

March/April 2023

Drinks industry supplement brought to you by Tolchards

the

Glugger



TOLCHARDS
DRINKS



TOLCHARDS

RAISE A GLASS FOR THE UK AND TOAST

'TO AN EXCEPTIONAL SUMMER'

Homegrown

After the turbulence and uncertainty of the last couple of years, at Tolchards we're looking forward to entering the UK's warmer months (fingers crossed). As the evenings grow lighter we can all start to plan events with friends, visit new locations and relax whilst raising an enjoyable toast with others.

With this in mind we have a range of the UK's best sparkling wines that look to fit any occasion. The UK's sparking category has been in impressive form in recent years. In fact now the UK has such near perfect grape-growing conditions that it has attracted the attention of some major champagne heavy weights from across the channel. Big players such as the Taittinger Champagne House are just one of house-hold names which have found the UK's rich soil and evolving climate too alluring to resist. Now farmers selling up across the county of Kent look to be able to charge an increased premium for the their rural fields potential.

In past times the French would turn their noses up in disgust as to why their aristocratic British counterparts would even dare suggest a worthy comparison to their much superior, historic and of course elegant product.

Yet... time moves on, and the wind of change is favouring the UK's developing climate. Taittinger have to be given credit, they are the first of the 'Big' names to recognise that a possible future shift looms on the horizon. As the world's climate continues to evolve the once 'sweet spot' temperature that encompassed France's famous Champagne region is now slowing heading North towards the shores of southern England. With Kent's chalky soil, climate and topography similar to that found in Champagnes region, it might be that in years to come old Blighty will have the last laugh. Champagne's favoured grapes such as chardonnay, pinot noir and pinot meunier might decide England is where they prefer to lay their roots.

England Calling



Exton Park
Reserve Blanc

Louis Pommery
Brut

Bride Valley
Rosé Bella

Polgoon
Seyval Blanc Sparkling

Nyetimber
Classic Cuvee

Chapel Down
Rosé Brut

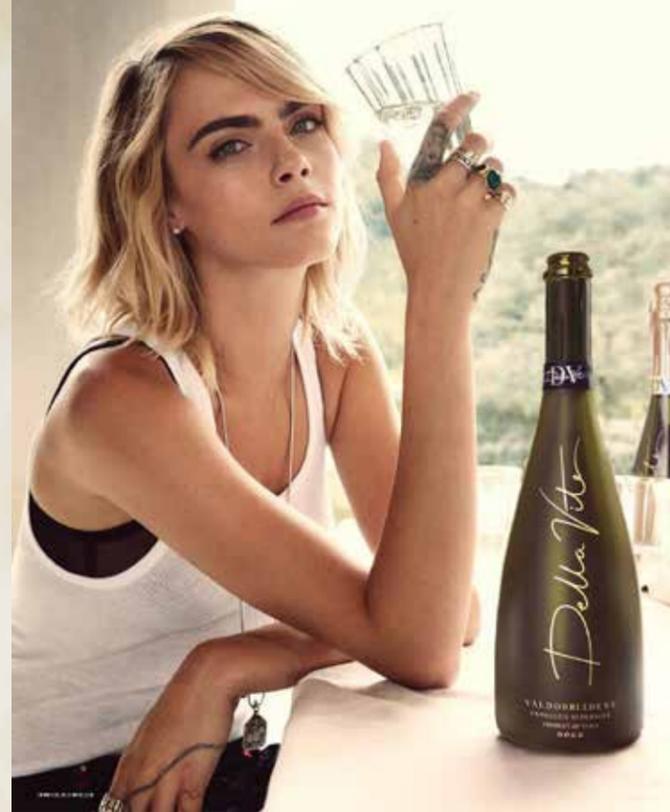
Sharpham
Blanc Sparkling

Lyme Bay Winery
Reserve Sparkling





Sisterly Ritual



WILDLY DELICIOUS

Elevate every occasion



The Delevingne sisters are inherently elegant beacons of cool. Chloe, 35, Poppy, 34, and Cara, 28, the daughters of Charles and Pandora Delevingne, are genuinely close, but have all pursued their different callings, from acting to modelling via medicine.

Now, the three stratospheric forces have united under the umbrella of prosecco. Poppy, a Chanel ambassador, explained in an interview with the Telegraph that: 'As long as I can remember, prosecco was something that whenever we got together we'd drink'. Cara, one of the biggest names in the past decade of fashion, added: 'With break-ups and things that were going on, it was through those moments that we could get together and share.'

Following a pandemic-induced delay, the sisters decided to begin with two wines, the Della Vite Prosecco Superiore (DOCG) that has 'hints of star fruit and ripe crap apple', while the Treviso Prosecco (DOC) is 'packed with perfume of peach, pear, red apple and wild strawberries'. Both bottles have an air of celebrity about them and will be available from Tolchards throughout 2023.

The Delevingne sisters had reportedly been eager to unite as a trio for some time. However, it was only when childhood friend, the businessman Numa Heathcote, introduced the sisters to the Biasiotto family of winemakers, that a plan to create their own prosecco brand began to take shape.

The girls have called it Della Vite, the Italian version of their surname, meaning 'of the vine', and it's Poppy whose handwriting appears on the bottle. "In our past lives we were definitely Italian. We love Italian culture, food, tradition and history, and we wanted to create something to highlight that love.

We've talked about starting a business together for years, but it had to be something we could all really get behind and that was meaningful to each of us in some way," Poppy Delevingne said.

"Prosecco has always been our sisterly ritual, wherever we are in our lives, and countless memories were made over cold glasses of Prosecco. It was the obvious choice and a natural fit," she added.

THE BIG HITTER'S 2023

KICK STARTING 2023 OUR WINE DEVELOPMENT TEAM HAVE BEEN BUSY SOURCING A NUMBER OF WINES THAT ARE GOING TO MAKE AN IMPRESSION ON ANY WINE LIST

When thinking as to which ingredients make wine so special, often each of us will find different merits and similarities that can be agreed upon, savoured and entertainingly discussed.

Our varying palettes are there waiting to be tried and tested, finding that trustworthy wine which is as good as one's word can be the oenophile's holy grail. Over the last 12 months it has been remarkable to witness the strides that countries have eagerly made to develop wines which are consistently high quality with impressive and enticing flavours.

Winemakers from previous sedate wine making countries have now woken up and are progressing at an alarming, yet welcomed rate. Some real gems are emerging and making a name for themselves, which in turn means others having to raise their game. Good news for those of you who are looking forward to having a diverse and inspired wine list.

For us, this creates the ultimate playing field, where we can sit back and experience a new wine renaissance. We hope this year's selection provides a choice of wines that can be acknowledged and appreciated, which ever setting that you choose.

THE MYTH OF MOTU NUI SAUVIGNON BLANC - CHILE

This label celebrates Chile's farthest flung outpost, Motu Nui, the tiny islet (or motu) just off the coast of Easter Island. Adrift in the middle of the Pacific Ocean, and rich in Polynesian mythology, Motu Nui was the essential location for Easter Island's legendary bird-man cult Tangata manu.

