

September/October 2022

Drinks industry supplement brought to you by Tolchards

the

Glugger



CHILLED out REDS

As we experience the tail end of summer we can (fingers crossed) still witness a few moderate warm days where customers can enjoy a drink relaxing with family and friends.

Far too often red wines can be avoided as an option for a refreshing wine choice, but with a little insight and the right selection certain reds can hold up and be equally enjoyable on those warm evenings.

In fact, most red wines would benefit from a small amount of time in a cold environment before serving. However, be warned when it comes to those more complicated reds with big reputation for being strong, bold & oaky, they can have conflicting results. When these reds are over chilled the already present alpha flavours become zealous and compete against each other, instead of working in joyous harmony.

A good general rule is to look towards lighter reds when bringing out the ice bucket. Due to their structure of low to medium tannins the more subtle flavours are enhanced and become alive. The wine takes on a new form with differences on the palate becoming more enhanced and apparent. Flavours that previously laid unnoticeable and dormant rejoice in their exciting new role.

Our suggestion for go to wines would be young aspiring Pinot Noirs, Grenaches or Zinfandels, these are made with less grape skin contact and so those light flavours can be ideally accentuated when chilled.

Another worthy tip is to move towards wines with a lower ABV content, as fruity forward wines which are served at a warmer temperature tend



to have a battle overcoming the alcohol's presence, but chilling these wines means the electric guitar (in this case the alcohol) is toned down so you can enjoy the rest of the band play.

So how long should you look to chill a bottle of red?

You will find wine served above 19c will have an impact on the overall structure of the wine such as with its acid, alcohol, and flavours. It will soften the structure of the wine, and the alcohol becomes significantly more noticeable.

However, if you chill the same wine down to 13c to 16c, the flavours will become focused, the alcohol will not be as evident, and the structure will be tighter.

Keep in mind that, if the same red wine were to be served below 13c, the wine would have a completely opposite effect on your palate. You would not be able to perceive the alcohol as much. The aromas and flavours of the wine would appear more subdued and the tannins would appear much more astringent in your mouth.

Of course with all wines, desired taste is a matter of personal preference, grab a stack ice bucket, submerge your choice of red and sip and decide what you like at regular intervals.

Experiment and go and enjoy those chilled out reds!



The light Fantastic

By its very nature Pinot Noir benefits from being chilled as it's lighter than other red wines. These are our favourite Pinot Noir's that will benefit from a little chill time.

Holmes Point Pinot Noir

Marlborough, New Zealand
This succulent Pinot Noir has aromas of spice, currant and dark Ghana chocolate. A juicy cherry mouthfeel matches perfectly with the grippy bitterness of the dark cocoa. A long and luxurious feel on the palate will remind you of your favourite cherry jam colliding with that warm dark cup of black tea.

Scott Base Pinot Noir

Marlborough, New Zealand
Classic Central Otago Pinot Noir produced by Allan Scott has aromatics of ripe cherries, raspberries and wild thyme. The palate is full of primary red fruits and finishes with smooth tannins and light oak sweetness.

The Scott Base Pinot Noir is carefully picked and whole berry fermented. It spends 30 days on its skin to help extract colour, tannins and fruit characters. After fermentation the wine ages for 10 months in French oak barriques before being lightly racked and filtered ready for bottling.

Pete's Pure Pinot Noir

Murray Darling, Australia
A lively palate presents itself thanks to a slurpable lighter frame backed by a crunchy acidity and fine tannin base. Hits of red berry fruits and a distinct herbal touch give this wine a cheeky personality. Asian street food such as Char Siu pork buns are a surprising hit with this wine, as are proper pub classics like beef or pork wellington.

DID YOU KNOW

You may have noticed that hot countries like Argentina, Spain, and South Africa aren't famous for their Pinot Noir wines. There's a good reason for this—Pinot Noir likes cool climates. Its subtle flavors get "cooked" inside the grape's thin skin by too much heat and sun.



MUST TRY

Also consider
Riviera Pinot Noir
South France



GIVING A FROSTY RECEPTION

For those of you that want to try reds wines at their best and throw a little caution to the wind, try these other red options for a little cold treatment to further enhance their fruit appeal.

Don't be afraid to put a bottle of red in the fridge for 20 minutes or so. Pinot Noir and wines from Beaujolais are perfect slightly chilled due to their fruity characters and minimal oak and tannins.

DID YOU KNOW

Rumor has it that there are close to 12,000 acres of Grenache vineyards in China.

Juno Grenache Noir 2020 Western Cape, South Africa

Something strange and beautiful has been happening in the South. Some call it a revolution, others an evolution. Juno calls it adventure. As a winemaker, she was compelled to make wine in the dryland conditions. Think hot, unforgiving sun. Little, to no rain. Pretty perfect for cultivating robust varieties, wouldn't you say? And so that's exactly what Juno did, knowing the vines would thrive in a similar climate to their origin. The result? A rich, diverse and fruit-forward range of wines that has inspired winemaking as the core ingredient of every bottle.

Lively red fruit, violets and warm spices on the nose. On the palate it is concentrated with a lovely freshness and lingering finish.



Buffalo Ridge Zinfandel

California, USA

An unsung wine with grapes which are cooled by the warm Central Valley winds which enrich nuances soft but full rich flavours of spices and damsons.

Alasia Piemonte Barbera

Piemonte, Italy

A juicy red with aromas of blackberries, plums and black cherries. These characters follow through to the palate, which has considerable fruit weight along with soft tannins and a savoury spiciness.

Valpolicella DOC

Veneto, Italy

Dry and balanced on the palate, with soft tannins which enhance it's structure. Ideal with strong flavoured dishes such as spicy meat courses. It has a lovely, intense red, overall delicate and characteristic bouquet.

Berthier Pinot Noir L'Instant

Loire Valley, France

A Pinot Noir of incredible value, packed with juicy wild mulberries and cherries with a fresh, vibrant soft palate.

Département 69

Beaujolais, France

Département 69 Fleurie, Beaujolais is a very unique, delicate and elegant floral wine with plenty of ripe berry fruits for company. It is perfect on its own or paired with cold cuts but has enough weight to accompany grilled red meats. A period of ageing in some of the most excellent barrels and wooden vats was not done to add any obvious flavour or aroma but to add silkiness of texture.

Louis Jadot Beaujolais Villages

Beaujolais, France

A classic fruity Gamay with real depth enhanced by the granite soil. Succulent fruit and soft tannins have been created by the traditional fermentation methods. Serve with light meat, poultry and cheese.



Bluffers Guide

Part 2 in our wine development series we look at how to pair wines and how to serve with confidence. Here is a quick reference guide to work with for finding the Perfect Match, when you need it fast!

