

SUMMER OF FOOTBALL EDITION

MAY 2026



THIRST

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



May marks the start of one of the most exciting periods in the calendar... The Summer of football. From the drama of end-of-season run-ins to nail-biting finals, this is when fans come together to celebrate the beautiful game.

WELCOME TO OUR FOOTBALL PACKED MAY EDITION OF THIRST

Whether it's the FA Cup Final, Champions League or the final pushes in league campaigns, football becomes a powerful driver of footfall, atmosphere and spend.

For venues, this is a huge opportunity to place yourselves at the heart of the action. Creating the right matchday experience can turn a single fixture into a full-day occasion. The venues that win during this period are those that lean into the atmosphere of football and make every match feel like an event worth leaving home for.

And this year, with the World Cup just around the corner in June, there's a natural build in excitement that extends the season even further. In this edition, we explore how venues can start preparing now to maximise the opportunity across the entire football summer calendar including the World Cup.

Major sporting events remain a huge opportunity for the on trade, driving footfall, atmosphere and shared experiences that can't be replicated at home. In this edition we explore how venues can start preparing early to make the most of the tournament. We will be looking at how Carlsberg and Pepsi are really focusing on celebrating this summer of sport.

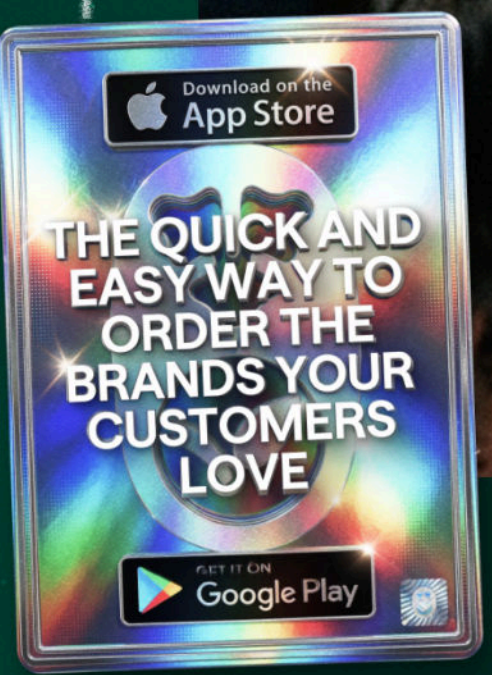
Finally, we're exploring a topic that's rapidly shaping the wider hospitality landscape. AI. From smarter forecasting to menu optimisation, AI is changing how some venues operate.

But it also raises important questions about authenticity and the role of people and connection. We'll explore both sides of the debate and what it might mean for the future of the industry.

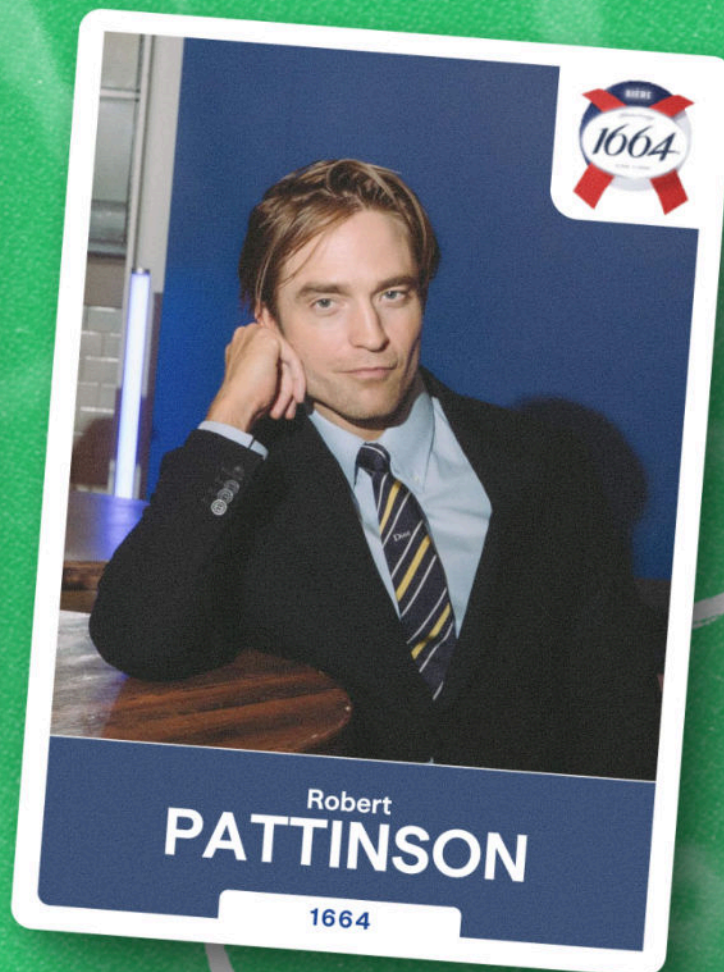


May is about setting the stage for summer. With outdoor spaces filling up and major sporting moments on the horizon, there's a real opportunity for venues to lean into what they do best, bringing people together! We hope this edition of Thirst gives you a few ideas and inspiration for the exciting months ahead.

All the very best for May and the start of the summer season.



CONTENTS



INSIGHT & SUPPORT

MAY GAMEPLAN	6
CUSTOMER OF THE MONTH	26
THE BIG DEBATE	30
OH, I DO LIKE TO BE AL FRESCO	32
GLOBAL HOSPITALITY INSPIRATION	36
SANDWICHES HAD SOFT DRINK PERSONALITIES	40
THE POWER OF THE SUN	44

OUR RANGE

LAGER	50
LOW/NO ALCOHOL	54
ALE	56
CRAFT & CIDER	66
SOFT DRINKS	70

OUR SERVICES

CROWN CELLARS	111
DISTILLED	138
ORDER ONLINE	167

MAY 2026 GAMEPLAN



26th

5th

5th & 26th MAY 2026

BANK HOLIDAY DOUBLE BONANZA

May is one of the best months in the calendar thanks to TWO long bank holiday weekends. Both offer the perfect excuse for long catch-ups, relaxed lunches and extended drinks with family and friends. Whether customers are making the most of spring sunshine (fingers crossed!) or settling in for a long afternoon indoors, venues can lean into creating a long weekend atmosphere with bank holiday specials, DJs or live music.

13th

13th MAY 2026

WORLD COCKTAIL DAY

A brilliant moment to celebrate your cocktail menu. The date marks the anniversary of the first written definition of a cocktail in 1806. It's the perfect excuse to highlight signature serves, introduce a limited-edition special or run a small promotion like two-for-one cocktails during quieter trading hours.

16th

16th MAY 2026

EUROVISION

Few TV events bring people together quite like Eurovision. It's colourful, unpredictable and built for group viewing. Host a watch party with themed drinks inspired by different countries, run a sweepstake for the winning nation or encourage fancy dress for customers and staff. Eurovision is all about fun and participation, so embrace the extravagance and create a night to remember.



MAY 2026 GAMEPLAN

16th MAY 2026

THE FA CUP FINAL

One of the biggest fixtures in the football calendar and a major opportunity to drive footfall. Fans are looking for places to gather, watch and celebrate/commiserate together. Promote the match and consider simple match-day bundles like beer buckets, sharing snacks or pre-ordered options.



16th

19th

19th MAY 2026

BRITISH SANDWICH WEEK

The humble sandwich remains one of Britain's most loved foods and this week is dedicated to celebrating it. From classic fillings to more posh creations, it's a great opportunity to spotlight your offering. Specials, unusual ingredients or a simple twist on a classic can encourage customers to pop in for a quick bite.



25th

25th MAY 2026

NATIONAL WINE DAY

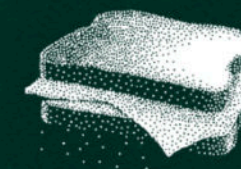
Wine continues to be one of the most popular drinks choices in pubs and bars. Use the day to spotlight your wine range with a tasting flight or promotions on selected bottles. It's also a great opportunity to highlight lesser-known varieties or promote English wines as the warmer months approach.



DID YOU KNOW?



The Espresso Martini was reportedly created in London in the 1980s when a customer asked for a drink that would 'wake me up and mess me up.'



The sandwich is believed to be named after John Montagu, the 4th Earl of Sandwich, who reportedly asked for meat between slices of bread so he could continue playing cards without using any utensils.

SUMMER OF FOOTBALL

The Summer of Football really kicks off in May, bringing a packed calendar of must-watch fixtures that offer huge opportunities for venues to drive footfall, dwell time and spend. Here's how the key moments unfold and where to focus your efforts:

DID YOU KNOW?



The Championship Play-Off Final is often called 'the richest game in football,' with promotion to the Premier League worth over £100 million in revenue.



All Premier League matches kick off at the same time on the final day to preserve fairness.



The iconic Champions League anthem is adapted from a classical piece by George Frideric Handel.



Brazil national football team have won the World Cup a record five times.

17th

17th MAY 2026

THE FA CUP FINAL

One of the biggest fixtures in the football calendar and a major opportunity to drive footfall. Fans are looking for places to gather, watch and celebrate/commiserate together. Promote the match and consider simple match-day bundles like beer buckets, sharing snacks or pre-ordered options.

20th

20th MAY 2026

EUROPA LEAGUE FINAL

A strong midweek opportunity to drive trade, particularly in the evening. Think about quick-serve options to manage busy periods and consider drinks promotions that encourage customers to stay for the full match rather than just dropping in.

23rd

23rd - 25th MAY 2026

PLAY-OFF FINALS

Wembley's play-off weekend sees three finals across different divisions, creating a festival of football across consecutive days. Across the bank holiday weekend, these fixtures bring in highly emotive fans and create a festival-like atmosphere. This is a great moment to build a multi-day offering encouraging repeat visits across the weekend with strong promotions, food specials and reserved viewing areas.

11th

11th JUNE - 19th JULY 2026

WORLD CUP



The excitement doesn't stop in May. It builds from June into a full month of international football. The World Cup is the perfect opportunity to drive repeat visits, with multiple matches across different times of day. Venues that plan ahead can benefit from themed events, sweepstakes and extended viewing schedules. It's about creating a sense of belonging and occasion throughout the tournament, giving customers a reason to return again and again.

24th

24th MAY 2026

PREMIER LEAGUE END OF SEASON

The final day of the Premier League delivers drama across multiple matches played simultaneously. Whether it's title races, European qualification or relegation battles, there's something for everyone. Consider how you can show multiple games or create a 'final day' feel in your venue.

27th

27th MAY 2026

CONFERENCE LEAGUE FINAL

A growing competition that continues to build relevance. This is another valuable midweek trading opportunity. Position it as part of the wider 'summer of football' narrative and keep momentum going between the bigger headline events.

30th

30th MAY 2026

UEFA CHAMPIONS LEAGUE FINAL

The pinnacle of European club football and one of the biggest nights in the global sporting calendar. This is a big event that should be treated as a major occasion in your venue. Think big screens, impactful atmosphere, premium drink serves and elevated food options. Booking systems and/or reserved areas can help manage demand.

LIFTING THE TROPHY IN 2026

Your playbook for success

As the World Cup kicks off on Thursday June 11th across three host nations, the USA, Canada and Mexico, with 48 teams and 104 matches, venues should be able to benefit from the time difference advantage. Later kick-off times means that many games will land squarely within peak trading hours.

Customers who head out to watch live sport are one of the most valuable audiences in the on-trade.

59% say they are more likely to pay more for better-quality drinks when watching live sport compared with other occasions*.

Fans spend an average of £24.41 per head on drinks when watching live sport. That's £4.38 more than the average visit to a drinking pub*.

For venues, this highlights a clear opportunity. Customers are in the mindset to celebrate, socialise and spend more.

*CGA Epos key dates data & transactional data 2024



Late Kick-Offs = Prime Trading Hours

The time advantage creates multiple benefits:

Evening kick-offs align with peak trading periods

Midweek fixtures can drive footfall on typically quieter days

Pre-match build-up and post-match celebrations can extend dwell time

For pubs and bars, this means the World Cup can become a multi-hour trading window rather than just a 90-minute event.



Key World Cup dates

GROUP STAGE	JUNE 11-27	QUARTER-FINALS	JULY 9-11
ROUND OF 32	JUNE 28 TO JULY 3	SEMI-FINALS	JULY 14-15
ROUND OF 16	JULY 4-7	THIRD-PLACE PLAY-OFF	JULY 18
FINAL	JULY 19		

England & Scotland games deliver BIG uplifts

History shows that England and Scotland match days drive some of the strongest sales spikes in the on-trade. Rate of sale typically jumps significantly compared with an average trading day¹.

And the rule is simple. The further England & Scotland progress, the greater the commercial opportunity.

Beer Remains the Match-Day Hero

Data shows beer represents roughly two thirds of total wet sales during live sport², reinforcing its central role in match-day occasions.

But within beer, range balance is key.

World lager continues to grow, offering a clear premium trade-up opportunity³.

However, standard lager still accounts for one in four pints served, making it an essential fixture on the bar³.

Non-alcoholic beer choices are important for people who are drinking or looking to moderate.

