

the **Glugger**



WORRIED PRODUCERS

Producers are bracing themselves for a nervous couple of months. As not only worldwide logistics begin to suffer the fall out from the Covid pandemic but also major frosts in a number of main wine regions, along with a poor harvest in New Zealand add to the woes of serious shortages for the UK shores.



FROSTS, LOW STOCK, NO TRANSPORT

After a year like no other, beleaguered bars and restaurants, are grappling with shortages of not being able to get hold of many popular spirits, wines and beer. Some of those shortages began at the start of the Covid crisis in spring 2020, fuelled in part by the combination of voracious thirst of locked-down drinkers and production slowdowns at breweries of all sizes and categories both in regions of the UK and world wide.

However, some European wine producers have experienced a double whammy with a major prolonged April frost effecting crops in both French and Italian main wine regions.

New Zealand experienced a very harsh frost which has left their 2021 harvest being depleted and described as being 'the worst in a decade'. Reports suggest that 34% less Marlborough Sauvignon Blanc is going to be available compared to last year's vintage, which was already lower than long-term averages.

Currently the biggest problem is transferring what wine is available, particularly from the southern

HEINEKEN STRIKES PLANNED

Draymen attached to the Unite union which deliver Heineken have voted to take industrial action over a pay dispute and have planned (as of going to print) two 24 hour strikes, the first starting at 10am on August 24 and then again at 10am on September 2.

Heineken press release reads: "We will continue to communicate regularly throughout the coming days with any updated information as we understand these situations can change at relatively short notice. Please be assured that once we have instigated a mitigation plan, we will be committed to it. We apologise for this disruption at this critical period and thank you for your patience and cooperation as we work through this."
The HEINEKEN Team

Tolchards apologises to any effected customers, we will keep you posted as soon as we know more.

hemisphere over to the UK as there is a global shortage of shipping containers, with a worldwide bottle neck emerging as production begins to restart. Prices are rising at a historic pace as cargo owners increase rates as demand sky-rockets.

At Tolchards we are waiting with anticipation as we are seeing brands across the category begin to increase prices, we will keep you posted over the coming months.

ALAN SCOTT FAMILY WINEMAKERS

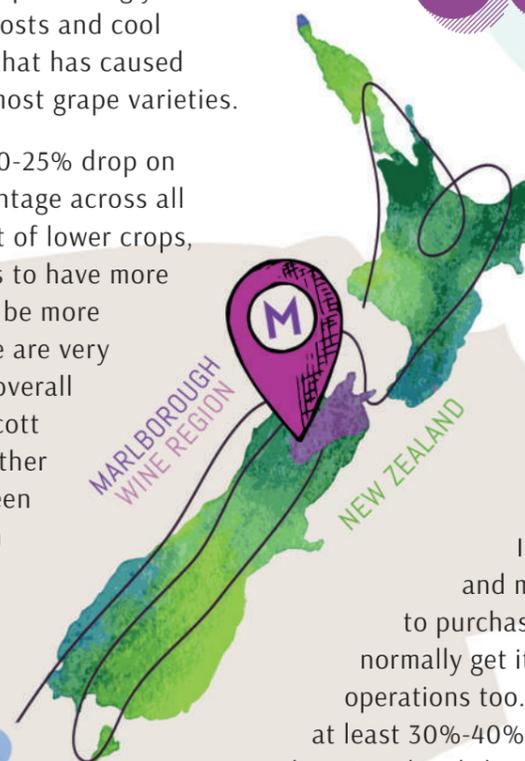
First report from Josh Scott CEO, Allan Scott Family Wines Marlborough, New Zealand



Quality not quantity seems to be the theme for New Zealand wine producers this year.

Vintage 2021 was a normal growing season compared to last year's uncertainty, except for harvest commencing early and finishing right before the Easter long weekend. The team expected a lower producing year due to a combination of frosts and cool weather during flowering that has caused "hens and chicks" across most grape varieties.

Marlborough has seen a 20-25% drop on New Zealand's previous vintage across all major varieties. As a result of lower crops, we can witness 2021 wines to have more flavour concentration and be more textured on the palate. We are very happy with the taste and overall quality of all 2021 Allan Scott wines. I would even go further and say that it might've been the best harvest we had in the last 20-30 years.



Global wine experts agree with that statement in the form of recognition and highest scores. Watch the space of 2021 Estate Sauvignon Blanc, it's a winner! Having less of the country's favourite and famous Marlborough Sauvignon Blanc has created an environment in which every single drop counts. A lot of producers have pivoted or even walked away from securing new contracts, expanding into new markets to looking after the current ones.

Investing in long-standing relationships and making sure that everyone globally gets to purchase their favourite drop from where they normally get it from. Freight has affected the regular operations too. For some of the markets it went up by at least 30%-40% and wanting a quality NZ product and knowing there's less of it available this year, some have no choice but to accept and move forward. We are fortunate enough to have a legend of a sales & logistics manager in place and she's been keeping things moving. Tolchards is due to receive the shipment soon, and that's great news. Love having our wine featured in the UK.



JOSH SCOTT

Chief Executive Officer Allan Scott Family Winemakers
Josh has practically wine running through his veins, having grown up with vineyards just across the road from the family winery and being around the wine business all his life Today, he manages and co-owns Allan Scott Family Winemakers with his younger sister Sara.



NEWS

The average price world-wide to ship a 40-foot container has more than quadrupled from a year ago



RED TAPE

Brexit red tape has already reduced prosecco exports to the UK by nine percent this year whilst prices have also risen.



I ♥ MARLBOROUGH WINES

PRODUCT KNOWLEDGE

Leaving customers to choose their own wine can sometimes prove to be a bit of a minefield. Wrong pairings, uncertainty over grapes, not what was expected and so on can all add up to a negative experience. But when staff can provide insight it can often pave the way for the customer enjoying themselves that little bit more.