Starting with Wine



	Sparkling	Crisp White	Fruity White	Rich White	Rosé	Fruity Red	Smooth Red	Robust Red	Sweet Wine
Wine	- Champagne - Cava - Crémant - Prosecco	- Pinot Grigio - Vinho Verde - Muscadet - Dry Riesling	- Sauvignon Blanc - Chenin Blanc - Unoaked Chardonnay - Albarino	- Oaked Chardonnay - Viognier - Oaked White - Rioja	- Provençal Blends - Italian Blush - Spanish Blends - Zinfandel Rosé	- Pinot Noir - Gamay - Sangiovese - Valpolicella	- Merlot - Tempranillo - Cabernet Franc - Grenache	- Shiraz/Syrah - Cabernet Sauvignon - Malbec - Bordeaux Blends	- Sauternes - Tokaj - Port - Late Harvest/Botrytis
Style	Fresh and crisp lively and invigorating bubbly	Light and crisp refreshing acidity steely minerality	Fruit forward gripping acidity tropical fruits floral aromas	Rich and buttery creamy and smooth tropical fruits vanilla and oak flavours	Crisp and delicate fruity and floral refreshing acidity	Light and smooth refreshing acidity red fruit crisp flavour	Soft and juicy smooth to rich fruits milder tannins rustic	Big and bold intense dark berry fruits oak and spice gripping tannins	Rich and lush sweet and juicy sticky baked fruits opulent and flavoursome
Tip	Bubbles and refreshing acidity make the wines versatile. Fool-proof with appetisers	Match to similar lightness or contrast to heavier body sauces	Off-dry styles are perfect with spicy foods and Asian dishes. Dry styles are perfect with white meats and seafood	Pair well with rich styles of dish, thicker sauces and base flavours with hearty consistency	Pair well with casual and Al-Fresco dining. Excellent all round match for cold platters and BBQs	Good Flexibility with food pairing, typically pair well with the cuisine from where they come from	Pair well with bold structured dishes. Tannins can clash with spicy flavours, saltiness and creamy textures in the food	Pair really well with bold hearty dishes that are rich in protein to mellow out the tannins. Avoid pairing with oily fish as it will clash	Pair with a dessert wine that is slightly sweeter than the dessert itself. Pair with the opposite too like salty cheese or rich meaty appetisers
Hint	Creamy Soups Salads Shellfish Fried and salty snacks	White Fish Shellfish Chicken Pork Creamy Pasta	Herby or tomato based sauces Roast poultry and game Asian salads Smoked duck	Lobster Tuna Scallops Creamy sauces Roast Poultry and Game Pork and Ham	Antipasti Grilled meats Pizza Shellfish Salmon Salads	Grilled Chicken Fleshy Fish Tomato based sauces Lighter Red Wines Sauces Slow roasted meats	Hard Cheeses Ratatouille Rich Tuna Mushrooms Duck Grilled poultry and game Liver	Stew Ragu Steak Roasted red meats Rich meaty sauces Gruyere Cheese	Paté and meat terrine Blue Cheese Fruit tarts Custards Chocolate desserts

The Perfect Match



Food and Wine Pairing Principles

When it comes to matching food and wine you need to apply some principles in order to amalgamate the overriding flavours and textures in both the wine and the food.

We need to consider:

- Acidity in the wine
- Saltiness in the food
- Fattiness in the food
- Spice in the food
- Sweetness in the wine and food
- Bitterness in the wine and food



Wines should complement and not dominate the food, you should be able to taste both the dish and the wines in balance. Delicate steamed fish would be overpowered by red wines and the tannin in red wine would give an unpleasant flavour to the fish.

A wine should be matched to the most dominant flavour or texture in your dish. A full flavoured rich sauce can easily dominate the primary ingredient

Complex wines are highlighted by simple dishes, equally, complex dishes are often well suited to simple wines. Paella is packed full of rich flavoured ingredients and requires a crisp, simple white wine so that the flavours don't clash.

The cooking method will affect the body, texture and flavour profile of a dish. Match the wine to the weight of the dish and experiment with the flavours and textures.

A piece of fish will be at its most delicate when steamed or poached but grilling, frying or roasting adds textures and caramelised flavours opening up possibilities for pairings such as a lighter bodied red wines like Pinot Noir or Gamay.



Match or Mismatch?

Opulent rich creamy dishes work well with opulent creamy wines. But the same dish could work well with a crisp and zesty white wine. Sweetness in wine needs to be as sweet, or sweeter than the sweet components of the food. Sweet wine and fruit tart are a good combination. Saltiness is a fabulous contrast to sweet though. This is the principle behind the famous pairing of Stilton and Port.

From Humble to Luxury

Match the experience. There is no need to have a fine wine with a fishfinger sandwich (unless you're really fancy it!) but equally if you're treating your palate to a culinary treat then don't let the experience go by without a wine that has been equally well crafted. Bear this in mind when recommending wines in service, just take a two second pause to the situation you believe the guests are in for that meal.

Delicate Food : Delicate Wine Bold Food : Bold Wine

Delicate Reds will end up being water like in character if you pair them with a huge flavour like curry. Spicy, hot flavours are perfectly matched to bold, spicy big flavoured wines, however as always you can always apply a bit of a twist.

Fatty Foods and Tannin

Tannins in red wine compliment meats rich in protein and fat because they break them down and let the flavours take the stage. Fillet steak and creamy peppercorn sauce is great with a fine youthful Bordeaux blend.

Versatile and Flexible Fall Backs

For maximum flexibility go with a Sauvignon Blanc or dry Riesling. The perfect see-saw effect. Both have cleansing acidity, they leave you wanting to take a bite of food and then, after taking a bit of food, you'll want a sip of wine. That's the pairing experience you are looking to create.

Salty - v- Acidic

Saltiness in food is a great contrast to acidity in wine. Crisp acidity in wine can cut through oily, fatty and creamy foods. It brightens natural flavours in the dish. The wine also keeps its structure when drunk with the food. A good tip is if the dish benefits from a squeeze of lemon or lime, chances are a crisp zesty white wine will be perfect.

Fruity on Fruity

Unsurprisingly, savoury dishes with a fruit component to them pair beautifully with very fruit driven wines that have super-fruity aromas. Pork and apple sauce and a rich fruity Viognier are a perfect combination.

The most flexible red wines either have good acidity or they have loads of fruit flavour and less in the way of bold detectable tannin. Soft Italian reds (Primitivo) Rhone Valley reds, and Pinot Noir are all very flexible and versatile with food.

Serving

Knowledge and Confidence

The Welcome

A restaurant is a fast-paced dynamic environment but most customers come out to dine for that exact reason. Your restaurant floor is a unique experience to them, the one thing you can offer your customers that they can't get anywhere else, is your personality

- The spirit of welcome is so important in creating a strong foundation for the guest experience and first impressions count. Put them at ease and make them feel welcome

- Acknowledge their entrance, even if you are in the middle of something. Never walk past and say nothing!

- Eye contact! When you keep eye contact with a person you are talking to, it indicates that you are focussed and paying attention

- Body language and non-verbal communication "speak" volumes. A smile goes a long way

- Making customers feel welcome and valued from the start will help you build trust and form a relationship. It is important to keep customers engaged to secure repeat business and it encourages referral by word of mouth

The Mission

Your customers are going to carry experiences and memories back home rather than physical products. In order to offer excellent service, it is important to create emotional triggers

There is wine on your list for every celebration or social situation, you just need to find out their mission. If there is a gap in the sale, you now have the tools to fill it.

Obviously, some customers will be on business or may be dining alone for a reason, but it is important at the very least to put them at ease and let them know you're there to improve their experience in any way you can.

Try asking "what is the occasion?" at point of booking so you're prepared with recommendations when they arrive. Don't necessarily wait until they have sat down and looked at the menu to get a drink in their hand!

“ Maybe try....

“Are you celebrating anything today or just treating yourself”

“This celebration calls for something sparkling surely?”

“Let me tell you about our wine specials/new wines whilst you wait for your other guests”

“We had some customers the other day who absolutely loved the aperitif we made as a team”

Customer Choices

With the right welcome and the right mission identified, you're now in the driving seat. Selling the right wine for your business is now your mission.

Use your knowledge to guide a customer towards the right choices. Your recommendation and a little bit of your time will make their day.

If a customer asks for house wine...
“We have a few wines by the glass available, do you have any particular favourite wines? The Grillo from Italy is my favourite, it's super fresh and really flavoursome.”

If the customer asks for Sauvignon....
“We have one from Chile and one from New Zealand, I really rate the New Zealand, it's packed with fruit flavours and is really well balanced, it's a proper classic.”

If the customer is undecided and asks for a general recommendation...

“The team and I have been doing some tasting recently, I was really blown away by the Organic wine we have, would you like to try that? I reckon you'll love it.”

The Results

Once you've nailed these techniques the results will benefit both you and the business. You'll see repeat custom, increased spending and increased tips.

Great service makes your customers feel that you are all about developing a long-term relationship or that you are committed to giving them a top level experience, bit's of which they can't buy. That means more than just making a sale for you, as much as for them.

