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LWC Hereford

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LWC Merseyside

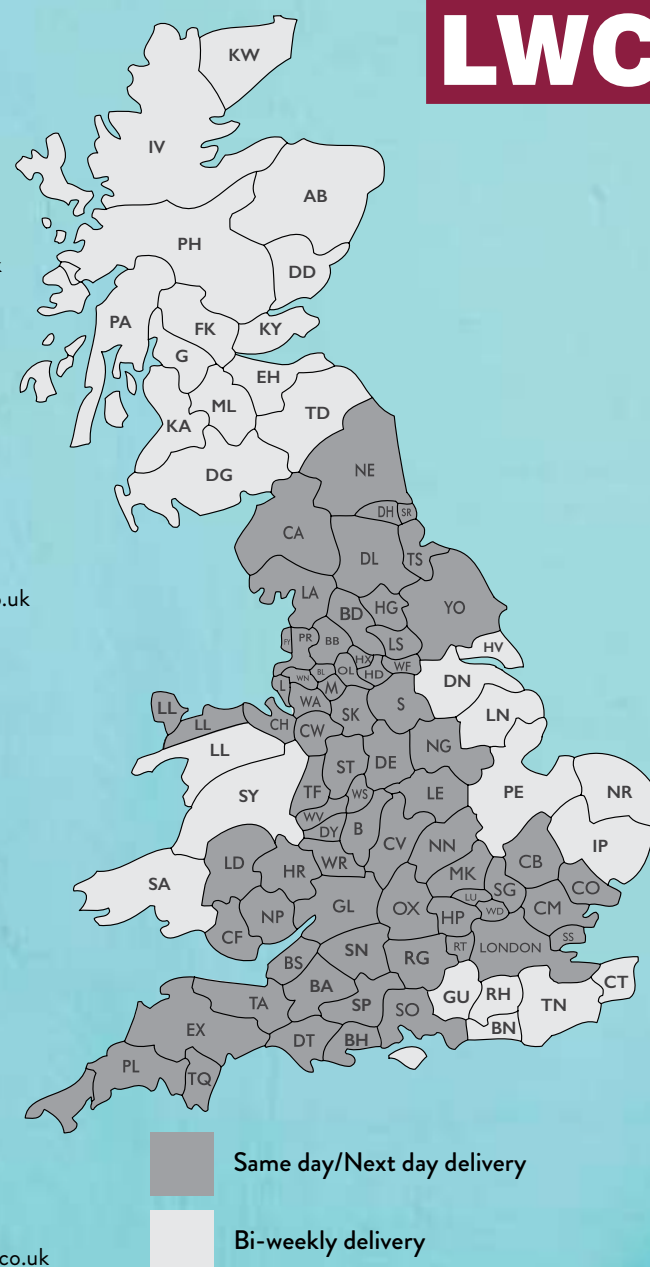
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LWC

WWW.LWC-DRINKS.CO.UK



INDUSTRY NEWS

The drinks industry has always seen regular change; mergers and acquisitions are commonplace. However, 2017 promises to be a monumental year with 2 mega deals already in the pipeline.

Heineken's planned purchase of 2000 Punch outlets for £300m would make it the UK's biggest brewer, and the country's third largest pub operator behind Greene King & Enterprise. The second mega deal is Tesco's purchase of the Booker Group for £3.9bn. Both deals will be investigated by the Competition and Markets Authority (CMA); however, most commentators believe both deals are likely to be completed in the 2nd half of 2017.

March 8th saw the chancellor's budget statement and it was a mixed bag for the UK drinks trade. While the £1000 business rates discount for the majority of pubs in UK is welcome news it is also a short term measure and many industry groups are lobbying for a more long term solution. The big disappointment was the increase in the duty on alcohol. The increase, that was affective from 13th March, added 2p to a pint, 8p to a bottle of wine and 28p to a bottle of 37.5% spirit meaning that duty now accounts for £7.54 of a bottle of Vodka.



April also sees some welcome legislation introduced for the wholesale sector.

The Alcohol Wholesaler Registration Scheme (AWRS)

From April 1st, all alcohol customers must now check that they are buying from a registered wholesaler, and under the Alcohol Wholesaler Registration Scheme (AWRS) anyone purchasing alcohol from a wholesaler must check their source has been assessed by HMRC and registered as a fit and proper trader. Approved wholesalers will be issued with a registration number, and customers must check this against an online listing at www.hmrc.gov.uk.

Many retailers are still in the dark about their new obligations. Retailers could be liable for prosecution if they buy from unregistered wholesalers, with penalties ranging from loss of their alcohol licence to heavy fines and imprisonment. AWRS is intended to prevent duty-evading criminals selling to legitimate retailers, which is good news for taxpayers and responsible wholesalers. But the onus is now on you, the buyer, to ensure that you are dealing with an approved wholesaler, and it's vital that you carry out the simple online check to protect yourself.

FROM 1ST APRIL 2017 IT WILL BE AN OFFENCE TO PURCHASE ALCOHOL FROM AN UNREGISTERED WHOLESALER.
OUR AWRS Number is: XDAW00000101405

LWC ONLINE IS LEADING THE WAY

LWC has recently completed a redesign of our website and online ordering system. It took us 12 months to get the new site ready to launch, but now it's up and running we're thrilled with the vastly improved online service our customers are experiencing.

Our industry leading website includes features to enhance your shopping experience, such as:

A quick and easy online ordering system - which also gives the customer access to past invoices, credits and statements.

"The ordering process is really quick and easy"

The ability to make card payments - allowing customers to purchase simply and securely at a time that is convenient to them.

If you're not already registered for online ordering, it's a great time to think about joining thousands of customers who are. Switching to online ordering is quick and easy - and our dedicated Web Support Team is there to offer full assistance during your online account set up should you require it.

A highly detailed catalogue - containing our full portfolio of products, to help you find the right products for your business.

"Love the new site - it's good to have an easy to use ordering system"

If all this isn't incentive enough, customers using LWC Online will also be given access to exclusive offers. We are currently working with a huge range of brands, from household names to up and coming independents, to curate a range of online only offers that will save you money and maximise your sales throughout the year.

www.lwc-drinks.co.uk



NEW PRODUCTS



BIG HUG BREWING

BIG HUG WHITE IPA CAN **5.2% (24) 330ML - £37.49**

Hibernation is unfiltered, unfinned and unpasteurised for great taste and at 5.2% it packs the punch that you would expect of an IPA.

BIG HUG SPIRIT PALE CAN **4.2% (24) 330ML - £36.49**

Spirit gives a great US style hop profile that is beautifully aromatic but subtle in flavour. It has a quenching, lengthy dryness on the back of the palate and the taste is driven more by the malts than the hops of an IPA.

BIG HUG BRUNO PILS CAN **4.2% (24) 330ML - £37.49**

A good body for a 4.2% pilsner, Bruno has a light malty nose, floral hoppy aroma and is full-bodied, smooth with a delicate lemon sherbet finish.



ROE & CO

BLENDED IRISH WHISKEY **45% 70cl £25.99**

Roe & Co is a new premium blended Irish whiskey, named in honour of George Roe, a true pioneer of Irish whiskey. With the signature smoothness of Irish whiskey and with remarkable depth of flavour, Roe & Co is a masterful blend of rich malt and the smoothest of grain whiskies aged in 100% bourbon casks. The high proportion of first-fill casks gives notes of creamy vanilla balanced with its hints of fruit and soft spice and a remarkable depth for such an elegant and refined whiskey.



COPPERDOG

BLENDED MALT SCOTCH WHISKY 40% 70cl £25.99

In years long-passed, distillery workers would help themselves to a dram using a 'copper dog'; a pipe hidden inside the leg of their trousers. These Speyside rascals and characters are the inspiration for this unique blend of no fewer than eight single malt whiskies, slowly married together in old oak casks. An easy-drinking scotch with ripe fruit aromas and a delicate spicy finish. First created in the Craigellachie Hotel.



SMIRNOFF CIDER

MANDARIN AND PINK GRAPEFRUIT 4% 500ml £13.69

Smirnoff, the world's biggest vodka brand, is extending its Smirnoff Cider offering with the introduction of a new 'Mandarin & Pink Grapefruit' variant. Building on the successful launch of the Passionfruit & Lime and Raspberry & Pomegranate, this is a refreshingly citrusy flavoured cider which is which is less sweet and more lightly carbonated than similar products on the market fruity cider.



HEALY AND GRAY PRIVATE CELLAR

PRIVATE CELLAR BUSHVINE CHENIN BLANC - £6.07

Aromas of ripe red apple and tropical fruits jump out of the glass of Healy & Gray Private Cellar Bushvine Chenin Blanc. Lovely pineapple and lychee flavours fill the palate.

PRIVATE CELLAR CHARDONNAY / VIOGNIER - £6.07

Chardonnay is complemented here by Viognier's floral aromas, and the union of the two grapes produces a weighty wine that shows lavender and apricot accents.

PRIVATE CELLAR PINOTAGE - £6.07

Displaying typical aromas and flavours of berries, combined with dark plum and a quirky banana note that adds not only interest, but a real complexity.

ESTATE MALBEC / BONARDA - £6.07

The juicy fruit of Malbec combines beautifully with the subtle spiciness of Bonarda resulting in a wine which is velvety smooth on the outside but macho on the inside.

ESTATE CLARET - £6.07

It's dominated by Cabernet Sauvignon, but the perfume of Merlot and Cabernet Franc play their part in this intense yet pitch-perfect medium-bodied wine.

WINE LIST 2017

Coming Soon – The LWC 2017 Wine Portfolio with over 130 pages of wonderful wines featuring over 750 wines spanning six continents, we work hard with over 40 supplier partners and wineries to bring you a specially selected, diverse and full range of quality wines designed specifically for the On-Trade market, right product in the right place at the right retail price point, driven by our understanding of the market and consumer. (The brochure will soon be available on our website www.lwc-drinks.co.uk and our wine team and account team will also have hard copies available).

We have exciting news on innovation and New Product Development, look out for some great new additions to our family in 2017 including our new Healy and Gray Estate and Private Cellar Range (With wines from award winning South African winery Imbuku) meet “Charlie Zin”, try something different from Spain and relax under a Blue Moon with our “Luna Azul” fabulous Chilean offering.



Our wine team are here to support and work with you to develop the optimum wine list for your business from our portfolio – including range, lists, training and activation and we would love it for you to get in touch on wine@lwc-drinks.co.uk Meet the team on page 7/8 and get to know their favourite wines in the range.