Key England Group Fixtures

England vs Croatia
9PM (GMT), WEDNESDAY 17 JUNE

England vs Ghana
9PM (GMT), TUESDAY 23 JUNE

England vs Panama
10PM (GMT), SATURDAY 27 JUNE

Key Scotland Group Fixtures

Scotland vs Haiti
2AM (GMT), SUNDAY 14 JUNE

Scotland vs Morocco
11PM (GMT), FRIDAY 19 JUNE

Scotland vs Brazil
11PM (GMT), WEDNESDAY 24 JUNE

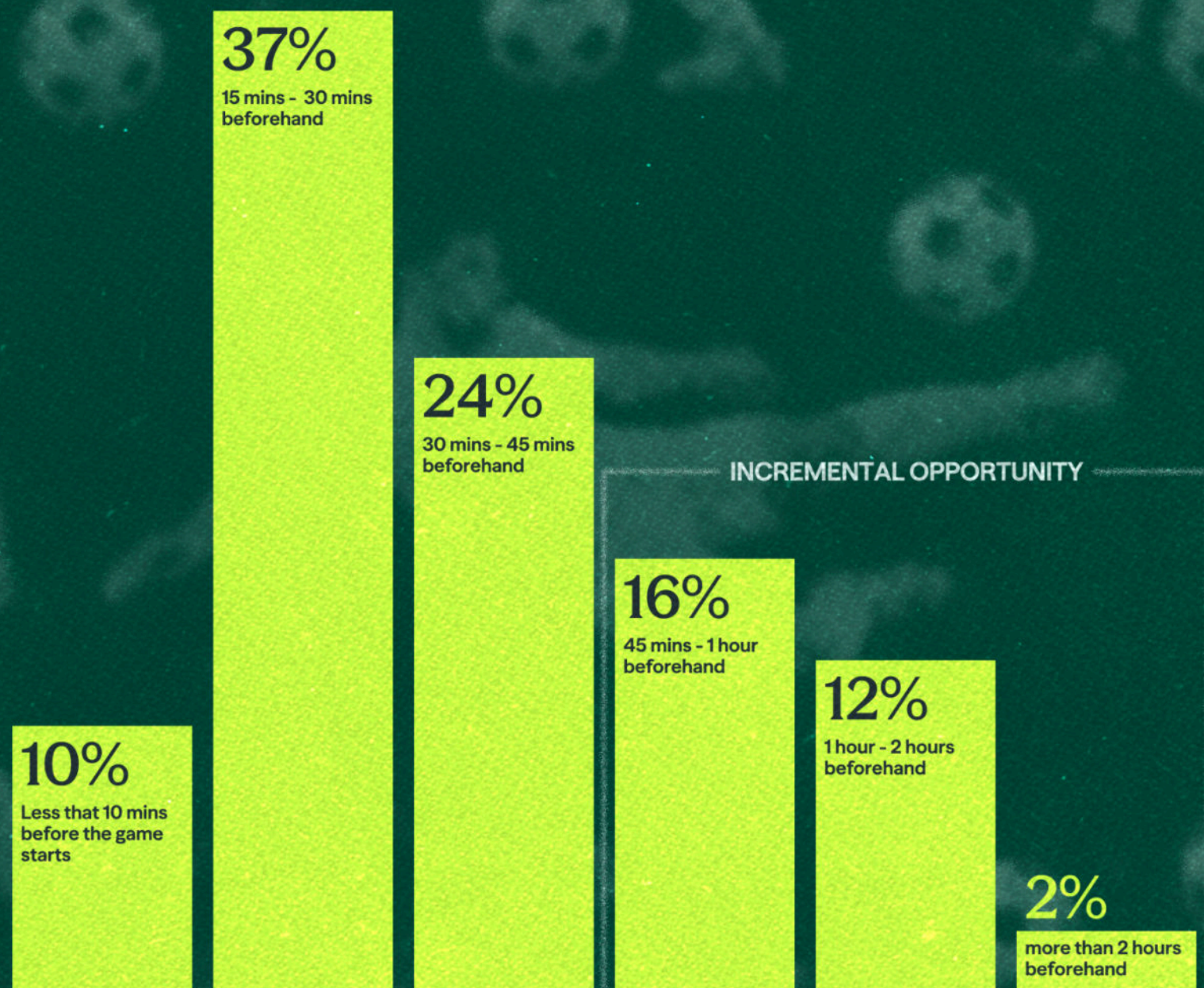
1.CGA Epos key dates data & transactional data 2024

2.CGA Epos key dates data & transactional data 2024

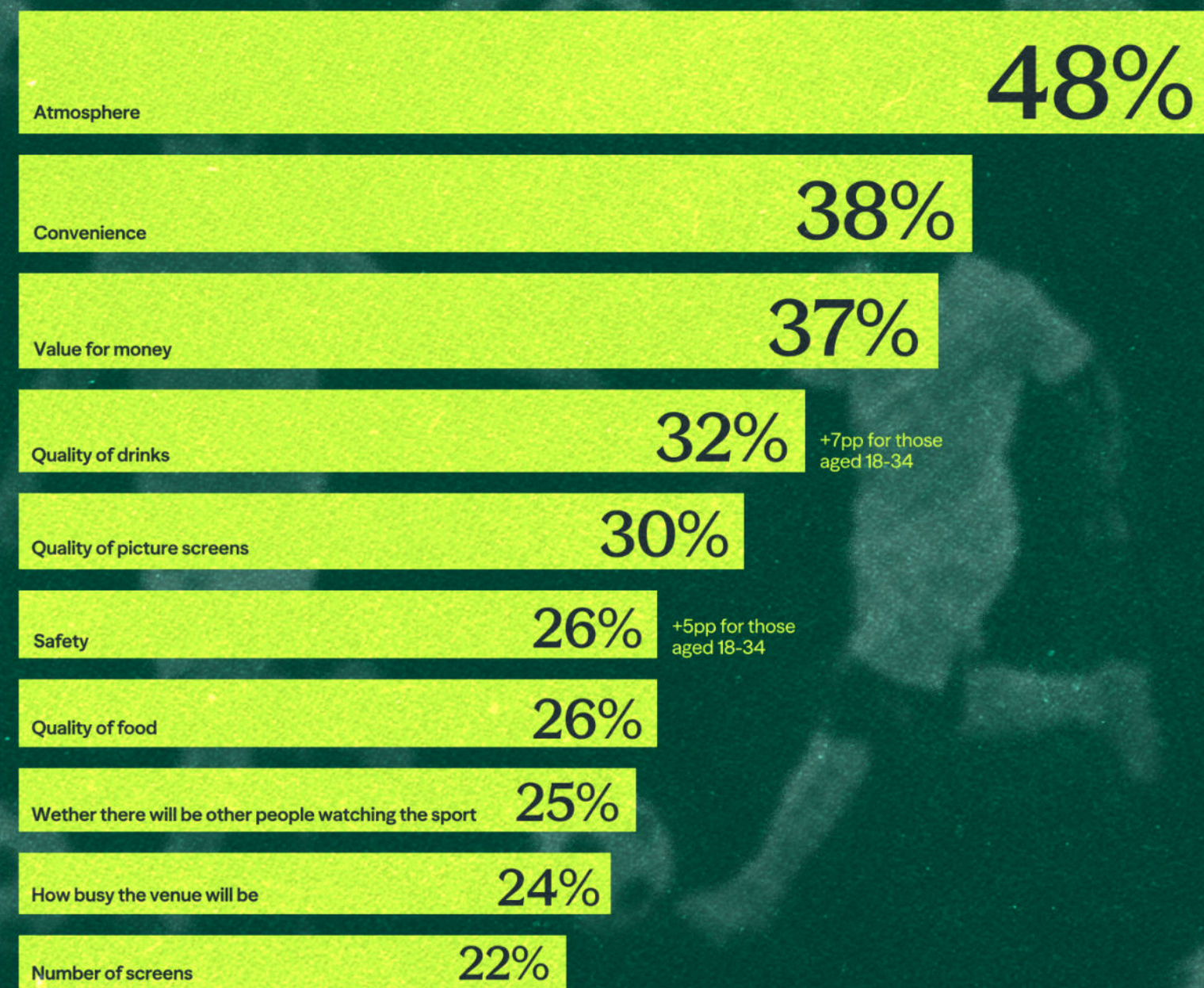
3.CGA OPUS JUNE 2025

Atmosphere gets them in.

HOW SOON BEFORE A SPORTS FIXTURE DO YOU TYPICALLY ARRIVE AT A PUB/BAR? ¹



FACTORS WHEN CHOOSING A VENUE FOR WATCHING LIVE SPORT ²



Food & drink quality keeps them there.

While a great live-sport atmosphere remains the biggest driver of footfall, expectations are shifting particularly among younger consumers.

Today's younger fans increasingly expect quality drink and food options.

Venues that combine great screens, strong atmosphere and a compelling food and drink range are best placed to turn match nights into longer, higher-spending visits.

¹CGA OPUS JUNE 2025 AND PUBTRACK H1 2025, SAMPLE SIZE GB 2710
²CGA OPUS JUNE 2025

PROBABLY THE BEST BEER IN THE WORLD



Carlsberg

THIS SUMMER, CARLSBERG CELEBRATES FOOTBALL FANS FAVOURITE RITUAL... THE PRE-MATCH BEER

Because let's face it for many fans, the build-up, the banter and that first pint often takes the spotlight!

1.CGA OPUS, June 2025 | 2.CGA Brandtrack to August 2025

The campaign celebrates the action before kick-off where opinions are loud, debates are fierce and every fan is suddenly an expert.

WHY THE PRE-MATCH BEER AND CARLSBERG?



1

A 45+ year legacy in football starting with our first UEFA sponsorship in 1988.



2

Carlsberg is the only standard lager with both broad appeal and strong over-index with 18-44 year old consumers, making it perfectly positioned for the matchday occasion.

CGA BRANDTRACK TO AUGUST 2025 - LATEST 6 MONTHS



3

Carlsberg delivers unbeatable sessionability at an accessible price point so is the ideal pre-match choice for group occasions and repeat rounds.



HOW WE ARE HELPING VENUES WIN EVERY MATCHDAY

SPEAK TO YOUR CDM TO GET HOLD OF THESE LIMITED EDITION POS ITEMS



CONVERSATION COASTERS

Serving bold hot takes on football's greatest 'best' debates (best kit, best goal, etc..) designed to get tables talking.



QR CODES

That take the banter online, where the sharpest responses earn bragging rights and free beer.



LIMITED-EDITION PRE-MATCH GLASSWARE

To create excitement and make the occasion feel special.



EYE-CATCHING POS

To bring people into venues and amplify the matchday atmosphere.

THIRSTY FOR MORE

PEPSI MAX® SIGNS LANDMARK PARTNERSHIP WITH ENGLAND FOOTBALL SENIOR TEAMS



Pepsi MAX® has signed a new four-year partnership with The Football Association, becoming the official soft drinks partner of England's men's and women's senior teams.

The deal marks a landmark step in Pepsi's ambition to be an unmissable part of England's football culture, supporting teams and the wider ecosystem while strengthening connections between players, staff and fans.

With over fifty years of global football heritage, Pepsi continues to engage fans nationwide, celebrating how football feels around the world and putting fans at the heart of the story. Launching as the nation gets 'Thirsty for the Win' this summer, the campaign recognises fans' role in England's success on and off the pitch.

Pepsi MAX® will also become a founding partner of a new FA initiative supporting the growth of the women's game, creating opportunities for emerging talent and building a pathway for future Lionesses.

The campaign launches with a film featuring international players Lauren James, Elliot Anderson and comedian Tom Davis.

It will roll out across digital content, limited-edition packaging and immersive fan experiences throughout the season.



“We're very proud to be part of English football, an institution that sits at the heart of communities and culture across the country. As the distributor of Pepsi in the UK, it's exciting to help bring this partnership to life and strengthen the connection between the teams and their fans. We're looking forward to seeing how supporters engage with Pepsi and make it part of their everyday football experience, both on and off the pitch.”

David Laidler, Brand Director, Carbonates, Rockstar and Lipton, Carlsberg Britvic



OFFICIAL PARTNER OF THE ENGLAND SENIOR TEAMS



THE LANTERN

TELL US A BIT ABOUT THE LANTERN INN?

MEET ANDY BLAKE, OWNER OF THE LANTERN INN NEAR DOVER

I bought The Lantern Inn with my business partner, Kent, around 10 years ago. At the time, it was a broken, run-down pub, and we essentially rebuilt it from scratch. We were complete novices to hospitality back then, so it's been quite a journey.

The pub is located in a small hamlet called Martin. We're a gastro pub with a two bedroom apartment and a yurt in the garden for guests who want something a bit different. We have a lovely mix of customers. About 15% are local while the rest are destination visitors, many coming from London and surrounding areas. We're very family-friendly and welcome everyone, dogs, cyclists, tourists, anyone passing through or visiting nearby attractions.

We sell a lot of lagers, with 1664 Blanc being a top seller. People are often surprised to find it here, which makes it an easy sell as they are curious to try



We host a lot of events throughout the year, including live music, quizzes, dominoes, and pop-ups with guest restaurants and sushi nights. We usually run three or four live music events a month, covering everything from jazz to hip hop. Our garden is a big feature and in the warmer months we host monthly DJ nights out on the deck.

