

1. LWC Manchester

Stainburn Road
Openshaw
Manchester
M11 2DN

Tel: 0845 345 1068
Email: manchester@lwc-drinks.co.uk

2. LWC Merseyside

Fieldgate
Marshgate Ind. Est.
Widnes
WA8 8UA

Tel: 0845 345 1026
Email: mad@lwc-drinks.co.uk

3. 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

4. LWC Cornwall

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

Tel: 0845 345 1076
Email: cornwall@lwc-drinks.co.uk

5. LWC Lancashire

Unit 3
Tomlinson Road
Leyland, Preston
PR25 2DY

Tel: 0845 345 1086
Email: lancashire@lwc-drinks.co.uk

6. LWC Stoke

Grove Road
Heron Cross
Stoke on Trent
ST4 4LN

Tel: 0845 345 1056
Email: central@lwc-drinks.co.uk

7. LWC Teesside

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

Tel: 0845 345 1044
Email: teesside@lwc-drinks.co.uk

8. LWC Hereford

Southern Avenue
Leominster
Herefordshire
HR6 0QF

Tel: 0845 365 1028
Email: hereford@lwc-drinks.co.uk

9. 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

10. LWC Yorkshire

Cross Green Garth
Cross Green
Industrial Estate
Leeds
LS9 0SF

Tel: 0844 241 2055
Email: yorkshire@lwc-drinks.co.uk

11. LWC London

Units 5-7
Perth
Industrial Estate
Slough
SL1 4XX

Tel: 01753 578 877
Email: london@lwc-drinks.co.uk

12. LWC Northampton

(Middleton Wholesale)
Spencer Bridge Road
Northampton
NN5 7DR

Tel: 01604 750 040
Email: northampton@lwc-drinks.co.uk

13. LWC Wiltshire

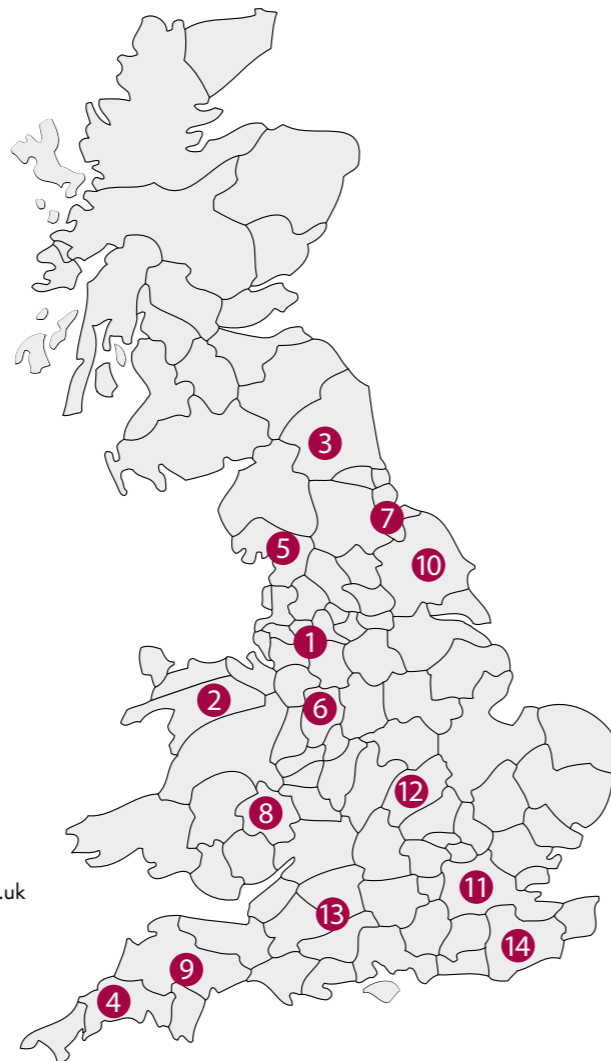
Unit 4, Clarke Ave
Portemarth Ind Est.
Calne
Wiltshire
SN11 9BS

Tel: 01249 474 230
Email: wiltshire@lwc-drinks.co.uk

14. LWC South East

(HT White & Co. Ltd)
15 Alder Close
Eastbourne
BN23 6QF

Tel: 01323 720 161
Email: enquiries@htwhite.com



Call to place your order on: **0845 402 5125**



LWC

FEBRUARY &
MARCH 2020

THE BEST
PROSECCO
IN THE
WORLD

RRP ONLY
£9.25



**BERICANTO
PROSECCO**

“One of the best,
and our highest
scoring fizz in the
DOC category.
Making it so appealing
was the intensely
peachy aromas and
flavours, and lovely
balance between
sweet fruit and bright
crisp characters
on the finish.”

**EXCLUSIVE
TO LWC IN
THE UK**

LWC

ONLINE     

INTRODUCING YOUR NEW INTERACTIVE BROCHURE

Shopping the online brochure just became easier with new clickable links!

Look out for these icons when you view the brochure online:

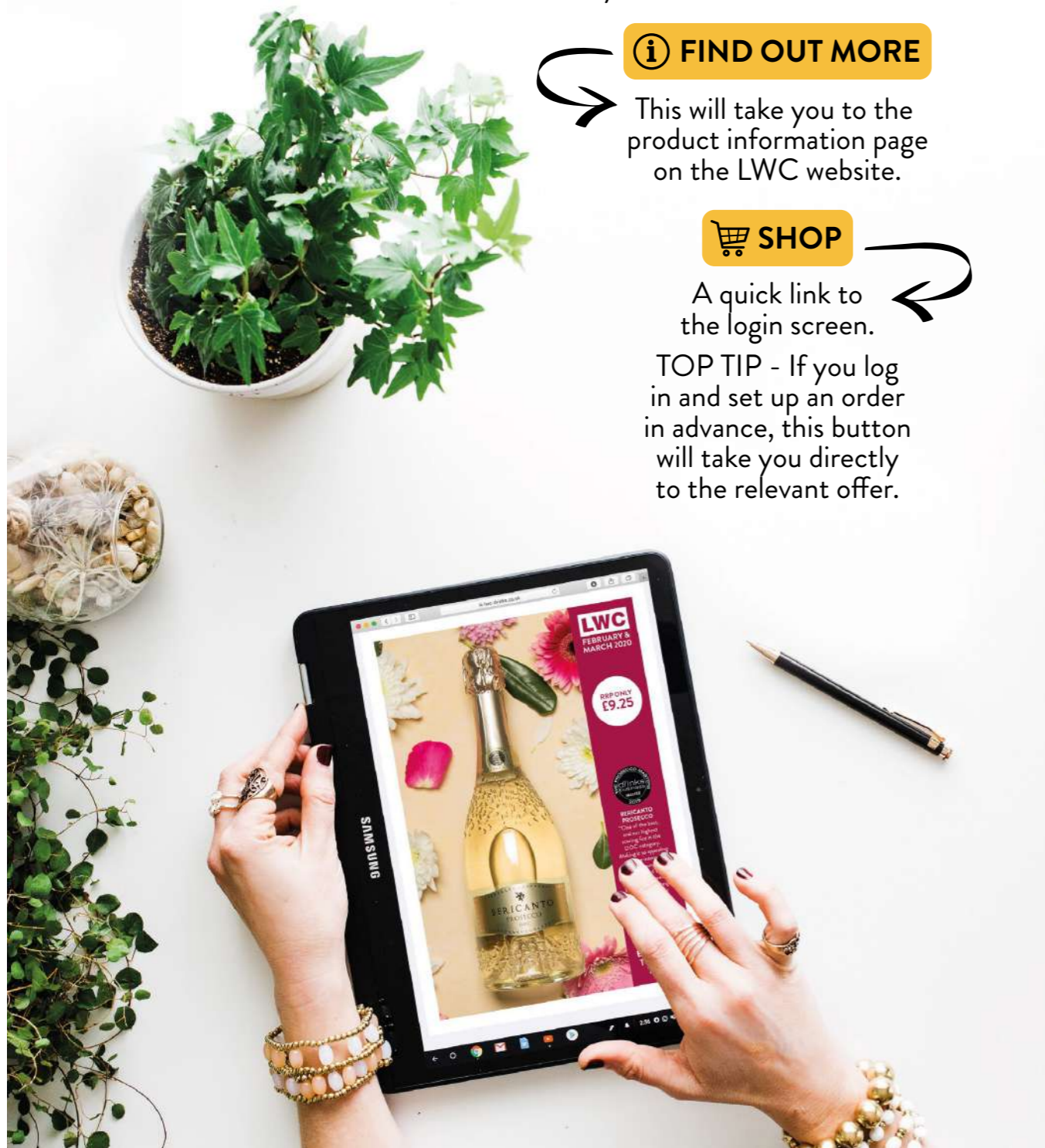
 **FIND OUT MORE**

This will take you to the product information page on the LWC website.

 **SHOP**

A quick link to the login screen.

TOP TIP - If you log in and set up an order in advance, this button will take you directly to the relevant offer.



Find the brochure at www.lwc-drinks.co.uk/brochures

LWC

FEBRUARY & MARCH 2020

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KEY DATES FOR YOUR DIARY

FEBRUARY

14th Valentine's Day
20th-26th National Chip Week
24th World Bartender Day

MARCH

1st St David's Day
17th  St Patrick's Day
20th Spring Equinox
22nd Mother's Day
27th International Whisk(e)y Day

STOCK UP EARLY! EASTER IS FROM 10TH TO 13TH APRIL 2020.

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

TERMS AND CONDITIONS

Promotional offers apply to all orders delivered between 1st February and 31st March 2020. 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.

NEW
ITALY

BIO BIO ORGANIC MERLOT

Full and round, good consistency with notes of ripe dark fruit.

BIO BIO ORGANIC CHARDONNAY

Fresh, balanced, soft and round with light fruity notes.

