

If Carlsberg did summer...

99p
PINTS

LOVELY
BUBBLY

PROPER
fab!

MR.
Happy

Carlsberg
PILSNER

just for you!

THIRST

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



Feedback
Your opinion matters to us, please let us know
how we're doing



Latest Brochure



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



Download on the
App Store



GET IT ON
Google Play

WELCOME TO OUR
AUGUST EDITION

We hope you're making the most of this incredible run of hot weather and it is enticing plenty of customers into your beer gardens, terraces and outdoor spaces. We expect August to continue providing plenty of opportunities to drive sales and create memorable occasions before the return to Autumn routines.

While summer is still in full swing, now is also the perfect time to start planning ahead. National Cask Ale Week takes place in September, making August the ideal opportunity to review your ale range, place orders and prepare promotions. Award-winning brands such as Wainwright and Hobgoblin remain trusted favourites with cask ale fans and can help pubs make the most of one of the biggest events in the beer calendar.

We've also brought back one of advertising's most iconic lines: 'If Carlsberg did...'. Still instantly recognisable and firmly embedded in popular culture, we've given it a seasonal twist to celebrate the best parts and the niggles of summer.

In this edition, we're also shining a spotlight on World Lager which is going from strength to strength in the on-trade. Whether you want to escape to France with 1664, Italy with Poretti or Spain with Estrella, we have a great selection of easy drinking, great tasting lagers within our portfolio.

Summer is also peak mixer season, making it the ideal time to showcase the versatility of London Essence. From refreshing spritzes and G&Ts to premium sodas and gingers, its collection of expertly crafted mixers helps venues elevate every occasion and meet growing consumer demand for premium mixed drinks.

Elsewhere in this edition, we'll help you prepare for the month's opportunities ahead, from celebrating A-Level and GCSE Results Days, making the most of the August Bank Holiday (the last before Christmas!) and ensuring you're ready to carry summer momentum into the busy Autumn trading period.

Here's to making the most of the sunshine, the celebrations and every opportunity the month has to offer.



Chris Pratt
VP On Trade

be **drinkaware**.co.uk

ORDER ONLINE HERE 3

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

CONTENTS



CASK ALE WEEK P.16



THE WELLNESS ERA P.24



MIX IT UP THIS SUMMER P.78



YES YOU CAN P.28



AROUND THE WORLD IN A PINT P.68

INSIGHT & SUPPORT

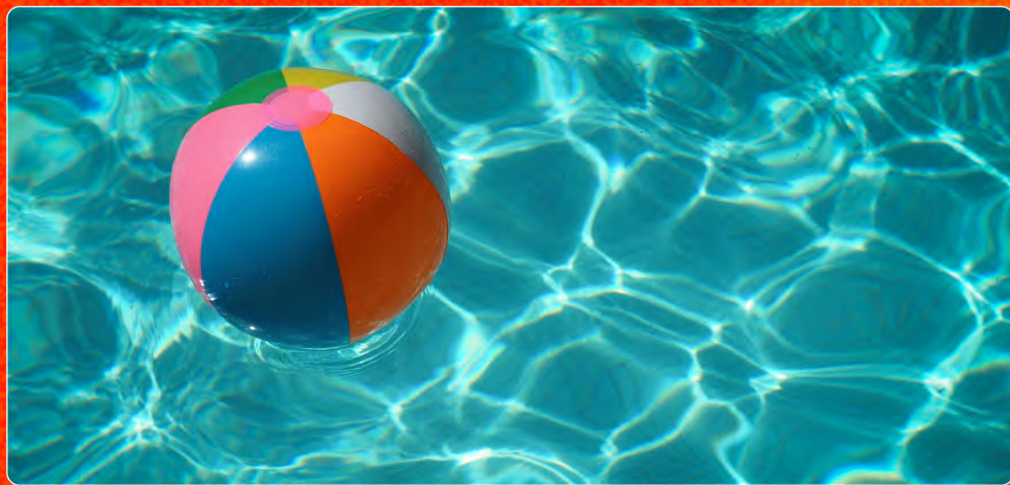
WHAT'S GOING ON	6
THE BIG DEBATE	12
CASK ALE WEEK	16
THE WELLNESS ERA	24
YES YOU CAN	28
AROUND THE WORLD IN A PINT	68
MIX IT UP THIS SUMMER	78

OUR RANGE

LAGER	34
LOW/NO ALCOHOL	38
ALE	40
CRAFT CIDER	50
SOFT DRINKS	56

OUR SERVICES

CROWN CELLARS	90
DISTILLED	120
ORDER ONLINE	138



WHAT'S GOING ON

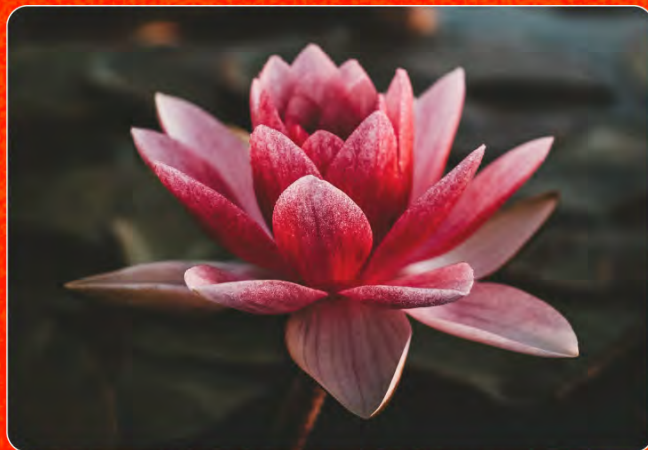
AUGUST 2026

WHAT'S GOING ON

AUGUST 2026

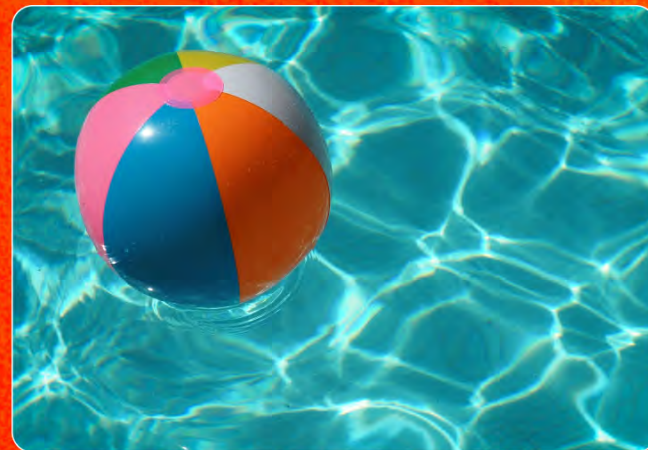
ALL MONTH

NATIONAL WELLNESS MONTH



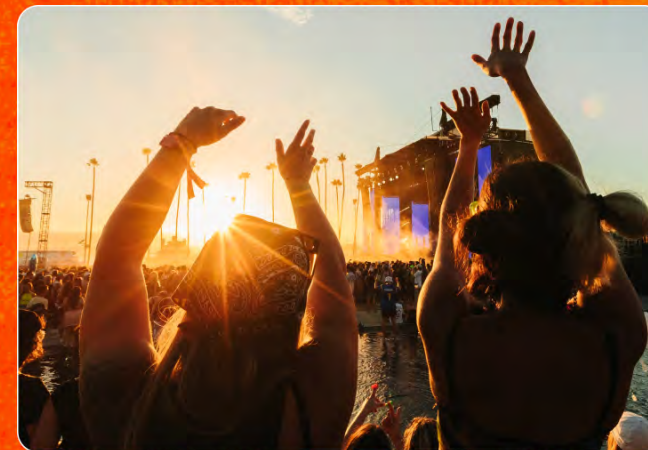
August is recognised as National Wellness Month, reflecting growing consumer interest in health, balance and wellbeing. Customers are increasingly seeking moderation, alcohol-free options and experiences that support healthier lifestyles. Venues can respond by promoting low and no-alcohol alternatives, lighter menu options and experiences that encourage socialising without compromising wellbeing.

HOLIDAYS GALORE



With schools still closed and many families taking annual holidays, August brings continued shifts in customer behaviour. Daytime visits remain strong, routines are more flexible and customers are often more spontaneous in their decision-making. Weather can have a significant impact on footfall, making outdoor spaces and seasonal offers particularly important. As summer enters its final stretch, customers are looking to make the most of every opportunity to create memories before the return to normal routines.

