

LWC

CLOSED



February & March 2025

OFFERS & FEATURES

Wines for Valentine's | P11

Deals on Doña Isabella, Saint-Gall, and more picks for Valentine's Day

St Patrick's Day | P26

Tips for driving footfall with our favourite Irish spirits

Coal Drop Stout | P48

Our exclusive new stout in partnership with Tiny Rebel



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FEBRUARY & MARCH 2025

Wine | 4

Spirits | 26

Beer
& Cider | 48

Softs
& RTD | 70

31st January

Six Nations Begins

This rugby competition lasts until 15th March and is a great opportunity to drive sales in your pub.

14th February

Valentine's Day

We have some amazing wines on offer that are perfect picks for romantic dinner dates.

8th March

International Women's Day

Champion women making waves in the drinks industry. Find more information overleaf.

17th March

St Patrick's Day

See our recommendations for a successful St Patrick's Day sales drive on page 26.

More Key Dates

January

31st Six Nations Begins

February

All LGBT History Month UK

9th National Pizza Day

14th Valentine's Day

March

3rd British Pie Week Begins

8th International Women's Day

17th St Patrick's Day

20th First Day of Spring

24th World Bartender Day

30th Mother's Day

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 of February and 31st of March 2025 unless otherwise stated.

All prices quoted are exclusive of VAT. All promotions and their participating products are subject to availability and to any duty change. Some offers have limitations and are subject to availability. Limited deals are given away on a first come, first served basis. LWC Drinks Ltd reserves the right to prevent customers from redeeming such offers once they have reached the maximum number of deals available to them. After offers expire, any saved online orders will revert to normal pricing and related POS/free stock will no longer be available. Any offers redeemed after this date will be subject to cancellation. Online offer prices and free stock may only be available to selected customers. LWC Drinks Ltd reserves the right to cancel any offer products mis-sold through the online ordering portal.

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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. 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.

INSIGHTS & OCCASIONS

Love from LWC

Valentine's Day brings a much-needed boost to the UK hospitality sector during an otherwise quiet start to the year. While couples are increasingly mindful of their budgets – especially given the cost-of-living crisis – there's still a growing appetite for memorable experiences. Whilst the boost in sales may not be comparable to that of Christmas or even Mother's Day, **2024 still saw a 9% increase in sales versus 2023** (Morning advertiser, 2024).

1 in 6 couples opt for experiences over gifts on Valentine's Day.

Data from Barclays reveals that **1 in 6 couples opt for experiences over gifts**, but **1 in 4 are swapping nights out for nights in** to save money. To win customers over and maximise the opportunity Valentine's Day presents, operators need to create irresistible reasons for couples to dine and drink out, rather than stay at home. Promotions, discounts and thoughtful pairings are key, and LWC is here to help you make your Valentine's Day a hit.

Win With Wine

Wine remains a Valentine's favourite, with sales up 4% in 2024 compared to the previous year (Morning Advertiser, 2024) and an impressive 40.9% rate of sale uplift vs a typical Wednesday (CGA EPOS Daily Data). With Valentine's Day 2025 falling on a Friday, the opportunity is even greater to encourage consumers to extend their love across the weekend, not just one day. Get your wine selection singing with offers on Valentine's hits such as Saint-Gall Champagne on page 8 or Doña Isabella Rosé on page 11. Our Design Team at LWC are available to help you get your wine menu looking as good as the wine on offer this Valentine's – speak to your Account Manager for more details.



Page 8

Swoon Over Spirits

Spirits saw an even bigger uplift in 2024, with a **+49.4% increase in sales** compared to the average equivalent Wednesday (CGA EPOS Daily Data), driven by an increased demand for **cocktails**, which saw a **+105.3% uplift** in the same period.

49.4% increase in spirits sales on Valentine's Day.

This is an excellent opportunity to use menu inserts for Valentine's specials and get the most out of the cocktail ingredients you stock. Check out our cocktail suggestions for Sombrero Mexicano on page 39 to offer a delightfully creamy, pink twist on the popular classic margarita.

International Women's Day

Falling annually on **8th March**, International Women's Day is the perfect opportunity to champion women who have made waves in the drinks industry, spotlighting the brands with female founders or master distillers:

- **Double Dutch** – Premium mixers founded by twin sisters Joyce and Raissa De Hass (page 78).
- **Nirvana Brewery** – A standout craft beer brand with female founders (page 65).
- **Appleton Estate** – Home to the first female Master Blender in the Spirits industry, Joy Spence.
- **Mount Gay Rum** – Helmed by Trudiann Branker, the rum's first female Master Distiller.
- **Agnes Arber Gin** – Inspired by the groundbreaking British plant anatomist and botanist Agnes Arber (page 33).

At LWC, we're proud to support women in our industry through the **LWC Women's Network**, fostering connections and celebrating female leaders across our supplier and customer network.



Page 33

Cheers to Mum: Mother's Day Made Memorable

Mother's Day is a big day for the UK on-trade calendar, as families come together to create lasting memories. It also provides another boost to the on-trade during the early period of the year with **wine and Champagne leading the way**, driving a **+37% uplift** versus a typical Sunday (CGA EPOS Daily Data). Spirits also shine, with cocktails up **+3%** and gin seeing a **+1.9% boost**.

37% uplift in wine and Champagne sales on Mother's Day.

Our exclusive LWC Signature Brands portfolio has plenty to help you take advantage of the uplift in cocktail sales, with offers on our Signature Cocktails (page 42) and on our Paixão liqueurs, the perfect additions to any cocktail. There are also some excellent serve suggestions from Black Gold and Sombrero Mexicano on pages 37 and 39.



New and exclusive stout, Coal Drop – Page 48

Don't forget stout! With a surprising **+13.5% uplift** on stout during the Mother's Day weekend, it's the ideal beer to target for Mother's Day outings (CGA EPOS Daily Data).

CGA Opus data tells us customers are prioritising special offers, so get ahead and take advantage of irresistible promotions to delight everyone this Mother's Day.

National Pizza Day: The Perfect Slice & Sip

February 9th is National Pizza Day, a fun occasion that's easy to capitalise on, as we know there's nothing quite like a beer with your favourite slice. The carbonation expertly cuts through the richness of the cheese, and the malt and hops perfectly enhance the taste of pizza without compromising the taste of your favourite toppings.

Top Recommendation

Birra Murano, LWC's exclusive Italian-style beer. With all the hallmarks of a classic Italian pilsner, Birra Murano is a winning partnership with any pizza. Better yet, serve your slices on a **Birra Murano pizza board** for a premium experience. Speak to your LWC Account Manager to get yours today.



Bartender Day: Celebrate Your Hospitality Heroes

February 24th is World Bartender Day, a perfect opportunity for the hospitality industry to recognise the talent, skill, passion and creativity of bartenders whilst driving footfall.

1. **Bartenders' Cocktail Specials:** Highlight your bartenders' favourite cocktails or showcase limited-edition creations for the day.
2. **Collaborate with Other Bars:** Create a local bar crawl with other local bars, centred around your bartenders and their new creations.
3. **Host a Bartender Competition:** Excite guests and bartenders alike with a fun bartender showdown featuring flair, speed and mixology skills.