BUY 11 x 75CL & RECEIVE 1 x 75CL FREE

(RSP £6.71 - Net offer deal £6.15)

MUST BE THE SAME VARIETAL

 **SHOP**

Both of these wines are perfect for drinking on their own or paired with simple pasta dishes



Great for pairing with salads, fish and seafood dishes or can be served on its own

NEW
PORTUGAL

JANELAS ANTIGAS VINHO VERDE

An exciting and refreshing wine that perfectly combines the aromas of four of the most famous grape varieties of the region, resulting in a very fresh and fruity wine with a balanced acidity.

BUY 5 x 75CL & RECEIVE 1 x 75CL FREE

(RSP £6.48 - Net offer deal £5.40)

 **SHOP**



NEW
PORTUGAL



**BULAS DOURO
D.O.C VINHO TINTO**

The palate is structured and complex, and the tannins are soft and tender with just a hint of spice, providing a long, persistent finish.


**BULAS DOURO D.O.C
VINHO ROSÉ**

Expressive and attractive, this cherry-coloured wine reveals flavours of red fruits combined with notes of strawberry jam.

**BULAS DOURO D.O.C
VINHO BRANCO**

This wine perfectly captures the liveliness of the grape through its crystal clear colours, while the aroma expresses soft notes of passion fruit and apricot.

**BUY 11 x 75CL
& RECEIVE
1 x 75CL FREE**
(RSP £9.05 -
Net offer deal £8.30)

 **SHOP**



MUST BE THE SAME VARIETAL

**BELLE & CO.
ALCOHOL FREE
SPARKLING**

A refreshing and finely balanced non-alcoholic drink combining sparkling fermented grape juice blended with premium green tea for body. Belle & Co. presents notes of apple and pear with a pleasing acidity.

**75CL BOTTLE OFFER
BUY 5 x 75CL
& RECEIVE
1 x 75CL FREE**
(RSP £3.48 -
Net offer deal £2.90)

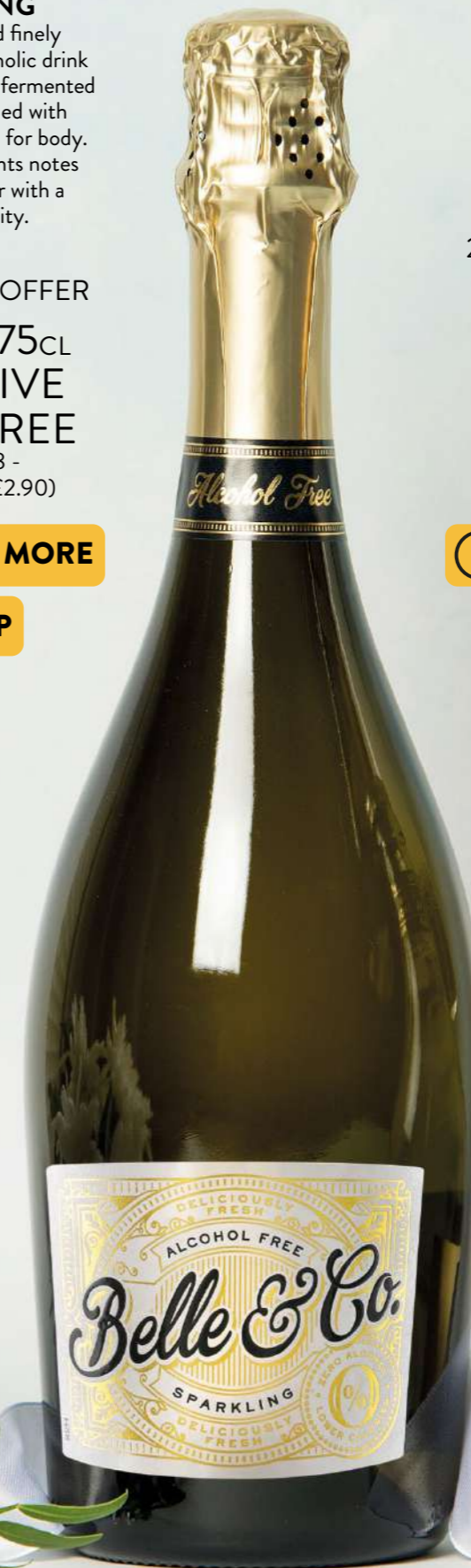
 **FIND OUT MORE**

 **SHOP**

**20CL BOTTLE OFFER
BUY 5 x
(12)20CL &
RECEIVE 1 x
(12)20CL FREE**
(RSP £17.82 -
Net offer deal £14.85)

 **FIND OUT MORE**

 **SHOP**



**FROM FRANCE:
CHAMPAGNE
CASTELNAU BRUT
CLASSIQUE NV**

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 x 75CL
& RECEIVE
1 x 75CL FREE**
(RSP £20.89 -
Net offer deal £19.15)

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**CHAMPAGNE
CASTELNAU BRUT
ROSÉ NV**

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 rosé.

**BUY 11 x 75CL
& RECEIVE
1 x 75CL FREE**
(RSP £28.58 -
Net offer deal £26.20)

**MUST BE THE
SAME RANGE**

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SHOP



6 All deals run 01-02-20 to 31-03-20 unless otherwise stated. Deals cannot be taken in conjunction with any other offers. Not all products are stocked in all depots. There can be up to a 2-week lead time.



**FROM FRANCE:
CHARLES VERCY
CUVÉE DE RÉSERVE
ROSÉ**

Delicate red fruit flavours enhanced by a fine mousse creating a beautiful Champagne with crisp acidity and a long finish of blackberries.

**BUY 11 x 75CL
& RECEIVE
1 x 75CL FREE**
(RSP £21.27 -
Net offer deal £19.50)

SHOP

**CHARLES VERCY
BRUT CHAMPAGNE**

Very aromatic and elegant with ripe fruit flavours and a really pleasant minerality.

**BUY 11 x 75CL
& RECEIVE
1 x 75CL FREE**
(RSP £18.53 -
Net offer deal £16.99)

**MUST BE THE
SAME RANGE**

SHOP

7 All deals run 01-02-20 to 31-03-20 unless otherwise stated. Deals cannot be taken in conjunction with any other offers. Not all products are stocked in all depots. There can be up to a 2-week lead time.

FROM ITALY:

CASTELLI PROSECCO

The aroma is subtle with a fruity scent and hints of apple and has a pleasant and a clean finish.

BUY 5 x 75CL & RECEIVE 1 x 75CL FREE
(RSP £8.28 - Net offer deal £6.90)

FIND OUT MORE

SHOP

PROSECCO MAGNIFICO

A beautiful straw yellow colour with aromas of apples and pears. Fresh, fragrant and fruity.

BUY 5 x 75CL & RECEIVE 1 x 75CL FREE
(RSP £8.64 - Net offer deal £7.20)

FIND OUT MORE

SHOP

PROSECCO PRIMI SOLI

Citrus fruit aromas and a hint of peach on the palate. Soft, smooth, delicate mousse. Very enjoyable.

BUY 5 x 75CL & RECEIVE 1 x 75CL FREE
(RSP £8.28 - Net offer deal £6.90)

FIND OUT MORE

SHOP

MUST BE THE SAME RANGE



FROM ITALY: PROSECCO CA' SELVA BIO ORGANIC

Elegant, long-lingering foam; subtle wafts of refreshing apples and peaches.

BUY 11 x 75CL & RECEIVE 1 x 75CL FREE
(RSP £9.49 - Net offer deal £8.70)

FIND OUT MORE

SHOP

FROM SPAIN: CASTELL LLORD CAVA CLASSIC BRUT

Great quality Cava which is bright and clean with fresh fruit flavours with a long finish.

BUY 11 x 75CL & RECEIVE 1 x 75CL FREE
(RSP £8.24 - Net offer deal £7.55)

FIND OUT MORE

SHOP

FROM SPAIN: ARTE LATINO CAVA ROSÉ

Clean fresh nose with a salmon pink colour. Dry and soft on the palate with a superb aftertaste

BUY 11 x 75CL & RECEIVE 1 x 75CL FREE
(RSP £8.24 - Net offer deal £7.55)

FIND OUT MORE

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MUST BE THE SAME RANGE





**HARPERS WINE STARS
2018: ITALY**

**Prosecco Serenello
Extra Dry ★★★★★**

“Good persistence, elegant and clean with Chardonnay offering a rounded, more complex, fruit-scored style, delivering an elegant and layered wine.”

**Spumante Serenello Rosé
★★★★**



**FROM ITALY:
PROSECCO SERENELLO EXTRA DRY**
The delicious aromas of apple and pear melt into a smooth and fresh wine on the palate.

BUY 5 x 75CL & RECEIVE 1 x 75CL FREE
(RSP £8.39 - Net offer deal £6.99)

[i FIND OUT MORE](#)

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**MUST BE THE
SAME RANGE**

SPUMANTE SERENELLO ROSÉ

A lovely rose pink colour, followed by a bright and aromatic nose of petals and fresh strawberries. The palate is clean, crisp and vibrant on the finish.

BUY 5 x 75CL & RECEIVE 1 x 75CL FREE
(RSP £7.86 - Net offer deal £6.55)

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[i FIND OUT MORE](#)

Also available as (24)20cl
case priced at £64.15

Also available as (24)20cl
case priced at £61.10

[SHOP](#)

HEALY & GRAY MERLOT

A great Merlot which displays ripe damson and plum fruit aromas with a smooth fruity finish.

HEALY & GRAY CHARDONNAY

A wine of pale gold colour and a fruity nose with hints of tropical fruit flavours. Rich in style with a long-lasting finish.

FIND OUT MORE

HEALY & GRAY PINOT GRIGIO

The ever-popular Pinot Grigio. Crisp and refreshing with fruity aromas and flavours of citrus and apple.

FIND OUT MORE

HEALY & GRAY ZINFANDEL ROSÉ

Bright salmon-pink colour with a fresh nose of raspberry and strawberry.

FIND OUT MORE

HEALY & GRAY CABERNET SAUVIGNON

A deep ruby-red colour. Its aromas are reminiscent of ripe red summer fruits.

