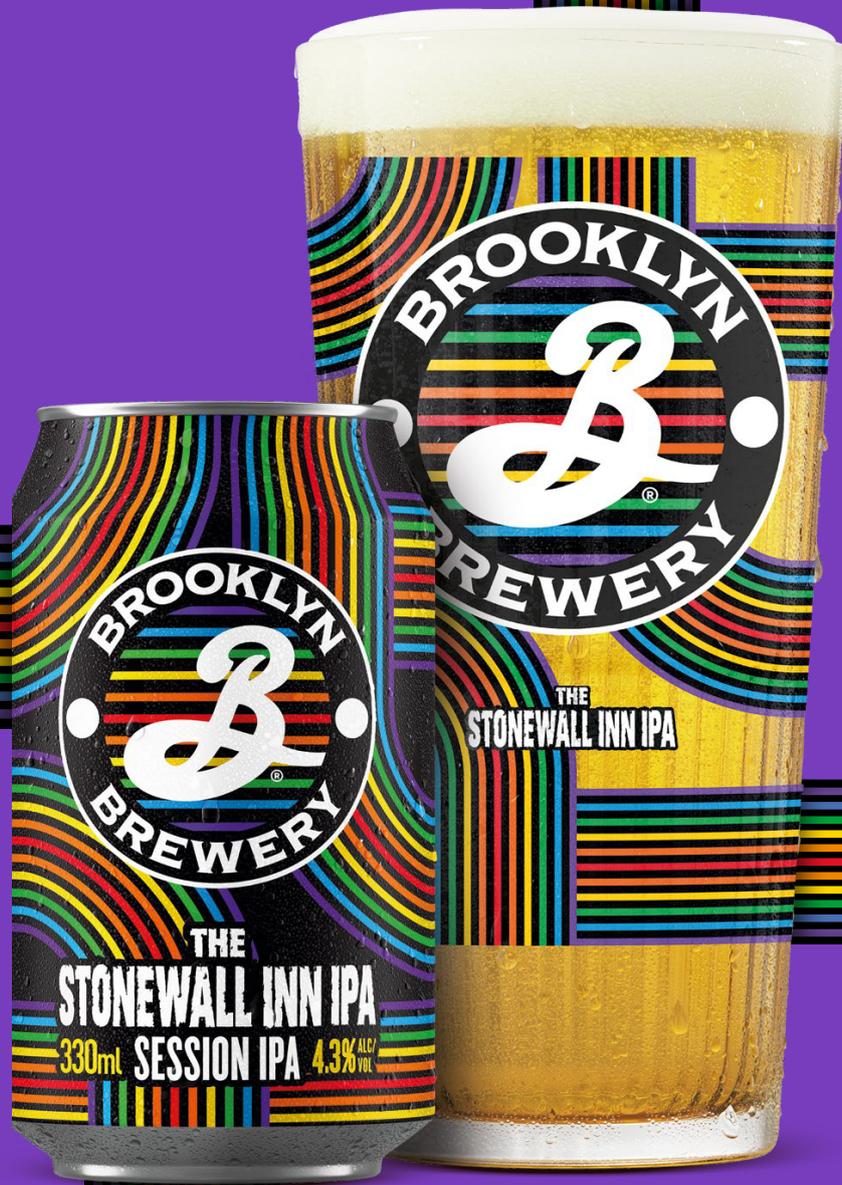


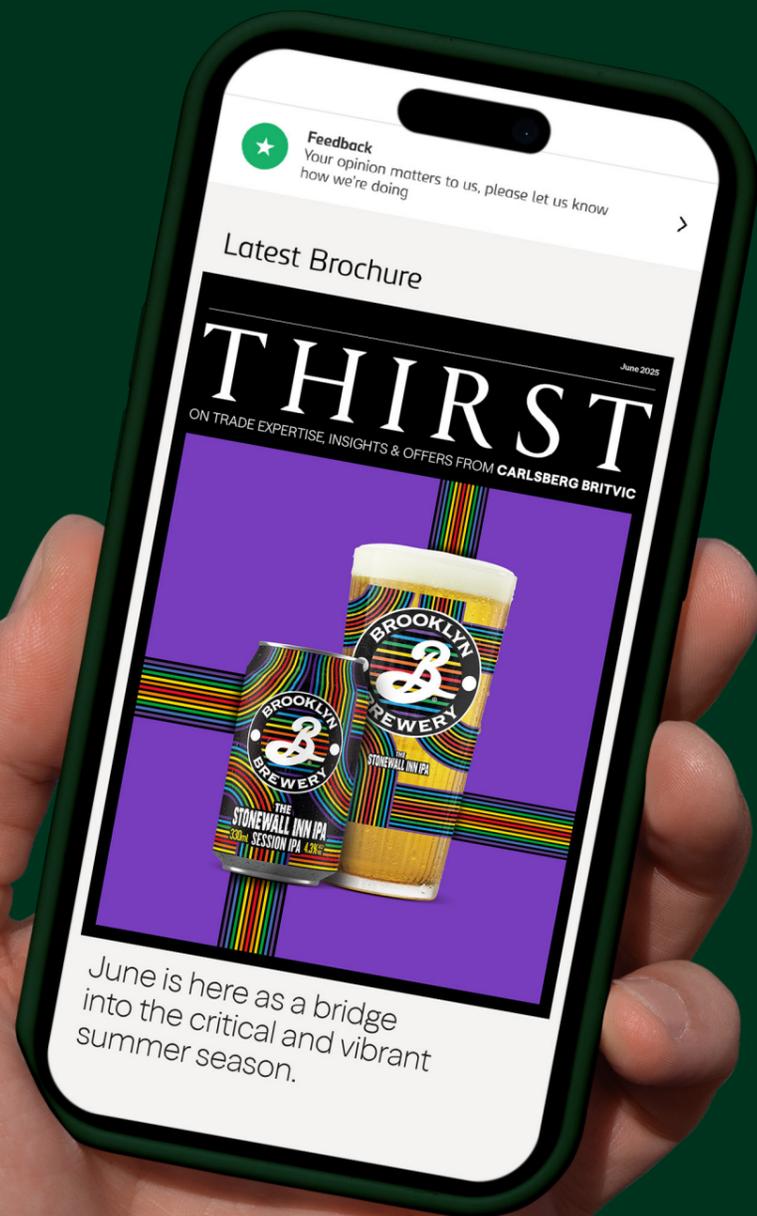
# THIRST

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





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



Download our App



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



CHRIS PRATT  
VICE PRESIDENT ON TRADE

# WELCOME TO OUR JUNE EDITION OF THIRST

June is here as a bridge into the critical and vibrant summer season. It is a great month (especially if the weather is good!) for socialising, celebrating and creating memories with friends and family.

## Magic of Brooklyn

This month, we are really focusing on all the great things happening with the Brooklyn brand. They are the official beer partner of Pride in London for the first time, showing its support for the LGBTQ+ community. Brooklyn is also critical as we come into summer as the beer of choice at many of the festivals starting to take place up and down the country. We also look in this edition at the recent partnership the Brooklyn brand has done with iconic Manchester music venue Band on the Wall.

## Are you entertaining?

Alongside this, we are looking at the trend around the growing need for entertainment and experience. People are looking more and more to have memorable (instagrammable) experiences when they go out and this is never more obvious than over the summer months. With so much going on, venues are in a prime position to tap into this buzz by offering unique experiences—whether it's showcasing seasonal drinks or limited edition menus, hosting live performances, or organising special events and activities around key celebrations. Customers are eager for more than just a drink and venues that can provide this will be the go-to spots this summer.

Wishing you all a wonderful June.

**Chris Pratt**  
Vice President, On Trade



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# Jumping into Joyful June

June is the gateway into summer and the allure of sunshine, Vitamin D and long days will hopefully encourage people to get out and about with friends and family and take part in some of the exciting events and occasions that take place over the summer months.

From Wimbledon to Father's Day, June is the perfect time to embrace the summer season and find ways to attract customers to your venue.

## PRIDE MONTH



June is synonymous with Pride, a month-long celebration of love, inclusivity, and diversity. From vibrant parades to impactful social events, Pride Month is a time to honour the LGBTQ+ community and celebrate the spirit of equality.

## 15TH BEER DAY BRITAIN



This national day highlights our love of a good pint. Beer Day Britain is celebrated on the 15th to mark the day in 1215 when the Magna Carta, signed by King John of England, granted the right for "freedom of the brewery," allowing brewers to sell their beer without interference from the crown. This is considered a pivotal moment in British beer history.

## 15TH FATHER'S DAY



Father's Day is a perfect opportunity to treat the important men in our lives to something special. Whether it's a hearty Sunday roast, a beer tasting, or a fun activity fuelled day out, the options are endless. Consider a father's day set menu, discounted drinks for dads, stepdads and granddads or limited edition options (anyone for fathers feast platter or dad's big steak burger) to make this important day work for your business.

## 17TH ASCOT



The glamour of Ascot begins on the 17th, and it's not just about the horse racing - it's about the fashion, the fun, and the frolics! Ascot also has a rich tradition of hospitality. Whether that's enjoying a pint in the grandstand, sipping champagne in the Royal Enclosure, or indulging in a gourmet picnic, there's plenty of inspiration to recreate the Ascot vibe in your venue.

## 21ST SUMMER SOLSTICE



The summer solstice marks the longest day of the year. As the sun stays out a little longer, it's the perfect time to celebrate the arrival of summer. This is a day to embrace the outdoors perhaps hosting a garden party or an outdoor BBQ with live music.

## 25TH-29TH GLASTONBURY FESTIVAL



One of the UK's biggest music festivals, Glastonbury, kicks off bringing a flood of music, arts, and culture to Somerset (and hopefully no rain!). Expect world-class performances with Neil Young and Olivia Rodrigo headlining, quirky fashion, and that unique festival spirit.

## 21ST WORLD MUSIC DAY



The purpose of the day is to bring together people from around the globe to celebrate the power and share the joy of music with others. This month we have talked to the iconic Manchester music venue Band on the Wall about their link up with the Brooklyn brand. Both the venue and Brooklyn have strong connections to music.

[Read more about it here](#)

## 30TH WIMBLEDON



At the end of the month, Wimbledon serves up its first match, marking the official start of the tennis season. The All England Club comes alive with a mix of celebrity sightings, traditional strawberries and cream, and intense sporting action. Get ready for a month of tennis greatness, and don't forget to get the Pimms and Aperol ready.

# Customer of the Month

Meet Keith Ifield, owner of 256, a bar and restaurant in Fallowfield, Manchester

## Tell us about 256?

I bought the business in 2017 after working in hospitality for over 30 years. I always wanted to own a venue and took a risk and jumped in with both feet. It was the best decision I ever made.

256 is a converted church in the heart of the student area of Manchester so has a predominantly student clientele of young people between the ages of 18-25. It is one of those iconic venues you got to go when you are at Uni. It is open 7 nights a week, has a licence till 3am, serves food every night till 9pm and has a lot of entertainment too. We have 3 pool tables, 3 dartboards, a shuffle board and 18 TV screens where we show all the big sporting events.

We also do loads of club nights and events like bingo and dart competitions.

## And what is the best part of your job?

I enjoy creating a fantastic experience for people and love seeing our customers happy.

## What are your best sellers in terms of drinks and why do you think that is?

Carlsberg is one of our biggest sellers. It is a well known brand and we serve a lot of pints and pitchers. We have a big range of beers including Estrella and the Brooklyn range so that we cater for all different preferences.

We also sell a lot of spirits and cocktails. Gin is less popular now but vodka, soda and lime is really popular.

We are seeing a lot of growth in the no/low alcohol drinks too as younger people look to make healthier choices. We have had to adjust our food menus to reflect this too.



## What is business like in spring/summer for you and any tips to generate more business at this time of year?

We are lucky as we have a massive beer garden which holds 600 people so when it is sunny we can really use that. We do a fair amount of outdoor events such as BBQs and partner with people like Parklife to run these.

Once the students leave we are quieter generally over the summer months so we don't do as many events and tailor our opening hours to reflect this.

I think it is important to try and have broad appeal in terms of who you attract so in the summer holidays we offer free kids meals or kids eat for £1 to attract families.

I also think nowadays people expect to be entertained. We review our entertainment and events program almost monthly and work really hard on our events. And we promote them loads over social media as that is key for our audience.

