

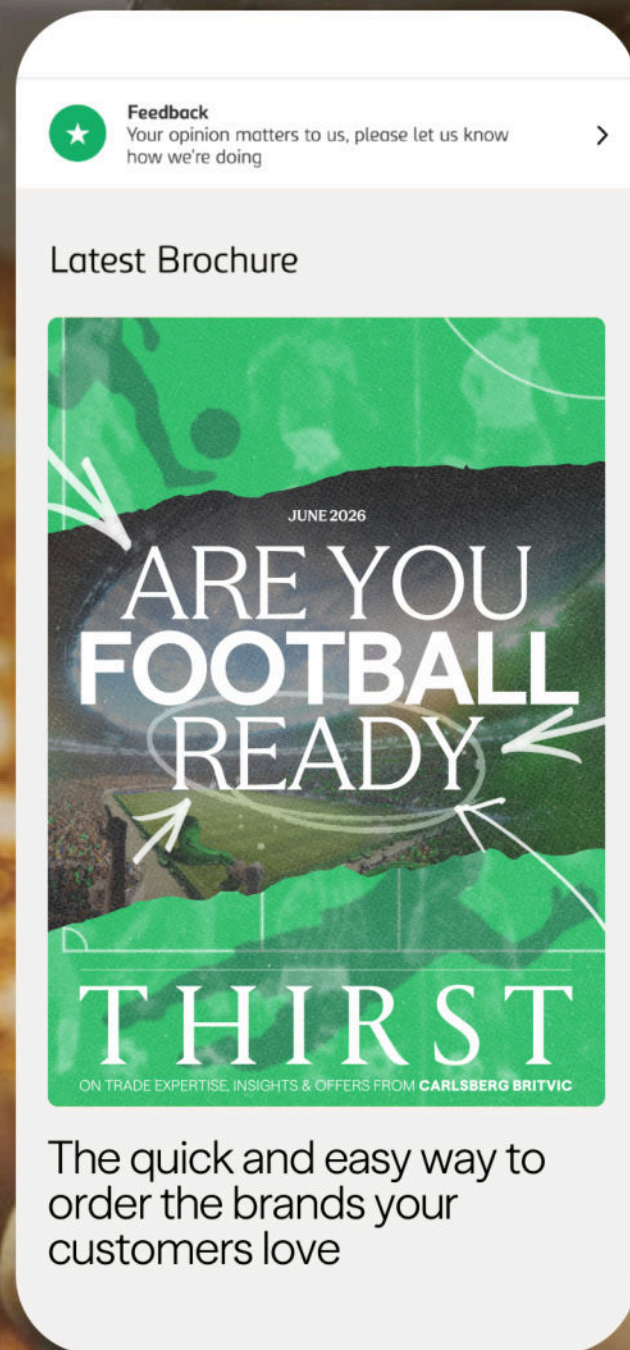


JUNE 2026

ARE YOU FOOTBALL READY

THIRST

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



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



WELCOME TO OUR JUNE EDITION

June is when summer really hits its stride. It will (hopefully!) be a month of longer, warmer days. Packed with beer gardens/terraces, a calendar full of live sport and social occasions make this one of the biggest opportunities of the year for venues.

Customers are looking to make the most of every occasion, whether that's after-work drinks, weekend gatherings or watching live football with friends.

For venues, it's the perfect moment to sharpen the summer offer. From welcoming outdoor spaces, a menu of refreshing drinks (alcoholic and non alcoholic), inspiring menus and a great atmosphere, these are the best ways to drive dwell time and spend throughout the summer season.

This month we're looking at how some of our biggest brands are getting behind football in a big way this summer. Carlsberg and Pepsi Max are investing heavily in the passion, excitement and social connection that football brings.

Football continues to be one of the biggest drivers of footfall and atmosphere in the on trade, creating experiences that customers will really value.

We're also spotlighting innovation in soft drinks and flavour. Lipton continues to evolve its range with exciting NPD designed for flavour and wellness-led consumers, while Tango is leaning further into its bold, disruptive personality with activations that stand out and get noticed. As consumer tastes and preferences continue to evolve, flavour-first soft drinks are becoming an increasingly important part of the total drinks occasion.

Elsewhere in this edition, we explore the importance of an ice cold pint, why no/low alcoholic options help

everyone be able to enjoy the celebrations and how point of sale can help venues both practically and emotionally.

Summer is one of the biggest opportunities of the year for venues and customers. With people making the most of longer days and both planned (and unplanned) social occasions, June is the perfect time for venues to create memorable experiences and make the most of the opportunity rich season ahead.

Have a wonderful and successful month!



Chris Pratt
VP On trade

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ICE TEA INSIGHT P.00



POUR PROUDLY P.00

OUR RANGE

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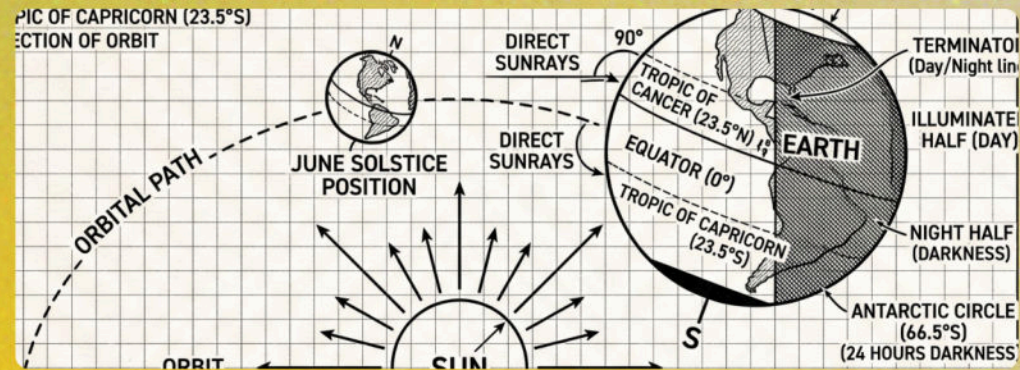
PRE-MATCH READY P.00



SPRITZ SEASON P.00

OUR SERVICES

CROWN CELLARS	76
DISTILLED	120
ORDER ONLINE	142



WHAT'S GOING ON

JUNE 2026

WHAT'S GOING ON

JUNE 2026

ALL MONTH

PRIDE MONTH



June is Pride Month, a global celebration of LGBTQ+ communities, identity and inclusion. For venues, it's a powerful opportunity to create welcoming, vibrant spaces that bring people together. Pride isn't just about one parade or weekend, it's a month-long occasion that encourages connection, celebration and visibility. Many customers actively seek out venues that show support, whether that's through themed events, partnerships with local organisations, or simply creating an inclusive atmosphere where everyone feels comfortable. Customers respond best to venues that genuinely embrace the spirit of Pride: openness, celebration and community. In this edition, we look at Brooklyn's connection to the event and the cause.

11TH

FIFA WORLD CUP



The World Cup is one of the biggest drivers of footfall in the calendar. Fans are actively looking for places to watch matches together especially England and Scotland games, making it a key opportunity for venues. Promote fixtures in advance and keep things simple with match-day bundles, sharing food and drinks offers to encourage longer stays and repeat visits. We look at the event in more detail in this edition and how Pepsi and Carlsberg are both supporting football.

13TH

KING'S BIRTHDAY



The King's Official Birthday is a great moment to lean into a sense of occasion. Whether it's a nod to British classics on the menu, an afternoon tea or a simple themed drinks feature, this can be positioned as a reason to gather and celebrate. A light-touch, patriotic feel can help create a sense of event.

WHAT'S GOING ON

DID YOU KNOW?



The Summer Solstice, the longest day of the year, has been celebrated for thousands of years at sites like Stonehenge, now a great opportunity to extend outdoor trading into the evening.



Wimbledon fans consume around 30,000kg of strawberries each year, with strawberries and cream a tradition dating back to the first tournament in 1877.

