

the

Glugger



TOLCHARDS
DRINKS



No low CATEGORY EXPLOSION



When the term 'mindful drinking' was first muted, 'Dry January' and 'Sober October' were the go to months and perhaps seen somewhat as a test of both endurance and self control. Now, a more health conscious consumer is seeking out flavoursome non-alcoholic alternatives throughout the rest of the year too. Perhaps, even more so since the end of the pandemic, the factors of health, mindfulness and overall well-being have never been more prevalent. With health being on trend there is a now a renewed push to monitor the body's intake with greater scrutiny.

With reports and media fuelling the importance of a more healthy active lifestyle, predictions are that the category will continue to expand at a steady pace. With the start of the new year there is no better time to take the leap and find a suitable fit for the health savvy customer.

Certainly, the beer sub-category looks well in hand (currently possessing a reported 75% market share of the non-alcoholic drinks market, according to drink analyst agency IWSR*). Evidence suggests spirit brands are going further with efforts to diversify their own category, in an attempt to become sub-category market leaders and secure a point of difference dependant on the spirits end usage i.e aperitifs, mixers, mocktails or just plain single serves.

One of the front runners over the past 12 months have been Salcombe Distillery who have impressively hit the ground running with their NNL range (pages 4-7), the range looks every bit as polished and in keeping with the high standards we have come to expect from the Salcombe team.

Pentire, Seedlip, Everleaf are a few of the exciting brands hot on their tails also gaining recognition with positive reviews. Each have a similar ethos, to change the mind set of the consumer by producing an attractive non-alcoholic drink that can still entice the taste-buds.

The booze-free lifestyle is already the norm with a younger demographic

leading to a number of celebrities tapping into this generation of conscious drinkers.

Singer Katy Perry entered the non-alcoholic aperitifs game with a 'wellness drink line' 'De Soi' and American model Bella Hadid became a partner of Kin Euphorics in 2019, which according to Hadid, "Is the first drink to use adaptogens and focus on brain health, while expanding our mind and calming our nervous system."

As innovation advances there will be an evident cross over within the drinks industry. We are at the early stages of CBD infused drinks, seemingly it will only be a matter of time before we see this merge within the non-alcoholic drinks market.

The name of the game will always be flavour. We have a mind set of we know what we like, and if the taste is absent, so to a degree, is our will. That said, with the speed of how things are currently progressing, the time of ordering a plain OJ are well and truly gone.



calm health be good
zero taste brain well
focus mind variety
mind body
consumption no low
flavours intake alternative
habits

With the category in the limelight more than ever, alcoholic brands have sat up and took development of their 0% range to the next level. Where before there had been a degree of neglect, major players such as Peroni, Becks, Brewdog, Corona, Budweiser, Heineken, Birra Moretti, San Miguel, (and just hot off the press) Japanese beer brand Asahi and Guinness, have all made major strides to develop a worthy non-alcoholic equivalent to their line-up.

Products are now truly beginning to compete in the flavour stakes against their alcoholic counter parts. There also looks to be a new era of drinks with additional health claims looming large on the horizon (we will keep you posted).

SALCOMBE GIN®

NEW LONDON LIGHT



NEW LONDON LIGHT

New London Light (NLL) is a 0% ABV spirit that claims to be bringing "adventurous new tastes" to the no/low drinks sector.

It takes its name from a lighthouse that marked the entrance to a deep-water harbour in Long Island Sound – a beacon for 19th-century Salcombe fruit schooners trading cargoes with the Americas.

Three taste profiles exist
Aegean Sky, First Light and Midnight Sun

Aegean Sky;

Fresh, bitter citrus flavours, layered with the floral notes of rose-hip and bergamot citrus, earthy herbal undertones of rosemary and complex layers of olive throughout.

First Light;

An aromatic and warming balance of juniper, ginger and habanero capsicum on the palate with fragrant bitterness from sage and cascarilla bark.

Midnight Sun;

Sweet yet complex berry flavours on the palate with a faint hint of salinity from kelp and samphire. Floral notes from elderflower and resinous pine provide a full spectrum of flavour.



MAKE OUR OCEANS HEALTHIER

Salcombe Distilling Company donates 1% of the RRP from UK sales of their selected range to ocean recovery projects run in conjunction with the Marine Conservation Society. Their mission is to have a positive impact on the ocean and the life it supports by vigorously reducing carbon footprint.

New London Light is a bold collection of contemporary non-alcoholic spirits and aperitifs, crafted by the Devon-based Salcombe Distilling Co. team of expert distillers who wanted to challenge the process and bring innovative flavour combinations into a new era of taste without alcohol.

