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LWC Merseyside

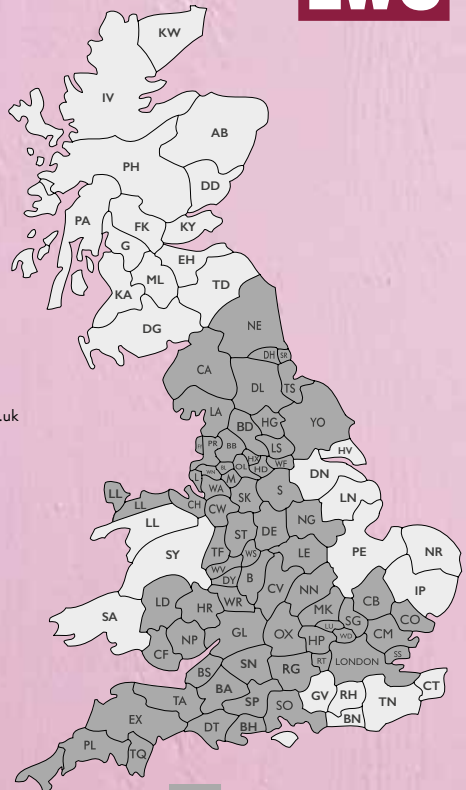
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■ Same day/Next day delivery
□ Bi-weekly delivery



**CHARLIE ZIN
CALIFORNIAN
WHITE ZINFANDEL
BUY 5 GET
1 FREE**
SEE INSIDE COVER



**TIERRA DEL FUEGO
MERLOT ROSE
75CL CHILE
41240148
(While stocks last)**

£3.50

CHARLIE ZIN
CALIFORNIAN
WHITE ZINFANDEL £5.95
**BUY 5 AND
RECEIVE
1 FREE**
NET OFFER PRICE £4.96

KEY DATES

JULY

3rd - 16th - Wimbledon
4th - American Independence Day
16th - F1 British Grand Prix Silverstone
16th July - 6th Aug - Women's Euro 2017

AUGUST

4th - International Beer Day
12th - Premier League 2017/18 season starts
16th - National Rum Day
28th - Summer Bank Holiday

SEPTEMBER

1st - 30th - Californian Wines Month
1st - 5th - 2018 World Cup Qualifiers
3rd - 10th - Cycling Tour of Britain
20th - 30th - Invictus Games Toronto

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INDUSTRY NEWS

SUGAR TAX IS COMING

Next year the government will introduce a soft drinks tax. From April 1st 2018 the tax will cover all soft drinks with added sugar; it will not include pure fruit juices, no added sugar drinks or drinks with 75% milk content.

Educating consumers looked to be a big challenge with a recent article in the Morning Advertiser highlighting that while 8 in 10 people questioned were aware of the new sugar tax none of those surveyed correctly identified the tax as only applying to soft drinks.

WHAT DO WE THINK THE EFFECTS WILL BE?

We are already seeing a move towards pure juices and low or no added sugar drinks. Brands such as Coke Zero & Pepsi Max are likely to become standard serves over the bar, as will smaller pack sizes.



WHAT DOES THIS MEAN?



Cola BIB 7ltr
£20 increase



330ml can
8p increase.



Energy Drink
250ml can
8p increase.

GB WILL BE THE 1ST COUNTRY IN THE WORLD WHERE MORE THAN 50% OF THE COCA-COLA SOLD CONTAINS NO SUGAR.

LWC ONLINE: FLEXIBLE, EASY, REWARDING

Our new online system makes ordering for your business an easy, rewarding and flexible process. By ordering online, customers can place orders with us at any time of day or night – whenever works for you. Use the comprehensive online product catalogue to create orders in flash, or start multiple orders then save them to complete at a later date. Clone past orders to reorder without the fuss, view credits, statements and invoices. Our ordering system was created with our customers' needs at its heart, to give you everything you need to manage the ordering process in one place.

If all of this isn't incentive enough, customers using LWC online will also be given access to a range of exclusive online offers that will help to maximise your sales and save you money throughout the year.

HOW TO REGISTER TO ORDER ONLINE

Registering for online ordering is easy. As an existing LWC customer, all you need to do is fill out a simple registration form with your contact details and business information – make sure you include your LWC account number to help us get you registered as speedily as possible! Once you've submitted your registration, a member of our Web Support team will link your new online account with your existing LWC account, which can take 1-2 working days. Once that's completed, your account will be active and ready to use.

If you have any questions during the registration process, please feel free to contact our dedicated Web Support team, who will be happy to support you in using your online ordering account.

Register for an online ordering account here:

<https://www.lwc-drinks.co.uk/lwc-online/Account/Register/>

Contact Our Web Support Team here: web.support@lwc-drinks.co.uk

CUSTOMER TESTIMONIALS

The Red Lion, Southall -

We like using online ordering as it enables us to place orders at a time to suit us - Sonny (owner)

Newton Hall Holiday Park, Blackpool -

I like to be able to place my orders overnight once we have closed up - Martin (Manager)

201 Miles from London, Carlisle -

We like being able to view our invoices online - Navinder (owner)

Wire Club, Leeds -

We are a busy nightclub in Leeds city centre and due to the unsociable hours of our business, ordering online is more convenient for us as we tend to order after a Friday night/Saturday night.

Vice & Virtue, Leeds -

We are a busy cocktail bar in the city centre and our orders change week to week. Online ordering give us a much better understanding of the products LWC can supply us with.



LWC

WWW.LWC-DRINKS.CO.UK

NEW PRODUCTS



SWEET POTATO SPIRIT COMPANY

Based in Evesham, Worcs. We use only our finest sweet potatoes when handcrafting our unique range of premium artisan spirits and liqueurs. Distilled with care in small batches, everything we make is handcrafted from scratch in copper stills. We were awarded the "Best New Artisan Beverage" at the 2016 World Food Innovation Awards and then followed this up by winning 3 Gold Medals at the 2017 World Spirits Awards for our flavoured moonshine range.



WILLIAMS BROTHERS

PARADIGM SHIFT (12) 330ML - £14.99

Brewed with large amounts of crystal malt this generously hopped red ale some may consider a Red IPA. Big sweet citrusy hop aromas on the nose followed by bitter, malty-caramel on the tongue.

REDACT (12) 330ML - £12.99

Redact is a Red Lager whose crisp & delicate mouth feel is balanced by the addition of 'red' malts, giving notes of sweet toffee & molasses with an aromatic punch from Citra & Mosaic hops, introduced during the long conditioning process.

JOKER IPA (24) 330ML - £24.99

Golden in the glass, fruity on the nose with hints of cedar. Joker IPA is a bitter/bweet, full of flavour, well balanced IPA

SEVEN GIRAFFES (24) 330ML - £24.99

A blend of 7 grains, 3 hop strains and a late infusion of elderflower & lemon. It pours a deep gold with aroma's of elderflower and citrus hops, followed by sweet caramel.



KENDAL MINT CAKE & VODKA 50CL 20% - £17

Kendal Mint Cake & Vodka is a fine, smooth vodka drink. A delicious, luxurious blend of Vodka & Kendal Mint Cake created in Kendal, the gateway to the English Lake District.

KENDAL GINGERBREAD & VODKA 50CL 21.4% - £17

Lakes Gingerbread & Vodka is a delicious, luxurious blend of Vodka & Gingerbread, created in the English Lake District by Mint Drinks Company.



NEWCASTLE GIN 70CL 43% - £26.99

Newcastle Gin takes a lot of influence from Moroccan and African botanicals, they have a vapour basket which allows them to get subtle flavours from sumac and ginger which would be lost if they distilled it all from the pot. The Iranian hibiscus gives the gin a subtle floral note that lifts the spicy floral punch in the main part of the spirit.



DOUGLAS ANKRAH'S PORNSTAR MARTINI 14.9% - £16.49

A delicious ready-to-serve version of one of the world's best loved cocktails, the Pornstar Martini. This classic blend of vanilla vodka and passion fruit has been lovingly crafted by the creator of the original cocktail, Douglas Ankrah. Enjoy chilled on its own, on the rocks or add to Prosecco / Champagne to create a Pornstar Spritz.



FROM A PLACE WHERE VIVICULTURE & CITY CULTURE COLLIDE

Release the zesty vibrancy of Cape Town when you pop open a bottle of Durbanville Hills Sparkling Sauvignon Blanc. Inspired by the creative energy of the Mother City, the fruity and tropical aromas of litchi, guava and mango dance on the palate. One sip and you'll know why we've transformed our much-loved Sauvignon Blanc into a bubbly for all to enjoy.

It's the best way to experience the heartbeat of Durbanville Hills, a place where city culture and viticulture connect.

The burst of tiny bubble on the tongue awakens the palate, allowing it to fully appreciate the fresh fruit flavours of the wine. Invigorating & refreshing.

Perfectly paired with fresh oysters, seafood salads, smoked salmon and sushi and other raw fish dishes.

£7.95





ADMIRATION FOR
IMBUKO[®]
family vintners



PERSONALLY SELECTED BY
HEALY AND GRAY
 ESTATE WINE

WE ARE PLEASED TO INTRODUCE OUR AWARD WINNING WINES FROM AWARD WINNING WINERY IMBUKU... WHICH CAN BE FOUND ON THE UITKYJ FARM NEAR WELLINGTON IN THE HEART OF THE BOLAND WINLANDS.

Imbuku means "in admiration of..." And this is exactly what we do with this wine... a personal selection by our wine director Shaun Healy to join the family of Healy and Gray private cellar and estate wines.

We are extremely proud of our selection of 3 wines from Imbuku with both the Pinotage and the Bushvine Chenin Blanc winners of the Sommelier awards 2017... We hope you enjoy them too.



BUSHVINE CHENIN BLANC
 Brimming with tropical flavours and golden delicious apple whiffs. A zesty wine with a refreshingly crisp finish.
49225362



PINOTAGE
 An elegant wine with tones of roasted coffee beans and coco. Good structure with an elegant finish.
49225364



CHARDONNAY / VIOGNIER
 A lovely aromatic nose of sun ripe peaches & apricots complimented by floral tones Smooth & creamy with tropical flavours and a crisp finish.
49225363

HEALY AND GRAY PRIVATE CELLAR

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.

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.

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.

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.

PERSONALLY SELECTED BY



HEALY AND GRAY
ESTATE WINE



HEALY AND GRAY

BUY 11 AT £5.20 AND RECEIVE 1 FREE – NET OFFER 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 & GRAY ICE BUCKETS FREE WHEN YOU BUY ANY 12 CASES

(limited deals available)



JULY OFFERS

FLAMINGO BLUSH GRENACHE IGP O'C

A gorgeous mouthful of red fruits and cream. Fruity and crisp with a touch of vanilla.

BUY 11 AT £5.57 AND RECEIVE 1 FREE – NET OFFER PRICE £5.11

FLAMINGO RED MERLOT IGP O'C

Delicious blackcurrant fruit flavours with a warm ripeness that leads to a long and smooth finish.