HOW TO STORE YOUR PERFECT WINE COLLECTION

Temperature

Consistency is key here, wines like to be stored between 10-13c, avoid areas which may cause this to fluctuate such as radiator, open doors, ovens etc.

Movement

Once your wine supply arrives try to move bottles as little as possible, wines like to play hide and seek until its ready to party.

Bright Light

Just like 'Gizmo' wines want to avoid bright light, a wine that is exposed to light enough to alter the experience of drinking it is said to be light-struck. Light-struck wine both smells and tastes awful, and unfortunately the wine cannot be returned to it's previous state.

The smell of light-struck wine is often compared to the sulphur smell of cooked cabbage, wet cardboard, wet wool or wet dog. Because the sense of smell is so closely related to the sense of taste, these aromas are off-putting.



Evolution

Nothing in a bottle of wine is ever static and although many wines will be ordered and shortly consumed there are times when certain gems can be stored for the future, this is where wine evolution occurs.



When wines are young the primary fresh flavours can be savoured i.e lemon grassiness in a Sauvignon Blanc, Plum in a Merlot, apricot in Viognier or citrus in Riesling and then secondary favours arrive due to each vineyards individual wine making process. When left wines begin to develop as contained acids and alcohol begin to react to each other and form new compounds, others dissolve and fade only to reform in another fashion to introduce new tastes and smells. This happens constantly and at different rates to such an extent you could open the same bottle of wine at different times in it's development to be met with new exciting flavours and thats the joy of exploring wine.



ONE GLASS DOESN'T FIT ALL

It's no secret that certain wines are best suited to certain glasses.



BEST FOR MOST REDS SHIRAZ PINOT NOIR OR MALBEC



BEST FOR A BURGUNDY WHITE BEST FOR MOST WHITES

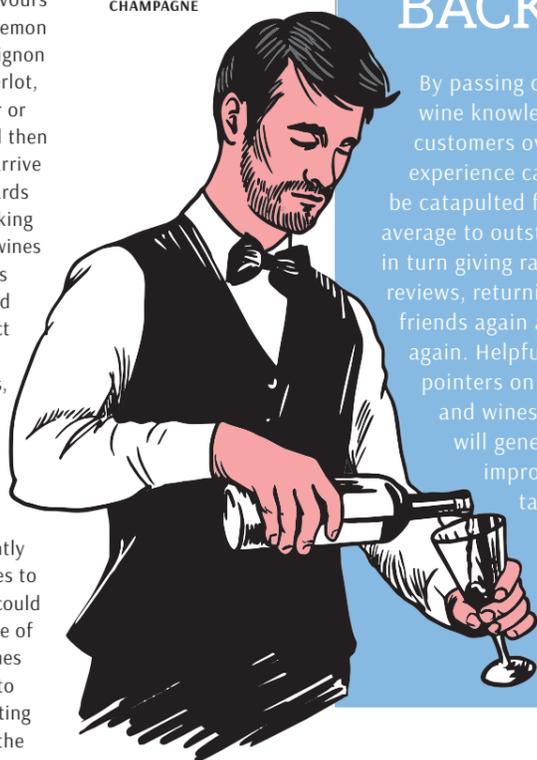


SPARKLING AND CHAMPAGNE DESSERT AND FORTIFIED



MAKE SURE THEY COME BACK

By passing on a little wine knowledge a customers overall experience can be catapulted from average to outstanding, in turn giving rave reviews, returning with friends again and again. Helpful wine pointers on dishes and wines which will generally improve their taste buds are always



welcome especially if you have an indecisive customer sitting on the fence but know which wine or dish they like.

The chef appreciates the help too, working hard in the hot kitchen to create his masterpiece he doesn't want his award winning signature dish to fall down as a result of a poorly chosen wine.

Wines need to have the ability to be team players to enhance favours rather than being the shining star which steals the spotlight

Invite customers to sample the goods, have a selection of the most popular wines open behind the bar. Providing a sample is always a good idea, give a few tips then let the wine do the talking.

KNOW YOUR GRAPES

We all tend to be creatures of habit to some degree and often stick to the grape variety we know and love the best. However, with a little more insight into a varieties background we can begin to appreciate a wine in it's preferred setting.

THE WHITES

SAUVIGNON BLANC

Winning the current stakes of popularity SB is very much home in cool regions, flavours of grass, gooseberry and apple have become the stand out signature style. You'll find those distinctive ripe, exotic fruit and richer gooseberry flavours in New World climates such as Chile, New Zealand and Australia.

PAIR WITH: Cheese (especially goat cheese), delicate fish, like sole and dishes with tangy dairy ingredients.

RIESLING

Traditionally used to make sweet wines but now people should venture and try the new wave of dry versions that have become increasing popular. Very fresh and aromatic, with hints of lime, peach and pear with a smokiness with age.

PAIR WITH: The wines acid natures cuts through dishes allowing the wine to handle hearty sauces. Try Middle Eastern to Mexican cuisine, then it's Riesling to the pairing rescue.

CHARDONNAY

Well liked by wine producers due to the fact that it's easy to grow and adapts well to different climates. The grape itself is relatively neutral, with fresh appley aromas, but techniques such as oak ageing adds touches of vanilla, toast or toffee aromas. Otherwise expect a more zesty finish of lemon and apple.

PAIR WITH: Mix a fruit chardonnay with chicken, ham or cheese-based or chicken salads that include peach, mango or macadamia nuts, mild curries with buttery sauces - perfect!