OUR WINE DEVELOPMENT NETWORK

MIDLANDS REGION

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michael.atkinson@lwc-drinks.co.uk
bill.roberts@lwc-drinks.co.uk

SOUTH EAST REGION

SHAUN HEALY
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shaun.healy@lwc-drinks.co.uk

LWC has 11 regional wine specialists to ensure you have the right wine in the right outlet at the right retail price point. They love to share their own personal wine recommendations and their experience in the trade.



Anne McKinlay
Amatore Bianco

I am a Lover of easy drinking, dry, white wine with good balance of acidity and fruit content. Amatore Bianco fits the bill and I do enjoy a glass after a run.

On Trade for 18 years having previously been a Manager and Licensee for 5 years in Liverpool, qualified to WSET higher and year 1 of Diploma



Geoff Burns
Levila Navarra
Tempranillo / Cabernet Sauvignon

Riojas baby brother, always in my wine rack at home. Delicious.

18 years in the trade, owned own wine shop and wholesale business before moving to LWC, WSET higher and Diploma



Julia Wright
Emotivo Sparkling Rose

Lovely light pink sparkler with a bit of residual sugar. Ideal on its own, chilled, with your mates!

15 years in the on trade including own wine company, wholesale, wine specialist and brand owner before joining LWC, WSET intermediate and Advanced qualified



Claire Redfearn
Faustino Joven

Rioja is my favourite wine, this is a young Rioja and goes well with my favourite food which is pasta and of course tapas.

Worked all over the world in the trade, managed restaurants and has been with LWC for 3 years, based in the South West, WSET qualified



Kez Oliver
Healy and Gray Sauvignon Blanc

Young, fresh, crisp, fruity and delicious.

In the drinks industry for 29 years, mainly in the South West, National Brewers and Wholesalers for before joining LWC at the end of 2013, WSET Qualified



Shaun Healy
Healy & Gray Private Cellar -
Bush Vine Chenin Blanc

Brimming with tropical flavours, I love this with my home made fish pie.

With over 30 years experience, WSET Diploma
Shaun has been our Wine Director for 14 years.



Sheryl Foster
Healy and Gray Estate Claret

A great Bordeaux fresh and fruity aromas and silky tannins, lovely with my lamb Sunday lunch.

Over 20 years experience in the On trade, National Brewers, wholesale and Wine specialist including National Sales and On trade retail, WSET Intermediate and Advanced, Distinction



Marc Halliwell - Recommends
Healy & Gray Estate Malbec/Bonarda

Healy & Gray Estate is a rich blend of black-fruited Malbec, with the soft raspberry packed Bonarda. Delicious! Not only do the Argentines do great wine but also great steaks...a match made in heaven.

Over 20 years in the On trade, based in the North West, WSET intermediate and Advanced



Adrian Snell
Amatore Rosso

Lovely ripe fruits jump from this Merlot, Sangiovese and Corvina blend, enjoy with a roast beef dinner or just with friends and good craic...

Based in Newcastle upon Tyne - 11 years in the wine trade, originally a chef for 13 years in various 4 and 5 star hotels.



Michael Atkinson
Faustino Rivero Blanco

My go to wine for Tapas and Seafood. Aromatic flavours bound with an inherent freshness.

17 years experience working with the On-Trade, based in the North East of England, WSET Diploma



Bill Roberts
Riverside Sauvignon Blanc.

I love this wine with Lindsay's Thai fishcakes - a real winner!

With over 20 years experience, based in the North West, WSET qualified and year 1 of Diploma

■ Bi-Weekly delivery ■ Same day/next day delivery

If you would like a further insight into the wine team and what they get up to, see our social media...Coming Soon: #WineLoveStories

Wine Merchants & Shippers Est. 1978 LWC @LwcWine lwc_winemerchants

WINE MERCHANTS
& SHIPPERS EST. 1978 **LWC**

ON-TRADE WINE LIST TRENDS

Personal opinions from Master of Wine - Keith Isaac

LWC feel that with the new LWC Drinks wine list there is something for everyone, from the smallest pub to the grandest hotel or golf club or restaurant. There are new wines across the board including new Burgundies from Patriarche Père et Fils who we work closely with, as well as new agencies from around the world.

We are working more closely with Castelnau Wine Agencies and have access to their extensive agency portfolio and so can put together lists for any account. There are several trends to think about in the on-trade. One less fortunate one is the relative exchange rates of the dollar and the Euro against the pound: the dollar has strengthened strongly post-Brexit, while the Euro although stronger has not moved as much. There will be value to be found in Euroland wines, especially the lower cost producers of Spain and Italy. All wine lists are built on varietals these days.

The casual drinker can remember the name and how to pronounce it: Merlot, Pinot Grigio, Sauvignon, Malbec. Make it easy for her: easier than having to remember a long complicated foreign name or region. Don't feel these have to be the cheapest wines, either.

There are some wines that behave as "brands", like a varietal can do, so make it easy for customers. Such wines are reassuring like brands should be. Consumers will buy Prosecco, New Zealand Sauvignon, Argentine Malbec without reference to the producer's name as these wines are themselves the brands. Just make sure you list a nice one from us!

There are other appellations to note for which the same is true: if you list a Chablis, a Sancerre, a Châteauneuf-du-Pape, a Rioja Reserva, it will sell. Give the customer the chance to spend money for special occasions.

Some pubs, bars and restaurants like to list by wine style. If you do, keep it simple: "light, medium, full" for reds and "dry and crisp, aromatic, full and oaky" for whites is enough for nearly all lists, or you just confuse the customer. You often find the allocation in each category is very subjective anyway.

Much is written of low alcohol wine, and lighter wines. Do list a Pinot Noir, as it will be lighter in body but probably not alcohol as it needs to be ripe to have some flavour; and don't not list Malbec because it is 14.5% as that is what it is, and clients will enjoy it.

There is some talk too of organic wine, natural wines, orange wines, wines without sulphur. A good rule of thumb is that if this a trend or recommendation beloved of sommeliers, particularly French ones, it will come to nothing and you will be left with stock. There are many restaurants trying to sell Grüner Veltliner, Riesling (which has been the next big thing for about 30 years,) and all sorts of minor appellations and natural wines that seemed a good idea when they were listed.

So, enjoy browsing through the list and ask us for our advice and opinions. We are here to help you make money by selling great wines.

Keith Isaac M.W.

HEALY AND GRAY

Healy and Gray 75cl

Buy 11 at **£5.20** and receive 1 free – net price **£4.77**

Merlot | Cabernet Sauvignon | Shiraz | Zinfandel Rose

Chardonnay | Sauvignon Blanc | Pinot Grigio | Chenin Blanc

Healy and Gray 187ml (12) – £16.11

Merlot | Cabernet Sauvignon | Shiraz | Zinfandel Rose

Chardonnay | Sauvignon Blanc | Pinot Grigio | Chenin Blanc

Receive 2 Healy and Gray ice buckets free

when you buy any 12 cases – limited deals available

£4.77
NET PRICE*

£16.11
PER CASE*



NEW HEALY AND GRAY PRIVATE CELLAR

FROM 2017 AWARD WINNING IMBUKO WINERY IN SOUTH AFRICA

Healy and Gray Private Cellar Bushvine Chenin Blanc – £6.07*

Aromas of ripe red apple and tropical fruits jump out of the glass of Healy & Gray Private Cellar Bushvine Chenin Blanc. Lovely pineapple and lychee flavours fill the palate.

Healy and Gray Private Cellar Chardonnay / Viognier – £6.07*

Chardonnay is complemented here by Viognier's floral aromas, and the union of the two grapes produces a weighty wine that shows lavender and apricot accents.

Healy and Gray Private Cellar Pinotage – £6.07*

Displaying typical aromas and flavours of berries, combined with dark plum and a quirky banana note that adds not only interest, but a real complexity.

FROM ARGENTINA

Organic Healy and Gray Estate Malbec / Bonarda – £6.07*

The juicy fruit of Malbec combines beautifully with the subtle spiciness of Bonarda resulting in a wine which is velvety smooth on the outside but macho on the inside.

FROM BORDEAUX FRANCE

Healy and Gray Estate Claret – £6.07*

It's dominated by Cabernet Sauvignon, but the perfume of Merlot and Cabernet Franc play their part in this intense yet pitch-perfect medium-bodied wine.

£6.07
NET PRICE*



APRIL OFFERS

SPARKLING WINES FROM FRANCE

Louis Perdrier Rosé – buy 5 receive 1 free **£8.25** – offer net price **£6.88***

Louis Perdrier Brut – buy 5 receive 1 free **£8.59** – offer net price **£7.16***

WINES FROM SPAIN

Levila Navarra Tempranillo / Cabernet Sauvignon

Buy 11 receive 1 free **£6.06** – offer net price **£5.55***

Faustino Rivero Tinto Joven – buy 11 receive 1 free **£6.93** – offer net price **£6.35***

Faustino Rivero Blanco Rioja – buy 11 receive 1 free **£7.03** – offer net price **£6.44***



MAY OFFERS

SEMI SPARKLING WINES FROM ITALY

Healy & Gray Frizzante 20cl (12)

Buy 5 cases 20cl(12) at **£24.36** and receive 1 case free – offer net price **£20.30***

Healy & Gray Frizzante 75cl

Buy 11 receive 1 free **£5.78** – offer net price **£5.30***

WINES FROM ITALY

Amatore Rosso Verona 75cl – buy 11 receive 1 free **£6.07** – offer net price **£5.56***

Amatore Bianco Verona 75cl – buy 11 receive 1 free **£6.07** – offer net price **£5.56***



£20.30
NET PRICE*

£5.30
NET PRICE*

£5.56
NET PRICE*

£5.56
NET PRICE*



JUNE OFFERS

SPARKLING ROSÉ WINES

Arte Latino Cava Rosé Spain – buy 11 receive 1 free **£8.15** – offer net price **£7.47***

Emotivo Sparkling Rosé Italy – buy 11 receive 1 free **£8.40** – offer net price **£7.40***

WINES FROM ARGENTINA AND NEW ZEALAND

Riverside Marlborough Sauvignon Blanc New Zealand – buy 11 receive 1 free **£7.73** – offer net price **£7.09***

Riverside Malbec Argentina – buy 11 receive 1 free **£6.07** – offer net price **£5.57***



NEW TO LWC

MONIN®

MONIN has been producing premium flavoured syrups and liqueurs in Bourges, France, for over a century, using only the finest ingredients sourced from around the world. With over 20 liqueurs to choose from including those 'must have' items such as Triple Sec Curaçao, Apricot Brandy and Cassis de Dijon, this range perfectly complements the wide selection MONIN syrups which comprises of the classics; Almond, Grenadine and Passion Fruit to more unusual varieties such as Bubblegum and Popcorn. With over 140 MONIN syrups available, there really is a flavour for everyone. For more information visit: <https://www.monin.com/>



Featured Cocktail: Bramble

Ingredients: 10ml Monin Crème Du Mûre Liqueur | 15ml Monin Gomme Syrup | 40ml Gin | 25ml lemon juice
Method: Shake the Gomme Syrup, Gin and Lemon Juice in a shaker with ice, strain and drizzle the Monin Crème du Mûre on top. Serve with crushed ice and garnish with blackberries.