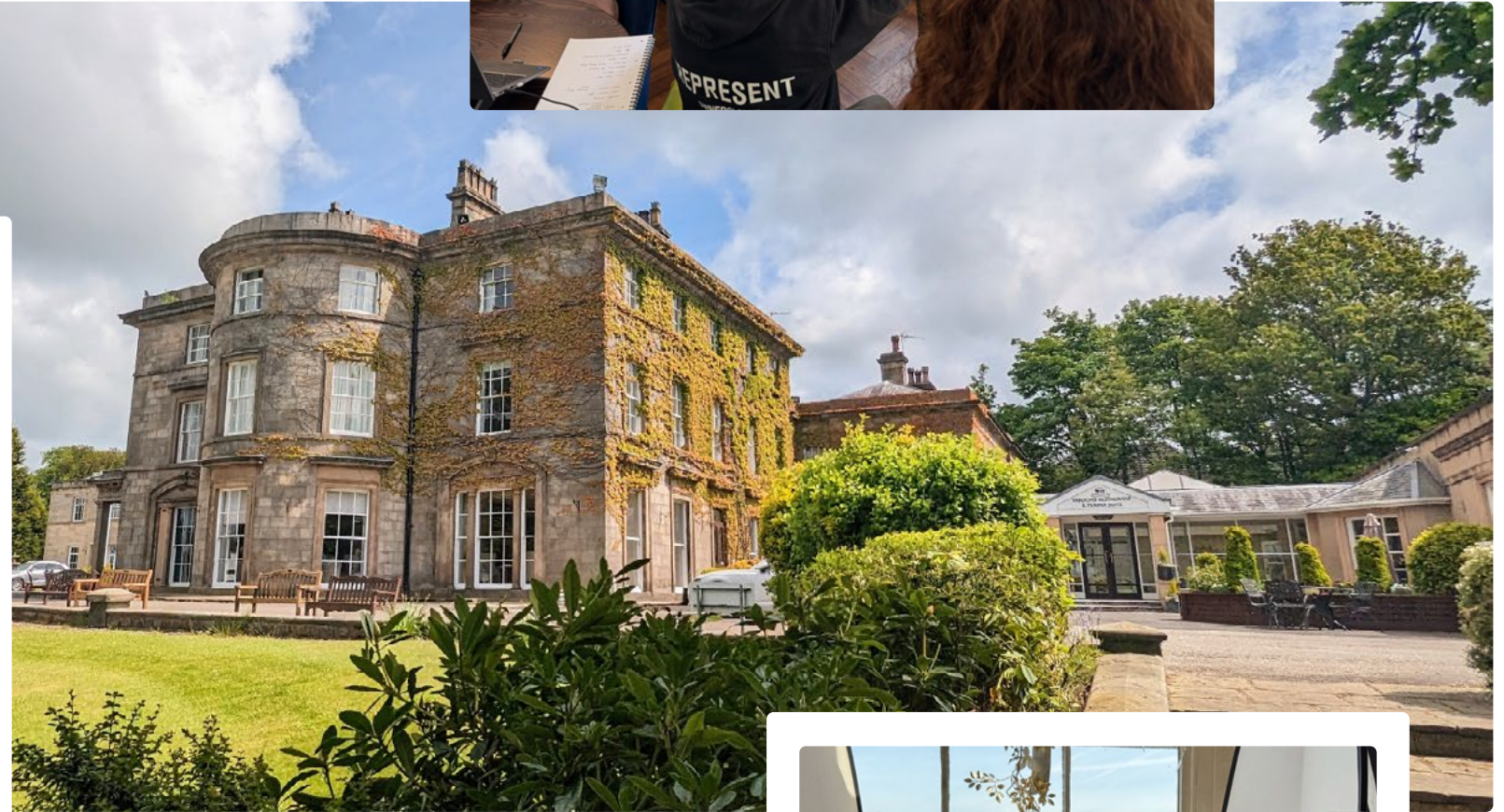
This Edition's Wine Photoshoot

SHAW HILL GOLF & SPA HOTEL

A second trip to Shaw Hill for the team was just as fantastic as the first, if not more so! The venue was beautiful, with exquisitely designed rooms to give their guests a real luxury break, and us plenty of stunning shooting locations.

The hotel staff could not have been more helpful. They were always at hand to ensure everything ran smoothly, and provided an amazing array of gorgeously presented food, both for our photoshoot and for the LWC team's lunch. A luscious gluten-free steak sandwich earned a rave review from our brochure coordinator.

Our very special thanks to all the fantastic staff at Shaw Hill Golf & Spa Hotel.





GET 2 FREE

when you buy 4 bottles*

*Must be the same varietal on the page to qualify.

Prosecco Serenello Extra Dry

RSP £10.61 | Net £7.07

The delicious aromas of apple and pear melt into a smooth and fresh wine on the palate.

Prosecco Serenello Rosé

RSP £9.77 | Net £6.51

A pale, bright pink colour with a lively perlage and persistent foam. It has intense aromas of floral scents accompanied by fruity notes of strawberries.

GET 1 FREE

when you buy 5 bottles*

*Must be the same varietal on the page to qualify.



Champagne De Saint-Gall Le Tradition
RSP £26.71 | Net £22.26

A delicious blend of Chardonnay and Pinot Noir. An enticing golden colour, expressive and refined on the palate with a hint of vinosity.

Champagne De Saint-Gall Le Rosé
RSP £37.27 | Net £31.06

A delicate coral hue, a nose of sour cherry and wild strawberries, and a vivacity on the palate but its deep concentration is superb.

Champagne De Saint-Gall
Le Tradition 37.5cl
RSP £17.74 | Net £14.78
Saint-Gall's Signature Cuvée in a convenient half bottle. Perfect for two to share.



GET 1 FREE

when you buy 5 bottles*

*Must be the same varietal on the page to qualify.

Santa Julia Vinos Naturales Pet Nat RSP £14.82 | Net £12.35

Produced by the ancient Petillant Naturel method. This wine has delicate bubbles, bright citrus fruit flavours and a lovely freshness.

Pirani Cuvée Spumante RSP £5.83 | Net £4.86

This light and refreshing fizz is made in the same style as Prosecco with grapes sourced from a wider area.



GET 1 FREE

when you buy 5 bottles*

*Must be the same varietal on the page to qualify.



Doña Isabella Garnacha Rosé | RSP £11.31 | Net £9.43

A delicate, pale pink dry rosé from the Navarra region in Spain with flavours of wild strawberry, white peach and citrus.

GET 1 FREE

when you buy 5 bottles*

*Must be the same varietal on the page to qualify.



Wine

Carlos Serres White Rioja
RSP £7.89 | Net £6.58

Bright, pale yellow colour. Fresh aromas of apple and pineapple with subtle white floral characters. Fresh, fruity and lasting finish, a great balance between fruit and acidity in the mouth.

Carlos Serres Rioja Gran Reserva
RSP £13.15 | Net £10.96

Bright garnet in colour, this wine has complex aromas of black fruit, vanilla and cinnamon. Velvety smooth on the palate with great complexity from ageing for 24 months in oak and 36 months in the bottle.

Carlos Serres Organic Tempranillo Rioja
RSP £9.68 | Net £8.07

Sourced from growers in Rioja Alta, this exceptional organic Tempranillo is a deep ruby colour with aromas of red and black berry fruit, liquorice sweet spice and vanilla from 6 months of oak ageing.

Carlos Serres Rosé Rioja
RSP £8.00 | Net £6.67

Vibrant pink in colour, this rosado has aromas of raspberry, violet and subtle sweet spice. The palate is fresh and crisp with ripe fruity flavours and a long finish.

Carlos Serres Rioja Reserva
RSP £10.42 | Net £8.68

From a 60ha vineyard in Haro, this is a typical Rioja Reserva. Cherry red in colour, there are aromas of mature black fruit, balsamic and sweet spice. The palate is silky and elegant with fine grained tannin and a persistent finish.

Carlos Serres Rioja Crianza
RSP £8.82 | Net £7.35

14 months of ageing in both American and French oak barrels give complexity and structure to this classic Crianza wine. Cherry red in colour with flavours of red fruit and liquorice.

GET 1 FREE

when you buy 5 bottles*

*Must be the same varietal on the page to qualify.



Fortuna Malbec RSP £9.46 | Net £7.88

Deep red in the glass with vibrant aromas of violets, spice and ripe berries. On the palate, there's dark fruit and sweet spice. Medium bodied with good length.

GET 2 FREE

when you buy 4 bottles*

*Must be the same varietal on the page to qualify.



Bericanto Sauvignon Blanc RSP £9.75 | Net £6.50

Delicate aromas of tomato leaf and sage alongside ripe peach and grapefruit. Crisp and refreshing on the palate, this classy white is a great pair for seafood.

Te Aka Sauvignon Blanc RSP £10.37 | Net £6.91

Shows all the hallmarks of Marlborough, ripe and fruity with aromas of guava and melon. Grapefruit on the palate supported by succulent, enticing and moreish acidity.



Santa Julia Chardonnay
RSP £10.86 | Net £9.05

A great example of an hand picked, unoaked Chardonnay from Mendoza. Maintaining the freshness, floral, with notes of apricots and yellow peaches. Very expressive. The notes of yellow, citrus and tropical fruits reappear. Fresh, with good acidity and a fruity finish.

Santa Julia Malbec
RSP £11.08 | Net £9.23

Santa Julia Malbec is hand harvested from vineyards across Mendoza. This unoaked version has maintained bright notes of red berries, plum and cherry which moves to a juicy palate with further flavours of strawberry, clove and chocolate.

Santa Julia Malbec Rosé
RSP £10.97 | Net £9.14

A soft and generous pale rosé, made from 100% Malbec. Delicate cold skin maceration and then pressing and fermentation without the skins. Lovely balance of strawberry and raspberry followed by a dry crisp finish. Great for anytime of the year.

Santa Julia Torrontés
RSP £10.97 | Net £9.14

A pale yellow colour with green hues. It has a fresh, fruity flavour with a delicate balance of acidity and alcohol. Expressive aromas of white blossom and pineapple and mango.

VINOS NATURALES

Organic Wines from Santa Julia

Originating from certified organic vineyards, these wines align with Santa Julia's philosophy of environmental care, innovation, and crafting high-quality wines. Santa Julia's natural wines are those with minimal human intervention from vineyard to production. No sulfites are added, and natural yeast is used. The wine is bottled unfiltered.

Santa Julia Vinos Naturales Clarete Malbec-Torrontes RSP £15.15 | Net £12.63

Clarete wines are made from both red and white grapes and in this case, around 20% Torrontes is used to give lift and freshness to the juicy fruit flavours of Malbec.

