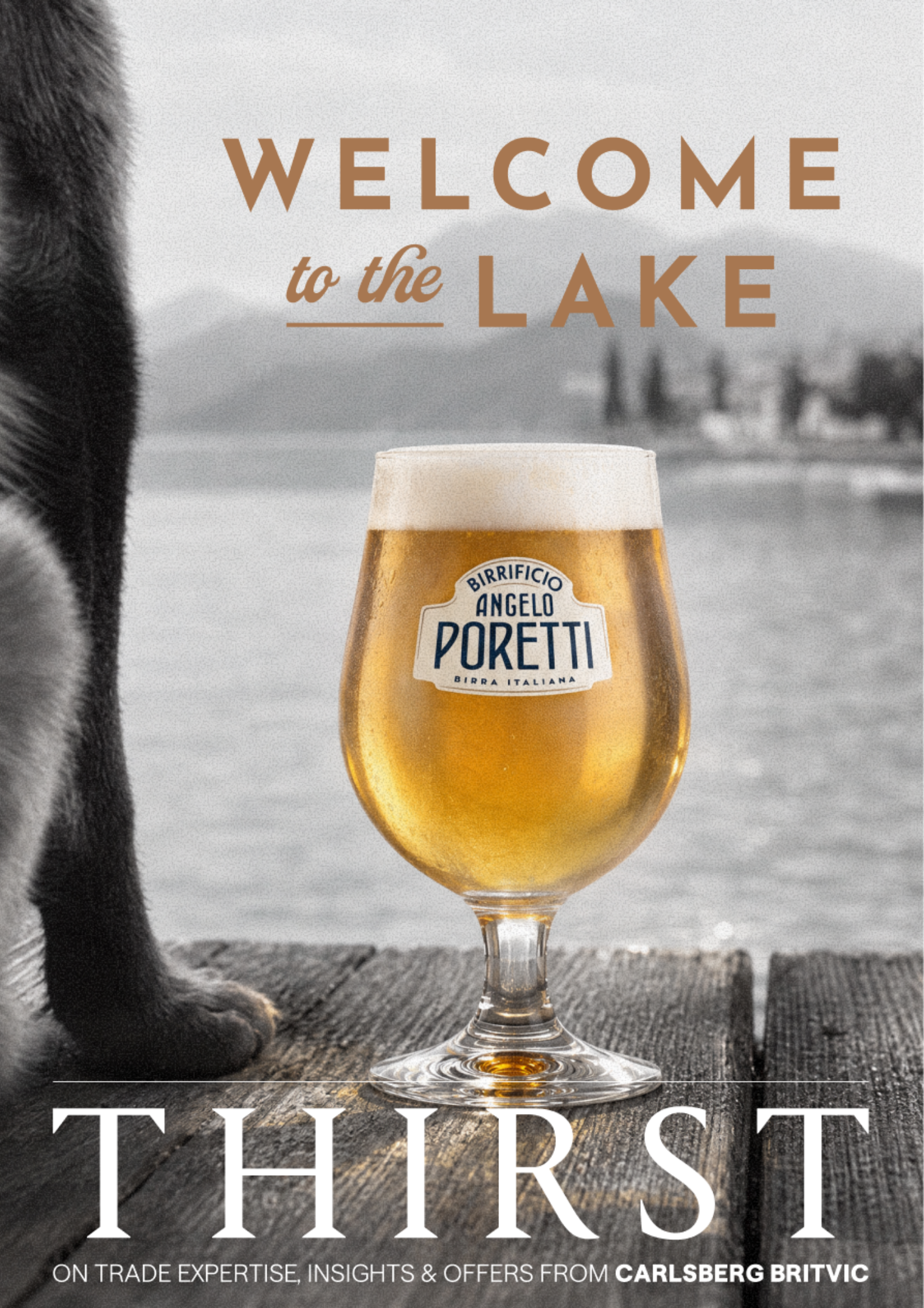
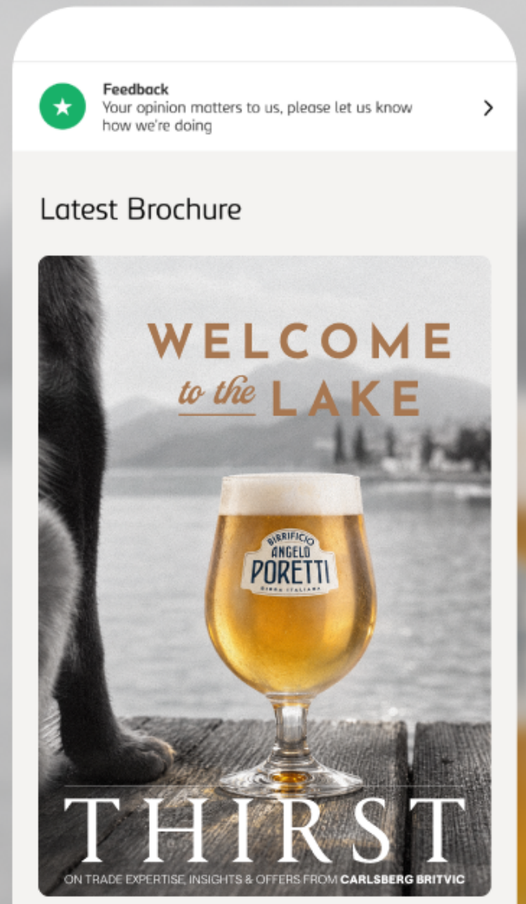
WELCOME *to the* LAKE



THIRST

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



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

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

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WELCOME TO OUR OCTOBER EDITION

October is when autumn really kicks in! The evenings get darker quickly, the temperatures drop and customers start to look for warmer, more atmospheric experiences from richer food and comfort drinks to cosy spaces and reasons to get together.

We're particularly excited to shine a spotlight on Poretti this month. With its Italian heritage, distinctive easy drinking character and premium credentials, Poretti is perfectly placed for customers looking for something a little different. Whether enjoyed as a pint or paired with food, it's a great way to add a touch of Italian style and flair to the autumn drinks occasion.

And then there's Halloween, one of the biggest opportunities to create theatre and encourage customers out before Christmas. In this edition, we take a look at the mischievous Hobgoblin range and spooky cocktail serves to make Halloween memorable without making things complicated for your team.

But October isn't just about what's happening now. We're also looking ahead to 2027, exploring some of the biggest drinks trends that could shape the year ahead from adventurous flavours to hybrid drinks and the continued success of RTDs.

As the nights draw in and the final months of the year gather pace, October is a great time to make the most of the season. I wish you all a successful and great month.



Chris Pratt
VP On Trade

CONTENTS



FESTIVE, BUT MAKE IT FAST P.14



LET'S GET FIZZING P.82

WHATS TRENDING P.20





PORETTI INTERVIEW P.64



TERRIFYING TIPPLES P.121

INSIGHT & SUPPORT

WHAT'S GOING ON 06
CUSTOMER OF THE MONTH 12
THE BIG DEBATE 14
SOBER OCTOBER 16
WHAT'S TRENDING? 20
FESTIVE, BUT MAKE IT FAST 24

OUR RANGE

LAGER 28
LOW/NO ALCOHOL 32
ALE 34
CRAFT CIDER 44
SOFT DRINKS 50

OUR SERVICES

CROWN CELLARS 78
DISTILLED 118
ORDER ONLINE 140













WHAT'S GOING ON

OCTOBER **2026**

WHAT'S GOING ON

OCTOBER **2026**

ALL MONTH

SOBER OCTOBER



The month marks Sober October, when people are encouraged to take a month-long break from alcohol. For venues, it's an opportunity to think about how no/low alcohol, premium soft drinks and interesting alternatives can help make social occasions more inclusive. With Christmas approaching, it's also a good time to ensure there's something appealing for customers who want to moderate or not drink alcohol but still feel part of the occasion.

10th OCT

WORLD MENTAL HEALTH DAY



An opportunity to put wellbeing and community at the heart of what you offer. Social venues like pubs and bars have always played an important role as spaces where people can meet, talk and feel connected. Consider how your venue could use the occasion to champion conversation and community. It might also mean exploring what this means for your staff and colleagues and how to help them manage their own mental health.

15th OCT

WORLD STUDENT DAY



With the new university year now in full swing, World Student Day is another chance to engage students beyond Freshers' Week. Affordable food and drink, weekly events, quizzes, live music and group offers can help turn this important source of customers into regulars throughout the year.

WHAT'S GOING ON

DID YOU KNOW?

Sober October started as a fundraising campaign in Australia in 2010, before becoming a wider global movement encouraging people to take a month-long break from alcohol.

The UK's university population is more than 2.8 million students, making the student audience an important segment of the market as they like to socialise and often mid week.

The word **Halloween** comes from 'All Hallows' Eve', meaning the evening before All Saints' Day.

HALF TERM



October half term brings families looking for things to do during the school break, creating an opportunity for venues to broaden their appeal beyond the evening. Family-friendly food offers, kids' menus (kids eat free perhaps!?), daytime activities and seasonal events can help drive visits during traditionally quieter periods.

24th OCT

GLOBAL CHAMPAGNE DAY



A little bit of fizz can make any occasion feel that little bit more special. Global Champagne Day offers an opportunity to give sparkling serves a moment in the spotlight, whether that's a classic glass of Champagne, a sparkling cocktail or a crisp prosecco. It's also a great excuse to encourage customers to trade up and get into the festive spirit earlier.

31st OCT

HALLOWEEN



Halloween is one of the months biggest opportunities for venues, with an excuse to transform the experience for one night. From themed cocktails and spooky serves to fancy dress, live entertainment and Halloween menus, there are plenty of ways to create a reason to visit. And the night itself falls on a Saturday this year, making it particularly well suited to late-night events and a proper celebration.



Customer of the month

Meet **Ellie Pitt** who runs **The William IV Truro** in Cornwall with her daughter

Tell us a little bit about The William IV Truro?

We're going into our 14th year of having The William IV. We moved from London to Cornwall in 2004, fell for Cornwall and have been here ever since. I now run the pub with my youngest daughter.

