

# *it's* PIMM'S O'CLOCK!

**BUY 6 X 70CL BOTTLES OF PIMM'S NO.1  
AND RECEIVE A FREE SUMMER POS KIT\***



**\*SUMMER POS  
KIT INCLUDES:**



PLEASE DRINK RESPONSIBLY | for the facts [drinkaware.co.uk](http://drinkaware.co.uk)

*Summer's  
Calling!  
That Means  
it's Cider Time*

**BUY ONE  
GET ONE  
FREE**

2 DEALS PER  
CUSTOMER, PER WEEK  
\*WHILE STOCKS LAST\*



**SOUTH WEST  
ORCHARDS LOW  
ALCOHOL CIDER**

- Homegrown apples
- 200 years of cider-making experience
- A great cider taste at just 0.5% ABV



**LWC**

**JUNE &  
JULY 2019**

# SUMMER OFFERS

All deals run 01-06-19 to 31-07-19 unless otherwise stated. Deals cannot be taken in conjunction with any other offers.  
Not all products stocked in all depots there can be up to a 2 week lead-time.



# LWC

JOIN THOUSANDS OF CUSTOMERS WHO ORDER ONLINE WITH LWC DRINKS! BENEFITS INCLUDE:



**FAVOURITES**  
quickly locate the products you order regularly



**ORDERS**  
place your orders at a time that suits your business



**USERS**  
have multiple users linked to your online account



**DOCUMENTS**  
access invoices, statements and credit notes easily online



**OFFERS**  
find fantastic offers on the brands you stock



## NEW FEATURE NOW AVAILABLE: DELIVERY CALENDAR

The new intelligent calendar displays your unique delivery schedule, helping keep your business's deliveries on track.

ALL JUNE & JULY BROCHURE DEALS ARE AVAILABLE WHEN YOU ORDER ONLINE

BUY 3 BOTTLES & RECEIVE A FREE CASE FEVER TREE TONIC WATERS



AMAZING ONLINE PRICE



PLUS MORE EXCLUSIVE ONLINE ONLY OFFERS

REGISTER AT  
[WWW.LWC-DRINKS.CO.UK/LWC-ONLINE/ACCOUNT/REGISTER](http://WWW.LWC-DRINKS.CO.UK/LWC-ONLINE/ACCOUNT/REGISTER)

# LWC

## JUNE - JULY 2019

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

### KEY DATES FOR YOUR DIARY

#### JUNE

**1st Football** Champions League Final, Madrid  
**1st Boxing** Anthony Joshua defends his World Heavyweight Titles in New York  
**1st Rugby Union** Premiership Final, Twickenham  
**1st Horse Racing** Epsom Derby  
**6th Football** Nations League Semifinal – Netherlands V England  
**7th - 7th July Football** Women's World Cup – France  
**8th, 10th & 11th Football** Euro 2020 Qualifiers  
**9th Football** Nations League Final  
**16th** Father's Day  
**18th - 22nd Horse Racing** Royal Ascot

#### JULY

**1st - 14th Tennis** Wimbledon  
**7th Football** Women's World Cup Final, France  
**30th - 3rd August Horse Racing** Glorious Goodwood

### TERMS AND CONDITIONS

Promotional offers apply to all orders delivered between 1st June and 31st July 2019. All prices quoted are exclusive of VAT. All advertising promotions and their participating products are subject to availability and to any duty change. LWC Drinks Ltd reserves the right to amend, vary, suspend or terminate any promotional offers without prior notice. All promotional offers are subject to LWC Drinks Ltd's own normal trading terms and conditions of sale.

Free-of-charge items given away with participating products are subject to availability as there are a limited number of deals and these are given away on a first come, first served basis. Licensees should not place orders for any products appearing within this brochure if they form part of their tied lease agreement with their landlord. Benefits from these promotions may affect your tax liability. Please check with your accountant or tax advisor.

All products included in this brochure are exempt from any LWC Drinks Ltd investment package write-off due to the nature of the low net prices. The term 'case' in this brochure refers to the standard case size for the product in question. Some calls, both incoming and outgoing, are recorded for training and monitoring purposes, resolution of invoice disputes and/or any other business purpose that is permitted by applicable legislation. Calls will not be recorded if a debit/credit card number is being taken.



## Go with the Low

At just 0.5% ABV, South West Orchards Low Alcohol Craft Cider remains true to South West Orchards' traditional Somerset brewing methods, but offers a low-alcohol alternative for consumers looking to enjoy a traditional craft cider, whilst moderating their alcohol intake.

Blended to taste just as delicious and refreshing as the brand's original variety, South West Orchards Low Alcohol achieves the same perfect balance between a dry body and a sweet finish, but at a lower ABV.

### PERFECT SERVE

Serve chilled from the bottle, or over ice with a slice of dessert apple.

Are you meeting your customers' needs?

- The low- and no-alcohol market is now worth £50M in the UK.\*
- Low ABV cider sales grew by nearly 30% last year and the sector is set to be worth £300 million within 10 years – accounting for 5% of the beer and cider market.\*\*

\*CGA MAT 27 January 2018

\*\* Weston's Cider Report, 2018

## GENUINE CRAFT CIDER *for the authentic country pub*

Try South West Orchards in these two Edale pubs.



## FOOD PAIRING

*matching with your favourite flavours*



CHICKEN SALAD



CHEESE PANINI



CREAMY CHICKEN PASTA



*a new offering from  
South West Orchards*  
**LOW ALCOHOL  
(0.5%) CIDER**

The same great-tasting cider  
but lower in strength.

**BUY ONE  
GET ONE  
FREE**

2 DEALS PER  
CUSTOMER, PER WEEK  
\*WHILE STOCKS LASTS\*

**BUY ONE CASE  
OF ORIGINAL  
& RASPBERRY  
AND RECEIVE  
ONE CASE OF  
LOW FREE**

2 DEALS PER  
CUSTOMER, PER WEEK  
\*WHILE STOCKS LAST\*

**PACK SIZE**  
*what's available*

**ORIGINAL AND RASPBERRY**  
Available on draught in 50L kegs and  
(12)500ml bottles in both flavours

**LOW ALCOHOL**  
Available in (12)500ml  
bottles only





**NEW INSTALL  
POS KIT ON DARK  
FRUITS INCLUDING  
3 BRANDED PARASOLS,  
A CASE OF PINT  
GLASSES AND  
BUNTING**

**\*WHILE STOCKS LAST\***

## **APPLESHED** *the story so far*

Appleshed Premium Cider is fermented from apples grown in fertile orchards that shelter beneath the Malvern Hills in the heart of Herefordshire. Appleshed is full of flavour and made with specially selected apples which provide this crafted medium-dry cider with a smooth and refreshing taste.

Appleshed 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 which is fruity but not too sweet.

Our cider is suitable for vegans, vegetarians and coeliacs.

## **FOOD PAIRING** *matching with your favourite flavours*

Appleshed is a light, fruity cider that pairs well with smoked and cured meats, cheese, seafood and roast chicken. Dark Fruits is best paired with spicy foods, such as curry and Cajun chicken, and can be enjoyed any time of year.



**CURRY**



**CALAMARI**



**CHEESE &  
MEAT BOARD**



**CAJUN  
CHICKEN**



# FRESH NEW LOOK

**SAME GREAT TASTE!**

At Brothers we don't just provide the norm, we provide ciders that brim with flavour and are wondrously irreplaceable. Gluten free & suitable for vegans.

[@BROTHERSCIDER](https://www.brotherscider.co.uk)  
brotherscider.co.uk



drinkaware.co.uk  
for the facts

To request point of sale please email: [pos@brothersdrinks.co.uk](mailto:pos@brothersdrinks.co.uk) \* Free Smirnoff 70cl bottle.

ESTD 1728  
**ASPALL**  
SUFFOLK

Buy 4 cases  
and get a  
case of goblet  
glasses free

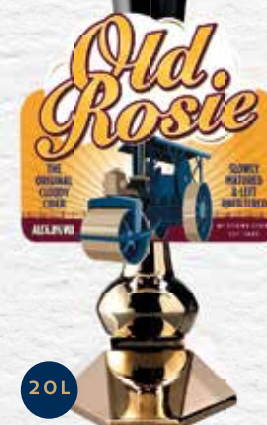


While stocks last. Limited to one deal per customer. Includes: 500ml Aspall Icon Organic Cyder 7% NRB12, 500ml Aspall Icon Harry Sparrow NRB12, 500ml Aspall Icon Isabel's Berry NRB12, 500ml Aspall Icon Premier Cru 7% NRB12, 500ml Aspall Icon Suffolk Draught 5.5% NRB12 with FREE Aspall Goblet (20oz) pint glass (PK12). Promotion valid 1st June - 31st July 2019.

for the facts...[drinkaware.co.uk](https://www.drinkaware.co.uk)

## BOOST YOUR SUMMER CIDER SALES WITH WESTONS BAG-IN-BOX CIDER RANGE

BUY ANY  
2 X 20L BIB &  
RECEIVE A  
FREE  
70CL  
BOTTLE OF  
OLD J



20L



20 & 10L



20L

### OLD ROSIE

6.8% ABV | 20L

The Original cloudy cider - slowly matured and left unfiltered

### ROSIE'S PIG

CLOUDY APPLE

4.2% ABV | 20 & 10L

An easy drinking medium dry cider with fresh apple flavour. Fantastically refreshing

### HENRY WESTONS

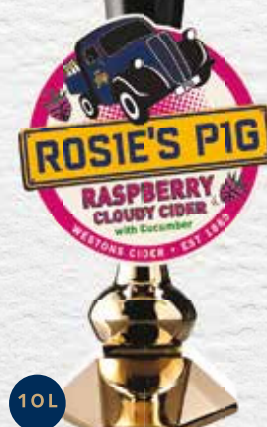
FAMILY RESERVE

5% ABV | 20L

A sessionable still cider giving a premium point of difference

BUY ANY  
4 X 10L BIB &  
RECEIVE A  
FREE  
70CL  
BOTTLE OF  
OLD J

### ROSIE'S PIG 10L FRUIT CIDER RANGE



10L



10L



10L

### ROSIE'S PIG

RASPBERRY

4% ABV | 10L

Refreshing and well balanced fruity raspberry and apple flavour, with a cucumber finish

### ROSIE'S PIG

RHUBARB

4% ABV | 10L

Award winning cloudy cider with distinctive rhubarb finish

### ROSIE'S PIG

STRAWBERRY

4% ABV | 10L

Well balanced strawberry and apple flavour with added hints of elderflower

[Westons-cider.co.uk](https://www.westons-cider.co.uk)

WESTONS CIDER EST. 1880



KOPPARBERG

OUTSIDE  
IS OURS

FREE CASE OF  
PASSIONFRUIT  
WHEN YOU BUY 6 CASES



STOCK UP NOW

JULY  
ONLY

for the facts  
[drinkaware.co.uk](http://drinkaware.co.uk)

Variants include Kopparberg Strawberry & Lime, Mixed Fruit, Passionfruit, Blueberry & Lime, Pear, Raspberry, Naked Apple (all x15 500ml). Elderflower & Lime (x8 500ml). Offer valid between 01.07.2019 and 31.07.2019. Whilst stocks last. LWC reserve the right to end this promotion without notice.