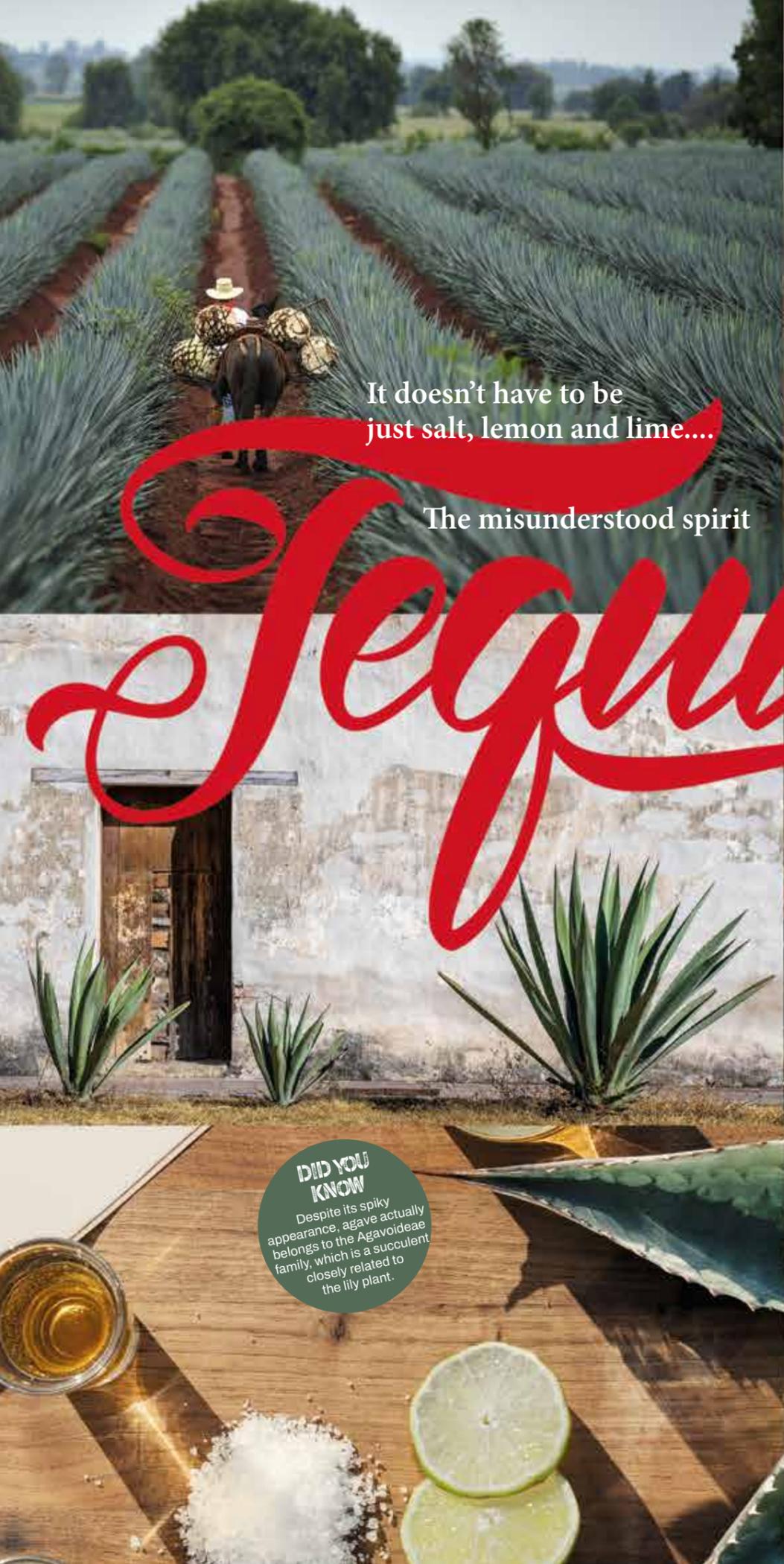


It doesn't have to be just salt, lemon and lime....

The misunderstood spirit

Tequila

DID YOU KNOW
Despite its spiky appearance, agave actually belongs to the Agavoideae family, which is a succulent closely related to the lily plant.



What is Tequila?

Unfortunately all too often when people hear the word 'Tequila' their face crumples, with an accompanying eurrk! and a shuddering flashback of being made, of course under duress, to drink a coarse bar shot, which no doubt was the cheapest on offer. In the UK, to a degree this stigma has stuck and people avoid Tequila as a sole serve but not all Tequila should be tarnished with the same brush.

All Tequila begins within a field of blue agaves plants and a team of skilled farmers known as Jimadors. When the plants are mature and ready to flower they are filled with the sweet fermentable sugars needed to make alcohol. Working with specialised tools, the Jimadors cut the agaves from their roots and strip them of their leaves to expose the piña at the centre – so called because it resembles a pineapple.

The piñas are then cooked to develop the sugars inside and make them more easily fermentable. Traditionally this is done in an oven called a 'horno' though modern steam cookers are also used.

The cooked piñas are then crushed to extract the sweet juice within. Crushing is done either with a mechanical press or a tahona – a stone wheel, some of which are still turned by donkeys. This juice is then left to ferment. Yeasts convert it's sugars into alcohol and produce many of the flavour compounds that will make up the character of the finished Tequila.

Once fermentation is complete, a process that can take anything from several days to more than a week, the agave juice now somewhat resembles the pulque drunk in the region thousands of years ago. The alcoholic liquid is then distilled to produce spirit. Traditionally, this means double distillation in copper pot stills – a similar process to single malt whisky. However, stainless steel pot stills and industrial column stills are also permitted.

Through the distilling process there are three styles of Tequila created - Blanco, Reposado and Añejo.

Tequila that is distilled and immediately bottled is Blanco Tequila also known as "silver" and is more often crystal-clear.

Tequila that is distilled then moved to an oak barrel where it ages for at least 60 days is Reposado Tequila.

Tequila that is distilled, then aged in small oak barrels for over a year, until it takes an amber colour, is called Añejo Tequila.

What am I looking for when I taste Tequila.

Well, that depends on you and the intended usage and individual palate.

Each type of Tequila has it's own distinct flavour and changes from producer to producer and region to regions. As a guide Blanco Tequila can be a little sweet with citrus and pepper notes. Once aged, like to make Reposado and Añejo, Tequila can take on a smooth and slightly smoky oak flavour.

Tequila's taste also depends on where the Agave plant was grown. Tequila produced in the lowlands of Jalisco, Mexico, will have a dry, earthy flavour. While Tequila produced in the highlands will have a floral and citrusy flavour.

Now how to drink it.

Yes, we all know of the Margarita and slammers, but trying a good quality Tequila benefits enormously from a tulip-shaped tasting glass and some time to smell and appreciate it. It's also increasingly popular to enjoy Tequila with ice or served long with ice and soda, similar to a whisky highball.

Tequila

Really... a bit of an unsung hero

Cazcabel Tequila Honey Pineapple Margarita

You will need 30ml Cazcabel Honey, 20ml Cazcabel Blanco, 25ml lime juice, 25ml pineapple juice, 5ml Agave syrup, a pineapple leaf and some orange peel.

Shake all the ingredients in a cocktail shaker with some ice and then strain into a rocks glass with ice and garnish with a pineapple leaf and an orange peel twist for the perfect refreshing cocktail.



AGING

Just like with scotch or cognac, the longer a Tequila ages the smoother and more mellow the taste will become.

Mezcal Mule

Mezcal Mule recipe is an easy to make cocktail, it includes ginger beer and freshly squeezed lime juice, giving the perfect combination of smokiness and citrus flavours.

Ingredients - 2 Parts Montelobos Mezcal, 3/4 Part Fresh Lime Juice, 4 Parts Ginger Beer, 2 Dashes Angostura Bitters.

Build all ingredients in a highball glass over ice cubes and stir to mix. Garnish with a piece of ginger and a slice of lime to finish.



MEZCAL

This alcohol is similar to Tequila in that it is made from agave plants. It isn't required that it be made from them or produced in the Jalisco region.

Colada Fresca

The playful combination of Tequila Rose and Coconut Rum creates a drink that will sweep you off your feet. Serve in a martini glass.

Needed ingredients:
1 part Tequila Rose & 1 part Coconut Rum
In a shaker, combine ingredients over ice.

Shake until chilled and strain into a martini glass.



RESERVE

If you are looking for a limited production or the very best Tequila then look for a label with reserve on it. You will usually find it on reposado or añejo Tequila.