## And finally your own favourite tittle:

I love a really cold pint of Estrella. I really like the Spanish lagers personally.



# Let Me Entertain You

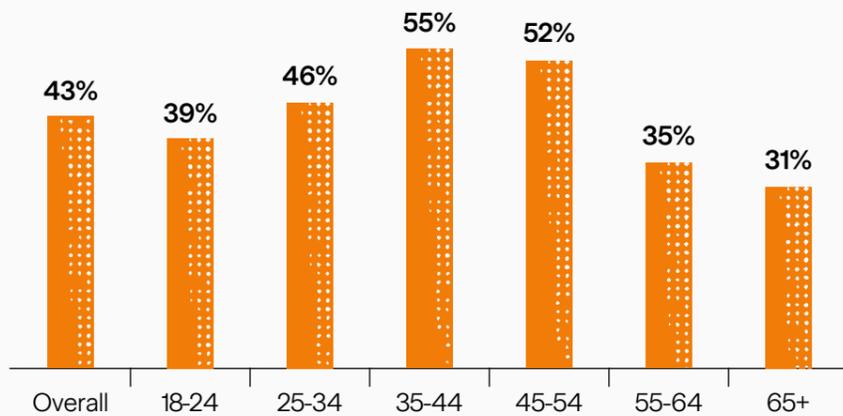
Why themed and competitive socialising venues are meeting our growing need for experience

Experience is the new social currency and whilst the number of overall venues in the UK is fairly flat, these themed venues (which include competitive socialising) are increasing their number of outlets by 29%.

Across the UK, these venues are embracing the increasing demand for unique, immersive experiences. We crave experiences that engage the senses, offer social interaction and make for a night that is worth talking about.

We are seeing more venues with different activities and this is always evolving.

% of people who's top spending priority over the next year is going out / experiences:

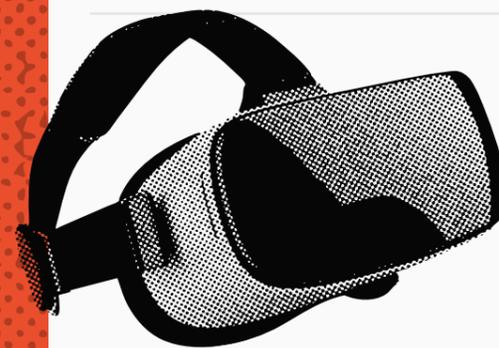


Classic	Adapted	New
<b>Reinterpretation and reinvigoration of classic bar and leisure games</b> <ul style="list-style-type: none"> <li>Bowling</li> <li>Mini golf</li> <li>Darts</li> <li>Pool</li> <li>Bingo</li> <li>Shuffleboard</li> </ul>	<b>Adaptation of sports and activities for indoor leisure environments</b> <ul style="list-style-type: none"> <li>Table tennis</li> <li>Shooting</li> <li>Curling</li> <li>Cricket</li> <li>Football</li> <li>Arcade</li> </ul>	<b>Creation of new leisure and socialising experiences</b> <ul style="list-style-type: none"> <li>Escape rooms</li> <li>Axe throwing</li> <li>Virtual reality</li> </ul>



## The Shift Toward Experience-Driven Leisure

The need for shared, meaningful experiences is one of the driving forces behind the popularity of themed venues. Consumers are moving away from mere consumption and are instead seeking out immersive, memorable moments. For younger generations, particularly Millennials and Gen Z, experiences rank higher than material possessions. They want to feel part of something bigger—something exciting, engaging and unique.



## Technology Enhancing the Experience

Many themed venues are incorporating cutting-edge technology to elevate the overall experience. From interactive touchscreens for ordering food and drinks, to mobile apps that allow customers to engage throughout, these venues are embracing the digital age.

## What are some of the reasons behind this trend:

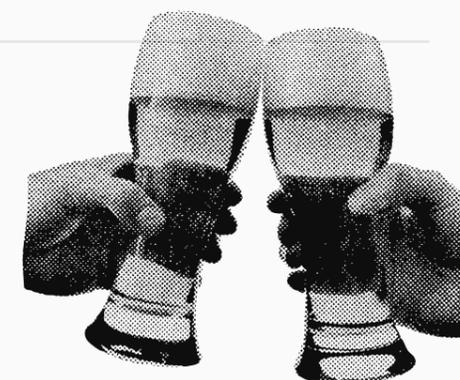


### Social Interaction at the Heart of it

One of the standout features of these venues is their focus on socialising. In an increasingly isolated digital world, people are craving real-life interactions and opportunities to connect with others. Themed venues go beyond the passive experience of drinking in a crowded noisy bar looking at your phone. They create social environments where friends, families, and even strangers can interact, play games, and enjoy shared moments.

### Inclusivity for Non-Drinkers and Diverse Audiences

As social and drinking habits evolve, the need for inclusive spaces has never been greater. Themed sports venues are at the forefront of meeting this demand. They are embracing the idea that a great experience isn't just about what's in your glass. The focus has shifted to creating spaces where everyone can feel comfortable and enjoy themselves, whether they are drinking or not.



### The Rise of Social Media Culture

A major influence behind the success of themed sports venues is the rise of social media culture. People today want experiences that are shareable, Instagrammable, and worthy of documenting. The vibrant, visually appealing designs of many sports-themed bars encourage customers to snap photos and share their experiences online. This creates a cycle where the venue benefits from organic promotion, drawing in new visitors eager to see what the buzz is all about.

As the demand for unique experiences continues to rise, it's clear that these experience based venues are not just a passing trend but a lasting shift in how we socialise and enjoy leisure time.

They are creating spaces where people can enjoy not just the activity, but also the camaraderie, the atmosphere, and the fun of socialising in a vibrant, immersive setting. The combination of inclusivity, technology, and diverse entertainment options means that these venues are for anyone looking for a memorable, enjoyable experience.



1



2

3



4

# Effortless food for alfresco eating

As outdoor spaces become the norm as the weather gets better, you don't need a kitchen full of chefs to serve delicious food in your beer garden or patio space.

There are plenty of great crowd pleasing no cook summer food options for pubs to offer to their customers to soak up their drinks.

## Top Tips:

**Smart preparation:** Prep everything in advance and keep it chilled

**Style it right:** Wooden boards, eco-friendly boxes, and colourful garnishes

**Offer group options:** Grazing boards and nachos are natural crowd-pleasers

## 1. Charcuterie & Cheese Boards

**Think:** cheeses, cured meats, olives, chutneys, crackers, and crusty bread.

**Why it works:** It's social, sharable, and perfect with a pint.

**Beer pairing:** 1664 Bière - the beer has enough structure to stand up to the fat and salt. It is smooth, well-balanced and doesn't compete with bold savoury flavours.

## 2. Grazing Boxes & Picnic Platters

**Think:** dips, crudités, cold cuts, olives, nuts, cheeses, grapes, and breads.

**Why it works:** Great for couples or groups, and visually looks great.

**Beer pairing:** Brooklyn Stonewall Inn IPA - the beer's subtle hop bitterness cuts through the creaminess of dips and spreads.

## 3. Cold Sandwiches & Wraps

**Think:** smoked salmon & cream cheese, roast chicken & pesto, or a classic egg mayonnaise.

**Why it works:** Versatile and ideal for lunch or a lighter dinner.

**Beer pairing:** Carlsberg Danish Pilsner – clean, crisp, and refreshing. The classic lager to wash down any good sarnie.

## 4. Seasonal Salads

**Think:** greek salad, classic tomato and onion salad or couscous with roasted veg and mint.

**Why it works:** Light, healthy(ish), and easy to prep in batches.

**Beer pairing:** Estrella Damm – a Mediterranean classic that complements fresh, vibrant salads.



5



7



### 5. Ploughman's Lunches

**Think:** thick-cut ham, mature cheddar, pickles, apple slices, a boiled egg, and chunky bread.

**Why it works:** A classic British lunch - comforting and filling

**Beer pairing:** Poretto – with delicate malts and a touch of bitterness, this Italian lager pairs beautifully with classic British fare.

### 6. Savoury Pastries & Quiches

**Think:** sausage rolls, pork pies, mini quiches, Scotch eggs.

**Why it works:** Grab-and-go friendly, satisfying, and nostalgia at its finest.

**Beer pairing:** Brooklyn Pilsner – dry and crisp, with enough bite to refresh the palate between pastry layers.

6



8



### 7. Nachos

**Think:** corn chips topped with salsa, guacamole, jalapeños, shredded cheese and sour cream

**Why it works:** Fun, easy to share, and very moreish to eat!

**Beer pairing:** Sapporo – this smooth, dry Japanese lager is ideal with bold, spicy toppings and creamy dips.

### 8. Dessert Pots & Sweet Treats

**Think:** sorbets, lemon drizzle cake, eton mess in jars and berry trifles.

**Why it works:** Individual portions = less mess, more indulgence.

**Beer pairing:** 1664 Blanc – the zesty, slightly sweet finish complements fruity and creamy desserts brilliantly.

# Effortless food for alfresco eating

# FESTIVAL VIBES

## BRING THE GLASTO SPIRIT TO YOUR VENUE

(without the mud)

June is the unofficial start of festival season and while not everyone can make it to Glastonbury, your venue can still capture that vibrant outdoor festival atmosphere. Think live music, vibrant decorations, and the buzz of excited festival-goers. Whether you're hosting live performances, playing iconic festival anthems, or simply soaking up the sun with good company, your venue can be the go-to spot for everyone wanting to join in the fun.

Embrace the energy, the community spirit, and that festival magic.

### Vino Verde Spritz

Vino Verde (a spritzy Portuguese wine) mixed with a splash of Aperol and soda water. Light, refreshing, and bubbly - this drink brings a summer-festival vibe.



### Rosé Sangria

A chilled bottle of dry rosé wine mixed with slices of citrus fruits (lemons, limes, oranges), strawberries, and a splash of brandy or orange liqueur (like Cointreau). Refreshing and perfect for sharing among groups.



### Cucumber Gin Fizz

Gin with cucumber slices, lemon juice, soda water, and a splash of elderflower cordial. Light and crisp, this cocktail is a sophisticated yet refreshing drink to sip during warm afternoons.



### Spicy Paloma

Tequila, grapefruit soda, a dash of chili powder, and a salted rim. The sharpness of grapefruit mixed with the kick of chili creates a bold and spicy drink.



### Frozen Mojito Slush

Rum, fresh mint, lime juice, soda water, and a splash of simple syrup, blended with ice to make a refreshing slush. Like a tropical festival in a glass, offering that refreshing mint and lime zing with the ice-cold buzz of rum.



### Sparkling Wine with a Twist

Sparkling wine (Prosecco or Champagne) topped with a splash of fruit puree (peach, strawberry, or mango). Simple, elegant, and festive.



Sunshine in a glass

# Why cider is the ultimate summer sip



Cider is the perfect drink to welcome the summer. Crisp, refreshing, and naturally fruity, it's a drink that fits effortlessly into beer gardens.

From traditional dry apple blends to vibrant fruit infusions, there's a cider to suit every palate and every vibe.

And when it comes to approachable, fruit-forward refreshment, Somersby is a standout. Known for its balanced sweetness, gentle fizz, and juicy fruity taste, it's an easy-drinking option that feels instantly summery.

## Interesting ways to drink cider



### Classic Over Ice

Plenty of ice!

### Cider Spritz

Mix cider with a splash of prosecco or sparkling water, add a slice of citrus, and garnish with fresh herbs like mint.



### Frozen Cider Slushies

Blend cider with ice for a fun, icy treat. Add fruit, mint, or even a splash of rum for an extra kick—perfect for summer gatherings or as a refreshing afternoon drink.



### Cider & Ginger Ale

For a twist on the classic, mix cider with ginger ale for a fizzy, slightly spiced drink.



### Cider with a Twist of Citrus

Add a slice of lemon, lime, or orange to your cider. The citrus enhances the fruity notes and balances the drink's natural sweetness.



### Make a Cider Float

For something indulgent, drop a scoop of vanilla ice cream into cider. The ice cream will melt into the drink, creating a sweet creamy twist.