# A CELEBRATION OF ALL THINGS ITALY

REFINED, ELEGANT LAGER FROM THE SOUTHERN PART OF ITALY

Birra Morena is one of only a handful of wholly owned, independent breweries left in Italy, and is located in Basilicata, a rural region found to the south of the country. Nicknamed the instep of Italy, with breath taking-mountains and sleepy villages scattered throughout, the beauty of Basilicata inspired the Tarricone Family to create a beer to be savoured based on a recipe that only ever uses pure malted barley.

100% malted grain and genuine Italian provenance make this a refined lager to be savoured.

**Classica** This clear, light golden beer with retentive white head has an aroma of pale malt, crusty bread and faint vanilla. With a delicious mild hop bitterness and hints of vanilla, spices and butter on the taste. Chill down and drink on a summer's evening with friends

Available in (24)330ml bottles.  
ABV: 4.6%

**Oro** 100% pure malt lager brewed from super aromatic Saaz hops with resolute barley notes, it is a beer of real character, with a rich but smooth malty taste.

Available:  
Draught 30L/50L - ABV 4.6%  
(24) 330ml bottles - ABV 5.2%

**Celtica** This award-winning dark stout beer reflects the classic English style of sweet stout. This beer is brewed with special malts and caramel; this follows through to the flavour with hints of caramel, chocolate and pleasant aftertaste of vanilla and coffee.

Available in (24) 330ml bottles.  
ABV: 6.8%

**Food Pairing** Birra Morena is a malty, well-balanced beer that pairs well with a range of pasta and antipasti, from smoked cheese and cured meat through to olives, as well as traditional, tomato-heavy pizzas.



## AWARD WINNING CELTICA



- World's Best Sweet Stout at World Beer Awards 2017
- Gold Award Craft Competition International Awards 2018
- Gold Medal Italian Sweet Stout at World Beer Awards 2018, 2017, 2016
- Bronze Medal - Australian International Beer Awards 2018

## DECIDING TO STOCK MORENA IS JUST THE START

The Morena team are always on hand to support your venue with activation events and promotions like tastings, foodie events and product training. Get in touch with us to find out more:  
[info@signature-brands.co.uk](mailto:info@signature-brands.co.uk)



# HOW PREMIUMISATION IS MAKING US MORE 'WORLDLY'

The World and Craft Beer categories have a lot to thank the premiumisation trend for. With consumers now frequently seeking a more premium experience when dining and drinking out, an increased willingness to spend more is driving the on-trade to hit the refresh button on their current offering, and start looking towards brands that lend themselves to this shift in consumer behaviour.



**EMMA SCOTT**

PR Manager  
Signature Brands

The stats: The World Premium Lager market has grown by 51% in the last three years alone and is now worth a staggering £1.3bn (CGA GB sourced 03/11/18 volume MAT vs MAT 3YA).

So what should outlets be looking to stock to ensure they're keeping up with what the new, more premium-focussed customer wants?

**An Italian original** The passion for Italian beer extends beyond Peroni. Birra Moretti is a quality Italian beer, and the result of a production process that has remained almost unchanged since its creation in 1859. Brewed using only the best raw materials, Birra Moretti was the fastest-growing beer brand in the UK for the last two years.<sup>1</sup>

**Something Spanish** Cruzcampo has a light, fruity aroma with an air of ripe apple, which stands out over its balanced flavour of malty sweetness and soft bitterness. Its light body provides a pleasant mouthfeel, which satisfies the palate and makes way for a compelling, bittersweet finish.

Brits dream of drinking in a sunny beer garden, inspired by our love of a Spanish holiday. Cruzcampo is one of Spain's most loved beers, and

launched into the UK market in 2017. Value sales are up 56% and the brand is now worth £175 million.<sup>2</sup>

**A classic German** Dortmunder Vier is a premium lager born in the industrial city of Dortmund, Germany. Brewed by Dortmunder Union in 1873, this light, golden beer became very popular with the workers of the industrial movement and was responsible for Dortmunder Union becoming Germany's largest Brewery.

The versatility of German Beer means it complements a wide range of outlets. LWC has seen a range of customers improve business performance by successfully listing Dortmunder, from community wet-lets wanting to premiumise their offering to young-people venues where consumers are grasping for more experience-led visits.

**A taste of Asia** Lucky Buddha is a fusion of the finest-quality malt hops, rice flakes and pristine water. From the tactile, curved bottle shape to the gleeful grin of the Lucky Buddha, this is a beer steeped in the Buddhist notion that the good life is attainable.

Packaged World Lager commands an average 30p premium on mainstream premium. This market segment encompasses brands commonly associated with food, such as Lucky Buddha, which takes consumers on a journey of discovery without being too challenging.

**A friendly Czech** Created 'by the people, for the people', Pardál is a Czech government-owned beer and the perfect lighter offering for an authenticity-seeking consumer.

Part of the much-esteemed Budweiser-Budvar family, Pardál is brewed using the best-graded hops in the world: Agnus for the bitterness and Saaz for the aromas. At 3.8%, it is a lower-ABV beer with a retained prominent lager taste.

**So, what's next for the premium beer market? Make way for the lighter lager.**

The lines are blurring. Brands that were once seen as 'Premium' are moving up the echelons to become 'Super Premium', as World and Craft lager brands look to tap into the health-conscious growing consumer trend for 'no and low'.

Molson Coors has taken its 5% smooth heritage lager Staropramen and created Pravha, a 4% lighter-tasting Pilsner – which is now the fastest-growing lager in the IFT.<sup>3</sup>

Budweiser-Budvar has done the same with Pardál. Budvar Original is a classic 5% Czech Pils lager; Pardál, at 3.8%, is a lighter alternative, again tapping into the wants of a consumer who craves authenticity and provenance, but is looking for something lighter and more sessionable.



LWC's Top 5 performing World Beers:



Mainstream beer categories continue to be put under pressure from the premium end of the category:

	STANDARD LAGER	PREMIUM LAGER	STANDARD KEG ALE	CASK ALE	WORLD LAGER	CRAFT BEER
VOLUME PERFORMANCE vs YA	-2.9%	-0.8%	-6.5%	-10.9%	+9.2%	-9.1%
VOLUME SHARE	43%	12%	8.4%	12.9%	13.2%	6.2%
CHANGE vs YA	-0.4%	+0.1%	-0.4%	-1.3%	+1.3%	+0.6%

<sup>1</sup>Nielsen & CGA MAT growth to Nov '18 | <sup>2</sup>CGA Strategy 52/w/e 11.8.18 | <sup>3</sup>CGA 2018



DUAL INSTALLATION OFFER  
**INSTALL BUDVAR  
 ORIGINAL 5% AND  
 PARDÁL CZECH  
 LAGER 3.8% AND  
 RECEIVE 2 X 50LTR  
 KEGS FREE\***

(T&C'S APPLY)

**TERMS & CONDITIONS:**  
 OUTLET MUST BE SURVEYED  
 BY AN LWC/BUDVAR  
 ACCOUNT MANAGER.

SELL MINIMUM 1.5X 50LTR OF  
 BUDVAR ORIGINAL AND 1X 50LTR  
 PARDÁL PER WEEK. ONE FREE KEG  
 OF EACH BEER PROVIDED AFTER  
 INITIAL PURCHASE.

**\*ONE FREE KEG OF EACH BEER  
 AFTER INITIAL PURCHASE**



  
**Pardál**

## PARDÁL CZECH LAGER

### TASTING NOTES

Characterised by its higher bitterness and slightly darker colour than most lagers, what really sets Pardál apart from its lower-ABV counterparts is its unique flavour and lengthy brewing method.

Brewed for 11 days using three barley malts, Saaz and Agnus hops, Budweiser-Budvar's own yeast strain, and water drawn from 300-metre deep artesian wells, the beer is then matured for up to 30 days. This is an easy-drinking lager with a full mouth feel and a bitter but well-balanced taste.

### BREWED BY THE PEOPLE, FOR THE PEOPLE

Owned by the Czech Government, Pardál was a special project that involved 300 Czech citizens who worked with the Master Brewer to create this unique and special liquid. Pardál translates to 'panther' from Czech, but is used as a popular expression in Czech culture, akin to 'top bloke'.



TOP: ALES DVORAK, BOTTOM: CESKE BUDEJOVICE (BUDWEIS)  
 TOWN SQUARE AT SUNSET



# CASE STUDY: CAFFÈ GRANDE ABACO CRUZCAMPO INSTALLATION

## ABOUT CAFFÈ GRANDE ABACO

Caffè Grande Abaco has been a key feature of Uppermill village for the last eight years, offering locals and tourists a unique continental café-bar experience.

Neither a pub nor a restaurant, Caffè Grande Abaco is a coffee shop, wine bar and delicatessen all rolled into one. Providing the suburbs of Greater Manchester with a café-bar experience reminiscent of the stylish coffee houses commonly found in Europe's bustling market places and colonnaded piazzas.

## WHY CRUZCAMPO?

Having established a strong customer base, Caffè Grande Abaco was growing rapidly. As such, the owner was looking for something new but in keeping with the current style of the business, to complement its new food menu, and offer another point of difference for its clientele.

The outlet had previously only been selling bottled beer, which was working for them, but on occasion, increased waiting time at the bar, especially during busy periods.

LWC suggested Caffè Grande Abaco install a premium draught beer, to help reduce service time whilst potentially increasing customer dwell time. Cruzcampo – one of Spain's favourite beers – was recommended as the best fit for the venue. Cruzcampo is a premium beer, which complemented the

sophistication of the venue, but also wasn't being poured anywhere else nearby. This meant Caffè Grande Abaco could offer something completely different and unique to its clientele.

Cruzcampo's authenticity as a premium Spanish beer echoes the classic continental tones of the bar and was selected as Caffè Grande Abaco's first draught beer.

## BUSINESS IMPACT

Since installation 18 months ago, Caffè Grande Abaco has seen an increase in footfall and customer dwell time. The outlet has also attracted new 'pint drinking' customers whilst managing to retain its premium feel, due to its price point.

Nigel Skinkis, owner of Caffè Grande Abaco: "We had considered draught before but it wasn't the right time to encourage this market into the business.

"As the area developed more drinking establishments, this was no longer a concern. Caffè Grande Abaco is very much a space for people who want to enjoy a coffee, a glass of wine and now a draught beer, at leisure, in a relaxed environment.

"The installation of Cruzcampo has brought a new drinking option to our customers that has proved to be a success and contributes to the overall growth of the business."





## NEW INSTALL KIT, FREE KEG\* ON INSTALL & A CASE OF 6 STEINS

YOU WILL ALSO RECEIVE A PACK  
OF DORTMUNDER CUSTOMER  
LOYALTY CARDS  
(BUY 8 PINTS TO RECEIVE  
YOUR 9TH PINT FREE)

OUTLET REDEMPTION VIA  
CLAIM FORM TO LWC

## DORTMUNDER *Provenance*

In 1887, a fateful mistake in the Dortmunder Union brew house resulted in a brew of nothing but pale malt. When accidentally shipped to a customer, however, the light-gold product proved a sensational success. Thus was born a new Dortmunder beer.

### *Union Pils*

A pale pils-like brew, the signature of master brewer Fritz Brinkhoff. The same classic pilsner recipe created in 1887 is still used today, brewed to strict German purity laws with Hallertau and Saaz hops which give a perfect, classic bitter balance to the sweet, malty undertones.

