

# BUMPER DEALS & BRIGHTER DAYS

**FREE KEG,  
CASE & POS**

Page 62



1.5L Bottle  
**£26.99**

Page 40



Buy 5 Get 1  
**FREE**

Page 6



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or register for online ordering

# APRIL & MAY 2025

Wine | 4

Spirits | 28

Beer  
& Cider | 61

Softs  
& RTD | 88

## 20th April

### Easter Sunday

Turn to the next page for our top tips on maximising bank holiday sales.

## 5th May

### Cinco de Mayo

See a tantalising tequila deal on page 36.

## 13th May

### World Cocktail Day

Our feature on page 51 reveals insights for easy wins in cocktail sales.

## 25th May

### National Wine Day

Find an array of amazing offers in our wine section, starting on page 6.

## More Key Dates

### April

- 1st April Fools' Day
- 17th World Malbec Day
- 18th Good Friday
- 20th Easter Sunday
- 23rd St George's Day

### May

- 1st May Day
- 5th Early May Bank Holiday
- 5th Cinco de Mayo
- 13th World Cocktail Day
- 17th World Whisky Day
- 17th FA Cup Final Day
- 25th National Wine Day
- 26th Spring Bank Holiday

Not all products are stocked in all depots. There can be up to a 2-week lead time.

#### TERMS AND CONDITIONS

Promotional offers apply to all orders delivered between 1st of April and 31st of May 2025 unless otherwise stated.

All prices quoted are exclusive of VAT. All promotions and their participating products are subject to availability and to any duty change. Some offers have limitations and are subject to availability. Limited deals are given away on a first come, first served basis. LWC Drinks Ltd reserves the right to prevent customers from redeeming such offers once they have reached the maximum number of deals available to them. After offers expire, any saved online orders will revert to normal pricing and related POS/free stock will no longer be available. Any offers redeemed after this date will be subject to cancellation. Online offer prices and free stock may only be available to selected customers. LWC Drinks Ltd reserves the right to cancel any offer products mis-sold through the online ordering portal.

LWC Drinks Ltd reserves the right to amend, vary, suspend or terminate any promotional offers without prior notice. All promotional offers are subject to LWC Drinks Ltd's normal trading terms and conditions of sale. All products included in this brochure are exempt from any LWC Drinks Ltd investment package write-off due to the nature of the low net prices. The term 'case' in this brochure refers to the standard case size for the product in question.

Licensees should not place orders for any products appearing within this brochure if they form part of their tied lease agreement with their landlord. Benefits from these promotions may affect your tax liability. Please check with your accountant or tax advisor. Some calls, both incoming and outgoing, are recorded for training and monitoring purposes, resolution of invoice disputes and/or any other business purpose that is permitted by applicable legislation. Calls will not be recorded if a debit/credit card number is being taken.

# LWC BANK HOLIDAY BONANZA

## Rosé All Day and All Year!

Rosé wine is the fastest-growing wine category in the UK, rising in value by a whopping +7.4% last year, which should make it a fixture on every wine menu (CGA Wine Insight Report 2024). With 56% of rosé consumers choosing it all year round, it's a rate-of-sale driver no matter the season (CGA 2023 Wine Insight Report).

**+7.4%** rosé category growth  
in the UK across 2024

Though rosé drinkers are increasing in number, there's a big knowledge gap on how this pink favourite is ordered. Rosé drinkers are more likely to order a colour of wine rather than a varietal, such as a Provence Rosé or Pinot Grigio Rosé, while 51% of consumers say they would order rosé more frequently if there were more styles or varietals available (CGA Wine Insight Report 2024), so make sure your menu offers more than just fruity or Zinfandel Rosés.

Best of all, rosé drinkers are also willing to pay more for a glass of wine – while most still-wine consumers are willing to spend £7.49, rosé drinkers typically spend up to £7.79 (CGA Wine Insight Report 2024). Having both the knowledge and the variety behind your bar will ensure you're making the most out of rosé all year long.



Page 6

## Shaken, Stirred & Selling Fast: The Boom of Premium Spirits

As the cost of living changes drinking habits, value for money has become a key requirement, but this doesn't necessarily mean cheap. It means great quality and value for the price that consumers are paying. This is giving way to a huge rise in premium drinks across all categories, but spirits especially.

Super-premium liqueurs & specialties and super premium tequila are both seeing double digit volume growth +35.9% and +15.2% respectively in the final 12 weeks of 2024 (CGA PMS DATA, 2024). Not to be forgotten, super-premium rum and vodka are also must stocks, with both seeing considerable volume growth. In premium, we're seeing tequila as the biggest winner, boosted by the boom in celebrity tequila brands like Casamigos, closely followed by liqueurs such as Black Gold XO Café, and vodka like Absolut. Adding in premium offerings like Patrón Tequila and Belvedere Organic Vodka can change up your spirits' rate of sale and give your customers an experience worth coming back for.

Cocktails continue to be a successful way to introduce some of your more premium lines, as around 26% of consumers are willing to try new spirit brands through cocktails (CGA Mixed Drinks H2, 2024), so getting the range right can help boost sales and cushion your bottom line. Find out more on page 51.

## Make Bank Holidays Work for You, Rain or Shine!

Bank holiday weekends bring big spending – but only if you're ready to capture it. Last May's bank holiday saw a -5.5% drop in pints sold (Oxford Partnership, 2024), thanks to bad weather and changing habits. But with the right strategy, you can turn any bank holiday into a success, no matter the forecast.

### Top tips to maximise sales:

Here are our top tips for getting the most out of the bank holiday weekend:

- Have a rainy-day plan – don't put all your eggs in one sun-drenched basket.
- Host all-weather events – create that can't-miss atmosphere whether indoors or out.
- Start promoting early – build the buzz weeks in advance.
- Offer one-off bank holiday discounts – attract deal-savvy customers.

With the right mix of planning, marketing and adaptability, you can turn any bank holiday into a sales-boosting success!

# POUR MORE, PAY LESS

## The Best Drinks Deals in This Issue

### FREE Sombrero Mexicano Tequila Cream Liqueurs: Tequila Multibuy Special

Buy any 4 Buen Amigo, Sombrero Mexicano or Black Gold XO Café and get a free Sombrero Mexicano Cream Tequila. Sombrero Mexicano is the perfect after-dinner treat or creamy accompaniment to a night out – no matter the occasion, Sombrero Mexicano knows how to answer the call. See page 36.



### FREE Moonshine Vanilla Vodka: a Staple for your Cocktails

Moonshine Vodka is a fantastic value-for-money Vodka with fantastic, clean flavour. It's great for simple serves or a cocktail, giving you more bang for your buck, and with Moonshine Vanilla, you can enhance classics like the Pornstar Martini! See page 39.



### WIN Account Credit with William Grant

When you buy 2 of the William Grant chosen range and take a case of 6 glassware, you'll be in with a chance to win 1 of 5 £2000 account credits! See page 50.

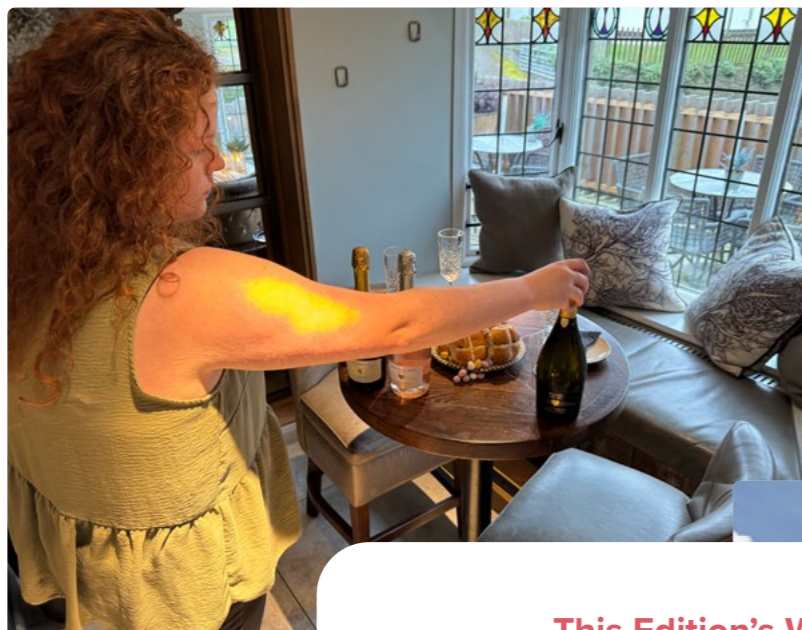
### FREE Mixers from Coca-Cola

Buy 4 across the chosen range and get Schweppes Tonic or Slimline Tonic, or Coke Zero, free. A great offer for getting a whole range of soft drinks or mixers in with the bonus of a free top seller with purchase! See page 103.

### When Others Run Dry, We Keep Pouring. FREE Install Offer on Coal Drop Stout

There's no slowing down the demand for stout, and Tiny Rebel Coal Drop is the solution to all your stout concerns: a velvety smooth stout with notes of chocolate, it gets people talking, and not to worry – we've got plenty! See page 63.





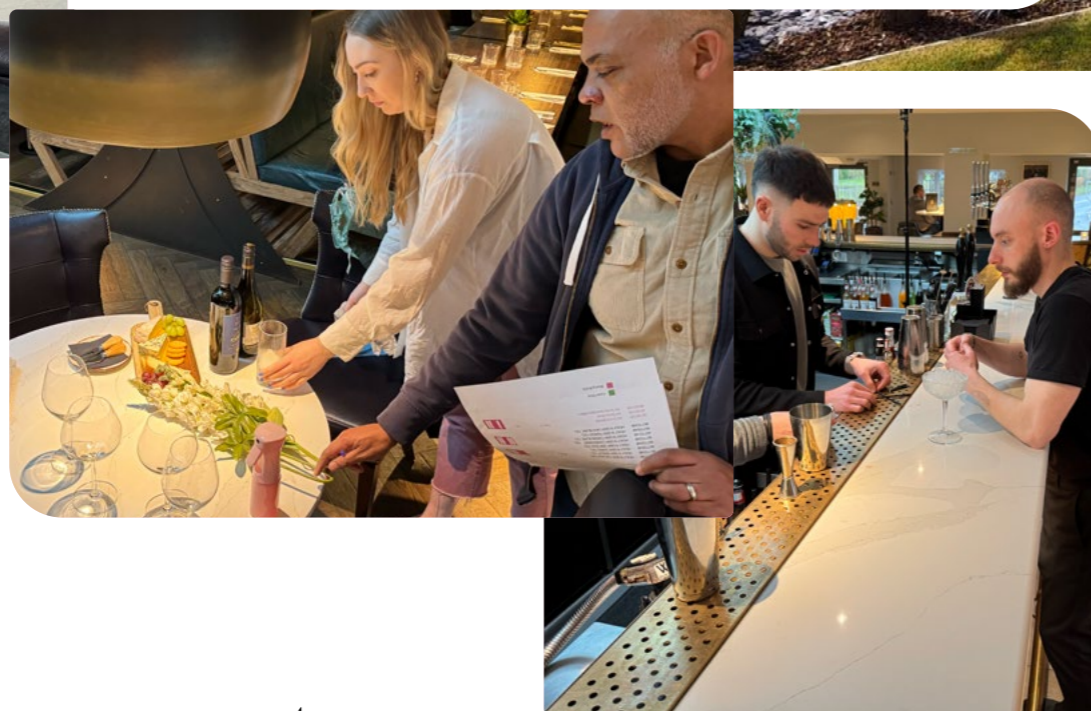
### This Edition's Wine Photoshoot

## THE BROUGHTON

This brochure's wine photos were shot during an incredible visit to The Broughton, Crewe. Part of Paragon Group, another of whose venues, The Orange Tree Congleton, hosted a wonderful shoot for us previously, The Broughton is a gorgeous restaurant and wine bar.

On arrival, we were enamoured of the cosy yet luxurious atmosphere, and found plenty of excellent spaces in which to compose our shots. The staff were extremely attentive throughout the day, happy to help with all our requests and ensuring not a single need went unmet. The food was beautifully presented, and tasted even better, with a wide range including vegetarian, vegan and gluten-free options. Our brochure coordinator was particularly enthusiastic about the sticky sesame chicken.

We're extremely grateful to the staff at The Broughton for such a fantastic experience.



# SUMMER ROSÉ

Each year we see the demand for rosé wine growing along with customer understanding of the category – if you’ve not taken a look at your offer and given it a refresh recently, you might be missing out. Opposite, you’ll see the classy dry Oasis from Provence, a delicious, dry but fruity Rioja Rosado from Entreflores, and our brand-new Club de Campo Malbec Rosé, which is packed full of ripe berry fruit but with a lovely freshness.

## ENTREFLORES ROSADO

**RSP £7.81 | Net £5.21**

Rose wine made following traditional free-run methods. Intensely fresh to the nose, with noticeable aromas of strawberry and flowers. Well balanced and tasty in the mouth.