Santa Julia Vinos Naturales Orange Chardonnay RSP £15.04 | Net £12.53

Extended skin contact gives this Chardonnay texture and structure. Full bodied and complex with tropical and citrus fruit flavours.

Santa Julia Vinos Naturales Malbec RSP £15.15 | Net £12.63

This Malbec is bursting with ripe dark fruit flavours and sweet spice flavours but retains a cleansing freshness from its natural acidity.

Santa Julia Vinos Naturales Torrontes RSP £14.93 | Net £12.44

Textured, complex and spicy, this is a unique expression of Argentina's signature white grape. Expect aromas of grapes, blossom and sweet spice.



GET 1 FREE

when you buy 5 bottles*

*Must be the same varietal on the page to qualify.

GET 1 FREE

when you buy 5 bottles*

*Must be the same varietal on the page to qualify.



The Constellations Centaur Merlot Reserva
RSP £7.97 | Net £6.64

A smooth Merlot with flavours of soft, dark plum fruits.

The Constellations Pegasus Sauvignon Blanc Reserva
RSP £7.86 | Net £6.55

An easy-drinking Sauvignon Blanc with notes of fresh, crisp citrus fruits.

The Constellations Orion Carménère Reserva
RSP £7.97 | Net £6.64

Chile's signature grape variety, abound with ripe red and dark fruits.

GET 1 FREE

when you buy 5 bottles*

*Must be the same varietal on the page to qualify.

Réserve de l'Herré Malbec
RSP £8.41 | Net £7.01

Cherry colour. Expressive notes of black fruits, gourmet and round wine. On the palate, suppleness, notes of fruits, spices and a hint of chocolate.

Réserve de l'Herré Rosé
RSP £8.19 | Net £6.83

Rose petal colour. Expressive nose with aromas of red fruits, strawberries and raspberries. On the palate, fruity and fresh with nice persistence.

Réserve de l'Herré Colombard/Ugni Blanc
RSP £8.08 | Net £6.73

Light yellow with beautiful green highlights colour the glass. Expressive nose with aromas of citrus fruit, peach and floral notes. On the palate, tonic attack, subtle balance between sweetness and freshness.



GET 1 FREE

when you buy 5 bottles*

*Must be the same varietal on the page to qualify.

Recantos de Lisboa White

RSP £7.95 | Net £6.63

Bright appearance, citrus colour, intense aromas of tropical fruits with harmonious flavours on the palate and finishing with lemon zest acidity.

Gotas de Mar Godello DO Ribeiro

RSP £14.55 | Net £12.13

Brilliant pale lemon colour. Aromas of yellow stone fruits, stony minerals and a hint of fresh sea breeze. On the palate, tropical fruits and stony minerals balanced with a mouth watering acidity. Long finish, refreshing.



GET 2 FREE

when you buy 4 bottles*

*Must be the same varietal on the page to qualify.

Marqués del Atrio Blanco Rioja

RSP £10.33 | Net £6.89

Fresh, fruity hints, tropical fruit aromas with elegant herbaceous overtones. Good intensity. Clean and balanced. Very fresh in the mouth, with a fruity, intense, sweet and long aftertaste.

GET 1 FREE

when you buy 5 bottles*

*Must be the same varietal on the page to qualify.



Entreflores Verdejo

RSP £8.72 | Net £7.27

Full potential of aromas with high intensity. Dry grass, tropical fruit and floral lift with herbaceous, aniseed and mentholated overtones. Elegant and very rich palate, fleshy and well structured.

Lugana DOC Monteci

RSP £12.04 | Net £10.03

Straw yellow with greenish reflections. Floral sensations mixed with notes of almond. Dry, fresh, well-structured body, balanced with remarkable softness.

Villa Blanche Grenache Blanc

RSP £9.76 | Net £8.13

Aromas of white flower, sarsaparilla and rose. Smooth freshness with notes of apricot, vine plums and green pepper. Layers of complexity are added by gingerbread and white pepper.

GET 1 FREE

when you buy 5 x 75cl bottles*

*Must be the same varietal on the page to qualify.
Deal refers only to 75cl bottles.

GET 1 FREE

when you buy any 6 cases of 187ml*

Deal refers only to cases of 12 x 187ml bottles.



Merlot 75cl | RSP £7.73 | Net £6.44
12 x 187ml | RSP £24.63 | Net £21.11

Medium bodied with a good concentration of fresh red and black fruit flavours. Notes of white pepper and cedar.

Cabernet Sauvignon 75cl | RSP £7.40 | Net £6.17
12 x 187ml | RSP £24.63 | Net £21.11

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

Shiraz 75cl | RSP £7.51 | Net £6.26
12 x 187ml | RSP £24.63 | Net £21.11

Dark brambly fruits and a hint of mixed spice. A light, fruity Shiraz with a silky mouth feel.

Chardonnay 75cl | RSP £7.18 | Net £5.98
12 x 187ml | RSP £24.63 | Net £21.11

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

Chenin Blanc 75cl | RSP £7.51 | Net £6.26
12 x 187ml | RSP £24.63 | Net £21.11

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

Zinfandel Rosé 75cl | RSP £7.30 | Net £6.08
12 x 187ml | RSP £24.63 | Net £21.11

Bright salmon pink colour and fresh nose of raspberry and strawberry.

Pinot Grigio 75cl | RSP £7.33 | Net £6.11
12 x 187ml | RSP £24.63 | Net £21.11

This Pinot Grigio is crisp and refreshing with fruity aromas of citrus, apple and peach.

Sauvignon Blanc 75cl | RSP £7.29 | Net £6.08
12 x 187ml | RSP £24.63 | Net £21.11

A lively wine with good citrus and green apple flavours.

THE LUCK OF THE IRISH HITS THE ON TRADE



ST PATRICK'S DAY, celebrated every year on 17th March, has become one of the most important dates in the UK hospitality calendar. It's a fantastic chance to drive footfall and boost sales during a quieter part of the year.

St Patrick's Day in Numbers

In 2024, the St Patrick's Day weekend saw a **+13% boost in overall sales** compared to the previous year, and up +11% versus weekends prior, with average spend per transaction rising to **£15.19** (Oxford Market Watch, March 2024). In total, pubs and bars saw a huge **£81.3m increase in revenue** compared to 2023 (The Drinks Business, March 2024).

This growth highlights the increasing popularity of St Patrick's Day as a major event – and with a little planning, you can tap into this opportunity.

Double the Fun with Rugby and St Patrick's Day

This year St Patrick's Day will fall just after the final round of the Six Nations Rugby. With big games scheduled just two days before, it's the perfect chance to create a weekend of celebrations.

- ✦ **Early kick-offs:** Use Six Nations games to draw in sports fans early and encourage them to stick around for the St Patrick's Day festivities.
- ✦ **More dwell time:** The combination of rugby and celebrations means more opportunities for food, drinks and sales.

If you're showing the Six Nations matches, check out the TNT Sports deal available through AB Inbev on page 61 to make the most of this double event.

Pouring Success: Beer, Stout and Spirits

In 2024, an incredible 27 million pints were sold over the St Patrick's weekend, with 4.5m of those being Stout (Oxford Market Watch, March 2024). With Beer and Cider consumption increasing the most during this period, getting your selection right can help you win during this weekend and help you find that pot of gold at the end of the rainbow.

But don't forget the rising popularity of Irish spirits! Sales of spirits can jump up to 25% (CGA Drinks Recovery Tracker) around St Patrick's Day thanks to special promotions, themed drinks and menu callouts. Why not try these simple ideas to boost your drinks menu:

- ✦ **Shots** – Add Tia Maria to Irish cream to create fun "Baby Stout" shots.
- ✦ **Simple Serves** – Pair Black Bush Whiskey with cola for an easy crowd pleaser.
- ✦ **Irish Coffee** – A warming classic with popular Irish Whiskeys such as Slane Irish Whiskey or Paddy Irish Whiskey.
- ✦ **Cocktails** – Add an Irish Whiskey twist to an Old Fashioned with The Busker Triple Cask or Lucky Sod Whiskey Liqueur.

Create an Unforgettable Atmosphere

Celebrate the Irish way and make your venue the place to be with these simple tips:

- ✦ **Go Green** – Deck your bar out in honour of the Emerald Isle in all shades of green – banners, balloons, tableware – embracing the Irish spirit.
- ✦ **Shamrocks** – Add Irish charm with shamrock decorations, a classic symbol of St Patrick's Day.
- ✦ **Live Music** – Nothing sets the tone better than live performers. Grab the attention of your customers right from the streets and into your outlet with traditional Irish music.



CELEBRATE THIS ST. PATRICK'S DAY WITH A JAMESON, GINGER ALE & LIME

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Parma Violet, Blackberry, Pink Grapefruit, Raspberry 0.0% Alcohol Free, Rhubarb & Ginger 0.0% Alcohol Free.