21ST

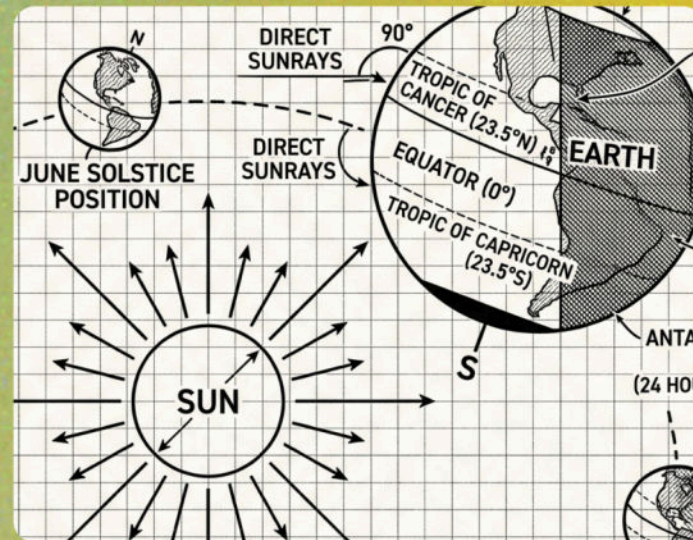
FATHER'S DAY



Father's Day is a key trading moment for pubs and bars, with families and groups heading out to spend time together. Think about easy ways to cater for groups, whether that's pre-bookable tables, a free drink for dads or a special set menu.

21ST

SUMMER SOLSTICE



The longest day of the year is the perfect excuse to make the most of extended daylight hours. Encourage customers to enjoy outdoor spaces with refreshing drinks, later opening or casual live music. It's a natural moment to highlight summer serves and create a laid-back, seasonal atmosphere.

21ST

WORLD MUSIC DAY



A brilliant tie-in for venues already offering music. Whether it's live performances, DJs or curated playlists, music can help set the tone and draw in a crowd. Even smaller venues can get involved with a music-led theme to enhance the atmosphere.

29TH

WIMBLEDON



Wimbledon brings a distinctly British summer feel and is ideal for daytime and early evening trade. Screening matches, offering classic pairings like strawberries and drinks or creating a relaxed viewing atmosphere can help draw in both tennis fans and casual visitors.



Your point of sale can help push the sale

Point of sale (POS) in a pub or bar is often misunderstood as simply decoration or branding. In reality, it plays a far more commercial role. From branded glassware to bar runners, beer mats, parasols and signage, POS is a key driver of perception, choice and ultimately spend.

Point of sale is not a single item. It is a network of cues that influence behaviour throughout the venue. When used effectively, it can help shape what customers notice, what they order, and how much they are willing to pay.

Setting the standard at first sight

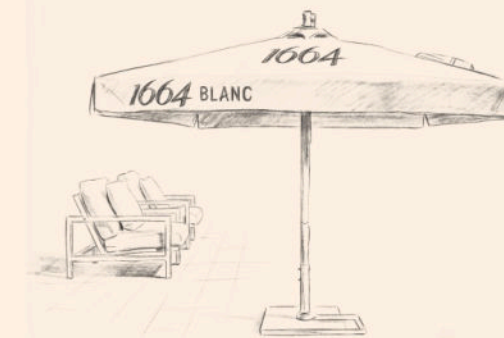
POS creates an immediate impression of quality. Together, these elements set expectations before a drink is even ordered.



Branded glassware reinforces product identity and premium cues



Bar runners and drip mats highlight key serves at the point of decision



Parasols and outdoor branding extend visibility beyond the bar itself

Influencing choice where it matters most

The point of decision in a pub is rarely deliberate. It is visual, quick and often influenced by what is most prominent. This is where POS becomes a sales tool:

- Beer mats and table talkers can spotlight specific products or brand campaigns taking place.
- Bar runners can reinforce hero brands or seasonal pushes.
- Glassware reinforces brand recognition and perceived value once the drink is served.
- The aim is simple: make the right choice the most visible and easiest choice.



Driving Perceived Value Through Presentation

How a drink is presented has a direct impact on how it is perceived.

Branded glassware, for example, can elevate even a simple serve. It signals quality, consistency and care.

Similarly, coordinated POS across the venue creates a sense of cohesion. When signage and serve presentation all align, customers are more likely to associate the venue with higher standards.

This consistency can support premium pricing without needing to change the product itself.



Creating Impact Beyond the Bar

The most effective POS doesn't stop at the counter.

Outdoor spaces in particular offer significant opportunity:

- Branded parasols increase visibility from outside the venue.
- Exterior signage helps attract passing trade.
- In summer especially, these touch points become critical in converting footfall into sales.



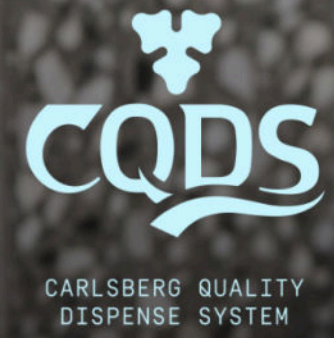
Supporting Staff and Simplifying Service

POS is not only customer-facing, it also supports operational efficiency.

In peak trading times, when conversations are shorter, POS becomes the silent sales tool that continues working in the background.



THE PERFECT SUMMER POUR



The cold pint matters more than ever in Summer

When the temperature rises, expectations do too, especially when it comes to beer. For many customers, nothing beats a perfectly poured, cold pint. It's one of the simplest serves in a pub, yet one of the hardest to get consistently right during peak summer trading.

Summer puts pressure on every pour

Warm weather creates multiple pressure points behind the bar:

Rising ambient temperatures affect beer lines and cooling systems

Longer draw lines in some venues can impact temperature consistency

Increased footfall leads to higher demand and faster turnaround

Peak trading periods leave less room for error

ALL OF THIS MAKES CONSISTENCY HARDER TO MAINTAIN WHEN IT MATTERS MOST.

How Carlsberg CQDS helps deliver a better pint

Carlsberg CQDS (Cooling Quality Dispense System) is designed to maintain beer quality from cellar to glass, even in challenging conditions.



Continuous Line Cooling

Unlike traditional setups that rely heavily on cellar cooling alone, CQDS actively cools the python (the line running from cellar to bar). The result is a reliable first pint, every time



Faster, More Efficient Service

In busy summer sessions, speed matters. CQDS help minimise delays caused by quality issues and helps staff serve confidently and quickly.



End-to-End Temperature Control

CQDS keeps beer at a consistent temperature throughout the entire journey from keg to tap. This is particularly important in summer, when external heat can quickly impact standard systems.



Pour Consistency & Quality Control

Temperature directly affects carbonation and head formation. By stabilising temperature, CQDS helps deliver a more consistent look and taste



Protecting the reputation of the venue and beer

Every pint served is a reflection of both the brand and the pub. CQDS helps ensure the beer tastes exactly as intended and standards are maintained even under pressure.

Consistency is the real game-changer

A cold pint isn't just about refreshment, it's about reliability. Customers expect the same high-quality serve every time, especially in summer. Systems like Carlsberg CQDS take the pressure off operators by delivering consistency where it matters most: in the glass.



THE BIG DEBATE

IS THE LINE BETWEEN SOFT DRINKS AND NO/LOW ALCOHOL BLURRING TOO MUCH?

The no and low-alcohol category continues to grow rapidly, reshaping how pubs and bars are thinking about their drinks range. But as options continue to expand, the distinction between adult soft drinks and alcohol alternatives is becoming less clear. Is this helping or hindering the trade? Where should the focus be?

THE CASE FOR

Go big and focus on the no/low range

THE CASE AGAINST

Why soft drinks deserve the spotlight

MORE CHOICE FOR CHANGING HABITS

Customers are increasingly switching between alcoholic and non-alcoholic drinks (zebra drinking) depending on the occasion, rather than sticking to one category.

A MORE 'ADULT' ALTERNATIVE TO SOFT DRINKS

No/low options often feel more sophisticated, offering complex flavours and premium serves that go beyond traditional soft drinks.

ENCOURAGES GROUP PARTICIPATION & INCLUSIVITY

Customers who aren't drinking alcohol can still feel part of rounds and social occasions, which can increase dwell time and overall spend.

PREMIUM PRICING OPPORTUNITIES

No/low products can often command higher price points than standard soft drinks, helping drive value.

SUPPORTS MODERATION TRENDS

As mindful drinking grows, having a strong no/low offer ensures venues stay relevant and appealing.

BLURRING CATEGORIES CREATES MISSED OPPORTUNITY

When focus is diluted across alcohol and no/low, soft drinks risk being treated as a default. This limits their potential as a premium, standalone choice.

SOFT DRINKS ARE STILL A MAJOR GROWTH DRIVER

Soft drinks can drive incremental sales if they are clearly positioned, actively promoted and treated as a core part of the offer.

