

November/December 2021

Drinks industry supplement brought to you by Tolchards

the Glugger



ANNINGS
EST 2012
Made To Be
Discovered

ANNINGS
EST 2012
Made To Be
Discovered
Twelfth Night

The perfect Gin
for Christmas

Trade Up For Christmas

After an unusual Christmas 2020 fingers are most definitely crossed for a return to a more familiar festive trading season. This year, more than ever customers are going look to treat themselves whilst enjoying family and friends company. With this in mind throughout this issue we are looking to move away from the standard and present a premier drink selection that pushes the boat out in true Christmas spirit.

Treat yourself

Citing CGA Strategy data - on average one in three serves ordered over the festive period were spirits, whilst 47% of consumers who wouldn't normally drink spirits throughout the rest of the year enjoyed them over the festive period. This year more than ever consumers will be showing a huge desire to trade up to a premium drink during this key period.

This gives a huge opportunity for on-trade retailers to capitalise as premier offerings drive higher margins and greater profits.

The following suggestions hope to offer a sense of a treat and create a bit of a signature drink which prompts a talking point on socials.

Bar Ideas



Behind the bar at Christmas can prove busy, hectic and just a little stressful. Time is of the essence but creating Christmas drinks doesn't have to bring with it added disaster. With a bit of careful planning creating a Christmas drinks selection can save valuable time and be a joy for staff to create.



Cocktails

A good festive cocktail can even put Mr Scrooge in a happy festive mood.



Mocktails

No longer a boring option, just fun with lots of flavour.



Pitchers

Quick and easy is the name of the game for the group booking.



Digestifs

More spirits are tried at Christmas than at any other time of the year.



The Bubbles

Behind the bar at Christmas can rival the crowd at an old firm.



For the Drivers

Creating something special for the designated so they don't feel left out.



Cocktails premium and festive

The perfect accompaniment to your Christmas drinks menu, a special Christmas Cocktail doesn't have to be a pain and be a time vacuum. These simple ideas create that festive spirit, avoid being labour intensive and more impress that important **'Premium treat factor'** that customers can't say no to. Don't forget to post....#



Festive Russian

What's better than a festive White Russian? This Baileys White Russian recipe! Adding Irish cream to this simple cocktail steps it up.

Ingredients

- Baileys 25ml
- Coffee Liqueur 25ml
- Vodka 25ml
- Double Cream 25ml
- Chocolate Shavings To Garnish

Step 1

Add the vodka and Kahlua to a glass, then pour in the Baileys.

Step 2

Stir gently to get the swirl effect. If you stir the drink right away, it will be a beige colour. It's more fun to get the swirl effect! Stir it gently just a few times, and the cream will swirl into the vodka and Kahlua in a beautiful pattern...Top marks!

Dirty Martini

This easy cocktail makes the perfect festive cocktail that is simple and easy to make when time is limited at the bar.

Ingredients

- Annings 'First Discovery' Gin 300ml
- Dry Vermouth 60ml
- Olive Brine 25ml, (add more if you prefer a saltier martini)
- Green Olives To Garnish

Step 1

Pour the gin, vermouth and brine into a mixing jug and stir. Decant into a sterilised flip top bottle and keep chilled in the fridge. Garnish with green olives before serving.

Boulevardier

Make a classic boulevardier cocktail if you're a fan of negronis. It's similar, but made with bourbon instead of gin for a more harmonious blend.

Ingredients

- 25ml bourbon
- 25ml sweet vermouth
- 25ml Campari
- Ice
- Orange peel twist, to garnish

Step 1

Pour the bourbon, vermouth and Campari into a mixing glass, jug or cocktail shaker. Add a large handful of ice, and stir until the outside of the glass feels very cold.

Step 2

Strain the cocktail into an ice-filled tumbler, and garnish with a twist of orange peel.

Champagne Cocktail

Blend some chilled champagne with brandy and bitters for a sophisticated champagne cocktail. Garnish with an orange twist to serve.

Ingredients

- 1 white sugar cube
- 2 dashes angostura bitters or other bitters
- 2 tsp brandy (optional)
- Chilled champagne, to top up
- Orange twist, to garnish

Step 1

Put the sugar cube in the bottom of a champagne flute. Shake the bitters onto the sugar cube and let it soak in for a few seconds. Add the brandy, if using, then top up with champagne. Twist the orange peel over the top of the glass to release some of the oils, then drop into the glass to serve.

Hot Buttered Rum

mmmm...

Hot buttered rum delivers a warming treat for cold evenings. Sweet and spiced with cinnamon and nutmeg.

Ingredients

- tbsp soft light brown sugar
- 1 tsp ground cinnamon
- ½ tsp ground nutmeg
- 100ml dark rum
- 2 tbsp unsalted butter, melted
- 2 cinnamon sticks, to serve

Step 1

Combine the sugar, cinnamon and nutmeg in a small bowl, then gradually pour in the rum and melted butter, and stir together. Evenly divide the mixture between two small heatproof glasses. Top each with 100ml boiling water and stir well. Serve with a cinnamon stick to garnish - Serves two.

Festive Mudslide

Share this creamy adults-only drink with the chocolate lover in your life.

Ingredients

- 50g dark chocolate
- ice
- 60ml vodka
- 60ml coffee-flavoured liqueur
- 60ml Irish cream liqueur
- 100ml double cream

Step 1

Put two small tumblers in the fridge to chill overnight. Put 30g of the chocolate in a shallow bowl and melt in the microwave in short bursts. Dip the rim of the chilled glasses in the melted chocolate, then stand them upright so it gradually drips down the sides. Return to the fridge until you're ready to serve.

Step 2

Fill a cocktail shaker with ice, then pour in the coffee-flavoured liqueur, vodka, Irish cream liqueur and double cream. Shake until the outside of the shaker is very cold. Put a few ice cubes in the prepared glasses, then strain in the cocktail. Finally grate over the remaining chocolate and serve with a paper straw.

Mocktails tasty and fun

Going without booze shouldn't be boring! Our festive mocktails and hot drinks allow teetotallers and kids to join in the festive cheer.

It will hold well throughout the afternoon and evening, and is just as delicious with alcohol as without!



Virgin Mojito

Make this minty Christmas cocktail zero-alcohol by swapping the rum for apple juice mixed with almond extract. All the Cuban flavour, none of the hangover!

