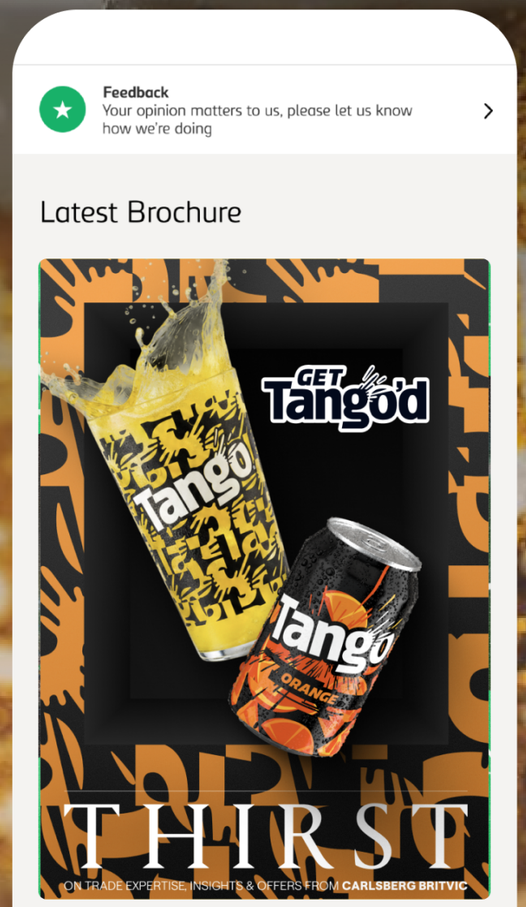


THIRST

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



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

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

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WELCOME TO OUR JULY EDITION

We hope you're enjoying the summer so far and, for football fans, settling in with a few pre-match beers as the action continues at the World Cup. July is a month built for social occasions, from sunny afternoons in beer gardens to spontaneous catch-ups, family days out and longer lighter evenings.

This month we're celebrating one of the most iconic soft drinks brands around as Tango brings back its legendary "You Know When You've Been Tango'd" campaign. Few brands have embedded themselves in popular culture quite like Tango, and its return is a timely reminder of the power of bold flavour and personality.

We're also putting the spotlight on refreshment across our wider soft drinks portfolio. Aqua Libra continues to offer consumers great-tasting filtered still, sparkling and infused waters that support hydration throughout the day, while J2O's vibrant fruit flavours remain a popular choice in the on trade. Together, they demonstrate how soft drinks are playing an increasingly important role in drinking occasions and socialising.

And let's not forget the youngest guests. Family occasions remain an important part of summer trading especially as the schools close for summer, making it important to have a strong children's offering. Fruit Shoot continues to be a trusted favourite for parents and children alike, helping venues cater for family visits and daytime occasions.

Elsewhere in this edition, we'll explore some of the trends, products and opportunities shaping the season, helping you make the most of summer footfall.

Here's to a busy, successful and refreshing month ahead.



Chris Pratt
VP On Trade

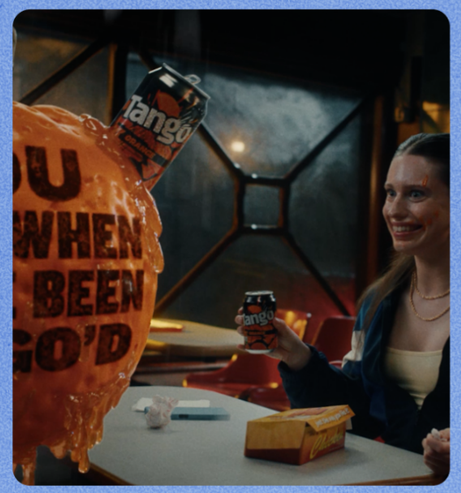
CONTENTS



3 INGREDIENT COCKTAIL P.108

SANGRIA P.18





TANGO P.56



AQUA LIBRA P.60

INSIGHT & SUPPORT

WHAT'S GOING ON 6
THE BIG DEBATE 12
MUSIC MAKES THE PEOPLE COME TOGETHER 14
FOOD FOR THOUGHT 16
SANGRIA, BUT MAKE IT 26' 18

OUR RANGE

LAGER 24
LOW/NO ALCOHOL 28
ALE 30
CRAFT & CIDER 40
SOFT DRINKS 46

OUR SERVICES

CROWN CELLARS 78
DISTILLED 106
ORDER ONLINE 134

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WHAT'S GOING ON

JULY 2026

WHAT'S GOING ON

JULY **2026**

ALL MONTH

FESTIVAL SEASON



July is the heart of the festival season with music, food and cultural events dominating our conversations throughout the month. Even customers not attending festivals are looking for experiences that capture the same atmosphere: escapism, discovery and shared memories. Venues can tap into this by creating lighter-touch festival-inspired experiences. Think outdoor DJs, rotating playlists, street-food-inspired menus or pop ups and festival décor.

28TH JUNE – 19TH JULY

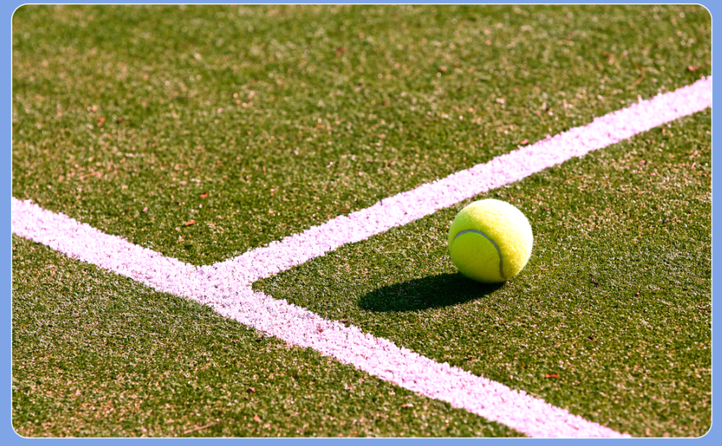
FIFA WORLD CUP KNOCKOUT STAGES



It's nail-biting crunch time as the tournament moves into the knockout stages. From the Round of 32 through to the Final on 19th July, fans will actively seek atmosphere led venues where they can watch, celebrate and commiserate together. For venues, this is a major opportunity to drive repeat visits across multiple weeks rather than just one-off match occasions. Late-stage tournaments also create spontaneous trade, with customers making last-minute decisions on where to watch key fixtures. Clear social promotion and visible match schedules can help capture both passing footfall and planned visits.

29TH JUNE – 12TH JULY

WIMBLEDON



Wimbledon blends sport, classic British summertime tradition and A list celebrity spotting in a way few events can. The event attracts broad audiences beyond just tennis fans, making it perfect for daytime trading and premium summer serves. Customers associate Wimbledon with British summer rituals: strawberries, sparkling drinks, light sharing plates and outdoor socialising.

WHAT'S GOING ON

DID YOU KNOW?

Wimbledon uses over 50,000 tennis balls each year. Balls are replaced regularly during matches to maintain consistent playing conditions.

Before becoming one of the world's most famous racing circuits, Silverstone was originally a World War II airfield.

The 2026 FIFA World Cup Final will be played in New Jersey, marking the first men's World Cup final to be hosted in the New York area.

2ND – 4TH JULY

HENLEY ROYAL REGATTA



Like Wimbledon, Henley signals the arrival of classic British summer social season. The event combines sport and occasion-led socialising in beautiful outfits. For venues, this is a strong premiumisation opportunity. Seasonal spritzes (The Aperol Spritz is now the no1 cocktail in the country*), lighter menus and elegant outdoor experiences all fit with the audience mindset around Henley week.

4TH JULY

LONDON PRIDE



London Pride remains one of the UK's most important celebrations of visibility, inclusion and community. For hospitality venues, it's an opportunity to create spaces that feel genuinely welcoming, celebratory and inclusive throughout the wider Pride period. And this year, we are putting Brooklyn Brewery front and centre of London Pride 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.

5TH JULY

BRITISH GRAND PRIX



The British Grand Prix delivers a high-energy exciting weekend audience and attracts both dedicated Formula 1 fans and casual viewers. Race weekends create strong anticipation from Friday practice sessions through to Sunday's main event, giving venues multiple opportunities to drive trade across the full weekend. The growing popularity of Formula 1 with younger audiences and mixed social groups also makes the event broader in appeal than ever before.

SCHOOLS ARE OUT



The start of the summer holidays creates a noticeable shift in customer behaviour, with daytime traffic increasing and family routines changing almost immediately. Customers become more spontaneous, more weather-led and more likely to visit earlier in the day. In this edition's great debate (click here), we look at the pros and cons of being seen as a family friendly pub. For many parents, July also marks the end of weeks (and often months) of exam stress alongside their children. With exams finished and routines easing, there's a strong sense of relief that creates more opportunities for social occasions, family meals and well deserved catch-ups with friends.



THE BIG DEBATE

KIDS IN PUBS *OR* THE EROSION OF ADULT TIME?

The question dividing customers and venues is should pubs welcome children or protect adult-only social spaces?

THE CASE FOR

Kids in pubs help create inclusive, family-friendly venues

Pubs have long been at the heart of communities and for many people, that includes families. As lifestyles change and parents look for places where they can socialise without arranging childcare, pubs are increasingly becoming spaces where adults and children coexist. Family-friendly pubs can create a welcoming atmosphere, encourage daytime trade and help venues appeal to a wider customer base.

Allowing kids isn't just about accommodating families, it's about keeping community culture alive. Many places have dedicated zones for families including outdoor play areas, kids' menus and family focused events and activities.

