

MARCH

2026



# THIRST

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

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



Feedback  
Your opinion matters to us, please let us know how we're doing

Latest Brochure

As the days get longer and the energy of spring begins to build, so do the opportunities for the on-trade.

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



WELCOME TO OUR MARCH EDITION

As we leave behind the dark months of winter, we start to see the shift that comes with longer days, lighter evenings and the first real signs of spring.

With more daylight and a renewed sense of energy, socialising begins to ramp up and creates new opportunities for venues to connect with their customers.

In this edition, we explore how social habits are evolving. From daytime occasions to midweek meet-ups, we're looking at what this means for your venue and how adapting to these newer patterns can help drive footfall and relevance as we head into the brighter months.

We're also shining a light on two brands with real heritage and momentum. J2O has been part of the on-trade landscape since 1998

and continues to play an important role in modern social occasions as a fruit led soft alternative, while Poretti remains a standout example of quality, craftsmanship and the exciting things happening within premium beer right now.

And we also tackle the big debates in the industry. This month we explore the role of social media and the pros and cons of using social platforms in your venue, helping you decide what approach works best for your business.

March is a great moment to reassess, experiment and lean into what's next. We hope this edition gives you plenty of inspiration for the months ahead.



Chris Pratt  
VP On trade

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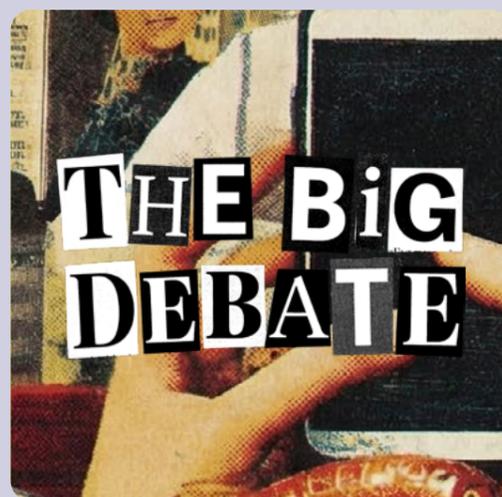


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# WHAT'S GOING ON

MARCH 2026



# WHAT'S GOING ON

1ST

ST DAVID'S DAY



St David's Day is a great opportunity to celebrate Welsh heritage. From showcasing Welsh spirits to hearty comfort dishes and simple Welsh-inspired touches, it's an easy way to create a sense of occasion early in the month.

8TH

INTERNATIONAL WOMEN'S DAY



International Women's Day is a moment to celebrate, recognise and support women. There are plenty of ways to get involved from hosting talks or events, special offers for women or simply sharing stories of the women in your business.

Keep it credible and it is also a good time to reflect on how you can support women better (both customers and employees).

14TH

SIX NATIONS FINAL



The final weekend of the Six Nations is always a major sporting moment. With tensions high and loyalties strong, pubs and bars are perfectly placed to create a tense but exciting atmosphere.

Big screens, booked tables, game-day food offers, sharers and quick-serve drinks help maximise dwell time and spend during one of the biggest rugby weekends of the year.

15TH

MOTHER'S DAY



Mother's Day remains one of the most important dates in the hospitality calendar. Brunches, fizz, premium soft drinks, cocktails and alcohol-free options all play a role in creating an inclusive, family-friendly experience. Booking-led offers, set menus or a complimentary treat can help elevate the occasion.



# WHAT'S GOING ON

## DID YOU KNOW?



St Patrick's Day is celebrated in more countries around the world than any other national festival



Historically, brewing was a female-dominated profession. In medieval Europe, 'alewives' were responsible for brewing and selling beer, and many of the foundations of modern brewing techniques were developed by women.



Over the weekend of the 2025 Six Nations final, UK pubs sold an estimated 33.2 million pints of draught beer and cider, with an average pub serving around 878 pints.

### 17TH

## ST PATRICK'S DAY



St Patrick's Day brings colour, energy and celebration to venues of all sizes. From classic Irish drinks to themed menus, music and decorations, it's a chance to embrace the mood and the fun while driving footfall across the entire day, not just the evening.

### 20TH

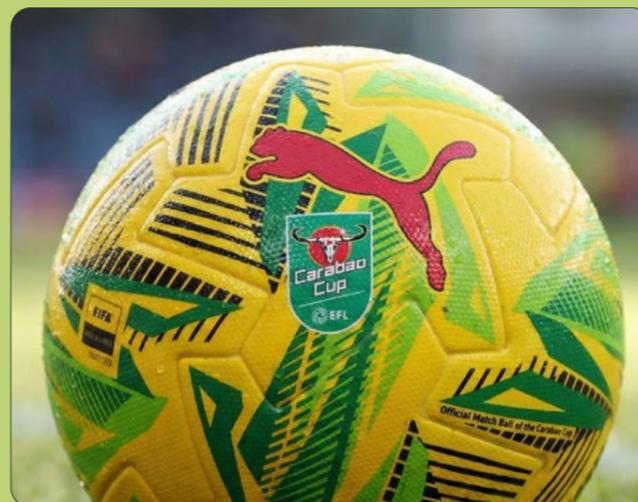
## OFFICIAL FIRST DAY OF SPRING



The first day of spring signals a shift in mood and behaviour. It's the perfect moment to refresh menus, highlight daytime trading and start thinking about outdoor spaces and seasonal promotions.

### 22ND

## EFL CUP FINAL



A key fixture in the football calendar, the EFL Cup Final attracts a broad audience and creates a strong communal atmosphere. With many guests watching in groups, it's a prime opportunity to focus on sharing food, fast service and drink bundles.

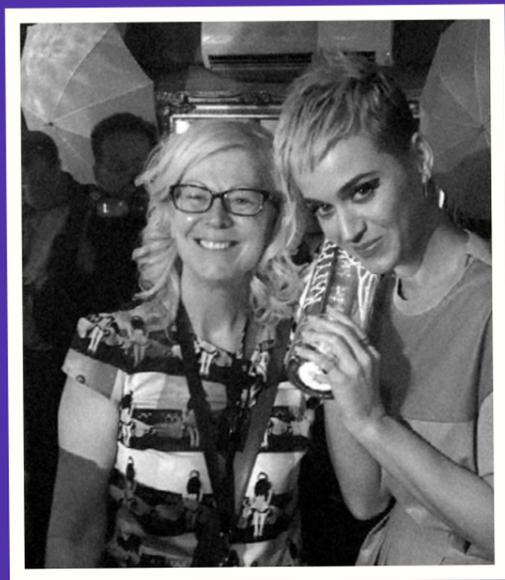
### 29TH

## CLOCKS GO FORWARD



As the clocks change and evenings get lighter, socialising naturally shifts earlier and lasts longer. It's an ideal moment to lean into after-work drinks, daytime occasions and midweek visits as guests make the most of extra daylight.





Meet Sally Fox, Owner and General Manager of the iconic music venue The Water Rats in Kings Cross, London

## TELL US A BIT ABOUT THE WATER RATS?

We took over The Water Rats in 2016. Before that, I was running nightclubs in Soho which are more obviously centred around recorded music.

We wanted to find something really special with more meaning and purpose. At the time, The Water Rats was quite run down and had lost its way a little but it has always been a true grassroots music venue with an incredible legacy and music history. In the 1980s it became famous for hosting The Pogues' first gig. Oasis were signed the very evening they performed here and Bob Dylan has also graced the stage.

We refurbished the space completely from top to bottom and installed a new sound system. Today,

"Oasis were signed the very evening they performed here and Bob Dylan has also graced the stage."

# TELL US A BIT ABOUT THE WATER RATS?

the majority of what we do is live bands but we also host launch nights and theatre productions. We've developed a strong food and drinks offering as well.

Our audience is wonderfully diverse. Young and old and a real mix of nationalities. We're a destination venue for music lovers but we also welcome passing trade, including tourists who might just pop in for a breakfast and then be amazed at what they have stumbled upon. What unites everyone is a love for music. We might see an 18-year-old and a 90-year-old standing side by side, connected by the same performance. Music brings people together.

We have all genres of music from punk, rock, jazz, folk and everything in between. We're open seven days a week from 8am serving breakfast and offering great pub classics throughout the day and hosting plenty of private events alongside our evening shows.



# WHAT IS SPRING AND SUMMER LIKE FOR YOU?



The industry is more challenging than ever so we have to work harder than ever to keep momentum going. That means more events and more promotion. Fortunately, many of the bands we host already have a following and we are well known and regarded within the industry, which helps bring people through the doors.

It can be quieter during major holiday periods when people are away but overall we stay busy by offering a good selection of entertainment.

# AND FINALLY, WHAT'S YOUR PERSONAL FAVOURITE DRINK?

I do love a rosé wine or a glass of champagne.

# WHAT ARE YOUR BEST SELLERS IN TERMS OF DRINKS?

We have a real mix but beer definitely leads the way. Estrella and Poretti are both particularly popular. They're easy drinking and suit the buzzy, energetic atmosphere of a live music venue.

We also have a much stronger wine selection than I ever did in my nightclub days. Customers now expect quality and variety and we offer a great wine list to suit different tastes.



## POLICY BRIEFING:

# SUMMARY OF BUSINESS RATES ANNOUNCEMENT

### NEW SUPPORT SPECIFICALLY FOR PUBS

**From April: Every pub in England will receive a further 15% reduction on its new business rates bill post transitional relief**

- Following that, **pubs' business rates will be frozen in real terms for two years.**

- Year 2 bills will be Y1+CPI
- Year 3 bills will be Y2+CPI

(Government has calculated costings based on 2.8% CPI)

- **Three-quarters of pubs** will see bills fall or stay the same next year.

- 27% of pubs will still see bills rise
  - Half of these are those pubs who are paying rates for the first time
  - Because it is a percentage change, not a given monetary amount, these pubs will not be removed entirely from paying rates
  - However, their increases will be lower than before, with a new cap of £680 vs £800 per year

- By **2028/29**, total business rates paid by the pub sector will be lower than today.
  - The Government has said that this will be 8% lower by year 3 in real terms

- The Government has also committed that a full **review of the pub valuation methodology** will take place before the next revaluation cycle.

- The same relief will apply to **grassroots live music venues**, many of which are valued similarly to pubs.

- We estimate this is worth £370m to the sector over three years.

### Eligibility

Live music venues will also be included, defined as those wholly or mainly used for the performance of live music for the purpose of entertaining an audience.

Relief will be awarded to pubs that meet all of the following characteristics:

- a) is open to the general public,
- b) allows free entry other than when occasional entertainment is provided,
- c) allows drinking without requiring food to be consumed, and
- d) permits drinks to be purchased at a bar.

For these purposes, the meaning of pub does not include:

- a) Restaurants, cafes, nightclubs, snack bars,
- b) Hotels, guesthouses, boarding houses,
- d) sporting venues, festival sites, theatres, concert halls, cinemas,
- e) museums, exhibition halls, and casinos

### Wider Regulatory & Planning Measures

**Licensing flexibility:** Work underway to ensure local authorities apply licensing rules more consistently and supportively.

**Extended opening hours:** Pubs can open until 1–2am during home nation matches in the later stages of this summer's World Cup.

**Temporary Event Notices (TENs):** Legislation will increase the number of TENs available to venues.

**Planning reforms:** Further loosening of planning rules this spring to allow pubs to add guest rooms without full planning permission.

The Government also announced changes aimed at supporting sustainable business models for pubs and other licensed venues:

### Government Positioning

- Ministers underlined that pubs have been unsupported for too long and criticised the previous government for overseeing the loss of 7,000 pubs between 2010–2024.
- The Government has listened to MPs, including those on the All-Party Parliamentary Pub Group, calling for targeted support.

### High Street Strategy

- The upcoming High Street Strategy aims to “reinvigorate communities” and will be delivered in partnership with sector bodies, including pub and hospitality representatives. This is due to be expanded upon later this year.

The Government has set out a significant package of reforms to business rates alongside wider measures aimed at supporting high streets, small businesses, and specifically pubs and grassroots music venues.