Ingredients

- Lime 1, halved and sliced into wedges
- Caster sugar 1 tsp
- Mint leaves 6, plus extra to garnish
- Apple juice 3-4 tbsp
- Almond extract a dash
- Sparkling water for topping up

Step 1

Use the end of a rolling pin to muddle the lime wedges with the sugar in a high-ball glass. Add the mint leaves and lightly muddle again. Fill the glass with ice and pour over the fruit juice and almond extract. Stir, then top up with sparkling water and garnish with more mint leaves.



Daiquiri Mocktail

All the flavour of a classic daiquiri, but without the alcohol. This recipe involves making your own sugar syrup.

Ingredients

- Caster Sugar 100g
- Apple Juice 3-4 Tbsp
- Almond Extract A Dash
- Lime Juice 30ml
- Sugar Syrup 15ml
- Lime Wedge To Garnish

Step 1

To make the sugar syrup, put the sugar and 100ml water in a pan and heat gently, stirring, until the sugar dissolves.

Step 2

Put the lime and apple juice, almond extract and sugar syrup in a cocktail shaker with ice and shake well. Strain into a small coupe glass and serve.



Grapefruit Gin Sour Mocktail

Celebrate the season with this stunning grapefruit mocktail. Made with a splash of non-alcoholic gin.

Ingredient

- ½ red or pink grapefruit, juiced and 2 strips of zest, to serve
- 50ml non-alcoholic gin
- ½ lemon, juiced
- 2 tbsp simple sugar syrup (see tip)
- 1 egg white
- Plenty of ice

Step 1

Put all the ingredients except the ice into a cocktail shaker or a large jam jar with a good seal. Shake well to combine.

Step 2

Add a handful of ice to the shaker and shake vigorously for at least 30 seconds or until the sides of the shaker feel cold. Strain into tumblers with more ice, or into coupe glasses, without ice. Serve with a grapefruit twist garnish.

Yuletide Pitcher's preparation is key

Christmas is fast approaching, and that means pulling out a few special recipes for the occasion and being creative.

A well made punch is lovely all year round, but with a few tweaks it can have that joyful spirit and gives the chance to show off those mixologist skills you've been working on.



X-Factor Punch

Treat your guests to a Christmas punch. It's a blend of prosecco, sloe gin, Jägermeister and apple juice, together with festive clementine and ginger.

Ingredients

- A bunch of red grapes
- 750ml prosecco
- 1l cloudy apple juice
- Ice
- 250ml sloe gin
- 50ml herbal liqueur (we used Jägermeister)
- 1 ball stem ginger, finely sliced plus 2 tbsp of the syrup
- 3-4 sprigs rosemary
- 1 clementine, finely sliced

Step 1

The day before you want to serve, put the grapes in the freezer for around 8-12 hrs or until frozen. Chill the prosecco and apple juice in the fridge.

Step 2

When you're ready to serve, put the frozen grapes and a generous handful of ice in a large 2-3 litre punch bowl and pour all of the remaining ingredients on top. Stir gently to combine, then serve. Sits well for up to 3 hrs before putting the ice in.

Cranberry Christmas Punch

Get the party started with this refreshing Cranberry punch.

Ingredients

- 100g fresh or frozen cranberries
- 1L cranberry juice
- 500ml vodka
- 400ml grapefruit juice
- 2 limes, cut into round slices
- Loads of ice

Making fruit ice cubes stops the cranberries from sinking to the bottom of the glass – clever!

Step 1

Using two ice cube trays, put one or two cranberries in each square, fill with water and freeze until solid.

Step 2

Pour the cranberry juice, vodka and grapefruit juice into a punch bowl or large pouring jug and add the lime slices. Add some ice and half the cranberry ice cubes. Divide the remaining cranberry ice cubes between the glasses, then pour in the punch.



Christmas list

Tolchards most wanted favourites that we will be asking for on our Christmas list.



Warninks

Warninks Advocaat is a deliciously sweet, creamy liqueur made from brandy, egg yolks, vanilla and sugar. Originally developed by the Dutch.

Serve a classic Snowball at Christmas for your guests. With Advocaat, Lemonade and ice, it's the ultimate 70's retro cocktail to celebrate the festive season.

Ingredients

- 10-15ml lime juice
- 50ml advocaat
- 50ml sparkling lemonade
- Ice, to serve
- 1 maraschino cherry to finish.

Step 1

Fill a glass with ice and if using, add up to 15ml of lime juice or lime cordial. Pour the Advocaat and Lemonade over the ice and stir gently until the outside of the glass feels cold, don't forget the Cherry!



Baileys

Turn that bottle of Baileys into an epic evening cocktail complete with coffee liqueur, vodka and double cream... An outright winner!

The fictional R.A. Bailey signature was inspired by the Bailey's Hotel in London, though the registered trademark omits the apostrophe.

Ingredients

- Baileys 25ml
- Coffee liqueur 25ml
- Vodka 25ml
- Double cream 25ml
- Chocolate shavings to garnish

Step 1

Put the Baileys, coffee liqueur, vodka and double cream in a cocktail shaker with ice and shake well until the outside of the shaker is cold.

Step 2

Strain the cocktail into a chilled coupe glass and garnish with some chocolate shavings.



Chambord & Annings Pink Gin

Want a simple cocktail that shines? Combining the Chamboard liqueur with the Annings Pink to make an impressive Raspberry gin fizz.

Ingredients - Serves 2

- 50ml Chambord
- 25ml Annings Pink Gin
- 200ml chilled Prosecco
- 4 frozen raspberries

Step 1

Divide the Chambord and pink gin between two tall champagne flutes.

Step 2

Top up with the Prosecco and float 2 of the frozen raspberries in each glass. Serve immediately!!!



JD Honey

JD inform us that their honey version has been a real success in drawing non-whiskey consumers who favour white spirit-based cocktails into the category – and the festive season clearly proved to be a time for them to experiment.

Need a recipe for a pitcher with a Christmas theme, try the 'Spiced Winter Blizzard'.

Ingredients

- 300ml Jack Daniel's Honey
- 200ml Apple Cider
- 200ml freshly squeezed tangerine juice
- 50ml spiced syrup
- Loads of Ice

Great for a crowd, it proves simple but with lots of flavour.

Step 1

The only thing you need to do is throw all the ingredients into a cocktail shaker or a glass with a lid, add some ice cubes, shake, strain into to champagne glasses add some decoration and enjoy.