PREMIUM SOFT DRINKS GET OVERLOOKED

The category has evolved significantly, from crafted mixers to functional drinks. Without strong visibility, these higher-value products risk getting lost.

MISSED OPPORTUNITY FOR INCREMENTAL SPEND

Soft drinks are often an additional round rather than a replacement for alcohol. If they are not clearly signposted or promoted, venues miss easy opportunities to increase basket size.

SUPPORTS MODERATION TRENDS

Without dedicated space, signage and visibility, soft drinks can become secondary. A clearly defined and well-presented soft drinks offer can perform strongly when given equal prominence.

FINAL Thoughts

The growth of no/low alcohol drinks is not in question but neither is the opportunity within soft drinks. The key challenge for pubs and bars is not simply offering more choice but structuring their range in a way that drives value.

There is a strong argument for giving soft drinks and no/low alcohol their own space. Clearly defined, well merchandised and both treated as a premium, intentional choice. Because in a busy pub environment, clarity helps customers decide what and how to spend.

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

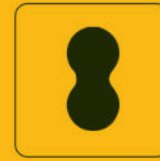
4.6%

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



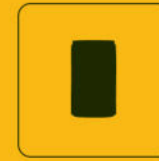
Keg



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

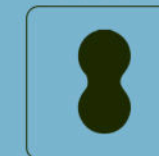


Brooklyn Special Effects

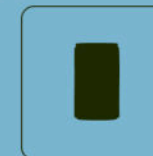
0.4%

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.



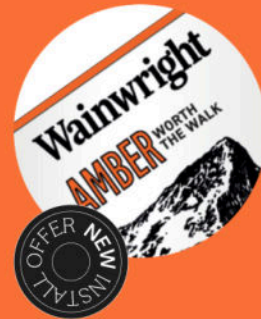
OURRANGE

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.

AMBER



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

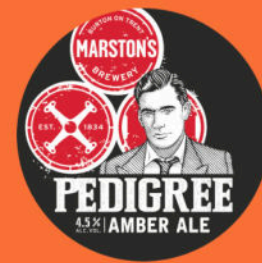
3.7%

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



Cask



500ml
Bottle



Click on the badge to get the offer.

AMBER



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

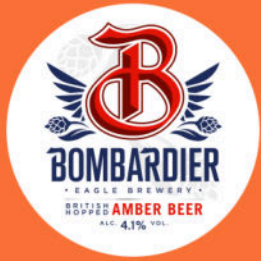
3.9%

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

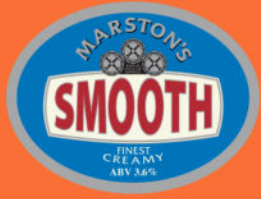
3.4%

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

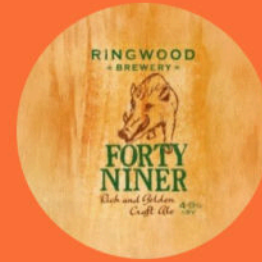
4.0%

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

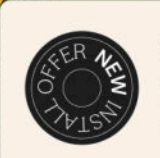


Cask

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



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.

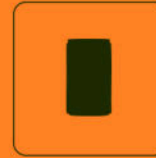
Available Formats



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.

CRAFT - PREMIUM



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



440ml
Can



Brooklyn Bel Air Sour

5.0%

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.

Available Formats



440ml
Can



Brooklyn Fonio Rising Double Pilsner

6.4%

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.

Available Formats



440ml
Can



Brooklyn Black Chocolate Stout

8.4%

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.

Available Formats



440ml
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



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



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.

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



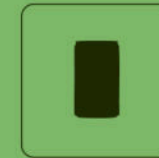
Pepsi MAX®

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.

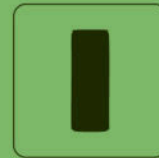
Available Formats



200ml
Bottle



330ml
Can



330ml
Sleek Can



500ml
PET Bottle



1.5L
PET Bottle



Diet Pepsi

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

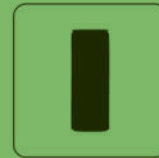
Available Formats



200ml
Bottle



330ml
Can



330ml
Sleek Can



500ml
PET Bottle



1.5L
PET Bottle



7L
BIB



Pepsi Cola

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

Available Formats



200ml
Bottle



330ml
Can



330ml
Sleek Can



500ml
PET Bottle



1.5L
PET Bottle



7L
BIB

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

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



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

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

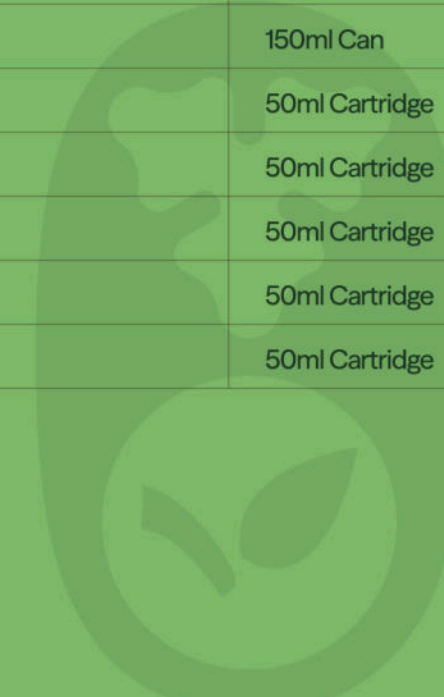


Britvic

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

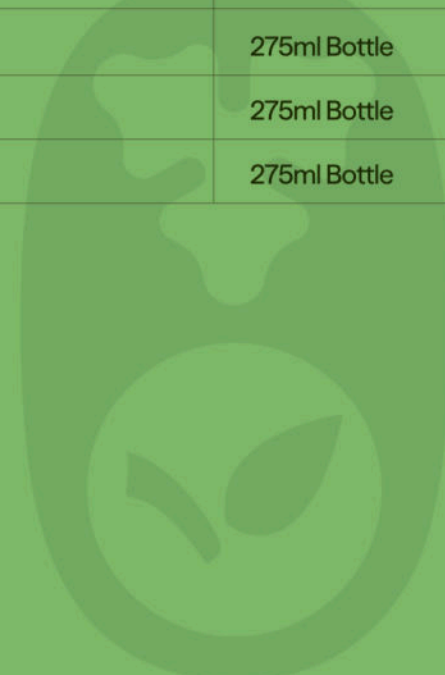


Flavours	Formats
Peach	330ml Sleek
Kombucha Mango	250ml Can
Kombucha Raspberry	250ml Can
Kombucha Strawberry & Mint	250ml Can



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



CORDIAL



Britvic Cordial

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

Flavours	Formats
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

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	Formats
Original	250ml Can
Caramel	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	Formats
Still	330ml Can
Sparkling	330ml Can



POUR PROUDLY WITH BROOKLYN BREWERY

Brooklyn Brewery has always stood for more than great beer. It's a brand built on a community, creativity and individuality, values that naturally align with Pride.

Pride is about visibility, acceptance and celebrating people as they are and Brooklyn is here to help amplify those moments where everyone feels seen and welcome.

Pride is one of the most important cultural moments of the year. It's not just a parade, it represents a celebration of identity, progress and unity. It brings together communities in support of equality, while also recognising the ongoing importance of representation and safe, inclusive spaces. For venues, it's a moment where hospitality becomes more than service. It becomes participation in something meaningful.

And we have fabulous Pride POS kits available to show your support.

A central part of this focus is on Stonewall Inn IPA, a beer created in collaboration with The Stonewall Inn and inspired by its historic role in LGBTQ+ rights. A sessionable, slightly hazy IPA that has been expertly brewed with bold notes of grapefruit and bright citrus peel, balancing subtle hop bitterness with a moreish, slightly dry finish.

And we are delighted that Brooklyn Brewery is the Official Beer Partner of London Pride on Saturday July 4 2026.



1.8M VISITORS
35,000 PARADES
80,000 INSTAGRAM FOLLOWERS

We are putting Brooklyn Brewery front at centre of London Pride on Saturday 4 July 2026 as the Official Beer Partner

The brand will not only just be served during the event, it will also be a loud and proud visible supporter of the community event throughout. From key event touchpoints to visibility across the city, the brand presence is designed to engage and proudly align with the spirit of Pride.