## L'OASIS PROVENCE ROSÉ

**RSP £10.60 | Net £8.83**

Classic Provence Rosé, expressive and aromatic, blending fresh cherries and floral notes alongside more exotic fruits and finishing with a soft, round palate.

## CLUB DE CAMPO MALBEC ROSÉ

**RSP £7.77 | Net £6.48**

From Mendoza, where the high altitude, warm days and plentiful sunlight provide exceptional circumstances for producing this rosé of great character. With notes of redcurrants, cherries and plums, this vibrant rosé is the perfect partner for salads, fish or enjoyed on its own.



**GET 2  
BOTTLES  
FREE**

WHEN YOU BUY  
4 BOTTLES

**GET 1  
BOTTLE  
FREE**

WHEN YOU BUY  
5 BOTTLES

**GET 1  
BOTTLE  
FREE**

WHEN YOU BUY  
5 BOTTLES



**GREAT  
VALUE**  
RSP £5.73

# I CASTELLI

From a vineyard near the twin castles which inspired the Montague and Capulet families in Romeo and Juliet, the Castelli Prosecco and Prosecco Rosé are both delicate, fruity and refreshing.

A new addition to our range is the I Castelli Golden Heart Spumante. Made using the same technique as Prosecco but by sourcing the fruit from a wider area in North East Italy, this sparkling is bright, fresh, fruity and excellent value for money. A great alternative to Prosecco for functions or for use in cocktails.

## CUVÉE GOLDEN HEART RSP £5.73

This fresh and fruity spumante wine has flavours of green apple, citrus and some subtle floral notes.



**GET 3  
BOTTLES  
FREE**  
WHEN YOU BUY  
9 BOTTLES

## PROSECCO DOC RSP £8.98 | Net £6.74

A lovely straw yellow with a faint greenish reflection in colour. The aroma is subtle with a fruity scent and hints of apple, along with a dry, crispy and pleasantly fruity palate and a clean finish.

## PROSECCO DOC ROSÉ RSP £9.63 | Net £7.22

Fruity and fragrant bouquet with hints of strawberry and cherry. Fresh, balanced and persistent. Slightly fruity notes, fine and thin perlage.

# NEWWAVE SPAIN

We've improved pricing on these delicious Spanish reds to help make space in our warehouse for new vintages. Try the powerful expression of Grenache for which Priorat is well known, a dense and brambly Monastrell from Jumilla in the south east of the country, or classic, food-friendly, Tempranillo-based wines with Finca el Rubio or Malasenda.



**GET 5  
BOTTLES  
FREE**  
WHEN YOU BUY 7 BOTTLES  
WHILE STOCKS LAST

**GET 2  
BOTTLES  
FREE**  
WHEN YOU BUY 4 BOTTLES  
WHILE STOCKS LAST

**GET 5  
BOTTLES  
FREE**  
WHEN YOU BUY 7 BOTTLES  
WHILE STOCKS LAST



**GET 5  
BOTTLES  
FREE**  
WHEN YOU BUY 7 BOTTLES  
WHILE STOCKS LAST

**PRIORAT LLICORELLA**  
**RSP £19.85 | Net £13.23**  
Deep cherry red with purple hues. Aromas of black fruits, vanilla and toasted almond. A round and powerful palate with hints of marmalade and cocoa.

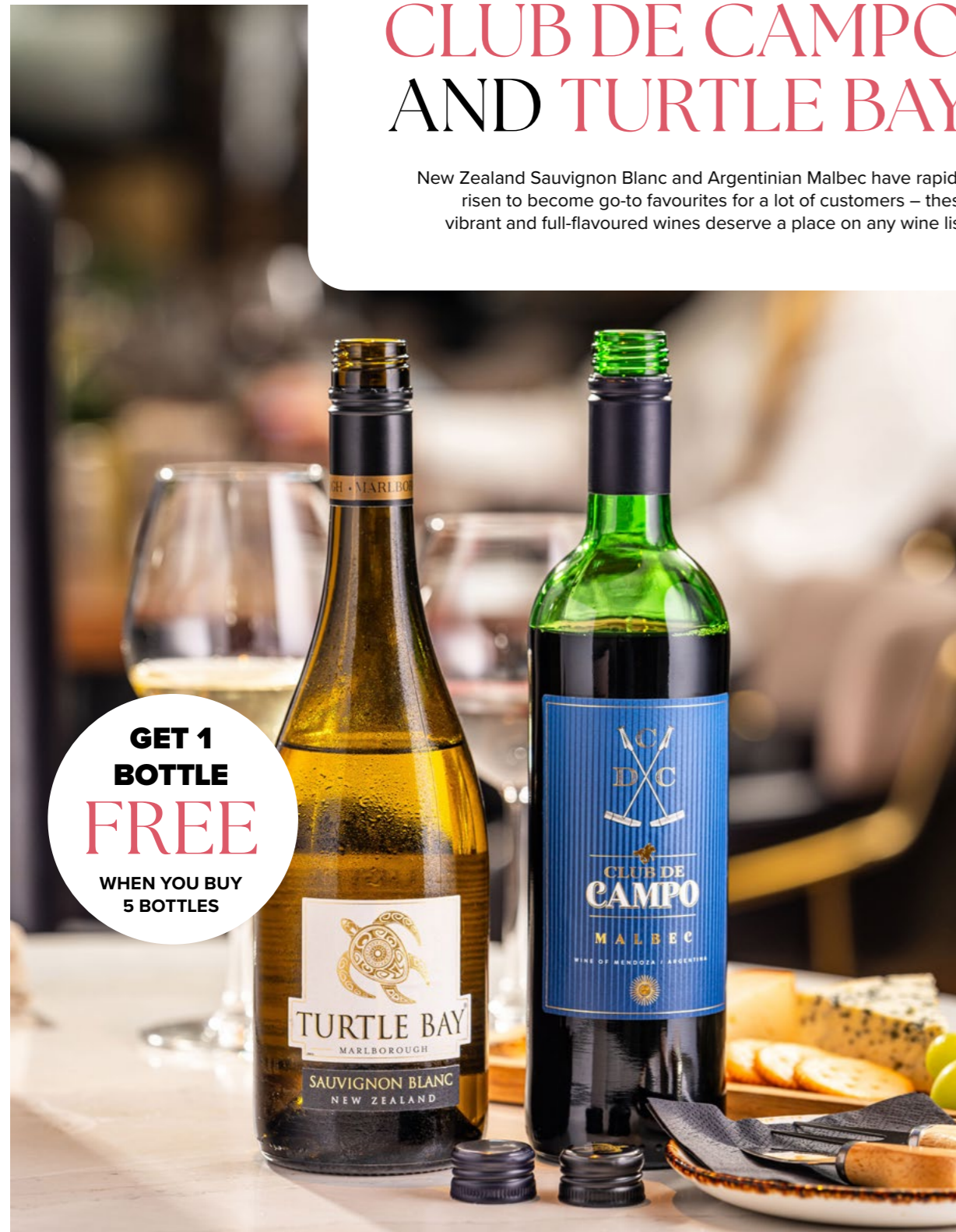
**CREENCIA JUVENTUD MONASTRELL**  
**RSP £11.65 | Net £6.80**  
Aromas of black cherries, figs and dried herbs. The palate is beautifully balanced with refreshing acidity, supple tannins, flavours of dark berry fruit and a long finish.

**FINCA EL RUBIO RED**  
**RSP £17.96 | Net £10.48**  
Its flavour is soft but robust, with a good structure, balanced and round tannins and a long and persistent finish.

**MALASENDA CRIANZA RIBERA DEL DUERO**  
**RSP £14.56 | Net £8.49**  
On the nose, this red wine is intensely fruity with notes of cherry, damson and blackberry which carry through to the palate. Extensive oak ageing helps to both soften the tannins in the wine and develop creamy vanilla flavours.

# CLUB DE CAMPO AND TURTLE BAY

New Zealand Sauvignon Blanc and Argentinian Malbec have rapidly risen to become go-to favourites for a lot of customers – these vibrant and full-flavoured wines deserve a place on any wine list.



**GET 1  
BOTTLE  
FREE**  
WHEN YOU BUY  
5 BOTTLES

## TURTLE BAY SAUVIGNON BLANC RSP £10.27 | Net £8.56

This wine is fresh and vibrant with passion fruit, gooseberry and some melon characters. It has a balanced richness of fruit with a floral note through the palate, intense depth of flavour and a crisp finish.

## CLUB DE CAMPO MALBEC RSP £8.10 | Net £6.75

With an intense colour, the nose reveals red fruit notes, blueberries and plum. Full of dark, ripe fruits and a rich, smooth damson-like palate – unoaked, mellow and silky. A typical expression of the varietal: harmonious on the palate, well structured, fruity, balanced tannins and a very pleasant finish.

## BULAS RESERVE WHITE PORT RSP £14.14 | Offer Price £10

This wine has a golden colour and intense aromas of nuts. In the mouth it is balanced, has well-integrated acidity with sweetness, and has a long, fresh finish.



**NOW ONLY  
£10.00**  
PER BOTTLE

# BULAS WHITE PORT

Already immensely popular in Portugal, white port and tonic is a deliciously refreshing aperitif known locally as Porto Tónico. Simply pour a 50ml measure of white port over ice, top up with Marlish English Tonic Water and garnish with lemon and mint.

# PIERRE ANDRÉ

For almost 100 years, the name Pierre André has been intrinsically linked to quality wines from Burgundy and these new additions to the LWC wine range are great examples from this classic region.

GET 1  
BOTTLE  
FREE

WHEN YOU BUY  
5 BOTTLES

## PIERRE ANDRÉ CHABLIS

RSP £15.57 | Net £12.98

Bright pale yellow, nose of white fruits with a nice minerality and complexity. The palate is well-balanced and the finish is lemon-flavoured and fresh. Perfect with hot oysters or fish in sauce, but also with white meats in sauce (veal, poultry). Sushi pairs perfectly with its minerality.

## PIERRE ANDRÉ MÂCON VILLAGES

RSP £12.61 | Net £10.51

This classy example of Burgundian Chardonnay is made in a light, fresh style with flavours of green apple, citrus fruits and a lovely minerality.

# UMBALA

These eye-catching South African wines are great quality examples of some of the region's favourite grape varieties. Fruity, fresh and delicious!



## UMBALA PINOTAGE

RSP £6.84 | Net £5.70

Smooth ripe damson and a hint of vanilla followed by soft, rounded tannins giving good length on the finish.

## UMBALA SHIRAZ

RSP £6.84 | Net £5.70

Dark cherry colour with aromas of plum and smoky black pepper giving way to a lush ripe black fruit palate.

## UMBALA PINOTAGE ROSÉ

RSP £6.62 | Net £5.52

Easy drinking rose with abundant summer fruit flavours – perfect for any occasion.

## UMBALA CHENIN BLANC

RSP £6.62 | Net £5.52

Off-dry, bursting with citrus and pineapple aromas, well balanced and refreshing clean finish.

## UMBALA SAUVIGNON BLANC

RSP £6.62 | Net £5.52

Green fig and fresh lemon aromas that give way to an intensely flavoured fruit-driven wine.

GET 1  
BOTTLE  
FREE

WHEN YOU BUY  
5 BOTTLES

# ART SERIES

We've worked with a winery in Hungary to develop the new Art Series range. Eye-catching, delicious and great value!



## ART SERIES MERLOT RSP £5.33

Ruby red in colour, this juicy red wine has flavours of dark berries and a hint of spice.

## ART SERIES ROSÉ RSP £5.33

Pale pink in colour, this rosé is bright and fresh with ripe, fruity flavours of red berries and citrus.

## ART SERIES SAUVIGNON BLANC RSP £5.33

Bright lemon green in colour, this elegant wine has flavours of citrus, gooseberry and some grassy notes.

# 3 PASSO

These two organic wines have long been team favourites. Rich and full bodied, try the white with pasta carbonara or pair the red with grilled meats.



## 3 PASSO BIANCO VEGAN ORGANIC RSP £10.63 | Net £9.04

Full bodied white with notes of tropical fruit, crisp acidity and a long finish.

## 3 PASSO ROSSO VEGAN ORGANIC RSP £10.85 | Net £9.04

An intense nose of dried fruit and oaky spice. Full bodied but elegant with firm tannins and a long finish.

# DOMAINE DE LA BAUME

These classy wines from the south of France offer real quality. The peachy aromatic viognier is a must try – perfect with lightly spiced cuisine!

## DOMAINE DE LA BAUME MERLOT RSP £10.29 | Net £6.86

Well rounded with wild strawberry and juicy plum aromas on the nose that are joined by sweet spice flavours on the palate. Warm and silky with a long finish.

## DOMAINE DE LA BAUME CHARDONNAY RSP £10.24 | Net £6.83

The nose has aromas of buttered toast and citrus. On the palate, this Chardonnay is rounded with flavours of apple and spice.

## DOMAINE DE LA BAUME VIOGNIER RSP £10.07 | Net £8.39

Golden in colour and deliciously rich with notes of white pepper, fresh peach and juicy apricots, intense and full flavoured.