PATRON AÑEJO TEQUILA

A distinctly barrel-aged spirit. Patrón Añejo develops a sweeter profile over time due to its interaction with oak barrels for 12 to 15 months. Big wood notes become prevalent during this time without overpowering the baked agave flavours that are uniquely Patrón. Perfect for sipping or in your favourite cocktail, the spirit also features an elegant, smoky sweet finish.



CAZCABEL TEQUILA HONEY LIQUEUR

Cazcabel Honey Tequila is a premium honey liqueur made with the finest tequila blessed by the mythical Mexican curador, Don Cazcabel, the 'Snakeman' of the Jalisco mountains. With the fresh, earthy and dry Blanco at its heart, Cazcabel Honey adds a dose of sweet nectar to the blend. The honey is taken from sacred bees, blessed by Don Cazcabel who has never been stung. The bees worship the man.



OCHO BLANCO TEQUILA

Each batch comes from a different field or ranch contributing distinctive characteristics of that place to the spirit. Ocho Blanco Tequila is the producer's unaged expression and honors the noble agaves of Arandas and the Camarena 'Ranchos'. Made with 100% blue agave, this is a crisp, expressive and luscious Tequila that is intense and focused in style.



VIVIR TEQUILA BLANCO

Our award-winning 100% Agave Tequila Blanco is made from 9 year old estate grown highland Weber Blue Agave in Jalisco, Mexico. Using traditional Hornos to cook our Agave it produces a smooth, clean and floral spirit. There are fresh aromas of Agave on the nose that follow through to the palate. A very easy drinking premium Tequila that is great for sipping, having in a cocktail or with your favourite mixer. Goes particularly well with citrus tonics and soda.



MONTELOBOS ESPADIN

Montelobos is an unaged joven mezcal, crafted from, meticulously cultivated organic agave Espadin, which is roasted underground and small batch distilled to achieve a perfect balance of sweetness and subtle smoke. Montelobos Mezcal is committed to sustainability and has pledged to never use wild agaves in their mezcal production.



DANGEROUS DON MANDARINA MEZCAL

Dangerous Don Mandarin balances cooked agave and zesty mandarin notes alongside a soft smoked finish - a brilliant citrusy variation on high quality Mezcal.

Expect fresh agave sweetness, vegetal grassy notes and smoke competing in equal measure with zesty mandarin and soft citrus.



TEQUILA "HERRADURA" PLATA

An incredibly soft and elegant Tequila with seductive and stable fruity notes, along with true hints of blue agave, and nuances of vanilla and spicy oak. A well-balanced, rich flavor of tequila agave charms sweetish tones and soft oak nuances, due to aging in oak barrels. The finish is very smooth and clean, warm and invigorating.



TEQUILA ROSÉ

Tequila Rose is the original strawberry cream liqueur. Combining tequila with strawberry cream was a bold innovation, the first drink of its kind to pair cream with anything other than Irish whiskey. Exotic. Unexpected. Delicious. Over twenty years later, Tequila Rose remains the world's best-selling strawberry cream liqueur and was the inspiration that paved the way for the unique cream liqueurs that have followed.



Just the Remedy



Winston Churchill described golf as “A game whose aim is to hit a very small ball into an even smaller hole, with weapons singularly ill-designed for the purpose” and for anyone who has played the game I’m sure you can relate to this frustration.

Although, when there is a course that looks as good as that of Remedy Oak Golf Club there can’t be many better places to enjoy a round of golf.....especially when this one has its own Brewery. We caught up with Head Brewer Alain Sainval to discover more about golf’s perfect partnership.

Alain, please can you give us a little background on Remedy Oak Golf Club and what’s to look forward to when we visit?

Remedy Oak is set amongst 256 acres of ancient woodland in Horton, Dorset. Meandering through a backdrop of hardwood trees, mature conifers, rhododendrons, heather, wild grasses and with water coming into play on eight holes, the course abounds with the natural beauty of its surroundings.

Our stunning 18 hole, par 72 golf course was designed by the renowned John Jacobs and his team and they have crafted a masterpiece. The course measures 7,010 yards from the back tees. However, with a selection of four tees, golfers of all abilities find the course enjoyable and a fair challenge.

What sort of age range do you cater for? and what’s important to them?

All ages are welcome, although Remedy does provide a stern test of golf so players should be of a suitable standard.

Golf clubs have over recent years been made to modernise or run the risk of being left behind?

How has the club adapted itself to ensure a new wave of golfers keep coming through the door?

Remedy Oak is relatively new in golf club terms; therefore we have been able to avoid the stereo types. For example, Remedy has no Captains or committees, you can change shoes in the car park and wear jeans in the clubhouse. We pride ourselves on a modern relaxed atmosphere where everybody is welcome.

A golf club’s clubhouse is often the heart of the club, what attracts people to the club house and how do you attract business that isn’t directly from members?

Our clubhouse is relaxed and welcoming. Our staff are trained to ensure members and guest feel comfortable they walk through the door. When reading back reviews on social media it is always nice to hear so many people reflect on the friendly atmosphere in the club.

Have you seen members or non-members change habits since coming back from the pandemic? Does this effect your buying choices with drink and wine?

The club is a lot busier than it was before the pandemic, therefore staffing levels and purchases have increased to reflect this. As a club we need to wait and see if the bubble will burst. The current economic climate suggest it may well do so. We will need to be quick to change and react in the coming months.

Many business during the course of lockdowns took the chance to review and improve. How did this period effect you as a club and what are you doing differently now?

The Golf Club has come out of the other side of Covid in a far healthier position than it went into it. Therefore, it’s been a time to reflect on how we can invest back into the business and ensure there is a long term legacy, keeping in mind there are around 25% more golfers playing.

You have a brewery onsite which must be a first for a golf club, can you tell us how that came about and how it works with the golf club?

The Brewery has been a plan at Remedy Oak for many years and now in it’s 4 year bringing a very different dynamic to Remedy Oak. As well as supplying many of the draught lines to the golf club and local pubs it also opens its Tap Room every Friday evening with healthy support from locals, they average between 100 to 150 customers each Friday.

What plans are on the horizon for the club over the next 12 months?

Over the next 12 months we will continue to invest in both the course and clubhouse. We have already refurbished much of the building and we have a number of plans on the course to improve the playability and aesthetics. The course is in better condition than ever before and we intend to continue to make improvements.



TOLCHARDS EMPLOYEE
CHAT

HELLO
TO
**James
Hunt**



ROLE:
Sales Executive

START DATE: September 2016

Experienced Sales Manager James Hunt joins us for a chat in this issue, hot off the back of a busy summer season in Torbay when the English Riviera can be more than a tad busy.

What has summer 2022 been like for you?

Following on from last year there have been plenty of visitors in the bay again making it very busy & positive with many new venues opening in Torbay. It's good to see new investment in Torbay.

Best and worst thing about your role?

Best – No day is the same in this industry. Every meeting is different. I enjoy advising

customers on the right beers & wines for their venues and seeing the business doing well and being successful with them is a real bonus.

Worst – Not the worst, but frustrating is being stuck between brewers and customers and long lead times on installs. The current stock issues from suppliers and the amount of emails!

What do you do outside Tolchards?

I enjoy being out on the water either surfing or paddle boarding, but my main passion is cycling with a few friends around Dartmoor or the local trails.

What is your must have wine on a wine list?

This time of year its gpt to be Chateau Routas Rosé or Peyrassol-Curvee des Commandeurs in the sunshine.

Are you seeing any patterns emerge now Covid is a fading memory?

It's great to see people out socialising again, I've seen a swing towards premium drinks, where the customers are buying more expensive pints and spirits.

What should a customer be thinking about this time of year?

Outside spaces and gardens, customer love these, and still very important to offer table service, (of course one thing we have all enjoyed... not queuing at the bar!)

Best part of 2022?

Work wise, a trip to Amsterdam to the Grolsch Brewery in the spring. Personally, exploring the North coasts of Devon & Cornwall camping with my family.



and the
AWARD
goes to
ANNINGS

We have always been very proud of our Annings brand, with the fruit cider and gin ranges we continue to see both gain popularity and carve a loyal following around the South West and further afield. When we asked consumers what they liked most about Annings the reoccurring feedback was that its Annings natural taste that proves popular when compared to it's peers.

