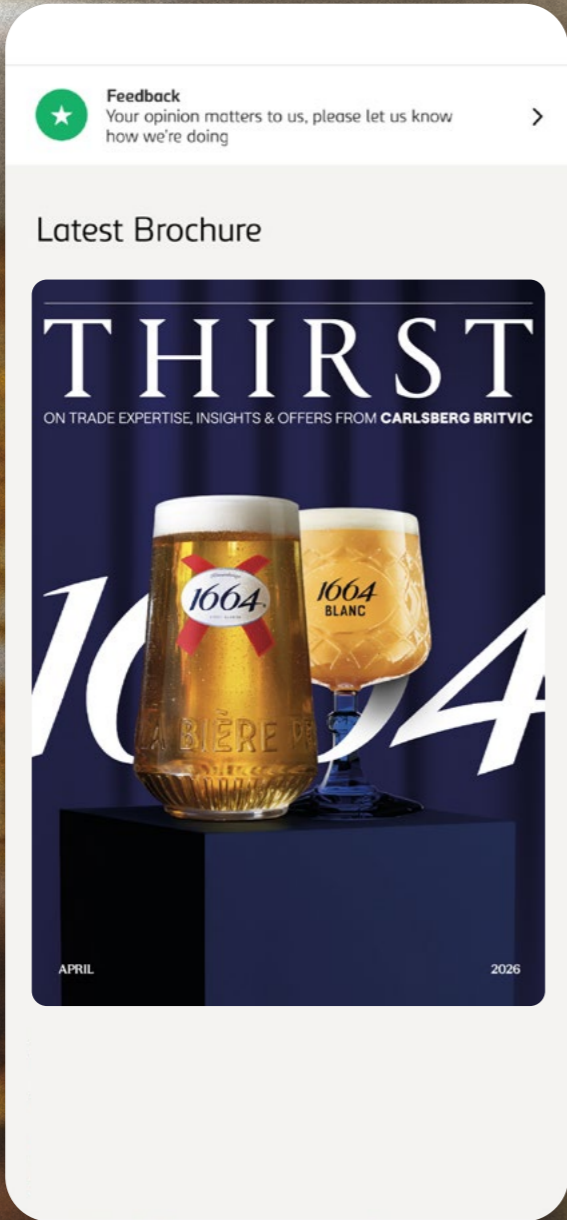


THIRST

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





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



WELCOME TO OUR APRIL EDITION

April is when the year really starts to open up. The clocks have changed, outdoor spaces come back into play and Easter lands as one of the first huge occasions in the on-trade calendar.

It's an occasion that brings people together and an opportunity for venues to set the tone for the months ahead.

In this edition, we're focusing on tips to win over the Easter period as well as other longer-term trends we are seeing, such as a return to classic drinks and a subject that is on everyone's lips around the rise of GLP-1 weight-management drugs. We want to think about what this could mean for menus, portion sizes and drinking behaviour in the years to come.

We're also shining a spotlight on 1664 Bière, a brand that continues to demonstrate how premium beer can drive relevance through innovation and communication.

We're also celebrating the role of soft drinks for family-friendly occasions which is very timely given the upcoming school holidays. Fruit Shoot plays a valuable role during school holidays helping venues cater confidently for younger guests so parents can relax and stay longer.

April is about momentum. It's a chance to capitalise on the

month's key occasions and the sunshine (hopefully!), try some new ideas and prepare for a busy spring and summer ahead.

We hope this edition of Thirst gives you practical inspiration and fresh perspective for the season to come.



Chris Pratt
VP On trade

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WHAT'S GOING ON

APRIL 2026

WHAT'S GOING ON

1ST

1ST APRIL FOOLS' DAY



A day for mischief, jokes and light-hearted fun. Traditionally, it has been a chance for people to play harmless pranks and bring some lightness to everyday life (we 100% need it, let's be honest). Why not consider some cheeky cocktail names, playful menu twists, a quiz night with silly questions or a social media push that engages your customers online.

3RD-6TH

EASTER & DOUBLE BANK HOLIDAY



Easter is a major trading opportunity, especially for daytime and family-friendly occasions. We take a more detailed look at this event later on in this edition but there are plenty of opportunities to help customers celebrate. Think limited-edition drinks, themed menus or small experiential touches to make the occasion special.

SCHOOLS OUT

SCHOOLS OUT



With kids off school, the opportunity for daytime and early evening visits rise. Make it easy for families to enjoy your venue and consider offers that entice them. Many places offer a kids eat free deal during the holidays or host family friendly activities. Family-friendly planning often increases adult dwell time. Parents tend to stay longer when children are enjoying themselves.

WHAT'S GOING ON

DID YOU KNOW?

1

April Fools' Day has been celebrated for centuries. Some historians trace it back to 1582 when France switched from the Julian to Gregorian calendar and those unaware of the change became the first 'April fools.'



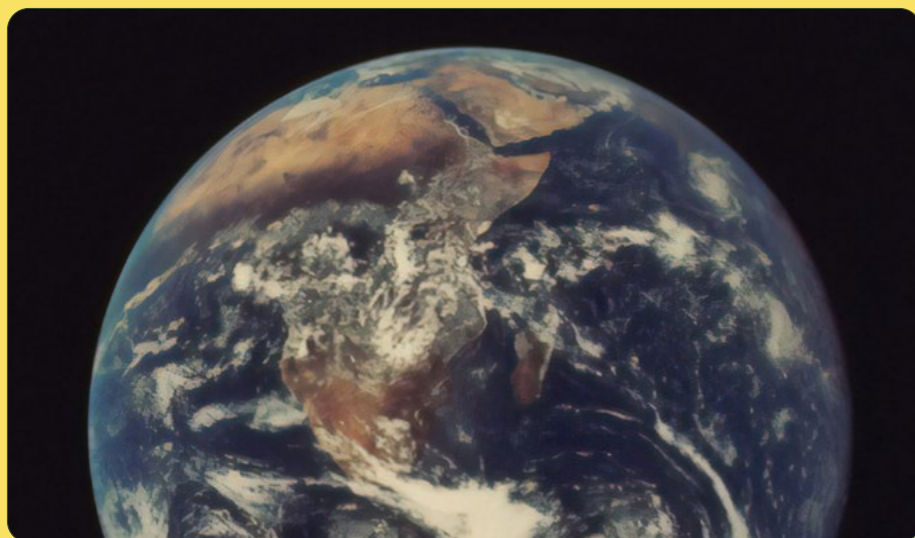
Beer and ale were historically consumed during Easter after the Lent fast, with stronger seasonal brews popular in the UK.



Many Grand National winners have instantly recognisable names, often remembered as much as the race itself from Tiger Roll to Hedgehunter, and Don't Push It. The names alone help fuel sweepstakes, debates and pub banter.