WATCH OUT FOR THE LIMITED EDITION CAN

Brooklyn Brewery is also rolling out a limited-edition Pride artwork on its cans running across all packaged goods. The creative has been designed to be bold, expressive, and unmissable. This project was commissioned with Artist and Illustrator Rob Downing of ROBLIKESTODRAW who is part of The Queer Youth Art Collective.

The Queer Youth Art Collective (QYAC) has run workshops for LGBTQ+ people aged 18-28 since August 2019. The project delivers newly commissioned workshops by LGBTQ artists and youth forums for attendees to discuss their practice and socialise.



CELEBRATING PRIDE IN YOUR OUTLET

Speak to your CDM about getting your hands on our Brooklyn Pride POS items



Carlsberg

ARE YOU PRE-MATCH READY?



THIS SUMMER, CARLSBERG CELEBRATES THE RITUAL EVERY FOOTBALL FAN KNOWS BEST...THE BUILD-UP BEFORE KICK-OFF.

Because before the first whistle, there's the predictions, the debates, the group chats and, of course, the first beer. We're helping venues turn pre-match into the main event with:



CONVERSATION-STARTING COASTERS PACKED WITH BOLD FOOTBALL DEBATES



OR CODES THAT TAKE THE BANTER ONLINE WITH PRIZES UP FOR GRABS



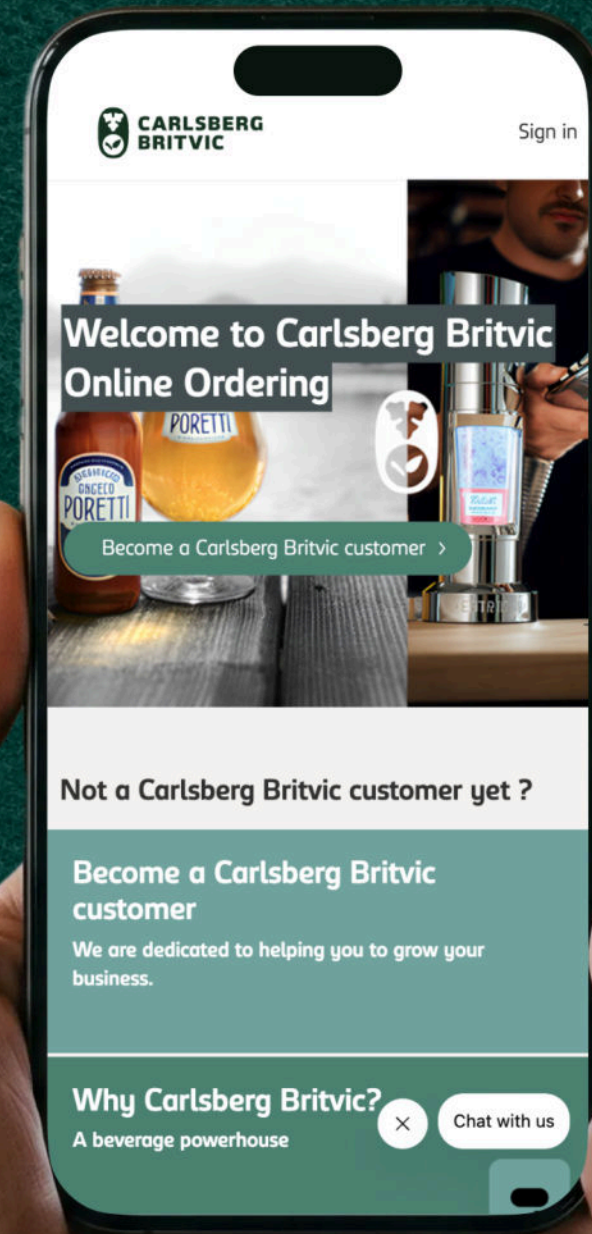
LIMITED-EDITION PRE-MATCH GLASSWARE TO ELEVATE THE OCCASION



STANDOUT POS DESIGNED TO BRING MATCHDAY ATMOSPHERE TO LIFE

SO GET AHEAD AND BE READY.

SPEAK TO YOUR CDM FOR MORE INFORMATION ON AVAILABLE POS KITS.



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 edition.



And signing up has never been easier



THIRSTY FOR THE WIN

PEPSI IS BRINGING FOOTBALL FEVER TO PUBS AND BARS THIS SUMMER

THIS SUMMER, PEPSI IS GOING ALL-IN ON FOOTBALL WITH ITS THIRSTY FOR THE WIN CAMPAIGN, CREATING A HUGE OPPORTUNITY FOR VENUES TO TAP INTO MATCHDAY OCCASIONS AND FAN EXCITEMENT.

Backed by a multi-million-pound media investment across TV, social, digital, out of home and experiential activity, the campaign is designed to make Pepsi unmissable throughout the summer of football.

At the heart of the campaign is fan culture and football rituals from lucky shirts and chanting traditions to getting 'match ready'. Football is more than what's happening on screen. Creating atmosphere, and making venues feel part of the national football conversation can all help drive spend across the summer.

Pepsi is supporting venues with POS kits, support materials and win mechanics designed to help create momentum around key fixtures and matchday moments.

SPEAK TO YOUR CDM FOR MORE INFORMATION ON HOW TO BRING THE THIRSTY FOR THE WIN CAMPAIGN TO LIFE IN YOUR VENUE AND GET HOLD OF POS KITS.



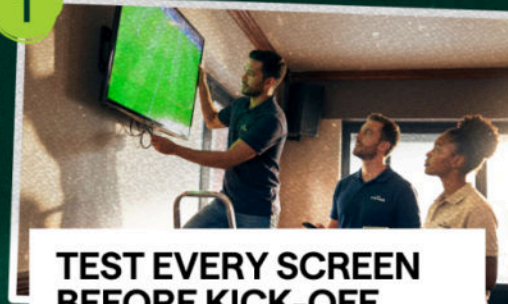
OFFICIAL PARTNER OF THE ENGLAND SENIOR TEAMS

IT'S THE FINAL COUNTDOWN

PRE-MATCH CHECKLIST FOR BEING WORLD CUP READY

Football tournaments can be make-or-break moments for pubs and bars. Get it right and you create packed venues with unforgettable atmosphere. Get it wrong and customers remember the buffering screen, warm beer or queues at halftime.

1



TEST EVERY SCREEN BEFORE KICK-OFF

Nothing kills atmosphere faster than technical problems five minutes before kickoff.

2



THINK ABOUT SOUND & VOLUME

Football atmosphere relies heavily on sound. Commentary, crowd noise and chants are all part of the experience. But volume still needs balance.

3



SPEED UP SERVICE

Half-time queues lose sales. Consider: Simplified match-day menus; extra bottled beer stations; more staff during peak periods; pre-poured popular drinks before halftime rushes.

4



CREATE MATCH-DAY ATMOSPHERE

People increasingly visit pubs for experiences they can't recreate at home.

5



DON'T ALIENATE NON-FOOTBALL FANS

Not every customer wants 90 minutes of football commentary. Consider quiet areas away from screens, etc.. The best venues balance football excitement without alienating regular customers.

6



TEAM BRIEFING

Your team sets the tone. Ensure people know: match schedules; expected busy periods; crowd management plans. Prepared staff create calmer service during high-pressure moments.

LOW & NO ALCOHOL RANGE



				
14.99 24x330ml	14.99 12x500ml	16.99 24x300ml	17.99 24x330ml	15.99 24x330ml

BUY ANY 4 CASES and get a bottle of spirit for FREE



SMIRNOFF NO21 VODKA
THE FAMOUS GROUSE BLENDED SCOTCH WHISKY
Gordon's LONDON DRY GIN

BUY 2x9GS



AND GET £10 OFF*

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.

*QUALIFYING SKUS: 34165 TETLEY'S BITTER 9G CASK, 27848 HOBGOBLIN RUBY 9G CASK, 28292 HOBGOBLIN GOLD 9G CASK, 36450 HOBGOBLIN SESSION IPA 9G CASK, 37245 HOBGOBLIN AMBER CASK, 1X9, 30610 HOBGOBLIN IPA 4.5% 9G CASK, 29251 DIRECTORS 9G CASK, 29283 BOMBARDIER AMBER BITTER 9G CASK, 29248 COURAGE BEST BITTER 9G CASK

HAZY.
DELICATE.
WITH A HINT
OF BERRY.

