

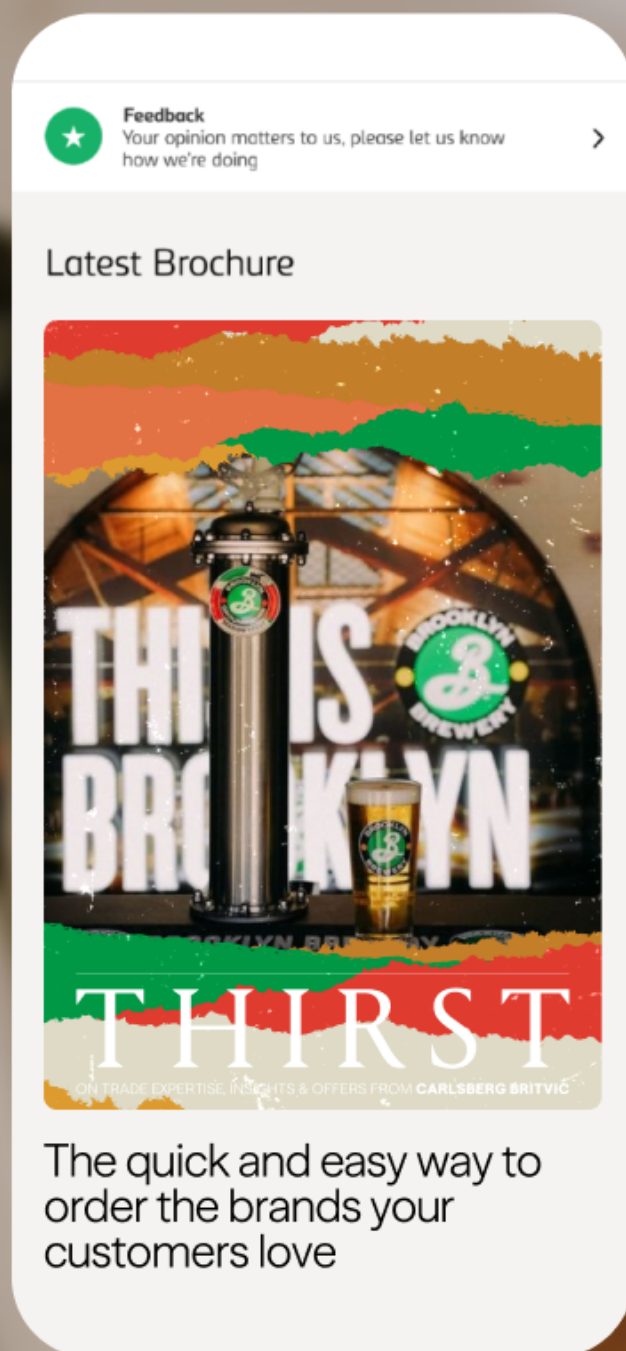


THIS IS
BROOKLYN

BROOKLYN BREWERY

THIRST

ON TRADE EXPERTISE, INSIGHTS & OFFERS FROM CARLSBERG BRITVIC



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



WELCOME TO OUR
SEPTEMBER EDITION

September marks the start of a new chapter. Summer starts to wind down, the final quarter is approaching and, from mid-month, we officially enter the 100-day countdown to Christmas. And before the busiest trading period of the year arrives, there's plenty to get excited about.

We're particularly eager in this edition to tell you more about Brooklyn Groundwork Session Lager, a brand new innovation tapping into the lager category while combining Brooklyn's craft expertise. It's a fresh take on craft lager, designed to deliver something crisp and sessionable while retaining the Brooklyn signature appeal that we know customers love. Give it a try and we're confident you'll see why it deserves a place behind your bar.

We're also taking a look at ultra-premium beer, Sapporo. With roots in Japan and backed by an authentic brewing heritage, Sapporo offers customers something genuinely different. Its distinctive taste, Japanese provenance and rich heritage make it a unique and worthy addition to any premium beer selection.

September is also National Cask Ale Week and in this edition, we spotlight the incredible breadth of our cask portfolio.

Our brands have their roots in different corners of the country, each with their own stories, brewing traditions and regional heritage. Together, they represent the rich and varied history of British cask ale and give pubs a great opportunity to showcase local character through their beer range.

And with the Christmas countdown officially beginning in September, now is the moment to get ahead so check out our article on top tips. From menus and bookings to planning drinks ranges and staffing, a little preparation now can make all the difference when the festive rush arrives.

So, before the pace really picks up, take some time to reset, refresh your plans and get ready for the months ahead. There's plenty to look forward to and Christmas will be here before we know it.

Have a great September.



Chris Pratt
VP On Trade

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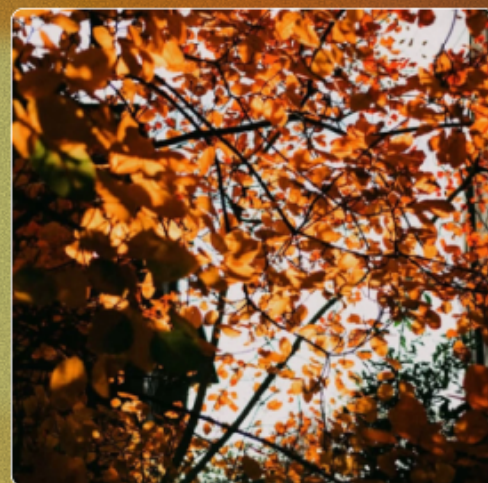
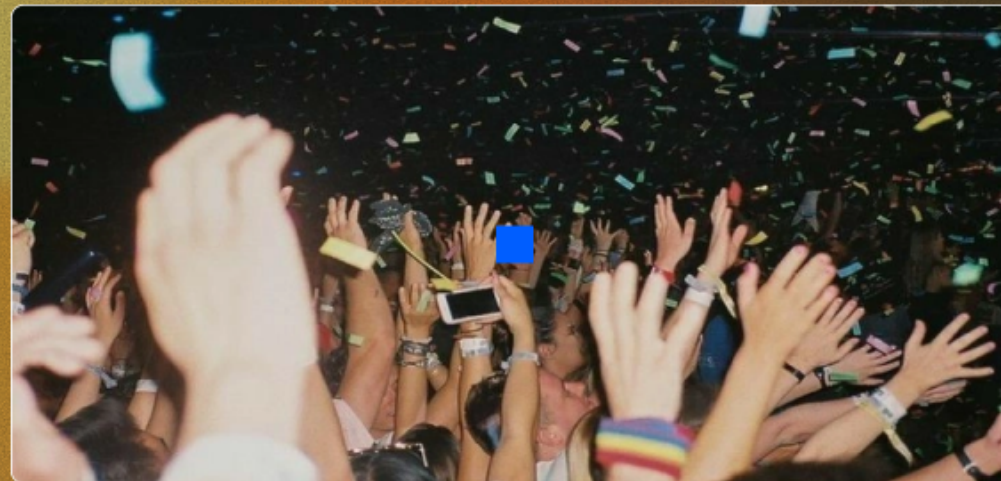
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WHAT'S GOING ON

SEPTEMBER 2026

WHAT'S GOING ON

SEPTEMBER 2026

ALL MONTH

BACK TO ROUTINE



September signals a return to structure after the long summer holidays with mixed emotions. This shift often brings a shift in behaviour with spontaneous summer visits giving way to planned catch-ups and after-work drinks. It's also the month when venues begin looking ahead to the busiest trading period of the year, making it the perfect time to refresh menus and start building excitement for the upcoming festive season

FRESHERS SEASON



Thousands of students arrive at universities throughout September, creating new opportunities for pubs, bars and restaurants to lock in younger consumers. While Freshers' Week traditionally focused on nightlife, today's students are also seeking low key activities including brunches, coffee catch-ups, affordable dining and alcohol-free options.

3rd SEPT

CABERNET SAUVIGNON DAY



As the weather in September cools, Cabernet Sauvignon shines. Cabernet Sauvignon is one of the world's most widely recognised and celebrated red wine grape varieties. Born in 17th-century Bordeaux from a natural crossbreeding between Cabernet Franc and Sauvignon Blanc, this thick-skinned grape is famously nicknamed the "King of Red Wines".

16th SEPT

100 DAYS 'TIL CHRISTMAS



The 100-day countdown marks the point where festive planning, bookings, menus and marketing should all be firmly underway. It's an ideal opportunity to officially launch Christmas packages, early booking incentives and festive drinks menus.

18th SEPT

GRENACHE DAY



Grenache (known as Garnacha in Spain) is one of the most widely planted red wine grape varieties in the world. It thrives in hot, dry climates, ripening late in the season to produce wines that are high in alcohol and packed with vibrant red fruit flavours. Give one of our Cote du Rhone's a whirl - we love Cuvée St Laurent - or try out La Baume 'St Paul' 0% Cinsault Grenache Rosé, where it's blended into an alcohol free wine

WHAT'S GOING ON

DID YOU KNOW?

National Cask Ale Week has been championing Britain's brewing heritage for more than two decades, encouraging pubs to celebrate the quality, craftsmanship and variety of cask beer produced across the country.

Oktoberfest attracts more than six million visitors to Munich each year, but its influence now stretches worldwide, with venues all over the world embracing Bavarian beer, food and festivities throughout late September and October.