SIZE: DRAUGHT 30 LTR / 50 LTR /  
330 CAN (FOR SAMPLING)  
ABV : 4.8%

### *Union Vier*

A genuine imported German pilsner, Dortmunder in our opinion is the best-quality 4% pint in the UK, as brewed to strict German purity laws which dictate that only water, wheat and hops are used. A pale lager with key influences from Pilsner; gold in colour with a moderate bitterness from the Noble hops, Dortmunder Vier has a lean and attenuated body, full of character with a beautiful, crisp finish.

SIZE: DRAUGHT 30 LTR / 50 LTR  
ABV : 4.0%

\*ONE FREE KEG AFTER INITIAL PURCHASE





# ADD VALUE TO YOUR BUSINESS, BY SIGNING UP FOR 50% BT SPORTS DISCOUNT TODAY

Showing sports, and in particular exclusive football matches will...

## DRIVE FREQUENCY:

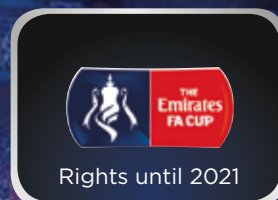
Mid-week games mean more consumers in your outlet throughout the week

## DRIVE FOOTFALL:

Back to back games provide a 49% increase in out of home audiences

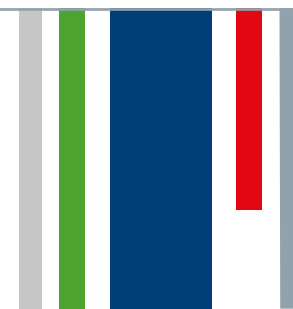
## MAXIMISE SPEND:

Back to back games increase time spent in outlet from 2 to 4 hours, increasing opportunity for consumers to spend



\*BT Sport/Populus Out of Home Viewing Figures, comparing UEFA Champions League consecutive match kick offs with UEFA Europa League sequential match kick offs Sept 17 - April 18\*

Open to UK trade customers who are not a member of a managed group with 5 or more outlets. Premises must be licensed under applicable legislation. A 12 month stocking agreement with Heineken and new 12 month agreement with BT is required, customers who have been out of contract with BT for 3+ months are also eligible. Discounts are for 12 months. Please speak to your sales rep regarding which brand will best fit with your outlet in order to get this deal, brands must be stocked throughout the 12 month agreement to keep BT Sport discount. Promotion open until 30.06.19. BT Agreement must be finalised by 30.06.19. Promoter: Heineken UK Limited, 3-4 Broadway Park, South Gyle Broadway, Edinburgh EH12 9JZ



## BOOST YOUR BUSINESS WITH DRAUGHT BEER

### Introducing...Blade

Blade is a hassle-free draught system that fits in anywhere, no maintenance, no beer line cleaning or need for CO<sup>2</sup>. Just pre-cool the kegs, turn on the power and you're good to go.

#### The Beer



30 days fresh



No installation

#### The System



8L Keg (14 Pints)



Fits any counter



#### MORE PEOPLE

9:1 people prefer draught than bottle<sup>1</sup>

#### DRINK MORE

6 x times more sales than bottle<sup>2</sup>

#### MORE PROFIT

Pint delivers better cash margin than bottle<sup>3</sup>

Data Source: 1 - CGA - July 2018 2 - Heineken Internal Sales Data 2018 3 - Heineken Internal Sales Data 2018

## SPECIAL OFFER - £449.99 (ex VAT)

4 x 8L Kegs | 1 x case of 24 Glasses | POS

Please speak to your LWC Sales Representative for further details

**BLADE**  
8 LITRE COUNTERTOP  
DRAUGHT SYSTEM



# ORDER 3 KEGS OF STELLA ARTOIS FOR YOUR CHANCE TO WIN HOSPITALITY TICKETS TO *The Championships, Wimbledon*



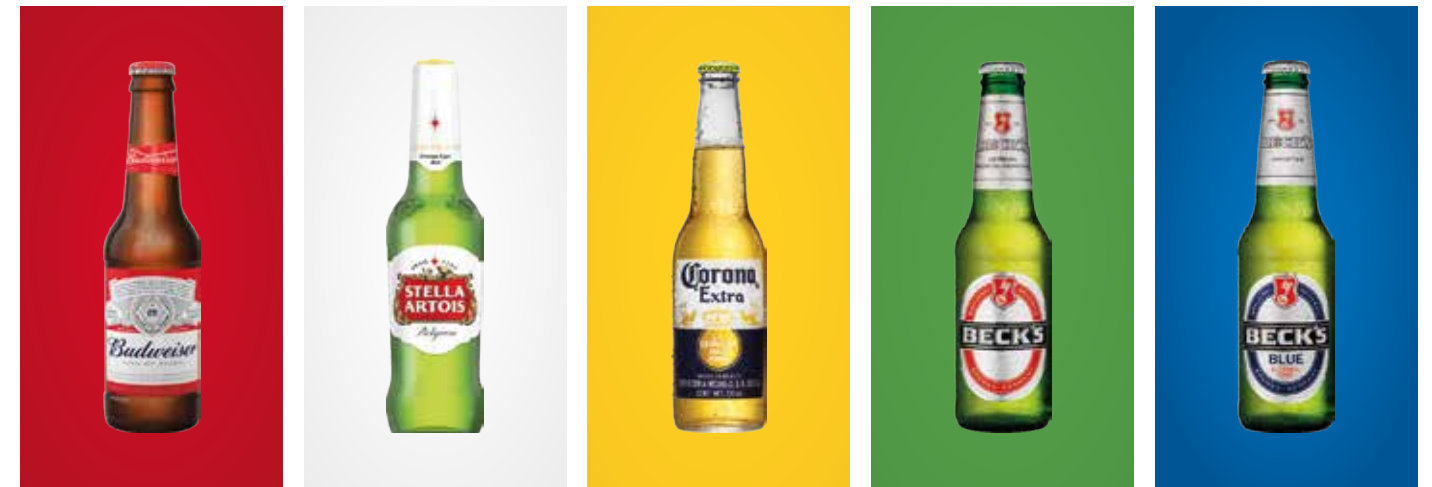
**drinkaware.co.uk for the facts**  
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Made for  
Sharing

Over 18s only. Offer open to LWC customers based in England, Scotland and Wales only (excl. NI, IOM and CI). Outlets must purchase a minimum of 3 kegs of Stella Artois (11G) in one transaction to be in with a chance of winning a pair of Wimbledon Hospitality Tickets. Offer valid between 01/06/2019 to 28/06/2019. Winners will be chosen at random and must be over 18. Winners will be contacted by 03/07/2019. Promoter: AB InBev UK Limited, Bureau, 90 Fetter Lane, London, EC4A 1EN.



## BUY 5 CASES AND GET 1 CASE FREE WHEN YOU BUY ANY OF THESE ICONIC BRANDS



Over 18s only. Offer open to LWC customers based in England, Scotland and Wales only (excl. NI, IOM and CI). Outlets must purchase a minimum of any 5 cases of either Budweiser 24x330ml, Stella Artois 24x330ml, Corona 24x330ml, Beck's 24x275ml, Beck's Blue 24x275ml between 1/6/2019 - 31/07/2019 to qualify for one additional free case of their choice which must be specified upon order. Free case to be delivered with remaining order. Promoter: Budweiser Brewing Group, 90 Fetter Lane Holborn, London, EC4A 1JP.

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## BUY 4 KEGS AND GET 1 KEG FREE WHEN YOU BUY EITHER OF THESE ICONIC BEERS



Over 18s only. Offer open to LWC customers based in England, Scotland and Wales only (excl. NI, IOM and CI). Outlets must purchase a minimum of any 4 kegs of either Budweiser (11G) or Bud Light (11G) between 1/6/2019 - 31/07/19 to qualify for one additional free keg of their choice which must be specified upon order. Free keg to be delivered with remaining order. Promoter: Budweiser Brewing Group, 90 Fetter Lane Holborn, London, EC4A 1JP.

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# YOUR GAME CHANGER

sky sports **MOLSON Coors**

The Sky and Molson Coors deal has changed.  
It's now bigger and better than ever.



**SAVE UP TO 30% OFF SKY SPORTS**

**More flexibility • More choice • More savings**

**15%**

OFF sky sports

2 BRANDS  
3 KEGS

**20%**

OFF sky sports

2 BRANDS  
4 KEGS

**25%**

OFF sky sports

3 BRANDS  
5 KEGS

**30%**

OFF sky sports

3 BRANDS  
6 KEGS

Based on weekly purchase amount

CALL **08442 414 658** | VISIT **MOLSONCOORSSKY.CO.UK**

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**BREWED FOR TASTE**  
**BUY 3 X 50L OR 5 X 30L**  
**AND RECEIVE A FREE**  
**70CL BOTTLE OF SMIRNOFF**

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

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

**CURIOUS**  
• BREWING •

**BUY ANY 4 CASES GET**  
**ONE FREE!**  
(1 deal per customer)

\*ENJOY CURIOUS  
BREW, CURIOUS SESSION IPA AND  
CURIOUS APPLE IN 30L KEGS OR  
12X330ML BOTTLE CASES.  
FROM CHAPEL DOWN, ENGLAND'S  
LEADING WINEMAKER, CURIOUS  
BREWING MAKE PREMIUM CRAFT  
BEERS, EACH WITH A WINEMAKER'S  
TWIST. BEER FOR THE CURIOUS.

*Matt Anderson*  
HEAD BREWER





**LWC**

## Hopical Storm

A modern style dry-hopped Pale Ale, using entirely UK grown hops.

Pleasant fruity body topped with flavours of mandarin, mango and passionfruit.

ABV 4.0%.

**Buy 1 x 9g Hopical Storm  
and 1 x 9 from the TT range  
and receive a FREE 70cl  
bottle of Old J Rum**



For POS support contact us on 01535 682196 or [pos@timtaylors.co.uk](mailto:pos@timtaylors.co.uk)

**All for that taste of Taylor's**

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**BE THE FIRST  
CUSTOMERS  
TO RECEIVE  
OUR NEW  
BRANDED POS**

## DEAL:

**BUY 2 x 9g of  
Greene King IPA,  
Old Speckled Hen,  
Old Golden Hen or  
Abbot Ale,**

## RECEIVE:

12 pint glasses,  
2 bar runners and  
200 dripmats



Ales can be mixed. Available through June and July 2019. 100 deals available.



# CREATORS OF SENSATIONAL DRINKS

BY BRITVIC

DEAL  
**MUST**  
INCLUDE A CASE OF  
R WHITE'S  
FLAVOURED LEMONADES  
TO QUALIFY

**BUY ANY 7 CASES**  
GET 2 CASES OF J20 FREE<sup>1</sup>



\*TERMS AND CONDITIONS: DEAL RUNS FROM JUNE 1ST TO JUNE 30TH 2019. FOUR DEALS PER OUTLET PER MONTH. QUALIFYING RANGE INCLUDES ANY FROM THE FOLLOWING RANGES: J20, PEPSI/DIET/MAX/7UP FREE 330ML NRB AND R WHITE'S FLAVOURED LEMONADES 330ML NRB. ONE CASE MUST BE FLAVOURED LEMONADES 330ML NRB TO QUALIFY. FREE CASES ARE ANY TWO FROM THE J20 BLENDS 275ML NRB RANGE. WHILE STOCKS LAST.