CHENIN BLANC

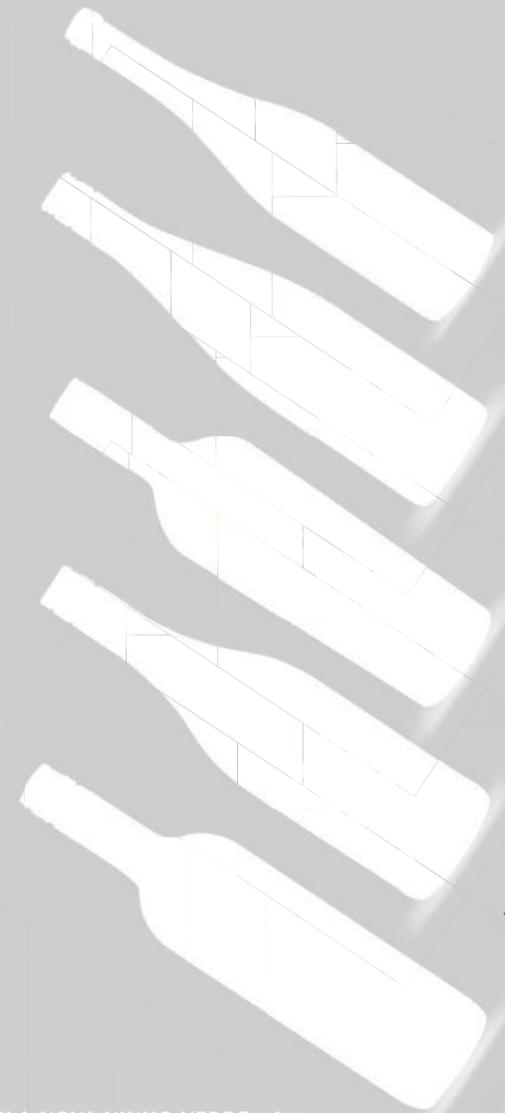
Can be described as being one of the worlds's most versatile grapes. This is due to the grapes being able to produce both sweet and dry wines. It's high acidic nature makes it suitable for sparkling wines. It's native homeland is Loire in France but it is the most widely planted grape in South Africa. The Loire variety is world class with simple floral dry flavours with a slight honey flavour.

PAIR WITH: Goes well with foods that have a sweet and sour element. South East Asian cuisine or pork chops with rich/sweet apples sauce.

PINOT GRIS/GRIGIO

Pinot Grigio is from the mountainous regions of Northern Italy, the grape is charmingly light and fresh with mouthwatering citrus, peach and floral aromas. Generally makes light and zesty white wines with a really notable refreshing finish.

PAIR WITH: Pinot Gris with it's zesty and refreshing acidity pairs really well with fresh vegetables, raw fish and lighter meals try cured/spiced meats or dishes such as pork or duck.



VILA NOVA VINHO VERDE - 1
VINHO VERDE, PORTUGAL

Floral, citrus and gentle tropical aromas lead on to a palate with sherbet lemon acidity, a touch of mango and a bright mineral finish.

HENRY OF PELHAM, RIESLING - 2
NIAGARA PENINSULA, CANADA

Ever so slightly, delicately sweet and elegant Riesling from the Speck family. Peach, apricot and honey blossom notes, long mineral finish.

BUFFALO RIDGE, CHARDONNAY - 3
CALIFORNIA, USA

Very well-balanced with flavours of citrus, yellow plum, sweet spices and shortbread. Wonderful richness, texture and well-integrated acidity that leads on to a juicy lingering finish.

WINDMEUL, CHENIN BLANC - 4
WESTERN CAPE, SOUTH AFRICA

Lively fresh and fruity with tropical fruit on the nose. An intense zesty character makes it the perfect sipping wine or summer lunch partner.

ROBINIA PINOT GRIGIO - 5
VENEZIE, ITALY

Designed to be a bright and fresh Pinot Grigio capturing the aromatic purity of mountain grown grapes. This is a true all rounder.

BIG WINES THAT STAND UP

These three have been selected on merit. They can be enjoyed on their own but also are excellent pairing partners to accompany certain meals and have a direct influence that can make an experience more special.



DID YOU KNOW

The alcohol in wine typically enhances the spiciness or heat of a dish.

Try selecting a wine with a lower ABV with a spicy dish to enjoy the dish to greater effect.

CAOBA OAK AGED MALBEC UCO VALLEY MENDOZA, ARGENTINA

TASTE

Cherry, plum and raspberry with the presence of chocolate and vanilla.

FOOD MATCH

A great example of Mendoza wine which will tend to have more red fruit notes (versus blackberry flavours) be slightly lighter.

For this reason, blue cheese will really ramp up the intensity of the pairing. What are you waiting for?



CHÂTEAU TAYET CUVÉE PRESTIGE BORDEAUX, FRANCE

TASTE

Ripe tannin, a long after-taste with delicate oaky aromas.

FOOD MATCH

Steak, especially richer steak dishes such as Tournefos Rossini, posh burgers, Japanese-style steak dishes, roast duck - even Chinese-style crispy duck pancakes.



LETARGO RIOJA RESERVA SPAIN, RIOJA

TASTE

Very complex. With aromas of liquorice, black fruit, prunes and dried figs. Complex spices and mineral aromas at the end.

FOOD MATCH

Many pork dishes especially cooked Spanish style with beans. or medium-hot dish with chillies like chilli con carne. Ideal with especially hard cheeses.



KNOW YOUR GRAPES

While taste and personal preference are the top determining factors, there are some scientific reasons as to why certain wines might heighten the experience of a meal or detract from it.

THE REDS

MERLOT

Merlot can be produced in both warm (California, Australia, Argentina) and cool climate regions. Cooler climate (France, Italy, Chile) Merlot is more structured with a higher presence of tannins and earthy flavours like tobacco and tar. Warmer climate Merlot wine are more fruit-forward and tannins are less prevalent.

PAIR WITH: Cooler-climate Merlot pairs well with roasted vegetables and lean beef, as warmer-climate Merlot pairs well with chicken and other light and lightly-spiced dark meats. Try a light Merlot with Beef Bourguignon - AMAZING!

MALBEC

A typical tasting note would be "Incredibly ripe blackberries, black cherries and dark plums, tobacco and a little leather spice with a sweet zing on the finish." Malbecs are loved for their rich, dark fruity flavours and smooth chocolatey finish.

PAIR WITH: Malbec works well with peppered dishes, sage, creamy mushroom sauces, melted cheese or try on it's own with a blue cheese.

