



THIRST

ON TRADE EXPERTISE, INSIGHTS & OFFERS FROM **CARLSBERG MARSTON'S BREWING COMPANY**

BRITISH SUMMER SIZZLER

The best ways to soak up the British summer time

DISCOVER

Wainwright Worth the Walk

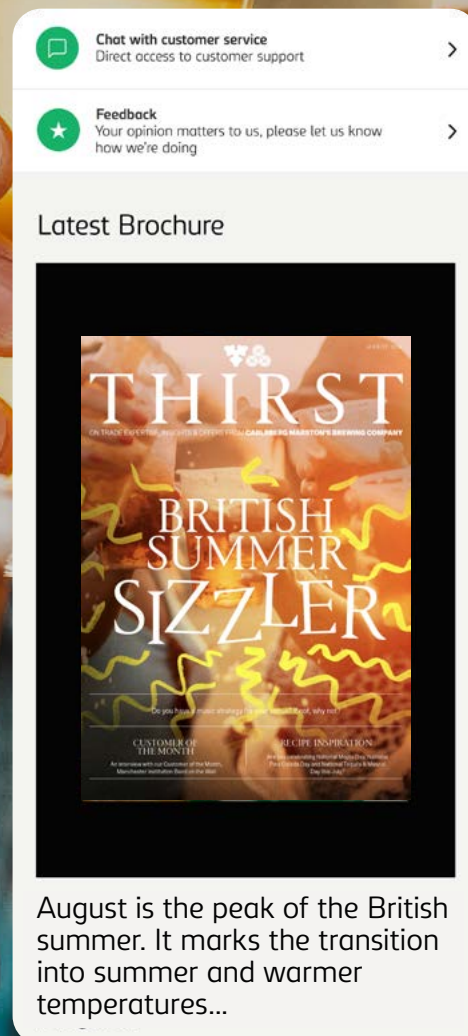
FROM ORCHARD TO GLASS

We explore the British love affair with cider

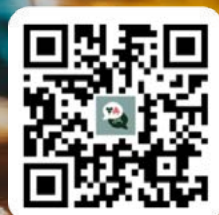


Cockpit

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



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CARL MIDDLETON



VICE PRESIDENT ON TRADE

WELCOME TO OUR SUMMER SIZZLER

AUGUST EDITION OF THIRST

A PERIOD OF CHANGE & OPTIMISM

August is the peak of the British summer; offering long, warm days and evenings that are prime opportunities for people to be out and about. This month also coincides with holidays, exam result celebrations and the added bonus of a bank holiday to look forward to.

And with a new government in place bringing fresh energy and ideas, there is a sense of optimism and hope for positive change and progress.

PUTTING THE SIZZLE IN THE BRITISH SUMMER

The British Summer conjures up nostalgic images of ice cream and fish and chips in bustling seaside towns or cricket matches and local fetes taking

place in luscious green parks. This is not always the reality for where many of our venues are but in this edition, we have looked at how any venue can capitalise on the idea of a Great British summer.

And what can be more British and summery than drinking cider! The cider category sees a big sales uplift in summer and is a category that has seen a lot of change over the last decade or so. In this edition, we will look a bit closer at cider and talk more about Somersby and the evolution of this brand.

We will also look at some of our other hero British drink brands like Wainwright, and the brand's links to the rewarding pint at the end of a long walk in the British countryside.

We hope August is a successful month for you and your business.

Carl Middleton
VP On trade

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The drink of choice
to mark graduation...

A THIRST FOR WHAT IS COMING IN AUGUST

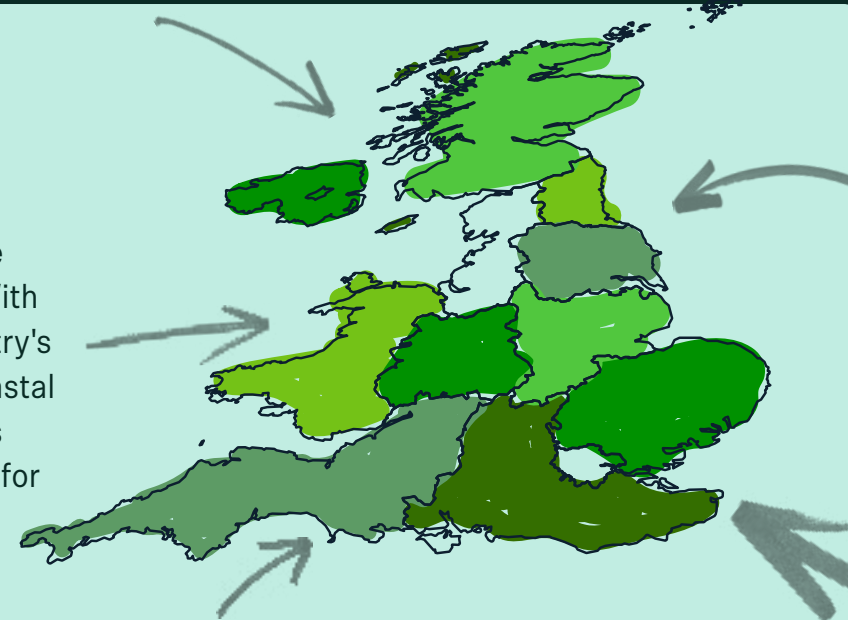
AWESOME AUGUST

HERE'S HOPING FOR AN AWESOME AUGUST, FILLED WITH SUNSHINE AND PEOPLE HAVING FUN EXPLORING THE BEST OF BRITAIN IN BUSY VENUES.

The heart of the summer holidays and a break from the everyday! It's a time of year for students and their families to take holidays and seek out opportunities for both adventure and relaxation. August acts as the perfect point to reflect on the past academic year and prepare for the upcoming one with renewed energy.

HELLO TOURISTS!

A top month for travel and tourism. August attracts many visitors to the UK, both from abroad and within. With iconic events showcasing the country's vibrant cultural scene, stunning coastal destinations and historic landmarks and rich history offering something for every type of tourist.



2ND AUGUST:

EDINBURGH FRINGE FESTIVAL

The Edinburgh Fringe holds significant cultural and artistic importance as the world's largest arts festival. Established in 1947 it celebrates creativity and showcases a wide array of performances, including theatre, comedy, dance and music. Providing a platform for emerging artists and established acts alike, its inclusive and diverse program attracts performers and audiences from around the globe.



15TH AUGUST:

THE RESULTS ARE IN!

Celebrating A-level results on the 15th August and GCSE results on the 22nd August, this month is a big moment for students, their friends and their families. It's a time of mixed emotions - joy, relief, and sometimes disappointment. For many, it means higher education or the world of work with celebrations ranging from heartfelt congratulations to nervous anticipation. What can your venue do to help host these celebrations?





16TH AUGUST: FOOTBALL STARTS AGAIN (did it ever really finish!?)

Off the back of the Euros, football fans will be delighted that this month signals the start of a new football season. And with Manchester City making history as the first team to win the premier league four times in a row, fans will be eagerly anticipating an exciting season ahead.

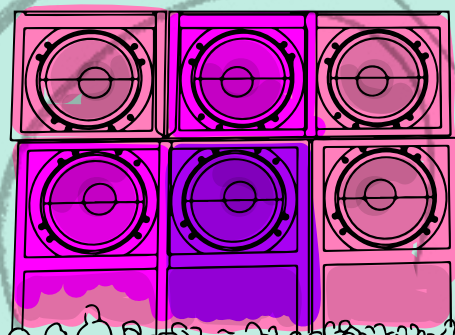
FROM 21ST AUGUST: READING & LEEDS FESTIVAL

August is synonymous with Reading and Leeds Festival, a pinnacle of the UK's music scene since its inception in the 1960's. Held simultaneously over the August bank holiday weekend, these twin festivals showcase a mixed lineup of rock, indie and alternative music acts.



FROM 26TH AUGUST: NOTTING HILL CARNIVAL

The Notting Hill Carnival is a vibrant celebration of Caribbean culture and community spirit, held annually in London since 1966. It holds significant cultural significance as Europe's largest street festival, featuring colourful parades, lively music and Caribbean cuisine. The Carnival has become an iconic event that symbolises London's rich multicultural fabric and attracts over 2 million people each year.



Trend of the month

Do me a flavour!



From gin and vodka to beer and cider, flavoured alcoholic drinks have surged in popularity in recent years, capturing the interest of a broad customer base. But what is driving this trend?

BRANDS: Need for novelty

Innovation is tricky in the competitive landscape of the drinks industry and offering distinct flavoured alcoholic drinks allow brands to stand out in a crowded market by offering something unique and exciting. This differentiation not only attracts new customers but helps brands to keep hold of loyal customers by continually providing fresh and intriguing options. Many brands also offer limited edition flavours at key festive seasons to drive sales at these peak times.

There have also been advancements in technology which have made it easier to infuse alcohol with a wide range of flavours. This innovation ensures that the flavours are well-balanced and maintain their integrity when mixed with alcohol.

CUSTOMERS: Broadening appeal to consumers

Customers seeking new experiences are particularly drawn to flavoured alcoholic beverages. These drinks offer a variety of taste profiles that go beyond traditional spirits and beers, catering to those who are looking for more than just the standard alcohol experience. Flavours such as citrus, berry, and tropical fruits provide a sensory appeal that enhances the drinking experience, making it more enjoyable and palatable.

In addition, flavoured alcoholic drinks can appeal to a broader audience, including those who find the taste of traditional spirits or beers too harsh or unappealing.

And finally, the health and wellness trend has influenced this shift. Many customers perceive flavoured alcoholic drinks as lighter and more refreshing alternatives to traditional options. Lower alcohol by volume (ABV) flavoured beers and ciders, for example, are often seen as more suitable for moderate consumption, aligning with the growing desire for responsible drinking habits.



CUSTOMER OF THE MONTH AUGUST 2024

MEET MATT HOLE, GENERAL MANAGER AT THE HEADLAND HOTEL IN TORQUAY

Tell us about your business and the best part of your job

We are a group of hotels in the UK that operate as part of Providence hotels. We have 10 hotels in England and 7 hotels & resorts in South Africa.

The Headland Hotel & Spa is in Torquay on the English Riviera and we have 78 rooms, a wonderful spa, two restaurants serving modern English cuisine and we also host weddings and other events.

We are a short walk away from the centre of Torquay which our guests love as it is quiet and we are located on top of a cliff so we have stunning uninterrupted views. On a beautiful day, our lounge and outdoor terrace are full of people all day.