FULL DEAD MAN'S FINGERS RANGE: Spiced Rum, Banana, Cherry, Mango, Passion Fruit, Pineapple,
Raspberry Rum Cream Liqueur, Strawberry Tequila Cream Liqueur, Mango Tequila Cream Liqueur, Spiced 0.0% Alcohol Free.

*While stocks last. All bottles 70cl

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Order online or contact your local depot for more information. Please drink responsibly.



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 FREE**



Buen Amigo

Order online, or speak to your account manager for more information

SIP INTO
 SOMETHING
 SWEET THIS
 VALENTINE'S
 DAY

TRY OUR VELVET
 MARGARITA COCKTAIL

Velvet Margarita
 25ml Sombrero Mexicano
 Strawberry Liqueur,
 25ml Buen Amigo Silver,
 15ml sugar syrup, shake all
 ingredients together in a Boston
 Tin and strain over ice.
 Garnish with fresh
 strawberry.



Sombrero Mexicano



Order online or contact your local depot for more information. Please drink responsibly.

STOCK UP ON
Rooster Rojo
TEQUILA
FOR MARGARITA DAY

WHY NOT TRY A
ROOSTER TEQUILA SUNRISE!
UP FOR A SUNRISE?... WITH ROOSTER

£19.99 £21.99 £24.99

LUXARDO MARASCHINO
ICE
SPLASH GRENADINE
TOP WITH ORANGE JUICE
ROOSTER ROJO BLANCO 58 ML

MAKE THE MOMENT

MAGNIFIQUE
✦ RASPBERRY MARGARITA ✦

BUY 4 EL JIMADOR,
GET 1X CHAMBORD
70CL FREE

THE VELVETY SMOOTH
BLACK ✦ RASPBERRY ✦ LIQUEUR

Please Drink Responsibly
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One deal per customer, whilst stocks last

BUY 4 BOTTLES FROM THE PROXIMO RANGE AND
RECEIVE A BOTTLE OF

THE KRAKEN
ROAST COFFEE
FREE

PROXIMO Terms & Conditions apply. While stocks last. ©Proximo Spirits 2025. PLEASE DRINK RESPONSIBLY. be drinkaware.co.uk

TASTES
BETTER
TOGETHER

BUY 2 X LICOR 43 70CL
AND RECEIVE 12 X BABY
LAGER GLASSES FREE!

1 2 3

Take Licor43 and our signature Baby Lager glass
Fill the bottom with golden Licor 43
Top with Cream Liqueur and enjoy!

6 in 10 Gen Z want 'baby' versions of their favourite alcoholic drink*

www.licor43.com | Distributed in the UK by Paragon Brands Ltd | Drink Responsibly

BUY ANY 4

GET ONE FREE

Signature Cocktails



SIGNATURE COCKTAILS: WHERE SOPHISTICATION MEETS EXCITEMENT. OUR ESPRESSO MARTINI, A BLEND OF COLD-BREW COFFEE AND VODKA, AND OUR PASSION FRUIT MARTINI, BURSTING WITH TROPICAL FLAVOUR, ARE CRAFTED FOR UNFORGETTABLE MOMENTS. CONVENIENTLY PACKAGED, ECO-FRIENDLY, AND ALWAYS READY TO ELEVATE YOUR OCCASION.

ORDER ONLINE, OR SPEAK TO YOUR ACCOUNT MANAGER FOR MORE INFORMATION.

Paixão

BUY ANY FIVE PAIXÃO LIQUEURS FROM THE RANGE AND GET ONE FREE



Crafted with real passion, Paixão offers an intense and warm fruit liqueur experience, now available in three enticing flavours: original Passion Fruit, creamy Coconut, and luscious Peach Schnapps.

Only counting the happy hours, Paixão brings the taste of summer to a glass. Designed with the bold, adventurous and passionate in mind. Order online, or for more information and to discover your perfect flavour, contact info@signature-brands.co.uk or your Account Manager.

Buy any
6x70cl MONIN liqueurs
 and get
1x70cl MONIN Blue Curaçao liqueur
*free**



Explore the full MONIN range at LWC:



MONIN®

* T&Cs Apply. Valid from 1st February 2025 to 31st March 2025

DRINK RESPONSIBLY



**BUY X4
 KAHLÚA
 AND RECEIVE A
 FREE
 BUMBU CRÈME 70CL**

SHARPEN UP YOUR
**BABY STOUT
 GAME**
 KAHLUA IS THE #1 COFFEE LIQUEUR.



- 1** FILL MINI GLASS WITH 50ML OF KAHLÚA
- 2** FLOAT IRISH CREAM LIQUEUR ON TOP

KAHLÚA®
 STIR UP

ENJOY RESPONSIBLY
 be drinkaware.co.uk
 CGA OPMS Data to 09/09/23 MAT TY

TEQUILA ROSE
STRAWBERRY CREAM

BUY 3X70CL BOTTLES RECEIVE
1 SHOT PADDLE AND 6 SHOT
GLASSES FREE

HAVE YOU TRIED A SEXY STRAWBERRY?

90ML TEQUILA ROSE, 30ML VANILLA VODKA, SERVED IN A COUPE
WITH WHIPPED CREAM ON TOP

TEQUILA ROSE
STRAWBERRY CREAM
LIQUEUR
WITH A SPLASH OF TEQUILA
700 ml e 15% Vol

@SAZERACOMPANYOFFICIAL be drinkaware.co.uk @TEQUILAROSEUK

be drinkaware.co.uk

CORKY'S
£7.49
PER BOTTLE

ALWAYS ON BESPOKE POS UNRIVALLED EVENT SUPPORT PERFECT FOR SHOTS, BOMBS & COCKTAILS BACK BAR STAND OUT

GIVE IT A SHOT

For Cocktails, Menus, POS & more, contact: sales@globalbrands.co.uk
*Offer valid from 1st February to 31st March 2025. Applies to full Corkys 70cl range. Deal limited to 5 per customer. While stocks last.

DRINK RESPONSIBLY be drinkaware.co.uk
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ST-GERMAIN

MAKE YOUR HUGO BLOOM
WITH St-Germain Elderflower Liqueur

BUY 3 X 70CL FOR A FREE SERENELLO PROSECCO, ST-GERMAIN GLASSES & HUGO SPRITZ MENU INSERTS

MAX TWO DEALS PER CUSTOMER. WHILE STOCKS LAST.

We've Got Your Coffee Game Covered

From Baby Stouts to Espresso Martinis

LAUNCH PRICE £8.99 per 70cl bottle

LaMosca LIQUORE CAFFÈ



INTRO
DEAL

COAL DROP

FUELLED BY PASSION



Install Coal Drop and get:

- Buy one 30L keg of Coal Drop and get another for free
- POS Kit including NEW BRANDED HANDLE

Order online, or speak to your account manager for more information.



Certified



Corporation



INSTALL LUCKY BUDDHA DRAUGHT + GET A FREE KEG + A FREE POS KIT

pos kit includes:

- WRAPPED FONT
- BAR RUNNERS
- GLASSWARE
- MENU CLIPS

Order online, or speak to your Account Manager for more information.

WIN

EXCLUSIVE TICKETS to the FORMULA 1 BRITISH GRAND PRIX 2025

Purchase or install any Heineken® or Heineken 0.0, scan the QR code, and complete the form for a chance to win 1 pair of Paddock Club™ day tickets including £150 travel allowance per pair. 8 pairs of tickets available.






FORMULA 1 BRITISH GRAND PRIX 2025

PADDOCK CLUB™ TICKET

FORMULA 1 BRITISH GRAND PRIX 2025

PADDOCK CLUB™ TICKET

be [drinkaware.co.uk](https://www.drinkaware.co.uk) Enjoy Heineken® Responsibly

For full terms visit <https://www.lwc-drinks.co.uk/promotions/terms/>. Open to UK residents 18+ only. Make qualifying purchase, scan QR code on POS materials or enter via website www.plus.lwc.co.uk/f1 and fill in your outlet details. Offer runs from 01/02/25 to 31/05/25. A points-based entry system applies. Earn points for a chance to win Paddock Club™ premium day tickets to the British Grand Prix 2025 on 4th, 5th or 6th of July. Purchase any Heineken® or Heineken 0.0 packaged beer (bottles or cans) = 1 point, purchase any Heineken® or Heineken 0.0 draught beer = 2 points, install Heineken® or Heineken 0.0 font = 3 points. The more points you collect, the higher your chances of winning the tickets. There are 8 prizes in total. Winners will be the first eight entries drawn at random from all qualifying entries during the week commencing 02/04/25. Allocation of tickets is at the sole discretion of the Promoter. LWC purchase terms apply. The F1 FORMULA 1 logo, F1 logo, FORMULA, FIA FORMULA ONE WORLD CHAMPIONSHIP, GRAND PRIX and related marks are trademarks of Formula One Licensing BV, a Formula 1 company. All rights reserved. "Heineken®" is a registered trademark. Heineken 0.0 contains no more than 0.05% alcohol. Promoter: LWC Drinks LTD, Greenside Way, Chadderton, Middleton, Manchester M24 1SW.