PINOT NOIR

Pinot Noir is the world's most popular light-bodied red wine. It's loved for its red fruit, flower and spice aromas that are accentuated by a long, smooth finish.

PAIR WITH: A very versatile food pairing wine given it's higher acidity and lower tannin. Pinot Noir pairs particularly well with duck, chicken, pork and mushrooms.

SYRAH/SHIRAZ

Shiraz originally came from the Rhône Valley in France (tends to be savoury), where it's best known for its role in their famous blends. Warmer regions of Australian Shiraz are known for incredibly fruit forward, full bodied wines. The Australians love it. But no matter where you find it, Shiraz is known for it's bold, rich flavour and aromas of dark fruit.

PAIR WITH: Great with American-style barbecues and spicy marinade dishes, Venison and Pheasant also go well. A must have for the Christmas table with the ability to handle intensely rich wine-based sauces. In the winter just right with a beef stew or a shepherd's pie.

CABERNET SAUVIGNON

The world's most popular planted grape variety. Since Cabernet Sauvignon is grown in a wide range of climates and regions throughout the world it has varied flavours. Fundamentally speaking, Cabernet Sauvignon is a full-bodied red wine with dark fruit flavours and savoury tastes.

PAIR WITH: Avoid arguing with any of the bold fruit flavours in a Cabernet Sauvignon so avoid anything chocolatey. Instead, pair with grilled steak or braised beef, this will work well as enough fat will be marbling to help counteract the drying sensation caused by tannins.



ST CLEMENTS FARM, MERLOT - 1 VOOR PAARDEBERG, SOUTH AFRICA

Displaying a brilliant bright ruby red colour this dynamic wine shows off a vibrant, fruit filled aroma of sleek cherries, subtle raspberry and soft, black pepper. Carrying through beautifully to the palate and is nicely supported by refined tannins with a smooth finish.

ESCORIHUELA GASCON, FAMILIA MALBEC - 2 MENDOZA, ARGENTINA

A fruit forward Malbec which is soft and accessible with simple, mostly fruity flavours. Mid-bodied, flows fresh and delicate with round and velvety tannins.

BUFFALO RIDGE, ZINFANDEL - 3 CALIFORNIA, USA

Big oak, big vanilla and big dark red fruit flavours. Black cherry, blackberry, full nose and mouth, wonderfully balanced with lively acids. Excellent finish of dried cherries, superb!

BERTON RESERVE BAROSSA VALLEY SHIRAZ - 4 S.E. AUSTRALIA, AUSTRALIA

Pleasant aromas of liquorice, eucalyptus, cinnamon spice and sweet peppers. The palate is full-bodied, rich, ripe, firm tannins and a light olive green note lingering bitter in the end.

OUDE KAAP CABERNET SAUVIGNON - 5 WESTERN CAPE, SOUTH AFRICA

Smooth, medium-bodied entry with intense juicy red and blackberry fruit flavours that are in perfect harmony with the well defined yet restrained ripe tannins and well-integrated wood.



BORED.COM

Bar shelf looking a little bit dusty?

Seeing the same drink brands on the back bar can leave customers feeling a little uninspired. Customers are more likely to spend their money on something that inspires and is a bit different, instead of something that they have seen in a local store or supermarket at a higher price.

By playing into adventurous curiosity of customers and informing of a products exciting back-story you can help create that intrigue. Lead them on to discover a new favourite that they have only seen behind your bar (extra brownie points - tick!).

The bar shelf doesn't have to stay static, an enthusiastic bartender should want to unveil and show off the newest and most unique creation which they have discovered.

Not only will this keep things fresh and be a talking point but it will also help to promote the business in other ways. No one can promote your bar better than the people who frequent it more often and with fresh exciting drinks to try you're on your way to the holy grail of marketing 'positive word of mouth advertising'.

Social media today is not simply a recreational tool but has a powerhouse of options when it comes to promotions. Many channels have a 'new story' feature, which can do wonders in promoting you to a wider passing audience.

Uploading the making of a new cocktail or talk of the journey behind a new dish or even a slightly messy bar while practicing your favourite 'Cocktails & Dreams, Tom Cruise' impression can connect to your audience and become valuable shareable content. Make a break from the norm and see what happens - it might turn into viral gold dust!!!



WORTH A LOOK



BOMBAY SAPPHIRE SUNSET GIN 43%, 70CL

An infusion of Indian white cardamom, Murcian sun-dried mandarin peel and turmeric to create a softly spicy flavour profile with hints of bitter-sweet citrus.



CAZCABEL COCONUT TEQUILA 34%, 70CL

Infused with fresh Mexican coconuts, Cazcabel Coconut Tequila is a premium flavoured tequila. With one sip taking you to the tropical islands, Cazcabel Coconut Tequila is the perfect drink to sip over ice.



LANGS MANGO & GINGER RUM 37.5%, 70CL

Thick and sweet, bursting with fresh tropical fruits, ripe mango, peach and lime, crystallised ginger. Delicious neat or on the rocks or try mixing it with pineapple juice with lots of freshly squeezed lime.

RUM CORNISH STYLE



TWIN FIN PINEAPPLE AND PINK GRAPEFRUIT RUM, 40% 70CL

Twin Fin Pineapple and Pink Grapefruit Rum is bold and bright with tropical fruit and zesty pink grapefruit notes which ignite the senses before a light and refreshing finish.



CORNISH CAIPIRINHA

INGREDIENTS:

- 50ml Twin Fin Pineapple and Pink Grapefruit Rum
- ¼ Lime • TSP Brown sugar • Mint
- Pineapple juice • Soda water • Pineapple slice

INSTRUCTIONS:

Muddle rum, lime, pineapple slice and sugar in a tall glass, stir in lots of ice and mint then top with pineapple juice and a touch of soda. Garnish with a wedge of fresh pineapple.



Annings brings a touch of class

The Annings gin range has been given a premium new look to coincide with the launch of new styles which join the already popular gin line up.