HEALY & GRAY SAUVIGNON BLANC

A lively wine with good citrus and green apple flavours.

FIND OUT MORE

HEALY & GRAY SHIRAZ

Dark brambly fruits and a hint of mixed spice. A light, fruity Shiraz with a mouthfeel that sits somewhere between silk and velvet.

FIND OUT MORE

HEALY & GRAY CHENIN BLANC

Pale yellow in colour with a greenish tint. A clean and lively wine.

FIND OUT MORE

BUY 11 x 75CL & RECEIVE 1 x 75CL FREE

(RSP £5.40 - Net offer deal £4.95)

SHOP

BUY 12 x 187ML & RECEIVE 1 x 187ML FREE

(RSP £17.82 - Net offer deal £16.45)

MUST BE THE SAME RANGE

HEALY & GRAY FRIZZANTE

A wonderful fruity nose, with hints of apple and apricot. Fresh with plenty of fizz.

BUY 11 x 75CL & RECEIVE 1 x 75CL FREE

(RSP £6.05 - Net offer deal £5.55)

FIND OUT MORE

SHOP

BUY 3 x (24)20CL & RECEIVE 1 x (24)20CL FREE

(RSP £21.53 - Net offer deal £16.15)

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FROM FRANCE: LA COLOMBE
Cabernet Sauvignon, Sauvignon Blanc, Medium Dry Rosé, Chardonnay, Merlot

i FIND OUT MORE

ONLY £5.35

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MUST BE THE SAME VARIETAL



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FROM FRANCE: LE JARDIN

Merlot

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Sauvignon Blanc

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Cabernet Sauvignon

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Chardonnay

i FIND OUT MORE

Medium Dry Rosé

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ONLY £5.35

MUST BE THE SAME VARIETAL

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FROM ITALY: FIORI SUL MURO
Sangiovese, Catarratto
Pinot Grigio, Rosato

ONLY £5.39

MUST BE THE SAME VARIETAL

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FROM ITALY: FARFALLA
Trebiano, Pinot Grigio,
Sangiovese*,
Pinot Grigio Blush*
*not pictured

SHOP

ONLY £5.39

MUST BE THE SAME VARIETAL

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NEW COLOURED BUTTERFLY DESIGN WILL BE AVAILABLE EARLY 2020

FROM SPAIN:
VIÑA ELENA
Airen, Tempranillo,
Tempranillo Rosé

**BUY 11 x 75CL
& RECEIVE
1 x 75CL FREE**
(RSP £5.02 -
Net offer deal £4.60)

**MUST BE THE
SAME VARIETAL**

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FROM SPAIN:
MOLINO DEL SOL
Airen, Tempranillo,
Tempranillo Rosé

**BUY 11 x 75CL
& RECEIVE
1 x 75CL FREE**
(RSP £5.02 -
Net offer deal £4.60)

**MUST BE THE
SAME VARIETAL**

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FROM SPAIN:

**MORADOR
TEMPRANILLO**

A brilliant red-garnet colour with clean and intense aromas of ripe cherry fruit develop in to a fresh palate of berry fruit with a delicate hint of vanilla.

**MORADOR
BLANCO**

A bright straw-yellow with aromas of ripe apricot, peach and lychee lead into a smooth, fresh, dry and well-balanced palate with delicate fruity notes.

**MORADOR
ROSADO**

A bright raspberry-pink colour with an intensely fresh nose of ripe strawberry fruit and flowers gives way to a well-balanced and tasty palate, dry and delicious.

BUY 11 x 75CL & RECEIVE 1 x 75CL FREE
(RSP £5.07 - Net offer deal £4.65)

SHOP



MUST BE THE SAME VARIETAL

Special offer  SHOP

BUY ANY 4 AND
RECEIVE A CASE OF
ELDERFLOWER BUBBLY
OR RASPBERRY CRUSH
FREE*

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 FIND OUT MORE

 FIND OUT MORE



LUSCOMBE
Devon England

www.luscombe.co.uk | @luscombedrinks

*offer applies during February and March 2020 to:
(24 x 27cl): Hot Ginger Beer, Sicilian Lemonade, St Clements, Raspberry Crush, Sparkling Apple Crush, Wild Elderflower Bubbly.

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**LONDON
ESSENCE**
Co.

FINE MIXERS FROM
DISTILLED ESSENCES



SIGNATURE
SEASONAL
COCKTAIL

White Wine
— **SPRITZER** —

Equal Parts White Wine
125ml London Essence
White Peach & Jasmine Soda

Serve in a Goblet

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 —

londonessenceco.com
info@londonessenceco.com

All mixers available in 200ml

@londonessenceco
Drink Responsibly

STEPS TO SOFT DRINKS SUCCESS



STOCK 30 SOFT DRINKS LINES

ACROSS 5 KEY CATEGORIES



CORE ESSENTIALS

The essentials range anchors what your customers look for; your engine room for Rate of Sale¹



KIDS & TEENS

Kids want fun & tasty drinks made for them & parents are willing to pay a premium for them!²



MIXING

Guests are seeking interesting flavours & seasonal signature serves, both with and without alcohol³



CRAFTED & PREMIUM

Premium soft drinks driving high value growth with consumers willing to pay more for 'authentic & crafted' soft drinks⁴



PERFECT FOOD PARTNERS

Soft Drinks are the no.1 drink choice with food & guests value soft drinks that pair well with their food choice⁵

AND SERVE THEM SENSATIONALLY

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- SELL MORE WITH FREE POS KITS
- GET EQUIPMENT AND BUSINESS SUPPORT

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¹CGA Soft Drinks Value Sales L&T + Free To Buy Aug 2018. ²Mintel Children's Eating Habits - UK - December 2017. ³Mintel Soft Drinks Review June 2017. ⁴Mintel Soft Drinks Review - UK - June 2017. ⁵MCA Eating Out Panel Full Year to December 2017. ⁶While stocks last.

BRITVIC

SHOP

OFFER AVAILABLE IN FEBRUARY ONLY



KIDS & TEENS

BUY 4 CASES GET A CASE OF FRUIT SHOOT FREE¹



¹T&Cs: Deal runs from February 1st to February 29th 2020. Three deals per customer per week. Qualifying range includes: Fruit Shoot 275ml PET and Hydro 350ml PET. Free case is any from the Fruit Shoot 275ml PET range. While stocks last.

SHOP

OFFER AVAILABLE IN MARCH ONLY



MIXING

BUY 6 CASES AND RECEIVE A CASE OF MIXERS AND A CASE OF JUICES FREE²



²T&Cs: Deal runs from March 23rd to March 31st 2020. Three deals per customer per week. Qualifying range includes: Britvic Mixers & Juices 200ml NRB, Britvic Cordia 1L PET, Britvic 100 250ml NRB and Teisseire Barman 700ml NRB range. Free cases are any two from the Britvic Mixers 200ml NRB range. While stocks last.

OFFER AVAILABLE IN FEBRUARY & MARCH



PERFECT FOOD PARTNERS

BUY 5 CASES AND RECEIVE TWO CASES OF BRITVIC MIXERS FREE³



³T&Cs: Deal runs from February 1st to March 31st 2020. Three deals per customer per week. Qualifying range includes Pepsi Next 1.5L, White's Lemonades 330ml NRB, J2O Spritz 275ml NRB. Must include a case of R White's Flavoured Lemonades 330ml NRB to qualify. While stocks last.

OFFER AVAILABLE IN MARCH ONLY



CORE ESSENTIALS

BUY 4 CASES AND RECEIVE A LIMITED EDITION SUMMER SHINE CASE FREE⁴



NEW FLAVOURS!

⁴T&Cs: Deal runs from March 1st to March 31st 2020. Three deals per customer per week. Qualifying range includes J2O and J2O Spritz 275ml NRB. Free case = Limited Edition J2O Summer Shine 275ml NRB. While stocks last.

SHOP

PROMOTER: BRITVIC SOFT DRINKS, BREAKSPAR PARK, BREAKSPAR WAY, HEMEL HEMPSTEAD HP2 4TZ

SHOP



SHOP

BUY THREE, GET ZERO FREE

Available March

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**.

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 01.03.2020 - 31.03.2020. © 2020 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.

Coca-Cola

TASTE THE FEELING



100% fruit juice. That's sparkling.

Available March

FIND OUT MORE

SHOP

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

Buy 3 x cases of 24 x 275ml NRGB Appletiser and get 1 x case of 24 x 275ml NRGB Appletiser free. Offer available 01.03.2020 - 31.03.2020. © The Coca-Cola Company. All rights reserved.

Appletiser
CROWN THE MOMENT



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

Available March

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

SHOP

Schweppes

THE ULTIMATE MIXER

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BUY ANY 5 CASES OF 125ML MIXERS OR JUICES AND GET 1 CASE FREE

Available February & March

FIND OUT MORE

SHOP

Schweppes

THE ULTIMATE MIXER

SCHWEPES, the FOUNTAIN DEVICE and the 1% GRAPHICS are registered trademarks of European Refreshments. TERMS & CONDITIONS: Purchase 5 x cases of 24 x 125ml classic mixers or juices and get 1 case free. Offer available 01.02.2020 - 31.03.2020. While stocks last. Coca-Cola European Partners, Pemberton House, Bakers Road, Uxbridge, UB8 1EZ, Great Britain.



DISCOVER THE NEW

Coca-Cola

SIGNATURE MIXERS

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SHOP

BUY ANY FLAVOUR OF 12x200ML COCA-COLA SIGNATURE MIXERS AND GET ONE FLAVOUR FREE

AVAILABLE MARCH

Offer available 01.03.20 - 31.03.20. Subject to availability and 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 FIVE, GET ZERO FREE

Available February

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**

SHOP

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. Offer available 01.02.2020 - 29.02.2020. Subject to availability and 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.



TASTE THE FEELING®

GET 3 BIBS FREE ON ALL NEW INSTALLS!