22ND

EARTH DAY



A global day to highlight environmental awareness, sustainability and eco-conscious behaviours. Highlight your venue's eco choices from drinks and sourcing to staff-led initiatives. In this edition, we look at how our Carlsberg ID Dispense Solutions are not only good for the planet but also for your profits.

23RD

ST GEORGE'S DAY



A great moment to celebrate English heritage. Focus on English drinks like real ale or an on trend English sparkling wine and classic English food like pie or fish & chips. A touch of decor or a simple menu nod can promote the occasion without being too gimmicky.

MONTH OF SPORT



Sporting events have long been a social glue driving footfall, dwell time and shared experiences that creates atmosphere. April is particularly busy with events like The Boat Race (4th), The Grand National (11th), World Snooker Championship (from 18th) and the London Marathon (26th). Select sports to promote based on your venue and customer base.



TELL US A BIT ABOUT THE WOODCROFT CLUB?

We're a private members' club, so we don't hold a licence for non-members to attend. The club was originally founded in 1913, and we moved to our current site in 1927.

Before our refurbishment in 2012, we had around 300 members. Since then, membership has tripled and we now have between 850 and 900 members.

Our membership is very diverse. We have regulars who visit frequently, as well as 100 or so bowls players who tend to come more during the spring and summer months.

Membership costs £56 for the first year and £40 for annual renewal after that.

"People also value the sense of community. It's a place where you know people and are known in return."

MEET RICHARD TODD,
CLUB SECRETARY AT
THE WOODCROFT
CONSERVATIVE CLUB IN
SOUTH EAST LONDON

Richard joined as a member
in 2008 and became Club
Secretary in 2011.

WHY DO PEOPLE COME?

Our pricing is very competitive, with most pints costing under £5 which let's face it for London is really good.

People also value the sense of community. It's a place where you know people and are known in return. It's friendly, welcoming and social.

We also offer a wide range of entertainment, including at least two free events a month, weekly bingo and children's parties three times a year.

The perception can be that these types of clubs are mainly for older people, but that's changing and our average age has come down. Our youngest member is 19, and we're seeing more members in their 30s and 40s bringing their families along. It's not unusual to see three generations of the same family here.

Most of our members live locally, which helps maintain that strong community feel.



“Initially, we were cautious about stocking ales due to lower throughput, but this system reduces the risk of wastage and allows us to offer a quality ale selection without wastage.”

WHAT IS SPRING LIKE FOR YOU?

Spring is an important time for us. Our lawn bowls season starts in a few weeks and runs through to September, which brings more people into the club. Even non-players enjoy sitting outside and watching.

We also renew all memberships in January, so that period gives us a boost as members come in to renew and often stay for a drink.

As the weather improves, footfall naturally increases. Weekends are always busy, but and we are always looking for ways to encourage more midweek visits.

WHAT ARE YOUR BEST SELLERS IN TERMS OF DRINKS?

We don't serve food, so we operate purely as a wet-led venue. Draught beer is our biggest seller. Bière 1664 is currently our third best-selling product and performs really well with members.

Since 2025, we've introduced Wainwright Amber and Hobgoblin Session IPA Fresh Ale. Initially, we were cautious about stocking ales due to lower throughput, but this system reduces the risk of wastage and allows us to offer a quality ale selection without wastage. It was one of the key reasons for partnering with Carlsberg Britvic. Members have responded positively to it and they can't tell the difference as it delivers a great pint.

We also sell a good amount of wine, both by the bottle and in single-serve mini bottles, as well as stocking a solid range of spirits.

Our non-alcoholic offering is growing too and does well all year round. We stock alcohol-free spirits and wines and we're currently looking at introducing Poretti Alcohol Free.

AND FINALLY, WHAT'S YOUR PERSONAL FAVOURITE DRINK?

A pint of Guinness or a Wainwright ale.



THE BIG DEBATE

WITH A TWIST *or Straight Up?*

Walk into any pub or bar in 2026 and the divide is clear. One person orders a gin and tonic straight up with standard tonic. The next wants a blood orange gin, light tonic with fresh orange and rosemary.

Meanwhile, some go for a classic lager or cask ale, while others pick a fruit-led IPA or a beer with a twist like 1664 Blanc. This is the modern drinks debate.

Classics versus flavours. Tradition versus experimentation. Familiarity versus discovery.

PICK WISELY.

Don't overcomplicate the back bar. Limit flavour variants to 1-2 per category enough to give choice and premium appeal without creating stock headaches or confusing guests.

TOP TIP

THE CASE FOR CLASSICS

Classic serves have quietly resurged. Simplicity, trust and customer fatigue with over-complication are driving a return to familiar favourites.

For many venues, especially wet-led pubs, classics are the bedrock of repeat trade and are reliable, unpretentious and timeless.



WHY CLASSICS STILL WIN

CUSTOMERS KNOW EXACTLY WHAT THEY'RE GETTING

FASTER SERVICE AND FEWER INGREDIENTS

CONSISTENT MARGINS AND EASIER TRAINING

THE CASE FOR FLAVOURS

At the other end, flavour-led serves drive trial, trade-up and social buzz. Younger or occasional drinkers seek novelty, customisation and seasonal excitement.



WHY FLAVOURS STILL MATTER

THEY SPARK CONVERSATION AND SOCIAL VISIBILITY

THEY JUSTIFY PREMIUM PRICING

THEY REFRESH MENUS WITHOUT A FULL OVERHAUL

FINAL Thoughts

While classics drive volume and loyalty, flavours add excitement and relevance; success lies in offering both through clear, guided choices. Customers want simple menus that allow for easy personalisation and confident recommendations without decision fatigue. Top-

performing venues achieve this by leading with classic serves, limiting flavour twists to one or two per category, and clearly signposting winning combinations—like a classic G&T that also pairs perfectly with blood orange or elderflower tonic.

ARE YOU GLP-1 READY?

GLP-1 weight-loss medications are rapidly moving into the mainstream. In 2026 approx 1.5-2 million¹ UK adults are already using GLP-1 drugs, with several million more actively considering them.

The result isn't people stopping going out, but it is and will continue to influence how people eat, drink and socialise.

For pubs, bars and food venues, this shift has BIG implications. The more forward thinking venues are getting ahead of this shift NOW so they are ready for what inevitably comes NEXT.

WHAT COULD THIS MEAN FOR VENUES?



FEWER BIG MEALS, MORE PURPOSEFUL VISITS

GLP-1 users are eating out less frequently but still value social occasions. Visits are more intentional i.e. birthdays, catch-ups or special experiences rather than spontaneous meals.²

SO WHAT?

- Offer flexible, lighter menus to match guest expectations
- Emphasise sharing plates or smaller meals that feel 'special' rather than heavy

1.BMC medicine 2026 | 2.KAMinsight, 2025.