Current RV	Current bill	New RV	New bill (with new RHL multipliers)	Year one bill with transitional relief	Year two bill with transition*	Year three bill with transition*
£9,400	£0	£19,250	£7,354	£800	£1,600	£2,400
	NOT PAYING BR		BUDGET 2025 VS CURRENT BILL	-	-	-
			ADDITIONAL 15% PUB RELIEF	£680	£699	£719
			NEW INCREASE VS CURRENT BILL	-	-	-
£30,000	£8,982	£39,000	£14,898	£10,329	£13,273	£15,744
	GETS 40% RHL RELIEF		BUDGET 2025 VS CURRENT BILL	15%	48%	75%
			ADDITIONAL 15% PUB RELIEF	£8,780	£9,026	£9,278
			NEW INCREASE VS CURRENT BILL	-2%	0%	3%
£30,000	£14,970	£39,000	£14,898	£15,288	£15,315	£15,744
	NO NHL RELIEF		BUDGET 2025 VS CURRENT BILL	2%	2%	5%
			ADDITIONAL 15% PUB RELIEF	£12,995	£13,359	£13,733
			NEW INCREASE VS CURRENT BILL	-13%	-11%	-8%
£269,000	£149,295	£285,000	£122,550	£125,400	£125,981	£129,509
	NO RHL RELIEF		BUDGET 2025 VS CURRENT BILL	-16%	-16%	-13%
			ADDITIONAL 15% PUB RELIEF	£106,590	£109,575	£112,643
			NEW INCREASE VS CURRENT BILL	-29%	-27%	-25%

\*2.8% inflation applied in years 2 and 3

# THE BIG DEBATE

SOCIAL MEDIA: *go big or go home?*

FOR

## SOCIAL MEDIA IS A REVENUE DRIVING GAME-CHANGER

Let's be honest, social media is everywhere. From Instagram stories to TikTok trends, it's become a way people, especially younger customers, discover new bars, restaurants and experiences. For venues, it's not just marketing; it's a way to tell your story, showcase what you have to offer and connect with both new and loyal customers.

A strong social presence can turn a quiet night into a full house, highlight events instantly, and give your venue a voice in a crowded market. And people taking pics or selfies of a great night at your venue can create **fear of missing out (FOMO)**.

### BOOSTS VISIBILITY

Help showcase your venue to new audiences.

### DRIVES FOOTFALL

Eye-catching posts and stories can turn scrolling into visits.

### HIGHLIGHTS EVENTS & SPECIALS

Share cocktail launches, brunch menus, events and special deals instantly.

### BUILDS COMMUNITY

Engages regulars and creates conversation online.

### CREATES FOMO

When people tag and share their experiences, it encourages friends and followers to visit so they don't miss out.

AGAINST

## SOCIAL MEDIA IS AN ANNOYANCE AND TAKES AWAY FROM BEING IN THE MOMENT

Culturally, there's a growing backlash against constant screens and 'performative' experiences. Some venues are choosing to protect their atmosphere by limiting phones and social media, allowing customers to truly enjoy being in the moment.

From quiet cocktail bars to live music venues, the pressure to post can distract from conversation, enjoyment and even service. For these venues, creating a space free from cameras isn't about ignoring trends, it's about intentionally creating an experience that feels intimate, authentic and relaxing.

### PRESERVES ATMOSPHERE

Not everyone wants phones out during a relaxed evening.

### FOCUS ON EXPERIENCE

Encourages people to be in the moment, enjoying drinks and conversation.

### SUPPORTS INTIMATE VENUES AS WELL AS EXPERIENCE VENUES

Some bars take phones off tables or ban photography to help the vibe.

### PROTECTS STAFF & CUSTOMERS

Limits sharing of other people without consent and reduces pressure to perform for the camera.

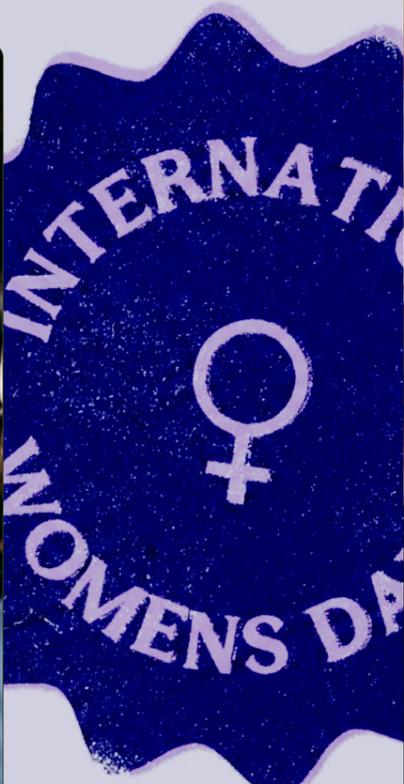
### STOP ANNOYING OTHER GUESTS

Too many people taking photos or staging posts can annoy others.



RAISING THE BAR

# A SPOTLIGHT ON WOMEN IN HOSPITALITY



Women have been central to drink and hospitality culture for centuries, from driving early brewing traditions to shaping modern drinking culture.

In medieval England, women known as alewives and brewsters were the backbone of beer production, selling ale from their homes and taverns long before commercial breweries existed. Yet over time, brewing and hospitality became more male-dominated as industrialisation advanced.

# Today, women represent about 50%<sup>1</sup> of the UK hospitality workforce, but this reduces higher up the career ladder.\*

<sup>1</sup>Forbes 2025 based on report Finding A Voice: Empowering Women In Hospitality, by JLL - 50%

Fewer women hold senior leadership roles or pub licences and research shows the number of female licence holders has fallen sharply in the last five years, while men have declined at a slower rate.<sup>2</sup>

<sup>2</sup>The Change Group analysis of ONS employment data - decline



## WHY SOME WOMEN MAY HESITATE TO WORK IN HOSPITALITY

### IRREGULAR HOURS

Long, unpredictable shifts make hospitality hard to balance with life outside work.

### WORKPLACE CULTURE

Some venues still feel male-dominated, discouraging women from staying long-term.

### LESS VISIBILITY AT A LEADERSHIP LEVEL

Without women in leadership, progression can feel out of reach.

However, the industry is showing signs of change. Mentoring programmes, support networks and inclusion initiatives are helping women build long-term careers and break down barriers.

# Inspirational figures in the drinks and on-trade world

Sara Barton

A pioneering British brewer, she became the first woman to win the Brewer of the Year award in the UK and helped found Project Venus, a collaborative community for women brewers.

*"Women have always brewed beer. We just need to reclaim our space at the table and behind the bar."*



Sophie de Ronde

Founder of International Women's Collaboration Brew Day and head brewer, she's recognised for her brewing excellence and contribution to community-building in beer.

*"Collaboration, visibility and support are the keys to helping more women succeed in hospitality."*

Monica Berg

An award-winning bartender and co-founder of influential platforms working to improve workplace culture in hospitality.

*"Inclusivity and diversity matter. Hiring a diverse group of people isn't enough if you don't support them to flourish at their own speed."*



## Why it matters for venues

Research shows that diverse leadership and inclusive workplaces are not just socially important, they also make commercial sense<sup>2</sup>. A balanced team is more likely to understand diverse customer needs, make better decisions and create environments where everyone feels welcome.<sup>3</sup>

<sup>3</sup>TSK Group 2025 based on analysis from McKinsey/BCG





Visits are happening earlier in the day and increasingly midweek, challenging the old Friday-night-centric model.

**Across the industry, the traditional peak trading period of 7pm–10pm has shifted earlier\*. Now, 5pm–7pm is becoming the busiest and most profitable window of the average day.**

*This change reflects broader lifestyle trends:*

- Hybrid working pushes office socials earlier.
- Pubs are evolving into ‘third spaces’ blending work meetings and socialising.
- Light socialising. Less ‘out, out’ and more ‘out then home.’

## 5-7PM IS THE NEW PRIME TIME

Thirsty Thursdays  
and Early Evenings  
*How pub culture is shifting its clock*

So what does that mean?

**Lower-alcohol and sessionable options:**

People are arriving earlier\*, sometimes before dinner or for casual work/social time. Light beers and low-ABV wines, spirits and cocktails meet this need.

**Coffee and day-to-evening cocktails:** Pubs doubling as third spaces can offer coffee, teas that transition into evening drinks.

Adult Soft drinks and non-alcoholic drinks capture those skipping alcohol or taking a pause between drinks (zebra drinking).

Wine and spritz options encourage midweek dinners or casual after-work gatherings.

\*Data scoured from: Night Time Economy Market Monitor 2025

# THURSDAY IS BECOMING THE NEW FRIDAY

## So what does that mean?

**Premium, experience-led offerings:** Midweek visitors are often looking for something beyond a quick pint.

**Food-pairing drinks:** Wines, ciders, and lighter beers pair well with midweek menus, encouraging longer stays and higher spend.

Wines by the glass & sharing options, perfect for midweek meals or casual gatherings.

Targeted midweek promos like low-ABV happy hours, wine deals, or cocktail combos.



### Get ahead of the curve.

The shifts in both time of day and day of week suggest that restaurants, pubs and bars should look at the following:

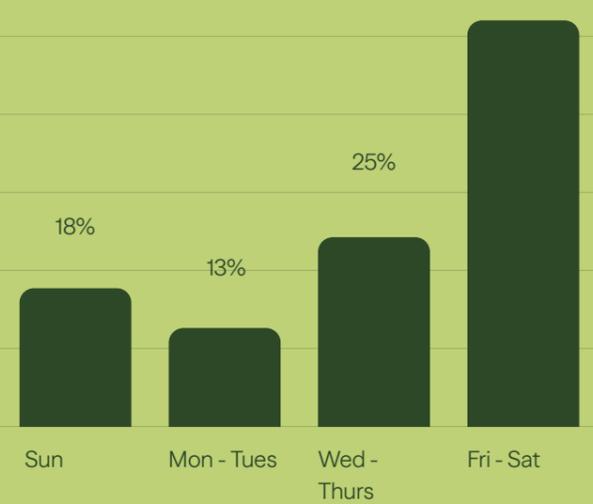
**Adjusting drink portfolios**  
Offer more sessionable, lower-alcohol, and flexible options for earlier trading and midweek visitors.

**Creating experiences**  
Midweek events and themed menus encourage repeat visits beyond the weekend.

**Capitalising on hybrid work trends**  
By providing work-friendly spaces, coffee shop quality hot drinks and light refreshments, pubs can capture daytime traffic that might not have visited before.

**Marketing strategically**  
Focus promotions around Wed/Thursday evenings and early-evening happy hours to maximise footfall and spend.

Which days of the week do you go to the pub?



Data for statistics and charged source from: Statista Research Nov 2025

While Friday and Saturday still dominate with 53% of consumers visiting pubs, the midweek continues to surge.

Wednesday - Thursday now attract 25% of pub-goers, reflecting a rise in midweek socialising.

Reasons behind this:

**Hybrid working:** Office attendance is concentrated midweek, so after-work drinks naturally move away from traditional Fridays.

**Targeted events:** Pub quizzes, live music, comedy nights, and games are boosting midweek footfall.

**Midweek offer and deals:** There are good deals to be found in the week with many places offering discounts (Wine Wednesday is a big hit!) plus it is generally much quieter so less waiting to be served.

# Spring Into Action for Spring

Claire Green, Senior Category Manager at Carlsberg Britvic, explores insights about consumer behaviour in Spring and how pubs, bars and restaurants can turn seasonal trends into commercial opportunities.



## Spring marks the start of the on-trade's comeback season bringing with it some of the biggest, most valuable occasions of the year.

It's a moment when people are more likely to go out, spend more, trade up and equally try something new.

The 20 biggest days of the year now account for nearly £1 in every £10 spent on beer (9.5%), up 2 percentage points year on year proving just how powerful occasion-led trading has become.<sup>1</sup>

Key spring occasions such as Mother's Day, St Patrick's Day, and the Easter weekend all sit within the Top 20 on-trade occasions, making spring a critical window for operators to get ahead.

### Why it matters

Event-led visits fundamentally change consumer behaviour. On these days:

- Category repertoires are 6% broader versus routine visits
- Consumers are 3 percentage points more likely to choose new or different drinks
- Shoppers over-index by 6pp for premium, high-quality options

#### IMPLICATION

*Spring occasions reward venues that are prepared with strong and inclusive ranges, premium options, and clear visibility at the bar and on menus.*

## Spring Occasions are gaining momentum

Last year saw clear growth across major spring events:

### Easter



**+3pp year on year**

**58% visits**

- The pub and bar market grew by +3pp year on year, taking a larger share of the Easter occasion year on year.<sup>2</sup>
- More than half of consumers (58%) visited the on-trade to celebrate the Easter bank-holiday weekend.<sup>3</sup>

<sup>1</sup> Source: Nielsen NIQ Dec 25

<sup>2</sup> Source: Share of Soft Drinks Consumption and Share of Occasion Lumina Intelligence 4we data to 20.04.25

<sup>3</sup> Source: CGA by NIQ Consumer Pulse, April 2025

# Mother's Day



The Mother's Day pub and bar market grew by +2pp year on year, continuing to strengthen its role as a destination for celebration and premium treating\*.

**+2pp year on year**

# St. Patrick's Day



The on-trade grew by +1.4pp vs last year, showing its status as a key footfall-driving event early in the season.

**+1.4pp vs last year\***

\*Source: Share of Soft Drinks Consumption and Share of Occasion Lumina Intelligence 4we data to 20.04.25

# Experimentation in Spring

Spring is also when customer curiosity returns.

Soft and hot drinks alongside beer remain the most popular on-trade choices, with over 2 in 5 people opting for these categories in April last year\*.

\*Source: CGA by NIQ Consumer Pulse, April 2025.