6 O'clock Sloe Gin

For their Sloe Gin, which uses a proportion of hand-picked sloes from near the distillery in Gloucester, Bramley & Gage follow the tried and tested method of using a high sloe to gin ratio, moderate sugar and plenty of time.

After an alternative winter warmer to mulled wine but something just as delicious? Try Sloe gin & Spiced Apple

Ingredients

- 60ml (2oz) Sloe or Damson Gin
- 200ml (7oz) Spiced Apple Juice*

Step 1

*Infuse the cloudy apple juice by gently heating with your favourite winter spices for around 20 minutes. Decant infused apple juice into a heatproof glass or mug and top with 50ml Sloe or Damson. Garnish with an orange wheel, cinnamon stick & star anise.



Ketel One Vodka

Ketel One is a delicious Dutch vodka distilled at a family-run distillery founded in 1691! The vodka itself has a superb flavour profile of citrus and honey.

Try this shooting star and it's one that doesn't disappoint.

Ingredients

- 1.5 oz. Ketel One Vodka
- 1 Orange slice
- 2 Maraschino cherries
- 1 Sugar cube
- 2 Dashes Angostura bitters
- Club or lemon lime soda

Step 1

Place orange slice, cherries and sugar cube in bottom of rocks glass. Soak sugar cube with bitters. Lightly muddle until sugar is mixed with fruit. Add Ketel One Vodka and stir. Top with club soda or lemon lime soda. Garnish with an orange twist and brandied cherries.



Plan, Plan, Plan

Christmas is a great time for everyone to enjoy, but one that arrives very quickly. Planning well in advance can ensure that your festive period kick starts with a bang and goes smoothly without any hiccups.

Pre-Order

If possible take orders before guests arrive. Pre-empting whats on the horizon can speed up service and cut down on unwanted wastage.

Budget

Costs can quickly spiral at Christmas, keeping a kitty can solve unwanted surprises, and if not used as an extra round of drinks for the staff.

Playing to your Strengths

If you have a restaurant, pub or hotel that has enough space for 40 guests cramming in extras can do more harm than good. Stretched service effects customers, waiting times increase and no one enjoys dealing with negative reviews.

Emergency Numbers

We're all hoping it doesn't happen... But... just in case it does, have those important numbers at hand to keep disruption to a minimum.

The Drivers

Don't forget the drivers, no alcohol doesn't mean zero fun and missing out. See our mocktail suggestions which will provide a star choice which will be appreciated.

Signature Cocktail

Mixologists it's your time to shine... An easy-to-mix seasonal cocktail which can prove to be a real winner. Make it a festive feature and there will be a strong uptake for those wanting to treat themselves.
#TOPTIP use it as a prize for social media competitions.

Dry Run

Timings and footfall can change and increase dramatically at Christmas. An early dry run practice and the chance to iron out any unexpected trip ups can mean operations run more smoothly on busy days.

Social Media

With impressive decorations, entertainment and festive drinks its the perfect opportunity to fill your social media channels with great content. Take photos of everything, make use of the hashtag#, ask staff to be involved and don't forget to engage with all those valuable comments and likes ###!!!

Delivery Days

As this year's Christmas Day and Boxing day fall at a weekend Tolchards delivery days will be as per normal. However, please be aware that we are closed on the 27th December and the 3rd of January.

Keep It Simple

A well thought out simple menu for both food and drink can prove more effective than a constantly changing challenging one.

Well briefed staff with good product knowledge allows customers to be quickly informed and cuts down valuable ordering time.

Cut off Times

Christmas is a busy period and a hectic time when everyone is pushed to meet deadlines. Avoid leaving ordering to the last minute and throwing a spanner in a well worked military plan.

Staff Input

Some staff might have experience with Christmas at other premises or other Festive events. Asking for thoughts or feedback can have a positive effect on stream lining operations at the front of house.

Speedy Service

A drinks offering ready and waiting as customers are seated can have a strong effect on the whole experience. Watch as the fear of missing out means Auntie Maureen swipes the first aperitif off the tray... "don't mind if I do..."

Communication

Never is the saying "singing from the same hymn sheet" more appropriate. Keeping everyone in the loop from menu changes to last minute bookings keeps the stress down and lets everyone know ahead of time.

Guest Ale

Beer drinkers love a festive Ale... 'Winter Explorer' a 4.2% Dark Amber Ale is ready for pre-order.

Mulled Wine

Don't forget the essentials!!! A real customers favourite, the smell of mulled wine wafting through your kitchen means that Christmas has arrived!

Table Talkers

Cut down waiting times by supplying customers with key information, it also gives a discussion point, table talkers can be very effective at busy times.

Pimp the Prosecco

Add value to your Prosecco line up with an added choice of flavours and garnishes. This will drive interest and encourage those instagram pics #

DON'T FORGET!
THE MULLED WINE



IN THE NEWS

Luscombe Drinks receives royal accolade

South Devon's Luscombe Drinks has been awarded a Royal Warrant in recognition of its palace-approved softies.

'After many years of having the pleasure of selling our drinks to the Royal family and pressing the apples from the Highgrove Estate, I am delighted that Luscombe Drinks has been given the Royal Warrant,' said founder and owner Gabriel David. 'This is an enormously prestigious accolade and there are only a handful of soft drinks producers who have been awarded one. Our drinks have been enjoyed by the Royal family at home, served at palace events and Buckingham Palace tea parties for many years, so it is fantastic to now gain this formal recognition.'

'The awarding of this Royal Warrant could not have come at a better time. It has been an incredibly tough year for our industry and our business but this feels like a flag of positivity amongst all of the challenges: a sign that things are changing and better times are to come.'

As the hospitality industry starts to fully reopen we are optimistic that this marks the start of a fantastic post-lockdown future.'



Founder and Owner Gabriel David

Allan Scott's Sauvignon Blanc scores 93!!!

Wine scores and reviews are important to us as they provide a clear indication of whether we are on the right track, and there is also the added benefit of letting you make the best choice possible by having an independent expert opinion.

The family of wine makers from Marlborough are celebrating a 93 mark which was given to them by the Wine Spectator magazine (a print publication that reaches around 3 million readers worldwide) noted as the world's leading authority on wine. Reviewer Maryann Worobiec commented

"The wine strikes a terrific balance between mouthwatering acidity, fresh herbal notes of lemon verbena

and thyme, and core flavours of key lime, meyer lemon, pineapple and tangerine. Gains momentum on the finish, where the flavours sing in harmony and complexity."