CALL 0808 1000 000 NOW and quote LWC Drinks New Install Deal



3 x BIBs free on all new installs. Choose from Coca-Cola Classic, Diet Coke, Coca-Cola Zero Sugar, Fanta, Schweppes Lemonade or Sprite. Offer available while stocks last. © The Coca-Cola Company.

www.marlish.co.uk

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MARLISH

57462612 Marlish Brazil Oran Can 24 x 330ml / 57462613 Marlish Spark Rasp Can 24 x 330ml / 57462614 Marlish Sicil Lemon Can 24 x 330ml / 57462615 Marlish Spark Water Can 24 x 330ml / 57462616 Marlish Still Water Can 24 x 330ml / Marlish Elderflower Spk Can 24 x 330ml

RUBICA RECEIVES REMARKABLE CONSUMER RATING

Served as a preferred tonic choice at BBC Good Food Show (Summer & Winter) and a wide range of gin festivals nationwide during 2019.

The consumer feedback was positive every time. This gives bar owners confidence in choosing to serve Rubica.



i FIND OUT MORE

i FIND OUT MORE



COURAGE WITHOUT THE DUTCH

Martin Frobisher's fearsomely good fruit juices, sparklers and fusions plot a refreshing path between sugary children's drinks and alcohol. To stock them is to sell them, thanks to a staunch supply of thirsty drinkers seeking all the heft but none of the hooch.



*February & March 2020 only. Whilst stocks last, subject to availability.

i FIND OUT MORE **SHOP**

CELEBRATE THE RUGBY WITH PRIDE

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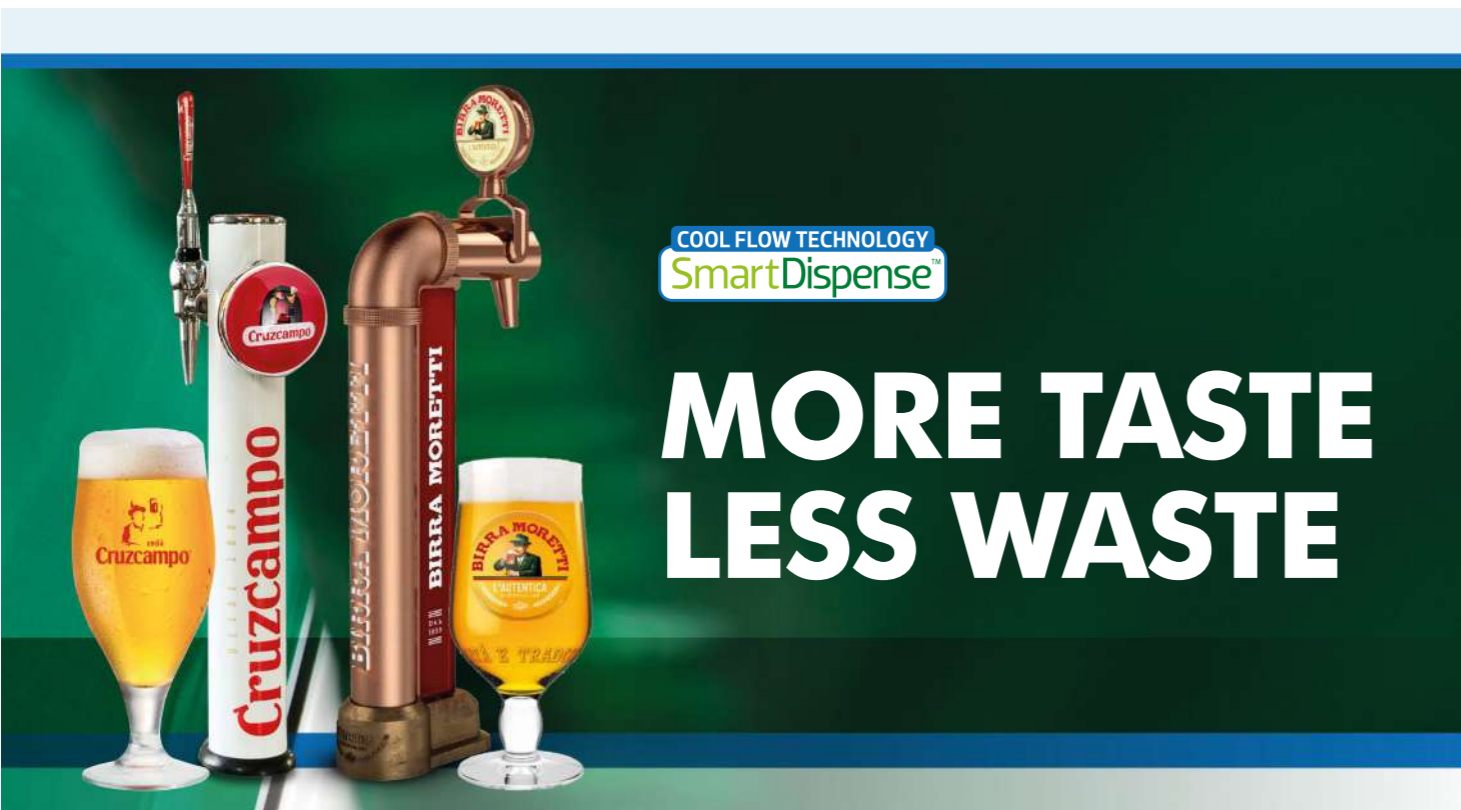
SHOP

**BUY 2 X 9s OF LONDON PRIDE
TO RECEIVE A RUGBY POS KIT***

- BUNTING
- TABLE TALKER GAME
- FULL SIZE BALL & TEE
- BRANDED T-SHIRTS
- RUGBY BALL KEYRING WITH BOTTLE OPENER
- PUMP CLIP



*Limited to one deal per customer.
Terms & Conditions: Available during the promotional period and specific to this brochure only.
Buy 2 x 9 gallon casks of London Pride to receive a rugby POS kit. While kits last.
Promoter: Asahi (UK) Limited, Woking GU21 6HS.



COOL FLOW TECHNOLOGY
SmartDispense™

MORE TASTE LESS WASTE

SMARTDISPENSE TECHNOLOGY ALLOWS YOU TO SERVE COLD, CONSISTENTLY GREAT QUALITY DRAUGHT BEER AND CIDER WHILE SAVING WATER AND CO2. STORE KEGS ADJACENT TO THE BAR WITHOUT THE NEED FOR A CHILLED CELLAR OR OPT FOR REMOTE KEG STORAGE.*

<p>CONSISTENT QUALITY Cold delivery system that pours great quality, chilled pints every time</p>	<p>LESS WASTE 92% saving on beer, cider and water wastage</p>	<p>SAVE TIME No need to spend time line cleaning – enjoy 12-weekly service visit from our technicians</p>
<p>KEG STORAGE UP TO 24°C Up to 20% more energy efficient coolers and no requirement for secondary cooling</p>	<p>UP TO 25M FROM BAR Remote keg storage providing more opportunities to serve great quality beer and cider*</p>	<p>TOTAL SUPPORT Professional service visit plus support to communicate your green credentials via the Green Pint</p>

POUR CONSISTENTLY GREAT QUALITY, GREENER PINTS THAT SAVE WATER AND REDUCE CO₂. CONTACT YOUR SALES MANAGER OR VISIT: SMARTDISPENSE.HEINEKEN.CO.UK



PROUD TO SERVE GREAT QUALITY BEER AND CIDER



*Remote storage may require a chilled cellar - dependent on factors such as distance from the taps and products served drinkaware.co.uk for the facts



Free Keg & POS on Installation

SUN & STEEL ALC. 4.8%

Sun and Steel is a 4.8% double-fermented pilsner infused with authentic Japanese saké yeast from the award-winning Okunomatsu saké brewery in Japan. The result; a crisp and refreshing pilsner style lager with a flash of honey and fruit.

HELLES LAGER BIER ALC. 4.6%

Sweetness balanced with a light bitterness, delicately hopped, clear & light, it's the epitome of a thirst-quenching lager beer.

Expertly crafted, effortlessly smooth

ROBINSONS

For further health information, visit drinkaware.co.uk

 **SHOP**

BUY 2x 9G & GET A DIZZY BLONDE HOODIE



UNICORN

Our Award Winning flagship beer. Unicorn was born in 1896 & originally called Robinsons Best Bitter.



DIZZY BLONDE

Inspired from the recent wave of pale ales, Dizzy uses Amarillo hops from the USA combined with Tipple malt to make Dizzy refreshing & light.



TROOPER

TROOPER is a Premium British Beer inspired by Iron Maiden & handcrafted at Robinsons brewery.



TWISTED SISTER

Our rebellious ruby red seasonal ale, available in February & March.



ROBINSONS

For further health information, visit drinkaware.co.uk
Hoodie size: L

SHOP

FIND OUT MORE

FIND OUT MORE

SHOP

BUY 3 X 50L OR 5 X 30L
TO RECEIVE A GORDON'S
PINK 70CL FOR FREE*



*While stocks last. Terms and conditions apply.
PLEASE DRINK RESPONSIBLY | for the facts drinkaware.co.uk

CONVERT TO THE NEW
HARP FOUNT BEFORE THE
SIX NATIONS AND SEE UP
TO A 7%* UPLIFT IN SALES.

Get ready for the Six Nations by getting a
new Guinness Harp fount installed.
Call 0394492992 to arrange an install.



*While stocks last. Terms and conditions apply.
drinkaware.co.uk for the facts | PLEASE DRINK RESPONSIBLY

**BUY 2 PERONI NRB
24x330ML PACKS
FOR £40***

MARCH ONLY

PERONI



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**STOCK THE NUMBER ONE,
SUPER PREMIUM LAGER NOW****

drinkaware.co.uk for the facts

*Terms and conditions apply. Only valid during the promotional period and available while stocks last. Asahi UK reserve the right to end this promotion at any time. Please contact your customer.services@asahibeer.co.uk for more information.
**CGA On Trade Data Jan 2018 and IRI Off Trade data to 28th Jan 2018.