A LOOK AT TEQUILA & MEZCAL

Overall for GB Tequila has increased by 6.7% and at LWC it has grown 33%. We now list over 100 tequilas and 20 mezcals offering a range to suit all venues and price points.

WHAT IS TEQUILA?

To be called tequila the spirit must be produced from at least 51% blue agave and made within the delimited Tequila region of Mexico. The agave a succulent related to the amaryllis (not a cactus) grows for between 7 - 10 years before it is ready to be harvested.

Usually younger agave is used to make mixto (min 51%) tequila with the older agave used to make the more premium 100% agave tequilas. The outer leaves are removed (as these give a bitter taste to spirit) and the central core the Pina is then halved and cooked to create fermentable sugars. These are extracted, fermented and typically double pot distilled to make tequila.

WHAT IS MEZCAL?

Mezcal is a distilled alcoholic beverage made from any type of agave plant native to Mexico. The word mezcal comes from Nahuatl *mexcalli* which means "oven-cooked agave".

Agave based spirits are made all over Mexico and are known as Mezcal. Unlike tequila Mezcal can be made from any variety of the agave plant. The only exception is Sotol that can only be made in Chihuahua from the agave of the same name.

Mezcal is made in 8 specific regions of Mexico: Oaxaca, Durango, Guanajuato, Guerrero, San Luis Potosi, Tamaulipas, Zacatecas, and the recently approved Michoacan. Oaxaca is the center of the mezcal world, as 80-90% of mezcals are made in Oaxaca.

Mexico has about 330,000 hectares cultivating agave for Mezcal, owned by 9,000 producers. Over 6 million litres are produced in Mexico annually, with more than 150 brand names.

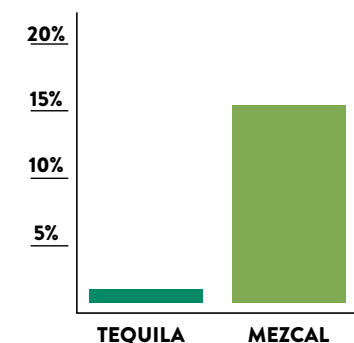
Contrary to popular belief Mezcal does not have to have a worm in the bottle nor does the worm have hallucinatory properties.



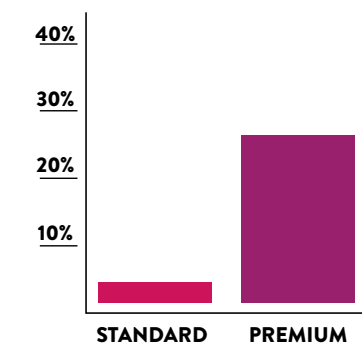
London	9.8%
Harwest England	3.8%
Midlands	1.5%
Lancashire	14.0%
North East	- 17.7%
Yorkshire	16.1%
East Anglia	3.3%
Southern	7.7%
Harwest Wales	- 9.2%
Scotland	11.0%

Regional map for Tequila volume
(HL MAT YA v's MAT TY)
MAT YA - Moving Annual Total Year Ago
MAT TY - Moving Annual Total This Year

Average price growth over the bar of tequila vs mezcal in 2016



Sales growth of standard vs premium tequila in 2016



*source: CGA up to 3rd Dec 2016

OLMECA TEQUILA

The history of Olmeca and fresh new tequila cocktail recipes

Olmeca Tequila is a tequila produced in Jalisco, Mexico. There are three tequilas in the Olmeca family: Olmeca, Olmeca Altos and Olmeca Tezón - all of which contain Tahona Liquid. Olmeca was launched in 1967 and now has a presence in 80 countries worldwide.

Made from blue agave picked after 7–8 years of growth. Once harvested, traditional brick ovens are then used to slow cook the piñas.

Part of the production process involves using the 500-year-old traditional and artisan Tahona method, which consists of a 2 tonne millstone made of volcanic rock, known locally as Tezontle. Once the Agave piñas have been harvested and cooked, they are crushed by the Tahona, creating a pulp and drawing out the sweet juice from the fibres. This juice is referred to as Tahona Liquid, of which a percentage is integrated into the fermentation and distillation process of all Olmeca Tequilas, with Olmeca Tezón exclusively containing 100% Tahona Liquid – certified by Consejo Regulador del Tequila.

Olmeca Tequilas are produced at Destileria Colonial de Jalisco. Operation at the plant is overseen by Maestro Tequilero Jesús Hernández and his team of workers. The Master Distiller is responsible for supervising all production, from the harvest of the plants in the agave fields to the bottling of the tequila. The Olmeca distillery is situated in the town of Arandas, Jalisco, the unofficial capital of Los Altos (2104 metres above sea level), taking advantage of the blue agave plants that are grown locally.

OLMECA ALTOS
100% AGAVE



COCKTAIL RECIPES

See our exciting range of tequila based cocktails. Create a different twist on some classics and introduce your customers to new, bold flavours with Olmeca Premium Tequila. Olmeca is available from LWC, speak to your account manager for lead times, pricing and stock.

NINA COLADA

Olmeca Reposado 50ml
Pineapple juice 50ml
Mango Juice 25ml
Lime Juice 15ml
Malibu 25ml
Banana quarter
Garnish: Pineapple leaf
Glass: Goblet
Method: Blend all ingredients with crushed ice and pour into goblet.

AGAVE COLLINS

Olmeca Blanco 50ml
Lemon juice 25ml
Agave syrup 15ml
Soda water 100ml
Garnish: Lemon slices
Glass: Highball
Method: Build all ingredients in highball over ice and stir

OLMECA PALOMA

Olmeca Blanco 50ml
Lime 15ml
Salt pinch
Grapefruit soda 125
Garnish: Lime wedge
Glass: Highball
Method: Build all ingredients in highball over ice and stir.

BITTER TOP

Olmeca Blanco 25ml
Campari 15ml
Grapefruit soda 50ml
Light beer top
Garnish: Grapefruit slice
Glass: Highball
Method: Build all ingredients in highball over ice and stir

THE MILLSTONE

Olmeca Añejo 50ml
Agave syrup 25ml
Lime juice 15ml
Pineapple ring 1
Garnish: Cut out a wedge of the pineapple ring
Glass: Rocks glass
Method: Muddled the rest of the pineapple ring. Shake all ingredients with ice and strain into a rocks glass.



#LoveScotch

BUY ANY 5 X 70CL
DIAGEO SINGLE MALTS* AND RECEIVE A
FREE TALISKER 10-YO 70CL**

DIAGEO PREMIUM MALT WHISKY PORTFOLIO (+29.9%) IS FUELING THE GROWTH OF THE MALT WHISKY CATEGORY (+5.7%), ENCOURAGING EVERYONE, EVERYWHERE TO #LOVESCOTCH***



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

*LAGAVULIN 16 YO, DALWHINNIE 15 YO, OBAN 14 YO, CRAGGANMORE 12 YO, GLENKINCIE 12 YO AND CARDHU 14 YO.
**LIMITED TO 1 X DEAL PER CUSTOMER PER WEEK FOR THE DURATION OF THE PROMOTION.
***SOURCE: NEILSEN/CSA % VOL MAY CHANGE YR AS OF 31.12.2016 BASED ON TOTAL TRAIL.

HOW WHISKY IS MADE

INGREDIENTS

WATER IS USED AT VARIOUS STAGES THROUGHOUT THE PRODUCTION PROCESS OF MALT WHISKY AND IT IS IMPORTANT THAT IT IS OF HIGH QUALITY. Malted barley is the only grain used in the production of malt whisky. It is used alongside wheat or maize in the production of grain whisky. Yeast is used to ferment the sugary wash produced from mashing the malted barley.



FULL-BODIED & SMOKY

THESE SINGLE MALT WHISKIES ARE BIG AND BOLD IN CHARACTER, LIKE A ROARING BONFIRE ON A BEACH AT DUSK. THEIR DEEP WOOD-SMOKE ENVELOPS YOU WITH A WARMTH FROM WITHIN. PERFECT FOR A WET, WINTERY EVENING.



FRUITY & SPICY

GOOD, ALL-ROUND SINGLE MALT WHISKIES - VERSATILE AND MEDIUM-BODIED. JUST LIKE TAKING A LONG WALK THROUGH THE WOODS, THESE WHISKIES REVEAL NATURAL AROMAS WITH THE PERFECT BALANCE OF SWEETNESS AND SPICE.



LIGHT & FLORAL

GREAT AS APERITIFS, THESE SINGLE MALT WHISKIES ARE LIGHT, CRISP AND FRAGRANT, LIKE THE AROMA OF FRESHLY CUT GRASS. THESE ARE EASY DRINKING MALTS WITH A CLEAN AND FRESH AFTERTASTE - PERFECT ON A WARM SUMMER'S DAY.

PRODUCTION

- 1) DURING THE MALTING PROCESS, THE BARLEY GOES THROUGH A GERMINATION PROCESS TO CONVERT PROTEINS IN THE SEED INTO STARCHES.
- 2) THE BARLEY IS THEN DRIED IN A KILN, SOMETIMES USING PEAT AS A FUEL TO DELIVER A PUNGENT PHENOLIC OR SMOKY CHARACTER.
- 3) THE MALTED BARLEY IS MILLED (GROUND) AND THEN MIXED (MASHED) WITH HOT WATER TO EXTRACT THE FERMENTABLE SUGARS FROM THE STARCHES.
- 4) THIS WASH IS FERMENTED BY ADDING YEAST TO CREATE A LOW-ALCOHOL BEER.
- 5) THE WASH IS THEN DOUBLE DISTILLED IN COPPER POT STILLS.
- 6) THE DISTILLED SPIRIT IS MATURED IN OAK CASKS (IN SCOTLAND) FOR A MINIMUM OF THREE YEARS BEFORE IT CAN BE CALLED SCOTCH WHISKY.