Experimentation is a defining behaviour at this time of year:

- Over one third of consumers tried a new drink when visiting the on-trade in April
- Consumers were most experimental with cocktails, but demand for trial extended across all categories

## IMPLICATION

*A strong soft and hot drinks offer is just as important as alcohol especially for mixed groups, daytime occasions, and family-led visits.*

*Spring is the ideal time to refresh ranges giving customers permission to explore while maximising spend.*

# The Bottom Line

As the weather warms, so does opportunity. Spring is when sales start to bounce back, occasions stack up and consumers actively look for something different.

For pubs, bars and restaurants, success this spring comes down to one thing: **Be ready to spring into action!** With the right range, the right vibe and offer to attract people and the confidence to help customers trade up and try something new.

# OUR RANGE

**LAGER**

**ALE**

**CRAFT & CIDER**

**SOFT DRINKS**

**LOW/NO ALCOHOL**

OUR RANGE

# LAGER

Our lager range spans categories for you and your customers.

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

## CORE



### Carlsberg Danish Pilsner 3.4%

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

#### Available Formats



Keg

DRAUGHTMASTER

330ml  
Bottle

500ml  
Can

## CORE+



### Holston Vier 4.0%

A pale blonde German Pilsner, with a sweet, earthy, lemon aroma, hoppy malty flavour, and a soft lingering finish.

#### Available Formats



Keg

275ml  
Bottle



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.

## PREMIUM WORLD



### Birrificio Angelo Poretti 4.8%

A full-flavoured lager with a sweet malty body and an assertive bitterness.

#### Available Formats



Keg      DRAUGHTMASTER      330ml Bottle      440ml Can

## 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.

#### Available Formats



Keg      DRAUGHTMASTER      330ml Bottle



### 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.

#### Available Formats



Keg      DRAUGHTMASTER      330ml Bottle      330ml Can



### 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.

#### Available Formats



Keg      330ml Bottle

## PREMIUM



### 1664 Bière 4.6%

A beautifully balanced and sessionable lager made with signature hops from the French region of Alsace.

#### Available Formats



Keg      DRAUGHTMASTER      275ml Bottle      440ml Can



### 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.

#### Available Formats



Keg



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.

## OURRANGE

# 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.



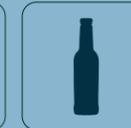
### 1664 Bière 0.0% 0.0%

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'.

#### Available Formats



Keg



330ml  
Bottle



### Carlsberg 0.0 Pilsner 0.0%

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!

#### Available Formats



330ml  
Bottle



### Brooklyn Special Effects 0.4%

A hoppy, low alcohol, amber lager with fresh zesty aromas and a clean bitter finish.

#### Available Formats



DRAUGHTMASTER



330ml  
Can



### Erdinger Alkoholfrei 0.5%

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

#### Available Formats



500ml  
Bottle



OURRANGE

# ALE

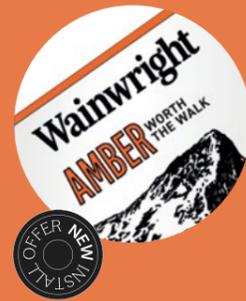
Carlsberg Britvic understands that ales come in a variety of styles and types, each with their own unique flavour and characteristics.

From classic English ales to IPAs and stouts, there is an 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.

#### Available Formats



Keg Cask FRESH ALE 500ml Bottle



### 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.

#### Available Formats



Cask



### Thwaites Original Bitter 3.4%

Classic amber session bitter with gentle caramel malt, soft fruity notes and smooth balance, finishing clean and dry with a subtle, leafy English hop bitterness.

#### Available Formats



Keg



### Banks's Amber 3.4%

An easy-drinking amber ale with malty, hoppy flavours, subtle fruity overtones and a distinctive dry, clean finish that delivers a consistently satisfying pint

#### Available Formats



Keg Cask 500ml Bottle



### Tetley's Smooth 3.4%

A classic smooth ale with rich, creamy texture, balancing sweet and bitter notes. Smoky, nutty aromas combine with British hops and Tetley's dual-strain yeast for timeless character.

#### Available Formats



Keg



### McEwan's Export 4.5%

A premium Scottish ale, full-bodied and delightfully sweet, with hearty malt richness and a gentle roast character delivering a deeply satisfying, classic drinking experience..

#### Available Formats



Keg



500ml  
Can



### Tetley's Original 3.4%

First brewed in Leeds in 1822, this classic amber bitter balances roasted caramel sweetness with smooth British hops and a lingering, dry bitter finish.

#### Available Formats



Cask



### McEwan's 80 4.2%

Rich and powerful yet beautifully balanced, with warm roasted flavours and smooth caramel sweetness, creating a bold, traditional Scottish heavy with real depth and character.

#### Available Formats



Keg



### Courage Best Bitter 4.0%

Smooth and dependable, this traditional bitter offers gentle fruit sweetness, comforting malt character and a satisfying hop finish, making it an effortlessly drinkable and sociable ale.

#### Available Formats



Cask



### McEwan's 70 3.7%

Creamy and full-flavoured with rich caramel malt notes and a hint of citrus hoppiness, this smooth Scottish ale offers depth, balance and an irresistibly satisfying finish.

#### Available Formats



Keg



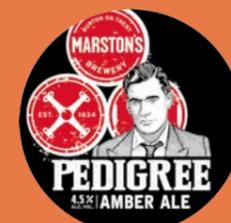
### Courage Directors 4.5%

Once brewed exclusively for brewery directors, this traditional amber ale delivers spicy hop aromas, balanced crystal malt richness and crisp, nutty hop character with a long, satisfying finish.

#### Available Formats



Cask



### Marston's Pedigree 4.5%

An easy-drinking amber ale with malty, hoppy flavours, subtle fruity overtones and a distinctive dry, clean finish that delivers a consistently satisfying pint

#### Available Formats



Keg



Cask



500ml  
Bottle



### Ringwood Razorback 3.8%

Creamy and full-flavoured with rich caramel malt notes and a hint of citrus hoppiness, this smooth Scottish ale offers depth, balance and an irresistibly satisfying finish.

Available Formats



Cask



### Young's Original 3.7%

First brewed in London in 1864, this classic pale ale delivers fruity citrus aromas, a crisp amber body and a long, dry, satisfying bitter finish.

Available Formats



Cask



### Mansfield Smooth 3.9%

Brewed to a generations-old recipe, this smooth session bitter delivers fresh malt and fruit aromas, floral flavours and a rounded, malty finish ideal for relaxed drinking.

Available Formats



Keg



### Brakspear Gravity 3.4%

An amber bitter with fruity, grassy hop aromas and malt character, delivering firm bitterness balanced by soft toffee sweetness and a gently fruity, bittersweet finish.

Available Formats



Cask



### Bombardier Amber 4.1%

Brewed with English Fuggles hops and crystal malt, this ale offers malty depth, gentle fruit richness and a lingering, softly spiced finish full of character.

Available Formats



Cask



### Young's London Special 4.7%

Rich and robust, this 100% malt amber ale delivers nutty toasted malt, ripe orchard fruit and earthy hop bitterness, finishing dry with a confident, punchy character.

Available Formats



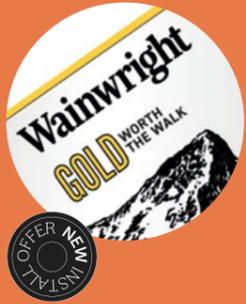
Cask

### 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.



# GOLDEN



## Wainwright Gold 4.1%

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

### Available Formats



Keg Cask FRESH ALE 500ml Bottle 500ml Can



## Brakspear Oxford Gold 4.0%

Rooted in traditional brewing, this bright golden pale ale combines lively citrus notes with gentle malt body and classic English hop character, finishing crisp and refreshing.

### Available Formats



Cask



## 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.

### Available Formats



Cask 500ml Bottle



## Ringwood Forty Niner 4.9%

A traditional golden ale with floral hop nose, biscuit malt depth and balanced bitterness, delivering a smooth, malty finish that reflects classic English brewing.

### Available Formats



Cask



## Thwaites Smooth 3.4%

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

### Available Formats



Keg



## Marston's Smooth 4.0%

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

### Available Formats



Keg

## WAINWRIGHT GOLD 4.1%

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



## IPA



### Hobgoblin Original IPA 4.5%

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

#### Available Formats



Keg



500ml  
Bottle



### 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.

#### Available Formats



Keg



Cask



500ml  
Bottle



FRESH ALE

## DARK



### Hobgoblin Ruby 4.5%

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.

#### Available Formats



Cask



500ml  
Bottle

## 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**

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

OUR RANGE

# CRAFT & CIDER

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.

#### Available Formats



Keg

DRAUGHTMASTER

330ml  
Can



### Brooklyn Pilsner 4.6%

Crisp, bright and smoothly refreshing. A pale golden beer with a delicate citrusy finish.

#### Available Formats



Keg

DRAUGHTMASTER

440ml  
Can



### Brooklyn Lager 5.0%

Light hop bitterness and moderate sweetness. Both bitterness and sweetness linger on the palate before finishing clean.

#### Available Formats



Keg

DRAUGHTMASTER

330ml  
Bottle



### Brooklyn Bodega Run 5.0%

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

#### Available Formats



330ml  
Can



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.



### Pulp Art Hazy IPA 4.6%

A delicious blur between beer and art, with billboard-sized notes of bright tropical fruit and a refreshingly soft finish.

#### Available Formats



330ml  
Can

## 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.

#### Available Formats



Keg



DRAUGHTMASTER



500ml  
Bottle



### Shipyard American IPA 5.0%

With Grapefruit notes at its core and a delicate bitterness in taste, this deep gold coloured IPA is refreshing with every sip.

#### Available Formats



500ml  
Bottle

## CRAFT - SPECIALTY



### Erdinger Weissbier 5.3%

The strength of this classic wheat beer lies in the harmonious balance it achieves between the various aromas. Gently spicy wheat and yeast aromas blend with mildly bitter hops. The invigorating carbon dioxide ensures its typical liveliness.

#### Available Formats



Keg



500ml  
Bottle

## CIDER



### Somersby Apple 4.5%

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



#### Available Formats



Keg



DRAUGHTMASTER



500ml  
Bottle



440ml  
Can



### 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.



#### Available Formats



Keg

# OUR RANGE SOFT DRINKS

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

## 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

## FRUIT CARBONATES



### Tango Orange

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

#### Available Formats



330ml  
Can



500ml  
Bottle



### Tango Orange Zero'd

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

#### Available Formats



7L  
BIB



### Tango Apple Zero'd

#### Available Formats



330ml  
Can

## LEMONADE



### R Whites

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

#### Available Formats



150ml  
Can



250ml  
Can



330ml  
Can



330ml  
Bottle



7L  
BIB

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



PEPSI HALO FONT WITH DIGITAL SCREEN

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

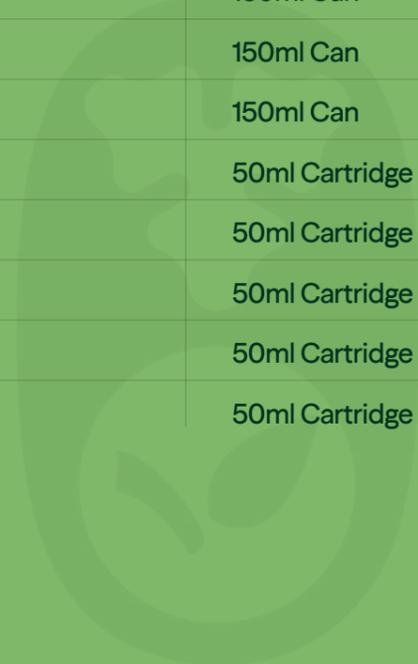


### Britvic

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 Cranberry	200ml Bottle
Britvic Elderflower	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 Ginger Beer	150ml Can
Britvic L/C Tonic	150ml Can
Britvic Soda Water	150ml Can
Britvic Tonic	150ml Can
Halo Elderflower	50ml Cartridge
Halo Ginger	50ml Cartridge
Halo Lemonade	50ml Cartridge
Halo Raspberry	50ml Cartridge
Halo Tonic	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

Apple & Mango

Apple & Raspberry

Orange & Passion Fruit

Dragonberry  
(Blackberry & Dragon Fruit)

Orange & Passionfruit

Apple & Raspberry

#### Formats

275ml Bottle

275ml Bottle

275ml Bottle

275ml Bottle

250ml Can

250ml Can



### 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

#### Formats

275ml Bottle

275ml Bottle

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



### J2O Mocktails 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

Blackcurrant

Lime

Orange

#### Formats

250ml Can

250ml Can

250ml Can

1L PET Bottle

1L PET Bottle

1L PET Bottle

## JUICE



### Britvic 55

Tongue tingling sparkling refreshment made with 55% juice. Contains no artificial sweeteners or preservatives.