We have a wide range of customers come and stay with us and in particular a lot of retired people who come here via coach. We have a good number of regular guests too, some who return 3-4 times a year and we know by name.

What are your best sellers in terms of drinks and why do you think that is?

Carlsberg does really well on draught, it's a well known name and has a good reputation so people tend to go for it. We also have the Somersby cider on draught too and that does really well particularly in summer.

When it comes to wine, our best sellers are Prosecco, Sauvignon Blanc and Malbec. Our team have all been cocktail trained too and we sell a lot of pina colada, Pimms as well as pink gin & tonic.

We have tried where possible to simplify the drinks menu and reduce the stock holding across wine and spirits. When gin was huge a few years back, people were stocking 20+ flavours but there is no need for that as you will sell as much stocking four best sellers.

What is business like in July and any tips to generate more business at this time of year?

We are busy from May till October and August is the highest occupancy month of the year for us!

We do a lot of promotions and offers to attract local residents too from Fizz Fridays, Thursday steak night, Lazy Day packages with access to the spa facilities and Sunday Savers.

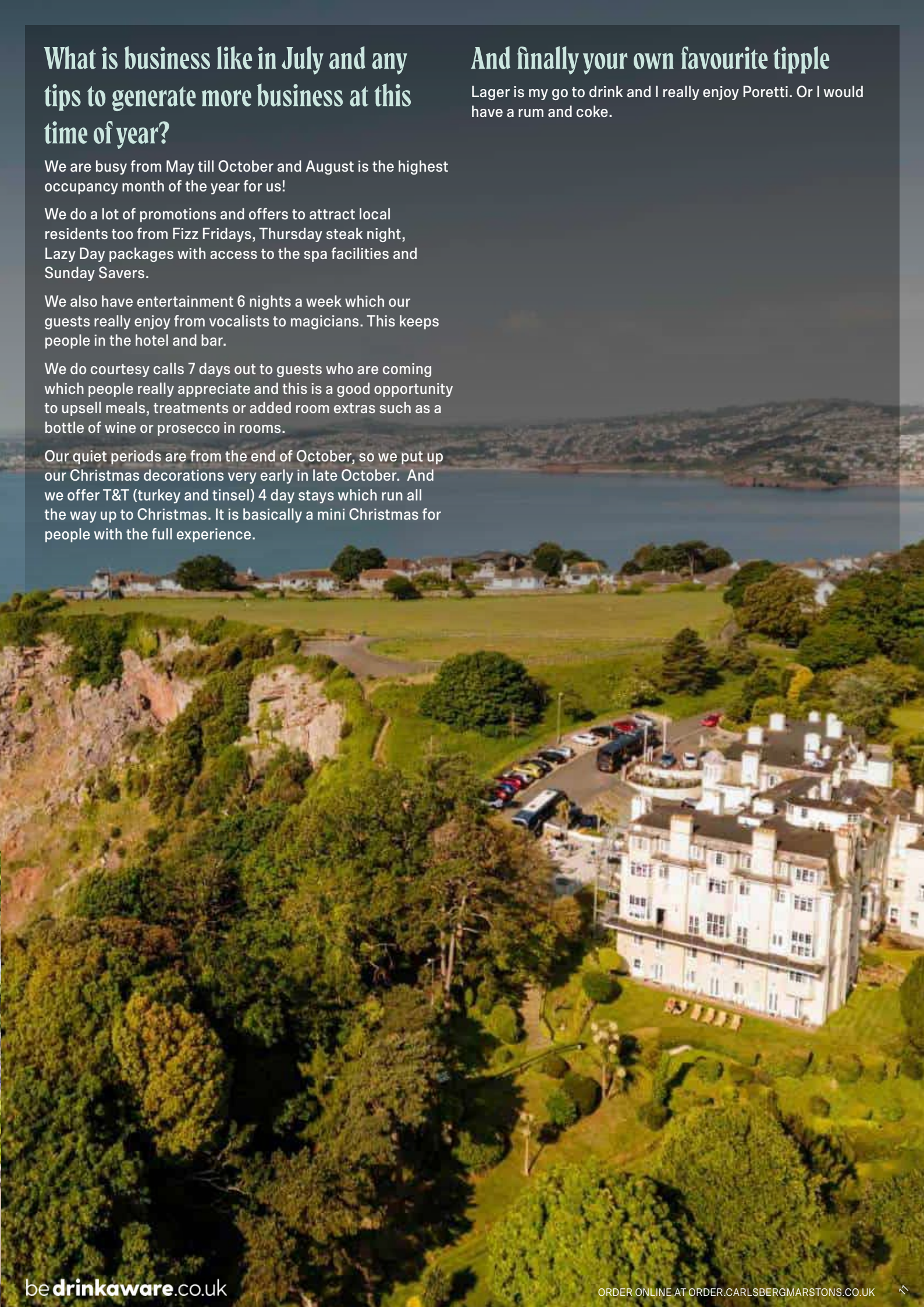
We also have entertainment 6 nights a week which our guests really enjoy from vocalists to magicians. This keeps people in the hotel and bar.

We do courtesy calls 7 days out to guests who are coming which people really appreciate and this is a good opportunity to upsell meals, treatments or added room extras such as a bottle of wine or prosecco in rooms.

Our quiet periods are from the end of October, so we put up our Christmas decorations very early in late October. And we offer T&T (turkey and tinsel) 4 day stays which run all the way up to Christmas. It is basically a mini Christmas for people with the full experience.

And finally your own favourite tipple

Lager is my go to drink and I really enjoy Poretti. Or I would have a rum and coke.



Our Range



DRAUGHT KEG 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.

PREMIUM



1664 Bière (4.6%)

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

PREMIUM WORLD



Birrificio Angelo Poretti (4.8%)

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



Brooklyn Pilsner (4.6%)

Crisp, bright and smoothly refreshing. A pale golden beer with a delicate citrusy finish.



San Miguel Especial (5.0%)

A premium pilsner-style lager, delivering a full-bodied and well balanced flavour with a clean, crisp & refreshing taste.

SUPER PREMIUM



1664 Blanc (5.0%)

A premium international beer with a playfully elegant twist of French charm. 1664 Blanc is the only beer in the UK to challenge wine, cocktails, and champagne as an elegant lifestyle brand.

CORE & CORE+



3.6%

4.0%

4.6%

PREMIUM



4.8%

PREMIUM WORLD



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.



San Miguel 0.0 (0.0%)

A pilsner-style alcohol free lager imported from Spain. We believe that alcohol free shouldn't mean flavour free, discover its rich flavours for yourself.

DISCOVERY WORLD



Kirin Ichiban (4.6%)

Renowned for authenticity. Brewed by the first press of the grain through the unique 'Ichiban Shibori' method with 100% malt beer. A delicate yet crisp flavour and crafted with the finest ingredients to be the perfect pairing to various cuisines.

Speak to your CDM about the range that is currently available to you



This is an innovative dispense system using fresh pressed beer. [Click here](#) or see page 44 for more



Click on the badge to get the offer

DRAUGHT KEG ALE

CMBC understands that Keg 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 a keg ale to suit every taste preference and occasion.

AMBER



Wainwright Amber (4.0%)

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.



3.1%



3.4%



3.4%



3.4%



3.7%



3.7%



3.7%



3.9%



4.0%



4.2%



4.5%



4.5%



5.5%

GOLD & IPA



Wainwright Gold (4.1%)

A delightfully refreshing Golden Beer. Lightly hopped with subtle sweetness, a delicate citrus aroma and a gloriously golden colour.



Hobgoblin IPA (5.0%)

Collision of Old and New World hops provide an explosion of tropical aroma and a juicy bitterness.



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.



3.4%



3.6%



4.0%

RUBY



Hobgoblin Ruby (4.5%)

Full bodied, ruby beer that delivers a delicious, chocolate malt flavour, balanced with a rounded bitterness & a fruity, mischievous character.



3.2%



3.5%



3.5%



3.5%



3.6%



Click on the badge to get the offer

DRAUGHT KEG CRAFT, CIDER & STOUT

CRAFT

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.

PREMIUM



Brooklyn Stonewall Inn IPA (4.3%)

Fearless and refreshing, our Stonewall Inn IPA is crafted for everyone. Brewed with unabashed notes of grapefruit and bright citrus peel, this is beer is for all. No exceptions.



Brooklyn Lager (5.0%)

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

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.

SPECIALITY



Erdinger Weissbier (5.3%)

Uses the traditional brewing method of bottle and keg fermentation. Fresh and fruity with apple and banana, light biscuity grains, hints of cloves with a full and ultimately refreshing taste and mouthfeel.

CIDER

At CMBC our ciders boast a delicious blend of classic and fruit flavours, such as the crisp taste of apple and the sweet tanginess of blackberry. With each sip, you can experience the refreshing and fruity notes that make our ciders a standout in the market.

APPLE



Somersby Apple (4.5%)

A refreshing cider made from fermented apple juice and natural apple flavouring.

FLAVOURED



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.

STOUT



Hobgoblin Stout (4.1%)

Jet black with aromas of roasted malts and chocolate. Enjoy the earthy bitterness balanced by hints of coffee, cocoa and sweet treacle flavours. A deceptively dark yet smooth and easy drinking Stout.

Speak to your CDM about the range that is currently available to you



This is an innovative dispense system using fresh pressed beer. Click [here](#) or see page 44 for more



Click on the badge to get the offer

PACKAGED LAGER



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.



San Miguel Especial (5.0%)
330ml

A premium pilsner-style lager, delivering a full-bodied and well balanced flavour with a clean, crisp & refreshing taste.



San Miguel Especial Gluten Free
(5.4%) 330ml

Inspired by the original ingredients and flavour of San Miguel Especial, we've worked to reduce the gluten content and create a characterful beer that can be enjoyed by all.



Brooklyn Pilsner (4.6%)
330ml

Crisp, bright and smoothly refreshing. A pale golden beer with a delicate citrusy finish.



Birrificio Angelo Poretti (4.8%)
330ml

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



1664 Blanc (5.0%)
275ml

A premium international beer with a playfully elegant twist of French charm. 1664 Blanc is the only beer in the UK to challenge wine, cocktails, and champagne as an elegant lifestyle brand.



1664 Bière (4.6%)
330ml

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



Estrella Damm (4.6%)
330ml

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



Kirin Ichiban (4.6%)
330ml & 500ml

A premium Japanese beer, renowned for authenticity. Brewed by the first press of the grain through the unique 'Ichiban Shibori' method with 100% malt beer. A delicate yet crisp flavour and crafted with the finest ingredients to be the perfect pairing to various cuisines.