BUY 11 AT £5.57 AND RECEIVE 1 FREE – NET OFFER PRICE £5.11

FLAMINGO WHITE SAUVIGNON BLANC IGP O'C

Fresh, delicate, green fruits with a lovely tangy, bright finish.

BUY 11 AT £5.57 AND RECEIVE 1 FREE – NET OFFER PRICE £5.11



CHAMPAGNE DE CASTELNAU – OFFICIAL CHAMPAGNE SPONSORS OF TOUR DE FRANCE

CHAMPAGNE DE CASTELNAU BRUT N/V

Lively but gentle with notes of apricot and white peach. The spontaneity and charm of this Brut Champagne make it a natural temptation anytime, day or night.

BUY 11 AT £18.89 AND RECEIVE 1 FREE – NET OFFER PRICE £17.32

CHAMPAGNE DE CASTELNAU BRUT RESERVE

The initial aromas are intriguing as they show a complexity rarely present in a non-vintage Brut.

This cuvee is best described as having the soul of a vintage wine in the body of a non-vintage.

BUY 11 AT £20.95 AND RECEIVE 1 FREE – NET OFFER PRICE £19.20

CHAMPAGNE DE CASTELNAU ROSE

Notes of sweets and crystallised fruits linger, lifted by a touch of eau-de-vie of cherries from the Pinot Noir as befits a true rose.

BUY 11 AT £25.05 AND RECEIVE 1 FREE – NET OFFER PRICE £22.96



AUGUST OFFERS

WINES FROM FRANCE

NEGROMARO SALENTO PODERE DON CATALDO

Intense ruby colour, the nose has an elegant bouquet with notes of blackcurrant, vanilla and a pinch of spice. In the mouth, well structured tannins give way to a long length.

BUY 11 AT £7.43 AND RECEIVE 1 FREE NET OFFER PRICE £6.81

ROSATO SALENTO PODERE DON CATALDO

Elegant with its pink, coral colour it has a fresh fruity bouquet with clear notes of strawberry and cherries.

BUY 11 AT £7.43 AND RECEIVE 1 FREE NET OFFER PRICE £6.81

PRIMITIVO SALENTO PODERE DON CATALDO

Harmonious aromas of ripe red fruit spices on the nose with a pleasant hint of liquorice. Full and warm palate with noble tannins.

BUY 11 AT £7.43 AND RECEIVE 1 FREE NET OFFER PRICE £6.81

VERMENTINO SALENTO PODERE DON CATALDO

Harvested in early September, it has a pale straw yellow colour. Aromas of tropical fruits, sage and Mediterranean herbs. On the palate it has good acidity, full and elegant body with a pleasant mineral note.

BUY 11 AT £7.43 AND RECEIVE 1 FREE NET OFFER PRICE £6.81

CABERNET / MERLOT SALENTO PODERE DON CATALDO

The colour is intense, the bouquet layered with wide fruity aromas and a pleasant herbaceous aftertaste. Intense and round with a good persistence.

BUY 11 AT £7.43 AND RECEIVE 1 FREE NET OFFER PRICE £6.81



WINES FROM ITALY

PROSECCO SIMPATICO ROSA – ROSE

A light and off-dry sparkling rosé with oodles of red fruit flavours and hints of strawberry sherbet.

BUY 11 AT £9.09 AND RECEIVE 1 FREE NET OFFER PRICE £8.33

PROSECCO SIMPATICO ORO – GOLD

Lingering streams of tiny bubbles usher in subtle aromatics of white flowers with apple and peach-like white-fleshed fruits.

BUY 11 AT £10.09 AND RECEIVE 1 FREE NET OFFER PRICE £9.25

PINOT GRIGIO ROSE BELLO TRAMONTO

This elegant and fragrant Pinot Grigio Blush is delicately aromatic and deliciously crisp on the palate.

BUY 5 AT £6.07 AND RECEIVE 1 FREE NET OFFER PRICE £5.06

PINOT GRIGIO BELLO TRAMONTO

This delicious wine has a light citrus aroma which leads to a mixture of juicy fruits and just a hint of vanilla on the palate.

BUY 5 AT £6.07 AND RECEIVE 1 FREE NET OFFER PRICE £5.06



SEPTEMBER OFFERS

CALIFORNIAN WINE MONTH

MONTEREY BAY CHARDONNAY

MONTEREY BAY ZINFANDEL RED

With each mouthful of this wine unfolds an abundance of dark fruits, a sprinkling of black pepper and a hint of vanilla. Sheer decadence in a glass.

**BUY 11 AT £5.93
AND RECEIVE 1 FREE
NET OFFER PRICE £5.44**

A fabulous balance of refreshing citrus and tropical fruit flavours with just a hint of vanilla on the finish.

**BUY 11 AT £5.93
AND RECEIVE 1 FREE
NET OFFER PRICE £5.44**

MONTEREY BAY MERLOT

A fabulous balance of refreshing citrus and tropical fruit flavours with just a hint of vanilla on the finish.

**BUY 11 AT £5.93
AND RECEIVE 1 FREE
NET OFFER PRICE £5.44**

MONTEREY BAY ZINFANDEL ROSE

Quite the most delicious wine, a racy mix of watermelon and cherry with a delectable sweetness.

**BUY 11 AT £5.93
AND RECEIVE 1 FREE
NET OFFER PRICE £5.44**



SPARKLING WINES FROM FRANCE

BARON DE ROTHBERG DEMI SEC SPARKLING

A blend of Ugni Blanc and Airen this wine has a light yellow colour and persistent bubbles. Fruity on the nose and a sweeter style on the palate.

**BUY 11 AT £7.05
AND RECEIVE 1 FREE
NET OFFER PRICE £6.46**

BARON DE ROTHBERG BRUT SPARKLING

A fresh and harmonious wine with special character that has a delicate fruity taste. Perfect for all occasions.

**BUY 11 AT £7.05
AND RECEIVE 1 FREE –
NET OFFER PRICE £6.46**





AWARD-WINNING WINES

Success for LWC at the prestigious Sommelier awards

We are very pleased and proud to introduce our 2017 Sommelier award-winning exclusive wines. The only wine competition in the UK judged by the on-trade, in which the wines are blind tasted by 150 of the country's best sommeliers.

We have the fabulous Healy and Gray South African pair from award-winning winery Imbuku, Old Bush Vine Chenin Blanc (Bronze) and Pinotage (Bronze) selected by our Wine Director Shaun Healy to join the family of Healy and Gray Private Cellar and Estate wines.

The beautiful blends from Verona in Italy, Amatore Bianco (Gold) and Amatore Rosso (Silver).

And meet our excellent Spanish wines of Molino del Sol, the White Airen wine winning Bronze and the red Tempranillo being commended.

We are very proud of our wines and hope you enjoy them too.



BUY 6 BOTTLES OF BELAIRE GET A FREE ICE BUCKET*



*ONE DEAL PER CUSTOMER WHILE STOCKS LAST.

125ML BELAIRE CONTAINS 1.56 UNITS OF ALCOHOL

for the facts drinkaware.co.uk



BUY ANY 12 BOTTLES FROM THE RANGE & RECEIVE A CHOICE OF ANY 1 X 70CL FREE

Absolut, Smirnoff, Beefeater, Gordon's, Scottish Leader, Jagermeister.

OR 1 CASE OF TONIC FROM

Fentimans 125ml, Fever Tree 200ml, Franklins 200ml, Lamb & Watt 200ml or Double Dutch 200ml

(Cannot be used with any other offer.)





A SUNNY WEEKEND IN MAY I WAS LUCKY ENOUGH TO FIND MYSELF IN NEWCASTLE AND PAYING A VISIT TO A FANTASTIC CUSTOMER & SUPPLIER OF LWC.

Ollie & Harry Valkhard who run a group of 15 venues and also have their own gin distillery producing Newcastle Gin. A family run business the Valkhard group have a range of venues in Newcastle, Sheffield & Morpeth.



Harry is the distiller learning how to do this over the last 4 years, impressive when you realise this is also a man with a keen passion for motor sport, and to-date is three time British Champion in three different categories, having also raced on the World stage in recent years. Harry was also one of the founder members of Bamboo Engineering, a Motorsport team that has won World Championships of which he still sits on the board.

I met them at Bealim house where they make their gin in a small distillery they have built into the bar area enclosed in glass so customers can see the process on distilling days. It is an impressive venue, an old print works building turned into Newcastle's first authentic Gin distillery, bar and eatery. The 8ft still is set behind bullet proof glass, with a specially constructed bonded warehouse in the basement for parts of the distillery. A special vent for the distillery had to be built because Bealim House is bounded by a part of the medieval city walls.

Newcastle Gin takes a lot of influence from Moroccan and African botanicals, they have a vapour basket which allows them to get subtle flavours from sumac and ginger which would be lost if they distilled it all from the pot. The Iranian hibiscus gives the gin a subtle floral note that lifts the spicy floral punch in the main part of the spirit.

Each batch of Newcastle Gin, is created over two days. The 'hard' botanicals are added to alcohol first for 48 hours, then the 'soft' ones are mixed in before the five-hour distilling process begins. It is a fantastic gin, very easy to sip even straight, with elderflower and hibiscus notes. I tried it in "The English Country Garden" which is Newcastle Gin with a dash of Elderflower cordial and Fever Tree Elderflower Tonic. This was a perfect drink for someone like me who loves elderflower flavours, with just the right balance of sweet and floral flavours and a hint of juniper on the palate it is perfect for long summer days, or at least pretending its one while the rain pours down outside.

They also offer a drink on the menu called Nu-age this is simply Newcastle Gin mixed with Ting and a squeeze of pink grapefruit – they advertise it will be the description "Your parents and gin geeks with hate it" well if they do they do not know what they are missing as it is delicious and I recommend you try it as soon as you can!



Gin's meteoric rise does not seem to be showing any signs of a slowdown. Once a drink associated with "mother's ruin", it is now one of the most popular spirits on the bar, having grown in value by around 16%* in the last year. The biggest rise looks to be coming from the super-premium gin sector, which has grown in volume by 23.2%* in the last year.



LWC now carries, across 14 depots, over 230 gins up from 31 in July 2012. It seems we have a gin for most local areas now, the marketplace has gone from gins being a Cheshire Gin or Yorkshire Gin to now being a Leeds Gin, a Manchester Gin, a Newcastle Gin or a Durham Gin.

Average £ over the bar per 25ml measure*	
Standard Gin	£2.55
Premium Gin	£3.39
Super Premium Gin	£3.69
*source CGA	
On Premise Data to P01 (28/01/2017)	

PRESENTATION IS KEY.

Serving in the right glassware, with the correct garnish and a choice of tonic water is important; in fact, consumers now expect it. Gone are the days of customers just ordering a G&T and being served in a hi-ball glass with ice and a slice. There's even a phone app called 'Ginventory' which consumers can use to find the perfect pairing of tonic and garnish for the gin of their choice.

On Premise Data to P01 (28/01/2017)

GIMLET

50ml gin
10ml lime
Add both ingredients to a mixing glass with ice. Stir. Strain into a chilled Martini glass.