**BUY ANY 6 CASES**  
GET A 70CL PREMIUM SPIRIT FREE<sup>2</sup>



\*TERMS AND CONDITIONS: DEAL RUNS FROM JUNE 1ST TO JUNE 30TH. FOUR DEALS PER OUTLET PER MONTH. QUALIFYING RANGE INCLUDES ANY FROM THE LONDON ESSENCE COMPANY MIXERS AND SODAS 200ML NRB RANGES. FREE SPIRIT IS CUSTOMER CHOICE FROM THE FOLLOWING: AGNES ARBER GIN 70CL AND AGNES ARBER RHUBARB GIN 70CL. WHILE STOCKS LAST.

## JUNE PROMOTIONS

# CREATORS OF SENSATIONAL DRINKS

BY BRITVIC

**BUY ANY 6 CASES**  
GET A CASE OF  
J20 & FRUIT SHOOT FREE<sup>1</sup>



TERMS AND CONDITIONS - \*DEAL RUNS FROM JULY 1ST TO JULY 31ST 2019. FOUR DEALS PER OUTLET PER MONTH. QUALIFYING RANGE INCLUDES J20 AND FRUIT SHOOT NAS 275ML PET, BRITVIC 100 250ML NRB AND BRITVIC CORDIAL 1 LITRE PET. FREE CASES ARE ONE FROM THE J20 BLENDS 275ML NRB AND ONE FROM THE FRUIT SHOOT 275ML PET RANGE.

**BUY ANY 6 CASES**  
GET TWO MIXER CASES FREE\*



**DON'T FORGET TO CLAIM YOUR FREE MIXING KIT AT SENSATIONALDRINKS.COM**

TERMS AND CONDITIONS - \*DEAL RUNS FROM JULY 1ST TO JULY 31ST 2019. FOUR DEALS PER OUTLET PER MONTH. QUALIFYING RANGE INCLUDES BRITVIC MIXERS, SODAS & JUICES 200ML NRB RANGE AND LONDON ESSENCE COMPANY MIXERS 200ML NRB RANGE. FREE CASES ARE ANY TWO FROM THE BRITVIC MIXERS 200ML NRB RANGE. WHILE STOCKS LAST.

## JULY PROMOTIONS



THE  
**LONDON  
ESSENCE**  
Co.

FINE MIXERS FROM  
DISTILLED ESSENCES

NEW  
CRAFTED  
SODAS



SIGNATURE  
SEASONAL  
COCKTAIL

VODKA  
SODA

50ml Vodka

London Essence Rhubarb &  
Cardamom Soda

Serve in a highball glass  
with cubed ice

DISCOVER OUR ELEGANT COLLECTION OF MIXERS,  
ALL DELICATELY LIGHT AND LOW IN CALORIES

Only London Essence uses distilled essences of the finest fruits and botanicals to create superior drinks



TONICS



GINGERS



SODAS

AVAILABLE IN

WHITE PEACH &  
JASMINE AND  
RHUBARB &  
CARDAMOM

londonessenceco.com  
info@londonessenceco.com

All mixers available in 200ml  
Classic London Tonic Water also available in 125ml

@londonessenceco  
Drink Responsibly

THE ESSENCE OF FRUIT SINCE 1888.



NEW  
LABEL  
DESIGN

Free of artificial aromas, sweeteners and preservatives

BUY ANY 4 CASES & GET 1 CASE ORANGE  
**FREE OF CHARGE\***

JUNE  
ONLY

Choose from our range of 13 delicious flavours: CLOUDY CHERRY, ACE,  
ORANGE, CLOUDY APPLE, STRAWBERRY, PINEAPPLE, PEACH, CRANBERRY, PEAR,  
RHUBARB & PEAR, TOMATO, MANGO AND GRAPEFRUIT

www.pagofruitjuice.co.uk



**BUY 4  
GET 1  
FREE**

Four tasty  
flavours

No added  
sugar

Great value  
choice



**BUY THREE, GET ZERO FREE**

Buy three cases of Coca-Cola Classic, Diet Coke, Coca-Cola Zero Sugar, Fanta or Sprite No Sugar 330ml glass bottles and receive 24 x 330ml glass bottle Coca-Cola Zero Sugar **FREE**.

Available June & July

Buy 3 x 24 cases of 330ml glass bottle COCA-COLA CLASSIC, DIET COKE, COCA-COLA ZERO SUGAR, FANTA or SPRITE NO SUGAR and receive 1 x 24 case (or equivalent 12s) of 330ml glass bottle Coca-Cola Zero Sugar free. Offer available 01.06.19 - 31.07.19. © 2019 The Coca-Cola Company. All rights reserved. SPRITE, FANTA, COCA-COLA, DIET COKE, COCA-COLA ZERO, TASTE THE FEELING and the Contour Bottle are registered trade marks of The Coca-Cola Company.

**BUY ANY 4 CASES OF 200ML MIXERS OR JUICES AND GET 1 CASE FREE**

Offer includes one free case of 200ml Schweppes Classic Mixers, Juices, Diet Coke or Coca-Cola Zero Sugar.

Available June

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**THE ULTIMATE MIXER**

**BORN IN 1783 CRAFTED FOR TODAY**

Buy two cases of 1783 Light Tonic or Crisp Tonic and receive one case of 1783 flavours (12s) **FREE**

Available June

© 2019 European Refreshments. All rights reserved. SCHWEPES, the FOUNTAIN DEVICE and the 196 GRAPHICS are registered trade marks of European Refreshments. Offer valid from: 01.06.19 - 30.06.19. Buy 2 x cases of 1783 Light Tonic or Crisp Tonic (24s) and receive 1 x case of 1783 flavours (12s). While stocks last.

**1783**

**100% fruit juice. That's sparkling.**

Buy three cases of Appletiser 275ml and get one case free

Available July

Buy 3 x cases of 24 x 275ml NRGB Appletiser and get 1 x case of 24 x 275ml NRGB Appletiser free. Offer available 01.07.19 - 31.07.19. © The Coca-Cola Company. All rights reserved.

**Appletiser**  
CROWN THE MOMENT

**BUY FIVE, GET ZERO FREE**

Buy five cases of 200ml Coca-Cola Classic, Diet Coke or Coca-Cola Zero Sugar and get one case of 200ml Coca-Cola Zero Sugar **FREE**

Available July

Buy any five cases of 24 x 200ml Coca-Cola Classic, Diet Coke or Coca-Cola Zero Sugar and get one case of 24 x 200ml Coca-Cola Zero Sugar free. Subject to availability and terms and conditions. All cases must be purchased in the same transaction. Offer available 01.07.19 - 31.07.19. Coca-Cola European Partners, Pemberton House, Bakers Road, Uxbridge, UB8 1EZ, Great Britain.

**BUY ANY 6 CASES OF 125ML MIXERS OR JUICES AND GET 1 CASE FREE**

Available July

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**THE ULTIMATE MIXER**

TRY THE NEW

**Coca-Cola**

SIGNATURE MIXERS

For the first time in 134 years, Coca-Cola has collaborated with top mixologists to create Coca-Cola Signature Mixers, made to be mixed with premium spirits.

**BUY ANY 3 12x200ML FLAVOURS OF COCA-COLA SIGNATURE MIXERS AND GET THE 4TH FLAVOUR FREE**

AVAILABLE JULY 2019

CO-CREATED BY MAX VENNING

**COCA-COLA SIGNATURE MIXERS SMOKY NOTES**

PAIR WITH BOURBON & DARK RUM

CO-CREATED BY ADRIANA CHÍA & PIPPA GUY

**COCA-COLA SIGNATURE MIXERS SPICY NOTES**

PAIR WITH DARK RUM & SILVER TEQUILA

CO-CREATED BY ANTONIO NARANJO

**COCA-COLA SIGNATURE MIXERS HERBAL NOTES**

PAIR WITH VODKA & SILVER TEQUILA

CO-CREATED BY ALEX LAWRENCE

**COCA-COLA SIGNATURE MIXERS WOODY NOTES**

PAIR WITH TENNESSEE WHISKEY & DARK RUM

**+6.8%**

Spirits are the fastest growing sector in alcohol at value growth of +6.8%<sup>1</sup>



Cola is the number one mixer in volume ahead of tonic<sup>2</sup>



4 unique flavours designed to pair with premium spirits in 12x200ml

1 Source: CGA OPMS Data MAT 29.12.2018. CGA Mixed Drinks Report 2018. 2 Source: IWSR Spirit Mix Derivative Vol Assessment 2018 - Total Channels. © 2019 The Coca-Cola Company. All rights reserved. COCA-COLA is a registered trade mark of The Coca-Cola Company.

**drinkaware.co.uk** for the facts



# Buy one of each Coca Cola Signature Mixer flavour and receive 1x 70cl Old J Cherry free

## OLD J CHERRY PAIRED WITH COCA-COLA SIGNATURE MIXER: BATCH NO.1 SMOKY

25ML OLD J CHERRY  
200ML COCA-COLA SMOKY

Fill a tall glass with ice, pour in all the ingredients and garnish with a twist of lemon zest.

## OLD J DARK PAIRED WITH COCA-COLA SIGNATURE MIXER: BATCH NO.2 SPICY

25ML OLD J DARK  
200ML COCA COLA SPICY

Fill a tall glass with ice, pour in all the ingredients and garnish with a twist of orange zest.

## LA FRENCH PAIRED WITH COCA-COLA SIGNATURE MIXER: BATCH NO.3 HERBAL

25ML LA FRENCH  
200ML COCA-COLA HERBAL  
SQUEEZE OF FRESH LIME

Fill a tall glass with ice, pour in all the ingredients and garnish with a lime wheel (optional Thyme sprig to garnish).

## OLD J GOLD PAIRED WITH COCA-COLA SIGNATURE MIXER: BATCH NO.4 WOODY

25ML OLD J GOLD  
200ML COCA-COLA WOODY

Fill a tall glass with ice, pour in all the ingredients and garnish with half a passionfruit.







— — — — —

# BUY 4 CASES GET 1 CASE FREE

— — — — —

ACROSS FENTIMANS 125ml & 275ml  
ALL JUNE & JULY

ESTD 1905

*Botanically Brewed · Exquisitely Crafted*



# BUNDABERG

BREWED TO BE BETTER

BUY ANY 3 CASES  
AND RECEIVE 1 CASE  
OF CHOICE FREE

12 x 375ML



# Buy any 6 cases (12x250ml) Pressé...

...receive 6 Copa  
glasses free

Order during June & July whilst stocks last

Belvoir fruit farms

MADE FOR Good times

Order during June & July whilst stocks last

Facebook: Belvoir fruit farms, Twitter: @belvoirff, Instagram: @belvoirfruitfarms

www.belvoirfruitfarms.co.uk

Cannot be taken in conjunction with any other Belvoir Offer.



BUY 6 CASES OF FEVER-TREE  
MIXERS INCLUDING TWO  
*Refreshingly Light* CUCUMBER TONIC,  
GET 12 GLASSES FREE\*

\*Capped at 1 deal per customer. While stocks last.  
Glassware will be sent out separately.