SNACKS REPLACE STARTERS

One of the most significant behavioural shifts is moving from traditional starters (and mains) to small plates and snacks. GLP-1 users often want a few bites, not a full course, especially when drinking.

SO WHAT?

- Bar snacks becoming more important and elevated.
- Protein and texture make snacks feel more satisfying than carb-heavy options i.e. olives, nuts, popcorn, mini charcuterie, cheese cubes, protein bites or veg-based dips.



MENUS INFLUENCE GROUP CHOICE

GLP-1 users often dictate where groups go. Venues that signal:

- “You don’t need a full meal”
- “Great bar snacks”
- “Light food available all day”

...are more likely to attract mixed groups where some eat lightly and others normally.

SO WHAT?

- Make your snack-led and portion-flexible options visible on menus and POS. Groups are drawn to venues that offer choice, not rigidity.



DRINKING LIGHTER GOES HAND-IN-HAND WITH EATING LIGHTER

Nearly a quarter of users report drinking less alcohol when out.³

And with less food consumed, alcohol choices shift. GLP-1 users tend to: Drink more slowly; opt for lower-ABV options, spritzes and alternate between alcoholic and non-alcoholic drinks.

SO WHAT?

- Be clear which of your range is lower ABV.
- Stock a strong range of non-alcoholic drinks.



PORTION SIZE MATTERS MORE THAN PRICE

Smaller appetites don’t equate to lower spend. Value is simply judged differently. Customers are happy to pay for a high-quality snack rather than more for a dish they won’t finish.

SO WHAT?

- Explore offering food in different sizes – small, regular or large. Design mini meals or small plates that feel premium and purposeful, rather than pushing full portions.
- Promote on menus not just lighter bites but nutrient dense foods.

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+



Holsten 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



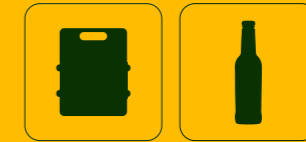
Keg DRAUGHTMASTER 330ml Bottle 330ml Can



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.

OUR RANGE

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

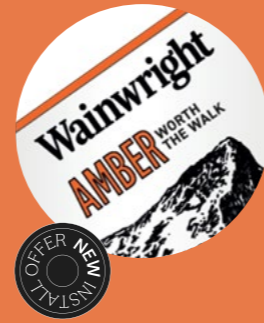
Carlsberg Britvic understands that ales come in a variety of styles and types, each with their own unique flavour and characteristics.

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%

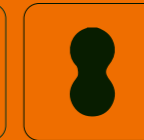
A refreshing cider made from fermented apple juice and natural apple flavouring.



Available Formats



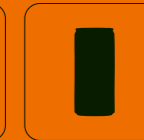
Keg



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 Orange Zero'd delivers the same bold, tangy orange flavour you love, with zero sugar and no compromise on taste.

Available Formats



7L
BIB



Tango Apple Zero'd

A crisp and refreshing apple flavour with zero sugar, packed with Tango's signature bold taste.

Available Formats



330ml
Can

LEMONADE



R Whites

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

Flavours Raspberry Lemonade
(available in 330ml cans)

Available Formats



150ml
Can



250ml
Can



330ml
Can



330ml
Bottle



7L
BIB



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

70cl Bottle

70cl Bottle

70cl Bottle

70cl Bottle

70cl Bottle

70cl Bottle

70cl Bottle

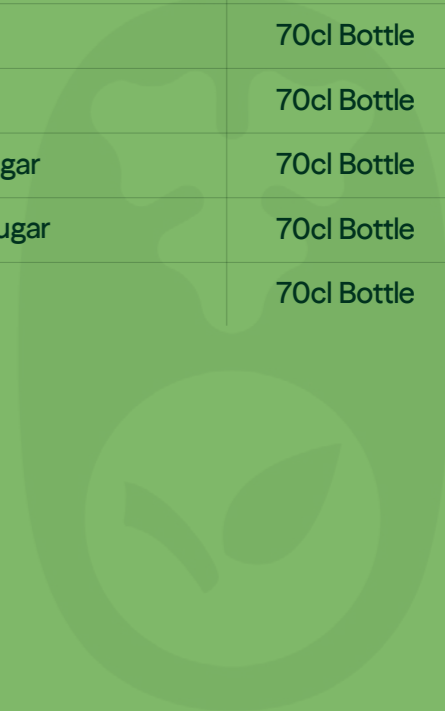
70cl Bottle

70cl Bottle

70cl Bottle

70cl 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



CELEBRATING
JOIE DE VIVRE
WITH

1664 BIÈRE



A TASTE SUPRÊME SINCE



1664 Bière was born over 350 years ago in the historic French region of Alsace. Our Master Brewer, Jerome Hatt, had an undeniable commitment to excellence and the use of locally sourced ingredients that started a legacy of exceptional brewing and delivering consistent great taste.

We are champions of 'joie de vivre' (the joy of living). We have an unapologetic commitment to great tasting, accessible Bière that's designed to bring people together. With a touch of charisma and effortless French style, we celebrate the French commitment to embracing those small moments of pleasure.

REASONS TO STOCK

PROVEN PERFORMANCE

1664 Bière is outperforming premium lager competitors across all key metrics, with strong distribution and rate of sale growth*

GROWING BRAND HEALTH

We have seen increases in brand consideration, 'premium' perceptions and being seen as 'suitable for many occasions'. **

OUR DISTINCTIVE GLASSWARE

Clean & contemporary glassware complete with Breton stripes for a modern twist on classic French design.

CONTINUED BRAND SUPPORT

Our **MAKE THE MOMENT SUPRÊME** advertising campaign is back from April this year. With activity across multiple channels (Video on demand, out of home, YouTube and social media), this campaign proudly puts the French provenance back into the brand to stay true to our roots but give it a contemporary twist.

We take key premium beer drinking moments, add some French style and sophistication and inspire consumers to make those occasions suprême with 1664 Bière.

OUR SIGNATURE HOPS & FLAVOUR PROFILE

We use strisselspalt hops, a rare variety grown in the Alsace region of France. Often referred to by brewers as the 'caviar of hops', Strisselspalt is renowned for its refined, aromatic quality and strong heritage within French brewing.

The hops play a crucial role in shaping 1664 Bière's taste profile. Rather than delivering heavy bitterness, they create a delicate balance of floral, herbal and subtle citrus notes, which give the brand its distinctive, easy-drinking character

*source: CGA OPMS Data to P01 (24/01/2026) **Source: IPSOS BHT Study – P12M Beer Drinkers (n=4009))

LA COLLECTION SUPRÊME



1664 BIÈRE

A beautifully balanced, full flavoured lager is made with signature aromatic hops from the French region of Alsace. With its subtle bitter twist, it is designed for easy drinking refreshment.