#### Flavours

Apple

Orange

#### Formats

275ml Bottle

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

Blueberry

Caramel

Cherry

Grenadine

Hazelnut

Passionfruit

Peach

Raspberry

Strawberry

Vanilla

Strawberry 0% Sugar

Passionfruit 0% Sugar

Coconut

#### 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

### Formats

250ml Can

250ml Can



## WATER

**AQUA LIBRA**

### 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

### Formats

330ml Can

330ml Can



# PORETTI IS ON FIRE IN THE ON TRADE



## STRONG VALUE AND VOLUME GROWTH

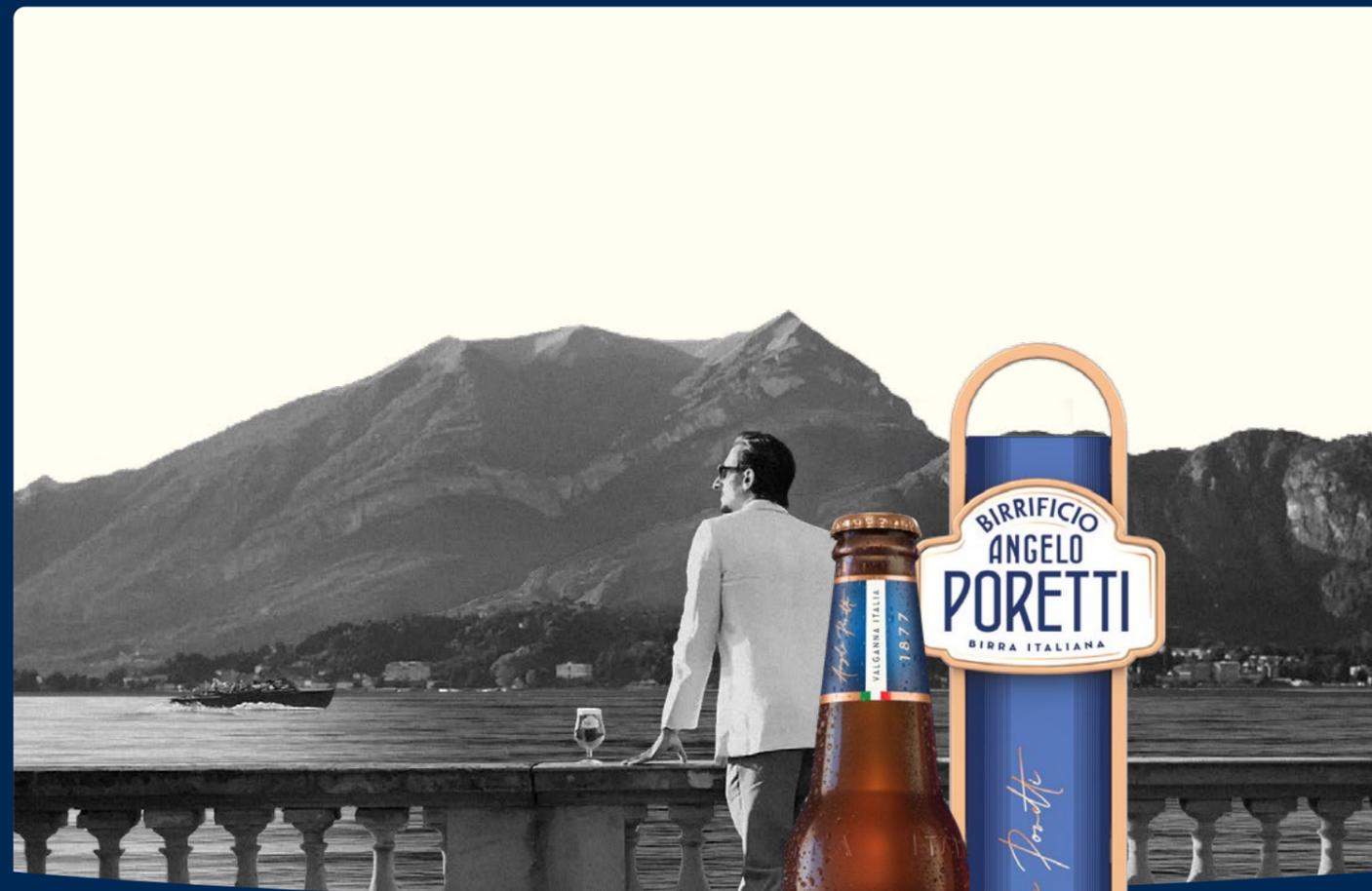
98% value growth<sup>1</sup>, 104%  
volume growth<sup>2</sup>

## OUTPACING WORLD BEER COMPETITORS<sup>3</sup>

Poretti is now the fastest  
growing world lager  
across total trade.

## BRAND AWARENESS IS GROWING<sup>4</sup>

Awareness is up +12% year on year,  
with strong gains in consideration,  
trial, and perceptions of Poretti as  
a high-quality beer and being seen  
as worth paying more for.



## THE PORETTI TASTE

A full-flavoured Italian lager with a pillowy white head, brilliant clarity and a polished golden hue. Sparkling carbonation lifts a sweet, malty body, balanced by an assertive hop bitterness from our signature blend of four hops. Beautifully drinkable on its own and amazing with food.

### OUR HOPS

We select and combine four premium hop varieties, chosen for their quality and character, to create Poretti's distinctive, perfectly balanced flavour.

ABV: 4.8%

STYLE: Lager

SEE: Polished golden

SMELL: Smooth and aromatic

TASTE: Sweet malty body and an assertive bitterness

*Angelo Poretti*

<sup>1</sup>Source: CGA OPM, Nielsen Scantrack CGA OPMS Data to 27/12/2025

<sup>2</sup>Source: Nielsen data to 24.01.26 Total Brand Level

<sup>3</sup>Source: Nielsen Data, Latest 12wks P8 2025

<sup>4</sup>Source: IPSOS BHT Q2 2026

# WELCOME *to the* LAKE RETURNS

INSPIRED BY THE EXTRAORDINARY SPIRIT OF ANGELO PORETTI, PORETTI EMBODIES THE QUALITY, STYLE AND CONFIDENCE OF NORTHERN ITALY.

Following last year's standout success, Welcome to the Lake returns.

The campaign launched in April 2025 to huge acclaim, scoring in the **top 10** beer ads ever tested\*.

We'll deliver two key TV bursts across 15 weeks, starting in April. The campaign will run across TV, VOD, and AdSmart, featuring prominently around key sporting moments including football, cricket, and Formula 1.

We'll also be running high-impact out-of-home activity in key cities, alongside exciting experiential and sampling activations throughout the year. So, keep an eye out, get ahead of the game and stock Poretti.



\*System 1 Research 2025



# INTRODUCING OUR NEW PORETTI BRANDED FONT.

LAUNCHING JUNE 2026  
WITH AN INDUSTRY FIRST,  
ILLUMINATED TAP HANDLE.  
DELIVERING HIGH VISIBILITY  
AT POINT OF PURCHASE TO  
DRIVE CONVERSION.



# CLAIM YOUR FREE PORETTI

MASS SAMPLING THOUSANDS OF FREE PINTS IN  
MAY. ACTIVATED WITH OVER 1,500 POS KITS AND  
PAID SOCIAL SUPPORT.



LAUNCH: 30<sup>TH</sup> APRIL

ENDS: 31<sup>ST</sup> MAY

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

ORDER ONLINE HERE

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

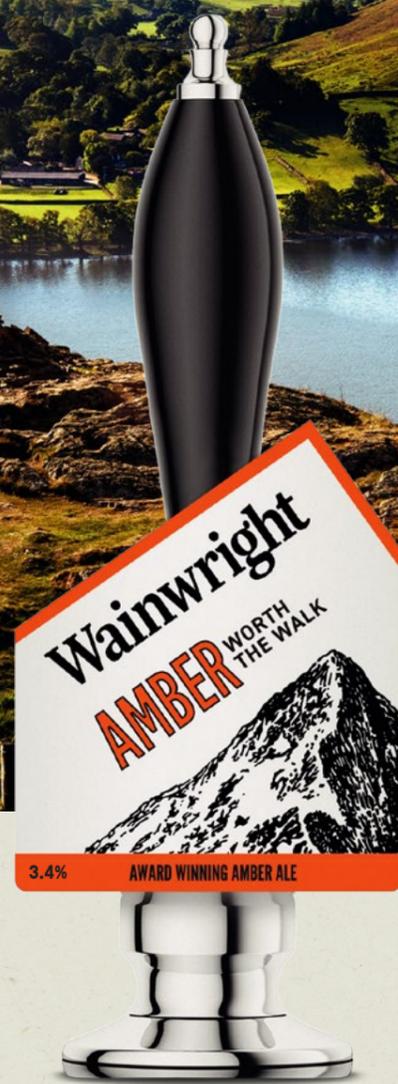
# Wainwright

WORTH THE WALK

BUY 2 X 9GS  
AND GET

# £10 OFF

ULLSWATER,  
LAKE DISTRICT



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

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

# Buy any 4 cases



# and get a bottle of spirit for **FREE**\*

QUALIFYING SPIRIT SKUS:  
36344 Gordons Premium Pink Gin 70cl  
61743 Captain Morgans Spiced Gold 70cl  
27773 Smirnoff Vodka 70cl

QUALIFYING PACKAGED SKUS: 38243 PORETTI 330ML BOT 1X24, 33963 CARLSBERG PILSNER 24X330ML NRB, 34567 BROOKLYN STONEWALL INN IPA 330ML CAN 6X4, 34447 1664 BLANC 24X330ML NRB, 36448 BROOKLYN BODEGA 330ML CAN 6X4, 34579 BROOKLYN PULP ART 330ML CAN 6X4

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

ORDER ONLINE HERE

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

2026 THE YEAR OF THE

# CHEER UP



FROM COCKTAILS TO SOFT DRINKS,  
CHERRY IS EVERYWHERE RIGHT NOW.

**IT IS SWEET, NOSTALGIC AND INSTANTLY RECOGNISABLE. AS FLAVOUR TRENDS LEAN INTO BOLD FRUIT, CHERRY IS HAVING A REAL MOMENT ACROSS MENUS AND MIXERS ALIKE.**

Pepsi MAX® Cherry is no exception. Built on the classic Pepsi MAX® taste with a sweet cherry note that feels both familiar and indulgent. Over the years, it's become a firm favourite for those looking for something a little different, performing particularly well with younger consumers.

# DID YOU KNOW?



Flavoured cola growth has been 2.3 x faster v unflavoured in last 5 years<sup>1</sup>



Pepsi MAX® Cherry is 1.4x bigger than all competitor flavoured cola combined.<sup>2</sup>



Pepsi MAX® Cherry is the No 1 flavoured cola soft drink<sup>3</sup>



It is also the only flavour option available on dispense and NEW for 2026 we are launching a 7L Bib as well as our 12L.

**IN 2026, CHERRY'S RESURGENCE MAKES PEPSI MAX® CHERRY A GREAT DRINK TO STOCK WHETHER SERVED ICE-COLD ON ITS OWN OR USED AS AN UPGRADED MIXER.**

<sup>1</sup>Nielsen IQ RMS | Total Coverage | Total Cola | Value Sales | MAT to 14/02/2026 vs 4YA <sup>2</sup>Nielsen IQ RMS | Total Coverage | Total Cola | Value Sales | MAT to 14/02/2026

<sup>3</sup>Nielsen IQ RMS, Total Coverage, Total Flavoured Cola Carlsberg Britvic defined, Sales value, MAT to 13.12.25



## CHERRY BATANGA

And speaking of mixers, why not try a Cherry Batanga. A hit of tequila balanced with lime and the sweetness and caramel notes of Pepsi MAX® Cherry, served in a salt rimmed glass.

### INGREDIENTS

50ml Teremana Blanco  
Tequila (on deal this month)  
25 ml Lime Juice  
Top with Pepsi MAX® Cherry

### METHOD

Rim glass with salt.  
Add all ingredients into a highball glass  
Top with Pepsi MAX® Cherry.  
Stir well and serve.



TIME TO GET

# J2O

SERVING THE ON TRADE FOR OVER 27 YEARS



**J2O WAS DEVELOPED SPECIFICALLY FOR THE ON TRADE. CREATED FOR BARS, PUBS AND RESTAURANTS, J2O IS THE NO.1 ADULT SOFT DRINK IN LICENSED VENUES<sup>1</sup>, AND IT'S THERE FOR A REASON.**

**OVER HALF OF ALL ADULT SOFT DRINKS SERVED ARE J2O<sup>2</sup>**



AN AVERAGE OF

**18**

**BOTTLES ARE SOLD EVERY**

**10 SECONDS**

**IN THE LICENSED CHANNEL**

**BRING MORE COLOUR TO THE PARTY AND ANY OCCASION**

J2O is the drink that celebrates micro moments of joy. Big, small occasions and everything in between. From Easter, Mother's Day and those first Spring socials when the coat finally stays at home.

J2O is the perfect non-alcoholic choice for inclusive, flavour-filled celebrations. It over-indexes at family meals and special get-togethers, reinforcing its role as a drink that brings people together.

And during Eid, J2O's inclusive appeal really comes into its own<sup>3</sup>. With religious or spiritual beliefs now the leading reason for not drinking alcohol, J2O is a relevant, respectful and celebratory choice.