£24.99

24X330ML

NEW



1664
ROSE

Promotion valid for the duration of the promotional period. Qualifying products: 1664 Blanc Rose 24x330ml Bottles. Whilst stocks last. Deal subject to change.

HAVE YOUR SAY

Give us your feedback and be entered into a competition to win a **£100 Amazon Voucher**

amazon.co.uk®

£100
Gift Card

As we come into the third year of our monthly digital deals brochure as Thirst, we would really value your feedback so we can make sure it is set up to meet your future needs. We would be grateful if you could please take 7 minutes to complete this survey so that we can continue to support you and your venue.

CLICK HERE TO
FEEDBACK



LIPTON ICE TEA HITS THE SWEET SPOT

THINK YOU KNOW ICE TEA?
THINK AGAIN



NEW NEWS

FROM LIPTON



The sleek can format for Lipton Peach brings a more contemporary, premium feel to a well-known classic. The slimline design improves shelf and fridge appeal, helping it stand out in busy bar displays while reinforcing a more modern soft drinks offer. It also improves handling and portability meaning it's a simple packaging upgrade that refreshes a familiar favourite without changing the taste customers already know.

ADD THE NEW LIPTON PEACH ICE TEA SLEEK CAN TO YOUR BASKET HERE

COMING SOON

A new Lipton branded stem glass is also set to launch. Designed to elevate serve and strengthen visibility in bars and pubs.



LIPTON KOMBUCHA

WE HAVE A GUT INSTINCT THIS IS GOING TO BE A BIG HIT...



Combining fermented tea, light carbonation and fruit flavours into a refreshing, easy-drinking modern serve. It works equally well as a premium standalone drink or a versatile mixer behind the bar.

Available as a 250ml can in 3 delicious flavours.

Tapping into the wellness market

An elevated alternative to standard soft drinks, ideal for guests looking for something more interesting and the customer interested in wellness.

No & low alcohol occasions

Delivers a grown-up flavour profile that works for non-drinkers and daytime trade.

Flexible mixer

Its light fizz and fruit notes make it a strong base for simple serves:

STRAWBERRY MINT

Crisp and refreshing with a herbal twist

RASPBERRY

Familiar, fruity, and easy to drink

MANGO PASSIONFRUIT

Tropical and vibrant

RASPBERRY

+ VODKA OR GIN

MANGO PASSIONFRUIT

+ PROSECCO OR SPARKLING WINE

STRAWBERRY MINT

+ RUM OR TEQUILA

LIPTON SUMMER SERVES HIT THE HYDRATION SPOT

Lipton Peach shouldn't be seen just as a soft drink. It also works brilliantly as a refreshing, fruity base or top-up in mixed serves. Its light, crisp profile adds a bright summer lift to spritzes and simple cocktails, making it a versatile and unique choice behind the bar.

THE CLASSIC WITH A PEACH TWIST

PEACH BELLINI

INGREDIENTS

Lipton Peach	125ml
Peach Liqueur (alcohol)	10ml
Prosecco (alcohol)	50ml
Lemon Juice	10ml



COMPLEXITY	Medium
METHOD	Build & Quick Stir
GLASS	Flute
ICE	N/A
ALCOHOL	Yes
SKILL LEVEL	Basic

THE NON ALCOHOLIC CREAM DREAM

PEACH & PASSION SMOOTHIE

INGREDIENTS

Lipton Peach	125ml
Passionfruit Purée	25ml
Vanilla Syrup	25ml
Pineapple Juice	50ml



COMPLEXITY	Medium
METHOD	Blend & Serve
GLASS	Rocks
ICE	N/A
ALCOHOL	No
SKILL LEVEL	Medium

THE CONTEMPORARY FLORAL GIN

PEACH DAISY

INGREDIENTS

Lipton peach	40ml
Gin (alcohol)	40ml
Lime juice	20ml
Sugar syrup	10ml
Foamer	5 dashes



COMPLEXITY	Medium
METHOD	Shake & Fine Strain
GLASS	Coupe
ICE	N/A
ALCOHOL	Yes
SKILL LEVEL	Medium





ICONIC FLAVOUR & ICONIC HERITAGE

— SINCE 1845 —



Available Formats



— A HERITAGE THAT RUNS DEEP —

The story of R. White's begins in 1845 on the streets of Camberwell, where Robert and Mary White sold homemade drinks from a wheelbarrow (originally ginger beer, not lemonade).

From those humble beginnings, the brand grew into a household name, at one point producing more than 40 different soft drinks.

It's a history shaped by resilience as much as growth. The business survived the destruction of its factory during the Blitz and continued to rebuild. Today, it still draws on a recipe rooted in the 1800s something no modern soft drinks can claim!



— A REFRESHING TASTE THAT'S AS RELEVANT AS EVER —

At the heart of R. White's staying power is its flavour. It delivers a classic lemonade taste that feels both refreshing and instantly recognisable.

Lightly sparkling with a gentle carbonation, it has bright citrus notes and a subtle sweetness that never overwhelms. The use of real lemon juice brings a natural sharpness, giving it a crisp, tangy finish.

That balance is exactly what makes it so delicious.

- Sweet enough to be approachable
- Sharp enough to stay thirst-quenching
- Clean enough to keep guests wanting another sip



— A CULTURAL ICON —

R. White's advertising is legendary, with one of the most recognisable TV campaigns in history helping to cement its place in British culture. It even played a small role in music history, giving early exposure to Elvis Costello.

For many customers it carries a strong sense of nostalgia that instantly means trust and recognition at the bar today.



— REFRESHMENT MEETS VERSATILITY —

Beyond nostalgia, R. White's continues to earn its place through sheer versatility. Its crisp citrus profile makes it a natural fit across a wide range of serves.

Creating a refreshing shandy on a hot day

Adding lift to spritz-style drinks

Sipping alone to quench warm weather thirst



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.



CROWN CELLARS®



**ENGLISH
WINE FOCUS**

Pedley's RE*MIX*

As we approach Midsummer it is somehow appropriate that this month's "Pedley's Remix" should celebrate English Sparkling Wine.

The English Wine industry has been one of the few standout successes in the country's beleaguered agricultural sector. It is the sparkling wines that have led the way, with gushing write ups from critics and trophy cabinets groaning under the weight of awards. Premium sparkling wine has the advantage of being an "added value" product; in other words the producers can make enough margin to cover the sizeable input costs. Contrast this with say wheat or lamb where the international commodity market sets the price, regardless of what it has cost the farmer to grow or rear the product.

If you are considering listing an English Sparkling Wine for the first time we have a couple of moderately priced options for you. Balfour Leslie's Reserve from Kent and Bolney Bubbly from Sussex are

youthful, fruit led non-vintage (NV) wines. They are both approachable and not too dry. Drink them on their own or with canapés.

Should you want something drier and with bottle age notes, have a look at the Sandridge Barton wines from Devon. We have listed both the regular Classic Cuvée (white) and the Classic Cuvée Rosé. They are from the 2022 vintage. The Extra Brut designation means that they are not far off bone dry - making them ideal with halibut, sea bass/bream and Dover sole.

Top of our range is Domaine Evremond. The result of a joint venture between my old friend Patrick McGrath, MW and the Taittinger Family from Champagne, this is a no expenses spared project to make world class fizz in Kent. Intense, complex and stylish, this first release from the estate is a non-vintage blend based on the 2019 and 2020 harvests. Whitstable oysters anyone?

**JONATHAN PEDLEY,
MASTER OF WINE AND CONSULTANT
TO CROWN CELLARS**



SANDRIDGE BARTON Classic Cuvée Rosé Extra Brut 2022

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

2		££	TBC	75cl	
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DOMAINE EVREMOND Classic Cuvée Brut NV

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

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



BOLNEY Bubbly Brut NV

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

C		££	23981	75cl	
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Spotlight
on
Spritz



CROWN CELLARS®

Wine, but...

LIGHTER IN ALCOHOL

Consumers are increasingly engaging with lower alcohol and no-alcohol serves, so a lighter-alcohol wine serve that still delivers a great experience is perfect.

ELEVATED

Spritz can elevate the experience offered by a standard glass of wine, particularly if you focus on using great glassware and imaginative garnishes.

A LONGER DRINK

Long drinks are gaining share because they appear to offer better value for money. Wine is a much-loved category so offering it in a longer more refreshing format can give guests more of what they want.

