

PIRANI PROSECCO ROSÉ (RSP £8.44 - Net offer deal £7.03)

I CASTELLI PROSECCO ROSÉ (RSP £8.44 - Net offer deal £7.03) **EMOTIVO PROSECCO ROSÉ** (RSP £9.49 - Net offer deal £7.91)

BOTTER PROSECCO ROSÉ (RSP £7.73 - Net offer deal £6.44)

SERENELLO PROSECCO ROSÉ

(RSP £8.44 - Net offer deal £7.03)

*MUST BE THE SAME BOTTLE



STOLICHNAYA RED LABEL VODKA 40%

ONLY £12.49

AVAILABLE FROM 1ST FEBRUARY TO 31ST MARCH 2022.





LWC FEBRUARY & MARCH 2022

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KEY DATES FOR YOUR DIARY

FEBRUARY

1st Chinese New Year **14th** Valentine's Day 18th Drink Wine Day

MARCH

1st St David's Day 8th International Women's Day 17th \$\text{\$\text{\$\text{S}}\$t Patrick's Day} 20th Spring Equinox 27th Mother's Day

STOCK UP EARLY! EASTER IS FROM 15TH TO 18TH APRIL 2022.

NOT ALL PRODUCTS ARE STOCKED IN ALL DEPOTS. THERE CAN BE UP TO A 2-WEEK LEAD TIME.

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LWC PRODUCTS OF THE MONTH

Wine



Buy 4 get 2 FREE

(RSP £5.99 - Net offer deal £3.99)

CARARRATTO COSTE SICILIANE

The bouquet is delicate with a brush of floral notes such as iris. The palate is not too ripe with citrus flavours and a mineral finish. Spirit

ONLY £32.99



FEBRUARY

Beer









200ml Case **ONLY** £8.99

Wine



Buy 4 get 2 FREE

(RSP £5.99 - Net offer deal £3.99)

CARARRATTO COSTE SICILIANE

The bouquet is delicate with a brush of floral notes such as iris. The palate is not too ripe with citrus flavours and a mineral finish.

Spirit ONLY £11.99

Gordons

Gordons

MITTE PEACH

GORDONS

MITTE PEACH

GORDONS

MITTE PEACH

GORDONS

MITTE PEACH

MITTE

MARCH

Beer



Buy 2x50L or 3x30L kegs get a Smirnoff Crush or Gordons Lemon FREE





250ml Case ONLY £9.99

Full range includes: Cloudy Apple, Cranberry, Elderflower, Pear, Pineapple, Pink Lemonade, Pressed Mango, Pressed Tomato, Squeezed Orange, Summer Berries

> (Each case contains 12x250ml of the same flavour)



CHAMPAGNE Castelnau

International Women's Day (March 8) is a global day celebrating the social, economic, cultural, and political achievements of women. Here, we take a look at Champagne Castelnau where female winemakers have been at the helm together for almost 20 years.

In May 2021, Champagne Castelnau announced a new Chef de Caves, Carine Bailleul, who succeeds Elisabeth Sarcelet in the highly prestigious role. Both women have been working together since 2003.

Carine is from a small village called Dios in the foothills of the rugged Vercors Massif, France. In 2002, she moved to Reims to start her national diploma as an oenologist. Shortly after starting her studies, she worked as an intern at Castelnau: in 2003, Elisabeth Sarcelet offered her a permanent position and her winemaking journey began. This was the start of a 20-year long collaboration and a fruitful working relationship with Elisabeth.

Castelnau has been an integral part of Carine's career development right from the start, training her, and supporting her during all steps that followed. She has steadily made her way up the ladder starting as an oenologist for the harvest, followed by significant stints managing the disgorgement and bottling lines. After this, she became assistant to the winery manager in 2010, before being promoted to the position herself.

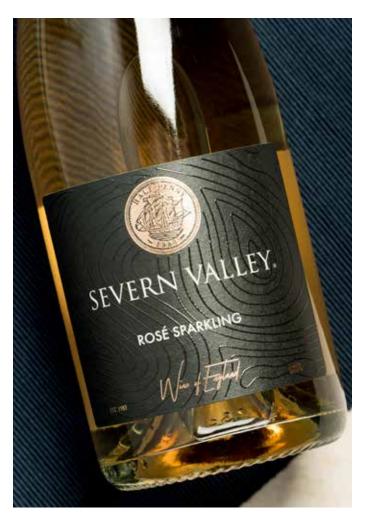
Carine is now titled Chef de Caves and succeeds the critically acclaimed Elisabeth Sarcelet, taking on the champagne production at Castelnau. She remains one of just a handful of female Chef de Caves in Champagne.



POP THE CHAMPAGNE AND CELEBRATE INTERNATIONAL WOMEN'S DAY ON 8TH MARCH







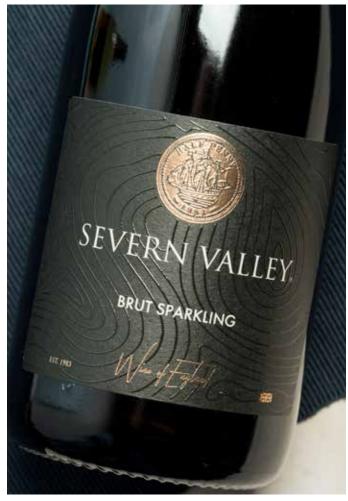
SEVERN VALLEY ROSÉ SPARKLING

A blend of Pinot Noir & Seyval Blanc. This English sparkling brut rosé is made in the Traditional method, creating a light, fresh zingy fizz. Just off dry, perfect for every special occasion. To be enjoyed chilled, on its own or as the perect aperitif.
(RSP £15.95 - Net offer deal £13.29)

SEVERN VALLEY BRUT SPARKLING

A blend of Seyval Blanc, Pinot Noir and Chardonnay grapes. The slow ripening season ensures refined biscuity flavours, refreshing mousse and a harmoniously balanced crisp finish. To be enjoyed chilled, on its own or as the perfect aperitif.

(RSP £15.25 - Net offer deal £12.71)







All varietals (RSP £5.68 - Net offer deal £4.73)

Buy 5 get 1 FREE*

FARFALLA TREBBIANO

Light and fresh, with lovely hints of fresh fruit on the nose.