AVIATION

50ml gin
10ml crème de violette
15ml Maraschino liqueur
15ml freshly squeezed lemon juice
Pour the ingredients into an ice-filled cocktail shaker and shake. Pour into a chilled cocktail glass. Garnish with a cherry or a candied violet. (If you don't have either of these, we also like it with lemon zest instead.)

SINGAPORE SLING

30ml gin
7.5ml Benedictine D.O.M.
15ml cherry brandy liqueur
8ml Cointreau
15ml freshly squeezed pineapple juice
15ml lime juice
8ml grenadine
1 dash aromatic bitters
Sparkling water
Add all ingredients into a cocktail shaker and shake with ice. Strain into a Hurricane glass and top up with sparkling water.

THE WORLD'S FIRST PINK GIN



EDGERTON

THE AWARD WINNING
PREMIUM PINK GIN

**BEWARE OF PALE
IMITATIONS.**

EDGERTONPINKGIN.CO.UK



HENDRICK'S
PRESENTS
How to **CREATE** the
PERFECT
SERVE

GURU OF GLASSWARE
When creating a perfectly posh Hendrick's & Tonic, always reach for a clean, dry, room-temperature, highball glass.

HENDRICK'S GINIUS
You know no other gin tonic like Hendrick's because no other gin is made like Hendrick's. That is the perfect reason. Not in Scotland, that is genius.

CUCUMBER CONNOISSEUR
The proper way to garnish a Hendrick's & Tonic is with 2 delicately sliced, water-soaked rounds of cucumber.

QUALIFIED ICE-CUBIST
Ice cubes must be dry, not cold, and remember to ALWAYS fill the glass right to the very top.

A TONICIST OF UNUSUAL TALENT
A perfectly proportioned Hendrick's & Tonic is 1 part gin to 2 parts high-quality, dry tonic water.

VISIT
PERFECTION. HENDRICKSGIN.COM
to put your SKILLS to the TEST!
Upon skillful and successful completion of the test, you will be rewarded handsomely for your prowess with a **£10 AMAZON VOUCHER!**
Additionally you will be entered automatically into a quarterly drawing to win a **£250 AMAZON VOUCHER.**
drinkaware.co.uk for the facts

BUY ANY 3 BOTTLES FROM THE TARQUIN'S RANGE, GET A CASE OF FEVER-TREE AROMATIC TONIC FREE



Tarquin's range includes *Tarquin's Gin*, *Cornish Pastis* and *Tarquin's Seadog Navy Strength Gin*.
Fever-Tree Aromatic Tonic is made with a unique blend of *Angostura bark and aromatic botanicals* such as cardamom, pimento berry and ginger – the *perfect partner* to the Tarquin's range.

August Only

FEVER-TREE

TARQUIN'S
HANDCRAFTED GIN
DRY GIN

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www.SouthWesternDistillery.com

FeverTreeMixers
FeverTree_UK
SouthWesternDistillery
SWDistillery

COOL • CHIC • AUTHENTIQUE



2012 RumXP Gold award
2013 RumXP Gold award
2014 RumXP Gold award
2014 RumXP Gold award

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RUM
50% ALC/VOL (100% PROOF)
RUM IMPORTED BY MHW, MANHASSET, NY © 2009

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EVERYDAY AROUND THE WORLD
MILLIONS OF MOJITOS ARE SERVED...

BUT ONLY ONE IS COOL

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DINGLE
DISTILLERY
G&T ANYONE?

Buy 3 bottles of Dingle Original Gin or Dingle Pot Still Vodka and get a case of Franklin & Sons tonic free
24 x Franklin & Sons light or Indian tonic water (24 x 200ml)

G&T recommended serve 50ml Dingle Original Gin + Franklin & Sons light tonic. Serve with plenty of ice, slice of orange and juniper berries



Dingle Gin LWC product code: 32070760 Dingle Vodka LWC product code: 35093451.
1 purchase per customer. Offer runs 1st July - 30th September only

WWW.DINGLEDISTILLERY.IE
#dinglegin

BUY 2 BOTTLES FROM THE LIVERPOOL RANGE AND RECEIVE 1 CASE LAMB & WATT FREE
BUY 3 BOTTLES FROM WHITLEY NEILL RANGE AND RECEIVE 1 CASE LAMB & WATT FREE



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for the facts

HALEWOOD
Wines & Spirits



**A CHANCE TO
WIN VIRGIN V FESTIVAL
TICKETS FOR YOUR OUTLET
WHEN YOU BUY 2 X CASES OF
SMIRNOFF RED 70CL***

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

*To enter prize draw outlet must purchase 2 x cases Smirnoff Red 70cl or 1 x case Smirnoff Red 1.5L. Receive a free case of Smirnoff Red cups included with your purchase. 1 x case of Smirnoff Red cups per outlet. Multiple entries allowed. 2 pairs of Virgin V Festival North tickets to be won. 2 pairs of Virgin V Festival South tickets to be won. Tickets valid for entry only. Winners only will be notified. Entry closes at midnight BST on 14th August 2017. The supplier has the right to withdraw this offer at any time.

**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.

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TEQUILA & MEZCAL

For a few years, now, tequila and mezcal have been tipped as the next big things over the bar. Certainly, they are growing: tequila, as a category, has grown in value by 1.3%* in the last 12 weeks. Although standard tequila value is flat and premium is in decline, super premium is fuelling the growth with value up 17%* in the last 12 weeks.

There is certainly more media attention around the category and consumers are finally realising that it's not just about salt, lime and shots. Driving the growth in super-premium tequila is consumers' newfound appreciation of the effort that goes into making a top end tequila; they are more prepared to pay the prices they command. This combines with the allure of celebrity-endorsed or owned brands such as Justin Timberlake's 901.

If you don't have a premium or super-premium tequila or mezcal on your back bar, then you're missing out on a massive profit opportunity. LWC carries, across 14 depots, over 110 tequila & mezcal up from in 50 July 2012.

**Average £ over the bar per
25ml measure***
Standard £3.00
Premium £3.69
Super Premium £4.51

*source CGA On
Premise Data
to P01 (28/01/2017)



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/>


MONIN[®]

**BUY
ANY 10
& RECEIVE
1 FREE ***
(*limited to 5 deals
per customer)





MEET THE NEWEST MEMBER OF OUR SQUAD

OLD J SILVER


THE WORLD'S FIRST SPICED WHITE RUM

Introducing the newest member of the Old J family; Old J Silver is the world's first white spiced rum! Old J Silver Spiced Rum retains some of the main flavour notes of Old J original, keeping the smooth toffee, sweet lime and heady vanilla hit. However for Old J Silver, the heavy spicing of the other Old J styles have been toned right down to allow the more subtle un-aged white rum to shine.

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

 @OLDJ_ORIGINAL





DEAD MAN'S FINGERS®

Warms the cockles, stirs the soul.

Dead Man's Fingers, Cornwall's newest, small batch, spiced rum.

A Caribbean rum blended with spices which warms the cockles, stirs the soul and sets you up fair for whatever the wind blows in.

Find us online deadmansfingers.com



PUSSE'S AWARD WINNING GUNPOWDER RUM.

The original Royal Navy Admiralty Strength Rum 54.5% abv. Served on board ships as the daily tot ration up to July 31st 1970 known as Black Tot Day



MAHIKI

COCONUT RUM

NEW!

BUY 1x70CL MAHIKI COCONUT RUM LIQUEUR, RECEIVE 1x50CL COCO RE'AL FREE*

OR

BUY 6x70CL MAHIKI COCONUT RUM LIQUEUR, RECEIVE 1x70CL MAHIKI FREE*

MAHIKI COCONUT RUM LIQUEUR IS A DELICIOUS HAND-CRAFTED BLEND OF REAL COCONUT, JAMAICAN AND POLYNESIAN RUM

IT ENCAPSULATES THE BRILLIANCE OF MAHIKI, THE WORLD- RENOWNED, AWARD-WINNING TIKI BAR AND NIGHTCLUB, FAMOUS FOR BEING THE AUTHORITY ON TIKI COCKTAILS

DELIGHTFUL SERVED ON ICE OR IN COCKTAILS SUCH AS THE MAHIKI PIÑA COLADA:

- MAHIKI COCONUT RUM LIQUEUR
- COCO RE'AL • LIME JUICE
- FRESH PRESSED PINEAPPLE JUICE
- CRUSHED ICE

70CL / 21% ABV *ALL OFFERS SUBJECT TO AVAILABILITY

 @MAHIKIRUM

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Multi Award Winning SWEET POTATO SPIRIT RANGE

INTRODUCING THE UK'S FIRST
SWEET POTATO SPIRIT RANGE.
HAND CRAFTED FROM SCRATCH IN
THE UK USING THE FINEST
SWEET POTATOES. DISTILLED WITH
CARE IN SMALL BATCHES.

askforanSP askforanSP @SweetPotatoSpiritCompany

www.askforanSP.com



ORDER ANY 8 BOTTLES FROM
OUR RANGE AND CHOOSE ONE
OF OUR 2017 WORLD SPIRITS
AWARDS GOLD MEDAL WINNERS
FREE OF CHARGE
Gold Medalists: Chocolate Moonshine with Chilli,
Toffee Apple & Pink Marshmallow



BUY ANY 2 CASES OF
FUNKIN 6 X 1 LITRE
PRE-BATCHED COCKTAIL
MIXERS AND GET A
PORNSTAR MARTINI
POS KIT FOC

PORNSTAR MARTINI

THE FASTEST GROWING COCKTAIL IN THE UK



Pornstar Martini
kit includes;
2 Pornstar Martini Chalkboards
1 Funkin shaker
1 Funkin jigger

Pornstar Martini
• 100ml Funkin Pre-Batched Passion Fruit Martini Mixer
• 50ml Vodka • Serve with a shot of sparkling wine

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



MINT DRINKS COMPANY

BRINGING
THE LAKES
TO YOU IN
EVERY SIP

GINGERBREAD &
VODKA 50CL £17
KENDAL MINT CAKE
& VODKA 50CL £17



LUXARDO

SINCE 1821

USED BY THE BEST BARTENDERS
AND MIXOLOGISTS IN THE WORLD





BUY 2 X 70CL HAVANA CLUB 3YO AND RECEIVE A COCKTAIL KIT FREE*

*KIT WILL FOLLOW DIRECT TO OUTLET



Mini Beer 43
Ice cold Licor 43 topped with cream.

@LICOR43UK
f t i

for the facts drinkaware.co.uk




BUY
2 X 70CL
LICOR 43
GET A
FREE
POS KIT*

*Kit contains: 2 x bar runners, 20 x table talkers and 25 x Mini Beer steins. One kit per customer while stocks last. 25ml Licor 43 contains 0.78 units of alcohol.



FREE

TIA FRAPPÉ KIT



Tia Maria

PRESENTS

TIA FRAPPÉ

TIA MARIA + ESPRESSO + MILK

- BUY TWO BOTTLES OF TIA MARIA + GET YOUR FREE KIT THAT INCLUDES:

 - 12 x Glass Mini Milk Bottles
 - 2 x Espresso Mix
 - 2 x Tia Chalkboards
 - 2 x Strutcards
 - 100 x Black Straws
 - 100 x Plastic Tia Frappé Cups
 - 1 x Sales Presenter

it's on the house!