17th – 27th SEPT

NATIONAL CASK ALE WEEK



National Cask Ale Week celebrates one of Britain's most iconic drinks and offers pubs and bars an ideal opportunity to showcase their ale selection and beer expertise. With brands like Hobgoblin and Wainwright, tastings, food pairings and limited-edition guest ales can all help generate interest.

21st – 27th SEPT

NEGRONI WEEK



September marks a full week of celebrating that bitter-sweet cocktail icon, the Negroni. Thousands of bars, restaurants, and venues worldwide will feature classic and creative twist recipes – Check out the updated [Distilled website](#) for some inspiration.

From 19th SEPT

OKTOBERFEST BEGINS



Munich might be the heart of Oktoberfest, but there's no reason you can't bring a taste of Bavaria to your venue! The festival kicks off in Germany with beer, bratwurst, and big celebrations. Why not host your own themed event? Think steins, pretzels and a classic Erdinger.

23rd SEPT

FIRST OFFICIAL DAY OF AUTUMN



As evenings become cooler, customers naturally gravitate towards comforting food, richer drinks and cosy environments. Seasonal menus, warming cocktails, richer red wines and warm atmospheric interiors all become increasingly appealing.

27th SEPT

NATIONAL HOSPITALITY DAY



National Hospitality Day is an opportunity to recognise teams, showcase local suppliers, thank loyal customers and highlight the positive impact hospitality has on communities. Many venues use the day to celebrate staff achievements or support local charitable initiatives. What are your plans?

THE BIG DEBATE

CAN YOU EVER BE TOO CHRISTMASSY?

For venues, Christmas is no longer just about putting up a tree and hanging a few decorations. Many venues transform into festive destinations, complete with themed cocktails, immersive experiences, extravagant décor and entertainment designed to create memorable moments and encourage bookings.

But as festive experiences seem to become bigger every year, some venues are asking whether enough is enough. Are customers really looking for the biggest Christmas spectacle, or do they simply want great food, warm hospitality and an atmosphere that feels genuinely festive without going over the top! So, where should venues draw the line?

THE CASE FOR GOING ALL OUT

Go big or go home

For many venues, Christmas is the time to embrace the festive spirit and create an unforgettable experience.

- 1 STAND OUT FROM COMPETITORS.
- 2 DRIVE EARLY BOOKINGS AND GROUP CELEBRATIONS.
- 3 ENCOURAGE SOCIAL MEDIA SHARING AND WORD OF MOUTH.
- 4 INCREASE SPEND THROUGH FESTIVE FOOD AND DRINK PACKAGES.
- 5 CREATE A DESTINATION CUSTOMERS RETURN TO YEAR AFTER YEAR.

THE CASE FOR KEEPING IT CLASSIC

Less can be more

Not every customer wants oversized baubles and snow machines. Many are simply looking for a welcoming atmosphere and somewhere to celebrate with family, friends or colleagues.

- 1 FOCUS INVESTMENT ON FOOD, DRINK AND SERVICE.
- 2 CREATE A MORE AUTHENTIC AND RELAXED EXPERIENCE.
- 3 STAY TRUE TO YOUR VENUE'S PERSONALITY.
- 4 DELIVER FESTIVE CHARM WITHOUT EXCESSIVE COST.
- 5 APPEAL TO CUSTOMERS LOOKING FOR COMFORT OVER SPECTACLE.

FINAL Thoughts

The best Christmas experiences aren't necessarily the biggest or the most extravagant. They're the ones that feel right for that venue and the customer.

The real debate isn't whether you can be too Christmassy, it's whether your Christmas experience reflects your brand, delights your customers and gives them a reason to come back year after year.

CELEBRATING

CASK ALE WEEK

Running from the 17th to the 27th September, National Cask Ale Week is a perfect excuse for pubs to celebrate one of Britain's most iconic beer styles. It's a chance to showcase quality hand-pulled ales, introduce new drinkers to the category and remind customers why cask remains such a unique part of the British pub experience.

WAINWRIGHT

Named after the famous fell walker in the Lake District, Wainwright has become one of Britain's best-loved amber ales. Its light, refreshing character and balanced flavour make it an approachable choice for both seasoned ale drinkers and those exploring cask for the first time. Easy-drinking and highly versatile, it's an ideal beer to showcase during National Cask Ale Week and a great way to encourage customers to discover the category.



LIMITED EDITION

HOBGOBLIN

With its bold branding and unmistakable cheeky personality, Hobgoblin has built a loyal following over the years. Known for delivering full-flavoured, characterful ales, the range offers something for drinkers looking for a robust rich pint. As one of the UK's most recognisable ale brands, Hobgoblin is a strong addition to any Cask Ale Week promotion, helping pubs celebrate great British brewing while attracting both existing fans and curious newcomers.



DISCOVER MORE

EXPLORE OUR FULL ALE RANGE

And Wainwright and Hobgoblin are just part of the wider range of regional cask ale favourites available through the Thirst portfolio. From classic bitters and golden ales to distinctive amber and ruby styles, there's something to suit every taste and help pubs make the most of Cask Ale Week.

17-26 SEPTEMBER 2026



TOP 10 MISTAKES THAT COULD BE COSTING YOUR CASK QUALITY

Serving great cask ale doesn't happen by accident. From cellar management to throughput, small mistakes can have a big impact on the pint that reaches the customer.

ONE

STOCKING TOO MANY HAND PULLS FOR YOUR THROUGHPUT

More choice isn't always better. If beer isn't moving quickly enough, quality suffers.

THREE

VENTING TOO EARLY OR TOO LATE

Timing is critical to allow the beer to condition properly before sale.

TWO

MOVING CASKS AFTER STILLAGING

Once a cask has settled, avoid unnecessary movement which can disturb sediment and impact clarity.

FOUR

TAPPING TOO CLOSE TO SERVICE

Casks should ideally be tapped 12–24 hours before going on sale to allow the beer time to settle.

FIVE

SELLING BEER FOR TOO LONG AFTER BROACHING

As a rule of thumb, cask should be sold within 72 hours of tapping to maintain optimum quality.

SEVEN

POOR STOCK ROTATION

First in should always be first out.

EIGHT

USING DIRTY EQUIPMENT OR OLD PEGS

Fresh pegs and clean equipment help protect beer quality.

SIX

INCORRECT CELLAR TEMPERATURES

Temperature fluctuations can impact condition, flavour and dispense quality.

NINE

SKIPPING QUALITY CHECKS

Regularly check clarity, aroma, taste and temperature (CATT).

TEN

TREATING ALL CASK BEERS THE SAME

Different styles and strengths can behave differently and may require slightly different handling.

THE ORIGINS OF BRITAIN'S FAVOURITE CASK ALES

Britain's brewing map is as diverse as its landscape. From Burton upon Trent's famous brewing waters to the bustling breweries of London, the mills of Yorkshire and the towns of Scotland, every region has helped shape the nation's love affair with cask ale.

While recipes have evolved and breweries have changed hands, these iconic brands continue to carry the stories of the places where they were born, making every pint not just a beer, but a small taste of British brewing history.

BRITAIN'S ALE MAP

1 TETLEY'S

LEEDS, WEST YORKSHIRE

Founded in 1822, Tetley's became one of Yorkshire's most iconic breweries. Built on generations of brewing expertise, it earned a reputation for producing smooth, well-balanced ales.

2 BANKS'S

WOLVERHAMPTON, WEST MIDLANDS

The story of Banks's began in 1875 in Wolverhampton, at the heart of the Black Country. Drawing on the area's rich brewing tradition, Banks's became known for dependable, approachable bitters.

3 COURAGE

LONDON

Dating back to 1787, Courage is one of Britain's oldest brewing names. Beginning life in London, the brewery grew alongside the capital itself.

4 MCEWAN'S

EDINBURGH, SCOTLAND

Founded in 1856, McEwan's helped establish Edinburgh as one of Scotland's great brewing cities. Renowned for producing rich, full-bodied ales, the brewery became one of Scotland's most recognised beer brands.

5 MARSTON'S

BURTON UPON TRENT, STAFFORDSHIRE

Established in 1834, Marston's is inseparable from Burton upon Trent, a town famous for its mineral-rich water that helped make it the brewing capital of Britain.

6 RINGWOOD

RINGWOOD, HAMPSHIRE

Founded in 1978, Ringwood quickly earned a loyal following by embracing traditional brewing methods and its beers became known for their distinctive character.

7 BOMBARDIER

BEDFORD, BEDFORDSHIRE

First brewed by Charles Wells in 1990 and named after the iconic army rank, Bombardier draws heavily on traditional English brewing values.

8 YOUNG'S

LONDON

Young's was founded in 1831 and brewed in Wandsworth for almost 170 years. Throughout its history, it became one of the capital's defining breweries.

9 BRAKSPEAR

HENLEY-ON-THAMES, OXFORDSHIRE

Brakspear's brewing story stretches back to 1779. The brewery became famous for its unique Double Drop fermentation process, a technique that helped create the distinctive flavour and character of the ale.

10 WAINWRIGHT

THE LAKE DISTRICT

Named after legendary fell walker Alfred Wainwright and inspired by the beauty of the Lake District, Wainwright reflects the spirit of exploration and reward that comes from reaching the summit before enjoying a well-earned pint.