<sup>1</sup>CGA by NIQ | Licensed DB | Licensed Last 12 weeks value sales to 27.12.2025  
<sup>2</sup>CGA by NIQ | Licensed DB | Licensed Last 12 weeks Volume sales HL 27.12.2025  
<sup>3</sup>Mintel - food and drink and at home socialising 2023

**THE JUICY COLLECTION**

**DUAL AND TRIPLE STOCKING OF J2O CORE BLENDS DOESN'T JUST FILL THE FRIDGE, IT DRIVES INCREMENTAL GROWTH FOR THE ENTIRE CATEGORY\*.** \*CGA by NIQ CSDI Data to August 2025

**ORIGINALS**

**LIMITED EDITION**

**COMING SOON**

**POUR A LITTLE PASSION (FRUIT)**

A hard squeeze of zesty orange, twisted with punchy, tropical passionfruit. Sharp, vibrant and impossible to ignore.



**A BERRY SPECIAL BLEND**

Clean, juicy apple upfront, smashed with a sharp raspberry pop that keeps things lively. Bright, bold and full of bite.



**IT TAKES 2 TO MANGO**

Crisp apple crashes in first, then ripe, juicy mango rolls through with a smooth tropical hit. Fresh meets lush in one big blend.

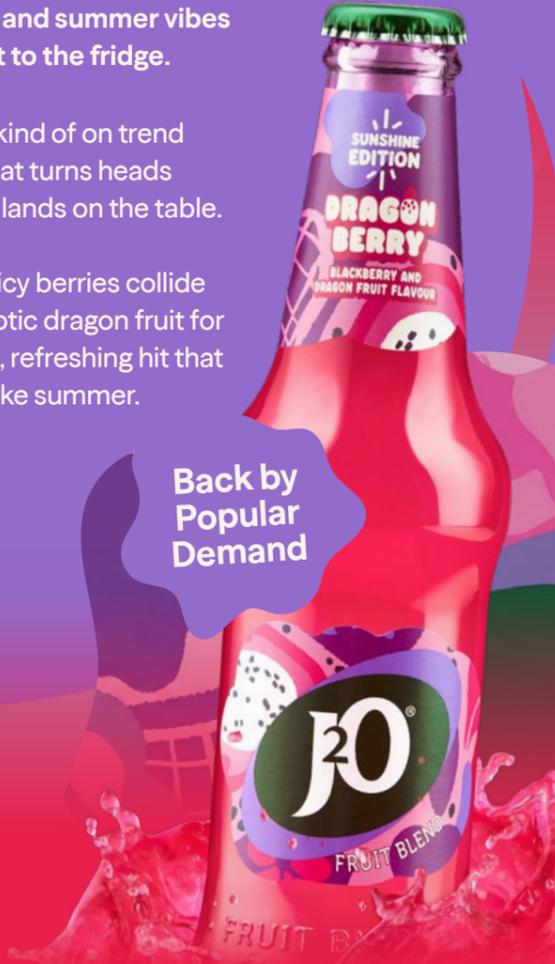


**DRAGONBERRY**

A seasonal favourite that brings serious colour, big flavour and summer vibes straight to the fridge.

It's the kind of on trend drink that turns heads when it lands on the table.

Bold, juicy berries collide with exotic dragon fruit for a bright, refreshing hit that tastes like summer.



**APPLE & RASPBERRY BUT MAKE IT SPARKLING!**



One sip of Apple & Raspberry will make pink your new favourite colour.

But hang on...bubbles? The same crisply refreshing crowd-pleaser but with bubbles! Even more of a vibrant treat for the senses. Mix with a few ice cubes and a wedge of lime, or serve as a delicious mixer.

# THIS MONTH WE SPOKE TO AMY BONNET WHO IS J2O BRAND MANAGER AT CARLBERG BRITVIC ABOUT WORKING ON J2O

What do you love most about working on the J2O brand?

**IT'S AN ICONIC AND CONFIDENTLY BOLD BRAND, DRIVEN BY A PASSION FOR DELIVERING FUN, ADVENTUROUS, AND IRRESISTIBLY EXCITING FLAVOURS THAT SPARK CURIOSITY AND LEAVE A LASTING IMPRESSION.**

The brand was created for the on trade which still remains a really important part of the brand. Why do you think that is and how has it retained its relevance today although it is 27 years in market?

Well, exactly that, J2O was created for the OnTrade, and it really was the first of its kind. It essentially built the adult soft drinks category. It wasn't rocket science, but it was bold: a genuinely delicious juice drink, and packed with flavour, that helped people feel part of the round. A simple idea, but completely different at the time.

And we've always stayed true to those foundations: drinks that are delicious, feel a bit special, and stand apart from the sea of standard soft drinks. That matters even more now as more people moderate,

having something like a J2O that feels a little more premium and considered is genuinely important to them. Being a brand that's known and trusted in the market only strengthens that.

We also work hard to keep things fresh with new flavours. Take J2O Dragonberry, which we launched last year — it's performed really well, and it shows how much appetite there is for something new and exciting. Innovation will always be a big part of how we keep people interested and engaged.

Who is the typical J2O customer and what do they love about the product?

Adults and families who want flavour and fun in social occasions. Today, J2O attracts drinkers of all ages who want something fruity, colourful and uplifting at social gatherings — from birthdays to family dinners to casual catch-ups.

They love it because it adds colour, flavour and a sense of occasion to everyday moments and it's viewed as a go-to soft drink for social settings.

**BORN  
TO  
BLEND**



**TANGY**

## What are you most excited about for the brand in 2026?

J2O is gearing up for a big year in 2026. We've got new products coming through, a marketing campaign ready to go, and we've already started planning for Christmas.

But what I'm really excited about is the launch of J2O Sparkling. Taking our delicious flavours and making them fizzy feels like such a win. It keeps everything people already know and love about J2O, but adds that extra refreshing lift — honestly, I think it's brilliant.

We're also looking closely at how we support Sparkling in market to make sure it lands with impact. It's a big moment for the brand, and I can't wait to see how consumers respond.



## Any advice or top tips for serving J2O or the range?

J2O is always best when it's served properly chilled — poured over a glass packed full of ice, with a gorgeous wedge of citrus or a handful of fresh berries on top. And if you're feeling a bit bold, try the Apple & Raspberry with lychee boba:

loads of ice, that juicy pop from the boba, and finished with an orange sweet for a little extra fun. It looks great, tastes even better, and really elevates the whole serve.



**APPLE & RASPBERRY  
WITH LYCHEE BOBA**



DISCOVER TANGO'S  
**NEW**  
IDENTITY FROM MARCH

**TANGO HAS A  
BOLD NEW  
IDENTITY  
ACROSS ITS  
ENTIRE RANGE.**

The new look is designed to match Tango's bold personality, delivering stronger brand visibility and standout, marking the start of a busy year of brand activity. The refreshed design includes enhanced on-pack fruit flavour cues, delivered through bold iconography and vibrant visuals.

Tango's glow-up, backed by its biggest brand investment to date, covers Tango Orange and the newly named Tango Zero'd range.

*"This new look is all about increasing visibility and amplifying the bold, fruity flavours of our Tango ranges. The refreshed packs hero Tango's great taste, ensuring the brand really stands out. By making the brand's flavour appeal even more prominent, we're making it easier for operators to trade customers up and keep the category vibrant and relevant – especially for Gen Z."*

**DAVID LAIDLER**  
BRAND DIRECTOR - CARBONATES, CARLSBERG BRITVIC

# BRITVIC



## BUY 4 CASES FROM THE BRITVIC RANGE TO RECEIVE A FREE CASE OF J20 ORANGE & PASSIONFRUIT\*



\*T&Cs apply: Qualifying range includes: Fruit Shoot Orange/Apple & Blackcurrant/Summer Fruits 275ml x24, Britvic Juices 200ml NRB, Britvic Cordials IL, Pepsi Reg/Diet/MAX and 7UP Free 330ml NRB. Free case is J20 Orange & Passionfruit 275ml NRB x24. While stocks last. Promoter: Carlsberg Britvic, Breakspear Park, Breakspear Way, Hemel Hempstead, HP2 4TZ.

# BRITVIC



## BUY 4 CASES FROM THE MIXERS RANGE TO RECEIVE A FREE CASE OF TONIC OR LOW CAL TONIC\*

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

**BUY 4 FROM THE  
J20 RANGE TO RECEIVE A  
J20 ORANGE & PASSIONFRUIT FREE\***

**UK'S NO 1 ADULT  
SOFT DRINK OOH\*\***



**GET TO THE  
JUICE**

\*T&Cs apply. Three deals per customer per week. Qualifying products include: J20 Orange & Passionfruit, J20 Apple & Mango, J20 Apple & Raspberry, J20 Dragonberry 275ml x24 NRB. Free case is J20 Orange & Passionfruit 275ml x24 NRB. While stocks last. Promoter Carlsberg Britvic, Breakspear Park, Breakspear Way, Hemel Hempstead, HP2 4TZ. \*\*Nielsen IQ, total coverage, adult social drinks Britvic defined, 52w 23/09/25. OGA total out of home (licensed and foodservice) Adult - Britvic defined, 52w 21/07/25. For further information please contact Carlsberg Britvic at [pressoffice@carlsbergbritvic.co.uk](mailto:pressoffice@carlsbergbritvic.co.uk).

**DELICIOUS  
MIXERS**

FROM DISTILLED BOTANICALS

**SPECIAL OFFER  
£13.49**



**Terms and conditionals apply**  
Four deals per customer, per week.  
Qualifying range includes all London Essence 200ml NRB x 24.  
While stocks last. Event price - £13.49.  
Promoter Britvic Soft Drinks, Breakspear Park, Hemel Hempstead, HP2 4TZ

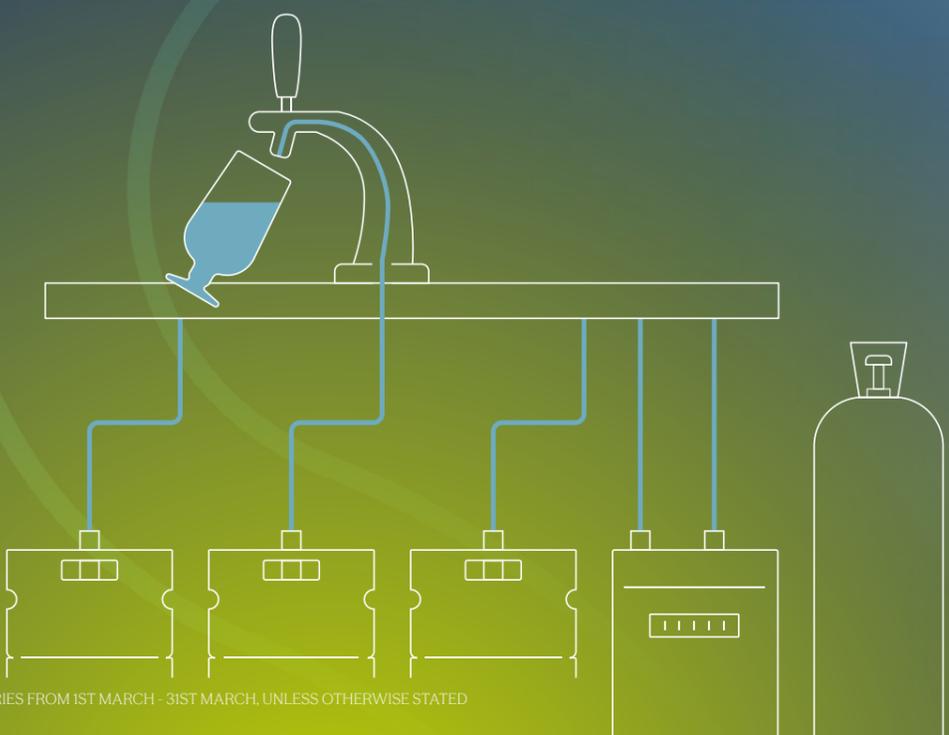


**NEW**  
DISPENSE  
INNOVATION  
FROM  
**Carlsberg iD**



# CQDS

## Underflow



### WHAT IT IS

**UNDERFLOW IS A NEW UNDER-COUNTER DISPENSE SYSTEM DESIGNED FOR VENUES WITH STRONG DRAUGHT DEMAND BUT LIMITED SPACE.**

It delivers a fully enclosed, chilled beer journey in a compact format under the bar, supporting higher throughput than traditional under-counter solutions.

Developed to solve long-standing challenges around temperature control, waste and frequent keg changes, Underflow brings consistent, high-quality draught to locations where cellar infrastructure isn't an option.

### EARLY ROLL OUT HAS BEEN A BIG HIT

Initial rollouts are delivering strong results with venues reporting improved consistency, better quality pours, and reduced wastage.

“Underflow has unlocked quality draught for venues that were previously constrained by space. It’s solving real operational problems, and the response from customers has been very encouraging as word spreads.”