Annings gin has already acquired a loyal following since it's initial launch 2 years ago. With an initial limited Edition run of six artistically designed bottles, Annings positioned themselves to stand out in an already crowded market place by demanding attention when other brands were jostling for valuable bar space.

Since then the range has gone from strength to strength, and with the combination of showcase events at Exeter Chiefs' Sandy Park pre-matchdays, blind tasting evenings and valuable feedback from customers the range is now heading towards the next level of a premium style gin range with a number of exciting flavours ready to be tried.

As well as the original London Dry style there is the Pink grapefruit & Pineapple, Rhubarb, Passion Fruit & Mango and two new arrivals Lemon & Lime and the eagerly anticipated 'Pink' which now complete the new look range.



THE FULL RANGE OF ANNINGS GINS ARE NOW AVAILABLE AT TOLCHARDS, PLEASE ASK YOUR SALES MANAGER FOR FURTHER DETAILS

JAZZ IT UP

(Front Cover Cocktail)

Discover the perfect pink gin cocktail.

Simple, but guaranteed to hit taste buds every time.

ANNINGS 'PINK' NEGRONI

Go pink with this fabulous cocktail, flavoured with Annings Pink, rosé Vermouth and Aperol.



INGREDIENTS

- 35ml Annings 'Pink' gin,
- 25ml rosé Vermouth,
- or sweet white Vermouth,
- 15ml Aperol, Ice, wedge of pink grapefruit and a basil leaf, to garnish.

METHOD

STEP 1

Combine Annings Pink gin, Vermouth and Aperol in a copa gin glass with a handful of ice. Stir until the outside of the glass feels cold.

STEP 2

Garnish with a wedge of pink grapefruit and a basil leaf.

PERFECTION!



drinkaware.co.uk for the facts

FREE KEG ON INSTALL

Contact rtminstalls@asahibeer-int.com to discuss an install



Free keg processed on request not automatically. 1 free keg per customer per brand once first keg is ordered via rtm. Only available for new installs. Whilst stocks last, subject to availability and install may be refused if it does not meet Asahi UK criteria.

Asahi | Asahi UK Ltd

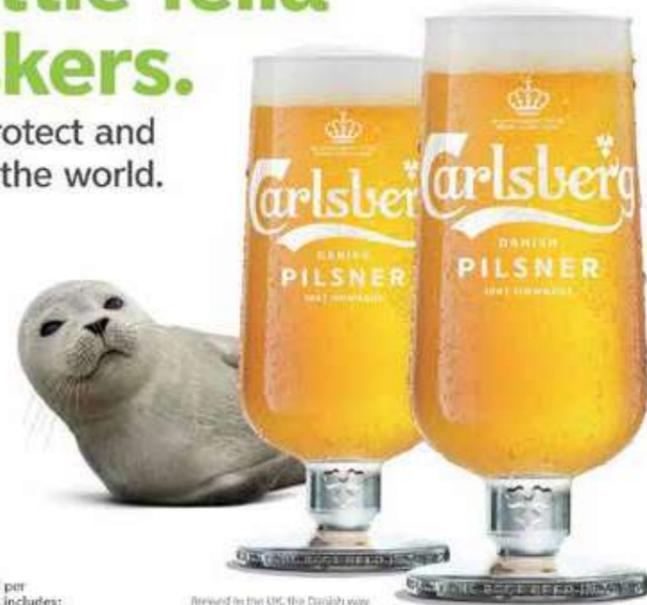
One for you. One for the little fella with the whiskers.

Carlsberg are helping WWF to protect and restore nature here, and around the world.



Install Pilsner and receive a free 50L keg on install and a WWF POS pack

WWF POS pack includes:
1 x pack 200 drip mats
1 x fount hanger
24 x pint glasses



Speak to your CMBC representative to arrange install. One deal available per install per customer. Available to new stockists only. Limited availability while stocks last. POS includes: 200 drip mats, 1 fount hanger, 24 pint glasses. Free Case/Keg size: Carlsberg Pilsner 50L Keg

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Enjoy Responsibly drinkaware.co.uk

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+41% RATE OF SALE WHEN BOTH HELLS AND PALE ARE STOCKED TOGETHER

INSTALL ANY CAMDEN BEER AND RECEIVE A POINT OF SALE KIT INCLUDING GLASSES, BAR RUNNERS AND BEER MATS



SOURCE - CGA BRAND INDEX (SEPT 2020)



£81.00 PER CASK

BUY 3 X 9G CASKS OF HOBGOBLIN GOLD AND RECEIVE FREE GLASSWARE AND T-SHIRTS

- 1 x Pump Clip
- 12 x Pint Glasses
- 3 x Hobgoblin T-shirts

BORN DIFFERENT

#hobgoblin_beer

3 x 9s must be on the same delivery. Promotion runs throughout October 2021 only. While stocks last. Maximum 1 deal per customer. Carlsberg Marston's Brewing Company, Marston's House, Brewery Rd, Wolverhampton WV1 4JT



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Speak Easy
PALE ALE | 4.3% ABV

Flavour-packed, perfectly balanced Pale Ale with robust malt and lush fruitiness.

Gluten-Free | Vegan

METICULOUSLY BREWED IN DEVON

FREE 30L KEG ON INSTALL*

*SIBA, World Beer Awards, Great Taste, etc.



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**BUY 5 CASES
FROM THIS RANGE
AND RECEIVE A
CASE OF SOL
FREE***

OCTOBER ONLY

*Available from 1st October to 31st October 2021. Buy a combination of cases of 24 x 330ml of Desperados, Sol, Birra Moretti, Birra Moretti Zero, Heineken 0.0, Heineken, Tiger, 12 x 500ml Bulmers Original, 12 x 550ml Newcastle Brown Ale, to include a minimum of three different brands and where 5 cases in total are purchased receive a free case of Sol. Brewed in the UK. Max 10 deals per customer. Subject to availability.