ABV
4.6%

Style
French Lager

Hops
Premium Hops from Alsace

See
Beautifully Golden

Taste
Crisp and full bodied with a moderate malt palate against a floral hops flavour

Smell
Herbal, Spicy and floral notes with a hint of citrus



ALL YOU LOVE FROM 1664 BIÈRE WITH ZERO ALCOHOL



We successfully introduced our non-alcoholic lager in 2025. With all the flavour of 1664 Bière, this non-alcoholic drink has a subtle bitter twist as well as fruity and floral notes. It is perfect as an easy drinking refreshment, beautifully balanced and brewed with flavourful Strisselspalt hops, a rare and aromatic variety of hops from Alsace, which gives 1664 Bière its iconic and rich flavour.

ABV
0.0%

Style
French Lager

Hops
A touch of coriander, and notes of white peach

See
Hazy color. Creamy white foam. Leaves a skirted lace. French wheat beer with a light yellow hue

Taste
Perfect balance between the smooth bitterness from the coriander and the refreshing citrus. Satisfying creamy mouthfeel.

Smell
Subtle fruitiness. Hints of citrus. Exotic fruit aroma from apricot & peach

PART OF THE 1664 FAMILY

OUR FLAVOURED COLLECTION

Aiming to bring younger people into the category who don't typically drink beer, our flavoured beers offer a more accessible, fruit-forward twist. By combining refreshing lager with subtle fruit notes, they appeal to consumers looking for lighter, more refreshing drinking experiences.



Targeting Stylish Tastemakers who value elevated experiences and will pay more for them as well as seeking brands that reflect their lifestyle. A light and refreshing wheat beer, with a layered taste profile. Its unique flavour comes from the perfect harmony of its two distinct dimensions:

A lively, crisp and refreshing wheat beer, bursting with citrus and exotic fruits notes.

A beautifully delicate arrangement of fine hops varieties with a hint of spice. It has subtle bitterness; balanced with notes of white peach. This complex, yet easy-drinking brew is as recognisable from its taste as it is from its pearlescent golden haze.

AND NEW FROM JUNE 2026

A NEW TYPE OF LAGER, FOR A NEW TYPE OF DRINKER



Glass for illustrative purposes only

Introducing a category-bending innovation that combines style, flavour and sessionability, unlocking new growth, new shoppers and new occasions... 1664 Rosé is a light and refreshing wheat beer, with hints of red berries and a layered taste profile.

For customers who

Prioritise flavour, image and discovery

Enjoy rosé, spritzes, premium lagers, cocktails

Want refreshment with a lifestyle edge

BUY 2 X 9GS



4.2%



4.5%



3.4%



4.5%



4.5%



3.4%

AND GET £10 OFF

*Qualifying SKUs on offer: Hobgoblin Gold 9g, Hobgoblin Original IPA 9g, Hobgoblin Session IPA 9g, Hobgoblin Ruby Beer 9g, Tetley's Original Cask 9g & Tetley's Smooth Ale 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.

BUY 2 X 9GS



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.



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.



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.

AND GET £10 OFF

*Qualifying SKUs on offer: Directors 9g, Bombardier Amber 9g, and Courage 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.

Angelo Poretti

ALCOHOL FREE

NEW TO ORDER
FROM APRIL



£17.99
24x330ml

We're excited to bring a new innovation to market with Poretti Alcohol Free. A non-alcoholic beer with flavour and a delicate, velvety body, offering customers the refreshing taste of Poretti in an alcohol-free option.

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 IX24, 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

WHY EVERY MEAL DESERVES A PEPSI

In the excitement of customers ordering food - a juicy burger, that first slice of pizza or the perfect sandwich - there's a small, tragic mistake happening every day.

People forget the drink. They grab whatever's nearby. Tap Water. Or worse, nothing at all.

For venues, that means lower spend per head and lost revenue.

Honestly? That's criminal.

Because great food deserves a great partner, and that partner is a Pepsi.

WHY FOOD IS BETTER WITH PEPSI

IT COMPLEMENTS LOTS OF POPULAR MENU ITEMS

Burgers, wings, pizzas, loaded fries, sandwiches. These are flavour-packed, savoury dishes. Pepsi's crisp carbonation and balanced sweetness cut through richness, refreshing the palate and enhancing flavour contrast.

IT HEIGHTENS THE EXPERIENCE

The cold. The fizz. The first refreshing sip. It's not just a drink, it's a moment that improves the whole meal.

IT SUPPORTS MODERATION TRENDS

With more guests moderating alcohol consumption, soft drinks are a key growth space. Offering a recognisable, refreshing favourite gives customers a confident non-alcoholic choice.

IT'S HIGH-MARGIN AND OPERATIONALLY SIMPLE

Fast serve. Strong brand recognition. Consistent demand. It's one of the easiest ways to grow margin without adding complexity.



MEALS WITHOUT A PEPPI THAT'S CRIMINAL

A CAMPAIGN TO CREATE CONSUMER PULL

From 2nd March, a six-week ATL burst across radio, outdoor and digital will drive national awareness with one clear message:

FORGETTING THE DRINK? THAT'S CRIMINAL.

FOOD IS BETTER WITH PEPSI.

This campaign is about changing behaviour in a small but powerful way.

In the rush of mealtime decisions, we're reminding consumers that 'good enough' isn't good enough. If you're about to eat great food, why stop short?

SHOOT for the stars

Why It Pays to
Serve Robinsons
Fruit Shoot, the
**UK'S #1
KIDS' DRINK**¹

Family visits are a valuable part of the trade, and making sure younger customers and families are catered for can have a real impact on dwell time and spend.

One simple way to keep kids and parents happy is to stock Robinsons Fruit Shoot.

Fruit Shoot commands the lion's share of the kid's category with 75.5% volume share and 78.1% value share².

We also know that the brand over-indexes on being perceived as 'making children happy' and that is an important driver of purchase for parents³.

Key reasons to stock

Trade up from tap water

Many parents default to getting tap water for children, but a branded kids' focused drink creates an easy opportunity to add incremental revenue while improving the overall family experience.

No fridge space required

Fruit Shoot doesn't need to be stored or served chilled, helping save valuable fridge space. Practical, spill-resistant packaging and the iconic resealable bottle is designed for kids, meaning fewer spills and less mess.

A trusted, recognisable brand


As the UK's number one kids' drink¹, Fruit Shoot already has strong brand recognition with families, making it an easy choice for parents when ordering.

Loved by kids AND trusted by Parents³

Fruit Shoot is made especially with kids in mind, inspiring their adventurous side, with flavours they love and a fun, eye-catching and colourful design.

