

# Introducing LWC



# Who are we?

- The third largest independent wholesaler of beers wines and spirits in the UK
- Established in 1979 by our current directors Ebrahim Mukadam and Robin Gray
- We carry over 4,800 product lines
- We distribute to over 5,000 on trade customers every week
- We were voted “fastest growing privately owned drinks company in Britain” by The Sunday Times
- Our aim is to provide the best service in the industry.



# Our Customers



University of Reading



The University of Manchester



# Our Suppliers



DIAGEO



# What do we do?

- We provide the greatest number of products with the greatest level of service in the UK drinks industry.
- We specialise in helping customers maximise sales and margin through recommendation on product lines that are best suited to their individual market.
- We are partner wholesalers for all national and regional brewers providing back up cellar services and point of sale.
- We design and print bespoke wine menus and drinks list with our in house design team.
- We provide a dedicated account management team to ensure any issues are quickly eradicated.



# How We Can Help Our Customers



131 Different Draught Lines



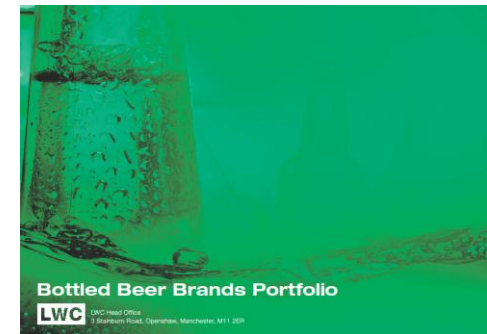
1,138 Different Cask Lines



6 fantastic promotion brochures per year



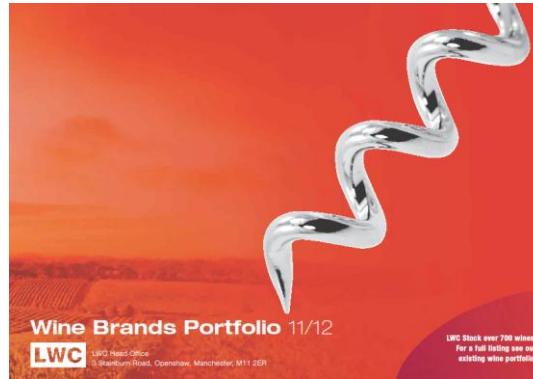
1,200 Spirit Lines



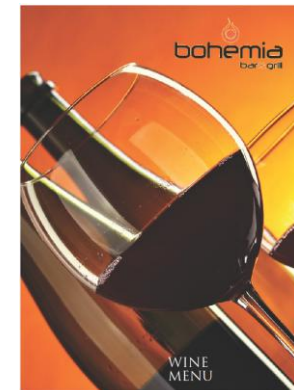
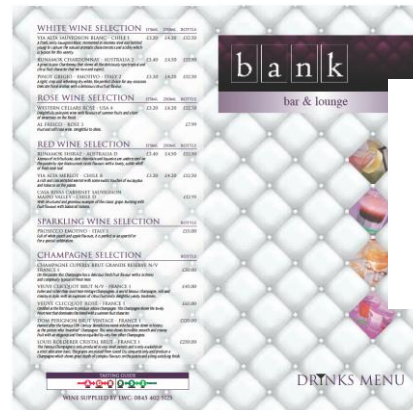
426 Different Bottle Beers



# How We Can Help Our Customers



1,182 Different Wines now available.



Bespoke Wine List Design Service



# Why are we different?

- Zero listing fee which gives us complete impartiality and depth of range
- 100% customer focus
- Our expertise is born out of retail experience
- Complete commercial awareness from helping thousands of customers grow their business
- Completely independent which results in faster decisions cutting out red tape
- We provide the best balance of price, range and service in the industry.
- We have 51 pubs of our own so we understand the market fully from both sides.



# How We Can Help Our Customers



VHF Party Nights with the VHF Girls



Brazilian Carnival Nights with Cachaca and Palma Louca



Pirates Rum Night



Beer Lao Tubing Party



Music Nights with "shots" sponsored entry



# VHF

**WORLD COCKTAIL CHAMPION 2010**



**BUY 10 CASES FROM THE RANGE OF VHF FLAVOURS AND RECEIVE A COCKTAIL PITCHER KIT WORTH £25. INCLUDES PITCHERS AND COCKTAIL MENUS**