1 BOOSTS DAYTIME TRADE

Families visiting for lunch, Sunday roasts or early evening meals can significantly increase revenue.

2 CREATES COMMUNITY FEEL

Welcoming all generations can make pubs feel like social hubs rather than exclusive drinking spaces.

3 SUPPORTS MODERN LIFESTYLES

Parents still want to socialise and meet friends without always needing babysitters or the option of not going out at all.

4 CUSTOMER LOYALTY

Positive family experiences can build long-term relationships with local customers.

FINAL *Thoughts*

THE CASE AGAINST

Kids in pubs erode adult-only social spaces

For many people, pubs and bars are one of the few remaining places designed primarily for adults to unwind. Whether it's after work drinks, watching sport or enjoying a quiet pint, some customers visit venues to find a small escape from the noise and demands of family life.

People may argue that an increasing focus on family-friendly venues can dilute atmosphere, frustrate regulars and blur the line between pubs and cafes/restaurants. Some customers simply want adult conversation without interruptions from toys or noisy/disruptive children.

1 CHANGES THE ATMOSPHERE

Loud crying or children making noise can take away from a relaxed adult environment.

2 REDUCES ADULT-ONLY SPACES

Many people feel there are already limited places for adults to socialise without children present.

3 CAN IMPACT CUSTOMER EXPERIENCE

Some regulars may avoid venues that feel more like restaurants or play areas.

4 LATE-NIGHT CONCERNS

As evenings progress, pubs become less suitable environments for children.

The debate around kids in pubs ultimately comes down to balance. Some venues thrive by creating welcoming family spaces, while others protect a more traditional adult-focused atmosphere. Neither approach is wrong. Success depends on understanding your audience and the experience you want customers to have.

Under the Licensing Act 2003, children under 16 are allowed in many pubs if accompanied by an adult, but individual venues can set their own policies around age limits, times and areas of access. Many pubs operate rules such as: No under-18s after a certain time; Children only permitted in dining areas or when food is being served; No children at the bar itself. Licensing conditions can also vary depending on local authority agreements and individual premise licences.

Music
Makes the People Come Together...

Why the music in your venue really matters

Why the music in your venue really matters

Walk into a pub or bar and within seconds customers start unconsciously making decisions.

Does this place feel welcoming? Will I stay for one drink or three? Does this feel like 'my kind of venue'?

And while interiors, lighting, the people and drinks all play a role, one of the biggest influences is often the thing many venues overlook: the music.

The soundtrack of a venue quietly shapes atmosphere, behaviour and perception. The right playlist can make customers stay longer and spend more. The wrong one can completely disconnect people.

And as venues compete harder than ever for attention and loyalty, music can be just as important as menus, interiors and service style.

Volume also matters!

One of the quickest ways to damage atmosphere is getting noise levels wrong for the crowd, time of day or venue style. Customers should feel the energy of the music without struggling to order drinks or hold a conversation.

A relaxed gastro pub at lunchtime needs very different sound levels to a late-night cocktail bar on a Saturday evening. Too quiet and a venue can feel flat or uncomfortable; too loud and customers may leave earlier, avoid ordering food or simply choose another venue next time.

The best operators adjust music volume throughout the day, matching customer mood, occupancy and trading style. Great atmosphere isn't just about what you play, it's about knowing when to turn it up and when to pull it back.

Why Music Matters in Hospitality

Music affects energy, emotion and engagement.

A busy Friday night with high-energy dance tracks creates a completely different customer mindset to a Sunday afternoon soundtracked by acoustic indie or soul classics. Customers often won't consciously notice the playlist but they absolutely notice how a venue makes them feel.

Hospitality trends in 2026 show customers increasingly choosing venues based on 'vibe' and atmosphere and this is especially true for younger consumers.

5 QUESTIONS
Every Venue Should Ask

1. Does our soundtrack match our brand?
2. Are we adapting music and volume throughout the day?
3. Are we creating atmosphere intentionally?
4. Does our music encourage the behaviour we want?
5. Does our music suit the customers we want to attract?

If Beer Brands Had musical personalities...

Carlsberg
The crowd-pleaser

Carlsberg is familiar, easy-going and built around bringing people together. It suits venues where customers want mass appeal atmosphere without overthinking it.

Vibe
Indie classics, singalongs, commercial favourites.

Poretti
The stylish sunset playlist

Poretti is polished but relaxed. Think modern terraces, aperitivo culture, sharing plates and chilled European house music.

Vibe
Nu-disco, lounge house, laid-back electronic.

Brooklyn Brewery
The creative live music lover

Brooklyn is community-focused, cultural and full of personality. It's the venue hosting local bands, vinyl DJs, street food pop-ups and collaborative events. Customers feel like they've discovered somewhere authentic.

Vibe
Live indie, funk, soul, alternative, vinyl-led playlists.

Hobgoblin
The character pub with stories to tell

Hobgoblin leans into individuality and heritage. It's personality-driven, quirky and proudly different.

Vibe
Rock, folk, pub classics, live acoustic sessions.

1664 Blanc
The fashionable late-night socialite

1664 Blanc is sleek, image-conscious and trend-aware. It's all about atmosphere, aesthetics and aspirational energy.

Vibe
Deep house, commercial remixes, luxury lounge sounds.

be drinkaware.co.uk

FOOD *For* THOUGHT

WHY FOOD-LED PUB VISITS ARE ON THE RISE & HOW TO GET IN ON THE ACTION

Food-led visits continues to grow*, driven increasingly by more purposeful social occasions rather than purely spontaneous drinking trips.

*CGA OPMS DATA TO P03 (W/E 21/03/2026)

One in three on-trade visits are now to pubs, with food-led pubs remaining the most important channels for consumers*. These venues continue to perform strongly because they balance comfort, familiarity and social atmosphere with accessible food occasions.

They also continue to attract younger consumers who are often willing to spend more on premium drinks when food is part of the occasion*.

*SOURCE: NIQ OPUS JANUARY 2026

EARLIER OCCASIONS ARE CHANGING PUB CULTURE

One of the biggest shifts in hospitality is the growing importance of earlier dayparts especially for pubs with food.

Customers are increasingly meeting for:

- After work drinks rather than late night
- Midweek catch-ups
- Casual dinners
- Lower-pressure social occasions

Food naturally plays a bigger role in these occasions because for many customers food acts as the anchor that justifies going out in the first place.

Food-led pubs sit in a strong position because unlike more formal restaurants, they offer lower-pressure socialising. And unlike late-night bars, they support longer and more relaxed, varied occasions.

That balance is increasingly important as people look for experiences that feel social and enjoyable without feeling overly expensive or overly planned.

BUT WHAT IF I DON'T SERVE FOOD?

YOU DON'T NEED A FULL KITCHEN TO IMPROVE YOUR OFFER

For pubs and bars without a food operation or full kitchen, small improvements can still have a big impact.

UPGRADE SNACKS

Move beyond standard crisps and nuts and make it presentable:

- Warm popcorn
- Mixed nuts
- Olives
- Chilli rice crackers
- Pretzel mixes
- Elevated bar snacks

INTRODUCE SIMPLE COLD (OR EASY TO HEAT) OPTIONS

Cold and low-prep options can improve dwell time and spend without requiring a full kitchen.

For example:

- Cheese boards
- Charcuterie
- Sandwiches
- Premium toasties
- Grazing boards
- Deli-style plates

BUILD 'SHARING OCCASION' FOOD

Customers increasingly order socially rather than individually.

Simple sharing options:

- Loaded fries
- Sharing flatbreads
- Mezze boards
- Chicken bites
- Small plates

TIPS FOR IMPROVING EXISTING FOOD OFFERS

FOR PUBS ALREADY SERVING FOOD, THE BIGGEST OPPORTUNITIES OFTEN COME FROM REFINING THE EXPERIENCE RATHER THAN CONSTANTLY EXPANDING MENUS.

COURSE ONE

FOCUS ON SIGNATURE DISHES, LESS IS MORE

Strong food pubs increasingly stand out through a small number of favourites rather than oversized menus trying to do everything. A tighter menu can also improve speed, consistency and quality while reducing waste and operational pressure.

COURSE THREE

DESIGN FOR EARLIER EVENINGS

Earlier trading occasions are becoming increasingly valuable, particularly midweek. Think lighter evening menus, smaller portions, post-work sharers and easy-to-eat (no cutlery necessary) food that works naturally with relaxed drinks and conversation.

COURSE TWO

MAKE FOOD WORK HARDER WITH DRINKS

The strongest food-led venues don't treat food and drink separately, they build occasions around both. Pairings, bundles and complementary serves can help increase spend while making the experience feel more curated and social.

COURSE FOUR

REFRESH MENUS SEASONALLY, NOT CONSTANTLY

Customers want menus that feel current, but not confusing. Seasonal refreshes and limited-time specials can keep offers feeling fresh without overwhelming customers or complicating operations.



SANGRIA BUT MAKE IT '26



Sangria is back, but it's evolving beyond basic fruit mixes. Customers are looking for serves that feel fresher, more premium and more cocktail-led, while still delivering the relaxed, social feel sangria is known for.

Today's best versions borrow techniques from modern cocktails: layered spirits, infused fruit, better wine and longer prep times that create deeper flavour and a more elevated drinking experience.

Good

The easy-drinking house sangria
Classic Summer Red Sangria

Ingredients
Lobo Loco Tempranillo
Orange soda
Fresh orange slices
Lemon
Ice

To Serve
Serve over plenty of ice in a wine glass or carafe.



Better

A fresh fruit forward twist
White Peach Sangria

Ingredients
Ren Sauvignon Blanc
Archers peach liqueur
Soda water
Fresh peach slices
Mint

To Serve
Serve in a large wine glass with cubed ice.