Events are a huge part of what we do. We cater for private parties, weddings and celebrations of all kinds. We can feed up to 94 people and handle all the catering ourselves, and weddings here are truly special.

We have a very strong kitchen, focusing on locally sourced ingredients and gastro pub dishes. Our Sunday roast is really popular.

WHY DO PEOPLE VISIT?
People come for the setting as much as anything. It's a beautiful place, and that's something we hear time and time again. It's genuinely good for the heart.

WHAT IS SPRING/SUMMER LIKE FOR YOU?
We sell a lot of lagers, with 1664 Blanc being a top seller. People are often surprised to find it here, which makes it an easy sell as they are curious to try. Once they try it, they're usually delighted. It's very refreshing and perfect for drinking outside.
Poretti is our house lager and cider is also very popular, especially in the warmer months. We use Fresh Ale Wainwright Amber cask ale so minimise waste.
Because we're in a more remote location, there's often a designated driver, so we have a good selection of non-alcoholic beers, Guinness, and a range of quality soft drinks. Cocktails are also a big part of what we do. Our head barman, Ashton, is a rapper and our other barman, Grace, is a local artist. It's great to have creative people behind the bar. They are more fun and they're brilliant with customers.

AND FINALLY, WHAT'S YOUR PERSONAL FAVOURITE DRINK?
It has to be a Jack and Cola. I used to be in rock and roll, so it feels like the right choice.

THE BIG DEBATE

OLD SCHOOL VS NEW SCHOOL TECH

AI and the Future of the Pub

Walk into two pubs nowadays and the experience can feel very different. In one, orders are taken at the bar, the till is simple and the chalkboard menu changes with a piece of chalk. In the other, customers scan a QR code to order, the venue uses digital screens for menus and AI tools help manage stock, pricing and staffing.

This is the latest debate shaping hospitality: old school versus new school?

For many venues, the real question isn't whether technology belongs in pubs and bars. It's how to use it without losing the human touch that makes hospitality special.

THE CASE FOR OLD SCHOOL

Pubs have always thrived on personality. The welcome at the bar, the conversation with the bartender and the familiar habit of ordering a round are all part of the experience customers love.

For many venues, especially community and wet-led pubs, the human interaction is the brand. Customers may value familiarity and warmth over speed or automation.

WHY TRADITIONAL APPROACHES STILL MATTER

PERSONAL SERVICE BUILDS LOYALTY AND COMMUNITY

MANY GUESTS PREFER ORDERING DIRECTLY AT THE BAR

SIMPLER SYSTEMS CAN REDUCE TRAINING NEEDS AND TECH ISSUES

THE CASE FOR NEW SCHOOL

At the same time, technology is rapidly changing what's possible behind the scenes. AI and digital tools can help venues run more efficiently while improving the customer experience.

FOR EXAMPLE

Mobile ordering apps allow customers to order without leaving their table. Digital menu boards can highlight specials or promote seasonal drinks. Smart dispense technology like Carlsberg ID solutions can track beer quality and reduce wastage.

WHY TECH IS GAINING GROUND

FASTER ORDERING AND REDUCED QUEUES

BETTER STOCK CONTROL AND REDUCED WASTE

DATA RICH TO UNDERSTAND WHAT SELLS

FINAL Thoughts

The most successful pubs aren't choosing one side. They're combining the best of both worlds. Technology works best when it supports hospitality rather than replaces it.

The future of hospitality isn't purely old school or new school, it's a thoughtful blend of both. Where tradition creates atmosphere and connection. And technology improves efficiency and convenience.

GETTING YOUR VENUE WARM
WEATHER READY....

Oh, I do
like to be
Al Fresco

As the temperatures start to climb, outdoor spaces quickly become some of the most valuable real estate you have. Beer gardens and terraces (big or small) offer more than just extra covers. They create atmosphere, attract passing trade and give customers the chance to enjoy that unmistakable 'first drink in the sun' feeling. Outdoor areas don't need to be huge to make an impact, but they do need to feel inviting. A few simple touches can transform a basic beer garden into somewhere customers want to stay.

TOP TIPS TO GET OUTDOOR READY



Refresh the space:

A quick clean, repaint of furniture or fresh planters can instantly lift the look of an outdoor area.



Create zones:

Mix communal tables, smaller seating areas and standing spots so groups of all sizes feel comfortable.



Add shade and shelter:

Parasols or pergolas make the space usable even when the weather is unpredictable.



Think about lighting: String lights or lanterns keep the space welcoming as the evening draws in.



Lean into the green: Herbs, flowers and garden plants help create that relaxed summer feel.



Pitchers, pre batched drinks and sharing serves are perfect for groups enjoying the sunshine.



Create a summer inspired cocktail list: Leaning into botanical and garden flavours can bring a seasonal twist to your drink's menu.



Speed Matters Outside: Outdoor drinkers often want quick, refreshing options especially when the weather is nice. Consider ways to streamline and speed up service.



Safety Matters outdoors, especially in busy garden or terrace spaces where breakages can quickly become a risk. Opting for cans and non-glass formats helps reduce the risk.





Hospitality trends and concepts rarely stay in one place for long. Ideas that start in one city often travel quickly, inspiring new formats, drinks menus and experiences.

While not every global concept will land exactly the same, they do offer inspiration for how to stand out.

LISTENING BARS

In cities like Tokyo and New York City, listening bars are having a revival. These venues centre around high-quality sound systems and curated vinyl music sessions. Instead of loud background music, the focus is on carefully selected records played through speakers while customers enjoy drinks in a relaxed, lounge-like setting.

WHAT MIGHT IT INSPIRE?

While full listening bars may remain niche, the idea of curated music experiences could translate well. Vinyl nights, album listening sessions or guest DJ takeovers can create atmosphere and give customers a reason to visit.



What venues around the globe are doing and what it could mean

GLOBAL HOSPITALITY INSPIRATION

DAYTIME SOCIAL VENUES/ EARLY EVENING SOCIAL CLUBS

WHAT MIGHT IT INSPIRE?

In cities such as Sydney and Los Angeles, venues are experimenting with creating moments/experiences that feel halfway between brunch and nightlife. And across parts of Copenhagen and Amsterdam, some venues are focusing on early evening socialising rather than late-night drinking. Think relaxed drinks from 5–8pm.

Daytime/early evening trading is becoming increasingly valuable as we have seen. Relaxed afternoon/early evening sessions, spritz and lighter food menus or the main entertainment earlier in the day can help venues tap into the growing trend for daytime socialising.

DESSERT & DRINKS BARS

In cities such as Seoul and Bangkok, dessert bars paired with cocktails, coffees and soft drinks are booming. Guests visit specifically for sweet treats, indulgent drinks and late-night desserts rather than full meals.

Many pubs underplay dessert. Highlighting indulgent sweet options paired with coffee cocktails, milkshakes or dessert-inspired drinks could create an opportunity. We know dessert cafes are a big thing already so why not combine with the pub/bar experience.



WHAT MIGHT IT INSPIRE?

INTERACTIVE DRINK EXPERIENCES

WHAT MIGHT IT INSPIRE?

Bars in Singapore and Barcelona are increasingly inviting customers to participate in creating or customising their drinks. From tableside garnishing to flavour selection cards, the ordering process becomes part of the experience.

Customers love memorable moments. Small touches like customisable garnishes, personalise-your-own cocktail options or tasting flights can make drinks feel more experiential. And create insta worthy sharing.

BASQUE STYLE EATING

Originating from the Basque region of Spain, pintxos are small bites with big flavour served in bars/pubs often on the counter. Think piquillo peppers, skewered anchovies, and tortilla de patatas. Unlike standard 'mini meals', they're designed for casual socialising, perfect for groups or couples who want to share and sample.

Many pubs and bars can take inspiration from this trend by offering mini plates or sharers that are flavour-packed but easy to enjoy with drinks. These small plates encourage group sharing, social dining and flexible portion sizes, all hallmarks of the growing casual, snack-led trend.



WHAT MIGHT IT INSPIRE?



**IF SANDWICHES
HAD SOFT DRINK
PERSONALITIES**

British Sandwich Week is the perfect excuse to celebrate (lets be honest!) one of the greatest food inventions. The mighty SANDWICH. From simple lunchtime staples to more adventurous creations, sandwiches come in all shapes, sizes and flavours, each with their own personality.

Pairing them with the right soft drink can make the experience even better. Here's a look at some classic sandwiches and their soft drink alter-ego!

Classic BLT

The Confident Go-Getter

Crisp bacon, fresh lettuce, juicy tomato. The BLT knows what it wants and gets it done without fuss. Bold, reliable and instantly recognisable.

Drink Match - Pepsi MAX

Strong and familiar, Pepsi MAX has the confidence to stand up to the bacon's saltiness and the lettuce's crispness. A classic duo for a classic sandwich.



Chicken & Avocado

The Fresh, Balanced One

Light, refreshing and modern. This sandwich is all about clean flavours and keeping it fresh. A lunchtime favourite for those who want something tasty but not heavy.

Drink Match - 7UP®

Bright, crisp, lightly sparkling and full of zing. 7UP® mirrors the fresh, easy-going and uplifting vibe of chicken and avocado.





Cheese Ploughman's

The Old Soul

Cheddar, pickle, crusty bread. Strong, traditional and comforting. This one's proud of its heritage and brings comfort and joy all round.

Drink Match - R White's Lemonade

Nostalgic, crisp and refreshingly straightforward, R White's lemonade balances the richness of the cheese and the tang of pickle with classic charm.



Smoked Salmon & Cream Cheese

The Sophisticated One

Elegant, refined and effortlessly stylish. Smoked salmon with cream cheese is the sandwich that always feels a little special and a touch indulgent.

Drink Match - London Essence

Lightly sparkling with a refined and balanced flavour, London Essence complements the silky salmon and creamy cheese beautifully making the pairing feel sophisticated and refined.



Pulled Pork

The Bold & Playful Bite

Smoky, sticky and packed with punch, this sandwich doesn't hold back. Sweet BBQ sauce, tender pulled pork and a little heat make it a real crowd-pleaser.

Drink Match - Tango

Zesty, vibrant and full of fizz, Tango Orange mirrors the bold, playful energy of this sandwich. Sweet, tangy and unmistakably fun.



Egg Mayo

The Lunchtime Hero

Soft-boiled eggs and a touch of mayo with black pepper. Simple, cheeky and always satisfying. This sandwich brings a little joy to a lunch break.

Drink Match - Lipton Ice Tea

Bright, lively and full of flavour hydration, Lipton Ice Tea keeps the meal feeling light and cheerful. It's the perfect partner for a lunch to leave you smiling.



Halloumi & Roasted Pepper

The Bold & Playful Bite

Golden fried halloumi with smoky roasted peppers and fresh rocket makes this a veggie option with serious character.

Drink Match - J2O Apple & Mango

Light, really fruity and slightly tropical, this J2O complements the smokiness and saltiness, keeping each bite refreshing.

SUMMER 2025 WAS THE HOTTEST ON RECORD FOR THE UK. MAY ALONE HAD 106 MORE SUNSHINE HOURS IN 2025 VERSUS 2024¹.

LET'S HOPE FOR THE SAME IN 2026!

Whether it's beer or soft drinks, the summer is where we tend to see sales growth, particularly for certain sub-categories. For pubs and bars, this period represents a key opportunity to maximise footfall, increase dwell time, and capitalise on outdoor spaces. Beer gardens, terraces and street-side seating become valuable assets, and venues who plan early can significantly increase both volume and spend per head.

THE POWER OF THE SUN

CLAIRE GREEN LOOKS AT THE IMPACT SUNSHINE HAS ON THE INDUSTRY.



44 OFFERS APPLY TO DELIVERIES FROM 1ST MAY - 31ST MAY 2026, UNLESS OTHERWISE STATED

SUMMER SALES DRIVER



Last year, we saw cider, lager and soft drinks see the biggest growth in sales over the key summer period².