Congratulations to everyone at the Allan Scott winery on the success of their Sauvignon Blanc.

Tolchards Christmas Delivery Schedule

We aim to limit the change to normal delivery days as much as is practical.

We will be closed for deliveries on **Monday 27th December 2021** and **Monday 3rd January 2022**. However, Telesales will remain available for placing orders. We will advise before any changes to your delivery pattern to ensure a smooth ordering and delivery process over the festive weeks.





TOLCHARDS
— DRINKS —

Christmas

NOVEMBER / DECEMBER
PROMOTIONS



TOLCHARDS
— DRINKS —

Fingers Crossed!

As we approach the Christmas season everyone at Tolchards is looking forward to a semi-normal festive period...

I hope by saying that I haven't jinxed things, but it will be welcoming to experience full bars and restaurants with happy customers this Christmas.

Our Christmas issue of 'The Glugger' has some great ideas on drinks premiumisation,

as well as impressive promotions for those wanting to treat themselves after the challenges faced in the last 18 or so months.... and to be honest why not!

Can I take this opportunity to wish you and your family a Happy Christmas and a healthy 2022.

Looking forward to seeing you soon

Sean Mardell
Director



TEL: 01626 333426
EMAIL: info@tolchards.com
WEB: www.tolchards.com

Happy Christmas

Try Something Different

If your looking to make an inspirational festive cocktail look no further. This mulled wine cocktail puts a great spin on the traditional mulled wine offeringEnjoy!

Ingredients

- 50ml of dark rum
- 50ml of Annings mulled wine, cold
- Ice cubes
- Ginger ale

Method

- 1 - Fill a shaker to halfway with the ice cubes and pour over the dark rum and cold mulled wine.
- 2 - Seal with a lid or Boston glass and shake well for 30 seconds. Pour the contents of the shaker, including the ice, into a tall glass and top up with ginger ale.

£4.95
PER BOTTLE



Della Vite

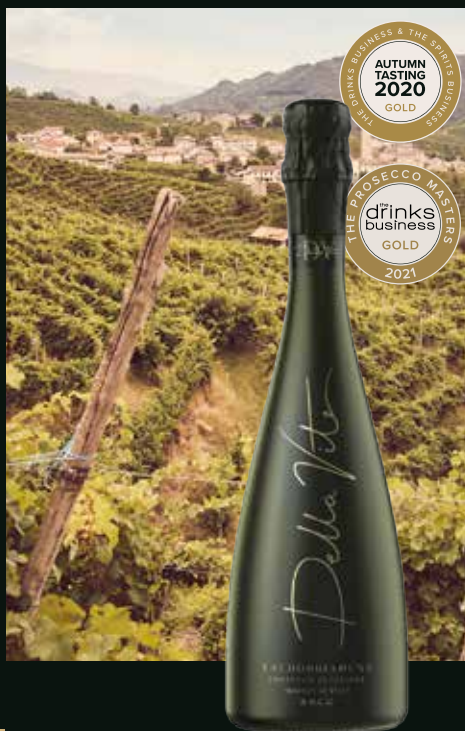
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TASTE	EXTRA DRY
ABV	11.5%
GRAPES	100% GLERA



TREVISO

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TASTE	EXTRA DRY
ABV	11.5%
GRAPES	100% GLERA

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Pouilly-Fume Dom de Berthiers Dagunea - Loire, France	£14.30
Sancerre La Vigne Blanche Bourgeois - Loire, France	£14.15
Vouvray Brut La Dilletante Dom Breton - Loire, France	£12.25
Piquepoul Extra Brut Cave de l'Ormarin - Languedoc, France	£10.65
Godeval Godello Bodega Godeval - Bierzo, Spain	£9.90
Bergerac Blanc - Cuvee des Conti - Loire, France	£8.80
Elegance Provence Rosé - Provence, France	£8.50
Coteaux Bourguignons Rosé, Louis Jadot - Burgundy, France	£8.35
MOKO Black Pinot-Noir - Marlborough, New Zealand	£8.00
Ottavio Rube Bianco Valli Unite Gavi - Piemonte, Italy	£7.25
Rioja Crianza Rosado Bodegas Navajas - Rioja, Spain	£6.38

* Price for Single Serve 187ml x 12 Case

Don't Miss

Wine

	Price per bottle
Marius Vermentino Vin de Pays d'Oc - Rioja, Spain	£5.45
Syrah Rosé Fildefere Flip Top - Vin de France, France	£5.45
Revenant Cabernet Sauvignon - Stellenbosch, South Africa	£5.40
Ciello Bianco Terre Siciliane - Sicily, Italy	£5.30
Le Lesc Rouge Cotes de Gascogne - Gascony, France	£5.30
Berri Estate Shiraz - Australia	£5.15
Invenio Shiraz - Australia	£5.00
Sierra Grande Chardonnay - Chile	£4.85
False Bay Whole Bunch Cinsaut Mouverdr - Western Cape, South Africa	£4.85
Invenio Chardonnay - Australia	£4.75
Maison de Vigneron Sec - Pays d'Oc, France	£4.70
Cape Heights Merlot - Western Cape, South Africa	£4.70
Rame Macabeo - Campo de Borja, Spain	£4.40
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*Promotion available as specified or for the dates of this brochure only. Full terms here:
asahibeer.co.uk/promotional-terms-and-conditions. Promoter: Asahi, Griffin Brewery, W4 2QB.
**52 WK CGA MAT 08/09/2018

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70CL GORDONS
PINK GIN FREE**

BEERS ORIGINAL
& CHRIS MOOSE

*While stocks last

For additional support email: orders@butcombe.com or call: 01934 863963




















Boltmaker

Bold & tasty Yorkshire Bitter

A well-balanced, genuine Yorkshire Bitter, with a full measure of maltiness and hoppy aroma - Boltmaker is first choice for the discerning drinker - on both sides of the Penines.

Formerly known as Best Bitter, Boltmaker has won many awards over the years but most recently it was awarded the CAMRA Supreme Champion Beer of Britain in 2014 and Champion Beer of Britain - Bitter category in 2016.