WITH AN 'AFTERNOON' OR PRE-DINNER VIBE

Spritz can be positioned either as an aperitif or a cocktail. Lighter alcohol or calories compared to a full-strength wine or Prosecco, can offer more refreshment and be a better fit for lower tempo or pre-dinner occasions.

MORE VERSATILE

Traditionally, spritz serves have been dominated by brightly-coloured spirit-based recipes. Wine spritz can help consumers to branch out into new wines and flavours, potentially discovering something they haven't tried before.



ROSÉ DU SOLEIL SPRITZ

Sieur d'Arques Cuvée du Soleil IGP Pays d'Oc Rosé & London Essence Raspberry & Rose Soda, garnished with fresh raspberries

CLOUD ISLAND FIZZ

Cloud Island Marlborough New Zealand Sauvignon Blanc & London Essence White Peach & Jasmine Soda, garnished with a lemon twist



SPRITZ SEASON INSPIRATION



LIGHTER GRAPEFRUIT SPRITZ

INGREDIENTS

Freixenet 0% Sparkling White 90ml
Aperol 60ml
London Essence Pink Grapefruit 30ml

GLASS

Wine glass

METHOD

Build all ingredients over ice and stir

GARNISH

Grapefruit Slice

With Aperol at 11%, this serve winds up at around 3.7% ABV



CHARDONNAY CITRUS COOLER AF

INGREDIENTS

La Baume St Paul 0% Chardonnay 75ml
Finest Call Lemon Juice 12.5ml
Honey syrup 12.5ml
London Essence Pink Grapefruit 100ml

GLASS

Wine glass

METHOD

Shake first 3 ingredients with ice, strain into the glass over fresh ice, top with Pink Grapefruit Soda and stir gently

GARNISH

Grapefruit slice (this can be dehydrated) and thyme sprig



TINTO DE VERANO AF

INGREDIENTS

La Baume St Paul 0% Cabernet Syrah 100ml
Finest Call Lemon Juice 18.75ml
7UP Free 100ml

GLASS

Collins glass

METHOD

Build over ice and stir

GARNISH

Slice of fresh citrus - whatever is preferred or available



LIGNANA

PROSECCO

12 X 200ML BOTTLE CASES



BUY 4 CASES TO
GET 1 CASE FROM
THE SELECTED
BRITVIC 200ML
RANGE FREE



2 deals per customer per week.

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
WISE WOLF
FOR ONLY £7.75
A BOTTLE



100% RECYCLED
BOTTLE CLOSURE

100% RECYCLED
PAPER LABEL
& OUTER CASE



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.

Sunny South African Wines

BUY 6 BOTTLES TO GET £5 OFF

BUY 6 BOTTLES TO GET £3 OFF

BUY 6 BOTTLES TO GET £5 OFF



miroa!

Buy 11 bottles, get **1 FREE**



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

Sauvignon Blanc
Dry and light bodied with gently zingy citrus notes

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



3 deals per customer per week.

ADDING A TOUCH OF LIFE TO THE GREY

GRAPEFUL DEAD WINES

BUY 5 BOTTLES TO
GET 1 BOTTLE FROM
THE RANGE FREE

The Shiraz is an off dry, mid-bodied fruity red that is soft in acidity and tannin, and the Chardonnay is dry and lively with some pear and spice aromas



2 deals per customer per week

BEACH VIBES

COASTAL RESERVE



SAUVIGNON
BLANC ONLY
£5.50
PER BOTTLE

PINOT GRIGIO
ROSATO ONLY
£5.75
PER BOTTLE

A complex medium-bodied Sauvignon Blanc with mango, passion fruit, grapefruit and green pepper notes, and a Pinot Grigio Rosato full of juicy red berry flavours, Galia melon and subtle honeysuckle, all leading to a clean finish with a hint of white pepper

**A LITTLE LESS SERIOUS,
A LOT MORE**



BRIGHTSIDE

**BUY 11 BOTTLES TO GET 1 BOTTLE OF
BRIGHTSIDE PINOT GRIGIO FREE**



FAMILLE
BOUGRIER
DEPUIS 1885

BUY 11
BOTTLES TO
GET 1
FREE

Muscadet Sevré-et-Maine, Bougrier
A modern style, fresh and fruit driven wine, not too acidic and well balanced. Lemon, lime and Granny Smith apples

Rosé D'Anjou, Bougrier
A refreshing, delicate rosé wine with a hint of cherries on the palate

Enjoy a Taste of the Loire this Summer

2 deals per customer per week.

BUY 4 CASES OF 12x187ML
BAD EYE DEER



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



2 deals per customer per week.

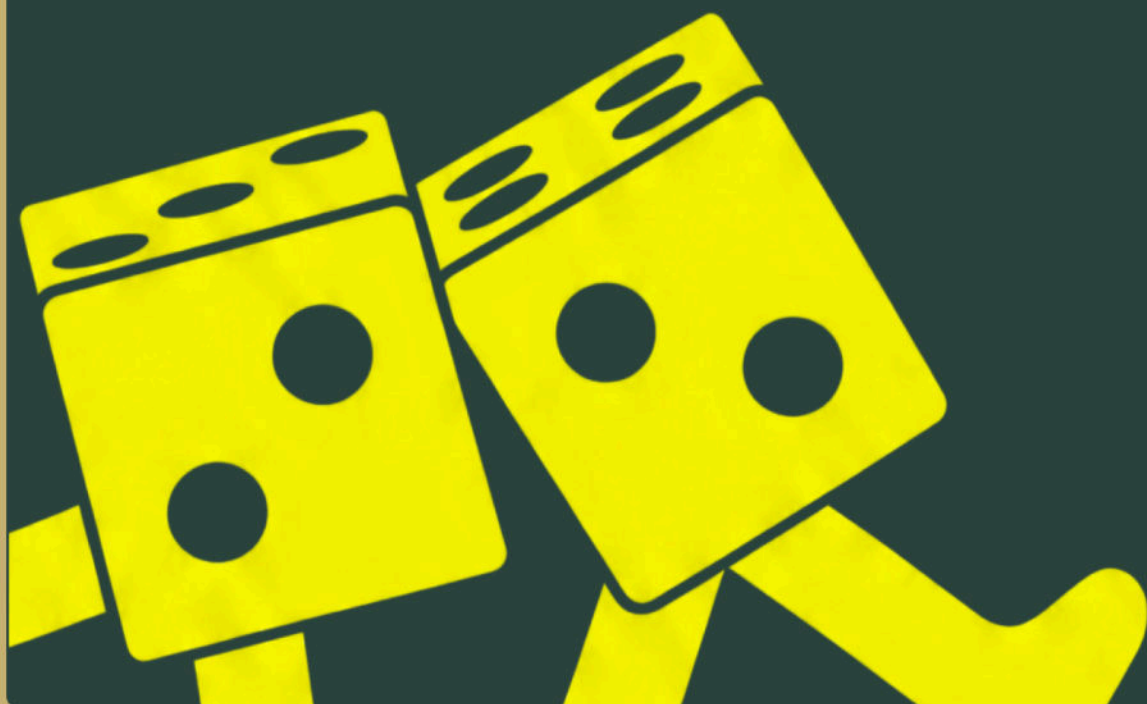
New Theory
POT LUCK

PÉT NAT WINE

TRY A BOTTLE OF NEW THEORY
'POT LUCK' PÉT NAT NATURAL
SPARKLING WINE FOR ONLY

£10.50

PER BOTTLE



Sandridge
Barton S

SINGLE VINEYARD SERIES

INTRODUCTORY
PRICE
£25
PER BOTTLE



Sandridge
Barton S

SINGLE VINEYARD SERIES

INTRODUCTORY
PRICE
£25
PER BOTTLE



Le Sanglier



BUY 11
BOTTLES TO
GET 1
FREE

FRESH, CONTEMPORARY,
FRENCH WINE

PERFECT FOR ANY TABLE

10 deals per customer per week.

LAZY BONES
PORTUGAL



Buy 11 bottles
to get 1 FREE

Castelão-
Cabernet
Sauvignon

 Vegan

2 deals per customer per week.