IF  $\frac{3}{4}$  OF YOUR DRINK IS THE MIXER,  
MIX WITH THE BEST



  
**FEVER-TREE**

*Days of  
Luscombe*

Buy any 4 cases, get a case of  
Wild Elderflower Bubbly free  
(24x27cl)\*



  
**LUSCOMBE**  
*Devon England*

\*offer applies to:  
Hot Ginger Beer, Cool Ginger Beer, Sicilian Lemonade, St Clements, Cranberry Crush, Raspberry Crush, Rhubarb Crush (NEW),  
Sparkling Apple Crush, Strawberry Crush, Damascene Rose Bubbly, Wild Elderflower Bubbly.



# HEALY AND GRAY

Healy and Gray's Best of the World wine range features 75cl and 187ml bottles in 8 different varietals. Included in the range is a salmon-pink Zinfandel Rosé, featuring the sweet, enticing aromas of raspberry and strawberry – the perfect option for summer refreshment.

## HEALY AND GRAY RANGE 75CL

(Merlot | Cabernet Sauvignon | Shiraz | Zinfandel Rosé | Chardonnay | Sauvignon Blanc | Pinot Grigio | Chenin Blanc)

## HEALY AND GRAY RANGE 187ML (12)

(Merlot | Cabernet Sauvignon | Shiraz | Zinfandel Rosé | Chardonnay | Sauvignon Blanc | Pinot Grigio | Chenin Blanc)

**BUY ANY 12 CASES AND RECEIVE 1 CASE (12)187ML HEALY AND GRAY ZINFANDEL ROSÉ FREE**

**BUY 11 X 75CL  
AND RECEIVE  
1 X 75CL FREE**

(RSP £5.23 - NET  
OFFER DEAL £4.79)

**187ML**

(RSP £17.28 PER  
CASE - NET OFFER  
DEAL £15.95)



# WINE FOR GLASS- RESTRICTED EVENTS

## HEALY AND GRAY PET RANGE 75CL

Sauvignon Blanc | Merlot | Zinfandel Rosé

## HEALY AND GRAY PET RANGE (24)187ML

Sauvignon Blanc | Merlot | Zinfandel Rosé

**BUY 11 X 75CL  
AND RECEIVE  
1 X 75CL FREE**

(RSP £5.99- NET  
OFFER DEAL £5.49)

**ONLY £36.48  
PER CASE\***

(24)187ML



\*Introductory price



# SPARKLING SUMMER ROSE SPECIALS



**BUY 11 X 75CL  
AND RECEIVE  
1 X 75CL FREE**

(RSP £7.63 - NET  
OFFER DEAL £6.99)

**200ML**

NORMAL PRICE £59.38  
PROMOTIONAL PRICE:  
24 BOTTLES FOR THE  
PRICE OF 22 = £54.34

**BUY 11 X 75CL  
AND RECEIVE  
1 X 75CL FREE**

(RSP £7.99 - NET  
OFFER DEAL £7.32)

**BUY 11 X 75CL  
AND RECEIVE  
1 X 75CL FREE**

(RSP £8.75 - NET  
OFFER DEAL £8.02)

**BUY 11 X 75CL  
AND RECEIVE  
1 X 75CL FREE**

(RSP £8.95 - NET  
OFFER DEAL £8.20)

Rosé sparkling wines undergo two fermentations - and the carbon dioxide which is produced as a by-product here must be trapped in the wine to provide the fizz.

In the majority of light and fruity sparkling rosé production, we start with the dry base wine which has already undergone its first fermentation, then transfer it into a sealed pressurised tank and add yeast and sugar. As the second fermentation begins, the carbon dioxide produced is trapped in the tank and thus in the wine, which is then

filtered and bottled under pressure, to retain the bubbles.

**Serenello Sparkling Rosé**  
A sparkling rosé from Italy which was recently awarded a Silver Medal in the Sommelier Wine Awards. Giuseppe Longobardi of The Cross Kenilworth, Simpsons & Edgbaston found 'stone-fruit notes with good complexity and

some ripe pear'. He further noted: 'The palate is long with a floral, peach-blossom, fruity and honeyed finish.'

**Cuvée 1821 Zonin Sparkling Rosé**  
One of the largest Italian sparkling producers, the Zonin brand is recognised worldwide as a hallmark of excellent consistent quality.



# PERFECT FOR A SUMMER EVENING

**BUY 11 X 75CL  
AND RECEIVE  
1 X 75CL FREE**

(RSP £5.23 - NET  
OFFER DEAL £4.79)

**BUY 11 X 75CL  
AND RECEIVE  
1 X 75CL FREE**

(RSP £7.49 - NET  
OFFER DEAL £6.86)

**BUY 11 X 75CL  
AND RECEIVE  
1 X 75CL FREE**

(RSP £7.89 - NET  
OFFER DEAL £7.23)

**BUY 11 X 75CL  
AND RECEIVE  
1 X 75CL FREE**

(RSP £6.49 - NET  
OFFER DEAL £5.95)

**BUY 11 X 75CL  
AND RECEIVE  
1 X 75CL FREE**

(RSP £6.15 - NET  
OFFER DEAL £5.64)

**BUY 11 X 75CL  
AND RECEIVE  
1 X 75CL FREE**

(RSP £7.15 - NET  
OFFER DEAL £6.55)

As our daylight hours begin to extend beyond 8pm and the UK enjoys the occasional 'heatwave', the focus in all sectors of the wine trade once again turns to rosé. LWC have a wide range of both still and sparkling rosés, ranging from dry to sweet and spanning countries from France to the USA.

Although both still and sparkling rosés are generally light pink in colour with lots of fresh red fruit flavours, the two styles are made via different methods.

Still rosés are usually made from black grape varieties – names you may be familiar with from red wines such as Merlot and Syrah. The grapes are crushed and fermentation begins straight away to extract colour from the grape skins.

When producing a rosé wine, only a light pink/salmon colour is desired, so the grapes usually spend just 1-2 weeks fermenting. Fermentation takes place in a stainless steel vat to preserve the fresh fruit flavours of the grape. Carbon dioxide is a by-product.

Once the desired colour is achieved, the wine is drained off the skins and transferred briefly to another steel vat before being bottled.

Alma de Chile Syrah Rosé Reserva Recently awarded a Silver Medal in the Sommelier Wine Awards. Team leader Andres Ituarte noted the 'zippy acids with grapefruit pith and orange rind' and found it 'easy drinking and very enjoyable'. For Janusz Sasiadek of Bottles & Battles it's 'a perfect summer wine or a great first glass – soft and easy drinking with a pleasing acidity; rather elegant.'





# AUTHENTIC ARGENTINA

**BUY 5 X 75CL  
AND RECEIVE  
1 X 75CL FREE**

(RSP £6.85 - NET  
OFFER DEAL £5.71)

## CLUB DE CAMPO MALBEC

Beautiful ruby colour with aromas of redcurrants, cherries, plums and a hint of spice. A fresh and fruity wine.

**BUY 11 X 75CL  
AND RECEIVE  
1 X 75CL FREE**

(RSP £7.99 - NET  
OFFER DEAL £7.32)

## NEW PECADO ESTATE TORRONTES

Pale yellow with greenish tones. On the nose, it's very expressive, fruity and floral, with white fruit and white flower notes. In the mouth, the first impact is slightly sweet. It's medium-bodied, fresh and smooth, with a fruity aftertaste.

**BUY 11 X 75CL  
AND RECEIVE  
1 X 75CL FREE**

(RSP £7.49 - NET  
OFFER DEAL £6.86)

## NEW PECADO ESTATE MALBEC

Intense ruby-red with violetish hues. On the nose, it's a very fruity wine with notes of fresh plums, violets and soft spice. In the mouth, the first impact is kind and fresh. It's medium-bodied, very balanced, with round tannins. Good acidity with a final seductive rush and good persistence.

## NEW PECADO ESTATE VIOGNIER

Intense yellow gold color with fine green highlights. Its complex aroma offers notes of apricot, peaches and citrus fruits.

## LA GRUPE MALBEC

An up-front ripe red fruit nose with sweet spice hints which lead into a voluminous structure of cherries and plum, followed by a warming, pleasant finish.

**NEW RANGE  
PECADO  
ESTATE**



# WHAT GIN ARE YOU DRINKING?

The gin revolution continues apace and fans of this phenomenally popular spirit now have a whole world of products to discover, from classic bottles to flavoured versions like sloe and pink gin.



**SINÉAD LOWE**

Marketing Manager  
Signature Brands

Despite gin feeling like a quintessentially British product, it is in fact Holland that's credited as the birthplace of this spirit.

In an attempt to help you navigate the minefield of the variants of gin with @ginasium we have a flowchart that should help you understand the category more and create a balanced and well-rounded gin menu.

**Gin the Facts – impress your customers with knowledge of the current spirit of choice**

- During the whole of 2018 Brits bought over 73 million bottles of gin, breaking all previous records, with sales worth £2.1 billion.
- In 2018 HMRC records showed that the number of distilleries in England overtook distilleries registered in Scotland for the first time.

- There are a total of 361 distilleries making spirits in the UK, 54 having opened in 2018 – the equivalent of one a week. There are 166 distilleries in England, 160 in Scotland, 19 in Wales and 16 in Northern Ireland.
- Two years ago, only a handful of brands were making flavoured gin; then, last year, the category was valued at £165 million, up a whopping 751% on the same period the previous year.

Leading the market of flavoured gin are Manchester Raspberry, Chase Pink Grapefruit, Whitley Neill Blood Orange, Agnes Arber Rhubarb and Malfy Con Limone.

**29% of all premium serves in the hospitality trade are premium gin.**

**This equates to approx. 89 serves of gin per week per site. Dry, fruit, pink; make sure your offering has a range of options for consumers.**