Of course, this is always nice to hear but don't take out word for it. Recently this was underlined by a panel of industry experts who awarded their seal of approval. The South West taste awards have awarded Annings with a number of awards including.

Gold awarded to 'Pineapple & Grapefruit', and 'Lemon & Lime' with 'Highly Commended' going to 'Rhubarb'.

FIRST DISCOVERY
An exciting and approachable gin with refreshing hints of juniper, the bitter sweet presence of Yuzu works in tandem with the accompanying botanicals to create a tantalising citrus finish. Annings Gin is an expertly distilled blend featuring 8 botanicals including: Juniper Berries, Yuzu, Coriander Seeds, Cassia Bark, Lemon Peel, Orange Peel, Angelica Root and Orris Root.

PINK
A light and delicately made pink gin, delivering a refreshing and perfectly balanced berry led flavour. Using natural ingredients the soft sweetness of ripe tasting berries are brought to the front ready to be savoured in your favourite summer gin and tonic.

LEMON AND LIME
A real Mediterranean tasting gin liqueur which leaves a sharp, tangy and citrus impression. The natural ingredients of lemon and lime shine through and guarantee a delicious and smooth tasting gin with a clean and ultimately refreshing finish

PASSION FRUIT AND MANGO
A true tropical wonder. A refreshing gin liqueur which blends perfectly with an uplifting infusion of passion fruit and smooth sweet mango. Exciting flavours of each fruit combine and shine through to give a tangy, light finish.

PINK GRAPEFRUIT AND PINEAPPLE
A remarkably fresh tasting gin liqueur that delivers an enchanting combination of deliciously pink grapefruit and a tangy, intense pineapple flavour. Deceptively well balanced, slightly tart with lots of grown-up flavour.

RHUBARB
Classic gin notes of juniper are perfectly balanced to showcase a captivating gin liqueur with genuine character of rhubarb. Instantly bursting with flavour yet mature enough to allow the gin to shine through.

The Taste of the West awards are a great recognition for our Annings gin range, which continues to go from strength to strength each year.



HALLOWEEN

Halloween gives a perfect opportunity to get creative and take advantage of what is becoming one of the most popular events of the year.

SPOOKY SUNRISE

INGREDIENTS:

- 85ml Frobishers Fusion Apple & Mango
- 42ml Jose Cuervo Especial
- 28ml Grenadine,
- An orange slice for garnish.

METHOD:

- 1 - Rim a chilled Collins glass with black or brown sugar.
- 2 - Add the Tequila and Frobishers Fusion
- 3 - Float the grenadine on top.
- 4 - Garnish with an orange slice (If needed).

HORROR FACTOR - ***



KILLER GRASSHOPPER

INGREDIENTS:

- Ice
- 25ml crème de menthe
- 25ml white crème de cacao
- 25ml single cream

TO GARNISH

- Mint Sprig
- 25g melted chocolate Chocolate (optional)

METHOD:

- 1 - Start by making the garnish. Take a sprig of mint, strip off the leaves at the base and dip the stalk in the melted chocolate, holding the upper leaves gently. Leave to set on a plate or tray.
- 2 - Fill a cocktail shaker with ice then pour in the liqueurs and cream. Shake hard until the outside of the cocktail shaker is cold, then strain in to a cocktail glass or small coupe. Garnish with the chocolate-dipped sprig of mint.

HORROR FACTOR - *****



BLOOD CLOT SHOTS

INGREDIENTS:

- 28ml Jack Daniel's Tennessee Fire Whiskey
- 28ml Thatchers Gold Cider
- 4 Marshmallows
- Red Food Colouring

METHOD:

- 1 - Pour in the Jack Daniel's Tennessee Fire Whiskey
- 2 - Add the Thatchers Cider.
- 3 - Add drops of red food colouring
- 4 - Carefully add 3-4 mini-marshmallows.
- 5 - Using the chef's butane torch caramelize the marshmallows. Be careful not to set the alcohol a light.

HORROR FACTOR - *****



VAMPIRE CRUSH

INGREDIENTS:

- 50ml Ciroc Vodka, Berries,
- 15ml Sugar Syrup, 1 Strawberry

METHOD:

- 1 - Place Ciroc Vodka, mixed berries and sugar syrup into a blender and blend.
- 2 - Pour the mixture into a jar and fill with ice.
- 3 - Top up with soda water.
- 4 - Garnish with a sliced strawberry.

HORROR FACTOR - *****





A WINNING PORTFOLIO FROM CMBC



Carlsberg Marston's Brewing Company (CMBC) is one of the newest yet historic brewers in the UK. Formed of a joint venture between Carlsberg UK and Marston's PLC, we combine over 300 years of shared values, history and heritage in UK brewing.



SUPPORTED BY A
£ MULTIMILLION
ATL CAMPAIGN IN 2022



NEW FOR 2022.
BROOKLYN PILSNER
OUTPERFORMS ON PREFERENCE

Nielsen Consumer Research Amongst
N=850,18-55yo ACB1 Beer Drinker.

HOBGOBLIN

HOBGOBLIN IPA
IS THE UK'S BEST
TASTING IPA*

*Source: Winner of the World Beer Awards UK
Winner 2020 & 2021 (WBA).

**INSTALL TO RECEIVE A COMPLIMENTARY KEG
AND A POS SUPPORT PACKAGE WORTH £125***

*Estrella Damm install does not include complimentary keg. Standard POS install package provided ahead of install valued at £125. Available to new stockists only. One package per install. POS Support Includes: **Estrella Damm:** 48 Pint Glasses, 24 Half Pint Glasses, 200 Drip Mats, and 2 Rubber Bar Runners. **Hobgoblin:** 48 pint glasses, 2 bar runners, 500 drip mats and 2 recyclable trays. **San Miguel:** 48 Pint Glasses, 24 Half Pint Glasses, 400 Drip Mats, 1 Bar Runner and 1 Tray. **Poretti:** 48 Pint Glasses, 24 Half Pint Glasses and 1 Wooden Bar Runner. **Brooklyn Pilsner:** 72 Pint Glasses, 375 Drip Mats, 2 Bar Runners, 3 T-Shirts and a Sampling Activation kit. **Shipyard:** 48 pint glasses, 24 half pint glasses, 500 drip mats, 1 rubber bar runner. Items subject to availability.



Carlsberg Marston's Brewing Company is a proud member of the Portman Group, promoting responsible drinking.

be.drinkaware.co.uk

Introducing
**Heineken®
Silver**



Brewed at -1°C for that
extra-refreshing taste

4.0% ABV | 10 IBU's

Light tasting, crisp flavour
with a subtle finish

30L Keg & 24x330ml NRB available

116 calories per 330ml bottle



OUR
BIGGEST
DRINKS
INNOVATION
IN A
DECADE



Record £15 million launch campaign

BIGGEST EVER MEDIA INVESTMENT



£150 POS INSTALLATION
SUPPORT TO DRIVE
VISIBILITY AND TRIAL



EXPOSURE ACROSS SPONSORSHIPS



INVESTING IN YOUR
BUSINESS WITH DIGITAL
FOOTFALL DRIVING SUPPORT



BESPOKE
CUSTOMER
INVESTMENT



be.drinkaware.co.uk

INSTALL
BIRRIFICIO ANGELO PORETTI
TO RECEIVE A

**FREE KEG AND A POS SUPPORT
PACKAGE WORTH £125**

*Established in 1877 in Valganna, Italy, Birrificio Angelo Poretti is a full-flavoured lager
with a sparkling carbonation, sweet malty body and assertive hoppy bitterness.*

POS support kit includes:

- 48 x pint glasses
- 24 x half pint glasses
- 1 x wooden bar runners



VALGANNA ITALIA 1877

Enjoy Responsibly
be.drinkaware.co.uk

Standard POS install package provided ahead of install valued at £125.
Available to new stockists only. One package per install.
POS Support Includes: 48 pint glasses, 24 half pint glasses, and 1 wooden bar runner.