We're a vibrant city centre pub and although people often say you shouldn't try to be all things to all people, it really works for us. We have a very diverse customer base, from families and non-families to plenty of dogs, who we're very happy to look after.

We pride ourselves on being a clean, safe and welcoming environment, with great food and a beautiful garden.

When you walk through the door, you can see that the standards are there. We've been here a long time, so we have lots of long-term loyal customers who come in daily as well as tourists from all over the world.

We serve traditional pub food with a little twist, including beer-battered fish and chips, pies and seasonal specials.

Summer of course is busy, although the hot weather doesn't always help us as people tend to head to the beach.

We also do a lot of charity work. I won an award this year for fundraising in Cornwall and do a lot with the local hospital where my husband passed away so it means a lot.



What are your best sellers in terms of drinks?

We have a good, wide range of drinks given our diverse customer base. We sell a lot of wine and lager, as well as ales and local drinks, which tourists particularly like to try.

Poretti does really well. It's seen as a premium brand and younger people especially like it. I attended a launch event for Poretti in Cornwall as we were about to introduce it and asked for some POS material to promote it once it came to the pub. The branding is lovely.

No and low is also growing for us. We're about to bring on Poretti Alcohol Free and the quality of these drinks is so much better than it was 10 years ago.

We've also introduced coolers to the bar as a popular adult soft drink. We mix them with soda water or lemonade and people are really loving them especially the nice fruit flavours.

What is October like for you?

It definitely changes. We have a big open space and it can feel cavernous when it's not busy, so we do things to make it cosier. We put lamps on the tables and nice lights on for evenings in the garden.

Sport also plays a bigger part, particularly football and rugby.

Then we start to really gear up for Christmas. Christmas is massive in Truro and our first Xmas party is planned for early November. This year, we're also opening on Christmas Day for the first time and we're doing a few Christmas-themed events too including wreath-making and Stir Up Sunday to make Christmas pudding.

And finally, what's your personal favourite drink?

I don't drink a lot, but I'd go for a classic glass of New Zealand Sauvignon Blanc or a gin & tonic.

be**drinkaware**.co.uk

THE BIG DEBATE

IS WINTER THE BEST SEASON FOR DRINKS?

When we think about drinks, refreshment is often the starting point. Cold, crisp, thirst-quenching serves are synonymous with summer, from lager in a beer garden to long drinks or spritzers enjoyed in the sunshine.

But winter brings a different kind of drinking occasion. As temperatures drop and evenings get darker, customers aren't necessarily looking to quench their thirst, they're looking for something warming, comforting and indulgent.

So, is winter actually the best season for drinks?

THE CASE FOR WINTER

Comfort Over Refreshment

Winter gives drinks a whole new role. Instead of simply refreshing, they can warm customers up, complement food and create a sense of occasion.

1. Encourage customers to explore richer, more indulgent drinks.
2. Create seasonal serves that feel distinctive and special.
3. Complement hearty winter food and comfort dishes.
4. Make the venue feel warmer, cosier and more inviting.

THE CASE FOR SUMMER

Refreshment Never Goes Out of Season

Just because it's cold outside doesn't mean customers stop wanting refreshing drinks. Crisp lagers, fresh spirits and mixers, soft drinks and a cold glass of prosecco all continue to have a role, particularly when customers are socialising, eating or celebrating.

1. Cater to customers who prefer lighter, more refreshing serves.
2. Offer balance alongside richer food and winter drinks.
3. Keep crisp beer, hydrating soft drinks and lighter wines and spirits relevant all year-round.
4. Avoid making the winter drinks menu feel overly heavy or indulgent.

FINAL *Thoughts*

Winter might not have the same natural association with drinks as summer, but it offers something different. The opportunity isn't necessarily to replace refreshment with comfort, but to give customers the choice. From warming and indulgent to crisp and refreshing, the best winter drinks menus recognise that there isn't one way to enjoy a drink when the temperature drops.

So, is winter the best season for drinks? Perhaps it's the season with the most possibilities.

SOBER OCTOBER

MAKING MODERATION PART OF THE OCCASION

October marks Sober October, when people are encouraged to take a break from alcohol. But it also reflects a much broader shift, with moderation increasingly becoming part of how people drink.

Drinkaware's latest UK Monitor (2025) found that 87% of UK drinkers use at least one technique to moderate their drinking, while 36% have tried to cut back in the past year and 29% say they have successfully reduced their drinking.

For pubs and bars, that means making moderation feel like part of the occasion, not a reason to miss out.





MORE CHOICE, NOT LESS

No and low drinks are becoming an increasingly important part of that picture. 44% of UK adults choose no/low alcohol drinks to moderate their drinking, up from 31% in 2018. Among 18–34-year-olds, that's 49%, up from 28% in 2018*.

That could mean a Poretti 0.0 alongside a pint, a Freixenet 0,0 for a celebration, or simply switching between alcoholic and alcohol-free drinks throughout the evening.

Source: Drinkaware's UK Monitor Oct 2025)



DON'T FORGET SOFT DRINKS

Moderation doesn't have to mean choosing an alcohol-free version of an alcoholic drink. Premium soft drinks can be a choice in their own right.

London Essence offers crafted sodas and tonics that work beautifully on their own, or can be paired with a non alcoholic spirit to create a more grown-up long serve. Flavours such as Pink Grapefruit give customers something with flavour and character.

Source: Drinkaware's UK Monitor Oct 2025)



MAKE IT ABOUT THE OCCASION

The key is to make all these options feel equally considered. A no/low beer should sit naturally alongside the beer range, alcohol-free fizz should feel appropriate for a celebration, and a premium soft drink should be served with the same care as any other drink.

And with Christmas fast approaching, there's a real opportunity to get this balance right now. Drinkaware found that 73% of UK drinkers planned to moderate their drinking over Christmas 2025, with alternating alcoholic drinks with soft drinks or water one of the most popular approaches.

Source: Drinkaware Report Dec 2025

CHRISTMAS DRINKING **THE STATS**

Source: Drinkaware Report Dec 2025





73%
Intended to moderate their drinking over Christmas

18%
Planned to alternate alcoholic drinks with soft drinks or water



21%
Planned to take drink-free days

19%
Planned to set a drink limit





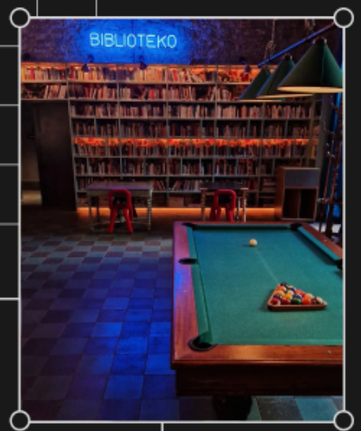
2028

TRENDING 2027

What's Trending?

2027





01 Experience-Led Venues

Going out needs to feel worth it. Experiences, entertainment, food pairings, themed events and immersive occasions are giving customers more reasons to choose the venue particularly as people become more selective about where they spend their precious time and money.

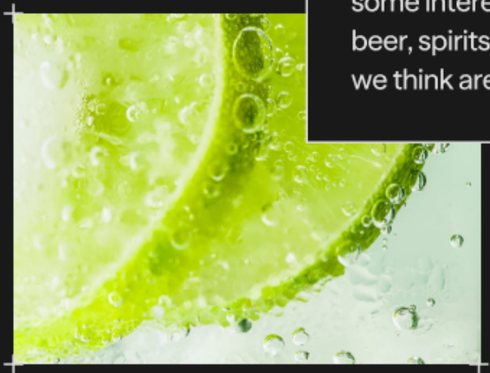


2026

The big drink trends that are here to stay

The world never stands still and drink trends are a key indicator of that. As we look towards 2027 and beyond, some interesting shifts are starting to emerge across beer, spirits, wine and soft drinks. Here are five trends we think are worth keeping on the radar.





2025



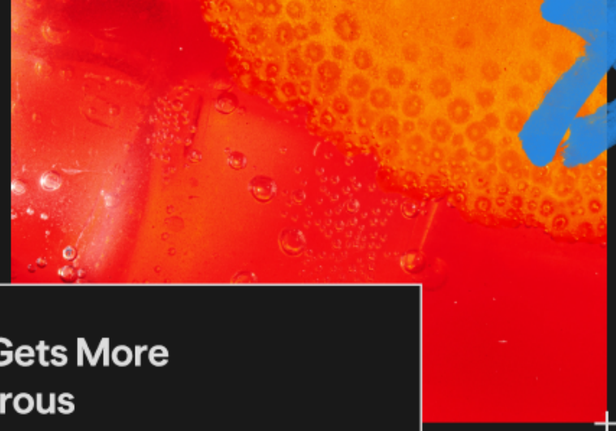
2024

02 Healthier Choices

Health and drinking are no longer opposites. Low/no alcohol, lighter serves, better-for-you soft drinks and functional drinks like kombucha are creating more ways to socialise while still looking after yourself. Functional ingredients are also moving beyond traditional energy and into areas such as relaxation, focus, gut health and hydration.







03 Flavour Gets More Adventurous

Consumers are becoming more open to unexpected flavour combinations, from cherry and pistachio to yuzu, chilli and botanical ingredients. Fruit beers are an interesting example, bringing the familiarity and refreshment of beer together with brighter, palatable fruit flavours. 43% of alcohol drinkers say appealing taste would encourage them to try or buy fruit beer.*

At the same time, dessert-inspired flavours are bringing a more indulgent twist to drinks.

Familiar flavours are also being given a new lease of life think nostalgic sweets, tropical fruit and classic serves reimagined for today.

Source: YouGov June 2026



04 The Rise of the Hybrid

The lines between categories are becoming increasingly blurred. Spritzes, RTDs, wine cocktails, hard soft drinks and alcohol-free alternatives are creating new formats and occasions that don't fit neatly into traditional categories.

It's not just about mixing categories either. Drinks are increasingly combining different needs, from flavour and refreshment to functionality and moderation.