	Water Pure Knowle Spring Water		ALC VOL. 4.0%		Bitterness / IBU 33
	Malt Golden Promise Barley		Units Per Serving 2.0		Sweetness
	Whole Leaf Hops Styrian Goldings, Goldings, Fuggles		Style Copper, Amber		Best Enjoyed At 11-13°C
	Yeast Taylor's Taste Strain		Aroma Citrus, Fruity, Spicy Hop		Food Pairing Roast Beef, Fried Onions, Chilli Con Carne
	Ingredients Malt, Hops, Yeast, Sugar, Water		Flavour Roasted, Malty, Bitter Finish		Calories Per 100ml 36.1



**Buy 2 x 9gal of Boltmaker
and receive a FREE 70cl
bottle of Bacardi Spice**

Christmas Clips are also available.
Simply request when ordering.



For POS support, please contact Simon French
on 07790 884057 or simon.french@timtaylors.co.uk

All for that taste of Taylor's
www.timothy-taylor.co.uk

@TimothyTaylors @TimothyTaylors @TimothyTaylorsBrewery

EXMOOR ALES

BUY ANY 2 CASKS & GET A CASE OF EXMOOR GOLD FREE
8 x 500ml bottles

Revert to regular design after Christmas to avoid waste

Phone: 01984 623798 or Email: info@exmoorales.co.uk for more details

BREWED, SERVED & ENJOYED WITH PRIDE.

BUY 2 x 9s OF LONDON PRIDE AND RECEIVE A FREE CASE OF 8 x 500ML LONDON PRIDE

THE NO.1 SELLING CASK ALE IN LONDON & SOUTH EAST
Source: CGA 2019

LONDON PRIDE

£68.99
Per 9 Gallon Cask

*Valid during the promotional period only. Available while stocks last. For any more information please contact customerservice@drinkaware.co.uk

drinkaware.co.uk for the facts

WINTER EXPLORER
AMBER RYE ALE

WINTER EXPLORER
DARK AMBER ALE

£68.99
Per 9 Gallon Cask

GREAT BRITISH CIDER

SINCE 1807

BUY 4 GET 1
RED BERRIES
& LIME FREE*

BULMERS
CIDER OF HEREFORD

BULMERS
CRUSHED RED BERRIES & LIME

BREWED IN THE UK

*Buy 4 cases of Bulmers Original or Bulmers Red Berries & Lime 12 x 500ml and get a free case of Red Berries & Lime 12 x 500ml. Maximum 10 deals per customer. Offer period 1st November to 31st December 2021.

drinkaware.co.uk for the facts

BLACK RAT

£15.99
Per Case of 24 x 500ml cans

£38.99
20litre BIB

NON-TRADITIONAL CIDER

APPLE CIDER RULES

JOIN THE MISCHIEF

PEST CONTROL

JUST GREAT TASTING CIDER

REKORDERLIG CIDER

- BEAUTIFULLY SWEDISH -



BUY 4 CASES AND
RECEIVE 1 CASE FREE

While stocks last. Promotion valid from 1st November - 31st December 2021.

drinkaware.co.uk for the facts



MAKING FRUIT MORE
USEFUL SINCE 1947

BUY ANY 4 AND GET A
WATERMELON AND LIME
FREE*



THE KIWI TASTE FOR ADVENTURE

BREWED IN THE UK

*Buy any 4 cases of 12 x 500ml bottles from the flavours displayed and get a 12 x 500ml case of Watermelon & Lime flavour free. Offer excludes Berries & Cherries 0.0 alcohol free. Maximum 10 offers per customer. Offer period 1st November to 31st December 2021.

ESTABLISHED IN NZ. MADE IN EU.

for the facts drinkaware.co.uk

Celebrate

WESTONS CIDER BAG-IN-BOX RANGE

BUY 40 LITRES FROM THE BAG-IN-BOX RANGE AND GET A FREE 70CL BOTTLE OF GORDON'S GIN OR PINK GIN

OLD ROSIE
6.8% ABV

ROSIE'S PIG
STRAWBERRY CLOUDY CIDER
4% ABV

ROSIE'S PIG
RHUBARB CLOUDY CIDER
4% ABV

ROSIE'S PIG
RASPBERRY CLOUDY CIDER
4% ABV

ROSIE'S PIG
CLOUDY APPLE
4.2% ABV

HENRY WESTONS
ORGANIC CIDER
6% ABV

HENRY WESTONS
CLOUDY VINTAGE
7.3% ABV

HENRY WESTONS
FAMILY VINTAGE
5% ABV

HENRY WESTONS
VINTAGE CIDER
8.2% ABV

[Westons-cider.co.uk](https://www.westons-cider.co.uk) for the facts... [drinkaware.co.uk](https://www.drinkaware.co.uk) **WESTONS CIDER EST. 1880**

BUY TWO CASES OF THATCHERS ZERO AND RECEIVE A CASE FREE.*

Sales of alcohol free drinks increase by 33.4% at Christmas time so choose our alcohol free apple cider to add to your range.

THATCHERS
— THE FAMILY CIDER MAKERS —
Christmas

*Offer valid on 6x500ml Zero bottles. Buy 2 to receive a free case of 6x500ml Zero bottles. While stocks last.

Salty Dog

Wishing You a Very MERRY Christmas!

And a big THANK YOU to all the British independent businesses for their support this year

SEA salt
THE hand-cooked crisps
Salty Dog

SEA salt
THE hand-cooked crisps
salty

UNIQUE PREMIUM SNACKS LOVED BY THE BRITISH LEISURE AND PUB TRADE. PROUD TO BE UNDER 100% BRITISH OWNERSHIP!