OLD J WAS AWARDED MASTER STATUS AT RUM MASTERS 2016
TIKI FIRE AWARDED GOLD AT RUM MASTERS 2017

THE PANEL STATED THERE IS NO BETTER SPICED RUM ON THE MARKET TODAY

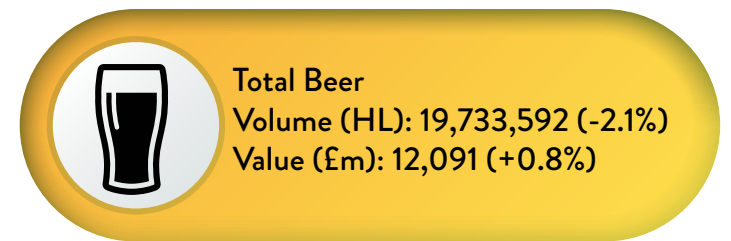


COMING SOON OLD J SILVER THE WORLD'S FIRST SPICED WHITE RUM

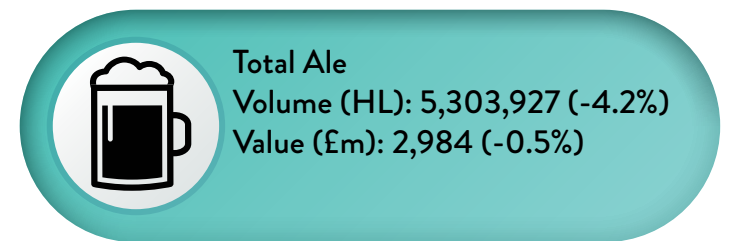
11 Different flavours combine to give complex yet very rounded taste including toffee, vanilla, cinnamon and lime
Check out our cocktail recipes on our youtube channel oldjspicedrum and contact your LWC account manager to arrange a visit from your local Old J representative

BEER MARKET TRENDS

Overall beer value is in growth but volume is in decline reinforcing the consumer trend of going out less often but spending more when we do.



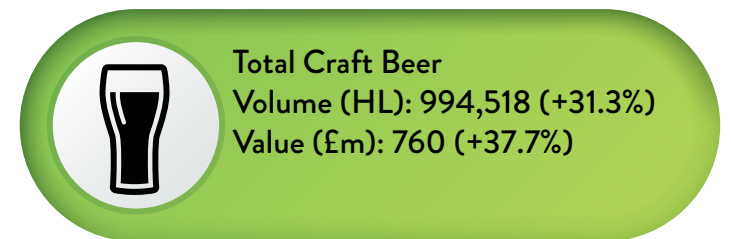
Total ale is in decline driven by the performance of cask ales. Consumers are moving to keg and packaged ales.



The growing trend of 'premiumisation' is most apparent in the lager category largely led by super premium world beers like Peroni, Heineken and Estrella Damm. In 2017 look out for local UK brands like Freedom, ShinDigger and Grand Central as consumers switch their focus to locally produced beers.



Craft beer continues to be the driving force in the total beer category showing strong volume and value growth. 2017-18 will see the craft beer market share grow beyond 5% and continue to become increasingly mainstream.



Craft can volume has also doubled as brewers encourage consumers to drink fresher, higher quality beer. Speak to your LWC account manager to find out about interesting craft can options like Big Hug Brewery, Alphabet Brewing Co., Dortmund Union Pils and Redwillow Brewery.



*source: CGA up to 3rd Dec 2016

Order 3 x 9g casks or 3 x 30 ltr kegs
RECEIVE 12 x pint tankards, 1 x bar runner and 500 drip mats FREE

OR Order 3 x 9g casks or 3 x 30 ltr kegs
RECEIVE 6 x Road Crew t-shirts or 4 Road Crew short sleeve shirts FREE

OR Order 3 x 30 ltr kegs
RECEIVE 1 x Motorhead tap handle

OR Order 3 cases of Motorhead 330ml bottles
RECEIVE 4 x Road Crew bar blades



Available in Union Pils 4.8% and Vier 4% 50l keg plus Union Pils in 4.8% 24x330ml cans
Genuine Import Only German Pilsner brewed to strict German Purity Laws
Brewed to the classic pilsner recipe created by Franz Brinkhoffs since 1887
New install kit plus free keg after initial keg purchase

SHINDIGGER - A UNIQUE PERSPECTIVE FROM GYSPY BREWERS

Craft beer has exploded onto the UK beer scene over the past half-decade from 1.9% of the overall beer market in 2012 to 8% in 2016. With craft beer in America accounting for over 21% of the overall beer market and still growing, we think there is still plenty of legs left in the UK market yet!

Our journey into the industry goes back to 2012 and our days as skint students living in Manchester after having purchased our first homebrew kit. What started out as a fun way to make homebrew to sell at student house parties, grew into a passion and a few years later we were distributing our beers nationwide.

At the time the only beers available to us were lagers and traditional British ales. The words 'craft beer' weren't really used or understood. We turned to other countries for inspiration on what to brew at home, which lead us to the American style of brewing and the tropical, juicy pale ales and IPAs that result.



We take a different approach than the vast majority of established brewers. We've followed a 'gypsy' or 'ghost' brewing model. This means we find spare capacity at other breweries across the UK to produce our beers. At the time, as two graduates fresh out of university with limited resources, this was our only option to making our recipes on a larger scale.

This model soon went from a necessity to a choice. The brewing industry has a great culture of collaboration, and over the last four years, we've had a chance to work with a wide array of hugely passionate and experienced brewers. Doing so has enabled us to share knowledge and learn new perspectives. The key for us being to focus a lot of time scouting out awesome breweries all over the UK to partner with.

We're also able to work with top-of-the-range brewing and packaging equipment, which as a young brewery would normally be way out of our reach. This allows us to not only experiment with different processes and grow capacity, but also ensure our beers are high quality and consistent.

We focus heavily on what we consider low ABV session beers because to us beer drinking is about sitting around in a beer garden with your pals and enjoying the moment. The more flavourful we can make the beer, the better that experience is.

SHINDIGGER CANS AVAILABLE FROM LWC

SHINDIGGER PILSNER 4.1% (24) 330ML
SHINDIGGER WEST COAST PALE 4.5% (24) 330ML
SHINDIGGER WEISS 5.4% (24) 330ML
SHINDIGGER SESSION CANS 4.2% (24) 500ML
CHECK WITH YOUR DEPOT FOR STOCK
AVAILABILITY AND LEAD TIMES



PROCESS

As mentioned, we took a lot of influence from the American market when we began to develop our range. The predominant features were the type and use of hops. We use significant amounts of American and Australian hops. The terroir of these regions combines with the local strains to give bold citrusy, pine and tropical characteristics.

Dry-hopping is another important process originating with American homebrewers, now being widely used across the British beer craft beer industry. It involves adding bucket loads of hops after fermentation to make the beer burst with citrus and tropical notes while minimising bitterness.

There's plenty more to the process than just hops, though! The aim is to keep the flavour in the beer, so we don't fine and only very lightly filter our beers. We want some of those proteins from the grain and as much of the hop oils in the beer as possible so those big juicy notes can shine on through! This can often result in the beer having a hazy appearance.



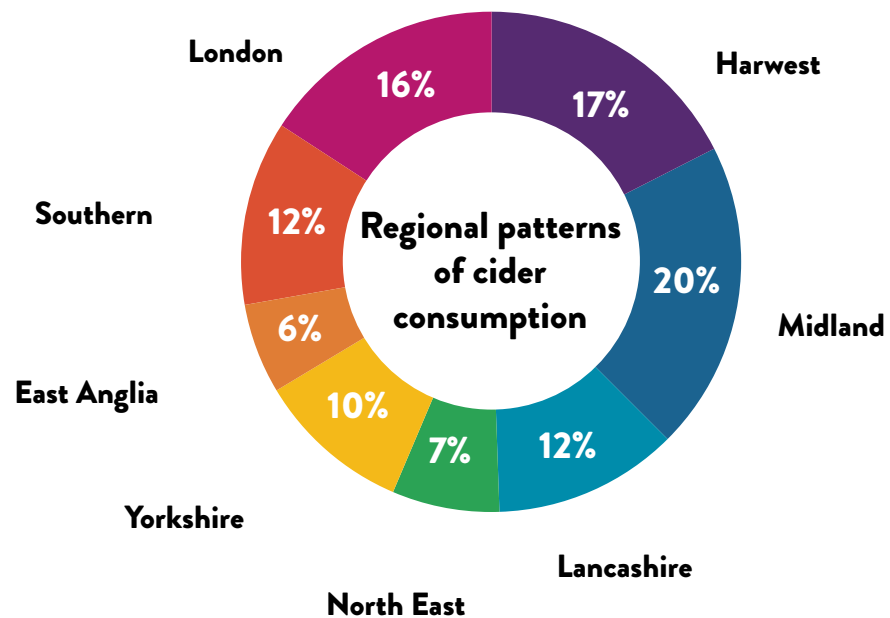
EVOLUTION

The whole industry is pushing forward at a rapid rate and brewers are always finding more ways to get more flavour into the beers. Expect more from this in 2017 as new technologies enable hop merchants to isolate the aromatic oils and flavor compounds found in the hop, giving brewers even more scope for experimentation. Unfortunately, hop aroma fades over time, so beer freshness is becoming a hot topic.

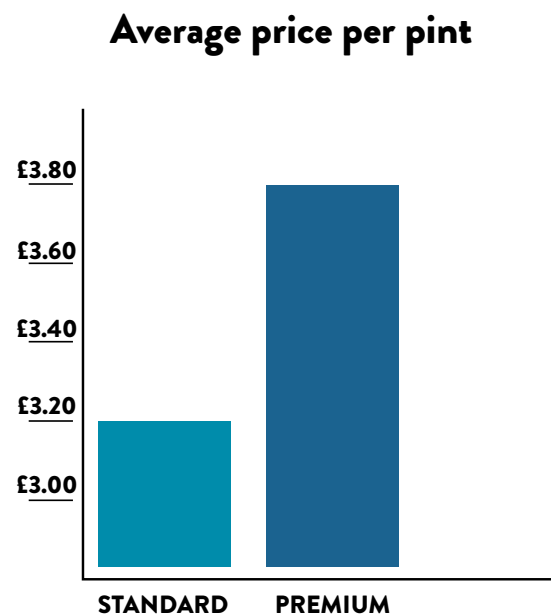
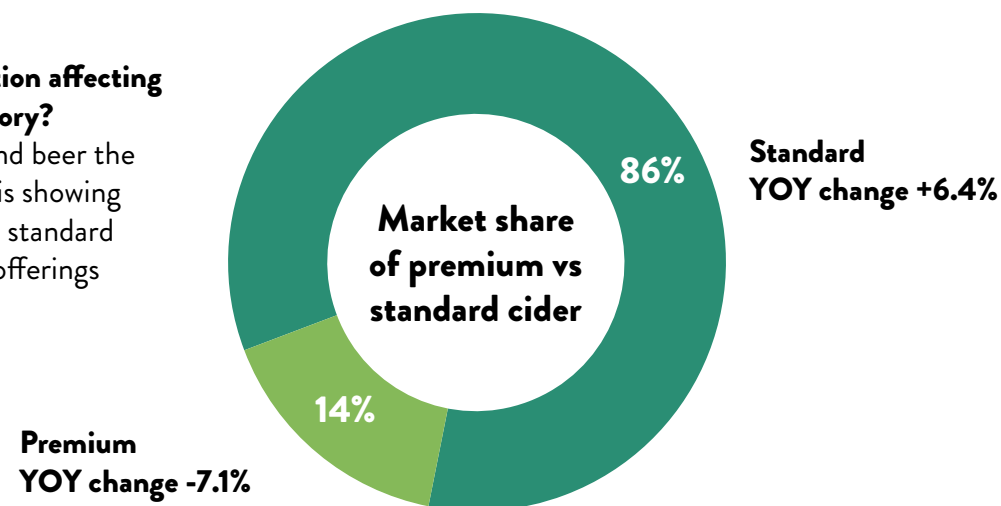
We work hard to ensure that from leaving the brewery to going out into trade, our beers stay below 5 degrees. This slows down the ageing reactions that can lead to off-flavours and ensure the beer is served to the end customer in the best possible condition.