Can't find what you are looking for? We have a wider range of additional canned and bottled beers online

Click [here](#) to view the range on our online store



PACKAGED CRAFT & ALCOHOL FREE

CRAFT



The Stonewall Inn IPA (4.3%)
330ml

Fearless and refreshing, out 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.



Brooklyn Lager (5.0%)
330ml

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



Erdinger Weissbier (5.3%)
500ml

Imported German wheat beer brewed to the original recipe and traditionally matured in the bottle like champagne for 28 days.



Shipyard American Pale Ale (4.5%)
500ml

An easy drinking, American style Pale Ale bursting with fruity, citrus hop flavour and gooseberry and pine aroma.



Shipyard American IPA (5.0%)
500ml

With Grapefruit notes at its core and a delicate bitterness in taste, this deep gold coloured IPA is refreshing with every sip.

ALCOHOL FREE



Carlsberg 0.0 Pilsner (0.0%)
330ml

Refreshing with a crisp hoppy bite and just 63 calories per bottle, Carlsberg 0.0 is everything you'd expect from a well-balanced Pilsner. Skål!



San Miguel 0,0 (0.0%)
330ml

A pilsner-style alcohol free lager imported from Spain. All of the aroma, flavour, freshness and quality of a beer without the alcohol.



Shipyard Low Tide (0.5%)
330ml

A juicy, tropical Pale Ale, with a fullness that belies its low alcohol. Generous quantities of hops are added throughout the brewing process to give Low Tide its fragrant sweet exotic tropical fruits and sweet citrus hop character.



Brooklyn Special Effects (0.4%)
330ml

A hoppy, low alcohol, amber lager with fresh zestful aromas and a clean bitter finish.



Erdinger Alkoholfrei (0.5%)
500ml

A full bodied, refreshing low alcohol wheat beer. Spicy malt notes harmonize perfectly with caramelsweet nuances.

Can't find what you are looking for? We have a wider range of additional canned and bottled beers online

Click [here](#) to view the range on our online store

CASK ALE

CMBC is proud to be one of the largest cask ale brewers in the UK and our exceptional range means we have a brand & style of cask ale to suit every occasion and drinker.

AMBER



Wainwright Amber (4.0%)

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.



GOLD & IPA



Wainwright Gold (4.1%)

Refreshingly rewarding crafted golden beer. Delicate citrus aromas. Lightly hopped with subtle sweet notes.



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.



Hobgoblin IPA (4.5%)

Hobgoblin IPA is a refreshingly hoppy beer. Prepare for an intense tropical explosion of zesty oranges, grapefruit, honey and juicy bitterness.



RUBY



Hobgoblin Ruby (4.5%)

Hobgoblin Ruby's caramel & fruit aromas compliment it's full bodied toffee flavour & a fruity finish.



3.5%

FRESH ALE
THE NEXT GENERATION OF ALE

[Click here to find out more](#)

BUY 2 X 9G'S AND RECIEVE

£10 OFF

*Buy 2 x 9gs and receive £10 off is only available on the following SKUs: Wainwright Gold, Wainwright Amber, Hobgoblin Gold, Hobgoblin IPA, Hobgoblin Ruby and Tetley's Original. Offer only available when purchasing the same two products. One offer per order. promotion valid from 1st August - 31st August 2024. Not available in conjunction with any other offer. Available whilst stocks last.



In 1930 Alfred Wainwright was inspired to reward people after a walk with a pint of beer and we still believe that a pint at the end of a good walk is truly one the most rewarding things we can think of. In honour of his legacy, we look at five breathtaking walks across the country and consider what makes a pint so satisfying and worthwhile after the walk.

WORTH THE WALK

Physically, walking stimulates our endorphins which improve our mood and also helps to build up a thirst and appetite, making the refreshing taste of a cold beer particularly satisfying.



Emotionally, the ritual of enjoying a pint serves as a moment of relaxation and sense of accomplishment. It provides a chance to pause, reflect on the experience, and connect with friends or other walkers.



A selection of our favourite places to walk in the UK



The Lake District

The spiritual home of Wainwright and visited by over 16 million visitors every year, there is a walk for everyone in the Lake District, from Scafell Pike standing at over 3,000 feet to wildlife spotting and popular hikes such as Helvellyn and Catbells.

Snowdonia

With dramatic mountain landscapes, including the iconic peak of Mount Snowdon. Its diverse terrain, from rugged trails to serene lakes, provides breathtaking views and a sense of adventure.



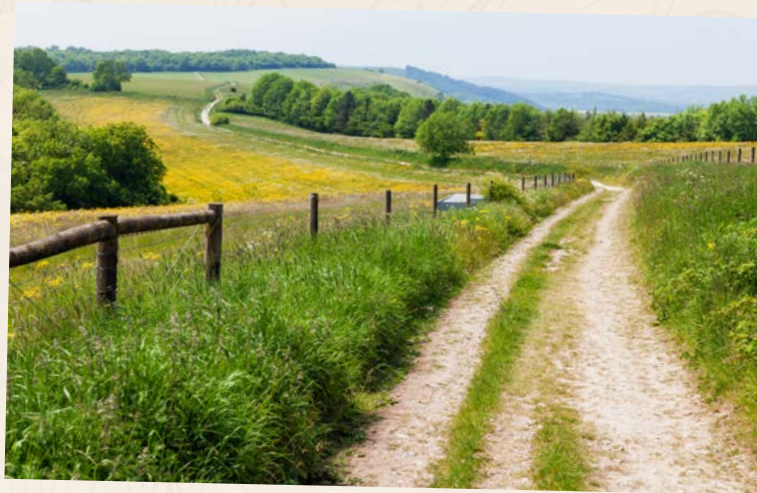
The Peak District

Known for its rolling hills, moorlands, and picturesque villages, the Peak District has a variety of trails suitable for all levels. Its scenic beauty and cultural heritage add to its charm and appeal.

Wainwright

The South Downs Way

Featuring gentle chalk hills, lush valleys, and coastal view, this long-distance path is celebrated for its easy walking conditions and beautiful English countryside. Its mix of historic landmarks and natural beauty makes it a top choice for walkers.



Loch Lomond & The Trossachs National Park

Famous for its stunning lochs, dense forests and rolling hills, the area provides diverse walking opportunities, from leisurely lakeside strolls to challenging hill climbs.



WAINWRIGHT GOLD

Lightly hopped, refreshing golden beer with a delicate floral aroma that gives way to subtle sweet & citric flavours.

SMELL

Fruit, Citrus

TASTE

Refreshing, Fruity, Sweet, Citric

PERFECT PAIRING

Smoked salmon, soft cheese or slightly spiced foods



WAINWRIGHT AMBER

Full-bodied flavour that's creamy and lightly fruity, with a crisp, clean finish.

SMELL

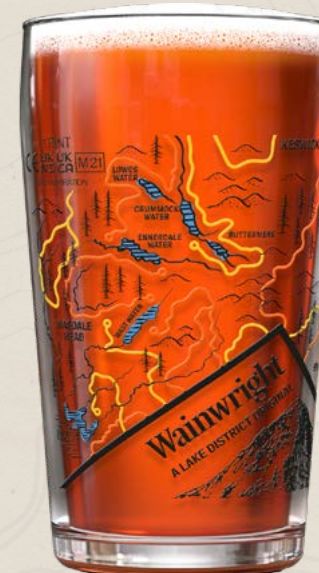
Lightly fruity, hints of spice

TASTE

Moreish, Malty, Gentle Bitterness

PERFECT PAIRING

chicken or pork & chips or pie & mash



Wainwright



A DROP OF REFRESHING OPTIMISM IN EVERY SIP!

Somersby originates from Denmark, and our first bottle of Somersby was produced in the bountiful harvest of 2008.

Since then, we are now the #1 international cider brand, available in 47 countries.



GLASS HALF FULL

Our Somersby Apple Cider

is crafted from fermented apple juice and uses natural flavours. An easy drinking cider with a fresh balanced apple taste. Pleasant sparkling sweetness with a fruity and crisp balance for a very refreshing drink.



Our Somersby Blackberry Cider

is a fruity sparkling cider with a natural taste of blackberry which is balanced (not overpowering) and refreshing cider. Pleasantly smooth, sweet and slightly sour for a very refreshing drink. It launched in March 2022 to meet growing consumer demands for refreshing, fruity flavours.



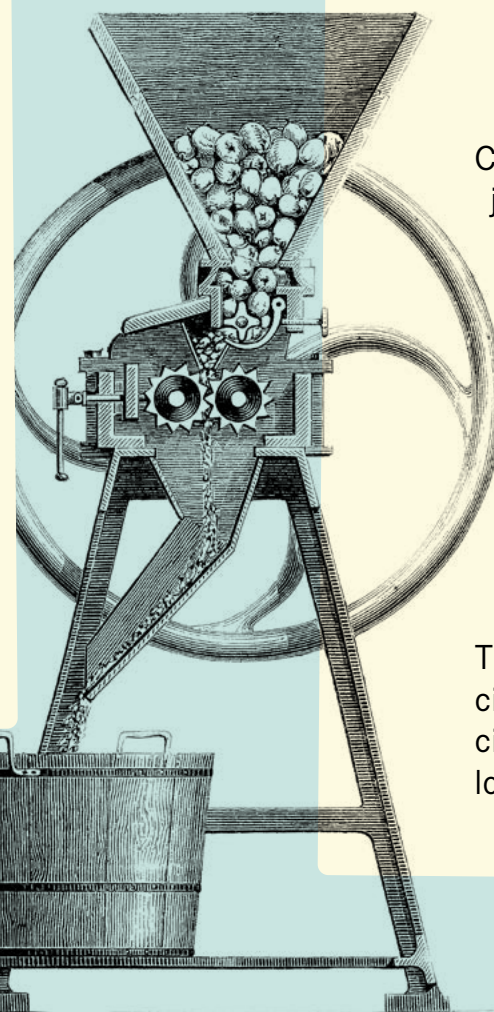
FROM ORCHARD TO GLASS

The British Love Affair with Cider

Go back 20 years or so and the UK cider category had a bad reputation.

With perceptions of being overly sweet and artificial, it was not seen as a particularly sophisticated or discerning choice.

Fast forward to now and the category has seen a huge resurgence, driven by a plethora of new brands and product innovation and improvement.



