wine higher on your menu and add simple tasting notes.
- Train the team lightly: Key descriptors + confidence = immediate uplift.
- Try one premium option: A single step-up wine can add ££ to every weekend shift.

**You don't need a huge wine list, just need a credible offer that feels intentional.**

mostly **B**

## The Wine Dabbler

You're in the wine game but there's a lot more value on the table.

**What this means:** Your venue is doing the basics right, but guests could be spending more with only slight changes. This is the biggest growth zone for most pubs and casual dining venues.

### Your Opportunities:

- Premium ladder: Add a 'better' and 'best' option to encourage trade-up.
- Rotate seasonals: A spring rosé, winter red or event-led special boosts engagement.
- Boost BTG (by the glass): A stronger BTG list increases ordering frequency.
- Simple pairings: Add 1–2 dish recommendations to drive food-lead wine sales.
- Short training bursts: 15-minute team briefings before shifts deliver huge impact. Annual or bi-annual supplier-led masterclasses.

**Most venues who sit in the B zone can significantly increase wine revenue with tweaks.**

mostly **C**

## The Wine-Forward Venue

Wine is already a key pillar. It's about refinement, innovation and experience.

**What this means:** You're already performing above the category average. Guests come to you expecting a curated wine experience.

### Your Opportunities:

- Deepen storytelling: Region, producer and style notes build authenticity.
- Add discovery moments: Flight boards, tasting events, weekend specials.
- Explore lighter styles: Picpoul, Albariño, Gamay, chilled reds and other modern trends.
- Raise the BTG game: Quality by-the-glass encourages experimentation.
- Team expertise: Consider WSET Level 1/2 support or supplier-led masterclasses.

**For wine-forward venues, the future opportunity lies in experience-driven wine moments that elevate and drive trade ups.**



BUY  
5  
TO GET 1  
FREE

# Symphoniae Prosecco DOCG

## 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

# LYRIC PROSECCO

LYRIC  
ITALIAN WINES  
THAT TASTE  
AS GOOD AS  
THEY SOUND.



BUY 11  
BOTTLES  
TO GET 1  
FREE

BUY 11 BOTTLES TO  
GET 1 BOTTLE FROM  
THE RANGE FREE

## PROSECCO

A GOOD MOUSSE IS FOLLOWED BY GREEN  
FRUIT ON THE NOSE AND AN OFF-DRY BUT  
CITRUSY PALATE, IDEAL FOR CUTTING  
THROUGH A GOOD PROSCIUTTO CRUDO  
OR A RICH MANCHEGO



# LOVE ITALIAN

CELEBRATE VALENTINE'S ROOTS  
WITH SOME ITALIAN STAPLES

\*Max 1 deal per outlet per week

BUY 11 BOTTLES TO  
GET 1 BOTTLE OF THE  
SAME VARIETAL  
**FREE**





**BUY 5  
GET 1  
FREE**  
JANUARY ONLY!

**BUY 11**

Buy 11 x 75cl bottles of  
Ochre Mountain Merlot Carmenere  
to receive a 75cl bottle free.

**GET 1 FREE**



## OCHRE MOUNTAIN MERLOT CARMENÈRE

**JUICY & RIPE**

Central Valley, Chile. Rounded and smooth in flavour  
with pronounced black currant fruit

Uncapped deals per customer per week,  
includes Ochre Mountain Merlot Carmenere





**BUY 5  
GET 1  
FREE**

**JANUARY ONLY!**

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.

Offer includes Zimor Cabernet IGT Venezia Giulia  
75cl only, limited to 2 deals per customer per week

**Explore the rest of the Zimor Italian wine range**





# BUY 11 GET 1 FREE

## PREMIUM RIOJA

ON AN INCREDIBLE DEAL

RIPE, SOFT BERRY CHARACTERS WITH LASTING  
FRUITY FINISH, IDEAL WITH POULTRY, GRILLED  
MEAT, PASTA DISHES AND CHEESE.

**BUY 5  
GET 1  
FREE**

JANUARY  
ONLY!





# las ondas

JANUARY ONLY!