Happy
Christmas
From Annings



£25
Per Bottle

£19
Per Bottle



Buy any 3 and
get a case of
tonic free

Buy any 6 and
get a bottle of
'Pink' or 'First
Discovery' **FREE**



Passion Fruit
and Mango

Rhubarb

Lemon
and lime

Pink Grapefruit
and Pineapple



BUY 2 BOTTLES OF KETEL ONE, RECEIVE A FREE CASE OF FLAVOURED SODA*

Choose from **NEW** Italian Blood Orange or
Mexican Lime soda for the perfect spritz (24x200ml)

THE VODKA SPRITZ

50ml Ketel One Vodka,
200ml Fever-Tree Soda,
garnish with lime or
orange wedge




FEVER-TREE

HOLIDAYS ARE RUMMING



**BUY ANY 11 X 70CL ABOVE AND GET A
BACARDÍ COCONUT OR BACARDÍ SPICED FREE!**

ENJOY BACARDÍ RUM RESPONSIBLY for the facts: [drinkaware.co.uk](https://www.drinkaware.co.uk)
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CHRISTMAS CRACKERS



LOOKING FOR A WARM SERVE THIS FESTIVE SEASON? WHY NOT TRY OUR SLOE OR DAMSON PAIRED WITH MULLED APPLE JUICE. FOR THE FULL RECIPE HEAD TO WWW.OCLOCKGIN.COM/COCKTAILS

£21.99 Per Bottle

£21.99 Per Bottle

£18.50 Per Bottle

NOW'S THE TIME
ARTISAN GIN. PATIENTLY DISTILLED IN BRISTOL.
www.oclockgin.com

Happy Christmas!



£20.99

£22.50

WE'RE DOING OUR BEST TO SPREAD A LITTLE SEASONAL CHEER!
COTSWOLDS DRY GIN & COTSWOLDS NO.1 WILDFLOWER GIN
OFFER VALID DURING NOVEMBER & DECEMBER 2021

COTSWOLDS
DISTILLERY
— Est. 2011 —
celebrating natural gins

CORE SPIRIT BASKET DEAL

BUY 10 X 70CL FROM THE RANGE AND RECEIVE A FREE SMIRNOFF NO. 21 VODKA 70CL*



FREE

THE RANGE INCLUDES SMIRNOFF NO. 21 RED LABEL, CAPTAIN MORGAN DARK, CAPTAIN MORGAN SPICED GOLD, BELL'S, ARCHERS, BAILEYS ORIGINAL, GORDON'S LONDON DRY, GORDON'S PREMIUM PINK, GORDON'S SICILIAN LEMON, GORDON'S MEDITERRANEAN ORANGE, GORDON'S WHITE PEACH AND JOHNNIE WALKER RED LABEL.

*OFFER AVAILABLE FROM 01.11.2021 - 31.12.2021.

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CORKYS
**BUY 4 BOTTLES
GET 1 BOTTLE
FREE**

f t i CorkysSchnapps | www.corkys.co.uk

* Corky's 70cl - Sour Cherry, Blueberry Glitter, Mango Glitter, Raspberry Glitter, Sour Apple.
Offer available 1st November - 31st December 2021, while stocks last.

JACK DANIEL'S
SINGLE BARREL
COLLECTION

A ONE IN ONE HUNDRED
TENNESSEE
whiskey

EACH BOTTLE IS HAND-SELECTED FOR ITS UNIQUE TASTE BY JACK.
ON EACH BOTTLE IS COMING FROM THE TENNESSEE.

MAKE IT COUNT

SELECT THOUGHTFULLY. DRINK RESPONSIBLY.
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©2021 Jack Daniel's Single Barrel Tennessee Whiskey 47% Alcohol by Volume (94 proof). Distilled and Bottled by Jack Daniel's Distillery, Lynchburg, Tennessee.

**Christmas
Cheers**

Buy any 11 x 70cl
and receive 1 x 70cl

FINLANDIA®
Free

T&C: PURCHASE A MIX OF 4 BRANDS SHOWN ABOVE WITHIN 11 70CL TO QUALIFY FOR 1 FREE FINLANDIA VODKA 70CL
(*Maximum 1 deal per customer)

PLEASE DRINK RESPONSIBLY for the facts drinkaware.co.uk
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STOCK THE
Festive Favourites

RECEIVE A FREE 70CL BEEFEATER DRY GIN
WHEN YOU BUY ANY 5 X 70CL FROM THE RANGE*



PREMIUM AND SUPER PREMIUM SPIRITS DROVE GROWTH
WITH CONSUMERS WILLING TO TRADE UP IN 2019.
- CGA CHRISTMAS REPORT 2019

*Available while stocks last. Range includes: The Glenlivet Founder's Reserve, Havana Club 7YO, Jameson Black Barrel, Mully Anasca, Mully Linnane, Mully Rose, Monkey 47, Plymouth.

Enjoy Responsibly. be drinkaware.co.uk

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FESTIVE SERVES



The most
deliciously refreshing
non-alcoholic spirit.

Order three bottles of our
botanical, non-alcoholic spirit and
we'll send you a fourth for free.

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The highest-rated non-alcoholic
spirit on Trustpilot.



Certified
PENDING



PLANT-BASED
VEGAN
0% ABV
2 KCALS
0G SUGAR

PENTIRE
BOTANICAL NON-ALCOHOLIC SPIRITS
ADRIFT
With Lemons
Tea
Mint, Sage, Basil
Rose
Orange for skin

BUY ANY 6 FROM THE WHITLEY NEILL GIN AND DEAD MAN'S FINGERS RUM RANGE, GET A
J.J WHITLEY ARTISANAL VODKA
FREE*



Available while stocks last. Whitley Neill Original Gin, Rhubarb & Ginger, Raspberry, Blackberry, Gooseberry, Parma Violet, Blood Orange, Mango & Lime, Quince, Dead Man's Fingers Spiced, Coffee, Coconut, Hemp, Raspberry, Lime, Passion Fruit, Mango, Banana, Hazelnut, Cherry, Pineapple. FOC: 1x 70cl JJW Artisanal Vodka. All bottles 70cl. Offer ends 31/12/21.

drinkaware.co.uk for the facts

J.J
WHITLEY
ARTISANAL RUSSIAN VODKA

CHRISTMAS OFFERS*
BLUE RASPBERRY VODKA, VANILLA VODKA,
PASSION FRUIT VODKA, RASPBERRY VODKA
£11.99 A BOTTLE
ARTISANAL VODKA: **£10.99 A BOTTLE**



DISTILLED IN ST. PETERSBURG

JJ-WHITLEY.COM
@jjwhitley @jj_whitley @jj_whitleyuk

*While stocks last.
All bottles 70cl. Offer ends 31/12/21.
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BUY ANY 4 BOTTLES FROM THE RANGE TO
RECEIVE A CASE OF FEVER-TREE FREE*

FEVER-TREE
MIX WITH THE BEST



PERFECT SERVE SUGGESTIONS

MED TONIC WITH BATHUB GIN †
SICILIAN LEMONADE & JAFFA CAKE †
MADAGASCAN COLA & RUMBULLION †



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drinkaware.co.uk
T&Cs APPLY OFFER VALID JANUARY 2021. WHILE STOCKS LAST.