11 HOBGOBLIN

WITNEY, OXFORDSHIRE

First brewed in 1988, Hobgoblin quickly stood out for combining traditional brewing with a playful character. It has become one of the UK's most recognisable premium ales.

A PINT OF HISTORY

TURNING THE SEPTEMBER SLUMP INTO A SALES OPPORTUNITY

For many venues, September and October can feel like the calm before the festive storm. The temperature starts to drop, holidays are over, wallets are feeling the pinch after summer and many of us settle back into routine. Whether it's beer or soft drinks, Autumn is traditionally where we tend to see sales soften a little before the festive build begins in November.

But while overall footfall may dip, not every drinks category follows the same pattern. Last Autumn, Ready-to-Drink (RTD) drinks and Wine were among the strongest performing categories*, suggesting consumers are still looking to treat themselves, they're simply becoming more selective about how and when they do it.

Meanwhile, cider experienced one of the largest declines as drinkers moved away from lighter, summer-led occasions.* Rather than seeing September and October as time to simply wait for Christmas, think of them as the perfect opportunity to build momentum and create new reasons to visit. Give customers a reason to visit now, and you'll be in a much stronger position when the festive rush arrives.

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

“

LAST AUTUMN, READY-TO-DRINK (RTD) DRINKS AND WINE WERE AMONG THE STRONGEST PERFORMING CATEGORIES*

”





5 WAYS TO DRIVE VISITS DURING THE AUTUMN LULL

1

BUILD MIDWEEK RITUALS

Weekend visits remain important, but Autumn is a great time to strengthen quieter trading days. Quiz nights, steak evenings, wine Wednesdays or after-work drinks promotions give customers a regular habit that keeps them coming back throughout the season.

2

LEAN INTO PREMIUM TREATING

Consumers may be going out less frequently, but many are choosing to spend a little more when they do. Highlight premium wines, quality RTDs, cocktails or sharing experiences that feel like a worthwhile occasion without breaking the bank.

3

MAKE YOUR VENUE THE MOST COSY PLACE IN TOWN

As temperatures fall, atmosphere becomes a major driver of choice. Warm lighting, comfortable seating, seasonal décor and great music all help create the inviting environment customers are looking for. The experience often matters just as much as the drinks themselves.

4

START CHRISTMAS EARLY (WITHOUT FEELING FESTIVE)

Many customers begin planning Christmas gatherings well before December. Promote early booking offers for parties, showcase festive menus, or encourage customers to secure dates before diaries fill up. September and October are ideal months to build your festive pipeline while still driving current visits.

5

MAKE STAYING IN LESS TEMPTING

When people are watching what they spend, going out has to feel like good value. Rather than blanket discounts, think smart incentives that encourage an extra visit. Exclusive weekday meal deals, drink bundles, loyalty rewards, 'book ahead' offers or vouchers for a future visit. The aim is to make customers feel they're getting more for their money.

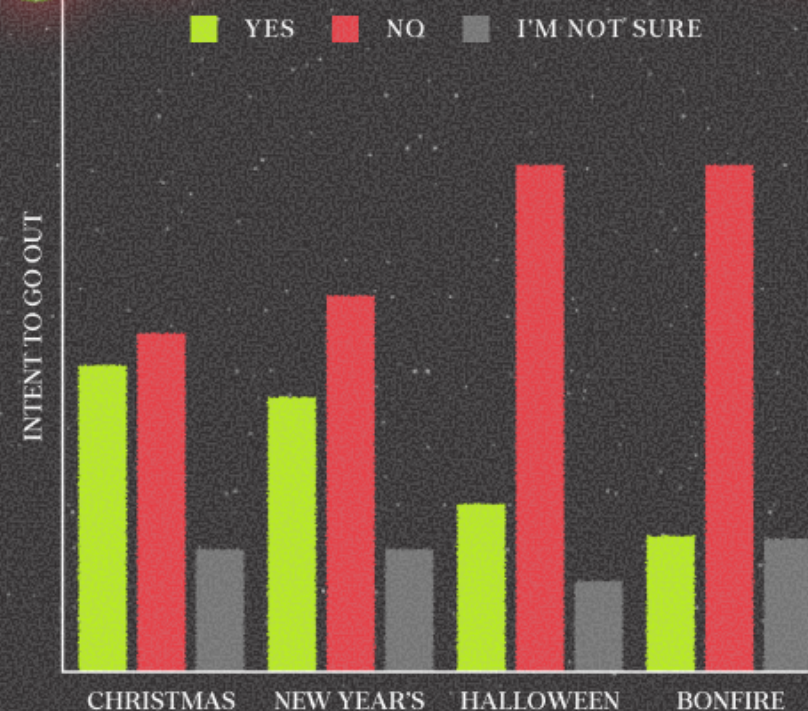
A FRIGHTFULLY GOOD OPPORTUNITY

GETTING INTO THE SPIRIT OF HALLOWEEN



LAIRE GREENE
UNCOVERS WHAT LIES
BENEATH ONE OF THE
BIGGEST SEASONAL
OCCASIONS AND HOW
VENUES CAN CONJURE UP
STRONGER SALES

Halloween has all the ingredients of a successful trading event, but customers won't simply appear like magic. Consumer intent to go out was quite low last year, meaning venues need to give people a compelling reason to leave home. The venues that create memorable experiences, not just spooky decorations, are the ones most likely to avoid a scary drop in sales.



Source: CGA by NIQ Consumer Pulse, September 2025. Sample: 754

The encouraging news is that Halloween is one of the few events in the calendar where customers actively expect themed food, creative drinks and immersive experiences, making it an ideal opportunity to stand out from the competition. Go big or go home we say.

From a drinks perspective, Spirits continue to drive growth over the Halloween period and soft drinks also see an uplift.*

For venues that welcome families, Halloween can be an especially valuable daytime trading opportunity especially as it falls on a Saturday this year. Pumpkin trails, children's costume competitions, spooky craft activities, themed dessert menus and Halloween mocktails can help attract families before the evening trade begins.

With consumers becoming more selective about when and how they spend their money before Christmas, Halloween isn't just about getting into the spirit it's about creating an experience that's impossible to ghost (puns intended!).

* Source: CGA Managed EPOS Daily Data to May 2026

One Hundred Days til' Christmas

The Countdown Begins

It may feel like summer has only just come to an end, but with 16th September marking just 100 days until Christmas, the countdown is officially on.

Across the hospitality industry, venues are now finalising festive plans, securing bookings and, importantly, preparing their drinks offer for the busiest trading season of the year.

While some planning may already be underway, September is the month when Christmas preparations really gather pace.

This is the time to:

- Finalise festive food and drinks menus
- Build Christmas drinks packages and pre-order offers
- Plan your spirits, wine, beer and soft drinks range
- Create seasonal cocktail and serves lists
- Launch Christmas booking campaigns
- Recruit and train seasonal staff
- Plan entertainment and venue décor
- Forecast and order stock to avoid festive shortages

Why Early Matters

Consumers are booking Christmas celebrations earlier than ever, particularly for office parties, family gatherings and festive nights out.

Planning ahead doesn't just help secure bookings. It also gives venues time to create a stronger, more profitable drinks offer and avoid supply issues closer to December.



The Drinks Opportunity

Christmas is one of the biggest trading periods for beverage sales, making September the ideal time to review every part of your drinks range.

Think about:

- Spirits: Premium pours, festive flavoured spirits, liqueurs and after-dinner serves.
- Cocktails: Signature Christmas cocktails, sharing serves and easy-to-execute festive specials.
- Wine: Sparkling wines for celebrations, winter reds, versatile whites and food-pairing recommendations.
- Beer & Cider: Seasonal ales, premium lagers, craft options and festive multipacks or buckets.
- Soft Drinks: Premium mixers, festive mocktails, alcohol-free spirits, low & no beers, adult soft drinks.



Now is also the perfect time to review margins, train teams on upselling opportunities and create drinks packages that increase spend per head.

The venues that start planning their drinks strategy now, alongside their food and events programme, will be best placed to enjoy a (hopefully...) smoother and more profitable Christmas season.



THE GREAT RESET

September is often referred to as the second New Year. The summer rush has eased, Christmas hasn't yet arrived and there is finally the chance to pause... if only very briefly. And that brief pause allows us to review, reset and recharge.

READY TO GO AGAIN



RESET THE TEAM

Busy summers can leave staff mentally and physically exhausted. Small changes can have a big impact.

- ◆ Encourage annual leave before Christmas
- ◆ Ask staff what's working and what isn't (and act on this feedback)
- ◆ Celebrate summer successes
- ◆ Hold team briefings
- ◆ Review rotas

RESET THE OFFER

Ask yourself:

- ◆ Is the drinks list still working?
- ◆ Are there slow sellers to remove?
- ◆ Does the atmosphere reflect the changing season?
- ◆ Are we missing out on anything new?
- ◆ Is the venue ready for autumn?

RESET YOURSELF

- ◆ September also offers managers an opportunity to step back and reflect on what's been the biggest challenge so far in the year and what can we do to address this?
- ◆ What can we stop doing?
- ◆ Where can we simplify?
- ◆ How do we as a team and individuals avoid burnout before Christmas?