CORONA DRAUGHT

AVAILABLE NOW THROUGH LWC DRINKS

INSTALL CORONA ON DRAUGHT AND RECEIVE A FREE KEG*

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drinkaware.co.uk for the facts
*Subject to Corona install approval.
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Over 18s only. Offer open to LWC customers based in England, Scotland and Wales only (exc NI, IOM and CI). Outlets who install Corona on draught between 01/02/2020 - 31/03/2020 will receive a free keg. Please specify when placing order. Free case to be delivered with remaining order.
Promoter: AB InBev UK Limited, Bureau, 90 Fetter Lane, London, EC4A 1EN.

INSTALL STELLA ARTOIS, BECKS, BUDWEISER OR BUD LIGHT ON DRAUGHT AND RECEIVE A FREE KEG



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i FIND OUT MORE

Over 18s only. Offer open to LWC customers based in England, Scotland and Wales only (exc NI, IOM and CI).
Outlets who install Stella Artois, Beck's, Budweiser or Bud Light on Draught between 01/02/2020 - 31/03/2020 will receive a free keg.
Please specify which keg when placing order. Free keg to be delivered with remaining order. Promoter: AB InBev UK Limited, Bureau, 90 Fetter Lane, London, EC4A 1EN.

drinkaware.co.uk for the facts

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MADE FOR SHARING

BUY 5 CASES FROM THIS RANGE AND RECEIVE A CASE OF HEINEKEN 0.0 FREE*

FEBRUARY ONLY

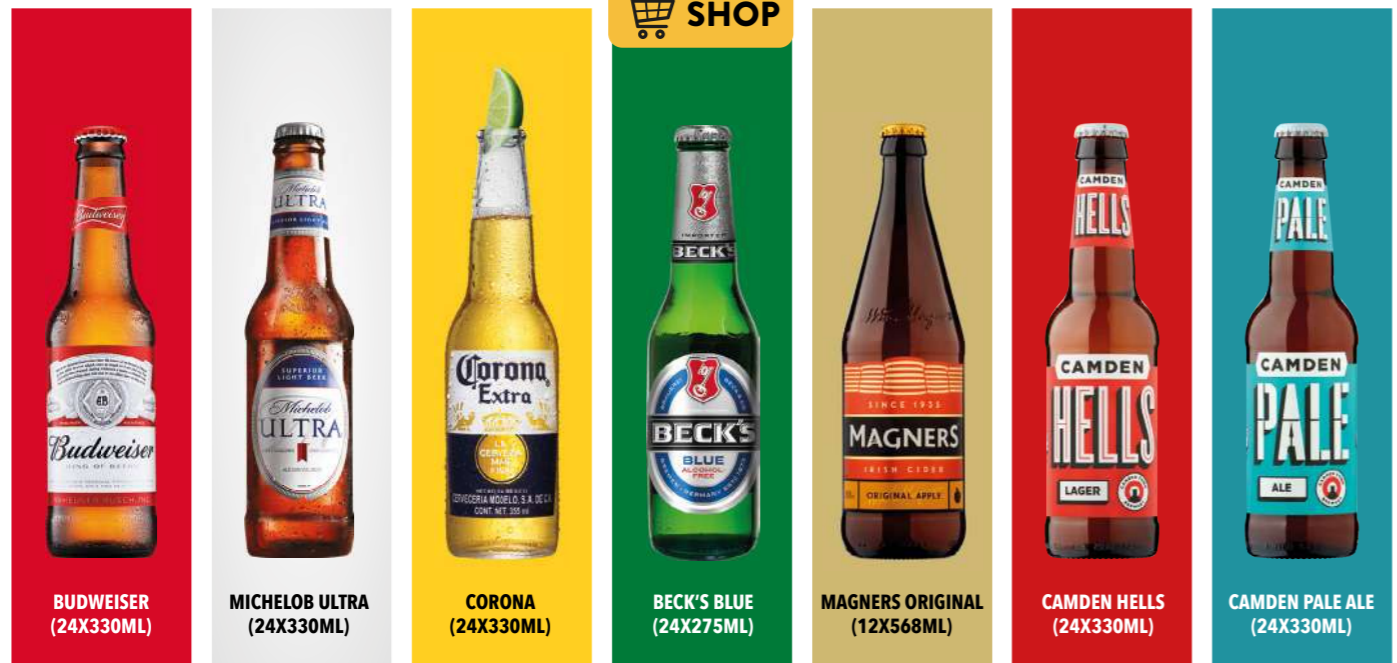
SHOP

drinkaware.co.uk for the facts

*Available from 1st February to 29th February 2020. Buy a combination of cases of 24 x 330ml of Desperados, Sol, Birra Moretti, Heineken 0.0, Red Stripe, Heineken, Tiger, 12 x 500ml Bulmers Original, Newcastle Brown Ale, to include a minimum of three different brands and where 5 cases in total are purchased receive a free case of Heineken 0.0. Brewed in the UK. Subject to availability.

BUY 6 CASES RECEIVE 1 CASE FOC OF EITHER BECKS BLUE OR MAGNERS

SHOP



BUDWEISER (24X330ML) **MICHELOB ULTRA (24X330ML)** **CORONA (24X330ML)** **BECK'S BLUE (24X275ML)** **MAGNERS ORIGINAL (12X568ML)** **CAMDEN HELLS (24X330ML)** **CAMDEN PALE ALE (24X330ML)**

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Over 18s only. Offer open to LWC customers based in England and Wales only (exc. Scotland, NI, IOM and CI). Outlets must purchase a minimum of any 6 cases of either Budweiser (24x330ml), Beck's Blue (24x275ml), Corona (24x330ml), Camden Hells (24x330ml), Camden Pale Ale (24x330ml), Michelob Ultra (24x330ml) or Magners (12x568ml) in one transaction and receive 1 case of either Beck's Blue (24x275ml) or Magners (12x568ml) free of charge between 01/02/2020 and 31/03/2020. Please specify when placing order. Free case to be delivered with remaining order. Promoter: AB InBev UK Limited, Bureau, 90 Fetter Lane, London, EC4A 1EN.

BUY 5 CASES FROM THIS RANGE AND RECEIVE A CASE OF SOL FREE*

MARCH ONLY

SHOP

drinkaware.co.uk for the facts

*Available from 1st March to 31st March 2020. Buy a combination of cases of 24 x 330ml of Desperados, Sol, Birra Moretti, Heineken 0.0, Red Stripe, Heineken, Tiger, 12 x 500ml Bulmers Original, Newcastle Brown Ale, to include a minimum of three different brands and where 5 cases in total are purchased receive a free case of Sol. Brewed in the UK. Subject to availability.

BUY 4 CASES AND RECEIVE 1 X 70CL SMIRNOFF FREE*

Cases available are as follows:
 Lucky Buddha (24)330ml, Chang (24)320ml,
 Singha (24)330ml, Beerlao (24)330ml,
 Tiger (24)330ml, Asahi (24)330ml

*TERMS AND CONDITIONS APPLY.
 ONE OF THE CASES MUST BE LUCKY
 BUDDHA OR BEER LAO



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BEERS FROM EAST ASIA

SHOP



Lucky Buddha

ENLIGHTENED BEER

GREAT TASTE DISCOVERED

Brewed and bottled at the Thousand Island Lake in China fusing the finest quality malt, hops, rice and water from this pristine region delivering an Asian style lager that is truly an enlightened brew.



Beer



From the "land of smiles".
 For people who are fortunate enough to experience East Asia, Beerlao has the emotional connotations that will propel you back with one cold sip.

A premium lager that combines the mastery of European beer-brewing methods with an ingredient that is ingrained into the culture of Laos, rice.



CRUZCAMPO

Born in Seville, Cruzcampo has been spreading the positive and passionate vibes of Spanish culture for over 100 years.

First brewed in Andalucia, Cruzcampo was founded in Seville in 1904 and portrays the saint of brewing, Gambrinus, on its logo. Cruzcampo took its original name 'La Cruz del Campo' directly from a temple, symbolic to the city, located next to the brewery.

ABV: 4.8%

CRUZCAMPO IS ONE OF SPAIN'S MOST BELOVED BEERS.

Tasting Notes

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.

i FIND OUT MORE



43% growth in the Low/No category.

Buy 2 x 30Ltr kegs and receive 1 x (24)330ml Heineken 0% case FREE

SHOP

Over the past two years we have seen the growth of new and emerging premium categories, such as World Lager (+6.8%), at the expense of the traditional standard categories*



*Source : CGA Brand Index (OPM P10 data to 05/10/2019)

DORTMUNDER UNION BEERS COMPLEMENT A WIDE RANGE OF FOOD:

OPPORTUNITY Maximise consumer spend by pairing food with Dortmund Union to drive more money through your tills.

INSIGHT Food is present at the majority of drinking occasions.

IMPLEMENTATION Increase footfall and spend with a simple food and drink matching suggestion.

OUR FAVOURITES:

THE POPULAR
Grilled or barbequed meats

THE ALTERNATIVE
Cured meats

THE SIMPLE
A big plate of chips, frites or fries

THE OBVIOUS
Traditional biergarten food,
from sausages to sauerkraut

Install Dortmund Union (Pils or Vier) and receive 1 x 50Ltr keg and a POS Kit* FREE

POS KIT: 6 Stein glasses, 2 bar runners and a pack of '8 and 1' loyalty cards

i FIND OUT MORE



**DORTMUNDER
UNION**

Das Original

DORTMUNDER UNION

In 1887, a fateful mistake in the Dortmund Union brewery resulted in a brew of nothing but pale malt. When accidentally shipped to a customer, the light-gold product proved a sensational success. Still brewed in Germany and shipped to the UK, Dortmund Union is a genuine, authentic German beer.

Dortmunder Union Pils (4.8%)

A pale pils-like brew, this is the signature of master brewer Fritz Brinkhoff. The same classic pilsner recipe, created in 1887, is still used today and provides a perfect, classic bitter lager balanced with sweet, malty undertones.