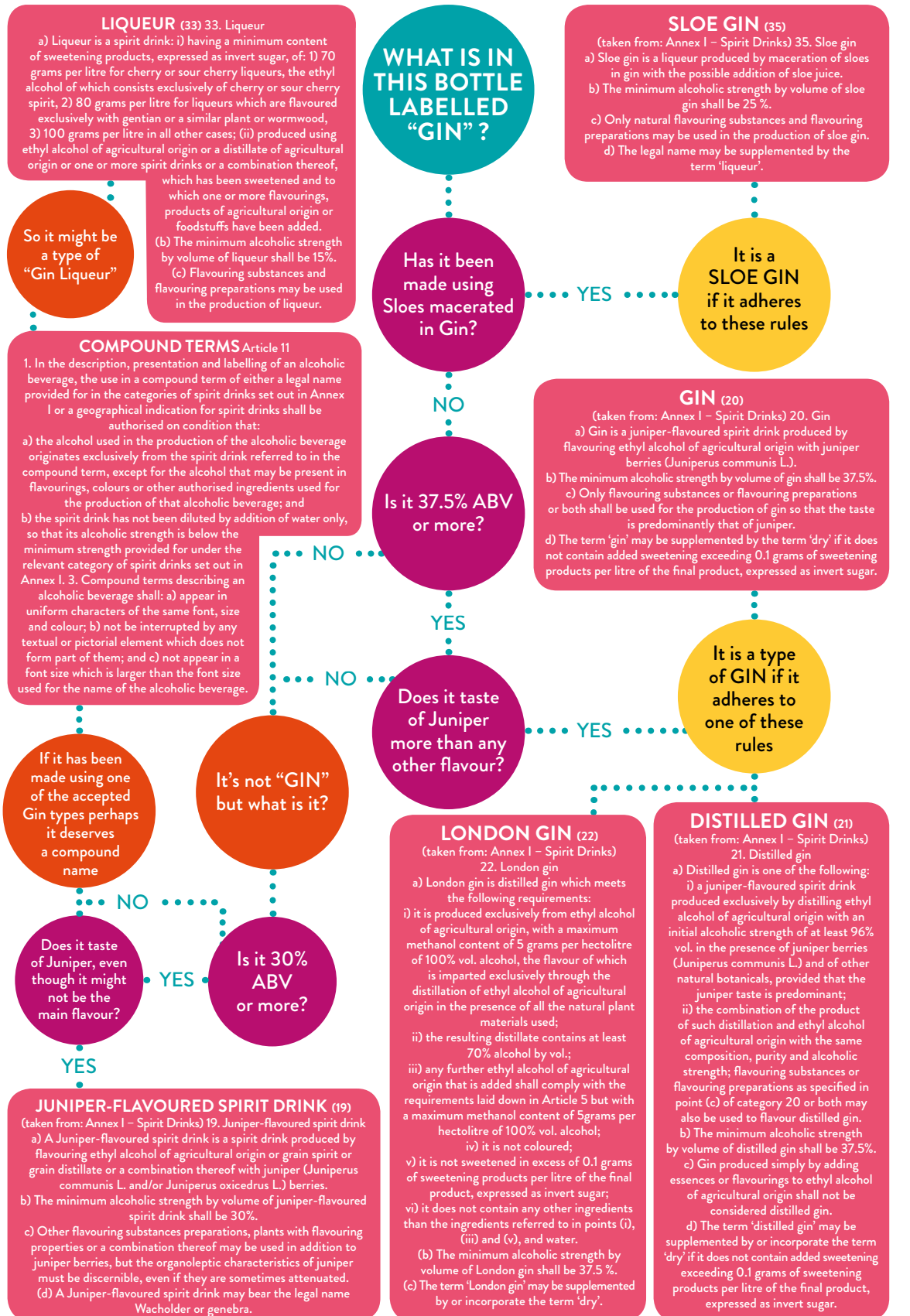


**Regulation extracts taken from:**  
Regulation of the European Parliament and of the council on the definition, description, presentation and labelling of spirit drinks, the use of the names of spirit drinks in the presentation and labelling of other foodstuffs, the protection of geographical indications for spirit drinks, the use of ethyl alcohol and distillates of agricultural origin in alcoholic beverages, and repealing regulation (EC) no 110/2008 pe 75 2018 rev 1

**World Gin Day** is a global celebration of all things gin and will be celebrated this year on Saturday 8th June.

The idea is simple: get people together all around the world with a legitimate excuse (not that we need one!) to drink some gin, whether it's in a cocktail, G&T or neat.

Follow #WorldGinDay on Facebook, Twitter and Instagram.





**BUY ANY 3X  
70CL AND  
RECEIVE  
(24)200ML  
RUBICA  
TONIC FREE**

The average  
number of gin  
brands stocked  
has increased  
**67.9%**  
since 2014<sup>1</sup>

Pink Gin has  
been a standout  
innovation and has  
driven new  
consumers into  
the Gin category<sup>2</sup>

**20%**  
of consumers  
think there  
aren't enough  
gin options  
available<sup>3</sup>

**BUY ANY 6X  
70CL AND  
RECEIVE 1X  
70CL GORDONS  
PINK OR 1X 70CL  
BEEFEATER  
PINK FREE**

**24%**  
of spirits NPD  
over the last  
3 years are  
Gin brands<sup>1</sup>

**58%**  
of spirits consumers  
enjoy trying new or  
different spirits when  
out in the on trade<sup>4</sup>

## THE RANGE TO CHOOSE FROM



<sup>1</sup>CGA OPMS Data MAT to 2018P07 - 14/07/2018 | <sup>2</sup>CGA Mixed Drinks Report, April 2018

<sup>3</sup>CGA Brand Track, July 2018 (Sample size: Gin: 716) | <sup>4</sup>CGA Brand Track, July 2018 (Sample size: 2107)



**BUY 1X 70CL  
ARBER AND 1X  
75CL SPARKLING  
WINE\* TO RECEIVE  
1X 500ML BELVOIR  
ELDERFLOWER  
CORDIAL**

**QUOTE:  
SPARKLING  
GARDEN TO  
GET THE  
CORDIAL  
FREE**

**WANT TO  
TRY OUR  
COCKTAIL?**

25ML ARBER GIN  
15ML ELDERFLOWER  
CORDIAL  
50ML SPARKLING WINE

**\*SPARKLING WINES  
AVAILABLE WITH  
THESE OFFERS ARE:  
PROSECCO EMOTIVO  
SERENELLO EXTRA DRY  
PROSECCO IL CASTELLI  
CA' SELVA ORGANIC**

**BUY 1X 70CL  
ARBER RHUBARB  
AND 1 X 75CL  
SPARKLING WINE\*  
TO RECEIVE 1X  
75CL MONIN  
GOMME FREE**

**QUOTE:  
RHUBARB  
COLLINS TO  
GET THE  
GOMME  
FREE**

**WANT TO  
TRY OUR  
COCKTAIL?**

50ML ARBER RHUBARB GIN  
25ML LEMON JUICE  
25ML MONIN GOMME  
SODA OR  
LEMONADE TOPUP



# It's Aperitivo Time

83%

Of On-Trade consumers find Aperitivo idea appealing\*



## St-Germain Spritz

40 ml St-Germain elderflower liqueur  
60 ml dry sparkling wine  
60 ml sparkling water  
Garnish with a lemon twist

## Bombay Sapphire & Tonic

35ml Bombay Sapphire  
Top with tonic water  
Garnish with a lime wedge  
Use Bosford Pink if you want a pink Twist

## Chambord Spritz

50ml Chambord  
125ml dry white wine, Soda water, Ice  
Garnish with a mint sprig and a raspberry

## MARTINI & Tonic

75ml MARTINI Fiero  
75ml tonic water  
Garnish with a citrus twist

Pair with classical Aperitivo nibbles such as olives, nuts, crisps etc.

## What is the Aperitivo and how to bring it to life?

A classic in Southern Europe, the Aperitivo is a sociable way of connecting around nibbles & drinks at earlier times of the day. It is a way to drive earlier traffic into venues, and increase spend per head by upselling consumers to cocktails before their meal.

Offer full priced drinks with complementary nibbles such as olives, nuts.

ENJOY RESPONSIBLY. for the facts [drinkaware.co.uk](http://drinkaware.co.uk)

Sources: Kantar Alcovision, 2017; CGA Mixed Drinks Report, 2018; CGA Consumer Panel, Mar-18

**6 x 70CL, 6 x 75CL  
OR 3 x 1.5L RECEIVE  
A FREE CASE OF  
RUBICA 200ML  
MIXERS**

Stir Creativity

WITH

**BOMBAY SAPHIRE**

BUY ANY 6 X 70CL RECEIVE A SET OF BOMBAY SAPHIRE BALLOON GLASSES



- GIN IS A £2.1 BILLION CATEGORY AND GROWING
- GIN HAS DRIVEN GROWTH FOR TOTAL SPIRITS IN THE UK
- 90% OF GIN IN THE UK IS SERVED WITH TONIC
- GIN IS THE FASTEST GROWING GIFTING CATEGORY (+30%)

ENJOY RESPONSIBLY for the facts [drinkaware.co.uk](http://drinkaware.co.uk)

©2019 BOMBAY SAPHIRE AND ITS TRADE DRESS ARE TRADEMARKS



**BEEFEATER**  
LONDON



**RECEIVE 12 X BEEFEATER GOBLETS**

**WHEN YOU BUY ANY 4 X 70CL FROM THE BEEFEATER RANGE\***

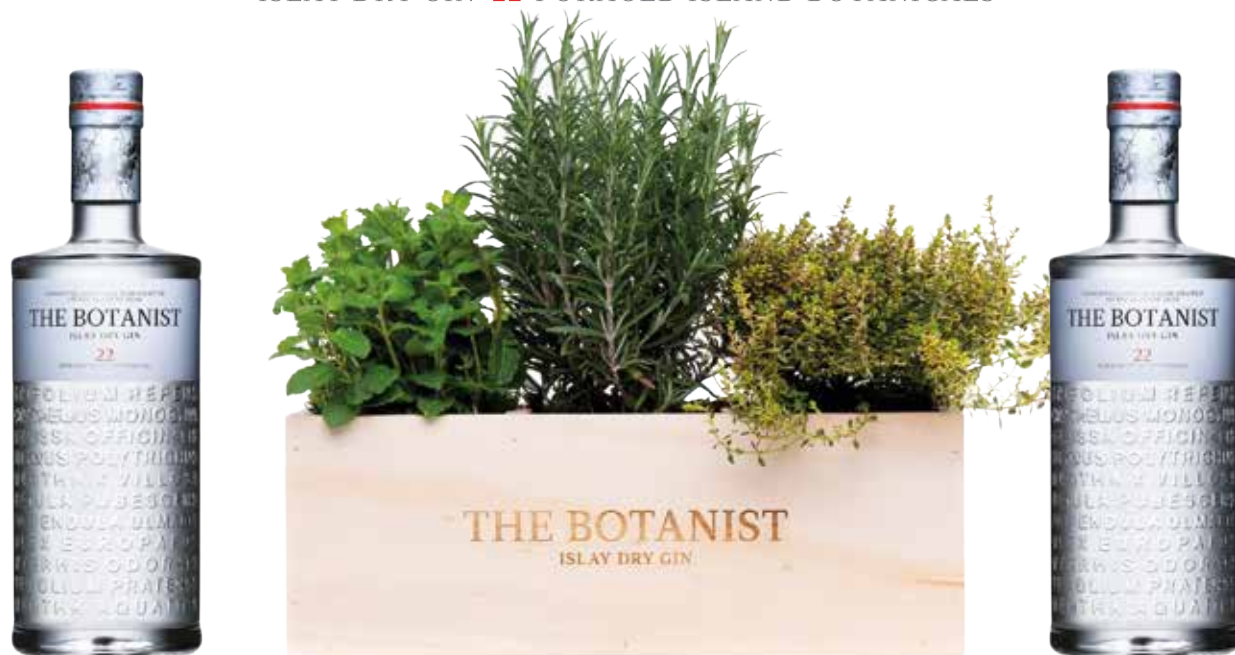
drinkaware.co.uk for the facts  
ENJOY BEEFEATER RESPONSIBLY

f t i @BEEFEATERGIN

\*AVAILABLE WHILE STOCKS LAST  
ONE DEAL PER CUSTOMER

THE BOTANIST.  
WILD. FORAGED. DISTILLED.