REVIEW WHAT'S WORKED OVER SUMMER

- ◆ Deep clean venues and sort out cellars
- ◆ Prepare Christmas operations
- ◆ Refresh menus
- ◆ Retrain teams

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

4.8%

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

HOBGOBLIN SESSION IPA

3.4%

Light, easy drinking and extremely refreshing beer. Pale yellow with a fresh and zesty aroma from the 5 New World hops.




FRESH ALE

EMBRACE THE NEXT GENERATION OF ALE

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



Click on the badge to get the offer.

OUR RANGE

CRAFT & CIDER

Craft offers a world of possibilities to explore new styles and flavours and our range does not disappoint.

Providing a solution from entry level to speciality, catering for all drinkers looking to trade up and try something new.

CRAFT - LAGER



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 Groundworks Session Lager

4.5%

Named after Brooklyn Brewery's foundations, Groundwork Session Lager reflects Williamsburg's transformation while delivering a light, crisp and refreshing session lager full of character.

Available Formats



Keg



DRAUGHTMASTER



440ml
Can



Brooklyn Lager

5.0%

Light hop bitterness and moderate sweetness. Both bitterness and sweetness linger on the palate before finishing clean.

Available Formats



Keg



DRAUGHTMASTER



330ml
Bottle



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 Bodega Run

5.0%

A harmonious fusion of flavours with a medley of citrus, floral and woody notes.

Available Formats



330ml
Can



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

CRAFT - PREMIUM



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

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



DRAUGHTMASTER

This is an innovative dispense system using fresh pressed beer. Click [here](#) to learn more or speak to your account manager about the range that is currently available to you.



Click on the badge to get the offer.



OUR RANGE

SOFT DRINKS

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

COLA



Pepsi MAX®

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

Available Formats



200ml
Bottle



330ml
Can



330ml
Sleek Can



500ml
PET Bottle



1.5L
PET Bottle



Diet Pepsi

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

Available Formats



200ml
Bottle



330ml
Can



330ml
Sleek Can



500ml
PET Bottle



1.5L
PET Bottle



7L
BIB



Pepsi Cola

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

Available Formats



200ml
Bottle



330ml
Can



330ml
Sleek Can



500ml
PET Bottle



1.5L
PET Bottle



7L
BIB

COLA



Pepsi MAX® Cherry

Great Pepsi MAX taste with a refreshing Cherry twist.

Available Formats



330ml
Sleek Can



7UP Zero

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



330ml
Sleek Can

FRUIT CARBONATES



Tango Orange

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

Available Formats



330ml
Can



330ml
Sleek Can



500ml
PET Bottle



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



330ml
Sleek 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.

£9.99
Per Case

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

Blackcurrant

Lime

Orange

Formats

1L PET Bottle

1L PET Bottle

1L PET Bottle

JUICE



Britvic 55

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

Flavours

Apple

Formats

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

Original

Caramel

Formats

250ml Can

250ml Can

WATER



Aqua Libra

Aqua Libra believes it's time to change the way we drink and is harnessing the power of innovation to reinvent hydration for good.

Flavours

Still

Sparkling

Formats

330ml Can

330ml Can





BREWED FROM THE GROUND UP

BROOKLYN BREWERY STARTED FROM THE GROUND UP. NO GRAND PLAN. JUST A BELIEF THAT GOOD THINGS COME FROM ROLLING UP YOUR SLEEVES AND GIVING IT A GO.

That same spirit has shaped Williamsburg into one of New York City's most up and coming desirable neighbourhoods and just like our new brewery, Groundwork Session Lager is built from the ground up.

Groundwork Session Lager is brewed for the makers, the doers and the grafters. It's the beer you reach for when the work is done.

When you can finally sit back, take stock and enjoy a cold, well-earned pint.

It delivers all the refreshment lager drinkers love, with the flavour, character and craft Brooklyn Brewery is known for.

LIGHT, CRISP AND EASY-GOING

WHY LAGER?

Lager remains the UK's most consumed beer style*, making it one of the biggest opportunities to recruit new drinkers into craft.

While people increasingly seek quality and flavour, many still see craft beer as something reserved for pale ales and IPAs. Their main reason for not choosing craft is 'I prefer lager'**.

This creates a gap in the market to broaden the appeal of craft and an opportunity for venues to offer something more interesting without asking customers to step outside their comfort zone.

BROOKLYN GROUNDWORK SESSION LAGER WAS CREATED TO FILL THAT GAP.

THE AIM

Recruit new and existing lager drinkers into craft.

Offer a premium trade-up from standard lager, driving incremental value.

Appeal to younger drinkers looking for brands with authenticity and personality.

Serve a genuinely sessionable craft lager that's light, crisp and accessible.



*Source: CGA OPMS Data qtr to P05 2026 (13/06/2026) CGA Opus January 2026

**Source: Savanta brew acceptance testing Dec 2025

be drinkaware.co.uk

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INTRODUCING

INCOMING
SEPTEMBER
2026

BROOKLYN GROUNDWORK SESSION LAGER

WHAT IS GROUNDWORK SESSION LAGER?

WHY IS IT CALLED GROUNDWORK SESSION LAGER?

A crisp, refreshing 4.5% craft lager brewed with a brand-new sustainable American hop, akin to Citra, delivering bright citrus aroma, subtle floral notes and balanced bitterness.

Brooklyn Brewery was founded in Williamsburg in 1988 and continues to brew there today.

Just as the neighbourhood has evolved from the ground up into one of New York's most vibrant cultural districts, Groundwork Session Lager celebrates the foundations of Brooklyn Brewery and the craft, creativity and community that have shaped both the brewery and its home.

It's a beer brewed from the ground up, combining authentic craft heritage with a modern lager that welcomes more drinkers into the category.

It has all the drinkability lager fans expect, with the flavour and craftsmanship Brooklyn Brewery is famous for.



STYLE	CRAFT SESSION LAGER	ABV	4.5%
SEE	Bright straw, crystal clear with a vibrant white head.		
SMELL	Fresh grassy hops with citrus and floral notes.		
TASTE	Clean, crisp and refreshing with balanced hop bitterness and subtle lemon and floral character.		
PROFILE	Groundwork Session Lager's crisp finish makes it an excellent partner for: Grilled meats, Nduja or pepperoni pizza, Sharp cheeses, Grilled fish		
AVAILABILITY	440ML CAN & 30L KEG		



A LAUNCH WITH A BANG

The launch will be backed by an always on social first campaign scheduled to run from October 2026. Supported by content creators with partnerships to be announced. The campaign aims to support awareness, driving footfall into outlets stocking our new craft lager.

And with a suite of impactful Brooklyn Brewery POS and new glassware, you can speak to your CDM for more details.

REACH OUT TO YOUR LOCAL CDM TO GET AHEAD OF THE CROWD AND ENHANCE YOUR BEER LINE UP, WITH OUR BRAND NEW BROOKLYN BREWERY GROUNDWORK SESSION LAGER





DISCOVER THE UNEXPECTED WITH SAPPORO

WHERE JAPANESE CRAFTSMANSHIP MEETS WORLD-CLASS BREWING

Since 1876, Sapporo has been the first beer brewed by the people of Japan, the brand that paved the way for all beers in the nation. As people continue to seek more premium drinking experiences, world lagers are one of the strongest opportunities for pubs and bars to increase spend per pint.

Sapporo offers something genuinely distinctive. As the first beer of Japan, brewed since 1876, it combines over 150 years of brewing heritage with a crisp, modern drinking style.

For venues looking to premiumise their lager range, Sapporo brings a compelling story, premium credentials and a distinctive drinking experience that helps elevate your range and drive profitable sales.

A BEER BORN FROM TWO WORLDS

Long before fusion became a trend, Sapporo was bringing together the best of East and West.

Founded in 1876, Japan's first brewmaster combined traditional German brewing techniques with the precision, attention to detail and artistry of Japanese craftsmanship to create a perfectly balanced lager.

That philosophy still defines Sapporo today. Every pint is brewed with carefully selected ingredients to deliver a clean, crisp taste, smooth finish and exceptional drinkability.

It's where brewing tradition meets Japanese innovation and where familiar refreshment becomes something remarkable.



STYLE JAPANESE PREMIUM LAGER		ABV 4.8%
SEE Bright pale gold with brilliant clarity.	SMELL Light, delicate and subtly floral.	
TASTE Clean, crisp and refreshing with a rich, smooth body and a distinctive dry finish that keeps drinkers coming back for another sip.		
PAIRING Sapporo's clean finish makes it an incredibly versatile food beer, pairing particularly well with: Sushi, ramen and gyoza, tempura, seafood, chicken, light sharing plates		
AVAILABILITY 30L Steel Keg, 50L Steel Keg, 330ml Bottles (24 pack)		

WHY STOCK SAPPORO?

- Consumers are increasingly looking for beers with authentic stories and premium credentials, and Sapporo delivers both.
- Adding Sapporo to your range can help you:
- Premiumise your lager offer with one of the world's most recognised super-premium beers.
- Increase value per serve, commanding a higher RSP than mainstream alternatives.
- Attract younger, more affluent drinkers, who actively seek authentic brands and are willing to spend more for better quality.
- Differentiate your range with a genuine Japanese beer that offers heritage, quality and a compelling story behind every pint.