Drink flavours to watch in 2027





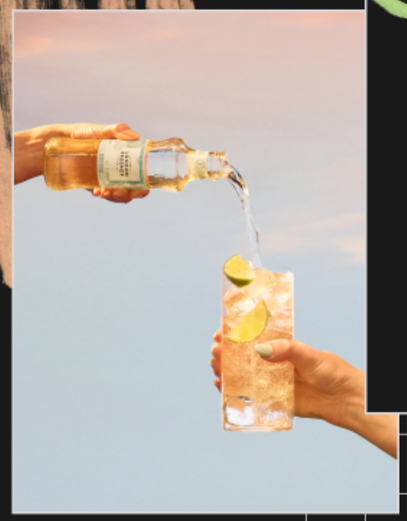












05 Quality Over Quantity

As consumers become more selective about when they go out, the drinks they choose need to feel worth it. 30% of UK drinkers say they are willing to pay more for higher-quality drinks, while another 30% trade up for special occasions.*

That could mean a premium soda, an interesting cocktail, an authentic international beer or simply a drink that customers can't easily recreate at home.

Source: The Harris Poll June 2026

2027

FESTIVE









CHRISTMAS DRINKS HAVE BIG DEMAND BUT THERE IS STILL THE NEED FOR FAST PACED SERVICE

Christmas is one of the biggest opportunities of the year for pubs and bars but it's also one of the busiest. With large groups, packed bars and customers ordering rounds, the challenge is delivering drinks that feel special without slowing down service.

The best Christmas drinks menus aren't necessarily the most ambitious. They're the ones that balance quality and speed. Prepare early, batch where possible, keep the menu focused and make every serve count.

BATCH WHERE YOU CAN

Batching cocktails and drinks in advance can dramatically simplify service. Pre-mix the ingredients that can be batched, chill them ready for service and leave the final touches, such as sparkling wine, soda or garnish, until the drink is ordered.

Classic serves like Negronis, Margaritas and seasonal punches can all lend themselves to efficient preparation. In fact, you can go as far as making this a feature, not a bug.

Dukes Bar famously serves a 'Freezer Martini' poured from the bottle. Why not premix, predillute then decant a spirits based cocktail into individual sealable bottles to serve directly from a freezer.

PREP YOUR GARNISHES AND ADD A FESTIVE TWIST

Don't wait until the Friday night rush to start cutting oranges and preparing garnishes.

Get citrus wheels, herbs, berries and other decorations prepared in advance and stored correctly. A little bit of prep before service can save significant time when the bar is three-deep.

Christmas drinks also don't need complicated recipes to feel festive. A familiar drink with a seasonal garnish can often deliver more impact than a complicated cocktail with ten ingredients. Think cranberries, orange, rosemary, cinnamon and star anise.

MAKE RTDS WORK HARDER

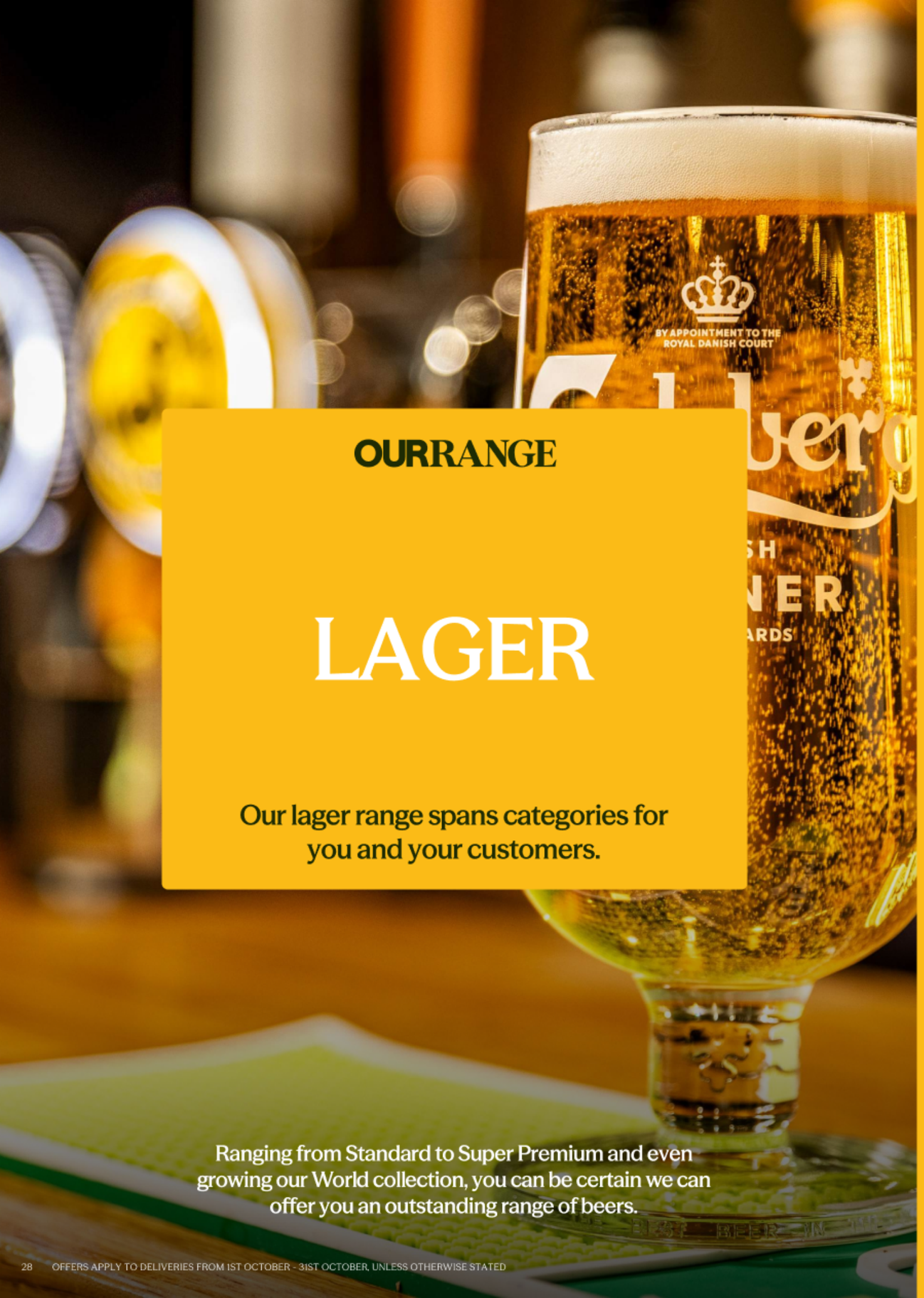
Ready to drink formats continue to grow as consumers look for convenience without compromising on taste or quality. From canned cocktails and spritzes to RTD wines and premium bottled serves, they're giving customers more choice while making it easier to enjoy bar-quality drinks without the wait.

They're particularly useful for larger groups, busy periods and customers who want something quick, consistent and easy to order. For venues, they can also help take pressure off the cocktail station, reduce preparation time and allow teams to serve more customers during peak periods.

BUT MAKE IT FAST

OUR RANGE

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



OURRANGE

LAGER

Our lager range spans categories for you and your customers.

Ranging from Standard to Super Premium and even growing our World collection, you can be certain we can offer you an outstanding range of beers.

CORE

Carlsberg Danish Pilsner

3.4%

Light and refreshing with a smooth, full mouth feel, perfect balance of bitterness and sweetness, and a distinctive citrus hop aroma.

Available Formats

Keg | DRAUGHTMASTER | 330ml Bottle | 500ml Can

CORE+

Holsten Vier

4.0%

A pale blonde German Pilsner, with a sweet, earthy, lemon aroma, hoppy malty flavour, and a soft lingering finish.

Available Formats

Keg | 275ml Bottle

DRAUGHTMASTER

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

Click on the badge to get the offer.

PREMIUM WORLD

Birrificio Angelo Poretti

4.8%

A full-flavoured lager with a sweet malty body and an assertive bitterness.

Available Formats

Keg | DRAUGHTMASTER | 330ml Bottle | 440ml Can

Estrella Damm

4.6%

An award-winning premium pale lager brewed in Barcelona. A perfect balance between fresh grainy malt and subtle fruit, rounded off with a pepper bitterness and a clean finish.

Available Formats

Keg | DRAUGHTMASTER | 330ml Bottle | 330ml Can

PREMIUM

1664 Biére

4.6%

A beautifully balanced and sessionable lager made with signature hops from the French region of Alsace.

Available Formats

Keg | DRAUGHTMASTER | 275ml Bottle | 330ml Can

Carlsberg Export

4.8%

A premium-strength lager, with a refined and satisfying taste. Brewed to the original Danish recipe, it has deep malty notes and a distinct bitterness that generate a full-flavoured lager.

Available Formats

Keg

SUPER PREMIUM

1664 Blanc

5.0%

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

Available Formats

Keg | DRAUGHTMASTER | 330ml Bottle

Sapporo

4.8%

A celebration of Japan's craftmanship using only the finest ingredients. The distinct malt flavour commands your taste buds from the first sip to the last drop. Amazingly crisp with a balance taste and smooth finish gives you a perfectly refreshing lager beer.