ISLAY DRY GIN 22 FORAGED ISLAND BOTANICALS



BUY 2 X THE BOTANIST 70CL AND RECEIVE A 'THE BOTANIST' BOTANICALS PLANTER  
(BOTANICALS NOT INCLUDED)

Please Drink Responsibly  
drinkaware.co.uk  
for the facts about alcohol

#BeTheBotanist

**SPRING SPRITZERS**

HELLO  
*Spritz*



GORDON'S  
*Pink Spritz*



**TANQUERAY  
RANGPUR SPRITZ**

GIN DISTILLED WITH ZESTY  
AND EXOTIC RANGPUR LIMES

**INGREDIENTS**  
25ml Tanqueray Rangpur,  
25ml soda water, 60ml Prosecco.



**TANQUERAY  
SEVILLA SPRITZ**

GIN WITH THE BITTERSWEET  
TASTE OF SEVILLE ORANGES

**INGREDIENTS**  
25ml Tanqueray Flor de Sevilla,  
25ml soda water, 60ml Prosecco.



**GORDON'S PINK  
SPRITZ**

GIN WITH THE SWEETNESS OF  
RASPBERRIES AND STRAWBERRIES  
WITH THE TANG OF REDCURRANT

**INGREDIENTS**  
50ml Gordon's Pink, 75cl Lemonade,  
1 Splash Prosecco.

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



**FREE**  
**Hendrick's**  
*Chalkboard and a*  
**CASE OF RUBICA**  
**TONIC (24 X 200ML)**  
*when you buy*  
**3 x Hendrick's 70cl\***

**HENDRICK'S**  
DISTILLED and BOTTLED IN SCOTLAND  
**GIN**

\*Whilst stocks last

— SINCE 1863 —  
**HAYMAN'S**  
 of LONDON

*BUY ANY 3  
 BOTTLES FROM  
 THE RANGE OF  
 HAYMAN'S TRUE  
 ENGLISH GINS  
 AND RECEIVE  
 6 TRUE ENGLISH  
 G&T GLASSES\**

\*The range includes Hayman's London Dry, Hayman's Old Tom, Hayman's Sloe Gin, Hayman's Gently Rested and Hayman's Royal Dock.

Enjoy responsibly.  
 For the facts visit:  
[drinkaware.co.uk](http://drinkaware.co.uk)

**World GIN DAY**

Buy any **3 featured Gin bottles** to receive a case of **RUBICA TONICS**  
 - or any **6 bottles** to receive a **J.J. WHITLEY POTATO VODKA OR LONDON DRY GIN**

**FREE\***

**HALEWOOD**  
 Wines & Spirits

for the facts  
[drinkaware.co.uk](http://drinkaware.co.uk) Enjoy Responsibly  
 \*all bottles: 70cl. Rubica Tonic case: 24x200ml. Available while stocks last



  
SIPSMITH<sup>®</sup>  
London

Sipsmith is the  
*fastest growing*  
super-premium gin

#### TRY A SIPSMITH GIN & TONIC

For a classic G&T, add 25/50ml of Sipsmith London Dry Gin to an ice filled glass, top with tonic water and garnish with a fresh lime wedge. We recommend trying our Orange and Cacao Gin with tonic and a fresh orange slice and our Lemon Drizzle Gin pairs perfectly with Mediterranean tonic and a lemon slice. For more sipping inspiration, visit @sipsmith 🍷🍹

# BUY 5

bottles of Sipsmith

(London Dry Gin 70cl, Lemon Drizzle Gin 50cl,  
Orange & Cacao Gin 50cl)

# &

# RECEIVE

one complimentary bottle

Please sip responsibly | \*CGA Data 23.02.2019.



== **BUY 2** ==  
70cls of THOMAS DAKIN GIN  
**RECEIVE**  
6 RUMMER GLASSES  
== **FREE** ==

THE PERFECT SERVE:

## TOM & TONIC

Pour 50ml of Thomas Dakin over  
a full glass of ice and top up  
with premium tonic water.

Twist a strip of orange peel  
onto the top to garnish.

ESTD  
1761  
**THOMAS DAKIN**  
SMALL BATCH  
**GIN**

OFFER SUBJECT TO AVAILABILITY. FOR FURTHER  
INFORMATION ON OUR GREAT RANGE OF BRANDS  
PLEASE VISIT [WWW.QUINTESSENTIALBRANDS.COM](http://WWW.QUINTESSENTIALBRANDS.COM)

[drinkaware.co.uk](http://drinkaware.co.uk) for the facts



BUY AND GET FREE



LIVE FULL BLOOM

f @ bloomgin.com

drinkaware.co.uk  
for the facts

Offer subject to availability. Purchase 1 x 70cl of BLOOM, 1 x 70cl BLOOM Jasmine & Rose and 1 x 70cl BLOOM Strawberry Liqueur in the same order to receive 1 x 70cl of BLOOM Lemon & Elderflower free of charge. FOR FURTHER INFORMATION ON OUR GREAT RANGE OF BRANDS PLEASE VISIT WWW.QUINTESSENTIALBRANDS.COM

THE GIN ON EVERYONE'S LIPS



BUY ANY 4 OF EITHER BOE VIOLET GIN OR BOE PASSION GIN  
AND GET 1x 70cl BOTTLE OF BOE PASSION GIN FREE

BOE.COM



**EMPRESS 1908** is an original, shaping its own story as a fearless provocateur, a mystery in a bottle. Handcrafted in small batch copper-pot stills, this is a gin with phenomenal depth and boldness of spirit. Gently refined, nuanced and enduring, Empress 1908 is the essence of Victoria.



Buy any 4 bottles from the  
**POETIC LICENSE** 70cl gin range...



...get a FREE  
50cl Blackcurrant & Ginger  
**POETIC LICENSE** Gin liqueur  
and a FREE  mixers\*  
case of 24 **FEVER-TREE**  
Free stock worth over £100!



*Here's to the  
wild spirits!*

Established 2015, Poetic License is one of the fastest growing  
Premium Gins in the UK. Explosive growth continues at 75% + YOY.\*\*

Stock up now for Summer!

www.poeticlicensedistillery.com f PoeticLicenseDistillery @PoeticLicenseUK @PoeticLicenseDistillery \*While stocks last \*\*PL Distillery Sales Out 2018



NEW!

# PRAVDA

V O D K A

Luxury Polish vodka distilled in Southern Poland since 1743. Made using sweet rye grain and crystalline soft spring water from the Carpathian mountains for a famously softer, superior mellow taste that is multi award winning.



Buy any 3 x 70cl bottles receive 1 x 70cl Pravda Espresso FREE

Plus FREE POS KIT\* with first 50 orders

#WORLDSTFINESTVODKA

f t @pravdavodka pravdavodka.com



NEW!

WITH NATURAL  
WILD STRAWBERRY  
& TANGY CITRUS  
FLAVOURS

Raw, bold and sinfully delicious! Enjoy chilled as a shot, on the rocks and in cocktails, or as a 'Sweet Revenge Spritzer' with lemonade.

BUY 3 x 70CL  
BOTTLES  
RECEIVE 1 x 70CL  
FREE

PLUS FREE POS KIT\*\*  
WITH FIRST 50 ORDERS

35.5% ABV

71 PROOF

#DRINKPINK

@SweetRevenge\_77  
WWW.SWEET-REVENGE.COM



## BUY ANY 3 BOTTLES RECEIVE 50CL MÓR PINEAPPLE FREE

Handcrafted, small batch Irish gin made in Tullamore, Co. Offaly. Bold and innovative, Mór is a new styled gin with old school distilling traditions passed down three generations to our lead distiller.

Blackberries, cranberries & raspberries are infused with base botanicals of juniper, coriander, angelica root and rosemary to create Mór Wild Berry. 40% abv / 70cl.

Mór Pineapple Edition infuses the same base botanicals with 4 new botanicals; Persian lime, lemongrass, bergamot orange and pineapple to create a colourful gin that is bursting with tropical flavour. 40% abv / 50cl.



@MORIRISHGIN

WWW.MORIRISHGIN.COM

drinkaware.co.uk  
for the facts



Brand Development Agency  
www.brandcentraluk.com  
For more information please call: 0115 950 6578

Presenting exciting and unique spirits from our portfolio which are all newly available through LWC.

Bottles can be purchased over multiple orders within the promotional period, while stocks last. 1 deal / 1 kit per venue. \*POS kit includes 1 x bottle illuminator, 12 x 'sidecar' shot flutes. \*\*POS kit contains 2 x bar runners, 50 x plastic shot glasses and 5 x posters.



NEW!

THE ADVENTUROUS SPIRIT

# SUPER SUMMER SPECIALS

BUY ANY 3X 70CL FROM THE RANGE  
AND RECEIVE 70CL MONIN GOMME FREE

BUY ANY 6X 70CL FROM THE RANGE AND  
RECEIVE (24)330ML OLD JAMAICA  
GINGER BEER CANS FREE



## JUNE ONLY





### WANT TO TRY OUR COCKTAIL?

#### OLD J LEMON SHERBET

25ML OLD J ORIGINAL  
5ML FRESH LIME  
TOPPED WITH TING

Fill the tin cup with ice. Pour all ingredients  
into the tin and garnish with a wedge  
of fresh lime.



### WANT TO TRY OUR COCKTAIL?

#### CHERRY RUM BULL

25ML OLD J CHERRY

5ML FRESH LIME

TOP UP WITH REDBULL TROPICAL

Fill the tin cup with ice. Pour all ingredients  
into the glass and garnish with a wedge  
of fresh lime.



JULY  
ONLY

### WANT TO TRY OUR COCKTAIL?

#### ENTER THE DARK MOJITO

25ML OLD J SILVER

3 WEDGES OF LIME SQUEEZED

5 MINT LEAVES

TOP UP WITH COCA-COLA HERBAL

Fill a tall glass with ice, squeeze in the  
lime and add the mint. Then pour  
in Old J Silver and top  
with Coca-Cola Herbal.

## BUY 3X 70CL FROM THE OLD J RANGE\* AND RECEIVE A CASE OF FREE MIXER

(MIXER OPTIONS AND THE  
FULL OLD J RANGE ARE  
LISTED/SHOWN BELOW)

YOU'LL ALSO  
RECEIVE A  
CASE OF 6 TIN  
CUPS AND  
A PAIRING  
GUIDE

LIMITED TO 2 DEALS PER  
CUSTOMER, PER WEEK

MIXERS AVAILABLE ARE:

TING (24)330ml

REDBULL TROPICAL (12)250ml

COCA-COLA SIGNATURE MIXER:  
BATCH NO.3 HERBAL (12) 200ml



\*MUST BE 3 DIFFERENT FLAVOURS



**DEAD MAN'S FINGERS®**

**NOT YOUR USUAL...**

**BUY ANY 3 DEAD MAN'S FINGERS RUM TO RECEIVE A FREE CASE OF DIET COKE OR RED BULL TROPICAL FRUITS**

\*Available while stocks last. Dead Man's Fingers bottles: 70cl, Diet Coke: 24x200ml, Red Bull Tropical: 12x250ml.

drinkaware.co.uk for the facts

**RECEIVE A CASE OF 24 X 200ML DIET COKE**

**WHEN YOU BUY 4 X 70CL OR 2 X 1.5L OF MALIBU\***

**MALIBU COLA**

**INGREDIENTS**  
50ML MALIBU ORIGINAL  
TOPPED WITH COLA

**GARNISH**  
WITH A WEDGE OF LIME

**BECAUSE SUMMER**

**MALIBU**  
MADE WITH CARIBBEAN RUM AND COCONUT FLAVOUR  
-ORIGINAL-

**Diet Coke**  
NO SUGAR - NO CALORIES

**ONLY AVAILABLE IN JUNE**

\*TERMS AND CONDITIONS APPLY. Available while stocks last.

drinkaware.co.uk for the facts

**SAY HELLO TO A JURA SUNSET**

Buy 2x Jura 10/12/Seven Wood/18 Year Old and get 6 glasses and a POS kit free.\*

**FILL A GLASS WITH ICE**  
25ml JURA 10 YEAR OLD  
25ml APEROL  
TOP UP WITH PREMIUM TONIC  
GARNISH WITH ORANGE

**JURA**  
SINGLE MALT SCOTCH WHISKY

\*POS includes; 6x glasses and paper POS. While stocks last.  
for the facts [drinkaware.co.uk](http://drinkaware.co.uk)

**FREE 70cl Drambuie and UNLEARN WHISKY Kit†**

**When you buy 2 x 70cl\***

Choose from Glenfiddich 12 Year Old, Glenfiddich 15 Year Old, The Balvenie DoubleWood 12 YO, The Balvenie Caribbean Cask 14 YO, Monkey Shoulder.