**Gary Puckering**  
Dispense & Innovation Manager





CROWN CELLARS®

# ONE OF THE MOST POWERFUL SALES TOOLS IN THE ROOM IS YOUR MENU



**A THOUGHTFULLY CRAFTED, BEAUTIFULLY PRESENTED MENU IS FAR MORE THAN A CATALOGUE OF PRODUCTS.**

**IT'S A DEFINING EXPRESSION OF YOUR VENUE AND THE EXPERIENCE CUSTOMERS ARE ABOUT TO ENJOY.**

**AT THE SAME TIME, IT WORKS DISCREETLY AS ONE OF YOUR MOST EFFECTIVE REVENUE TOOLS.**

In wine, choice can feel overwhelming. A thoughtfully structured drinks list doesn't just inform. It guides, reassures and inspires confidence.

More than simply displaying your range, it can actively shape decision-making, steering customers toward premium choices, encouraging trade-up moments and drawing attention to your most commercially valuable listings without ever feeling forced.

## 2 in 3

customers arrive undecided, your menu is the number one most impactful point of sale

## 72%

of consumers prefer a physical menu, reinforcing the value of a beautifully produced drinks list

## Benefits of a well presented menu

### CONFIDENCE & SIMPLICITY

A well-structured wine list reduces decision fatigue helping customers feel more confident in their choice.

### STORYTELLING & PROVENANCE

Menus can communicate the story behind your wines (regions, producers, pairings) adding perceived value and justifying higher price points.

### MARGIN ENGINEERING

Strategic placement, layout hierarchy and descriptive language can naturally increase average spend and highlight high GP wines.

### BRAND ALIGNMENT

Typography, paper stock, imagery and tone all reinforce the positioning and tone you want to see in your venue.

### STAFF SUPPORT

A well-designed list acts as a silent sommelier, supporting your team during busy services and ensuring consistency in recommendations.



## Reasons to partner with Crown Cellars on creating your list

Together with menu psychology and premium design expertise, Crown Cellars can design and deliver personalised point of sale materials that guide choice and make profitable pairings feel effortless.

We help venues create personalised wine menus built specifically for their customer, their space and their commercial goals ensuring your drinks list works as hard as it can.

Speak to your local Wines and Spirits Manager for more information.

# CASALE DEL BARONE '150+1' GAVI DOCG

This beautifully refined Gavi from the southern hills of Piedmont is available now. Cultivated in soils enriched with marl and fossils, this wine offers distinct mineral notes and citrus accents. Delicate, very dry, characterised by a rather pronounced acidic vein. Vinified with precision in steel, it presents itself as fresh and flavourful



New to the  
Range

# VALVITIS

## A NEWLY LISTED PAIR OF VARIETAL ITALIAN WINES FROM THE FRIULI REGION

BUY 11  
BOTTLES GET  
1 FREE



A subtle and delicate style of Chardonnay, which is dry, lightish bodied and crisp with notes of green melon and yellow plum, as well as a dry, fresh and light Sauvignon Blanc, with aromas of cut grass and elderflower.

3 deals per customer per week

New to the  
Range

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



**La Forma Merlot  
Veneto IGT**  
Off-dry and lightish bodied,  
with juicy redcurrant and  
red cherry characters and  
soft tannins



**La Forma Rosato  
Trevenezie IGT**  
A very light and youthful dry  
rosé that has a delicate rose  
petal character



**La Forma Trebbiano  
Rubicone IGT**  
A delicate, dry, light bodied  
white wine that shows hints  
of apple and pear fruit

3 deals per customer per week

New to the  
Range

**TRY OUR  
BRAND NEW LA  
FORMA ITALIAN  
SPUMANTE**

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



3 deals per customer per week

New to the  
Range



# ZIMOR CABERNET IGT VENEZIA GIULIA

**BUY 11  
GET 1  
FREE**



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.

ZIMOR  
CABERNET  
*Indicazione Geografica Tipica*  
VENEZIA GIULIA

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



'Bottled' in recycled and  
recyclable aluminium  
packaging, completely glass  
and plastic free - not to  
mention lighter in weight

### Vinca Organic Red Wine

This blend of Nero d'Avola and Syrah is  
packed with rich red berries and forest  
fruits. Smooth, bold, and seriously delicious.

New to the  
Range



### Vinca Organic Pale Rosé Wine

This Syrah rosé is pale in colour with light wild  
strawberries and a touch of spice on the finish.



### Vinca Organic White Wine

A crisp, dry Catarratto wine full of refreshing citrus  
and blossom notes. Light, bright, and perfect for  
any occasion.

**REMASTERED**

**BUY 4 BOTTLES AND GET 2 FREE**

be**drinkaware**.co.uk Please drink responsibly. \*While stocks last.

**Buy 5 bottles,  
Get 1 bottle FREE**

**Ca di Ponti Grillo**  
Rich yet fresh, this Sicilian white delivers honeyed stone fruit, sun-drenched citrus and a creamy texture, finished with a zesty lemon twist. A natural match for scallops or salmon.

**Ca di Ponti Nero d'Avola**  
A bold, full-flavoured red packed with ripe plum and black cherry, layered with brambly fruit, savoury spice and a hint of dark chocolate. Robust yet approachable. Perfect with grilled meats.

**Conviviale Primitivo**  
Generous and warming, with ripe black fruit, a touch of sweet spice and smooth tannins balanced by fresh acidity - ideal with grilled meats, pasta and hearty dishes.

**200ML  
VIGNANA  
PROSECCO ROSÉ**

**BUY 4 CASES  
TO GET A  
CASE FROM  
THE RANGE  
OF SELECTED  
MIXERS**

**REWARD RANGE**

**AVAILABLE IN  
CASES OF 12**  
2 deals per customer per week

**VIGNANA**

INCLUDES: BRITVIC ELDERFLOWER TONIC 200ML, BRITVIC GINGER ALE 200ML, BRITVIC GINGER BEER 200ML, BRITVIC LOW CAL BITTER LEMON 200ML, BRITVIC LOW CAL TONIC 200ML, BRITVIC TONIC 200ML, BRITVIC ORANGE 200ML, BRITVIC PINEAPPLE 200ML, BRITVIC SODA WATER 200ML

# CELEBRATE SPRING WITH AIMERY CRÉMANT DE LIMOUX ROSÉ

THIS CRÉMANT DE LIMOUX ROSÉ IS THE PERFECT  
CELEBRATORY FIZZ WHEN A GLASS OF PROSECCO JUST  
ISN'T QUITE SPECIAL ENOUGH. COMPLEX, POWERFUL  
AND FRESH, THE PERFECT START TO ANY DATE



Buy 11 bottles get 1 free

3 deals per customer per week

BUY 11  
BOTTLES GET  
1 FREE



# SAUVIGNON DE TOURAINÉ by Famille Bougrier

A crisp dry white wine, with a grassy,  
citrusy character.

Limited to 2 deals per customer per week

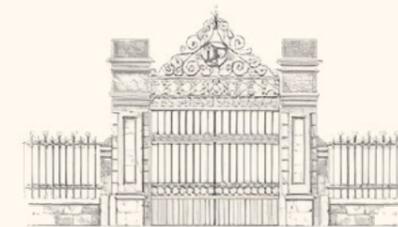
# LE SANGLIER

RUSTIC FRENCH LIVING, BOTTLED.



Buy 5 bottles and get 1 bottle free

Thanks to the meticulous, passionate work of our cellar master Carine Bailleul and her team who continually strive for excellence, Castelnaud Champagne consistently triumphs in award wins at the highest level.



## 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

\*3 deals per customer per week



NEW LOOK,  
COMING SOON!



### 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.

COMPLETE YOUR  
CANFORRALES LINEUP  
WITH THE NEW PETIT  
VERDOT ROSÉ



BUY 11  
BOTTLES OF  
CANFORALLES ROSÉ  
TO GET  
1 FREE

Dry and light in body with youthful notes of raspberry  
and pineapple and refreshing balanced acidity

Offer includes Canforrales Petit Verdot Rosé 75cl, 3 deals per customer per week

New to the  
Range

33638

**BODEGAS PIQUERAS**  
**'Marius' Reserva**  
**Almansa**

Almansa, Spain    Spicy & warming

Medium-bodied ruby-red with complex layers of  
dark plum, red berry, dried fruits, clove, sweet spice,  
leather, tea and toast.

BUY 5  
BOTTLES GET  
1 FREE



**BUY 5  
GET 1  
FREE**

**PREMIUM  
RESERVA RIOJA**

RIOJA  
DENOMINACIÓN DE ORIGEN CALIFICADA

**LUIS CAÑAS**

RESERVA RED WINE

BODEGAS LUIS CAÑAS  
VILLABUENA DE ALAVA - ESPAÑA  
PRODUCT OF SPAIN

**TAITTINGER**

**BRUT  
RÉSERVE**

**BUY 11 BOTTLES TO RECEIVE  
1 ADDITIONAL BOTTLE FREE**

**BRUT  
PRESTIGE  
ROSÉ**

**BUY 11 BOTTLES TO RECEIVE  
1 ADDITIONAL BOTTLE FREE**

**BUY 5 GET 1 FREE**

**PREMIUM  
RIOJA**

landaluce

Fincas de  
**Landaluce**  
CRIANZA  
2021

RIOJA  
DENOMINACIÓN DE ORIGEN CALIFICADA  
RIOJA ALAVESA

ROUNDED ON THE PALATE  
WITH LOTS OF LAYERS OF  
RED FRUIT AND SOME SMOKY  
CHARACTERS; SAVOURY AND  
COMPLEX WITH FINE TANNINS

**BUY 5  
BOTTLES  
GET  
1 FREE**

**VILLA WOLF**  
*Pinot Gris*

PFALZ, GERMANY

From an estate rescued by one of Germany's leading modern winemakers, the great Ernst Loosen, Villa Wolf is a deliciously appetising Pinot Gris. From a small, high-quality vintage, it has full, creamy peach fruit, fresh citrus with a hint of spice.

# ENGLISH WINE AT GREAT VALUE

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



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 from the range free

## NEW to Crown Cellars DOMAINE EVREMOND CLASSIC CUVÉE

ENGLISH SPARKLING WINE

The first edition of the Classic Cuvée comprises from Domaine Evremond's original plots, across two vintages. The intention was to create a cuvée that expresses the heart and soul of Domaine Evremond. The Kentish terroir, with its chalky soils and oceanic influence, is translated through the wine's mineral profile and tangible precision. Stylish, dry and intense and complex with aromas of yeast, lemon and rhubarb.

New to the  
Range



ALTA VISTA®  
WINES



BUY 11 BOTTLES OF  
ALTA VISTA ESTATE PREMIUM  
CABERNET FRANC TO GET 1 **FREE**

BUY 11  
BOTTLES  
GET 1  
FREE



# Fox Hollow Zinfandel Rosé

A lively and fresh medium rosé that is marked by bright and juicy raspberry fruit.

3 deals per customer per week

New to the  
Range



## Buy 5 bottles and get 1 free

Taking New Zealand Sauvignon Blanc to the next level, award-winning Single Vineyard wines from North Canterbury

5+1 DEAL includes Tiki Single Vineyard Sauvignon Blanc (37841) and Tiki Single Vineyard Pinot Gris (30028)



WAIPARA HILLS  
soul of the south

## Buy 5 bottles & get 1 bottle free\*

Please drink responsibly, be [drinkaware.co.uk](https://www.drinkaware.co.uk)  
Limited deals available, while stocks last. 1st March to 30th April 2026.



**HARDYS**

## THE JOY OF CERTAINTY.

Buy 11 bottles & get 1 bottle  
**FREE\***



be [drinkaware.co.uk](https://www.drinkaware.co.uk) Please drink responsibly.  
\*Limited deals available, while stocks last. 1st March to 30th April 2026.



WISE WOLF  
OUR BOTTLE IS MADE USING 100% POST-CONSUMER RECYCLED GLASS

## BUY 5 GET 1 FREE

POWER OF THE PACK

Please Drink Responsibly be [drinkaware.co.uk](https://www.drinkaware.co.uk)

100% RECYCLED BOTTLE CLOSURE

100% RECYCLED PAPER LABEL & OUTER CASE

SCAN TO FIND OUT MORE ABOUT THIS EXCEPTIONAL WINE





# SPEARWOOD

## NEW LOOK – COMING SOON

These classic Crown Cellars wines have been freshened up. Coming soon.



Buy  
11x75cl to get  
1x75cl FREE  
from the range

£5 OFF PER CASE\*

*St Hallett*  
BAROSSA  
EST. 1944



*Katnook Estate*  
COONAWARRA

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

\*While stocks last

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

ORDER ONLINE HERE

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

# FRESH-FORMAT

## <0.5% Fizz

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.



Buy 3 cases  
GET 1 FREE



Buy 11 bottles  
& get 1 free\*  
(75cl)



£3 off a case  
Jack Rabbit Prosecco  
(12x20cl)



Buy 7 cases  
& get 1 free\*  
(12x187ml)



 The Jack Rabbit Wine Club  
Making stocking our wines even more satisfying and rewarding.  
Join the Club Today

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

\*Limited deals available, while stocks last.  
1<sup>st</sup> March to 30<sup>th</sup> April 2026.