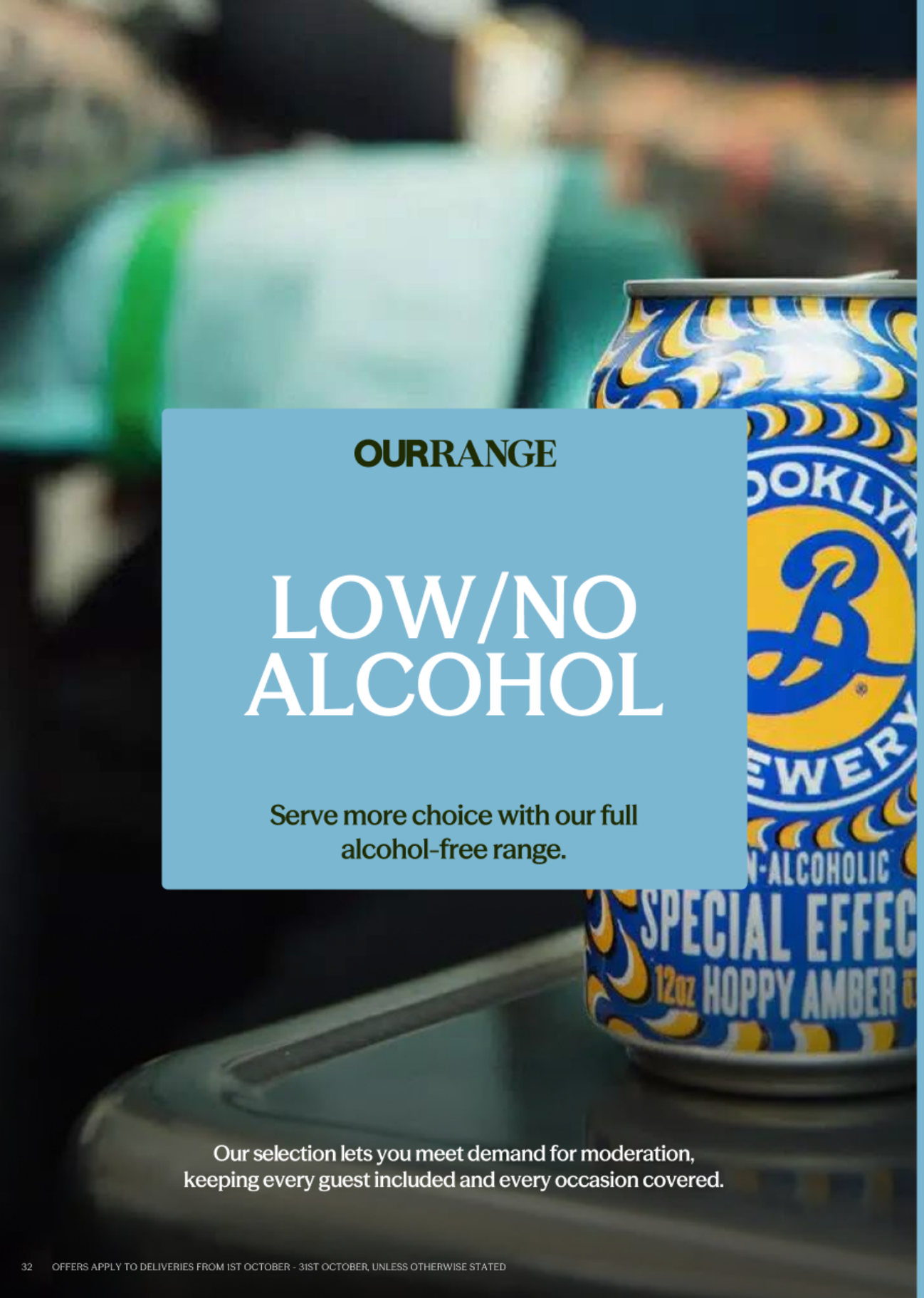
Available Formats

Keg | 330ml Bottle

DRAUGHTMASTER

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

Click on the badge to get the offer.



OURRANGE

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

NEW OFFER INSTALL

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



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

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

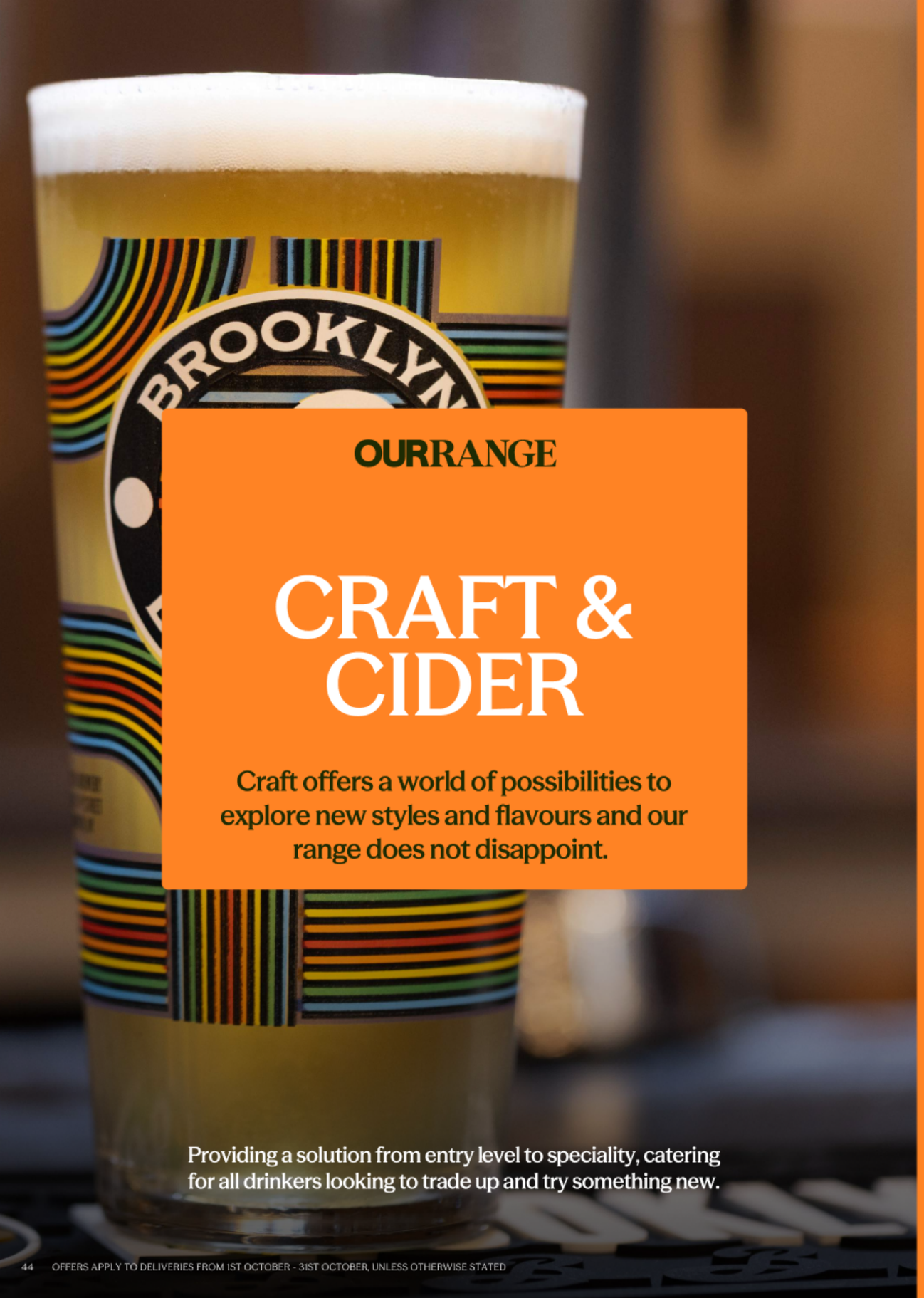
Cask | 500ml Bottle



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.





OURRANGE

CRAFT & CIDER

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

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

CRAFT - 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

NEW AVAILABLE NOW

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 COMING EARLY 2027 | 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.



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OURRANGE

SOFT DRINKS

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

COLA

Pepsi MAX®

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

Available Formats

- 200ml Bottle
- 330ml Can
- 330ml Sleek Can
- 500ml PET Bottle
- 1.5L PET Bottle

Diet Pepsi

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

Available Formats

- 200ml Bottle
- 330ml Can
- 330ml Sleek Can
- 500ml PET Bottle
- 1.5L PET Bottle
- 7L BIB

Pepsi Cola

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

Available Formats

- 200ml Bottle
- 330ml Can
- 330ml Sleek Can
- 500ml PET Bottle
- 1.5L PET Bottle
- 7L BIB

COLA

Pepsi MAX® Cherry

Great Pepsi MAX taste with a refreshing Cherry twist.

Available Formats

330ml
Sleek Can

7UP Zero

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

330ml
Sleek Can

FRUIT CARBONATES

Tango Orange

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

Available Formats

330ml
Can

330ml
Sleek Can

500ml
PET Bottle

Tango Orange Zero'd

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

Available Formats

7L
BIB

Tango Apple Zero'd

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

Available Formats

330ml
Can

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.