FARFALLA PINOT GRIGIO BLUSH

Raspberry fruit flavours and a delicate finish.

FARFALLA PINOT GRIGIO

Clean, simple, fresh apple and pear flavours. Easy drinking.

FARFALLA SANGIOVESE

Rich, backed red fruit driven wine with good structure. (NOT PICTURED)







Buy 5 get 1 FREE*

All varietals (RSP £5.53 - Net offer deal £4.61)





A mouthful of red berry fruits, soft and juicy.

LE JARDIN CHARDONNAY (LEFT)

Supreme Chardonnay with lovely ripe, buttery fruit flavours and aromas of tropical fruit and flowers.

LE JARDIN CABERNET SAUVIGNON

Firm and vigorous with a long finish on the palate.

LE JARDIN SAUVIGNON BLANC

A crisp, fragrant wine with appetising flavours of green apples and citrus on the finish.

LE JARDIN MEDIUM DRY ROSÉ

Fresh, red fruit flavours. Perfect as an aperitif.



LA COLOMBE CHARDONNAY

Well rounded soft stone fruit with a pleasant mouth feel and long finish.

LA COLOMBE MERLOT

A fine nose of red fruits, particularly strawberry. On the palate, there are flavours of strawberry and redcurrant, as well as hints of walnut and dark chocolate.

LA COLOMBE MEDIUM DRY ROSÉ

This wine is of light salmon pink shimmer and has an elegant nose of raspberry and red cherries.

LA COLOMBE CABERNET SAUVIGNON

The nose is dominated by black fruits and spicy notes. On the palate, there are abundant flavours of elderberry, bramble, cinnamon and orange zest. Soft, round tannins provide a silky finish.

LA COLOMBE SAUVIGNON BLANC

An inviting scent of honey melon and peach. On the palate, you experience aromas of peach, apricot and melon as well as some floral notes.

Buy 5 get 1 FREE*

All varietals (RSP £5.53 - Net offer deal £4.61)





FOOD & WINE Pairings

Chinese New Year is Tuesday 1st February and 2022 represents the Year of the Tiger - an animal that symbolizes strength, power and prosperity in the Chinese zodiac. Food such as dumplings, spring rolls and noodle dishes will be enjoyed throughout the celebrations - but what wines typically pair best with these type of dishes?

Dishes with chilli heat or spice can be notoriously difficult to pair with wines. The heat in spicy food can increase the alcohol burn of wine and heighten the perception of bitterness and acidity.

Lighter reds with less bitter tannin like Pinot Noir and Valpolicella can be the answer, whereas white wines that are lower in alcohol and/or have some sweetness (such as Gewurztraminer and Riesling) work well as that sugar can act as a soothing syrup against the chilli.

ARTHUR METZ GEWURZTRAMINER (ALSACE) £11.19 PER BOTTLE

Aromas of flowers, spices and exotic fruits such as lychee and passion fruit. Rich, full-bodied and well-structured. Lovely length on the palate. To be served as an aperitif or with spicy salads, exotic dishes, chicken, white meats or even desserts.

VINAS DEL VERO GEWURZTRAMINER (SPAIN) £9.58 PER BOTTLE

On the nose it displays clean and distinct floral aromas complemented by notes of tropical, oriental fruit that make it a surprising wine that is very different from standard white wines. It is silky, buttery and clean tasting, with a long finish and, of course, a pleasant persistence. This wine should be served at between 7 and 9°C with all kinds of aperitifs, foie gras, smoked meats, spicy foods and exotic dishes.

WILLOWGLEN GEWURZTRAMINER-RIESLING (AUSTRALIA) £6.95 PER BOTTLE

An intense aromatic wine, with scents of peach, musk and lemon zest. Generous sweet palate balanced by the crisp Riesling. This wine has a light fruitiness that matches well with Asian and spicy foods such as chicken curry and pad Thai.









Buy 11 get 1 FREE*

All varietals (RSP £5.14 - Net offer deal £4.71)



VIÑA ELENA AIREN

Pale straw colour with elegant fruity aromas and a crisp hint of citrus on the palate.

VIÑA ELENA TEMPRANILLO

Dark cherry red in colour with aromas of red berries and a soft fruit character on the palate.

VIÑA ELENA TEMPRANILLO ROSÉ

Beautiful raspberry pink colour with aromas of rose and violet. Dry to taste with a fruity finish.





Buy 5 get 1 FREE*

All varietals (RSP £10.57 - Net offer deal £8.81)

CYCLES Gladiator

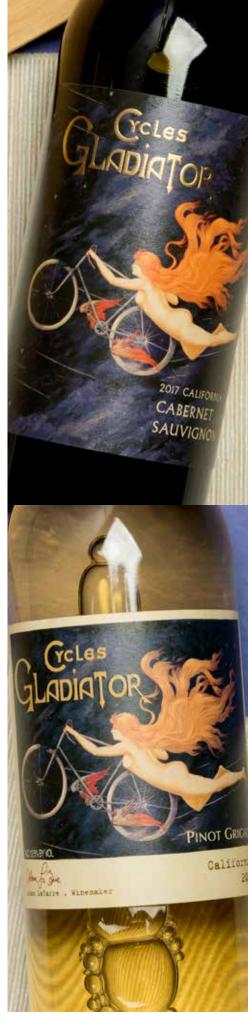
International Women's Day (March 8) is a global day celebrating the social, economic, cultural, and political achievements of women. Here, we take a look at Cycles Gladiator whose striking labels were inspired by the suffrage movement.

Cycles Gladiator was founded in 2005 with the mission to create high quality, great tasting wines that are accessible to everyone.

Inspired by the women's suffrage movement, we drew our name from the 19th century French bicycle manufacturer, the Gladiator Company, and honour their iconic art on our wine label.

The red-haired maiden soaring through the sky on her bicycle symbolised the new liberation of women from their homes after centuries of repression. Bicycles, as Susan B. Anthony praised, literally emancipated women from domesticity, allowing them to travel outside their households to work and vote. Over a century later, this powerful artwork still resonates with wine lovers across the country.