Best

Overnight Reserve Sangria
A cocktail-style premium Sangria

This version is designed to feel richer, more layered and intentionally crafted closer to a batched cocktail than a traditional pub sangria. The overnight infusion creates significantly more depth and a smoother finish. We've used a few brands here to make it more premium, and help it read better on a menu, but house pour spirits can always be used instead to keep GP in check

Day One Prep
2 x 75cl Lobo Loco Tempranillo
150ml Goslings Black Seal Rum
100ml Martell VS
75ml Cointreau
50ml Bols Cherry Brandy
100ml fresh orange juice
50ml fresh lemon juice
25ml maple syrup/Demerara syrup

Add:
Orange wheels
Black cherries
Sliced peach
Strawberries
Cinnamon stick
Star anise
Leave refrigerated overnight for 12–24 hours.

To Serve
Top with: Segura Viudas Cava Rosada Brut to keep things Spanish, Baron D'Arignac Sparkling Rose to keep costs under control or premium soda water to keep things fruit-forward.

Serve over large cubed ice in a large wine glass or stemmed goblet with dehydrated orange or skewered cherry.



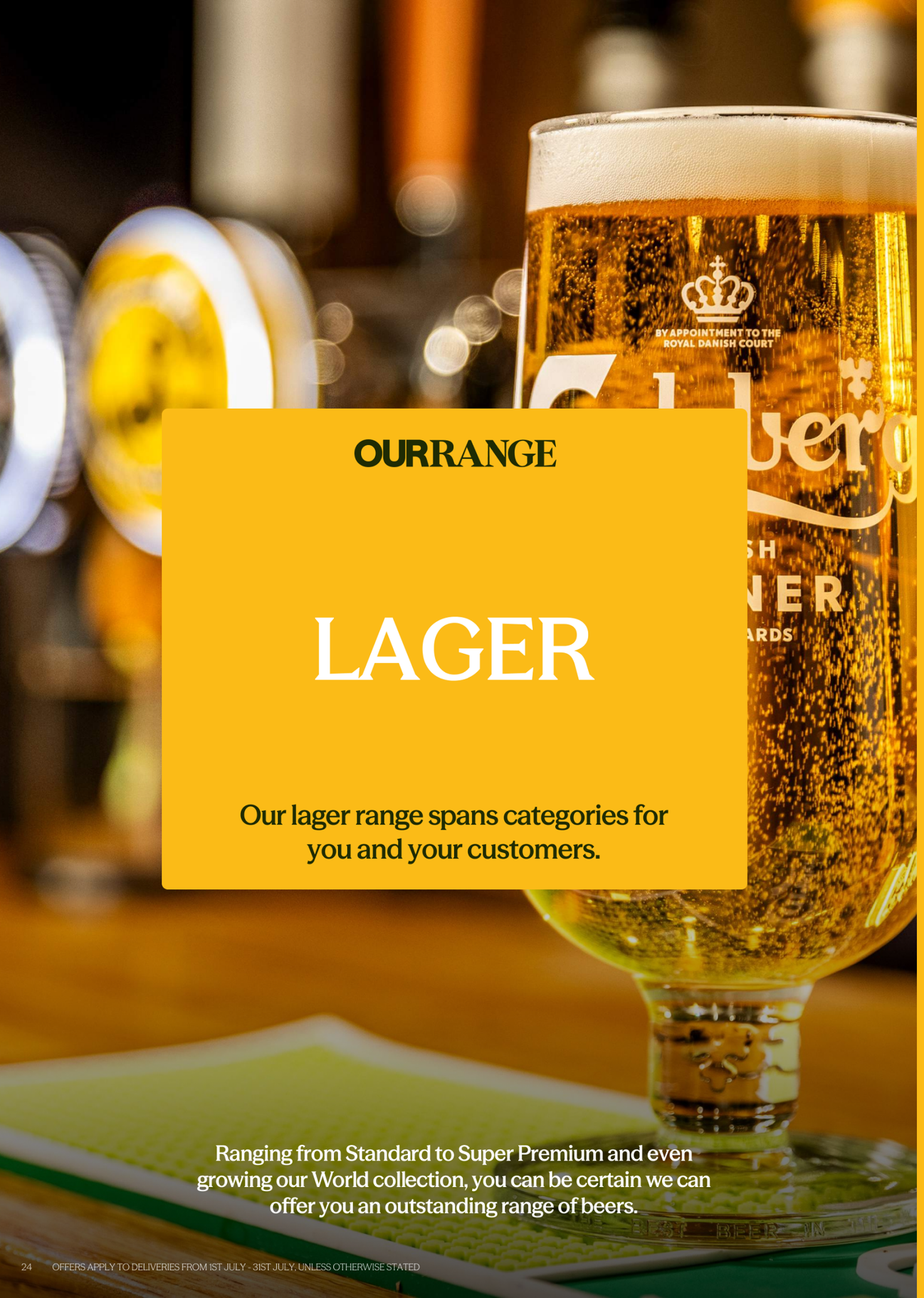
Did you know

Sangria gets its name from the Spanish word for 'blood'. The name comes from the deep red colour of traditional sangria, which was originally made using red wine, fruit and spices.

Early versions of sangria date back centuries. Before clean drinking water was widely available, people across Spain and parts of Europe often mixed wine with fruit, spices and other ingredients to create safer, more flavourful drinks.

OUR RANGE

LAGER | ALE | CRAFT & CIDER | SOFT DRINKS | LOW/NO ALCOHOL



OURRANGE

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 Biére

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 craftmanship 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

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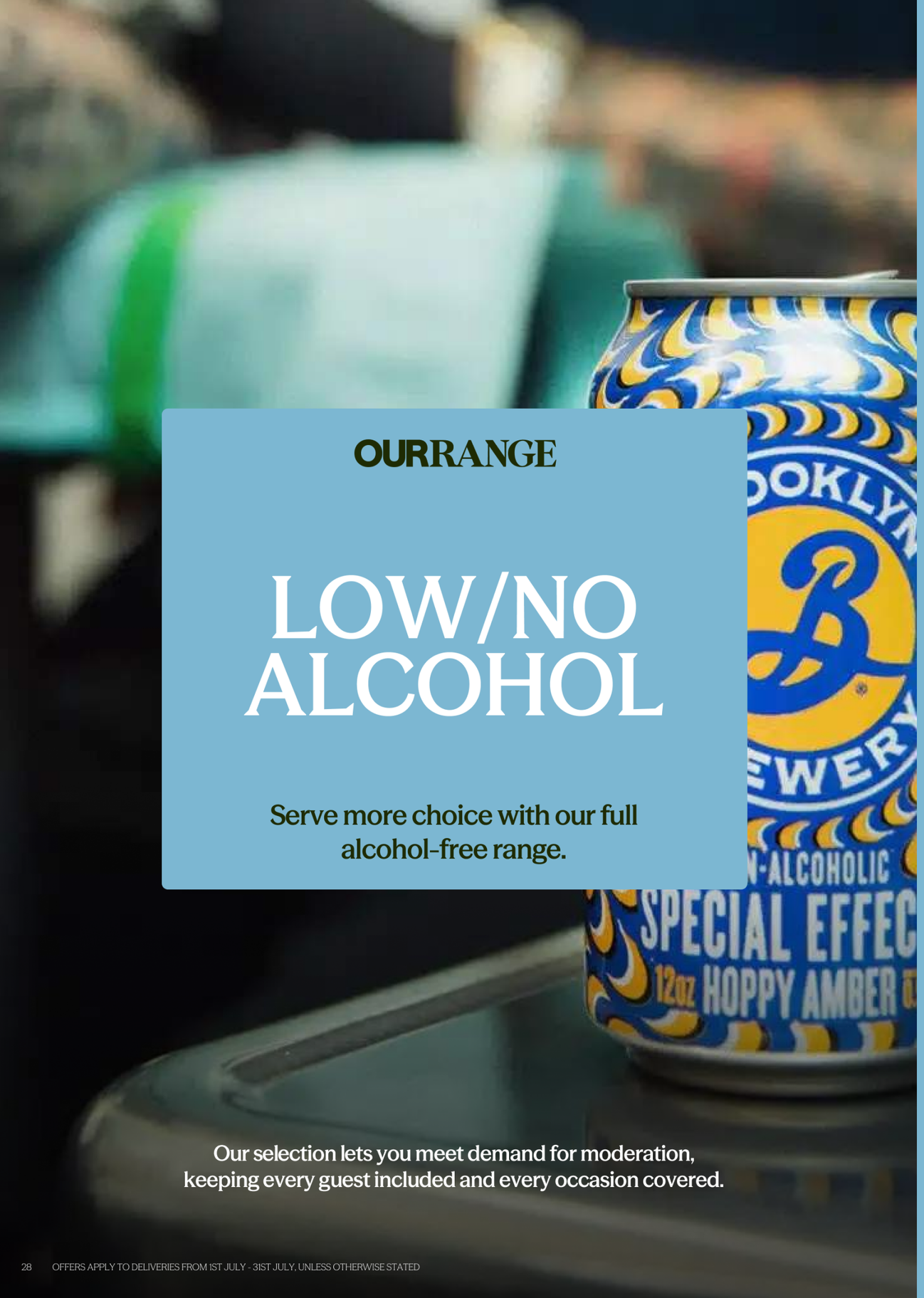
Click on the badge to get the offer.



OURRANGE

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

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.