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COMING SOON

SALCOMBE
BREWERY CO.
BREEZE
SESSION LAGER
4.0%

We brew our beer overlooking the estuary, Salcombe and the South Hams, using only the finest yeast, hops, malt - and fresh Devon water from straight under the brewery.

So if it's beach, boat or bar, sundown or feet up, there's a Salcombe beer for every occasion.

BREEZE

A refreshing session lager using two contrasting British hops, Jester and Boadicea. The Jester brings hints of tropical fruit, whilst the Boadicea introduces subtle spicy notes with hints of orchard blossom. Together they help bring structure and balance to this elegant lager.

ABV: 4.0%

PLEASE ASK YOUR SALES MANAGER FOR FURTHER DETAILS

BUY 4 CARDS & GET THE CHEAPEST CARD FREE!

- SALTED PEANUTS
- DRY ROAST PEANUTS
- HONEY ROASTED PEANUTS
- SALTED CASHEWS
- CHILLI PEANUTS



**BUY 4 CASES
FROM THIS RANGE
AND RECEIVE A CASE
OF OLD MOUT -
WATERMELON & LIME
FREE***

*Available from 1st Sept to 31st Oct 2021. Buy a combination of cases of Old Mout and where 4 cases in total are purchased receive a free case of Old Mout Watermelon and Lime. Max 10 deals per customer. Brewed in the UK. Subject to availability.

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**INSTALL THATCHERS GOLD OR HAZE
& RECEIVE A FREE KEG ON INSTALL
& ANOTHER AT CHRISTMAS.**

Also receive one free upweighted POS kit!

Example POS Kit includes:

- 24 Pint Glasses
- 12 Half Pint Glasses
- Lanyards
- Bar Runners & Drip Mats
- Posters & Tent Cards

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THATCHERS
— THE FAMILY CIDER MAKERS —

for the facts **drinkaware.co.uk** | Install Thatchers Gold or Thatchers Haze on draught and receive a free 50 litre keg on install and another free 50 litre keg at Christmas. You will also receive one free upweighted POS kit on install.

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 MELLOW SPIGE WITH SUBTLE CITRUS FINISH

FREE HENDRICK'S BOTTLE GLORIFIER AND 6 X HIGHBALLS WHEN YOU BUY 3 X 70CL HENDRICK'S.
 1 TO BE HENDRICK'S LUNAR

HENDRICK'S CUCUMBER LEMONADE

50ml Hendrick's Gin
 20ml Lemon juice
 20ml Sugar syrup
 Top with soda water
 Garnish with 3 slices of cucumber & a lemon wheel

Elevate your backbar with the Hendrick's bottle glorifier.

ENJOY THE UNUSUAL RESPONSIBLY. be.drinkaware.co.uk

*Whilst stocks last.

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 FROM THE HOUSE OF BOMBAY

£17.99

BOMBAY SAPHIRE G&T
 50ML BOMBAY SAPHIRE
 100ML FEVER-TREE MEDITERRANEAN TONIC
 GARNISH WITH A LIME WEDGE

A WORLD OF DISTINCTIVE TASTE

BUY 6 X BOTTLES
 TANQUERAY LONDON DRY,
 TANQUERAY FLOR DE SEVILLA
 OR TANQUERAY NO. TEN
 AND GET 6 TANQUERAY COPA GIN GLASSES FREE.

UNMISTAKABLY
Tanqueray

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£19.99

BOMBAY BRAMBLE G&T
 50ML BOMBAY BRAMBLE
 100ML FEVER-TREE INDIAN TONIC
 GARNISH WITH A LEMON WEDGE

£19.99

BOMBAY SUNSET G&T
 50ML BOMBAY SUNSET
 100ML FEVER-TREE PREMIUM INDIAN TONIC
 GARNISH WITH AN ORANGE WHEEL & STAR ANISE

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 BOMBAY SAPHIRE AND ITS TRADE DRESS ARE TRADEMARKS

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Get a bloody epic offer

Buy any 3 X 70cl Warner's gins and receive a Limited Edition Ceramic Sharing Jug & 6 X branded tumbler glasses.*

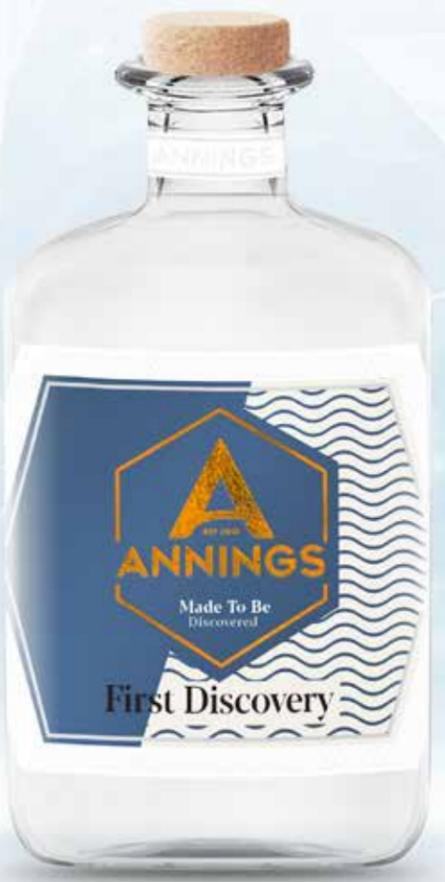
*Offer includes all Warner's 70cl SKU's. Whilst stocks last.




1 FOR THE PLANET

First Discovery

Made To Be Discovered



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MADE IN ENGLAND'S OLDEST WORKING GIN DISTILLERY.

RECEIVE 24 X SCHWEPPE'S SIGNATURE COLLECTION TONIC WATER WHEN YOU BUY 2 X 70CL PLYMOUTH GIN

SUPER PREMIUM GIN GROWS +15.6% YOY*

PLYMOUTH GIN
SINCE 1793.