A diverse category

Cider is made from the fermented juice of apples. The process of making cider involves crushing apples to extract the juice, which is then fermented using yeasts.

Much like the wine category, the result is a drink that can range from dry to sweet, still to sparkling, and varies widely in alcohol content.

There are traditional ciders, modern ciders, a huge amount of flavoured ciders, and an increasing number of low or alcohol-free options.

FROM ORCHARD TO GLASS

What else is catching our eye in the cider category?

A WHOLE HOST OF FLAVOURS

Whilst still a category dominated by apple, flavoured ciders in bottles are increasingly popular. With every fruit combination possible to cider with hints of lemons, honey and ginger. Flavours will draw interest, but we don't suggest anything too niche unless it is heavily promoted or as a special limited edition.



PERRY!

Ok so not actually cider, but this is an increasingly on trend drink. Made from fermented pear juice. Similar to cider but typically lighter and more delicate in flavour. It is not to be confused with pear flavoured cider.



ICE CIDER

No not cider served with ice although we do love that in summer! Ice Cider is in fact made from the juice of frozen apples, resulting in a very sweet and concentrated beverage, often enjoyed as a dessert wine.



PREMIUM CIDER

In line with the drinking less but drinking better trend, we have seen an increase in posh ciders or craft ciders where the methods are more artisanal, emphasising quality of ingredients and the care and attention to detail in production.

Cider is incredibly versatile and pairs well with a wide variety of foods, including cheese, pork, and spicy dishes. The acidity and sweetness of cider complement many flavours and cuisines.

CIDER FUN FACTS



- Ancient Roots. Cider production dates back to at least 55 BC, with evidence suggesting that the ancient Greeks and Romans enjoyed fermented apple beverages.
- Wassailing is an ancient tradition where people sing and drink to the health of apple trees to ensure a good harvest. This usually involves pouring cider on the roots of the trees and hanging cider-soaked toast in the branches.
- There are over 7,500 different apple varieties, but only a few are specifically grown for cider making. Cider apples are usually more tart and tannic compared to eating apples.
- The UK is one of the largest producers of cider in the world, with a rich history in this. In the 17th century, English farmers could use cider to pay their rent.
- The term 'Scrumpy' refers to a type of traditional, rough, and often strong cider typically made on small farms in the West Country of England. It can be quite potent and is often cloudy and unfiltered.



1

Maximise outdoor space

If you have it, invest in beer gardens and outdoor seating areas to take advantage of the warmer weather. Use picnic tables and parasols to make these spaces inviting. Add summer-themed decorations like lights, bunting, and potted plants to enhance the ambience. If possible, consider providing outdoor games like croquet or giant board games, such as chess.



Set up a summer photo booth

If you can't be beside the seaside, then bring the seaside to your venue, with a summer-themed photo wall or backdrop/frame where customers can take selfies and group photos.

6



Team up with local businesses or events in your area

Partner with local artists, brands and vendors to allow them to set up stalls in your venue, creating a mini-fete atmosphere. Tap into local events that are taking place nearby and see if there are any ways to make a link to your venue and attract their customers.



2

Summer-themed drinks & food menus

Offer a range of refreshing summer drinks, such as Pimm's, fruity cocktails, iced teas and sangria. If you offer food, then can you have an outdoor BBQ, or offer picnic style sharing platters and summer snack options.

THE BEST WAYS TO SOAK UP THE BRITISH SUMMER TIME

SUMMER LOVIN'

Regardless of your venue space, location or customer, there are many ways you can tap into the excitement of a Great British Summer, attracting new and existing customers and perhaps some tourists alike!

Here we have put together a list of top tips and ideas to capitalise on the heart of the Summer this August.

3

Summer-themed events

Of course, the type of event that is right for each venue will vary depending on your customer base, but there is so much opportunity for organised events to attract people over the summer from family friendly events with face painting and kid's entertainment to a reggae band or an afternoon tea garden party.



4

Ice Cream or a good old Eton Mess

Some simple summer desserts or sweet treats are a great way to upsell to customers in the summer months. An ice cream with a flake, or classic dishes like Eton Mess or strawberries and cream are guaranteed to put a smile on customers' faces.

5

Seasonal décor & ambience

Decorate your venue with vibrant, seasonal flowers and plants to create an inviting atmosphere and use summer-themed scents like citrus or lavender to enhance the sensory experience. If you have any chalkboards or signs consider fun summer messages, quotes, or artwork.

THE PERFECT PARTNER FOR SPORTS

HERE IS JUST A
SELECTION OF
VENUES WHERE
YOU WILL FIND A
CMBC PRODUCT!



With the Premier League starting again on 17th August and a summer of big sport events behind us, we wanted to celebrate our recent partnership with Aston Villa Football Club where we look forward to serving plenty of pints for The Villans next season.

And it is not just Villa Park where you can find our drinks but a whole host of football, cricket and racing grounds up and down the country.





KEEPS BEER CHILLED FROM KEG TO GLASS



Meet Richard Spencer, one of the team of CQDS Dispense Specialists in the business.

Richard discusses the benefits of CQDS/CQDS+ and what customers can expect when they have this fantastic innovation installed in their outlet.

TELL US ABOUT YOUR ROLE AND WHAT AN AVERAGE DAY ENTAILS?

I am out in trade everyday meeting both new and existing customers, to discuss the benefits of the system, calculating the cost savings for each customer, arranging contracts and planning

installations. Each day is different, meeting different types of customer and style of outlet.

I also plan courtesy visits to customers who have recently had CQDS installed, as well as those customers who have had CQDS for over three years. This means their current contract will have expired, we can look at giving the full system an overhaul and re-signing another contract so they can benefit further from having the system installed.

WHAT IS THE BEST PART OF YOUR JOB?

The best part of my job is meeting people (customers and colleagues), and the satisfaction of knowing I have made a real positive impact to their business with CQDS!

WHAT IS CQDS/CQDS+ IN LAYMAN'S TERMS?

CQDS is a fully enclosed enhanced dispense system, which eliminates all HOT SPOTS in a standard

dispense system, to improve Quality, Consistency and Yield and extends the line cleaning period from one to four weeks, saving the licensee time and money.

CQDS+ further extends the cleaning interval to an incredible 10 weeks (only 5 times per year).

The system was invented and developed by CMBC in 2016/17 and we have since fitted it in approximately 2,500 venues.

We constantly strive to improve all aspects of the system, most recently introducing a countdown timer as a reminder for the customer when the line clean is due, and installing an Energy Saving Device to reduce the power consumption of the remote coolers by 30%.

WHAT TYPE OF CUSTOMER/OUTLET BENEFITS THE MOST FROM CQDS?

This is dependent on the outlet so we take each customer through a savings calculation which clearly shows what savings could be achieved by installing CQDS.





KEEPS BEER CHILLED FROM KEG TO GLASS



We look at the potential savings on waste beer, cleaning labour cost, energy costs as well as improvements in rate of sale and yield.

The only criteria are that the venue must have cellar cooling and also be selling a minimum of 5 x 11g kegs per week.

WHAT ARE THE KEY BENEFITS THAT CUSTOMERS ARE SEEING FROM HAVING CQDS INSTALLED?

The main benefit is improvement in quality and consistency at the point of purchase for consumers. People are more likely to stay for another drink if their first beer is good.

From a venue and customer perspective, there are clear commercial benefits that ultimately save money and help improve profits.

A real tangible benefit is the reduced beer wastage during the line clean and also an increase in yield per keg

(reducing fobbing and having to top the pint up).

During each weekly line clean, customers have to throw away between 2 and 7 pints of beer per tap (dependent on the length of line from the cellar to the bar). CQDS eradicates the need for this as the line clean interval is extended to 4 weeks, or 10 weeks for CQDS+.

There is also the benefit of reduced energy costs of operating the dispense system. The Energy Saving Device will reduce the power consumption of the primary beer cooler by 30%.

Also from a sustainability angle, having CQDS installed results in a dramatic reduction in the use of cleaning solution and water.

IN TERMS OF GETTING THIS INSTALLED INTO MY VENUE, WHAT IS THE PROCESS AND HOW LONG DOES IT TAKE? DOES IT DISRUPT THE BUSINESS?

All depends on the venue, the quality of the beer lines and bar equipment. For example we are about to do Rock City in Nottingham and that has 47 lines and will need a week and 4 people to install.

Whereas a smaller venue with 6 taps might take just over a day with 2 people installing it.

There will be some slight disruption, but we always endeavour to have some temporary dispense lines operating during the install. We also work closely with the venue to plan when this should be done.

Most venues do it on quieter days of the week or at quieter times of the year or if they are doing other work such as a big clean or refurb. We work around the customer and their needs and expectations.



WHAT SHOULD PEOPLE DO IF THEY ARE INTERESTED IN FINDING OUT MORE?

We have a team of dedicated Sales Specialists who will be happy to visit your outlet, explain how the system works and how much your business can benefit from having CQDS installed.

Please speak to your Customer Development Manager, or visit the CQDS website and fill in an enquiry form:

<https://carlsbergid.co.uk/cqds>



CLAIM YOUR FREE POS PACKAGE WORTH £200 WHEN YOU INSTALL ANY OF OUR BRANDS*

*One deal available per installed brand per outlet. Promotion valid from August 1st - August 31st 2024. POS items are subject to change. Not available in conjunction with any other offer. Available while stocks last.



POS packages and other promotional materials can contribute to the overall
ambiance of the bar, adding a touch of professionalism and style as well as
attention to detail which can elevate the customer engagement and interaction.

EXPLORE OUR LOW &



NO ALCOHOL RANGE

*Qualifying products: Erdinger Alkoholfrei 12x500ml, San Miguel 0.0 24x330ml, Brooklyn Special Effects 24x330ml, Carlsberg 0.0 24x330ml, Shipyard Low Tide 8x500ml. Promotion valid from August 1st to August 31st 2024. Whilst stocks last.

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Promotion valid for the duration of the promotional period.
Qualifying products: Brooklyn Stonewall Inn IPA 24x330ml Cans. Whilst stocks last. Deal subject to change.



CROWN CELLARS®

CARLSBERG MARSTON'S BREWING COMPANY

The English Wine Revolution

BALFOUR
HUSH HEATH ESTATE



English wine and sparkling wine has seen a significant rise in popularity in recent years.

We talk to Shelley of Balfour Winery about why this is and the ethos and products in the Balfour Collection.



WHAT ARE THE BENEFITS OF HAVING A RANGE OF ENGLISH WINES ON A MENU?