# HEALY & GRAY RANGE

The Healy & Gray range was created to represent the best of the world of wine at an accessible price. We focus on varietal purity and offer great examples of the most important grape varieties.



**GET 1  
75CL BOTTLE  
FREE**  
WHEN YOU BUY  
5 BOTTLES

**GET 1  
187ML CASE  
FREE**  
WHEN YOU BUY  
6 CASES

<b>MERLOT</b> A great Merlot which displays ripe damson & plum fruit aromas with a smooth fruity finish. <b>75CL Btl:</b> RSP £7.73   Net £6.44 <b>12X187ML Btl:</b> RSP £24.63   Net £21.11	<b>PINOT GRIGIO</b> This Pinot Grigio is crisp and refreshing with fruity aromas of citrus, apple and peach. <b>75CL Btl:</b> RSP £7.33   Net £6.11 <b>12X187ML Btl:</b> RSP £24.63   Net £21.11	<b>ZINFANDEL ROSÉ</b> Bright salmon pink colour and fresh nose of raspberry and strawberry. <b>75CL Btl:</b> RSP £7.30   Net £6.08 <b>12X187ML Btl:</b> RSP £24.63   Net £21.11	<b>CHARDONNAY</b> Pale gold colour and a fruity nose with tropical flavours. Rich with a long-lasting finish. <b>75CL Btl:</b> RSP £7.18   Net £5.98 <b>12X187ML Btl:</b> RSP £24.63   Net £21.11	<b>CABERNET SAUVIGNON</b> A deep ruby red colour. Its aromas are reminiscent of ripe red summer fruits. <b>75CL Btl:</b> RSP £7.40   Net £6.17 <b>12X187ML Btl:</b> RSP £24.63   Net £21.11	<b>SAUVIGNON BLANC</b> A lively wine with good citrus and green apple flavours. <b>75CL Btl:</b> RSP £7.29   Net £6.08 <b>12X187ML Btl:</b> RSP £24.63   Net £21.11	<b>SHIRAZ</b> Dark brambly fruits and a hint of spice. A light, fruity Shiraz with a velvety mouth-feel. <b>75CL Btl:</b> RSP £7.51   Net £6.26 <b>12X187ML Btl:</b> RSP £24.63   Net £21.11	<b>CHENIN BLANC</b> Pale yellow in colour with a greenish tint. A clean and lively wine. <b>75CL Btl:</b> RSP £7.51   Net £6.26 <b>12X187ML Btl:</b> RSP £24.63   Net £21.11
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# THE CONSTELLATIONS COLLECTION



**GET 2  
BOTTLES  
FREE**

WHEN YOU BUY  
4 BOTTLES

**CARMÉNÈRE**  
RSP £7.97 | Net £5.31  
Chile's signature grape variety, abundant with ripe red and dark fruits.

**SAUVIGNON BLANC**  
RSP £7.97 | Net £5.31  
An easy-drinking Sauvignon Blanc with crisp citrus-fruit freshness.

**MERLOT**  
RSP £7.97 | Net £5.31  
Easy-drinking, soft dark plum fruit from this plush Merlot.

CHAMPAGNE  
**PERRIER-JOUËT**



## Fill your world with wonder

*"Perrier-Jouët Grand Brut is a melting pot of aromas and flavours – a wonderfully rounded, generous champagne whose joie de vivre makes every moment more special. It has the substance and the personality to adapt to any situation, from an aperitif to a main course of white meat or fish in a creamy sauce".*  
Séverine Frerson, Maison Perrier-Jouët Cellar Master.

**TO THE EYE:**  
Silvery gold in the glass.  
A vibrant and stylish cuvée.

**ON THE NOSE:**  
Floral aromas, rounded out by fresh fruit and hints of buttery brioche and vanilla.

**ON THE PALATE:**  
Crisp and light, it combines freshness with a lingeringly rich and generous finish.

**BUY 5 PERRIER-JOUËT GRAND BRUT AND GET  
1 PERRIER-JOUËT GRAND BRUT FREE**

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04.17 | WORLD MALBEC DAY

# MALBEC

THE TASTE OF THE ANDES

A journey to uncover the Argentinean expression.

TERRAZAS DE LOS ANDES

MALBEC 2022  
ORGANIC  
MENDOZA-ARGENTINA

**GREAT PRICE**  
**£11.79**

TERRAZAS DE LOS ANDES  
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*Whispering Angel*  
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## MOËT & CHANDON

BRUT IMPÉRIAL AT £33.99 PER 75 CL  
ROSE IMPÉRIAL AT £39.99 PER 75 CL

# MINUTY

*The Spirit of Saint-Tropez*



MINUTY M, CÔTES DE PROVENCE ROSÉ AT £12.99 PER 75CL

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Buy any 5 Old J, get an  
**OLD J SPICED RUM**  
**FREE**



## DECADENT EASTER COCKTAIL IDEAS



### RUM, BUN & BREW

Coffee & a hot cross bun. A bold blend of 35ml Old J Dark, 15ml Old J Spiced, 15ml Monin Cinnamon Roll Syrup, and 30ml fresh espresso. Shaken hard, fine strained into a martini glass, and finished with a cross of cinnamon dusting for a warm, spiced indulgence.

### CREME EGG

A rich blend of 35ml Old J Spiced, 15ml Monin Cacao White, 15ml Licor 43, 15ml Advocaat, and 15ml half milk/half cream. Shaken, double strained into a martini glass, and finished with a chocolate-dipped rim for a decadent final touch.



  @OLDJSPICEDRUM



MIX IT, SIP IT, LOVE IT

The Perfect Rum for Your Favourite Drinks!

Buy 5, get 1

FREE

Discover the essence of the Caribbean with Juan De La Costa Superior White and Dark Rums, meticulously crafted in the heart of this sun - soaked paradise.



PRODUCT OF THE CARIBBEAN  
**JUAN DE LA COSTA**  
SUPERIOR RUM

37.5% ABV, available in  
70cl bottle. Juan De La Costa White  
Rum also available in 1.5ltr

Cuban  
Mo'ade



SCAN  
HERE FOR  
SERVES



RECEIVE A FREE BOTTLE OF  
**HAVANA CLUB SPICED**  
WHEN YOU BUY ANY 4 X 70CL FROM THE RANGE



Pernod Ricard UK  
*Créateurs de convivialité*

\*CGA OPMS DATA TO 09.09.23 MAT TY  
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**HAVANA CLUB IS THE  
#1 PREMIUM+  
RUM BRAND\***

**MALIBU**

**GET A FREE 70CL BOTTLE OF MALIBU STRAWBERRY**

When you buy 4 x 70cl Malibu Original

**MALIBU IS THE #2 SPECIALITY PRODUCT\***

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\*CGA OPMS Data to 09/09/23 MAT

*The* **KRAKEN**

**HAVE YOU HAD A KRAKEN COFFEE SHOT YET?**

**BUY 4 BOTTLES OF KRAKEN, AND CLAIM A COFFEE SHOT KIT\***

*Kraken Coffee has doubled in the On Trade in the last year*

\*At least one bottle must be The Kraken Roast Coffee

2 x shot paddles, 12 x shot glasses, Leaflet with product information and serving suggestions

Subject to availability, whilst stocks last.

**BUY ANY 3 BOTTLES**

**GET A CREAM LIQUEUR OF YOUR CHOICE**

**FREE\***

**FULL DEAD MAN'S FINGERS RANGE INCLUDES:**

**RUMS:**  
SPICED, WHITE, PINEAPPLE, PASSION FRUIT, CHERRY, COCONUT, MANGO.

**CREAM LIQUEURS:**  
RASPBERRY RUM, STRAWBERRY TEQUILA, MANGO TEQUILA, BLUE RASPBERRY TEQUILA, BLACK CHERRY TEQUILA.

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

\*ALL BOTTLES 70CL. WHILE STOCKS LAST.

# Captain Morgan

**1.5L**  
**SPECIAL PRICE**  
**£26.99**

**NEW LOOK,  
SAME  
*delicious***



*However*  
**YOU SPICE**

**SPICE ON**

PRODUCTS INCLUDED IN THE DEAL ARE CAPTAIN MORGAN ORIGINAL SPICED GOLD 1.5L.  
AVAILABLE ON A FIRST COME FIRST SERVED BASIS FROM 1ST APRIL - 31ST MAY 2025

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access your FREE  
Captain Morgan  
marketing support

**DIAGEO** *One*  
Business support from the drinks experts

# THE GREAT TEQUILA TAKEOVER

TEQUILA IS A spirit really making its moment in the spotlight count. With 65% of tequila based cocktail drinkers visiting a venue weekly (CGA Mixed Drinks, H2 2024) targeting them with offers and experiences should be top of the agenda. Cinco De Mayo is a great opportunity to reach these consumers – an annual Mexican celebration marking the battle of Puebla in 1862, though it has since become a modern celebration of Mexican culture, cuisine, heritage – and TEQUILA!

Take advantage of the tequila special offer from LWC Signature Brands: **Sombrero Mexicano, Buen Amigo and Black Gold XO** on page 36, and bring in a range that is super versatile and can be used to make a large range of cocktails.

Knowing the differences between tequila types can unlock more potential from your range.

All types of tequila are made from fermented and distilled agave, and must contain, at a minimum, 51% blue agave. There are five main types: Blanco, Joven, Reposado, Añejo and Extra Añejo. The main difference is the aging process, which gives each one a unique blend of flavours and aromas.



## TEQUILA BLANCO

- Unaged or aged up to two months maximum
- Notes: vegetal, citrus and pepper
- Clear
- Great for a citrus-based cocktail such as a classic Margarita
- The most classic 'shot' tequila

## TEQUILA JOVEN (Oro/Young/Gold)

- A blend of unaged and aged tequilas – similarities with a blended Scotch
- Notes: vegetal, citrus, light florals, pepper, vanilla
- Can be clear or coloured
- Great in margaritas, palomas or tequila sunrises
- Can be enjoyed neat or over ice

## TEQUILA REPOSADO (Aged)

- Aged between two months and one year in oak or steel
- Notes: wood, vanilla and a subtle oak influence; smooth mouthfeel
- Golden
- Highly versatile; a bartender favourite

## TEQUILA AÑEJO (Extra Aged)

- Aged from one to three years in oak barrels
- Notes: oak forward, vanilla, caramel and black pepper
- Warm to dark amber
- Primarily a sipping tequila but a good replacement for Whiskey in cocktails such as an old fashioned

## TEQUILA EXTRA AÑEJO (Ultra Aged)

- Aged for a minimum of three years in Oak
- Intense notes of caramel, vanilla and spices
- Super-premium due to tequila lost in evaporation during aging
- Best for sipping

BUY ANY  
FOUR BUEN  
AMIGO,

SOMBRERO  
MEXICANO

OR BLACK  
GOLD, GET  
ANY

SOMBRERO  
MEXICANO  
FLAVOUR

FREE



Buen  
amigo

BLACK GOLD

Sombraero  
Mexicano

Buen Amigo range 35% ABV, available in 70cl  
Black Gold 34% ABV, available in 70cl  
Sombraero Mexicano range 15% ABV, available in 70cl

DIAGEO

GET  
IN THE £

APRIL  
& MAY  
ONLY\*



SPIRIT  
STOCK UP NOW

BUY ANY 3  
DON JULIO BLANCO OR  
CASAMIGOS BLANCO  
AND RECEIVE A FREE CASE  
OF FEVER-TREE GRAPEFRUIT SODA\*\*

\*Promotional Period: 01.04.2025-31.05.2025  
\*\*Products included in offer: Casamigos Blanco 70cl,  
Don Julio Blanco 70cl Limited to 1000.  
Limited to one deal per outlet.

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Business support from the drinks experts



el Jimador | COINTREAU  
TEQUILA

£20.29  
per bottle

MAKE YOUR *Margarita*  
**MARGARITA**™  
THIS MARGARITA MAY

50ML EL JIMADOR BLANCO  
+ 30ML COINTREAU + 20ML LIME

EL JIMADOR IS A REGISTERED TRADEMARK. ©2025 BROWN-FORMAN CORPORATION. ALL RIGHTS RESERVED.

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**BELVEDERE**  
ORGANIC  
VODKA

£25.99

**BRING THE BELVEDERE**

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Please Drink Responsibly,  
Over 18s Only



# UNRIVALLED QUALITY, UNMISSABLE OFFER!

BUY ANY 5 MOONSHINE  
VODKA AND GET

## 1 FREE VANILLA VODKA

MOONSHINE VODKA IS A  
PREMIUM TRIPLE DISTILLED  
CLEAN, NATURAL VODKA  
MADE WITH 100% FRENCH  
WHEAT GRAIN. BOTH  
MOONSHINE AND  
MOONSHINE VANILLA ARE  
IDEAL ON THEIR OWN, OVER  
ICE OR TO MIX IN YOUR  
CHOICE OF COCKTAILS.