But Fruit Shoot keeps parents happy too with products that are:

- ◆ Made with real fruit
- ◆ No added sugar. Only naturally occurring sugars which are below the sugar levy
- ◆ Low calories
- ◆ No preservatives, artificial colours or flavours
- ◆ Suitable for vegetarians and vegans
- ◆ Widely recyclable packaging

 **100% Recyclable**

¹ Nielsen RMS, Total Coverage, Kids CBBV defined, Value Sales (£'000), MAT to WE 21.03.26 MAT TY & CGA, Food service & Licensed, Total OOH, Kids CBBV defined, Value Sales, MAT to 31.12.25. | ² CGA by NielsenIQ, Licensed DB, Total Licensed, Kids CBBV defined, Value and Volume Share, MAT, 24.01.26. | ³ (GB TakeHome HHLE Duration: 52 Weeks | Period End Date: 28-12-2025 | Product: Total Kids_Robinsons | Base Measure Type: Volume | Product Attributes: Total Kids | Retailer: Total Retailers

THE FLAVOURS

Apple & Blackcurrant

This leading flavour combines juicy blackcurrant with subtle apple notes for a balanced child friendly fruity taste.

Aroma: Fruity blackcurrant with light refreshing notes

Flavour: Juicy blackcurrant paired with subtle apple

Mouthfeel: Light, thin and silky

Calories: 4 calories per 100ml

Summer Fruits

A bright and refreshing option with a gentle citrus profile.

Aroma: Sweet mixed berries with light refreshing notes

Flavour: A juicy blend of summer berries with a balanced sweetness

Mouthfeel: Light, smooth and easy-drinking

Calories: 4 calories per 100ml

Orange

A bright and refreshing option with a gentle citrus profile.

Aroma: Subtle orange with light orange oil notes

Flavour: Fruity orange with balanced sweetness and acidity

Mouthfeel: Thin and smooth

Calories: 6 calories per 100ml



Did you know?

Fruit Shoot utilises Navi Lens on-pack technology... which can be found on the Apple & Blackcurrant SKU. This technology provides audio guidance and navigation support for people with visual impairments.



100% Recyclable

All flavours are available in 275ml resealable bottles, made with 35% rPET, featuring tethered caps and reduced plastic for improved sustainability.



SAME GREAT TASTE. NOW

SLEEK

Your favourite brands have had a premium upgrade. The same great taste your customers know and love is now available in a sleek, modern format.

SLEEK CANS HAVE LANDED FOR YOUR FAVOURITE BRANDS

From bestsellers to fast-growing favourites, our ultimate portfolio is now available in sleek cans giving you a more contemporary way to serve soft drinks



SLEEK IS THE NEW PREMIUM

WITH A REFINED MATT-FINISH AND A SLIMMER SILHOUETTE, THEY'RE DESIGNED TO STAND OUT ON THE TABLE, LOOKING INTENTIONAL AND PREMIUM ALONGSIDE QUALITY GLASSWARE. IT'S A SMALL DETAIL THAT MAKES A BIG DIFFERENCE TO OVERALL PRESENTATION.

SLEEK CANS DON'T JUST LOOK BETTER, THEY WORK BETTER TOO.



SUPPORT SMOOTHER SERVICE

With a format that's easier to carry and cleaner to pour.



MORE DISCREET FRONT-OF-HOUSE HANDLING

keeping the focus on the serve, not the packaging. Lightweight, durable, and efficient to store.



BETTER FOR THE PLANET

Versus non-returnable bottles.



SCAN THE QR CODE TO FIND OUT MORE
Or contact your Carlsberg Britvic representative



**CARLSBERG
BRITVIC**



BRITISH QUALITY



recycle

Britvic®

SINCE 1938



BUY 4 CASES

FROM THE BRITVIC RANGE TO RECEIVE A FREE CASE OF J2O 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 J2O Orange & Passionfruit 275ml NRB x24. While stocks last. Promoter: Carlsberg Britvic, Breakspear Park, Breakspear Way, Hemel Hempstead, HP2 4TZ.



BRITISH QUALITY



recycle

Britvic®

SINCE 1938



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
J2O RANGE TO RECEIVE A
J2O 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: J2O Orange & Passionfruit, J2O Apple & Mango, J2O Apple & Raspberry, J2O Dragonberry 275ml x24 NRB. Free case is J2O 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, 52we 23/09/25; OGA total out of home (licensed and foodservice) Adult - Britvic defined, 52we 31/07/25. For further information please contact Carlsberg Britvic at pressoffice@carlsbergbritvic.co.uk.

**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



Pouring a Greener Future

HOW CARLSBERG ID DISPENSE SOLUTIONS SUPPORT SUSTAINABILITY

As environmental awareness and scrutiny continues to grow across the hospitality industry, teams are increasingly looking at how every aspect of their operation can support a more sustainable future.

Carlsberg's innovative dispense solutions help venues reduce waste, save resources and cut energy use while delivering consistently excellent pints.

These technologies offer practical, measurable advantages for venues striving to be more eco-conscious AND profitable. A win win!



CARLSBERG QUALITY DISPENSE SYSTEM

A FULLY ENCLOSED "KEG TO GLASS" SOLUTION THAT KEEPS BEER CHILLED AND HYGIENIC THROUGHOUT ITS JOURNEY FROM THE KEG TO THE TAP.

By eliminating temperature hotspots and maintaining a consistent serve temperature, CQDS improves pour quality and reduces common sources of waste such as foaming and spoilage.



Reduced Waste & Labour costs by extending the Line Cleaning period from 1 to 4 Weeks