# SOBER SUMMMER SIPS

Embracing No/Low Alcoholic Drinks

As summer approaches, venues are preparing for peak social drinking season. However, a growing trend is reshaping how people approach their summer drinking habits. **Mindful drinking and the sober movement have led to the continued growth of the no and low-alcohol category.**

For the industry, this shift presents both a challenge and an opportunity. While alcohol has long been the cornerstone of summer social gatherings, many customers are increasingly seeking healthier, more mindful drinking options. Whether for health reasons, personal preference, or simply to avoid a bad hangover, more people are choosing to skip or moderate the booze without sacrificing the fun.

However, summer's strong drinking culture can make it feel difficult for non-drinkers or those cutting back to feel included. Offering a variety of no/low alcohol options can help your venue cater to this demand and ensure all customers feel welcome.

Non-alcoholic beers, alcohol-free spirits and wines and 'special' soft drinks are just a few examples of what you can incorporate into your menu to show your bar's inclusivity, expand your customer base, and increase sales as more people opt for mindful drinking during the summer months.

Providing these drinks gives your business the chance to tap into a growing segment of the market that values health, wellness, and moderation.



**Carlsberg 0.0 Pilsner**



**1664 Bière 0.0%**



**Brooklyn Special Effects 0.4%**



**Thatchers Zero 0.0%**

# ALCOHOL FREE SANGRIA!

The ultimate sunshine sipper? Same punch, zero percent alcohol

Our alcohol-free sangria recipes are bursting with ripe fruits and summer vibes — all of the flavour, none of the fuzz. It's the perfect option for daytime drinks, designated drivers, and anyone fancying a vibrant, refreshing cooler. Serve it up chilled with our new La Baume Wines and London Essence range.



**Sangria (Red 0.0)**

- INGREDIENTS**
- La Baume St Paul 0% Cabernet Syrah (100 ml)
  - Eager Orange - smooth (50ml)
  - Teisseire Raspberry (12.5ml)
  - London Essence Ginger Beer (50ml)
  - Fresh Lime Juice (6.25ml)

**METHOD**  
Stir all ingredients, including garnishes, with ice

**GARNISH**  
Sliced orange, lime and apple



**Sangria (White 0.0)**

- INGREDIENTS**
- La Baume St Paul 0% Chardonnay (100ml)
  - Eager Apple (cloudy) (50ml)
  - Teisseire Peach (12.5ml)
  - London Essence White Peach and Jasmine Soda (50ml)
  - Fresh Lime Juice (6.25 ml)

**METHOD**  
Stir all ingredients, including garnishes, with ice

**GARNISH**  
Sliced pineapple, lime and apple



**Sangria (Rose 0.0)**

- INGREDIENTS**
- La Baume St Paul 0% Cinsault Grenache Rose (100ml)
  - Eager Cranberry (50ml)
  - Teisseire Strawberry (12.5ml)
  - London Essence Raspberry & Rose Soda (50ml)
  - Fresh Lime Juice (6.25ml)

**METHOD**  
Stir all ingredients, including garnishes, with ice

**GARNISH**  
Sliced orange, lime and strawberry

We've speced these out as a by-the-glass serve to make things more practical, but all of these can be batched up into a pitcher serve.

# OUR RANGE

EXPLORE OUR  
RANGE

# DRAUGHT KEG LAGER

Our lager range spans categories for you and your customers.

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

## CORE



### Carlsberg Danish Pilsner (3.4%)

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

## PREMIUM



### 1664 Bière (4.6%)

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

## PREMIUM WORLD



### Birrificio Angelo Poretti (4.8%)

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



### Estrella Damm (4.6%)

An award-winning premium pale lager brewed in Barcelona. A perfect balance between fresh grainy malt and subtle fruit, rounded off with a pepper bitterness and a clean finish.

**NEW TO  
DRAUGHTMASTER**

## CORE & CORE



### Holsten Vier (4.0%)

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



### Tuborg (4.6%)

This Pilsner boasts a pale blonde appearance and a unique flowery aroma with subtle hints of grass and lemon. Its flavour combines the bitterness of hops with sweet fruit undertones, culminating in a memorable aftertaste.



### Carlsberg Export (4.8%)

A premium-strength lager, with a refined and satisfying taste. Brewed to the original Danish recipe, it has deep malty notes and a distinct bitterness that generate a full-flavoured lager.

## SUPER PREMIUM



### 1664 Blanc (5.0%)

A premium international beer with a playfully elegant twist of French charm. 1664 Blanc is the only beer in the UK to challenge wine, cocktails, and champagne as an elegant lifestyle brand.



### Sapporo (4.9%)

A celebration of Japan's craftsmanship using only the finest ingredients. The distinct malt flavour commands your taste buds from the first sip to the last drop. Amazingly crisp with a balance taste and smooth finish gives you a perfectly refreshing lager beer.

## ALCOHOL-FREE



### 1664 Biere 0.0% (0.0%)

A beautifully balanced, full flavoured alcohol-free lager, expertly crafted to deliver easy refreshment designed to help bring people together.

Speak to your CDM about the range that is currently available to you



This is an innovative dispense system using fresh pressed beer. Click [here](#) to learn more.



**Click on the badge  
to get the offer**

# DRAUGHT KEG ALE

Carlsberg Britvic understands that Keg ales come in a variety of styles and types, each with their own unique flavour and characteristics. From classic English ales to IPAs and stouts, there is a keg ale to suit every taste preference and occasion.

## AMBER



**Wainwright Amber (3.4%)**  
With a subtle bitterness and delicately enticing hop balance, Wainwright Amber is satisfyingly moreish. Clean, creamy and lightly fruity; a pint at the pinnacle of perfection.

 3.4%	 3.4%	 3.4%	 3.7%
 3.7%	 3.9%	 4.0%	 4.2%
 4.5%	 4.5%		

## GOLD & IPA



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



**Hobgoblin IPA (5.0%)**  
Collision of Old and New World hops provide an explosion of tropical aroma and a juicy bitterness.



**Hobgoblin Session IPA (3.4%)**  
Light, easy drinking and extremely refreshing beer. Pale yellow with a fresh and zesty aroma from the 5 New world hops.

 3.4%	 3.6%
----------	----------

## RUBY

 3.2%	 3.5%
 3.5%	 3.6%

Click on the badge to get the offer

# DRAUGHT KEG CRAFT

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.

PREMIUM



**Brooklyn Stonewall Inn IPA (4.3%)**  
Fearless and refreshing, our Stonewall Inn IPA is crafted for everyone. Brewed with unabashed notes of grapefruit and bright citrus peel, this is beer is for all. No exceptions.



**Brooklyn Pilsner (4.6%)**  
Crisp, bright and smoothly refreshing. A pale golden beer with a delicate citrusy finish.



**Brooklyn Lager (5.0%)**  
Light hop bitterness and moderate sweetness. Both bitterness and sweetness linger on the palate before finishing clean.

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.



**Erdinger Weissbier (5.3%)**  
Uses the traditional brewing method of bottle and keg fermentation. Fresh and fruity with apple and banana, light biscuity grains, hints of cloves with a full and ultimately refreshing taste and mouthfeel.

SPECIALITY

# CIDER

At Carlsberg Britvic our ciders boast a delicious blend of classic and fruit flavours, such as the crisp taste of apple and the sweet tanginess of blackberry. With each sip, you can experience the refreshing and fruity notes that make our ciders a standout in the market.

APPLE



**Somersby Apple (4.5%)**  
A refreshing cider made from fermented apple juice and natural apple flavouring.

FLAVOURED



**Somersby Blackberry (4.0%)**  
A fruity flavoured cider with a breath of freshness and a natural mild taste of blackberry, spreading joy and sunny togetherness wherever it is served.

# STOUT

The stout category, has now overtaken the Cask Ale category, growing at 16.1% volume YOY. Guinness is one of 3 brands which account for most of the growth in the market.



**Hobgoblin Stout (4.1%)**  
Jet black with aromas of roasted malts and chocolate. Enjoy the earthy bitterness balanced by hints of coffee, cocoa and sweet treacle flavours. A deceptively dark yet smooth and easy drinking Stout.

**Speak to your CDM about the range that is currently available to you**

This is an innovative dispense system using fresh pressed beer. Click [here](#) to learn more.

**Click on the badge to get the offer**

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

# PACKAGED LAGER



**Carlsberg Danish Pilsner**  
(3.4%) 330ml

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



**Birrificio Angelo Poretti**  
(4.8%) 330ml

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



**Sapporo**  
(4.8%) 330ml

A celebration of Japan's craftsmanship using only the finest ingredients. The distinct malt flavour commands your taste buds from the first sip to the last drop. Amazingly crisp with a balance taste and smooth finish gives you a perfectly refreshing lager beer.



**1664 Blanc**  
(5.0%) 330ml

A premium international beer with a playfully elegant twist of French charm. 1664 Blanc is the only beer in the UK to challenge wine, cocktails, and champagne as an elegant lifestyle brand.



**1664 Bière**  
(4.6%) 275ml

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



**Estrella Damm**  
(4.6%) 330ml

An award-winning premium pale lager brewed in Barcelona. A perfect balance between fresh grainy malt and subtle fruit, rounded off with a peppery bitterness and a clean finish.

## CAN'T FIND WHAT YOU ARE LOOKING FOR?

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

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

# PACKAGED CRAFT

# ALCOHOL-FREE



**The Stonewall Inn IPA**  
(4.3%) 330ml

Fearless and refreshing out Stonewall Inn IPA is crafted for everyone. Brewed with unabashed notes of grapefruit and bright citrus peel, this is beer is for all. No exceptions.



**Brooklyn Pilsner**  
(4.6%) 440ml

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



**Pulp Art Hazy IPA**  
(4.6%) 330ml

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



**Bodega Run Pale Ale**  
(3.4%) 330ml

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



**Brooklyn Lager**  
(5.0%) 330ml

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



**Erdinger Weissbier**  
(5.3%) 500ml

Imported German wheat beer brewed to the original recipe and traditionally matured in the bottle like champagne for 28 days.



**Shipyard American Pale Ale**  
(4.5%) 500ml

An easy drinking American style Pale Ale bursting with fruity, citrus hop flavour and gooseberry and pine aroma.



**Shipyard American IPA**  
(5.0%) 500ml

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



**Carlsberg 0.0 Pilsner**  
(0.0%) 330ml

Refreshing with a crisp hoppy bite and just 63 calories per bottle, Carlsberg 0.0 is everything you'd expect from a well-balanced Pilsner. Skål!



**1664 Bière 0.0%**  
(0.0%) 330ml

The full flavor of 1664 Bière, but alcohol-free. With a subtle bitterness, fruity and floral notes, it's ideal for easy refreshment and bringing people together, crafted with a touch of 'je-ne-sais-quoi'.



**Brooklyn Special Effects**  
(0.4%) 330ml

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

**ALSO AVAILABLE IN DRAUGHTMASTER**



**Erdinger Alkoholfrei**  
(0.5%) 500ml

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



**Shipyard Low Tide**  
(0.5%) 330ml

A juicy, tropical Pale Ale, with a fullness that belies its low alcohol. Generous quantities of hops are added throughout the brewing process to give Low Tide its fragrant sweet exotic tropical fruits and sweet citrus hop character.

## CAN'T FIND WHAT YOU ARE LOOKING FOR?

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

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



**Click on the badge to get the offer**

# CASK ALE

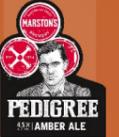
Carlsberg Britvic is proud to be one of the largest cask ale brewers in the UK and our exceptional range means we have a brand & style of cask ale to suit every occasion and drinker.

## 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.

FRESH ALE

 3.4%	 3.4%	 3.4%	 4.1%
 3.7%	 3.9%	 4.0%	 4.5%
 4.5%	 4.8%		

## GOLD & IPA

 <b>Wainwright Gold (4.1%)</b> A delightfully refreshing Golden Beer. Lightly hopped with subtle sweetness, a delicate citrus aroma and a gloriously golden colour.	 <b>Hobgoblin Session IPA (3.4%)</b> A Session IPA that's light in body but full-on in flavour. Packed with New World hops that deliver epically easy-drinking tropical and citrus flavours.
FRESH ALE	FRESH ALE
 <b>Hobgoblin Gold (4.2%)</b> Hobgoblin Gold's tropical aromas of citrus and passionfruit give way to a biscuit-like malt base balanced by fresh citrus flavour.	 <b>Hobgoblin IPA (5.0%)</b> Collision of Old and New World hops provide an explosion of tropical aroma and a juicy bitterness.