OUR RANGE

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

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

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

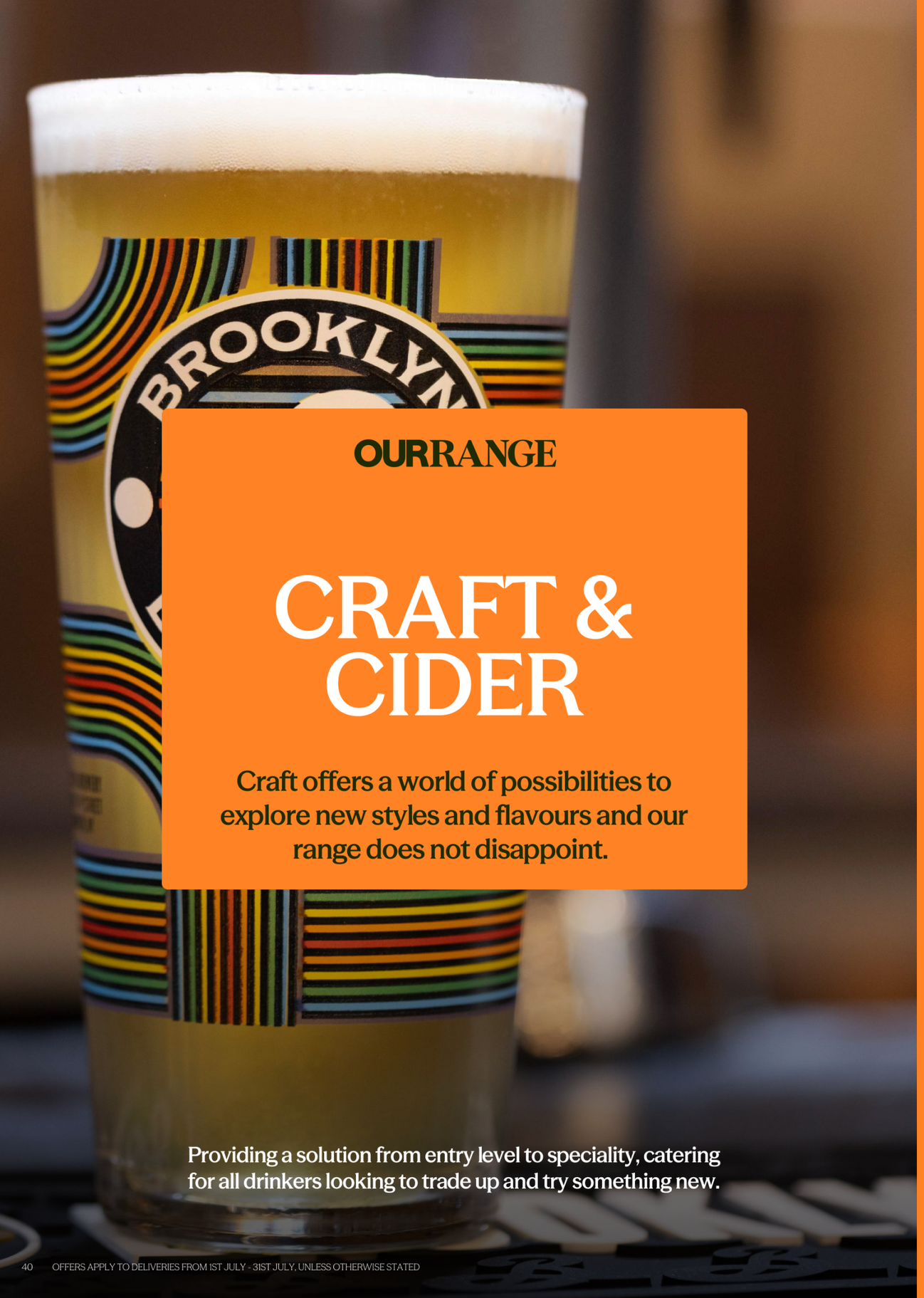
500ml
Bottle



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.

Click on the badge to get the offer.



OURRANGE

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

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.

NEW OFFER INSTALL

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.



OURRANGE

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

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



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 500ml Bottle
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

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



AQUA LIBRA



Hydration for Summer

Aqua Libra is the fastest growing water brand in the on-trade, leading the category in volume, value, and listings gains*

The Wonder of Water

As summer arrives and consumers spend longer socialising in pubs, bars and venues, hydration becomes an increasingly important part of the drinking occasion.

Whether guests are enjoying alcohol or simply meeting friends for lunch, people are looking for quality drinks that help them stay refreshed throughout their visit. Water is no longer just a necessity, it's becoming a deliberate choice.

Many consumers are alternating alcoholic drinks with water, moderating their intake, or seeking premium soft drink options that fit changing lifestyles. This presents a significant opportunity for venues to **elevate their water offer**.

The Taste of Water

When consumers choose water, they know to expect more than what comes from tap water. Taste, temperature and presentation all play an important role in the experience.

Aqua Libra's advanced filtration removes impurities to deliver consistently great-tasting water, served perfectly chilled and available as still or sparkling. The result is a premium hydration experience that encourages people to trade up from tap water while reducing the need for transported packaged water.

Unlocking Value Through Multiple Formats

Different occasions call for different formats and different venues require solutions fit for purpose. From bottled water served at the table to cans, Aqua Libra offers solutions designed to suit every venue and customer need.

"INFINITELY RECYCLABLE AND INCREASINGLY POPULAR WITH CONSUMERS, CANS WILL NO DOUBT CONTINUE TO DRIVE GROWTH ACROSS THE WATER CATEGORY"

Flavoured sparkling water with our Infused range provides an appealing alternative for guests looking for refreshment and variety, while canned formats offer convenience alongside strong sustainability credentials. Infinitely recyclable and increasingly popular with consumers, cans will no doubt continue to drive growth across the water category.

Together, these formats help venues unlock greater value from water while offering consumers more choice and flexibility.

AVAILABLE IN FREE-TRADE



*Source: CGA by NielsenIQ, Licensed Database, Carlsberg Britvic Defined, MAT to P04 2026 vs YA.
*The report includes only brands with a robust read in Volume, Value and Distribution of 500+ outlets.

CARLSBERG BRITVIC

recycle



BUY 4 CASES

FROM THE BRITVIC RANGE TO RECEIVE A FREE CASE OF J20 ORANGE & PASSIONFRUIT*

PEPSI · J2O · Robinsons Fruit Shoot · Britvic · The London Essence Co. · R Whites · Tango · 7up · Aqua Libra

*T&Cs apply: Promotion valid for the duration of the brochure promotional period. Qualifying range includes: Fruit Shoot Orange/Apple & Blackcurrant/ Summer Fruits 275ml x24, Britvic Juices 200ml NRB, Britvic Cordials 1L, Pepsi Reg/Diet/MAX and 7UP Free 330ml NRB. Free case is J2O Orange & Passionfruit 275ml NRB x24. While stocks last. While stocks last. Promoter: Carlsberg Britvic. Breakspear Park, Breakspear Way, Hemel Hempstead, HP2 4TZ.
2 deals per customer per week.

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

UK'S NO 1 ADULT SOFT DRINK OOH**



*T&Cs apply: Promotion valid for the duration of the brochure promotional period. Qualifying products include: J20 Orange & Passionfruit, J20 Apple & Mango, J20 Apple & Raspberry, J20 Dragonberry 275ml x24 NRB. Free case is J20 Orange & Passionfruit 275ml x24 NRB. While stocks last. Promoter Carlsberg Britvic, Breakspear Park, Breakspear Way, Hemel Hempstead, HP2 4TZ. **Nielsen IQ, total coverage, adult social drinks Britvic defined, 52we 23/08/25; CGA total out of home (licensed and foodservice) Adult - Britvic defined, 52we 31/07/25. **For further information please contact Carlsberg Britvic at pressoffice@carlsbergbritvic.co.uk. Promoter: Carlsberg Britvic. Breakspear Park, Breakspear Way, Hemel Hempstead, HP2 4TZ.**

GET TO THE JUICE

CARLSBERG BRITVIC

recycle



BUY 4 CASES

FROM THE MIXERS RANGE TO RECEIVE A FREE CASE OF TONIC OR LOW CAL TONIC*

*T&Cs apply: Promotion valid for the duration of the brochure promotional period. Qualifying range includes Britvic Tonic 200ml NRB x24, Britvic Ginger Beer 200ml NRB x24, Britvic Low Cal Bitter Lemon 200ml NRB x24, Britvic Low Cal Tonic 200ml NRB x24, Britvic Ginger Ale 200ml NRB x24, Britvic Soda Water 200ml NRB x24, Pepsi Max 200ml NRB x24, Pepsi Diet 200ml NRB x24 and Pepsi Regular 200ml NRB x24. Free case is Britvic Tonic water 200ml NRB x24 or Britvic Low Cal Tonic 200ml NRB x24. While stocks last.
Promoter: Carlsberg Britvic. Breakspear Park, Breakspear Way, Hemel Hempstead, HP2 4TZ.

recycle

ROBINSONS® Fruit Shoot™

Stock More for less

Buy Fruit Shoot for only £9.99 a case*



Contains naturally occurring sugars and 8% fruit juice from concentrate

*T&C's apply. Promotion valid for the duration of the brochure promotional period. Qualifying range includes Fruit Shoot Apple & Blackcurrant / Orange / Summer Fruits 275ml PET. **Source: 'Nielsen RMS, Total Coverage, Kids CBBV defined, Value Sales (£'000), MAT to WE 21.03.26 MAT TY & CGA, Food service & Licensed, Total OOH, Kids CBBV defined, Value Sales, MAT to 31.12.25. For further information please contact Britvic at Pressoffice@carlsbergbritvic.co.uk.
Promoter Carlsberg Britvic, Breakspear Park, Breakspear Way, Hemel Hempstead, HP2 4TZ.