COLA, FLAVOURED CARBONATES, SQUASH, WATER & ICED COFFEE SAW THE BIGGEST INCREASE IN SALES VERSES PREVIOUS 3 MONTHS²

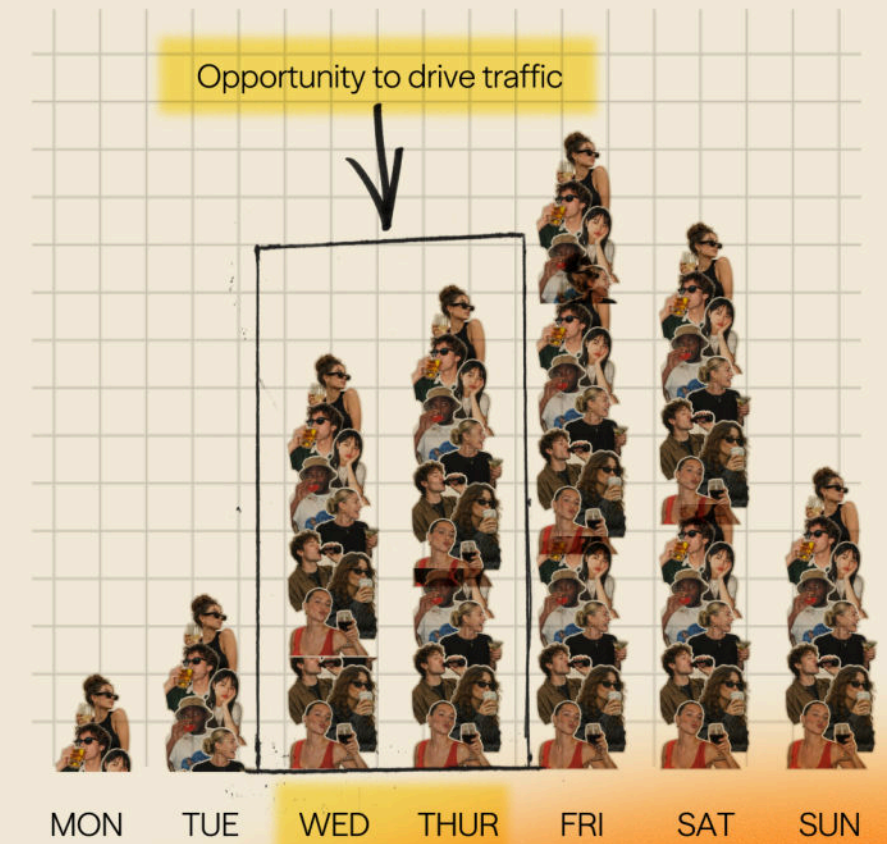
These categories are particularly well-suited to warm weather occasions, with lighter, refreshing serves appealing to both daytime and social drinkers. For pubs and bars, ensuring strong availability and a good range across these important segments is key to capturing demand.

This highlights the importance of offering credible non-alcoholic and low/no alternatives, especially as daytime and mid-week visits grow. Stocking a broad and appealing soft drinks range, can help venues cater to mixed groups and extend visits beyond traditional peak drinking hours.

Within softs, cola, flavoured carbonates, squash, water & iced coffee saw the biggest increase in sales verses previous 3 months². This highlights the importance of offering credible non-alcoholic and low/no alternatives, especially as daytime and mid-week visits grow. Stocking a broad and appealing soft drinks range, can help venues cater to mixed groups and extend visits beyond traditional peak drinking hours.

In 2025, we also saw a slight shift towards more mid-week occasions and an increase in mid-afternoon visits in June³.

This shift presents an opportunity for pubs and bars to rethink trading patterns—introducing mid-week promotions, afternoon deals, or event-led activations such as live sport screenings, quizzes, or seasonal food offers.



Planning ahead for key calendar moments—bank holidays, sporting events, festivals, and local community activities—can help operators create reasons to visit and smooth demand across the week.

For 2026, forward planning will be critical. Ensuring the right stock levels, staffing and making the most of outdoor spaces will help venues fully benefit from good weather.

So keep a close eye on the forecast and plan ahead!

¹ <https://www.metoffice.gov.uk/research/climate/maps-and-data/uk-and-regional-series> | ² CGA Monthly Volume data 2025 P3-5 v P6-8
³ CGA by NIQ Consumer Pulse, July 2025. Sample: 680

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



Estrella Damm

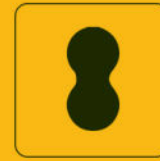
4.6%

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



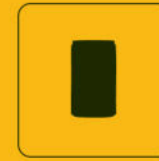
Keg



DRAUGHTMASTER



330ml
Bottle



330ml
Can

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



330ml
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

SUPER PREMIUM



1664 Blanc

5.0%

A premium international beer with a playfully elegant twist of French charm.

Available Formats



Keg



DRAUGHTMASTER



330ml
Bottle



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



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

Serve more choice with our full alcohol-free range.

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



275ml
Bottle

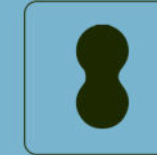


Brooklyn Special Effects

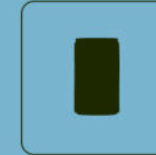
0.4%

A hoppy, low alcohol, amber lager with fresh zestful 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



Birrificio Angelo Poretti alcohol free

0.5%

A non-alcoholic beer with a surprising taste and a delicate and velvety body.
330ml bottle image

Available Formats



330ml
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.



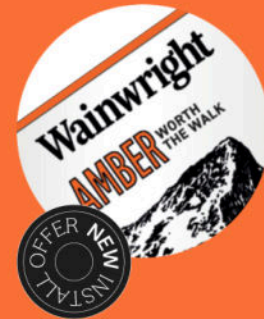
OURRANGE

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.

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



Click on the badge to get the offer.



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



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



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



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



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



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



McEwan's 70

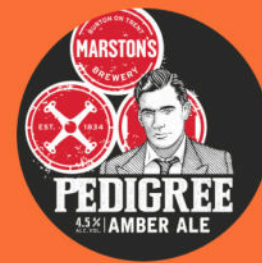
3.7%

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



Martson'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



Click on the badge to get the offer.



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



Mansfield Smooth

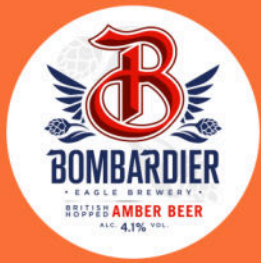
3.9%

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



Bombardier Amber

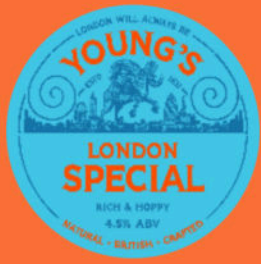
4.1%

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



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



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



Click on the badge to get the offer.

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



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



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



Brakspear Oxford Gold

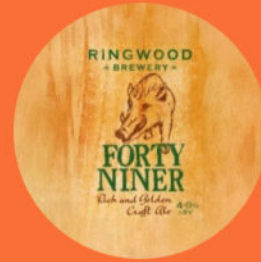
4.0%

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



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

WAINWRIGHT GOLD

4.1%

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



 Click on the badge to get the offer.

IPA



Hobgoblin Original IPA

5.0%

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



FRESH ALE



500ml
Bottle

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

EMBRACE THE NEXT GENERATION OF ALE

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



Click on the badge to get the offer.

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%

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



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.



Brooklyn 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 - SPECIALITY



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



440ml
Can



500ml
Bottle



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



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

SOFT DRINKS

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

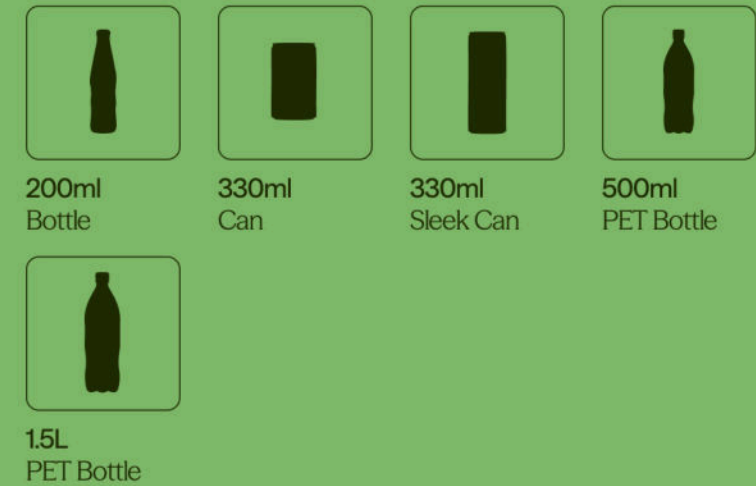
COLA



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



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.

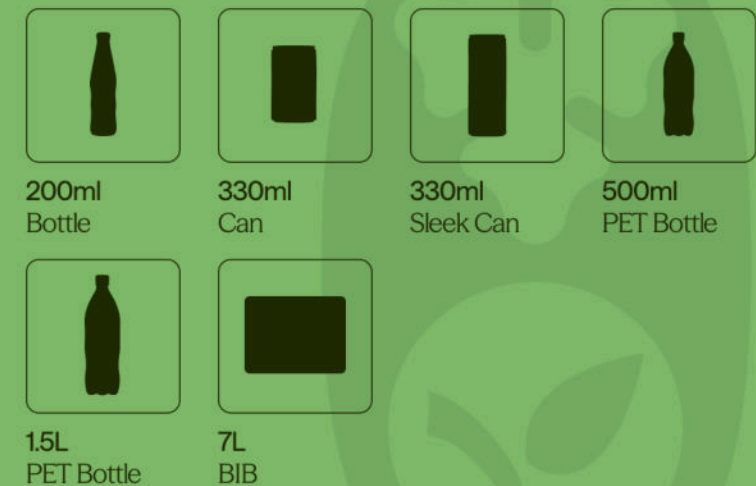
Available Formats



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



COLA



Pepsi MAX® Cherry

Great Pepsi MAX taste with a refreshing Cherry twist.

Available Formats



330ml
Sleek Can



7UP Zero

7UP Zero Sugar gives you the same refreshing taste without the sugar



330ml
Sleek Can

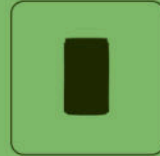
FRUIT CARBONATES



Tango Orange

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

Available Formats



330ml
Can



330ml
Sleek Can



500ml
PET Bottle



Tango Orange Zero'd

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

Available Formats



7L
BIB



Tango Apple Zero'd

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

Available Formats



330ml
Can

LEMONADE



R White's

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

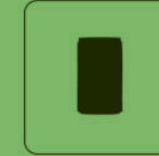
Flavours

Raspberry Lemonade (available in 330ml cans)

Available Formats



200ml
Bottle



330ml
Can



500ml
PET Bottle



1.5L
PET Bottle



7L
BIB

PEPSI HALO
FONT WITH
DIGITAL SCREEN

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



MIXERS



The London Essence Co.

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

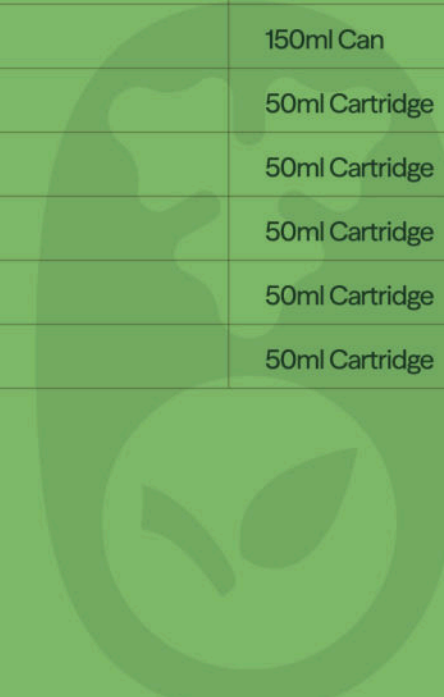


Britvic

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	Formats
Apple & Mango	275ml Bottle
Apple & Raspberry	275ml Bottle
Orange & Passion Fruit	275ml Bottle
Dragonberry (Blackberry & Dragon Fruit)	275ml Bottle
Orange & Passionfruit	250ml Can
Apple & Raspberry	250ml Can



Lipton Ice Tea
 Fresh, sparkling and fruity. Lipton Iced Tea brings out the sunshine in you and turns every occasion into a small moment of joy



Flavours	Formats
Peach	330ml Sleek
Kombucha Mango	250ml Can
Kombucha Raspberry	250ml Can
Kombucha Strawberry & Mint	250ml Can



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

Flavours	Formats
Apple & Blackcurrant	275ml Bottle
Orange	275ml Bottle
Summer Fruit	275ml Bottle



MOCKTAILS

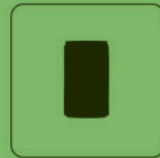


J2O Mocktails

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	Formats
Blackcurrant	250ml Can
Lime	250ml Can
Orange	250ml Can
Blackcurrant	1L PET Bottle
Lime	1L PET Bottle
Orange	1L PET Bottle

JUICE



Britvic 55

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

Flavours	Formats
Apple	275ml Bottle
Orange	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	Formats
Cane Sugar Syrup	1L Bottle
Blueberry	70cl Bottle
Caramel	70cl Bottle
Cherry	70cl Bottle
Grenadine	70cl Bottle
Hazelnut	70cl Bottle
Passionfruit	70cl Bottle
Peach	70cl Bottle
Raspberry	70cl Bottle
Strawberry	70cl Bottle
Vanilla	70cl Bottle
Strawberry 0% Sugar	70cl Bottle
Passionfruit 0% Sugar	70cl Bottle
Coconut	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 believes it's time to change the way we drink and is harnessing the power of innovation to reinvent hydration for good.