New London Light paves the way by providing a refreshing and innovative non-alcoholic spirit inspired by gin making principles.

Clearly born out of a desire to produce an exceptional non-alcoholic spirit the range doesn't compromise on taste.

The NLL range comprises of three Non-alcoholic spirits, developed by Salcombe's master distiller Jason Nickels and uses 18 botanicals: juniper, ginger and habanero capsicum are distilled first before the rest of the botanicals are added.

Howard Davies, Salcombe Distilling Co. co-founder, said: "The tide is

turning. The hunt for premium non-alcoholic spirits is gathering speed, especially amongst those who demand quality and clarity.

We are proud of the reputation we have built making award-winning gins and the opportunity to encourage people to make more of the great outdoors, given our passion for the sea. It is a natural evolution for us to initiate a new wave of excitement in non-alcoholic spirits."





ALPENGLLOW

Named after an optical phenomenon when red light appears on high mountains. This sour style serve, takes all of the berry and pine flavours from the land of the Midnight Sun and showcases them effortlessly.

INGREDIENTS

50ml New London Light 'Midnight Sun'
15ml Lime juice
15ml Honey water*
25ml Cranberry juice
3 x Fresh raspberries
20ml Aquafaba
Freeze-dried raspberries to garnish

METHOD

Add the 'Midnight Sun', lime juice, honey water, cranberry juice, fresh raspberries, and aquafaba to a cocktail shaker and dry shake without ice for 15 seconds. Add ice to the shaker and shake hard again for a further 15 seconds. Double strain into a chilled tumbler over ice. Garnish with freeze-dried raspberries.

*To make the honey water, add 100ml of honey to 100ml of boiling water in a jug and stir until the honey has dissolved. Place in the fridge to cool before using.

VANTAGE POINT

Upgrade your 3pm coffee. 'Vantage Point' combines bitter-sweet flavours with New London Light 'First Light's' citrus orange and subtle spice notes to sharpen the senses and clear the mind.

INGREDIENTS

50ml New London Light 'First Light'
250ml Coffee (cold brew, decaffeinated or fresh)
12.5ml Agave syrup
Orange peel to garnish

METHOD

Place all the ingredients in a Boston shaker with plenty of ice. Shake for 15 seconds and strain into chilled Nick and Nora glass. Garnish with orange peel on the side of the glass.



KALAMATA SPRITZ

This light and refreshing non-alcoholic spritz is a classic in the making. Enjoy all the sun-soaked citrus notes of a Mediterranean style spritz, simply without the alcohol.

INGREDIENTS

50ml New London Light 'Aegean Sky'
75ml Non-Alcoholic Sparkling Wine Or Prosecco
2.5ml Olive Brine (1/2 Bar Spoon)
Kalamata Olive
Fresh Whole Orange

METHOD

Fill a large wine glass with ice
Add 'Aegean Sky', non-alcoholic sparkling wine and olive brine to the glass
Stir gently to combine
Garnish with an orange wheel and black olive.



GOLDEN HOUR

Enjoy a flavoursome 'Golden hour' without compromising on the adventure that awaits at first light. Short, sharp and complex flavours of bitter and zesty citrus are complemented with subtle hints of almond.

INGREDIENTS

35ml New London Light 'First Light'
25ml New London Light 'Aegean Sky'
25ml Juniper syrup
10ml Lemon juice
Orange peel

METHOD

Add 'First Light', 'Aegean Sky', juniper syrup and lemon juice to a cocktail shaker with ice and shake vigorously for 15 seconds. Double strain into a chilled Nick and Nora glass. Garnish with an orange peel.

MOUNTAIN EVERLEAF FOREST

A healthier alternative to a gin and tonic or spritz.



Crafted for spritz drinkers. Made from a complex blend of sustainably sourced botanicals carefully chosen to capture Forest flavours including Saffron, Madagascar Vanilla and Orange Blossom.

TANQUERAY ALCOHOL FREE SPIRIT

Discover the definitive experience from Tanqueray, just without the alcohol.



Tanqueray's distinct blend of four quality botanicals are individually immersed in water, heated and then distilled to give a complex and refreshing taste with the Juniper and citrus style that Tanqueray is famous for.

PENTIRE ADRIFT

Pentire is a botanical non-alcoholic spirit made from unique plants native to the North Cornwall coastline. It is free from artificial flavourings and sweeteners.