Adam LaZarre, acclaimed and multiple award-winning winemaker, is at the helm, and has been since our beginning. Having lived in Paso Robles for more than twenty years, Adam is extraordinarily connected to his community and the winegrowers in the area. Cycles Gladiator wines continue to benefit from these longstanding viticultural relationships, providing us with access to standout fruit every year.



CRACK OPEN AND CELEBRATE
INTERNATIONAL WOMEN'S DAY ON 8TH MARCH

CYCLES GLADIATOR ZINFANDEL

Aromas of ripe black cherries and chocolate caramel pave the way for the bright, luscious flavours to come. This wine is impeccably balanced, with enough body and richness to satisfy Zin-lovers.

CYCLES GLADIATOR CABERNET SAUVIGNON

Aromas of blackberry jam, cedar, with a hit of cardamom. On the palate, plum enters initially then opens up into a mouthful of black cherry Jolly Ranchers and other dark fruits. Tannins start gracefully enough and become pronounced towards the finish.

CYCLES GLADIATOR CHARDONNAY

Bright aromas of green apple and stone fruits on the nose with a very subtle hint of spice from the oak. Rich and ripe flavours of peach, citrus, and marzipan that roll around the back end of the tongue supported by a solid core of acidity.

CYCLES GLADIATOR PINOT GRIGIO

The wine tantalises with notes of ripe pear and floral aromatics. The palate is equally appealing, with flavours of tart green apple, lemon zest and wild honey.









BUY THREE, GET ZERO FREE

Buy any 3 x 24 330ml of Coca-Cola Classic, Diet Coke, Coca-Cola Zero Sugar to receive 1 x 24 330ml of Coca-Cola Zero Sugar **FREE**





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SIGNATURE MIXERS

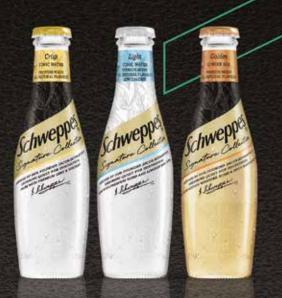
BUY ANY 3 CASES OF 200ML COCA-COLA SIGNATURE MIXERS AND GET 1 CASE FREE





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Buy two 24 x 200ml cases of Crisp or Light Tonic from the Schweppes Signature Collection and get one 12 x 200ml case of Flavours FREE





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100% fruit juice.
That's sparkling.

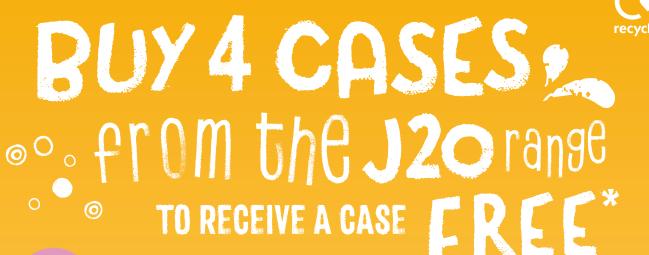
Buy 3 x 24 275ml Appletiser and get 1 x 24 free

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*Terms and conditions apply. Deal runs from 01st March to 30th April 2022. Three deals per customer per week. Qualifying range includes J2O Blends and J2O Spritz 275ml NRB x24. Free case is J2O Orange & Passion Fruit 275ml NRB x24. While stocks last. Glassware imagery is for visual purpose only.

Promoter: Britvic Soft Drinks, Breakspear Park, Breakspear Way, Hemel Hempstead HP2 4TZ





Maximise your mixing range



Buy 4 cases from our mixing range

to receive a case of Britvic tonic or low cal tonic FREE*





T's & C's: Deal runs from 1st March to 30th April 2022. Qualifying range includes Britvic Mixers 200ml NRB and Pepsi Reg/Diet/Max 200ml NRB. Free case is Britvic tonic or low cal tonic 200ml NRB x24. Promoter: Britvic Soft Drinks, Breakspear Park, Breakspear Way, Hemel Hempstead HP2 4TZ

TO TONIC OR NOT TO TONIC A Guide to Tonic Pairings

The exponential rise of gin over the last few years has meant a renewed acclaim for its trusty partner-in-crime, tonic water. A classic, easy-drinking mixer for a quintessential gin and tonic, tonic waters have evolved in recent years to include a wide range of innovative flavours, infused botanicals and creative blends.

Tonic water is a carbonated water infused with a dash of quinine, which provides the slight bitterness that tonic is best known for. Tonic ingredients vary by brand but most include natural quinine, citrus peels or oils, botanicals such as lavender or elderflower and sometimes, sweeteners are added.

Though tonic waters are most famously used in combination with a gin to make a classic G+T, they can also be enjoyed individually as a soft drink, as a palate cleanser between food courses and also as a mixer with a wide range of other spirits.

Whilst gin and vodka are the more commonly associated spirits for tonics, they work equally well with cognac, tequila, whiskey and liqueurs. In this article, we take a closer look at the collection of Marlish tonics and mixers and which spirits and brands work well with the range.

Marlish Tonics and Mixers

Marlish is a family-owned spring water-based soft drink producer based on Marlish Farm, Northumberland. Created to enhance and compliment, rather than mask the taste of fine spirits, Marlish tonics and mixers combine Marlish's traditional spring water with natural flavourings and champagnelike bubbles, to deliver a mixer that lengthens any spirit it is paired with.

Free of sugar, saccharin and aspartame, this unique combination of flavourings promises a naturally light and well-balanced beverage that doesn't compromise on taste, or overpower.

Putting sustainability and goodness at the heart of all that it creates, the range of nine premium traditional and flavoured tonics and mixers have all been lovingly produced and packaged on-site at Marlish Farm in the Northumbrian Hills.

Tapping into the naturally occurring spring water source that has existed on the farm for hundreds of year, all Marlish products use this special, naturally-filtered mineral water as the basis for each drink, before any additional natural fruit extracts are added.