INTRO DEAL



REBEL IPA

THE KING IS IN SESSION



Install Rebel IPA and get:

- 1 x 30L Rebel IPA for free and another 1 x 30L after 13 weeks*
- POS Kit including NEW BRANDED HANDLE
- Chance to win £1000 of Sales Credit



REBEL IPA

SESSION IPA 4.3%





*MUST DO A MINIMUM OF 1x30L PER WEEK FOR 13 WEEKS

EXPAND YOUR ALE OFFERING

CASK ALE IS AN IMPORTANT PART OF PUB CULTURE BUT IN RECENT YEARS, THE CATEGORY HAS FACED MULTIPLE CHALLENGES

CMBC's Fresh Ale addresses these challenges head-on, offering a viable solution for pubs to diversify their ale offerings, providing a way to utilise dormant hand pulls and add more quality ales to their bar. Engineered for consistency and extended freshness, Fresh Ale provides exciting new opportunities for pubs to serve ale, all while preserving the beloved hand pull ritual.



GUARANTEED 14 DAY SHELF-LIFE ALE



GREAT TASTING FROM THE FIRST SIP TO LAST DROP



EASY TO MAINTAIN WITH SIMPLE INSTALLATION



TRADITIONAL & AUTHENTIC THEATRE OF SERVE



INSTALL AND GET 4 WEEKS WORTH OF STOCK ON US.
AVAILABLE ON WAINWRIGHT GOLD, WAINWRIGHT AMBER AND HOBGOBLIN IPA.

Promotion valid for duration of brochure promotional period. Available SKUs: Wainwright Gold 30L Keg, Wainwright Amber 30L Keg, Hobgoblin IPA 30L Keg. One deal per outlet per install. 4 weeks' worth of stock equates to 1 x 30L keg every week for 4 weeks in total. Offer only available to new stockists only. Available whilst stocks last. Deal subject to change.

be drinkaware.co.uk



SAY HELLO TO THE NEXT GENERATION OF ALE



CARLSBERG MARSTON'S BREWING COMPANY

CERVEZAS
SanMiguel
SINCE 1890

RECEIVE £1,000

**IF YOU INSTALL OR
KEEP SAN MIGUEL
ON YOUR BAR**



SPANISH SUMMER
**NO MATTER WHEN,
WHERE OR HOW.**

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Offer open to all customers who purchase direct or via BBG partner wholesalers based in the UK and Channel Islands. Available between 01/02/2025 and 31/03/2025. To receive £1000 listing fee per San Miguel install customers must: 1. install brand on draught in replacement of a non-BBG UK&I brand, 2. sign a 12 or 24 month stocking agreement and 3. Purchase a minimum of 1 x 50L keg per week from a BBG UK & I partner wholesaler. Deal also available for existing stockists for maintaining the brand on the bar. Any terms of your current stocking agreement will continue to apply. BBG retain the right to determine eligibility for this promotion in their total discretion. Promoter: AB InBev UK Limited, EC4A 1EN



Beer & Cider

**MORE PINTS FOR YOU.
MORE PINTS FOR WWF.**



Drive sustainable sales with Carlsberg Danish Pilsner.

Together with WWF, we aim to help selected farmers replenish up to 175 million pints of fresh water to help UK nature thrive*.



Probably the best beer in the world

be**drinkaware**.co.uk

†Promotion valid for duration of brochure promotional period. One deal per install per outlet. £1000 support is paid on installation of the Carlsberg brand when it replaces in full a competitor brand from the standard beer category. 1 year agreement with a MPO (minimum purchase obligation of 26hl per annum (52x11g kegs). Offer only available to LWC customers. Available whilst stocks last. Subject to change.

*Carlsberg is giving £150,000 to WWF-UK (reg. charity 1081247 & SC039593) to support participating farmers in East Anglia to replenish up to 100 million litres of fresh water, by helping them save water and reduce river pollution. Scan QR code or see carlsberg.co.uk/wwf-farming for more details. Brewed in UK, the Danish Way. Enjoy responsibly.



La première bière française

A TASTE SUPRÊME
SINCE

1664

Stock the
**2ND LARGEST
PREMIUM
LAGER BRAND**
in the on-trade

Premium price
point with the potential to
**ADD AN
INCREMENTAL
£300
PER WEEK**
to your sales



RECEIVE A FREE
KEG & POS PACKAGE
WORTH £200

Promotion valid for duration of brochure promotional period.
One deal per install per outlet. Available whilst stocks last. Subject to change.
Branded bespoke fount available from April 2025.

Brewed in the UK. Enjoy responsibly.
be.drinkaware.co.uk

La première bière française

GET A TASTE OF AUTHENTIC ITALY

LIVE ITALIAN

BIRRA MORETTI ZERO
FIXED PRICE - £18.49

BIRRA MORETTI
FIXED PRICE - £22.99



Luigi Moretti

L'ITALIANA AUTENTICA



VALID FROM 1/02/2025 TO 31/03/2025 (2 MONTHS)
be.drinkaware.co.uk ENJOY BIRRA MORETTI RESPONSIBLY
BIRRA MORETTI IS BREWED IN THE UK | BIRRA MORETTI ZERO CONTAINS ≤ 0.05% ABV

Beer & Cider



BUY 4 CASES GET 1 FREE



be.drinkaware.co.uk

Offer open to all customers who purchase via BBG partner wholesalers based in the UK and Channel Islands. While stocks last. BBG reserve the right to remove the promotion at any point. Promotion runs from 01/02/2025 to 31/03/2025. Purchase 4 cases of Camden Hells NRB 24x330ml or Camden Pale NRB 24x330ml, and receive 1 case of Camden Hells NRB 24x330ml or Camden Pale NRB 24x330ml for free. Terms of your stocking agreement continue to apply. Promoter: AB InBev UK Ltd EC4A 1EN.

DISCOVER THE SOUL OF MADRID

INSTALL MADRÍ EXCEPCIONAL
AND RECEIVE 3 FREE KEGS



Contact your local representative for more details.
1 x 11g keg on install and 2 x 11g after 13 weeks if customer has purchased a minimum of 11 kegs.
New Stockists only. Promotion valid 01/02/2024 - 31/03/2024.

be drinkaware.co.uk
Brewed in the UK

MOLSON
COORS beverage
company

INSTALL CARLING
OR COORS AND
RECEIVE 3 x 11g
KEGS FREE



be drinkaware.co.uk

Contact your local representative for more details.
1 x 11g keg on install and 2 x 11g after 13 weeks if customer has purchased a minimum of 11 kegs.
New Stockists only. Promotion valid 01/02/2024 - 31/03/2024.

BUY 3 GET 1 FREE

BUY ANY 3 CASES FROM THE RANGE
AND RECEIVE 1 CASE FOR FREE



Contact your local representative for more details.
Promotion valid 01/02/2024 - 31/03/2024

be drinkaware.co.uk
@SHARPSBREWERY
WWW.SHARPSBREWERY.CO.UK

**BUY 2 CASKS TO RECEIVE
A RUGBY POS KIT AND A
CHANCE TO WIN PREMIERSHIP
FINAL TICKETS**

**SCAN TO
WIN**

be **drinkaware**.co.uk

FULLER'S LONDON PRIDE OFFICIAL BEER PARTNER

PREMIERSHIP RUGBY

*Terms and conditions apply: visit www.asahibeer.co.uk/promotional-terms-and-conditions

BIGGER, BOLDER, **BETTER**

THE **NEW BBG X TNT DEAL** IS NOW LIVE!

Sign up today and begin unlocking **exclusive discounts** on your TNT Sports monthly subscription.

YOU CAN ALSO QUALIFY FOR
One of our **annual cashback kickers** up to the value of £2000, based on the volume of BBG draught beer you sell.

DRAW IN
Bigger Crowds

ATTRACT
New Customers

Drive
Repeat Visits

Contact your BBG sales rep to find out more

Budweiser
BREWING GROUP UK&I

TNT SPORTS

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PERONI
NASTRO
AZZURRO

**BUY 5 CASES FROM
THE PERONI FAMILY RANGE
AND GET A 0.0% FOR FREE**

SCAN FOR A CHANCE TO
WIN EXCLUSIVE REWARDS



be [drinkaware.co.uk](https://www.drinkaware.co.uk)

18+ UK & ROI only. Available during promotional period 1st January to 31st March 2025 subject to availability whilst stocks last and specific to this brochure feature only. In one transaction buy any 5x cases (24 x 330ml) of Peroni Nastro Azzurro, Peroni Nastro Azzurro Gluten Free, Peroni Nastro Azzurro 0.0%, Peroni Nastro Azzurro Stile Capri to receive a free case (24x 330ml) of Peroni Nastro Azzurro 0.0% from the distributor. Promoter reserves the right to withdraw this promotion at any time. Promoter: Asahi UK Limited, Griffin Brewery, Chiswick Lane South, London W4 2QB.