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

✓✓  
**DISTILLED**  
|

# MIXING MASTERY

A highball is a simple, refreshing mixed single spirit (like whisky, gin, or vodka) combined with a non-alcoholic mixer (like soda water, tonic, or ginger ale) and served over ice in a tall "highball" glass.

Classic examples include a Gin & Tonic, Rum & Cola, or Whiskey Soda, characterised by their ease, refreshment, and customisable nature. As customer expectations evolve and increase, simple yet expertly executed spirit & mixer serves remain the cornerstone of a great experience.

This March, the focus is on precision, strong essentials and enhancements that elevate everyday highball serves into memorable drinks.

# Core Principles of the Highball Serve

A successful serve accentuates the spirit rather than hiding it, balancing sweetness, bitterness, acidity and aroma.

If your back bar leans into a particular sub-category (like gin, for example), a successful range will vary in flavour profiles.

Use a couple of different mixers (differing infused/flavoured tonics, styles of gingers etc) or garnishes to highlight the variety in your range

### COMPLEMENTARY FLAVOURS

A gin with bright citrus and herbal notes pairs with a crisp, citrus infused tonic like London Essence Blood Orange & Elderflower Tonic Water for a balanced serve.

### CONTRAST

Dark spirits like aged rum or whisky may benefit from slightly bitter or spicy mixers to enhance complexity. London Essence Spiced Ginger Beer offers a feisty kick without overshadowing the spirit.

### PURITY

A quality spirit can be lengthened with a more delicate fizz, like London Essence White Peach and Jasmine Crafted Soda, often highlighting complexities that can be overshadowed by other, bigger flavour characteristics in the spirit when enjoyed in an “up” or rocks serve.



# The Importance of the Garnish

Garnishes are not just token visual accessories. They are also aromatic and flavour-enhancing tools. Even a small touch like a grapefruit twist or rosemary sprig can elevate a high-volume serve into a premium experience.

### AROMATIC ENHANCEMENT

Citrus peels, fresh herbs or fruit can influence the drink's aroma which directly impacts perceived flavour.

### FLAVOUR BALANCE

Sweeter mixers like cola or lemonade can be balanced with a functional garnish such as a wedge fresh citrus to be squeezed, rather than a slice.

### VISUAL APPEAL

It's a cliché to say that you “eat with your eyes” because it's true. If drinkers have already decided that a drink looks like it will taste great, there's a better chance that it will be enjoyed. A good looking drink also implies care and professionalism, and therefore more value

### CUSTOMER EXPERIENCE

A garnish engages multiple senses (smell, sight, even touch) enhancing the overall enjoyment and memorability of the drink.



# Ice Matters

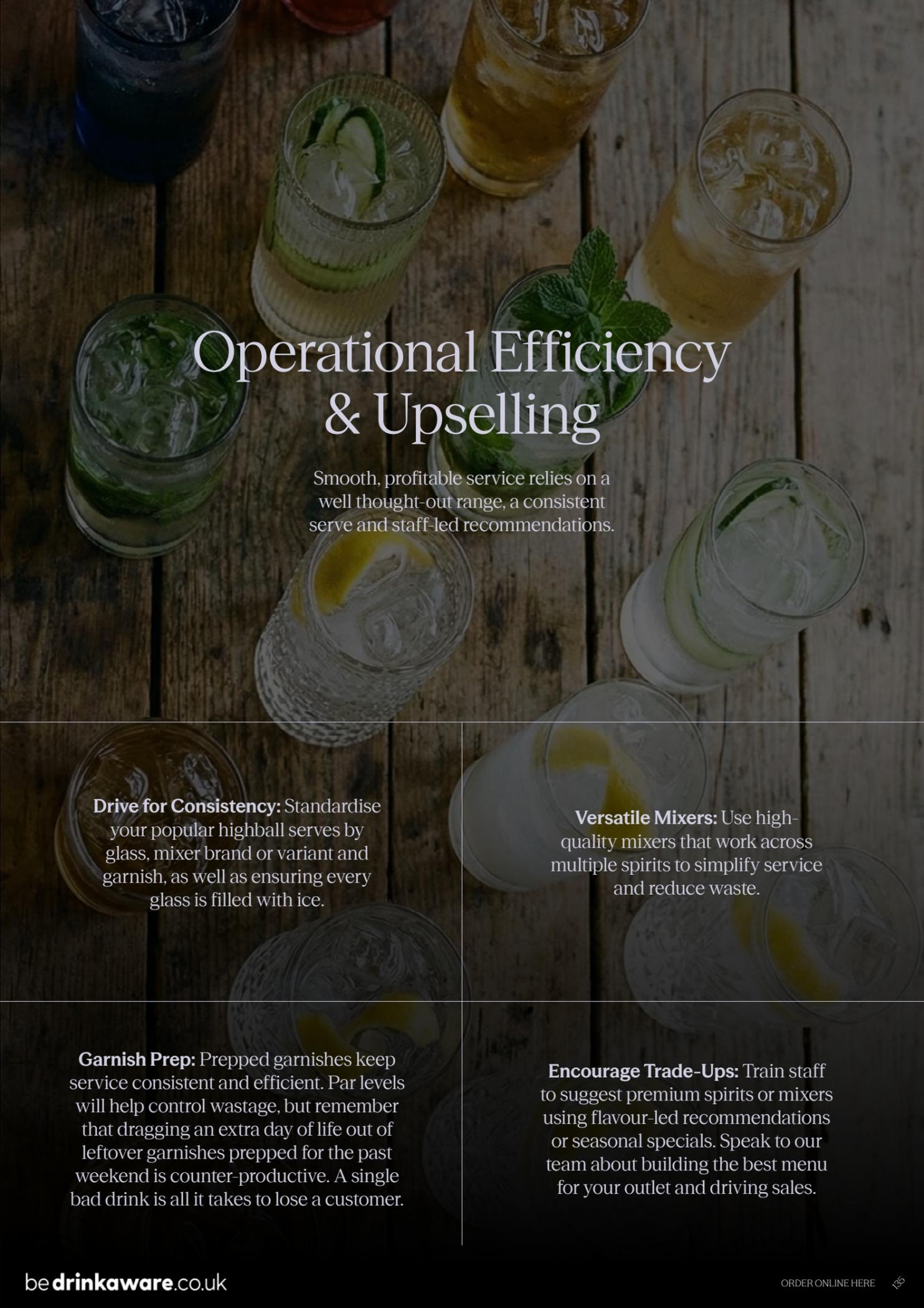
Ice is more than just a way to cool a drink. It controls dilution, texture and temperature, which directly impact flavour

LARGE CUBES OR SPHERES	STANDARD CUBES	CRUSHED ICE
 <p>While these aren't convenient or right for all outlets, they are slow melting, design-stampable (and therefore good for the 'Gram), and ideal for premium spirits served without mixers, or cocktails in an old fashioned glass.</p>	 <p>These will be the bulk of your usage, so keep a regular cleaning schedule on your machine, and ice up wells or ice buckets as late as you can so that your cubes aren't going to overly dilute every drink.</p>	 <p>Provides rapid chilling, ideal for tiki-style or blended drinks, but it can dilute quickly.</p>

## Which is best for adding the mixers? *Consumer-poured vs. bartender-mixed.*

There's no single 'right' way. It depends on your business model, desired customer experience and operational priorities.

THE CONSUMER POUR <i>(for canned or bottled mixers)</i>	
<p><b>PROS:</b> Good for speed of service, allows customers to personalise ratios to their own tastes</p>	<p><b>CONS:</b> Less control over dilution and presentation, and perhaps less of a sense of being served a final drink</p>
BARTENDER Poured	
<p><b>PROS:</b> Guarantees consistent ratios, presentation and aroma.</p>	<p><b>CONS:</b> Slower service in high-volume settings; higher staff cost and training.</p>



## Operational Efficiency & Upselling

Smooth, profitable service relies on a well thought-out range, a consistent serve and staff-led recommendations.

**Drive for Consistency:** Standardise your popular highball serves by glass, mixer brand or variant and garnish, as well as ensuring every glass is filled with ice.

**Versatile Mixers:** Use high-quality mixers that work across multiple spirits to simplify service and reduce waste.

**Garnish Prep:** Prepped garnishes keep service consistent and efficient. Par levels will help control wastage, but remember that dragging an extra day of life out of leftover garnishes prepped for the past weekend is counter-productive. A single bad drink is all it takes to lose a customer.

**Encourage Trade-Ups:** Train staff to suggest premium spirits or mixers using flavour-led recommendations or seasonal specials. Speak to our team about building the best menu for your outlet and driving sales.

# TOAST PADDY'S DAY



# WITH A TWIST

St Patrick's Day is one of the biggest trading moments in March and it's a great opportunity to go beyond serving the standard.

Limited-edition Irish cocktails can help drive interest, boost spend and give customers something new to discover alongside the classics.



## Emerald Fizz

### Stout with a champagne twist

A sophisticated spin on Irish stout, balanced with bubbles for a celebratory feel.

### Ingredients

- 25ml Irish stout
- 75ml chilled H. Lanvin et Fils Champagne or sparkling wine
- 10ml Teisseire sugar syrup
- Fresh mint for garnish

### Method

1. Pour stout and syrup into a champagne flute.
2. Top with chilled Champagne.
3. *Optional:* Garnish with fresh mint.

# Classic Irish Coffee

A warming and rich crowd-pleaser with a luxurious twist.

## Ingredients

- 40ml Bushmill's Black Bush Irish whiskey (on deal)
- 90ml hot coffee
- 15ml brown sugar syrup
- Freshly whipped cream

## Method

1. Add whiskey and syrup to a warmed glass mug.
2. Pour in hot coffee, stir gently.
3. Float whipped cream on top.
4. **Optional:** dust with cocoa or nutmeg.

# Lucky Clover



## Green Gin & Lime Cocktail

A refreshing, bright green cocktail that looks great for photos and is perfect for light daytime drinking.

## Ingredients

- 40ml Whitley Neill Distillers Cut gin (on deal)
- 20ml Midori
- 15ml Finest Call lime juice
- 10ml Teisseire sugar syrup
- Soda water
- **Optional:** Lime wheel or fresh mint for extra green garnish

## Method

1. Shake gin, Midori, lime juice, and syrup with ice.
2. Strain into a highball glass over ice.
3. Top with soda water and garnish.

INTRODUCING  
**SARTI**  
SPRITZ

The **NEW** Mango, Passionfruit & Blood Orange Spritz



**BUY 3  
GET 1 | FREE**  
ON SARTI ROSA 70CL

Enjoy the twist of a fruity spritz:  
75ml Prosecco  
50ml Sarti  
25ml Soda  
Wedge of Lime

**4<sup>th</sup>** SEARCHED SPRITZ  
IN THE UK\*

**86%** OF CONSUMERS  
DRINK SPRITZ  
DURING SUMMER\*\*

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

STAT 1 \*\*YTD AUG 25, TRAJAAN  
STAT 2 \*\*SOURCE: NIELSEN IQ, LEH+DM, APERTIF UND WERMUT RANKING, UMSATZ IN €, MAT KW S2 2024 CGA MIXED DRINKS REPORT Q3 2024 REPORT / NIELSEN IQ & CGA OPMs DATA TO 25.01.25  
\*\*\*UK, 18+ ONLY. BUY 3 BOTTLES OF SARTI 70CL AND GET A FREE SARTI 70CL. LIMITED AMOUNT OF DEALS AVAILABLE. MAX 4 DEALS PER SITE. NOT TO BE USED IN CONJUNCTION WITH ANY OTHER OFFER. WHILST STOCKS LAST. TERMS AND CONDITIONS APPLY. FREE STOCK ONLY AVAILABLE VIA CARLSBERG BRITVIC ORDER

BUY ANY **FIVE BOTTLES** FROM THE FEATURED RANGES, GET A  
**DISTILLER'S CUT  
LONDON DRY GIN**

**FREE\***

UK'S  
**NO.1**  
PREMIUM  
GIN



THE SPIRITS  
BUSINESS  
GLOBAL  
GIN  
MASTERS  
GOLD 2024



**FULL WHITLEY NEILL GIN RANGE:**

Distiller's Cut London Dry Gin, Blackberry, Rhubarb & Ginger, Blood Orange, Raspberry, Parma Violet, Pink Grapefruit.

**FULL DEAD MAN'S FINGERS RANGE:**

Spiced, Passion Fruit, Coconut.