FESTIVAL SEASON CONTINUES



August keeps the summer festival spirit alive, with some of the biggest cultural, music and community events taking centre stage. Even customers not attending festivals are still looking for experiences that capture the same atmosphere. Venues can tap into this demand by creating lighter-touch festival-inspired experiences. Think outdoor DJs, rotating playlists, street-food-inspired menus or pop-ups and vibrant summer décor.

7th – 31st AUGUST

EDINBURGH FRINGE FESTIVAL



The Edinburgh Fringe is the world's largest arts festival and a month-long celebration of creativity, comedy, theatre and culture. The Fringe creates nationwide interest in live entertainment and discovering something new. Venues can embrace the essence of the Fringe through live music, comedy nights, local talent showcases or themed cultural events.

WHAT'S GOING ON

DID YOU KNOW?

Notting Hill Carnival serves around 300,000 portions of Caribbean food during the weekend, with more than 40,000 volunteers and performers helping bring the event to life.

The Edinburgh Fringe started in 1947 when eight theatre groups turned up uninvited to the official Edinburgh International Festival. Today, there are often enough performances taking place each day that it would be impossible for one person to see them all, even if they watched shows 24 hours a day.

Students opening their results in August are following a tradition that dates back decades, but today's results days generate millions of social media posts, making them some of the most talked-about days of the year online.

13th – 20th AUGUST

NAIL-BITING RESULTS DAYS



Results Day remains one of the biggest emotional moments of the summer for students and their families. With GCSE and A-Level results landing a week apart, there are plenty of reasons to get together, celebrate achievements and support friends and families. Venues can benefit from creating welcoming spaces for celebratory meals, drinks and family get-togethers with packages and offers to entice these big moments of celebration.

22nd AUGUST

NEW FOOTBALL SEASON STARTS



The return of the football season brings customers back into regular sporting routines after the World Cup. Anticipation is always high at the beginning of the season as fans discuss transfers, predictions and opening fixtures, making venues with strong sporting atmospheres well placed to capture both planned visits and spontaneous match-day trade.

22nd AUGUST

NOTTING HILL CARNIVAL



Notting Hill Carnival is one of Europe's largest street festivals and a celebration of Caribbean culture, music, food and community. The event generates excitement well beyond London, with customers embracing colourful experiences, vibrant music and social occasions throughout the weekend.

31st AUGUST

LAST BANK HOLIDAY BEFORE CHRISTMAS!



The August Bank Holiday marks the final long weekend before Christmas and often feels like the last major summer occasion. People are keen to make the most of the extended weekend, whether through social gatherings, family outings or catch-ups with friends before autumn routines return. And that is why it consistently ranks among the busiest weekends of the year for hospitality and leisure venues.

THE BIG DEBATE

HUGE MENUS VS SMALL, CURATED LISTS

For years, the hospitality industry operated on a simple assumption: more choice was better.

More choice of beers. More cocktails. More spirits. More wines.

The logic seemed straightforward. The more options available, the greater the chance that every customer would find something they wanted. In a competitive market, offering extensive choice became a way for venues to differentiate themselves and attract

broader audiences. Some bars during the gin boom had 100s of choices of brands, styles and flavours.

But increasingly, people are questioning whether that assumption still holds true.

At a time when consumers are faced with endless choices in every aspect of life, from streaming services and online shopping to food delivery apps, could fewer options actually create a better customer experience?

THE CASE FOR BIGGER MENUS

Go big or go home

A larger drinks menu can help venues appeal to a wider range of customers and occasions. More choice increases the likelihood that every guest will find something that suits their tastes, whether that's craft beer, premium spirits, wine, cocktails or no and low alternatives. Extensive ranges can support premiumisation by encouraging exploration and trade-up opportunities, while also positioning a venue as a destination for discovery.

However, larger menus can increase operational complexity, requiring more stock, storage, staff training and menu management. There is also a risk that too much choice can overwhelm customers and slow down decision-making.

THE CASE FOR CURATED MENUS

The best things come in smaller packages

A curated menu often focuses on quality over quantity, helping customers make decisions more easily and confidently. By reducing unnecessary duplication, venues can create a stronger identity and showcase products that best represent their offer. Smaller ranges often improve operational efficiency through simplified stock management and reduced waste. Teams can become more knowledgeable about the products they serve, leading to better recommendations and customer experiences.

The challenge is ensuring there is still enough choice to satisfy different preferences and avoid excluding potential customers.

FINAL Thoughts

The reality is that most successful venues sit somewhere in the middle.

Customers want enough choice to feel empowered, but not so much choice that ordering becomes a challenge. Increasingly, the role of the menu is not simply to present options but to help customers navigate them.

Clear categories, staff recommendations, seasonal highlights and curated serves can all make larger ranges feel more

approachable. Likewise, venues with smaller menus can still create excitement through limited editions, guest products and rotating specials.

The most successful menus aren't necessarily the biggest or the smallest, they're the ones where every product has a clear purpose and value for both the customer and the operator.



Customer of the month

THIS MONTH, WE SPOKE TO X FROM THE OLD FOX IN BRICKET WOOD WHICH OPENED IN 2024 AFTER BEING SHUT FOR 7 YEARS.

TELL US ABOUT REVIVING THE OLD FOX?

When we bought the pub, people said I was mad. It looked like a set from a horror film but we worked really hard and here we are. The first day we opened, we weren't expecting three to four hundred people turning up. It was quite a shock!

BEST THING ABOUT RUNNING A COUNTRY PUB?

It's like a little oasis down here. People don't believe it's here and when they find it, they're genuinely delighted. I do believe it belongs to the people of Bricket Wood.

BEST THING ABOUT WORKING WITH CARLSBERG BRITVIC?

When I bought this, I approached Carlsberg Britvic and they have been amazing. Completely ripped out the cellar and refitted it with all the latest equipment. They have done so much for this pub and I am really thankful.

WATCH THE INTERVIEW HERE



CASK

**THE PREPARATION
STARTS
NOW**

Every September, Cask Ale Week provides pubs with an opportunity to celebrate one of Britain's most distinctive and valued beer categories. While many operators focus on activity during the week itself, the most successful venues start planning well in advance.

Preparation during August can make the difference between simply participating and genuinely maximising the commercial opportunity. From cellar standards and stock planning to staff training and promotional activity, now is the time to get everything in place.

ALE

WEEK

**17-27
SEPTEMBER
2026**

CASK ALE WEEK 17-27 SEPTEMBER

YOUR CHECKLIST FOR SUCCESS

REVIEW CELLAR STANDARDS

Great cask ale starts long before the customer reaches the bar.

- Take time to review:
- Cellar temperatures and cooling systems
 - Line cleaning schedules
 - Equipment maintenance
 - Stock rotation procedures
 - Cask handling
 - Glassware quality and presentation
- Small improvements made now can have a significant impact on quality, consistency and customer satisfaction.



CONSIDER A GUEST ALE OFFER

Cask Ale Week is the ideal opportunity to introduce something new to customers and encourage trial.

A guest ale programme can create interest among existing cask drinkers while also providing a conversation starter for those looking to explore the category. Options such as **Limited Edition Wainwright Wanderer** can help bring variety to the bar.



REVIEW STOCK LEVELS AND FORECAST DEMAND

Cask Ale Week often drives increased interest and trial, so it's important to ensure stock levels are appropriate.

- Consider:
- Historical sales performance during Cask Ale Week
 - Additional footfall from planned events and promotions
 - Seasonal demand patterns
 - Ordering schedules to ensure optimum freshness

Planning ahead can help avoid both stock shortages and unnecessary wastage.



BUILD STAFF KNOWLEDGE AND CONFIDENCE

Customers value recommendations. Make sure your team understands:

- Key cask ale styles and flavour profiles
- The stories behind featured beers
- How to recommend cask to new drinkers



PLAN EVENTS AND EXPERIENCES AND PROMOTE EARLY

Cask Ale Week is about more than simply serving great beer.

- Consider ways to elevate the week with events and promotions.
- Food and beer pairing events
 - Sampling flights
 - Beer festivals or tap takeovers
 - Local community events

Don't wait until September to start talking about Cask Ale Week. Use August to build awareness.



SPEAK TO YOUR CDM AND GET YOUR ORDERS IN NOW



THE GOLDEN RULE IS SIMPLE

Range for your throughput, not your ambition. A smaller range of well-kept cask will almost always outperform a larger range that struggles to maintain quality.