Crisp, herbaceous and fresh overall. Notes of citrus, coupled with sage, rock samphire and sea salt lead a round herbal finish. Key Botanicals are rock samphire, sage, citrus peel and a secret plant blend alongside Cornish sea salt.

SEEDLIP GARDEN 108

Combines notes of Rosemary, Peas & Spearmint and provides a perfect option for crafting delicious alternative



Seedlip Garden 108 is a non-alcoholic spirit made from six carefully selected botanicals and spices. All our ingredients are high quality, carefully sourced & uniquely combined. Our plants serve the palate with a unique & natural tasting flavour.

CEDERS CRISP

A distilled non-alcoholic spirit with a refreshing kick and a pleasant soft finish.



CEDER'S combines exotic botanicals found in the Cederberg mountains of the Western Cape with classic gin botanicals for a sophisticated distilled 0% alcohol spirit. With notes of cucumber, juniper, mint and chamomile.

CALEÑO DARK AND SPICY

This dark and spicy non-alcoholic rum is bursting with fruity notes of pineapple and coconut, blended with lightly spiced ginger, vanilla, and zesty lime. Delicious!



So punchy and full flavoured for a spirit with zero ABV, this Caleño tastes like purest bliss. On top of which, it's zero sugar, low calorie, alcohol free, vegan friendly, sweetener free and allergen free; so it really is for everyone.



THE ITALIAN NON-ALCOHOLIC APERITIVO.

Crodino was born in 1965.

It's creation came in a historic moment when, in Italy, different liquorists and entrepreneurs were searching for a non-alcoholic or low alcohol drinks, as consumers were asking more and more for this kind of product: a trend that is nowadays repeating itself, with consumers ever more interested in low or no alcohol propositions.

That's why Crodino has become a part of the Italian culture and loved even outside Italy. And nowadays, more and more people are craving to try Crodino and it's unique taste: Crodino lands in new geographies with it's unmistakable flavour and it's original recipe.

DID YOU KNOW

Botanicals are extracted according to traditional methods, remained unchanged from it's creation in the '60s.



ITALY IS
OUR HOME.
THE WORLD IS
WHERE WE LIVE.



Born in 1964 as Picador, then Biondino and ultimately named Crodino in 1965, Crodino quickly became one of the quintessential Italian Aperitivos and has been made to the traditional secret recipe ever since. Pop into any Italian bar in the early evening and we're sure you'll find a Crodino or two.

Crodino is perfectly paired with Italian light, tasty bites. We'd recommend serving it alongside with classic, homemade bruschetta or crostini. It's also perfect with your antipasti selection of choice, or keep it simple with some fresh olives and lightly salted crisps. Whichever your choice, you'll find the bitter-sweet flavour perfectly complements any salted snacks.

Golden in colour, Crodino is sparkling and refreshing with a bitter-sweet, citrus taste. This unmistakable, adult taste is developed from an infusion of carefully selected roots and herbs which is then rested for up to six months before bottling. Serve Crodino over ice with a slice of fresh orange...Perfection!!!



To exalt the intense citrus and fruity notes and the spicy after-taste, Crodino must be served in a wine goblet with generous ice.

And don't forget an orange slice, to round off the perfect aperitivo and begin a journey through the senses even before tasting it, thanks to the smell of the essential oils of the orange.





THE NOT SO BORING NO/LOW SHELF

Gone are the days where the non-alcoholic drinks sat at the back of the shelf gathering dust. With equally colourful designs and the added health benefits products can now stand shoulder to shoulder with their full strength counter parts.

There is now a massive range of no/low alternatives available, not just from the brand leaders but also from an exciting 'new era' selection of companies with exciting formula's that look set to create a welcoming 'coming of age' in the taste factor test.

1 Guinness 0.0%
Same beautifully smooth taste, perfectly balanced flavour and unique dark colour of Guinness, without the alcohol.

2 Corona Cero 0.0%
Same crisp and refreshing taste, with subtle citrus notes with 0.0% ABV and only 56* calories per bottle.

3 Peroni Nastro Azzurro 0.0%
Tastes exactly like classic Peroni Nastro Azzurro. But with no alcohol, you can now ride the Vespa home afterwards...