Marlish Distiller's Choice Tonic

Uniquely pure tasting with subtle and supportive citrus notes that are perfectly balanced by natural quinine. Distiller's Choice Tonic has been created by master

distillers for premium gins. Pair with:

- · Agnes Arber Premium Gin
- Malfy Gin Con Arancia Blood Orange (with a squeeze of lemon a slice of blood orange)
- · Edinburgh Gin Elderflower Liqueur
- Edinburgh Gin Raspberry Liqueur

Marlish Rhubarb Ginger Ale

A warming rhubarb and ginger mixer. It captures a fine balance between intense rush of ginger spice and the evocative, almost nostalgic subtle sweetness of rhubarb. Try this with your favourite house spirit or pair with:

- Gordon's Pink Gin (garnished with ice, strawberry, mint and cucumber)
- Sipsmith Orange and Cacao Gin (garnished with dehydrated orange and strawberry)
- Old J Spiced Rum
- Agnes Arber Rhubarb Gin
- Holy Island Rum

Marlish English Tonic

By using rose petal, lemon and orange extracts, Marlish have created a unique



FOR MORE INFORMATION ON THE RANGE OF MARLISH TONICS AN



tonic with a delicately sweet floral taste. Pair with:

- Sipsmith Chilli & Lime Gin (garnished with fresh lime and chilli)
- Gordon's Sicilian Lemon Gin (garnished with ice and a slice of lemon)
- Agnes Arber Premium Gin
- Hendricks Gin
- St Germain Elderflower Liqueur

Marlish Lemonade

Premium lemonade combining sharp Sicilian lemon oils and Northumbrian Spring Water. Pair with:

- Sipsmith Lemon Drizzle Gin (garnished with lemon)
- Tanqueray Flor de Sevilla (garnished with ice and a slice of lemon)
- Agnes Arber Pineapple Gin
- · Old J Spiced Rum

Marlish Elderflower Tonic

Using only the finest natural wild elderflower extract to give a light floral character that balances the bitter quinine. Pair with:

• Sipsmith Lemon Drizzle Gin (garnished with lemon and dehydrated pear)

- Gordon's Mediterranean Orange Gin (garnished with ice and a slice of orange)
- 12-Year Singleton Whiskey (garnished with ice and a squeeze of lemon)
- Agnes Arber Premium Gin
- Hendricks Gin

Marlish Raspberry Tonic

Fresh raspberry extract has been added to the distiller's choice tonic to create a subtle and tart tonic with a drop of black carrot juice added for natural colour. Pair with:

- Sipsmith Sloe Gin (garnished with fresh grapefruit and dehydrated strawberries)
- Haig Club Whiskey (garnished with ice and a slice of orange)
- Agnes Arber Rhubarb Gin (garnished with a fresh stick of rhubarb)

Marlish Ginger Ale

Made with a blend of rare and unique ginger oils, they have purposely increased the fiery notes at the back of this drink to extenuate the flavours of the paired premium spirit. Pair with:

 Sipsmith Orange and Cacao Gin (garnished with orange)

- Tanqueray Rangpur Gin (garnished with ice, lime wedge or ginger slice)
- Johnny Walker Black Label (garnished with ice and a squeeze of lime)
- Old J Dark Spiced Rum
- · Agnes Arber Rhubarb Gin

Marlish Soda Water

Made with the finest Northumbrian Spring Water which takes over 150 years to filter through the rock strata, Marlish soda has been carbonated to perfection with champagne like bubbles. Pair with:

- Old J Gold Spiced Rum
- Bowmore Whiskey (over ice)
- St Germain Elderflower Liqueur

Marlish Dandelion & Burdock Tonic

Infusions of dandelion, burdock and quinine create the unmistakable taste and aroma of this definitive classic. Pair with:

- Sipsmith London Dry Gin (garnished with lemon and lime)
- Talisker 10-Year Old Whiskey (garnished with ice and a big squeeze of lemon)
- Agnes Arber Premium Gin
- Knob Creek Bourbon

D MIXERS, PLEASE VISIT WWW.MARLISH.CO.UK/TONICS-AND-MIXERS







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Also available:

500ml Cordials

Ginger

Blueberry & Blackcurrant Raspberry & Lemon

250ml Sparkling

Organic Lemonade Cucumber & Mint Elderflower & Rose



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What's in a

Soho. The home of good times since times began. If times began in the 1950s.

Because that's when this little village became the drinking capital of the capital. Loved by people who know their drinks. And by people who love drinking them.

We're a bit of both.

So at Soho Street Cocktails, we make classic cocktails the way they were intended.

Following the same recipes of the geniuses that invented them. Using the purest, freshest, realest ingredients just like they did. With one tiny twist...We cram all of that magic into recyclable pouches that you can keep in the fridge.

JUST POUR OVER ICE, SHAKE & SERVE

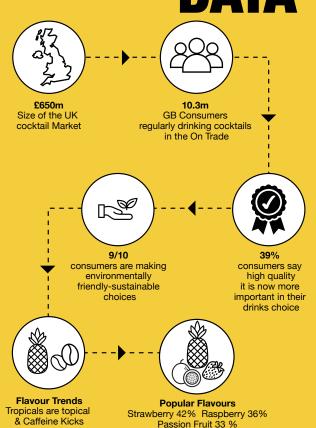
KEY SELLING POINTS



- NO artificial Flavours or Colours
- Our fruit is NOT from concentrate
- Gluten Free
- Vegan Friendly
- Consistent Cocktails Everytime
- <20 Seconds Speed of Serve
- 100% Recyclable



MARKET DATA



& Pineapple 32%



PORNSTAR MARTINI



The Pornstar Martini. Here's three reasons why this is the UK's favourite cocktail.

1. It tastes incredible. 2. It feels a bit naughty to say Pornstar in Public. 3. You get a free shot of Prosecco when you order it in a bar.

We've crammed pure Ecuadorian Passion Fruit puree, triple distilled vodka, vanilla and sugar syrup into a recyclable pouch that you can keep in the fridge!

We only use the good stuff, there's no artificial colourings or flavourings in our drinks. We keep our version of this Cocktail true to the original, just the way the inventor, Douglas Ankrah, intended. Cheers Doug!





STRAWBERRY DAIQUIRI

A happy mistake. In 1860's Maryland, USA, during a rum-fuelled party an Ice-Cream maker and Strawberry farmer named Christian Zacharias, decided to mix the strawberry puree for his ice-cream with contraband British Navy rum. The increasingly tipsy frolickers not only tested and perfected the smoothest mix of strawberries, rum, and ice, but they also utterly destroyed Mrs. Zacharias' strawberry patch!