ONE HAND PULL

Focus on a proven hero brand that appeals to the broadest possible audience and can achieve strong rate of sale.

- Wainwright Gold - the UK's number one golden cask ale* and an award-winning beer with broad appeal thanks to its refreshing easy-drinking profile and subtle citrus notes.
- Hobgoblin Session IPA - a modern session IPA style that appeals to both traditional ale drinkers and newer consumers entering the category.

The objective is simple: maximise throughput and maintain quality.

TWO HAND PULLS

Consider one permanent favourite alongside one rotating guest or contrasting style.

- Wainwright Gold as your approachable, easy-drinking golden ale.
- Hobgoblin Ruby or Wainwright Amber to offer a darker, malt-led alternative.
- Hobgoblin Session IPA to offer a more hop-forward contemporary option.

This provides variety without splitting volume across too many similar beers.

THREE HAND PULLS

If throughput allows, offer a broader spectrum of styles.

- A golden ale such as Wainwright Gold.
- A darker, maltier option such as Hobgoblin Ruby or Wainwright Amber.
- A contemporary IPA style such as Hobgoblin Session IPA.

This gives drinkers a clear choice whilst avoiding overlap between products.

AVOID THESE COMMON RANGING MISTAKES

- Stocking multiple golden ales that compete for the same drinker.
- Introducing too many guest ales without sufficient throughput.
- Increasing choice at the expense of quality.
- Forgetting that the quality of the pint matters more than the number of hand pulls on the bar.

Ultimately, the best cask range isn't the biggest — it's the one your customers return for time and time again.

SOURCES: CGA OPMS DATA TO P01 2026 (24/01/2026)

be drinkaware.co.uk

ORDER ONLINE HERE 21

One of the biggest challenges for operators isn't whether to stock cask ale — it's deciding how many lines to offer and which beers to stock.

• GETTING YOUR •
CASK RANGE
Right

OUR TOP PICKS FOR CASK ALE WEEK

Cask ale is the sign of a great pub and with customers coming into the on trade earlier in the day, your cask offering is key.

WAINWRIGHT GOLD		ABV 4.1% STYLE Golden Ale SEE Golden SMELL Fruit & Citrus TASTE Refreshing, fruity, sweet & citric HOPS Magnum, Tradition and Hersbrucker
WAINWRIGHT AMBER		ABV 3.4% STYLE Amber Ale SEE Amber SMELL Lightly fruity with hints of spice TASTE Malty, gentle bitterness, moreish HOPS Amarillo & Cascade
WAINWRIGHT WANDERER		ABV 3.4% STYLE Session Golden Ale SEE Deep Gold SMELL A touch of earthy hops, fresh TASTE Dry bitter finish HOPS Goldings, Fuggles and Challenger
LIMITED EDITION		

HOBGOBLIN RUBY		ABV 4.5% STYLE Ruby Beer SEE Dark Ruby SMELL Toffee, slight citrus, chocolate TASTE Toffee, dry, biscuit HOPS Fuggles, Styrians & Goldings
HOBGOBLIN GOLD		ABV 4.2% STYLE Gold SEE Golden SMELL Fragrant, citrus and wild forest gooseberries TASTE Mouthwatering malt & refreshing citrus hop kick HOPS Pilgrim, Nelson Sauvin, Citra & Summit
HOBGOBLIN SESSION IPA		ABV 3.4% STYLE Session IPA SEE Pale Yellow SMELL Fresh and zesty aroma from the 5 new world hops TASTE Tropical fruit and citrus HOPS Ella, Cascade, Galazy, Topaz & Citra
HOBGOBLIN AMBER		ABV 4.2% STYLE Amber SEE Amber SMELL Earthy and rich with a hint of floral notes TASTE Malted caramel notes balanced with hoppy bitterness HOPS Fuggles, Progress, Herkules, Goldings & Cascade



The

Wellness

Era

National Wellness Month throughout August is a timely reminder of the growing consumer interest in health, balance, and wellbeing. We look at how this is impacting the industry and how you can stay ahead of this change.

How summer socialising is changing

For decades, summer drinking occasions followed a familiar formula: longer evenings, more rounds and bigger celebrations. But today's consumers are approaching socialising differently. They still want to gather and enjoy experiences together, yet increasingly they want those occasions to fit around broader lifestyle goals where alcohol is no longer always the main event.

The result is what many are calling the 'wellness era', a longer-term shift that is influencing everything from alcohol consumption to food menu development and event planning.

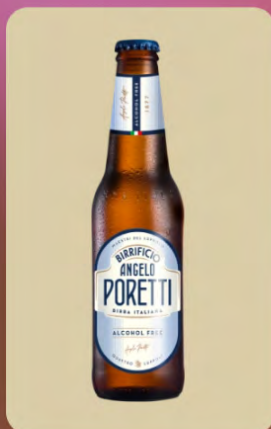
No and low grows up

The no and low category has matured considerably over the last few years. What was once heavily associated with Dry January, poor quality products and a negative stigma has evolved into an everyday choice for a much broader audience.

Many consumers are no longer choosing between drinking and not drinking. Instead, they are moderating. A customer might start with a pint, switch to a non-alcoholic beer, move to a spritz and finish with a soft drink. This 'blended' approach to drinking known as zebra drinking is becoming increasingly common.

Summer naturally accelerates this behaviour. Longer afternoons, increased daytime occasions, sporting events and family gatherings all create situations where customers may want to pace themselves while remaining part of the occasion.

Importantly, moderation no longer means compromise. Today's consumers expect premium options and quality ingredients regardless of alcohol content.



The rise of functional drinking

Alongside moderation comes another growing trend: functionality.

Consumers increasingly want drinks that do more than simply refresh. Hydration, energy and wellbeing are becoming part of purchasing decisions, particularly among younger adults.

Functional drinks, kombuchas and botanical drinks are becoming more visible across the industry as customers look for alternatives that fit their wider lifestyle choices.



NEW from London Essence

The UK's only zero sugar tonic water which is free from artificial sweeteners.



NEW Lipton Kombucha

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.



Aqua Libra offers a range of filtered still, sparkling and Infused flavoured waters designed to make hydration more enjoyable and accessible throughout the day. Aqua Libra's filtration process delivers a consistently clean, refreshing taste, while its Infused range provide variety without the sugar associated with many soft drinks.

What this means for venues

The opportunity is not just to stock more no and low products. The most successful operators are creating occasions and experiences that reflect changing consumer attitudes and behaviour. Wellness is becoming part of the social experience, not a separate category.

Make Moderation Visible

Alcohol-free beers, functional drinks, premium waters and low-sugar soft drinks should sit proudly alongside alcoholic serves rather than being hidden away.

Create Premium Hydration Opportunities

Hydration is becoming an important part of social occasions, particularly during summer. Premium filtered water, flavoured sparkling water and refreshing adult soft drinks can encourage trade-up while helping people stay refreshed throughout longer visits.

Develop Wellness-Led Events

Running clubs, walking groups, outdoor fitness sessions, yoga brunches, wellness breakfasts and community events can attract new audiences and create additional reasons to visit during quieter trading periods.

Cater for Mixed Groups

Groups increasingly include drinkers, non-drinkers, drivers and health-conscious consumers. Ensuring everyone has access to premium drink options helps create a more inclusive environment.

Train Teams to Recommend Alternatives

Staff confidence is critical. Teams should be able to recommend alcohol-free beers, and soft or functional drinks with the same enthusiasm and knowledge as alcoholic drinks.

yes you



Cans are not only lighter and widely recyclable, but they can be stacked two high in the fridge, kept in ice bins with a lot less risk, don't need an opener and are essentially all label, meaning that they can look great, if the brand owner goes all out. According to CGA OPM GB data, the ready-to-drink category has seen consistent value growth for months, so the straight-from-the-fridge serve certainly has legs.

We've slowly been building a range of cans across categories, so it's time for a can-do mentality.