The global palate has evolved, with wine drinkers increasingly appreciating the nuances and complexity of lighter wines, which are often more versatile and food-friendly.

As a region situated on the 51st parallel, we specialise in cool-climate winemaking. This results in wines with distinctive crunchy and vibrant acidity, ideal for cleansing the palate of dishes rich in fat, protein, butter, or oil.

Additionally, our wines typically have an alcohol content around 12%, making them approachable for lunchtime enjoyment. Sharing a bottle with a colleague becomes feasible without affecting productivity for the rest of the day.

WHY THE SUDDEN POPULARITY IN ENGLISH WINE IN YOUR OPINION?

The sudden popularity of English wine can be attributed to several factors.

One of the main reasons is that English wines have garnered significant attention by winning prestigious awards and outperforming Champagne in various competitions. This success is frequently highlighted by wine communicators across social media and respected publications.

As more people recognise that English sparkling wine rivals Champagne in quality, economic factors have also played a role; rising costs for grapes, labour, energy, and packaging, along with import duties, have made Champagne more expensive.

Consequently, English sparkling wine has become a more attractive option.

Additionally, the younger demographic are more focused on sustainability and provenance and prefer drinking local wines, which feel like a responsible choice and has also contributed to the growing interest in English wines.

**TELL US ABOUT BALFOUR WINES
AND YOUR STORY?**

Balfour is one of England's most respected and renowned wineries. Independent and family focused. Co-owners Richard and Leslie Balfour-Lynn planted the first vines on Hush Heath Estate in 2002 at a time when very few English wineries existed. These 5 acres of vines went on to produce our flagship wine, Balfour Brut Rosé. 2004 was the first vintage and became the first English wine in 2007 to win a gold medal and trophy at the International Wine Challenge.

Sustainability and conservation is key. We understand that it is down to us to preserve soil fertility, to prevent water pollution and to protect the incredible biodiversity that we have across our 400 acres. Our enchanting Estate sets us apart from all other wineries in the UK, and we are regarded as having one of the best visitor and winemaking facilities in England.

Each of Balfour's vineyards has been carefully chosen by our winemaker Owen Elias and planted to specific clones and rootstocks to give greater diversity and complexity.

The vineyards located on Hush Heath Estate alone account for over 100 different clonal and varietal combinations. The three main varieties planted are Chardonnay, Pinot Noir and Pinot Meunier.

We now produce over 850,000 bottles per year, making Balfour one of the larger English wineries in England. A new production building has now been completed to keep up with the expansion. We have more large meeting and tasting rooms and a new a la carte restaurant called the Winemakers Kitchen.



**WHAT MAKES YOUR REGION
PERFECT FOR WINE GROWING?**

Due to climate change, the South East of England now enjoys a climate similar to that of Champagne 30 years ago, making it ideal for growing grape varieties like Chardonnay and Pinot Noir. Rising temperatures have made the region warmer, facilitating the full maturation of various grape types.

The area boasts diverse soil types, including the same chalk found in Champagne, along with clay and greensands, which contribute to wines with nuanced and complex aromas and flavours.

Additionally, the region benefits from the innovative and experimental approaches of young winemakers from Plumpton College. Unlike French AOC regions with strict regulations, Balfour and other English producers are free to plant unconventional grapes like Albariño and Gamay. At Balfour, we cultivate all seven permitted Champagne varieties and create limited edition wines, experimenting with different yeast strains and new winemaking techniques.

All these factors make England an exciting wine region to watch!

The Balfour Collection



**BALFOUR
Nanette's Rosé**

Elegantly pale in appearance, this still wine blend of traditional champagne varieties (Pinot Noir, Pinot Meunier, Chardonnay) captures the true potential of English rosé. Bursting with delightful summer berry flavours and a refreshing zest, it originates from clay Hush Heath vineyards, ideally suited to produce this soft, delicate dry style. The wine's character resonates with the enchanting English summer fruit orchards that inspired its creation.

This year this stunning Rosé has been awarded Gold at the prestigious global Rose Masters, beating many of the most beloved French varieties.



**BALFOUR
Skye's Chardonnay**

"A chardonnay for those who favour balance, freshness and sophistication" is how our Head Winemaker described his newest vintage of Skye's Chardonnay, from the superb 2022 harvest. With flavours reminiscent of white blossom, thyme and fresh lemons. Skye's Chardonnay is made from Burgundy clones planted on Middle Strackney Wood and Old Eight Acre, our two warmest Chardonnay Vineyards which we pick last to maximise phenolic ripeness.



**BALFOUR
Leslie's Reserve Gold NV**

A touch of sweetness works in harmony with the fresh English acidity to produce a sparkling wine of beautiful poise and balance. Rich and indulgent, red apple characters dominate with flavours of ripe black and red fruits. The fruit flavours combine wonderfully with an underlying creamy finish and hint of sweetness. A wine that works beautifully as an aperitif but also has huge gastronomic potential.



Pedley's

A word master from

picks

of the

Bunch



HARDY'S 0% CHARDONNAY

Juicy and refreshing with tropical and citrus notes, this is a wine that is full of flavour and easy drinking.

3		£	31601	75cl	



EUGENE KLIPFEL GEWURZTRAMINER

Bright spice, exotic fruits, rose, apricots and a floral finish. Try it with pungent cheeses like Munster or Époisses.

4		£££	75cl	33767	

Every month we take the opportunity to shine the spotlight on a couple of wines that have been chosen by our Master of Wine, Jonathan Pedley. These wines are either new to the range or tasting very well right now, and are chosen for their balance of outstanding value and top quality.

Jonathan has worked with Crown Cellars since the 90's as a Master of Wine and consultant, appearing on various global wine judging panels and TV shows over the years, as well as helping us to shape the Crown Cellars range into the fantastic selection of world wines as it is.



JONATHAN PEDLEY,
MASTER OF WINE



24/25 Wine Guide

Get now

Check out the full range of wines available from Crown Cellars, as well as a view of just how this year's vintage was by country, what's on trend, our Master of Wine Jonathan Pedley's choice picks of wines for the year ahead, and just how the team here can help you bring your wine list to life.



Speak to your Customer Development Manager for a copy, or get in touch with us on the Crown Cellars website with your details, and we will send you a brochure by post.



**CABERNET
SAUVIGNON DAY**
30TH AUGUST



60575

HAHN WINERY
CABERNET SAUVIGNON

75cl

California, USA
Full-flavoured and oaked

A rich and complex Cabernet with layers of cassis, dark cherry, oak and spice notes.

26801

MORAJÓ
PROSECCO DOC EXTRA DRY

75cl

Veneto, Italy
Dry and aromatic

Youthful apple and pear drop, light and clean as a whistle.



PROSECCO DAY
13TH AUGUST



ALBARINO DAY
1ST AUGUST

18984

LAS ONDAS
CABERNET SAUVIGNON

75cl

Central Valley, Chile
Juicy & ripe

Spicy and dark with toast, dark bramble and blackcurrant fruit notes.

23958

LAXAS ALBARÍÑO
RÍAS BAIXAS

75cl

Galicia, Spain
Dry and aromatic

Crisp aromatic peach and mineral notes.

Celebrate wine days

RED WINE IN Summer?

RED WINE DAY
28TH
AUGUST 28TH

RED WINE DAY, CELEBRATED ON AUGUST 28TH, IS DEDICATED TO APPRECIATING THE RICH FLAVOURS, DIVERSITY AND CULTURAL SIGNIFICANCE OF RED WINE.

However, the timing of this day might seem a bit unusual to wine enthusiasts. Traditionally, red wine is associated with cooler weather and not with the peak of summer.

However, red wine is a great accompaniment to some typically summer foods such as grilled meat, BBQ fare and cheese and charcuterie platters. And let's face it! If you like red wine, then you want to enjoy it all year round.

Here we share with you some ways to mark this day and continue to encourage red wine consumption throughout summer.

The right wine: Not all reds are created equally. Young light bodied red wines typically have lower tannin levels, making them more palatable and enjoyable in the heat.

Summer Reds

LE SANGLIER Vin de France Rouge

Fruity with uncomplicated flavours of plum and bramble fruit.



LAS ONDAS Pinot Noir Reserva

Soft and rich with red berry and spice aromas.



MICHEL LÉON Vieilles Vignes Pinot Noir

Lively red cherry and berry fruits with very fine tannins.



PONTE Raboso Frizzante

Intensely fruity and off-dry with bright red cherry flavours.



CANTINA DEL GARDA Valpolicella DOC

Light bodied and lively with red cherry and rose petal character and youthful tannins.



THE RIGHT SERVE:

Serve slightly chilled or offer this as an option. Chill lighter red wines to around 12-15°C (or 20-30 mins in the fridge). This enhances their refreshing qualities without masking the flavours.

Use smaller wine glasses to help maintain the cooler temperature and to prevent the wine from warming up too quickly.

THE RIGHT DRINK:

Explore some refreshing alternatives.

Red Wine Spritzers: Mix red wine with a splash of soda water, ice, and fresh fruit to create a refreshing wine spritzer.

Embrace Sangria or a Tinto de Verano: Create a classic sangria by mixing red wine with fresh fruits, a bit of brandy or orange liqueur, and a splash of juice or soda. A Tinto de Verano (literally translated as summer red wine...) is equally a refreshing alternative.

The difference between the two? Sangria tends to be more complex in terms of ingredients, incorporating various fruits and spirits. Tinto de Verano, on the other hand, focuses on simplicity, often consisting of just red wine and a carbonated beverage.

Experiment with a Calimocho: And sticking with the Spanish theme why not offer a calimocho. A unique drink of red wine and coke with ice. You will be surprised just how enjoyable this unusual combination is.



DRINKING RED WINE IN THE SUMMER CAN BE ENJOYABLE AND REFRESHING IF YOU CHOOSE THE RIGHT VARIETALS AND SERVE THEM APPROPRIATELY.

NEVER A BAD EYE DEER



A RANGE OF WINES THAT PROVE THAT IT'S NEVER A BAD EYE DEER TO STAND OUT FROM THE HERD

A crisp, refreshing French Sauvignon Blanc, a spicy, dark Shiraz/Cabernet Sauvignon blend from Australia and a juicy Californian Zinfandel Rose make up this range of crowd-pleasing favourites, exclusively available from Crown Cellars



ITALIAN WINES THAT TASTE AS GOOD AS THEY SOUND.