It's no mistake that we've crammed the freshest Strawberry puree, Caribbean Rum and Lime Juice into our recyclable pouch, keeping our version of this classic cocktail as real as the original.



ESPRESSO MARTINI



The Espresso Martini. When world famous bartender Dick Bradsell created this incredible cocktail at the Soho Brasserie on Old Compton Street, did he think this would become one of the biggest selling cocktails in the world? *We think he did.*

The only thing artificial about the Espresso Martini would've been the smile he gave people when he heard "this should wake me up" for the 300th time that day.

We've kept it that way. Cold Brew Coffee, triple distilled vodka and our own coffee and caramel liqueur, make our version of this Cocktail as real as the original. Cheers Dick!



PIÑA COLADA



The story goes that in 1954, bartender Ramón "Monchito" Marrero of the Caribe Hilton in San Juan, created a new cocktail that mixed rum, coconut cream and pineapple juice - and the Piña Colada was born! In 1978, the Piña Colada was declared the official drink of Puerto Rico.

Our version of this classic cocktail combines premium coconut milk with not from concentrate pineapple juice and Caribbean rum.

The outcome is a perfect Piña Colada that is pure holiday in a glass!

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CREATE THE PERFECT COCKTAIL EVERYTIME



COMING SOON IN FEBRUARY 2022
THE COSMOPOLITAN

1. Shake me first.



2. **Pour** 150ml of the cocktail into a shaker with some ice.



3. **Shake** vigorously for 5-10 seconds.



72%RETAIL POR

4. **Serve** with the garnish of your choice and enjoy!

THE SURPRISINGLY NON-ALCOHOLIC APERITION.



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OF APEROL.

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²Assumes RSP of £5 perserve.

be **drinkaware**.co.uk



A MATCH MADE IN HEAVEN: Valentine's Cocktail Serves

Research by Statista shows that a romantic dinner out was one of the most expensive gifts purchased for Valentine's Day in 2019, costing Brits around £391 million with research showing that Millennials, in particular, are the biggest spenders.

Plus, according to a 2018 study of engagement statistics, 10% of all marriage proposals happen on February 14th.

It's also a great opportunity for outlets to go the extra mile ensuring there'll be love in the air this February 14th. But it's about more than just turning down the lights and lighting a few candles; here are a few Valentine's Day cocktail ideas to have your guests falling head over heels in no time at all.

The Agnes Arber Rhubarb Gin Fizz

- 25ml Agnes Arber Rhubarb Gin
- 100ml Prosecco or Champagne
- Lemon Twist for Garnish

Old J Cherry Ripple

- 50ml Old J Cherry
- 35ml Milk
- 2 Scoops Vanilla Ice Cream

Words Can't Espresso How Much You Mean to Me

- 50ml Old J Dark
- 60ml Chilled Espresso
- 1 Spoon of Honey

울|THE BIGGEST 응BRANDS

TOP 4 ON-TRADE BRANDS ACCOUNT FOR 30% OF SPIRITS SALES*



STOCK UP NOW

MADE NOT POURED

Captain Morgan Spiced Gold, Captain Morgan White, Gordon's London Dry and Smirnoff No. 21 promotions will only be effective from the 1st of March until the 31st of March.

*Source: AC Nielsen, total coverage, value sales, MAT on 15.10.19.

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DRIVE TRADE UP AND PROFIT THROUGH PREMIUM BRANDS

54% OF CONSUMERS STATE THEY ARE LIKELY TO PAY MORE FOR A BETTER QUALITY SPIRIT*



STOCK UP NOW

for the facts drinkaware.co.uk PLEASE DRINK RESPONSIBLY Tanqueray No. TEN, Haig Club Clubman, Cîroc and Cîroc Red Berry promotions will only be effective from the 1st of March until the 31st of March.

*CGA Mixed Drinks Report QI 2021



BUY ANY 3 GINS

AND GET A CASE OF FRANKLIN & SONS TONIC FREE











RECEIVE 24 X 200ML FEVER TREE RHUBARB & RASPBERRY TONIC

WHEN YOU BUY ANY 3 X 70CL FROM THE BEEFEATER RANGE*

BEEFEATER
IS THE
WORLD'S
MOST
AWARDED
GIN**



*Available while stocks last. February only. **Based on International Spirits Awards 2017-2019

ENJOY RESPONSIBLY be drinkaware.co.uk



REFRESH -YOUR G&T-

SPECIAL PRICE

DRY £11.99 PER 70CL OR £28.99 PER 1.5L

FLAVOURS £13.49 PER 70CL

THE SPIRIT
OF LONDON
—SINCE 1820—

MARCH ONLY.

Available while stocks last *Based on International Spirits Awards 2017-2019 ENJOY RESPONSIBLY be **drinkaware**.co.uk





3+1 IN UK'S BIGGEST GIN BRAND



£2 IN £5 SPENT ON GIN IS ON GORDON'S*

BUY 1X GORDON'S PINK GIN, 1X GORDON'S LEMON AND 1X GORDON'S 0.0% AND RECEIVE A FREE London Dry

STOCK UP NOW

DRINKIQ.com

* CGA Mixed Drink Report Q1 2021.



DRIVE SALES WITH THE UK'S NO. 1 GIN BRAND.

1 IN 2 GIN SERVES ARE FLAVOURED.*





*CGA IFT Data 12 weeks to 14.08.2021.



FEB ONLY

3+1 IN TANQUERAY PREMIUM GIN

1 IN 2 GIN CONSUMERS WANT TO TRADE UP*

Buy 1x Tanqueray London Dry, 1x Tanqueray Seville and 1x Tanqueray 0.0% and receive a Free Tanqueray Royale

STOCK UP NOW

DRINKIO.com

* CGA GB On Trade Self Serve to WE 11 Sept 21





READY TO GROW YOUR GIN SALES I IN 3 SERVES OF GIN ARE PREMIUM* STOCK UP NOW

UNMISTAKABLY



*CGA GB ON-TRADE THROUGH SELF SERVE TO WE II SEP 2I drinkaware.co.uk for the facts | PLEASE DRINK RESPONSIBLY













HARROGATE'S FINEST AWARD-WINNING GIN





spiritofharrogate.co.uk



f o @slingsbysocial



LIFTING OUR SPIRITS: Trends to Look out for in 2022

With all COVID restrictions in the UK about to be lifted and with many hoping of a return back to normality, it offers a prime opportunity for outlets to ramp up their offerings in the hope of going back to pre-COVID trading levels.