BUY 2x 9GS



AND GET £10 OFF*

*QUALIFYING SKUS ON OFFER: WAINWRIGHT AMBER 9G, WAINWRIGHT GOLD 9G, YOUNG'S LONDON ORIGINAL, RINGWOOD FORTY NINER 9G AND MARSTON'S PEDIGREE 9G. 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.

LOW & NO ALCOHOL RANGE



14.99

12x500ml



16.99

24x300ml



17.99

24x330ml



15.99

24x330ml

BUY ANY 4 CASES

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

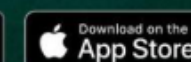


Cockpit

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.



BRANDS HIDING IN PLAIN SIGHT

IS BETTER VISIBILITY THE EASIEST WAY TO GROW SOFT DRINKS?

If customers can't see your range of draught soft drinks, are they missing out on choice? And are you missing lost sales? A new merchandising solution being trialled by Carlsberg Britvic suggests visibility could make more difference than you think.

Early results show Tango Zero Orange draught tripled its sales volume and Pepsi grew by 37.5%.

Beer brands have always benefited from highly visible fonts that act as mini brand adverts. They are permanent reminders of what is available. Draught soft drinks, however, don't always enjoy the same advantage.

In many venues they're tucked away below the counter or hidden amongst equipment, meaning customers are unlikely to realise the full range available. And if they don't know it's there, they're unlikely to ask for it.

It's a small problem but one that represents a missed sales opportunity.

TURNING VISIBILITY INTO SALES

To explore whether greater visibility could influence customer choice, Carlsberg Britvic has developed a new soft drinks visibility font.

Rather than dispensing drinks itself, the font acts as a merchandising tool, proudly displaying the draught soft drink range on the bar where customers can see it.

Interchangeable lenses allow operators to highlight key brands including Pepsi Max, Pepsi, Diet Pepsi, Pepsi Max Cherry and Tango Zero Orange, making it much easier for customers to discover what's available.

We know in particular flavoured drinks like Pepsi Max Cherry and Tango Zero Orange often go unnoticed unless seen so this is a great way to drive attention to them.

It's based on a simple principle. People are more likely to order products they notice.



EARLY RESULTS SUGGEST VISIBILITY MATTERS

Initial trials have produced encouraging results.

At one trial venue, **Tango Zero Orange draught tripled its sales volume**, outperforming overall soft drinks growth and increasing its share of total soft drinks sales by two percentage points.

A second trial saw **draught Pepsi grow by 37.5%, while total soft drinks increased by 6.6%**. Pepsi Max Cherry also secured a 24% share of draught cola sales.

While these are early trial results, they show good signs that making draught soft drinks more visible can help influence customer choice and encourage customers to explore more of the range.

SMALL CHANGE. BIG DIFFERENCE.

As venues continue looking for simple ways to grow sales without adding operational complexity, merchandising remains one of the most effective tools available.

Improving visibility can help ensure customers know what's available, encourage premium flavour choices and create more opportunities for impulse purchases.

Sometimes the biggest opportunity isn't adding something new.

It's making what's already there impossible to miss.

INTERESTED? ASK YOUR CDM TO FIND OUT MORE

The first production run of the new visibility font is now underway. If you'd like to learn more about how it could help showcase your draught soft drinks range, speak to your Customer Development Manager.

BUY 2 GET 1 CASE FREE*



AQUA LIBRA

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



Britvic

THE
LONDON
ESSENCE
co.



Tango



AQUA
LIBRA

GET A

FREE CASE

WHEN YOU
BUY ANY
3 CASES



Jimmy's

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



CROWN CELLARS®



Pedley's REMix

September is a magical month of change. The school and university holidays are over, there is an overwhelming sense of "back to work", and the heat of summer is moderating into the gentler atmosphere of autumn. For all of us in wine September has the added excitement of being the key harvest month: across Europe teams of pickers will be heading out into the vineyards to bring in the precious grapes.

For this month's Pedley's Remix I am featuring one of Crown Cellars' favourite wineries, **Bodegas del Medievo** in Rioja. For well over a decade we have built a close working relationship with this family owned operation.

Despite the sad loss of Joseba Almaraz, Medievo's director, in a mountaineering accident, the framework of quality, versatility and value for money that he put in place continues to bear fruit.

JONATHAN PEDLEY,
MASTER OF WINE AND CONSULTANT
TO CROWN CELLARS

The **Medievo Rosado** is a joyously dry but fruity rosé that is ideal for drinking outdoors while the weather holds.

The **Barrel Fermented Blanco** is a tad more "serious": enjoy this elegant white with salmon or trout.

When it comes to the reds you can choose between the Crianza, the Reserva or the Gran Reserva.

The **Crianza**, being the youngest and chunkiest of the trio, will be good with trencherman food: steak pie, burgers and chilli con carne.

The **Reserva** is more complex and refined: a great choice with rack of lamb or a rare sirloin.

The **Gran Reserva** is smooth and ethereal – best appreciated with mature hard cheeses: Manchego, Cantal or Farmhouse Cheddar.

Whatever you are drinking this month, **raise a glass** to all those working in the vineyards and wineries to bring us vintage 2026



FINCA DE ORO
Rioja Blanco

Fresh, clean and youthful with attractive apple and pear drop aromas. Try it with salt cod croquetas.

Available in cases of 6.

2		£	75cl	15468	
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FINCA DE ORO
Rioja

Beautifully refined with dark forest fruit notes, spice and oak aromas. Try it with Moroccan spiced lamb.

Available in cases of 6.

C		£	75cl	61964	
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BODEGAS DEL MEDIEVO
Rioja Reserva

Prune, leather and vanilla with polished tannins. Try it with slow-smoked beef ribs.

Available individually.

E		££	75cl	32060	
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BODEGAS DEL MEDIEVO
Rioja Rosado

Dry with floral summer fruit aromas and plenty of fresh acidity. Try it with figs and soft salty cheeses.

Available individually.

2		££	75cl	37190	
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WORKING WITH CROWN CELLARS®

WE'RE A *partner* NOT JUST A SUPPLIER

Time and again we hear that what matters is our people and our approach – we take the time to invest in our customer relationships by listening, understanding, building a plan – then delivering it together.

Our customers shared some thoughts about working with us...



Nestled in some of the most prestigious and beautiful locations across North Yorkshire, The Fat Badger Group offers a collection of distinctive boutique hotels, exceptional restaurants, and characterful traditional pubs.



THE FAT BADGER

THE FAT BADGER GROUP
BEN NAMI, COO

"Crown Cellars have proved year on year to be highly competitive as well as providing quality products sold throughout our 7 venues. Prices remain competitive and the range provides our customers a well-balanced wine list suiting all budgets and tastes.

One of the biggest bonuses is that it provides us a one shop solution making ordering easy for managers which is convenient and efficient.

Our W&S Manager has provided fantastic training for our staff and has definitely increased their wine knowledge, helping them to provide our customers with expertise when dealing with their specific wine needs."



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BUY 5
BOTTLES TO GET
1 FREE



10 deals per customer per week.



THE CHURCHYARD
CABERNET SAUVIGNON

BUY 6
BOTTLES TO GET
£5 OFF



be **drinkaware.co.uk**

ORDER ONLINE HERE 87

EXPLORE FOOD-FRIENDLY ALSACE WINES

BUY 11 BOTTLES TO GET 1 FREE

Their Gewurztraminer is bright yellow colour with golden reflections. On the nose, notes of rose, spices and red pepper. In the mouth, exotic and honest fruit flavours, with a bright floral finish. This wine is tremendous with spiced curry dishes like Indian street food or Thai curry.

The Eugene Klipfel Pinot Blanc has simple green fruit on the nose: apple and pear in particular. The palate is dry, not too acid and lightish bodied, making it ideal with aperitifs and light fish dishes.



3 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

Maximum 10 per customer per week

September Specials

Buy any 11 bottles, get 1 bottle FREE



REVENANT

SAUVIGNON BLANC

Fresh and zesty with grassy, dry bay leaf aromatics and mineral notes. Perfect with a host of Mediterranean dishes, or with Chinese squid or Thai fish dishes.

SYRAH

Bramble fruits, fresh red fruit characters, gently spicy notes, delicious! Ideal with spicy dishes, red meats and rich Mediterranean dishes.

CHENIN BLANC

A juicy wine, ripe citrus, green plum fruit, zesty lemon. Great with seafood, risotto or herb roast chicken.

NEW

It's giving
unreal sales

ECHO FALLS BLUE RASPBERRY
FRUIT FUSION

**BUY 2 CASES TO
GET £2.00 OFF PER CASE***
UK'S NO.1 FLAVOURED WINE BRAND**

echo falls
FRUIT FUSION

be drinkaware.co.uk
Please drink responsibly. *While stocks last. **Nielsen MAT to 04.10.25

From Hilltops To High Praise

WAIPARA HILLS
soul of the south

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

Please drink responsibly. be drinkaware.co.uk
48762 Waipara Hills Sauvignon Blanc, Marlborough, New Zealand (75cl). While stocks last.