Flavours

Still

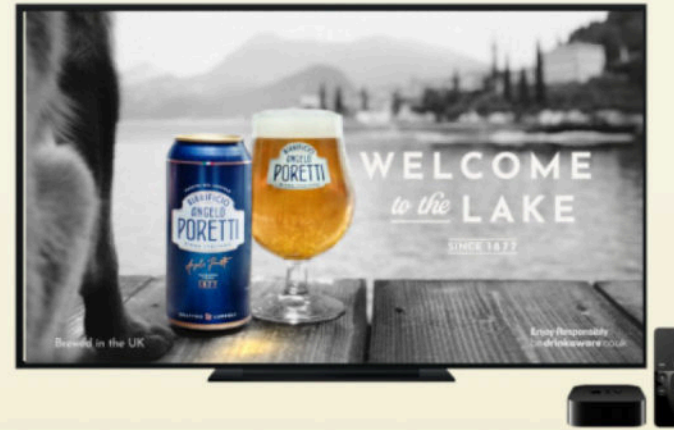
Sparkling

Formats

330ml Can

330ml Can

PLANNED DELIVERY OF 36 TVRs ACROSS ITV DURING THE JUNE WORLD CUP PERIOD



TOTAL OF 231 TVRs ACROSS LINEAR TV

Meta

37 MILLION IMPRESSIONS

META STORYTELLER FORMAT EXPECTED TO GENERATE 37M IMPRESSIONS AND REACH 5.6 MILLION USERS



OOH PLANNED TO DELIVER 17MILLION REACH AND 50MILLION IMPACTS



BACK WITH MULTI MILLION POUND MEDIA INVESTMENT ACROSS TV, BVOD, PAID SOCIAL AND OOH

572,786 IMPRESSIONS

VOD PLANNED DELIVERY OF 572,786 IMPRESSIONS ACROSS MAY-JUNE, INCLUDING CHAMPIONS LEAGUE COVERAGE ON AMAZON

TNT SPORTS



ITV TAKEOVER, C4 AD PAUSE, LG & SAMSUNG HPTO, AMAZON FIRE TV AND MORE....

itvX

sky sports

adsmart from sky

prime video



OOH MEDIA ROADSIDE & GROCERY MAY & JUNE

TIKTOK LIVE FOR THE FIRST TIME FOLLOWING THE INTRO OF ALCOHOL ADVERTISING, EXPECTED TO DELIVER OVER 39M IMPRESSIONS



ORDER ONLINE HERE

83



FREE PINT OF PORETTI THIS MAY

INTRODUCE YOUR CUSTOMERS TO THE REFRESHING AND DELICIOUS TASTE OF PORETTI WITH A COMPLIMENTARY PINT THIS SPRING.

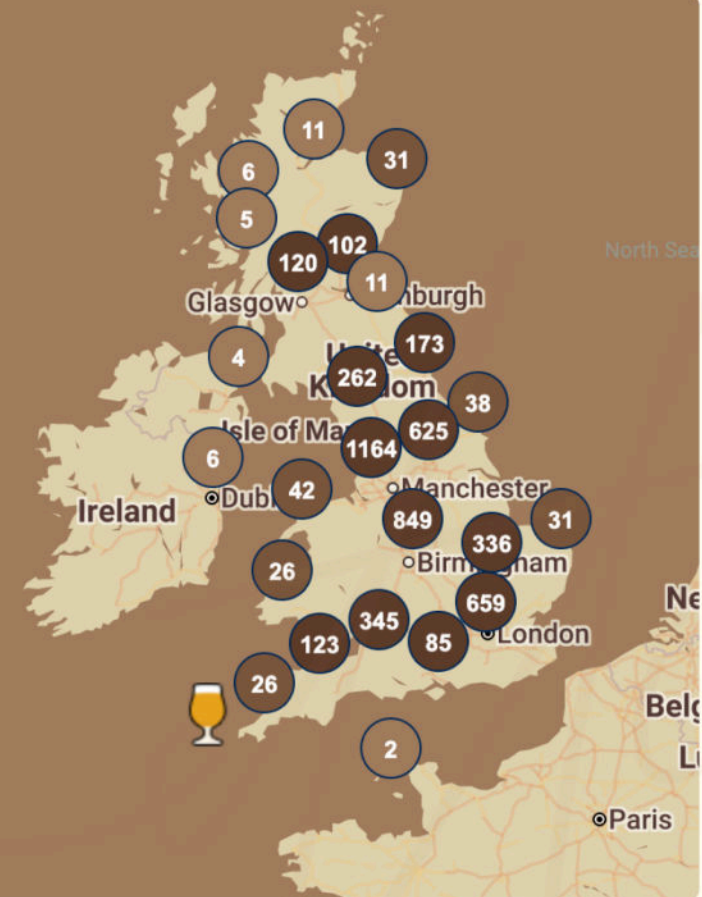
FROM APRIL 30TH TO MAY 31ST, WE'RE INVITING MORE PEOPLE THAN EVER TO DISCOVER THE CRISP, REFRESHING CHARACTER OF PORETTI **COMPLETELY FREE.**

EXPLORE THE PORETTI PUB FINDER HERE

If you are a Poretti stockist and don't see your venue listed, please email poretti@wearequantum.co.uk with your pub name and full address and we'll add you. Even if you are not on pub finder, you can still take part in the promotion so long as you stock Poretti.

Are you a Poretti stockist who hasn't received your Free Pint promotional kit yet? Simply contact your Customer Development Manager, who will be happy to arrange one for you*.

*Subject to availability and whilst stocks last



PROMOTE THE FREE PINT OFFER ON YOUR SOCIAL CHANNELS

We'll be showcasing the Free Pint campaign across Poretti's social channels this spring.

If you're a Poretti stockist and would like to promote the offer through your own social platforms, you can download a full suite of ready-to-use digital assets.

[CLICK HERE TO DOWNLOAD](#)

IT'S SIMPLE TO TAKE PART

1. Customers buy a pint of Poretti and get a receipt
2. Visit claimyourfreeporetti.co.uk
3. Upload their receipt and receive up to £6.50 back

A SIMPLE AND EFFECTIVE WAY TO LET CUSTOMERS SAMPLE PORETTI AND DRIVE FOOTFALL.



TASTE THREE NEW LIMITED EDITION FLAVORS OF BROOKLYN DROPPING JUNE 2026

This June, Brooklyn brings bold flavor and fresh energy to the bar with three limited-edition releases. From a bright tropical sour to a crisp pilsner brewed with ancient West African grain and a rich, indulgent stout. This trio showcases the brewery's flair for innovation and character in every pour.

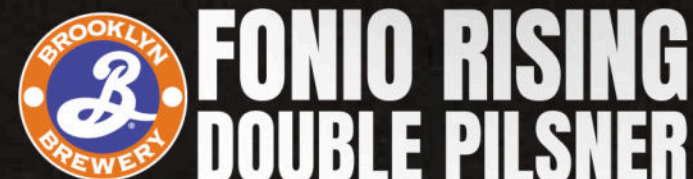
£49.99
24X440ML



Bel Air Sour is full of surprises. Uniquely tart and pleasantly tropical, it's totally breezy and a little electric. Our sour ale starts up with bright notes of tropical fruit yet finishes crisp and gently tart.

STYLE TROPICAL SOUR	TASTING NOTES TART, FRUITY & FRESH
ABV 5.0%	FORMAT 24X440ML
PROFILE Tropical and bright sour ale with a crisp and gently tart finish.	

£57.99
24X440ML



Fonio is prized by local communities for its nutritional and environmental properties and has become an important source of income for smallholder farmers in West Africa.

STYLE DOUBLE PILSNER	TASTING NOTES SNAPPY, FRUITY & FLORAL
ABV 6.4%	FORMAT 24X440ML
PROFILE Rich roasted malts come together to create an unmistakable dark chocolate flavor. It's powerful, elegant, and well-deserving of cult classic status among Brooklyn Brewery fans.	

£64.99
24X440ML



Rich roasted malts come together to create an unmistakable dark chocolate flavor. It's powerful, elegant, and well-deserving of cult classic status among Brooklyn Brewery fans.

STYLE RUSSIAN IMPERIAL STOUT	TASTING NOTES COCOA, ESPRESSO & SILKY
ABV 8.4%	FORMAT 24X440ML
PROFILE Deep, dark with unmistakable notes of rich cocoa and fresh ground espresso.	



ROBERT PATTINSON

1664 BLANC LAUNCHES
UNQUESTIONABLY GOOD
TASTE STARRING NEW
BRAND AMBASSADOR

1664 Blanc has launched its new campaign 'UNQUESTIONABLY GOOD TASTE', starring new global brand ambassador Robert Pattinson



At a time when opinions are louder than ever, 1664 Blanc advocates for individual expressions that combat rigid taste definitions.

The idea behind unquestionably good taste is, that while we may never see eye to eye on what defines good taste, realising that you can agree to disagree creates a healthy discourse for debate.

And of course, the conclusion is that everyone can agree 1664 Blanc is unquestionably good taste!

The campaign is underpinned by the newly released research paper 'A Question of Good Taste'*. The research highlights a striking cultural tension: while 83% of people believe they personally have good taste, just 31% agree on what good taste actually means, reinforcing that taste is personal, cultural and subjective.

Robert Pattinson says:

66 Working with 1664 has been refreshing because there's a strong sense of style and humour in the work. I was drawn to the idea of playing characters who are each completely convinced they're right. Taste is such a personal thing - everyone thinks they've cracked it. The fun of the film is watching that certainty unravel and explore how subjective good taste really is. 99



The campaign will run across TV, digital, social and OOH from April and has a distinctly Parisian setting, the home of 1664's iconic French identity.

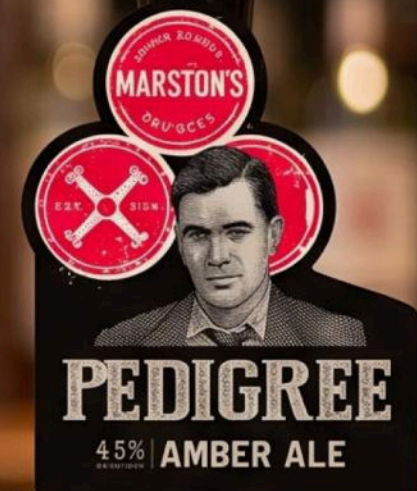
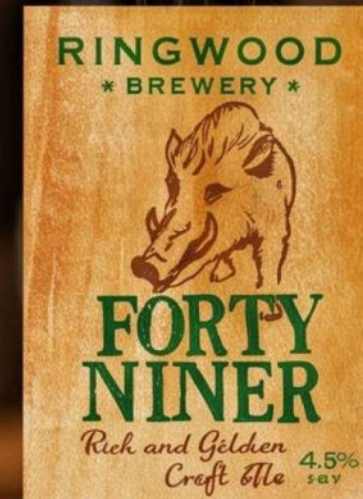
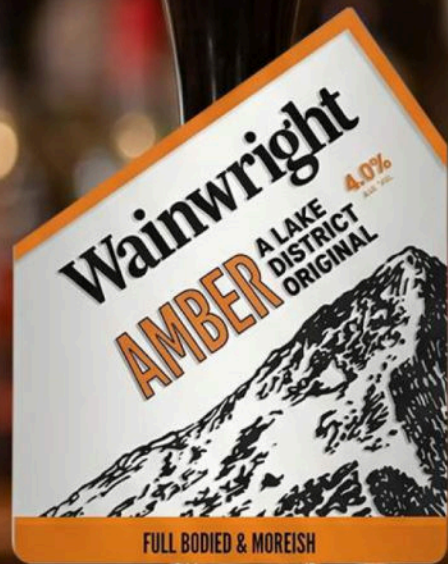
Available in 330ml bottle and 30L keg

[Order here](#)

*The 1664 Global research combines 16 in-depth interviews with large-scale quantitative survey data across 7 markets [Canada, Germany, Denmark, Vietnam, China, Ukraine, UK].

BUY 2x 9GS

BUY 2x 9GS



AND GET £10 OFF¹

AND GET £10 OFF²

1. 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.

2. QUALIFYING SKUS ON OFFER: MARSTON'S PEDIGREE 9G, YOUNG'S LONDON ORIGINAL 9G, RINGWOOD FORTY NINER 9G. 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.



Cockpit

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

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

And signing up has never been easier.



GET IT ON
Google Play

Download on the
App Store

ELEVATE THE EXPERIENCE WITH

THE LONDON ESSENCE CO.

WHAT MAKES LONDON ESSENCE SO SPECIAL?

It starts with a simple philosophy. No compromise. Not on flavour, not on quality and certainly not on experience.

Every London Essence product is thoughtfully crafted, designed enhance the drinking experience and bring a level of sophistication to every glass.



CRAFTED WITH DISTILLATES FOR THE PUREST FLAVOUR

At the heart of London Essence is an uncompromising commitment to quality. Only the finest ingredients are selected, but it's the use of distilled essences that truly sets the range apart.

These carefully extracted essences are the secret to delivering incredibly aromatic flavour. They allow for bold, full-bodied mixers that don't rely on excessive sugar.

DESIGNED TO ACCENTUATE, NOT OVERPOWER

A great mixer should never mask the spirit it's paired with, it should enhance it.

Refined sugars often dull the complexity of premium spirits, flattening the very nuances that make them special. London Essence takes the opposite approach. Its distilled essences elevate and sharpen those flavours, creating a cleaner, fresher profile.

CREATED FOR MODERN TASTES

Today's drinkers expect more and London Essence meets that demand effortlessly.

With less sugar, fewer calories, and absolutely no compromise on flavour, the range redefines what 'light' can mean for modern drinkers. Where others lose depth and aroma, London Essence maintains both. With no more than 40 calories per 200ml serve, each drink delivers a satisfying experience that feels as good as it tastes.