LOW & NO ALCOHOL RANGE



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



BUY ANY 4 CASES

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

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

BUY 2x 9GS



AND GET £10 OFF*

*QUALIFYING SKUS ON OFFER: WAINWRIGHT GOLD 9G, WAINWRIGHT AMBER 9G, MARSTON'S PEDIGREE 9G, RINGWOOD FORTY NINER 9G AND YOUNG'S LONDON ORIGINAL. 2 X 9GS MUST BE SAME SKU TO QUALIFY FOR £10 OFF. NOT AVAILABLE IN CONJUNCTION WITH ANY OTHER OFFER. OFFER AVAILABLE WHILST STOCKS LAST AND IS SUBJECT TO CHANGE.



TANGO IS BACK AND IT'S HITTING HARDER THAN EVER

31% OF BRITS SAY SOFT DRINK FLAVOURS FEEL PREDICTABLE[1]

AND THAT'S EXACTLY WHY TANGO EXISTS

1.Mintel, UK Flavour Trends in Soft Drinks: 2026

TO DISRUPT THE DULL. TO SHAKE UP THE SERVE. TO BRING INTENSE BOLD FLAVOUR TO THE CATEGORY.

BECAUSE NOTHING TANGS HARDER THAN TANGO.

WHAT DOES THE TANGO TANG REALLY MEAN?

It's not subtle. It's a full-throttle hit of sharp citrus, juicy sweetness, and mouth-watering intensity. It's the sip that wakes your tastebuds up. The flavour that refuses to sit quietly in the corner.

AND THIS YEAR - A BOLD NEW LOOK FOR A BOLDER POUR!

Tango has launched a striking new visual identity across its entire range designed to stand out in fridges and on the table.

THINK:

- VIBRANT
- HIGH-IMPACT COLOURS
- PUNCHY FRUIT ICONOGRAPHY

Unmissable branding that demands attention. This is a glow-up built for visibility, built for disruption, and built to resonate especially with Gen Z drinkers.

AN ICON HAS RETURNED THIS JUNE



From June to November, Tango is turning up the volume with a £2.7m campaign bringing back one of the most famous lines in advertising

YOU KNOW WHEN YOU'VE BEEN TANGO'D

Rolling out across video-on-demand, outdoor, social and PR, the campaign reintroduces the legendary line for a new generation. No slap this time.

Instead? A wrecking ball of intense fruity flavour hurtling through scenes, colliding with the ordinary and transforming it into something unforgettable.

OUR AIM

- Drive excitement back into soft drinks
- Trade customers up from water to something with impact
- Tap into a wave of nostalgia and Gen Z curiosity
- Serve a brand that doesn't blend in, it stands out



HOLLY DUNNETT TANGO BRAND MANAGER ANSWERS OUR QUESTIONS



WHAT IS THE BEST THING ABOUT WORKING ON THE ICONIC TANGO BRAND.

No two days are ever the same. As a brand, we push boundaries and do some really fun things. Whether this is creating chaotic kitchen scenes for our social media channels, working on bold new flavours or creating brand activation events with our customers. There's always something exciting to be working on and we love seeing and hearing consumers' reactions when they try our products.

WHAT ARE YOU MOST EXCITED ABOUT THIS YEAR FOR TANGO.

We're bringing back one of the most iconic lines in advertising- You Know When You've Been Tango'd! This time round we're focusing on the feeling you get from that first sip of Tango – as if you've been hit in the face with an orange wrecking ball of tang. The campaign will be live throughout summer across Video on Demand, online video, out of home, PR and social. We're so excited to bring this iconic line back and to introduce it to a new generation – this time without the face slapping!

WHAT MAKES TANGO SO SPECIAL.

It's got to be the tang you can only get from Tango. Whether it's Orange, Apple, Cherry or our brand-new Strawberry, they'll leave you wanting more and they're unmistakably Tango.

WHAT IS YOUR OWN FAVOURITE TANGO OCCASION?

There's nothing better than an ice-cold glass of Tango, served in our brand-new glassware – it tastes even better in our glasses!



WHAT TANGO VARIANTS ARE AVAILABLE FOR ME

- Tango Orange 24x330ml can
- Tango Orange 24x500ml PET
- Tango Orange 24x330ml Sleek Can
- Tango Apple Zero'd 24x330ml Sleek Can
- Tango Apple Zero'd 24x330ml Can

BUY IN CARL'S SHOP

GET Tango'd

SPEAK TO YOUR CUSTOMER DEVELOPMENT MANAGER ABOUT GETTING THE NEW TANGO GLASS FOR YOUR OUTLET

Only tango is available in ontrade

Turning Water into a Revenue Opportunity

For pubs, bars and restaurants, water represents an often-underestimated opportunity.

Filtered water, served in beautiful bespoke bottles and presented as part of the overall guest experience, can transform water from a complimentary necessity into a valuable category. Aqua Libra's bespoke hospitality solutions combine premium presentation with operational simplicity, helping operators deliver consistent quality while improving margins through refillable serving models.

By filtering and bottling water on-site, venues can also reduce packaging waste and the environmental impact associated with transporting bottled water, supporting both sustainability goals and commercial performance.





Flexible Solutions for Every Venue

No two venues are the same. That’s why Aqua Libra offers a range of dispensing systems, including high-capacity bottling solutions with bar-style mechanical or Alto taps, enabling operators to serve premium filtered still and sparkling water in a way that suits their space, service style, and customer needs.

Have you tried our infused range?

We infuse water with Nature’s ingredients and add some sparkle. You’ll never find sugar, sweeteners or anything artificial in our drinks. Just sparkling water, natural delicious fruit flavours like blood orange & mango and watermelon & strawberry and a dash of lemon.





We spoke to Simona Whyte, Marketing Manager of Aqua Libra about the brand.

What is the best thing about working on Aqua Libra?

The team (and the fact I’m never dehydrated!). Every day is different whether it is activating our taps with customers, creating customer journeys in hospitality venues, or developing content. It is amazing how something as simple as water can create so much excitement. That's the Wonder of Water!

What makes Aqua Libra special?

Everything we do is held to a high standard, from the quality of the product, to the experience of enjoying freshly dispensed Aqua Libra in a restaurant, to the customer activations we deliver. Being part of something that combines sustainability with great taste and quality is something I’m genuinely proud of.

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

Our new flavour launch in July. Peach and Kiwi is set to be the go to refreshing drink for summer, something you can enjoy all day long.

And finally, your favourite Aqua Libra summer moment?

A beach picnic with friends, relaxing, spending time with family, and enjoying Aqua Libra straight from the cool box.

Bringing Families Together

One Mealtime Moment at a Time with Fruit Shoot



With the summer holidays underway, families are spending more time together and looking for opportunities to make the most of days out, treats and shared experiences. Eating out becomes more than just a meal – it's a chance to take a break from busy schedules, enjoy quality time together and create memories that parents and children will remember long after the summer ends.

Robinson's Fruit Shoot has a unique role to play in making those moments feel brighter, easier and more connected.

A Big Opportunity for Family Dining

Kids' drinks in licensed and foodservice outlets are worth more than £264 million (RSV)[1]. Families account for 38.1% of OOH soft drinks trips[2] and 53% choosing juice drinks for their children[3], there is a clear opportunity to enhance family meal occasions with a drink that kids love and parents are happy to say yes to.

Bringing More Fun to the Table

As the UK's leading kids' drinks brand, Fruit Shoot has developed a plan to strengthen family connection at the table by bringing play, imagination and togetherness into the dining experience.

Our new range of POS has been designed to spark interaction, keep children happily engaged and give parents more opportunities to enjoy quality time together.

Creating Memorable Experiences

This is about more than making kids' drinks more visible. It's about creating small moments of fun that families can share, helping operators deliver a more memorable, family-friendly experience that adds value to mealtimes and encourages repeat visits.



Sources: 1. CGA by NIQ Total Foodservice and Licensed report OPM Data MAT 31.03.26 | 2. Kantar WP, Total Soft Drinks, Total OOH, Trips, Families 1+ children present in HH, 52/we, 17.05.26 |3. Mintel Gen Alphas parents' attitude to children's food and drink UK 2025

LET'S GET JUICY

SHAKE TO BLEND

JUICY



J20 CHOICE IN THE FRIDGE DRIVES GREATER SOFT DRINK GROWTH

DUAL AND TRIPLE STOCKING OF J20 CORE BLENDS DOESN'T JUST FILL THE FRIDGE, IT DRIVES INCREMENTAL GROWTH FOR THE ENTIRE CATEGORY.

We've looked at real sales data from pubs, and the trend showed:

ONE J20 PRODUCT STOCKED DELIVERS AN AVERAGE RATE OF SALE OF

2.74%[1]

TWO J20 PRODUCTS STOCKED DELIVERS AN AVERAGE RATE OF SALE OF

6.91%[1]

THREE J20 PRODUCTS STOCKED DELIVERS AN AVERAGE RATE OF SALE OF

11.20%[1]

IN SHORT, A BIT MORE J20 CHOICE GENUINELY PAYS OFF.

JUICY

Source: 1. J20 Count of Brands | Volume ROS (L/Week) | CSDI VP Data QTR to Jan 26

FRUIT BLEND

A J20 IS JUICY ENOUGH ON ITS OWN, BUT EQUALLY EXQUISITE AS A MIXER.

There are multiple ways to elevate your J20 from elevating core with simple garnishes to making it juicer and more experimental. Alcohol optional. This summer, get creative with J20!