CLEMENT BOSQUET FRENCH

Malbec

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

BUY 11 BOTTLES TO GET
1 FREE

MAXIMUM 2 DEALS PER CUSTOMER PER WEEK



WISE WOLF

BUY A CASE OF WISE WOLF FOR ONLY
£46.50

100% RECYCLED BOTTLE CLOSURE

100% RECYCLED PAPER LABEL & OUTER CASE

COMPLETE YOUR CANFORRALES LINEUP
WITH THE NEW PETIT VERDOT ROSÉ



BUY 11 BOTTLES OF CANFORRALES ROSE TO GET
1 FREE

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

New to the Range

Offer includes Canforrales Petit Verdot Rosé 75cl, 3 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



3 deals per customer per week.

WITH FINCA DE ORO

AFFORDABLE RIOJA WINES
FROM BODEGAS ALMARAZ

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



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

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



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



MEDIEVO

WE'VE WORKED WITH OUR FRIENDS AT BODEGAS MEDIEVO FOR MANY, MANY YEARS NOW, AND WE CONSIDER THEIRS TO BE SOME OF THE MOST CONSISTENT, HIGH-QUALITY ARTISAN RIOJA WINES AROUND.

THE GRAPES COME FROM THEIR OWN VINEYARDS, AROUND 500M ABOVE SEA LEVEL, AND UP TO 50 YEARS OLD - QUITE LITERALLY, THE FRUIT OF GENERATIONS OF WORK. THEIR RIOJA ROSADO IS FULL OF FLORAL SUMMER FRUIT AROMAS, AND IS DRY, WITH PLENTY OF REFRESHING ACIDITY.

IDEAL WITH ANTIPASTO, MANCHEGO OR SHEEPS CHEESES.



BUY 11 TO GET 1
BOTTLE OF MEDIEVO RIOJA ROSADO
FREE



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.



ONLY
£46
FOR A CASE OF 6

FULL-BODIED, PREMIUM ITALIAN
CHARDONNAY THAT'S PERFECT
FOR RICHER PASTA DISHES



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

SINGLE SERVE WINES

FROM VISTAMAR & INVENIO

£40
FOR 24 X 187ML



Invenio's Australian Colombard Chardonnay blend is medium-bodied with citrus and ripe pineapple notes, and Vistamar's Chilean Merlot is brimming with aromas of blackberries and raspberries, with good body that'll be perfect with pizza.

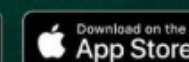
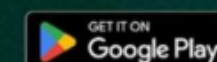


Cockpit

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.



SINGLE VINEYARD SERIES

INTRODUCTORY
PRICE
£22
PER BOTTLE



SINGLE VINEYARD SERIES

INTRODUCTORY
PRICE
£22
PER BOTTLE



ENGLISH SPARKLING WINES FROM THE HEART OF DEVON

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 A CASE
OF 6 FOR
ONLY
£51



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



TIERRA
CÁLIDA

3 deals per customer per week

INTRODUCING

THE NEW TORRES 0%

SINGLE SERVE RANGE



BUY A CASE OF
TORRES NATUREO 0%
SINGLE SERVE
24X187ML
FOR ONLY £33

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

MARQUÉS DE LA CONCORDIA



Rioja Santiago
SEGUNDO AÑO
TEMPRANILLO

BUY
A CASE OF 6
FOR ONLY

£41

UNCAPPED

Viña Alarde
RIOJA
RESERVA

BUY
A CASE OF 6
FOR ONLY

£46

UNCAPPED

Introducing
CORAL SHORE



*A beautiful, food-friendly pair
of wines from Australia*

The Shiraz is vibrant with
attractive plum and
blackberry fruit, liquorice
and pepper notes and
smooth tannins



The white is youthful and
full-bodied with ripe melon
and papaya aromas, and
hints of cream and spice.
Proper Chardonnay!



✓✓
DISTILLED
|

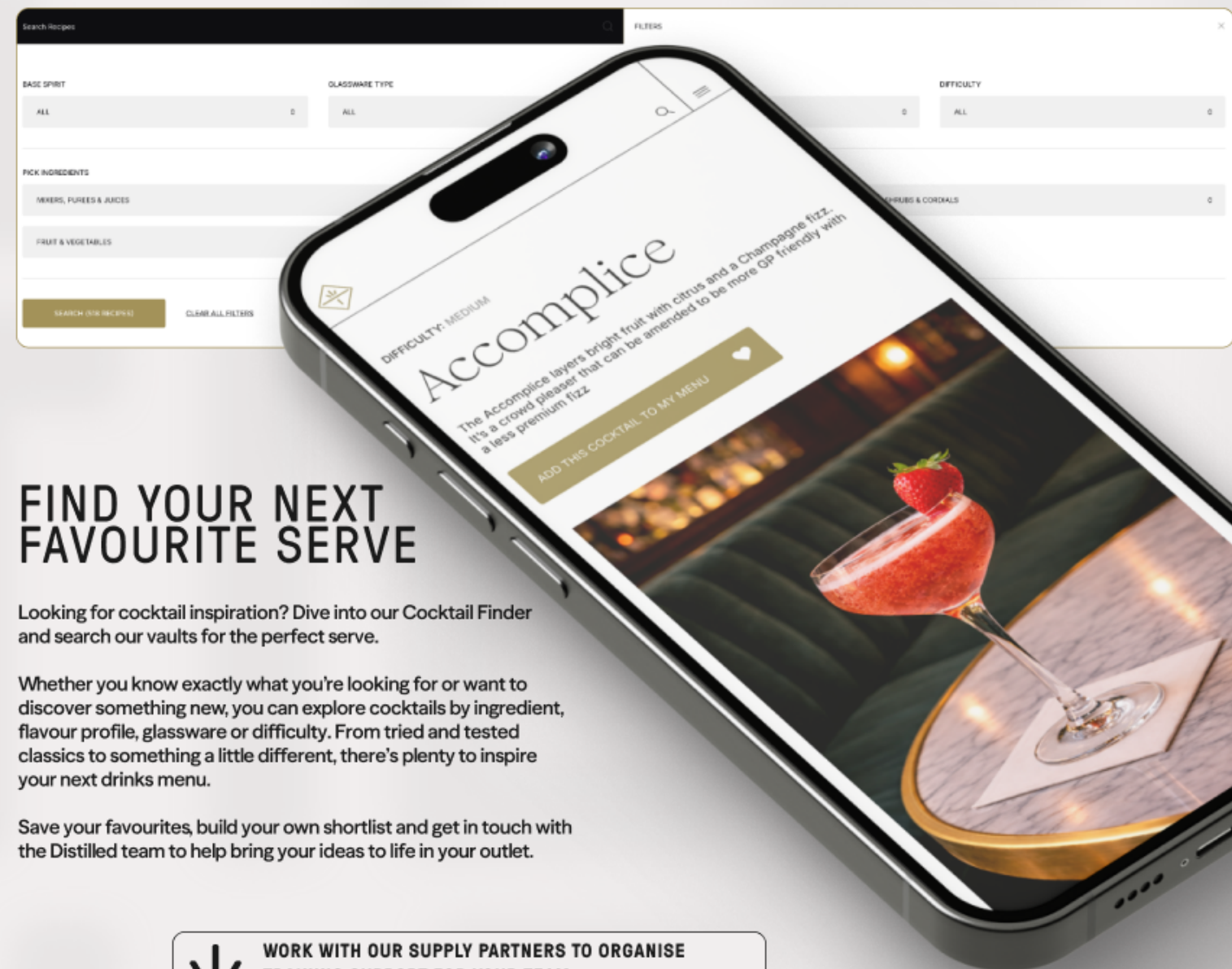
BUILD YOUR NEW COCKTAIL LIST

DISCOVER MORE WITH DISTILLED

The new Distilled website has been redesigned to make finding inspiration, exploring our range and building the perfect drinks offer easier than ever.



[CLICK TO VISIT DISTILLEDUK.COM](https://www.distilleduk.com)



FIND YOUR NEXT FAVOURITE SERVE

Looking for cocktail inspiration? Dive into our Cocktail Finder and search our vaults for the perfect serve.

Whether you know exactly what you're looking for or want to discover something new, you can explore cocktails by ingredient, flavour profile, glassware or difficulty. From tried and tested classics to something a little different, there's plenty to inspire your next drinks menu.

Save your favourites, build your own shortlist and get in touch with the Distilled team to help bring your ideas to life in your outlet.



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

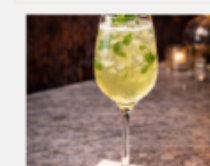


BUILD SPECS FOR YOUR LIST, ALLOWING FOR
CONSISTENT SERVES AND EFFECTIVE COST CONTROL

My Menu

Contact us for full bar specs, prices and costings for your menu.
The team at Distilled can help create a balanced list with you and make it into an operational reality.