4 Brooklyn Special Effects 0.4%
We're making you taste something incredible: a delicious alcohol free beer.

5 Budweiser Budvar Non-Alcoholic 0.5%
Saaz hops for an earthy spiced aroma and hint of bitterness.

6 Asahi Super Dry 0.0%
Billed as having the same "signature crisp, refreshing, super dry taste"

7 Lucky Saint 0.5%
Bavarian spring water, pilsner malt, hallertau hops.

8 Old Speckled Hen 0.5%
Faithfully delivers the rich, smooth and distinctive flavours.

9 San Miguel Alcohol Free 0.0%
The first premium Spanish beer with 0.0% alcohol.

10 Pistonhead Non-Alcoholic Flat Tire Beer 0.5%
Fresh floral aroma with hints of tropical fruit & a citrus finish.

11 Brewdog Nanny State 0.0%
No compromise, No surrender, No alcohol.

12 DMF Spiced Rum 0.0%
Signature taste but minus the alcohol.

13 Wild Idol Sparkling Rosé 0.0%
Premium sparkling drink that's delightfully refreshing, yet alcohol-free, made by English winemakers.

14 Nozeco Spumante 0.0%
Intense fruity notes, with white flowers and muscated white grapes.

15 Bon Voyage 0.0%
Sauvignon Blanc and Merlot making superb tasting wine alternatives minus the alcohol.

16 Conker Bowser 0.0%
The 0% distillery, liberating flavour with the spring water distillation of botanicals, free from the distraction of alcohol.

17 Everleaf Marine 0.0%
A crisp blend of flavours including Juniper, Bergamot and Dulce.

18 Pentire Seaward 0.0%
Layered with natural berry from harvested sea buckthorn and wild seaweed.

BE MY VALENTINES

Often the day which can sometimes get forgotten, but with these great ideas for the heart shape day there is plenty to remind you that love is in the air.

With the great British love of both strawberry and raspberry flavours it is hardly surprising that many

brands look to secure that favourite taste profile within their range. The resulting tasting notes can vary from the sharp, sour and the smooth. Our selection tries to cover each end of the scale and that in-between so it's your choice to which you decide to fall in love with.

- 1 Everleaf Mountain 0.0%**
A non-alcoholic aperitif made from 12 sustainably sourced botanicals including Cherry Blossom, Rose-hip and Strawberry. Crafted for spritz drinkers.
- 2 Absolut Raspberri 38%**
Fresh and fruity character of ripened raspberries are matched by the wheat vodka, before finishing on the candied jam notes once more.
- 3 DMF Raspberry Rum 17%**
Zesty red fruit notes with rounded rum deliciousness, all carried of creamy waves of vanilla.
- 4 MERMAID PINK GIN 38%**
Blushing hue and fragrant berry profile, supported by citrus, juniper and spice notes.
- 5 GORDON'S PINK GIN 37.5%**
Sweetness of raspberries and strawberries with the tang of redcurrant.
- 6 BLACK COW VODKA STRAWBERRY 37.5%**
Black Cow's creamy Pure Milk Vodka, blended with English strawberries for a sweet, smooth and refreshing drink.
- 7 BH1 Gin 40%**
Sweetness of almond and anise sticks around on the finish, with a flourish of juniper spiciness.



Warner's Pink Berry 0% Spirit

Fruity bursts of raspberry & blackcurrant sage, spicy Szechuan pepper, ginger and chilli, all work together to give this 0% spirit the recognisable 'kick' of a top shelf tippie.



From starting off in 2012 Tom & Tina Warner have more than hit the ground running, from their base at Falls Farm in Harrington, Northamptonshire. Year on year they have repeatedly hit impressive sales figures, having grabbed the gin sector by the juniper berries and given it an almighty shake.

"We have a completely different approach to big brands," says Tom. "We see ourselves as gin farmers and our aim has always been to make the best gin possible, using the most exciting ingredients and the most fantastic process. It's pretty simple really, but doing it gives you such a rich narrative. The gin is great, but you also end up with a story that captures the hearts of consumers."





HIGH SPIRITS

Isle of Wight Distillery in high spirits after achieving 'B Corp' status



The Isle of Wight Distillery, producers of high quality and hand-crafted spirits, Mermaid Gin and Mermaid Salt Vodka, are delighted to announce today, that it has received B Corp certification from non-profit organisation B Lab. The distillery is the first business on the Isle of Wight to achieve B Corp status and earned an overall score of 88.6, ranking it the highest scoring gin distillery in England to date. The home of Mermaid Gin is the 27th distillery in the world and the 13th distillery in the UK to achieve B Corp status.

The distillery achieved B Corp Certification by meeting and exceeding rigorous benchmarks across five categories of the B Impact Assessment: Community, Customers, Environment, Governance and Workers. This involved working with it's employees and customers to reach a high level of inclusion and working with it's supply chain to achieve a high level of transparency and accountability.