1. Nielsen IQ data to: 14.06.25  
\*While stocks last. Excludes DMF Creams. All bottles 70cl.

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**APEROL**  
SPRITZ

**BUY 5 BOTTLES  
OF APEROL, RECEIVE  
A FREE BOTTLE  
OF APEROL\***

Stock up on the  
**UK's #3**  
Spirit of Summer 25



POUR  
**75ml**  
PROSECCO  
OVER ICE

ADD  
**50ml**  
APEROL  
— 1919 —

SPLASH  
**25ml**  
SODA  
GARNISH WITH  
A SLICE OF  
ORANGE



SCAN HERE  
To learn how to  
make the Perfect  
Aperol Spritz

SCAN HERE  
For additional  
support from  
Aperol Spritz



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

\*UK, 18+ only. Buy 5 bottles of Aperol 70cl and get a bottle free. Limited amount of deals available. max 2 deals per site. Not to be used in conjunction with any other offer. Terms and Conditions Apply. Free stock only available via Carlsberg Britvic order.  
\*\*The UK's #3 Spirit in Summer 2025 - CGA OPMs Data Pk. 12Wk to 09.06.2025

10 DEALS PER CUSTOMER PER WEEK

# Buy any 4 and get a Buffalo Trace 70cl FREE



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BUFFALO  
& GINGER ALE

SAZERAC

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Jägermeister

### 94% BOMB CATEGORY SHARE

A KEY SALES DRIVER FOR  
VENUES AND THE TOP  
CHOICE FOR CONSUMERS\*\*

\* CGA OPM Service to 05/10/24  
\*\* Customer YTD Epos data 10/11/24  
\*\*\* Terms and conditions apply



"BUY 2 X 70CL  
AND GET  
**£1.50  
OFF**

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TEREMANA  
SMALL BATCH TEQUILA

## SHARE THE MANA

*Dwayne Johnson*  
DWAYNE JOHNSON  
FOUNDER

"BUY 2 X 70CL  
AND GET  
**£3 OFF**

SCAN QR CODE FOR RECIPE  
SUGGESTIONS



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\* Fastest premium spirits brand to reach 1m 5lit case sales  
in 1 year & winner of 17 distinguished spirits awards  
\*\* Terms and conditions apply

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AWARD WINNING TEQUILA\*



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EXPLORE OUR FLAVOURS  
ALL BOTTLES

£1  
OFF



JACK DANIEL'S  
TRY WITH  
LEMONADE



£2.50  
OFF  
PER BOTTLE

NOW  
AVAILABLE!

PLEASE DRINK RESPONSIBLY  
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BUY 11 BOTTLES



TO GET 1 BOTTLE FROM THE  
RANGE *FREE*

(10 deals per customer per week)  
\*Qualifying items are any 70cl bottles from  
the range in the gold box in this advert  
\*\*Free stock options are any of the 70cl bottles  
in the black box in this advert



ST-GERMAIN

SPRITZ UP  
YOUR  
SPRITZ



BUY 2 x 70cl FOR A FREE ZIMOR PROSECCO

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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.

Free Bottle  
of **JUNGFRAU** or **CORKYS**  
When you buy any 4 from the range

AMAZING DEALS

DON'T MISS OUT



Offer valid from 1st March - 30th April 2026. Offer applies across Lustre, Jungfrau, Take Tequila & Corkys range stocked. Free item applies to 1 x 70cl bottle of Jungfrau 17% or Corkys from range stocked. While stocks last. be [drinkaware.co.uk](https://www.drinkaware.co.uk)

For POS support:  
[customermarketing@globalbrands.co.uk](mailto:customermarketing@globalbrands.co.uk)

ADD SOME  
**ZING!**  
TO YOUR  
FRIDGE!



NEW!

£2 OFF  
PER CASE

#OUTRAGEOUSLY  
REFRESHING

\*OFFER VALID FROM 1<sup>ST</sup> MARCH TO 30<sup>TH</sup> APRIL 2026. OFFER APPLIES TO FULL HOOCH 24 X 440ML RANGE. WHILE STOCKS LAST.

Juicy Apple is a hit – no.1 cider for 18-35 year-olds, the most engaged of all cider drinkers!



# WIN A JUICY SOUNDS MUSIC EVENT AT YOUR VENUE.

INSTALL JUICY APPLE ON DRAUGHT TO ENTER PLUS RECEIVE A FREE KEG AND POS KIT.

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

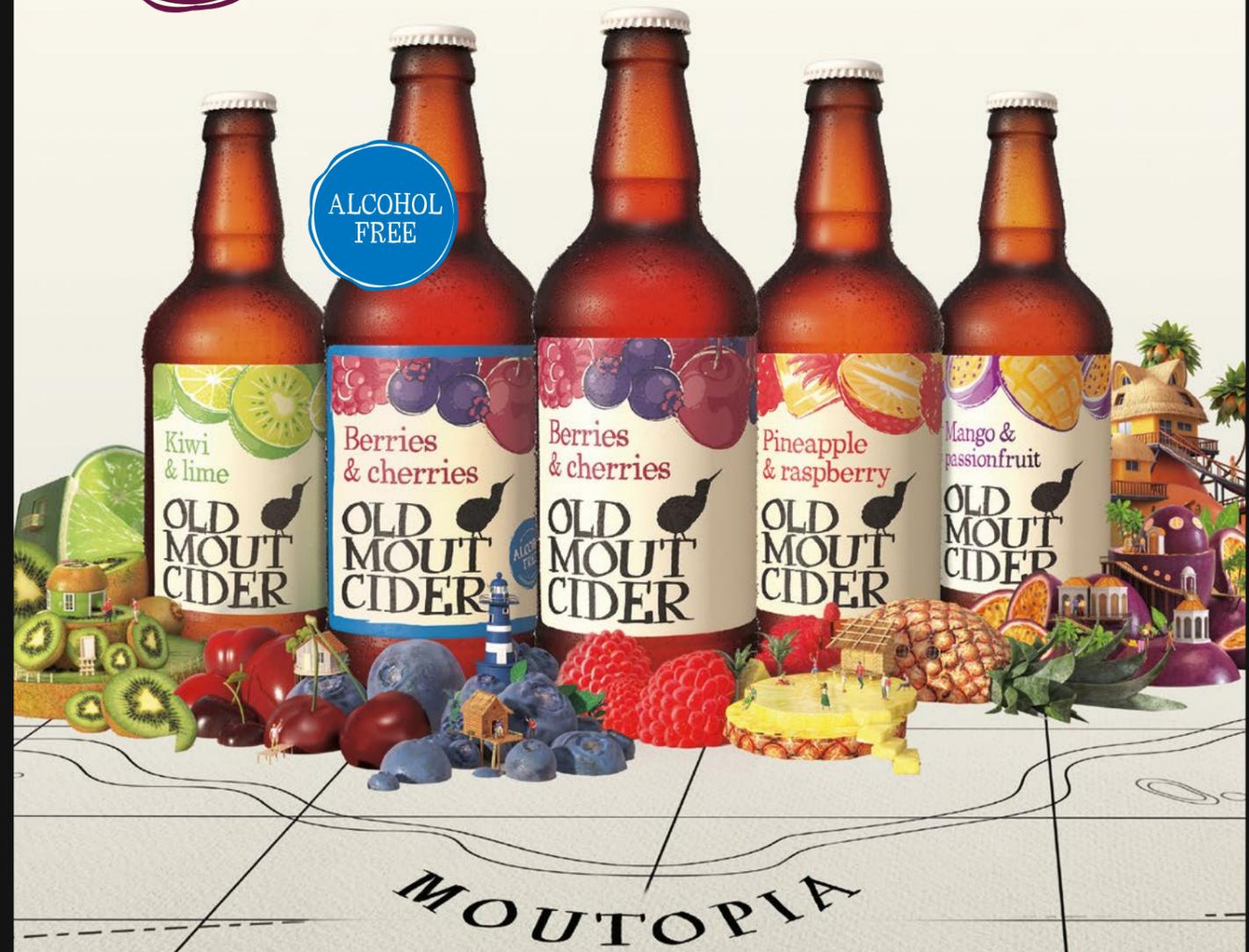
Source: I. CGA State of the Nation Jan 25

Install Thatchers Juicy Apple on draught and receive a POS Kit and 1 x Thatchers Juicy Apple 50 ltr keg on install free of charge when replacing a competitor cider. Juicy Sounds event will be delivered by the Thatchers Team. The event date will depend on availability and will be agreed directly with the winning venue between May–August. Outdoor area required for the event. Winner will be randomly selected from all installs within the promotional period. Offer available 1/3/2026–30/4/2026

# BUY 5 CASES, AND GET £10 OFF\*

STOCK UP & DISCOVER YOUR FRUITY SIDE

NO.1  
FLAVOURED  
CIDER BRAND\*\*



ALCOHOL FREE

MOUTOPIA

\*Subject to availability  
\*\*Source: CGA by NIQ GB Value Sales MAT TY to P06 14.06.2025

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



**Free Keg**

ON INSTALL  
PLUS GLASSWARE,  
BAR RUNNERS &  
DRIP MATS

PLEASE CONTACT YOUR  
ACCOUNT MANAGER  
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WESTONS CIDER EST. 1880  
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**GET A FREE  
CASE OF  
PROPER JOB  
0.5% IPA**

**WHEN YOU BUY A CASK OF  
PROPER JOB OR TRIBUTE**

**STOCK UP FOR  
ST. PATRICK'S DAY**

**17 MARCH**



AVAILABLE  
IN 50L KEGS

**GUINNESS**

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to access your  
FREE GUINNESS  
marketing support

**DIAGEO** *One*  
Business support from the drinks experts

# FEVER-TREE

## COCKTAIL MIXERS

Save £5 per case

DELIVER CONSISTENT, QUALITY COCKTAILS EVERY TIME, IN 3 SIMPLE STEPS

1. 50ML SPIRIT
2. 75ML MIXER
3. SHAKE



ESTD 1905

## BUY 3 CASES

from 275ml soft drink range and

## GET 1 CASE FREE\*\*

*Botanically Brewed · Exquisitely Crafted*

Fentimans Soft Drinks 275ml: Ginger Beer, Dandelion & Burdock, Gently Sparkling Elderflower, Mandarin & Seville Orange Jigger and Rose Lemonade  
\*Nielsen and CGA 2024 data \*\*Limited to 5 deals per customer per week

# FEVER-TREE

## Sparkling SOFT DRINKS

Save £2 per case

NATURALLY SOURCED INGREDIENTS  
NO ARTIFICIAL SWEETENERS  
LOW IN CALORIES

VALID FOR 12x275ML CASES OF SOFT DRINKS, INCLUDING GINGER BEER, SICILIAN LEMONADE, RASPBERRY LEMONADE. AVAILABLE WHILE PROMOTIONAL STOCKS LAST.



- NEW -  
**BOLD LOOK**  
- SAME -  
**GREAT TASTE**

**£1**  
off

**GREAT AS A STANDALONE OR AS A MIXER!**

**Old Jamaica**

24 x 330ml cans

GET YOUR  
**FIZZ**  
ON WITH

*ting*

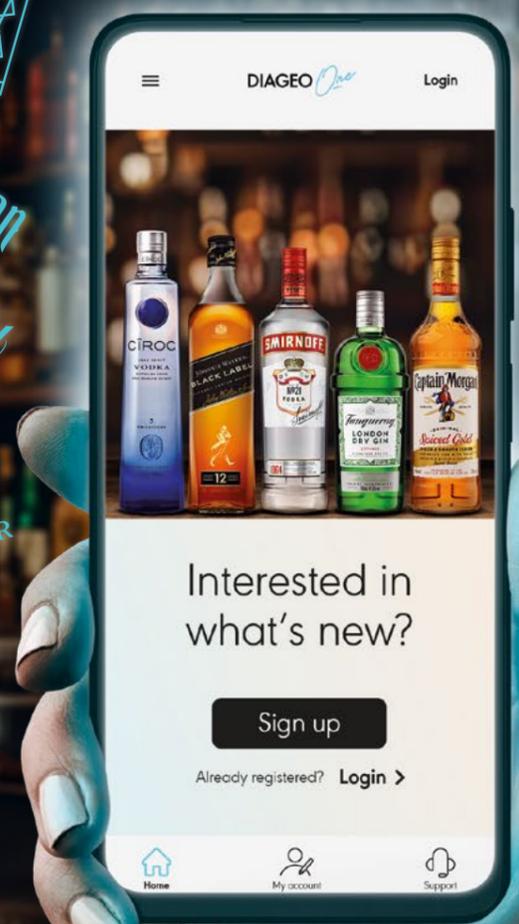
GREAT AS A STANDALONE OR AS A MIXER!

**£1**  
off



24 x 330ml cans

# THE POWER IN YOUR HANDS TO SUPERCHARGE YOUR BUSINESS



Captain Morgan  
Tanqueray  
JOHNNIE WALKER  
GUINNESS

CÎROC  
SMIRNOFF  
CASAMIGOS  
Gordon's



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- EXCLUSIVE training material
- LATEST category trends
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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](http://order.carlsbergmarstons.co.uk) or scan the QR code

WWW.

STEP 02

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

3 2 6 \_ \_ \_ \_

STEP 03

Enter the email address you will use to log in

hello@crowndkettle.com

SUBMIT

STEP 04

Check your inbox to validate your email and set your password

VERIFY MY EMAIL ADDRESS

STEP 05

Log in and place your order

LOGIN

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Cockpit

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

With online ordering and a link to our support teams, you will find all brand and product updates as well as our latest Thirst edition.

And signing up has never been easier.