A VERSATILE AND INNOVATIVE RANGE

From crisp tonics to delicious sodas and warming gingers, London Essence offers a range designed for versatility. Whether it's a twist on a classic or a new creation, there's a perfect pairing waiting to be discovered.

WE SPOKE TO EMILY ANDREW, SENIOR BRAND MANAGER FOR LONDON ESSENCE TO FIND OUT MORE ABOUT THE BRAND.

WHAT MAKES LONDON ESSENCE SPECIAL AND WHAT ROLE DOES IT PLAY IN THE ON TRADE AND WHO IS THE TYPICAL CONSUMER?

London Essence premium mixers are crafted to elevate your drinks. Using distilled botanicals, fine carbonation and less sugar, our range delivers clean, balanced flavours designed to complement today's premium serves. Rooted in modern London craft, we want to offer a lighter, more contemporary way to mix exceptional drinks. Our audience is typically younger and seek elevated, new drinks experiences in the on trade.

WHAT ARE YOU MOST EXCITED ABOUT FOR THE BRAND IN 2026?

What excites me most about 2026 is how the brand continues to evolve with the way people want to drink today. This summer we're launching two exciting new additions - Riviera and Zero Sugar Tonic waters - each opening up new ways to mix with London Essence. Riviera brings a fresh, Mediterranean-inspired flavour profile that feels perfectly suited to lighter, summer social drinking occasions, while Zero Sugar Tonic responds to growing demand for no-compromise taste with greater choice. Together, they reinforce our focus on modern mixing, giving consumers more ways to enjoy beautifully balanced serves, whatever the moment.

AND FINALLY YOUR OWN FAVOURITE LONDON ESSENCE INSPIRED SERVE?

It has to be a Paloma Picante - tequila, a touch of chilli and our irresistibly moreish Pink Grapefruit Soda. It's a simple drink to create, but the balance of spice, fresh citrus and fine bubbles really makes it sing.

NEW FROM LONDON ESSENCE
FOR 2026 AND AVAILABLE TO ORDER NOW

THE UK'S ONLY ZERO SUGAR TONIC

FREE FROM ARTIFICIAL SWEETENERS



Today, the drinks landscape is being reshaped. 66% of consumers are actively making choices to improve their health¹, and 23% are reducing sugar from their diets².

London Essence Zero Sugar Tonic Water is designed to meet the demand for low sugar options, ensuring there is zero missing out for health-conscious consumers who want to socialise with all the taste and no compromise.

1.NIQ Global State of Health & Wellness report, May 2025 2.AHDB, The New Consumer Health Revolution, 2026

DAN JONES

BRAND AMBASSADOR | BARTENDER EXTRAORDINAIRE

GIVES HIS TOP SERVES FOR ZERO SUGAR



ZERO SUGAR G&T

INGREDIENTS

35ml Tanqueray London dry Gin
Top with London Essence Zero Sugar Tonic Water

GLASS

Chilled Highball or Balloon Glass

GARNISH

Lime twist



GOLDEN HOUR COOLER (NON-ALC)

INGREDIENTS

25ml Seedlip
10ml Agave
10ml Lemon Juice
Top with London Essence Zero Sugar Tonic

GLASS

Chilled Highball or Wine Glass

GARNISH

Lemon twist

ALSO NEW FROM LONDON ESSENCE FOR
2026 AND AVAILABLE TO ORDER NOW

RIVIERA TONIC WATER

A TASTE OF THE MED IN EVERY SIP



47% of consumers are actively seeking flavour twists on traditional cocktails¹, so for those looking for new elevated drinking experiences,

Riviera Tonic Water introduces aromatic rosemary extract sourced from the Italian coast, bringing a fresh, Mediterranean twist to classic serves.

3.Nielsen, How can cocktail creativity fuel spirits growth?, 2025

DAN JONES

BRAND AMBASSADOR | BARTENDER EXTRAORDINAIRE



GIVES HIS TOP SERVES FOR RIVIERA



RIVIERA G&T

INGREDIENTS

35ml Malfi con Limone
10ml Luxardo Limoncello
Dash of Orange Bitters
Top with London Essence
Riviera Tonic

GLASS

Chilled Balloon or Wine Glass

METHOD

Combine first three ingredients in glass. Add ice and slowly top with mixer

GARNISH

Pink Grapefruit, Rosemary



ROSÉ COAST SPRITZ

INGREDIENTS

50ml Cocchi Americano Rosa
Top with London Essence
Riviera Tonic

GLASS

Chilled Highball or Wine Glass

METHOD

Pour the Lillet Rosé over ice and top with mixer

GARNISH

Pink Grapefruit and/or Fresh Rosemary



POUR FORWARD
**INVESTING IN
 HOSPITALITY'S FUTURE**

At London Essence, we know that hospitality is so much more than making great drinks. Creativity and human connection are at the core of every great bartender.

The London Essence Company's Pour Forward mentorship programme is a focused initiative designed to support and develop emerging talent across the hospitality industry.



**OPENING DOORS
 BEYOND THE BAR**

More than just a training scheme, Pour Forward connects mentees with experienced industry professionals, offering guidance, hands-on learning and insight into a wide range of career paths from bartending to brand, marketing, and beyond.

**BUILDING SKILLS
 THAT LAST**

Through structured mentorship, participants gain not only technical skills but also confidence, networks and a clearer sense of direction in an often fast-paced industry.

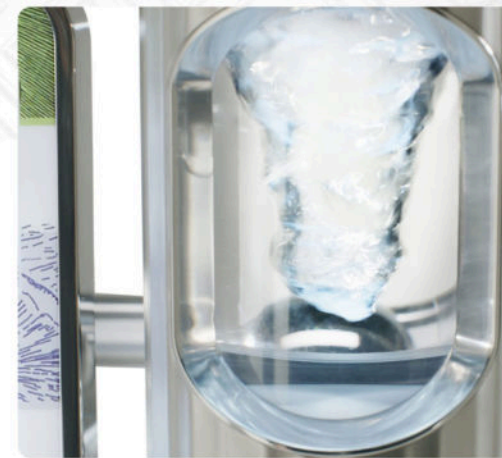
**MOVING HOSPITALITY
 FORWARD**

At its core, Pour Forward is about investing in people, helping shape the next generation and strengthening the future of hospitality from within.

LONDON ESSENCE FRESHLY INFUSED

**A NEW ERA
 OF MIXING**

The Freshly Infused system isn't just a dispense unit, it's a complete rethinking of how mixers should be experienced. It combines theatre, efficiency and precision in one striking piece of equipment.



**INNOVATION AT THE
 POINT OF SERVE**

What sets Freshly Infused apart is its patented micro-dosing technology. Rather than pre-mixing and storing liquids, the system creates each drink in real time. This means flavour is introduced right at the point of serve ensuring maximum freshness, aroma and clarity in every glass.

**PURE FLAVOUR,
 PERFECTLY DELIVERED**

Because the system uses distilled botanicals, the same philosophy behind London Essence mixers, it maintains the brand's signature style.

**DESIGNED FOR PERFORMANCE
 BEHIND THE BAR**

Freshly Infused isn't just about taste, it's about smarter service. With the ability to deliver multiple flavours from one system (up to eight options), it reduces the need for constant restocking and streamlines operations.

**SUSTAINABILITY MEETS
 SOPHISTICATION**

By replacing large volumes of bottled mixers with concentrated cartridges and on-demand dispensing, the system significantly reduces packaging waste.

**A VISUAL CENTREPIECE
 FOR ANY BAR**

Beyond performance, the unit is designed to stand out and get noticed. Its sleek stainless-steel finish and signature vortex effect create a sense of theatre at the bar, elevating the experience.

BUY 3 GET 1 CASE FREE*



AQUA LIBRA

*T&Cs apply: Promotion valid for the duration of the brochure promotional period. Qualifying products include: Aqua Libra still water 330ml can x 24 and Aqua Libra sparkling water 330ml can x 24. Free case is either Aqua Libra still water 330ml can x 24 or Aqua Libra sparkling water 330ml can x 24. While stocks last. Promoter: Carlsberg Britvic, Breakspear Park, Breakspear Way, Hemel Hempstead, HP2 4TZ.



GET A

FREE CASE

WHEN YOU
BUY ANY
3 CASES



Jimmy's

T&Cs Apply: Promotion valid for the duration of the brochure promotional period. Qualifying range includes Original and Caramel 250ml x 24. Promoter: Carlsberg Britvic, Breakspear Park, Breakspear Way, Hemel Hempstead, HP2 4TZ.



recycle



FREE STOCK BUNDLE INCLUDES

- 4X BAG IN BOX
- 1X PEPSI GLASSWARE CASE
- 1X ICE BUCKET
- 2X BAR RUNNERS
- 1X T-SHIRT PACK

SPEAK TO YOUR ACCOUNT MANAGER TODAY!



FREE £1,100 STOCK BUNDLE WHEN YOU INSTALL PEPSI DISPENSE¹

PEPSI MAX IS THE NUMBER 1 SUGAR FREE COLA ON DISPENSE²



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-Shirt Pack. 1 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 and POS items will be delivered prior to installation. 2 OGA by NielsenIQ, Licensed database, Value & Volume sales (L), Sugar Free Draught Colas Britvic defined, MAT TY 06.09.25. For further information, please contact Carlsberg Britvic at pressoffice@carlsbergbritvic.co.uk. Please refer to your dispense contract for full Terms and Details. Promoter: Carlsberg Britvic, Breakspear Park, Breakspear Way, Hemel Hempstead, HP2 4TZ.

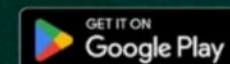


Cockpit

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

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

And signing up has never been easier.





CROWN CELLARS®



Pedley's REMINIX

Every spring the Crown Cellars' team heads out on the road to launch the year's new wines. Many of you reading this will have joined us at one of these events. A star of the 2026 campaign was the Canforrales Petit Verdot Rosé. My original tasting note bears repeating

"Beautiful pale coral pink colour. Scented on the nose showing youthful aromas of raspberry and pineapple. Dry and light bodied with balancing acidity. A delightful rosé!"

If you add in the distinctive Picasso inspired label and the keen price it should be no surprise that so many of you were won over. I shall be obtaining a case to provide refreshment in the garden this summer. The perfect accompaniment will be Test Match Special, but if you want food suggestions go for Mediterranean dips, tapas or grilled prawns.

It is worth remembering that the Petit Verdot Rosé is actually the third wine we are carrying under the Canforrales label. The first one we listed was the red Tempranillo. This is still a heck of a wine. It has a striking purple colour. On the nose it is packed with blackberry, pepper and violet aromas. The mid bodied palate has soft acidity and smooth tannins. This is the sort of red that can be drunk slightly chilled. If you are feeling adventurous you could pair it with seared tuna, but a more conventional partner would be roast chicken.

We added the white Verdejo a few years ago. I have just tried the 2024 vintage and it is still a joyous drink. It is very pale in colour with a big hit of vibrant fruit on the nose: pear and banana in particular. The palate is dry and refreshing but just as fruity as the nose. Like its stablemates you can drink it on its own or shock horror, glug it with fish and chips.

JONATHAN PEDLEY,
MASTER OF WINE AND CONSULTANT
TO CROWN CELLARS



CANFORRALES Petit Verdot Rosé

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

2		££	TBC	75cl	
---	--	----	-----	------	--



CANFORRALES Verdejo

Clean as a whistle with youthful pear and melon notes. Try it with grilled octopus.

2		££	19671	75cl	
---	--	----	-------	------	--



CANFORRALES Tempranillo

Youthful deep purple wine with soft tannins and flavours of strawberry, blackberry and blueberry. Try it with blackberry glazed chicken thighs.

C		££	23981	75cl	
---	--	----	-------	------	--



Formats to fit the occasion

Crown Cellars have a full range of wines in alternative packaging formats to help drive speed of service, cater for special event occasions or help you offer an assortment of wines by the glass, without compromising on freshness. Ask our Wines & Spirits Manager team and explore the wide range of options we can offer in this space.

[Get in touch](#)

Explore 0% wines with our single serve options



75cl bottles in recycled PET and Aluminium, perfect for fast-paced service or outdoor events



Deliver fast and easy service with cans and ready-to-drink cups



Offer guests an assortment of varieties by the glass, with our glass 187cl Invenio and Bad Eye Deer wines



AL FRESCO NEVER TASTED BETTER WITH VALVITIS

OUR NEWLY LISTED PAIR OF FRIULI VARIETAL WINES

The Sauvignon is dry, fresh and light with aromas of cut grass and elderflower, and it's joined by a subtle and delicate style of Chardonnay: dry, lightish bodied and crisp with notes of green melon and yellow plum.

BUY 11 BOTTLES GET 1 BOTTLE FREE*



*Maximum 3 deals per customer per week

PREMIUM SOUTH AFRICAN PINOTAGE & SAUVIGNON BLANC

BUY 6 BOTTLES TO GET £5 OFF



BELLINGHAM
FOUNDED IN 1693

BUY 11 BOTTLES TO GET
1 BOTTLE FROM THE RANGE FREE*



TIERRA
CÁLIDA

*3 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.

O & E

ITALY
Pinot Grigio
Delle Venezie

A fresh and fruity wine with ripe pear aromas and zesty lemon flavours.

75CL 11% ABV

2 deals per customer per week.