MOONSHINE STANDARD IS ALSO AVAILABLE IN 1.5LTR

**MOONSHINE**  
VODKA

# MIX IT UP WITH THE WORLD'S *No.1* VODKA



**1.5L**  
SPECIAL PRICE  
**£26.99\***

**INFAMOUS** since 1864  
There's vodka, then there's

*Smirnoff*

\*Products included in the deal are Smirnoff No.21 1.5L. Available on a first come first served basis from 1st April - 31st May 2025.

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SMIRNOFF

FROM THE MAKERS OF THE WORLD'S No.1 VODKA

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PLEASE DRINK RESPONSIBLY

**SMIRNOFF**

**MIAMI VIBES.  
PEACHY SALES.**

**NEW**

STOCK UP ON  
*Miami*  
**PEACH**

**£13.49**  
APRIL ONLY

SMIRNOFF FLAVOURS  
ARE THE #1 FLAVOURED  
VODKA BRAND IN  
THE ON TRADE\*



\*Source: CGA Headline Summary Report September 2024



FREE marketing  
tools/POS kits  
when you register.  
Scan the QR code  
to find out more.

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## DIAMOND OFFER

BUY 2 X 70CL TIA MARIA AND GET A BOTTLE OF THREE SIXTY VODKA FREE\*



PERFECT  
ESPRESSO  
MARTINI

25ML THREE SIXTY VODKA  
25ML TIA MARIA  
50ML ESPRESSO  
DASH OF SUGAR SYRUP

\*T&C: Buy 2 x 70cl bottles of Tia Maria Cold Brew Coffee Liqueur and receive 1 x 70cl bottle of Three Sixty Vodka free. Whilst stocks last on a first-come, first-served basis. Offer valid at participating retailers, subject to availability and may be modified or withdrawn at any time. No cash alternatives.

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# BORN TO MIX.

THE UK'S NO.1 PREMIUM VODKA\*



MIX WITH TONIC



MIX WITH LEMONADE



MIX WITH LEMONADE



MIX WITH SODA

\*\*RANGE INCLUDES: PEAR, PASSIONFRUIT, MANGO, MANDRIN LIME, CITRON, RASPBERRY, VANILIA, WATERMELON, HUNNI, WILD BERRY

ENJOY RESPONSIBLY [be drinkaware.co.uk](http://be drinkaware.co.uk) SOURCE: NIELSEN, TOTAL COVERAGE, MAR TO 19.06.21

## ABSOLUT. IT'S IN OUR SPIRIT

BUY ANY 4 FROM THE ABSOLUT FLAVOUR RANGE\*\*

## RECEIVE A BOTTLE OF ABSOLUT VANILIA



Spirits



THE WORLD'S NO.3 VODKA BRAND

# ŻUBRÓWKA



## EXPLORE YOUR WILD SIDE

Serve the iconic Żubrówka Apple Zu with Free PAGO Cloudy Apple Juice, Free Żubrówka branded glassware, and Free Żubrówka sunglasses.

### PROMOTION

BUY 2 ŻUBRÓWKA BISON GRASS 70CL  
RECEIVE:

- 12 X 200ML CASE OF PAGO CLOUDY APPLE
- 12 X ŻUBRÓWKA HIGHBALLS
- 12 X ŻUBRÓWKA SUNGLASSES



\*TO VERIFY VISIT: [PARAGONBRANDS.CO.UK/VERIFICATION](http://PARAGONBRANDS.CO.UK/VERIFICATION) | DISTRIBUTED IN THE UK BY PARAGON BRANDS LTD | DRINK RESPONSIBLY

43



# WIN AN ARBER NEON FOR YOUR OUTLET

Buy any two **Agnes Arber Premium Gins** to automatically be entered into the competition.



## YOU, ME AND G&T ...SHALL WE?



### Gordon's

PRODUCTS INCLUDED IN THE DEAL ARE GORDON'S LONDON DRY 1.5L. AVAILABLE ON A FIRST COME FIRST SERVED BASIS FROM 1ST APRIL - 31ST MAY 2025



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YOU, ME AND G&T  
...SHALL WE?



**1.5L**  
SPECIAL PRICE  
**£27.99**

*Gordon's*

PRODUCTS INCLUDED IN THE DEAL ARE GORDON'S PREMIUM PINK 1.5L. AVAILABLE ON A FIRST COME FIRST SERVED BASIS FROM 1ST APRIL - 31ST MAY 2025.



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**BOOST YOUR SALES  
WITH THE NO.1 PREMIUM GIN BRAND**



**BUY 4  
TANQUERAY LONDON  
DRY 70CL AND RECEIVE  
A CASE OF FEVER-TREE  
MEDITERRANEAN  
TONIC FREE\***

\*PROMOTIONAL PERIOD: 01.04.2025-31.05.2025  
PRODUCTS INCLUDED IN OFFER:  
TANQUERAY LONDON DRY 70CL  
LIMITED TO 1000.  
LIMITED TO ONE DEAL PER OUTLET.

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PLEASE DRINK RESPONSIBLY

*Tanqueray*



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to access your  
FREE Tanqueray  
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**DIAGEO** *One*  
Business support from the drinks experts

# PROUDLY OLD FASHIONED. A WHISKEY WORTH CELEBRATING.

This World Whiskey Day, celebrate with Iron Wheel. Made with American grown corn, Iron Wheel is a straight bourbon that has been Oak Barrel rested for four years. Sweet and smooth with subtle corn notes and nuances of vanilla, caramel, and oak aromas. Finishes with warm flavours of oak and some vanilla.

Produced at one of the oldest and most awarded distilleries in the world, the famous Buffalo Trace Distillery, the 40% ABV Iron Wheel honours the land, history, and craft of real whiskey making.



## CALLING ALL BARTENDERS WIN AITCH'S SOUTHERN COMFORT COCKTAIL COMPETITION



SCAN & ENTER YOUR SOCO COCKTAIL FOR A CHANCE TO WIN AITCH'S BIG GIVEAWAY

with *Aitch*

M40

@SOUTHERNCOMFORTUK  
be drinkaware.co.uk

MOSTON

**BOOST YOUR SALES WITH  
THE MOST AWARDED  
COGNAC HOUSE\***

**BUY 3 BOTTLES AND  
GET A POS KIT FREE**

**COURVOISIER & GINGER ALE**  
50ml Courvoisier VS  
Top with Ginger Ale

Courvoisier VS 70cl  
**£22.99**  
PER BOTTLE\*



**COURVOISIER**

ENJOY RESPONSIBLY be<sup>drinkaware</sup>.co.uk \*Based on 20 Top Spirits Competitions since 2019 \*\*18+ only, Special offer price available per bottle of Courvoisier VS 70cl between 01.04.25 – 31.05.25. While stocks last

# WORLD COCKTAIL DAY

## A Serve with a Long History

Celebrated every year on 13th May, World Cocktail Day marks the anniversary of the first recorded definition of the word 'cocktail' back in 1806. Over two centuries later, cocktails remain a huge sales driver, with both alcoholic and alcohol-free serves growing in popularity as consumers seek exciting, high-quality drinks.

While classic cocktails like the Pornstar Martini, Sex on the Beach, Long Island Iced Tea, and Espresso Martini still dominate, holding a 46% share of the category, their popularity is gradually shifting. Signature serves and modern twists are on the rise, tapping into consumer demand for unique, Tik Tok and Insta-gram-worthy drinks<sup>1</sup>.

The UK's 3 most-ordered cocktails are vodka based: Pornstar Martini, Sex on the Beach, and Long Island Iced Tea.



drives spirits sales, with cocktails now accounting for 7.9% of total spirits sales, a figure that continues to rise<sup>4</sup>.

If you're not serving cocktails, you're missing out.

## Striking the Right Balance

Nearly half of all UK venues (44.6%) now serve cocktails, increasing year-on-year<sup>1</sup>. According to a recent Barclays Spending Report<sup>4</sup>, cocktail drinkers now expect to see a cocktail menu wherever they go. The message is clear: if you're not serving cocktails, you're missing out. Beyond attracting new customers, a strong cocktail selection boosts retention and

But success isn't just about serving cocktails, it's about getting the balance right. Consumers are seeking both quality and value, with 25% saying they'd order cocktails more often if they were better value for money<sup>1</sup>. However, there's a growing shift towards premiumisation, with 36% of consumers prioritising high-quality cocktails over price. The opportunity? Stocking premium spirits and crafting standout serves that justify their price tag, ensuring customers feel their cocktail is worth every sip.

## Be Social-Media Savvy

According to CGA research, aesthetics matter more than ever. When asked why they choose cocktails over other drinks, consumers cited "how presentable the cocktails look" and "so I can share pictures on social media" as their third and fourth top reasons.

An eye-catching, high-quality cocktail isn't just a great serve; it's free marketing. If it's Insta-worthy, your customers will do the advertising for you. That's why nailing presentation is key. Need help perfecting your serves? Our Brand Activation Managers are here to help! Contact your local depot or Brand Activation Manager.



## Menu Maintenance

Your menu is the top driver of cocktail choices, with 64% of consumers using it to decide. A well-crafted menu isn't just a list of drinks; it's an essential sales tool.

To maximise impact, keep your menu fresh and relevant – maybe change it up with seasonal trends and ingredients. Need expert support? LWC's Design Team can help create a menu that not only looks great but drives sales. Speak to your LWC Account Manager or Brand Activation Manager to make your menu work harder for you.

1. CGA Mixed Drinks H2 2024
2. CGA Mixed Drinks MAT to March 2024
3. Barclays Spending Report August 2024
4. CGA Mixed Drinks Q3 2024-2024



## WIN 1 OF 5 £2K\* PRIZES FOR YOUR VENUE

**PURCHASE 2 BOTTLES  
OF OUR PREMIUM SPIRITS**

**AND ADD YOUR 6 FREE  
SPRITZ GLASSES TO ENTER**



SCAN FOR T&CS  
AND HUNDREDS OF  
DELICIOUS SERVE  
IDEAS TO REFRESH  
YOUR MENU

\*£2K credit to your LWC account.  
UK outlets, licensee customers only. Purchase by a business account holder required. Purchase between 00:01 on 1/4/25 – 23:59 on 31/5/25. Entry is automatic on purchase of any 2 or more of the following 70cl bottles in a single transaction: Hendrick's Original, Hendrick's Grand Cabaret, Hendrick's Flora Adora, Reyka Vodka, Monkey Shoulder, Discarded Banana Peel Rum & Silent Pool AND ordering complimentary glassware (6 x Hendrick's branded spritz glasses). Order online or by telephone as usual. One entry per qualifying purchase. Five prizes: Each prize is £2,000 credit with LWC Drinks LTD or Hills Prospect PLC. Credit to be applied to the account of the purchasing entity linked with the relevant winning entry. LWC Drinks LTD and Hills Prospect PLC will share account name and address and with Promoter for prize draw and fulfilment of glassware. Max 1 prize per outlet. To review full T&Cs visit <https://ontrade.thedrinksinsider.com/win10kpromo-terms>. Promoter: William Grant & Sons UK Ltd, RG27 9XA.

WILLIAM GRANT & SONS  
be<sup>drinkaware</sup>.co.uk

# READY TO POUR, READY TO PARTY!

BUY ANY FOUR, GET ONE

# FREE

*Signature  
Cocktails*



SIGNATURE COCKTAILS: WHERE SOPHISTICATION MEETS EXCITEMENT. OUR ESPRESSO MARTINI, A BLEND OF COLD-BREW COFFEE AND VODKA, AND OUR PASSION FRUIT MARTINI, BURSTING WITH TROPICAL FLAVOUR, ARE CRAFTED FOR UNFORGETTABLE MOMENTS. CONVENIENTLY PACKAGED, ECO-FRIENDLY, AND ALWAYS READY TO ELEVATE YOUR OCCASION.

## DELICIOUS & REFRESHING COCKTAIL IDEAS WITH PAIXÃO LIQUEURS



### Passionfruit - Paixão Paloma

15ml Paixão Passionfruit, 30ml Buen Amigo Silver, 15ml Lime Juice, pulp of 1 passion fruit, top with Marish Sparkling Grapefruit, serve in a highball glass, garnish with a slice of grapefruit



### Coconut - Piña Colada

25ml Paixão Coconut, 25ml Old J Pineapple, 1 tablespoon coconut cream, 100ml pineapple juice, serve in a hurricane glass, garnish with a cocktail cherry



### Peach Schnapps - Bellini

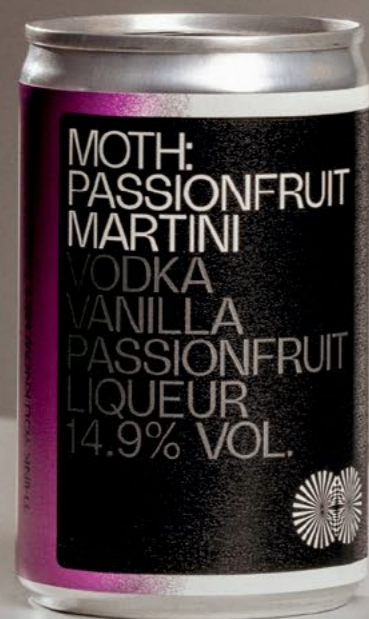
12.5ml Paixão Peach Schnapps, 12.5ml peach puree, 100ml prosecco, garnish with a lemon twist



# MOTH: PASSIONFRUIT MARTINI

The UK's favourite cocktail\*

NEW



SPECIAL PRICE

→ £27.99  
PER CASE  
→ £2.33  
PER CAN

RANGE INCLUDES:



VISIT → MOTHDRINKS.COM  
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\*Source: NIQ Retail Data, 52WE 02.11.24, Total Coverage | CGA Mixed Drinks Report Q3 2023



ST-GERMAIN  
MAKE YOUR  
HUGO BLOOM

WITH  
St-Germain  
Elderflower Liqueur

BUY 3 X 70CL FOR A FREE  
SERENELLO PROSECCO,  
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HUGO SPRITZ MENU INSERTS

MAX TWO DEALS  
PER CUSTOMER.  
WHILE STOCKS LAST.