Dortmunder Union Vier (4.0%)

A genuine imported German pilsner, Dortmund, in our opinion, is the best-quality 4% pint in the UK. A pale lager with key influences from Pilsner, gold in colour with a moderate bitterness from the Noble hops, Dortmund Vier has a lean body, full of character with a beautiful, crisp finish.



Pardál

i FIND OUT MORE



DUAL INSTALLATION OFFER
**Install Budvar Original
5% and Pardál Czech
Lager 3.8% and receive
2 x 50ltr Kegs FREE***
T&Cs APPLY

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Pardál is a lager that brings flavours together like an architect creating a village using the finest of craftsmen. Like any builder knows, a worthwhile project takes time and care. That is why Pardál is matured for 30 days. In fact, the total brewing process is 41 days long, and every single one of those days helps build up the flavours present in the final product. The brewing time is the solid foundation, and the maturation period is about letting the beer cultivate and develop, just as a village develops its own culture and identity.

It requires passion to make great beer. Pardál's brewer is not an architect, but he certainly has the ability to build friendships through his craft. So grab a friend, go to the village, find a great pub, introduce them to Pardál, and enjoy.

Brewed by the People, for the People.



*T&CS: 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.



**GET 1 x 70cl SMIRNOFF
OR GORDON'S PINK
FREE WHEN YOU BUY
3 x 9g OF SHARP'S CASK***



FOLLOW US

VISIT US AT WWW.SHARPSBREWERY.CO.UK

drinkaware.co.uk for the facts

*While stocks last. Promotion valid 1st - 31st March 2020. Must be purchased in one transaction.

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SOUTH WEST ORCHARDS

The delicious range of South West Orchards draught and bottled cider truly hits the sweet spot for those venues wanting to serve a true craft cider with real authenticity.

Original Craft Cider (5.0%) Draught 50Ltr 12x500ml

This is made with a blend of the finest West Country Cider apples, such as Yarlington Mill, Harry's Master and Dabinett, plus a small amount of dessert apple to give the cider a fruity bite. The cider is fermented under ambient conditions, and then allowed to mature naturally for at least 3 months.

Raspberry Craft Cider (4.0%) Draught 50Ltr 12x500ml

A bittersweet cider infused with pure raspberry juice. This handcrafted gold-winning process creates an extremely smooth cider with a refreshing hint of raspberry fruitiness.

Low Alcohol Craft Cider (0.5%) 12x500ml

This award-winning Low Alcohol edition of our Modern Craft Cider is made with a special blend of traditional cider and dessert apple juice to taste just as delicious and refreshing as our original variety.

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FOOD PAIRINGS

Still Feeling the Winter/Spring Chill?
South West Orchards Original works well with rich dishes such as stews, curries, meat, pies and dishes with wintry spices such as sage and cinnamon.

Think About the Summer
South West Orchard Raspberry, which is lighter and delicately fruity, complements summery dishes like salads, quiches, tarts and fruits.

The trend of premiumisation in Beers, Wines and Spirits is also illustrated in Cider.

Draught cider is up by +0.2% in volume but up by +3.2% in value.

Install South West Orchards Original Craft Cider and receive 1 x 50Ltr keg then another 12 weeks later FREE*



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*TERMS AND CONDITIONS: At least 1 additional keg of South West Orchards Original Craft or Raspberry Cider must be purchased in the first 12 weeks to qualify for additional free keg



APPLESHED: THE STORY SO FAR

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

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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.

KOPPARBERG

OUTSIDE
IS OURS

MARCH ONLY

ARE YOU STOCKING THE UK'S
BESTSELLING FRUIT CIDER BRAND?

FREE CASE
WHEN YOU BUY 6 CASES



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STOCK UP NOW

SHOP

for the facts
drinkaware.co.uk

IRI, Value sales, Fruit Cider, 52 weeks to 16/06/19.
Variant's available: Strawberry & Lime, Mixed Fruit, Passionfruit, Blueberry & Lime, Elderflower & Lime, Pear, Raspberry, Naked Apple. Offer valid from 01.03.20 - 31.03.20 only.

WESTONS CIDER EST. 1880

STOWFORD PRESS

APPLE CIDER



FREE KEG

ON INSTALLATION
PLUS PREMIUM POS KIT
INCLUDING BRANDED
GLASSWARE*

ENJOY A REFRESHING PINT OF
AWARD-WINNING CIDER



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*FREE Keg on installation of Stowford Press Apple, Stowford Press Mixed Berries or Stowford Press Cloudy Cider plus a further FREE Keg on the 12th week anniversary
+ POS kit with glassware: 24 pints, 24 half pints, 4 bar runners, 100 drip mats, table talkers & strut cards

WINDSOR GARDEN



EMPRESS 1908

Inspired by Spring and Royalty: WINDSOR GARDEN

Meet your new favourite cocktail. Between an impressive array of fresh herbs and a delicate hint of lemon, the Windsor Garden is like sipping on spring.

- INGREDIENTS**
- 50ml EMPRESS 1908 GIN
 - 15ml FRESH LEMON JUICE
 - 15ml SIMPLE SYRUP
 - BASIL, THYME, ROSEMARY AND MINT LEAVES

METHOD *Lightly muddle herbs and shake ingredients over ice. Strain into a stemless wine glass with ice. Garnish with a sprig of rosemary.*



empressgin.com
[@Empress1908Gin](https://www.instagram.com/Empress1908Gin)

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PROVENANCE

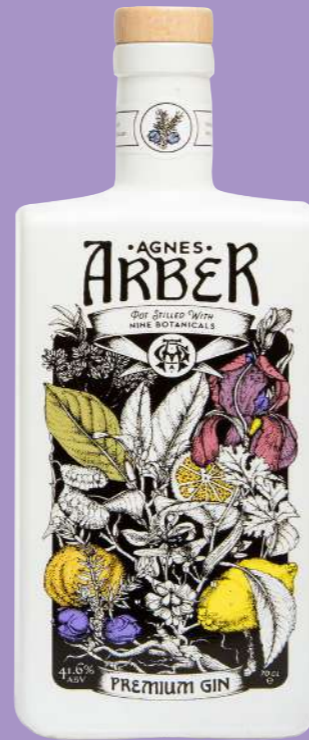
On 24 May 1948, Agnes Arber became the first woman to receive the Gold Medal of the Linnean Society, a world-famous institution dedicated to the study of natural history. Born in 1879, Arber achieved excellent academic results throughout her youth, and soon became a historian of botany under the wing of her mentor, plant morphologist Ethel Sargent. By the time of her death in 1960, Arber had published an extensive library of books on both botany and philosophy. It is with an appreciation for Arber's work that we have produced this convergence of nine botanicals distilled together.



PREMIUM

A convergence of nine herbs and fruits, distilled together in the same pot. The savoury, earthy notes of juniper, coriander, and angelica are complemented by the warm, spicy undertones of cassia, and the sweet, acidic flavours of lemon, lime, orange and grapefruit combine with an interesting twist of liquorice.

We recommend pairing your Agnes Arber gin with a premium tonic and garnishing with a wedge of pink grapefruit.

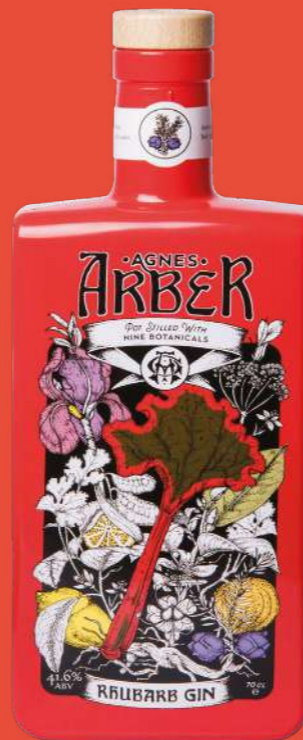


Buy any 3 x 70cl from the range and receive 24(200ml) Rubica Original or Light FREE

RHUBARB

A delightful twist on our original Agnes Arber gin. After distillation, this gin is infused with the delicious signature tartness of rhubarb, one more in a beautifully balanced array of skilfully selected flavours.

We recommend pairing your Agnes Arber Rhubarb gin with a premium tonic or ginger ale.



NEW TO THE RANGE



Buy 3 x 70cl Agnes Arber Pineapple and receive 24(200ml) Luscombe Grapefruit Tonic FREE

This offer is only valid when purchasing 3 x 70cl Arber Pineapple in one order.



PINEAPPLE

A rich and totally tropical gin with freshly cut pineapple and a hint of mango on the nose. The palate delivers big pineapple flavour where the tropical fruits are ever present but beautifully balanced with the crisp freshness of the citrus-led core gin.

Why not try pairing your Agnes Arber Pineapple gin with Luscombe Grapefruit Tonic and garnish with a twist of fresh orange.

TWO WEEK LEAD TIME

AN LWC EXCLUSIVE OFFER

**BUY ANY 4 x 70CL BOTTLES
FROM THE CUCKOO GIN RANGE
& RECEIVE 1 x CASE OF GLASSES*
& 1 x CASE OF FEVER-TREE** FREE**



**PERFECT SERVE STAFF
TRAINING & POP-UP EVENT
SUPPORT AVAILABLE**

FIND OUT MORE

SHOP

BRINDLE DISTILLERY
HOLMES FARM • LANCASHIRE

**FOR MORE INFORMATION, PLEASE CONTACT
HAYLEY@BRINDLEDISTILLERY.CO.UK**

BRINDLEDISTILLERY.CO.UK • @CUCKOOGIN

*Contains 6 x Cuckoo Gin Copa Glasses. **Contains 24 x 200ml Fever-Tree Tonic.

DISTILLED WITH 6 JAPANESE BOTANICALS

**BUY 2 x ROKU AND
RECEIVE A JAPANESE
LANTERN KIT**

KIT INCLUDES

Roku hexagonal glorifier, Roku branded lanterns, Branded bunting,
Branded coasters, Serve bookmarks, Manager's brief on serve.