COCKTAILS



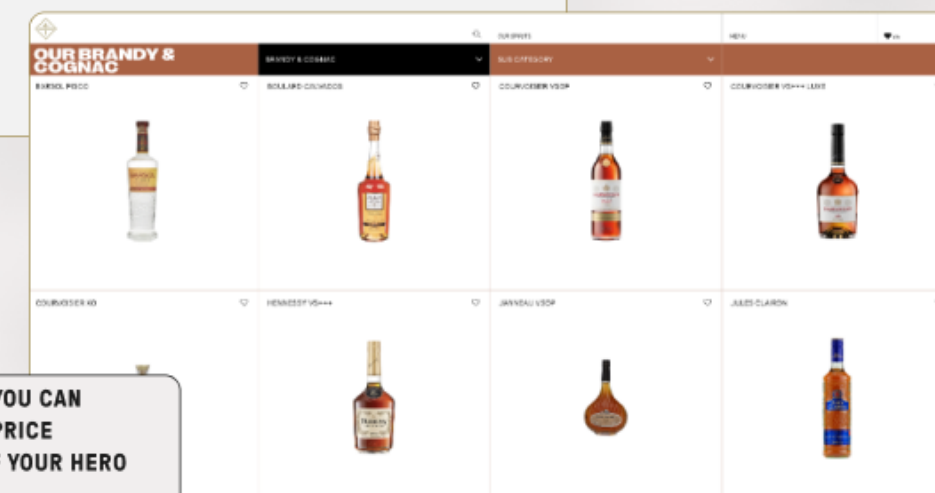
PROVINCE SPRITZ
MONSIEUR D'ESTER CHERRY
BOLS APRICOT BRANDY
BOX OF MUDGIE'S SAUVIGNON BLAND



WHITE SANDRVA
ST-GERMAIN ELDERFLOWER
STONED GREEN SANGRIA WINE
1 DRD LOCO AMER VIOLETT



ROSE SANDRVA
SANDRVA'S RASPBERRY
CHAMPAGNE BLACK RASPBERRY
1 DRD LOCO TEMPERANCE 10 ROSE



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

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

ORDER ONLINE HERE

TEQUILA

Much has been made of the rise of the agave spirit, and rightly so – it has successfully managed to pull off a re-appraisal by a new generation of drinkers, dropping the lemon-salt-despair formula of drinkers past and emerging as the cool spirit. With it growing both in value and volume terms stronger than any other spirit sub-category* now is the time to get onboard to Jalisco Express**

While Margs and Palomas lead the way, there are so many serves that are worth your time: from the immediate ease of the Batanga (or indeed the Cherry Batanga if you sub in Pepsi Max Cherry as the mixer), to the fruity spice of the El Diablo to the base-swapped classics like the Jalispresso Martini or the Rude Cosmopolitan. If you're keen to explore more, check out the new [Distilled](#) site for inspo.

Get the range in place ready for post-summer trade picking up and see the benefits!

* Source: NIQ, powered by CGA Intelligence | On Premise Measurement (OPM) | Total Liquor | MAT up to 21/03/2026

** The train also stops for pedants in Guanajuato, Michoacán, Nayarit, and Tamaulipas



Cocktails to try



BATANGA

50ml El Jimador Blanco
12.5ml Monin Lime Rantcho
1 pinch Fine Sea Salt
100ml Pepsi Max



EL DIABLO

37.5ml Olmeca Altos Reposado
12.5ml Bols Crème de Cassis
22.5ml Monin Lime Rantcho
100ml London Essence Delicate Ginger Ale



RUDE COSMOPOLITAN

37.5ml Olmeca Altos Plata
22.5ml Cointreau
30ml Eager Cranberry Juice Drink
15ml Monin Lime Rantcho
0.5 pinches Fine Sea Salt

Buy any 3 bottles from the tequilas in the range to get a case of mixers or a bottle of selected liqueurs
FREE

10 deals per customer per week.





ASTI 1891

COCCHI

VERMOUTH & APERITIFS

Giuseppe Cocchi

COCCHI
NEGRONI WEEK
21st - 27th
SEPTEMBER



COCCHI STORICO VERMOUTH DI TORINO
BUY TWO BOTTLES AND GET £6 OFF
VALID FOR THE MONTH OF SEPTEMBER

CLASSIC NEGRONI

25ML COCCHI VERMOUTH DI TORINO
25ML GIN
25ML CAMPARI
GARNISH: ORANGE SLICE

HOW TO MAKE:

POUR ALL INGREDIENTS INTO A ROCKS GLASS FILLED WITH ICE.
STIR WELL, AND ADD ORANGE SLICE FOR GARNISH.



**COCCHI
NEGRONI**
WEEK 2026

CAMPARI

Davide Campari
MILANO

NO NEGRONI
WITHOUT
CAMPARI

2 BOTTLES
GET £2 OFF

*15+ ONLY. WHILE STOCKS LAST. MAX OF 2 DEALS PER CUSTOMER PER WEEK



SIGN UP
NOW



CLASSIC NEGRONI RECIPE

INGREDIENTS

25ml CAMPARI
25ml GIN
25ml SWEET VERMOUTH
ORANGE SLICE
ICE CUBES

METHOD

Fill a rocks glass with ice,
pour in the ingredients,
stir gently. Add more ice
& garnish with a slice
of orange.

ENJOY RESPONSIBLY be.drinkaware.co.uk

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



1 x Lenticular
bar glorifier

To fulfil the winning
scratchcards you get:



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

FULL of CHARACTER

Buy 2 x 70cl bottles of THE FAMOUS GROUSE and receive 6 x Tokyo style highball glasses free*

THE FAMOUS GROUSE

*Whilst stocks last. Savour The Famous Grouse Responsibly. be [drinkaware.co.uk](https://www.beatdrinkaware.co.uk)

STOCK UP WITH THE UK'S #1 SHOT BRAND FOR FRESHERS

MOST SYNONYMOUS BRAND WITH A STUDENT NIGHT OUT**



Jägermeister

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

**CGA OPM SERVICE TO 19/4/25 "MORE STUDENTS OUT OF 1500 SURVEYED ASSOCIATED JÄGERMEISTER WITH STUDENT NIGHTS THAN ANY OTHER BRAND."

BUY 2 BOTTLES AND SAVE £1.50



BUY 4 X 70CL OR OR 2 X 1.5LTR JACK DANIEL'S GET A WOODFORD RESERVE FOC

OLD No. 7 BRAND



WOODFORD RESERVE

PLEASE DRINK RESPONSIBLY JACK DANIEL'S AND WOODFORD RESERVE ARE REGISTERED TRADEMARKS. ©2024 BROWN-FORMAN CORPORATION. ALL RIGHTS RESERVED. UK CUSTOMERS ONLY. CAPTED AT ONE DEAL PER MONTH PER CUSTOMER, SUBJECT TO AVAILABILITY. WHILE STOCKS LAST.

BUY 2 BOTTLES OF LICOR 43 ORIGINAL & RECEIVE 12 BABY BEER GLASSES FREE

Special Offer



MIX SOMETHING NEW



I ♥ BABY BEERS

LICOR 43 & CREAM LIQUEUR Vanilla + caramel



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.

be.drinkaware.co.uk



**CHECK OUT THE
DISTILLED SITE
FOR MORE
COCKTAIL IDEAS**

CHEEKY PEACH

An approachable base spirit, peach, pineapple and
mint make for a juicy and very easy going cocktail
that's likely to have mass appeal.

37.5ML DUTCH BARN
12.5ML ARCHERS PEACH SCHNAPPS
25ML EAGER CLOUDY PRESSED PINEAPPLE JUICE
12.5ML MONIN CANE SUGAR SYRUP
2 DASHES PEYCHAUD'S BITTERS
5 LEAVES FRESH MINT
50ML LONDON ESSENCE WHITE PEACH & JASMINE

1. SHAKE & FINE STRAIN FIRST 6
INGREDIENTS OVER CRUSHED ICE
2. TOP WITH SODA

**NON-
ALCOHOLIC
APERITIF**

Everleaf



**PROUD TO BE CHOSEN BY
THE UK'S BEST BARTENDERS**



INTRODUCTORY OFFER

**Buy 3 bottles of Everleaf Mountain & receive a complimentary
case of London Essence White Peach and Jasmine Soda**

For more recipe inspiration visit www.everleafdrinks.com

be.drinkaware.co.uk

ORDER ONLINE HERE 125

LUXARDO FREE SHOT (GLASSES)



**MIX & MATCH
ANY
LUXARDO
PRODUCTS**

**BUY ANY 3
GET 6 LUXARDO
SHOT GLASSES**



Buy any 5 and get a Buffalo Trace 70cl FREE



**TRY A
BUFFALO
& GINGER ALE**

SAZERAC

Follow us @buffalotrace be drinkaware.co.uk

DUTCH BARN
- ORCHARD -
VODKA

NEW LOWER PRICE

SAME PREMIUM QUALITY. MORE MARGIN FOR YOU.

Backed by
**RICKY
CERVAIS**



BUY ANY TWO BOTTLES
AND RECEIVE
£5 OFF



Perfect with cola for a
Cherry Cola serve



Serve with apple juice /
cloudy apple and ice



Perfect with ginger ale for
a Dutch Barn Mule



DUTCHBARN.COM



el Jimador
TEQUILA

**BUY 5 CASES
TO GET AN
EL JIMADOR
ICE BUCKET
FREE***



*5 deals per customer per week
Cases comprise 12x250ml cans



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

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



*UK ON-TRADE - CGA OPMA Data. MAT to 23rd March 2026

be **drinkaware**.co.uk



EST. 1851
ST AUSTELL
BREWERY

**BUY 2x9G
TO GET A
FREE CASE
OF PROPER
JOB 0.5%
IPA BOTTLES**



Terms & Conditions: Free case of Proper Job 0.5% IPA bottles contains 8x500ml bottles. Casks must be purchased in one order during the promotional period to qualify for this offer. Promotion runs from 1st to 30th September 2026. Limited deals available. Available while stocks last.