Regarding packaged product, cans are growing rapidly in popularity. Processing specs, greater artwork space and green credentials are all driving this change. Our bet is on 2017 being the year of the 500ml tall boy can. Last year we launched our Session IPA into 500ml can which had a great response, especially from the music venue and event segment. We're going to be putting all of our range in larger size can this year too. Better price, less trips to the bar and served in a volume we think a session beer should be!

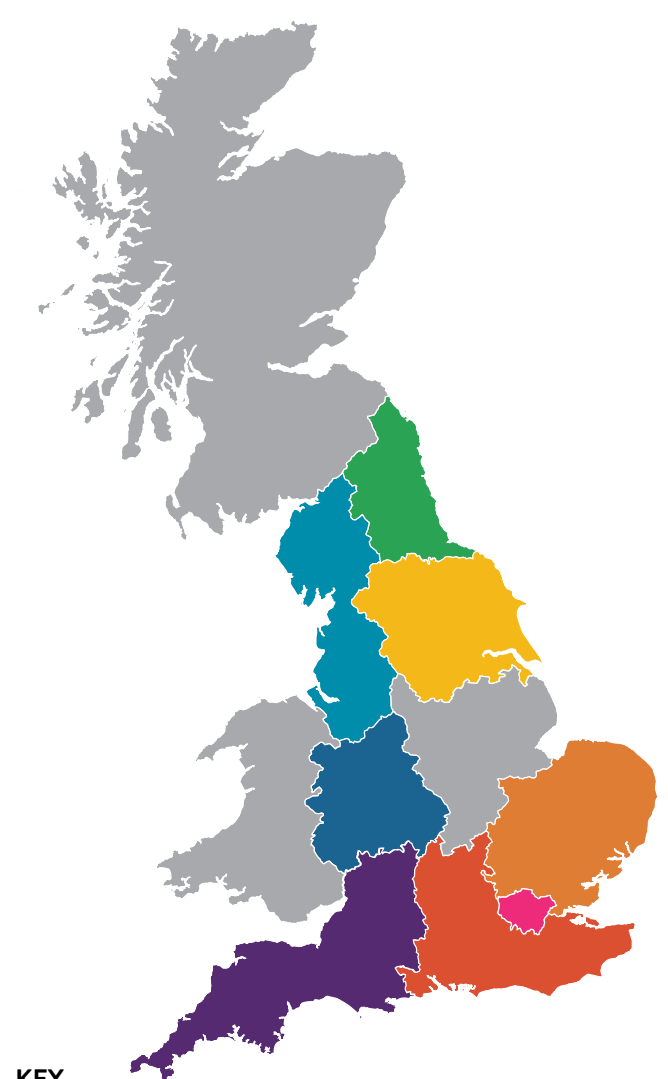
CIDER TRENDS



Is premiumisation affecting the cider category?
Unlike spirits and beer the cider category is showing more growth in standard over premium offerings



Top 5 draught cider brands by region*



KEY
MAT YA - Moving Annual Total Year Ago
MAT TY - Moving Annual Total This Year
All units shown in 000s hectilitres (HL) (1HL = 100 litres)

NORTH EAST	MAT YA	MAT TY	%CH
Total Draught Cider	119	123	3.1
Strongbow	55	55	0.1
Strongbow Dark Fruit	14	27	85.4
Carling British Cider	5	7	50.8
Somersby	4	6	46.5
Woodpecker	16	5	68.3

LANCASHIRE	MAT YA	MAT TY	%CH
Total Draught Cider	185	210	13.5
Strongbow Dark Fruit	32	73	122.1
Strongbow	79	69	12.2
Somersby	24	20	14.7
Thatchers Gold	13	13	0.7
Carling British Cider	6	7	19.3

YORKSHIRE	MAT YA	MAT TY	%CH
Total - Draught Cider	158	181	14.6
Strongbow	70	59	15.2
Strongbow Dark Fruit	24	58	144.7
Somersby	12	12	0.5
Thatchers Gold	12	8	32.9
Carling British Cider	5	6	9.0

MIDLANDS	MAT YA	MAT TY	%CH
Total Draught Cider	334	353	5.6
Strongbow	137	117	15.0
Strongbow Dark Fruit)	21	51	136.6
Thatchers Gold	41	46	12.6
Stowford Press	32	30	6.1
Carling British Cider	13	16	28.2

HARWEST	MAT YA	MAT TY	%CH
Total Draught Cider	289	293	1.6
Thatchers Gold	143	155	8.8
Strongbow	41	33	18.8
Stowford Press	11	12	7.3
Strongbow Dark Fruit	6	10	52.1
Somersby	8	8	2.1

EAST ANGLIA	MAT YA	MAT TY	%CH
Total Draught Cider	88	97	9.9
Strongbow	45	35	21.1
Strongbow Dark Fruit	3	14	270.5
Aspall Suffolk Cyder	11	13	21.6
Thatchers Gold	8	7	18.1
Somersby Cider	3	5	54.1

SOUTHERN	MAT YA	MAT TY	%CH
Total Draught Cider	201	198	1.4
Strongbow	85	80	6.1
Thatchers Gold	40	38	6.2
Stowford Press	35	33	5.1
Strongbow Dark Fruit	5	10	93.0
Somersby	5	6	15.2

LONDON	MAT YA	MAT TY	%CH
Total Draught Cider	272	270	0.7
Strongbow	132	128	2.6
Aspall Suffolk	28	26	9.5
Stowford Press	28	25	11.2
Strongbow Dark Fruit	9	23	156.1
Somersby Cider	11	16	37.7

* source: CGA up to 3rd Dec 2016

Super Premium Craft Cider created to appeal to the modern cider drinker available in Original Apple and Raspberry

The South West Orchards project uses 200 years of cider making expertise to deliver two modern craft cider expressions
South West Orchards doesn't use concentrate in its ciders
We use 100% fresh pressed apple juice that is fermented naturally, and then let it mature in its natural state for 3 months

No added sugar or additives means our ciders are both vegan friendly and gluten free

Available in 50l keg, 12x 500ml NRB and 24x330ml cans (apple only)

New install kit plus free keg after initial keg purchase



APPLESHED

PREMIUM CIDER

Appleshed Premium Cider is fermented from apples grown in our fertile orchards that shelter beneath the Malvern Hills in the heart of Herefordshire

It is full of flavour and made with specially selected apples that provide this crafted medium dry cider with a smooth and refreshing taste

Available in 50l keg and 24x330ml cans

New install kit plus free keg after initial keg purchase



   @appleshedcider

FOCUS ON NON-ALCOHOLIC DRINKS

Soft drinks are a huge category in the UK, worth £4.1bn in the on-trade. They are the second fastest growing category in licensed (behind spirits) and the premium soft drinks sector has enjoyed growth of 75% year-on-year.

The main sub-categories driving this growth are juice drinks, pure juice and mixers - which comes as no surprise considering the growth of spirit consumption and cocktails in on-trade outlets. In fact, cocktails are set to account for 10% of all spirit sales in licensed trade by 2020 and mixers are sure to grow along with it. A premium quality mixer also helps to create inspiring non-alcoholic cocktails or 'mocktails'.

Packaged soft drinks grew by 5.5% in value versus +3.1% draught. Packaged performing well illustrates how consumers are looking for more premium, sophisticated experiences.

Despite this, premium soft drinks still only make up around 5% of total soft drinks sales which shows the huge growth opportunity that remains to be taken advantage of. So which wider market trends have led to the popularity of premium soft drinks, and how can we make the most of them?

One of the key reasons behind the growth in soft drinks is the current health agenda. Never before have consumers been so health-conscious. 1 in 5 adults choose not to drink alcohol at all, driven by the 16-25 age group which has grown by 40% over the last 10 years and many people now are closely monitoring their alcohol intake and trying to cut down where possible. Consumers are now much more aware of the number of calories in a glass of wine, and likewise the amount of sugar in a bottle of cola.

As a result, sales of low calorie soft drink variants have grown by £1.1bn (+3.6%). Low calorie purchases accounted for over a quarter (27%) of soft drinks sales in licensed and with the health agenda set to continue, the popularity of low calorie/sugar soft drinks is sure to increase.

Secondly, occasions are becoming more important - more people are now choosing to eat out more often, and the casual dining scene is thriving in cities such as London and Manchester's Northern Quarter where new venues are opening every week - all with something slightly different to offer.

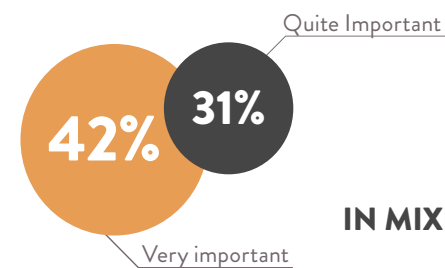
Outlets need to be able to cater for different occasions throughout the day and soft drinks have a lead role to play - whether that be enhancing coffee with flavoured syrups, fruit juices at breakfast, suitable options for children at lunchtime or premium mixers in the evening.

Speak to your LWC account manager today and request your copy of LWC's Premium Soft Drinks brochure for further ideas and inspiration.