*Source: Gov.uk - Extended Producer Responsibility for Packaging: 2025 base fees. 30 June 2025

**Source: Gov.uk - Deposit Return Scheme for drinks containers: policy statement. 7 May 2025



While the intentions are environmentally positive, the UK EPR scheme, as with any regulatory change, is due to cause some headaches in the On Trade. Extended Producer Responsibility replaces disposal fees by shifting costs to producers, with fees calculated per tonne of material used (e.g., glass is charged around £192/tonne and plastic £423/tonne).*

Add in the Deposit Return Scheme (launching across England, Northern Ireland, and Scotland), which places a deposit fee on single-use drinks containers (150ml to 3L), and we are due to see some changes in packaging to keep On Trade drinking appealing.**



CAN

Feeling

If there's one thing we Brits are known for, it's talking about the weather. We spend months wishing for sunshine, then the moment temperatures climb into the high 20s, we're complaining it's too hot!



Love it or loathe it, the recent spell of glorious weather has been great news for pubs and bars, with customers making the most of beer gardens, terraces and every patch of sunshine they can find.

Warm weather consistently drives increased demand across key drinks categories, making it one of the biggest opportunities of the year for the trade. But making the most of it isn't just about hoping the sun keeps shining, it's about being ready when it does.

During the summer months, lager, cider and soft drinks continue to be the standout performers*, with consumers naturally gravitating towards lighter, more refreshing serves. Making sure these core categories are well stocked and readily available is essential, particularly during prolonged periods of hot weather when demand can quickly exceed expectations.

Of course, keeping drinks cold is just as important as having them available. A great pint or perfectly chilled white wine spritz can quickly become a lukewarm disappointment if venues aren't prepared.

Checking refrigeration capacity, ensuring plenty of ice is available, monitoring cellar temperatures and planning stock deliveries carefully can all make a significant difference when the mercury rises.

The recent run of sunshine has also reinforced how valuable outdoor spaces can be. Beer gardens, patios and pavement seating have been packed whenever the weather has played ball, creating opportunities to increase footfall and encourage customers to stay for another round.



Hot, Hot, Hot

*Source: CGA Monthly Volume data 2025 P3-5 v P6-8

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



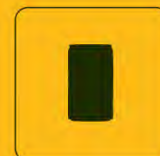
Keg



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

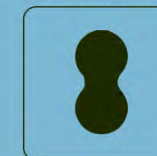


Brooklyn Special Effects

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



FRESH ALE

EMBRACE THE NEXT GENERATION OF ALE

Click here to find out
more about Fresh Ale

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.

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



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



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



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



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



If Carlsberg did summer...

This summer, Carlsberg is bringing back one of the UK's most iconic advertising platforms, 'If Carlsberg Did...', for the first time in 10 years, with a fresh seasonal twist.

The campaign brings back the much-loved line with a modern take on classic British summer frustrations. From ice-cold pints during a heatwave to seagull-free pub gardens, the campaign shows how everyday moments could be made better in true Carlsberg style.

The phrase, last officially used a decade ago, still has a strong place in British culture, having been used almost 20,000 times on social media in the last 12 months. This gives Carlsberg a powerful opportunity to reclaim and refresh this iconic line.

The campaign will deliver 110.5 million impressions to a targeted audience across Video on Demand, YouTube, social media and a partnership with LadBible Group.

Let's make Carlsberg the topic of conversation in the pub once again!



It would be the best for everyone

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

ORDER ONLINE HERE 67

AROUND THE WORLD IN A PINT



ion General Mi
blica Domin

UG 12 20

ENTRAD

LEAVE TO ENTER FOR SIX MONTHS.
EMPLOYMENT AND RECOURSE TO
PUBLIC FUNDS PROHIBITED

OFFICER

Why World Lagers Continue to Capture Our Attention

Consumers are increasingly embracing beers from around the world. Whether inspired by travel, food culture or simple curiosity, drinkers are becoming more adventurous but in a way that still feels familiar and accessible.

World lager sits firmly in that sweet spot. It offers discovery without risk. These beers bring a strong sense of place, heritage and authenticity while remaining approachable, refreshing and easy to drink.

The category's appeal is clear. World lager is now the largest beer segment in the on-trade, accounting for 30% volume share of the on trade beer market and continuing to grow in value*. For operators, it remains one of the strongest opportunities to premiumise the beer offer while still appealing to a broad range of consumers.



The Holiday Effect

One of the biggest drivers behind the category's success is travel.

Consumers increasingly associate certain beer brands with memorable experiences abroad: a crisp lager enjoyed on a Mediterranean terrace or an Italian beer shared over a long lunch.

These associations create powerful emotional connections. Ordering a world lager is often about more than the liquid itself. It becomes a way of reconnecting with a place, a holiday memory or even just an aspirational lifestyle.

Discovery Without Complexity

Another reason for the category's growth is its accessibility.

While some consumers enjoy exploring craft beer, many are looking for something new without having to navigate unfamiliar styles, brewing techniques or intense flavour profiles.

World lagers offer enough difference to feel exciting while maintaining the refreshment and drinkability consumers expect from lager. The result is a category that delivers both familiarity and exploration.

*CGA OPMS DATA TO P04 (W/E 18/04/2026) L12W TY vs YA | Total On-Trade

FOUR WORLD LAGERS WORTH EXPLORING



ESTRELLA DAMM - SPAIN

Brewed in Barcelona, Estrella Damm embodies the Mediterranean lifestyle. Crisp, light and highly refreshing, it has become closely associated with sunshine, outdoor dining and relaxed social occasions.



1664 - FRANCE

With its French heritage and brewed using the French Strisselspalt hop, often referred to as the 'caviar of hops', 1664 delivers a crisp, refreshing taste with subtle floral and citrus notes balanced by a clean finish.



PORETTI - ITALY

Inspired by the brewing traditions of northern Italy, Poretto offers a refined, balanced lager profile with delicate hop character and a clean finish. It taps into consumers' love affair with the Italian la dolce vita (the sweet life).



SAPPORO - JAPAN

Japan's oldest beer brand, Sapporo is renowned for its clean, crisp and highly polished lager style. With a subtle bitterness and exceptionally refreshing finish, it pairs naturally with Asian cuisine.

GET THE Oktoberfest feeling

As Oktoberfest celebrations begin this month, what better way to mark the occasion than raising a glass to the wonderful authentic German Wheat Beer ERDINGER.

THE ULTIMATE WHEAT BEER, BREWED TO THE ORIGINAL RECIPE SINCE 1886

ERDINGER's beautifully unique flavour, cloudy appearance and lively aroma comes from our unique double fermentation process. After the first fermentation, fresh wort and yeast are added just before filling the bottles and they are allowed to mature for up to 28 days, before they are ready to be shipped around the world.

The fine yeast settles at the bottom of the bottle, so just before pouring the last few drops out, don't forget to swirl the bottle and add the best bit to your ERDINGER Weissbier.

ABV: 5.3%
Style: Wheat Beer
See: Amber
Smell: Gently spicy wheat and yeast aromas
Taste: Mildly bitter hops



WHY NOT TRY OUR MULTI-AWARD WINNING ALCOHOL FREE OPTION?

ERDINGER Alkoholfrei is the perfect way to quench your thirst without alcohol. Retaining the aromatic, full-bodied character without alcohol.

ABV: <0.5%
Style: Alcohol Free
See: Straw yellow, fine white froth
Smell: Aromatic malt notes with subtle hop notes, delicate hints of brioche, fine yeast aromas
Taste: Rich malt flavour, spicy, slightly sweet, stimulating bitterness, malty with a hint of fruity acidity



BUY 5 CASES OF ERDINGER BOTTLES AND RECEIVE A FREE OKTOBERFEST DECORATION KIT*

*50 kits available on a first come first serve basis. Containing 6 x Taste of Autumn glasses, 2 x 5M branded bunting, 2 x branded inflatable heart balloons, 4 felt hats and 6 x ERDINGER Weissbier pint glasses - available to redeem via Carlsberg Shop, Carlsberg Britvic Customer Services or your regional sales representative. Redemptions valid until 26th September.





FOR THE LOVE OF BEER

Authentic Bavarian brewing.
Premium imported taste.



Give drinkers the authentic taste they're looking for

Consumers are increasingly seeking out premium, authentic beers with genuine provenance, creating a valuable opportunity for pubs and bars to offer something different.

As demand grows for imported speciality lagers and German Helles, ERDINGER Brauhaus Helles gives outlets a distinctive way to upgrade their range and attract curious beer drinkers looking to discover something new.

Authentic Bavarian brewing, uncompromising quality

Brewed at the ERDINGER Brauhaus in Bavaria using only the finest ingredients and in strict accordance with the Bavarian Purity Law, ERDINGER Brauhaus Helles delivers everything consumers expect from an authentic German import.