SUNTORY EST. 1899 JAPAN

FIND OUT MORE

For further information contact Edrington-Beam Suntory UK Distribution Limited.
Tel: +44 (0) 333 016 1910 Web: Edrington-BeamSuntoryUK.com

SHOP

PINKSTER
AGREEABLY BRITISH GIN

BUY 2 x 70cl,
GET 24 x 200ml
FEVER-TREE
AROMATIC TONIC
FREE

One deal per customer,
while stocks last

FIND OUT MORE

SHOP

FEVER-TREE



TRY THE PINKSTER
WINTER SERVE
GARNISHED WITH
A CLOVE STUDDED
ORANGE SLICE

Real raspberries. It's a Pinkster thing.

SHOP

BUY ANY
4 BOTTLES &
GET A FREE
BATHTUB GIN HOODIE!



Ableforth's

drinkaware.co.uk
for the facts

OFFER AVAILABLE ON BATHTUB GIN / BATHTUB OLD TOM (50CL) / RUMBULLION / RUMBULLION CHILLI & CHOCOLATE (50CL) & BATHTUB SLOE GIN (50CL)
OFFER VALID 1ST FEBRUARY 2020 TO 31ST MARCH 2020 - WHILE STOCKS LAST



BUY 2
BOTTLES
FOR £30

FIND OUT MORE **SHOP**

Tanqueray



LIVERPOOL GIN

TASTE THE
SPIRIT OF THE CITY

Buy 3 bottles of
LIVERPOOL ROSE PETAL GIN
to receive a bottle of
CRABBIE'S YARDHEAD
SINGLE MALT SCOTCH WHISKEY
FREE*

SHOP



* Available while Stocks last. All bottles: 70cl



NOTHING SAYS I LOVE YOU LIKE A PRETTY, PINK COCKTAIL... ESPECIALLY ON A FRIDAY!



EMMA SCOTT

PR Manager
Signature Brands

Love is in the air, and cocktails are on the menu as pubs, bars and restaurants prepare for the Britons' biggest day of romantic indulgence.

As gimmicky as it might seem, Valentine's Day can actually provide a great opportunity for savvy operators to go slightly OTT on the lovely-dovey pink theme, with customers willing to open their purses and wallets and spend a little extra, all in the name of romance.

This year's day of love could prove to be a particularly boozy one as it falls on a Friday, meaning the sales opportunities in Valentine's Day-themed drinks will be even greater than in recent years, as customers working the 9-5 shift won't have the

dreaded fear of going into work the next morning with a hangover.

As we all know, Valentine's Day is all about treating the one you love, taking the one you like on a date and, for many, finding a date! And nothing says "I love you" – or "I like you" – more than rich food and a few cheeky indulgent drinks.

With this in mind, we've rounded up our top tips for perfecting and maximising your Valentine's drinks offering, whether you're looking to keep it simple, or be slightly more experimental.

The essential checklist:

- Drinks that fizz
- Champagne is a must – as are slightly cheaper bubbles such as Prosecco
- A cocktail list made with love in mind
- Anything pink
- Marketing material like tent cards and posters to promote your Valentine's Day drinks

Check out the opposite page for some Valentine's Day cocktail inspiration and remember, Valentine's Day doesn't just have to be about the 14th – Why not make it Valentine's Week?



WHY NOT PAIR WITH PROSECCO PRIMI SOLI FOR A SUPER EASY, SIMPLE SERVE THAT TASTES AMAZING!

SEE PAGE 8 FOR MORE INFORMATION ABOUT THIS PROSECCO AND A GREAT DEAL!

RHUBARB FIZZ

INGREDIENTS
25ml Agnes Arber Rhubarb
100ml Champagne
or Prosecco
Lemon peel twist

Mix the Agnes Arber Rhubarb and fizz together and garnish with a lemon peel twist.



CHECK OUT PAGE 64 FOR AN AMAZING OLD J DEAL!

BLUSHING CHERRY DAIQUIRI

INGREDIENTS
50ml Old J Cherry
25ml Lime Juice
12.5ml Grenadine Syrup

Shake with ice and serve over ice in a rocks glass with a cherry garnish.



DID YOU KNOW
According to the latest WSTA figures, liqueur sales peaked in 2019 due to 'Instagrammable cocktails'

VELVET HAMMER

INGREDIENTS
25ml Monin White Cacao
25ml Monin Triple Sec
12.5ml Monin Grenadine
50ml whole milk

Shake with ice and strain into a martini glass or coupe.

BEEFEATER
LONDON



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RECEIVE 6 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

SIPSMITH
London

SHOP

BUY 4
*Sipsmith London Dry Gin 70cl
or Sipsmith Lemon Drizzle Gin 50cl*

&

RECEIVE
*one complimentary bottle of
Sipsmith Sloe Gin 50cl
or Sipsmith Lemon Drizzle Gin 50cl*



@SIPSMITH [f](#) [t](#) [i](#)
Please sip responsibly.

GIN MARE
MEDITERRANEAN GIN

**BUY 2 BOTTLES OF GIN MARE
AND RECEIVE AN EXCLUSIVE SET
OF MEDITERRANEAN GIN & TONIC GLASSWARE**



Visit ginmare.com to discover our Med Attitude & Cocktail Recipes



FIND OUT MORE

SHOP

**BUY ANY 5 OF THE RANGE
AND GET A FREE BOTTLE OF
70CL CORNISH DRY GIN**

Must include 2 different brands at least.

FIND OUT MORE

SHOP



TARQUIN'S
CORNISH GIN

CRAFTED ON THE WILD CORNISH COAST

WWW.TARQUINSGIN.COM
ESCAPE TO CORNWALL @tarquinsgin

PLEASE DRINK RESPONSIBLY
Southwestern Distillery - Company No. 8230959

Buy any 3 x Slingsby 70cl bottles and get a FREE case of any Franklins 24 x 200ml



HARROGATE'S FINEST AWARD-WINNING GIN

Our award-winning gins are crafted using Harrogate aquifer water, pure single grain spirit, some of the finest ingredients sourced from around the world and local, hand-grown botanicals that are synonymous with the beautiful and restorative nature of Harrogate.

London Dry: Serve on ice with premium tonic water, a twist of grapefruit peel and fresh blueberries.

Rhubarb: Serve on ice with premium elderflower tonic water and garnish with fresh raspberries.

Gooseberry: Serve on ice with premium Mediterranean tonic water and garnish with freshly sliced green apple.



spiritofharrogate.co.uk

facebook.com/slingsbysocial

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Stir Creativity

WITH



BUY ANY 6 X 70CL RECEIVE A SET OF BOMBAY SAPPHIRE 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%)

FIND OUT MORE

SHOP

ENJOY RESPONSIBLY for the facts drinkaware.co.uk

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FIND OUT MORE **SHOP**

A RUM MADE TO SIP



**OFFICIALLY FOUNDED IN 1888
BY DON ANDRES BRUGAL MONTANER.**

When the Spanish revolution hit Cuba, he fled to the Dominican Republic where he later founded Brugal rum. Today, Brugal rum is made by 5th generation Master Blenders, "Maestro Roneros" from the same family, who supervise the whole process in the same tradition and style.

**BUY 2X 70CL AND
RECEIVE A POS KIT**



POS KIT INCLUDES:

Branded glassware, serve bookmarks, branded bunting & ice ball moulds



drinkaware.co.uk for the facts
Edrington-Beam Suntory UK Distribution Ltd
191 West George Street, Glasgow, G2 2LD, 01786 430 500

BRUGAL

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**JAMESON
GINGER
& LIME**

17TH MARCH

**JOIN IN WITH A
JAMESON THIS
ST PATRICK'S DAY
AND RECEIVE A
FREE CASKMATES
STOUT EDITION
AND TOOLKIT**

**WHEN YOU PURCHASE 4 X 70CL
JAMESON ORIGINAL AND 1 X 70L
CASKMATES STOUT EDITION***

Jameson is the No.1 Irish Whiskey and St Patrick's Day is the 2nd biggest Jameson consumption occasion in the on-trade (just behind Christmas)**

*Limited to one kit per customer. Subject to availability. Available for purchases between 10th February to 27th March 2020. POS will be distributed directly from the supplier, therefore please allow 10 working days for delivery. **Source: CGA Total on-trade 15.06.19.

**1x
BUNTING**



**6x
JAMESON
GLASSES**

**10x
TABLE TALKERS**

**50x
DRINK COASTERS**

@JAMESON_UK JAMESON IRISH WHISKEY ENJOY JAMESON RESPONSIBLY drinkaware.co.uk for the facts



LOST CHERRY

INGREDIENTS
20ml Old J Cherry
7.5ml Monin Orgeat
5ml Monin Cherry Syrup
100ml Prosecco

Mix the Old J and Monin Syrups together in a flute glass. Add the Prosecco and garnish with a cherry.

i FIND OUT MORE

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i FIND OUT MORE

Buy any 5 x 70cl from the range and receive 1 x 70cl Old J Cherry FREE

SHOP



OLD J SPICED RUMS

A multi-award-winning range of rums awaits you to experience it, experiment with it, and find the expression that suits you best.

Old J Spiced Rums make no compromise in flavour: an original blend of unique Caribbean spices, along with vanilla and Persian lime, added to a selection of the finest premium rum, to create a versatile spiced rum range suitable for any occasion.

In the years since its inception, Old J has garnered a dedicated cult following. From party-going students to rum-sipping elders, everyone can find a rum in the range to suit their taste.

While the original Old J Spiced remains a favourite, the range features options that appeal to all tastes:

- Cherry and Silver are perfect for cocktails.
- Gold and Dark are great for a neat tiple or on the rocks.
- The mouth-scorching Tiki Fire is fit for the more adventurous tiki cocktail drinkers.

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6x70cl 3x1.5ltr

FREE JACK & COKE KIT
WHEN YOU BUY 6 x 70CL OR 3 x 1.5L

2 TSHIRTS 10 TENT CARDS 12 TIN CUPS

JACK DANIEL'S IS THE BIGGEST WHISK(E) IN THE ON TRADE*
JACK & COKE IS THE #1 BRANDED BAR CALL**

JACK & Coke. AMERICA'S CLASSIC COCKTAIL.