Consistent Dispense Temperature



Improved Quality of Serve & Experience



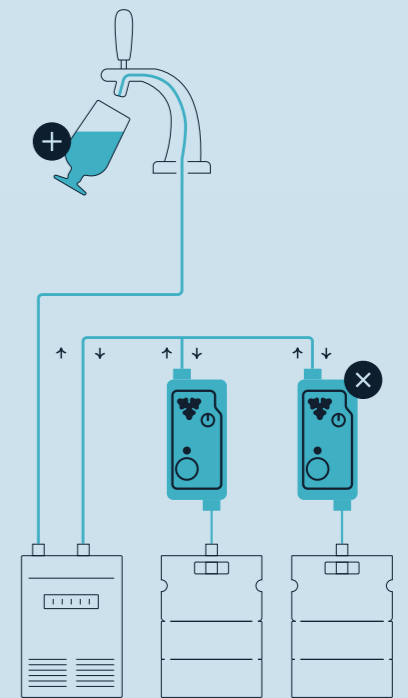
Leading to an Increased Rate of Sale



Increased Yield



Improves Sustainability





CROWN CELLARS®



CROWN CELLARS®

You can trust us to bring your wine to life



Servicing on trade for over 40 years



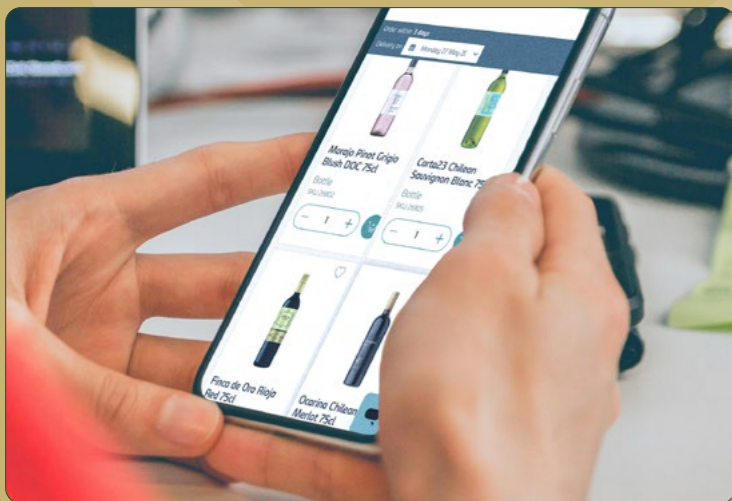
Master of wine



A broad range full of exclusive labels that you cannot get in the off trade



Supplying all your drinks needs on one order, in one delivery



Online ordering with ease and plenty of support



Monthly deals



Menu design and print services



WSET trained team of experts in the field



Pedley's REMI^X

Only
£14.50
this month



SANCERRE "Cuvée Prestige" Raimbault-Pineau

Classic rapier-like Loire Sauvignon, bone dry with fine Cox's apple and other green fruits. Try it with braised fennel and apple salad.

1		£££	36519	75cl	
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After a long, cold, damp winter, where better to head in the spring than the Loire Valley? With its majestic châteaux (Chenonceau is my favourite), historic towns, vast open skies and the gloriously untamed river itself you can potter around for weeks on end. The food and wine are not half bad either.

The great news is that we can get a taste of the Loire without venturing onto any ferries, trains or aeroplanes. Crown Cellars carries a selection of the region's white wines: from Muscadet in the west near the Atlantic Ocean, through Vouvray in the middle, to Pouilly-Fumé in the east on the border of Burgundy. They are all marked by crisp aromas and refreshing acidity, a function of the Loire's cool climate.

I want to focus in on two relatively recent additions to our portfolio. The Raimbault family is based in the village of Sury-en-Vaux, a few kilometres from Sancerre.

They have worked the surrounding vineyards for four centuries (thirteen generations). Sauvignon Blanc is the key grape variety, planted on soils composed of varying amounts of clay, limestone and flint. Sancerre hardly needs introducing – Raimbault's is a classic example of the restrained, austere style that has made this village famous around the world. If you want something a little more fruity and generous, try Raimbault's Menetou Salon (it is a bit cheaper as well).

When it comes to food pairings, I am going to defer to my old colleague, the late great Keith Floyd. He was a big fan of river fish from the Loire. Now getting hold of perch and carp is not easy in Britain, but trout is widely available and can be cooked in a wide range of ways. Rabbit, chicken and pork also feature heavily in the cuisine of the region. For you cheese lovers, Selles-sur-Cher is the magnificent goat's cheese from Touraine. However, there are delicious goat's cheeses now being made in Wales and Somerset. Bon appétit!



MENETOU SALON "Cuvée Prestige" Raimbault-Pineau

A winning Loire Sauvignon, dry but not too acidic with juicy apple pie flavours. Try it with white fish ceviche and avocado.

2		££	36521	75cl	
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JONATHAN PEDLEY,
MASTER OF WINE AND CONSULTANT
TO CROWN CELLARS

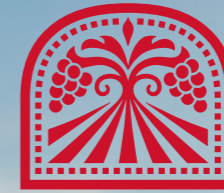
SPARKLING ENGLISH WINES

Sandridge Barton

New to the Crown Cellars range, a pair of beautiful English sparklers from the Sandridge Barton Estate, located on the east bank of the River Dart, just south of Stoke Gabriel.

Sandridge Barton Classic Cuvée Rosé
Dry but rounded and complex, with a fine powerful mousse and aromas of ripe strawberry, raspberry, apple and cream

Sandridge Barton Classic Cuvée
Bone dry and crisp on the palate with aromas of toast, honey and butterscotch



MAISON SAINT AIX

LIMITED AVAILABILITY
£24
PER 1.5L
LIMITED AVAILABILITY



PREMIUM, AWARD-WINNING PROVENCE ROSÉ IN A MAGNUM BOTTLE

GO BIG WITH YOUR PROVENCE ROSÉ OFFER WITH THIS LIMITED AIX MAGNUM DEAL

With its luminous pale pink hue, AIX Rosé first captivates with its delicate brilliance. The expressive nose reveals aromas of fresh red berries, citrus, and white flowers, offering an elegant and refreshing aromatic complexity. On the palate, it strikes a balance between roundness and liveliness, with a silky texture and a long, mineral finish – a true signature of the estate.

Introducing our brand new, exclusive range of great value, Chilean varietal wines

miroa!

Miroa! Sauvignon Blanc

Dry and light bodied with gently zingy citrus notes

Miroa! Syrah Rosé

Pale coral pink in colour, dry and light with attractive youthful cherry aromas

Miroa! Cabernet Sauvignon

A mid-light bodied red that shows classic Cabernet blackcurrant and herbal aromas



Buy 11 bottles, get **1 FREE**

(3 deals per customer per week)



BUY 4 CASES OF 12x187ML
BAD EYE DEER



TO GET **1 FREE** CASE
 FROM THE SELECTED
BRITVIC 200ML RANGE

(2 deals per customer per week)



**KILLER
 FLAVOUR**

A South African beauty you'll fall for

BUY 11 BOTTLES TO
 GET 1 BOTTLE OF
**DROP DEAD GORGEOUS
 CHENIN BLANC FREE**

(2 deals per customer per week)



REMASTERED



BUY 5 BOTTLES AND GET 1 BOTTLE FREE*

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

Inviniti Pinot Gris

Genuinely sustainable

Grown, made and bottled by a carbon zero certified wine producer, with ISO14001 and ISO14064 accreditation.

100% authentic Marlborough

Pure, varietal wines with no compromise on quality, style, or flavour.

Exceptional Value

Premium Marlborough wines at an accessible price – wines you can feel good about and proud to share.



LYRIC PROSECCO

PROSECCO

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

BUY 11 BOTTLES TO GET 1 FREE

(1 deal per customer per week)



LYRIC ITALIAN WINES THAT TASTE AS GOOD AS THEY SOUND.

Premium Italian Cabernet

CAMPE DHEI CABERNET SAUVIGNON

Aromas of fig and date are followed by a mid-bodied palate that shows rounded tannins

Buy 11 BOTTLES,
Get 1 FREE

(2 deals per customer per week)



Open & Enjoy

Buy 11 bottles
to get 1 FREE

Open & Enjoy – Wine doesn't need to be any more complicated than that. This Pinot Grigio is a crisp, fresh white wine, with touches of ripe pear and apple.