BUY  
**5**

BOTTLES GET  
1 FREE



## PINOT NOIR RESERVA

Soft and not too heavy in the mouth with scrumptious red berry and spice aromas. Pop this one in the fridge for a few hours and give it a go lightly chilled. It's versatile enough to serve with charcuterie, duck, mushroom dishes, pheasant, port-salut, tomato-based dishes or tuna

CERTIFIED  
**sustainable**.CL  
Wines of Chile

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



WILD  
WONDROUS  
WORLD-CLASS  
WARM  
WORTHWHILE  
WAYWARD  
WHIMSICAL  
WELCOME  
WELL-DESERVED



JANUARY ONLY!

**WONDERFUL**

Carta 23 means the 23rd letter, because good things start with a W; Winning, Waffles, Whimsy and, of course, Wine

Deal includes Carta 23 Chilean Merlot. 3 deals per customer per week

**WEEKENDS  
BEGIN WITH  
WINE**



# JUICY, JAMMY ZIN THAT'LL CAUSE WAVES

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

BUY 5  
BOTTLES GET  
1 FREE

JANUARY ONLY!



EXCLUSIVE  
WINES  
EXCLUSIVE TO  
CROWN CELLARS



# RHONE

*Reduced*

**CENTURIES OF RHONE  
TRADITION, BOTTLED AT AN  
AFFORDABLE PRICE**

**BUY 5 GET 1 FREE**

Buy 5 bottles of Domaine Le Grand Destré 75cl to get a bottle FREE

A mid to full-bodied red wine with ripe tannins and complex fruit and spice aromas, great with grilled vegetables and barbeque meats







### H. LANVIN & FILS BRUT NV

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



### H. LANVIN & FILS ROSÉ BRUT NV

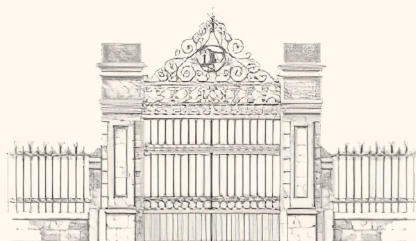
Pale salmon pink with delicate  
fresh red berry and toasty notes.

## CHAMPAGNE H. LANVIN & FILS

DEPUIS 1931

Crown Cellars are proud to  
present Champagne H. Lanvin  
& Fils, our leading selection for  
quality and family tradition.

**BUY 6 BOTTLES TO  
GET £4 DISCOUNT**



## LA BAUME SAINT-PAUL

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

**Buy any 11, Get 1 Free**

\*2 deals per customer per week



### OUR COMMITMENTS

#### Passion

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

#### Know-how

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

#### Respect

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





# Buy 5 get 1 FREE

Franschhoek Cellar  
'Club House' Rosé





# RIOJA ROSADO

by Bodegas del Medievo

Make the most of the sunshine – and the commercial resilience of rosé wine\* – with this pale rosé full of floral summer fruits aromas. Dry with plenty of refreshing acidity, Medievo Rioja Rosado is perfect for beer garden antipasti.

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

2 deals per customer per week

**BUY 11  
BOTTLES GET  
1 FREE**



**BUY  
11  
BOTTLES GET  
1 FREE**

# las ondas

## ROSÉ

A medium dry rosé that has vibrant strawberry fruit and a refreshing crunch on the palate

\*2 deals per customer per week. Offer includes Las Ondas Rosé 75cl

**CERTIFIED  
sustainable** CL  
Wines of Chile





**BUY 11  
BOTTLES GET  
1 FREE**

# ROSÉ D'ANJOU

## by Famille Bougrier

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

Limited to 2 deals per customer per week

# Aimery Cabernet Rosé, IGP Pays d'Oc

**BUY 11  
GET 1  
BOTTLE  
FREE**

This rosé wine has pleasant strawberry flavours and a crisp dry finish

2 deals per customer per week





# Balfour English

Buy 11 bottles  
of Balfour  
Nanette's  
Rose get 1  
bottle FREE

## **BALFOUR** Nanette's Rosé

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



explore the rest of the range  
on the Crown Cellars site

\*MAX 5 DEALS PER CUSTOMER PER WEEK





*Raise your  
tapas game*

**MARQUÉS DE ALFAMÉN  
GARNACHA ROSADO**

A pure, light and fresh rosé that is dry whilst being almost peachy on the nose, offering a great balance for blue cheeses, but easily matched with most tapas as well as Mexican dishes