ENJOY TIA MARIA RESPONSIBLY drinkaware.co.uk



CHANGING PERCEPTIONS

- Jägermeister continues to grow faster than the spirits category and is the 2nd largest brand in the category
- Jägermeister represents approximately 35% of the total shots category & continues to grow



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for the facts



ICE COLD SHOT

THE ORIGINAL & BEST:
JÄGERMEISTER SERVED ICE COLD



JÄGER OLD FASHIONED

40ML JÄGERMEISTER STIRRED WITH 20ML JIM BEAM DOUBLE OAK, 5ML MAPLE SYRUP AND THREE DASHES CHOCOLATE BITTERS



NAUGHTY GERMAN

35ML JÄGERMEISTER STIRRED WITH 10ML CREME DE CASSIS, 10ML GOMME, 15ML FRESH LEMON JUICE AND GARNISHED WITH LEMON ZEST



ROOT56

50ML JÄGERMEISTER TOPPED WITH GINGER BEER, A SQUEEZE OF LIME AND GARNISHED WITH CUCUMBER



HUNTERS TEA

50ML JÄGERMEISTER STIRRED WITH 25ML FRESH LEMON JUICE, 25ML BLACK TEA, 12.5ML MAPLE SYRUP, A TEASPOON OF MARMALADE AND GARNISHED WITH ORANGE ZEST



PURPLE STAG

50ML JÄGERMEISTER STIRRED WITH 25ML BERRY TEA, A TEASPOON OF BLACKCURRANT JAM, 25ML FRESH LEMON, 12.5ML MAPLE SYRUP, THREE FRESH BLACKBERRIES AND GARNISHED WITH BLACKBERRIES

- An additional 4,000 outlets stocking versus a year ago.
- Jägermeister is far more versatile than you may think
- Maximise efficiency of your back bar by stocking brands with multiple serve systems

Jägermeister

DRIVE YOUR SALES

DEAL ONE

£199 Tap Machine - Limited offer

DEAL TWO

MINI JÄGER, GREAT PROFITS

Buy a case of 96x2cl of Jägermeister & receive a free 2cl POS kit

Buy 3 Cases of 96x2cl Jägermeister & receive a free Shot Glass Freezer



DEAL THREE ROOT 56 KIT

Buy 42x70cl & receive a Free Ice Cold Jägermeister Freezer & POS Kit

Buy 6x70cl of Jägermeister & receive a free R56 POS kit



IT'S OUR HOUR



DISARONNO
— BE ORIGINALE —

BUY 3 BOTTLES OF DISARONNO 70cl AND
RECEIVE YOUR FREE SOUR HOUR JAR SUPPORT*



*Whilst stocks last

EACH KIT CONTAINS:	12 x Sour Jars 100 x Black Straws	2 x Strutcard 25 x Tentcard	4 x Bar Runners 2 x Sour Mix	1 x Chalkboard
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ENJOY RESPONSIBLY For the facts drinkaware.co.uk

@DISARONNO_OFFICIAL | WWW.DISARONNO.COM

APEROL

BUY 3 X 70CL APEROL
& RECEIVE 1 X 75CL
PROSECCO SERENELLO
FREE



BUY 4 BOTTLES OF ANTICA SAMBUCA
FLAVOURS AND CHOOSE YOUR POS KIT*

Antica
TWISTED SHOT KIT

CHOOSE
BETWEEN

Antica
SHOT BAT KIT



TWISTED SHOT KIT INCLUDES: 12 X TWISTER GLASSES, 2 TWISTER POSTERS, 2 BRAND POSTERS, 1 BAR RUNNER, 1 STRUT-2 SERVE SUGGESTIONS FLYERS
SHOT BAT KIT INCLUDES: 12 X SHOT GLASSES, 4 X 5 HOLE SHOT BATS, 2 BRAND POSTERS, 1 BAR RUNNER, 2 BRAND FLYERS

*AVAILABLE WHILE STOCKS LAST. LIMITED TO ONE KIT PER VENUE.

BUY 2 X 1.5L OR 4 X 70cl SOUTHERN
COMFORT TO GET YOUR FREE
SOUTHERN COMFORT
SUMMER PROMOTION KIT

KIT CONTAINS: 6 X BRANDED MASON JARS, 2 X A3
POSTERS, 8 X TABLE TALKERS AND 1 X KIT BRIEF.



M.W. HERON'S
SOUTHERN
COMFORT
ESTABLISHED 1874

Maximum 1 kit per customer. Available only while stocks last.

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**BUY 4X70 CL OF
JAMESON
IRISH WHISKEY
AND RECEIVE
FOR FREE*
6 X GLASSES
AND DRIP MATS**

JAMESON



IRISH WHISKEY

JAMESON IS THE NO.1 IRISH WHISKEY WITH 74% OF THE IRISH CATEGORY**



**CGA Total On-Trade MAT to 05.11.2016

WWW.JAMESONWHISKEY.COM/UK
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ENJOY JAMESON RESPONSIBLY

MONKEY SHOULDER 

Buy 3 bottles of
MONKEY SHOULDER

AND GET **FREE** CASE OF

Fever Tree
GINGER ALE



*WHILST STOCKS LAST. 20CL X 24 BOTTLES. www.monkeyshoulder.com / facebook.com/monkeyshoulder / @MnkyShldrUK DRINKWARE.CO.UK FOR THE FACTS



INTRODUCING ROE & CO

With premium Irish whiskey growing at 13.7%*, Roe & Co is a fantastic addition to any whiskey portfolio. Irish whiskey made in Dublin.

Buy 2 x 70cl and receive a **FREE** case of *Fever-Tree* Ginger Ale**



*SOURCE: IWSR 2015, 5YR GLOBAL CAGR, VOLUME IN 000S BL, EUROPE DEFINITION REFERS TO WESTERN EUROPE + POLAND + TOTAL EPM
**FEVER-TREE 200ML X 24 GINGER ALE

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

**BUY 2 X 70CL
TO RECEIVE 6 X
'THE GLENLIVET'
GLASSES**

IT ALL COMES BACK TO THE ORIGINAL

Award Winning Whisky

THE GLENLIVET



for the facts
drinkaware.co.uk
ENJOY THE GLENLIVET RESPONSIBLY



WELCOME TO THE WORLD OF
 ★★★★★
**AMERICAN
 ★ WHISKEY ★**



GENTLEMAN'S BREW

50ml Gentleman Jack, 2 dashes Angostura bitters.
 Top with high quality ginger beer, cubed ice and an orange slice



JACK DANIEL'S SINGLE BARREL BOULEVARDIER

25ml Jack Daniel's Single Barrel, 25ml MARTINI Rosso, 25ml Campari.
 Stirred and served over cubed ice



OLD FORESTER SMASH

50ml Old Forester, 25ml fresh lemon juice, 15ml sugar syrup,
 handful of mint. Shake and strain into a rocks glass, serve with crushed
 ice and a mint sprig



WOODFORD RESERVE OLD FASHIONED

50ml Woodford Reserve, 15ml sugar syrup, 2 dashes Angostura
 bitters, orange twist garnish. Stir and strain over ice and garnish
 with an orange twist

Please drink responsibly.

2017 Gentleman Jack, Jack Daniel's Single Barrel, Old Forester and Woodford Reserve are registered trademarks of Brown-Forman Beverages

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**BUY 6 CASES
 AND RECEIVE
 1 CASE FREE
 OR BUY 3 CASES
 AND RECEIVE 1X 70CL
 CORKYS FREE**

(SEPTEMBER ONLY)

**LONDON RD
 COCKTAILS**

(12) 200ML
 £17.99

HOOCH

**BUY 6 CASES
 AND RECEIVE
 1 CASE FREE**





AN ALCOHOLIC SODA WITH NATURAL FRUIT FLAVOURS AND NOTES OF MALT & HOPS. NO SWEETENERS, ARTIFICIAL FLAVOURS OR PRESERVATIVES. CONTAINS REAL FRUIT JUICE.



EVENT PRICE £15.49 PER CASE*

IN THE SHADOW OF THE CROOKED SPIRE WE CRAFT NATURAL ALCOHOLIC SODAS PACKED FULL OF FRUITY FLAVOUR AND JUST THE RIGHT AMOUNT OF SWEETNESS.

EACH OF THE FLAVOURS IS MODELLED AROUND A DIFFERENT DIMENSION. LET US TAKE YOU ON A JOURNEY THROUGH OUR WORLDS.



CROOKED BEVERAGE CO SEEKS TO TAKE YOUR EXPECTATIONS AND TURN THEM ON THEIR HEAD

Instagram Facebook Twitter CROOKEDBEVERAGECO.COM

*12x330ML WHELIST STOCKS LAST

A unique relationship

Sheppy's Cider, now run by David Sheppy and his wife Louisa, have been producing quality traditional ciders in the South West for over 200 years, rooting them firmly in local history and making them true experts in the industry. Five years ago, a unique relationship between Sheppy's and LWC was born when the companies came together to create a signature cider for LWC, which is called South West Orchards.

Although the brand is owned by LWC, the whole production process is taken care of by Sheppy's Cider, from the harvesting of the apples through to the pressing, fermenting and the bottling of the finished product.

"I worked with the LWC team to turn the idea into a reality. We discussed different blends, characters and where in the market they wanted to position it. Once the finer details were established, we got to work producing the product and they created an identity for the South West Orchards brand in order to market, sell and distribute it." David explains.

Since launching five years ago, the brand has increased in popularity, with 200 kegs now produced on average each week. Alongside the 5% ABV standard blend there is now also a 4% raspberry flavour and in summer 2016 a 330ml can was also introduced.

Sheppy's Cider have certainly come a long way since they first started producing cider, 200 years ago. Following the first world war when farmers were instructed to produce only food, many brewers gave up making cider but Sheppy's continued the tradition. Now, they run a modern production unit that allows them to produce 3000 bottles and 60 kegs per hour and press six times an hour. That includes the production of their own brands, not just South West Orchards.

Their continued growth has allowed the company to improve other areas such as the extension of the visitor and centre and the introduction of a new road to help deal with the number of visitors.

Interested in finding out more about South West Orchards? Give us a call on 0845 345 1076 or email sales@lwc-drinks.co.uk



SUPER PREMIUM CRAFT CIDER
CREATED TO APPEAL TO THE
MODERN CIDER DRINKER
AVAILABLE IN ORIGINAL APPLE
AND RASPBERRY

Available in 50l keg, 12x 500ml NRB
and 24x330ml cans (apple only)
New install kit plus free keg after
initial keg purchase



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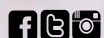
APPLESHED

PREMIUM CIDER

NEW - APPLESHEDED DARK FRUITS IS MADE IN HEREFORDSHIRE IN THE HEART OF CIDER COUNTRY.

THE CIDER IS MADE FROM OVER 12 VARIETIES OF HAND-PICKED APPLES FOR A CLEAN, CRISP TASTE AND IS BLENDED WITH NATURAL EXTRACTS OF BLACKBERRY, RASPBERRY AND STRAWBERRY, ALL COMBINING TO CREATE A REFRESHINGLY MOUTH-WATERING CIDER THAT IS FRUITY BUT NOT TOO SWEET.