JACK DANIEL'S

PLEASE DRINK RESPONSIBLY for the facts drinkaware.co.uk

JACK DANIEL'S AND OLD NO. 7 ARE REGISTERED TRADEMARKS. ©2018. Source: Source: *GCA Database up to 06.10.18. **Popular Drinks Report 2016. While stocks last. All rights reserved. Coke is a registered trademark of the Coca-Cola Company

BUY 2 BOTTLES OF JACK DANIEL'S RYE WHISKEY 70CL AND GET A COMPLIMENTARY VISIBILITY KIT

JACK DANIEL'S RYE

THE RYE CATEGORY IS SET TO GROW 19% OVER THE NEXT 5 YEARS*.

JACK DANIEL'S RYE IS THE LARGEST RYE WHISKEY IN THE MARKET, IN TERMS OF VOLUME AND VALUE**.

KIT CONTENTS:

TIN MUGS X 6 T-SHIRTS X 3 TABLE TALKERS X 30 CHALKBOARDS X 2

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YOUR FRIENDS AT JACK DANIEL'S® REMIND YOU TO DRINK RESPONSIBLY.

*SOURCE: ISWR 2019 **SOURCE: AUGUST NIELSEN 2019 ©2019 ALL RIGHTS RESERVED. JACK DANIEL'S AND TENNESSEE RYE ARE REGISTERED TRADEMARKS

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Spirits

SLANE IRISH WHISKEY

SUPER PREMIUM IRISH WHISKEY GROWING BY 14.5%*

IRISH WHISKEY AMPLIFIED

TRIPLE DISTILLED FOR SMOOTHNESS, TRIPLE CASKED FOR RICH CHARACTER

BUY 2 X 70CL BOTTLES OF SLANE & RECEIVE A FREE VISIBILITY KIT

TRY A SLANE COLD BREW

Fill a cocktail shaker with ice
Add Slane Irish Whiskey (50ml)
Add Caramel Syrup (15ml)
Add Cold Brew Coffee (100ml)
Shake hard and strain into a brew glass
Garnish with 3 coffee beans

KIT CONTENTS:
6 Cold Brew glasses
1 Chalkboard
1 Recipe card
12 Menu inserts

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HONOUR THE LEGACY. SIP RESPONSIBLY. for the facts drinkaware.co.uk

SLANE & SLANE CASTLE ARE REGISTERED TRADEMARKS. © 2019 SLANE CASTLE IRISH WHISKEY LIMITED *SOURCE: IWSR 2018

BUY 2 x 70CL AND RECEIVE A FREE CHAMBORD ROYALE VISIBILITY KIT

KIT INCLUDES:
6 X CHAMBORD COUPE GLASSES
10 X MENU INSERTS
1 X MANAGER'S BRIEF

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145 MILLION GLASSES OF SPARKLING WINE SOLD IN THE UK ON TRADE. UPSSELL THIS TO A GP BOOSTING CHAMBORD ROYALE*

SAME OLD FIZZ OR A CHAMBORD ROYALE?

15ML CHAMBORD X 125ML FIZZ X

LIVE ROSE TINTED

Eat as many raspberries as you like, but please drink Chambord responsibly. CHAMBORD is a registered trademark. ©2019 Brown-Forman. for the facts drinkaware.co.uk

GLASS SHOWN FOR ILLUSTRATIVE PURPOSES. ACTUAL GLASS MAY VARY.

*CGA Sept 2018

SPRING FROM WINTER!

CELEBRATE SPRING WITH SHARING THIS FANTASTIC RANGE OF BOUTIQUE SPIRITS WITH YOUR CUSTOMERS.



BUY ANY 3 BOTTLES AND GET A SWEET REVENGE 70CL BOTTLE ABSOLUTELY FREE!
(ONE DEAL PER VENUE)

PRAVDA
VODKA
www.pravdavodka.com
#worldsfinestvodka

POETIC
Liquors
www.poeticlicensedistillery.com
#wildspirits

SWEET REVENGE
LIQUEUR
www.sweet-revenge.com
#drinkpink

brandcentral SHOP

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.

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

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THE WORLD'S FAVOURITE ITALIAN LIQUEUR



FREE CASE OF FEVER-TREE SODA WATER AND DISARONNO TENT CARDS WHEN YOU BUY 3 X 70CL DISARONNO*

DISARONNO FIZZ
50ml Disaronno
1 Lemon squeezed
Pour into an iced filled balloon glass
Topped with soda water
Garnish with lemon



FOR MORE COCKTAIL INSPIRATION VISIT WWW.DISARONNO.COM OR @DISARONNO_OFFICIAL

Disaronno is the most popular Amaretto in the UK and growing ahead of the NCL category at +4.3% over the last 12 weeks.*

*Whilst stocks last. †CGA DATA MAT TO 10.08.19

DRINK RESPONSIBLY for the facts drinkaware.co.uk

ABER FALLS

DISTYLLFA WHISGI



Influenced by our Welsh heritage and surroundings...

BUY ANY 5 BOTTLES FROM THE ABER FALLS RANGE TO RECIEVE ANOTHER BOTTLE FREE*

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* Available while Stocks last. Aber Falls bottles: 70cl

**NEW MIX
NEW BEAT**



Jägermeister
X COLD BREW COFFEE

SHOP

BUY 12 BOTTLES OF JÄGERMEISTER ORIGINAL OR JÄGERMEISTER COLD BREW COFFEE AND RECEIVE A FREE PERFECT SERVE KIT

SHOP

BUY 36 BOTTLES AND RECEIVE A FREE PERFECT SERVE KIT AND A MINI FREEZER

SHAKE & SERVE AS AN ICE COLD SHOT
*Whilst stocks last. One deal per customer.
Jägermeister Original 70cl and Jägermeister Cold Brew Coffee 50cl only.
Kit content includes: 2 x Bar Runners, 2 x Chalkboards, 2 x Chalkboard Stickers, 4 x T-Shirts, 4 x Lanyards & Digital Screen Content.
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Buy 5 Bottles of Tequila Rose, receive another bottle **FREE***



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* Available while Stocks last.

BUY ANY 2 BOTTLES OF SOUTHERN COMFORT ORIGINAL OR SOUTHERN COMFORT BLACK AND RECEIVE A POS KIT FREE*

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KIT CONTAINS: 1 X BAR RUNNER, 6 X MASON JARS, 1 X CHALK BOARD & 20 X TABLE TALKERS
*POS kit sent direct to outlet. Maximum 1 kit per outlet. Available only while stocks last.

M. W. HERON  **NEW ORLEANS**

SOUTHERNCOMFORTUK.COM @SOUTHERNCOMFORTUK #SPIRITOFNEWORLEANS

Exclusively distributed in the UK by Hi-Spirits. For more information contact info@hi-spirits.com
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Stoli

Purchase any 3 x 70cl of the Stoli flavours range and receive **6 COPPER MUGS FREE**

SHOP

Purchase 11 x 70cl of Stoli premium and **RECEIVE 1 X 70CL FREE**

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for the facts **drinkaware.co.uk**
*One offer per customer while stocks last.

MAKE IT LOUD AND CLEAR™

REYKA
VODKA

**BUY 1 X 70CL BOTTLE OF REYKA AND
RECEIVE 6 X REYKA ENAMEL MUGS
AND TENT CARDS FREE***

ICELANDIC MULE
2 parts Reyka Vodka
3/4 part Ginger syrup
1/2 part Lime Juice

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Reyka Vodka is currently the fastest growing Vodka in the UK.
for the facts drinkaware.co.uk * CGA DATA MAT 10.08.19 * WHILST STOCKS LAST.

ABSOLUT.[®]

**WHAT'S YOUR
FLAVOUR?**

**RECEIVE 6 X
ABSOLUT HI-BALLS**
WHEN YOU BUY AN Y 3 X
70CL FROM THE RANGE*

ABSOLUT LIME & SODA

ABSOLUT VANILIA & COLA

ABSOLUT RASPBERRI & LEMONADE

*AVAILABLE WHILE STOCKS LAST.
MUST INCLUDE 1 X 70CL ABSOLUT RASPBERRI.
ONE DEAL/KIT PER CUSTOMER.

ENJOY ABSOLUT RESPONSIBLY for the facts drinkaware.co.uk

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*Anyone for
a classic
Vodka & Tonic?*

**Buy 2 x 70cl and receive
(24)200ml Rubica
Original or Light FREE**

**REASSESSING VODKA'S CLASSIC
SERVE OPTION COULD BE THE KEY
TO IMPROVING VODKA'S
PERFORMANCE AND CHALLENGING
THE GIN MARKET.**

**EMBRACING A CULTURE OF
MIXABILITY CAN CHANGE THE
CUSTOMER'S PERCEPTION THAT
THE "VODKA SERVE" IS
INEXTRICABLE FROM COLA.**

**VODKA'S STRENGTHS ALIGN WITH
THOSE OF GIN. THE KEY IS ITS
ADAPTABILITY, WHICH CAN BE
USED TO INNOVATE ON THE
CLASSIC SERVES.***

*CGA Brand Index (OPM
P10 data to 05/10/2019)

**EXPERIENCE
LA FRENCH**

Launched in France in December 2017, La French quickly established itself as a popular premium vodka.

Collaborating with Master Distillers and Consultants, it took time, precision and patience to create the truly unique liquid of La French. Manufacturing takes place in France, and all ingredients are local to the country: a delicious blend of crystal-clear Cognac spring water and the finest French wheat, five-times distilled, with naturally occurring citrus and vanilla undertones which provide a delicate flavour profile and luxurious mouthfeel.

Built in the on-trade, La French established itself in premium cocktail bars, nightclubs, hotels and restaurants. It is now present in specialist retailers and supermarkets across France, maintaining a premium price point.