Premiumise your bar

with the modern & bold hop flavours
of Hobgoblin IPA



Recognised for quality and taste, the World's Best IPA, Hobgoblin, ranks highest amongst its competitive set on measures of quality, trusted, premium, better tasting, worth paying more for*

Install Hobgoblin IPA to receive a complimentary keg and support package worth £125 - including new glassware!



*CGA OPMS Data up to 22/05/2021. Terms and conditions: Standard POS install package provided ahead of install valued at £125. Available to new stockists only. One package per install. POS support includes: 48 pint glasses, 2 bar runners, 500 drip mats, 2 recyclable trays. Items subject to availability and equivalents may be provided.

Enjoy responsibly.
be.drinkaware.co.uk

HOBGOBLIN
— BEAUTY LIES WITHIN —

PEOPLE. PLANET. BEER.



BREWDOG HEADLINERS
The Planet's favourite beers, from the full-tilt fruit machine that is Hazy Jane to the quaffable creation Planet Pale, our headliners are all available on draught through Tolchards.



GROUND BREAKING CROWD FUNDING MODEL

In 2010 we launched Equity for Punks. A ground breaking crowd funding model that now sees us community owned by 200,000 shareholders, and counting.



LOST FOREST

We now own our own forest in the Scottish Highlands.

9,308 acres (that's nearly 15 square miles)

We're committed to planting over 1 million trees in the Lost Forest.



THE WORLD'S FIRST CARBON NEGATIVE BREWERY

In 2020 we became the world's first carbon negative brewery. The planet matters to BrewDog and to consumers - with 59% taking sustainability in to account when making product choices.



CREATING THE BUSINESS OF TOMORROW

And this year we released our Blueprint. Where all employees benefit from the success of BrewDog, through our Employee Ownership Programme and 50% Bars Profit Share.



PLANET FIRST LOCALS

In 2021 we launched Planet First Locals. Supporting like-minded pubs and bars with quarterly expert advice and insight, including our PFL grant scheme with up to £100k a year available to fund sustainability initiatives.

SOUND GOOD?

Email: PlanetFirstLocals@BrewDog.com to start your own low carbon mission.



Certified
B
Corporation

EUROPE'S BEST-SELLING IPA

From day one we've brewed beers that elevate our craft. Beers that kick-started a Revolution. And the beer that started it all, Punk IPA, is now Europe's best-selling IPA.

CRAFT BEER REVOLUTION

HAZY JANE
The UK's #1 New England IPA

PLANET PALE
The fastest growing NPD in craft beer

LOST LAGER
Growing 444%* MAT



WE ARE BREWDOG. AND WE'RE NOT DONE YET.

*CGA OPMS P03 MAT 26.03.2022 Vs 2YA

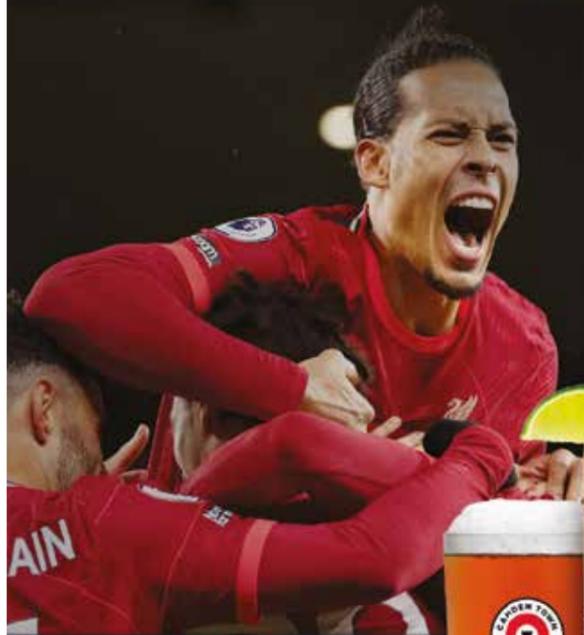
MAKE YOUR VENUE MATCH-READY!



They've got their kits.
Have you got yours?

Simply sign up to **BT Sport** and add one of the below draught brands to your bar to receive a free projector and screen, as well as up to 50% off your BT Sport subscription.

Customer must install one of Camden Town, Corona, Stella Artois, Leffe, Mahou, and Goose Island on draught.



Budweiser
BREWING GROUP UK&I™

A PROUD PART OF ABInBev



Return Address: BT Response Centre, BRISTOL BS35 3ZZ. Together we can reduce paper consumption. BT Sport Total on 12 month contract: This offer of a 50% BBG Discount with an Optoma S331 DLP HD Projector and Screen on the BT Sport standard rate card ("Discount") is available at BT's discretion, to new (must not have been a customer in the previous 6 months), BT Sport Commercial customers who sign up to BT Sport Total and add one or more BBG Hero Brands to their venue before 31st of August 2022. This offer includes an additional Optoma S331 DLP HD Projector and Screen which will be dispatched within 5 working days following confirmation that your BBG Hero Brand has been installed. Offer available on projectors and screens while stock lasts. Installation and fitting of projector and screen are not included. Customers who take this offer must sign up to BT Sport Total with a 12 month minimum contractual period and the discount shall apply for the duration of 12 month contractual period only. If you terminate the service during the minimum period, you may incur early termination charges. If you terminate the service before installation of BBG Hero Brand, order of Optoma S331 DLP HD Projector and Screen will be cancelled. Please visit www.optoma.co.uk/service-and-support for any service issues. If you are a Pub, Golf Club or club affiliated to Corca your subscription charges will be based on the rateable value of your premises. Please call to confirm your rateable value and BT Sport subscription price. Not available in conjunction with any other offers. © British Telecommunications plc 2022. We're registered in England at 81 Newgate Street, London EC1A 7AS (company number 1800000). All information correct at time of printing. Terms and conditions apply, see our terms and conditions at business.bt.com/terms/#sport.

Budweiser®



OFFICIAL BEER OF



FIFA WORLD CUP
Qatar2022



MEANTIME
BREWING GREENWICH COMPANY

51°29'22" NORTH

**TICK TOCK...
IT'S FREE KEG O'CLOCK.**

**GET A FREE MEANTIME KEG
WITH ALL NEW DRAUGHT
INSTALLS NOW!**

0°0'30" EAST



**+95%
INCREASE
IN NATIONAL
DISTRIBUTION
OF ANYTIME
IPA***
*SOURCE: CGA 09MS
09/10E/26/03/22



Available during the promotional period from 01.08.22 - 31.12.22 and specific to this brochure feature only. Available in UK only. Install of Meantime Anytime IPA, Prime Pale, or Greenwich Lager subject to approval by Asahi UK. New stockists only. The Promoter reserves the right to withdraw this promotion at any time. Please note the complimentary keg offer is specific to the brand installed, install Meantime Anytime IPA (30 ltr) or Prime Pale (50 ltr) or Greenwich Lager (50 ltr) and receive the subsequent brand. Please note the free keg will not be received with the installation, this must be requested via your Asahi UK Account Manager. Contact: rminstalls@asahibeer-int.com to request an install. While stocks last and subject to availability. Promoter Asahi UK Limited, Griffin Brewery, Chiswick Lane South, London, W4 2QB

be**drinkaware.co.uk**

**MAXIMISE YOUR SALES WITH
PERONI NASTRO AZZURRO**

**NUMBER 1 SUPER PREMIUM LAGER
IN THE UK FOR VALUE SALES**

SOURCE: NIELSEN TOTAL OFF TRADE L12 16/10/21

**BUY A CASE
FOR JUST £23.99**

NUMBER 1 DRAUGHT BRAND FOR VALUE ROS
(BRANDS INCLUDE WITHIN STANDARD,
PREMIUM & SUPER PREMIUM)

SOURCE: CGA 26 W/E 09.10.21



Available during the promotional period only, while stocks last and specific to this brochure feature only. May be subject to change at the promoters sole discretion. Available in the UK only. Promoter reserves the right to withdraw this promotion at any time. Asahi UK Limited, Griffin Brewery, Chiswick Lane South, London, W4 2QB.