Our cider is suitable for Vegans, Vegetarians and Coeliacs.



@appleshedcider



BUY ANY 2 x 20L BAG-IN-BOX and CIDER RANGE and receive 1 x 70cl SMIRNOFF FREE

WESTONS CIDER

Henry Westons Country Perry ABV 5%
Henry Westons Family Reserve ABV 5%

20L BIB

Rosie's Pig
Refreshing Still Cloudy Cider
ABV 4.8%
Sweet: ●●●●●

Old Rosie
The Original Cloudy Cider
ABV 7.3%
Sweet: ●●●●●

Rosie's Pig was one of the first delivery trucks Westons owned. The saying went, "A pig to start and a pig to drive" the saying went. Rosie's Pig still sits in our yard in Herefordshire and gives its name to our range of easy drinking, cloudy ciders.

BUY ANY 4 x 10L BAG-IN-BOX and CIDER RANGE and receive 1 x 70cl SMIRNOFF FREE

FESTIVAL RANGE

FLAT TYRE
Cloudy Cider with Damson
ABV 4.0%
Taste: Medium-sweet and slowly matured cloudy cider made from freshly pressed apples, paired with a refreshing infusion of rhubarb juice. The well balanced, fruity taste and tart finish provides a deliciously moorish cider.
Sweet: ●●●●●

HAND BRAKE
Cloudy Cider with Damson
ABV 4.0%
Taste: Medium-sweet, cloudy and slowly matured made from Herefordshire apples and a generous helping of fruity damson juice. Hints of hedgerow fruits, paired with a sharp finish makes for a perfectly easy drinking drop.
Sweet: ●●●●●

Rusted Wheel
Cherry Flavour Cloudy Cider
ABV 4.0%
Taste: Freshly pressed cloudy cider with a fruity and impactful addition of cherry flavours. Slowly matured and left unfiltered, this cider is medium-sweet to taste, and brings nostalgic notes of cherry drops with a great depth of flavour.
Sweet: ●●●●●

10L BIB

Facebook: /WestonsOldRosie
Twitter: @WestonsOldRosie
drinkaware.co.uk for the facts. Please enjoy responsibly.

CAPLE RD Cider

The UK's first canned craft cider is **NOW ON DRAUGHT**

- Slowly fermented fresh pressed English apple juice - no concentrate
- Matured for up to 18 months in both oak and stainless steel vats
- Produced by an independent cider maker

T-Bar

- An uncompromising and challenging cider, with taste and flavour at its heart

Blend No 3

- Full bodied dark straw / amber sparkling cider
- Oaky, smoky, with subtle notes of leather
- 5.2% ABV
- Fresh English apple juice

INSTALL Caple Rd Draught & receive a FREE KEG upon installation, another FREE KEG after 3 months & 24 x branded glasses

www.caplerdcider.co.uk @CapleRdCider

for the facts... drinkaware.co.uk

WESTONS CIDER

Made from 100% pressed British apples

Stowford Press, one of the UK's leading draught ciders*

A flavour which is effortlessly refreshing

Refreshing Medium-Dry sparkling cider
 Crafted in Herefordshire made with 100% pressed British apples
 Mouth-watering apple taste

The family brand that continues to grow

Five generations of Westons Cider makers (135 years)
 Crafting cider since 1880
 Still using traditional cider making techniques as used by Henry Weston

Our drinkers want more

Consumers are now more adventurous and look to try new and different ciders
 Mainstream brands are becoming less appealing and Stowford Press offers that something extra
 Stock as your only draught cider brand or alongside a wider range of draught ciders (ensuring that each is unique and offers something different)

INSTALL STOWFORD PRESS AND RECEIVE:

1 X FREE KEG ON INSTALL +
 1 X FREE KEG AFTER 3 MONTHS' SALES**

100% LOCAL HOME-PRESSED APPLES

stowfordpress.co.uk [f /Stowford_Press](https://www.facebook.com/Stowford_Press) [@Stowford_Press](https://www.instagram.com/Stowford_Press)

*CGA Strategy P2 MAT to Feb 2017 **Terms and Conditions apply

NEW LOOK BAG-IN-BOX RANGE FROM ASPALL



CYDERKYN

A clean aroma of fresh green apples and toffee give this uncarbonated cyder a light to medium body. Slightly sweet with a dry finish.

ALC. 3.8% VOL.



TEMPLE MOON

A crisp light thirst quenching still cyder with a beautiful floral aroma. Pleasing fresh apple tasting finish & light slightly sweet palate.

ALC. 5.8% VOL.



RASPBERRY & GINGER

A clear pale pink still cyder with a pronounced aroma of fresh and cooked raspberries and stem ginger. Medium sweetness with a warming finish.

ALC. 3.8% VOL.



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.



Fruity, dry, racy, thirst-quenching, lip-smacking.

ALC 5.5% VOL



Medium dry and sessionable with a floral apple aroma.

ALC 4.6% VOL



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.

NEW



THREE CENTURIES OF CYDER MAKING EXPERTISE
The Chevalliers began crafting cyder at Aspall, Suffolk in 1728. Eight generations on they remain obsessed with creating the finest products from the best fruit.

ASPALL CYDER

Premium Mid-strength Cyder

Delivers the refreshing, crisp taste of just-bitten apples, with a light to medium body.

Our new simply-named 'Aspall Cyder', with an ABV of 4.5%, is a premium mid-strength draught cyder that doesn't compromise on quality or taste.

Aspall Cyder is made in our unique house style by blending culinary and bittersweet apple varieties such as cox and russet.

TASTING NOTES

- ◆ Mid to pale straw colour
- ◆ Pronounced fruity/floral aroma
- ◆ Light to medium in body with the refreshing taste of just-bitten apples. Crisp and fruity with a long finish.

PRODUCT DETAILS

- ◆ Crafted in Suffolk
- ◆ ALC. 4.5% VOL
- ◆ Available in 50L keg



NEW STOCKIST INCENTIVE

Install Aspall Cyder 4.5 receive a free keg & POS kit*



*includes 12 goblet/straight pints & half pint glasses, 2 bar runners, 200 beer mats

THE JOCKEY CLUB
Since 1750

EXCLUSIVE OFFER FOR LWC CUSTOMERS
TWO FREE JOCKEY CLUB TICKETS
when you install two products*

*Date subject to availability.
For racecourses & dates visit: www.thejockeyclub.co.uk

STOLEN FROM HEREFORDSHIRE

drinkaware.co.uk
for the facts

INTRODUCING ORCHARD THIEVES...

Stealthy by nature, the fox has been known to sneak into our orchards late at night, hunting the most delicious apples from our Herefordshire homeland. Now we're stepping in, using our wily friends' favourite fruit, Orchard Thieves is a crafted, tasty apple cider that is crisp and refreshing, full of flavour to the last sip...

Available in 30L kegs and 330ml cans
ABV 4.5%

**ORCHARD
THIEVES**
CIDER

A perfectly served
SAVANNA to
get the **SUMMER**
started



Some things are just better together. The fresh acidity of a lemon wedge in a Savanna's neck perfectly complements our distinctive crisp apple & honey flavours, resulting in a distinctly clean, dry taste.

www.savannacider.com

Buy 5 CASES
(24x330ml) of Savanna & receive
1 CASE FREE



CIDER TO SUIT ALL OCCASIONS BUY ANY 5, GET 1 FREE*

BULMERS IS
THE UK'S NO. 1
MAINSTREAM
PACKAGED CIDER¹

PREMIUMISE
YOUR RANGE WITH
BULMERS' NEW
ARTISANAL CIDER,
ORCHARD
PIONEERS

OLD MOUT IS
THE FASTEST
GROWING PREMIUM
FLAVOURED
CIDER IN THE UK²



drinkaware.co.uk for the facts

*WHILST STOCKS LAST. SOURCES 1. TNS AWARENESS TOTAL MARKET, DEC.16. 2. CGA VALUE SALES MAT, DEC.16

AUGUST ONLY

**REKORDERLIG
CIDER**
BEAUTIFULLY SWEDISH



**BUY 6 CASES OF
REKORDERLIG 500ml
AND GET 1 CASE FREE**

Deal is valid only on the featured Rekorderlig variants.
Only 6 deals allowed per customer for the whole promotion period.
Promotion period is 1st August 2017 to 31st August 2017.

drinkaware.co.uk for the facts

REKORDERLIG.COM

[f/REKORDERLIG](https://www.facebook.com/REKORDERLIG)

Cider

PREMIUM CIDER
MADE IN KOPPARBERG SWEDEN

**BUY 6 CASES
GET A FREE CASE OF PEAR CIDER**



**JULY
AUGUST
ONLY**

drinkaware.co.uk
Case size: 15x500ml.
Offer valid during July and August 2017 only.
While stocks last.

Cider

LWC CASK CLUB

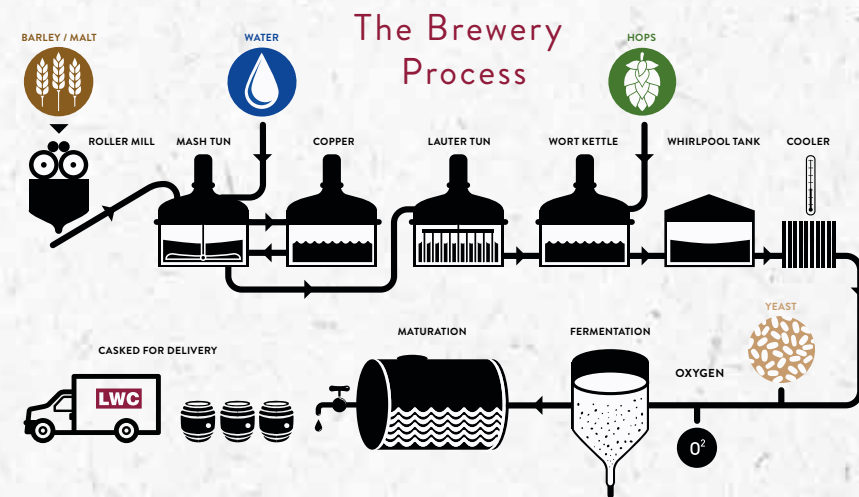
ALL PRICED AT £72.50!