ORANGE & PASSIONFRUIT

AROMA
High intensity fruity orange with warm passionfruit over tones

FLAVOUR
High intensity juicy ripened passionfruit with fragrant orange and citrus layers, balanced sweetness and sourness

MOUTHFEEL
Velvety thin, with medium mouth coating





TWISTED PASSION MARGARITA

INGREDIENTS
50ml Cazcabel Blanco Tequila
25ml Lime juice
Half Bottle of Orange & Passionfruit J_2O
50ml R Whites Lemonade
Lime wheel
Half passionfruit (optional)

GARNISH
Lime wheel & Passionfruit



ORANGE & PASSIONFRUIT RUM PUNCH

INGREDIENTS
50ml Havana Especial Rum
Bottle of Orange & Passionfruit J_2O
Lime wedge

GARNISH
Lime wedge

TANGY

APPLE & MANGO

AROMA
Medium intensity ripe mango with subtle citrus upper notes

FLAVOUR
Medium intensity juicy mango with apple and citrus layers, moderate sourness balanced with sweetness

MOUTHFEEL
Thick and velvety, medium mouth coating





APANGO FIZZ

INGREDIENTS
25ml Lemon juice
Bottle of Apple & Mango J_2O
100ml R Whites Lemonade
Lemon wedge
Mango slice (optional)

GARNISH
Lemon Wedge



J2O APPLE & MANGO CORE

INGREDIENTS
J_2O Apple & Mango

GARNISH
Juicy: Orange
Juicier: Orange & Raspberry
Juiciest: Purple Fruit Pencils

BORN TO BLEND

FRUITY

APPLE & RASPBERRY

AROMA
High intensity red berries with fruity raspberry and confectionery notes

FLAVOUR
High intensity fruity raspberry and green apple cues with balanced sharpness and sweetness

MOUTHFEEL
Syrupy and velvety, leading on to slight astringency and mouth coating

FRUIT BLEND



APPLEBERRY GIN SPRITZER

INGREDIENTS
50ml Warner's Raspberry Gin
25ml Lemon juice
Half Bottle of Apple & Raspberry J_2O
50ml R Whites Lemonade
Lemon wedge
Fresh Berries (optional)

GARNISH
Lemon Wedge



BERRY BURST

INGREDIENTS
50ml Berry vodka
25ml Monin Strawberry Syrup
Full bottle Apple & Raspberry J_2O
Lemon wheel or wedge
Fresh berries (optional)

GARNISH
Lemon and Fresh Berries



DRAGONBERRY

AROMA
Medium intensity blend of juicy blackberry and dragon fruit

FLAVOUR
Medium intensity sweet blackberry and generic juicy tones. Sweet with acidic zing

MOUTHFEEL
Thin and smooth





SPICED DRAGON

INGREDIENTS
J2O Dragonberry
Havana Spiced rum
Monin passionfruit
Orange slice
Kiwi wedge
Ice

GARNISH
Orange Slice & Kiwi Wedge



COCONUT BREEZE

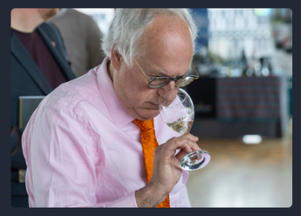
INGREDIENTS
Full bottle of J2O Dragonberry
Monin coconut
Orange wedge
Ice

GARNISH
Orange & Kiwi Slice





CROWN CELLARS®



Pedley's REmix

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



ON DEAL

SIEUR D'ARQUES

Cuvée du Soleil IGP Pays d'Oc Rosé

Elegant and subtle dryish rosé with enchanting aromas of narcissus and white peach. Try it with roasted artichoke salads.

2		££	75cl	36526	


SIEUR D'ARQUES
CUVÉE DU SOLEIL
IGP PAYS D'OC ROSÉ
£8.20 A BOTTLE
ELEGANT AND SUBTLE DRYISH
ROSE WITH ENCHANTING AROMAS
OF NARCISSUS AND WHITE PEACH
CUVÉE DU SOLEIL
SIEUR D'ARQUES

ANNO 1945
FRANSCHHOEK CELLAR



CASTILLO DE·IBIZA

BUY 5 BOTTLES & GET 1 FREE*



SUNSET ROSÉ

*10 deals per customer per week. be**drinkaware**.co.uk

be**drinkaware**.co.uk


From Hilltops To High Praise
WAIPARA HILLS
soul of the south
Buy 5 bottles & get
1 bottle free
WAIPARA HILLS
sauvignon blanc
MARLBOROUGH
Please drink responsibly. bedrinkaware.co.uk
48762 Waipara Hills Sauvignon Blanc, Marlborough, New Zealand (75cl). While stocks last.


Recycled plastic - lightweight and safe
MOST WANTED pinot grigio
MOST WANTED malbec
MOST WANTED rosé
bottle made from 100% recycled plastic
MOST WANTED sauvignon blanc
MOST WANTED malbec
MOST WANTED pinot grigio blush
MOST WANTED fizz
MOST WANTED pink fizz
Most Wanted Cans 200ml
Fizz
Pink Fizz
Most Wanted Cans 187ml
Sauvignon Blanc
Malbec
Pale Rosé
Free POS kit
for every order of 3 cases or more (includes 2 x ice buckets, 2 x bar matts, bar blades and more).
Most Wanted rPET 75cl
Pinot Grigio
Malbec
Pale Rosé
MOST WANTED
Whatever it is, We're the wine for it.
when you're after the classics,
we're the wine for it


BRANCOTT
ESTATE
BUY 5 BOTTLES
& GET 1 BOTTLE
FREE*
Taste life on the flip side
ENJOY RESPONSIBLY bedrinkaware.co.uk
*10 DEALS PER CUSTOMER PER WEEK. WHILE STOCKS LAST.
BRANCOTT ESTATE
Flight
CRISP AND REFRESHING TASTE
SAUVIGNON BLANC
NEW ZEALAND


TAPANAPPA
SINGLE VINEYARD
Premium Australian
Merlot Cabernet Franc
£28 a bottle
The aroma is of ripe Merlot blackberry and fruit cake with no leafiness, decorated by the floral and spice of Cabernet Franc. The varietal complexity is underpinned by an earthy, smoky, Eucalypt bouquet typical of the Whalebone terroir.
The flavours are rich and strong with an underlying fresh varietal complexity. Tapanappa Whalebone Vineyard Merlot–Cabernet Franc has the elegance and finesse expected of this right bank varietal blend. The tannins are fine and grainy, providing a savoury and long finish.
WINE OF AUSTRALIA
SINGLE VINEYARD
TAPANAPPA
'OS DE BALEINE'
Whalebone Vineyard
(WRATTONBULLY)
South Australia
MERLOT
CABERNET FRANC

Penfolds

"Definitive, singular ... single-vineyard Tempranillo. Style? Not Spanish nor Portuguese - South Australian !"

PETER GAGO
PENFOLDS CHIEF WINEMAKER

£30
PER BOTTLE

CELLAR RESERVE

TEMPRANILLO

Penfolds Cellar Reserve wines are alternative, limited release wines that explore the innovative boundaries of viticulture, vinification and style.

Penfolds Cellar Reserve Tempranillo is sourced exclusively from McLaren Vale and is a unique Australian expression of this grape variety. Displaying typical fruit characteristics of berries, liquorice, spice and nectar, extended maturation in seasoned French oak has added great complexity to the palate.







STANDOUT SPANISH WINES

BUY 11 BOTTLES GET 1 FREE

Canforrales Verdejo
Clean as a whistle with youthful pear and melon notes.

Canforrales Petit Verdot Rosé
Dry and light in body with youthful notes of raspberry and pineapple and refreshing balanced acidity.

Canforrales Tempranillo
Youthful deep purple wine with soft tannins and flavours of strawberry, blackberry and blueberry.

2 deal cap, all three wines included

FAMILLE BOUGRIER DEPUIS 1885

Enjoy a Taste of the Loire this Summer

A CRISP DRY SAUVIGNON BLANC, WITH A GRASSY, CITRUSSY CHARACTER

BUY 11 BOTTLES TO GET 1 FREE

2 deal cap

AYALA

Champagne By The Magnum

Crafted with a unique diversity of crus, this cuvée is a multi-cru and multi-vintage blend with Chardonnay as main grape variety

£50

Per 1.5l Magnum bottle



INVINITI PINOT GRIS

GENUINELY SUSTAINABLE

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

100% AUTHENTIC MARLBOROUGH

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

EXCEPTIONAL VALUE

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

BUY 11 BOTTLES GET 1 FREE



2 deals per customer per week

BUY 11 BOTTLES GET 1 BOTTLE FROM THE RANGE FREE

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



*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.

INTRODUCING

THE NEW TORRES 0%

SINGLE SERVE RANGE



THE PERFECT OPPORTUNITY TO TRIAL 0% WINES IN YOUR BUSINESS.

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 Colombard 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.

*3 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

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*



*3 deals per customer per week.



KILLER FLAVOUR

South African beauties you'll fall for

BUY 11 BOTTLES TO GET 1 FROM THE RANGE FREE





AIX

PROVENCE ROSE 1.5L MAGNUM



ONLY £22 A BOTTLE

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

MAISON SAINT AIX





Buy 5 bottles and get 1 free

Castelnau 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 Castelnau Brut NV.