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BUY 2 70CL BOTTLES FROM THE RANGE  
AND GET 6 TWISTED SHOT GLASSES FREE



NUTS AND ROSES  
TEQUILA ROSE  
&  
SHEEP DOG

RED HOT  
TEQUILA ROSE  
&  
FIREBALL

HOT DOG  
SHEEP DOG  
&  
FIREBALL

Includes the full Antica Sambuca Range

SAZERAC  
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**ISOLABELLA**  
LIMONCELLO

# SERVE YOUR SPRITZ IN STYLE

BUY 2 X 70CL ISOLABELLA LIMONCELLO  
AND RECEIVE 6 SPRITZ GLASSES FREE\*



**LIMONCELLO SPRITZ**  
KISSED BY THE SUN OF SICILY

\*T&C: Buy 2 x 70cl bottles of Isolabella Limoncello and receive 6 branded spritz glasses. Whilst stocks last on a first-come, first-served basis. Offer valid at participating retailers, subject to availability and may be modified or withdrawn at any time. No cash alternatives.

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**INTRODUCING**  
**SARTI**  
ITALIA

Notes of mango, passion fruit and blood orange

**BUY 3 SARTI,  
GET 1 FREE\***

**SARTI  
SPRITZ**

75ml Prosecco  
50ml Sarti  
25ml Soda  
Wedge of Lime

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

\*UK, 18+ only. 01/04/2025 - 31/05/2025. Buy 3 bottles of Sarti 70cl and get a bottle free. Max two deals per site. Not to be used in conjunction with any other offer. Terms and Conditions Apply.

**APEROL**

**BUY 5 BOTTLES  
OF APEROL,  
GET 1 FREE\***

**SCAN HERE**

To learn how  
to make the  
Perfect  
Aperol Spritz

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

\*UK, 18+ only. 01/04/2025 - 31/05/2025. Buy 5 bottles of Aperol 70cl and get a bottle free. Max two deals per site. Not to be used in conjunction with any other offer. Terms and Conditions Apply.

**APEROL  
SPRITZ**

75ml Prosecco  
50ml Aperol  
25ml Soda  
Add Ice + Garnish with  
an orange slice

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200 YEARS OF CRAFTING THE  
FINEST ITALIAN LIQUEURS

£8.99

## APERITIVO SPRITZ

50ml Luxardo Aperitivo  
75ml Prosecco  
Top with soda

£13.99

## LIMONCELLO SPRITZ

50ml Luxardo Limoncello  
25ml White Wine  
15ml Lemon Juice  
Top with soda



Edmond  
**BRIOTTET**

**BUY ANY 5  
GET A BRIOTTET  
PECHE FOR FREE**

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CRÈME DE CASSIS 70CL, BRIOTTET FIGUE 70CL,  
BRIOTTET FIGUE DE BARBARIE 70CL, BRIOTTET  
FRAISE DES BOIS 70CL, BRIOTTET FRAMBOISE 70CL,  
BRIOTTET LYCHÉE 70CL, BRIOTTET MANZANA VERDE  
70CL, BRIOTTET MURE 70CL, BRIOTTET FRUITS DE  
LA PASSION 70CL, BRIOTTET PECHE 70CL, BRIOTTET  
COQUELICOT 70CL, BRIOTTET RHUBARB LIQUEUR  
70CL, BRIOTTET ROSE 70CL

PLEASE DRINK RESPONSIBLY



*Spring into a  
Season of Flavour*

Edmond  
**BRIOTTET**  
Cristalline de  
Pêche

Edmond  
**BRIOTTET**  
Crème de  
Cassis de Digne

Edmond  
**BRIOTTET**  
Fruits de la  
Passion



**BABY LAGER**

LICOR 43  
+ CREAM LIQUEUR

**TASTES BETTER TOGETHER**

**BUY 2 X LICOR 43 70CL AND RECEIVE 12 X BABY LAGER GLASSES FREE**

- 1 Take Licor 43 and our signature Baby Lager glass
- 2 Fill the bottom with golden Licor 43
- 3 Top with Cream Liqueur and enjoy!

6 in 10 Gen Z want 'baby' versions of their favourite alcoholic drink\*

\*IWSR 2023

www.licor43.com | Distributed in the UK by Paragon Brands Ltd | Drink Responsibly

**Indulge**

**YOURSELF  
THIS EASTER**

**SPECIAL  
PRICE  
£11.79**

**MOZART WHITE,  
CREAM, DARK &  
STRAWBERRY**

**MOZART  
chocolate  
LIQUEUR**

**MOZART  
chocolate  
CREAM  
17% vol.  
SHNELLIKOR CREAM LIQUEUR  
e500ml**

**WORLD LIQUEUR AWARDS  
2021  
BEST  
AUSTRIAN  
CHOCOLATE**

**WORLD SPIRITS AWARDS  
2021  
DOUBLE-GOLD**

**WORLD SPIRITS BUSINESS  
2018  
2016**

**OIWSC  
95 pts  
APRIL 2022**

**ALL NATURAL INGREDIENTS  
With Belgian Chocolate**

**LEARN MORE**

**Please drink responsibly**

# Captain Morgan **MUCK PIT BREW**



**IT'S**  
**MUCKING**  
*Delicious*

*Buy* **2 CASES, GET A CASE  
OF GLASSWARE FOR FREE\***



INSPIRED BY THE LEGENDARY MUCK PITS

PLEASE DRINK RESPONSIBLY  
be [drinkaware.co.uk](http://drinkaware.co.uk)

\*A CASE OF GLASSWARE INCLUDES 12 SINGLE GLASSES. MAXIMUM 1 DEAL PER OUTLET. 1,000 DEALS AVAILABLE. THE PURCHASE OF 2X CAPTAIN MORGAN MUCK PIT BREW 440ML CAN 12X01 MUST ALL TAKE PLACE IN ONE ORDER. LIVE FROM 01.04.25 - 31.05.25.



**DIAGEO** *One*  
Business support from the drinks experts

# MISSING ANY CASK BEER OFFERS?



SCAN HERE



View our new  
regional brochures

# LUCK ON TAP! FREE

Install Lucky Buddha draught and get a keg, a case of Lucky Buddha bottled beers and a POS kit for FREE.

## KEG, BOTTLED BEER + POS WITH EVERY INSTALL!



POS kit includes bar runners, glassware and menu clips.

# WHEN OTHER STOUTS RUN DRY, WE KEEP POURING. FREE KEG

OF TINY REBEL COAL DROP ON INSTALL



Tiny Rebel  
**COAL  
DROP**



Exclusive to LWC, Coal Drop British Stout is a rich, velvety masterpiece from Tiny Rebel, crafted over 10 months.

With deep coffee and chocolate aromas, a smooth roasted malt finish, and a signature nitro pour.

# BRING ON THE SUNSHINE!

Get Your Beer Garden Summer Ready and Switch an Existing Tap to Grand Central, Birra Murano, Dortmund or Appleshed, to

## GET TWO FREE PARASOLS

\*Sunny weather is unfortunately not guaranteed



Please contact your local depot or Brand Activation Manager for more information

# NA ZDRAVÍ!



## A CZECH BEER EXPERIENCE, EXCLUSIVELY FOR YOU

BRING THE HERITAGE AND CRAFTSMANSHIP OF CZECH BREWING TO YOUR VENUE, AND HOST A CZECH BEER NIGHT, SPONSORED BY PARDÁL AND BUDVÁŘ. WE'RE GIVING CUSTOMERS UP AND DOWN THE COUNTRY THE OPPORTUNITY TO HOST AN EPIC CZECH BEER NIGHT COMPLETE WITH EXPERT TASTINGS, FREE STOCK, AND GIVEAWAYS!

### WHY HOST AN EVENT?

- ✓ A PROPER CZECH BEER EXPERIENCE LED BY THE OFFICIAL CZECH BEER AMBASSADOR
- ✓ FREE BEER FOR YOU & EXCLUSIVE PRIZES FOR YOUR CUSTOMERS
- ✓ A GUARANTEED MIDWEEK CROWD-PULLER
- ✓ A UNIQUE BEER EXPERIENCE TO DRIVE SALES



THERE WILL BE GREAT BEER AND A BUZZING ATMOSPHERE. STOCK UP, SIGN UP, AND LET'S GET POURING!

CONTACT YOUR LOCAL BRAND ACTIVATION MANAGER OR DEPOT TO GET INVOLVED

**CAMDEN EAZY IPA**

**CAMDEN TOWN BREWERY**

<b>STYLE</b> HAZY IPA	<b>VOL.</b> 5.0%	<b>HOPS</b> CASHMERE, CITRA, EL DORADO	<b>MALT</b> PILSNER, WHEAT, CARA, DEXTRIN	<b>YEAST</b> ALE
--------------------------	---------------------	---	--	---------------------

## GREAT BEER IS HARD TO FIND

BUT WE MAKE IT EAZY. THIS TIME WE'VE PACKED SOME PUNCH INTO A CLASSIC HAZY IPA BY SQUEEZING IN FRESH CITRA AND A DOSE OF PEACHY EL DORADO HOPS. THE RESULT? A STONE-FRUIT JUICY, GOLDEN-HAZY, DESERT ISLAND TREASURE. AND YOU FOUND IT. EAZY PEAZY.

# FREE

## POS KIT WITH EVERY INSTALL

**PLUS MORE!**

**T-SHIRTS TAP HANDLE GLASSWARE BAR RUNNERS**

**HOPPY + FRUITY + CITRUS**

# GRAND CENTRAL

Your ticket to IPA perfection

All aboard the Grand Central express for an adventure with an accessible and light IPA, with fruity notes of citrus, tropical fruits and passionfruit.

Vegan friendly and sessionable, Grand Central is true voyage of discovery with every sip.

Jump on board.

4.2% ABV, available in 30ltr Keg

**INTRO DEAL**

# REBEL IPA

THE **KING** IS IN **SESSION**

# CLWB TROPICA

TROPICAL, WHATEVER THE **WEATHER**

**REBEL IPA**  
SESSION IPA  
4.3%

**CLWB TROPICA**  
TROPICAL IPA  
5%

4.3% ABV

Vegan

5% ABV

Vegan

**Install Rebel IPA or Clwb Tropica and get:**

- 1 x 30L for free and another 1 x 30L after 13 weeks\*
- POS Kit including NEW BRANDED HANDLE

\*MUST DO A MINIMUM OF 1x30L PER WEEK FOR 13 WEEKS

EMAIL [SALES@TINYREBEL.CO.UK](mailto:SALES@TINYREBEL.CO.UK) TO ORDER TODAY



**CHEERS  
TO 18  
YEARS**

**THE BEER THAT STARTED IT ALL  
2007 • IT BEGINS**

- |                               |    |                      |
|-------------------------------|----|----------------------|
| GOOD BEER:<br>RECESSION PROOF | 08 | THINGS GET WEIRD     |
| LONDON CALLING                | 09 | HOMETOWN SUCCESS     |
| GOING GLOBAL                  | 10 | NEW DIGS             |
| GOING STATESIDE               | 11 | EXPANSION CONTINUES  |
| A DECADE IN                   | 12 | SHARING THE LOVE     |
| PLANET PROMISES               | 13 | HOTELS ARE HERE      |
| SUSTAINABILITY RULES          | 14 | PANDEMIC NAVIGATION  |
| YEAR OF NEW BEER              | 15 | BIGGEST BARS YET     |
|                               | 16 | THE ONE WE WON LORDS |
|                               | 17 |                      |
|                               | 18 |                      |
|                               | 19 |                      |
|                               | 20 |                      |
|                               | 21 |                      |
|                               | 22 |                      |
|                               | 23 |                      |
|                               | 24 |                      |



**2025**

**BREWDOG  
£110.18  
30L KEG  
STOCK UP  
NOW**



# THIS IS BROOKLYN

INSTALL & GET FREE KEG AND £200 POS PACKAGE



THIS IS BROOKLYN @BKLYNBREWERYUK BROOKLYNBREWERY.COM

Promotion valid for duration of brochure promotional period. One deal per brand per outlet. Qualifying products: Brooklyn Pilsner and Brooklyn Stonewall Inn IPA. Available whilst stocks last. Subject to change

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

INSTALL BIRRIFICIO ANGELO PORETTI AND RECEIVE A

## COMPLIMENTARY KEG & POS PACKAGE WORTH £200\*

*Angelo Poretti*  
1877

THE FASTEST GROWING ITALIAN LAGER\*

Born in Italy, brewed in UK. Enjoy responsibly.  
\*Promotion valid for duration of brochure promotional period.  
One deal per install per outlet. Available whilst stocks last. Subject to change.  
\*Source: Total trade On & Off, Volume & Value MAT vs Peroni, Birra Moretti & Menabrea.  
CGA OPMS Data to 24/02/2024, Nielsen data to 23/03/2024.