**VHF PITCHER SERVE SUGGESTIONS**

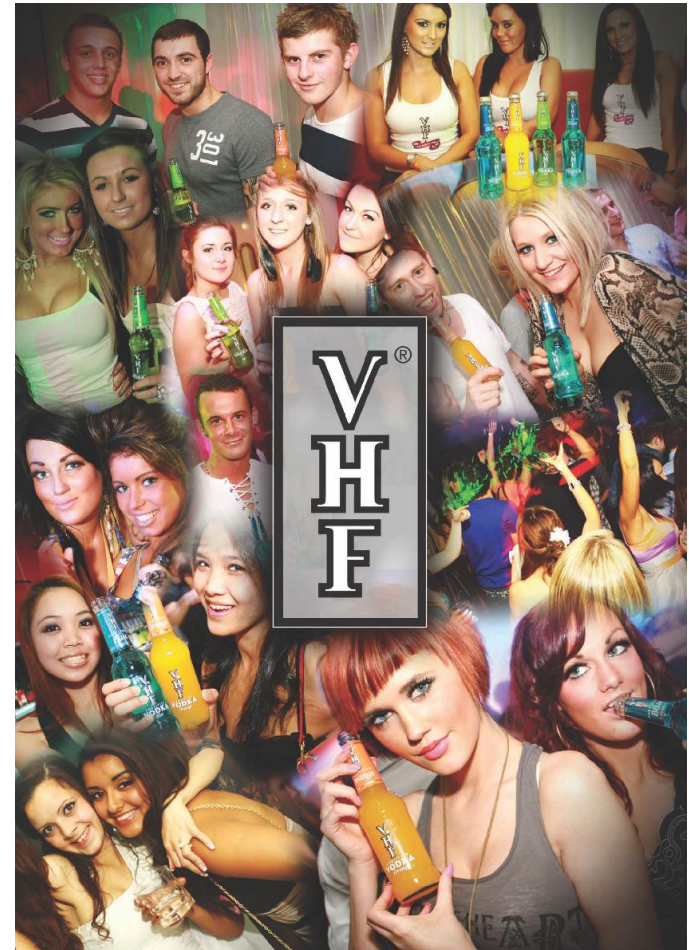
<p><b>TROPICAL PUNCH</b> APPLE SOURZ 3 X 25ML VHF CHERRY X 2 BOTTLES CRANBERRY JUICE 200 ML PITCHER WITH ICE</p>	<p><b>FRUIT BURST</b> APPLE SOURZ 3 X 25ML VHF CHERRY X 2 BOTTLES CRANBERRY JUICE 200 ML PITCHER WITH ICE</p>
<p><b>FUZZY PEACH</b> PEACH SCHNAPPS 2 X 25ML TOP WITH LEMONADE PITCHER WITH ICE</p>	<p><b>VERY BERRY</b> CHAMBRD 3 X 25ML VHF CHERRY 2 BOTTLES CRANBERRY JUICE 200ML PITCHER WITH ICE</p>

**WHY PITCHERS WILL WORK FOR YOU**

THE master behind the mixology and creator behind the buzzers serving VHF cocktails... Meet Jamie Stephenson, World Champion Bartender and Barry Martin Style Master 2007, co-founder and Principal Trainer of The Bar Academy.

Over a decade of experience, Jamie is a highly sought after mixologist, with a serious passion for his profession. Jamie set up Bar Academy with the aim of giving something back to the industry. Three awarding modules, mixology master classes, WSET Spirits Training. For more information please visit the website [www.baracademy.com](http://www.baracademy.com)

**INCREASE SPEND PER HEAD  
GREAT CASH MARGIN PER SERVING  
DISTINCT POINT OF DIFFERENCE  
FROM YOUR COMPETITION  
KEEP CUSTOMERS IN YOUR BAR FOR LONGER  
ENCOURAGE CUSTOMERS TO COME BACK  
TO YOUR BAR TIME & TIME AGAIN**



# LWC Brands Portfolio



“Me Too” Brands Drive Margin, Footfall and Spend Per Head



# LWC Brands Portfolio



The absence of huge marketing spends means you can offer your customers an excellent product, at a competitive price without, sacrificing margin !!



# Training

## Spirits

- W.S.E.T level 1 spirit courses run by LWC
- W.S.E.T level 2 spirit courses run by LWC
- Brand Ambassador Spirit led training throughout the year.

## Cocktails

- Bespoke training and list design with some of the UK's leading cocktail bartenders via Imbibe

## Wine

- W.S.E.T level 1 wine courses run by LWC
- W.S.E.T level 2 wine courses run by LWC
- Cask Ale
- Brewery based cask ale cellar training with one of 35 regional brewers



Why not join us?