Peroni Nastro Azzurro 5% (24x330ml)
Peroni Nastro Azzurro 0.0% (24x330ml)
Peroni Nastro Azzurro Gluten Free 5% (24x330ml)
Peroni Nastro Azzurro Stile Capri 4.2% (24x330ml)

**BEAVERTOWN
LAZER CRUSH
ALCOHOL FREE IPA**

FREE POS KIT

WHEN YOU BUY A CASE OF LAZER CRUSH

SPECIAL PRICE - £25

LAZER CRUSH ALCOHOL FREE IPA IS A REFRESHING 0.3% GROWN-UP SOFT DRINK. COMBINES SWEET PEACH ICED TEA WITH LIGHT GRAPEFRUIT BITTERNESS. CRUSH IT REAL GOOD.

BEAVERTOWN
OUT OF THIS WORLD BEER. DRANK ON EARTH.

T&Cs: PROMO LASTS FEB/MARCH. MAX 2 PER CUSTOMER. 1 POS KIT PER VENUE. POS KIT INCLUDES TEES, GLASSES, LANYARDS, FRIDGE STICKERS. BEAVERTOWN BREWERY, LONDON, N17 9PQ.

DRINK BEAVERTOWN BEER RESPONSIBLY


0.0% ALCOHOL
 BREWED WITH 100% NATURAL INGREDIENTS*

**CORONA CERO 24 X 330ML
SPECIAL PRICE £13.99**

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NIRVANA BREWERY
TAP INTO NO/LOW
 WITH THE UK'S FIRST DEDICATED NON-ALCOHOLIC BREWERY

2 FREE! KEGS!
 WHEN YOU PURCHASE OUR AWARD WINNING NIRVANA PILS
*First on installment, second after 3 months of purchase

WOMEN UNDER 35
 BUY WOMEN'S BEER
 PROUDLY FEMALE FOUNDED

EXPLORE MORE OF OUR AWARD WINNING ALCOHOL-FREE BEERS

Please contact your LWC representative or scan QR code to register your interest

be.drinkaware.co.uk

Enjoy Heineken® Responsibly be.drinkaware.co.uk

**GREAT TASTE,
MORE GOOD TIMES**

**FIXED PRICE
£15.49**

SCAN HERE FOR MORE INFO

Heineken
-00-

*Heineken 0.0 is a registered trademark. Heineken 0.0 contains no more than 0.05% alcohol. Dates available: 1/01/2025 to 31/03/2025 (3 months)

LWC'S CIDER BRANDS JUST GOT A FRESH NEW LOOK

Where authenticity and heritage meet modern design...

APPLESHED PREMIUM AND DARK FRUITS CIDERS have a fresh, modern new look, reflecting the vibrant and authentic character of this quintessentially British craft cider.

Made by Westons, a family-run business in Herefordshire with a cider-making heritage dating back to 1880, Appleshed continues to deliver exceptional quality crafted from apples grown in Westons' own 340-acre orchard.

Flavour Profile

Appleshed's crisp, premium ciders come in two mouth-watering flavours: Original and Dark Fruits, offering a refreshing, authentic taste of craft cider.

Where Does the Name Come From?

The name "Appleshed" harks back to the original apple sheds in the rolling hills of Herefordshire, where cider apples were carefully stored before being transformed into the cider we know and love today. The new look celebrates this proud heritage while showcasing Appleshed's contemporary appeal.



OUR SOUTH WEST ORCHARDS RANGE has also undergone a vibrant redesign, highlighting the premium craftsmanship and rich tradition behind every bottle. Lovingly made by Sheppy's, a family-run Somerset cider business with over 200 years of expertise, this range embodies the perfect blend of heritage and modernity.

The Range

- 🍷 **Original Craft Cider:** This 5% ABV cider features a blend of the finest West Country cider apples, including Yarlington Mill, Harry's Master, and Dabinett, with a hint of dessert apples for a fruity bite.
- 🍷 **Raspberry Craft Cider:** A bittersweet 4% ABV cider infused with pure raspberry juice, delivering an exceptionally smooth and refreshing taste with a hint of raspberry fruitiness.
- 🍷 **Low Alcohol Craft Cider:** This award-winning 0.5% ABV cider is crafted from a special blend of traditional cider and dessert apple juice, providing all the flavour of the original with a lower alcohol content.

Both Appleshed and South West Orchards' refreshed designs celebrate their rich histories while appealing to today's cider lovers. With these new looks, they're ready to stand out on any shelf and in every glass!

WESTONS CIDER EST. 1880

BOOST YOUR draught sales WITH WESTONS CIDER



STOWFORD PRESS
APPLE CIDER
4.5% ABV 50L KEG

HENRY WESTONS
VINTAGE DRAUGHT
5.2% ABV 50L KEG

STOWFORD PRESS
DARK BERRY
4% ABV 50L KEG

INSTALL ANY DRAUGHT CIDER FROM THE RANGE AND RECEIVE A

FREE 50L KEG

plus **PREMIUM POS KIT**

(HENRY WESTONS VINTAGE OR STOWFORD PRESS APPLE) AND PREMIUM POS INCLUDING BRANDED GLASSES, BAR RUNNERS AND DRIP MATS.

* TERMS AND CONDITIONS APPLY, WHILST STOCKS LAST

Westons-cider.co.uk be **drinkaware**.co.uk

Draught ciders from the Westons family

FOR 140 YEARS WE'VE BEEN CRAFTING CIDERS THAT EVERYONE WILL LOVE. ALWAYS HAVE. ALWAYS WILL.

FOR GLASSWARE AND POS EMAIL POS@WESTONS-CIDER.CO.UK

GET YOUR CIDER RANGE MATCH FIT

Thanks to its long-standing support of football, rugby and cricket, Thatchers Gold is now an integral part of the match day experience and a firm fan favourite. Sport is a huge driver of footfall to venues with sports fans dwelling up to 26 mins longer when a match is being shown. With cider out performing beer and lager at the bar - and even Gen Z are drinking more cider than lager - it is essential you stock the right range, at the right price, to maximise sales this sporting season.

With 120 years of experience, combined with the latest data and industry knowledge, we can help you boost rate of sale, increase value and keep customers coming back for more.

HAVE YOU GOT THE RIGHT STAR PLAYER?

Switching to a trusted brand that customers love can sell an additional 54 additional pints a week. Customers want a brand they can trust, and they're willing to pay for it, making Thatchers Gold the obvious choice. It's ahead of all other competition in the free trade, where publicans and drinkers have freedom of choice and is the bestselling pint in the south west.

PERFECTING YOUR LINE UP

If you only have space for one cider tap on the bar, make sure you have a strong complimentary range in the fridge. Great options are Thatchers Haze, the No.1 cloudy apple cider and our bestselling packaged product, or Thatchers Juicy Apple.

Juicy Apple is powered by sunshine, made using 100% renewable electricity and sun-drenched apples, crafted to appeal to younger drinkers. Both offer a sweeter alternative to a medium-dry cider.



Want more detail for your area? Contact:
GEMMA.PYM@THATCHERSCIDER.CO.UK

BUILDING A FRUITFUL FRIDGE

You can add theatre, range and improved visibility with Thatchers' revolutionary Fusion Font which offers three flavours from one tap. Our fruit cider NPDs have revolutionized the category in recent years, with 2022's release of Blood Orange seeing it win best new product, and our latest, Apple & Blackcurrant, featuring in the top five fruit ciders just 12 weeks after launch. If you're not quite ready for a draught fruit cider, we recommend offering a range of 2-3 packaged in the fridge to satisfy those who like to explore new flavours.



FUN AF

3 in 4 (74%) people say they are moderating their alcohol consumption and 44% of them say they would be more likely to stay for another if they could have the alcoholic free version of their favourite drink. Thatchers Zero is the No.1 alcohol free apple cider in pubs and supermarkets and is the perfect option for those looking to moderate who don't want to compromise on taste.

*CGA OPMS P04 2024 Lowest apple (Orchard Pig vs Thatchers Gold)
CGA brandtrack feb 24

SIGN-UP FOR YOUR FREE RUGBY SOCIAL MEDIA SUPPORT AND POINT OF SALE KIT

We're offering your venue free, bespoke social media support to drive footfall across the international rugby season. You can also claim your free rugby themed rate of sale kit - including bar runners, tent cards & posters.

For more information and to sign up, scan the QR code.



WIN A THATCHERS CIDER GARDEN

Install any draught Thatchers brand for your chance to win,

Worth £10,000!



RECEIVE A FREE OF CHARGE KEG WITH EVERY NEW DRAUGHT INSTALL

We're giving away 3 Thatchers Cider Gardens worth £10,000 each. To enter, install any Thatchers draught cider before 30/04/2025 from participating wholesalers. Every new install will receive a free 50 litre keg free of charge. For full terms and conditions visit www.thatcherscider.co.uk/pub-garden-makeover/. New install must be replacing a competitor cider.