Brewed in the UK. Enjoy responsibly.  
[be \*\*drinkaware.co.uk\*\*](https://www.beatdrinkaware.co.uk)

CERVEZAS  
**SanMiguel**  
SINCE 1890

**SPECIAL PRICE**  
**£21.99 ON 24x330ML**



**SPANISH SUMMER**  
**NO MATTER WHERE**

Offer open to all customers who purchase via BBG partner wholesalers based in the UK and Channel Islands. While stocks last. BBG reserve the right to remove the promotion at any point. Promotion runs from 01/04/2025 to 31/05/2025. Terms of your stocking agreement continue to apply. Promoter: AB InBev UK Ltd EC4A 1EN. ©2025 AB InBev UK Limited, all rights reserved.

**PERONI**  
NASTRO  
AZZURRO

**BUY 5 CASES FROM**  
**THE PERONI FAMILY RANGE**  
**AND GET A 0.0% FOR FREE**

SCAN FOR A CHANCE TO  
**WIN EXCLUSIVE REWARDS**



be **drinkaware.co.uk**

18+ UK & ROI only. Available during promotional period 1st January to 31st May 2025 subject to availability whilst stocks last and specific to this brochure feature only. In one transaction buy any 5x cases (24 x 330ml) of Peroni Nastro Azzurro, Peroni Nastro Azzurro Gluten Free, Peroni Nastro Azzurro 0.0%, Peroni Nastro Azzurro Stile Capri to receive a free case (24x 330ml) of Peroni Nastro Azzurro 0.0% from the distributor. Promoter reserves the right to withdraw this promotion at any time. Promoter: Asahi UK Limited, Griffin Brewery, Chiswick Lane South, London W4 2QB.

Peroni Nastro Azzurro 5% (24x330ml)  
Peroni Nastro Azzurro 0.0% (24x330ml)  
Peroni Nastro Azzurro Gluten Free 5% (24x330ml)  
Peroni Nastro Azzurro Stile Capri 4.2% (24x330ml)

# BUY 3 GET 1 FREE

BUY ANY 3 CASES FROM THE RANGE  
TO GET 1 CASE FREE OF CHARGE  
DOOM BAR, DOOM BAR ZERO AND ATLANTIC



Please contact your local representative for more details.  
Promotion valid from 1st April - 31st May 2025

@SHARPSBREWERY  
be [drinkaware.co.uk](https://www.drinkaware.co.uk) [WWW.SHARPSBREWERY.CO.UK](https://www.sharpsbrewery.co.uk)

# FILL YOUR FRIDGES WITH



£21.99  
24x275ml

£10.49  
12x275ml

£23.79  
24x330ml

£31.99  
24x330ml

£29.99  
24x330ml

£34.99  
24x330ml

£12.29  
12x330ml

£28.49  
24x330ml

£18.49  
24x330ml



Promotion valid for the duration of the promotional period. Qualifying products: Holsten Pils 24x275ml bottle, Brooklyn Lager 24x330ml bottle, 1664 Bière 12x275ml bottle, Brooklyn Pilsner 12x330ml bottle, Birrificio Angelo Poretti 24x330ml bottle, Estrella Damm 24x330ml bottle, Carlsberg Danish Pilsner 24x330ml bottle, 1664 Blanc 24x330ml bottle and Stonewall Inn IPA 24x330ml can. Whilst stocks last. Deal subject to change.

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

NUEVO  
NEW

LAUNCH PRICE  
**£16.99**  
PER CASE  
24 x 330ml NRB

EXCEPCIONAL TASTE  
**ZERO ALCOHOL**

Promotion valid 1st April - 31st May 2025

BREWED IN THE UK

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







**0.0%  
ALCOHOL**

BREWED WITH  
100% NATURAL INGREDIENTS\*

**CORONA CERO 24 X 330ML  
SPECIAL PRICE £14.99**

Offer open to all customers who purchase via BBG partner wholesalers based in the UK and Channel Islands. While stocks last. BBG reserve the right to remove the promotion at any point. Promotion runs from 01/04/2025 to 31/05/2025. Terms of your stocking agreement continue to apply. Promoter: AB InBev UK Ltd EC4A 1EN. ©2025 AB InBev UK Limited, all rights reserved. \*CO2 added after brewing.



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

**PURE TASTE. PURE VALUE.**

**BECK'S**  
BLUE  
ALCOHOL-FREE  
BREMEN • GERMANY ESTD 1873

**BECK'S**  
BLUE  
ALCOHOL-FREE

**LIMITED OFFER**  
**GET A CASE OF BECK'S BLUE**  
**FOR JUST £12.99**

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**drinkaware.co.uk**

**BUY ANY 5 AND GET A FREE CASE OF BULMERS**

**FREE CASE\***

**APRIL ONLY**

**ENJOY RESPONSIBLY**  
HEINEKEN® 0.0 CONTAINS NO MORE THAN 0.05% ALCOHOL. HEINEKEN® ORIGINAL CONTAINS 5% ABV.

\*Buy any 5 cases of 24x330ml Moretti NRB, 24x330ml Heineken NRB, 24x330ml Heineken 0.0 NRB, 24x330ml Sol NRB, 12x500ml Newcastle Brown Ale NRB and receive a free case of Bulmers Original Cider 12x500ml. Subject to availability. Offer available throughout April. Your standard terms of wholesaler purchase and wholesaler privacy terms apply. The promoter is not responsible for any third party acts or omissions. Promoter reserves the right to cancel or amend this promotion due to circumstances beyond its control. Promoter: Heineken UK Limited, Edinburgh, EH2 2BD.

Scan this QR to order additional branded print POS and digital assets

**be**drinkaware.co.uk

Be part of the UK's fastest growing market and offer free ALCOHOL- FREE pints for dads this Fathers Day.

**NIRVANA BREWERY**  
THE UK'S ORIGINAL AF BREWERY

**FREE PINT FOR FATHERS**

**INSTALL NIRVANA PILS DRAUGHT AND GET 2 FREE KEGS\***

**+ FREE POS KIT**  
Including glassware, bar runners and campaign POS - FATHERS DAY FREE PINTS, digital and \*\*printed assets.

**SPECIAL PRICE**  
**20 x 500ML BOTTLES**  
**£24.49**

\*30L STEEL KEGS. FIRST ON INSTALL, SECOND IN JUNE TO SUPPORT FREE PINT FOR FATHERS DAY. \*\*MUST ORDER BEFORE 16TH MAY FOR PRINTED ASSETS. CONTACT YOUR LOCAL LWC REPRESENTATIVE FOR MORE DETAILS. T&CS APPLY. OFFERS END 15TH JUNE 2025. NIRVANA BREWERY, LONDON, E10 7QP

**WESTONS CIDER EST. 1880**  
CELEBRATING 145 YEARS

**WIN**  
A TRIP TO  
THE HOME OF  
HEREFORDSHIRE  
**WESTONS**  
CIDER MAKERS  
1880 145 2025

For each keg of Stowford Press Apple, Stowford Press Dark Berry or Henry Westons Vintage ordered during the promotion period\*  
**GET AN ENTRY INTO OUR PRIZE DRAW**  
**TO WIN A LUXURY WEEKEND BREAK**

All kegs purchased between 1st April 2025 - 31st May 2025 will be entered into our competition to win a Luxury Weekend Break to Herefordshire to visit the home of Westons Cider. Come along and taste the heritage in every drop, enjoy a tour, 2 nights accommodation plus paddle boarding and a hamper of Westons merch to takeaway

PLEASE CONTACT YOUR ACCOUNT MANAGER TO ARRANGE AN INSTALL

\*Terms and conditions apply  
[be.drinkaware.co.uk](http://be.drinkaware.co.uk)

CELEBRATING  
**145**  
YEARS OF  
*shared moments*

**INSTALL THATCHERS JUICY APPLE OR FUSION & RECEIVE A FREE KEG & POS KIT**

**THATCHERS**  
— THE FAMILY CIDER MAKERS —

EST. 1904

\*Install Thatchers Juicy Apple or Fusion on draught and receive a free 50l keg & POS Kit.

**SHAKE YOUR FRUITY SPECIAL PRICE: £19.75 PER CASE**

**APRIL ONLY**

**OLD MOUT CIDER**

Berries & cherries  
Pineapple & raspberry  
Kiwi & lime

OLD MOUT CIDER

ENJOY RESPONSIBLY  
[be.drinkaware.co.uk](http://be.drinkaware.co.uk)

OFFER AVAILABLE ON 12X500ML OLD MOUT BERRIES & CHERRIES NRB, 12X500ML OLD MOUT KIWI & LIME NRB AND 12X500ML OLD MOUT PINEAPPLE & RASPBERRY NRB THROUGHOUT APRIL.

**BUY 4 CASES OF ANY THATCHERS CIDER & GET 1 CASE FREE OF CHARGE**

**THATCHERS**  
— THE FAMILY CIDER MAKERS —

EST. 1904

\*Buy four cases of any 6x500ml Thatchers Cider (Gold, Haze, Zero, Blood Orange, Apple & Blackcurrant & Rosé) and get one 6x500ml case of bottles free.

# TIMELESS TASTE



Appleshed British Cider,  
Born in the Orchard, Made for your Bar.

Nestled in the rolling hills of Herefordshire, Appleshed Cider is proudly crafted by Westons, one of Britain's most renowned cider makers. Inspired by the apple sheds of old, we honour tradition with every drop – producing crisp, premium cider that stays true to its roots.



# New look, SAME GREAT TASTE



## It's what's inside that counts...

Still approved by D. Sheppy and made with a blend of the finest West Country Cider apples, such as Yarlington Mill, Harry's Master and Dabinett, plus a small amount of dessert apple for a fruity bite.

With a new look, but same delicious taste, give this Modern Craft Cider space in your fridge



Original 4.0% available in 500ml Bottle or Draught,  
Raspberry 4.0% 500ml Bottle and  
Low Alcohol 0.5% 500ml Bottle



Order online, or speak to your  
Account Manager for more information











# CORNISH ORCHARDS

Westnorth Manor Farm

Install Cornish Orchards  
for a chance to

WIN A  
MICHELIN STAR  
DINNER  
&  
A LUXURIOUS STAY  
IN CORNWALL

Pressed & blended in  the heart of Cornwall

be **drinkaware**.co.uk

UK B2B Customers of LWC Drinks Ltd only. 18+. Purchase Necessary. Retain Receipt. Promotional period 1st April 2025 until 31st May 2025 at 23:59. Purchase a keg of Cornish Orchards Gold from LWC Drinks Ltd During the promotional period to enter. One purchase generates one entry. Prize: Trip to Cornwall for two people valid between the dates of July 1st 2025 to December 31st 2025 (excluding Bank holidays). All travel must be booked by 28th October 2025 and is subject to availability. Full terms: [asahibeer.co.uk/promotional-terms-and-conditions](https://asahibeer.co.uk/promotional-terms-and-conditions).





# GET 3 x 11G FREE FOR ALL NEW STOCKISTS



VISIT US AT [WWW.ASPALL.CO.UK](https://www.aspall.co.uk)  
be **drinkaware**.co.uk

1 x 11G FREE ON INSTALL AND 2 x 11G AFTER 13 WEEKS,  
IF ACCOUNT PURCHASES 1 x 11G PER WEEK.  
Please contact your local representative for more details.  
Promotion valid 1st April 2025 - 31st May 2025

# Every Day is Earth Day at LWC

Earth Day is a global event which takes place on the 22nd April every year and has one aim: to highlight the importance of protecting our environment.

Every day is Earth Day at LWC, as we all work together to reduce our environmental impact and protect the planet for generations to come. But don't just take our world for it.

Check out where we're heading...