**WILLIAM GRANT & SONS**  
UNITED KINGDOM  
INDEPENDENT FAMILY DISTILLERS SINCE 1867

**UNLEARN WHISKY POS KIT**

Including 6 tumbler glasses, 5 posters, 1 table top chalkboard, 100 coasters, 2 bar runners and 1 exclusive interactive video training guide.

† Whilst stocks last

\*1 x 70cl must be Glenfiddich 12 Year Old.



HANDCRAFTED IN MEXICO.  
PERFECT IN COCKTAILS.

PATRÓN TEQUILA IS MADE IN SMALL BATCHES  
IN JALISCO, MEXICO, THE HOME OF AUTHENTIC  
TEQUILA. THE FRUITS OF THAT CRAFTSMANSHIP  
ARE CHERISHED WORLDWIDE.



**SIMPLY PERFECT**



**BUY 3 BOTTLES OF  
PATRON 70CL\*  
AND GET 12  
MARGARITA  
GLASSES**

\*Patron core range include Patron Silver 70cl,  
Patron Reposado 70cl and Patron Añejo 70cl

The perfect way to enjoy Patrón is responsibly. for the facts [drinkaware.co.uk](http://drinkaware.co.uk)

©2019 Handcrafted and imported exclusively from Mexico by Patrón Spirits International, AG. 40% alc./vol.

**NEW  
MARTINI  
FIERO & TONIC**

**BITTER-SWEET  
ORANGE TASTE**

**MARTINI FIERO 100% NATURAL  
FLAVOUR AND COLOUR**

**BUY 2 x MARTINI FIERO  
AND RECEIVE A  
FREE POS KIT\***



**50%  
MARTINI  
FIERO**

**50%  
TONIC  
WATER**



KIT INCLUDES:  
6 x MARTINI BALLOON GLASSWARE  
TENT CARDS AND MENU INSERTS

**MARTINI**

ENJOY MARTINI RESPONSIBLY  
for the facts [drinkaware.co.uk](http://drinkaware.co.uk)

© 2019. MARTINI, ITS TRADE DRESS AND THE "BALL AND BAR" LOGO ARE REGISTERED TRADEMARKS

\* While stocks last

**CELEBRATE INDEPENDENCE DAY THIS 4<sup>TH</sup> OF JULY WITH OUR**

**AMERICAN LEGENDS**

**Buy any 3 x 70cl from the range & receive  
1 x 70cl Southern Comfort Black & a POS kit FREE!**



Range includes: Benchmark Bourbon, Brooklyn Gin, Buffalo Trace, Eagle Rare, Fireball, No. 209 Gin,  
Southern Comfort, Southern Comfort Black, Tito's Handmade Vodka

Kit contains: 2 x Southern Comfort double sided chalk boards & 1 x Southern Comfort Black bar runner.  
Maximum 1 kit per customer. Available only while stocks last.

**FREE**

**TAILS  
COCKTAILS**

**BATCHED COCKTAILS FOR BETTER BAR SALES**



- FAST TO MAKE
- EASY TO MAKE
- BALANCED FLAVOURS
- CONSISTENT
- HIGH QUALITY

The earliest known origin of the word 'cocktails' came in 1779, when a tavern used rooster feathers ('cock's-tails') to stir alcoholic mixed drinks and provide colourful garnish

We loved this old story so much, we named ourselves TAILS

Enjoy Tails Cocktails Responsibly

for the facts [drinkaware.co.uk](http://drinkaware.co.uk)

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**@TAILSCOCKTAILS #TAILSONTAP WWW.TAILSCOCKTAILS.CO.UK**



## WATERMELON LIQUEUR

No other fruit says summer like the thirst-quenching watermelon. MONIN Watermelon liqueur delivers the exotic, fresh taste of this seasonal fruit. Bright scarlet in colour, this liqueur can add that distinctive flavour to a range of revitalizing and refreshing cocktails. It is delicious blended with strawberry and cranberry juices.

### Monin Top Tip:

Try muddling fresh strawberries and MONIN Watermelon liqueur in a tumbler glass filled with crushed ice and a drop of soda water.



## MONIN PREMIUM LIQUEURS

### Provenance

An internationally acclaimed, premium French brand, Monin delivers innovative, gourmet flavour solutions built on a bedrock of more than a century of traditional artisanal beverage knowhow.

Having remained a family-owned company since 1912, Monin is a trusted partner and a brand of choice for hospitality professionals in over 150 countries. Using the finest ingredients sourced from around the world, Monin has 24 liqueurs to choose from, including those 'must have' items such as Triple Sec Curaçao, Apricot Brandy and Cassis de Dijon.

### Profiles

Apricot Brandy / Banana / Blackberry /  
Blue Curaçao / Cassis de Dijon /  
Cherry Brandy / Cocoa / Coconut / Coffee /  
Green Melon / Green Mint / Lychee /  
Manzana Verde / Orange Curaçao / Peach /  
Raspberry / Strawberry / Triple Sec Curaçao 25 /  
Triple Sec Curaçao 38 / Vanilla / Violet /  
Watermelon / White Cocoa / White Mint.

SIZE: 70CL

### Watermelon Margarita

20ML MONIN  
WATERMELON LIQUEUR  
20ML MONIN LIME RANTCHO  
50ML TEQUILA

Add all ingredients to a cocktail shaker filled with ice. Shake and fine strain into a glass.

### Watermelon Bellini

20ML MONIN  
WATERMELON LIQUEUR  
120ML PROSECCO

Add MONIN Watermelon liqueur to a flute glass and top with Prosecco.

## MONIN LIQUEUR RANGE





# COINTREAU

ANGERS • FRANCE • 1849

**BUY 3x COINTREAU 70cl\*  
& RECEIVE 3x SUMMER DRINKS JUGS**

(\*MUST INCLUDE 1 X BLOOD ORANGE)



COINTREAU, SODA WATER  
& LIME JUICE

COINTREAU BLOOD ORANGE,  
CRANBERRY JUICE

drinkaware.co.uk  
for the facts about alcohol  
Please drink responsibly



**BUY 2 X 70CL BOTTLES OR 1 X 1.5LTR  
BOTTLE OF TIA MARIA AND  
RECEIVE A FUNKIN ESPRESSO  
MARTINI MIX FREE OF CHARGE\***



\*WHILST STOCKS LAST

WWW.TIAMARIA.COM

DRINK RESPONSIBLY

**BUY 4 X PASSOÃ 70CL &  
RECEIVE 3 X PASSOÃ  
SANGRIA CARAFES**

**HOW TO MAKE  
PASSOÃ SANGRIA**

250ML PASSOÃ  
500ML ROSÉ WINE  
250ML ORANGE JUICE  
GARNISH WITH RED FRUITS

**PASSOÃ**

WWW.PASSOA.COM

www.drinkaware.co.uk for the facts.  
Please drink responsibly



**DISARONNO**  
**THE  
WORLD'S  
FAVOURITE  
ITALIAN  
LIQUEUR**



**BUY THREE 70CL BOTTLES OF  
DISARONNO AND RECEIVE  
A 95CL DISARONNO SOUR MIX FREE\***

\*Whilst stocks last.

www.disaronno.com



NEW • NEW • NEW • NEW

# La FRENCH

Premium Vodka



## LA FRENCH VODKA

The essence of modern French Chic

An added degree of sophistication and prestige for exclusive moments.

ABV: 40% | 70cl / 1.75l

### OUR PERFECT SERVE: ESPRESSO MARTINI

#### INGREDIENTS

25ML LA FRENCH  
25ML ESPRESSO COFFEE  
25ML MONIN CAFÉ LIQUEUR  
10ML MONIN GOMME

#### METHOD

Add all ingredients into a shaker, shake and double strain to a Martini glass.

NEW • NEW • NEW • NEW



NEW • NEW • NEW • NEW

# La FRENCH

Premium Vodka



## LA FRENCH VODKA PROVENANCE

La French Vodka is a noble spirit produced in France. A compelling blend of crystal-clear Cognac spring water and the finest French wheat, La French Vodka is five-times distilled, with naturally occurring citrus and vanilla undertones that contribute to its distinct and unique character.

Contact your local depot for more information

NEW • NEW • NEW • NEW

## COCA-COLA SIGNATURE MIXER: BATCH NO.3 HERBAL

CO-CREATED BY ANTONIO NARANJO, MASTER MIXOLOGIST

#### TASTING NOTES

A delightfully floral, crisp and tart mix, this mixer was developed to deliver fresh and herbaceous notes for the discerning palate. Balancing refreshing notes of dill, citrus and lemongrass with the earthy tones of dill seed and tagetes, this is an inviting mixer with a refreshing, simple profile that pairs beautifully with vodka, amber whiskies and most types of rum.



# RECEIVE 1 X 70CL ABSOLUT JUICE EDITION FREE\*

WHEN YOU BUY 4 X 70CL  
ABSOLUT VODKA

\*AVAILABLE WHILE STOCKS LAST. MUST INCLUDE  
1 X 70CL ABSOLUT VANILIA. 1 DEAL PER CUSTOMER.  
JUNE ONLY PROMOTION.

A JUICY NEW  
ADDITION  
MADE WITH SUPERB  
ABSOLUT VODKA  
AND FRUIT JUICE



ENJOY RESPONSIBLY  
for the facts [drinkaware.co.uk](http://drinkaware.co.uk)

# MIX IT UP FOR SUMMER WITH JÄGERMEISTER MULE

BUY 6X70CL BOTTLES OF  
JÄGERMEISTER & RECEIVE  
24X125ML BOTTLES OF  
FENTIMANS GINGER BEER  
**FREE OF CHARGE**

## HOW TO MAKE A MULE

- 1 - FILL A LONG GLASS WITH ICE CUBES
- 2 - ADD 50ML OF CHILLED JÄGERMEISTER
- 3 - FILL THE GLASS WITH GINGER BEER
- 4 - SQUEEZE & ADD A WEDGE OF LIME
- 5 - TOP WITH A SLICE OF CUCUMBER

\*JÄGERMEISTER DOES NOT NEED TO BE PURCHASED IN ONE ORDER

[WWW.JAGERSHOP.CO.UK](http://WWW.JAGERSHOP.CO.UK)

[drinkaware.co.uk](http://drinkaware.co.uk) for the facts