Representatives from each island clan would wait for the visiting sooty terns to lay their first egg on Motu Nui, then swim across the shark-infested bay bearing that egg and climb the mainland cliffs of the Orongo volcano to claim rights of power and privilege for their clan for the following year. Many of the protagonists were devoured by sharks or fell to their deaths in this visceral trial of courage. These rituals have long since passed but their history is imprinted in the island's history and archaeology.



1



2



3



4

1 - Colleita de Martis Albariño
Rias Baixas, Italy

2 - Les Terrasses d'Ardèche
Merlot Syrah
Ardeche, France

3 - Letargo Rioja Rosé
Bodegas D. Mateos
Rioja, Spain

4 - Kraal Bay Shiraz
Swartland, South Africa

5 - MK Gruner Veltliner
Wachau, Austria

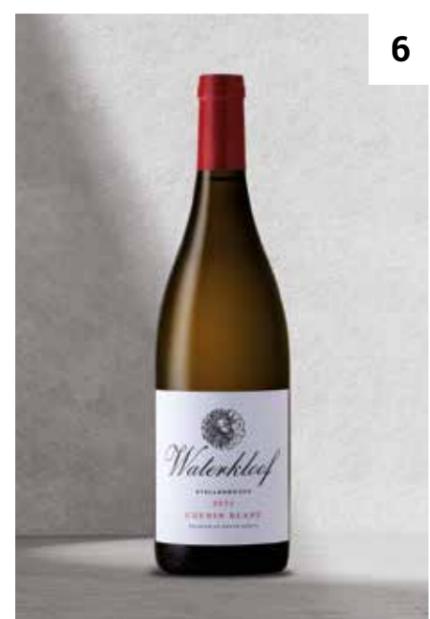
6 - Waterkloof
Chenin Blanc
Stellenbosch, South Africa

7 - Périgord Sauvignon Blanc
South West France

8 - Cantina Castelnuovo
Prosecco
Veneto, Italy



5



6



7



8



WARM EVENINGS AND ROSÉ



CAVES D'ESCLANS
'Rock Angel' - Rosé

CHATEAU MIRAVAL
Cote de Provence - Rosé



ROSÉ AURORE PAYS D'OC IGP

Innovation and a passion for the Languedoc are what drives Jean-Claude Mas. Since taking the helm of his family's winery in 2000, he has prioritised sourcing the highest quality grapes to craft wines of authenticity and refinement. His range of Côte Mas Sud de France blends convey the warmth, beauty, and grace of this southern French region. With playful labels of rustic picnic scenes, they embody Jean-Claude's philosophy of le luxe rural, or rural, everyday luxury.

Aromatic with cherry, strawberry and floral aromas evolving toward soft candied fruit notes. The palate is rich and smooth with ripe red fruits and well-balanced acidity. Have as an aperitif or pair with grilled chicken, shrimp, and goat cheese salads.



1



2



3



4

- 1 - Sibiliana Grillo
Terre Siciliane, Italy
- 2 - Kraal Bay Sauvignon Blanc
Swartland, South Africa
- 3 - Muscadet Sèvre & Maine Sur Lie, Generations
Loire Valley, France
- 4 - L'Artisan, Le Pinot Noir
Languedoc, France
- 5 - Les Terrasses Grenache Merlot Rosé
Ardeche, France
- 6 - Smokin` Barrels 'Annie' Chardonnay
Barossa Valley, Australia
- 7 - Rioja Vega Crianza
Rioja, Spain
- 8 - Terre di Castelnuovo Pinot Grigio delle Venezie D.O.C.
Veneto, Italy



5



6



7



8



STUNNING NEW WORLD WINE

WE APPLAUD NEW ZEALAND

NEW ZEALAND PUNCHES WAY ABOVE IT'S WEIGHT... ROUND AFTER ROUND...

When thinking Sauvignon Blanc there is one region that is beginning to emerge as the front runner. The Marlborough region (although really in wine world terms only in it's infancy) has made major strides to be recognised for setting the standard to which others are judged and..... its a high standard!

New Zealand has become a major player when it comes to producing exceptional stand out wines. Many of which we think are bound to be recognised as classics in the future that we'll look back on with fond memories.

- 1 - Cloudy Bay Sauvignon Blanc Marlborough
- 2 - Free Fall Chardonnay Hawke's Bay
- 3 - Three Crows Syrah Hawke's Bay
- 4 - Scott Base Pinot Noir Central Otago
- 5 - Allan Scott Cecilia Rosé
- 6 - Allan Scott Rosé Marlborough



1

DOG POINT ORGANIC SAUVIGNON BLANC

In 2004 Ivan Sutherland and James Sealy decided to take the skills they'd learnt as viticulturalist and winemaker at Cloudy Bay and set up on their own. The result...Meet Dog Point – an outstanding Sauvignon Blanc typifying the terrior of Wairau Valley. Bright gooseberry and green stone fruit; taut, minerally, intense.

2

AROHA BAY SAUVIGNON BLANC

A really elegant Marlborough Sauvignon Blanc which we are a massive fan of. Alive with aromas of stone-fruit and minerals with flavours of guava and lime. One sip and you're up, up...and away!

3

ALLAN SCOTT SAUVIGNON BLANC

A fruit-driven new world style wine is what we all come to love and expect of Marlborough Sauvignon Blanc. 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."

MUST HAVE ON THE WINE LIST



LIKE FATHER LIKE SON

The Marlborough winemaker carries on a distinguished Sauvignon Blanc legacy at Allan Scott Family Winemakers. It could be said New Zealand's Josh Scott was destined to make wine. Grape-growers since 1973, his parents, Allan and Catherine Scott, founded Allan Scott winery in the Marlborough region in 1990, providing fertile ground for the young Josh to learn his craft.



YOU HAVE COLLECTED SOME NEW AWARDS, CAN YOU TELL US MORE?

The No.1 Best Value Wine of 2021 went to the Estate Sauvignon Blanc and it was an absolute highlight and privilege.

We couldn't be prouder of having it listed at the very top of the global list. From vine to glass is a period of 12 months, seen in the vintage number that you see on the bottle, but for us, it has been a journey of 50 years.

It is summer now in New Zealand and we have just come back from the holidays, so the Cecilia bubbles range has been our go to and it received a number of over 92 points recently, definitely a winner. For when it gets a bit cooler we'll dip into our Black Label Pinot Noir, it scored 91 points by The Real Review, 92 by Wine Spectator, and 92 by Wine.com, we are definitely doing something right with our reds. Cam Douglas also awarded 92 points to the Estate Rose. Black Label Chardonnay picked up 91 points from Bob Campbell. Each of those wines requires a unique, nuanced, at times different approach. I am very glad to have our team with good taste and the skills needed to tie it all together and let you try some of the best New Zealand has to offer year on year.