EG
EDINBURGH
GIN

A CHRISTMAS
— FILLED WITH —
WONDER

£9.99
Bottle

Edinburgh Gin is part of
Ian Macleod Distillers | ianmacleod.com
uk@ianmacleod.com

Edinburgh Gin encourages responsible drinking
be.drinkaware.co.uk

100%
NATURAL
FLAVOURS

No.1
GIN LIQUEUR
BRAND IN
THE UK*
*Source: IRI 2021

Jägermeister

SPECIAL PRICE
£12.25

PER BOTTLE OF JÄGERMEISTER COLD BREW COFFEE

+ FREE POS KIT
WHEN YOU BUY 3 BOTTLES OF 50CL
JÄGERMEISTER COLD BREW COFFEE

KIT INCLUDES: CHALKBOARD PLUS STICKERS, COLD BREW BAR
RUNNERS, COLD BREW PLINTHS AND DIGITAL SCREEN CONTENT

be.drinkaware.co.uk

Terms and Conditions
(While stocks last,
1 deal per customer)

LANGS
Crafted with the finest
JAMAICAN RUM

**“SMOOTH and TROPICAL,
LIQUID SUNSHINE”**

Imported from Jamaica, Langs Rum is a blend of
molasses-rich pot and column distilled rums,
blended and infused with natural fruit flavours.

LANGS
PINEAPPLE
JAMAICAN RUM

LANGS
BANANA
JAMAICAN RUM

LANGS
MANGO & GINGER
JAMAICAN RUM

flavoured rum
is the fastest
growing segment
within rum*
*Source: CGA June 21

£14.85
Bottle

NEW

For serve suggestions
and more info scan here

LANGSRUM.COM
Langs Rum is part of Ian Macleod Distillers
ianmacleod.com | uk@ianmacleod.com
Langs Rum encourages responsible drinking
be.drinkaware.co.uk

BUY 5 BOTTLES & GET THE 6TH FREE



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FREE YOUR SPIRIT

ISLEOFWIGHTDISTILLERY.COM | @MERMAIDGIN f i

MOUNT GAY®
Barbados Rum
ESTD 1703

MORE THAN A RUM

This is what 300 years
of expertise tastes like

Get 6 Glasses Free when you buy
2 x Mount Gay Eclipse 70cl



ECLIPSE THE HERITAGE BLEND

- Named after the 1910 total solar eclipse
- Matured for 2 years solely in American whiskey casks
- Vanilla, banana, spice, caramel and summer fruits notes.
- World's oldest running rum distillery established in 1703

Mount Gay Eclipse makes an iconic Rum Punch
or can be enjoyed with your favourite mixer.

Please drink responsibly
drinkaware.co.uk
for the facts about alcohol

STOCK THE Festive Favourites

RECEIVE A FREE
70CL BEEFEATER DRY GIN
WHEN YOU BUY ANY 11 X 70CL FROM THE RANGE*

OFFER
INCLUDES ALL
ABSOLUT
FLAVOURS



PREMIUM AND SUPER PREMIUM SPIRITS DROVE
GROWTH WITH CONSUMERS WILLING TO TRADE UP IN 2019.*

– CGA CHRISTMAS REPORT 2019

*Available while stocks last. Range includes: Absolut flavours, Beefeater, Beefeater flavours, Martell VS, Lambs, Havana 3YO, Havana Especial, Havana Cuban Spiced, Kahlua, Malibu, Jameson, Pernod.

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

SCAN FOR
FESTIVE SERVES



PREMIUM BASKET DEAL



BUY THE FULL RANGE
AND RECEIVE A FREE
TANQUERAY LONDON DRY 70CL*



THE RANGE INCLUDES: TANQUERAY NO. TEN 70CL, TANQUERAY FLOR DE SEVILLA 70CL, TANQUERAY BLACKCURRANT ROYALE 70CL, TANQUERAY RANGPUR LIME 70CL, JOHNNIE WALKER BLACK LABEL 70CL AND BULLEIT BOURBON 70CL.

*OFFER AVAILABLE FROM 01.11.2021 - 31.12.2021.

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RECEIVE A FREE 70cl
FROM THE TARQUIN'S
GIN RANGE WHEN
YOU BUY ANY 5
FROM THE RANGE



TARQUIN'S
CORNISH GIN

CRAFTED ON THE WILD CORNISH COAST

While stocks last. Promotion valid from 1st November to 31st December 2021 on 70cl Tarquin's Cornish Dry Gin, Tarquin's Rhubarb & Raspberry, Tarquin's Blood Orange, Tarquin's British Blackberry, Tarquin's Elderflower & Pink Grapefruit, Tarquin's Strawberry & Lime, Tarquin's Navy Seadog Gin. Maximum of 6 deals per customer.

DISCOVER THE TARQUIN'S RANGE,
CONTACT YOUR ACCOUNT
MANAGER FOR MORE DETAILS

WWW.TARQUINSGIN.COM
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RECEIVE A FREE
BOTTLE OF
SALCOMBE GIN
'START POINT'
OR
'ROSÉ SAINTE MARIE'

WHEN YOU ORDER
6 X 70CL BOTTLES
OF ANY SALCOMBE GIN

T&C'S: OFFER VALID FOR ORDERS
OF 6 X 70CL OR MORE. OFFER ENDS
31ST DECEMBER 2021.

SALCOMBEGIN.COM

WILLIAM GRANT & SONS

**FREE SAILOR JERRY 70CL
WHEN YOU BUY ANY 6 X 70CL***
1 X 70CL TO BE HENDRICK'S ORIGINAL

Choose from Glenfiddich 12 Year Old, Glenfiddich 15 Year Old, Hendrick's Gin, Hendrick's Lunar Gin, Sailor Jerry, Monkey Shoulder, The Balvenie DoubleWood, Wood's Rum, Tullamore D.E.W., Drambuie, Verano Watermelon or Warninks.