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

CHAMPAGNE CASTELNAU



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)

TIKI

RELEASE THE FRESHNESS

BUY 1 BOTTLE TO GET £5 OFF



Lanson

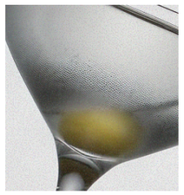
PLEASE DRINK RESPONSIBLY

DISTILLED

THE POWER OF THE

Three Ingredient Cocktail







AN EMERGING TREND FOR 2026 IS UNDERSTATED QUALITY, OFTEN REFERRED TO AS 'QUIET LUXURY', WHERE CUSTOMERS WANT DRINKS THAT FEEL CONFIDENT, CLEAN AND WELL EXECUTED RATHER THAN THEATRICAL.

That's driving the popularity of the three-ingredient cocktail which is:

- 01 FASTER TO SERVE
- 02 EASIER TO EXECUTE CONSISTENTLY
- 03 LESS INTIMIDATING FOR CUSTOMERS

Highballs are leading this movement because they deliver:

- 01 LOWER ABV DRINKING OCCASIONS
- 02 LONGER SERVES
- 03 REFRESHING FLAVOUR PROFILES
- 04 SIMPLE EXECUTION

The 2026 new rules of simple cocktails
The modern three-ingredient cocktail is less about stripping things back and more about confidence in simplicity. Customers increasingly associate this with modern luxury and elevated drinking experiences.

- 01 PREMIUM BASE SPIRIT
- 02 CLEAN FLAVOUR COMBINATIONS
- 03 QUALITY ICE
- 04 PROPER GLASSWARE
- 05 NO UNNECESSARY GARNISH

Honey Paloma

A twist on the refreshing long Tequila drink that's becoming increasingly mainstream

Highball



01

- CAZCABEL HONEY
- LONDON ESSENCE PINK GRAPEFRUIT SODA
- LIME

Hugo

Lighter than an Aperol Spritz and growing in popularity

Spritz



02

- ST GERMAIN ELDERFLOWER LIQUEUR
- LA FORMA SPUMANTE
- SODA WATER

French 75

Light, elegant, this highball version is ideal for summer occasions

Highball



03

- WHITLEY NEILL DISTILLER'S CUT GIN
- CHAMPAGNE CASTELNAU BRUT RESERVE
- LEMON

Dark &

Simple, bold and ideal for evening occasions

Stormy



04

- GOSLING'S BLACK SEAL RUM
- LONDON ESSENCE SPICED GINGER BEER
- LIME

TIME FLIES WHEN YOUR HAVING...

RUM

July sees the celebration of Pina Colada Day on the 10th followed by Mojito Day on the 11th (followed by a brief pause for breath and a kebab on the 12th) and Daiquiri Day on the 19th, which is a lot of rum by anyone's standards. Nothing says 'Summer' quite like a tot of rum in a cocktail, provided that one good week in May wasn't summer, of course

In the On Trade, Rum has now sneaked ahead of gin in volume terms, becoming the third largest spirit category in the on-trade*. Golden rum, the largest segment, accounted for 60% share of the rum category's volumes and saw the smallest decline, so it's time to stock up on cane spirit...



Diplomatico
Original

Kraken
Black Spiced Rum

Kraken
Roast Coffee

Bacardi
Caribbean Spiced

Dead Man's Finger
Coconut

Dead Man's Finger
Golden Spiced

Bumbu
Original

Havana Club
7 Years

Havana Club
Cuban Spiced

Bacardi
Spiced

Havana Club
Original

* NIQ, powered by CGA Intelligence | On Premise Measurement (OPM) | Total Liquor | MAT up to 27/12/2025, WSTA Market Report March 2026

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

FREE

10 deals per customer per week.




WIN
YOUR
MUSIC
LICENCE
UP TO £2000
with
BACARDÍ
BUY ANY 6 BOTTLES
GET FREE GLASSWARE
PLUS A CHANCE TO WIN
ENJOY RESPONSIBLY. be drinkaware.co.uk
T&CS APPLY. UK ON TRADE VENUES ONLY. BUY ANY SIX MIXED BOTTLES OF BACARDÍ CARTA BLANCA AND BACARDÍ SPICED THROUGH PARTICIPATING WHOLESALERS TO ENTER. ONE PRIZE AVAILABLE PER PROMOTION. PRIZE IS FUNDING TOWARDS A MUSIC LICENCE, UP TO A MAXIMUM VALUE OF £2,000. PRIZE AWARDED AS A FIXED AMOUNT. NO PROOF OF SPEND REQUIRED. NON-TRANSFERABLE. NO CASH ALTERNATIVE. WINNERS SELECTED AT RANDOM. MAX 2 CASES OF FREE GLASSWARE PER CUSTOMER ORDER. WHILE STOCKS LAST.
BACARDÍ SPICED
SPICED
SPIRIT DRINK
RUM WITH SPICES
WHITE RUM
BACARDÍ
CARTA BLANCA
SUPERIOR WHITE RUM
ESTABLECIDO EN 1862
SANTIAGO DE CUBA


WHITE CLAW
HARD SELTZER
BLACK CHERRY
95 KCAL
ALC. 4.5% VOL.
29 KCAL PER 100ML
BUY 4 GET
1 FREE FROM
THE RANGE
STOCK UP NOW ON
THE FASTEST GROWING
TOP 5 RTD IN THE UK*
GREEN APPLE
MANGO
NATURAL LIME
*CGA MAT to 4th Oct 2025
be drinkaware.co.uk


NEW FROM THE
NO.1 RTD BRAND
ACROSS TOTAL TRADE.*
WKD
NEW
NEW
ICE VODKA MIX
IRON BREW VODKA MIX
BLUE VODKA MIX
ORANGE & PASSIONFRUIT VODKA MIX
£3 OFF
PER CASE
be drinkaware.co.uk


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...
WORLD GIN DAY
JUNE 13TH 2026
SPIRITS BUSINESS GLOBAL GIN MASTERS GOLD 2024
£2.50 OFF per bottle*
whitleyneill.com
UK'S NO.1 PREMIUM GIN
be drinkaware.co.uk
*While stocks last. Bottles: 70cl. **Nielsen IQ data to: 14.06.25
ABER FALLS
RHAEADR FAWR
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


DEAD MAN'S FINGERS
BUY ANY FEATURED 4, GET A CREAM LIQUEUR FREE
CHOOSE ONE FREE
DEAD MAN'S FINGERS RANGE:
SPICED, COCONUT, PINEAPPLE, MANGO, PASSION FRUIT. STRAWBERRY TEQUILA CREAM LIQUEUR, RASPBERRY RUM CREAM LIQUEUR, BLUE RASPBERRY TEQUILA CREAM LIQUEUR.
be drinkaware.co.uk
DEAD GOOD
*Bottles: 70cl. While stocks last. @DEADMANSFINGERS

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


Enjoy the twist of a fruity spritz:
75ml Prosecco
50ml Sarti
25ml Soda
Wedge of Lime
INTRODUCING
SARTI® SPRITZ
The NEW Mango, Passionfruit & Blood Orange Spritz
BUY 3 BOTTLES OF SARTI 70cl TO RECEIVE
x6 Branded Glasses
PLEASE DRINK RESPONSIBLY
be drinkaware.co.uk
*UK, 18+ only. Buy 3 bottles of Sarti 70cl and receive x6 branded glasses. Max one deal per customer. Not to be used in conjunction with any other offer. Whilst Stocks Last. Terms and Conditions Apply.

Hot Honey BY CAZCABEL TEQUILA

£1 off every bottle of CAZCABEL Honey Tequila



Hot Honey, meet Marg.

Honey is the must-have flavour in 2026.

"Hot Honey" UK menu mentions saw a +38% rise in the past year, especially in pubs and casual dining (CGA Ignite).

To learn more, contact your Proof Drinks sales representative

CAZCABEL

MAKE it PEACHY

FREE ARCHERS HIGHBALLS & POS KIT WHEN YOU BUY 2 X 70CL ARCHERS*





*KIT CONTAINS 6 X ARCHERS HIGHBALL GLASSES AND ARCHERS & LEMONADE MENU CLIPS. WHILST STOCKS LAST.

bedrinkaware.co.uk

£1 OFF

£0.50 OFF



MONKEY SHOULDER

STIR UP SOMETHING DIFFERENT

WITH ANGOSTURA BITTERS

BUY A BOTTLE OF MONKEY SHOULDER AND ANGOSTURA BITTERS AND RECEIVE AN OLD-FASHIONED KIT*

KIT CONTENTS



plus a briefing sheet containing Monkey Old Fashioned twist recipes

THE APPROACHABILITY OF BOURBON WITH THE QUALITY OF A SPEYSIDE SINGLE MALT.

*WHILST STOCKS LAST. PLEASE DRINK RESPONSIBLY. bedrinkaware.co.uk

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

£2 OFF

NEW



Another Hendrick's Fizz

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

**WHILST STOCKS LAST. PLEASE DRINK THE UNUSUAL RESPONSIBLY.*

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FULL WHITLEY NEILL GIN RANGE:

Distiller's Cut London Dry Gin, Japanese Yuzu & White Strawberry, Rhubarb & Ginger, Black Cherry, Raspberry, Blood Orange, Pink Grapefruit, Blackberry, Parma Violet, Rhubarb & Ginger 0.0% Alcohol Free.

whitleyneill.com @whitleyneillgin

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

£2.00 OFF each bottle**

WHITLEY NEILL GIN

UK'S NO.1 PREMIUM GIN

THE HOUSE OF SUNTORY

The Nature and Spirit of Japan

ALIVE WITH THE SEASONS

STOCK THE BEST OF EVERY SEASON WITH ROKU GIN



ROKU £3.50 OFF PER 70CL BOTTLE

Please enjoy responsibly

be**drinkaware**.co.uk

THE HOUSE OF SUNTORY

The Nature and Spirit of Japan

BOOST YOUR SALES WITH THE AWARD WINNING JAPANESE WHISKY

Number 1 Japanese Whisky in the UK by Volume*

TOKI™ SUNTORY WHISKY 季

LEARN MORE ABOUT TOKI

*Source: IWSR 2025 BY VOLUME

Please enjoy responsibly

be**drinkaware**.co.uk



TOKI £5.00 OFF PER 70CL BOTTLE



RECEIVE 25 FREE CASAMIGOS BRANDED CUPS*

CASAMIGOS *Tequila*

STOCK UP ON THE SPIRIT OF SUMMER

BUY A 70CL BOTTLE OF CASAMIGOS BLANCO AND RECEIVE £0.92 DISCOUNT PER BOTTLE

*PURCHASE 1 BOTTLE OF CASAMIGOS BLANCO 70CL TO RECEIVE 25 BRANDED CASAMIGOS CUPS. OFFER TO RUN 1ST JULY - 31ST AUGUST ONLY

bedrinkaware.co.uk
PLEASE DRINK RESPONSIBLY

Scan here to access Casamigos support

DIAGEO One
Business support from the drinks experts

YOUR PROFIT ROCKETS.