 <p>SHEPHERD NEAME SPITFIRE 4.2%</p> <p>The biggest ale success story of the last decade. Originally brewed to commemorate the 50th anniversary of the Battle of Britain, its characteristically Kentish, hoppy flavour and risqué advertising campaign has made it a firm favourite with beer lovers.</p> <p>WEEK COMMENCING: 03/07/2017</p>	 <p>COURAGE DIRECTORS 4.8%</p> <p>Full bodied with a clean, bitter taste, balanced with a sweet burnt, malty and fruity notes with a distinctive dry-hop aroma and flavour. Originally brewed exclusively for the directors of the Alton Brewery.</p> <p>WEEK COMMENCING: 10/07/2017</p>
 <p>RINGWOOD BOONDOGGLE 4.2%</p> <p>A blonde and luscious ale, brewed with the finest English Pale Malt, Goldings, Herkules, Cascade and Styrian hops, which gives a hoppy aroma with a citrus punch. Well balanced on the palate with a moreish fruity taste.</p> <p>WEEK COMMENCING: 17/07/2017</p>	 <p>GREENE KING ABBOT ALE 5.0%</p> <p>Warming, malty and fruity. Pale and amber malts contribute to a mouth-filling and satisfying Horlicks and biscuity maltiness. A base note of herbal hop and Fuggles as a late hop contributes the main fragrant fruity and floral and spicy notes.</p> <p>WEEK COMMENCING: 24/07/2017</p>
 <p>CAMERONS ROAD CREW 4.5%</p> <p>An American pale ale packed full of hoppy citrus and blackcurrant flavours delivering a crisp, refreshing, superior taste to celebrate the spirit of the song and those who inspired it. Motorhead For Life.</p> <p>WEEK COMMENCING: 31/07/2017</p>	 <p>BLACKSHEEP SPECIAL ALE 4.4%</p> <p>Black Sheep Special Ale is a powerfully flavoured pint that packs a punch with rich fruit aromas and a distinctively smooth, bittersweet taste.</p> <p>WEEK COMMENCING: 07/08/2017</p>
 <p>EVERARDS SUNCHASER 4.0%</p> <p>A thirst-quenching beer made in the style of a continental lager, hence you will find subtle fruit flavours and a sweetness within. It has had great success attracting a variety of drinkers to cask ale as well as proving popular with a regular ale drinkers.</p> <p>WEEK COMMENCING: 14/08/2017</p>	 <p>EXMOOR GOLD 4.5%</p> <p>The first modern Golden Ale produced in Britain back in 1986. As well as looking good, this beer tastes good, with fresh and fruity flavours tripping across the tongue with a soft and comforting malty centre.</p> <p>WEEK COMMENCING: 21/08/2017</p>
 <p>THEAKSTON'S BEST BITTER 3.8%</p> <p>The definitive English Bitter. This fine golden-coloured beer has a full flavour that lingers pleasantly on the palate. With good bitter sweet balance, this beer has a subtle hop character described as citrus and spicy.</p> <p>WEEK COMMENCING: 28/08/2017</p>	 <p>SKINNERS BETTY STOGS 4.0%</p> <p>Copper-coloured, with a light malty aroma, a floral, even cedar taste, and a sharp tang of bitter grapefruit, this is an ale that has the strength of character to take on tasty dishes like stews, hard cheeses and meat-packed pasties.</p> <p>WEEK COMMENCING: 04/09/2017</p>
 <p>BRAINS REV JAMES ORIGINAL 4.5%</p> <p>Based on a recipe from 1885 The Rev James Original is rich and well-balanced with a mellow malty flavour that unexpectedly gives way to a clean, refreshing finish.</p> <p>WEEK COMMENCING: 11/09/2017</p>	 <p>OAKHAM INFERNO 4.0%</p> <p>Inferno is a light, igniting ale that flickers complex fruits across your tongue, leaving a dry, fruity, bitter finish, smothering your thirst.</p> <p>WEEK COMMENCING: 18/09/2017</p>
 <p>DARTMOOR LEGEND 4.4%</p> <p>A classic cask-conditioned beer: smooth, full-flavoured and balanced, with a crispy malt fruit finish. An aroma of fresh baked bread and a hint of spice. Launched in 2010, this modern day beer represents the very best of traditional brewing.</p> <p>WEEK COMMENCING: 25/09/2017</p>	

PLEASE PLACE YOUR ORDER ONE WEEK IN ADVANCE FROM LWC: 0845 402 5125

CASK ALE COLOUR GUIDE

PALEST  DARKEST



The Foundation



WATER is the main ingredient and the foundation of any drink. It affects beer in three ways: the pH levels affect how the flavours are expressed; it can provide different flavour profiles depending on the sulphate-to-chloride ratios; and it can cause off flavours from chlorine or contaminants. Good water is considered to be moderately hard and have low or moderate alkalinity.



MALTS are cereal grains (usually barley) that have been dried in a process known as 'malting'. It is the source of sugars which are fermented into alcohol, and gives the beer its colour, scent and flavour. Depending on the desired flavour profile and the style of beer being brewed, there are five types of malts that may be used: base malts, light malts, roasted malts, dark malts and caramel malts.



HOPS started being used in brewing as a stability agent and for flavouring. The oils in hop flowers contain a tremendous amount of bitter, zesty/citrus flavours. There are many varieties that are used to produce different flavour profiles. In British ales the most common varieties are Goldings, Fuggles, and Bramling Cross. The New World Hops are used in beers with more intense hop character due to their more tropical flavours, with most commonly used varieties such as Galaxy (Australia), Nelson Sauvin (New Zealand), Citra, Centennial and Chinook (US).



YEAST acts as the fermenting agent in beer and converts the sugars produced from the malts into alcohol and CO₂. Most old family brewers in England have their own different varieties of yeast strains that are unique to their brew house. In Belgium, monks and brewers use wild yeast for spontaneous fermentation to create very unique and tart flavours to some of their styles.



**WE ARE A BROTHERHOOD OF BREWERS,
CREATING UNIQUE BEERS, WHILE ENJOYING
LIFE IN AND OUT OF THE MASH TUN.**



Williams Bros. Brewing Co. is located in Alloa, Clackmannanshire, Scotland and its current setting is the old George Younger's bottling hall in Kelliebank. Although now producing an eclectic range of Craft Beers, for both the domestic and international markets, the 'Brotherhood Brew House' is steeped in Scottish tradition and remains the last bastion of brewing in a town which was once regarded as 'Scotland's Beer Capital'. You can literally chart the story of the Scottish Craft Beer scene through our brands and innovation in the category over the past 29 years.

The story began with our Legacy Range, which includes Fraoch Heather Ale (The Original Craft Beer; brewed in Scotland since 2000 B.C.) The Brotherhood have been guardians of the ancient recipe since 1988 & are proud to be the only brewery still producing this unique style of beer & distributing it world-wide. A light amber ale with floral-peaty aroma, full malt character, and a spicy herbal finish - this beer allows you to pour 4000 years of Scottish history into a glass.

We have always been at the heart of the brewing community in Scotland. Partly due to our location but also because of our bottling hall, which allowed us to be among the first to establish an Iconic Range of 500ml and 330ml bottles, while assisting breweries from as far afield as the isle of Skye in the same endeavour.

Our core range beers have their roots in the classic craft styles; from Pale Ales through IPA's to Imperial Stouts but we have been brewing with botanicals, aromatics and fruit long before it was common place to do so. Our use of foraged, indigenousness and seasonal ingredients is what continues to set us apart from an ever growing community of brewers and bar owners in Scotland.

The spirit of The Brotherhood also lives far beyond the mash tun, as we continue to be an integral part of the ever growing Scottish Independent Music, Festival & Arts scene. We have always believed that great art, music, food and beer in the company of kindred spirits is what makes for good times.

The industry has exploded in the last 5 years with Craft Keg beer now widely available in the mainstream On Trade. Our multi award winning Joker IPA was a trailblazer brand in this field and 2017 has seen us form a partnership with LWC to create Grand Central IPL which we hope will be somewhat of a gateway beer for people beginning their exploration of craft beer.

Bringing us right up to date is our Contemporary Craft Range of 330ml bottles and the introduction of a canning line to the bottling hall. The 330mls include Double Joker IPA: - bitter-sweet with a big U.S hop punch & Paradigm Shift, brewed to challenge people's perception of what a red ale can be. We often collaborate with Scottish street artists and illustrators on our labeling for this range to ensure they look as bold as they taste.

2017/ 18 will see us invest in a brand new facility, not far from our existing site, which will more than double our capacity and allow us to continue to support the wider Craft Beer community to develop more exciting new projects.

We look forward to working with LWC and their customers to extend our passion for great craft beer throughout the UK.





BREWERY

Grand Central beers are brought to you by the skill and dedication of two respected UK craft brewers. Namely "Shindigger Brewing Co" and William Bros., Brewing Co.

Shindigger was born during their University years and roam the country as "Gypsy" brewers. William Brothers are an established craft brewer based in the traditional Scottish brewing town of Alloa.

4.2% ABV
(India Pale Ale)



Tasting Notes

Showcasing a six-hop plethora of punchy varieties from America and Australia. Fresh, unfiltered and very lightly filtered, keeping as many juicy, fruity flavours in the beer as possible. 4.2% vegan and session-friendly beer!

4.6% ABV
(India Pale Lager)



Tasting Notes

A refreshing journey from the crisp, clean flavour of the finest lager to the subtly bitter finish of a well balanced IPA; the destination is a hybrid of traditional tastes blended into a bold new identity, embracing the best of both worlds.

GRAND CENTRAL BEERS ARE AVAILABLE IN 30 LITRE KEGS

INSTALL A GRAND CENTRAL BEER AND RECEIVE A FREE 30LTR KEG (AFTER PURCHASE OF 2 X 30LTR KEGS).



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

DORTMUNDER.CO.UK
FOLLOW US ON





Available in 30/50l keg
and 24x330ml NRB

Brewed using only 100% malted barley
Utilising only malted barley is the most
premium production method in the
Italian Lager category.

If you would like to trial draught
in your venue contact your
LWC account manager to
arrange a trial using our
Smart Draft Dispense

**New Install Kit plus free keg
after initial keg purchase**



Signature BRANDS

**BUY ANY 4 CASES OF (24) 330ml
BANGLA, BEERLAO, MORENA OR PORTLAND
AND RECEIVE 1 CASE**

FREE*

(Cheapest case free)



OPEN GATE
BREWERY
GOLDEN ALE
30L KEGS



BUY ONE, GET ONE FREE ON NEW INSTALLS PLUS A FREE CASE OF GLASSWARE

NO CELLAR? WE ALSO HAVE UNDER-THE-COUNTER DISPENSE SOLUTIONS
TO ENSURE PERFECT DRAUGHT BEER IS AVAILABLE IN YOUR OUTLET.

Available via LWC and Guinness. For more information please contact your LWC representative.
For an outlet survey please contact 0845 751 5101.
drinkaware.co.uk for the facts | PLEASE DRINK RESPONSIBLY

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

BUY 2 X 50L OR 3 X 30L KEGS OF GUINNESS DRAUGHT

& RECEIVE A FREE CASE OF
HOP HOUSE 13*



GOOD TIME FOR A GUINNESS

PLEASE DRINK RESPONSIBLY | For the facts drinkaware.co.uk
*1 case of Hop House 13 is 12 x 330ml. Offer available while stocks last.
The supplier has the right to withdraw this offer at any time.

JULY AND AUGUST ONLY

BUY 3 CASES
GET 1 FREE**
Singha
330ml

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

BUY 3 CASES
GET 1 FREE**
White Shield
500ml

BUY 3 CASES
GET 1 FREE**
Grolsch
330ml





drinkaware.co.uk for the facts

**Lager promotion runs from 1st July to 31st August 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.
***White Shield promotion runs from 1st July to 31st August 2017. Buy 6 cases of White Shield and receive 1 case free. Max. 6 deals per brand per customer for the whole promotion period.