(2 deals per customer per week)



MOST WANTED 0.5% FIZZ
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Get 1 Free



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CATARENA

Exclusive Argentinian Malbec

DEEP RUBY IN COLOUR WITH PRONOUNCED AROMAS OF BLUEBERRY, BLACKBERRY, OAK AND HERBS. CHUNKY AND FULL-BODIED WITH RIPE ROUNDED TANNINS

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£3 off a case
Jack Rabbit Prosecco
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**Buy 7 cases
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Join the Club Today

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*Limited deals available, while stocks last.
1st March to 30th April 2026.

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



WISE
WOLF

**BUY 5
BOTTLES &
GET 1 FREE***



100% RECYCLED
BOTTLE CLOSURE

100% RECYCLED
PAPER LABEL
& OUTER CASE

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St Hallett
BAROSSA
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Katnook Estate
COONAWARRA



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*While stocks last

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THE JOY OF CERTAINTY.

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



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Buy 11x75cl to get 1x75cl **FREE** from the range

(10 deals per customer per week)

From Hilltops To High Praise

WAIPARA HILLS
soul of the south

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



Please drink responsibly, be**drinkaware**.co.uk
*Limited deals available, while stocks last. 1st March to 30th April 2026.

✓✓
DISTILLED
|

INTERNATIONAL JAZZ DAY
30TH APRIL

AND ALL THAT JAZZ

As International Jazz Day comes around in April, it brings with it more than just playlists and live music nights. In 2026, it taps into a broader hospitality trend gathering real momentum: the return of the speakeasy mindset. Intimate spaces, craftsmanship and drinks done properly.

After years of flavour overload and menu sprawl, spirits-led venues are quietly rediscovering the power of classic cocktails. Think less theatre, more technique.

THE SPEAKEASY IS BACK. IN SPIRIT, IF NOT NAME

Modern speakeasies aren't about dark basements anymore. They're about smaller, more focused cocktail lists, inspiring narratives around expertise and craft and a sense of escapism without intimidation.

International Jazz Day fits this perfectly. Jazz has always been about timelessness, improvisation within structure and mastery of fundamentals. Exactly the same values behind the world's most enduring cocktails.

KEY CLASSICS MAKING A COMEBACK



OLD FASHIONED
Monkey Shoulder, sugar, bitters; stripped-back and premium.



NEGRONI
Cocchi Vermouth di Torino, vermouth, bitter aperitif; bold, adult, slow-sipping.



MARTINI
Hayman's London Dry, Martini Dry; minimal, confident.



DAIQUIRI
Bacardi, lime, sugar; proof that simplicity still sells.

SPIRITS THAT SHINE IN A CLASSIC-LED MENU

Classic cocktails also allow spirits to take centre stage.



Whisky benefits from Old Fashioneds and Manhattans that justify premium upsells.

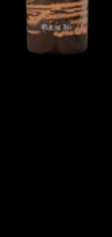


Gin moves back to London Dry foundations rather than flavoured variants.



Rum reclaims credibility through Daiquiris and Mojitos.

Vermouth and bitters earn their place as essential, not niche.



Vodka performs brilliantly in straightforward serves like a Vodka Martini. It is versatile, clean and high-margin.

Tequila shines in classics like a Margarita balancing authenticity with accessibility.



CREATING YOUR IDEAL COCKTAIL LIST



DESIGNING A COCKTAIL MENU IS A PERSONAL PROCESS.

SOME OPERATORS BUILD IT THEMSELVES, OTHERS INVOLVE THE TEAM, AND SOME OUTSOURCE ENTIRELY.

There's no single right approach, but every strong list comes down to balance. The most effective menus combine creativity with commercial thinking, tailored to your outlet and your guests.



START BY UNDERSTANDING YOUR AUDIENCE.

It's tempting to fill a menu with your favourite obscure classics, but they won't always resonate. Look at your sales mix and spot patterns: which spirits are moving, what flavour profiles are popular, and when cocktails are most frequently ordered. If food is a big part of your offer, reflect that too — think aperitif-style drinks to start and richer serves to finish. A good list mirrors the way your guests actually drink.

MENU LENGTH MATTERS.

Guests typically spend only a short time scanning a drinks list, so clarity beats volume. A tightly curated selection is usually more effective than a long “vanity list” that’s hard to execute consistently. If variety is important, rotate the menu more often, just make sure the team is trained before anything new goes live.

FAMILIARITY STILL SELLS.

Classic and modern-classic cocktails give guests confidence, especially in more mainstream venues. Premium outlets can lean further into signature creations, but even then, the strongest lists combine recognisable anchors with something new. When creating originals, identify gaps, base spirit, strength, flavour, and build from there. Trial them with your team and regulars before committing. Variety should come through flavour, strength and presentation. Avoid stereotypes and focus instead on offering a balanced spread: strong and light, dry and sweet, complex and easy-drinking. Glassware plays a visual role here too, signalling style and helping guests navigate the menu quickly.

FINALLY, THINK ABOUT HOW THE MENU ITSELF WORKS.

Use visual cues to highlight hero drinks, group cocktails logically, and write descriptions that focus on flavour rather than obscure ingredients. Guests respond to simple, evocative language, a few well-chosen words can turn indecision into a confident order.

A great cocktail list isn’t about showing everything you can do. It’s about creating a focused selection that suits your venue, your team, and your guests, then refining it until it truly earns its place.

The team at Distilled have years of experience in creating drinks lists of all kinds. We can spec it, cost it, supply it, help train it, help design and print it, get it onto your bar top and into an operational, profitable reality.

EXECUTION IS EVERYTHING.

A brilliant concept falls flat without consistency, while a simple menu delivered well builds trust and repeat orders. Train the team regularly, align on specs, and avoid the opportunity for shortcuts. Guests should receive the same drink every time, regardless of who’s behind the bar and what time it is.

NO MENU IS EVER FINISHED.

Some drinks will outperform expectations, others won’t land. That’s normal. Review performance, tweak descriptions, adjust placement, or replace underperformers. Trends shift, tastes change, and a successful list evolves with them.

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

*UK, 18+ only. Buy 5 bottles of Aperol 70cl and get a bottle free. Limited amount of deals available, max 4 deals per site. Not to be used in conjunction with any other offer. Terms and Conditions Apply. Free stock only available via Carlsberg British order.

**The UK's #3 Spirit in Summer 2025 - CGA OPMs Data Feb-12WE to 09.06.2025

MIX & MATCH FREE BOTTLE

WHEN YOU BUY ANY 5 OF THE SOURZ AND AFTERSHOCK RANGE



be.drinkaware.co.uk

Includes: Sourz Apple 70cl, Sourz Cherry 70cl, Sourz Raspberry 70cl, Aftershock Blue 70cl and Aftershock Red 70cl.