JOSH, WHAT CAN WE LOOK FORWARD TO THIS YEAR?

Everything you come to expect and love from our Marlborough Estate Range, with the addition of the Black Label range wines which bring exquisite charm and uncompromising quality, with a touch more provenance, edginess and sophistication, for those who'd like to experience even more.

HOW HAS THIS YEAR'S HARVEST BEEN, ANY SURPRISES?

Vintage 2022 was a very "new" normal growing and harvesting season for a lot of Marlborough vineyards. Having secured a team of talented cellar hands, the first fruit was met with a great deal of enthusiasm and excitement.

A good 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. My sister, Sara, is in charge of all of our vineyards and it all came down to nursing the fruit almost by individual rows and making sure the fruit is being picked at the best possible time. No blocks were the same this vintage.

Fortunately, we had the ability to call on her and our collective experience of growing grapes and making wine across the region and country. Intricate terroir knowledge and almost daily fruit assessment kept our grapes growing to their full potential.

STAND OUT WINE FOR YOU

One that is packed with every bit of aroma and flavour you have grown to know and love Marlborough for, Sauvignon Blanc. This vintage comes to you with such a strong emphasis on fruit. Marlborough produced unmistakable herbaceous and fruit-forward wine, with lush, tropical fruit flavours dominating the palate, I can't wait for you to try it.



Josh Scott

CEO and Proprietor of Allan Scott Family Winemakers

“WITH LUSH, TROPICAL FRUIT FLAVOURS DOMINATING THE PALATE, I CAN'T WAIT FOR YOU TO TRY IT.”



“IT OFTEN MORPHS INTO A SUBTLE ART, WITH PERSONAL TECHNIQUES, SECRETS, NEWEST AND AT TIMES MOST FORGOTTEN WAYS OF MAKING WINE.”



WHAT'S THE KEY TO YOUR FANTASTIC WINE YEAR ON YEAR?

With every vintage, we strive towards creating the purest, most memorable, and best possible wine out of what nature has gifted us in the form of soil, sun, water and wind. It often morphs into a subtle art, with personal techniques, secrets, newest and at times most forgotten ways of making wine.

We let the wine do it's natural thing and try not to influence/overwork it by introducing extra wine-making techniques. We let our Estate range stay true to the fruit and focus on freshness, natural expression and drink-ability.

ARE WE SEEING A RETURN TO MORE NORMAL TIMES FOR YOU, GIVEN WHAT EFFECT THE PANDEMIC HAD WORLDWIDE?

Indeed, we are seeing the return of international travellers, both visiting us in Marlborough and coming to work during harvest.

It is all systems go for us now, I have just come back from the very first post-lockdown overseas trip and it was great to see our partners and clients again, have a glass of wine together and share how much we've done together and what's yet to come.



WHAT'S NEXT FOR ALLAN SCOTT?

Vintage 2023 is descending upon us and we are about to start the intense 24/7 work all over again. The harvest team is in place, equipment is being fine-tuned, brand new barrels arrived, Sara goes out to the vineyards almost daily now, and we can't wait to go out there all harvesters shaking in the middle of the cool Marlborough night all over again. There will be a couple of new extra premium products for you to try, one of them has been in the making for almost 10 years and there is nothing just like it anywhere in the world, stay tuned, it is almost ready!



“ IT WAS GREAT TO SEE OUR PARTNERS AND CLIENTS AGAIN, HAVE A GLASS OF WINE TOGETHER AND SHARE HOW MUCH WE’VE DONE TOGETHER AND ” WHAT’S YET TO COME. ”

TELL US WHAT ELSE WE SHOULD ALSO TRY?

You are in for a treat with our Black Label Kekerengu Sauvignon Blanc. Kekerengu is located 70km South of Blenheim and is still part of the Marlborough Geographical Appellation. This vineyard is located virtually next to the sea and has a unique soil structure and a micro-climate like no other in Marlborough that produces complex and curious Sauvignon Blanc.

The soil there is different—stony and rough, with a vein of limestone carried by forgotten glaciers. The morning ocean mist is like a ghost that tends the vines, you’ll find more company within the silent parts of the nearby Pacific Ocean than on any track—and you’ll receive more chatter from a Fantail than from a cellphone. And that’s what makes this place and the wine so special.



“ THE MORNING OCEAN MIST IS LIKE A GHOST THAT TENDS THE VINES, YOU’LL FIND MORE COMPANY WITHIN THE SILENT PARTS OF THE NEARBY PACIFIC OCEAN. ”





IMPROVING Product Knowledge PROVIDES A BETTER CUSTOMER EXPERIENCE

BY FOLLOWING THIS SIMPLE THREE-POINT PLAN YOU WILL KEEP A STRUCTURE TO YOUR APPROACH AND THIS WILL AIDE YOUR ABILITY TO REMEMBER WHAT YOUR SENSES ARE TELLING YOU.

Appearance

Look at the wine. It helps if you do this against a white background. Classify the appearance. Is it White, Rosé or Red? Is the colour deep, pale or transparent. If the wine is hazy, it could be faulty.

Smell

Sniff the wine, then swirl the wine in the glass then sniff it again. Notice how this releases the aromas?

The smell should be clean, if it's musty the wine could be faulty and no one wants

to be served faulty wine. The aromas will give you an indication of the wine's character.

Fruit Aromas can indicate the presence of certain grape varieties for example aromas of lychee, passion fruit and apricot could signal it is Gewürztraminer.

Floral Aromas can indicate the presence of certain grape varieties for example aromas of honeysuckle could signal it is Riesling.

Faulty Aromas are easy to spot. If you detect a musty smell like a damp cupboard, or the wine has a vinegary or nail varnish type aroma it is likely to be faulty and will be unpleasant to drink.

Taste

Take a sip, try to move the wine around in your mouth and take note of it's texture. Then, draw some air and some of the wine over your taste buds, this releases

a lot of the different flavours, it is fundamental to focus on a wine's balance between these four leading factors.

Acidity is detected on the side of your tongue, this is what gives a wine a refreshing feel. It is known as the spine of the wine. Too much acidity makes it sharp and acidic, almost burning. Too little will make it flabby and boring.

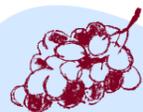
Sweetness is detected on the tip of your tongue, dry wine may have sweet fruit flavours but in sweet wines, the sweetness comes from residual sugar which has remained in the wine after fermentation has finished.

Bitterness is detected at the back of the tongue, it comes from tannins, astringent substances in grape skins and oak, they mellow and soften during the wine-making process and also with ageing.

Alcohol is felt as a warming sensation at the back of the throat, too much alcohol will make a wine feel porty, and too little will make the wine feel weak and watery.