With this in mind, we look at the spirits trends we anticipate to make waves across the hospitality sector across 2022 and which spirits are likely to dominate over the next 12 months.

A Taste of the Tropics

With consumers missing that 'holiday' feeling, we're expecting sweet, tropical flavours to continue growing across the spirits sector with people favouring flavours that transport them to the tropics.

One such product was Old J Pineapple, a new SKU from the Old J Spiced Rums range which was released in summer last year. With a refreshing flavour profile, Old J Pineapple sought to tap into the new-found 'rum renaissance' and a new demand for vibrant and exciting flavours which could be used as an exciting base for cocktails or sipped with a simple mixer.

Health and Wellness

With an ever-growing focus on health, wellness and sustainability, we're expecting more fruits and vegetables to be used – not only in the creation of spirits but also as ingredients and garnishes within the glasses.

Consumers, through the pandemic, experimented with fun and playful ingredients to liven up their cocktails and the added nutritional benefit of added fruits and vegetables is a bonus.

Moonshine Vodka has been created with these kind of cocktails in mind. The premium liquid is made with 100% French wheat grain spirit and is an outstanding, contemporary take on the classic concept of Moonshine spirits made during the Prohibition era; acting as an ideal base for a range of classic cocktails such as Bloody Mary, Cosmopolitan and Martini's.





Agnes Arber Gins, too, are created using traditional methods of gin distillation using a convergence of nine studiously sourced botanicals, fruits and clean, pure alcohol. Arber Original, for example, delivers an expected juniper flavour which has been harmoniously balanced with a soft blend of orange, lemon and a hint of liquorice sweetness to finish.

The two other SKU's in the Arber range include a Rhubarb and Pineapple gin variety. Post-distillation, the Arber Original gin is infused with either natural rhubarb juice to create the Arber Rhubarb SKU or flavours of completely natural pineapple and mango to create the Arber Pineapple SKU satisfying the demand for spirits infused with fruits.

The Rum Renaissance

2022 is set to be a huge year for both tequila and rum. As one of the outstanding

stars of the 2020 lockdown, rum has been led by innovations in flavour and varieties of spiced rums.

Flavoured and spiced rums are growing in popularity and during lockdown we saw the sales of these rums overtake white rum for the first time ever, according to the Wine and Spirits Trade Association data.

Following the exponential rise that we saw in gin, a 'rum renaissance' is certainly on the cards for 2022. The gin category growth seems to be slowing as does the hard seltzer category which makes room for unique, innovative spiced and flavoured rums.

The range of Old J Spiced Rums includes 7 SKUs of spiced rums including Old J Spiced, Old J Cherry, Old J Silver, Old J Pineapple, Old J Gold, Old J Dark and Old J Tiki Fire.

The diversity of rum continues to lead the way with consumers with people eager

to try out different expressions; from white rums, spiced rums and dark rums as well as aged rums and rums hailing from different countries around the world.

New Be-Gin-nings?

We expect gin to remain popular through 2022 but what we're seeing is consumers more eager to step away from a classic gin and tonic and experiment with flavours and cocktail creations using gin as a base.

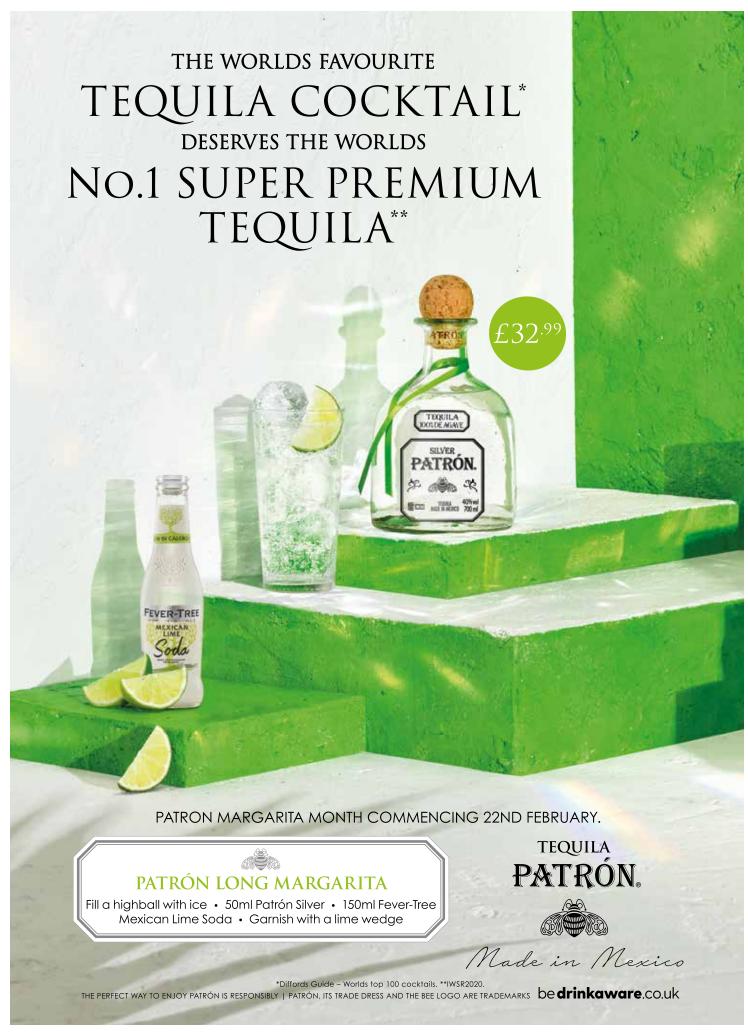
Agnes Arber Pineapple gin, for example, was created as a beautifully bold expression to satisfy the growing interest in gin cocktails such as daiquiris and gin sours.

With very few pineapple flavoured gins on the market and the majority of them existing at only a liqueur-level ABV, Arber Pineapple provides an opportunity to cut through the flavoured gin noise and recruit even more drinkers to the category.





All deals run 01-02-22 to 31-03-22 unless otherwise stated. Deals cannot be taken in conjunction with any other offers. Not all products are stocked in all depots. There can be up to a 2-week lead time.