 4.0%	 4.9%
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## RUBY



**Hobgoblin Ruby (4.5%)**  
 Hobgoblin Ruby's caramel & fruit aromas compliment it's full bodied toffee flavour & a fruity finish.



# FRESH ALE

THE NEXT GENERATION OF ALE

Click here to find out more about FRESH ALE

**SPECIAL OFFER**  
 Click on the badge to get the offer

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

POUR



PROUDLY

**PRIDE  
IN LONDON**

**BROOKLYN BREWERY  
IS THE OFFICIAL BEER  
PARTNER OF PRIDE  
IN LONDON 2025!**

# LET'S GET READY FOR A SUMMER OF PRIDE, PURPOSE & INCREDIBLE BEER!

Starting this June, Brooklyn Brewery is teaming up with Pride in London, the biggest free Pride festival in Europe, for the next three years.

The Stonewall Inn IPA has been a symbol of inclusivity and support for the LGBTQ+ community since it was first launched. We're delighted that it will be enjoyed by so many people joining together to celebrate Pride at such an iconic event.



**PRIDE  
IN LONDON**

On Saturday, 5 July, thousands will hit the streets of London for the Pride Parade – a tradition that started way back in 1972 with the first London Pride Parade.

Over a million people join the fun every year, and we can't wait to raise a glass to this amazing partnership as we count down the weeks until Pride in London!

This partnership is a powerful extension of Brooklyn's long-standing commitment to LGBTQ+ rights, built on its collaboration with The Stonewall Inn Gives Back Initiative (SIGBI) which promotes tolerance, hope, and equality and supports grassroots groups working with LGBTQ+ communities around the world.



## TASTING NOTES

The Stonewall Inn IPA is a sessionable, slightly hazy IPA that has been expertly crafted for everyone to enjoy. Flavourful and accessible, The Stonewall Inn IPA is brewed with bold notes of grapefruit and bright citrus peel, balancing subtle hop bitterness with a moreish, slightly dry finish to delight drinkers.

# STONEWALL INN IPA



# THE LINE UP

TASTE THE  
FLAVORS OF  
BROOKLYN

**CRISP. BRIGHT. REFRESHING.**



**STYLE - PILSNER CRISP LAGER**

**ABV - 4.6%**

**PROFILE**

CRISP, BRIGHT AND SMOOTHLY REFRESHING. A PALE GOLDEN BEER WITH BOLD HOPS AND A DELICATE CITRUSY FINISH.

**FRESH. LIVELY. PROUD.**



**STYLE - CLASSIC SESSION IPA**

**ABV - 4.3%**

**PROFILE**

LIGHT AND LIVELY WITH NOTES OF LEMON PEEL AND FRESH GRAPEFRUIT ZEST.

**HOPPY. FLAVORFUL.**



**ALCOHOL FREE.**

**STYLE - HOPPY LAGER**

**ABV - 0.4%**

**PROFILE** PEELED GRAPEFRUIT AND FRESH ZEST AROMAS WITH A CLEAN, BITTER EDGE.

**HAZY! JUICY! TROPICAL!**



JUST AS THE POP ART MOVEMENT CREATED VIBRANTLY BIG AND BOLD ART FOR EVERYONE TO ENJOY, BROOKLYN'S PULP ART IS A HAZY IPA FOR THE MASSES. A DELICIOUS BLUR BETWEEN BEER AND ART, IT'S THE MODERN CLASSIC THAT PUTS JUICY REFRESHMENT ON REPEAT.

**STYLE - HAZY IPA ABV - 4.6%**

**PROFILE** HAZY, SOFT, AND REFRESHING, WITH NOTES OF PINEAPPLE JUICE, RIPE MANGO AND CITRUS PULP.

**FRESH. FLORAL. ZESTY.**



BODEGA RUN IS A NOD TO THE BROOKLYN CORNER STORES THAT HAVE IT ALL - COLD DRINKS, KILLER SANDWICHES, AND THAT CLASSIC BODEGA VIBE. THIS BREW IS OUR WAY OF SHOWING LOVE TO THE SPOTS THAT ALWAYS COME THROUGH.

**STYLE - PALE ALE ABV - 3.4%**

**PROFILE** PALE ALE WITH A HARMONIOUS FUSION OF CITRUS, FLORAL & WOODY NOTES.

# THIS SUMMER HAVE A BROOKLYN BEER



# ON US!

Our national free pint promotion will drive consumers into your venues via Social Media

Consumers can purchase Brooklyn Pilsner, Stonewall Inn IPA, Brooklyn Pulp Art Hazy IPA & Special Effects claim back a free pint, using just their receipt so no action from you or your team.

PROMO

## PROMOTE THIS IN YOUR VENUES FOR THE CHANCE TO WIN A **£250 SHOPPING VOUCHER** FOR YOUR TEAM

Our beers on us campaign will be featured on promotional POS in outlets with a QR code for consumers to scan to access their free pint.

The Kits include Fount Hangers and Drip Mats.



FOUNT HANGAR



FREE PINTS!



We will be offering your staff the chance to win £250 of shopping vouchers.

Simply place our promotional POS in your outlet, take a photo and send it to us, for your chance to win.

At the end of the promotion, we will randomly select the winning outlet to receive £250 of shopping vouchers for the outlet staff to share.

Promotion will run from 1st June 2025 to 31st August 2025

Speak to your CDM for more details

**THIS SUMMER  
WE ARE PUTTING  
BROOKLYN FRONT  
& CENTRE**



THIS SUMMER, BROOKLYN IS TAKING CENTRE STAGE. WITH BOLD FLAVOUR, AN ICONIC LINE UP, AND A REFRESHING ATTITUDE, BROOKLYN BREWERY IS POPPING UP EVERYWHERE THIS SUMMER.



**CITY CELEBRATION**

WE ARE FLOODING UK CITIES WITH OUR HIGH IMPACT OUTDOOR ADS AND TARGETED VIDEO ON DEMAND MAKING BROOKLYN UNMISSABLE





# AL CROSS, BROOKLYN BREWERY BRAND MANAGER AT CARLSBERG BRITVIC

## WHAT DO YOU LOVE ABOUT WORKING ON THE BRAND?

It's got to be the iconicity of the brand, the awesome brand history, and its roots. I'm inspired by the values which are so aligned to my own and I really identify with how the brand embodies inclusivity, especially in a dynamic and changing category that is craft beer. But most of all, our consumers are super savvy, knowledgeable, and so incredibly vibrant and adventurous which is a huge source of inspiration.

## ANY HIGHLIGHTS/ BEST MEMORIES?

My first meeting with (our incredible Brewmaster) Garret Oliver in Williamsburg at the Brooklyn Brewery back in 2012 (and then many times since) first drinking Brooklyn Brewery "Black Ops" Barrel Aged Stout - it's a beer that was "never created". I'm a confessed real beer geek and Garret is one of my superheroes; he's a constant source of knowledge and boundary crushing enthusiasm - constantly sharing his work with the wider brewing community and championing marginalized communities across the world with his work.

## WHO IS THE BROOKLYN CUSTOMER AND WHY IS THAT?

The true strength of the Brooklyn Brewery range is that the beers are really accessible and totally explode the myth that Craft beer is just for a select few. Our super easy drinking Stonewall Inn IPA is a great example, currently exploding in popularity right across the on trade and gaining rapid distribution and volume sales. Drinkers love it! Our customers in the on trade have real variation. Some are out and out craft beer specialists that have high levels of beer rotations but tend to keep Brooklyn on their bars as an "OG" Craft offering. Other outlets have brilliant high street wholesome food offerings where Brooklyn Beers work so well. Stonewall Inn IPA is a great example of a beer that fits and works across multiple customers and we also seeing outlets introducing and or expand their non-alcoholic beer offering; I really challenge anyone not to fall in love with Brooklyn Special Effects, an unsung hero in our range, with all the taste of craft beer, but without the alcohol.

Brooklyn Brewery is currently the FASTEST GROWING CRAFT BEER in the on trade and we're seeing a lot of growth in high street as well as local outlets too. More recently, festivals and outdoor events have been seeking us out because of our credentials in this space. Ultimately, Brooklyn Beers work so well for customers wanting to trade up their range. with a well known trusted craft beer that's also not specifically tied or weighted to one region. Brooklyn Brewery portfolio in the UK is truly national which makes it an awesome choice for all regions.

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

Two things - Top of the list has got to be our partnership with Pride in London. We make beer for everyone to enjoy. Enough said. Then definitely seeing some of our new Brooklyn beers available in trade, as well as the introduction of some of our very special crafted rotational portfolio. My insider tip - please, please, please! try our Sorachi Ace Saison Ale. One of the very few true Saison's available and a real adventure in taste and refreshment.

## YOUR OWN FAVOURITE PRODUCT AND DRINKING MOMENT?

Iconic Brooklyn Lager (Our original 5% abv Vienna Style Lager)/Pizza Friday Combo. On draught preferably but bottle really works too. Such a great beer! It doesn't get better than that... albeit a Pint of Stonewall Inn IPA is right up there.



BROOKLYNBREWERY.COM  
@BKLYNBREWERYUK  
THIS IS BROOKLYN

# PULP ART HAZY IPA



**HAZY! JUICY! TROPICAL!**

Promotion valid for the duration of the promotional period. Qualifying products: Brooklyn Pulp Art 24x330ml Cans. Whilst stocks last. Deal subject to change.

BROOKLYNBREWERY.COM  
@BKLYNBREWERYUK  
THIS IS BROOKLYN

# BODEGA RUN PALE ALE



**FRESH. FLORAL. ZESTY.**

Promotion valid for the duration of the promotional period. Qualifying products: Brooklyn Bodega Run 24x330ml Cans. Whilst stocks last. Deal subject to change.



We spoke to John Shepherd, Chief Operating Officer at Band on the Wall about their recent partnership with the Brooklyn brand and investment into the bar and venue.

### John, what promoted the desire to renovate the bar and bar area?

We wanted to change up the feel of the bar and make it more like a music venue with soul and personality. More of a dive bar and to really bring out our rich history as a venue. We also wanted the bar to have its own separate identity so that people felt they could come in for a drink even if they weren't going to our main music nights.

We have now named this 'The Copper Bar' based on our beautiful copper bar and have changed up our program to feature free live music sessions on Friday and Saturday evenings in the Copper bar.



### And why was the Brooklyn brand a good partner for Band on the Wall?

Brooklyn and Band on the Wall have a strong fit due to the roots and ethos of both brands. The Stonewall Inn IPA product ethos is all about inclusivity which really fits with what we are about as a charity too.

Also, Brooklyn comes from New York and has a strong connection to the music scene and community there so that is also a really strong fit with what we do in Manchester.

And both brands have an effortlessly cool vibe about them.

We sell a lot of the range in our venue with the Brooklyn Pilsner being our house lager and The Stonewall Inn IPA and lager on tap. We also sell Brooklyn Special Effects in bottles too.



# THIS IS BROOKLYN



## How was the process of doing the work?

It took about three months from the decision to go ahead to getting it installed.

Someone came out to understand our needs, then did some initial drawings and ideas. There are some elements of main Brooklyn branding but also some very bespoke pieces to fit with the bar and the venue.

We wanted the installation done in summer as that is generally our quieter months and that took about a week in total. It all went smoothly and without any problems.

## How has the reaction been since the relaunch?

We have had a really good response from when we relaunched in Sept 2024 from local press, existing customers and staff as well.

Eric Ottaway, the CEO of Brooklyn Brewery, came over from the States to visit us at the end of 2024 which was great and he loved the venue, its history and what we had done with the Brooklyn branding too.

## What are your favourite parts of the installation?

Personally, I love the mural which was created by Manchester graffiti and street artist Qubek. Also we have a big neon 'No Sleep till Brooklyn' sign above the bar which is a Beasties Boys song.

And we have created black and white collages all around the venue seating areas from our archives of listings, venue cuttings, etc. The history of the venue is now much more front and centre.

## And what's next?

We are adding an additional small bar to our main events room on the mezzanine level so we can service our bigger capacity better. We will put Draughtmaster in there for convenience.



# Meet John Njoku

John is Head Brewer at Carlsberg Britvic and has been in the brewing industry for over 15 years.