BUY 11  
GET 1  
BOTTLE FROM  
THE RANGE  
**FREE\***

\*2 DEALS PER CUSTOMER PER WEEK



MUD HOUSE

*Buy 11 x 75cl*

to get 1 x 75cl

**FREE**

*Taste a World of Adventure*

NEW ZEALAND • CHILE • FRANCE

A wanderlust journey and spirit of adventure is perfectly captured in every bottle of Mud House. [www.mudhouse.co.nz](http://www.mudhouse.co.nz)

[be.drinkaware.co.uk](http://be.drinkaware.co.uk) Please drink responsibly





# MAKE IT SPECIAL WITH A SPLASH OF GOLD



BUY 2  
CASES  
TO GET 1  
BOTTLE OF  
SMIRNOFF  
RED FREE\*

\*JANUARY ONLY!

Glamorous inside and out, Bottega Gold is a multi-award-winning Italian Prosecco with fruity and floral notes and a spicy herbal finish. Hints of green apple, acacia, white flowers, pear, citrus and even sage make for a truly golden experience.





- LET IT -  
**BLOSSOM**

- BUY 11 BOTTLES -  
**GET 1 FREE**



2 DEALS PER OUTLET PER WEEK, WHILE PROMOTIONAL STOCKS



# FRESH-FORMAT

<0.5% Fizz

WHEN  
IT'S GONE  
IT'S GONE!



**BUY 4 CASES, GET 1 CASE FREE**

PERFECT FOR EVENTS AND BEER GARDEN SERVES THAT CATER FOR DRINKERS LOOKING TO ENJOY LIGHTER, LOWER-CALORIE, CONVENIENT WINE FORMATS, THIS SPARKLING SAUVIGNON BLANC IS LESS THAN 0.5% ABV AND HAS PLENTY OF FRUITY, GRASSY NOTES WITH LIME, KIWI, AND MELON CHARACTER.



# Ponte Italian Merlot

Buy 3 cases of 24 x 187ml  
to get a 70cl bottle of  
Smirnoff Red FREE

4 deals per customer per week, offer includes Ponte Merlot 24 x 187ml only



# Keeping Things Fresh



# Ponte Italian Pinot Grigio Rosé



Buy 3 cases of 24 x 187ml  
to get a 70cl bottle of  
Smirnoff Red FREE

4 deals per customer per week, offer includes Ponte Pinot Grigio Rosé 24 x 187ml only

# Invenio Australian Colombar Chardonnay

Buy 3 cases of 24 x 187ml  
to get a 70cl bottle of  
Smirnoff Red FREE

4 deals per customer per week, offer includes Ponte Merlot 24 x 187ml only



OFFERS APPLY TO DELIVERIES FROM 5TH JANUARY - 28TH FEBRUARY, UNLESS OTHERWISE STATED



# BRIGHT, COMPLEX AUSSIE WHITE

THIS FULL FLAVOURED WINE WAS INSPIRED BY THE  
PIONEERING SPIRIT OF THE BUSSELL BROTHERS.

A perfect Margaret River white wine, Busselton Boys Semillon Sauvignon Blanc definitely adds a classic twist to any event. Fresh and vibrant with notes of cut grass and passion fruit. The wine is endowed with tropical and lime citrus flavours while finishing crisp and dry. Perfect drinking for any occasion. A short period of contact with yeast lees has built further complexity and texture into the palate.



BUY 5  
BOTTLES GET  
1 FREE



Buy 5  
bottles get  
1 free

## Single Vineyard Cabernet Sauvignon

From South Africa's first B Corp certified vineyard, run almost exclusively by solar power, this single vineyard Cabernet is bursting with aromas and flavours of ripe blackcurrant fruit, cassis and spicy oak. Ripe tannins give this wine a firm and rich mouthfeel, with a lasting finish.



# ENGLISH WINES AT GREAT VALUE

PIONEERS OF ENGLISH WINE, BOLNEY WINE  
ESTATE HAVE BEEN PRODUCING AWARD-WINNING  
WINES IN THE HEART OF SUSSEX SINCE 1972.

The red is medium-bodied  
and full of red and black fruit  
flavours, complemented  
by some smoky notes. The  
finish is bold with black  
peppercorn spice, making  
it perfect with a seasoned  
Aberdeen Angus burger.