At 5.1% ABV, this genuine Bavarian Helles is exceptionally smooth and refreshingly easy to drink. Delicate malt aromas, balanced hop bitterness and a crisp, clean finish create a premium lager that's approachable, flavourful and unmistakably German.

A premium addition that works harder on the bar

ERDINGER Brauhaus Helles is designed to complement your existing lager range, not compete with it. It appeals to drinkers looking to trade up from mainstream lager while giving your venue a premium imported option that stands apart from the familiar choices.

Whether it's live sport, cultural celebrations, Oktoberfest or customers looking to discover something new, Brauhaus Helles creates new reasons to visit and new opportunities to upsell.

Already proving a hit

Sales teams are reporting strong rates of sale, permanent listings in craft-led venues and positive customer feedback, with operators praising its authentic taste, premium credentials and ability to offer something genuinely different from the usual world lager selection.

Stand out. Sell more.

Every pint is backed by premium branded glassware, eye-catching tap handles, illuminated fonts and impactful point-of-sale materials that help create theatre on the bar and start conversations with customers.

It's a beer that not only tastes authentic, but looks authentic too.



BUY 2x 9GS



AND GET £10 OFF

*QUALIFYING SKUS ON OFFER: HOBGOBLIN RUBY 9G, HOBGOBLIN GOLD 9G, HOBGOBLIN SESSION IPA 9G, HOBGOBLIN AMBER 9G, DIRECTORS 9G, BOMBARDIER AMBER BITTER 9G AND COURAGE BEST BITTER 9G CASK. 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.

MIX IT UP THIS SUMMER



Summer is no doubt mixer season, and for venues it's the perfect opportunity to highlight and promote a diverse mixers menu and inspire customers to try something new and trade up. As temperatures rise, people naturally gravitate towards longer, lighter serves packed with ice, fresh garnishes and vibrant flavours that capture the spirit of the season.

From crisp citrus and pink grapefruit to aromatic botanicals and delicate elderflower notes, seasonal mixers can elevate classic serves while encouraging customers to explore new favourites.

London Essence's collection of premium mixers is perfectly suited to summer menus. Crafted with distilled botanicals and layered flavour pairings, the range is designed to complement premium spirits while delivering light, refined taste and exceptional balance.



THE TONIC COLLECTION

London Essence's Tonic Collection celebrates the art of perfectly balanced mixing, combining distilled botanicals with bright citrus notes and perfectly balanced carbonation. From the timeless Original Indian Tonic to more adventurous flavour pairings, each tonic is crafted to enhance premium spirits while allowing their character to shine.



LONDON ESSENCE BLOOD ORANGE & ELDERFLOWER TONIC WATER

Tangy and fresh orange on the nose with subtle elderflower notes, on the palate its sweet and tangy orange notes are balanced by rich blood orange oils and a hint of elderflower for a floral and honeyed finish.

Try it with slightly more floral gins like warner's elderflower or martin miller's, or with a reposado tequila like el tequileno.



THE SODA & LEMONADE COLLECTION

Offering far more than traditional soda, this collection brings together refreshing citrus, delicate florals and vibrant fruit flavours to create contemporary serves. Designed to be enjoyed with premium spirits or on their own, these sophisticated mixers deliver light, layered flavour with exceptional balance.



LONDON ESSENCE RASPBERRY & ROSE CRAFTED SODA

A delicate floral and feminine refresher, our crafted raspberry & rose soda is a perfect companion for premium vodka or gin. The infusion of vibrant raspberry with a hint of sharp blackberry is perfectly balanced with a subtle touch of lavender, the signature rose distillate adds an exquisitely elegant top-note.

Try this with white rum, lime juice, simple syrup and fresh mint for a great twist on a mojito, or spritz up a glass of rose wine



THE GINGERS COLLECTION

From the gentle warmth of Delicate Ginger Ale to the bold character of Spiced Ginger Beer, the Gingers Collection showcases ginger in all its complexity. Using carefully selected ginger extracts and distilled essences, these mixers add depth, spice and refreshing flavour to classic serves, cocktails and premium spirits.

SPICED OR DELICATE! TAKE YOUR PICK....

DELICATE GINGER ALE

With its sweetly sparkling finish, and a touch of natural caramel to achieve a pleasing honeyed colour, this aperitif is just as delicious unmixed as when paired with a top-tier spirit.

The artfully composed layers of our Delicate Ginger Ale include a soft liquorice flavour, which is derived from distilled anise essence, to deliver a superbly rounded and adaptable taste profile.

Pairs beautifully with vodka, gin, blanco tequila and white rum, creating refreshing highballs perfect for summer. It's also an excellent choice for aperitifs and low- and no-alcohol spirits.



SPICED GINGER BEER

With three variants of ginger present, you'll enjoy the freshness of ginger juice, the spice of ginger extract and a ginger distillate for that deliciously fragrant top note.

This rich, full-bodied flavour is complemented by the subtle fruitiness of blackcurrant derived from Brewers Gold Hops, resulting in a sweet, warming and well-rounded taste profile.

A natural partner for dark and spiced rum, vodka and tequila, while also pairing surprisingly well with citrus-forward gins and smoky mezcal. Its lively character makes it the ideal mixer for refreshing summer mules and adventurous seasonal serves.



Big Smiles for Little Guests

At Fruit Shoot we understand that happy kids = happy parents



Over summer, families spend more time together and every dining or general visit is an opportunity to create a great experience for EVERYONE.

That's why Robinson's Fruit Shoot has created a new range of activity-based POS designed to keep little ones entertained, encouraging play, imagination and interaction so families can spend quality time together. With an aim to help stop the inevitable 'I'm bored'....



AVAILABLE NOW



COMING SOON



ORDER
NOW

ORDER YOUR FRUIT SHOOT POS
VIA YOUR CUSTOMER
DEVELOPMENT MANAGER

Don't forget to make the most of the Fruit Shoot POS assets available to you. They're designed to help create moments of connection, keeping children happily engaged so parents can relax and enjoy the occasion too.

It's a simple way to add value to a family experience and create positive moments that families will remember.



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.

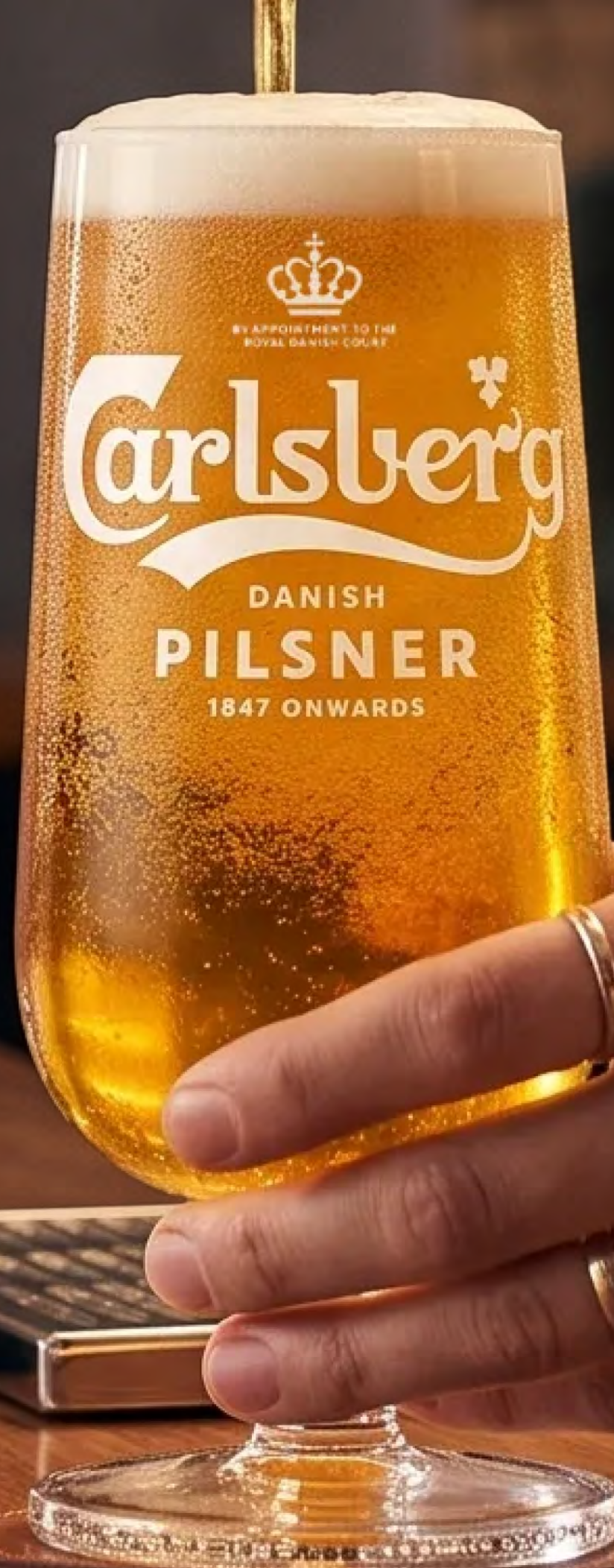


BRITISH QUALITY
Britvic[®]
SINCE 1938



BUY 4 CASES
FROM THE MIXERS RANGE
TO RECEIVE A FREE CASE OF
TONIC OR LOW CAL TONIC*

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



WHY EVERY PINT MATTERS MORE THAN EVER...