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PERONI

drinkaware.co.uk for the facts

FULLER'S
LONDON PRIDE

Outstanding
AMBER ALE

**BUY 1 X 9G FIRKIN
FOR ONLY £89.99**

**LONDON PRIDE IS THE
BEST SELLING CASK ALE IN
LONDON AND THE SOUTH EAST***

*Source: CGA 52 w/e 28/12/19

Terms & Conditions: Available during the promotional period and specific to this brochure only. This offer only relates to the casks of London Pride while stocks last. Promoter: Asahi (UK) Limited, Chiswick, London W4 2QB



**OUT OF THIS
WORLD BEER**

**BUY 1 X 9G
FIRKIN FOR
ONLY**

**72.99
Per 9G**



TERMS & CONDITIONS: AVAILABLE DURING THE PROMOTIONAL PERIOD AND SPECIFIC TO THIS BROCHURE ONLY. THIS OFFER ONLY RELATES TO THE CASKS OF DARK STAR HOPHEAD WHILE STOCKS LAST. PROMOTER: ASAHI (UK) LIMITED, CHISWICK, LONDON W4 2QB

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BUY 5 CASES GET 1 FREE

Case of 24 x 330ml Birra Moretti
Whilst stocks last

BIRRA MORETTI
L'AUTENTICA
RICETTA DAL 1889
PREMIUM LAGER

BIRRA MORETTI
L'AUTENTICA
RICETTA DAL 1889

TIME FOR WHAT MATTERS

Olives
Mozzarella
Tomatoes
Basil

be.drinkaware.co.uk

T&Cs: Offer period 1st - 31st October 2022. Excludes Birra Moretti Zero.

POWDERKEG

ASSURED INDEPENDENT SIBA BRITISH CRAFT BREWER

THIS IS THE BEST BEER IN THIS BROCHURE.

IT WINS A LOT OF AWARDS.

IT IS METICULOUSLY BREWED BY EXPERTS USING THE HIGHEST QUALITY INGREDIENTS.

IF YOU'RE LOOKING FOR MEGA LUSH DELICIOUS BEER, YOU JUST FOUND IT.

WE'LL SORT A FREE 30L KEG AND GLASSWARE ON INSTALL TOO*

SPEAK TO YOUR TOLCHARDS REP TO GET HOOKED UP.

DISCOVER MORE ABOUT
POWDERKEG
AT WWW.POWDERKEGBEER.CO.UK

MADE IN DEVON

POWDERKEG
Speak Easy PALE ALE
Gluten-Free | Vegan
43% ABV

POWDERKEG
Cut Loose PILSNER
Gluten-Free | Vegan
47% ABV

* T's & C's Apply - 12 weeks minimum continuous stocking period

**BUY 3x9G TO RECEIVE
1x70cl TARQUIN'S
CORNISH DRY GIN
FREE OF CHARGE**



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

FOLLOW US   

VISIT US AT [WWW.SHARPSBREWERY.CO.UK](https://www.sharpsbrewery.co.uk)

**PICK UP
RUGBY'S
FAVOURITE
BEER**



GUINNESS

**BUY 2 X 50L OR
3 X 30L GUINNESS
KEGS AND RECEIVE
A FREE AUTUMN
INTERNATIONALS KIT***

**RISE UP FOR THE
HOME NATIONS**

*KIT CONTENT: 4 X T-SHIRTS, 3 X BUNTING, 1 X INDOOR FLAG, 1 X OUTDOOR FLAG & DIGITAL ASSETS.
OFFER VALID 01.09.2022-31.10.2022. MAXIMUM OFFER: 2 KITS PER CUSTOMER. ALL KITS WILL BE SENT DIRECT TO OUTLET.
THE ELLIPSE DESIGN ON THE BALL ARE REGISTERED TRADEMARKS OF GILBERT RUGBY.

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

**CERVEZAS
VICTORIA**

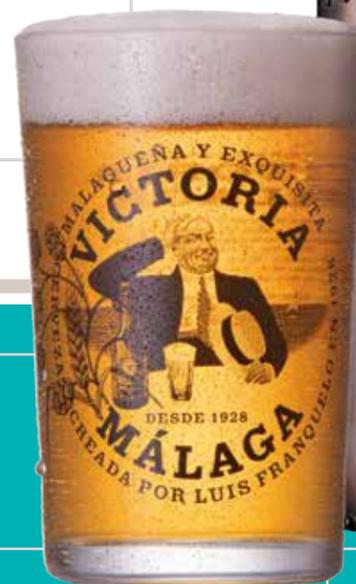
MÁLAGA 1928

MÁLAGA IS HERE



Victoria Málaga is a refreshing premium lager and the original beer of Málaga! It is brewed with all natural ingredients and no preservatives.

New to the UK. 4.8% ABV. Available in 30L keg and 330ml NRB. Premium font, glassware and POS available.



[f cervezavictoria.es/en](https://www.cervezavictoria.es/en)

Please enjoy responsibly 4.8%

BUY 5 GET 1 STRAWBERRY & APPLE FREE*

MAKING FRUIT MORE USEFUL SINCE 1947

OLD MOUT CIDER
PRONOUNCED
INCORRECTLY
SINCE 1947
/Ohld-moot-sy-derl/



 THE KIWI TASTE FOR ADVENTURE

*T&C's Offer period 1st -30th September 2022.
Excludes Old Mout Alcohol Free.

be [drinkaware.co.uk](https://www.drinkaware.co.uk)
ESTABLISHED IN NZ. MADE IN EU.
ENJOY  RESPONSIBLY

NEW



THREE CIDERS. ONE KEG.

INTRODUCING THE WORLD'S FIRST CIDER FUSION FONT

Save time, money, space and help the environment.

*Terms & conditions apply. New customers must meet stocking and volume criteria. To arrange a consultation please contact your Thatchers Account Manager or contact info@thatcherscider.co.uk.

EST. 1904
THATCHERS
THE FAMILY CIDER MAKERS



Scan the QR code
with your
smartphone to see
how it works!

BUY 3 KEGS OF THATCHERS GOLD & RECEIVE A MULLED CIDER KIT.

Speak to your Tolchards
Telesales Team when
ordering to get your hands
on this special winter offer.



**OCTOBER
ONLY**

EST. 1904
THATCHERS
THE FAMILY CIDER MAKERS

*1 deal per customer. While stocks last. Please opt in.

DELICIOUS GIN

INSPIRED BY
THE COUNTRYSIDE

Chase
DISTILLERY

BUY ANY FOUR FROM THE RANGE
AND RECEIVE A CASE OF
FEVER-TREE MEDITERRANEAN
FREE



Range includes: Chase GB Gin, Rhubarb & Bramley Apple, Seville Marmalade, Pink Grapefruit & Pomelo 70cl.

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SCAN FOR
POS, TIPS AND MORE

DIAGEO ONE



ZERO WASTE TO WONDERFUL TASTE

Buy two bottles of Black Cow Vodka and receive
four Black Cow highball glasses free



RECIPE

Dorset Donkey
A Black Cow twist on the
classic Moscow Mule

- Black Cow Vodka, 50ml
- Morello cherry liqueur, 10ml
- Lime juice, 20ml
- Stalks of sage, 3
- Blueberries, 6
- Top up with ginger ale

@BLACKCOWVODKA @ f t

*Offer valid September and October only

DRINKAWARE.CO.UK

Get a bloody epic offer



Buy any three x 70cl of Warner's gin and get a FREE 50cl Warner's 0% Pink Berry*

*Offer applies to Rhubarb, Elderflower and Raspberry Gin, while stocks last



CELEBRATING TEN YEARS
PROUDLY SPONSORED BY CAMPARI IN THE UK
Negroni Week
SEPT. 12 - 18
NEGRONIWEEK.COM / #NEGRONIWEEK

£13.49



STOCK UP ON CAMPARI AND RAISE A TOAST TO AN ICON

For one week in September, bars and restaurants around the world mix Negronis for charity. To participate in the 10th year of Negroni Week and raise money for a great cause, sign up at negroniweek.com.