## John, how did you end up in brewing?

I'm originally from Nigeria and studied Biochemistry in the University. During my national service, I did a placement in a research institute where I saw fermentation for the first time, in an industrial scale and it was so interesting.

I ended up working for two big global brewing companies in Nigeria where I was trained and as part of the training sat and passed the then Institute of Brewing and Distilling, IBD, (now Chartered Institute of Brewing and Distilling) Diploma in Brewing exam with the best result globally.

I won the IBD J S Ford Award for the year 2011 and this was a landmark stage in my brewing career.

I came over to the UK in 2021 and worked for Northern Monk in Leeds, then another manufacturing company at the outskirts of Liverpool before relocating to Northampton to work for Carlsberg Britvic.

Carlsberg is such an iconic name because of its history and the impact it has had on the brewing industry such as inventing the pH scale.

## And what is your role in a nutshell?

I manage a team of about 45 people, and I am responsible for 'grain to bright beer' so from the raw materials coming into the brewery to the final beer ready for packaging.

## What do you like most about it?

I love science and art of brewing and processing of course but coming to work and being part of a great team and having an impact on their lives is the most rewarding.



“

**Our whole team are very passionate about the beer we brew, and quality assurance is at the heart of everything we do. We conduct thorough sensory evaluations, because there's no better way to assess a beer than by tasting it, looking at it and smelling it. It's a sophisticated process we do every day, in the same way that people taste and analyse wine.”**

”



## So brewing lager, what is the process in a nutshell and what is important?

It all starts with a sugared and mostly bittered liquid called 'wort' which is made from wort production steps in the brew house. The wort is then fermented by fermenting by yeast. This fermentation process is key, as the yeast generates alcohol, carbon dioxide, and the unique flavours we associate with beer. The fermented beer is then clarified and filtered to produce the clear, final product that then gets packaged.

The raw materials are important and selecting the right ingredients is crucial to achieving the desired balance of flavour and aroma. It's about the type and quality of the grain—whether it's barley, malt, or wheat, as well as the right quality water for each beer style. Yeast is another essential element. It's a

living organism, and the type of yeast used can drastically impact the beer's flavour. For example, the yeast used for Carlsberg lager is different from the one used for our 1664 Blanc, and this contributes to the distinct characteristics of each beer. We also add certain ingredients at a later stage, after filtration, to bring out the unique flavours.

The entire brewing process takes about 9 to 14 days on average. The first 8 to 10 hours are spent generating the wort, which is then placed in the vessel where fermentation occurs. This process requires constant monitoring to ensure everything is right first time.

Every step, from ingredient selection to fermentation and filtration, is driven by the goal of delivering the right end experience for consumers. We start with a clear understanding of the desired taste and profile and everything we do comes from that.

## What might surprise people about the process?

Just how important the water is to the final quality of the beer and that we typically use different water for different styles of beers as the pH levels and the balance of minerals in water really impact the taste.

## Why is it so refreshing?

I often call lager the 'real beer' because of its purity. It's the kind of beer where, like water, you can immediately tell if something's off—there's nothing to hide behind. That clarity makes it stand out.

Lager is also incredibly drinkable, with a mostly crisp, clean finish. After each sip, you're left wanting more because it's light and refreshing, with a hint of fruitiness, without feeling heavy. That makes it easy to enjoy over and over. The carbonation also plays a part in that refreshing experience. During fermentation, the yeast generates carbon dioxide, which is then processed and added back into the beer. This gives lager its signature fizziness, making each sip feel lively. The carbonation also contributes to the foam you get (foam or "head" formation, retention, and characteristics is a complex subject for another day!)

## Is it easy to change the alcohol levels (ABV) in a drink without impacting the taste?

Well, it isn't easy but it is possible. We changed the ABV on Carlsberg without impacting the flavour about 2 years ago. We didn't change the raw ingredients at all, it was more adjusting the brewing process parameters to get the right balance of the beer. Just adding more water to achieve lower ABV would just dilute the taste of the beer, and we didn't want that.

## And what would be your go to beer?

I would say 1664 Bière. For me, it has the most optimal balance. We use a fine range of ingredients and the finest hops for this brand and that gives it a well-rounded flavour.



# Fresh Beer

# Perfect Pour

Why freshness matters and how dispensing can make the difference

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

That's why freshness is non-negotiable. When beer isn't served at its best, customers notice, don't come back and tell their friends.

Freshness starts from the keg but lives or dies at the tap. Proper storage, rotation, and line cleaning are important of course but the dispensing system can also make a huge difference.



Carlsberg ID has a range of flexible dispensing solutions all designed with one goal in mind: delivering the perfect freshest pour, every time.

Each dispensing solution focuses on keeping beer fresher for longer, maintaining the right temperature and carbonation, and preserving the beer's intended taste from keg to glass.

[Click here for more information](#)



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

Unlike traditional steel kegs, which can cause beer to stale within 5-7 days, DraughtMaster's closed system maintains beer freshness for a minimum of 31 days. This is achieved by using an air compressor, eliminating the need for CO<sub>2</sub> which causes oxidation. The system's design keeps the beer sealed from the brewery to the glass, protecting it from any outside contaminants and maintaining its flavour.



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

Fresh Ale allows the beer to maintain its quality and freshness for up to 14 days once broached, compared to the typical 3-day shelf life of traditional cask ale. Fresh Ale offers the traditional hand-pull experience but with the benefit of extended freshness and shelf life. This innovation not only reduces waste but also simplifies storage and upkeep, as there is no need for specialised cleaning.



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

With a fully Enclosed and sealed System, CQDS maintains the beer's integrity by preventing exposure to external contaminants. The system chills the beer to a consistent temperature as soon as it leaves the keg and keeps it cool throughout its journey to the glass, retaining its flavour and characteristics.

# THE BEER OF BARCELONA

**ESTRELLA  
DAMM**



# INSTALL NOW AND RECEIVE A COMPLIMENTARY POS PACKAGE VALUED AT £200

"OVER 18S ONLY. OFFER OPEN TO PARTICIPATING WHOLESALE AND DAMM 1876 LTD DIRECT CUSTOMERS IN THE UK. OUTLETS MUST INSTALL ONE OR MORE ESTRELLA DAMM PERMANENT DRAUGHT LINES. ONE PROMOTION PER CUSTOMER. AFTER INSTALLATION IS MADE, THE VENUE WILL RECEIVE 24 ESTRELLA DAMM PINTS, 24 ESTRELLA DAMM HALF PINTS, 1 BAR RUNNERS, PACK OF COASTERS. PROMOTION SUBJECT TO AVAILABILITY. LIMITED TO ONE PROMOTION PER CUSTOMER, VALID DURING THE MONTH OF JUNE 2025. NEW INSTALLATIONS CANNOT REPLACE ANY EXISTING DAMM 1876 LTD BRANDS. PROMOTER: DAMM 1876 LTD, 5A BEAR LANE, SOUTHWARK, LONDON, ENGLAND, SE1 0UH"

MONTHLY SPECIAL

# BUY 2 X 9GS OF RINGWOOD FORTY NINER AND GET £10 OFF



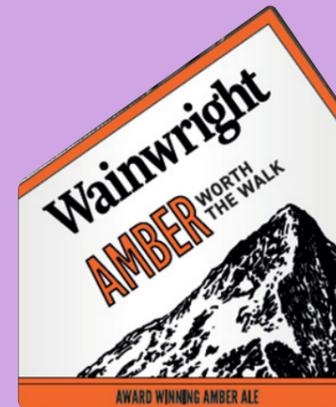
Forty Niner is named after the 1849 gold rush. Golden in colour and brewed to 4.9%.

Light, fresh floral bouquet. Rounded malt in the mouth with deep bittersweet finish and a balanced level of bitterness. Golden full bodied malted beer.

Qualifying SKUs on offer: Ringwood Forty Niner 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.

# BUY 2 X 9GS AND GET

# £10 OFF



3.4%



4.1%



3.4%



5.0%



4.2%



4.5%

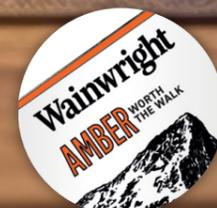


3.4%

\*Qualifying SKUs on offer: Wainwright Amber 9g, Wainwright Gold 9g, Tetley's Bitter 9g, Hobgoblin Ruby 9g, Hobgoblin IPA 9g and Hobgoblin Gold 9g. Both 9gs must be the same SKU. Promotion valid for the duration of the brochure promotional period. Not available in conjunction with any other offer. Offer available while stocks last. Subject to change.

# AN AWARD WINNING PORTFOLIO THAT CATERS FOR ALL OUTLETS AND CONSUMERS

POS packages and other promotional materials can contribute to the overall ambiance of the bar, adding a touch of professionalism and style as well as attention to detail which can elevate the customer engagement and interaction.



One deal available per installed brand per outlet. POS package value differs per brand, please speak to your Customer Development Manager to find out the value. POS items differ per brand and are subject to change.



CROWN CELLARS®

# WHAT OUR *experts* DRINK

Get to know our experienced Crown Cellars Wines and Spirits Manger team by finding out what they like to drink and why

Our team of Wines and Spirits Managers are here to support you in bringing your wines to life, from choosing the right range with you and creating your menus together, through to training your teams and offering advice on how to maximise sales. You can trust the various qualifications that the team hold, but more important are the years of On Trade experience that they have behind them.

**GET IN TOUCH WITH US**



## JONATHAN PEDLEY

The Crown Cellars wine range is chosen by our Wine Buyer, Victoria Chapman, working alongside Jonathan Pedley, Master of Wine (MW). This is generally regarded by the wine industry to be one of the highest standards of professional knowledge, with only 424 MWs globally, based in 30 countries. Jonathan has been working with Crown Cellars for more than 30 years.



## NICK ADAMS

Nick's Recommended Wine  
**INVINITI**  
Sauvignon Blanc  
Marlborough

This wine just has it all - the signature herbaceousness, citrus and gooseberry notes of a great NZ Sauvignon plus intense passionfruit flavours. It's also certified 100% sustainable.



## LOUISE STEEL

Louise's Recommended Wine  
**FRANSCHHOEK CELLAR**  
'La Cotte Mill'  
Chenin Blanc

This is my go-to good value wine, it seriously over-delivers for the price. Beautifully balanced, lush fruit content and great for most occasions.



## VANESSA ROBERTS

Vanessa's Recommended Wine  
**ANDEAN VINEYARDS**  
Malbec

This Malbec is beautifully smooth and elegant, I think the flavours are really rich and well balanced. It hits all the right notes whether you're pairing it with a special meal or binge watching your favourite series!



## VICTORIA DAVIS

Victoria's Recommended Wine  
**RAG & BONE**  
Riesling

This is a perfect example of an Eden Valley Riesling, packed full of lime zest with an appealing zing and acidity, fantastic with the chilli, coconut, ginger and lime flavours in a chicken Laksa.



## ROSS LEES

Ross's Recommended Wine  
**VITTI**  
Primitivo di Manduria

This is a bold, complex and intense full-bodied red with dark forest fruits, spice and notes of liquorice...what's not to love! Perfect with game, red meat and stilton.



## DOUGAL KENNY

Dougal's Recommended Wine  
**ROBERT OATLEY SIGNATURE SERIES**  
Pinot Noir

This is a truly delightful Yarra Valley Pinot Noir, really generous with the aromas and beautifully balanced on the palate with red stone fruits, soft supple tannins and fresh acidity. I think it will turn any Pinot Noir haters into lovers.



## ASHLEY HALL

Ashley's Recommended Wine  
**BOUGRIER**  
Pinot Noir

This is such an easy drinking red packed full of juicy red fruit, a real hidden gem within the Crown Cellars portfolio and incredible value for money.



## JACOB RATCLIFFE

Jacobs's Recommended Wine  
**SCHUCHMANN**  
Saperavi

This always adds some intrigue to a wine list. It's made from the Teinturier grape so for most people it's a bit unusual but a fabulous find, full-bodied with spicy blueberry, plum and blackcurrant fruit.



# Pedley's *remix*



## **LA BAUME SAINT-PAUL** Grenache/Cinsault

New to our range this year is the alcohol-free Grenache/Cinsault from La Baume Saint-Paul. When we beefed up our “no/low” offering last year we did not expect that sales would be as strong as they were. This encouraged Victoria Chapman (Crown Cellars’ wine buyer) and I to add some further options, including this rosé. Aside from its alcohol-free credentials, it is a lovely fruity drink – sherbety and grapefruity with mouthwatering acidity that balances the sweetness.