...and what we've already done this year:

- Green Ambassador Programme Launched
- Internal Sustainability & ESG Hub Now Live at LWC
- Digital Business Cards Rolled Out Across All Depots
- National Recycling Schemes Rolled Out at All Depots
- Driven the Growth of Marlish, Our Most Sustainable Brand
- Headline Commitments Formally Announced

- Electrifying All Warehouse Equipment by 2030

- 2% of Annual Profit Donated to Charity Partners

- BREEAM Certification for New Depots

- 25% Reduction in GHG Emissions by 2030

- Net Zero by 2050: LWC's Roadmap to a Greener Future

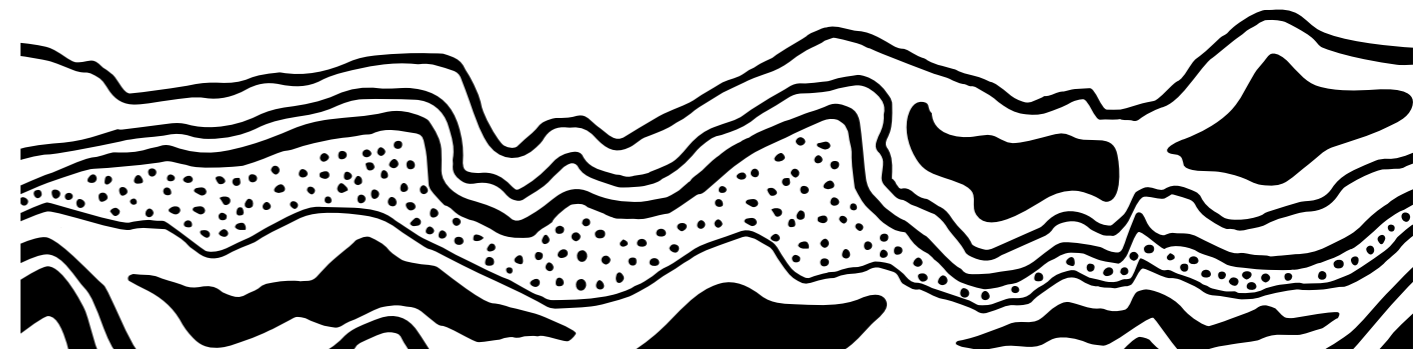
- Engaging Top 20 Suppliers to Cut Emissions by 25%

## MARLISH

SUSTAINABLY SOURCED SPRING WATER & MIXERS



BUY ANY 4 CASES OF MARLISH 150ML  
**GET 1 FREE**



# MARLISH

SUSTAINABLY SOURCED SPRING WATER & MIXERS

BUY ANY 4 CASES OF MARLISH 200ML  
**GET 1 FREE**



MARLISH\_WATER



MARLISH.CO.UK

SUGAR  
FREE

100%  
RENEWABLE  
ENERGY

SUSTAINABLY  
PRODUCED

LOW  
CALORIE



**NO.1 FOR OUT  
OF HOME\***

\*CGA OPM Data to P09 2024  
(07/09/2024)

**BUY ANY 6 CASES  
OF HARROGATE FOR A  
CHANCE TO WIN TICKETS  
TO ROYAL ASCOT\***

\*Retailer T&Cs: 01/04/25 - 31/05/25. Purchase any 6 cases of any of the following Harrogate SKUs in one transaction to enter: Harrogate Glass 12x 750ml Still; Harrogate Glass 12x 750ml Sparkling; Harrogate Glass 24x 330ml Glass Still; Harrogate Glass 24x 330ml Glass Sparkling; Harrogate PET 24 x 500ml Still; Harrogate PET 24 x 500ml Sparkling; Harrogate PET 12x 1.5L Still; Harrogate PET 12x 1.5L Sparkling; Harrogate PET 30x 330ml Still. One entry per transaction. Winner will receive tickets for two people to Royal Ascot 2025 (Windsor enclosure). The winner will be selected from all valid entrants via a prize draw, 14 days following the promotion closing. Promoter: Harrogate Spring Water Limited, Harlow Moor Rd, Harrogate, North Yorkshire HG2 0QB.



6750121S	Harrogate Glass 12x750ml Still	12x750ml
6750122C	Harrogate Glass 12x750ml Sparkling	12x750ml
6130241S	Harrogate Glass 24x330ml Glass Still	24x330ml
6130242C	Harrogate Glass 24x330ml Glass Sparkling	24x330ml
P500241S	Harrogate PET 24x500ml Still	24x500ml
P500242C	Harrogate PET 24x500ml Sparkling	24x500ml
P150121S	Harrogate PET 12x1.5L Still	12x1.5L
P150122C	Harrogate PET 12x1.5L Sparkling	12x1.5L
P330301S	Harrogate PET 30x330ml Still	30x330ml



**HARROGATE**  
SPRING WATER

#MIXWITHHARROGATE

\*Enjoying life's moments since 1571

Certified  
**B**  
Corporation

# Buy 4 Cases Get 1 FREE

Available April / May

# the Perfect Mix

54% of UK Survey respondents prefer Schweppes as a Mixer of choice\*



Schweppes 150ml mixers

Tonic Water is a favourable Mixer with 78.35% value share of the on-premise Mixer sector in GB\*\*

be **drinkaware**.co.uk

Contact your account manager for more information



**MyCCEP**  
my.ccep.com

© 2025 European Refreshments UC. SCHWEPPES is a registered trademark of European Refreshments UC. While stocks last.  
\*Source: One Pulse | 500 Respondents | Survey: Mixer brands when drinking out of the house | Question: "If you had a choice of Mixer brands, which would you prefer?"  
Answers: Schweppes, Fever Tree, Other" | Responses Schweppes: 270, Fever Tree: 192, Other: 38 | Survey completed 12 Nov 2024  
\*\*Source: CGA, GB On Premise, Mixer Sector, Value % Share of Mixers, MAT to P8, 31/08/24



## 120 YEARS of EXQUISITE TASTE

OFFER PRICE  
**£12.79**  
All 200ml Flavour Mixers



OFFER PRICE  
**£11.99**  
All 200ml Clear Tonics

Please ask about the full range of Fentimans 200ml mixers.

OFFER PRICE  
**£10.99**  
275ml Range



*Botanically Brewed · Exquisitely Crafted*



# FEVER-TREE



Buy *any* 4  
Fever-Tree products  
& receive 6 glasses  
**FREE**

OFFER INCLUDES 6 DARTINGTON CRYSTAL BRANDED COPA GLASSES. LIMITED TO 2 DEALS PER CUSTOMER. AVAILABLE WHILST PROMOTIONAL STOCKS LAST.



ADD A DASH OF  
*Extraordinary*

275ML  
PRESSE  
**£10.39**  
PER CASE

500ML  
CORDIAL  
**£2.55**  
PER BOTTLE

Makes the perfect  
margin-enhancing  
Hugo Spritz

**The UK's Number 1 Elderflower brand**

**CORDIAL 6 x 500ML:** handpicked elderflower, ginger & lemongrass, pomegranate & elderflower  
**SPARKLING PRESSE 12 x 275ML:** handpicked elderflower, pomegranate & elderflower, crisp apple, ginger beer, raspberry lemonade

great  
taste  
PRODUCER

bartenders  
brand  
awards  
2024

bottle green  
elderflower  
cordial

bottle green  
crisp apple  
sparkling  
presse

bottle green  
raspberry  
lemonade  
sparkling  
presse

bottle green  
elderflower  
sparkling  
presse

bottle green  
pomegranate  
& elderflower  
sparkling  
presse

bottle green  
ginger beer  
sparkling  
presse

Soft Drinks

# FREE CASE

when you buy any  
4 cases of 275ml  
soft drinks



Find your  
flavour

\*Offer valid from 1st April to 31st May 2025. Offer applies to Franklin & Sons 12x275ml softs. While stocks last.



**FRANKLIN  
& SONS LTD**  
LONDON 1886

TONICS, SODAS & SOFT DRINKS

Naturally  
Delicious Drinks

Cordials  
**£2.50**  
per bottle  
500ml

Sparkling  
**£9.49**  
per case  
12 x 250ml

Belvoir Farm  
Elderflower  
Cordial

Belvoir Farm  
Organic  
Sparkling  
Elderflower

Belvoir Farm  
Organic  
Ginger  
Beer

Belvoir Farm  
Organic  
Lemonade

Belvoir Farm  
Raspberry  
Lemonade

Belvoir Farm  
Sparkling  
Elderflower  
& Rose

Belvoir Farm  
Sparkling  
Pink Apple  
Juice

Belvoir Farm

Our bottles and cans  
are **100% recyclable**

We are a **zero waste**  
to landfill company

Our solar panels help  
to power our factory

# LUSCOMBE / REFRESHINGLY DISTINCTIVE

APRIL & MAY | 270ML RANGE\*

## BUY 4 GET 1 FREE

Our bold new branding is more than just a look—it's a window into what matters most: **inside the bottle**. Each sip delivers an uncompromising commitment to quality, taste, and craftsmanship.

ALL NATURAL - VEGAN - GLUTEN  
FREE - 100 GREAT TASTE AWARDS



\*Subject to depot availability



# Have a Wonderfruit Cloudy Apple

Choose from our range of 12 delicious flavours:  
Orange, Cloudy Apple, Mango, Pear, Pineapple, Tomato, Peach, Apricot, Strawberry, Dragonfruit Guava, Cranberry and Pink Grapefruit

Scan QR Code to receive a **FREE Sample Pack** (subject to availability)

## BUY ANY 4 CASES & GET 1 CASE OF PAGO CLOUDY APPLE FOR FREE\*

www.pagofruitjuice.co.uk

Crafted Since 1888      100% Natural Fruits      Vegan/Gluten Friendly      100%Recyclable

\*April/May only deal

**£8.49  
per case**

## Shake Up & Wake Up Your Sales with Orangina This Spring!!



**12x250ml**

ORANGINA is a registered trade mark of Schweppes International Limited.

**ORANGINA**  
*et sa pulpe!*

## ORDER ANY 4 CASES OF FOLKINGTON'S THIS APRIL \* AND GET A FREE CASE OF 250ML APPLE JUICE

\*Across the complete range of Folkington's 250ml & 330ml bottles and 330ml, 250ml & 150ml cans - subject to your local depot's availability

www.folkingtons.com

CELEBRATE EASTER WITH

BUY 3 CASES  
GET 1 FREE\*

MORE  
FLAVOURS  
AVAILABLE

\*Whilst stocks last, subject to availability (24 x 250ml)  
Capped at 3 deals per customer.

FROBISHERS  
APPLE  
AJUBILANT JUICE  
CHILL & SHAKE

FROBISHERS  
ORANGE  
AJUBILANT JUICE  
CHILL & SHAKE

FROBISHERS  
CRANBERRY  
AJUBILANT JUICE DRINK  
CHILL & SHAKE

Certified  
B  
Corporation

FROBISHERS

MAKE YOUR COCKTAILS  
LESS MEH AND **MORE YEH!**

£15.99  
MANGO & POMEGRANATE

£18.99  
LYCHEE

£15.79  
GUAVA

£16.29  
PASSION

Ensure you have the right  
range this bank Holiday

**SIMPLY  
fruity**

£4.79  
a case

NEW CAN FORMAT

**£12.29**  
PER CASE

Oasis Still Fruit Juice Drink  
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Oasis is a registered trademark of European Refreshments.

**KEEP  
LIFE  
JUICY**

OASIS IS THE  
#1 JUICE  
DRINK BRAND  
IN TOTAL OUT  
OF HOME\*

SUMMER FRUITS

EXOTIC FRUITS

**Oasis**

NO ADDED SUGAR

**& IS  
WORTH  
£163M  
A YEAR\***

**BUY A CASE OF  
EACH FLAVOUR AND  
GET A BOX OF OASIS  
GLASSWARE FOR FREE\*\***

\*Source: CGA, Total OOH, Juice Drink Brands, Value Sales, MAT last 52 wks to April 2024 (#1 Juice Drink brand based on both Value Sales & Volume Sales MAT to April 2024) Figures have been rounded.  
\*\*Available while stocks last.

stock up on the  
refreshing drink  
that's 1 of their 5-a-day

new

(and probably good for business)

£16.49  
per case,  
30 pack



# FREE STOCK BUNDLE WORTH £1000+

ON INSTALL OF COCA-COLA POSTMIX

FREE STOCK BUNDLE INCLUDES: 24 X 330ML GLASS COCA-COLA CLASSIC | 24 X 330ML GLASS COCA-COLA ZERO SUGAR | 24 X 330ML GLASS DIET COKE  
24 X 200ML GLASS SCHWEPPES TONIC | 24 X 200ML GLASS SCHWEPPES SLIMLINE TONIC | 24 X 275ML GLASS APPLTISER | 24 X 330ML CAN OASIS SUMMER FRUITS  
24 X 330ML CAN OASIS EXOTIC FRUITS NO ADDED SUGAR | 7L COCA-COLA ZERO SUGAR BAG IN BOX | 7L DIET COKE BAG IN BOX | 7L SCHWEPPES LEMONADE BAG IN BOX



PLEASE CONTACT:  
[POSTMIXENQUIRIES@CCEP.COM](mailto:POSTMIXENQUIRIES@CCEP.COM)



**MyCCEP**  
my.ccep.com

\* CGA GB on Premise Draught data MAT Value 31.05.24 \*\* CGA GB on Premise Draught MAT Value 31.05.24  
© 2025 All rights reserved. All brands are a registered trademark of their respective owners. While stocks last

**Great  
Taste.  
Zero  
Sugar.**

**£16.49**

Available April & May

Contact your account manager for more information



**MyCCEP**  
my.ccep.com

Coca-Cola  
Zero Sugar is the  
fastest growing  
Light Cola Brand  
in GB Pubs  
in value (£)\*



Coca-Cola Zero Sugar 330ml glass bottle

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\*Source: CGA, GB Pubs (Food + Wet Led), Cola Brands, Value Sales and Value % Chg vs. PY, MAT to P8 31/08/24

**£20.49**  
PER  
CASE

Available April & May

**Bubbles  
done  
differently**

100%  
Natural  
Apple  
Juice

1 of  
your 5  
a day per  
150ml  
serving



Appletiser 24x 275ml glass bottle

Contact your account manager for more information



**MyCCEP**  
my.ccep.com

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**Buy 4 cases x200ml Coke or Schweppes  
Mixer / Juice and get x1 200ml Classic Mixer FREE**

Free case choice: 200ml Schweppes Classic or Slimline Tonic or 200ml Coca-Cola Zero Sugar

**Your perfect mix  
to create perfect  
moments**

Available April

**NEW  
Flavour**



Tonic Water  
is a favourable  
Mixer with  
**78.35%**  
value share  
of the on-premise  
Mixer sector in GB\*

Coca-Cola  
Zero Sugar is the  
fastest growing  
Light Cola Brand  
in GB Pubs  
in value (£)\*\*

Coca-Cola & Schweppes Classic 200ml

Contact your account  
manager for more  
information



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© 2024 European Refreshments UC. SCHWEPES is a registered trademark of European Refreshments UC. While stocks last.