MARCHONIX

TRAMENUSUADO O BOSS · LET'S · APERITIVO The Ttalian way

SAY SALUTE! TO GREAT SALES WITH **APEROL, CAMPARI & CRODINO**







£27.99

THE ORIGINAL **BITTERSWEET ITALIAN SPRITZ**

TO SERVE

75ML PROSECCO, 50ML APEROL & 25ML SODA OVER ICE WITH A SLICE OF ORANGE

CAMPARI GIN & TONIC

DELICIOUSLY BITTER & UNMISTAKABLY MILANESE

· TO SERVE ·

25ML CAMPARI, 25ML GIN & 100ML TONIC OVER ICE WITH A WEDGE OF LIME

THE SURPRISINGLY **NON-ALCOHOLIC APERITIVO**

· TO SERVE ·

POUR OVER ICE WITH A SLICE OF ORANGE

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MAKE THE MOMENT >

MAGNIFIQUE

BUY 3 X CHAMBORD 70CL TO RECEIVE 2 X CHAMBORD SPRITZ SHARING CARAFES

CHAMBORD BERRY SPRITZ

< UN →

50ML CHAMBORD **▼ DEUX**

125ML SPARKLING WINE TROIS

DASH OF SPARKLING WATER

THE VELVETY SMOOTH BLACK × RASPBERRY × LIQUEUR

PLEASE DRINK RESPONSIBLY.

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READY FOR SOME GOOD NEWS?

86% of consumers plan to continue drinking new & different spirit brands*

BUY I PIMM'S AND I PIMM'S SUNDOWNER AND RECEIVE A FREE BRANDED CASE OF GLASSWARE AND A SHELF BARKER



*CGA Mixed Drinks Report QI 2021.

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JAMESON GINGER & LIME

INGREDIENTS

50ml Jameson Irish Whiskey FeverTree Ginger Ale Large lime wedge

JAMESON BLACK BARREL OLD FASHIONED

INGREDIENTS

60ml Jameson Black Barrel 5ml 2:1 Sugar Syrup 2 Dashes Angostura Bitters 3 Dashes Orange Bitters

JAMESON ORANGE & LEMONADE

INGREDIENTS

50ml Jameson Orange Lemonade Orange wedge

ENJOY RESPONSIBLY be drinkaware.co.uk

*Source: CGA, Total GB, Volume Sales, data up to 19.06.21; (2) Drinks International, Irish Whiskey Report 2021



DRIVE TRADE JP AND PROFIT THROUGH WILLIAM (E)

1 IN 2 WHISK(E)Y DRINKERS ARE LOOKING TO TRADE UP*



STOCK UP NOW MADE NOT POURED

*CGA BrandTrack August 2021.

Deal only running in February.

Johnnie Walker Black Label to Bell's promotion will be effective from the 1st of February until the 28th of February.

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

READY FOR SOME GOOD NEWS

86% OF CONSUMERS PLAN TO CONTINUE DRINKING NEW & DIFFERENT SPIRIT BRANDS*



MADE NOT POURED

MARCH ONLY

*CGA MIXED DRINKS REPORT QI 2021

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





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













THE WORLD'S 3RD BEST SELLING VODKA BRAND

MAKE THE APPLE ZU

- 50ml Žubrówka
- · 100ml cloudy apple juice
 - · Squeeze of lime





The world's Number One premium Russian vodka

Make the Russian Mule

- · 50ml Russian Standard
 - · 100ml Ginger Beer
- · Juice from a fresh lime



STOCK UP FOR THE SIX NATIONS AND ST PATRICK'S DAY



45% OF SIX NATIONS CONSUMERS DRINK GUINNESS*



CGA Brandtrack Feb 2020. First come first served, 500 deak



MOUNTAIN COLD

REFRESHMENT THE #1 PREMIUM 4% BRAND IN THE ON-TRADE* £16.49 24x330ml IT'S AS COLD AS THE BOCKIES BREWED IN THE UK | (6) (7) be drinkaware.co.uk *Source: CGA Data P08 (08/08/2020) While stocks last. Promotion valid from 1st - 31st March 2022.

DISCOVERY IS CALLING



BUY 2 KEGS OF ASAHI SUPER DRY AND RECEIVE A COMPLIMENTARY 24X330ML CASE

ASAHI SUPER DRY IS THE NO.1 JAPANESE BEER IN THE UK

Source: CGA Brandtrack 2019

Valid during the promotional period only. To receive a free case you must buy 2 x 50L kegs of Asahi Super Dry in 1 order. Available while stocks last, 1 deal per customer. For any more information please contact customerservices@asahibeer.co.uk

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SPOTLIGHT ON: Edelweiss Beer

Edelweiss – a traditional Austrian 'weissbier' – is brewed and bottled in Brau Union, Austria. Handed down by the master brewers of Kaltenhausen, a brewery near Salzburg, Edelweiss golden wheat beer is still brewed today as it is was in 1646.

Kaltenhausen is located in the middle of the Alps and is a small, idyllic district of the town of Hallein, in the region of Tennengau. It is in the middle of the Alps, at the foot of the two rock towers, the Barmsteine.

The brewery itself has a brewing tradition of more than 500 years. On top of being the oldest brewery in the state of Salzburg, Hofbräu Kaltenhausen is also the oldest wheat beer brewery in Austria. With 350 years of wheat beer experience, it outdates most Bavarian Weisser beer breweries.

The wheat beer tradition was reborn in 1986 when Edelweiss Wheat was created. Fast forward to today and it's still based on the same original and all-natural recipe.

Refreshingly fruity and aromatic in flavour with noticeable banana undertones, Edelweiss' unique taste is obtained from its top fermented brewing process and carefully

curated combination of ingredients; pure alpine water, wheat malt, barley malt, hops and top fermented yeast.

The final addition of mountain herbs and spices (sage, coriander and elderflower) adds a unique fruitiness and refreshing taste.

Edelweiss: A Perfect Partner for Food

With both sweet and spicy notes, wheat beers are great at cutting through dishes with herbs, spices and fresh vegetables.