The distillery met these criteria independently and unusually, without

guidance from external consultants. "Since our inception in 2014, the team at the Isle of Wight Distillery have been committed to the environmentally friendly production of spirits and the preservation of our island and marine environment," comments Xavier Baker, co-founder, Mermaid Gin. "We want to use our brand as a force for good within the local community and are delighted to join a community of B Corp businesses that have been recognised for their commitment to operate in a way that has a positive impact on the planet".



UPDATE FROM THE ALLAN SCOTT VINEYARD

Josh Scott gives The Glugger an update on all things Sauvignon Blanc

"Vintage 2022 was a very "new" normal growing and harvesting season for many Marlborough vineyards. An excellent flowering period, steady and at times very heavy rainfall throughout the

season had us employ every bit of viticulture knowledge and finesse. It was crucial to be on top of our vineyard management programme.

From the moment the vines were pruned in July 2021, to when the wine was made in June 2022. We had our camera crew follow the team across all 12 months, day and night. With this video, we were able to show people how much passion, work, love and team effort goes into every bottle of Sauvignon Blanc.

Imagine a place that embodies everything good about the Marlborough wine region, but in a little-known valley to the south. Hidden between ageless mountains and an iron sea is a place of wild beauty named Kekerengu.

Unlike traditional Sauvignon Blanc, this wine gets better with age. As it matures a gentle mist gathers within—forsaking clarity for flavour. Fresh sea breezes from the nearby beach add a gentle saltiness to the grapes, which can be tasted from the glass."

We like Josh are looking forward to the Allan Scott 2023 vintage and certainly counting down the months and looking forward to some warmer weather and lighter summer evenings.



NEW TOLCHARDS EMPLOYEE CHAT

HELLO TO Ben Carruthers



ROLE:
Sales Manager

START DATE: March 1st 2013

This issue we say hello to our South East Sales Manager Ben Carruthers. Ben has been in the industry for 26 years, which means he has a keen eye for detail, understanding customer needs and has a good sense of humour which is always a bonus.

BEN, what did you do before your role at Tolchards?

My previous roles were business development Manager for Molson Coors and before that I was at Waverley Drinks, so in all a number of years in the industry.

What would you say are the necessary attributes to be successful in your role today?

I enjoy informing customers about our service, which is a leading example within the industry, most challenging is probably stock availability.

Which can be unpredictable, especially in today's ever changing environment.

Interests outside Tolchards?

I'm a keen football fan with a foot in both camps for both Portsmouth and Spurs, which means I can shout about one when the other is not doing so well and vice versa. I've got kids and a Cocker spaniel which means I'm kept on my toes.

Tips for customers looking to make the most of 2023?

Preparation... is always a plus for everyone, not always easy but when giving a 'heads up' early, any unwanted surprises can be overcome and things tend to run that little bit smoother with a reduction on stress.

Favourite wine and beer of the moment?

I love real ales and craft beers, it has been a real treat to see this category develop at such pace over the last few years.

The American's IPA beer have a real hoppy-ness to them which stands out for me. My go to wine is the Italian red Appassimento, if you are looking for a wine that typifies what a full, rich and complex red needs to taste like there aren't many better.

Best recently viewed film or series?

Got to say Top Gun: Maverick.... I was hesitant about the original being tarnished, but.... they pulled it out the bag with a great film - loved it!



Preparation... is always a plus for everyone!





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Enjoy responsibly.

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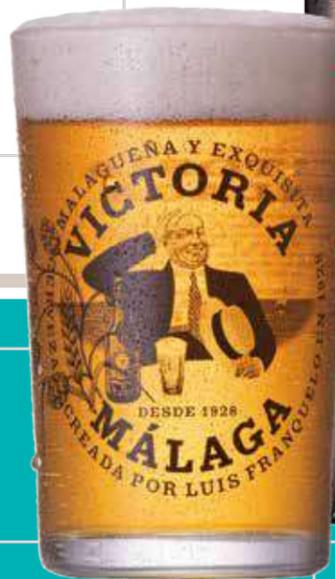
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New to the UK. 4.8% ABV. Available in 30L keg and 330ml NRB. Premium font, glassware and POS available.



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*Available to new stockists only. One support package per install. Indicative POS package includes:
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Orchard Pig Draught Sales Growth

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JANUARY**

Enjoy a dry martini with the
'WORLD'S SMOOTHEST VODKA'



Buy a mixed case of Black Cow vodka and receive an additional bottle FREE!