CAMPARI

THE RED HEART OF EVERY NEGRONI



DISCOVER OUR COLLECTION OF
NEW LONDON LIGHT
NON-ALCOHOLIC SPIRITS AND APERITIFS



BUY ALL THREE BOTTLES, RECEIVE ONE FREE

T&C's apply: Offer valid on New London Light only. Your order must include 1 x 70cl of each flavour for the deal to apply. The fourth FREE bottle can be any flavour of your choice.



NEWLONDONLIGHT.COM



We donate 1% of every bottle sold to the Marine Conservation Society.



MAKE THE PERFECT DISARONNO FIZZ

50ml Disaronno
150ml Soda Water
25ml Fresh Lemon Juice

Enjoy over ice with a lemon twist.

POP UP YOUR BRUNCH...



LOWER ABV SERVE



REFRESHING & THIRST QUENCHING



SOPHISTICATED, SUMMER DRINK



LOW COST SERVE TO BAR

MAXIMISE YOUR
SPRITZ SALES
WITH

**APEROL
SPRITZ**[®]

UK'S NO.1 SPRITZ*

Claim your Free Aperol Spritz menu support kit including menu hangers and price point stickers. To claim yours, call 01626 333426



*Based on share of total branded Spritz sales. Source: CGA Spritz Research May 2021 and GA Mixed Drinks Report Q3 2021.

**UK only, 18+, offer valid between 1/9/2022 and 30/9/2022 inclusive. One deal per customer. Subject to availability. POS kit includes 25 menu hangers and 3 sets of pricing stickers. One kit per customer. While stocks last.

PLEASE DRINK RESPONSIBLY
be drinkaware.co.uk



**BUY 6
BOTTLES
GET 1
FREE****

**THE ORIGINAL
BITTERSWEET
ITALIAN SPIRIT**

To serve: 75ml prosecco | 50ml Aperol
25ml soda | Over ice with a slice of orange



COINTREAU

CHANGES EVERYTHING



**THE ORIGINAL
MARGARITA**

Cointreau + Tequila + Lime

drinkaware.co.uk

DEAD MAN'S FINGERS

DMF RUMS £14.99*

DMF CREAM LIQUEURS £10.99*

SPECIAL HALLOWEEN LIMITED EDITION BOTTLE

PLEASE ENJOY DEAD MAN'S FINGERS RESPONSIBLY
be.drinkaware.co.uk

*Dead Man's Fingers Range: Spiced, Coffee, Coconut, Raspberry, Passion Fruit, Mango, Banana, Cherry, Hazelnut, Pineapple, Raspberry Rum Cream Liqueur, Strawberry Tequila Cream Liqueur. All bottles: 70cl. Promotion ends 31/10/22. Limited edition Halloween Spiced Rum bottle subject to availability.

deadmansfingers.com
[@deadmansfingersrum](https://www.facebook.com/deadmansfingersrum) [@deadmansfingers](https://www.instagram.com/deadmansfingers)

Jägermeister THE PERFECT SHOT

BUY A MIX OF 4 JÄGERMEISTER BOTTLES AND RECEIVE A FREE FOOTBALL POS KIT

KIT INCLUDES 4 X A4 POSTERS, 6 X BOTTLE LABELS, DIGITAL POS, GAMIFICATION TENT CARDS AND BEER MATS

-18°C ICE COLD SHOTS

be.drinkaware.co.uk T&CS (WHILE STOCKS LAST, 1 DEAL PER CUSTOMER) JÄGERMEISTER & JÄGERMEISTER COLD BREW COFFEE

Tia Mariaaargh!

COLD BREW COFFEE LIQUEUR

OCTOBER SPECIAL OFFER

Buy 2 x 70cl Tia Maria and receive **x6 Espresso Martini Glasses**

MAKE THE PERFECT ESPRESSO MARTINI

25ml Tia Maria
 25ml Vodka
 25ml Espresso
 5ml Sugar Syrup
 Coffee Beans

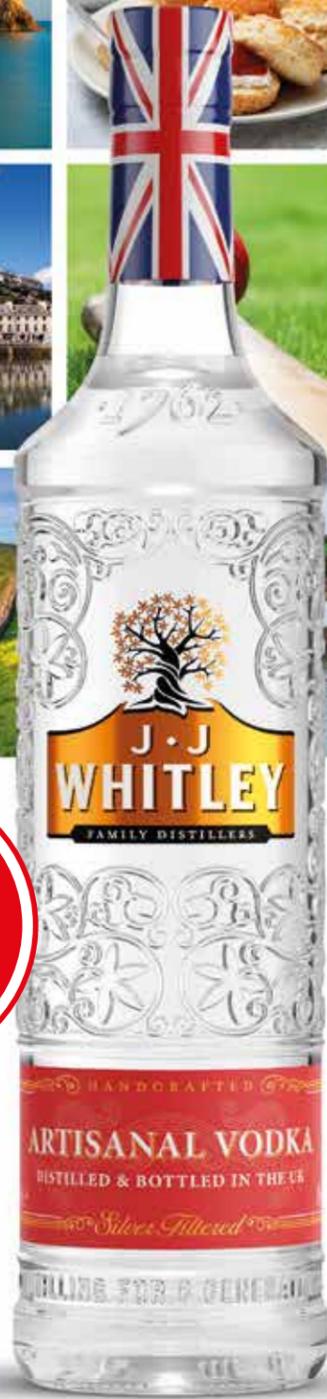
Pour all ingredients into a shaker with ice. Shake and double strain into a Tia Maria Espresso Martini glass. Garnish with 3 coffee beans.

WWW.TIAMARIA.COM

Offer available from 1st - 31st October, while stocks last. x150 kits available. Only x1 POS kit per customer.



JJ WHITLEY
ARTISANAL
VODKA
£11.50
a bottle*



J.J
WHITLEY
FAMILY DISTILLERS



CRABBIE'S
ALCOHOLIC
GINGER BEER
£15.99
a case*

CRABBIE'S
ALCOHOLIC GINGER BEER

THE BEST OF BRITISH

be drinkaware.co.uk

Available while stocks last. JJW Whitley: 70cl. Crabbie's case: 12x500ml. Promotion ends 31/10/22

A SPECTACLE

WR
OLD FASHIONED
WEEK



BUY 2 X 70CL
WOODFORD RESERVE
AND RECEIVE
6 GLASSES FREE

FOR THE SENSES

PLEASE DRINK RESPONSIBLY.
WOODFORD RESERVE IS A REGISTERED TRADEMARK. ©2022 BROWN-FORMAN.
BUY 2 X 70CL WOODFORD RESERVE AND RECEIVE 6 X GLASSES FREE. SUBJECT TO AVAILABILITY. LIMITED TO ONE DEAL PER CUSTOMER, WHILST STOCKS LAST.



Bottles
£8.85
PER CASE
12 x 250ml

Cans
£7.50
PER CASE
12 x 250ml

Belvoir Farm
Naturally
Delicious
Drinks

CAREFULLY SELECTED
CRAFTED WITH
NATURE
SIMPLE INGREDIENTS

**STOCK
UP NOW**
www.belvoirfarm.co.uk

100% fruit juice.
That's sparkling.



£16.50 PER
CASE 24 X 275ML
SEPTEMBER
ONLY

Stock Up
Now

Appletiser®
CROWN THE MOMENT

Offer available 15.02.21 to 30.04.2021.
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ADD A DASH OF
Extraordinary

275ML
PRESSE
£8.45
PER CASE

500ML
CORDIAL
£12.99
PER CASE

Fill other glasses with envy

CORDIAL 6 x 500ML: handpicked elderflower
SPARKLING PRESSÉ 12 x 275ML: handpicked elderflower, pomegranate & elderflower, crisp apple, ginger beer

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

MUST INCLUDE
RHUBARB & RASPBERRY
TONIC WATER

FEVER-TREE
MIX WITH THE BEST

*Maximum 3 deals per customer
**Available while promotional stocks last

NEW



FREE YOUR SPIRIT

PREMIUM GIN - HAND-CRAFTED ON THE ISLE OF WIGHT

ISLEOFWIGHTDISTILLERY.COM | @MERMAIDGIN f

FREE