## **CUVÉE DU SOLEIL** Pays d’Oc

The Cuvée du Soleil was one of the hits of the spring wine range launch tastings back in March. With its beautiful packaging, fashionable coral pink colour and delicate red fruit aromas, it really is the perfect “rosé de nos jours.” What is more, being from Languedoc rather than Provence it is quite a lot cheaper than its famous cousin from over the Rhône.



## **CHANROSE** Côtes de Provence

Talking of which, Chanrose is a stylishly presented authentic Côtes de Provence rosé. This is certainly what I shall be sipping on my super yacht as I watch the Monaco Grand Prix (in my dreams: a canal boat on the Wyrley & Essington Canal is probably as close as I will get).

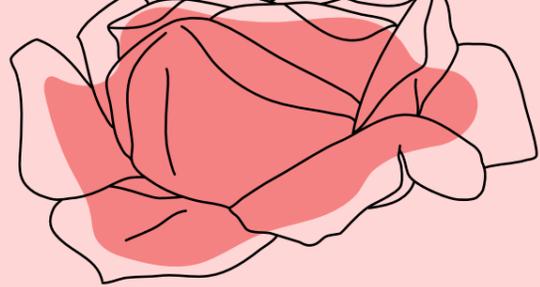
As we head towards the longest day it is only right and proper that “Pedley’s Remix” should celebrate Midsummer with a trio of rosés.

All of these rosés should be served well chilled. Enjoy them on their own or as an accompaniment to canapés, summer dips and salads.

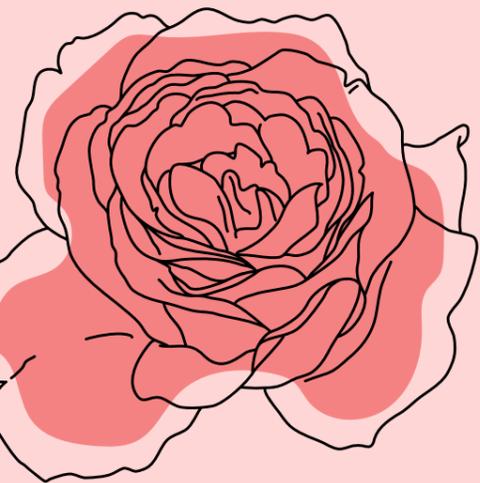


**JONATHAN PEDLEY**  
Master of Wine and  
Consultant to Crown Cellars

# Pretty



# in Pink



## The Many Styles of Rosé Wine

But rosé isn't just about looking good in a glass—it's about flavour, character, and choosing the right style to suit.

Have you got your rosé selection right and are you giving your customers an option for every occasion?

Rosé has long been a summer staple—fresh, fruity, and undeniably stylish. And with **World Pink Day landing on June 23rd**, it's the perfect excuse to raise a chilled glass to this versatile wine.

## The Top Tier Rosés

**Dry, Crisp, and Fresh**

For those who want sophistication in a glass, these wines truly deliver. These are the wines you sip slowly, showing, in many cases, hints of minimalism, dry red berry notes and even a whisper of herbs. Often restrained and pale in colour, they take you to the elegant vineyards of southern France.

### Sancerre Rosé

Domaine  
La Gemière

Loire, France  
Perfectly balanced with steely minerals and delicate red fruits.



### Balfour

Nanette's Rosé

Kent, UK  
Strawberry and red berry fruits with hints of lemon, thyme and rosemary.



### Famille Ravoire

Côtes de Provence  
Rosé 'Chantrose'

Provence, France  
Youthful with vibrant acidity and delicate fresh red berry flavours.



## The Affordable Treat Rosés

**Off-Dry, Fruity, and incredibly quaffable**

These rosés are your go-to when you want something that will please everyone. Bursting with red berries and quite often just off-dry, they strike the balance of being liked by both seasoned wine drinkers and casual sippers. Easy to sip, they will give consumers those carefree Summer vibes, even if the UK weather doesn't.

### Franschhoek Cellar

'Club House' Rosé

Franschhoek,  
South Africa

Light and fresh with aromas of red berry fruit and citrus.



On deal

### Sieur d'Arques Cuvée du Soleil

IGP Pays d'Oc Rosé

Pays d'Oc, France  
Elegant and subtle dryish rosé with enchanting aromas of narcissus and white peach.



### Bougrier

Rosé D'Anjou

Loire, France

Delicate and light with fresh cherry notes.



On deal

## The Crowd Pleasing Rosés

**Juicy, Sweet, and bright**

Lively and fruit-packed, these rosés don't take themselves too seriously. With notes ranging from watermelon to cherries and strawberries to candy and vanilla, they're bursting with flavour. They remind you of that first sip of holiday freedom and warmth on a sunlit terrace. Unapologetically fun and feel-good, these wines are all about being in the moment.

### To Be Continued...

Zinfandel Rosé

USA

Light and sweet with loads of juicy strawberry fruits and a refreshing finish.



### Zimor

Pinot Grigio Rosé

Italy

Light and delicate fruit character on the nose, light-bodied and off-dry but with enough fresh acidity to provide balance.

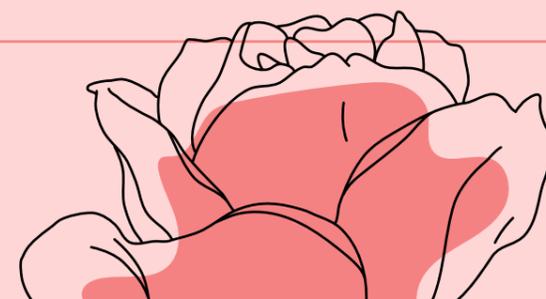


### Freixenet

Rosé 0.0%

Spain

Pale pink alcohol-free sparkling wine with notes of strawberries and roses, and floral, fruity flavours.





# NEVER A BAD EYE DEER

NOW AVAILABLE IN 187ML X 12 CASES OF GLASS BOTTLES

**A RANGE OF WINES THAT PROVE THAT IT'S NEVER A BAD EYE DEER TO STAND OUT FROM THE HERD**

A crisp, refreshing French Sauvignon Blanc, a spicy, dark Shiraz/Cabernet Sauvignon blend from Australia and a juicy Californian Zinfandel Rose make up this range of crowd-pleasing favourites, exclusively available from Crown Cellars.



Buy 11 get 1 FREE across the rest of the range



# Buy 5 get 1 FREE

Franschhoek Cellar 'Club House' Rosé





Buy 5 x 75cl

to get 1x 75cl  
**FREE\***



*Taste a World  
of Adventure*



**NEW ZEALAND**

A wanderlust journey and spirit of adventure is perfectly captured in every bottle of Mud House. [www.mudhouse.co.nz](http://www.mudhouse.co.nz)  
[be.drinkaware.co.uk](http://be.drinkaware.co.uk) Please drink responsibly \*Offer valid from 1<sup>st</sup> - 30<sup>th</sup> May. Whilst stocks last. Upper limit of 10 deals per customer per week.

**BUY 11  
BOTTLES GET  
1 FREE**

# ROSÉ D'ANJOU by Famille Bougrier

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

Limited to 2 deals per customer per week



## MASTERS OF BAROSSA SHIRAZ

We craft Shiraz that celebrates the magical Barossa terroirs

**BUY 1 CASE  
TO GET  
£5 DISCOUNT\***



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BAROSSA  
EST. 1944

[be.drinkaware.co.uk](http://be.drinkaware.co.uk) Enjoy Responsibly  
\*Offer valid from 2<sup>nd</sup> - 30<sup>th</sup> June. Whilst stocks last.



# Open & Enjoy

Sometimes it's  
just that simple

O&E is a range of wines here to remind you that wine needn't be a complicated affair. Sometimes it's just as simple as Open & Enjoy...

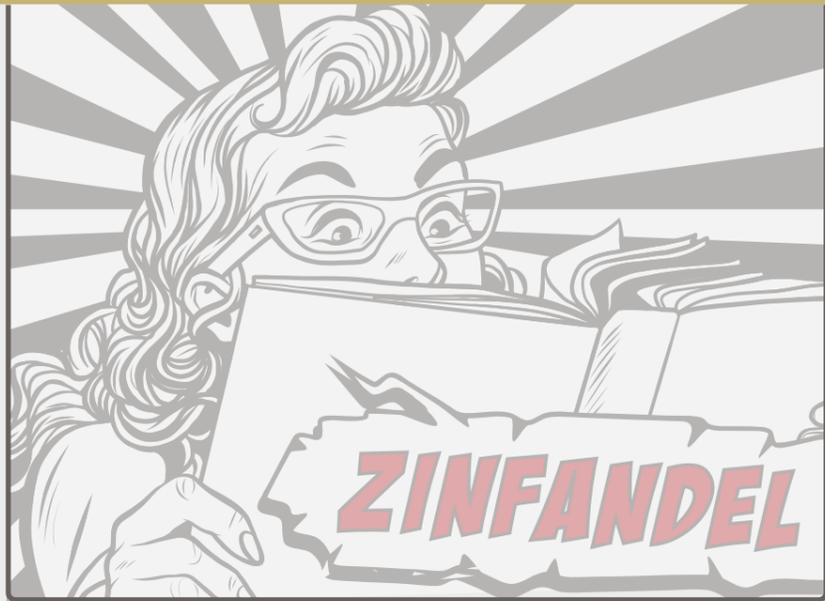


WELCOME TO THE WORLD OF

# Invenio



OUR RANGE OF WORLD WINES INCLUDES FIRM FAVOURITE GRAPE VARIETIES FROM AROUND THE GLOBE THAT YOU KNOW YOUR CUSTOMERS WILL LOVE. WE ALSO KNOW THAT YOUR CUSTOMERS WANT NOTHING LESS THAN THE FRESHEST GLASS OF WINE, SO WE ALSO OFFER A SELECTION OF THE RANGE IN 187ML SINGLE SERVE BOTTLES. ALL OF THIS EXCLUSIVELY AVAILABLE FROM CROWN CELLARS



**MAKE  
YOUR RANGE**

**POP!!!**

**WITH**

**TO BE CONTINUED...**

Light and sweet  
with loads of juicy  
strawberry fruits and  
a refreshing finish



ZINFAN



# Events Season

Celebratory Fizz that Caters for All

It's hitting peak events season, so make sure you're stocked up on the fizz that works for you and your guests. Whether it's Sparkling Pinot Grigio, 0.0 Spanish bubbles or classic Champagne, Crown Cellars has you covered.



**Ponte Sparkling Pinot Grigio Brut NV**

Vibrant, crisp and light-bodied with pear and citrus notes.



**Freixenet 0% Sparkling White**

Tropical fruits, lively citrus and a fruity character.



**Aimery Crémant de Limoux Brut NV**

Fresh and light with crisp apple, off-dry.



**Champagne H. Lanvin & Fils Brut NV**

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



**Champagne H. Lanvin & Fils Rosé Brut**

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

*Le Sanglier*

**RURAL FRENCH LIVING, BOTTLED.**

WHETHER IT'S ENJOYING A GLASS WITH A HEARTY CASSOULET, EVERYDAY QUAFFING, OR JUST GENERAL SAVOIR-FAIRE, THIS VIN DE FRANCE COLLECTION OF WINES ARE SURE TO PLEASE

# RIOJA ROSADO

by Bodegas del Medievo

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

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

2 deals per customer per week

**BUY 11 BOTTLES GET 1 FREE**



✓✓  
DISTILLED  
|

# BACK TO GIN

It's no secret that gin has had a rough time of late, although it's important to remember that it's still the second largest spirit in value terms, behind only vodka\*. Flavours are becoming less popular with consumers\*, with London Dry styles faring better.

All of this points towards range review and consolidating into gins that your team can sell. Maybe it's the story that sells it; the B Corp certifications of Warner's and Hayman's, the stylistic standout of Plymouth and Old Tom gins, or maybe it's the huge array of botanicals in Monkey 47. Whatever sets it apart, make sure your range is considered and working for you.