Terminology

for describing wine



BODY

THIN
A wine that has acidity but little substance

MELLOW
A wine without major intensity

DELICATE
A wine that is faintly bodied

ELEGANT
A wine tasting light bodied with high acidity

FINESSE
A wine that has well integrated acid and tannin

COMPLEX
A wine that keeps on delivering more interesting flavours

OPULENT
A bold wine with smooth tannins and lower acidity

LIGHT BODIED
A wine that is light on the palate

FULL BODIED
A wine that has bold feeling and flavours on the palate



STYLE

ACCESSIBLE
A wine that has acidity but little substance

CLEAN
A wine that doesn't have earthy or rustic flavour

ELEGANT
A wine that has higher acidity

REFINED
A wine that tastes very clean and exact

EARTHY
A wine that has deep mineral and earth like flavours, full bodied and rich

ROUND
A wine that is smooth, bold and ready to drink

FLESHY
A wine that is fruity and meaty both at the same time



TANNINS

GRIPPY
Tannin that sticks to the side of your mouth

COARSE
Tannins with choppy grip, like coarse sandpaper

FIRM
Tannins that are persistent and fine-grained

SMOOTH
Tannins that are well integrated

SILKY
Tannins that are fine-grained and super smooth, they have very little bite



ACIDITY

BRIGHT
A wine with pronounced acidity

ASTRINGENT
A wine with aggressive acidity and tannin

LEAN
A wine with low fruit flavours and high acidity

LIVELY
A lighter red or white wine with noticeable acidity

CRISP
A wine with noticeable acidity

SOFT
A wine with noticeable acidity



AROMA & FLAVOUR

JAMMY
A wine made with ripe fruit with high alcohol, tastes rich and slightly sweeter

JUICY
Used to describe wines that are big in fruit flavour but low on finesse

PERFUMED
A highly aromatic wine, usually used to describe white wines

SMOKY
A smoky oak flavour, this could be due to use of highly toasted oak barrels

TOASTY
A positive description for very oaked wines

NUTTY
A flavour that develops with long term aging in barrels, and some grape varieties

BUTTERY
A description for white wines that seem rich and cream

MINERALITY
An undefinable rock-like character to wine with flavours other than fruit

HERBACEOUS
A wine with aromas and flavours of grass and herbs

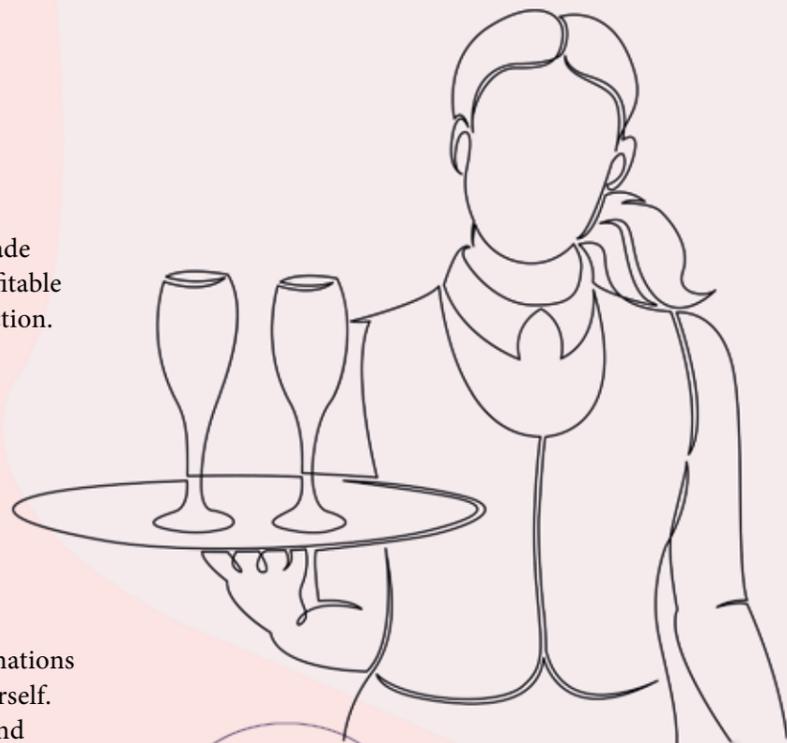


Let Your Confidence Grow With The Flow

In Hospitality and Service, sales that are made as part of a conversation are a lot more profitable than sales that are made as part of a transaction. Here are some steps to help you get that conversation started.

Get to know your wine list

Have a paper copy and make notes on it. It is a lot easier to visualise your own explanations and ideas once you have planned it out yourself. Being able to confidently guide guests around the wine list will put them at ease.



Spot the "Wine Moments"

When someone walks through the door do you ask if you can take their coat? If someone walks up to the bar, do you say hello?

Find the prompts in service that are appropriate to start a conversation about wine choices, start to notice the moments. How about when you take a wine list to the table, start with;

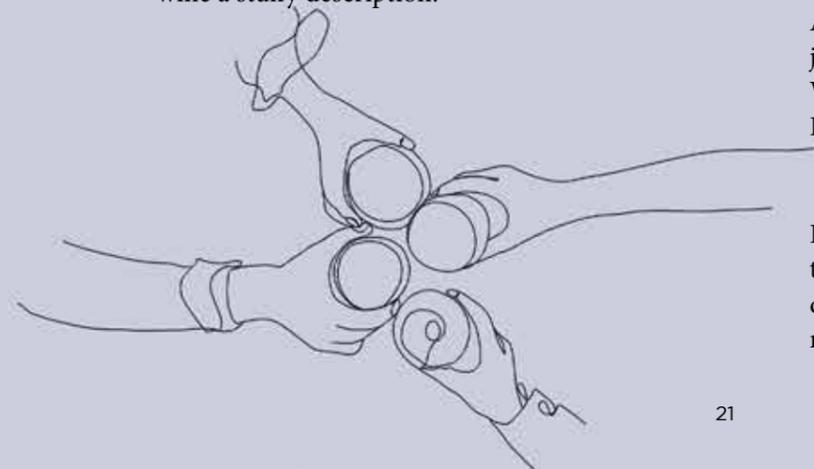
“We’ve recently been tasting the new wines as a team, just let me know if you need a hand because personally, it’s so much fun and there are some crackers on there.”

It is much easier to sell something confidently, that you have tasted. You don’t necessarily need to like it but you need to try and understand it so you can describe it.

Remember, wine doesn’t have to be stuffy, find your own words and descriptions and don’t be afraid to use them.

Be Descriptive Not Prescriptive

You may now already know more about the wines than the customer, so trying to sell them something for their wine moment is likely to be a little dull if you give the wine a stuffy description.



Group your recommendations into a style and give them a personality.

- Sparkling and Lively
- Light Crisp Whites
- Juicy Whites
- Aromatic Whites
- Full Opulent Whites
- Fruity Lively Reds
- Ripe Smooth Reds
- Rich Full Reds

You will notice that customers will naturally fit in to a category of what they are looking for. That’s your benchmark.

Don't Be A Hero

You don’t need to know everything about every wine. Just find three or four wines on the list that you like and that you can be confident with recommending.