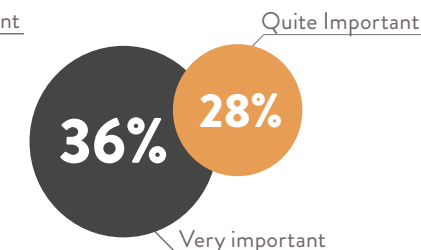
LOW-SUGAR OPTIONS

How important are low-sugar options

IN SOFT DRINKS



IN MIXERS

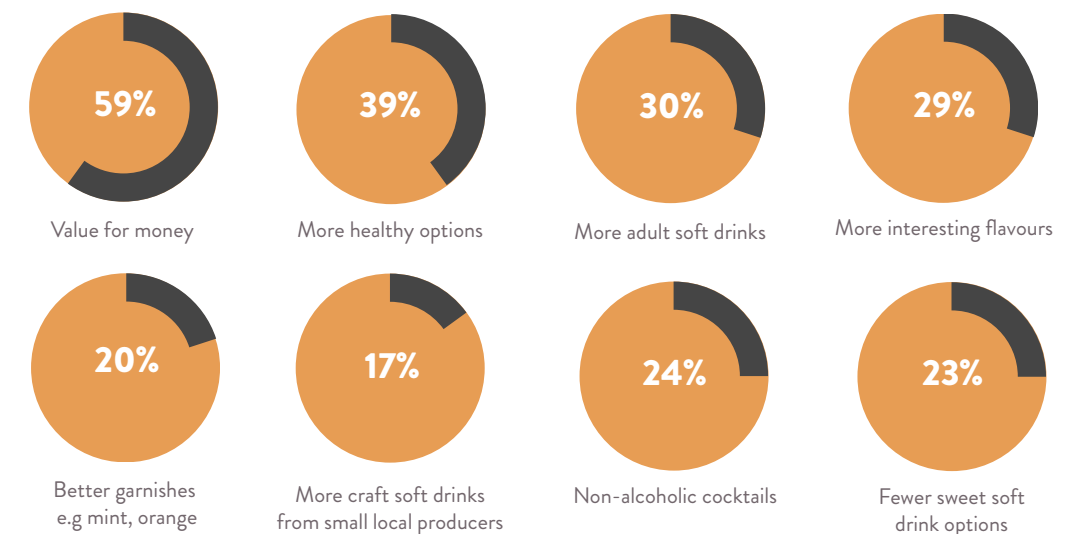


WHY CUSTOMERS ORDER A SOFT DRINK

- 39%** - I was driving
- 29%** - I didn't fancy an alcoholic drink at the time
- 15%** - I don't drink alcohol
- 12%** - I don't drink alcohol in the day time
- 11%** - I tend not to have alcohol with food
- 8%** - I was working/had to go back to work
- 8%** - I am trying to cut down on alcohol
- 7%** - I was looking after children
- 7%** - I prefer the taste of non-alcoholic drinks
- 4%** - other reason

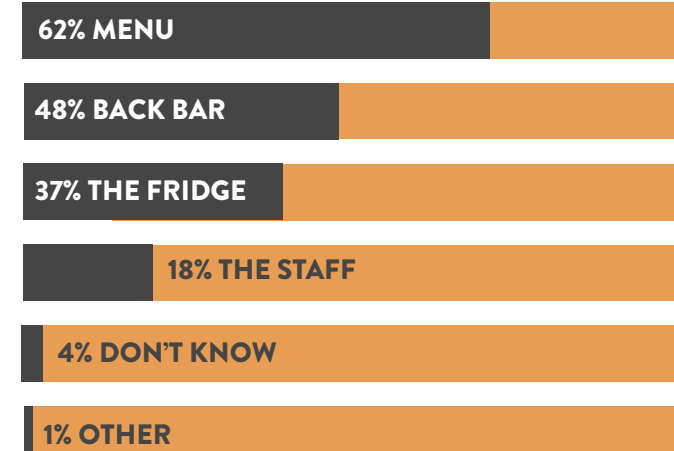
WHAT DO CUSTOMERS WANT TO SEE?

Consumers were asked what was most important to them when choosing a soft drink.



SHOW OFF YOUR OFFERING

Consumers were asked how they would like to find out about soft-drinks options.



HOW CAN LWC SUPPORT YOU?

Wide range of product choices including organic and fair trade brands.

Over 80 Business Development Managers with expert knowledge of the market place.

Bespoke menu design service.

Same-day and next-day delivery service.

Competitive pricing, brand support, training, glassware and POS.

Brand new website showing latest products.







BREWDOG

HOPS, MALT, WATER & YEAST
BEER AS IT WAS. BEER AS IT SHOULD BE.

THE REVOLUTION IS NOW
LOVE HOPS & LIVE THE DREAM

BUY 2 KEGS OF PUNK IPA & RECEIVE A FREE SUPPORT KIT & BEER SCHOOL

BEER SCHOOL HOSTED BY CICERONE QUALIFIED EXPERT TO TRANSFORM YOUR
STAFF INTO CERTIFIED BEER GEEKS!

FOLLOW US!  @BREWD OG  @BREWD OG OFFICIAL WWW.BREWD OG.COM

Terms & Conditions – Maximum of one deal per customer. Promotion valid from April 1st 2017 to June 30th 2017 inclusive.
*Support Kit includes 12 x pint glass, 1 x Punk IPA Chalkboard, 2 x Punk IPA rubber drip mat and 1 x BrewDog Tin sign. The beer school is to be arranged at a time which fits with both the customer and BrewDog team availability. Beer School is for a maximum of 15 members of staff.
To qualify for the promotion, the customer must purchase 2 x 50L kegs of Punk IPA.

MEANTIME

**TIME.
IT'S OUR FIFTH
INGREDIENT**

The full range of Meantime beers are available to order now.
For all enquiries please contact your LWC account manager.

A FREE KEG WITH EVERY MEANTIME INSTALL WITH LWC*




BOTTLES AVAILABLE TO ORDER NOW



BUY ONE KEG GET ONE FREE

ON NEW 30L KEG INSTALLS PLUS A POS KIT*

FOR MORE INFORMATION, PLEASE CONTACT YOUR
LWC REPRESENTATIVE.



THE OPEN GATE BREWERY
— St. James's Gate, Dublin —

PLEASE DRINK RESPONSIBLY | for the facts drinkaware.co.uk
*Kit contents: 1 x Guinness Golden Ale Tin Sign, 1 x Glassware and 2 x Bar Runners.

JUST LANDED



BUD LIGHT

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Please drink responsibly.
Light Premium Beer: 30% lower ABV than most premium beer

**INSTALL BUD LIGHT BY THE
END OF APRIL AND GET A FREE
PREMIUM BAR KIT WORTH £750!**

CORE KIT INCLUDES:

- 24 Pint Glasses
- 480 Drip Mats
- 4 Bar Runners
- 5 T-Shirts
- 5 Aprons
- 10 Pin Badges
- 1 Sampling Kit

**PLUS IF YOU
INSTALL BY THE
END OF APRIL YOU
WILL ALSO RECEIVE:**

- 2 Neon Signs
- 2 Metal Signs
- 1 A-Stand Chalkboard
- 6 Garden Umbrellas
- An additional 10 Aprons



BUY 8 CASES GET 1 CASE FREE



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WHILST STOCKS LAST

Our Best Ever Deals

Molson Coors (UK) packaged brands.



BUY 3 CASES
GET 1 CASE FREE*
Coors Light
330ml NRB



BUY 3 CASES
GET 1 CASE FREE*
Staropramen
330ml NRB

APRIL
ONLY



BUY 3 CASES
GET 1 CASE FREE*
Grolsch
330ml NRB



*Promotion period is 1st March to 30th April 2017.
Buy 3 of the same brand and receive 1 free. Max. 6 deals per brand
per customer for the whole promotion period. The free case must be
the same as the purchased cases. Customers cannot mix the deals.

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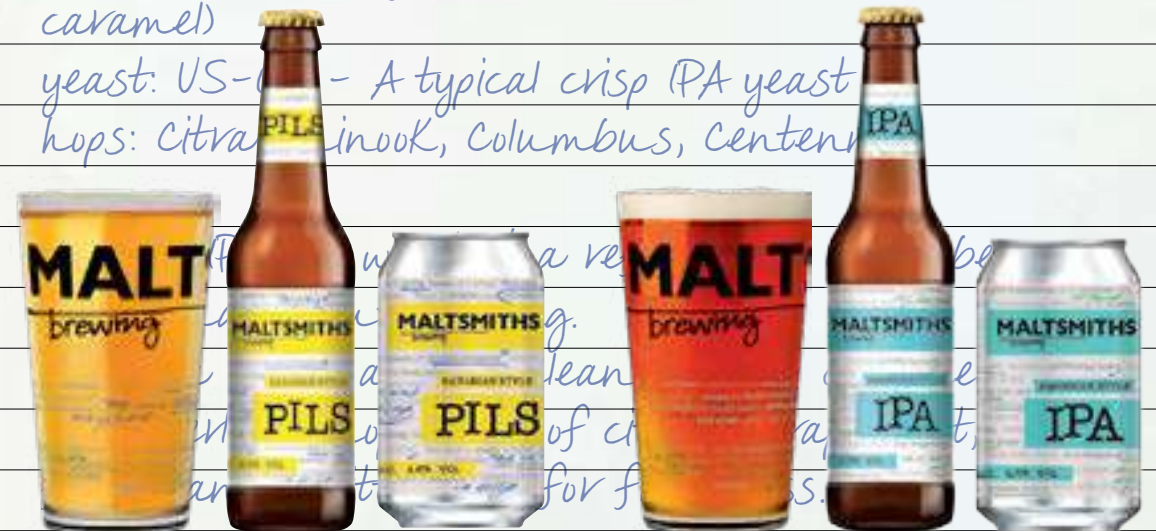
MaltSmiths
IPA ABV: 4.6

MALTSMITHS
brewing

malt: pale ale, crystal (for colour, a little smooth
caramel)

yeast: US-1 - A typical crisp IPA yeast

hops: Citra, Chinook, Columbus, Centennial



Pils ABV: 4.6 IBU

malt: pale ale, m

avarian thing

Launching
March 2017

Sarah & Alex



is a crisp clean pils, but with
almost earthy hop notes. It gives
depth without being heavy.

for the facts drinkaware.co.uk



LAGUNITAS

BREWING COMPANY

Lagunitas IPA is Well-Rounded and HIGHLY Drinkable IPA. A Touch of Caramel Malt Barley mellows out the Twang of the Hops. 6.2% A.B.V.

Doggone Good Beer

IPPA

INDIA PALE ALE

RADICAL FACT-ICALS!

- Lagunitas is the #1 IPA brand in the USA, tripling its volume growth in the UK vs. LY
- Delivering incremental value into the Modern Craft category with an APPL +40p HIGHER than Modern Imported Craft.*
- The official fish of the US State of Hawaii is the Humuhumunukunukuapua'a (AKA the Rectangular Triggerfish).†

*Unless 4 w/c 05.11.16 †Blah Blah Blah Blah Monthly 04.20.16

BEER SPEAKS. PEOPLE MUMBLE.