Customers don't often talk about a perfectly poured pint. They simply expect it.

And 'quality consistency' is possibly one of the most powerful drivers of repeat visits, customer satisfaction and commercial success. In an increasingly competitive market, people are becoming more selective about where they spend their money. That means every visit matters and every pint matters too.

Whether it's temperature, carbonation, appearance, freshness or flavour, inconsistency can quickly undermine an otherwise strong experience.

But delivering the perfect pint isn't always straightforward.

Variations in cellar temperature, line cleanliness, keg management, throughput and staff experience can all affect the final serve. Even small fluctuations can lead to excessive fobbing, wasted beer, inconsistent carbonation and a poorer drinking experience. That's why more venues are looking beyond the product itself and focusing on dispense solutions that help eliminate variation.



Consistency from Keg to Glass

The Carlsberg Quality Dispense System (CQDS) is designed to create a fully enclosed, chilled environment from keg to glass. By keeping beer consistently cold throughout the dispense journey, the system removes temperature hot spots that can contribute to fobbing, waste and quality issues.

The result is consistent dispense temperature, reduced wastage, better product quality and less variation between serves

CQDS also reduces operational demands through extended line cleaning schedules, helping venues save labour, water and cleaning chemicals while maintaining product quality.

And new from CQDS this year, we have Under-flow. All the benefits of CQDS designed for venues with strong demand but without a cellar or limited space.



Fresher for Longer

One of the biggest challenges for many venues is maintaining quality throughout the life of a keg.

DraughtMaster tackles this by using compressed air rather than CO₂ to dispense beer. Because the beer remains sealed from external gases, freshness is maintained for significantly longer compared with traditional steel keg systems.

This under counter solution is great for venues with no cellar and means, consistent quality from first pint to last, reduced wastage and more flexibility to offer range without quality concerns.



Solving the Cask Consistency Challenge

Cask ale remains one of the most distinctive parts of British pub culture, but it can also be one of the most challenging categories to manage consistently.

Traditional cask requires careful conditioning and typically needs to be sold within a short timeframe. Fresh Ale has been developed to address these challenges by delivering hand-pulled ale with a guaranteed 14-day shelf life while retaining the theatre customers expect from a traditional ale serve.

The benefits include consistent quality, reduced waste, easier staff management and an opportunity to offer ale in venues where traditional cask volumes may not justify the risk.





CROWN CELLARS®



Pedley's REMix

Now I am guessing that the vast majority of people reading this August edition of Pedley's Remix will either be on the beach, have been on the beach in the last couple of months or are dreaming of being there when the madness of the summer holidays passes. With the sea at the front and centre of our thoughts I have chosen two crisp dry white wines to accompany every fish and shellfish you can think of: from humble mackerel, sardine and crab to aristocratic sea bass, langoustine and lobster.

The Rías Baixas wine region is in Galicia, the extreme north west corner of Spain. Courtesy of the Atlantic rainfall, this beautiful region is nicknamed "Green Spain". With its thick vegetation, steep river valleys, granite and slate soils, and Celtic culture it often feels more like Brittany, Cornwall or Wales than Mediterranean Spain.

JONATHAN PEDLEY,
MASTER OF WINE AND CONSULTANT
TO CROWN CELLARS

The relative coolness of the climate in Rías Baixas makes it excellent white wine territory. In fact it is probably fair to say that the region is Spain's flagship producer of white wines. This claim is assisted by Rías Baixas being the home of the Albariño grape variety. Albariño based wines are bone dry and always have a refreshing vibrant crispness. In terms of fruit character, when fully ripe it can show melon and peach aromas whereas earlier harvested versions have more of a green apple or pear character.

Which brings us nicely to our two wines. Both are made by the Simon Ferro family at the wonderful Bodegas As Laxas. The Laxas Albariño is an example of the former style – concentrated, almost exotic, on the nose and palate. The ValdoCea Albariño is in the latter camp – lighter and leaner. I should also say that it is a bit cheaper. Returning to our food pairings, perhaps the ValdoCea would be the ideal partner for the oily fish (mackerel etc.), whereas the Laxas would be great with the posh stuff (lobster etc.).

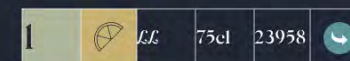
Anyway, enjoy these joyous late summer whites before autumn arrives.



BODEGAS AS LAXAS

Laxas Albariño,
Rías Baixas

Crisp aromatic peach and mineral notes. Try it with fresh langoustines.



BODEGAS AS LAXAS

ValdoCea Albariño,
Rías Baixas

Lovely floral and exotic fruit aromas with zingy lemon citrus, fresh and dry. Try it with crab and samphire.





Get in touch [here](#) or ask your Customer Development Manager for more details.



WE'RE A PARTNER NOT JUST A SUPPLIER

Crown Cellars can provide commercial training and formal wine qualifications for your team.

We are an accredited school offering WSET Level 1 & 2 courses, and we have helped hundreds of people over the years to become more confident talking about wine in front of customers.

One size doesn't always fit all, so we can tailor the training content to your needs.

Whether it's helping your staff to understand and become familiar with your range, learning how to store and serve wines, learning about the world of wine in greater depth, or simply just helping to grow confidence in this area - we'll help you bring everything together.





ALTA VISTA®
WINES

The Essential Summer Red

11+1 BUY 11 BOTTLES OF
VIVE MALBEC
& GET 1 BOTTLE FREE



ALTAVISTAWINES.COM

@BODEGAALTAVISTA



ALTA VISTA®
WINES

A taste of excellence, enjoyed all season

5+1 BUY 5 BOTTLES OF
ESTATE PREMIUM MALBEC
& GET 1 BOTTLE FREE



ALTAVISTAWINES.COM

@BODEGAALTAVISTA

BUY 4 CASES OF 12x187ML
BAD EYE DEER



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



LA BAUME ST. PAUL

QUALITY 0.0 WINES

**Cabernet
Syrah**

Mid-bodied with
vibrant raspberry,
blackcurrant and
light tannin.

**Cinsault
Grenache Rosé**

Medium Dry With
Strawberry Fruit
And A Refreshing
Spritz.

Chardonnay

Lively and off-
dry with pear,
greengage and
crisp acidity.



Buy
11 BOTTLES
to get
1 FREE

CARTA23 CHILEAN MERLOT

BUY 11 BOTTLES
TO GET 1 FREE

A soft and fruity Merlot
with plum, red fruit and
spice notes.
Great with burgers,
tomato-based pasta sauces.



10 deals per customer per week

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



INVINITI PINOT NOIR ROSÉ

SUSTAINABLE NEW ZEALAND ROSÉ

Deep pink in colour with bright notes of citrus, elderflower, pomelo and raspberry.
Try it with a classic salad Niçoise.

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.

2 deals per customer per week

BUY 5
BOTTLES
GET 1
FREE



Laxas Albariño, Rías Baixas

£11 A BOTTLE

Perfect for
sunshine and
Galician dining



LYRIC PROSECCO

MUSIC TO YOUR TASTE BUDS

BUY
11 BOTTLES
TO GET
1 FREE

A good mousse is followed by green fruit on the nose and an off-dry but citrusy palate.

1 deal per customer per week

BODEGAS PIQUERAS 'Marius' Reserva Almansa

Almansa, Spain Spicy & Warming

Medium-bodied ruby-red with complex layers of dark plum, red berry, dried fruits, clove, sweet spice, leather, tea and toast.