*CGA: Total GB Super Premium Gin. 21.03.20. 100 deals available.
Enjoy responsibly. drinkaware.co.uk

PLYMOUTH GIN
@HOMEOPLYMOUTHGIN



BUY ANY 4 FEVER-TREE PRODUCTS AND RECEIVE 6 GLASSES FOR FREE*

MUST INCLUDE NEW LAUNCH SWEET RHUBARB & RASPBERRY TONIC WATER

IF $\frac{3}{4}$ OF YOUR DRINK IS THE MIXER, MIX WITH THE BEST

FEVER-TREE
*Maximum 2 deals per customer. **Available while promotional stocks last.

NEW



DRIVE SPEND PER HEAD WITH THE RIGHT WHISK(EY) PORTFOLIO

The price of Whisk(e)y per 25ml is higher than most other spirits so it's important to trade consumers into the category. Use this guide to help your understanding of the complex world of whisk(e)y with advice on how to range and serve Whisk(e)y in your outlet.



WHAT ARE THE DIFFERENT TYPES OF WHISK(EY)?



#1 IMPORTED:
Produced outside of GB, covering a wide range of styles - **46.9% of total value sales!**



#2 BLENDED:
Blending two or more different types of whisk(e)y together - **33.9% of total value sales!**



#3 SINGLE MALT:
Produced and aged in Scotland from a single distillery - **16.4% of total value sales!**

HOW TO FIND THE RIGHT WHISK(EY) RANGE FOR YOUR OUTLET?

The traditional way of categorizing Whisk(e)y does not always help when considering range or trying to recruit new consumers into the category. Follow these three simple steps to ensure you have a great and accessible Whisk(e)y offering:

1

START WITH BEST SELLERS



2

OFFER TRADE-UP OPTIONS THROUGH SINGLE MALTS



3

CONSUMERS WANT TO KNOW HOW A LIQUID WILL TASTE, PARTICULARLY IF THEY AREN'T FAMILIAR WITH THE CATEGORY. RECOMMEND WHISK(EY) USING FLAVOUR:



BEST IN CLASS OUTLET EXECUTION

Recruit new consumers by translating this flavour strategy into your serve suggestions.

<p>FRUITY</p> <p>JOHNNIE WALKER RED & PEACH HIGHBALL Ingredients: 50ml JW Red Label, 150ml sparkling peach iced tea, peach fan and thyme sprig garnish. Method: Add all the ingredient highball glass full of ice, stir and garnish with the peach and the thyme. 2 UNITS</p>	<p>SPICY</p> <p>BULLEIT BOURBON OLD FASHIONED Ingredients: 50ml Bulleit, 5ml Sugar Syrup, 3 Dashes of Angostura Bitters and orange zest garnish. Method: Add all the ingredients to an old-fashioned glass full of ice, stir to mix, garnish with the orange zest. 2.3 UNITS</p>	<p>SMOKY</p> <p>JOHNNIE WALKER BLACK & GINGER HIGHBALL Ingredients: 50ml JW Black Label, 150ml ginger ale, thin slice of fresh ginger and star anise garnish. Method: Add all the ingredients to a highball glass full of ice, stir and garnish with the ginger and the star anise. 2 UNITS</p>	<p>SWEET</p> <p>NEAT SINGLETON Ingredients: 50ml Singleton 12 Years old. Method: pour the whisky over the 3 cubes of ice in a tumbler glass. 2 UNITS</p>
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Sources: 1. CGA OB On Trade L12WK to 03/10/2020 2. CGA BrandTrack July 2019

FREE
GLENFIDDICH HIGHBALLS X 12
WHEN YOU BUY
2 X GLENFIDDICH 70CL 12 YEAR OLD

OFFER YOUR CUSTOMERS A REFRESHING GLENFIDDICH BUCK
50ml Glenfiddich 12 Year Old
12.5ml Elderflower cordial
100ml Soda water

Add all ingredients to a highball glass over cubed ice and stir. Top with ice and garnish with a lemon wedge.

*Whilst stocks last. Glasses received will be similar but not exactly the same as in the advert. SKILLFULLY CRAFTED. ENJOY RESPONSIBLY. be drinkaware.co.uk

FREE Irish coffee GLASSES X 6*
WHEN YOU BUY 2 TULLAMORE D.E.W. 70CL

*The whiskey of choice for up to 2,000 Irish Coffee's per day served at the renowned Buena Vista bar** in San Francisco*

WARM IRISH COFFEE:
50ML TULLAMORE D.E.W. ORIGINAL
150ML HOT ESPRESSO COFFEE OR COLD BREW COFFEE
25ML SUGAR SYRUP
50ML DOUBLE CREAM NUTMEG
POUR THE TULLAMORE D.E.W., COFFEE AND SUGAR SYRUP INTO A GLASS AND STIR WITH A BAR SPOON.
WHIP THE DOUBLE CREAM IN A SHAKER.
POUR OVER THE BACK OF A SPOON ON TOP OF THE COFFEE MIX.
GARNISH WITH GROUND OR GRATED NUTMEG.

COLD IRISH COFFEE:
AS ABOVE, BUT ADD ICE TO THE COLD IRISH COFFEE
SERVE TO KEEP IT NICE AND COOL.

TULLAMORE DEW
ESTD 1829
IRISH WHISKEY

*While stocks last. **The largest volume Irish whiskey outlet in the world. PLEASE SHARE A TULLY RESPONSIBLY. be drinkaware.co.uk

LET THE FUNSHINE

RECEIVE A CASE OF 24 X 200ML DIET COKE

WHEN YOU BUY 4 X 70CL OR 2 X 1.5L OF MALIBU*

MALIBU COLA

50ML MALIBU ORIGINAL TOPPED WITH COLA GARNISH WITH A WEDGE OF LIME

MALIBU IS THE SECOND MOST LIKELY BRAND TO BE RECOMMENDED BY 19-34YOS IN REGARDS TO IT'S COMPETITIVE SET**

Enjoy Responsibly. drinkaware.co.uk

*Available whilst stocks last. 2 deals per customer. 100 deals available

**Source: PRIME Quantitative Data 2020

SCAN FOR VIDEO

CAZCABEL

PREMIUM TEQUILA

BUY ANY 3 BOTTLES FROM THE CAZCABEL TEQUILA RANGE AND RECEIVE 1 BOTTLE OF CAZCABEL COCONUT TEQUILA FREE*

TEQUILA BLANCO TEQUILA REPOSADO HONEY TEQUILA COFFEE TEQUILA COCONUT TEQUILA

NEW

*Whilst stocks last. 1 deal per customer.