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

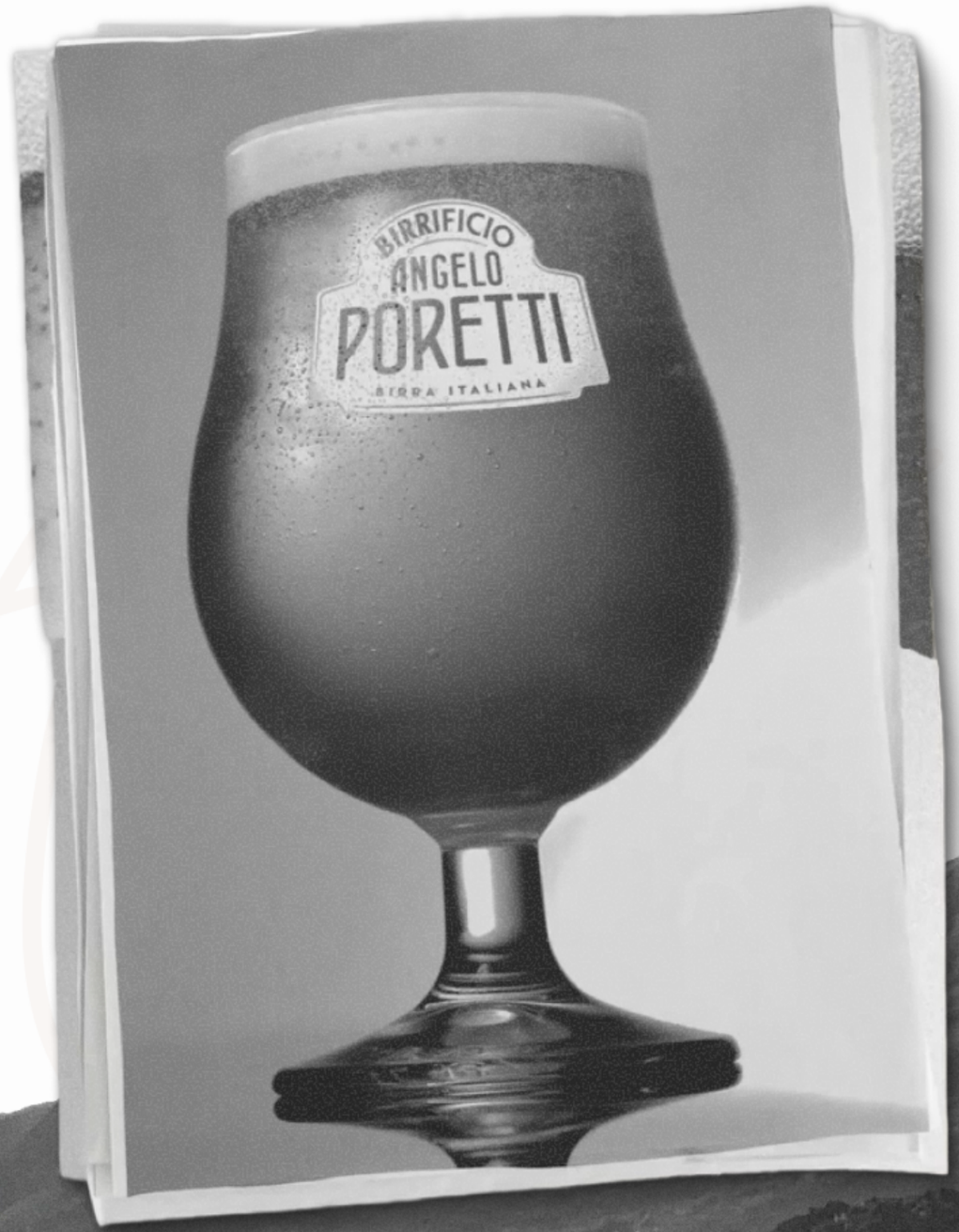
Aqua Libra

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



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WELCOME *to the* LAKE

WHY PORETTI CONTINUES TO GROW MOMENTUM IN THE ON TRADE

Poretti brings a distinctive Italian personality to the world lager category. With strong growth, a high rate of sale and an increasingly engaged customer base, it's a brand that's building real momentum in the on-trade backed by significant brand investment to drive awareness and trial.



PORETTI POWER

PORETTI IS BRINGING IN MORE SALES

Poretti volume increased **116% year on year***, with distribution and sales growth across managed, L&T and free trade.

A LAGER THAT SELLS

Poretti is averaging **135 pints a week*** giving venues a strong rate of sale. It's also the **best-selling Italian lager by rate of sale***, showing there's real demand for it at the bar.

A CUSTOMER WHO'S OUT AND SPENDING

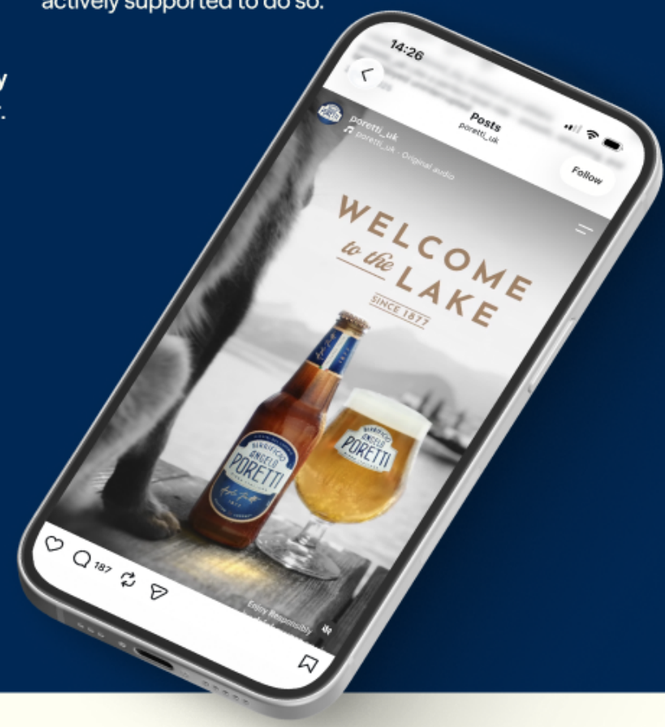
Poretti attracts a customer who's already engaged with the on-trade. **47% eat and drink out weekly***. They're going out regularly and looking for quality when they do.

PORETTI GROWING IN AWARENESS AND CONSIDERATION

Poretti's awareness is continuing to grow, alongside stronger perceptions of **high-quality beer** and being **worth paying more for***. That means growing recognition and growing relevance.

BIG INVESTMENT IN ADVERTISING

Poretti is backed by a **multimillion-pound investment**, keeping the brand visible and building awareness with consumers. So when you put Poretti on the bar, you're getting behind a brand that's continuing to grow and being actively supported to do so.



NEW PORETTI DRAUGHT CUSTOMERS

CAN NOW RECEIVE AN ENHANCED POS PACKAGE

WORTH £300

INSTALL NOW AND GET AN ENHANCED POS PACKAGE

The package includes the full suite of Poretti POS so you can **pick and choose** what works for your venue and more ways to bring the brand to life and make their new installation stand out.

MORE POS. MORE IMPACT. MORE PORETTI.

Speak to your CDM for more details.

*Sources: CGA OPMS MAT Data to P07 2026 (11/07/1016), IPSOS Brand Health Study Q2 2026

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PORETTI'S MAGICAL HOME





WE SPOKE TO **MARIA GRAZIA FUMAGALLO**, CORPORATE AFFAIRS MANAGER AT CARLSBERG IN ITALY, ABOUT THE MAGIC OF THE PORETTI BREWERY IN VALGANNA, NORTHERN ITALY.

How does the vision of Poretti's founder, Angelo Poretti, still influence the Poretti brewery today?

Angelo Poretti was driven by a constant pursuit of quality and innovation. After travelling through Austria, Bohemia and Bavaria to learn from the best brewers of the time, he returned to Italy with the dream of creating his own brewery.

That spirit is still very much alive today. We continue to combine tradition with innovation, always striving to produce high-quality beer while remaining true to the founder's vision of excellence and Italian craftsmanship.





What's it like working in such a beautiful brewery every day and do you have a favourite spot within the brewery?

One of the most remarkable things about Birrificio Angelo Poretti is that it is both an active brewery and a place rich in history and architectural beauty.

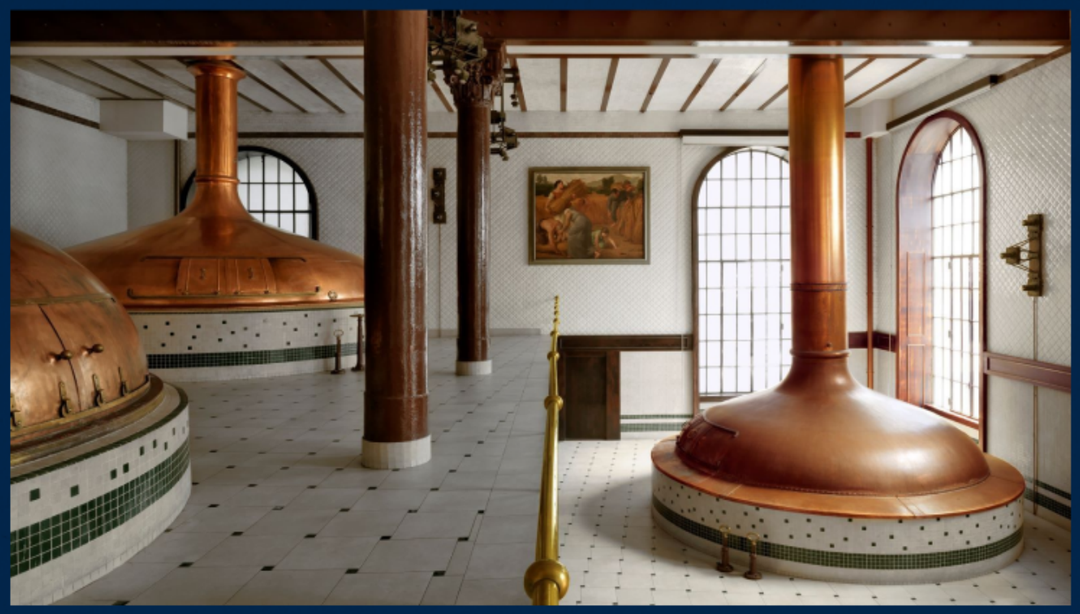
The brewery feels like an open-air museum, with nearly 150 years of history visible in every corner, but at the same time it is surrounded by the beautiful landscape of the Campo dei Fiori Regional Park.

Being immersed in both history and nature creates a unique atmosphere. It is a place that makes you slow down, think differently and often be more creative. There is a sense of calm that is quite rare and that I always appreciate whenever I spend time there.

My favourite place in the brewery is definitely the brewhouse. It is an extraordinary space, decorated with historical paintings, elegant architectural details and original features that tell the story of nearly 150 years of brewing heritage. Standing there, you can observe the brewing process happening in real time and see production in action, which is pretty unique. For me, it perfectly represents the meeting point between our history, our craftsmanship and the people who continue to bring the brewery to life every day.

Our brewers are experts at combining different hop varieties to create balanced and distinctive flavour profiles.





Can you tell us more about Poretti's famous hops and what makes them special?

Hops are at the heart of Birrificio Angelo Poretti's brewing philosophy. There are more than 300 hop varieties in the world, each contributing different aromas and flavours, from floral and herbal notes to citrus and fruity characteristics. Our brewers are experts at combining different hop varieties to create balanced and distinctive flavour profiles.

Since 2019 we have partnered with Italian Hops Company to support the development of an Italian hop supply chain. The project helps strengthen local hop cultivation, supports Italian agricultural expertise and contributes to the growth of a domestic supply chain for one of beer's most important ingredients.