Buy 3 bottles to get a case of Britvic or London Essence Tonic



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

10 deals per customer per week

# Breathing new



## The perfect G&T fundamentals

**Glassware matters:** A large balloon glass helps trap the aromas and allows more space for ice and garnish.

**Ice, ice baby:** Pack it full. More ice means less dilution and a colder, more refreshing drink.

**Tonic with intention:** Not all tonics are equal. Offer premium tonic brands and consider matching specific tonics with specific gins.

**Garnish for flavour, not just flair:** Go beyond a slice of lime. Match garnishes to the botanicals in the gin—pink grapefruit, cracked pepper, thyme, orange peel, star anise and cucumber ribbons.

## Not just any old G&T

A G&T is only as good as its parts—and its presentation. Elevate this classic by treating it like a signature serve and perhaps hold some short sessions teaching customers about the perfect G&T and tasting gins.

## Creative Gin Cocktails

The G&T is timeless, but gin is incredibly versatile. Elevate your cocktail list with inventive gin-based drinks.

## Why not try these delicious summer cocktails:



On deal

London Essence Tonics

# life into Gin

Gin had its golden age, but like all trends, the hype can fade—until someone brings it back with a fresh twist. In honour of World Gin Day this June we look at ways to reimagine this versatile spirit.



## Gin Flights

Instead of offering a single G&T, why not offer a discovery journey? A gin flight with three or four mini serves—each with a different gin, tonic, and garnish—lets guests explore different flavour profiles, from citrusy to spicy.

## Interactive Garnish Stations

Let your guests play bartender. Set up a garnish station where customers can choose their own botanicals—juniper, rosemary, dehydrated citrus, peppercorns, edible flowers. It adds a fun, personalised touch and turns a simple G&T into an insta worthy experience.

## Gin Summer Fizz (sharing pitcher serve)

- Elderflower cordial (135ml)
- Plymouth Gin (300ml)
- Lemon juice (6 tablespoons)
- Soda (to top it off)
- A sprig of mint



On deal

## Lavender Spritz

- Hayman's Old Tom Gin (120ml)
- Lavender syrup (30ml)
- Lemon juice (30ml)
- Prosecco (to top it off)



On deal



Tangeray 0%



Warner's 0% Pink Berry

On deal

## Gin without the booze

Alcohol free gin-styled spirits offers a sophisticated alternative for those who want the flavour without the alcohol. Made with the same botanicals and processes as traditional gin, it delivers the familiar crisp, aromatic profile.

BUY TWO BOTTLES OF HENDRICK'S  
 & RECEIVE A COMPLIMENTARY BOTTLE  
 OF GRAND CABARET\*



Scan here  
 to discover  
 refreshing  
 serve  
 inspiration

\*1x70cl bottle of Grand Cabaret, while stocks last. Please drink the unusual responsibly. [be.drinkaware.co.uk](http://be.drinkaware.co.uk)  
 1 deal per customer per week

£1 OFF  
 ANY FLAVOUR

70CL 35.2% ALC VOL



ST-GERMAIN

SPRITZ UP  
 YOUR  
 SPRITZ

HUGO SPRITZ

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



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

ENJOY RESPONSIBLY [be.drinkaware.co.uk](http://be.drinkaware.co.uk)  
 MAX 3 DEALS PER CUSTOMER ORDER. GLASSWARE TO BE SENT SEPARATELY. ONLY PROMOTION  
 IS COMPLETE. ©2025 ST-GERMAIN AND ITS TRADE DRESS ARE TRADEMARKS.



# Fris vodka

## Buy 6 and Get a 70CL Free

Consumers spending behaviour is being driven by **value for money** and **quality** of the product and FRIS ticks both of those boxes!

Quality vodka that is value for money  
The World's **CHILLEST** Vodka

10 DEALS PER CUSTOMER PER WEEK



# MADE FOR MIXING.

## BUY 2 X 70CL MONKEY SHOULDER AND RECEIVE A MONKEY BAR KIT\*



**MAKEITMONKEY**  
DON'T BE A DRUNKEN MONKEY. DRINK RESPONSIBLY.  
be**drinkaware**.co.uk \*WHILST STOCKS LAST

Scan here to discover refreshing serve inspiration

### MONKEY BAR KIT CONTENTS



1 x 2 tin shaker



4 x bar runners



40 menu hanger cards

1 deal per customer per week



WILLIAM GRANT & SONS



## BUY 3 X 70CL BOTTLES AND RECEIVE 1 X 70CL MONKEY SHOULDER FREE.\*

CHOOSE FROM THE BALVENIE DOUBLEWOOD, GLENFIDDICH 12 OR 15.

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\*One bottle purchased must be The Balvenie DoubleWood. Whilst stocks last. 10 deals per customer per week



## FREE CASE OF



## WHEN YOU BUY ANY 3 BOTTLES\* FROM The KRAKEN RANGE



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\*A BOTTLE - 70CL. WHILE STOCKS LAST. \*A CASE OF DIET PEPSI = 24 X 200ML BOTTLES. FREE STOCK SELECTION 200ML. NRBX24 OF PEPSI THE KRAKEN® AND OTHER TRADEMARKS ARE OWNED BY PEPSICO SPIRITS. ©2025 KRAKEN RUM CO. ENJOY THE KRAKEN RESPONSIBLY. @KRAKENRUMUK

1 DEAL PER CUSTOMER PER WEEK

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

**FREE CASE OF  
MANGO & PASSIONFRUIT  
OR BERRIES & CHERRIES 0%  
WHEN YOU BUY 5 CASES OF OLD MOUT\***



ESTABLISHED IN NZ. MADE IN EUROPE.

\*Max 2 deals per customer per week.

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CIDER & GET 1 CASE OF APPLE  
& BLACKCURRANT FREE**



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— THE FAMILY CIDER MAKERS —

\*Buy four cases of any 6x500ml Thatchers Cider (Gold, Haze, Apple & Blackcurrant, Blood Orange or Zero) and get one 6x500ml case of Thatchers Apple & Blackcurrant bottles free.

10 deals per customer per week

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

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

**WE BRING THE  
FLAVOUR**  
WITH THE **BEST CASH ROS**  
FLAVOUR SORTED. PARTY STARTED.



**VK** **FREE CASE OF VK LEMON & LIME**  
WHEN YOU BUY ANY 4 CASES\*

FOR POS SUPPORT CONTACT: [sales@globalbrands.co.uk](mailto:sales@globalbrands.co.uk)

\*Offer valid from 2<sup>nd</sup> June - 30<sup>th</sup> June 2025. Offer applicable across VK 24x275ml range stocked. Free item applies to 1x 24x275ml case of VK Lemon & Lime. While stocks last. \*\*CGA MAT P12 2024

5 deals per customer per week

New **FEVER-TREE**  
COCKTAIL MIXERS



Perfect **COCKTAILS**  
EVERY TIME *in just*  
**3 SIMPLE STEPS**

  
**1. ADD 50ML SPIRIT**  
OVER ICE

  
**2. ADD 75ML MIXER**

  
**3. SHAKE, SERVE**  
& GARNISH

**BUY 1 CASE OF FEVER-TREE COCKTAIL MIXERS**  
& RECEIVE 2 FREE *custom-made* EASY SHAKERS

2 deals per customer per week

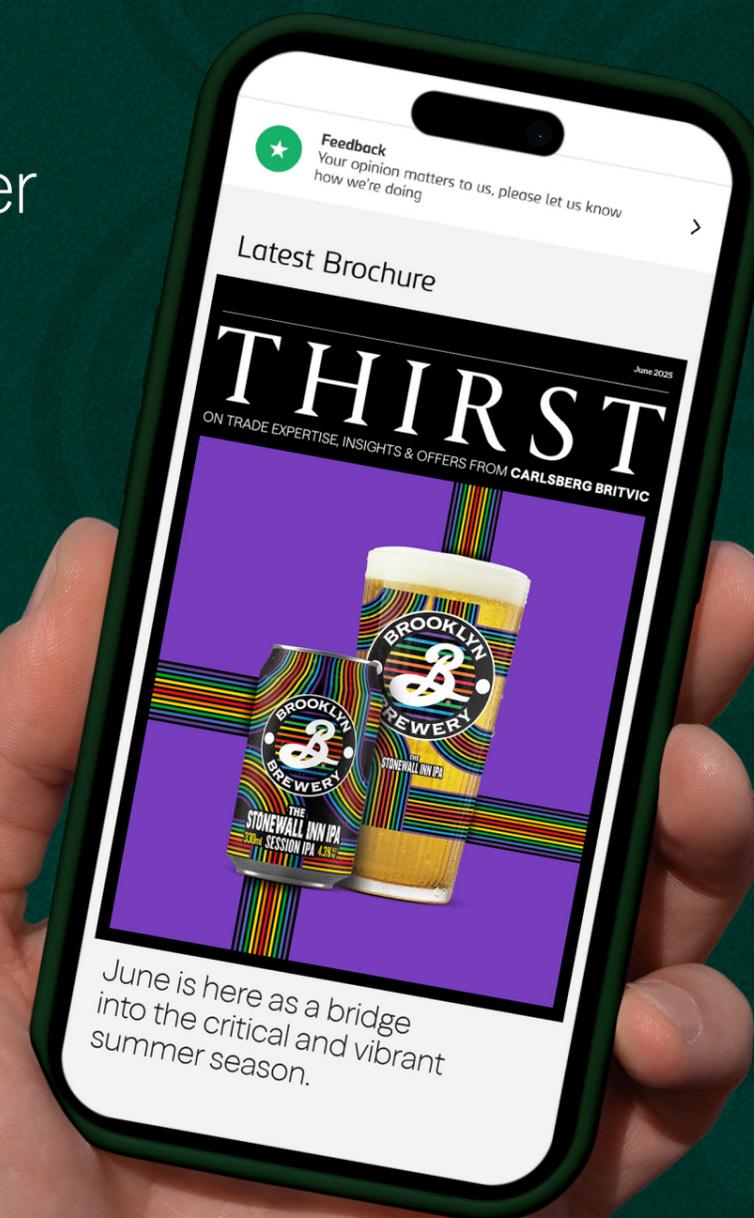
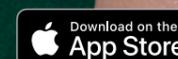
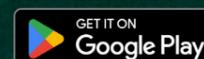


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been easier.



June is here as a bridge  
into the critical and vibrant  
summer season.

GETA

# FREE CASE

WHEN YOU BUY ANY 3 CASES

1st May - 30th June 2025



T&Cs Apply: Deal runs from 1st May - 30th June 2025. Qualifying range includes Jimmy's Iced coffee Original, Caramel, Mocha and Oat 275ml x 24. Promoter: Britvic Soft Drinks, Breakspear Park, Breakspear Way, Hemel Hempstead, HP2 4TZ.

Jimmy's

# "Look darling, MOCKOS!"



3 deals per customer per week

Deal runs from 1st May - 30th June 2025. Qualifying range includes J20 Mocktail Blackberry & Blueberry Martini/ Strawberry & Orange Blossom Mojito/White Peach & Mango Daiquiri 250ml Can. Glassware imagery is for visual purposes only. Promoter: Britvic Soft Drinks, Breakspear Park, Breakspear Way, Hemel Hempstead, HP2 4TZ.

GET A FREE CASE OF J20 MOCKTAILS WHEN YOU BUY ANY 3 CASES FROM THE J20 MOCKTAIL RANGE!



## Refreshing now. Recyclable forever.

Pure filtered water in a can.



METAL recycles forever



Get a free case

when you buy any 3 cases from the Aqua Libra water range!

3 deals per customer per week

Deal runs from 1st May - 30th June 2025. Qualifying range includes Aqua Libra Still/ Sparkling Can 330ml x24. Promoter: Britvic Soft Drinks, Breakspear Park, Breakspear Way, Hemel Hempstead, HP2 4TZ.



FREE CASE OF  
NEW J20  
DRAGONBERRY



MAKE IT  
JUICY

WHEN YOU BUY  
**ANY 4 CASES**  
FROM THE J20 RANGE!

T&Cs apply: Deal runs from 1st May - 30th June 2025. Three deals per customer per week. Qualifying range includes J20 Orange & Passionfruit, Apple & Raspberry, Apple & Mango, Blackberry & Dragon Fruit, 275ml NRB. Free case is J20 Blackberry & Dragon Fruit 275ml NRB x24. While stocks last. Promoter: Britvic Soft Drinks, Breakspear Park, Breakspear Way, Hemel Hempstead, HP2 4TZ

01

NEVER SERVE  
JUST THE BOTTLE

POS can be added such as a  
coaster, J20 branded straw  
or oozie

02

ALWAYS SERVE  
ICE COLD

J20 is best served from the  
fridge, never serve  
off the shelf

03

ALWAYS SERVE  
WITH A SHAKE

Whether it's in the bottle, in a  
cocktail tin or via another means,  
always shake the liquid pre-serving!