NEW

**LET THE
FLAVOUR
PLAY**

**SAVE £1
PER CASE**

GRAB YOURS NOW!

BREEZER
EST. 1990
Exotic
PASSIONFRUIT
MANGO
FLAVOURED ALCOHOLIC DRINK

BREEZER
EST. 1990
Play On

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BUY 3 KEGS OF THATCHERS GOLD & GET A CASE OF NEW THATCHERS BLOOD ORANGE 0.0% FREE

NO.1
RATE OF SALE IN ON TRADE

NEW
THATCHERS BLOOD ORANGE NOW AVAILABLE AS AN ALCOHOL FREE

THATCHERS
— THE FAMILY CIDER MAKERS —

T&Cs: Buy 3 x Thatchers Gold 50-litre kegs & get 1 x 6 x 500ml bottles of Thatchers Blood Orange 0.0% cider free of charge. Deal limited to 1 per customer. Subject to availability.
Source: CCA, ROS Pints/Week, MAT to P04 2026

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

NEW

NEW

NEW

NEW

EVERY DAY LOW PRICE... SPEAK TO YOUR CUSTOMER SERVICE PROVIDER FOR DETAILS!

STOCK UP NOW! STOCK UP NOW!

STOCK UP NOW! STOCK UP NOW!

be **drinkaware**.co.uk

SCLFCE:CCACFN D7A7TC 27/12/2025 + NIELSEN TAKE F C N E T C 24.01.26.

THE NEW OLD JAMAICA
STILL THE UK'S #1 GINGER BEER*

£1 OFF

Old Jamaica
SINCE 1988
GINGER BEER
REGULAR

*CIRCANA MARKETPLACE - TOTAL SOFT DRINKS VOLUME SALES - GINGER BEER BRANDS - MAT TO 18/01/2026

SAY HELLO TO A NEW FLOW

£1 OFF

it's a GRAPE FRUIT ting
CARBONATED GRAPEFRUIT JUICE DRINK
330ml e

NEW

It's giving unreal sales

ECHO FALLS BLUE RASPBERRY FRUIT FUSION

BUY 2 CASES TO GET £2.00 OFF PER CASE*
UK'S NO.1 FLAVOURED WINE BRAND**

echo falls
FRUIT FUSION

be **drinkaware**.co.uk
Please drink responsibly. *While stocks last. **Nielsen MAT to 04.10.25

**PAYING TOO
MUCH FOR
YOUR ENERGY?**
FIX IT.



**GET £1
OFF A CASE***

*Offer valid from 1st September to 31st October 2026. Offer applies to Kick Energy 24x250ml cans. While stocks last.



Hawkstone x BUTCOMBE Real English Pale Ale

4.2% vol | 100% British Ingredients

Coming
September
2026

Hops & Glory: A celebration of British brewing

Two British brewing names have joined forces to create something special. For the first time ever, Hawkstone has stepped into the world of cask beer, partnering with Butcombe Brewing Co. to brew Hops & Glory, a modern 4.2% Real English Pale Ale that celebrates the very best of British brewing.

From the fields where the ingredients are grown to the pint being enjoyed in the pub, Hops & Glory is a beer built around British craftsmanship, quality ingredients and a shared passion for great beer.

A collaboration built on shared values

Hops & Glory brings together two breweries with a love of British brewing and a commitment to quality. While it marks Hawkstone's first ever cask beer, it is brewed by Butcombe Brewing Co., drawing on almost five decades of cask brewing expertise.

More than just a collaboration between breweries, this beer celebrates the wider brewing community, from the farmers growing British hops to the pubs bringing great pints to life.

#backbritishfarming
Drink Hawkstone

A true taste of Britain

Brewed with six British-grown hop varieties, including First Gold and Olicana, alongside Maris Otter malting barley and pure Mendip spring water, Hops & Glory brings together some of the finest ingredients the UK farms have to offer.

The result is a bright pale gold ale bursting with vibrant citrus and tropical fruit aromas. On the palate, expect juicy grapefruit, fresh orange peel and a clean, refreshing finish that makes this a perfect pint for any occasion.

**£10 from every cask sold
will be donated to:**



The Licensed Trade Charity,
supporting people working across
the UK hospitality sector.

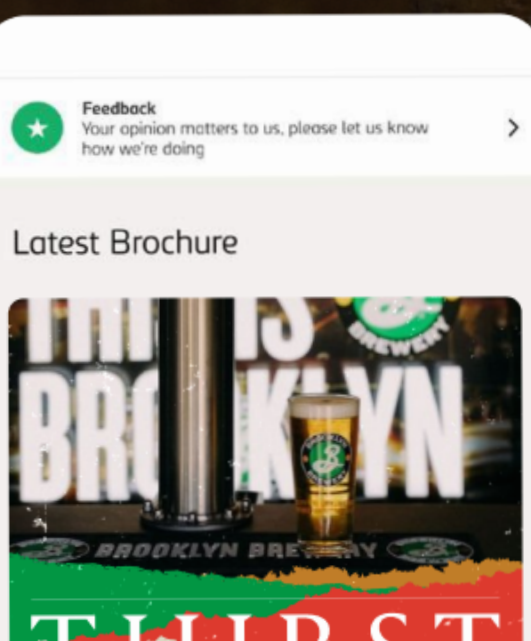


**Shout, a mental health
charity supporting the British
farming community.**

Limited Edition

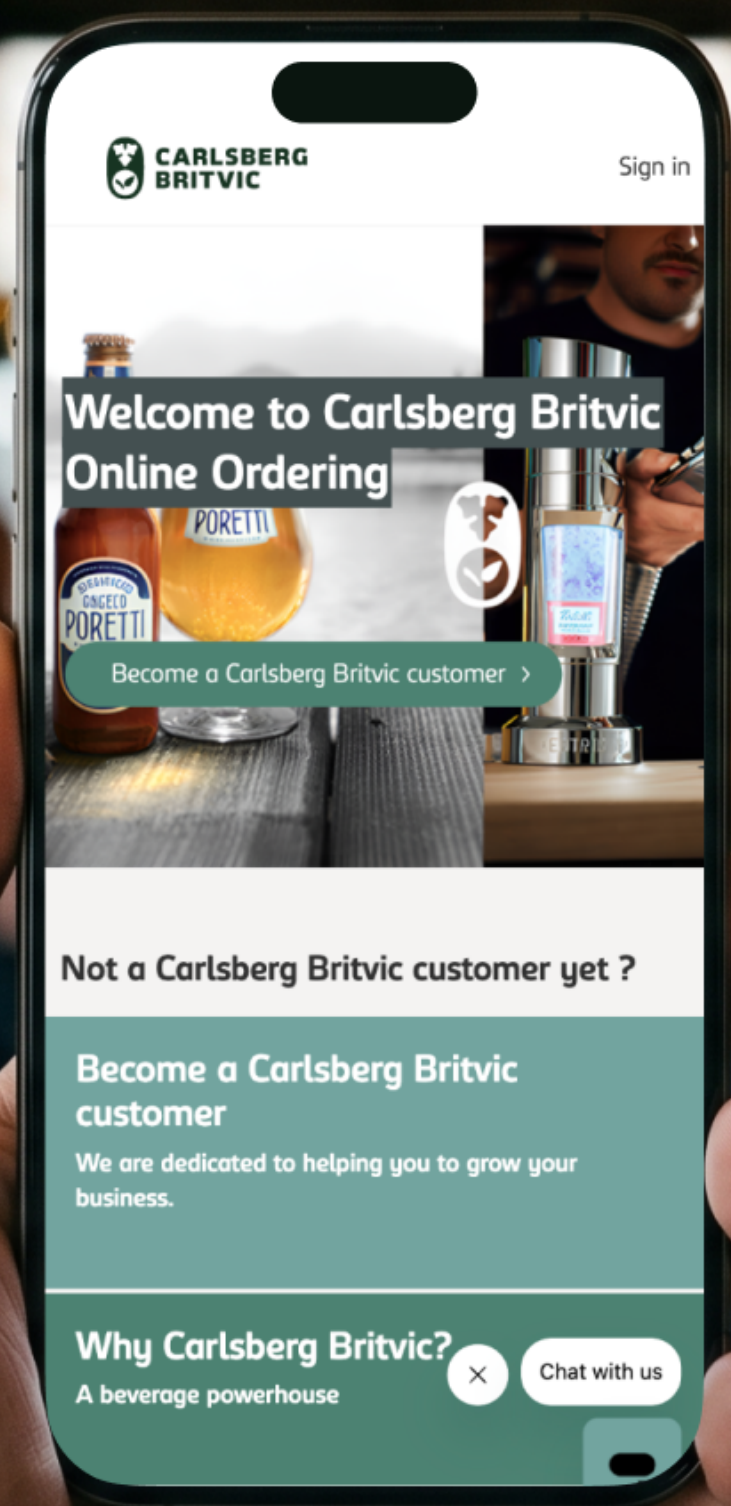


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and easy way
to order the
brands your
customers love



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App Store

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Google Play



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

SUBMIT

STEP 04

Check your inbox to validate your email and set your password

VERIFY MY EMAIL ADDRESS

STEP 05

Log in and place your order

LOGIN →

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



Cockpit

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

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

And signing up has never been easier.