NO.1 SUPER PREMIUM TEQUILA

IN THE UK & THE WORLD*

BUY ANY 2 X 70CL PATRON FAMILY AND GET 12 X AGAVE MUGS

TEQUILA PATRÓN.

Made in Mexico

Source: IWSR 2020
THE PERFECT WAY TO ENJOY PATRÓN IS RESPONSIBLY | PATRÓN, ITS TRADE DRESS AND THE BEE LOGO ARE TRADEMARKS

for the facts drinkaware.co.uk

MADE FOR MIXING

RECEIVE 24 X 200ML COCA COLA OR SCHWEPPE'S MIXERS WHEN YOU BUY ANY 4 X 70CL FROM THE ABSOLUT RANGE*

NEW

MIX WITH COLA
MIX WITH SODA
MIX WITH TONIC
MIX WITH LEMONADE

@ABSOLUTUK STOCK UP ON THE UK'S No.1 PREMIUM VODKA BRAND **ABSOLUT.**

*Available whilst stocks last. Offer includes 24 x 200ml case of Coca-Cola or Schweppes Lemonade. Absolut range includes: Absolut Watermelon, Passionfruit, Cherry, Citron, Kurant, Lime, Mandarin, Mango, Pears, Raspberry, Vanilla, Absolut Juice Rhubarb and Strawberry. 100 deals available.

ENJOY RESPONSIBLY. drinkaware.co.uk

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CORKY'S

BUY 4 BOTTLES GET 1 BOTTLE FREE*

FREE

www.corkys.co.uk

*Corky's 70cl - Sour Cherry, Blueberry Glitter, Mango Glitter, Raspberry Glitter, Sour Apple. Offer available 1st - 30th September 2021, while stocks last.

READY TO COCKTAIL IN 10 SECONDS

ON TAP

COCKTAIL

FREE GLASSWARE ON INSTALLATION

160 FREE COCKTAILS WITH EVERY NEW INSTALLATION

EMAIL DRAUGHTCOCKTAILS@DIAGEO.COM TO FIND OUT MORE AND REQUEST AN INSTALL
FREE STOCK WILL BE PROVIDED BY DIAGEO SALES TEAM

DELICIOUS ON TAP

Gordon's **SMIRNOFF**

* FRESHLY Poured, Draught

STOCK UP NOW

drinkaware.co.uk for the facts | PLEASE DRINK RESPONSIBLY

BUY 3 GET 1 FREE

Across 200ml range



Days of Luscombe



£19.99 PER CASE
ACROSS THE 27CL RANGE

Discover the full range of award-winning Luscombe drinks made from gently pressed organic and wild ingredients.

Luscombe. A simple, more fruitful philosophy.



By appointment to
HRH Prince of Wales
Soft Drinks Producer
Luscombe Drinks
Devon, England

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Naturally Delicious

Crafted and bottled on the family farm.

Bottles
£8.50
PER CASE
12 x 250ml

Cans
£13.99
PER CASE
24 x 250ml



Belvoir Farm

STOCK UP NOW

www.belvoirfarm.co.uk



Schweppes

BUY 6 ACROSS THE RANGE AND RECEIVE A CASE FOC

The Ultimate Mixer.



STOCK UP NOW

Save £1 on any case from the Schweppes 125ml range. All 125ml Schweppes packs eligible for discount. While stocks last Offer valid 1.9.2021-30.10.2021. ©2021 European Refreshments. All rights reserved. SCHWEPES is a registered trade mark of European Refreshments.



STOCK UP NOW

Coca Cola, Diet Coke, Fanta & Sprite No Sugar 330ml Icon
Coca Cola Zero Sugar 330ml Icon



Offers available 1st Sept 2021 - 30th Sept 2021. While stocks last. © 2021 The Coca-Cola Company. All rights reserved.



Sparkling water with a bite.

The Next Generation Drink with the Hard Seltzer Category now worth £10.4mil in the UK*



Terms and conditions apply. Only valid during the promotional period as specified on this brochure and available while stocks last. Asahi UK reserve the right to end this promotion at any time. Please contact customer.services@asahibeer.co.uk for more information. Promoter: Asahi (UK) Limited, Griffin Brewery, Chiswick Lane South, London W4 2BQ.

*Nielsen data MAT to 15.5.2021

Contains alcohol, please drink responsibly - drinkaware.co.uk

drinkaware.co.uk for the facts



THE BIGGEST RTD IN THE ON-TRADE



BUY 6 CASES & GET 1 CASE FREE*

#WEAREVK [f VKDRINK](https://www.facebook.com/vkdrink) [i VK OFFICIAL](https://www.instagram.com/vkofficial) [y VKDRINK](https://www.youtube.com/channel/UCvKDRINK) [VKOFFICIAL.COM](https://www.tiktok.com/@vkofficial)

*VK 24x275ml NRB: Strawberry & Lime, Orange & Passion Fruit, Tropical Fruits, Apple & Mango, Blue, Watermelon, Black Cherry, Ice. VK 24x275ml PET: Strawberry & Lime, Orange & Passion Fruit, Tropical Fruits, Apple & Mango, Blue, Watermelon, Black Cherry, Ice. Valid from 1st September - 30th September 2021, while stocks last. 1 - CGA MAT P11 2020 Value and Volume Share

Pink

Made To Be
Discovered