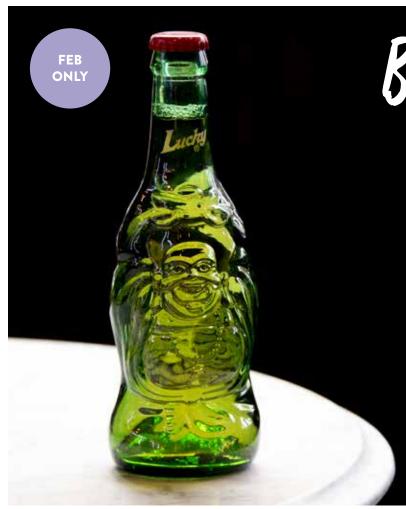
Ideal for seafood salads such as lobster or crab salads, smoked seafood dishes such as smoked salmon or skewered shrimp and also perfectly placed to go alongside dishes such as lemon risotto.

Wheat beers are also fantastic partners for a Bavarian brunch including weisswurst (a pale German sausage), cheese dip and pickled gherkins.









Buy 3 cases get 1 case FREE

LUCKY BUDDHA

The Lucky Buddha experience is one to be savoured; from the tactile carved glass, to the gleeful Buddha grin, to the four good luck symbols on the bottle; good fortune, happiness, longevity and prosperity.

Support with Pride

BUY 2 X 9G LONDON PRIDE TO RECEIVE A RUGBY POS KIT



POS KIT CONTAINS:

- BUNTING
- STAFF T-SHIRTS
- TABLE TALKERS
- FULL SIZE BALL & TEE
- PLUS MORE





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Available during the promotional period, while stocks last and specific to this brochure feature only. To receive free POS kit you must order 2 x 9g Firkins of London Pride in one order. Kit contents may be subject to change at the Promoter's sole discretion. Available in UK only, Promoter reserves the right to withdraw this promotion at any time. Promoter: Asahi UK Limited. Griffin Brewery, Chiswick Lane South, London W4 20B





STOCK UP NOW

Cobra Zero 24 x 330ml NRB	£11.99
Doom Bar Zero 8 x 500ml NRB	£9.29
Rekorderlia Alcohol Free 15 x 500ml NRB	£12.99

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While stocks last. Promotion valid from 1st February - 31st March 2022.



ZERO

ALCOHOL FREE

be drinkgware.co.uk ENJOY BIRRA MORETTI RESPONSIBLY NOT MORE THAN ALC 0.05% VOL

Birra Moretti Zero 24 x 330ml only. Offer period 1st March to 31st March 2022 Max 10 cases per custome



BUY 3 CASES GET 1 FREE*

**Heineken 0.0 330ml NRB. Offer period 1st to 28th February 2022. Max 10 cases per customer.

be drinkaware.co.uk





BESPOKE GARDEN SUPPORT OPTIONS AVAILABLE

Please contact felicity.chilton@brothersdrinks.co.uk





FREE keg on install

APPLESHED ORIGINAL

Appleshed is a smooth cider that has a complex taste journey.

With a single-apple flavour, it is slightly tart and sour. It's the blend of the bittersweet cider apples, grown and pressed in Herefordshire, that gives Appleshed Original its unique, thirst-quenching taste.

APPLESHED DARK FRUITS

There are lots of berry-flavoured ciders on the market, but we wanted to create something different: a drink that would meet our consumers, demands for refreshment while delivering a moreish, fruity taste that leaves them wanting more.



BUY 4 GET 1 STRAWBERRY & APPLE FREE*

MAKING FRUIT MORE USEFUL SINCE 1947





*T&C's Offer period 1st to 31st March 2022.

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Cross Green Garth Cross Green Industrial Estate Leeds LS9 OSF

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Email: yorkshire@lwc-drinks.co.uk

LWC North East

Mulberry Way Dubmire Ind Est. Houghton le Spring Tyne & Wear DH4 5RH

Tel: 0845 345 1055

Email: northeast@lwc-drinks.co.uk

LWC Teesside

Portrack Grange Road Stockton-on-Tees Cleveland TS18 2PH

Tel: 0845 345 1044

Email: teesside@lwc-drinks.co.uk

LWC Hereford

Southern Avenue Leominster Herefordshire HR6 0QF

Tel: 0845 365 1028

Email: hereford@lwc-drinks.co.uk

LWC Cornwall

(Jolly's Drinks) Wilson Way Pool Industrial Estate Redruth, Cornwall TR15 3JD

Tel: 0845 345 1076

Email: cornwall@lwc-drinks.co.uk

LWC South West

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

Tel: 0844 811 7399

Email: southwest@lwc-drinks.co.uk

LWC London

Units 5-7 Perth Industrial Estate Slough SL1 4XX

Tel: 01753 578 877

Email: london@lwc-drinks.co.uk

LWC Manchester

Greenside Way Chadderton Manchester M24 1SW

Tel: 0845 345 1068

Email: manchester@lwc-drinks.co.uk

LWC Wiltshire

Unit 1, Clarke Avenue Portemarsh Industrial Estate Calne Wiltshire

Tel: 01249 474 230

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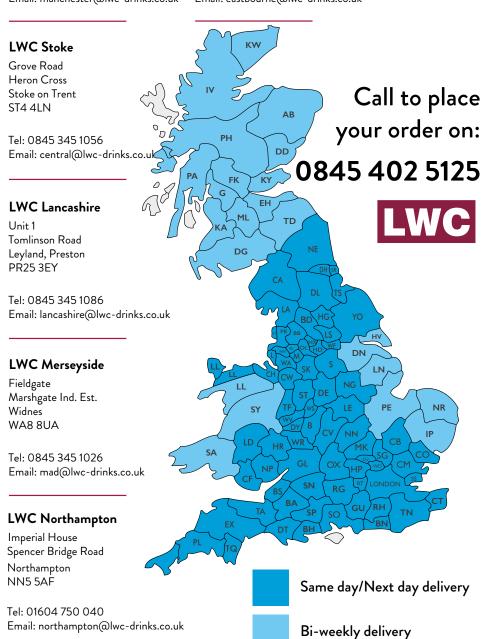
Email: wiltshire@lwc-drinks.co.uk

LWC Eastbourne

15 Alder Close Eastbourne BN23 6QF

Tel: 01323 720 161

Email: eastbourne@lwc-drinks.co.uk



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