PROSECCO

VIBRANT MOUSSE WITH PLENTY OF GREEN FRUIT AROMAS AND A ZESTY CITRUS PALATE.



PINOT GRIGIO ROSÉ

DELICATE PINK WITH OFF-DRY BERRY FRUIT FLAVOURS.



WITH ITALIAN WINE ALMOST DOUBLING THE NEXT NEAREST WINE-PRODUCING COUNTRY IN VOLUME TERMS LAST YEAR*, CONSUMERS STILL CANNOT GET ENOUGH PINOT GRIGIO AND PROSECCO. MAKE SURE YOU HAVE THE RIGHT RANGE IN PLACE TO MAKE THE MOST OF THIS WITH LYRIC WINES, EXCLUSIVE FROM CROWN CELLARS

Lyric Pinot Grigio, Pinot Grigio Rose and Prosecco DOC Extra Dry all available in 75cl bottles
*408,000HL Italian wine volume 2023 vs 218,000HL French wine volume 2023, CGA
On-Trade total liquor sales data up to 31/12/23

BUY 11 BOTTLES GET 1 FREE



BOX OF BUDGIES

MARLBOROUGH SAUVIGNON BLANC

A youthful aroma of fruit and herbs is followed by a palate that is light and lively. Great with goat's cheese, salads and seafood.

*10 deals per customer per week

CLASSIC *Marlborough* SAUVIGNON



NEW ZEALAND
SAUVIGNON
BLANC ON A
GREAT DEAL

BUY 5 GET 1 FREE

Fresh and zesty with ripe gooseberry fruit and a crisp finish, ideal with salads, light fish dishes & goats cheese

Buy 5 75cl bottles of
SILVER LAKE SAUVIGNON BLANC
to get 1 75cl bottle FREE

*10 deals per customer per week



OFFERS APPLY TO DELIVERIES FROM AUGUST 1ST - 31ST, UNLESS OTHERWISE STATED

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ORDER ONLINE AT [ORDER.CARLSBERGMARSTONS.CO.UK](https://order.carlsbergmarstons.co.uk)



Summer Favourites

Buy 11 get 1 free*

Why Rosé D'Anjou might
just be worth a revisit

As Zinfandel Rosé drinkers mature out of the big, juicy, often sweeter character of these wines in favour of something slightly less brash, it's wise to offer something to turn to.

Rosé D'Anjou has long been a classic French bistro wine, treading a perfect balance of value and quality along with holding a brightly sunny disposition. Traces of berry-tinted residual sugar are a welcome counter to the dry seriousness of wall-to-wall Provence wines, and when we took our Anjou offering from the team at Bougrier with us on the road this year to our tastings, people were blown away by this hidden gem.



***Buy 11 x 75cl bottles from the following range to get a 75cl bottle FREE:**
Bougrier Rosé D'Anjou, Bougrier Muscadet, Bougrier Sauvignon de Touraine and Bougrier Vouvray

*2 deals per customer per week

CALIFORNIA DREAMING

A SUNNY ROSÉ, EXCLUSIVE
TO CROWN CELLARS



Jack & Gina Zinfandel Rosé is a
juicy & ripe wine that's just made
for enjoying laid back Summer
sunshine, whether it's sparkling
through the crashing waves of
Surfrider Beach in Malibu, or
peeking through wispy clouds over
the Cornish coastline.

**ZINFANDEL
ROSÉ**

A perfectly medium
sweet, soft and juicy
Zinfandel Rose full
of summer berry
fruits and plenty of
lively acidity.

*10 deals per customer per week

Buy 5, get 1 free

BUY 11 GET 1 FREE*

GREAT QUALITY & UNBEATABLE VALUE -
EXCLUSIVE TO CROWN CELLARS

Millstream Chenin Blanc has always been one of my favourite wines in the Crown Cellars portfolio. To use a word coined by a veteran Master of Wine, it is an “omni-usage” white wine. “What on earth does he mean” I hear you cry. Let me explain. Firstly, Millstream Chenin Blanc has a lovely fresh, but ripe, fruit character - apple, pear, melon and yellow plum. It has a lot more definition than most Pinot Grigios, lacks the strident sappy greenness of Sauvignon Blanc and has none of the excessive oakiness that marred so many Chardonnays. Secondly, on the palate, it is not too dry and has a crispness that carries through to a satisfying finish. All of this makes for a white wine that is perfect to serve by the glass or bottle, being characterful enough for the trendiest hipster from Hoxton but gentle enough to avoid affronting a maiden aunt from Maidstone. I would also add that its quality is incredibly consistent (I have drunk it over two decades or more) and it remains sensibly priced.

Jonathan Pedley

JONATHAN PEDLEY,
MASTER OF WINE



*BUY 11 X 75CL BOTTLES OF MILLSTREAM
CHENIN BLANC TO RECEIVE A 75CL
BOTTLE FREE. LIMITED TO 3 DEALS PER
CUSTOMER PER WEEK

PRACTICING BIODYNAMIC AND
PRACTICING SUSTAINABLE

FREIXENET

Buy 5 get 1 free!



The white is great over ice with some cloudy apple juice, fresh lime and elderflower cordial

The rosé is a winner with some ice, peach puree and fresh basil

Worried about throughput? Keep these fresh by also serving alcohol free cocktails.

SUITABLE FOR VEGANS

@FREIXENETUK



*DATA SOURCE: CIRCANA 52 WEEKS TO 12.05.2024



BUY 5 GET 1 FREE

A French Classic

Crisp, Fresh Chablis

Plenty of minerality from the clay-limestone soils, with freshness and a note of bright lemon.



**PREMIUM
RIOJA**
ON AN INCREDIBLE DEAL

**BUY 5 BOTTLES
GET 1 FREE**

RIPE, SOFT BERRY CHARACTERS WITH A LASTING FRUITY FINISH. IDEAL WITH POULTRY, GRILLED MEAT, PASTA DISHES AND CHEESE

OFFER INCLUDES:
MARQUÉS DE LA CONCORDIA RIOJA SANTIAGO SEGUNDO AÑO 75CL




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WINES

BUY 5 BOTTLES OF
Alta Vista Vive
sparkling malbec

& GET 1 BOTTLE FREE

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*10 deals per customer per week



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|

REIMAGINING

A JOURNEY THROUGH HISTORY, DIVERSITY, AND FLAVOUR

RUM



NATIONAL
16TH
AUGUST
RUM DAY

Rum is more than just a spirit; it's a celebration of history, culture, and flavour. With its roots in the Caribbean and a rich tradition in the UK, rum has evolved into a versatile and beloved drink that is suitable for any occasion, whether in a cocktail or sipped neat.

And National Rum Day, celebrated on August 16th, is the perfect opportunity to raise a glass to this remarkable spirit.

WHERE DID IT COME FROM?

Distilled from sugarcane by-products such as molasses or sugarcane juice, rum has a rich history. Its origins trace back to the 17th century in the Caribbean, but it wasn't long before this exotic spirit made its way to British shores. The British Royal Navy adopted rum as the sailor's drink of choice in the 1650s, establishing the famous tradition of the daily "tot," which continued until 1970.

THE DIVERSITY OF RUM

The rum market is remarkably diverse, encompassing a variety of styles and flavours that cater to different palates and preferences. The primary types of rum include:

White Rum: Light and clean in flavour, white rum is typically aged for a short period and filtered to remove colour. It serves as a versatile base for cocktails like the Mojito and Daiquiri.

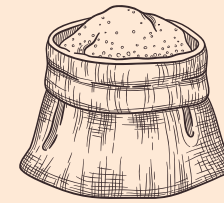
Gold Rum: This medium-bodied rum acquires its golden hue from aging in wooden casks. Gold rum offers a richer flavour profile with notes of vanilla, caramel, and spice, making it suitable for both sipping and mixing.

Dark Rum: Known for its deep, robust flavours and dark colour, dark rum is aged longer and often in charred barrels. It boasts rich notes of molasses, chocolate, and spices, and is commonly used in cocktails like the Dark 'n' Stormy.

Spiced Rum: Infused with a variety of spices such as cinnamon, vanilla, and nutmeg, spiced rum offers a unique and aromatic experience. It's perfect for adding a flavourful twist to cocktails or sipping on its own.

Premium and Aged Rum: These rums are aged for a longer period, often exceeding five years, resulting in complex, nuanced flavours. Premium rums are enjoyed neat or on the rocks, much like whisky.

RUM IS WORTH
17%
OF THE UK SPIRIT
CATEGORY VALUE
AND FAST CATCHING
UP TO GIN



INTERESTING FACTS ABOUT RUM

Rum and the Slave Trade: Rum played a pivotal role in the triangular trade between Europe, Africa, and the Americas. It was traded for slaves in Africa, who were then transported to the Americas to work on sugar plantations, producing molasses that was shipped to Europe to make more rum.



Pirate's Choice: Rum is often associated with pirates, and for good reason. Pirates valued rum for its long shelf life. It was often consumed as "grog," a mixture of rum, water, sugar, and lime juice, which helped prevent scurvy.

Rum and Medicine: In the 18th century, rum was often used as a medicinal remedy. It was believed to cure a range of ailments from toothaches to heart problems, and it was even prescribed by doctors for its supposed health benefits.

The Angel's Share: During the aging process in barrels, some of the rum evaporates. This loss is poetically referred to as "the angel's share," and can account for 2-10% of the rum volume per year depending on the climate.

THE RUM CATEGORY TODAY

Today, the rum scene is vibrant and ever-evolving. There is a growing appreciation for premium and craft rums and a growing number of festivals and tasting events dedicated to rum.

Whether enjoyed in a classic cocktail, sipped neat or with a classic mixer, rum has a role for all different drinking occasions.

STOCK UP ON
THE UK'S BEST SELLING WHITE RUM*
THIS CARNIVAL SEASON



BUY 3 X 70CL WRAY & NEPHEW
AND GET A FREE CASE OF TING

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*CGA OPMS Value/Volume Rate of Sale Data 52wks to 24.02.24
Offer available 01/08/2024 - 30/08/2024, over 18's, while stocks last, not in conjunction with any other offers.

*10 deals per outlet per week

Captain Morgan

BUY 8 X 70CL
OF CAPTAIN MORGAN
ORIGINAL SPICED GOLD
AND GET 1 BOTTLE FREE*

However
YOU SPICE
SPICE ON

*1 deal per customer per week

*Products included in the deal Captain Morgan Original Spiced Gold 70cl.
Available on a first come first served basis.
Available 1st August - 31st August 2024.