How important is the local mountain spring water to the flavour and character of the beer?

Water has always been fundamental to the brewery. The purity and quality of this water have played an important role in shaping the character of our beers for nearly 150 years. In fact, one of the main reasons Angelo Poretti chose Induno Olona for the location for his brewery was the presence of exceptionally pure spring water. Even today, we continue to use water sourced from the historic 'Fontana degli Ammalati' spring.

What's the main thing you'd like someone to taste, experience or feel when trying Poretti for the very first time?

Personally, I hope people can sense the care that goes into every beer. Whenever I enjoy a Poretti, I picture our brewmasters in the historic brewhouse in Valganna, carefully pouring hops into the brewing kettles.

For me, that image says more than any tasting note. It speaks of people who take pride in their work and pay attention to every detail, from the selection of ingredients to the brewing process itself.

Is there anything else you'd like people to know about Poretti, the brewery or the history behind the brand?

One thing that many people may not know is that Birrificio Angelo Poretti is full of stories hidden in plain sight. If you visit the brewery, you will notice the historic mascheroni decorating some of the buildings. According to local tradition, they were designed to keep watch over the brewery and ward off bad luck, adding a touch of mystery to a place already rich in history.

And finally, 2027 will be a very special year for us as we celebrate our 150th anniversary. Throughout the year, we will be marking this important milestone with a range of initiatives, experiences and celebrations dedicated to our history, our people and our brewery.



HOBGOBLIN

UNLEASH THE GOBLIN THIS HALLOWEEN

HALLOWEEN BELONGS TO THE CHARACTER-SEEKERS. LUCKILY, HOBGOBLIN WAS BUILT FOR EXACTLY THAT.

Fiercely independent, unapologetically different and packed with personality, Hobgoblin has been breathing life back into ale with award-winning brews and a distinctive sense of fun. Rooted in mischief and fuelled by character, it's a brand that refuses to follow the crowd. While other ales fade into the background, Hobgoblin steals the spotlight and dares drinkers to embrace their wicked side.

This Halloween, it's time to unleash your goblin. Let your mischievous side out, break from the ordinary and raise a glass to doing things differently, the Hobgoblin way.



RUBY

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.

ABV	4.5%
SMELL	TOFFEE, SLIGHT CITRUS, CHOCOLATE
TASTE	TOFFEE, DRY, BISCUIT
SWEET	3/5
BITTER	3/5
HOPS	FUGGLES, STYRIANS & GOLDINGS





GOLD BEER

Grab your axe and crack open a gold one. Unearth a hoard of hops with malted barley and dive from a biscuit-like base into a bounty of fresh lemon and lime.

It's a treasure you won't want to share...

ABV	4.2%
STYLE	GOLD
SMELL	FRAGRANT, CITRUS AND WILD FOREST GOOSEBERRIES
HOPS	PILGRIM, NELSON SAUVIN, CITRA & SUMMIT

SESSION IPA

Unleash hoppy havoc with a Session IPA that's light in body but full-on in flavour. Packed with New World hops that deliver eipically easy-drinking tropical and citrus flavours.

Set loose an IPA that'll leave you utterly refreshed.

ABV	3.4%
STYLE	SESSION IPA
SMELL	FRESH AND ZESTY AROMA FROM THE 5 NEW WORLD HOPS
TASTE	TROPICAL FRUIT AND CITRUS
HOPS	ELLA, CASCADE, GALAZY, TOPAZ & CITRA



BUY 2x 9GS

AND GET £10 OFF

*QUALIFYING SKUS ON OFFER: HOBGOBLIN RUBY 9G, HOBGOBLIN GOLD 9G, HOBGOBLIN SESSION IPA 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.

BUY 3 GET 1 CASE FREE*



*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.

AQUA LIBRA

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

GET A FREE CASE WHEN YOU BUY ANY 3 CASES

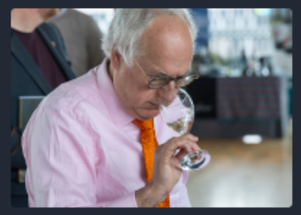


T&Cs Apply: Promotion valid for the duration of the brochure promotional period. Qualifying range includes Original and Caramel 250ml x 24. Promoter: Carlsberg Britvic, Breakspear Park, Breakspear Way, Hemel Hempstead, HP2 4TZ.

Jimmy's



CROWN CELLARS®



Pedley's REmix

I often tell people that October is the perfect month for sneaking off to France for a few days. The roads, restaurants and hotels are quiet, the weather is often still fine and not too hot, and the larder is full of summer and autumn produce.

One of my favourite areas to visit is the Lot. The river that gives the region its name rises in the Cevennes Mountains and flows due west towards the Atlantic Ocean. Roughly halfway along its length is the medieval town of Cahors, famous for the Pont Valentré that spans the river. Of course Cahors is also famous for its local red wine. Based on the Malbec grape, the vines grow on alluvial terraces above the river and on the nearby limestone plateaux.

Earlier this year we listed Château Leret Monpezat 2015, a superb example of Cahors. It has a deep ruby colour, intense plum, damson and oak aromas, and a palate that is full bodied and dense. Being over a decade old, the wine has had time to mellow and round out. As to food partners, for the true gourmands amongst you autumn is the perfect time for game: venison, wild boar, pheasant. Before the first frosts the fall is also peak season for wild mushrooms – excellent in a risotto or a beef wellington.

JONATHAN PEDLEY,
MASTER OF WINE AND CONSULTANT TO CROWN CELLARS



CHÂTEAU LERET-MONPEZAT
Grand Vin AOC
Malbec de Cahors

Deep ruby and full-bodied, with pronounced and complex aromas of prune, date, leather, liquorice and pepper.

E		££	75cl	39109	

Let's get fizzing



IS THERE EVER A
BAD TIME FOR FIZZ?

Global Champagne Day on October 24th is the perfect excuse to raise a glass of bubbles. But why should fizz be reserved for special occasions or New Year's Eve?

Sparkling drinks have a unique ability to make even an ordinary moment feel like an occasion. And with Christmas just around the corner, October is the perfect time for pubs and bars to start thinking about their champagne offering and wider sparkling range.

WE CAN'T THINK
OF ONE...

Champagne
The Original Celebration Drink

There's a reason Champagne has become synonymous with celebration. Made using the 'traditional' method, it delivers a sense of occasion and premium vibes that few other drinks can match.

For venues, it can be an easy way to introduce a premium option to the drinks menu – whether that's a glass at the bar, a bottle for sharing or a celebratory serve.

Did you know

- Champagne's sparkling character was famously developed in the 17th century, with the region producing low sugar, high acid wines that fermented so slowly that a cold winter would stop fermentation completely, restarting again in summer. Glass bottles weren't developed to expect this, and so cellars were filled with exploding wine bottles! Winemakers in Champagne were trying to get rid of these bubbles for years.
- The traditional method used to make Champagne is also used for sparkling wines such as Cava and Crémant, making them interesting alternatives when customers want the same toasty complexity

Beyond Champagne

Champagne may have the strongest association with celebration, but there's a whole world of sparkling wine for venues to explore. Cava brings a Spanish sense of sunshine and freshness, while Crémant offers an elegant French alternative with plenty of regional character and a broader range of grapes in production.

Then there's Prosecco and the less well known Spumante wines, with its fresh, fruity and easy drinking style making it a natural choice for spritzes, cocktails, brunches and larger group occasions.

For venues, the opportunity is to build a sparkling range that works across different occasions and price points from an everyday glass to something that feels genuinely special.



Get ready for Christmas

And with Christmas now less than 100 days away, there's no better time to review your sparkling range, think about the occasions you want to create and make sure you have the right options to cater for everything.

Festive bubbly cocktails, sparkling drink packages/pairings and premium fizz can all help build anticipation and give customers another reason to book, while having the right range in place early means you'll be ready when the Christmas rush arrives.

Fizz, Three Ways

Sparkling wine doesn't need a complicated cocktail recipe to make an impact. Keep it simple, make it better or go all out.



SIMPLE

Elderflower Fizz

100ml Lyric Prosecco Extra Dry or Segura Viudas Cava Brut NV
15ml Elderflower Cordial
Sweeten to taste
10ml Fresh Lemon

Light, refreshing and easy to serve at scale.



ELEVATED

French 75

30ml Hendricks Gin (ON DEAL)
15ml Fresh Lemon
10ml Monin Simple Sugar Syrup
60ml Champagne H. Lanvin & Fils Brut NV or Aimery Crémant de Limoux Brut NV

A timeless combination that turns a glass of fizz into a proper cocktail.