BUY 4 CASES OF ANY THATCHERS CIDER & GET 1 CASE FREE OF CHARGE



EST. 1904
THATCHERS
— THE FAMILY CIDER MAKERS —

*Buy four cases of any 6x500ml Thatchers Cider (Gold, Haze, Juicy Apple, Zero, Rosé, Apple Blackcurrant & Blood Orange) and get one 6x500ml case of any Thatchers cider free.

MARLISH

SUSTAINABLY SOURCED SPRING WATER & MIXERS

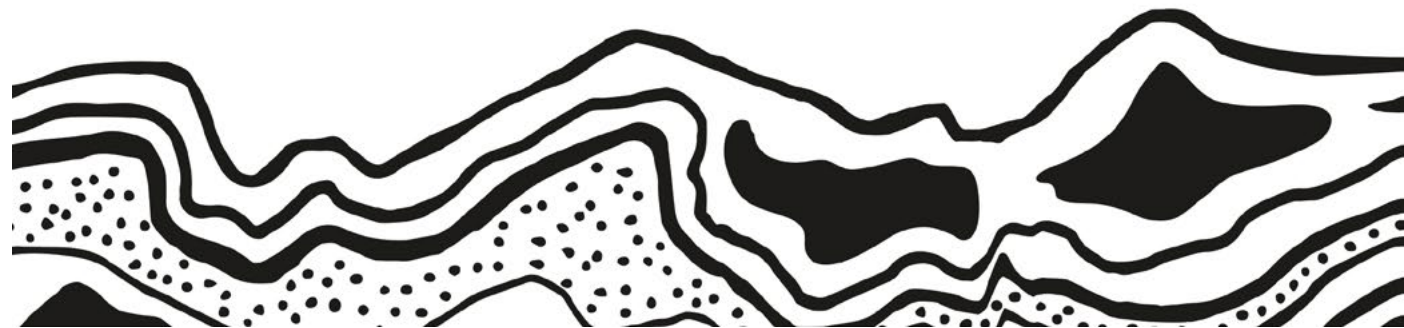
330ML FLAVOURED CANS
£14.50 PER CASE

24x330ml case. Order online or contact your local depot for more information.

- LOW CALORIE
- NO ARTIFICIAL FLAVOURS
- SUGAR FREE
- SUSTAINABLY PRODUCED



MARLISH_WATER MARLISH.CO.UK



MARLISH

SUSTAINABLY SOURCED SPRING WATER & MIXERS

330ML STILL & SPARKLING WATER CANS
£9.99 PER CASE

24x330ml case. Order online or contact your local depot for more information.

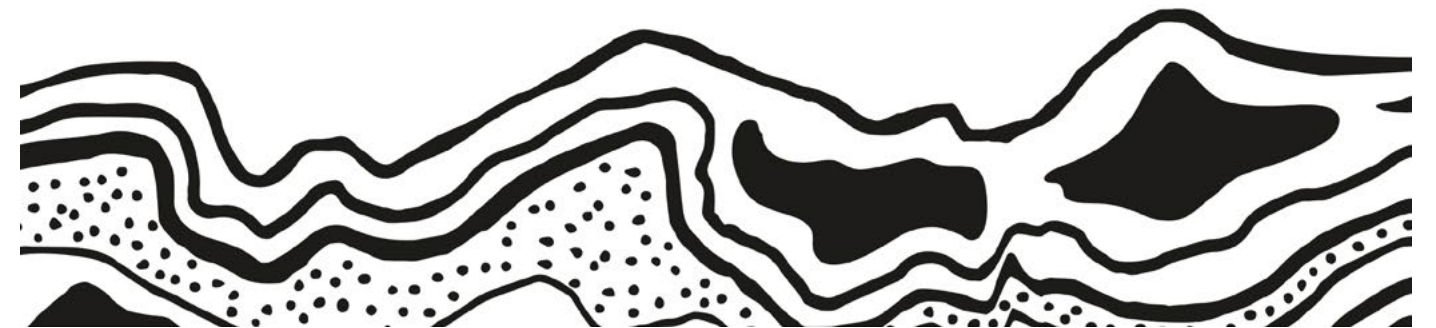
- LOW CALORIE
- NO ARTIFICIAL FLAVOURS
- SUGAR FREE
- SUSTAINABLY PRODUCED



VOTED THE BEST BRITISH SPARKLING WATER BY THE DAILY TELEGRAPH

TASTE	SUSTAINABILITY
★★★★★	★★★★★

MARLISH_WATER MARLISH.CO.UK



Great Taste. Zero Sugar.

£15.99
Available Feb & Mar

Coca-Cola Zero Sugar is the fastest growing Light Cola Brand in GB Pubs in value (£)*



Coca-Cola Zero Sugar 330ml glass bottle

Contact your account manager for more information



MyCCEP
my.ccep.com

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*Source: CGA, GB Pubs (Food + Wet Led), Cola Brands, Value Sales and Value % Chg vs. PY, MAT to P8 31/08/24

£11.99 per case / Available Feb & Mar

200ml Schweppes Mixers, Lemonade & Juices & Coca-Cola Zero Sugar & Diet Coke

Your perfect mix to create perfect moments



Tonic Water is a favourable Mixer with 78.35% value share of the on-premise Mixer sector in GB*

Coca-Cola Zero Sugar is the fastest growing Light Cola Brand in GB Pubs in value (£)**

Coca-Cola Zero Sugar, Diet Coke & Schweppes Mixers, Lemonade & Juices 200ml

Contact your account manager for more information

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*Source: CGA, GB On-Premise, Mixer Sector, Value % Share of Mixers, MAT to P8 31/08/24
**Source: CGA, GB Pubs (Food + Wet Led), Cola Brands, Value Sales and Value % Chg vs. PY, MAT to P8 31/08/24

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Soft Drinks

BRITVIC

BUY 4 CASES, GET A
FREE
CASE OF TONIC



T&Cs apply: Deal runs from 1st Feb - 31st March 2025. Qualifying range includes Britvic Tonic, Ginger Beer, Low Cal Bitter Lemon, Low Cal Tonic, Ginger Ale, Soda Water, Pepsi Max, Pepsi Diet 200ml NRB x24. Free case is Britvic Tonic water or Low Cal Tonic 200ml NRB x24. While stocks last. Promoter: Britvic Soft Drinks, Breakspear Park, Breakspear Way, Hemel Hempstead, HP2 4TZ.



FREE GLASSWARE
CLAIM A FREE CASE OF GLASSWARE WHEN YOU REGISTER AT
SENSATIONALDRINKS.COM



FREE STOCK BUNDLE BUNDLE WORTH £1000+

ON INSTALL OF COCA-COLA POSTMIX

FREE STOCK BUNDLE INCLUDES: 24 X 330ML GLASS COCA-COLA CLASSIC | 24 X 330ML GLASS COCA-COLA ZERO SUGAR
24 X 330ML GLASS DIET COKE | 24 X 200ML GLASS SCHWEPPE'S TONIC | 24 X 200ML GLASS SCHWEPPE'S SLIMLINE TONIC
24 X 275ML APPLLETISER | 7L COCA-COLA ZERO SUGAR BAG IN BOX | 7L DIET COKE BAG IN BOX | 7L SCHWEPPE'S LEMONADE BAG IN BOX



Schweppes
IS THE **NO1**
DRAUGHT
LEMONADE
BRAND IN GB
ON PREMISE**

Coca-Cola
ORIGINAL
TASTE
IS THE **NO1**
DRAUGHT COLA
BRAND IN GB ON
PREMISE &
GROWING*



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* CGA GB on Premise Draught data MAT Value 31.05.24 ** CGA GB on Premise Draught MAT Value 31.05.24
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BRITVIC

EVENT PRICE
£12.99
PER CASE



T&Cs apply. Deal runs from 1st Feb - 31st March 2025. Qualifying range includes: Pepsi Max, Diet, Reg and 7UP Zero 330ml NRB. Promoter: Britvic Soft Drinks, Breakspare Park, Breakspare Way, Hemel Hempstead, HP2 4TZ.