The Bacchus is a vibrant and  
lively white blend made with  
carefully selected premium  
grapes, the refreshing acidic  
structure is complemented by  
notes of ripe pear, lemon zest  
and orchard blossoms.




## Buy 5 bottles get 1 free





Buy 11  
bottles get  
1 free

# ANDEAN VINEYARDS MALBEC

  
**ANDEAN**  
VINEYARDS  
MENDOZA ARGENTINA  
Our ideal terroir where nature produces  
grapes to create superb wines.  
**MALBEC**

*Argentinian Malbec on an unmissable deal. A mid-bodied and warming red wine that has a good attack of damson and spice aromas, ideal for upselling alongside hearty beef dishes, hard cheeses, mushroom dishes and venison.*

*2 deals per customer per week*



# 2026 at *First Blue*



**Sieur d'Arques  
Cuvée du Soleil IGP  
Pays d'Oc Rosé**

*Pays d'Oc, France*

Elegant and subtle dryish  
rose with enchanting  
aromas of narcissus and  
white peach.

**Sancerre Rosé,  
Domaine  
La Gemière**

*Loire, France*

Perfectly balanced  
with steely minerals  
and delicate red fruits.

**Famille Ravoire,  
Côte de Provence  
Rosé 'Chantrose**

*Provence, France*

Youthful with vibrant  
acidity and delicate fresh  
red berry flavours.

**Bougie  
d'Anjou**

*Loire, France*

Delicate and  
fresh character.



With consumers across the wine category continuing to buy less but spend more in both the On- and Off-Trade, rosé remains the only sub-category showing value growth in the On-Trade\*

It's a strong signal to introduce one or two premium rosé options to your list. Here are a few of our favourites from the range.

\*Source: CGA by NIQ On Premise Measurement (OPM) | Total Liquor | MAT up to 14/06/2025



er Rose  
u AOC

France

and light with  
erry notes.

**Medievo Rioja  
Rosado**

*La Rioja, Spain*

Pale rosé colour with  
floral summer fruits  
aromas. Dry with plenty  
of refreshing acidity.

**Henri Gaillard  
Côtes de  
Provence Rosé**

*Provence, France*

A classic French rosé:  
bone dry and light  
bodied with delicate  
red fruit.

**Balfour Hush  
Heath Estate  
Nannette's Rosé**

*Kent, England*

A herby and aromatic  
nose, with strawberry,  
red berry fruit, along with  
hints of lemon, thyme  
and rosemary.



✓✓  
**DISTILLED**  
|









# SPIRITS SERIES



**AT DISTILLED, WE'RE  
HERE TO HELP YOU  
CREATE, ELEVATE OR  
REFRESH YOUR ENTIRE  
SPIRITS OFFER.**

# IN THE SPIRIT OF SERVICE



**WHETHER YOU'RE REVAMPING YOUR BACK BAR OR LOOKING FOR THE NEXT BIG THING IN COCKTAILS, OUR TEAM BRINGS YOU THE INSIGHTS, IDEAS AND PRACTICAL TOOLS TO STAY AHEAD OF THE CURVE.**



## **FRESH IDEAS & INDUSTRY INSIGHT**

We keep you plugged into what's new and what's next: Cocktail and flavour trends, category insight, upcoming spirit styles and expert perspectives that help you stay competitive.

## **INSPIRATION AT YOUR FINGERTIPS**

Our website is packed with engaging content: articles, industry updates and a curated, exciting range designed to spark creativity.





## PRACTICAL TOOLS TO GROW YOUR OFFER

From listing support to cocktail specs, menu creation and serve suggestions, we make it easy to build an exciting and profitable spirits range.

## DIGITAL HOW-TO CONTENT FOR YOUR TEAM

Access bite-sized cocktail tutorials, batching ideas, trending serves, and step-by-step videos that help your team pour with confidence and craft drinks that wow customers.





# WARNER'S

Farm-grown, distilled with  
real ingredients, and crafted  
to capture the best of nature  
in every sip



Buy any six bottles from  
the range to get 1 free\*

\*10 deals per customer per week







Since 2012 we've been  
on with a mission...