**BUY 5
BOTTLES TO GET
1 FREE**

10 deals per customer per week

MARQUÉS DE LA CONCORDIA
RIOJA SANTIAGO SEGUNDO AÑO

An approachable Rioja bursting with ripe, soft
berry characters with a lasting fruity finish

BUY 5 BOTTLES TO
GET 1 BOTTLE **FREE**



10 deals per customer per week



Open & Enjoy

Buy 11 bottles
to get 1 **FREE**



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

2 deals per customer per week.

Buy 11 bottles, get
1 FREE
from the range

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

DELICATE, FRAGRANT LAMBRUSCO

FOR ONLY £7 A BOTTLE

Cantina Di Soliera Lambrusco Di Sorbara

Delicate and vibrant cherry pink in colour, with a fresh, bright and floral nose of strawberry, redurrant and violet.

Appealing sour cherry and bramble fruit characters are balanced by juicy acidity, leading to a clean, dry, delicate finish.



VILLA WOLF *Pinot Gris*

Pfalz, Germany

From an estate rescued by one of Germany's leading modern winemakers, the great Ernst Loosen, Villa Wolf is a deliciously appetising Pinot Gris. From a small, high-quality vintage, it has full, creamy peach fruit, fresh citrus with a hint of spice.

BUY 5
BOTTLES
GET 1
FREE



10 deals per customer per week

VALVITIS

VARIETAL ITALIAN WINES FROM FRIULI



**Valvitis Friuli
Chardonnay**
A subtle and delicate style
of Chardonnay: dry,
lightish bodied and crisp
with notes of green melon
and yellow plum.

**Valvitis Friuli
Sauvignon Blanc**
A dry, fresh and light
Sauvignon Blanc with
aromas of cut grass and
elderflower.

BUY
11
BOTTLES TO
GET 1 FREE

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

BOLNEY BUBBLY

FRESH ENGLISH FIZZ

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



BUY 5
BOTTLES
GET 1
FREE

MUD HOUSE

Buy 5 Bottles
& GET 1 BOTTLE
FREE*

*Taste a World
of Adventure*

NEW ZEALAND • CHILE • FRANCE

A wanderlust journey and spirit of adventure is perfectly captured in every bottle of Mud House. www.mudhouse.co.nz

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



TALL, DARK,
MORE JAMSOME.

BUY 5 BOTTLES
& GET 1 BOTTLE
FREE*

JAM SHED
JAM GOOD WINE

NEW



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

TIME TO SWEETEN
THE DEAL.

BUY 5 BOTTLES
& GET 1 BOTTLE
FREE*



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

PONTE
UOMINI E VIGNE DAL 1948

Celebrate PROSECCO DAY on 13th August

with Ponte Prosecco DOC
Extra Dry



20cl
Buy 2 cases
get £8 OFF

75cl
Buy 11
get 1 FREE

1.5ltr
Buy 11
get 1 FREE

shop.ponte1948.it
seguici su:     



comunicazione: www.proseccodoc.it

PREMIUM SOUTH AFRICAN PINOTAGE & SAUVIGNON BLANC

BUY 6
BOTTLES
TO GET
£5 OFF




BELLINGHAM
FOUNDED IN 1693

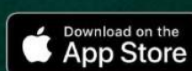
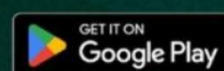


Cockpit

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.



HAVE YOUR SAY

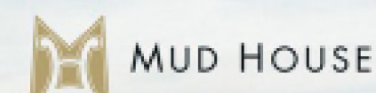
Give us your feedback and be entered into a competition to win a **£100 Amazon Voucher**

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](#)



Buy 5 Bottles
& GET 1 BOTTLE
FREE*

NEW ZEALAND • CHILE • FRANCE

A wonderful journey and spirit of adventure is perfectly captured in every bottle of Mud House. www.mudhouse.co.nz
be.drinkaware.co.uk Please drink responsibly



✓✓
DISTILLED
|

Creating Your Cocktail List

COCKTAILS CAN BE A PROFITABLE GAME, BUT THEY TAKE WORK. UNDERSTANDING THE TREND DATA, CHOOSING A RANGE, CREATING THE SPECS, COSTING EACH SERVE OUT TO ENSURE THAT IT'S PRICED RIGHT TO ACHIEVE THE GP YOU NEED, TRAINING YOUR TEAM, DESIGNING AND PRINTING MENUS... THE LIST IS ENDLESS.

THIS IS WHERE DISTILLED CAN SUPPORT YOU. BUY YOUR SPIRITS FROM US, AND WE CAN:



WORK TOGETHER TO LOOK AT THE SERVES THAT ARE TRENDING ACCORDING TO RELIABLE DATA SOURCES



BUILD A LIST TOGETHER – FROM A SIMPLE HANDFUL OF EASY TO EXECUTE CLASSICS, THROUGH TO A BROAD RANGE OF COCKTAILS THAT MIGHT INCLUDE SOME SLIGHTLY MORE ESOTERIC, COMPLEX OR STANDOUT SERVES



WORK WITH BRAND OWNERS TO MAXIMISE SUPPORT



BUILD SPECS FOR YOUR LIST, ALLOWING FOR CONSISTENT SERVES AND EFFECTIVE COST CONTROL



COST OUT EVERY SERVE, MEANING THAT YOU CAN EITHER PRICE DRINKS INDIVIDUALLY, OR PRICE ACROSS THE BOARD WITH AWARENESS OF YOUR HERO SERVES



WORK WITH OUR SUPPLY PARTNERS TO ORGANISE TRAINING SUPPORT FOR YOUR TEAM



WORK WITH YOU TO DESIGN A MENU THAT YOU LOVE, OFFERING TIPS ON GETTING THE MOST OUT OF IT BY NUDGING YOUR CUSTOMERS TOWARDS THE DRINKS THAT YOU WANT THEM TO ORDER



GET THAT MENU INTO PRINT AND ONTO YOUR BAR TOP, READY TO GO!

JUST GET IN TOUCH WITH US AND WE CAN DISCUSS WHAT WORKS FOR YOU AND HOW WE CAN DRIVE YOUR SALES TOGETHER



PISTACHIO CREAM ESPRESSO MARTINI

SERVE IN A
COUPE, NICK AND NORA OR COCKTAIL (MARTINI) GLASS

INGREDIENTS

25ML ABER FALLS PISTACHIO CREAM
12.5ML DISARONNO ORIGINALE AMARETTO
12.5ML CRÈME DE CACAO WHITE GIFFARD
2.5ML TOASTED SESAME OIL
25ML FRESH ESPRESSO

GARNISH

CRUSHED PISTACHIO SPRINKLE

HOW TO MAKE

SHAKE HARD & FINE STRAIN ALL INGREDIENTS INTO A CHILLED GLASS



August is usually the last day of the good weather, so...

SPRITZ



Chambord
Black Raspberry Liqueur



Midori
Melon Liqueur



Warner's
Rhubarb Gin



Warner's
Raspberry Gin



Warner's
Pink Berry 0%



Sarti Rosa
Aperitivo



Archers
Peach Schnapps



Mondoro
Elderflower Aperitivo



Wolfe Bros
Lemoncello



Campari
Aperitivo



Jack Daniel's
Tennessee Blackberry

Jack Daniel's Tennessee Blackberry Spiced Spritz

35ml
15ml
50ml
15ml
50ml

Jack Daniel's Tennessee Blackberry
Chambord
Britvic Ginger Ale
Fresh Lemon Juice
La Forma Spumante



BUY ANY 3 BOTTLES FROM THE ABOVE RANGE TO GET A CASE OF MIXERS OR A BOTTLE OF FIZZ

FREE

10 deals per customer per week.

24 x 150ml



24 x 150ml



24 x 150ml



24 x 150ml



24 x 150ml



24 x 150ml



75cl



75cl



75cl



ST-GERMAIN

SPRITZ UP YOUR SPRITZ

BUY 2 x 70cl FOR A FREE ZIMOR PROSECCO

ENJOY RESPONSIBLY be.drinkaware.co.uk

MAX 3 DEALS PER CUSTOMER ORDER. GLASSWARE TO BE SENT SEPARATELY, ONCE PROMOTION IS COMPLETE. ©2025 ST-GERMAIN AND ITS TRADE DRESS ARE TRADEMARKS.