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**FREE £1,100 STOCK BUNDLE**  
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**PEPSI MAX**  
IS THE NUMBER 1 SUGAR FREE COLA ON DISPENSE\*



**FREE STOCK BUNDLE INCLUDES**

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- 1X PEPSI REG BAG IN BOX
- 1X R WHITES BAG IN BOX
- 1X PEPSI GLASSWARE CASE
- 1X ICE BUCKET
- 2X BAR RUNNERS
- 1X T-SHIRT PACK



PLEASE CONTACT YOUR BRITVIC REPRESENTATIVE  
OR SCAN THE QR CODE TO REGISTER YOUR INTEREST

T&Cs: Free stock bundle includes 4 x BIBs, 1 x Case of Glassware, 1 x Ice Bucket, 2 x Bar Runners, 1 x T-Shirts. \*CGA by NielsenIQ, Licensed database. Value & Volume sales (L), Sugar Free Draught Colas Britvic defined. MAT TY 28.12.24. For further information, please contact Britvic at [Pressoffice@Britvic.com](mailto:Pressoffice@Britvic.com). \*\*Based on retail value of 4 free BIBs (92.38 serves x 4 BIB = 369.52 serves at average retail sale price of £2.71. Prices always at the discretion of the customer) plus Welcome Bar bundle (value of over £60). Subject to availability and while stocks last. Max 1 of each stock bundle per outlet. Subject to customer having a Pepsi Max Dispense unit contract and installed. 4x FREE BIBs are given during installation, the remaining items can be claimed by clicking the link provided on your welcome email from sensationaldrinks, registration & a valid email address is required. Please refer to your dispense contract for full Terms and Details. Promoter: Britvic Soft Drinks, Breakspear Park, Breakspear Way, Hemel Hempstead, HP2 4TZ.



**OFFER**  
BUY 3 CASES  
from 275ml soft  
drink range and  
GET 1 FREE CASE

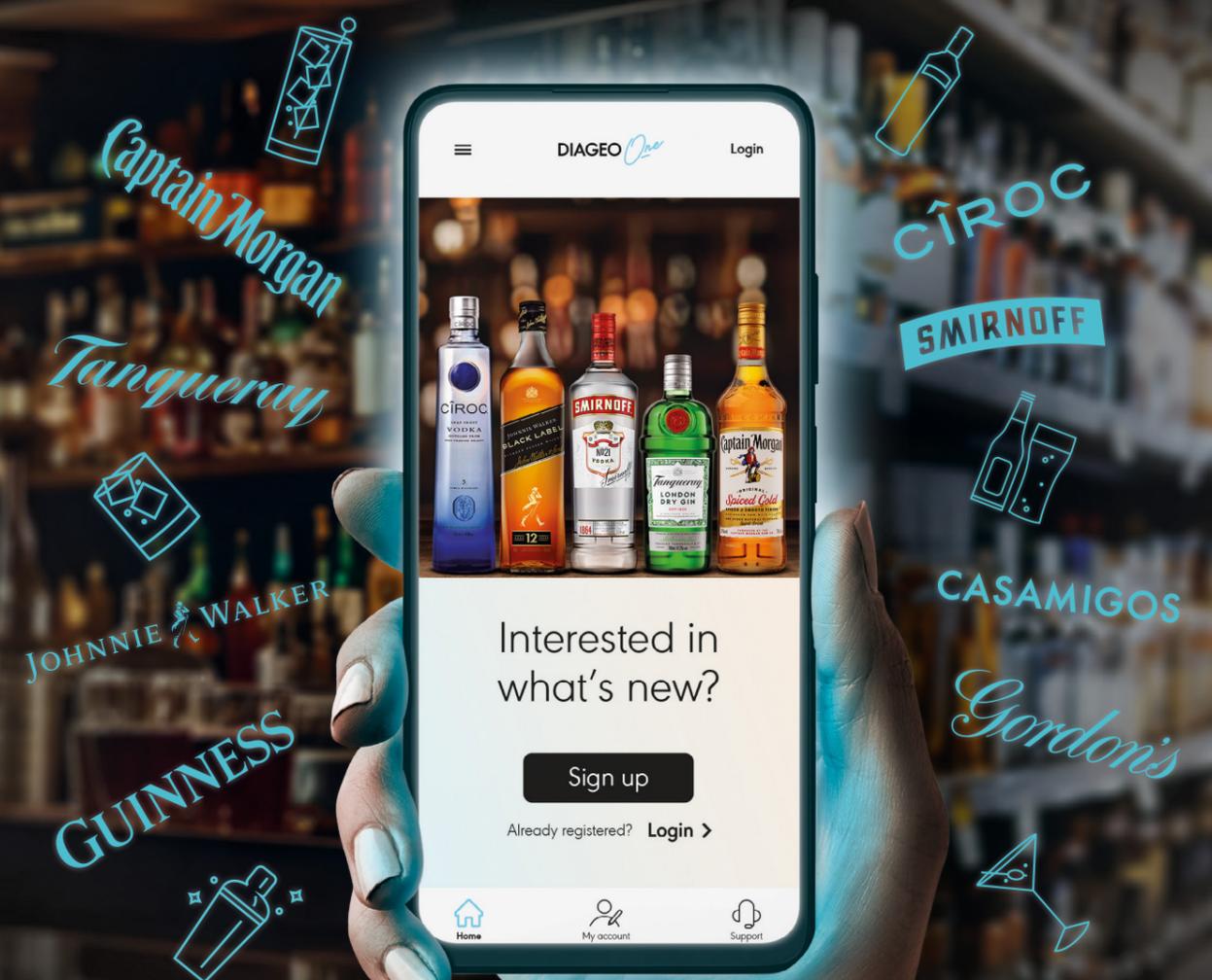


*Botanically Brewed · Exquisitely Crafted*

FENTIMANS 275ml: GINGER BEER, DANDELION & BURDOCK, MANDARIN & ORANGE JIGGER, ROSE LEMONADE, CHERRY COLA, ELDERFLOWER AND VICTORIAN LEMONADE.

5 deals per customer per week

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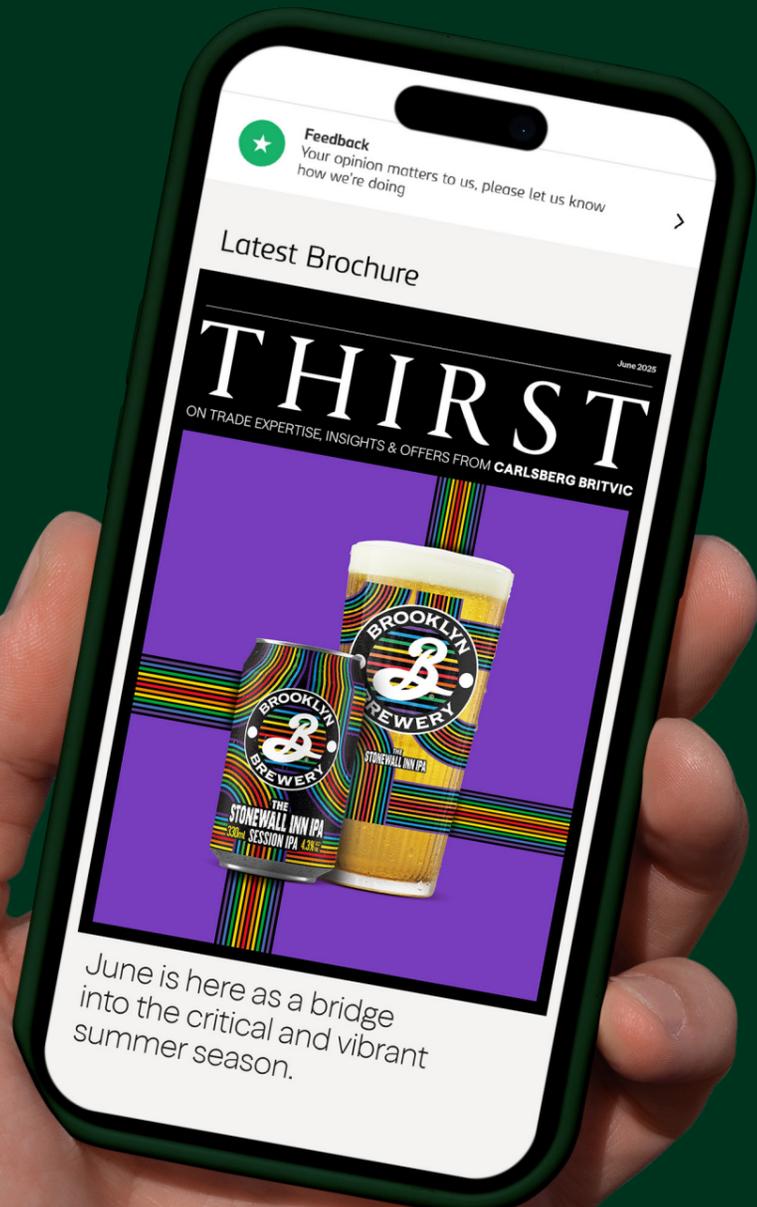
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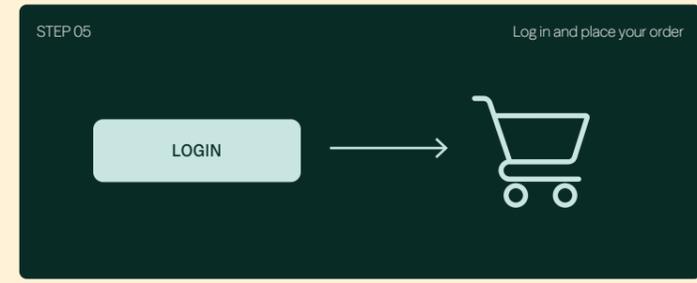
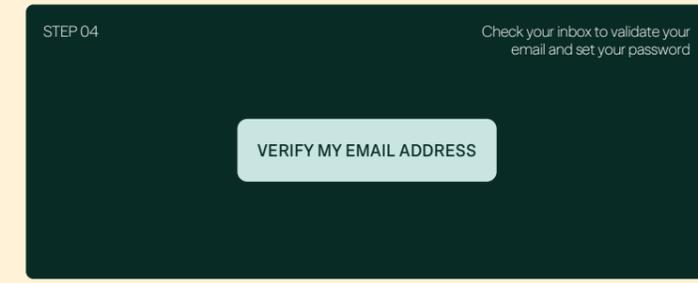
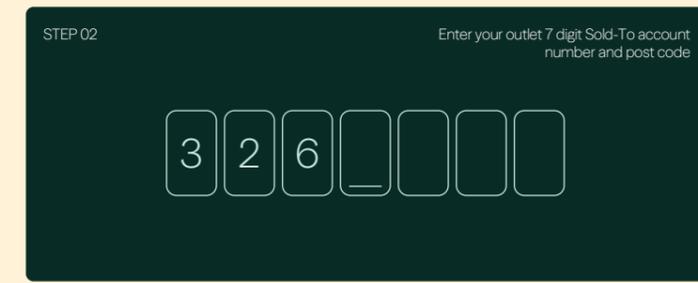
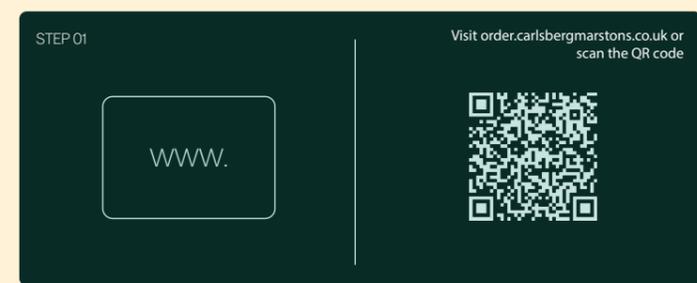
Our online ordering site and Cockpit app, means you can effortlessly manage your ordering and service your account according to your personal preferences and needs.

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
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Cockpit

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And signing up has never been easier.