*We're Tom and Tina  
Warner. Co-founders of  
Warner's Distillery.*



to save the world from  
mediocre drinks and help save  
the planet, one sip at a time.

A husband-and-wife team from England and Ireland who've bravely started a business together, every day we challenge the status quo and strive to deliver only the best drinks for you to enjoy, that are also best for our planet.

Growing up in farming families gave us a can-do attitude, strong work ethic, a great love of food and drink, and a respect for the natural world that provides for us. Each bottle has the same love, pride and care as a home cooked meal from our farm.

Our globally-award-winning spirits are lovingly crafted with nature using our farm grown botanicals, because we believe real tastes better and does better in every sense. Our delicious creations draw directly from our biodiverse botanical gardens, hedgerows, and natural springs of our family farm, the historic Falls Farm estate nestled in the village of Harrington amongst the rolling Northamptonshire hills.

Certified



Corporation

*with a continued focus  
on protecting nature*

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# JOSE CUERVO TEQUILA RANGE SPECIAL PRICING!

Valid for Especial  
Silver & Reposado

## THE NO.1 TEQUILA IN THE UK



\*1 BOTTLE = 70CL. \*\*WSR 2023 DATA. JOSE CUERVO® AND OTHER TRADEMARKS ARE OWNED BY TEQUILA CUERVO LA ROJEÑA, S.A. DE C.V. ©2025 PROXIMO SPIRITS. PLEASE DRINK JOSE CUERVO® RESPONSIBLY.

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## THE SURPRISINGLY NON-ALCOHOLIC SPRITZ



ORDER TODAY AND  
RECEIVE A FREE  
RATE OF SALE  
SUPPORT KIT



Managers Brief +  
x20 Menu Hangers

RITUALE ITALIANO  
DAL 1965  
**CRODINO**  
NON-ALCOHOLIC  
SPRITZ  
0.0% ABV

# 15.5 MILLION

BRITONS PLAN TO PARTICIPATE  
IN DRY JANUARY\*

## SAVE £5 PER CASE

\*Source: Alcohol Change UK 2025

\*\*18+ only with valid ID. All offers are subject to availability and while stocks last. ROS support kits available for the first 50 orders.





SCAN  
HERE  
FOR  
SERVES

FIND YOUR  
PERFECT MATCH FOR

# Valentine's Day

BUY ANY 4 AND  
RECEIVE A FREE BOTTLE OF  
BEEFEATER PINK\*

*Make in 3 Easy Steps:*



1.  
POUR 50ML  
SPIRIT  
OVER ICE



2.  
ADD  
LONDON ESSENCE



3.  
ADD  
GARNISH

ENJOY RESPONSIBLY  
be [drinkaware.co.uk](https://www.drinkaware.co.uk)

\*CGA MIXED DRINKS REPORT Q3 2021  
\*TERMS & CONDITIONS APPLY.

**DUTCH BARN**  
- ORCHARD -  
VODKA

**GOOD FOR THE PLANET**  
BAD FOR HUMANS

**THE FOURTH ROUND'S ON US.  
CHOOSE 3, GET 1 FREE**



If vodka and cherry  
bakewell had a baby...



The posh one in a  
brown bottle



Spiced, smooth and  
supporting donkey welfare.

**SERIOUSLY SMOOTH  
NOT FOR THE SERIOUS**

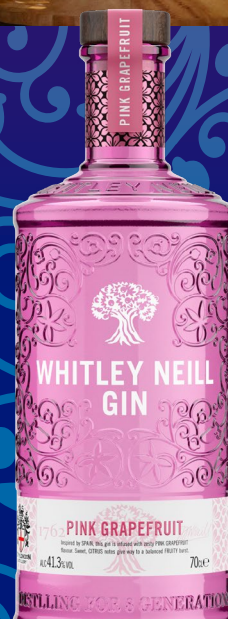




WHITLEY NEILL  
GIN

UK'S  
NO.1  
PREMIUM  
GIN

£2 OFF  
A BOTTLE



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Nielsen IQ data to: 14.06.25 be:drinkaware.co.uk

MAKE *the* OCCASION

\*OFFER APPLIES TO FULL AVAILABLE WHITLEY NEILL RANGE,  
EXCLUDING DISTILLER'S CUT LONDON DRY GIN. ALL BOTTLES 70CL.