WIN a trip for 2 to the
HENDRICK'S GIN PALACE

and receive a consumer Instant Win Rate of Sale kit*

WHEN YOU BUY 2 BOTTLES (ONE TO BE ANOTHER)

1 ENTRY AND KIT PER DEAL.

For 5 additional entries to the prize draw, please refer to the brief sheet contained within the kit. For terms, conditions and further information, please scan the qr code, or visit <https://qrco.de/Hendricks-trade-terms>

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

Your
ANOTHER HENDRICK'S
kit includes

- 30 x menu clips
- 100 x coasters
- 1 x Lenticular bar glorifier
- 50 x scratch cards

To fulfil the winning scratchcards you get:

- 10 x fans
- 11 x pin badges

PLUS 6 extra pin badges (for your team) and a briefing sheet.

Jose Cuervo

STOCK UP NOW ACROSS THE JOSE CUERVO RANGE

THE NO.1 TEQUILA IN THE UK

*#1 TEQUILA BY VOLUME NIELSEN TOTAL MARKET 16.05.26. JOSE CUERVO® AND OTHER TRADEMARKS ARE OWNED BY TEQUILA CUERVO LA ROJEÑA, S.A.DE C.V. ©2026 PROXIMO SPIRITS. PLEASE DRINK JOSE CUERVO® RESPONSIBLY.

£2 OFF PER 70CL BOTTLE

£2 OFF PER 70CL BOTTLE

SHAKE UP A CLASSIC MARGARITA

50ml Jose Cuervo Especial Tequila + 15ml Triple Sec + 25ml Lime Juice + Garnish Rim With Salt

be.drinkaware.co.uk



RECEIVE
25 FREE
CASAMIGOS
BRANDED
CUPS*

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

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



Scan here
to access
Casamigos
support

DIAGEO *One*
Business support from the drinks experts

SIP SOMETHING PEACHY



**BUY 2 X WOODFORD RESERVE
AND RECEIVE A CASE OF
24 X LIPTON PEACH ICE TEA
FOR FREE**



HOW TO MAKE A WOODFORD PEACH ICE TEA:

- FILL A TALL GLASS WITH ICE
- ADD 25ML WOODFORD RESERVE
- TOP WITH LIPTON PEACH ICE TEA
- GARNISH WITH LEMON WEDGE

PLEASE DRINK RESPONSIBLY.

WOODFORD RESERVE IS A REGISTERED TRADEMARK. ©2026 BROWN-FORMAN DISTILLERY, INC. ALL RIGHTS RESERVED. OFFER RUNS FROM 1-31 AUGUST 2026 WHILST STOCKS LAST.



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 *Circana data 52wks to 13/06/26 *While stocks last. All bottles: 70cl

£2.00 OFF
each bottle

WHITLEY NEILL GIN
UK'S **No.1** PREMIUM GIN

ABER FALLS THE SPIRIT OF NORTH WALES

DISTYLLFA WHISGI

Looking for a new house pour?
ABER FALLS VODKA & DRY GIN

£2.00 OFF
each bottle*



*While stocks last. All bottles 70cl.

aberfallsdistillery.com

be drinkaware.co.uk

PROUD TO MIX



BUY 4 FROM THE RANGE AND RECEIVE A
FREE BOTTLE OF ABSOLUT VANILIA

Range includes: Absolut Passionfruit, Absolut Raspberri, Absolut Vanilia, Absolut Citron, Absolut Wild Berri

ENJOY RESPONSIBLY. be drinkaware.co.uk

SCAN TO LEARN MORE
ABOUT ABSOLUT ALLY



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.

amazon.co.uk

£100
Gift Card

CLICK HERE TO
FEEDBACK

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.



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



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

YOUR PROFIT ROCKETS.

STOCK UP NOW



**BUY X2 CASES OF RED BULL ENERGY DRINK
TO RECEIVE X1 FREE CASE OF RED BULL PEACH EDITION.
SCAN HERE FOR THIRST SUGGESTED SERVES**



FEELIN' ZESTY? GRAB A SQUEEZE OF THE ACTION!

**£2 OFF
PER CASE**

HOOCH

**#OUTRAGEOUSLY
REFRESHING**

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

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](#)

be drinkaware.co.uk

ORDER ONLINE HERE 137



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 —

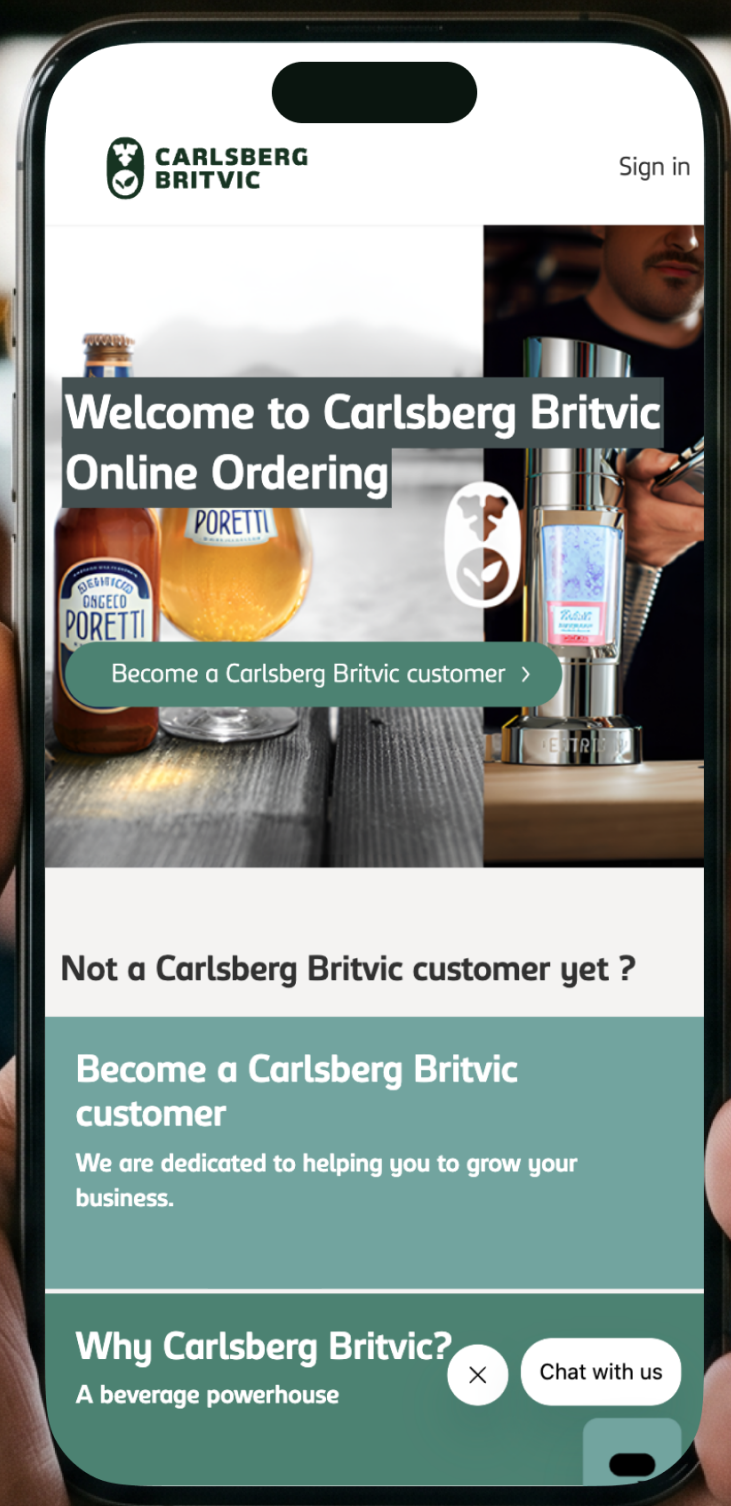
T&Cs: Install any Thatchers Cider on draught and receive a free 50-litre keg on install and point of sale kit including 24 x pint glasses, 12 x half pint glasses, 2 x bar runners & 100 drip mats. Offer valid from 01.07.26 to 31.08.26. Install must replace a competitor brand. ¹CGA OPMS Volume PII 21/02/2026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

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



PERFECTION
— in every drop —

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.



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

STEP 04

Check your inbox to validate your email and set your password

STEP 05

Log in and place your order

→ 

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.