[drinkaware.co.uk](https://www.drinkaware.co.uk) for the facts | PLEASE DRINK RESPONSIBLY



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SAME SPICED
taste

STOCK UP
NOW

THE POWER IN YOUR HANDS TO
SUPERCHARGE YOUR BUSINESS

Captain Morgan
Tanqueray
JOHNNIE WALKER
GUINNESS

CÎROC
SMIRNOFF
CASAMIGOS
Gordon's



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out more

NEW
DIAGEO *One*
Business support from the drinks experts

FREE marketing tools | EXCLUSIVE training material | LATEST category trends | DIRECT Diageo support

LAST

BUY 3 GET 1 FREE FROM
THE SELECTED RANGE*

CHANCE

GET THEM WHILE
THEY'RE STILL AROUND

SPIRITS



27922
**ABSOLUT PEAR VODKA
70CL**



19900
**ANGOSTURA 1919 RUM
70CL**



23163
BATHTUB GIN 70CL



23081
BOODLES MULBERRY 70CL



20925
**BURLEIGHS SIGNATURE
LOND DRY GIN 70CL**



30449
CHERRY HEERING 70CL



18225
**CRYSTAL HEAD VODKA
70CL**



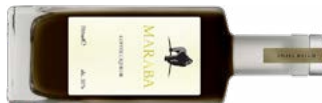
18205
**GORDON GIN
50ML X 12**



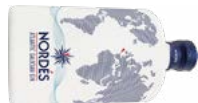
12951
HAIG CLUB WHISKY 70CL



22474
**LUXLO FOR GIN LOVERS
70CL**



21327
**MARABA COFFEE LIQUEUR
70CL**



21505
**NORDES ATLANTIC
GALCIAN GIN 70CL**



19730
**PEYCHAUD'S BITTERS
148ML**



26985
**PIMM'S SUNDOWNER
70CL**



23469
**SILVERBACK RASPBERRY
GIN 70CL**



31910
**SIPSMITH LEMON
DRIZZLE 70CL**



56695
**SMIRNOFF BLACK LABEL
VODKA 70CL**



23470
**THE SEXTON SINGLE MALT
70CL**



23558
**UNICORN DREAMS
50CL**



27122
**ZYMURGORIUM ELECTRIC
BLUE RASP GIN LIQUEUR
50CL**



27117
**ZYMURGORIUM
MARMALADE GIN 500ML**



27115
**ZYMURGORIUM SWEET
VIOLET GIN LIQUEUR 500ML**



27116
**ZYMURGORIUM UNICORN
GIN LIQUEUR 500ML**

***FREE
STOCK
OPTIONS**



19896
LONE WOLF GIN 70CL



23153
**SIPSMITH ORANGE AND
CACAO GIN 50CL**



27121
**ZYMURGORIUM FLAGINGO
TROPICAL PINK GIN 50CL**



27118
**ZYMURGORIUM ORIGINAL
MANCHESTER GIN 500ML**



RAISING A TOAST!

THE DRINK OF CHOICE TO
MARK GRADUATION...

Graduation is a significant milestone, marking the culmination of years of hard work, dedication, and achievement.

And graduates often celebrate this big occasion with a planned event of some sort, be it a meal with family, a big night out with friends or even something more low-key.

When it comes to celebratory drinks, we immediately think of champagne and toasts but the discerning next generation are writing their own rules and have their own ideas for what makes the perfect celebration drink!

We interviewed a number of students about to graduate from Bristol University about their perfect celebration drink to mark the occasion!

“TEQUILA SUNRISE BECAUSE TEQUILA IS MY FAVOURITE SPIRIT AND THEN SUNRISE BECAUSE IT’S PRETTY AND TASTES SWEET AND LOVELY”

Isla



TEQUILA SUNRISE

Ingredients	Measure
Grenadine	2 tspns
Ice	
Tequila	50ml
Triple sec	1 tbsp
Orange (juiced)	1 large
Lemon (juiced)	1/2
Cocktail cherry	1

Method

Pour the grenadine into the base of a tall glass. Fill a cocktail shaker with ice and add the tequila, triple sec and fruit juices. Shake until the shaker feels cold. Add a few ice cubes to the serving glass then carefully double strain the cocktail into it, trying not to disturb the grenadine layer too much.

Garnish

Cherry on a cocktail stick or cocktail umbrella



“PIMM’S IS THE PINNACLE OF SUMMERY DRINKS. A LITTLE FRUIT COCKTAIL AND A TASTY DRINK MAKES YOU FEEL LIKE YOUR WORRIES ARE NON-EXISTENT AND AFTER GRADUATION THAT’S EXACTLY HOW YOU SHOULD FEEL. AESTHETICALLY IT IS ALSO SUPER CLASSY AND FUN LOOKING, WHICH MATCHES THE VIBE OF GRADUATION, AND IT’S EASY TO MAKE IN BULK OR BUY FOR A BIG GROUP”

Isla



PIMM’S

Ingredients	Measure
Pimm’s No. 1	200ml
Lemonade	600ml
Mint sprigs	
Sliced cucumber, orange and strawberries	

Method

Fill a jug with ice and pour over the Pimm’s and lemonade. Give it a good stir then add the mint, cucumber and fruit.

“PORNSTAR MARTINI. THIS DRINK MAKES ME FEEL BOJEE AND I ALSO THINK IT’S A GOOD ONE TO CELEBRATE WITH AS IT FEELS CLASSY, AND I WOULDN’T HAVE IT ON A NORMAL DAY”

Hollie



PORNSTAR MARTINI

Ingredients	Measure
Absolut Vanilia Vodka	50ml
Passoa Passion Fruit Liqueur	15ml
Teisseire Vanilla	15ml
Finest Call Lime Juice	15ml
Ponte Prosecco Extra Dry	50ml

Glassware

Chilled coupe or martini glass and shot glass

Method

Shake and strain first 4 ingredients into a chilled coupe glass, garnish and serve prosecco alongside in shot glass

Garnish

Half a fresh passionfruit



GOLD RUSH

Ingredients	Measure
Bulleit Bourbon	70ml
Finest Call Lemon Juice	22.5ml
Honey Syrup	22.5ml

Method

Shake and fine strain over ice into an old fashioned glass.

Garnish

Lemon zest

“THIS IS A DRINK I’D SIP, LIKE I WOULDN’T DOWN IT AND THIS MAKES ME FEEL MORE SOPHISTICATED COMPARED TO THE USUAL UNIVERSITY DRINKING, SO IT FEELS MORE MATURE FOR A GRADUATION DRINK”

Fabio



CLASSIC MARGARITA

Ingredients	Measure
Tequila Reposado	50ml
Lime Juice	25ml
Triple Sec	20ml

Method

Fill a cocktail shaker with ice, then add the tequila, lime juice and triple sec. Shake until outside of shaker feels cold. Rub one wedge of lime around the rim of a tumbler then dip into the salt. Strain the mix into the prepared glass.

Garnish

Lime wedge

“A MARGARITA. I WOULD CHOOSE THIS BECAUSE TEQUILA IS MY FAVOURITE SPIRIT, AND I WILL BE ABLE TO DRINK THAT ALL NIGHT AS I LIKE TO STICK TO ONE TYPE OF SPIRIT. I ALSO THINK VISUALLY IT LOOKS THE PART WITH THE SALT AROUND THE RIM AND THE DIFFERENT GARNISHES. I ALSO CONNECT MARGARITAS WITH SUMMER WHICH IS TIMED FOR GRADUATION”

Freya



95 CALORIES | 4.5% ABV | ULTIMATE REFRESHMENT

WHITE CLAW®

ALCOHOLIC SPARKLING WATER
WITH A HINT OF NATURAL FLAVOURS

GROWING
13x TIMES FASTER

VS. RTD (WHITE CLAW + 38% VS. RTD +3%)*

BUY 4 CASES GET 1 CASE FREE**



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*10 deals per customer per week

* SOURCE: CIRCANA ALL OUTLETS, TOTAL FLAVOURED ALCOHOLIC BEVERAGES, VOLUME, MAY TO WED. DECEMBER 24TH 2023 | ** BLACK CHERRY, MANGO AND NATURAL LIME ONLY

BUY 4 CASES OF ANY THATCHERS CIDER AND RECEIVE A CASE OF GOLD FREE.



EST. 1904
THATCHERS
— THE FAMILY CIDER MAKERS —

Buy any 4 x 6 x 500ml bottles of Thatchers Gold, Haze, Rosé, Blood Orange, Katy or Zero and receive 1 x 6 x 500ml case of Thatchers Gold free of charge.

*5 deals per customer per week



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Spritz

SUMMER OFFER!
£1 OFF
PER 70CL*



**3/4 CONSUMERS SAY THEY
CHOOSE SPRITZ STYLE COCKTAILS****

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

*Whilst stocks last. **At least occasionally. CGA Mixed Drinks Report Q3 2023.


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**Buy 4 cases
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and get 5 FREE
ice buckets**

Keep your customers
refreshed with the
UK's no.1 packaged
fruit cider



Check out **Behind The Bar**, our all-new trade website giving you the tools to drive sales of Kopparberg in your venue. Scan here to sign up for free.



KOPPARBERG

T&Cs: Offer available 01.09.2023-30.09.2023. Offer includes 15x500ml cases of Strawberry & Lime, Mixed Fruit, Mixed Fruit Tropical, Pear and Raspberry. FOC POS includes 5 tin ice buckets. The wholesaler has the right to stop this promotion at any time. While stocks last. Source: IRI 52 we 22/01/23, CGA 52 we 31/12/22.

be [drinkaware.co.uk](https://www.drinkaware.co.uk) *10 deals per customer per week

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IN THE UK**



TEREMANA
SMALL BATCH TEQUILA

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DWAYNE JOHNSON
FOUNDER

THE FASTEST PREMIUM SPIRITS BRAND TO REACH 1M 9L ANNUAL CASE SALES IN THE US*

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*Teremana shipments data



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MAKE YOUR HUGO BLOOM

WITH
St-Germain
Elderflower Liqueur

BUY 2 X 70cl
RECEIVE A
FREE SET OF
ST-GERMAIN
GLASSWARE

HUGO SPRITZ

40ml St-Germain
Elderflower Liqueur
60ml Dry Sparkling Wine
60ml Sparkling Water/Soda
8-10 Mint leaves
Method - Build in Glass
Glass - Highball
Ice - Cubed
Garnish - Mint leaves
& Lime wedge

ST-GERMAIN

ENJOY RESPONSIBLY be [drinkaware.co.uk](https://www.drinkaware.co.uk) 2024 ST. GERMAIN AND ITS TRADE DRESS ARE TRADEMARKS.
SUBJECT TO AVAILABILITY.