LAZY BONES

Buy 11 bottles to get 1 FREE



This pair of wines from Tejo, Portugal, blend familiar global grape varieties with indigenous Portuguese varietals to create fresh, approachable styles. The Castelaõ-Cabernet Sauvignon is a youthful and juicy mid-bodied red that has lots of blueberry and black grape aromas, and the Fernão Pires-Sauvignon Blanc is fresh, bone dry and crisp with apple, pear and melon aromas

3 deals per customer per week.

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

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

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



**BUY 11
BOTTLES GET
1 BOTTLE
FROM THE RANGE
FREE**
3 deals per customer per week.

TRY OUR BRAND NEW LA FORMA ITALIAN SPUMANTE

FRESH BRIGHT FIZZ MADE FROM THE GLERA GRAPE, A GREAT ALTERNATIVE TO PROSECCO AND PERFECT FOR BOTTOMLESS BRUNCHES AND SPRITZ SERVES



BUY 11
BOTTLES TO
GET 1
FREE

3 deals per customer per week.

Lanson



CHAMPAGNE LANSON LE BLANC DE BLANC & LE VINTAGE 2014 NOW AVAILABLE

£5 OFF PER BOTTLE

£5 OFF PER BOTTLE

EXPLORE THE REST OF THE RANGE AVAILABLE FROM CROWN CELLARS

MOST WANTED 0.5% FIZZ
BUY 4 CASES TO

Get 1 Free



CLEMENT BOSQUET FRENCH

Malbec

Medium-bodied with sweet dark plum and resin notes.
Perfect for braised lamb shanks

BUY 11 BOTTLES TO GET

1 FREE

MAXIMUM 2 DEALS PER CUSTOMER PER WEEK



A screenshot of the be drinkaware app interface. At the top is a green icon with a leaf and a glass. Below it is a 'Feedback' section with a star icon and the text 'Your opinion matters to us, please let us know how we're doing'. Underneath is a 'Latest Brochure' section featuring a 'SUMMER OF FOOTBALL EDITION' brochure for May 2026, which includes images of Carlsberg beer and a football. At the bottom are two buttons: 'Download on the App Store' and 'GET IT ON Google Play'.

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

Download on the App Store

GET IT ON Google Play

Invenio

Big Flavours Come in Small Packages

Buy any 4 cases of Invenio 187ml x 12 to get a case from the selected Britvic mixer range **FREE**

Our exclusive range of world wines come in a handy 12-pack, and include key varietals and countries that we know consumers love, all in a fresh-serve 187ml bottle



*Qualifying items include Invenio single serve Pinot Grigio DOC, Australian Shiraz French Merlot, French Sauvignon Blanc & Zinfandel Rosé.

Buy 2 cases of Invenio Australian Colombar Chardonnay 24 x 187ml to get a case from the selected Britvic Mixer range free

SELECTED REWARD RANGE*



Reward range includes Britvic Elderflower Tonic 200ml, Ginger Ale 200ml, Ginger Beer 200ml, Low Cal Bitter Lemon 200ml, Low Cal Tonic 200ml, Orange 200ml, Pineapple 200ml, Soda Water 200ml & Tonic 200ml.

2 deals per customer per week.



BUY 11
BOTTLES
GET 1
FOX HOLLOW ZINFANDEL ROSÉ
FREE

Fox Hollow Zinfandel Rosé

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

3 deals per customer per week.



SERVE YOUR **RIOJA** WITH **FINCA DE ORO**
BY THE GLASS

AFFORDABLE RIOJA WINES
FROM BODEGAS ALMARAZ

BUY 11
BOTTLES GET
1 BOTTLE
OF FINCA DE ORO RIOJA BLANCO
FREE

OFFER INCLUDES FINCA DE ORO RIOJA BLANCO, SAUVIGNON BLANC-VIURA 75CL

2 deals per customer per week.

BEACH VIBES

COASTAL RESERVE

ITALIAN PINOT GRIGIO
ROSATO



BUY 5
BOTTLES
GET 1
FREE

THE PERFECT POUR THIS WEDDING SEASON

Laurent-Perrier

be**drinkaware**.co.uk

BUY
1 x 75CL
TO GET
£5
DISCOUNT



LA CUVÉE

BUY
1 x 75CL
TO GET
£7
DISCOUNT



CUVÉE ROSÉ



CHAMPAGNE
H. LANVIN & FILS
DEPUIS 1931

SUNNY SPANISH ROSÉ

New to the range this year, the Canforrales Petit Verdot completes a trio of Spanish wines that the Crown Cellars team has always loved. Dry and light in body with youthful notes of raspberry and pineapple and refreshing balanced acidity



BUY 11 BOTTLES GET 1 FREE

3 deals per customer per week.
Offer includes Canforrales Petit Verdot Rose 75cl.

BOLNEY BUBBLY

FRESH ENGLISH FIZZ

Chardonnay stands tall in this beautifully balanced traditional method sparkling wine which offers generous helpings of crisp green apple, freshly baked bread and pineapple carpaccio with lime on the palate. Perfect for brunch



BUY 5 BOTTLES GET 1 FREE

3 deals per customer per week.



Buy 11 bottles & get 1 bottle FREE*
(75cl)



Jack Rabbit is the **No.1** brand in the UK On Trade**

NEW

Malbec is the **3rd largest** red wine varietal**

Buy 7 cases & get 1 case FREE*
(12x187ml)



Chile is the **2nd largest** red wine origin**

Italy is the **No.1** white wine origin**

31% volume share and **28%** value share of the top 20 brands**

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

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

be drinkaware.co.uk
*Max 10 deals per customer per week per promotion, while stocks last.
**Source: CGA, 12 w/e 04.10.25

BUY 2 CASES OF JAM SHED SHIRAZ & GET A JAMGRIA KIT FREE*

EACH KIT CONTAINS:
x12 JAM JARS
x2 COCKTAIL JIGGER
x3 PITCHER JUG
x100 COASTERS
x20 MENU INSERTS
x5 A4 POSTERS
x20 TENT CARDS
x3 BAR RUNNERS
x1 BRIEFING FORM



JAM SHED
JAM GOOD WINE

Please drink Responsibly, be drinkaware.co.uk
*Max 1 deal per customer per week, while stocks last.

WISE WOLF

BUY 5 BOTTLES & GET 1 FREE*



100% RECYCLED BOTTLE CLOSURE

100% RECYCLED PAPER LABEL & OUTER CASE

*10 deals per customer per week, while stocks last.
Please Drink Responsibly, be drinkaware.co.uk

✓✓
DISTILLED
|

MAKE HAY WHILE THE SUN SHINES

Summer is fast approaching, and if you are lucky enough to have an outdoor drinking area then it can be hard to keep up with the demand that an unexpected day of sunshine can bring.

Balancing your labour costs, the degree of prep required, the amount of stock to order and the opportunity for sales that can disappear with a single grey cloud can feel like a near impossible task. If summer is your season then you are likely aware of the task, but for the uninitiated here are a few tips:

Ambitious menus can kill a busy service and lead to disappointment: Scale back and do less, better. Get in touch with us to discuss building and printing a drinks menu specifically to make the most out of the opportunities.

[GET IN TOUCH TO ASK ABOUT CREATING A MENU](#)

You will need more ice. And pitchers. Lots of pitchers

Take time consuming serves off promotion and push the faster, group serves: beer and cocktail pitchers, buckets of bottles or cans, wine by the bottle etc. Quick, scaled up pitcher serves that you can knock out quick include (scaled to 4-serve pitcher):

- Paloma
- Woo Woo
- Sangria (red, white, rose, alcohol-free)

[GET IN TOUCH FOR THE RECIPES](#)



Lean into the Ready to Drink. Say what you will about these, but a serve that is definitionally Ready to Drink is a godsend when things are crazy. Drinks like Au Vodka and White Claw have cult followings and can be sold by the literal bucketload to keep things moving fast. In fact, if you drop the folks at White Claw a line on WhiteClaw@markanthonyuk.com, let them know that you order from Carlsberg Britvic and they will be keen to chat to you about ice buckets, parasols, even counter-top chillers to help you speed up service.

Prepping garnishes in any down time can be a big help. You can keep mint leaves fresh for a couple of days by cutting half an inch off all of the stems and soaking in cold water for 15 minutes, draining then rinsing and drying. Then remove leaves from their stalks and scatter in between two long layers of damp blue roll sat on top of a strip of cling film. Roll this up and keep in the fridge, unrolling it as needed. Similarly, sliced fruit can be kept in a pitcher, under a layer of damp blue roll, then stacked in the fridge, ready to have ice and liquid added as needed.



Prepare using historical weather tracking data. Sites like timeanddate.com can identify the sunny days of last year, then you can dig into back-office reporting data to see what you sold most of and prep/order accordingly.

Time	16:00	17:00	18:00	19:00	20:00	21:00
Temp	+19°	+19°	+17°	+16°	+15°	+14°
Current	17:32 Sun, May 19					
Location	London, United Kingdom					
Day	Tue, May 21	Wed, May 22	Thu, May 23	Fri, May 24	Sat, May 25	
Temp Range	+20°/+9°	+22°/+11°	+19°/+8°	+23°/+12°	+21°/+10°	





Summer Serves Made Easy

Summer is the perfect season for outdoor drinking. While individual cocktails and spritzers are great, pitchers and pre-batched drinks make serving groups faster, more consistent and more profitable.

Why Pitchers Work for Pubs & Bars

SPEED AND EFFICIENCY

Serve larger groups instantly without holding up the bar.

CONSISTENCY

Every glass tastes perfect, every time.

SOCIAL & FUN

Pitchers encourage sharing, longer dwell times and higher spend.

Batching Pitcher Tips

- ① Keep it simple. Stick to 3–5 main ingredients per pitcher.
- ② Add fresh garnishes just before serving.
- ③ Highlight lighter, refreshing options for daytime or garden trade.
- ④ Offer non-alcoholic versions with iced tea, soda/tonic or J2O for mixed groups.
- ⑤ Clearly label pitchers if prepared in advance.

Summer Pitcher Recipe Ideas



Rosé Spritz Pitcher

- 500ml Canforrales Rosé
- 100ml Soda water
- 50ml Elderflower cordial
- 6 Strawberries, sliced
- Lemon wheels for garnish



Combine rosé, soda, and cordial in a pitcher. Stir gently and add sliced strawberries. Serve over ice with lemon wheels.



The non alcoholic one.

- Peach Iced Tea Pitcher
- 500ml Lipton Peach Ice Tea
- 100ml Lemon juice
- Sparkling water to top
- Peach slices and mint for garnish

Mix Lipton Ice Tea and lemon juice in a pitcher. Top with sparkling water, stir lightly, and garnish with peach slices and fresh mint. Serve chilled.



Summer Sangria Pitcher

- 500ml La Forma Merlot
- 100ml Cointreau
- 100ml Orange juice
- 1 Apple, sliced
- 1 Orange, sliced
- 1 Lemon, sliced



Combine wine, orange liqueur, and orange juice in a large pitcher. Add fruit slices and let sit for 15–30 minutes to infuse. Top with sparkling water if desired, stir gently, and serve over ice.

Ways to Twist Your Sangria

SWAP THE BASE WINE

Rosé Sangria
Lighter, fruitier, and perfect for daytime or garden trade.

Sparkling Sangria
Add prosecco or sparkling rosé for fizz and a premium feel.

ADD DIFFERENT FRUITS

Summer berries (strawberries, raspberries, blueberries) for colour and aroma. Stone fruits (peach, nectarine, apricot) for sweetness and a summery vibe.

MIX IN A LIQUEUR

Orange liqueur (Cointreau, Triple Sec) or peach liqueur adds depth and sweetness. Aperol or Campari give a bitter, more sophisticated twist.



Garden Inspired Cocktails

Outdoor drinking naturally calls for lighter, fresher serves. When the sun is out, customers tend to gravitate towards drinks that feel refreshing, colourful and easy to enjoy in the garden.

Garden-inspired cocktails tap perfectly into that mood. Using fresh fruit, herbs and lighter styles of serve, they feel seasonal and are ideal for relaxed outdoor occasions.

Garden Spritz



Rosemary Paloma



Strawberry Garden Fizz



Hedgerow Collins



- 50ml Aber Falls Dry Gin
- 15ml Mondoro Elderflower Liqueur
- 100ml Soda water
- 1 Cucumber ribbon
- 3-4 Fresh mint leaves

1. Fill a large wine glass with ice.
2. Add gin and elderflower cordial.
3. Top with soda water and gently stir.
4. Garnish with a cucumber ribbon and fresh mint.



- 50ml Casamigos Blanco Tequila
- 100ml London Essence Pink Grapefruit Soda
- 15ml Fresh lime juice
- 1 Sprig of rosemary

1. Fill a highball glass with ice.
2. Add tequila and lime juice.
3. Top with pink grapefruit soda and stir gently.
4. Garnish with a sprig of rosemary.



- 50ml Martini Fiero
- 4-5 Fresh strawberries, hulled
- 15ml Fresh lemon juice
- 100ml Sparkling soda

1. Muddle the strawberries in a shaker until smooth.
2. Add Fiero and lemon juice with ice.
3. Shake well and strain into a tall glass filled with ice.
4. Top with sparkling soda.
5. Garnish with a sliced strawberry or lemon wheel.