LIMITED
INTRODUCTORY
PRICE
£18
PER BOTTLE

CHÂTEAU GRAND VIN AOC
LERET-MONPEZAT
MALBEC DE CAHORS

Real deal Malbec from its French homeland. Deep ruby and full-bodied, with pronounced and complex aromas of prune, date, leather, liquorice and pepper



CATARENA
Exclusive Argentinian Malbec

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

Buy
11 BOTTLES
to get
1 FREE

3 deals per customer per week

INTRODUCING
TORRES NATUREO 0,0
RED, WHITE & ROSE
SINGLE SERVE RANGE



NOW AVAILABLE FROM
CROWN CELLARS

THE PERFECT OPPORTUNITY TO TRIAL
0% WINES IN YOUR BUSINESS

BUY 11
BOTTLES TO
GET 1
FREE



Las Ondas Merlot Reserva
Reasonably full-bodied, with soft tannins rounding off a dash of acidity. Rich in plum, blackberry & spice notes

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

Las Ondas Chardonnay Reserva
A lovely, crisp acidity balances sunny tropical notes of pineapple, with a touch of stone fruit



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



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

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

Laurent-Perrier



LA CUVÉE



CUVÉE ROSÉ



Buy 5 bottles and get 1 free

Castelnuau Champagnes consistently triumph in award wins at the highest level, thanks to the meticulous work of our cellar master Carine Bailleul and minimum 5 years aging in cellars for Castelnuau Brut NV.

5+1 DEAL includes Champagne Castelnuau Brut NV (29949) and Champagne Castelnuau Rosé NV (29950)





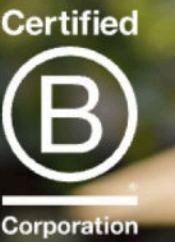
Buy 5 bottles and get 1 free

Taking New Zealand Sauvignon Blanc to the next level, award-winning Single Vineyard wines from North Canterbury
5+1 DEAL includes Tiki Single Vineyard Sauvignon Blanc (37841) and Tiki Single Vineyard Pinot Gris (30028)



Hello SUMMER

Buy any 3 cases of Vinca for
10x free bottle ice bags



**10x
Free Ice
Bags**



**BUY 11
BOTTLES
GET ONE
FREE!**

England's answer to Sauvignon Blanc: Liberty's Bacchus

Fresh, vibrant and unmistakably homegrown, Liberty's Bacchus is packed with citrus, elderflower and green apple.

Buy 11 bottles, get 1 FREE
 Plus be in with a chance to win 2 x tickets to our Harvest Festival this September.

Make the most of English Wine Week, 21-29 June.

BALFOURWINERY.COM

✓✓
DISTILLED
|

GIN FOR DAYS (AND EVENINGS)

The sun is (hopefully) shining, and nothing says summer in the UK better than a cold glass stacked with ice, fresh limes a-squozen all over and a large helping of gin. While we are past the days of the gin bubble and it's many-flavoured money machine, people still love a gin in the sun. With spirits in overall decline, gin is largely seeing a switch out of flavoured into the more juniper-led flavour profiles*

This gives us a couple of options: lean into the solid, classic G&T serve or go Spritz. The Aperol Spritz is now the number 1 cocktail in the UK**, so the drinking masses are clearly enamoured with the serve. A fruitier gin can be repurposed as the backbone to a spritz with a good soda and some fruit – Warner's Rhubarb with London Essence Crisp Apple Soda, topped with a splash of Bolney Bubbly is not only delicious, but exclusively created from ingredients made in the UK

* Non-Flavoured Gin -7% volume and -1 value vs Flavoured Gin -16% volume and -11% value
 **CGA Mixed Drinks Q3 2025 vs 2024, volumetric sales data



BUY ANY 3 BOTTLES FROM THE GINS IN THE RANGE TO GET A CASE OF MIXERS

FREE

10 deals per customer per week.



£1 OFF
every bottle of 70cl
Courvoisier VS



COURVOISIER & LEMONADE
50ml Courvoisier VS
Top with Lemonade

COURVOISIER & GINGER ALE
50ml Courvoisier VS
Top with Ginger Ale

COURVOISIER

*18+ Only. £1 off per bottle of Courvoisier VS 70cl. Not to be used in conjunction with any other offer. Max 3 deals per customer. This is very limited while stocks last. Terms and Conditions apply. ENJOY RESPONSIBLY be [drinkaware.co.uk](https://www.drinkaware.co.uk)

TEREMANA
SMALL BATCH TEQUILA



SHARE THE MANA
CELEBRATE
NATIONAL TEQUILA DAY
FRIDAY 24TH JULY 2026

BUY 2 X 70CL
AND GET
£4 OFF



*WINNER OF 35 PRESTIGIOUS SPIRITS AWARDS

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SCAN QR CODE FOR
RECIPE SUGGESTIONS

GIVE IT A SHOT

WITH THE UK'S #1 SHOT BRAND FOR THE SUMMER OF FOOTBALL*

KICK OFFS ARE
DURING THE
BIGGEST
DAYPART FOR
SHOTS & BOMBS
(BETWEEN 8-10PM)



£1.50 OFF WHEN YOU
BUY 2 X BOTTLES

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*CGA OPM Service to 24/01/2026
**Source: CGA Mixed Drinks Report - Shots & Bombs, 2025

GLENFIDDICH

£5 OFF
WHEN YOU BUY
2X70CL GLENFIDDICH*



THE WORLD'S
MOST AWARDED
SINGLE MALT SCOTCH WHISKY

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

*Choose from either Glenfiddich 12YO or Glenfiddich 15YO and receive £5 off the total cost of the order/not per bottle. Since 2000, Glenfiddich has won more awards than any other Single Malt Scotch Whisky at the International Wine & Spirits Competition (IWSC) and the International Spirits Challenge (ISC).

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

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JACK DANIEL'S

TONIGHT MAKE IT A JACK

£5
OFF
PER 1.5L
BOTTLE



OLD
No. 7
BRAND

PLEASE DRINK RESPONSIBLY
JACK DANIEL'S AND OLD NO.7 ARE REGISTERED TRADEMARKS. ©2026 JACK DANIEL'S. ALL RIGHTS RESERVED.

BOMBAY  SAPPHIRE

A MOMENT TO SAVOUR



BUY 4 BOMBAY SAPHIRE 70CL TO
RECEIVE A CASE OF 6 COPA GLASSES FREE

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MAX 3 DEALS PER CUSTOMER ORDER, TOTAL DEALS CAPPED AT 10 PER CUSTOMER. ©2026 BOMBAY SAPHIRE AND ITS TRADE DRESS ARE TRADEMARKS.

TWO DISTINCTIVE GINS,
REDISCOVER
HENDRICK'S
INFUSED WITH CUCUMBER & ROSE



Cucumber Fizz
50ml Hendrick's Gin
3 Slices Of Cucumber
25ml Lime
20ml Sugar
75ml Soda Water
Cucumber Slice Garnish

ONE PROFITABLE RANGE
DISCOVER ANOTHER
HENDRICK'S
INFUSED WITH ORANGE BLOSSOM & CACAO
INTRODUCTORY OFFER



Another Hendrick's Fizz
50ml Another Hendrick's Gin
15ml Elderflower cordial
100ml soda water
Cucumber slice and an orange twist

£2 OFF

NEW

*WHILST STOCKS LAST. PLEASE DRINK THE UNUSUAL RESPONSIBLY.
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WOLFE BR^{OS}
OF YORKSHIRE

YORKSHIRE RHUBARB GIN

70cl 38%ABV

BUY 3 BOTTLES
GET A CASE OF
LONDON ESSENCE
CRISP APPLE SODA

FREE



EXCLUSIVE TO
CARLSBERG
BRITVIC

**RHUBARB
GIN
SPRITZ**

50ml Wolfe Bros Yorkshire Rhubarb Gin
150ml London Essence Crisp Apple Soda
Ice filled glass garnished with fresh lime

NOW ALSO AVAILABLE TO ORDER
WOLFE BROS LONDON DRY GIN 70CL 42%
& **WOLFE BROS RASPBERRY & HIBISCUS GIN 70CL 40%**



FREE CASE GIVEAWAY

PERFECT
FOR
SPRITZ

BUY ANY 3 LUXARDO
BOTTLES AND RECIEVE 1 FREE CASE OF
THE LONDON ESSENCE SODAS*

*MUST INCLUDE LUXARDO LIMONCELLO.
CHOOSE FROM THE LONDON ESSENCE WHITE PEACH & JASMINE OR
RASPBERRY & ROSE 12X 250ML CANS ONLY





WHITLEY NEILL GIN

FOR A FLAWLESS GIN & TONIC
Since 1762, eight generations of gin distilling expertise have helped perfect Whitley Neill Distiller's Cut London Dry Gin. The best gin & tonics deserve Whitley Neill...