Try to zone in on 5 points for each:

- What is the wine
 - Three key tastes
 - Short, interesting fact
 - Your colleague or manager recommended it to you then say when you last tried it
 - Your own memorable buzz word.
- Not a description just something that makes you sound enthusiastically YOU!

Glass Half Full or Empty?

An empty glass can be one of two things. A tool to get feedback on the service you just gave to the customer, did they enjoy it? Was it what they were expecting? Did it pair well with the food?

Or

It is an opportunity to use your knowledge to help that customer find another gem, do they want something else? All you need to do is restart the conversation.

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 INCORRECTLY
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 /Ohld-moot-sy-der/

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How to serve a bag-in-box cider

1 HANDPULL
Fitting is easy with a converter kit available from Westons



2 BACK BAR
Traditionally served at an ambient room temperature



3 CHILLER
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*Source: Spanish Association of Consumers 2021.
*Source: Nielsen iSights MAT July 22 | Internal Sales Data | Kantar Millward Brown June+July 22.

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t-shirts



coasters

Over 18s only. Offer open to all customers via BBG partner wholesalers only based in the UK. Value of £1012 based on UK average price of £5.75 per pint. Outlets must install Stella Artois Unfiltered and purchase one keg from their wholesaler between 01/03/2023 and 31/04/2023 to be eligible for the promotion. The new installations cannot replace any existing BBG brand. For each brand installed, the outlet will receive a free point of sale kit and 3 free-of-charge 50L kegs. The first 50L keg will be sent after the install has been completed, the second after 3 months and third after 6 months, subject to the product having been continuously ordered since install. This promotion is limited to the first 500 installs. Promoter: AB InBev UK Ltd, 90 Fetter Lane, London, EC4A 1EN.

DISCOVER
SUPER DRY REFRESHMENT

SUPER
"DRY"
Asahi
0.0%

BUY A CASE
FOR JUST £17.99



*Terms and conditions apply:
visit www.asahibeer.co.uk/promotional-terms-and-conditions

be.drinkaware.co.uk

NEW

PERONI NASTRO AZZURRO STILE CAPRI

REFRESHINGLY LIGHT, WITH A SPRITZ
OF ITALIAN LEMON AT 4.2% ABV

£23.99
PER CASE

AVAILABLE
FROM
APRIL
2023

ISPIRATA ALLO STILE DI CAPRI.
PRODOTTA A ROMA E BARI.

CONTACT YOUR ACCOUNT
MANAGER FOR MORE INFORMATION



*Terms and conditions apply. Visit www.asahibeer.co.uk/promotional-terms-and-conditions.

be drinkaware.co.uk

PERONI
NASTRO
AZZURRO

RECEIVE A
COMPLIMENTARY CASE OF
PERONI NASTRO AZZURRO 0.0%

WHEN YOU BUY 2 KEGS OF
PERONI NASTRO AZZURRO

PERONI NASTRO AZZURRO 0.0%
BEST-SELLING
ALCOHOL FREE LAGER OF 2022*



Terms and conditions apply. Visit www.asahibeer.co.uk/promotional-terms-and-conditions. *Source: CGA Strategy – Value RoS, Total GB Jan to Sep 2022

be drinkaware.co.uk

Live Every Moment

BUY A CASE
FOR JUST

£25.49
PER CASE

MAXIMISE YOUR SALES WITH THE
NO.1 BEST-SELLING PACKAGED LAGER**



PERONI
NASTRO
AZZURRO

Terms and Conditions apply, visit www.asahibeer.co.uk/promotional-terms-and-conditions

DATA: CGA OPMS 52 W/E 05.11.22
be drinkaware.co.uk

PERONI
ITALIA

REFRESHING
ITALIAN TASTE
NOW WITH 0.0% ALC

PERONI 0.0% - £18.99/CASE



be drinkaware.co.uk

FULLER'S
LONDON PRIDE

Outstanding
AMBER ALE

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

*CGA OPMS LONDON, SOUTH & SE, LATEST 26 WEEKS TO 04.12.2022. BRANDS OVER 1000 DISTRIBUTION POINTS.

BUY 1 X 9G FIRKIN FOR ONLY £95.99

be drinkaware.co.uk

Available during the promotional period and specific to this brochure feature only. Available in the UK only. Promoter reserves the right to withdraw this promotion at any time. While stocks last and subject to availability. Promoter - Asahi UK Limited, Griffin Brewery, Chiswick Lane South, London W4 2DB

OUT OF THIS WORLD BEER

BUY 1 X 9G FIRKIN FOR ONLY £75 PER CASK

DARK STAR HOPHEAD
HOppy GOLDEN ALE • ALE 3.8% VOL

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

drinkaware.co.uk for the facts

THE SUPER PREMIUM PORTFOLIO OF 2023

BUY ANY 2 KEGS ACROSS OUR SUPER PREMIUM RANGE AND RECEIVE A FREE CASE OF STELLA ARTOIS

be drinkaware.co.uk ©2023 AB InBev UK Limited, all rights reserved. Over 18s only. Offer open to participating wholesale customers based in the UK and Channel Islands only. Outlets must purchase a minimum of any two kegs across Stella Artois Unfiltered 50L, Camden Hells 30L, Camden Pale Ale 30L, Camden IPA 30L, Corona 50L, Goose Island Midway IPA 30L and Goose Island Today's Haze 30L *between 01.03.2023-30.04.2023 in one transaction to receive a case of Stella Artois 4.6% 24 x 330ml NRB free of charge. One deal per outlet. If stocking any of the featured keg products for the first time, please contact your Account Manager for an installation (subject to approval). 2,500 Free Cases Available. Promoter: AB InBev UK Ltd., 90 Fetter Lane, London, EC4A 1EN.

DEVON BREWING CO.

DEVON BREWING CO. DVN LAGER

DEVON BREWING CO. DVN PALE ALE

NOW AVAILABLE

WADWORTH
BREWED IN DEVIZES SINCE 1875

CELEBRATE THE KINGS CORONATION!
One great beer,
2 wonderful pump clips
Simply swap after the Coronation!
Only **£72.99** per firkin

WWW.WADWORTH.CO.UK

PLEASE DRINK RESPONSIBLY

Join the scrum
and TRY...
HENRY'S IPA
OR
DIRTY RUCKER
(Available through March)

**9G
FOR ONLY
£72.99**

WWW.WADWORTH.CO.UK f @

PLEASE DRINK RESPONSIBLY

Enjoy longer evenings
and time with friends and family
with a pint of...

**£74.99
APRIL
ONLY**

Lighter Nights

A refreshingly fruity,
golden pale ale.
The perfect guest beer
to welcome in Springtime!

Lighter Nights refreshingly zesty flavours
come from carefully selected hops that are
added at two points in the brewing process.
Perfect with a Sunday Roast.