- 50ml Aber Falls Dry Gin
- 20ml Chambord
- 15ml Fresh lemon juice
- 100ml Soda water
- 1 Sprig of thyme

1. Fill a Collins glass with ice.
2. Add gin, blackberry syrup, and lemon juice.
3. Top with soda water and stir gently.
4. Garnish with a sprig of thyme.

MARTINI

SPRING *in to Spritz*

Buy any 4 Martini 75cl and
receive 6 Martini glasses
and menu inserts FREE



INCLUDES
MARTINI
FIERO
WIGIG

date to be

© 2026. MARTINI, ITS TRADE DRESS AND THE "BALL AND BAR" LOGO ARE REGISTERED TRADEMARKS.
MAX 3 DEALS PER CUSTOMER ORDER. TOTAL DEALS CAPPED AT 10 PER CUSTOMER.

COINTREAU

SHAKE IT UP

NO.1 TRIPLE SEC IN THE UK

KEY INGREDIENT IN THE ORIGINAL MARGARITA

30ML COINTREAU +
50ML TEQUILA +
20ML LIME



£1.50
OFF
PER BOTTLE

Source IWSR 2024

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

TEQUILA ROSE STRAWBERRY CREAM

BUY 3x70cl BOTTLES RECEIVE 1 SHOT PADDLE AND 6 SHOT GLASSES FREE

HAVE YOU TRIED A SEXY STRAWBERRY?

60ML TEQUILA ROSE, 15ML VANILLA VODKA, SERVED IN A COUPE
WITH WHIPPED CREAM ON TOP. WORKS AS A SHOT TOO!



@SAZERACOMPANYOFFICIAL

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

@TEQUILAROSEUK

**RECEIVE 1 X 70CL CORKY'S
AND 6 SPLIT SHOT GLASSES FREE**
WHEN YOU BUY 1 X 70CL DISARONNO VELVET
CREAM LIQUEUR*



SAINT GEORGE
DISARONNO VELVET &
CORKY'S CHERRY

SAINT ANDREW
DISARONNO VELVET &
CORKY'S BLUEBERRY

WATCH THE GAME. TAKE THE SHOT.

*MAX 5 DEALS, PER CUSTOMER, PER MONTH. WHILE STOCKS LAST.

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

GET 1 X 70CL TIA MARIA FREE
WHEN YOU BUY 2 X 70CL TIA MARIA
COLD BREW COFFEE LIQUEUR.*



**PERFECT
ESPRESSO
MARTINI**

25ML VODKA
25ML TIA MARIA
50ML ESPRESSO
DASH OF SUGAR SYRUP

Tia Maria
COLD BREW
COFFEE LIQUEUR

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

*1 deal per customer. While stocks last.

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

ORDER ONLINE HERE 153

Mixes MAGNIFICENTLY



Buy 3 x 70cl
THE FAMOUS GROUSE
and receive a case of The London Essence Co.
Crisp Apple Crafted Soda free*

Orchard Cooler
50ml The Famous Grouse
5ml Lemon juice
The London Essence Co. Crisp Apple Crafted Soda

Pour The Famous Grouse, and lemon juice into an ice filled highball glass.
Top with Crisp Apple Crafted Soda and garnish with a lemon twist and mint.

THE
LONDON
ESSENCE
Co.

be drinkaware.co.uk

* The London Essence Co. Crisp Apple Crafted Soda case size 12 x 250ml cans. Whilst stocks last. Savour the Famous Grouse Responsibly.

**MAKE it
PEACHY**

**FREE
PEACHY
LIPGLOSS
GARNISH KIT***

**WHEN YOU BUY 2 X ARCHERS 70CL
USE TO DRIVE ROS IN YOUR OUTLET**

be drinkaware.co.uk

* Peachy lipgloss garnish kit contains 24 x peachy lipgloss with pegs, 30 menu hangers and a brief sheet. Whilst stocks last.

**WHEN LIFE GIVES YOU
PEACHES...PUCKER UP**



**BUY 2 X BOTTLE OF
CASAMIGOS BLANCO 70CL
AND RECEIVE 25 BRANDED
CASAMIGOS CUPS***

Scan for instant access to digital CASAMIGOS
Marketing & Cocktail support



*DEAL TO RUN '1ST MAY TO 31ST MAY'. THIS MECHANIC WILL BE CAPPED AT 120 REDEMPTIONS. INSIDE THE KIT INCLUDES 25 BRANDED CASAMIGOS CUPS.

be drinkaware.co.uk
PLEASE DRINK RESPONSIBLY



Scan here to
sign up with
DIAGEO One

DIAGEO One
Business support from the drinks experts

APEROL SPRITZ

A SOLUTION FOR VENUES THAT DO NOT OFFER PROSECCO BY THE GLASS OR SERVE COCKTAILS

NO PROSECCO? NO PROBLEM

THE UK'S NO.1 BRANDED COCKTAIL, NOW AVAILABLE IN A READY TO SERVE FORMAT

BUY 2 CASES TO RECEIVE A FREE POSM KIT



FRIDGE STICKER MENU HANGERS A4 POSTER MANAGERS BRIEF

#1 APERITIFS BRAND IN THE UK

#1 SEARCHED COCKTAIL IN 2025

*SOURCE: MCGRAW HILL | TOTAL COVERAGE | 15/07/2025 | APEROL CO. MIXED DRINKS REPORT 2025 CGA | TOTAL ON TRADE | JULY 2025



APEROL SPRITZ EASY AS ...



With ice and an orange slice.

PLEASE DRINK RESPONSIBLY be.drinkaware.co.uk



FREE PADDLE KIT† WHEN YOU BUY 2 BOTTLES of THE KRAKEN ROAST COFFEE



NO.1 PREMIUM RUM in THE UK*

be.drinkaware.co.uk

KITS WILL FOLLOW SEPARATELY AFTER PURCHASE AND ARE SUBJECT TO WHEN STOCKS LAST IWSR PREMIUM PRICE BAND : £24 - £29.99. CGA 19TH APRIL 2025. THE KRAKEN® AND OTHER TRADEMARKS ARE OWNED BY PROXIMO SPIRITS. 2025 KRAKEN RUM CO. ENJOY THE KRAKEN RESPONSIBLY. @KRAKENRUMUK

FRESH NEW LOOK, SAME el Jimador
- TEQUILA -

PALOMA

50ml El Jimador Blanco, Top with Pink Grapefruit Soda



£2 OFF
Per Bottle**

NOW THE NO. 1 TEQUILA IN GB*

PLEASE DRINK RESPONSIBLY.

EL JIMADOR IS A REGISTERED TRADEMARK. ©2026 BROWN-FORMAN CORPORATION. ALL RIGHTS RESERVED. **WHILE QUANTITIES LAST. *SOURCE: 1. NIQ, TOTAL TRADE VALUE SALES, TOTAL GB ON AND OFF, MAR 27.12.25

NEW

MONDORO
•••• HUGO SPRITZ ••••

BUY 2 BOTTLES OF MONDORO ELDERFLOWER LIQUEUR AND RECEIVE 1 BOTTLE FOR FREE**

+118% SEARCH VOLUME FOR HUGO SPRITZ*

•••• HUGO SPRITZ ••••
PERFECT SERVE

75ML PROSECCO
50ML MONDORO
25ML SODA
GARNISH WITH MINT

AN ACCESSIBLE FRESH & FLORAL SERVE WITH NO COMPROMISE ON TASTE



*GOOGLE SEARCH VOLUME (JAN - NOV 2025 VS JAN - NOV 2024) / VIA TRAJALAN
**UK: BUY 2 BOTTLES OF MONDORO 50CL AND GET ONE FREE 50CL BOTTLE. CAPPED AT 2 DEALS PER WEEK PER ORDER. NOT TO BE USED IN CONJUNCTION WITH ANY OTHER OFFER. TERMS AND CONDITIONS APPLY. ONLY AVAILABLE THROUGH CARLSBERG BRITVIC.

PLEASE DRINK RESPONSIBLY be.drinkaware.co.uk

be.drinkaware.co.uk

ORDER ONLINE HERE 157

FEVER-TREE



Buy *any* 4 cases of
200ml MIXERS,
receive 6 glasses
FREE

OFFER INCLUDES 6 DARTINGTON CRYSTAL BRANDED COPA GLASSES. LIMITED TO 2 DEALS PER CUSTOMER. AVAILABLE WHILST PROMOTIONAL STOCKS LAST.



ABER
FALLS
DISTYLLFA
WHISGI



Buy any bottle of Aber Falls in May 2026 to be entered into a draw to

WIN

An overnight stay at The Erskin in Conwy for two.

An Aber Falls Distillery tour for two.

Two complimentary drinks at our visitor centre.

10% discount in our Distillery shop.



£2.00 OFF
each bottle*

aberfallsdistillery.com be **drinkaware**.co.uk

*While stocks last. Every bottle purchased will be an entry into the draw.

Special Offer
£1 off per case

No RTD brand puts more cash through the till than VK*

VK

For POS support contact: customermarketing@globalbrands.co.uk
Offer valid from 1st May – 30th June 2026. Offer applies across VK 24x275ml NRB stocked. While stocks last.
be **drinkaware**.co.uk

BUMBU
The Original
Legendary Taste

£4 OFF PER BOTTLE

ENJOY RESPONSIBLY be **drinkaware**.co.uk

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

**Old
Jamaica**



**BUY 1 CASE TO GET
£1 DISCOUNT**

Available
now to
order

24 x 330ml cans



**AU VODKA
CANS**

£2 OFF PER CASE

12 X 330ML 5% ABV

**BUY 1 CASE
TO GET
£1 OFF**



**GET YOUR
FIZZ
ON WITH
ting**

AVAILABLE NOW TO ORDER
24 x 330ml cans

J00016



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

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



*CGA MAT to 4th Oct 2025

be drinkaware.co.uk
Please Drink Responsibly 18+

FREE
KEG
WHEN YOU
INSTALL
OLD
MOUT
CIDER

Contact your Account Manager to
arrange your install

ESTABLISHED IN NZ. MADE IN EU.
be**drinkaware**.co.uk



ENJOY OLD MOUT RESPONSIBLY

BUY 4 CASES OF
THATCHERS ZERO & GET 2 CASES OF
NEW THATCHERS BLOOD ORANGE 0.0 FREE

+18.6%
No/Low fruit cider
is up in volume
and in demand!

NO.1
LOW/NO
APPLE CIDER

NEW
ZERO FRUIT
CIDER

THATCHERS
Blood
ORANGE
0.0
ALCOHOL FREE

THATCHERS
ZERO%
SOMERSET CIDER

THATCHERS
Blood
ORANGE
0.0
ALCOHOL FREE

PERFECTION
— in every drop —

T&Cs: Buy 4 cases of 6 x 500ml bottles of Thatchers Zero cider and receive 2 cases of the new 6 x 500ml Thatchers Blood Orange 0.0% cider free of charge.
Source: Latest MAT vs YA (CGA OPM)



GET A FREE
CASE OF
PROPER JOB
0.5% IPA

WHEN YOU BUY A CASK OF
PROPER JOB OR TRIBUTE

THATCHERS FUSION NOW ON T-BAR & SINGLE FONT.

RECEIVE A FREE KEG ON INSTALL.

Thatchers deliver a higher ROS than any other cider!

70% of cider drinkers would order fruit if it were on draught – and variety is important!



Offer available: 1/3/2026 - 30/4/2026

Install Thatchers Fusion on T-bar or Font and receive 1 x Thatchers Fusion 50 ltr keg on Install
I. KAM media cider research, April 25 Install Thatchers Fusion on T-bar or Font and receive 1 x Thatchers Fusion 50 ltr keg.

INSTALL A THATCHERS APPLE CIDER ON DRAUGHT AND GET A FREE KEG.

Plus! Win a Hot Air Balloon Break

Install one of Thatchers' high-flying apple ciders on draught and GET A FREE KEG. Plus, **five Hot Air Balloon Breaks** must be won, including a Somerset hotel stay and hot air balloon ride.



EST. 1904
THATCHERS
— THE FAMILY CIDER MAKERS —

*Highest rate of sale cider brand in the free trade and will drive more cash into the till than any other apple brand
Ts&Cs: Draught install must be replacing a competitor cider. Winners will be randomly selected from all installs between 01.05.26 and 30.06.26. 5 x Main prizes that will consist of a hot air balloon ride in North Somerset or surrounding areas (at the discretion of Thatchers' balloon pilot) and an overnight stay (up to £150 per night) with evening meal (up to £100 value) and breakfast included. All flights are weather dependent and flying times will be early morning or late afternoon. All installs will receive a free 50-litre keg of the installed brand. 'PI3 27.12.25 12 week volume RoS '2KAM media cider research April 25



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

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

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

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

And activating your account has never been easier:

STEP 01

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

WWW.

STEP 02

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

3 2 6

STEP 03

Enter the email address you will use to log in

hello@crowndkettle.com

SUBMIT

STEP 04

Check your inbox to validate your email and set your password

VERIFY MY EMAIL ADDRESS

STEP 05

Log in and place your order

LOGIN



Cockpit

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

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

And signing up has never been easier.