Make in 3 Easy Steps:

1. POUR 50ML SPIRIT OVER ICE
2. ADD FEVER-TREE
3. ADD GARNISH

FIND YOUR
PERFECT MATCH FOR
**Valentine's
Day**

72%
OF SPIRIT AND
MIXER CONSUMERS
CONSIDER A SPRITZ
AS PART OF THEIR
REPERTOIRE!

BUY ANY 4
AND RECEIVE A
FREE CASE OF
FEVER-TREE MIXERS*



SCAN HERE
FOR SERVES



ENJOY RESPONSIBLY
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*CGA MIXED DRINKS REPORT Q3 2021
*INCLUDES RASPBERRY AND ORANGE BLOSSOM
SODA OR RASPBERRY & RHUBARB TONIC

THE PERFECT PAIRING THIS
VALENTINE'S
Black Cow & English Strawberries
Espresso Martini



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*OFFER VALID JANUARY AND
FEBRUARY ONLY

JOHNNIE WALKER

SAY HELLO TO...
**JOHNNIE &
LEMONADE**



SCAN FOR
POS, TIPS AND MORE



**BUY 2 BOTTLES & RECEIVE A FREE
CASE OF FEVER-TREE LEMONADE**

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



ARE YOU

READY TO COCKTAIL IN 10 SECONDS

**FREE 10L BIB ON INSTALL
PLUS POS LAUNCH KIT***

Gordon's | *Smirnoff* | *Captain Morgan*



SCAN FOR
POS, TIPS AND MORE



**TO FIND OUT MORE AND
REQUEST AN INSTALL,
PLEASE VISIT DIAGEO ONE**

*Capped at two per customer.
POS kit: 24 cocktail glasses,
10 tent cards and 10 menu inserts.

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

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NON-ALCOHOLIC SPIRITS AND APERITIFS



**BUY ALL THREE BOTTLES
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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
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DIVE IN

TASTE THE TROPICS
DON'T MISS THE OPPORTUNITY
TO UPSELL JOY!

£14.65

“£800 million of annual revenue is missed when consumers order tap water”
-KAM 2022

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TROPICAL NON-ALCOHOLIC SPIRITS

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**SERVE THE
NO.1 DRAUGHT
COLA BRAND
IN THE UK¹**

**REASONS TO SERVE
PEPSI MAX**

- Pepsi Max is the **NO.1 DRAUGHT COLA BRAND** in the UK¹
- Pepsi Max is the **FASTEST SELLING COLA BRAND** in licensed in the UK²
- OVER £800 FREE** stock, glassware and supporting POS for your outlet³

SCAN THE QR TO REGISTER
YOUR INTEREST TODAY

pepsi **MAX**

Sources: 1. CGA Licence Report to 30.06.2022 | Total Licenced Data v 2YA | total draught volume; volume sales share; value sales share | MAT to 30.06.2022). 2. CGA Licence report to 30.06.2022 | Total Licence MAT data v 2YA | Average vol weekly sales). 3. Based on retail value of 3 free BIBs (3 x 42ltr BIBs = 443.5ltr x 10oz serves).

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WE'RE HERE TO SUPPORT YOU TO GROW YOUR BUSINESS WITH
DEDICATED SUPPORT, DIGITAL TOOLS AND FREE SALES KITS

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AND POS KITS

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MENU DESIGN
AND PRINT

FREE

GIFT WITH
REGISTRATION



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SENSATIONAL
DRINKS

THE SURPRISINGLY NON-ALCOHOLIC APERITIVO.



£27.99
OFFER PRICE

Case 24 x 175ml

Serve over ice in a large
wine glass. Garnish with
a fresh orange slice.

#1 NON-ALCOHOLIC
APERITIVO
IN ITALY.¹

DELIVER
£70 CASH MARGIN
PER CASE.²

FROM THE MAKERS
OF
APEROL
— 1919 —

¹IRI Liquid Data™ and Beverage Wholesalers IRI, volume sales on Total Italy + Discount, Total Cash & Carry e Total Beverage Wholesalers, MAT 04/2022,
²Assumes RSP of £5.00 per serve based on current offer price.

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Each delicately bubbling Sparkling Pressé is ready to grab and go.
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"DRY"
Asahi
0.0%

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BEYOND EXPECTED



NO/LOW
ALCOHOL LAGER
GROWING AT 37%
IN THE UK*.

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Source: CGA OPMS Data | Sales 26 weeks to 21.05.22

AVAILABLE FROM FEBRUARY