STYLE	Springtime Pale Ale
ABV	4.0%
SEE	Deep golden
SMELL	Fruity, hoppy, spicy
TASTE	Bitter, crisp, balanced
BITTER	●●●○○
SWEET	●●○○○
FORMATS	Cask - 9G

Lighter Nights
Springtime Pale Ale
Fruity, Hoppy & Crisp 4% ABV

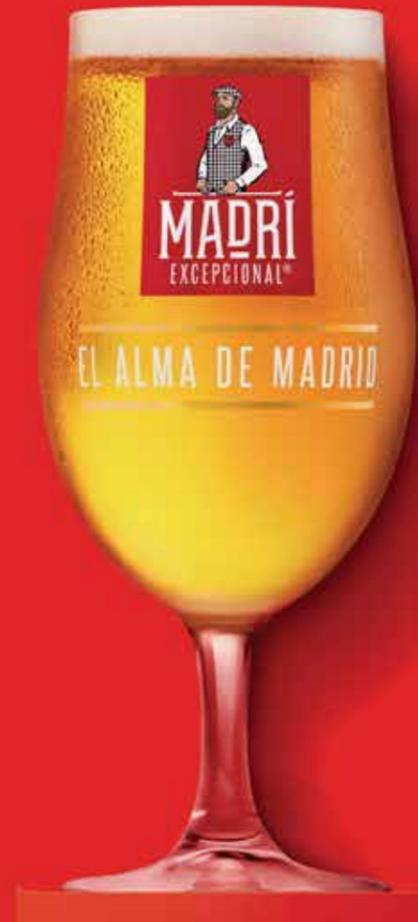
Enjoy responsibly.
be drinkaware.co.uk

PLEASE DRINK RESPONSIBLY

WORLD BEER AWARDS
UNITED KINGDOM
SILVER

DISCOVER

THE SOUL OF MADRID



be [drinkaware.co.uk](https://www.drinkaware.co.uk)
Brewed in the UK

Bombay Citron Pressé & Bramble

NEW

**BOMBAY
CITRON PRESSÉ**
A TOTALLY NATURAL,
IRRESISTIBLY REFRESHING
EXPRESSION OF
OUR SIGNATURE
LONDON DRY GIN,
WITH BRIGHT,
ZESTY LEMON NOTES
IT CONTAINS
NO ADDED SUGARS
AND 100% NATURAL
FLAVOURS.



2 for
£28

ENJOY RESPONSIBLY be [drinkaware.co.uk](https://www.drinkaware.co.uk)
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A WORLD OF DISTINCTIVE TASTE



BUY ANY 3 FROM THE TANQUERAY RANGE
AND RECEIVE A FREE CASE OF GLASSWARE*

UNMISTAKABLY
Tanqueray

POS, Tips & More



Scan me

*Offer valid 01.03.2023-30.04.2023, max 2 deals per customer. Glassware comes in case of 6.
drinkaware.co.uk for the facts | PLEASE DRINK RESPONSIBLY

ocean conservation trust

£1 FROM EVERY BOTTLE SOLD GOES TO THE
OCEAN CONSERVATION TRUST

PLYMOUTH GIN
SINCE 1793

Pernod Ricard UK
Créateurs de convivialité

UP TO £1000 WILL BE DONATED

Enjoy Responsibly. be drinkaware.co.uk

Scan here for more info on the OCT

BRAND NEW 100% ORGANIC
LONDON DRY GIN
FROM ITALY
WITH NOTES OF LEMON & SAGE

ENGINE
SPECIAL OFFER
Buy 1 x 70cl Engine Gin
and receive
x6 Branded Tins

ENGINE
FUEL THE DREAM

While stocks last. x1 POS deal per customer.

EG
EDINBURGH GIN DISTILLERS

ELDERFLOWER LIQUEUR
RHUBARB & GINGER LIQUEUR
RASPBERRY LIQUEUR

£10.99 per bottle all flavours

No.1 GIN LIQUEUR BRAND IN THE UK
100% NATURAL FLAVOURS

FILLED WITH WONDER

For more information visit www.eggin.com
EG Gin is part of Ian Macleod Distillers
ianmacleod.com / uk@ianmacleod.com
Edinburgh Gin encourages responsible drinking
be.drinkaware.co.uk

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.

£15.99 per bottle all flavours

LANGS PINEAPPLE
LANGS BANANA
LANGS MANGO & GINGER

JAMAICAN RUM

Reserved rum is the fastest growing segment within rum

Langs Rum is part of Ian Macleod Distillers
uk@ianmacleod.com
be.drinkaware.co.uk

For serve suggestions and more info scan here

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SERVICE

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TOLCHARDS
DRINKS

**BUY ANY 6 BOTTLES FROM THE
WHITLEY NEILL AND DEAD MAN'S
FINGERS RANGES, RECEIVE A
DEAD MAN'S FINGERS
CREAM LIQUEUR
FREE**

WHITLEY NEILL HANDCRAFTED GIN
BLOOD ORANGE GIN
RHUBARB & GINGER GIN
RASPBERRY GIN

DEAD MAN'S FINGERS
PASSION FRUIT RUM
SPICED RUM
PINEAPPLE RUM

Whitley Neill Gin Range: Blackberry, Blood Orange, Gooseberry, Pink Grapefruit, Parma Violet, Raspberry, Rhubarb & Ginger.
Dead Man's Fingers Range: Banana, Cherry, Coconut, Coffee, Mango, Passion Fruit, Pineapple, Raspberry, Spiced, Raspberry Rum Cream Liqueur, Strawberry Tequila Cream Liqueur. *FOC 1x 70cl Dead Man's Fingers Raspberry Rum Cream Liqueur or Strawberry Tequila Cream Liqueur. Available while stocks last. All bottles 70cl. Offer ends 30/04/23.

be.drinkaware.co.uk

The flagship Bourbon from the world's most awarded distillery with over 100 internationally acclaimed awards

Buffalo Trace is growing **+16% faster** than the American Whiskey category in the on trade

* CGA to we 05.11.22 ** Nielsen to we 31.12.22



Buy 3 x Buffalo Trace 70cl get a free case of Scwheppes ginger ale

PERFECTLY UNTAMED

@Buffalotraceuk

be drinkaware.co.uk

**BUY 6 X 70CL
OR 3 X 1.5CL**

**AND RECEIVE YOUR JACK DANIEL'S
VISIBILITY KIT:**



**2X
T-SHIRTS**



**1X
CHALK
BOARD**



**6X
GLASSES**



**MAKE IT
COUNT**

PLEASE DRINK RESPONSIBLY be drinkaware.co.uk

Jack Daniel's and Old No. 7 are registered trademarks. ©2023 Jack Daniel's. All rights reserved.
Buy 6 x 70cl or 3 x 1.5cl Jack Daniel's Old No. 7 to receive a free POS kit. Kit includes: 2 x T-shirts, 1 x chalk board, 6 x glasses.
50 Kits available. Maximum 1 kit per customer. Actual items may differ and are subject to availability.