* 1 deal per customer per week

ELEVATE LATE NIGHTS
WITH THE PERFECT
ESPRESSO MARTINI

Sia Maria
COLD BREW
COFFEE LIQUEUR

SPECIAL
OFFER

£1.50

OFF*

PER 70CL



ESPRESSO MARTINI

25ML TIA MARIA COLD BREW COFFEE LIQUEUR
50ML ESPRESSO
25ML VODKA
5ML SUGAR SYRUP



*WHILST STOCKS LAST. DRINK RESPONSIBLY. be [drinkaware.co.uk](https://www.drinkaware.co.uk)

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OFFERS APPLY TO DELIVERIES FROM AUGUST 1ST - 31ST, UNLESS OTHERWISE STATED

BUY 4 X JACK DANIEL'S TENNESSEE WHISKEY

JACK DANIEL'S
MAKE IT
COUNT

*1 deal per customer per week



TEQUILA
el Jimador

RESERVED
FOR EVERYONE

AND RECEIVE 1 X EL JIMADOR BLANCO FOC

PLEASE DRINK RESPONSIBLY.

Jack Daniel's, Old No. 7, and el Jimador are registered trademarks. ©2024 Brown-Forman Corporation, Jack Daniel's. All rights reserved. UK Customers only. Buy 4 x 70cl Jack Daniels Old No.7 and receive a 70cl bottle of El Jimador Blanco FOC Subject to availability. One deal per customer. Whilst stocks last.

*10 deals per outlet per week



*MAX ONE OFFER PER OUTLET

BUY TWO 70CLs AND GET A FREE CASE OF FEVER-TREE TONIC*

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The ones that grow on bushes.**

Deliciously dry with a hint of fruit and an exceptionally smooth finish, Pinkster makes a refreshingly different G&T.

PINKSTER
AGREEABLY BRITISH GIN

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HOUSE GIN & GET A CASE OF
FEVER-TREE MIXERS FREE




FEVER-TREE

*5 deals per outlet per week

Plastic straws suck. These are paper.

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GORDON'S & TONIC

STOCK UP NOW



BUY 8 X 70CL OF
GORDON'S LONDON DRY OR GORDON'S PREMIUM PINK
GET 1 BOTTLE OF GORDON'S LONDON DRY
FREE*

Gordon's
...SHALL WE?

*Products included in the deal Gordon's London Dry 70cl and Gordon's Premium Pink 70cl. Available on a first come first served basis. Available 1st August - 31st August 2024



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DIAGEO *One*
Business support from the drinks experts

*1 deals per outlet per week

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OFFERS APPLY TO DELIVERIES FROM AUGUST 1ST - 31ST, UNLESS OTHERWISE STATED

OFFERS APPLY TO DELIVERIES FROM AUGUST 1ST - 31ST. UNLESS OTHERWISE STATED.



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free case of J2O
When you buy any 4 cases
from the J2O range!



SCAN THE QR FOR ACCESS TO FREE POS KITS, MENU DESIGN AND PRINT
& MUCH MORE" AND "OR VISIT US AT [SENSATIONALDRINKS.COM](https://sensationaldrinks.com)

*3 deals per outlet per week

*T&Cs apply: Deal runs from 1st Jul - 31st Aug 2024. Three deals per customer per week. Qualifying range includes J2O Orange & Passionfruit, Apple & Raspberry, Apple & Mango 275ml NRB. Free case is J2O Orange & Passionfruit 275ml NRB x24. While stocks last. Glassware imagery is for visual purposes only. Promoter: Britvic Soft Drinks. Breakspear Park, Breakspear Way, Hemel Hempstead, HP2 4TZ

TRUE Brit.

MIXING CLASSICS SINCE 1938



£3.00
OFF PER CASE



TO CLAIM YOUR FREE POS KIT AND
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T&C apply: Deal runs from 1st Jul - 31st Aug 2024. Qualifying range includes: Britvic Cordial Orange, Blackcurrant, Lime 1L PET. *GB 18+ only. 50 kits available. Max of 1 POS kit per outlet. Registration & a valid email address are required. While stocks last. Visit sensationaldrinks.com for full terms and details. Promoter: Britvic Soft Drinks. Breakspear Park, Breakspear Way, Hemel Hempstead, HP2 4TZ

TRUE Brit.

MIXING CLASSICS SINCE 1938



£2.00
OFF PER CASE



TO CLAIM YOUR FREE POS KIT AND
ACCESS OUR SUMMER SERVES, SCAN THE QR.

T&C apply: Deal runs from 1st Jul - 31st Aug 2024. Qualifying range includes: Britvic Orange/ Pineapple/ Tomato/ Raspberry 200ml NRB. *GB 18+ only. 50 kits available. Max of 1 POS kit per outlet. Registration & a valid email address are required. While stocks last. Visit sensationaldrinks.com for full terms and details. Promoter: Britvic Soft Drinks. Breakspear Park, Breakspear Way, Hemel Hempstead, HP2 4TZ



BUY 4 CASES, GET A FREE CASE OF TONIC

T&Cs apply: Deal runs from 1st Jul – 31st Aug 2024. Qualifying range includes Britvic Tonic, Ginger Beer, Low Cal Bitter Lemon, Low Cal Tonic, Ginger Ale, Soda Water, Pepsi Max, Pepsi Diet 200ml NRB x24. Free case is Britvic Tonic water or Low Cal Tonic 200ml NRB x24. While stocks last. Promoter: Britvic Soft Drinks. Breakspear Park, Breakspear Way, Hemel Hempstead, HP2 4TZ.



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BRITVIC



Britvic



*3 deals per outlet per week



£3 OFF

PER CASE

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**FRESH
NEW
LOOK**



**SAME
GREAT
TASTE**

£2.00 OFF PER CASE

DEAL RUNS FROM 1ST JUL - 31ST AUG 2024. QUALIFYING RANGE INCLUDES PEPSI REG 200ML NRB. PROMOTER: BRITVIC SOFT DRINKS. BREAKSPEAR PARK, BREAKSPEAR WAY, HEMEL HEMPSTEAD, HP2 4TZ.



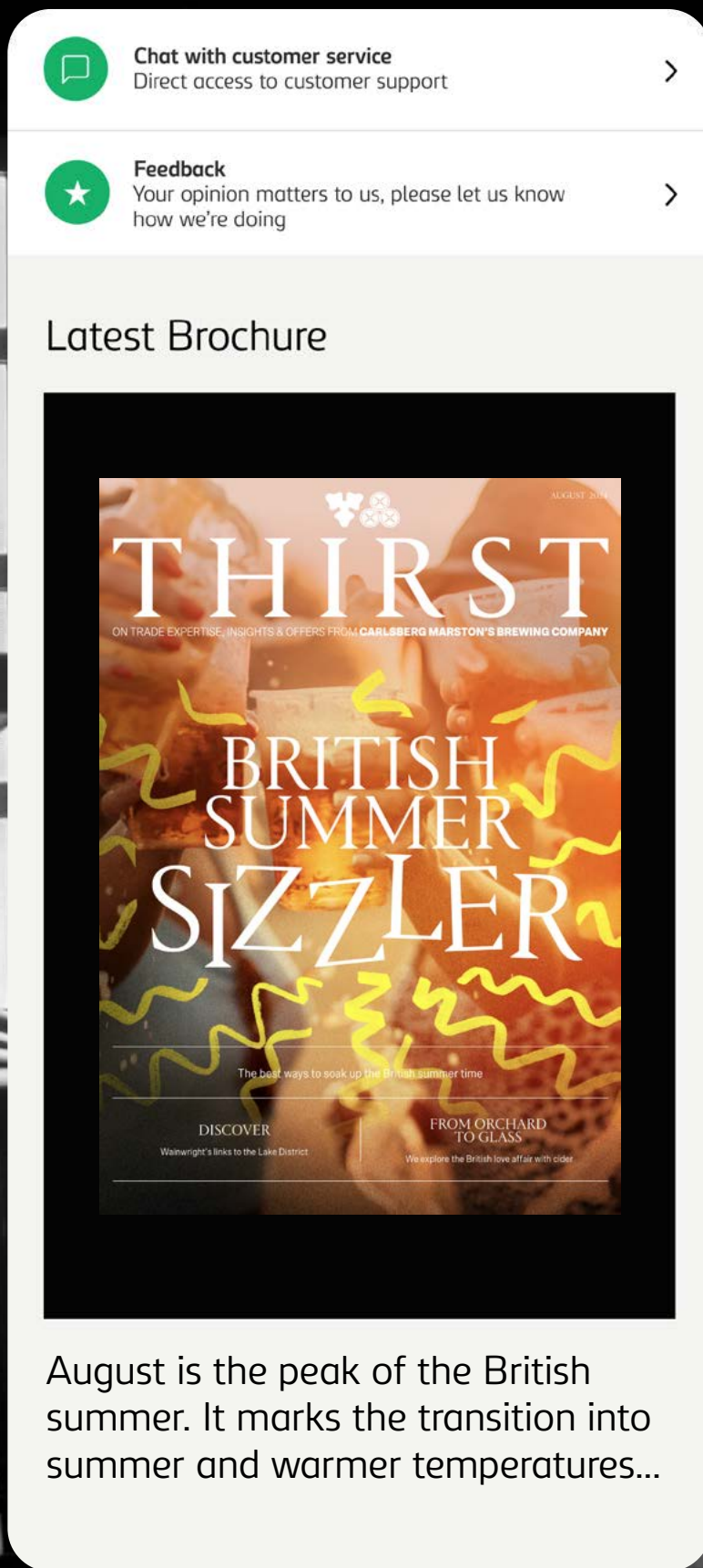
£2.50 OFF per case



Deal runs from 1st Jul - 31st Aug 2024. Qualifying range includes Fruit Shoot Apple & Blackcurrant / Orange / Summer Fruits 275ml PET. Promoter: Britvic Soft Drinks. Breakspear Park, Breakspear Way, Hemel Hempstead, HP2 4TZ.

Contains naturally occurring sugars and 8% fruit juice from concentrate.





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

Always available, CMBC 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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- Manage and order for multiple outlets
- Hide pricing
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STEP 02

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

326

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

5. Log in and place your order

LOGIN

→



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.

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