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

4th SEARCHED SPRITZ IN THE UK* | **86% OF CONSUMERS DRINK SPRITZ DURING SUMMER****

PLEASE DRINK RESPONSIBLY. be.drinkaware.co.uk

STAT 2 **SOURCE: NIELSEN IQ, LEH+DM, APERTIF UND WERMUT RANKING, UMSATZ IN €_MAT KW 52 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 2 X 70CL MONKEY SHOULDER AND RECEIVE 12 X MONKEY SHOULDER WHISKY GLASSES FREE*



THE MONKEY OLD FASHIONED

- 50ml Monkey Shoulder Original
- 10ml Sugar syrup
- 2 Dashes Angostura Bitters
- Orange zest & twist

POUR, STIR, TWIST



*WHILST STOCKS LAST. PLEASE DRINK RESPONSIBLY. be.drinkaware.co.uk

ST-GERMAIN

SIP INTO SOMETHING FRESHER TASTING

BUY 5
GET 1 FREE
St-Germain
70cl



{1}

Fill a glass with ice then add 60ml of prosecco and 60ml of soda water

{2}

Add 40ml St-Germain Elderflower Liqueur

{3}

Garnish with a fresh lime wedge and a sprig of mint

ST-GERMAIN HUGO

Stock up now!

be drinkaware.co.uk

Max 3 deals per customer order, total deals capped at 10 per customer. Please drink responsibly. ©2026 St-Germain and its trade dress are trademarks.



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BABY
STOUT
GAME

KAHLUA IS THE #1 COFFEE LIQUEUR, 85% BIGGER THAN ANY OTHER.

ENJOY RESPONSIBLY be.drinkaware.co.uk
CGA OPMS DATA TO 09/09/23 MATTY

BUY 3 X 70CL OF KAHLUA AND GET 6 KAHLUA SHOT GLASSES



- 1 FILL MINI GLASS WITH 50ML OF KAHLUA
- 2 FLOAT IRISH CREAM LIQUEUR ON TOP

KAHLUA
STIR UP



DUTCH BARN
- ORCHARD -
VODKA

GOOD FOR THE PLANET
BAD FOR HUMANS

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



The posh one in a brown bottle



If vodka and cherry bakewell had a baby...

Spiced, smooth and supporting donkey welfare.

SERIOUSLY SMOOTH
NOT FOR THE SERIOUS



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



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

*10 deals per customer per week



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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ALL BOTTLES

£1 OFF
PER BOTTLE



10 DEALS PER CUSTOMER PER WEEK

Buy any 4 and get a Buffalo Trace 70cl FREE



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& GINGER ALE

SAZERAC

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Free Bottle
of **JUNGFRAU** or **CORKY'S**
When you buy any 4 from the range

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DON'T MISS OUT



For POS support:
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(2 deals per customer per week)

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.
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ADD SOME

ZING!

TO YOUR
FRIDGE!

HOOCH

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



**BUY 4 GET
1 FREE FROM
THE RANGE**

STOCK UP NOW ON
**THE FASTEST GROWING
TOP 5 RTD IN THE UK***

(2 deals per customer per week)



*CGA MAT to 4th Oct 2025

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**Au⁷⁹
VODKA**

**AU VODKA
CANS**



£2 OFF PER CASE

12 X 330ML 5% ABV

**NEW FROM THE
NO.1 RTD BRAND
ACROSS TOTAL TRADE.***

RTD



**£3 OFF
PER CASE**

STOCK UP NOW! STOCK UP NOW!

STOCK UP NOW! STOCK UP NOW!

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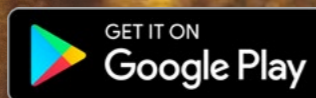
SOURCE: CGA OPM DATA TO 27/12/2025 + NIELSEN TAKE HOME TO 24.01.26.



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COCKTAIL MIXERS

Save £5 per case

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

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



WESTONS CIDER EST. 1880
FREE KEG
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— ON INSTALL —



HENRY WESTONS
VINTAGE CIDERS
WITH
CHARACTER

CONTACT YOUR
ACCOUNT MANAGER
TO ARRANGE YOUR INSTALL

be drinkaware.co.uk *CGA Strategy OPMS MAT Volume to P12, 29/11/2025



FEVER-TREE

Sparkling SOFT DRINKS

Save £2 per case

NATURALLY SOURCED INGREDIENTS
NO ARTIFICIAL SWEETENERS
LOW IN CALORIES

VALID FOR 12x750ML CASES OF SOFT DRINKS, INCLUDING GINGER BEER, SICILIAN LEMONADE, RASPBERRY LEMONADE. AVAILABLE WHILE PROMOTIONAL 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.

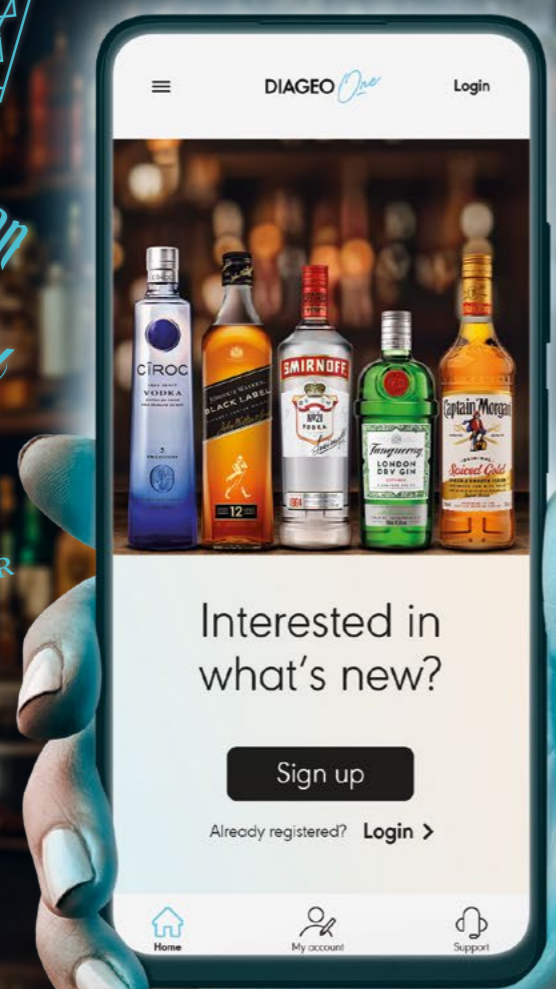
INSTALL JUICY APPLE ON DRAUGHT TO ENTER PLUS RECEIVE A FREE KEG AND POS KIT.

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

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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.

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- 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.

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

WWW.

STEP 02

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

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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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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.

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