BREWDOG



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

THE REVOLUTION IS NOW

LOVE HOPS &
LIVE THE DREAM

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

SUPPORT KIT INCLUDES
GLASSWARE, TIN SIGN, CHALKBOARD,
BAR RUNNER AND TABLE TALKERS

FOLLOW US! @BREWDOG @BREWDOGOFFICIAL

WWW.BREWDOG.COM

Terms & Conditions - Maximum of one deal per customer. Promotion valid from 1st July - 30th September 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. To qualify for the promotion, the customer must purchase 2 x 50L kegs of Punk IPA.



BUY ANY 8 CASES GET 1 FREE*

FREE BLIND PIG
VISIBILITY
SUPPORT FOR ALL
NEW STOCKISTS**

*While stocks last. Free stock is at customers discretion. **Blind Pig visibility: £50 worth of pick and mix premium point of sale items, ask WIS contact for details drinkaware.co.uk for the facts

**BUY 8 CASES
GET 1
CASE FREE**



drinkaware.co.uk for the facts

WHILST STOCKS LAST



PERONI

MAXIMISE YOUR SALES WITH PERONI NASTRO AZZURRO

THE MOST VALUABLE SUPER-PREMIUM PACKAGED LAGER IN THE ON-TRADE¹

Peroni Nastro Azzurro packaged has the **highest ROS** vs. competitors in super-premium lager²

Peroni Nastro Azzurro is worth over **£3,300** more per year vs the nearest competitor²

High awareness brands can deliver the comfort and ease of decision making for big groups³



BUY 8 CASES OF PERONI NASTRO AZZURRO 330ML IN 1 ORDER TO RECEIVE 24 X PERONI NASTRO AZZURRO HALF PINT GLASSES, 2 X ICE BUCKETS AND 2 X BAR BLADES

drinkaware.co.uk for the facts

¹CGA MAT to 23.01.16 ²CGA Strategy On-Trade data, MAT to 05/11/16 ³MBUK research project, conducted by Cardinal, 2007
Open to UK-based customers of LWC. Purchase required. To claim Reward: Order min. 4 cases of non-returnable Peroni Nastro Azzurro 24 x 330ml bottles (in same order) between 00.01 on 01.07.17 and 23.59 on 31.08.17 in the usual way and when ordering request your Reward. Reward: 1 x set of 6 Peroni Nastro Azzurro half pint glasses when min. purchase made. Max. 1 Reward per outlet. 75 deals available. Full terms & conditions at www.asahbeer.co.uk/promotional-terms-and-conditions. Promoter: Asahi (UK) Limited, Woking GU21 6HS.



**N GREAT TASTE
ALCOHOL**

ALL NATURAL INGREDIENTS, ONLY 69 CALORIES

THE CONSUMER LANDSCAPE IS CHANGING

MODERATION

• 50% OF PEOPLE CLAIM TO MODERATE THEIR ALCOHOL CONSUMPTION WITH MILLENNIALS LEADING THE WAY, MAKING FOCUSED, POSITIVE LIFESTYLE CHOICES

CALORIES

• 56% OF PEOPLE ARE CONCERNED ABOUT THE EFFECT OF DIET ON THEIR HEALTH AND APPEARANCE

*CONTAINS NOT MORE THAN 0.05% ABV



NEW



BANGLA PREMIUM BEER HAS A DEEP GOLD COLOUR, REMINISCENT OF THE GOLDEN HUE OF THE SUN SETTING OVER THE BAY OF BENGAL

WWW.BANGLAbeer.CO.UK FOLLOW US ON



Beer

Beer

YOUR CUSTOMER SERVICE TEAM

At LWC we have a dedicated customer service team in each of our 13 distribution sites, this gives the benefit of local people with local knowledge.

Each customer service operator is aligned with an account manager, ensuring you receive a regular call and being your first point of contact at the depot.

All our customer service operators have been trained to a high standard and can advise you on the current promotional deals and new products from the brochure or on line ordering.

LWC Yorkshire
Unit 2, 11 Pontefract Lane
Cross Green
Industrial Estate
Leeds
LS9 0RR
Tel: 0844 241 2055
Email: yorkshire@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 Northampton
Middleton Wholesale
Tyne Road
Weedon Road Industrial Estate
Northampton
NN5 5AF
Tel: 01604 750 040
Email: northampton@lwc-drinks.co.uk

We have 38 customer service operators around the country, who provide excellent customer service delivering a high service level to all customers.

Introducing two of our professional customer service operators

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 Manchester
Stainburn Road
Openshaw
Manchester
M11 2DN
Tel: 0845 345 1068
Email: manchester@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 Stoke
Grove Road
Heron Cross
Stoke on Trent
ST4 4LN
Tel: 0845 345 1056
Email: central@lwc-drinks.co.uk

LWC Hereford
Southern Avenue
Leominster
Herefordshire
HR6 0QF
Tel: 0845 365 1028
Email: hereford@lwc-drinks.co.uk

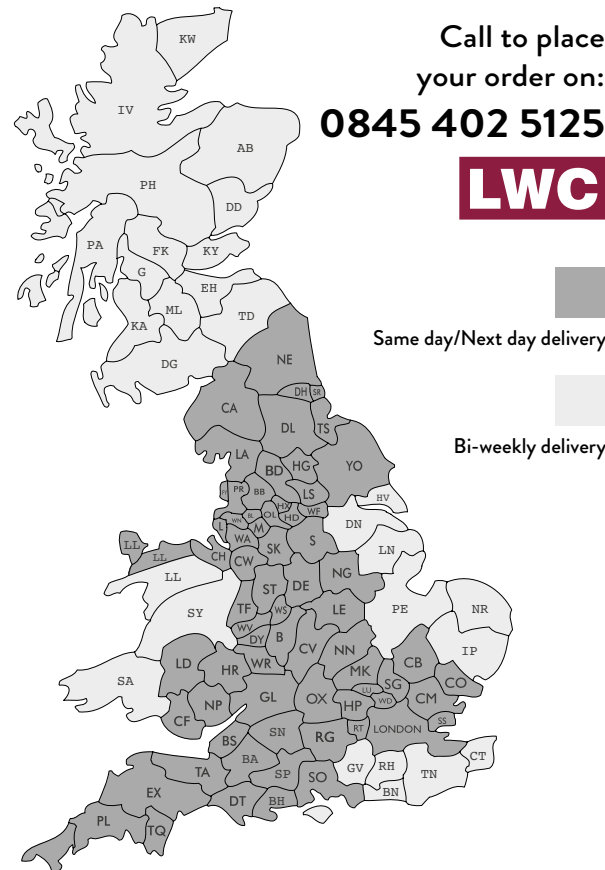
LWC Lancashire
Unit 3
Tomlinson Road
Leyland, Preston
PR25 2DY
Tel: 0845 345 1086
Email: lancashire@lwc-drinks.co.uk

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 Merseyside
Fieldgate
Marshgate Ind. Est.
Widnes
WA8 8UA
Tel: 0845 345 1026
Email: mad@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 Birmingham
Unit 12
Union Park
Navigation Way
West Bromwich
B70 9DF
Tel: 0844 854 6675
Email: birmingham@lwc-drinks.co.uk



NAME: STEPHEN KING
DEPOT: BIRMINGHAM
How long have you worked for LWC?
1 year 5 months

What did you do before this role?
Inbound retentions for Virgin Media

What is a typical day in LWC customer services?
I have a customer call diary, and I contact each customer one by one to see how they are doing and if they need to place an order. I also answer inbound calls and process email orders.

What is the best part of your role?
The best part of my role is getting to work with a team that is very supportive and operates like an extended family. Working in such a nice environment keeps us all upbeat (most of the time) and this reflects on the level of service that we provide to our customers.

Why should customers sign up for telesales calls?
It's good to be on a telesales call diary because you can decide the time and frequency of the calls and we will ensure that we call you at the requested time. There is no pressure in the call. It will be an opportunity for you to place your order with us and also for us to advise you on any promotions which we are running so you can save money.

Favourite tippie?
Southern Comfort and Lemonade all day long!



NAME: HARRIET BOWDLER
DEPOT: SOUTHWEST
How long have you worked for LWC?
2 years 6 months

What did you do before this role?
I worked for a Solicitors as a receptionist/admin

What is a typical day in LWC customer services?
Answering incoming and placing out bound calls to customers, banking duties, keying orders, drive days, communicating with account managers regarding accounts/pricing and orders.

What is the best part of your role?
The best part of my role is speaking to my customers on a daily basis and securing good orders, working in a great team and in a great depot. I enjoy taking part in drive days as we are all very competitive in the office.

What do you like the least?
There is nothing really I dislike, some days are challenging but nothing that we cannot handle within the depot.

Why should customers sign up for telesales calls?
Telesales call are very beneficial, we can inform you of daily deals and promotions, any out of stocks and items that are on back order for your account. Its also a good way to build up a great relationship with your telesales person within the office and account manager.

Favourite tippie? - Mojito



Frobishers

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(JULY & AUGUST ONLY)

BUY 3 FUSIONS AND RECEIVE 1 FREE
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Buy 4 cases & receive a case of Orange or Cola free

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Soft drinks: Dandelion & Burdock with star anise, Strawberry & Raspberry with cracked black pepper, Lemon & Elderflower with juniper, Ginger Beer with malted barley and lemon, Cloudy Apple & Rhubarb with cinnamon, 1886 Cola and Orange & Pink Grapefruit with lemongrass. 12 x 275ml. While stocks last.

BUY 5 - GET 1 FREE

BUNDABERG
BREWED TO BE BETTER

BUY any 5 cases of Bundaberg Ginger Beer/Root Beer and get 1 case of Ginger Beer or Root Beer FREE!
July Only

FENTIMANS

ESTD 1905

Botanically Brewed BEVERAGES

BUY AND 4 CASES AND RECEIVE 1 CASE FREE
(July only)



Folkington's
juices

4 + 1
CASE FREE
DURING JULY

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)



250ml

Spanish Tomato Juice



250ml

British Summer Berries



250ml

Sicilian Pink Lemonade



250ml

English Pear Juice



250ml

Valencia Orange Juice



250ml

Colombian Mango Juice



250ml

English Elderflower



250ml

Canadian Cranberry Juice



250ml

English Apple Juice

12 glass bottles / case

Ambient storage

18 months shelf life

www.folkingtons.com

JUICY FUEL. COLA

IT'S ALL ABOUT THE INGREDIENTS!

A Cola that's one of your five a day. Made from fruit juice with no added sugar, sweeteners or preservatives. That's refreshing, crisp and slightly Indulgent. Go on try iWt, you'll be pleasantly surprised. Mixes really well too!



£9.50 (24) 250ML
RRP £2.00
MAKES 76%
£30.48 CASE PROFIT
RRP £2.50
MAKES 80%
£40.32 CASE PROFIT

Luscombe Drinks

It's all about the taste

There's no compromise in Luscombe's craft: only an impassioned commitment to producing the very best products on their farm in Buckfastleigh, Devon.