*Whilst stocks last.

be **drinkaware**.co.uk

**WORLD'S NO.4
SUPER PREMIUM GIN***

Conceived, distilled
& hand-crafted
on the island of
ISLAY

22
hand-foraged local
Islay botanicals

Simmer distilled
46% Vol.
to give an explosion
of flavour complexity

**GET 6 THE BOTANIST
GLASSES &
1 HERB PLANTER***

When you buy two bottles of The Botanist Gin 70cl
*Herbs not included

IWSR 2018 PLEASE DRINK RESPONSIBLY. for the facts drinkaware.co.uk

**BUY ANY 6 x 70cl
FROM THE
DISARONNO RANGE
AND RECEIVE
1 x 70cl
*Free***

Merry Christmas
FROM DISARONNO INTERNATIONAL UK

CONKER
DISTILLERY

BUY ANY 3
Conker Coffee Liqueur
or
Conker Dorset Dry (70cl)
&
RECEIVE 6
free coupe martini glasses

www.conkerdistillery.co.uk
Craft Distillers Coffee Roasters.
Please Drink Responsibly

VIPER
HARD SELTZER

*Sparkling water
with a bite.*

**BUY ONE
GET ONE
FREE**
12 x 330ml

STOCK NOW

£12.2m
(+£11.2m YA)
and growing fast
Western data MAT to 9.5.2021

96 kcal per 100ml
4.0% ABV

ViperHardSeltzer.co.uk
CONTAINS ALCOHOL. PLEASE DRINK RESPONSIBLY
Available during the promotional period and specific to this brochure feature only. While stocks lasts. Promoter: Asahi (UK) Limited, Chiswick, London W4 20B

bedrinkaware.co.uk

**"UNLIKE ANYTHING
YOU'LL HAVE EVER
TRIED BEFORE"**
GQ SEPTEMBER 2021

CAZCABEL COFFEE TEQUILA
PREMIUM BLANCO TEQUILA
WITH LUXURY MEXICAN COFFEE.
100% NATURAL

tolchards

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VK

**THE BIGGEST RTD
IN THE ON-TRADE**

**BUY 6
CASES
& GET
1 CASE
FREE***

#WEAREVK

*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 November - 31st December 2021, while stocks last. 1 - CGA MAT P08 2021



Maximise your mixing
range this festive season



Buy 3 cases from
our mixing range
*to receive a case of Britvic tonic or low cal tonic FREE**

SCAN THE QR CODE
FOR MORE SERVE AND
RECIPE INSPIRATION



for the facts
drinkaware.co.uk

T's & C's: Deal runs from November 1st to December 31st 2021. Qualifying range includes Britvic Mixers 200ml NRB and Pepsi Reg/Diet/Max 200ml NRB. Free case is Britvic tonic or low cal tonic 200ml NRB x24. Promoter: Britvic Soft Drinks, Breakspear Park, Breakspear Way, Hemel Hempstead HP2 4TZ.

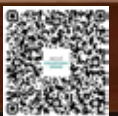


BUY 4 CASES
FROM THE BRITVIC
RANGE TO RECEIVE
A CASE OF J2O
— FREE* —



INCLUDES
BRITVIC
CORDIALS

CLAIM YOUR FREE CASE OF GLASSWARE
WHEN YOU REGISTER BY SCANNING THE QR OR VISIT SENSATIONALDRINKS.COM



*Terms and conditions apply. Deal runs from May 1st to May 31st 2021. Three deals per customer per week. Qualifying range includes Britvic Cordials 1L PET, Britvic 55 275ml NRB, Britvic 100 250ml NRB, Fruit Shoot 200ml/275ml NRB, R White's Flavoured Lemonades 330ml can/NRB, Pepsi Reg/Diet/Max and 7UP Free 330ml NRB and Britvic Juices 200ml NRB. Free case is J2O Orange & Passion fruit 275ml NRB x24. Promoter: Britvic Soft Drinks, Breakspear Park, Breakspear Way, Hemel Hempstead HP2 4TZ.

BRITVIC
SENSATIONAL
DRINKS

Days of Luscombe



90 great taste awards



Organically certified



Royal Warrant holders

Our award-winning drinks are made from gently pressed organic and wild ingredients. We never use artificial sweeteners, additives or concentrates. We simply blend naturally ripe organic fruit with Dartmoor spring water, drawn from a source on the farm where we make our drinks.



Luscombe. A simple, more fruitful philosophy.



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

LUSCOMBE
Devon England



Follow us to find out more about our story. @luscombedrinks | www.luscombe.co.uk

Special price of
£19.75 per case
on Luscombe 27cl range*



90 great taste awards



Organically certified



Royal Warrant holders



*excludes 27cl Orange Juice & Apple Juice.



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

LUSCOMBE
Devon England



Follow us to find out more about our story. @luscombedrinks | www.luscombe.co.uk

**BUY 4 CASES
GET 1 FREE**

STOCK UP FOR CHRISTMAS
www.hartridges.co.uk

**NOVEMBER
& DECEMBER
OFFER**



Mixed Juice case size 24 x 275ml.
Offer subject to availability & Wholesalers Terms & Conditions.

**BUY ANY 4
FEVER-TREE PRODUCTS
AND RECEIVE A FREE CASE
OF REFRESHINGLY LIGHT
MEDITERRANEAN
TONIC WATER***

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

FEVER-TREE

*Limited to 2 deals per customer.
*While promotional stocks last.



**BUY 3 CASES
GET 1 FREE**

STOCK UP FOR CHRISTMAS
www.hartridges.co.uk

**NOVEMBER
& DECEMBER
OFFER**



Mixer case size 24 x 200ml. Offer subject to availability and wholesalers terms and conditions.

SERIOUSLY SPARKLING OFFER
BUY 3 GET 1 FREE*



*While stocks last, subject to availability (12 x 275ml)

FROBISHERS

BUY 4 GET 1 FREE

Across 275ml and
200ml ranges



discover our inspired range

[/BOTTLEGREEN](#) [@BOTTLEGREENDRINKS](#) [WWW.BOTTLEGREENDRINKS.COM](#)



PREMIUM
SERVE



DESIGNED TO
COMPLEMENT
FOOD



BRAND
LEADER IN
ELDERFLOWER



**£7.99
PRESSÉ**
Per case of
12 x 275ml

**£12.99
CORDIAL**
Per case of
6 x 500ml

ALL YEAR ROUND EVERY DAY LOW PRICING

CORDIAL 500ML: handpicked elderflower, pomegranate & elderflower, summer raspberry
SPARKLING PRESSÉ 275ML: handpicked elderflower, pomegranate & elderflower, crisp apple



Made To Be
Discovered



Don't forget
the mulled wine