ST-GERMAIN®

# SPRITZ UP YOUR SPRITZ



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



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MAX 3 DEALS PER CUSTOMER ORDER. GLASSWARE TO BE SENT SEPARATELY, ONCE PROMOTION  
IS COMPLETE. ©2025 ST-GERMAIN AND ITS TRADE DRESS ARE TRADEMARKS.



# BUY 3 GET 1 CASE FREE\*

**NEW**



**THEY'RE**

**WELL**

**POSH**

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

\*Deal runs from 1st January 2026 – 28th February 2026. Three deals per customer, per week. Qualifying products include: J20 Strawberry & Orange Blossom Mojito 250ml x 12, J20 Tropical punch 250ml x 12, J20 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 23/08/25; C&A total out of home (licensed and foodservice) Adult - Britvic defined, 52we 31/07/25. For further information please contact Carlsberg Britvic at [pressoffice@carlsbergbritvic.co.uk](mailto:pressoffice@carlsbergbritvic.co.uk). Promoter: Carlsberg Britvic, Breakspear Park, Breakspear Way, Hemel Hempstead, HP2 4TZ.



*Britvic*

THE  
LONDON  
ESSENCE  
CO.



AQUA  
LIBRA

MATHEU  
TEISSEIRE  
Founded in 1729



# BUY 3 GET 1 CASE FREE\*



**AQUA  
LIBRA**

\*T&Cs apply: Deal runs from 1st January 2026 – 28th February 2026. 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.



*Britvic*

THE  
LONDON  
ESSENCE  
CO.



**AQUA  
LIBRA**



# GET A FREE CASE



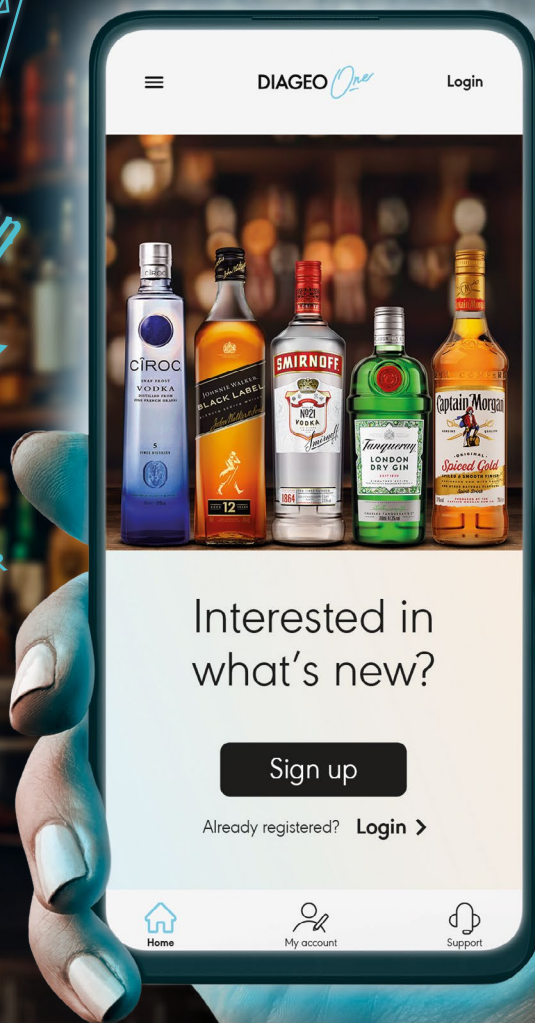
## WHEN YOU BUY ANY 3 CASES

T&Cs Apply: Deal runs from 1st January 2026 – 28th February 2026. Qualifying range includes Original and Caramel 250ml x 24. Promoter: Carlsberg Britvic, Breakspear Park, Breakspear Way, Hemel Hempstead, HP2 4TZ.

*Jimmy's*



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[drinkaware.co.uk](http://drinkaware.co.uk) for the facts | PLEASE DRINK RESPONSIBLY





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

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

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

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

**And activating your account has never been easier:**

STEP 01



Visit [order.carlsbergmarstons.co.uk](https://order.carlsbergmarstons.co.uk) or scan the QR code



STEP 02

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

STEP 03

Enter the email address you will use to log in

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







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  
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