Each small batch is crafted on the farm using bespoke techniques, with minimal processing and no artificial additives. Sourcing directly from growers they trust, selecting ingredients according to the countries and climates where they thrive to ensure truly sumptuous taste profiles.

Gabriel David, founder and chairman has been running Luscombe Drinks since 1997, after taking over from his father who started making cider in 1975. Luscombe Drinks has developed a range of drinks which are perfect for pairing with a range of foods or served on their own in a beer garden during the summer sunshine. Gabriel's ethos is a simple one – to be genuine, to make great tasting soft drinks of the highest quality, without compromise.



*In short, it's
obsession that ensures
only the best goes into
the bottle, every time.*



Apples: Wherever possible, we source our crisp, juicy apples from our own Devonshire farm, or from across England's finest orchards.

Elderflower: Locally sourced from the organic hedgerows scattered across South West's rolling hillsides.

Ginger: Chosen according to that year's crop, our fiery ginger is sourced from Peru.

Limes: Our limes come straight from Sri Lanka, known for producing the juiciest fruits.

Oranges and Lemons: Our succulent citrus fruits are from the volcanic soils of Sicily, except our single-estate oranges for our pure Orange Juice which hail from Mexico.

Pears: Plucked 'straight from tree' in the sun-kissed South of France.



BUY 6 CASES GET 1 FREE

MOVE YOUR SALES

WITH THE UK'S NO.1
SPORTS DRINK BRAND*

LUCOZADE SPORT IS WORTH
£107M WITH 73% SHARE OF THE
SPORT CATEGORY

STOCK UP NOW



*Source: IRI Marketplace Data 52wks to 25/09/16. Promotion valid between 1/7/17 and 30/9/17. Valid on Lucozade Sport 12x500ml Orange, Raspberry. This promotion is not valid in conjunction with any other offer, promotion or discount scheme. No cash or other alternative is available. The promoter reserves the right to cancel the promotion or amend the terms and conditions at any time in its sole discretion. Lucozade Sport provides carbohydrates and electrolytes to enhance hydration and help maintain performance during prolonged endurance exercise. Lucozade, Lucozade Sport and the Arc device are registered trademarks of Lucozade Ribena Suntory Ltd. LUCOZADE, LUCOZADE SPORT and the arc device are registered trademarks of Lucozade Ribena Suntory Ltd.

**BUY 3 CASES
GET 1 CASE
FREE**

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

Available in July ONLY

Buy any three cases of 24 x 330ml Coca-Cola®, Diet Coke®, Coca-Cola® Zero Sugar, Fanta® or Sprite® NRBs and get one case free. All cases must be purchased in the same transaction. Offer available from all participating wholesalers only 01/07/17 - 31/07/17, subject to availability and their terms and conditions. Coca-Cola European Partners, Pemberton House, Bakers Road, Uxbridge, UB8 1EZ, Great Britain.

**BUY 2 CASES
APPLETISER
AND GET 1 CASE
APPLETISER
WITH POMEGRANATE
FREE**

Available in JULY ONLY

Buy two cases of 24 x 275ml Appletiser and get one case of 12 x 275ml Appletiser with Pomegranate free. All cases must be purchased in the same transaction. Offer available from all participating wholesalers only 01/07/17 - 31/07/17, subject to availability and their terms and conditions. Coca-Cola European Partners, Pemberton House, Bakers Road, Uxbridge, UB8 1EZ, Great Britain.

Boost your drink sales with the Premium value soft drink

**BUY ONE
GET ONE FREE**

AVAILABLE IN JULY ONLY

Offer available from all participating wholesalers only 01/07/17 - 31/07/17, subject to availability and their terms and conditions. Coca-Cola European Partners, Pemberton House, Bakers Road, Uxbridge, UB8 1EZ, Great Britain.

**BUY 6 CASES
SCHWEPES 125ML
MIXERS OR JUICES
GET 1 CASE
SCHWEPES 125ML TONIC
FREE**

OFFER AVAILABLE IN JULY ONLY

Buy any six cases of Schweppes 24 x 125ml Mixers and Juices and get one case of Schweppes 24 x 125ml Indian Tonic Water free. All cases must be purchased and delivered in the same transaction. Offer available from all participating wholesalers only 01/07/17 - 31/07/17, subject to availability and their terms and conditions. Schweppes, the fountain device and the 19c graphics are registered trademarks of Allantic Industries© 2017. Coca-Cola European Partners, Pemberton House, Bakers Road, Uxbridge, UB8 1EZ, Great Britain.

**BUY 5 CASES
of 200ml Coca-Cola or Diet Coke
GET 1 CASE
of 200ml Coca-Cola, Diet Coke or Schweppes Mixers
FREE**

Available in July ONLY

Buy any five cases of 24 x 200ml Coca-Cola® or Diet Coke® and get one case of 24 x 200ml Coca-Cola®, Diet Coke® or Schweppes Mixers free. All cases must be purchased in the same transaction. Offer available from all participating wholesalers only 01/07/17 - 31/07/17, subject to availability and their terms and conditions. Coca-Cola European Partners, Pemberton House, Bakers Road, Uxbridge, UB8 1EZ, Great Britain.





BUY 3 7ltr BIB

of Coca-Cola, Diet Coke, Schweppes Lemonade

AND GET 1 CASE FREE

of 330ml Coca-Cola Zero Sugar

Available in August ONLY

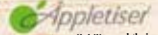
Buy any three cases of 3 x 7ltr Coca-Cola®, Diet Coke®, or Schweppes® Lemonade and get one case of 24 x 330ml Coca-Cola® Zero Sugar free. Offer available 01/08/17 - 31/08/17, subject to availability and terms and conditions. All cases must be purchased in the same transaction. Coca-Cola European Partners, Enterprises House, Bakers Road, Uxbridge, UB8 1EZ, Great Britain.



BUY 1 CASE OF APPLLETISER AND GET 1 CASE OF APPLLETISER WITH POMEGRANTE FREE

Available in SEPTEMBER ONLY

Offer available only with the Promotion code 171010



Buy one case of 24 x 275ml Appletiser and get one case of 24 x 275ml Appletiser with Pomegranate free. Offer available from all participating wholesalers only 01/09/2017 - 30/09/2017, subject to availability and their terms and conditions. All cases must be purchased in the same transaction. Coca-Cola European Partners, Pemberton House, Bakers Road, Uxbridge, UB8 1EZ, Great Britain.

BUY ANY 4 CASES

SCHWEPES 200ML MIXERS OR JUICES

GET 1 CASE

SCHWEPES 200ML TONIC OR 200ML COCA-COLA

FREE

OFFER AVAILABLE AUGUST ONLY



Buy any four cases of Schweppes 24 x 200ml Mixers and Juices and get one case of Schweppes 24 x 200ml Indian Tonic Water or Coca-Cola® 24 x 200ml free. All cases must be purchased in one transaction. Offer available 01/08/17 - 31/08/17, subject to availability and terms and conditions. Schweppes, the fountain device and the 196 graphics are registered trademarks of Allantic Industries© 2017. Coca-Cola European Partners, Enterprises House, Bakers Road, Uxbridge, UB8 1EZ, Great Britain.



Britvic LIFTING SPIRITS

SINCE 1938



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

AUGUST ONLY



*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.

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* Buy any 4 cases across ting or Old Jamaica to get a case of 24x330ml ting FREE

FORGET THE PAST. SMASH YOUR FUTURE SALES.

BUY 2 CASES GET ONE FREE
August Only



*Terms and conditions: Three deals per customer per week. Qualifying range includes any from the R Whites flavoured lemonade 330ml NRB range. Promoter: Britvic Soft Drinks, Breakspear Park, Breakspear Way, Hemel Hempstead HP2 4TZ.

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Flexible and scaleable with 4 USB ports & 2 x RS232
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Prodis NT2BH Double Hinged Door Bottle Cooler



+2°C To +10°C Temperature Range, Energy Efficient
Pure White LED Lighting, 4 Fully Adjustable Chrome Shelves, Heavy Duty Aluminium Interior, Door Locks Fitted As Standard, Self Closing Doors, Digital Temperature Controller, Digital Temperature Readout, External Light Switch, High Efficiency Low Noise Compressors, 900 X 510 X 900 (W,D,H Mm), 12 Months Parts Only Warranty
PRODIS NT2BH : Price £375+VAT

CLASSEQ G400 Front Loading Glasswasher



Product Type: Front Loading Glasswashers
Range: G Series
Model Number: G400
Order Code: G400
Dimensions: 450(W) X 517(D) X 760(H)
Rack Size: 400 X 400mm
Electrical Loading: 2.85kW - 13 Amp
Cycle Time: 2 Minutes
Chemical Dispensers: Yes - Both Rinse & Detergent
CLASSEQ G400 : Price £1,099+VAT

Icemaker ICEU46



Cube Ice Maker With Built-In Storage Bin.
A Commercial Ice Machine. 23Kg Per Day
ICEU46 : Price: £695 +VAT

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MIXED DEALS INDEX

Newcastle Gin
JJ Whitley Elderflower Gin
JJ Whitley London Dry Gin
JJ Whitley Nettle Gin
Drumshanbo Gin
Malphy Gin
Pickering's Gin
Pickering's Navy Gin
Pickering's 1947 Gin
Bulldog Gin
Brockmans Gin
Dingle Gin
Durham Gin
Masons Yorkshire Gin
Masons Tea Gin
Masons Lavender Gin
Bloom Gin
Greenalls Wild Berry Gin
Opuhr Gin
Berkley Square Gin
Thomas Dakin Gin
Boodles Gin
Boodles Mulberry Gin
Sweet Potato Plum Gin 50cl
Sweet Potato Dry Gin 50cl
Fifty Pounds Gin

Kendal Mint Cake Vodka
Kendal Gingerbread Vodka
JJ Whitley Potato Vodka
JJ Whitley Rhubarb Vodka
Dingle Vodka
Snow Queen Vodka
Sweet Potato Vodka 50cl
Mamont Vodka

Deadman's Fingers Rum
Red Bonny Rum
Spytail Ginger Rum
Pussers Gunpowder
Sweet Potato Spiced Rum 50cl
Doorleys 12YO Rum
Rhum St Barth Cool

Braemle Liqueur
Campari
Licor 43
La Fee NV
Sweet Potato Moonshine 50cl
Sweet Potato Marshmallow Moonshine 50cl
Sweet Potato Chocolate Moonshine 50cl
Sweet Potato Toffee Apple Moonshine 50cl
Sweet Potato Raspberry 50cl
Sweet Potato Orangetcello 50cl
Amarula
Amaretto Saliza

1800 Blanco
1800 Resposado
1800 Anejo
1800 Coconut
Cuervo Traditional

Black Bottle
Tincup
Highland Park 12YO
Laphroaig Select
Auchentoshan American Oak
Teeling Single Malt Whiskey

Buy any 12 bottles from the range and receive a free choice of 1 x 70cl Absolut, Smirnoff, Beefeater, Gordon's, Scottish Leader, Jagermeister OR 1 case of Tonic choose from Fentimans 125ml, Fever Tree 200ml, Franklins 200ml, Lamb & Watt 200ml or Double Dutch 200ml