LUSCOMBE
DRINKS
Devon England

Buy 4 cases get 1 case free



LUSCOMBE
DEVON CIDER

great taste Great taste winner 2016

SOIL ASSOCIATION ORGANIC

Case size 24 x 32cl

June Only

Facebook: Luscombe Drinks
Twitter: @luscombedrinks
www.luscombe.co.uk

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VK

**BUY 6 CASES
GET 1
CASE FREE**

#DOÜVK

WHILE STOCKS LAST. 24X275ML

VKDRINK VK_OFFICIAL VKDRINK VKOFFICIAL.COM

STOCK NOW PLEASE CALL 01246 216 016

drinkaware.co.uk



Meet The Man

OUR ORIGINAL CIDER CRAFTER

Stan's range demonstrates our belief in apple cider and the craft credentials of four generations of our family. With apple cider the most dominant flavour within the cider category, this is a range that will quench your customers' thirst for a new style of traditional craft cider.

Buy Any two 20 Litre Bag-in-Box and receive a 70cl bottle of Vodka*

WWW.THATCHERSCIDER.CO.UK

Available as a 20L Bag in Box - Trad. [6.0%] | Cheddar Valley [6.0%] | Big Apple [5.0%]

*CGA Source: CGA Strategy [01/10/2016]
*Purchase any two 20 litre bag-in-box of Stan's Trad., Cheddar Valley or Big Apple and receive a 70cl bottle of Vodka FOC.
Offer runs 1st April 2017 - 31st May 2017.



Stan's
THATCHERS
BIG APPLE

Stan's
THATCHERS
TRAD.

Stan's
THATCHERS
CHEDDAR VALLEY

MADE IN **KOPPARBERG** SWEDEN

BUY 6 CASES
GET A FREE CASE OF PEAR



drinkaware.co.uk
Case size: 15x500ml.
Offer valid during April and May only.
While stocks last.

MADE IN **KOPPARBERG** SWEDEN

BUY 4 CASES
GET A FREE CASE OF
KOPPARBERG GLASSWARE



drinkaware.co.uk
Case size: 15x500ml.
Offer valid during June only.
While stocks last.



*Our family began crafting cyder at Aspall, Suffolk in 1728.
Eight generations on they remain obsessed with creating
the finest products from the best fruit.*



**DRAUGHT
SUFFOLK CYDER**
Fruity, dry, racy,
thirst-quenching,
lip-smacking.
ALC 5.5% VOL



**HARRY SPARROW
SUFFOLK CYDER**
Medium dry and
sessionable with
a floral apple aroma.
ALC 4.6% VOL



**WADDLEGOOSE
THREE BERRY CYDER**
Sweet and crisp with a
medium body and an
attractive berry finish.
ALC 3.8% VOL

NEW STOCKIST INCENTIVE
FREE POS KIT*
including 12 goblet/straight
glasses; 2 bar runners &
100 beer mats.



*when you install Aspall Draught, Harry Sparrow or Three Berry Cyder.

GROWN PICKED CRAFTED

BUY 4 – GET 1 FREE

*Kier Rogers
Sarah Hawkins*

BULMERS ORCHARD PIONEERS
KIER'S CLOUDY APPLE CIDER
SARAH'S RED APPLE CIDER

**GROW YOUR
PACKAGED
CIDER SALES**
INTRODUCING THE ARTISANAL APPLE
CIDER RANGE FROM THE UK'S MOST
TRUSTED BOTTLED CIDER BRAND

Buy 4 cases get 1 free available until 31st December whilst stocks last.

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for the facts

BULMERS REFRESHED

GREAT BRITISH CIDER
SINCE 1897

**BUY 4
GET 1
FREE**

**BUY 6
GET 1
FREE**

1. Free case is Bulmers Original 2. Free case is Bulmers Crushed Red Berries & Lime

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OLD MOUT CIDER
PRONOUNCED
INCORRECTLY
SINCE 1947
"Old-mout-sy-der"

MAKING FRUIT MORE USEFUL SINCE 1947

BUY ANY 6 CASES AND GET A CASE FREE!

FREE CASE IS SUMMER BERRIES.
WHILST STOCKS LAST.

THE KIWI TASTE FOR ADVENTURE
oldmoutcider.co.uk

ESTABLISHED IN NZ. MADE IN EU.
for the facts drinkaware.co.uk

ORCHARD GROWN CIDER

BUY 8 - GET 1 FREE

WE OFFER AN INTRODUCTORY PREMIUM VISIBILITY PACKAGE TO ALL NEW STOCKISTS
CONTACT YOUR HEINEKEN SALES CONTACT TO PLACE THE ORDER

drinkaware.co.uk for the facts



NEW PRODUCT: NEW PERSPECTIVE INTRODUCING SCOTTISH LEADER

BUY 1.5LTR (OR 2x70CL) SL ORIGINAL AND RECEIVE x6 BRANDED GLASSES AND AN OPTIC.*
BUY 1.5LTR (OR 2x70CL) SL ORIGINAL PLUS 1x70CL SL SIGNATURE AND RECEIVE x12 BRANDED GLASSES, AN OPTIC, A BAR RUNNER AND AN ICE BUCKET.*

*POS sent direct from Distell when qualifying account info received.

ORIGINAL

A FULL AND RICH WHISKY PACKED WITH FLAVOURS OF TOFFEE, NUTS
AND A HINT OF SHERRY ALL WRAPPED UP IN A SUBTLE SMOKINESS.



SIGNATURE

A MOUTH FILLING WHISKY WITH FLAVOURS OF SPICY PEPPER,
ZESTY ORANGE PEEL AND HEATHER HONEY.



WWW.SCOTTISHLEADER.COM

| A NEW PERSPECTIVE |

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for the facts



NEW

NEW Funkin Coconut Purée

The real taste of coconut

Classic Piña Colada

25ml Havana 3yo
25ml Malibu
37.5ml Funkin Pro
Coconut Purée
37.5ml Funkin Pro
Pineapple Purée
15ml Funkin Pro
Sugar Cone
5ml Funkin Pro
Pure Pour Lime
Pinch Salt



Buy any 3 cases of
5 x 1kg Funkin Purée
get a case of 5 x 1kg
NEW Funkin Coconut
Purée FOC

For more information please
contact Funkin on 0207 328 4440
or info@funkin.co.uk

Funkin Pro Coconut Purée
Made from real coconut cream. No artificial colourings,
flavourings, sweeteners or preservatives.



FUNKINPRO

BUY ANY 4 x 70cl MAXXIUM MALTS AND RECEIVE 1 x 70cl THE FAMOUS GROUSE FREE



Deal includes: The Macallan Gold, Highland Park 12 years old, Auchentoshan 12 years old,
Auchentoshan Three Wood, Laphroaig 10 years old and Bowmore 12 years old

Maxxium UK, Maxxium House, Castle Business Park, Stirling, Scotland, FK9 4RT. 01786 430 500

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BOURBON LEGENDS

AMERICA'S SPIRIT



BUY ANY 4x70cl FROM THE RANGE AND RECEIVE 1x70cl JIM BEAM WHITE FREE

*DEAL INCLUDES 70cl OF JIM BEAM, JIM BEAM HONEY, JIM BEAM APPLE, JIM BEAM RED STAG, JIM BEAM DOUBLE OAK AND KNOB CREEK. WHILE STOCKS LAST.

Maximum UK, Maxium House, Castle Business Park, Stirling, Scotland, FK9 4RT Tel: 01700 430000

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RECEIVE 6 MALIBU BEACH BUCKETS AND 20 TENT CARDS

MALIBU IS THE MOST LOVED AND CONSIDERED SPIRIT BRAND AMONGST 18-34 YEAR OLD FEMALES**

WHEN YOU PURCHASE 4 x 70CL OR 2 x 1.5LTR BOTTLES OF MALIBU*



T&C's - Offer available whilst stocks last and only for the month of April 2017*

Millward Brown BEM July 2016 - Sept 2016 **



drinkaware.co.uk Enjoy Malibu responsibly



SUN'S OUT, CHUMS OUT!
it's PIMM'S O'CLOCK!

BUY 12 X PIMM'S MIXED 70CL* AND RECEIVE A FREE PIMM'S 70CL**

IF YOU SELL 9+ BOTTLES OF PIMM'S A WEEK, TRY THE PIMM'S 50L KEGGY AND BOGOF ON NEW INSTALLS:

• NO MESS, NO MEASURE, FAST SERVE • COMPARABLE MARGIN TO BOTTLE



*12 purchased must consist of at least one Pimm's No.1 70cl, Pimm's Blackberry & Elderflower 70cl and Pimm's Strawberry 70cl.
**Free Pimm's 70cl can be either variant. 1 x deal per customer per week permitted.

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

BRUGAL

LA PERFECCION DEL RON

RUM LIKE NO OTHER

BUY ANY 3 x 70cl AND RECEIVE A CASE OF TING FREE*



Maximum UK, Castle Business Park, Stirling, Scotland FK9 4RT

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*CASE OF TING IS 24 x 200ml CANS.



LIVERPOOL SPIRITS

BUY ANY FOUR
BOTTLES FROM THE
LIVERPOOL RANGE
AND GET A BOTTLE OF
JJ WHITLEY LONDON
DRY GIN FREE*



for the facts
drinkaware.co.uk Enjoy Responsibly

*Available whilst stocks last throughout May-July

DISCOVER
AWARD
WINNING GIN

BUY
1 X TANQUERAY
LONDON DRY GIN 70CL
& 1 X TANQUERAY
NO. TEN IL AND
RECEIVE A FREE
CASE OF DOUBLE
DUTCH TONIC*



*1 x case per customer, per week.
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BUY 3 BOTTLES OF
WILLIAMS GB GIN 70CL TO
RECEIVE A FREE CASE OF
FEVER-TREE MEDITERRANEAN
TONIC WATER

Williams **GB&T**

50ML WILLIAMS GB GIN
150ML FEVER-TREE MEDITERRANEAN TONIC

BUILD IN A TUMBLER OVER LOTS OF ICE
AND GARNISH WITH A SLICE OF FRESH
GINGER AND A LEMON WEDGE.



BUY 6 X 70CL
STAR OF BOMBAY
AND RECEIVE A CASE OF
FEVER-TREE
MEDITERRANEAN TONIC

IF $\frac{3}{4}$ OF YOUR GIN & TONIC IS TONIC, MIX WITH THE BEST™

Fever-Tree Mediterranean Tonic:

By blending the finest herbs from the shores of Provence including rosemary and lemon thyme,
Fever-Tree have created a herbaceous tonic to give your G&T a Mediterranean Twist.