STOCK UP NOW



BUY X2 CASES OF RED BULL ENERGY DRINK
TO RECEIVE X1 FREE CASE OF RED BULL PEACH EDITION.

FEVER-TREE

New English Elderflower SOFT DRINK

NOW AVAILABLE IN CMBC

SAVE £2 PER CASE



- Using the finest, naturally sourced ingredients
- No artificial flavours, colours or sweeteners
- British Spring Water
- Less than 19kcal per 100ml

- NEW -
BOLD LOOK
- SAME -
GREAT TASTE

Old Jamaica

BUY 1 CASE TO GET £1 DISCOUNT



Available now to order

24 x 330ml cans

BUY 1 CASE TO GET £1 OFF



GET YOUR FIZZ ON WITH ting

AVAILABLE NOW TO ORDER

24 x 330ml cans

J00016


bottle green
CRAFTED IN THE Cotswolds
great taste PRODUCER
bartenders' brand awards 2024
The UK's Number 1 Elderflower brand
Sparkling pressé 12x275ml:
wild elderflower, crisp apple
buy 3 cases get 1 free


FEVER-TREE
NEW TO RANGE
Sparkling SOFT DRINKS
Save £2 per case
NATURALLY SOURCED INGREDIENTS
NO ARTIFICIAL SWEETENERS
LOW IN CALORIES
VALID FOR 12X275ML CASES OF SOFT DRINKS, INCLUDING GINGER BEER, SICILIAN LEMONADE, RASPBERRY LEMONADE, CLOUDY BRITISH APPLE AND ENGLISH ELDERFLOWER. AVAILABLE WHILE PROMOTIONAL STOCKS LAST.


NO.1 FOR OUT OF HOME*
*CGA OPM Data to P09 2024 (07/09/2024)
BUY 5 CASES & GET 1 free!
Certified B Corporation
HARROGATE SPRING WATER
#MIXWITHHARROGATE
*Enjoying life's moments since 1571

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. ¹CGA OPMS Volume P11 21/02/2026 ²CGA OPMS P11 21/02/2026
³KAM media cider research April 2025

PICK ANY 4 CASES OF BOTTLES & GET A CASE OF BLOOD ORANGE 0.0% FREE



T&Cs: Buy 4 cases of 6 x 500ml bottles of Thatchers Cider and receive 1 case of 6 x 500ml Thatchers Blood Orange 0.0% free of charge. Thatchers Ciders included in this promotion are 500ml Bottles of Gold, Haze, Juicy Apple, Apple & Blackcurrant, Blood Orange, Blood Orange 0.0 and Zero.

PERFECTION
– in every drop –

NEW

It's giving unreal sales

ECHO FALLS BLUE RASPBERRY
FRUIT FUSION

£2.00 OFF PER CASE*

UK'S NO. 1 FRUIT FUSION BRAND**

echo falls
FRUIT FUSION

*While stocks last, 10 deals per customer per week. **Source- System 1: Brand Equity Wave 8 June 2025. Nielsen MAT to 04.10.25. Please drink responsibly bedrinkaware.co.uk

FEVER-TREE

COCKTAIL MIXERS

Save £5 per case

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

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



FEELIN' ZESTY?

£2 OFF PER CASE

GRAB A SQUEEZE OF THE ACTION!



HOOCH #OUTRAGEOUSLY REFRESHING

T&Cs: OFFER VALID FROM 1ST JULY TO 30TH AUGUST 2026. OFFER APPLIES TO HOOCH 24X440ML RANGE STOCKED. WHILE STOCKS LAST.

bedrinkaware.co.uk

INSTALL MURPHY'S

AND GET A FREE KEG*



CONTACT YOUR CARLSBERG BRITVIC ACCOUNT MANAGER



bedrinkaware.co.uk
Enjoy Murphy's Responsibly
Brewed in the UK
*T&C's apply, subject to availability

MURPHY'S
James J. Murphy
EST.1856 - CORK, IRELAND

INSTALL OLD MOUT BERRIES & CHERRIES AND GET A FREE KEG*



CONTACT YOUR CARLSBERG BRITVIC ACCOUNT MANAGER

ENJOY RESPONSIBLY
bedrinkaware.co.uk
*T&C's apply, subject to availability MADE IN THE UK

INSTALL STRONGBOW AND GET A FREE KEG*

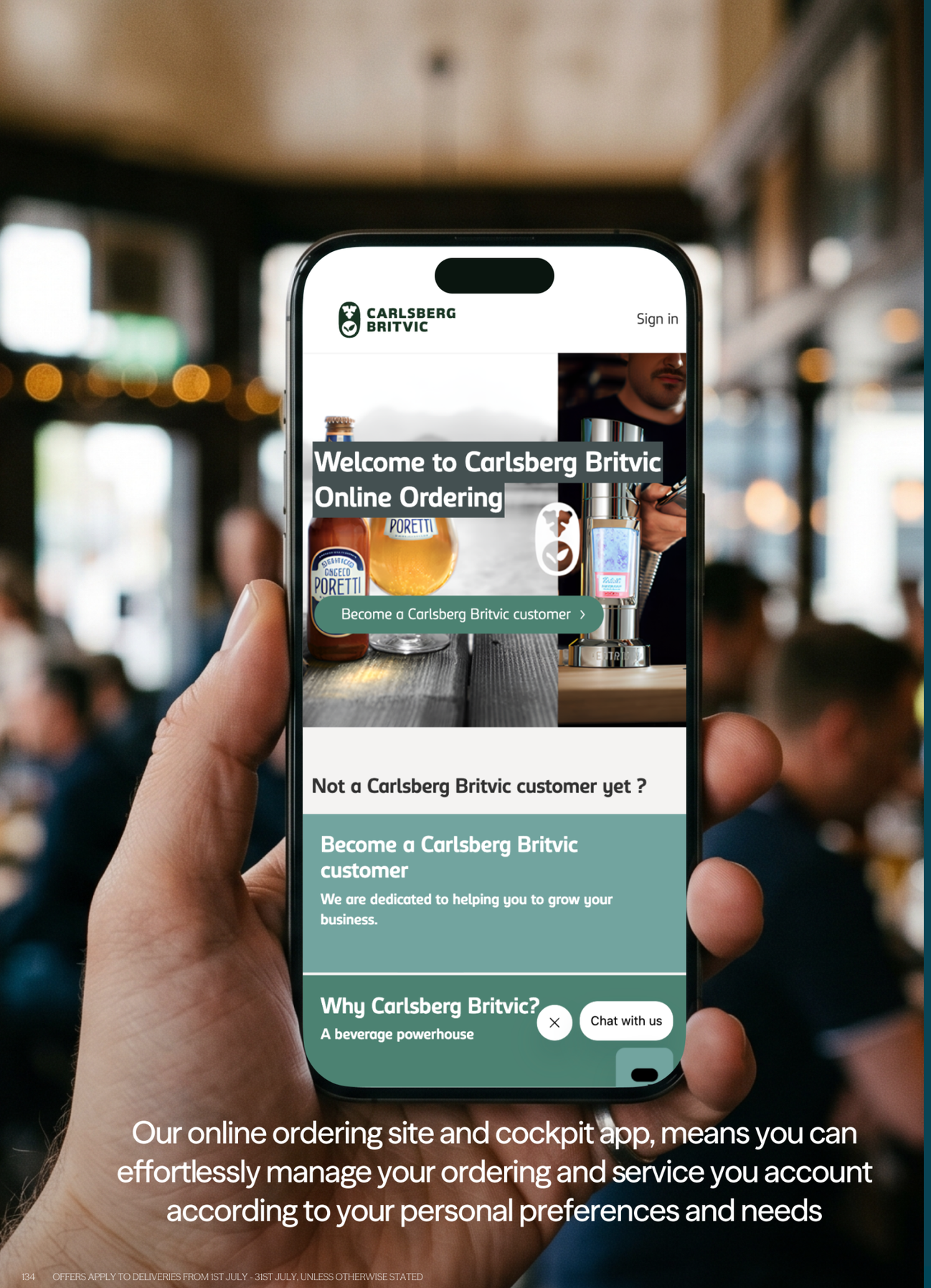


CONTACT YOUR CARLSBERG BRITVIC ACCOUNT MANAGER

REFRESHING THE NATION

bedrinkaware.co.uk
ENJOY RESPONSIBLY

*T&C's apply, subject to availability



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

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.carlsbergbritvic.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@crownandkettle.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

be **drinkaware**.co.uk