£2.50 OFF per bottle*

UK'S NO.1 PREMIUM GIN

be drinkaware.co.uk
*While stocks last. Bottles: 70cl. Nielsen IQ data to: 14.06.25

ABER FALLS

THE SPIRIT OF NORTH WALES

Made using water from the Rhaeadr Fawr - the famous Aber Falls waterfall - this copper pot distilled spirit, which takes inspiration from the traditional London Dry Gin, leads with juniper and gives grapefruit, lemon and orange prominent roles, resulting in a bright and fresh liquid with a subtly spicy and sweet finish.



£2.50 OFF per 70cl bottle*



aberfallsdistillery.com

*While stocks last. Bottles: 70cl. be drinkaware.co.uk

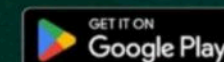


Cockpit

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.



BUY ANY FEATURED 4, GET A CREAM LIQUEUR

FREE

CHOOSE ONE FREE



DEAD MAN'S FINGERS RANGE:

SPICED, GOLDEN SPICED COCONUT, PINEAPPLE, MANGO, PASSION FRUIT, STRAWBERRY TEQUILA CREAM LIQUEUR, RASPBERRY RUM CREAM LIQUEUR, BLUE RASPBERRY TEQUILA CREAM LIQUEUR.

DEAD GOOD

be drinkaware.co.uk

*Bottles: 70cl. While stocks last. @DEADMANSFINGERS

Au⁷⁹
VODKA

Tango

PRE-MIXED CANS

FLAVOURED FIZZY DRINK MADE WITH VODKA

5%
ALC.VOL.

NEW



ORANGE APPLE

5% ALC.VOL | 330ML | PLEASE DRINK RESPONSIBLY. © 2026 AU VODKA

INSTALL OLD MOUT
BERRIES & CHERRIES
IN MAY/JUNE
AND GET A
FREE KEG*



Berries
& cherries
**OLD MOUT
CIDER**



CONTACT
YOUR
CARLSBERG
BRITVIC
ACCOUNT
MANAGER



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

*T&C's apply, subject to availability MADE IN THE UK

SMIRNOFF KNOWN FOR QUALITY SINCE 1864 SMIRNOFF KNOWN FOR QUALITY SINCE 1864

FRESH LOOK.

BUY 3 X CASES OF SMIRNOFF ICE (24 X 275ML) AND RECEIVE 4 ICE BUCKETS AND TENT CARD BUNDLE*

SAME ICONIC FLAVOUR.

STOCK AN ORIGINAL FAVOURITE

*Duration - 1st June-30th June 2026. Buy in will be limited to 200 redemptions. be.drinkaware.co.uk PLEASE DRINK RESPONSIBLY



Scan here to unlock exclusive benefits to supercharge your business



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

Special Offer

£1 off per case

For PDS 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

HAVE YOUR SAY

Give us your feedback and be entered into a competition to win a £100 Amazon Voucher



As we come into the third year of our monthly digital deals brochure as Thirst, we would really value your feedback so we can make sure it is set up to meet your future needs. We would be grateful if you could please take 7 minutes to complete this survey so that we can continue to support you and your venue.

BUY 5 CASES, AND GET £10 OFF*

STOCK UP & DISCOVER
YOUR FRUITY SIDE

NO.1
FLAVOURED
CIDER BRAND**

ALCOHOL
FREE



MOUTOPIA

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

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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!

3 CIDERS,
1 TAP



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.

be.drinkaware.co.uk



INSTALL THATCHERS AND GET A **FREE KEG**

Summer perfection on tap

Install any draught Thatchers Cider and you will receive a free keg and POS kit – cheers!



EST. 1904
THATCHERS
— THE FAMILY CIDER MAKERS —

T&Cs: Install any Thatchers Cider on draught and receive a free 50-litre keg on install and point of sale kit including 24 x pint glasses, 12 x half pint glasses, 2 x bar runners & 100 drip mats. Offer valid from 01.07.26 to 31.08.26. Install must replace a competitor brand. ¹CCA OPMS Volume P11 21/02/2026 ²CCA OPMS P11 21/02/2026 ³KAM media cider research April 2025



NO.1 FOR OUT OF HOME*

*CGA OPM Data to P09 2024 (07/09/2024)

BUY 5 CASES & GET 1 free!



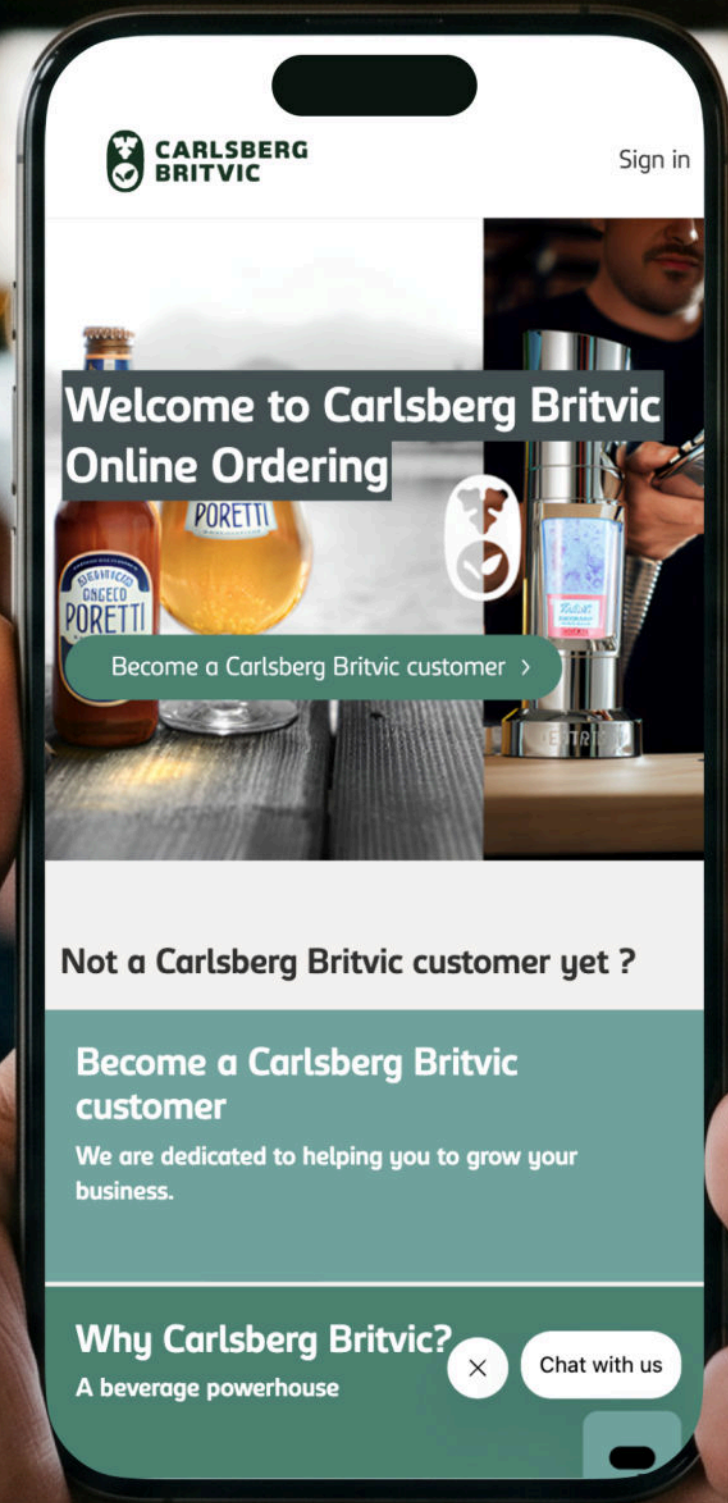
HARROGATE
SPRING WATER

#MIXWITHHARROGATE

*Enjoying life's moments since 1571



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
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- Empties collection requests
- Draw down allocated free stock
- Select from your allocated delivery days and order up to 12 weeks in advance
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- Hide pricing
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- 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:

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

WWW.

STEP 02

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

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 →

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



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.