Enjoy responsibly

©2017 BOMBAY SAPPHIRE AND ITS TRADE DRESS ARE TRADEMARKS

MAY AND JUNE ONLY

for the facts
drinkaware.co.uk

CÎROC

ULTRA PREMIUM VODKA



BUY 6 X MIXED 70CL¹
& RECEIVE A FREE
CASE OF EAGER JUICE²
& CÎROC POS³

eager

NUMBER ONE, BESTSELLING
LUXURY VODKA

1. Mixed 70cl from: Cîroc Original, Red Berry, Mango, Pineapple, Apple, Pink Grapefruit. 2. Eager Juices 12 x 1L: Orange, Apple, Tomato, Mango, Pineapple, Pink Grapefruit, Cranberry. 3. Cîroc POS: 1 x Cîroc Ice bucket.

PLEASE DRINK RESPONSIBLY
drinkaware.co.uk
for the facts

IT'S ABOUT LIME

BUY ABSOLUT LIME AND TWO OTHER BOTTLES
TO RECEIVE AN ABSOLUT LIME AND SODA KIT*

KIT CONTAINS

6 x Absolut mini flasks
20 x Tent Cards

*Whilst stock lasts

THE UK'S
NUMBER 1
PREMIUM &
FLAVOURED
VODKA**

**CGA
JANUARY 2017



T&Cs apply offer available whilst stocks last and only for the month of April 2017.
The offer relates only to the bottles pictured above.

[facebook.com/AbsolutUK](https://www.facebook.com/AbsolutUK) twitter.com/AbsolutUK
ENJOY RESPONSIBLY for the facts drinkaware.co.uk

M.W. HERON'S SOUTHERN COMFORT®

ESTABLISHED 1874

BUY 2 x 1.5L OR 4 x 70cl
SOUTHERN COMFORT AND
GET A SOUTHERN COMFORT
MASON JAR POS KIT FREE!

Kit contains: 6 x branded mason jars, 2 x bar runners & 1 x kit brief.
Maximum 1 kit per customer. Available only while stocks last.



DRINK RESPONSIBLY | drinkaware.co.uk

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DISCOVER OUR ROOTS ROOT56, THE PERFECT MIX

BUY 6x70cl of JÄGERMEISTER
& RECEIVE A ROOT56 KIT

BUY 42x70cl of JÄGERMEISTER
& RECEIVE A FREE FREEZER

ROOT56 KIT CONTENTS:
6x Tall Glasses
2x Bar Runners
30x Plastic Stag Stirrers
2x A3 Posters
4x Tent Cards



T&C: 2 Offers Maximum per customer. While stocks last.
25ml of Jägermeister contains 0.87 units of alcohol. Jägermeister, Jäger and stag logo are registered trademarks of Mast-Jägermeister UK Ltd. www.jagermeister.co.uk

PREMIUM GIN & TONIC IS IN GROWTH

CONSUMER DRINKING HABITS*



*2014-15

GIN INSIGHTS*



HOW TO CAPITALIZE ON THE POPULARITY OF GIN: G&T

- The interest in gin doesn't seem to be abating: In the last two years **93 gin brands have been listed** in the On-Trade.
- With **95% of gin being drunk with tonic**, there is a significant opportunity to elevate the humble G&T without the need for extra bar training.



3 SIMPLE INGREDIENTS

PREMIUM GIN



PREMIUM TONIC



QUALITY GARNISH

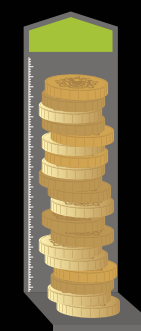


PERFECT SERVE



GIN & TONICS MENUS ARE PROVEN TO

+£950
(month)



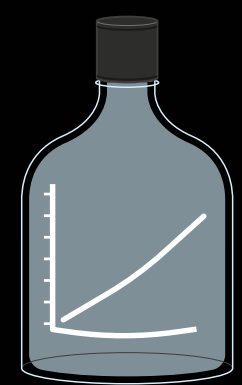
On average, Fever-Tree G&T menus increased monthly sales by £953 and annual sales by ~£11,000

+61%



Increase overall gin sales by 61%

+45%



YoY like for like premium gin sales increased 45%

Figures taken as averages from accounts who took Fever-Tree Summer G&T menus in 2016.

FOR MORE INFORMATION AND TO GET YOUR BESPOKE MENU
VISIT WWW.FEVER-TREE.COM/MENUS



Buy any four cases of Luscombe 24cl drinks, receive one case free

Available throughout May and June

Luscombe Drinks
 @luscombedrinks
www.luscombe.co.uk

Winner of 58 Great Taste Awards



Case size 24 x 24cl



Buy 4 cases & receive a case free

FRANKLIN & SONS LTD
 London 1886

Experience Worth Sharing

www.franklinandsons.co.uk for our full range of Tonics, Mixers, and Soft Drinks



While stocks last. Soft drinks 12x275ml Tonic range 24/200ml

@Franklinandsons



BEAUTIFUL JUICES AND DRINKS...
 made without any concentrates and always free from any artificial ingredients.
 And with no added sugar (except pink lemonade and elderflower, naturally)

4 + 1
 CASE FREE
 DURING APRIL



250ml 250ml 250ml 250ml 250ml 250ml 250ml 250ml 250ml
 Spanish Tomato Juice British Summer Berries Sicilian Pink Lemonade English Pear Juice Valencia Orange Juice Colombian Mango Juice English Elderflower Drink Canadian Cranberry Juice English Apple Juice

12 glass bottles / case. Ambient storage 18 months shelf life

www.folkingtons.com

SIMPLY
 Great Tasting Value



Buy a mix of
 any 8 cases of
 330mlx12
 Simply Fruity

get two cases

FREE



BUY ANY 2 CASES

of 330ml Coca-Cola, Diet Coke or Coca-Cola Zero Sugar

GET 1 CASE FREE

of 330ml Coca-Cola Zero Sugar

Available
in May
ONLY

Buy any two cases of 24 x 330ml Coca-Cola® NRB, Diet Coke® NRB, or Coca-Cola® Zero Sugar and get one case of 24 x 330ml Coca-Cola® Zero Sugar free. Offer available 01/05/17 - 31/05/17 through participating wholesalers only, subject to availability and their terms and conditions. All cases must be purchased in the same transaction. Coca-Cola European Partners, Enterprises House, Bakers Road, Uxbridge, UB8 1EZ, Great Britain.



BUY 2 Coca-Cola or Diet Coke 7ltr BIB

(one must be Diet Coke)

GET 1 CASE Coca-Cola Zero Sugar FREE

Available
in June
ONLY



Buy two Coca-Cola® or Diet Coke® 7 litre BIB (one must be Diet Coke®) and get one 24 x 330ml Coca-Cola® Zero Sugar free. Offer available 01/06/17 - 30/06/17, from participating wholesalers only, subject to availability and their terms and conditions. All cases must be purchased in the same transaction. Coca-Cola European Partners, Enterprises House, Bakers Road, Uxbridge, UB8 1EZ, Great Britain.



BUY ANY 5 CASES

of 200ml Coca-Cola or Diet Coke

GET 1 CASE

of 200ml Schweppes Mixers

FREE

OFFER
AVAILABLE
MAY



Buy any five cases 200ml Coca-Cola® or Diet Coke® and get 1 x 24 200ml Schweppes Mixers free. Offer available 01/05/17 - 31/05/17 through participating wholesalers subject to availability and their terms and conditions. All cases must be purchased and delivered in the same transaction. Schweppes, the fountain device and the 196 graphics are registered trademarks of Atlantic Industries© 2017. Coca-Cola European Partners, Enterprises House, Bakers Road, Uxbridge, UB8 1EZ, Great Britain.

OFFER
AVAILABLE
JUNE

BUY 4 CASES

SCHWEPPES 200ML MIXERS OR JUICES

GET 1 CASE

200ML SCHWEPPES TONIC,
COCA-COLA OR DIET COKE

FREE



Buy any four cases of Schweppes 24 x 200ml Mixers and Juices and get one case of 24 x 200ml Schweppes Indian Tonic water, Coca-Cola® or Diet Coke® free. Offer available 01/06/17 - 30/06/17 from participating wholesalers only, subject to availability and their terms and conditions. All cases must be purchased and delivered in the same transaction. Schweppes, the fountain device and the 196 graphics are registered trademarks of Atlantic Industries© 2017. Coca-Cola European Partners, Enterprises House, Bakers Road, Uxbridge, UB8 1EZ, Great Britain.

Britvic **LIFTING SPIRITS** SINCE 1938

APRIL ONLY



**BUY 4 CASES OF 200ML
 MIXERS AND JUICES,
 GET A 200ML
 MIXER CASE
 FREE***



*Terms and conditions: Three deals per customer per week. Qualifying range includes any from the 200ml mixers and juices range. Free case is any from the 200ml mixer range only. Promoter: Britvic Soft Drinks, Breakspear Park, Breakspear Way, Hemel Hempstead HP2 4TZ.

LIFTINGSPIRITS.CO.UK

Britvic **LIFTING SPIRITS** SINCE 1938

APRIL ONLY



**BUY 6 FROM THE 125ML
 MIXERS AND JUICES RANGE,
 GET A 125ML
 MIXER CASE
 FREE***



*Terms and conditions: Three deals per customer per week. Qualifying range includes any from the 125ml mixers and juices range. Free case is any from the 125ml mixer range only. Promoter: Britvic Soft Drinks, Breakspear Park, Breakspear Way, Hemel Hempstead HP2 4TZ.

LIFTINGSPIRITS.CO.UK

Britvic **LIFTING SPIRITS** SINCE 1938

JUNE ONLY



**BUY 4 CASES OF 200ML
 MIXERS AND JUICES,
 GET A 200ML
 MIXER CASE FREE***



*Terms and conditions: Three deals per customer per week. Qualifying range includes any from the 200ml mixers and juices range. Free case is any from the 200ml mixer range only. Promoter: Britvic Soft Drinks, Breakspear Park, Breakspear Way, Hemel Hempstead HP2 4TZ.

LIFTINGSPIRITS.CO.UK

BUY 6 CASES FROM THE RANGE GET A FREE CASE OF J20 SPRITZ

T&C's: Three deals per customer per week. Qualifying range includes any from the following Britvic range: Mixers & Juices 125ml/200ml, J20 Spritz 275ml NRB, Britvic 100's 250ml, Britvic 55's 275ml, Cordials 1L, Pepsi/Diet/Max 200ml/330ml NRB, 7UP 330ml NRB, R Whites Flavoured Lemonades range 275ml NRB and Fruit Shoot 200ml/275ml. Free case is any from the J20 Spritz 275ml NRB range. Promoter: Britvic Soft Drinks, Breakspear Park, Breakspear Way, Hemel Hempstead HP2 4TZ.



MAY ONLY

BUY ONE GET ONE FREE 355ML MONSTER

AVAILABLE IN MAY ONLY



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£19.99 24 X 355ML