EXTRA SPECIAL

Raspberry & Rosemary Royale

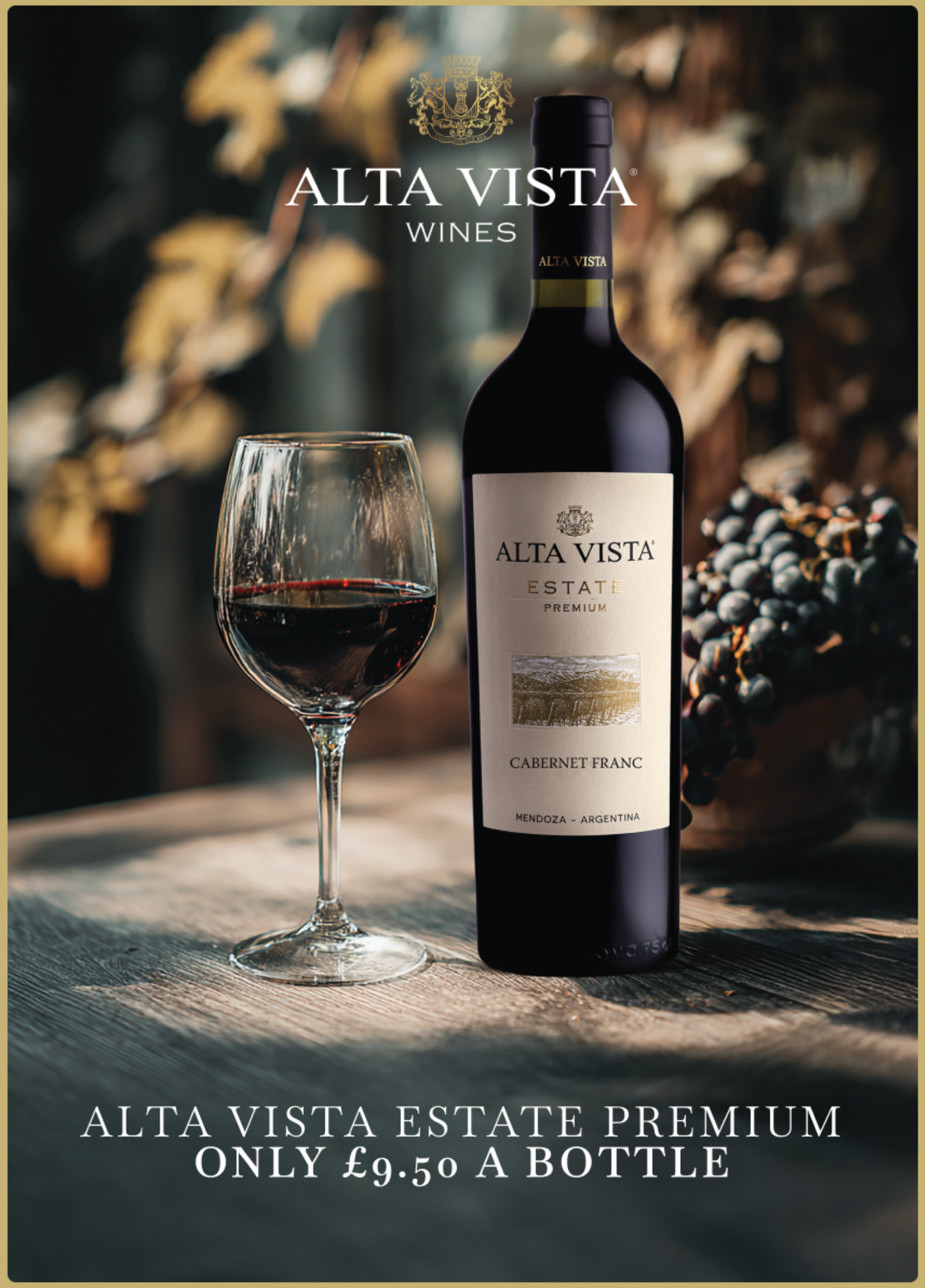
25ml Bols Crème de Cassis
125ml Champagne H. Lanvin & Fils Rosé Brut NV or Aimery Crémant de Limoux Rosé Brut NV
3 Fresh Raspberries skewered with a sprig of Rosemary

Festive, colourful and premium enough to make an occasion of it.

FRANSCHHOEK CELLAR

STONE BRIDGE PINOTAGE






ALTA VISTA®
WINES
Toast to the colours of the season
11+1
BUY 11 BOTTLES OF
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& GET 1 BOTTLE FREE
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Buy 5 Bottles
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FREE*
Taste a World of Adventure
NEW ZEALAND
A wanderlust journey and spirit of adventure is perfectly captured in every bottle of Mud House. www.mudhouse.co.nz
*Max 10 deals per customer per week, while stocks last. bedrinkaware.co.uk Please drink responsibly





Buy 5 bottles and get 1 free

Taking New Zealand Sauvignon Blanc to the next level, award-winning Single Vineyard wines from North Canterbury

5+1 DEAL includes Tiki Single Vineyard Sauvignon Blanc (37841) and Tiki Single Vineyard Pinot Gris (30028)

TIKI





Buy 5 bottles and get 1 free

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

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

CHAMPAGNE CASTELNAU



BUY 4 CASES OF 12x187ML

BAD EYE DEER

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

2 deals per customer per week.

LA BAUME ST. PAUL

QUALITY 0.0 WINES

Cinsault Grenache Rosé

Medium Dry With Strawberry Fruit And A Refreshing Spritz.

Cabernet Syrah

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

Chardonnay

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

Buy 5 BOTTLES *to get* 1 FREE



KILLER FLAVOUR

South African beauties you'll fall for

BUY 11 BOTTLES TO GET 1 FROM THE RANGE FREE



10 deals per customer per week.

A LITTLE LESS SERIOUS, A LOT MORE



BUY 11 BOTTLES TO GET 1 BOTTLE OF BRIGHTSIDE CABERNET SAUVIGNON FREE

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.

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



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!

3 deals per customer per week.

INVINITI PINOT NOIR ROSÉ

BUY 5 BOTTLES GET 1 FREE

INVINITI PINOT GRIS

BUY 11 BOTTLES GET 1 FREE

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.

3 deals per customer per week.

ADDING A TOUCH OF LIFE TO THE GREY

GRAPEFUL DEAD WINES



BUY 5 BOTTLES TO GET 1 BOTTLE FROM THE RANGE FREE

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

3 deals per customer per week





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

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

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

3 deals per customer per week.

SINGLE VINEYARD SERIES



INTRODUCTORY PRICE
£22
PER BOTTLE

SINGLE VINEYARD SERIES



INTRODUCTORY PRICE
£22
PER BOTTLE

ENGLISH SPARKLING WINES FROM THE HEART OF DEVON

3 deals per customer per week.

FESTIVE ITALIAN FIZZ

BUY 11
BOTTLES TO
GET 1
FREE

LA FORMA
ITALIAN SPUMANTE

A delicate, medium dry Italian sparkling wine crafted from the Glera grape, this Prosecco brings attractive apple and pear aromas to the glass.

It's a versatile earner behind the bar, perfect for rewarding early or slower-evening bookings, serving as a celebratory glass of fizz on arrival, and keeping margins healthy in Spritz serves, like this Peach and Elderflower Spritz.



PEACH AND ELDERFLOWER SPRITZ

75ML	LA FORMA ITALIAN SPUMANTE
25ML	ARCHERS PEACH SCHNAPPS
25ML	MONDORO ELDERFLOWER
25ML	LONDON ESSENCE WHITE PEACH & JASMINE CRAFTED SODA
GARNISH	WITH A MINT SPRIG
SERVE	IN A WINE GLASS

VIEW THE FULL SERVE

IDEAL FOR BOTTOMLESS BRUNCHES

3 deals per customer per week.

TAKE FLIGHT INTO

Steampunk LIBATIONS

Smooth and approachable with classic dark plummy Merlot fruit



STOCK UP NOW • STOCK UP NOW •
for Spooky Season


BONE ORCHARD
MALBEC
ARGENTINA MENDOZA
BONE ORCHARD
MALBEC
Deep, inky black Malbec from Mendoza, Argentina. This is a mid-bodied red wine with soft tannins and a lovely youthful jammy dark berry aroma
STOCK UP NOW
FOR
SPOOKY
SEASON

Graham's 10-Year-Old

Buy one 6/75cl case and receive **ONE FREE BOTTLE!**

W. & J. GRAHAM'S
ESTABLISHED 1820
PORT

Graham's Six Grapes

Graham's Six Grapes (6/75cl) / Graham's 10-Year-Old (6/75cl). Buy one 6/75cl case of either featured port and receive and additional bottle of the same port, free of charge. No mixed cases.

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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.

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DISTILLED

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Festwe Serves

For the holidays



Mince Pie Martini

10ml Mince pie syrup
1 spoon Mincemeat
25ml Tanqueray
25ml Cocchi Vermouth di Torino
5ml Appleton Estate Signature Blend
2 dashes Angostura bitters



Santa's Little Helper

25ml Bacardi Carta Oro
12.5ml Kahlua
12.5ml Fireball
50ml Double cream
2 dashes of Regan's Orange Bitters No. 6



Hot Buttered Rum

BATCH SERVE

120g Unsalted butter
200g Brown sugar
1 spoon Vanilla extract
3 spoons Ground mixed spices
1 spoon Ground allspice
1 pinch Fine sea salt
300ml Appleton Estate Signature Blend
600ml Boiling water



Snowball

50ml Warninks Advocaat
50ml London Essence Crafted Lemonade
10ml Monin Lime Rantcho



Eggnog

BATCH SERVE

100ml Monin Cane Sugar Syrup (Syrop de Gomme)
1 pod Seeds scraped from vanilla pod
4 egg Egg yolks
100ml Double cream
500ml Whole milk
150ml Courvoisier VSOP
4 egg Egg whites



Zombie

30ml Appleton Estate Signature Blend
45ml Havana 3YO
20ml Wood's Old Navy
10ml Monin Almond Syrup (Orgeat)
30ml Eager Cloudy Pressed Pineapple Juice
25ml Monin Lime Rantcho
10ml Eager Pink Grapefruit Juice
5ml Monin Grenadine Syrup



Dead Man's Punch

50ml Dead Man's Fingers Coconut
10ml Maple syrup
25ml Eager Smooth Orange Juice
25ml Monin Lime Rantcho
25ml Eager Cloudy Pressed Pineapple Juice



Jack-O-Lantern

37.5ml Jack Daniel's Gentleman Jack
12.5ml Cointreau
50ml Eager Smooth Orange Juice
50ml London Essence Delicate Ginger Ale



White Witch

25ml Wray & Nephew Overproof
12.5ml Cointreau
12.5ml Giffard Créme de Cacao White
12.5ml Monin Lime Rantcho
50ml London Essence Soda Water



El Diablo

37.5ml Cazcabel Reposado
12.5ml Bols Créme de Cassis
22.5ml Monin Lime Rantcho
100ml London Essence Delicate Ginger Ale



Banshee

15ml Bacardi Spiced
20ml Aperol
15ml Fireball
12.5ml Monin Lime Rantcho
100ml London Essence Delicate Ginger Ale

TERRIFYING TIPPLES

TO MAKE THIS HALLOWE'EN A SCREAM!