APPLETON ESTATE
JAMAICA RUM

**SHAKE UP YOUR SALES
WITH APPLETON ESTATE
SIGNATURE RUM**

AND THE UK'S 6TH BEST SELLING
CLASSIC COCKTAIL*

**£17.25
A BOTTLE**



JAMAICAN DAIQUIRI

50ml Appleton Estate Signature | 25ml Lime Juice | 15ml Sugar Syrup
Add all ingredients into a shaker with ice, shake until well chilled.
Strain into a chilled coupe and garnish with a lime twist.



Double Gold Award,
San Francisco World
Spirits Competition 2022



Gold Award,
New York International
Spirits Competition 2022

* CGA Mixed Drinks Report Q3 2022

be drinkaware.co.uk

MERMAID ZEST GIN
MERMAID PINK GIN
MERMAID GIN
MERMAID SALT VODKA

FREE YOUR SPIRIT
 PREMIUM SPIRITS - HAND-CRAFTED ON THE ISLE OF WIGHT
 ISLEOFWIGHTDISTILLERY.COM | @MERMAIDGIN f @

PLASTIC FREE

DIVE IN

SALCOMBE RUM



PRIZE
 WORTH
 £220

WIN A SALCOMBE RUM SCHOOL EXPERIENCE FOR TWO

WHEN YOU PURCHASE ANY 2 BOTTLES OF SALCOMBE GIN OR SALCOMBE RUM 'ISLAND STREET'

T&C's apply: Offer expires on Sunday 30th April. Five prizes available to win. Unlimited entries per account. One prize maximum per account. Applicable with purchases of Salcombe Gin 'Start Point', 'Rosé Sainte Marie' and Salcombe Rum 'Island Street' only. Booking date is subject to availability. Prize excludes travel costs and accommodation.

DISARONNO® VELVET

REFRESHINGLY SMOOTH, WITH THE
UNMISTAKABLE TASTE OF
DISARONNO



CELEBRATE INTERNATIONAL **DISARONNO DAY:**

WED 19TH APRIL 2023

Buy 2 x 70cl Disaronno
and receive:

6 x Disaronno Fizz Glasses
AND x20 Disaronno Fizz
Tent Cards



MAKE THE PERFECT DISARONNO FIZZ

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

Enjoy over ice
with a lemon twist.



Offer valid from 1st March – 30th April 2023.
x1 deal per customer, per month.

DISARONNO®
VELVET

**SPECIAL
OFFER**

**BUY 2 x 70CL
DISARONNO VELVET
AND RECEIVE
X6 BRANDED COUPE GLASSES
X20 TABLE TENTS**



While stocks last. One deal, per customer, per month.

**POUR THE
PERFECT
VELVET
ESPRESSO
MARTINI**

25ml Disaronno Velvet
25ml Tia Maria
25ml Vodka
25ml Espresso

Pour all ingredients into a shaker
with ice. Shake and strain
into a glass.



Jägermeister

FREE POS KIT
WHEN YOU BUY 6 BOTTLES
OF JÄGERMEISTER

**THE UK'S #1
SHOT BRAND**

-18°C
ICE COLD SHOTS

be drinkaware.co.uk

Terms and Conditions (while stocks last, 1 deal per customer).
Kit includes: Bar runners, lanyards, Jägermeister tin sign, dummy bottle, digital assets)

LUSTRE®
LUXURY CREAM LIQUEURS

PROMOTIONAL PRICE
£12.99 PER BOTTLE*

LUSTRE PINEAPPLE CREAM
LUXURY LIQUEUR WITH RUM

LUSTRE STRAWBERRY CREAM
LUXURY LIQUEUR WITH TEQUILA

LUSTRE CAFFE LATTE CREAM
LUXURY LIQUEUR WITH VODKA

SUSTAINABLE & PLANT BASED.
DELUXE. DESIRABLE. DELICIOUS.

PINEAPPLE CREAM
Notes of juicy pineapple and lush coconut combine with bright white rum, transporting you to sun drenched beaches and tropical holidays.

STRAWBERRY CREAM
Sweet strawberry pairs with classic cream underpinned by the earthy warmth of high-quality tequila for a drink like no other.

CAFFE LATTE CREAM
Subtle coffee notes, swathed in luxurious cream pair with clean vodka to create a silky smooth and utterly sophisticated liquid.

*Offer applies to Lustre 70cl Pineapple Cream, Strawberry Cream and Caffe Latte Cream. Offer valid from 1st March to 30th April 2023, while stocks last.

be drinkaware.co.uk

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



PLEASE DRINK RESPONSIBLY be drinkaware.co.uk
 TERMS APPLY.



BUY ANY 4 X 1L
 BOTTLES FROM
 THE TAILS RANGE*

AND GET

1 X CLASS MOJITO
 1L, BOSTON SHAKER
 AND JIGGER

FREE



*TAILS 1L RANGE INCLUDES
 CLASSIC MOJITO, BERRY MOJITO, PASSIONFRUIT MARTINI,
 ESPRESSO MARTINI.

• LET'S •
APERITIVO
The Italian way



**APEROL
 SPRITZ**

THE ORIGINAL BITTERSWEET
 ITALIAN SPRITZ
 • TO SERVE •
 75ML PROSECCO, 50ML APEROL &
 25ML SODA OVER ICE WITH A SLICE
 OF ORANGE

APEROL
£10.99
 A BOTTLE
 CAMPARI
£13.50
 A BOTTLE

SAY SALUTE!
 TO GREAT SALES WITH
APEROL & CAMPARI

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**CAMPARI
 SPRITZ**

DELICIOUSLY BITTER &
 UNMISTAKABLY MILANESE
 • TO SERVE •
 75ML PROSECCO, 50ML CAMPARI &
 25ML SODA OVER ICE WITH A SLICE
 OF ORANGE

be **drinkaware**.co.uk

**HURRY!
APRIL
ONLY**



CORKY'S

**BUY ANY 4
BOTTLES &
GET 1 FREE**

CorkysSchnapps | www.corkys.co.uk

Offer includes CORKY'S 70CL CHERRY, BLUEBERRY, MANGO, PASSION FRUIT, RASPBERRY, APPLE.
1ST - 30TH APRIL 2023. WHILE STOCKS LAST.



**BUY 4 CASES
FROM THE BRITVIC
RANGE TO RECEIVE A
CASE OF J2O ORANGE
& PASSION FRUIT
- FREE* -**

**ALSO
INCLUDES
BRITVIC
CORDIALS**



**FOR POS KITS, RECIPES AND MUCH MORE VISIT
SENSATIONALDRINKS.COM**

*Terms and conditions apply. Deal runs from 1st March - 30th April 2023. These deals per customer per week. Qualifying range includes Britvic Cordials 2L PET, Britvic 100 250ml NRB, Fruit Shoot 275ml PET, Pepsi Reg./Diet/Max and JUP Free 330ml NRB and Britvic Juices 200ml NRB. Free case is J2O Orange & Passion fruit 275ml NRB x24. Promoter: Britvic Soft Drinks, Beekes Park, Beekes Park Way, Hemel Hempstead HP2 4TZ.