\*Source: CGA, GB On Premise, Mixer Sector, Value % Share of Mixers, MAT to P8, 31/08/24

\*\*Source: CGA, GB Pubs (Food + Wet Led), Cola Brands, Value Sales and Value % Chg vs. PY, MAT to P8 31/08/24

Soft Drinks

# The Ultimate flavour duo £17.49



Fanta & Sprite 330ml glass bottles

Contact your account manager  
for more information



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my.ccep.com

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\*Source: Nielson and CGA, Brand Battles, Value and volume, MAT to P8 31/08/24 \*\*Source: Nielson and CGA GB data, Value (£), MAT to end of P8 2024

# NEW BOLD LOOK, SAME GREAT TASTE

The UK's No.1 Ginger Beer\*  
now looking even fresher



24 x 330ml cans. Only one case purchase required to receive the discount.  
\*Circana Marketplace - Total Soft Drinks Volume Sales - Ginger Beer Brands - MAT to 01/09/2024.

# RACING OFF THE SHELF.

**STOCK UP NOW**



## WIN 2 TICKETS TO SEE RED BULL RACING AT THE BRITISH GRAND PRIX

Purchase 2 cases of Red Bull Energy Drink 250ml x 24 to be entered into the draw for your chance to win.

Prize includes Red Bull Racing Merchandise, and two General Admission tickets to The British Grand Prix on Sunday 6th of July 2025.

For full terms please visit <https://www.lwc-drinks.co.uk/promotions-terms/>. Open to UK Residents 18+ only. Make qualifying purchase of 2 cases of Red Bull 24x250ml energy via telesales or online to enter. Offer runs 01/04/25 to 31/05/25. Winner will be the first entry drawn on week commencing 02/06/25. There is 1 prize total. Allocation of tickets is at the sole discretion of the promoter. LWC purchase terms apply. Promoter: LWC Drinks LTD, Greenside Way, Chadderton, Middleton, Manchester M24 1SW

**LWC**

## Energise Your Sales This Spring with Lucozade Energy!!

**£20.99  
Per Case**

**Lucozade**  
BRING THE ENERGY

**24X500ML**



**VITAMIN B3 HELPS REDUCE TIREDNESS**

LUCOZADE, LUCOZADE ENERGY and the Arc Device are registered trade marks of Lucozade Ribena Suntory Ltd. ©Lucozade Ribena Suntory Ltd. All rights reserved.

## STOCK UP NOW with New Lucozade Alert 250ml cans

# ULTIMATE ENERGY

# ULTIMATE TASTE



**£9.99  
Per Case**



**VITAMIN B3 HELPS REDUCE TIREDNESS**

LUCOZADE, LUCOZADE ALERT and the Arc Device are registered trade marks of Lucozade Ribena Suntory Ltd. ©Lucozade Ribena Suntory Ltd. All rights reserved.

\*Nielsen, T. Coverage incl Discounters, T. Simulation Energy, E Value Share by Pack Size, MAT to 06.04.2024.

**Lucozade**  
BRING THE ENERGY

# TRY NEW ICE KICK

BY JUDE BELLINGHAM

**Buy any 5 Cases of Lucozade Sport Flavours and get a FREE case of our New Ice Kick Flavour by Jude Bellingham**

**HYDRATE. FUEL. RESTORE.**

Lucozade Sport provides carbohydrates and electrolytes to enhance hydration and help maintain performance during prolonged endurance exercise. LUCOZADE SPORT and the UK Designation registered Trade Marks of Lucozade Borden, Suntory Ltd. ©Lucozade Borden Suntory Ltd. All rights reserved.

**FREE**





be **drinkaware**.co.uk

## WE BRING THE FLAVOUR

WITH THE **BEST CASH ROS**

FLAVOUR SORTED. PARTY STARTED.



**VK FREE CASE OF APPLE & BLACKCURRANT WHEN YOU BUY ANY 4 CASES\***

FOR POS SUPPORT CONTACT: [sales@globalbrands.co.uk](mailto:sales@globalbrands.co.uk)

\*Offer valid from 1st April to 31st May 2025. Offer available across full VK 24x275ml NRB range stocked. Max 5 deals per customer. While stocks last. \*\*CGA MAT p12 24

SEASONAL FLAVOUR DROP

## STOCK UP NOW

ON THE WORLD'S #1 RTD\*

MANGO · BLACK CHERRY · NATURAL LIME · RASPBERRY

## NEW SEASON NEW FLAVOUR

**ALL FLAVOURS £16.49 PER CASE**  
12 x 330ml

NATURAL FLAVOURS · 95 CALS · 4.5% ABV




**drinkaware**

\*IWSR 2023

## STOCK UP NOW ON THE UK'S NO.1 RTD BRAND\*



**EVERY DAY LOW PRICE**  
**£23.99**  
PER CASE

## WHILST STOCK LASTS

be **drinkaware**.co.uk

Source: \*Nielsen TOTAL UK MAT WE 30/11/2024 & CGA TOTAL UK P10 2024. WKD 24 x Glass 275ml: NRB - WKD Blue, WKD Iron Brew, WKD Orange & Passionfruit, WKD Berry Blast, WKD Purple Grape & WKD Ice.

### 1 LWC North East

Unit 10  
Rutherford Road  
Washington  
Tyne & Wear  
NE37 3HX

Tel: 0191 385 1600  
E: [northeast@lwc-drinks.co.uk](mailto:northeast@lwc-drinks.co.uk)

### 7 LWC Manchester

Greenside Way  
Middleton  
Manchester  
M24 1SW

Tel: 0161 438 4088  
E: [manchester@lwc-drinks.co.uk](mailto:manchester@lwc-drinks.co.uk)

### 13 LWC Eastbourne

15 Alder Close  
Eastbourne  
BN23 6QF

Tel: 01323 720 161  
E: [eastbourne@lwc-drinks.co.uk](mailto:eastbourne@lwc-drinks.co.uk)

### 16 LWC Cornwall

Wilson Way  
Pool Industrial Estate  
Redruth, Cornwall  
TR15 3JD

Tel: 01209 211 249  
E: [cornwall@lwc-drinks.co.uk](mailto:cornwall@lwc-drinks.co.uk)

### 2 LWC Teesside

Concorde Way  
Stockton-On-Tees  
TS18 3RA

Tel: 01642 634 217  
E: [teesside@lwc-drinks.co.uk](mailto:teesside@lwc-drinks.co.uk)

### 8 LWC Central

Grove Road  
Heron Cross  
Stoke on Trent  
ST4 4LN

Tel: 01782 794 020  
E: [central@lwc-drinks.co.uk](mailto:central@lwc-drinks.co.uk)

### 14 LWC Wiltshire

Unit 1, Clarke Avenue  
Portemmarsh Industrial Estate  
Calne  
Wiltshire  
SN11 9BS

Tel: 01249 474 230  
E: [wiltshire@lwc-drinks.co.uk](mailto:wiltshire@lwc-drinks.co.uk)

### 17 LWC Romford

Consolidated House  
Faringdon Avenue  
Harold Hill  
Romford  
RM3 8SP

Tel: 01708 335 050  
E: [info@hillsprospect.com](mailto:info@hillsprospect.com)

### 3 LWC Leeds

Cross Green Garth  
Cross Green  
Industrial Estate  
Leeds  
LS9 0SF

Tel: 01132 351 950  
E: [yorkshire@lwc-drinks.co.uk](mailto:yorkshire@lwc-drinks.co.uk)

### 9 LWC Hereford

Coldnose Road  
Rotherwas  
Hereford  
HR2 6JL

Tel: 01568 616 193  
E: [hereford@lwc-drinks.co.uk](mailto:hereford@lwc-drinks.co.uk)

### 15 LWC South West

King Charles Business Park  
Old Newton Road  
Heathfield  
Newton Abbot, Devon  
TQ12 6UT

Tel: 01626 249 626  
E: [southwest@lwc-drinks.co.uk](mailto:southwest@lwc-drinks.co.uk)

### 18 Glamorgan Brewing Co

Unit B  
Llantrisant Business Park  
Ynysmaerdy  
Pontyclun  
CF72 8LF

Tel: 01443 406 080

### 4 LWC Doncaster

Heron's Way  
Balby  
Doncaster  
DN4 8WA

Tel: 01302 305 454  
E: [doncaster@lwc-drinks.co.uk](mailto:doncaster@lwc-drinks.co.uk)

### 10 LWC Northampton

Imperial House  
Spencer Bridge Road  
Northampton  
NN5 7DR

Tel: 01604 750 040  
E: [northampton@lwc-drinks.co.uk](mailto:northampton@lwc-drinks.co.uk)

### 5 LWC Lancashire

Unit 1  
Tomlinson Road  
Leyland, Preston  
PR25 2DY

Tel: 01772 622 960  
E: [lancashire@lwc-drinks.co.uk](mailto:lancashire@lwc-drinks.co.uk)

### 11 LWC London (Aylesbury)

Unit 6, Symmetry Park  
Aston Clinton  
Aylesbury  
HP22 5WJ

Tel: 01753 578 877  
E: [aylesbury@lwc-drinks.co.uk](mailto:aylesbury@lwc-drinks.co.uk)

### 6 LWC Merseyside

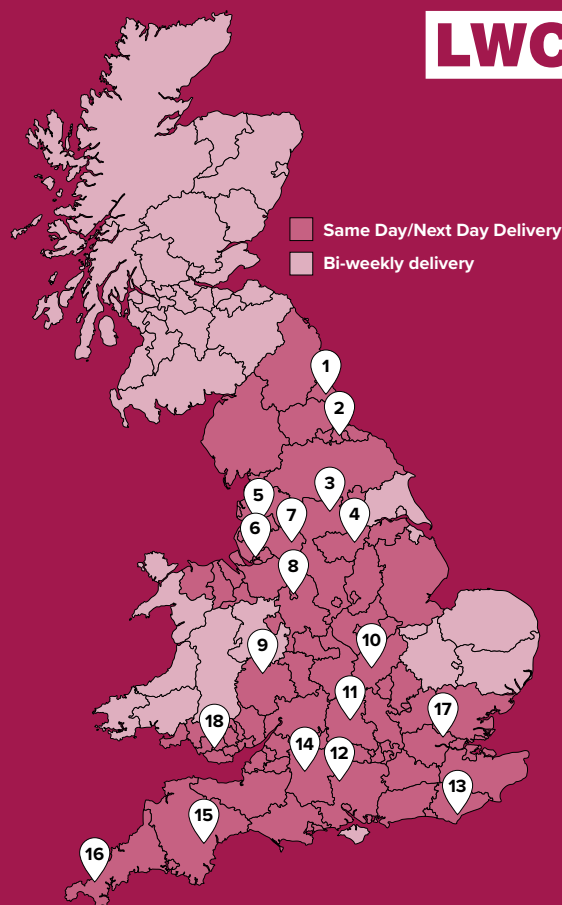
**New from 7 April:**  
Unit 5, Earlsfield  
Arley Drive  
Prescot, Knowsley  
Liverpool, L34 4BF

Tel: 0151 422 6070  
E: [merseyside@lwc-drinks.co.uk](mailto:merseyside@lwc-drinks.co.uk)

### 12 LWC Andover

1 Churchill Way  
Andover  
Hampshire  
SP10 3UW

Tel: 01264 586 240  
E: [andover@lwc-drinks.co.uk](mailto:andover@lwc-drinks.co.uk)



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(white)