BROWSE HUNDREDS MORE RECIPES, ADD THE ONES YOU LIKE TO YOUR LIST AND THEN LET US HELP CREATE A SEASONAL LIST WITH YOU

CHECK OUT THE DISTILLED SITE FOR INSPIRATION

BRINGING THE



Away from the familiar brands, DISTILLED offers a range of House Pours that are there to protect your margins. You can still serve a gin and tonic, vodka and cola or an almost-Archers and lemonade at a price that doesn't scare customers away, while also making sure that the serve still protects margins

Check out our House Pour range here

HOUSE DOWN

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.* bedrinkaware.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.*



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.

SHAKE UP A CLASSIC MARGARITA

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

bedrinkaware.co.uk

Buy 2 x 70cl bottles of

THE FAMOUS GROUSE

*and receive a free AUTUMN NATIONS KIT**

*Includes Bar POS materials and a customer prize draw mechanic***

Scotland's NO.1 WHISKY***



Proud Sponsors of Scottish Rugby

SCOTTISH RUGBY | THE FAMOUS GROUSE

Scan for serve ideas

**BAR KIT INCLUDES*
- *4 Bar Mats*
- *100 Drink Coasters*
- *Chalkboard*
- *Bunting*



***MATCH DAY DRAW KIT INCLUDES*
- *Famous Grouse Cheersticks*
- *2 x Famous Grouse T-Shirts*
- *1 x Famous Grouse Beanie*

Full briefing sheet with serve suggestions



T&Cs Apply. One kit per bar, subject to availability. Savour The Famous Grouse Responsibly.
****Number 1 in value and volume as validated by NielsenIQ Latest 52 Wks - w/e 09/08/25*

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£2.00 OFF A BOTTLE†

NO.1 PREMIUM RUM *in* THE UK*

† A BOTTLE = 70CL WHILE STOCKS LAST. *NO.1 PREMIUM RUM IN THE UK. IWSR PREMIUM PRICE BAND : £24 - £29.99. CGA 19TH APRIL 2026.
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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.

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BUY ANY 4 BOTTLES GET A

GOLDEN SPICED RUM

FREE

DEAD GOOD



be drinkaware couk

@DEADMANSFINGERS

WHILE STOCKS LAST. ALL BOTTLES 70CL.

RAISE THE SPIRITS

BUY ANY 5 AND GET A BACARDÍ SPICED FREE*



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*BUY ANY 5 OF BACARDI CARTA BLANCA RUM 70CL, BACARDI COCONUT 70CL, BACARDI RASPBERRY 70CL, BACARDI SPICED 70CL AND GET A BACARDI SPICED 70CL FREE. MAX 2 DEALS PER CUSTOMER ORDER.


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*Source: IWSR 2025
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The Nature and Spirit of Japan
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CHALLENGE
GOLD 2024

MIDORI

BUY 5 GET 1 FREE

SAY HELLO TO

THE BEST OF JAPAN AND A WORLD OF EXOTIC COCKTAILS.



MIDORI® MELON BALL

25ml Midori Melon Liqueur,
25ml Vodka,
100ml Pineapple Juice

Please enjoy responsibly
bedrinkaware.co.uk



CHECK OUT THE DISTILLED SITE FOR MORE COCKTAIL IDEAS

MIDORI SOUR

Unmissable bright, vaguely artificial, but winningly tasty, the Midori Sour is an easy cocktail to like. We've let the Midori do the legwork of the syrup, to keep things tart, as well as adding a little bitters to give it some depth

- 50ML MIDORI MELON
- 30ML MONIN LEMON RANTCHO
- 0.5 PIPETTE MS BETTER'S BITTERS MIRACULOUS FOAMER
- 3 DROPS ANGOSTURA BITTERS
- GARNISH WITH AN ORANGE WHEEL

1. IF USING EGG WHITE OR A FOAMER, DRY SHAKE (WITHOUT ICE) HARD, THEN SHAKE WITH ICE & STRAIN OVER A LARGE ICE CUBE
2. SERVE IN AOLD FASHIONED (LARGE TUMBLER) GLASS

WOLFE BROS
OF YORKSHIRE

RASPBERRY & HIBISCUS GIN

70CL

40% ABV

BUY 3 BOTTLES GET A CASE OF R WHITES LEMONADE 150ML FREE



RASPBERRY GIN SPRITZ

50ml Wolfe Bros Raspberry & Hibiscus Gin
150ml R Whites Lemonade
Ice filled glass garnished with fresh lime



NOW ALSO AVAILABLE TO ORDER
WOLFE BROS LONDON DRY GIN 70CL 42%
& WOLFE BROS YORKSHIRE RHUBARB GIN 70CL 38%


BUY 3+ BOTTLES AND RECEIVE
A COURVOISIER GAMES KIT*
INCREASE DWELL TIME WITH THE
COURVOISIER GAMES KIT
25X TABLE TALKERS & 5X SETS OF PLAYING CARDS
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*B2B only. Purchase required. English residents 18+. Gift with Purchase starts 01.10.2026 and Ends 30.10.2026. For authorised representatives of licensed on-trade venues in England. Gifts: x10 Games Kits each containing x5 Playing Card and x25 Table Talkers. To participate: Purchase 3 or more bottles of Courvoisier VS 70cl ("Qualifying Purchase"). While stocks last. Max 1 participation per venue. Gifts will be allocated on a first-come, first-served basis to first 75 participants who make a Qualifying Purchase, while stocks last. Participation may have tax consequences. Full T&Cs: courvoisier-wintergames2026-termsandconditions - Campari Academy. Promoter: Glen Grant Limited t/a Campari UK. 14-16 Great Portland Street, London W1W 8QW.
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*Source: CGA IFT OPMS data to 13.06.26 (MAT). ENJOY RESPONSIBLY. bedrinkaware.co.uk


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KATHERINE JENKINS OBE
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DARE TO TRY A VENOM?

BUY 3x 70CL SOUTHERN COMFORT

GET A FREE VENOM HALLOWEEN POS KIT

KIT INCLUDES:

5X VENOM BAR RUNNERS
10X VENOM COASTERS
12X VENOM BRANDED PINT GLASSES (PLASTIC)
1X SPEC SHEET







FRESH. FIERCE. DELICIOUS.



TRY A VENOM

HOW TO MAKE A VENOM

FILL PINT GLASS WITH ICE AND THEN ADD: 50 ML SOUTHERN COMFORT, 100 ML ORANGE JUICE AND 1 BOTTLE OF BLUE ALCOPOP

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BUY 3 KEGS OF THATCHERS GOLD

& GET A CASE OF NEW THATCHERS BLOOD ORANGE 0.0% 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: CGA, ROS Pints/Week, MAT to P04 2026



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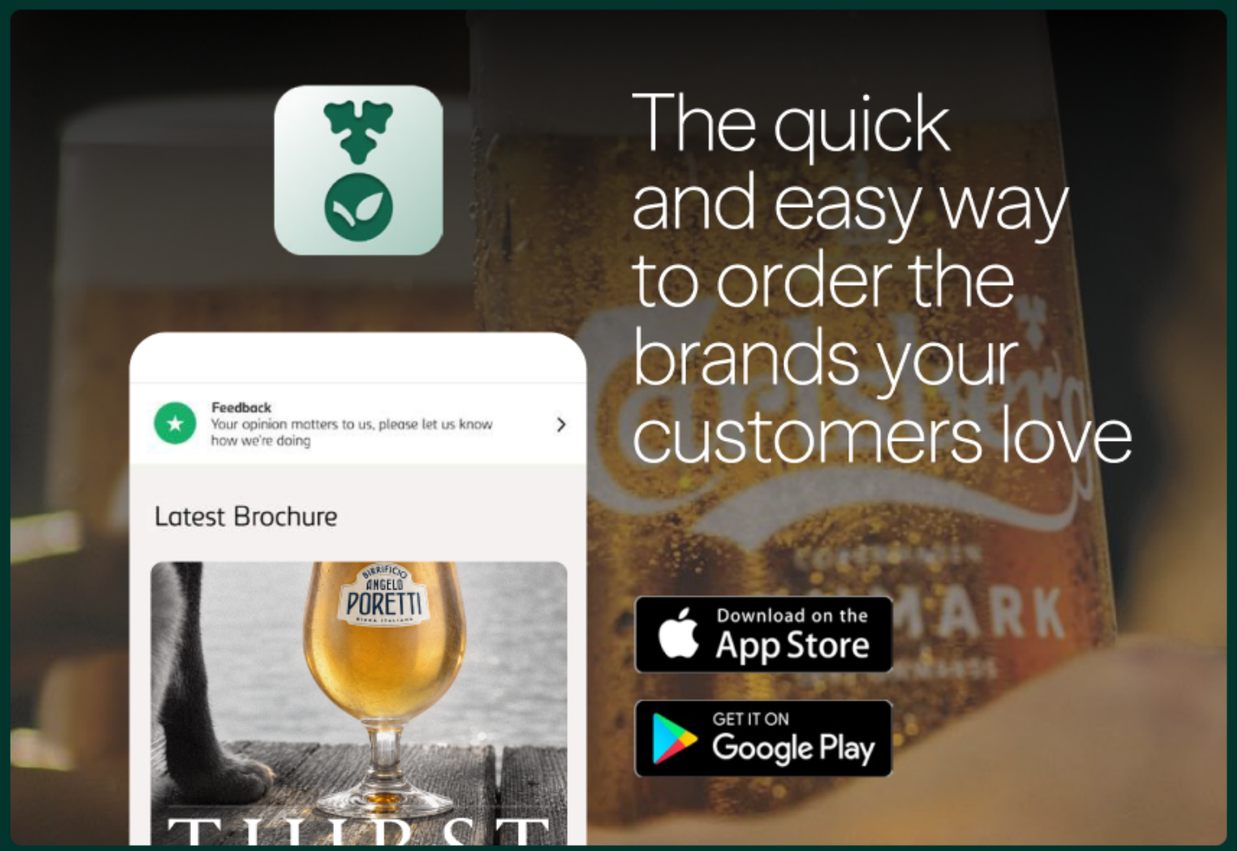
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FRUIT FUSION

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55 CALORIES
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We are dedicated to helping you to grow your business.
Why Carlsberg Britvic?
A beverage powerhouse
Chat with us
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.
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