**BRITVIC
SENSATIONAL
DRINKS**

**No.1
RTD
IN THE
ON-TRADE***



**EVERY DAY
LOW PRICE
£24.50
PER CASE****

**YOUR
WKD
SIDE**

be **drinkaware**.co.uk

*CGA Data to 08.10.22 / Nielsen Total UK 05.11.22.
**Available while stocks last. WKD 24 x 275ml Blue and Orange & Passionfruit.

COKE ZERO
AND DIET COKE
£10.99
PER CASE

JUICES
£11.99
PER CASE

COKE
£11.99
PER CASE

MIXERS
£10.99
PER CASE

on 24 x 200ml Coca-Cola Classic, Coca-Cola Zero Sugar,
Diet Coke, Schweppes Mixers and Schweppes Juices NRGB

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£13.99

a case of 24 x 330ml
Coca-Cola Zero Sugar

£14.99

a case of 24 x 330ml Fanta Orange
or Sprite No Sugar



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Buy 4 get 1 case of our Sparkling Apple Crush FREE
March & April



Buy 4 get 1
FREE

across our mixer range
March & April



-  90 Great Taste awards
-  Organically certified
-  Royal Warrant holders
-  All natural ingredients
-  Vegan friendly

*Luscombe
Life*

A simple, more fruitful philosophy.

-  90 Great Taste awards
-  Organically certified
-  Royal Warrant holders
-  All natural ingredients
-  Vegan friendly



*Luscombe
Life*

A simple, more fruitful philosophy.



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LUSCOMBE
Devon England



@luscombedrinks | luscombe.co.uk

LUSCOMBE
Devon England



**DOUBLE
DUTCH**
PREMIUM MIXERS

**BUY ANY 4 CASES OF DOUBLE
DUTCH AND GET A FREE CASE
OF PINK GRAPEFRUIT SODA OR
CUCUMBER & WATERMELON!**

SERVE SUGGESTIONS:

CUCUMBER COLLINS

Shake together:

50ml Dry Gin or Vodka

25ml Lemon Juice

15ml Syrup

Strain into an ice filled Collins glass

Top with Double Dutch

Cucumber & Watermelon Mixer

Garnish with a cucumber slice & mint sprig



THE PERFECT PALOMA

**Add into a salt rimmed
glass filled with ice:**

50ml Tequila

Juice of half a lime

150ml Double Dutch Pink Grapefruit Soda

Stir gently and garnish with a
slice of Pink Grapefruit

Swap out tequila for Dry Gin or Vodka
to make a perfect 'Salty Dog' cocktail!



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

**MUST INCLUDE
RHUBARB & RASPBERRY
TONIC WATER**

FEVER-TREE
MIX WITH THE BEST

*Maximum 2 deals per customer per month whilst stocks last. To qualify for glassware 4 cases must be bought and at least one MUST be Rhubarb and Raspberry Tonic 24 x 200ml. In order to take advantage of this promotion, you consent to sharing your contact details with Fever-Tree for delivery of the branded glassware. You can withdraw this consent at any time, but if you do so you may not be able to benefit from this promotion.

Bottles
£9.99
PER CASE
12 x 250ml

Cans
£8.50
PER CASE
12 x 250ml

Belvoir Farm
**Naturally
Delicious
Drinks**

CAREFULLY SELECTED
CRAFTED WITH NATURE
SIMPLE INGREDIENTS

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



**A STRONG HERITAGE
TO BE PROUD OF**

We're on a mission to spread the message of 'simply great tasting mixers' that bring a little bit of the Great British Pub to every outlet we're in

**WE'RE PROUD
OF OUR CREDENTIALS**

Our mixers hold a prestigious Royal Warrant, as well as numerous global and local awards for taste and quality across our superior range

**A TRULY
COMPREHENSIVE RANGE**

Our best selling versatile range covers both mixers and juices that complement your entire spirit offering, as well as making a superb solus serve

**BUY 4 CASES
OF BRITVIC
MIXERS TO RECEIVE
A CASE OF
BRITVIC TONIC OR
BRITVIC LOW
CALORIE TONIC
FREE***

**QUALIFYING
RANGE ALSO
INCLUDES PEPSI,
DIET PEPSI AND
PEPSI MAX
200ML NRB**



Britvic customers can access our latest bar tender training, sensational serve ideas, POS kits and much more by scanning the QR code or visiting us at sensationaldrinks.com/bartenders-club

Britvic

* T&C's: Deal runs from 1st March-30th April 2023. These deals per customer per week. Qualifying range includes Britvic Mixers 200ml NRB 225, Pepsi/Diet Pepsi/ Pepsi Max 200ml NRB. Free case is either Britvic Tonic or Britvic Low Calorie Tonic. While stocks last. Promoter: Britvic Soft Drinks, Brookings Park, Brookings Way, Hemel Hempstead HP1 1TZ

**BUY 1
GET
1 FREE**

Across 275ml range

**MARCH
ONLY**
T&C'S APPLY
LIMITED STOCK



*Made with pressed fruit,
no jiggery pokery*

BUY 4 GET 1 FREE

**MADE WITH PRESSED FRUIT, NEVER FROM CONCENTRATE,
NO ADDED SUGAR, NO SWEETENERS, NO SHORTCUTS
AND ALL 100% RECYCLABLE**

**100% fruit juice.
That's sparkling.**

**£16.99
PER CASE**

Appletiser
ORIGINAL QUALITY SINCE 1986
100% APPLE JUICE
GENTLY SPARKLING
no preservatives

Appletiser
CROWN THE MOMENT

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BUY 4 CASES
from the J20 range
TO RECEIVE A **FREE** CASE OF J20
Orange and passion fruit*

**FOR POS KITS, RECIPES AND MUCH MORE
VISIT WWW.SENSATIONALDRINKS.COM**

*Terms and conditions apply. Deal runs from November 01st 2022 until December 31st 2022. Three week per customer per week. Qualifying range includes J20 Blend and J20 Spicy 275ml NRB x24. Free case is J20 Orange & Passion Fruit 275ml NRB x 24. While stocks last. Glassware supplied is for visual purposes only. Promoter: Bolvic Soft Drinks, Brookwood Park, Brookwood Way, Hemel Hempstead HP2 4TZ

recycle

Buy any 4 cases &
get 1 case FREE



HARTRIDGES

Case size: 12 x 275ml (All Juice flavours) Max 3 deals per customer. Deal runs through March 2023 only, while stocks last & subject to availability.



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 CASES & GET 5th CASE FREE!

STILL 100% FAMILY OWNED AND NOT IN THE SUPERMARKETS
All natural, all vegetarian with some gluten free and vegan flavours

Arriving
SOON



Allan Scott
Cecilia Rosé
Marlborough Cuvée NV