FREE GLASSWARE
CLAIM A FREE CASE OF GLASSWARE
WHEN YOU REGISTER AT
SENSATIONALDRINKS.COM



Soft Drinks

£7.99 per case Available Feb & Mar

the Perfect Mix

54% of UK Survey respondents
prefer Schweppes as a Mixer
of choice*



Tonic Water is a favourable Mixer
with 78.35% value share of the
on-premise Mixer sector in GB**

Schweppes 150ml mixers

be.drinkaware.co.uk

Contact your account manager for more information

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*Source: One Pulse | 500 Respondents | Survey: Mixer brands when drinking out of the house | Question: "If you had a choice of Mixer brands, which would you prefer?"
Answers: Schweppes, Fever Tree, Other | Responses Schweppes: 270, Fever Tree: 192, Other: 38 | Survey completed 12 Nov 2024
**Source: CGA, GB On Premise, Mixer Sector, Value % Share of Mixers, MAT to P8, 31/08/24



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The Ultimate flavour duo

£16.79

Sprite is the #1 Lemon & Lime drink in on premise in value (£)*

Fanta is the #1 Flavoured Carb Brand in GB Pubs in value (£)**

FEB/MAR



Fanta & Sprite 330ml glass bottles

Contact your account manager for more information



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*Source: Nielsen and CGA, Brand Battles, Value and volume, MAT to PB 31/08/24
**Source: Nielsen and CGA GB data, Value (£), MAT to end of PB 2024

ROSES ARE RED
VIOLETS ARE BLUE
HAPPY VALENTINE'S
FROM ME AND IRN-BRU

57% OF UK ADULTS LIMITING THEIR SUGAR INTAKE*

£12.29
A CASE



GROW YOUR LOW AND NO OFFERING

47% OF ADULTS SWITCH BETWEEN ALCOHOL AND NON ALCOHOLIC DRINKS AT SAME EVENT*

£15.49
A CASE



*KANTAR SHOPPER PANEL 2023

£19.99
PER CASE

Available Feb & Mar

1 of your 5 a day per 150ml serving

Bubbles done differently

100% Natural Apple Juice



Appletiser 24x 275ml glass bottle

Contact your account manager for more information



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LUSCOMBE
Devon England

- Over 110 Great Taste Award stars
- All natural ingredients
- Vegan friendly & gluten free

Buy 4 Get One Free

24 X 27cl

The UK's most prestigious soft drinks brand



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HIS ROYAL HIGHNESS THE PRINCE OF WALES
MANUFACTURERS OF
APPLE JUICE & SOFT DRINKS
LUSCOMBE DRINKS
DEVON, ENGLAND



01364 643036
info@luscombe.co.uk
luscombe.co.uk



EVENT PRICE £11.50



MADE WITH REAL FRUIT
NO ADDED SUGAR



ROBINSONS
Fruit Shoot

Deal runs from 1st Feb - 31st March 2025. Qualifying range includes Fruit Shoot Apple & Blackcurrant / Orange / Summer Fruits 275ml PET. Promoter: Britvic Soft Drinks, Brookspoor Park, Brookspoor Way, Hemel Hempstead, HP2 4TZ. Contains naturally occurring sugars and BE Fruit juice from concentrate.

JOIN THE MOVEMENT

#IT STOPS WITH ME

WHY?

ANTI HARASSMENT AND DISCRIMINATION MEASURES SUPPORT STAFF RECRUITMENT AND RETENTION*

61%
Would, if given the choice, be more likely to choose to work for a company with anti-harassment and discrimination in place.

ANTI HARASSMENT AND DISCRIMINATION POLICIES ARE HUGEY IMPORTANT TO EMPLOYEES*

69%
Of people say that proactive anti-harassment and discrimination policies are important to them.

*Morning Advertiser

HOW?

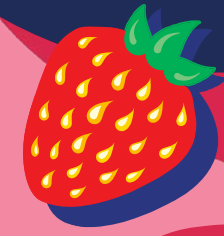
- 1 Sign the ItStopsWithMe pledge for your venue.
- 2 Define your reporting processes and publish them to discuss with your team.
- 3 Download poster and assets to display in your staff areas.
- 4 Download social media and digital assets to share your commitment.



SCAN TO FIND OUT MORE
ITSTOPSWITHME.NET

NEW CAN FORMAT
£11.99
PER CASE, AVAILABLE
FEB & MAR

KEEP LIFE JUICY



& IS WORTH
£163M
A YEAR*

OASIS IS THE
#1 JUICE
DRINK BRAND
IN TOTAL OUT
OF HOME*

*Source: CGA, Total OOH, Juice Drink Brands, Value Sales, MAT last 52 wks to April 2024 (#1 Juice Drink brand based on both Value Sales & Volume Sales MAT to April 2024) Figures have been rounded.

CONTACT YOUR ACCOUNT MANAGER
FOR MORE INFORMATION

Oasis Still Fruit Juice Drink

Soft Drinks

ADD A DASH OF
Extraordinary

275ML PRESSE
£9.49
PER CASE

500ML CORDIAL
£2.38
PER BOTTLE

The UK's Number 1 Elderflower brand

CORDIAL 6 x 500ML: handpicked elderflower, ginger & lemongrass, pomegranate & elderflower
SPARKLING PRESSÉ 12 x 275ML: handpicked elderflower, pomegranate & elderflower, crisp apple, ginger beer, raspberry lemonade



MIXOLOGI



A PREMIUM FRUIT PUREE COLLECTION FOR BARTENDERS.

NO PRESERVATIVES | **90% FRUIT** | NO COLOURING



OUR PACKAGING IS FSC CERTIFIED AND CARBON NEUTRAL CERTIFIED, REFLECTING OUR COMMITMENT TO SUSTAINABILITY.

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Best price ever[^]

Shop the UK's leading syrup brand*

NOW £6.79

NOW £4.79

**NATURAL FLAVOURINGS
NO ADDED PRESERVATIVES
PURE FRENCH SUGAR BEET
LONG AMBIENT SHELF LIFE
MADE IN FRANCE SINCE 1912**

MONIN®

*T&Cs Apply. Valid from 1st February 2025 to 31st March 2025

THE NO.1 FOR YOUR TURNOVER.

3 CANS OF RED BULL SOLD EVERY MINUTE IN LICENSED VENUES IN THE UK



POS KIT AVAILABLE

On promotion

Get a case of Red Bull Pink Sugarfree Edition 12x250ml for free

by buying 2 cases of Red Bull Sugarfree 24x250ml

SOURCE: CGA OPMS LICENSED MAT TO 15/06/2024, BASED ON AVERAGE OPENING TIMES FOR LICENSED PREMISES AT 11AM-11PM

be drinkaware.co.uk

ADD SOME ZING! TO YOUR FRIDGE!



£24.99 PER CASE*

#OUTRAGEOUSLY REFRESHING

*OFFER VALID FROM 1ST FEBRUARY TO 31ST MARCH 2025. OFFER APPLIES TO HOOCH 24 X 440ML RANGE STOCKED. DEAL LIMITED TO 5 PER CUSTOMER. WHILE STOCKS LAST.

STOCK UP NOW ON THE UK'S NO.1 RTD BRAND*



EVERY DAY LOW PRICE
£21.99 PER CASE

WHILST STOCK LASTS

be drinkaware.co.uk Source: *Nielsen TOTAL UK MAT WE 30/11/2024 & CGA TOTAL UK P10 2024. WKD 24 x Glass 275ml: NRB - WKD Blue, WKD Iron Brew, WKD Orange & Passionfruit, WKD Berry Blast, WKD Purple Grape & WKD Ice.

1 LWC North East

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Rutherford Road
Washington
Tyne & Wear
NE37 3HX

Tel: 0191 385 1600
E: northeast@lwc-drinks.co.uk

7 LWC Manchester

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Middleton
Manchester
M24 1SW

Tel: 0161 438 4088
E: manchester@lwc-drinks.co.uk

13 LWC Eastbourne

15 Alder Close
Eastbourne
BN23 6QF

Tel: 01323 720 161
E: eastbourne@lwc-drinks.co.uk

16 LWC Cornwall

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Pool Industrial Estate
Redruth, Cornwall
TR15 3JD

Tel: 01209 211 249
E: cornwall@lwc-drinks.co.uk

2 LWC Teesside

Concorde Way,
Stockton-On-Tees
TS18 3RA

Tel: 01642 634 217
E: teesside@lwc-drinks.co.uk

8 LWC Central

Grove Road
Heron Cross
Stoke on Trent
ST4 4LN

Tel: 01782 794 020
E: central@lwc-drinks.co.uk

14 LWC Wiltshire

Unit 1, Clarke Avenue
Portemarsh Industrial Estate
Calne
Wiltshire
SN11 9BS

Tel: 01249 474 230
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17 LWC Romford

Consolidated House
Faringdon Avenue
Harold Hill
Romford
RM3 8SP

Tel: 01708 335 050
E: info@hillsprospect.com

3 LWC Leeds

Cross Green Garth
Cross Green
Industrial Estate
Leeds
LS9 0SF

Tel: 01132 351 950
E: yorkshire@lwc-drinks.co.uk

9 LWC Hereford

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HR2 6JL

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15 LWC South West

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Old Newton Road
Heathfield
Newton Abbot, Devon
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Tel: 01626 249 626
E: southwest@lwc-drinks.co.uk

18 Glamorgan Brewing Co

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Llantrisant Business Park
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Pontyclun
CF72 8LF

Tel: 01443 406 080

4 LWC Doncaster

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10 LWC Northampton

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5 LWC Lancashire

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Leyland, Preston
PR25 2DY

Tel: 01772 622 960
E: lancashire@lwc-drinks.co.uk

11 LWC London (Aylesbury)

Unit 6 Symmetry Park
Aston Clinton
Aylesbury
HP22 5WJ

Tel: 01753 578 877
E: aylesbury@lwc-drinks.co.uk

6 LWC Merseyside

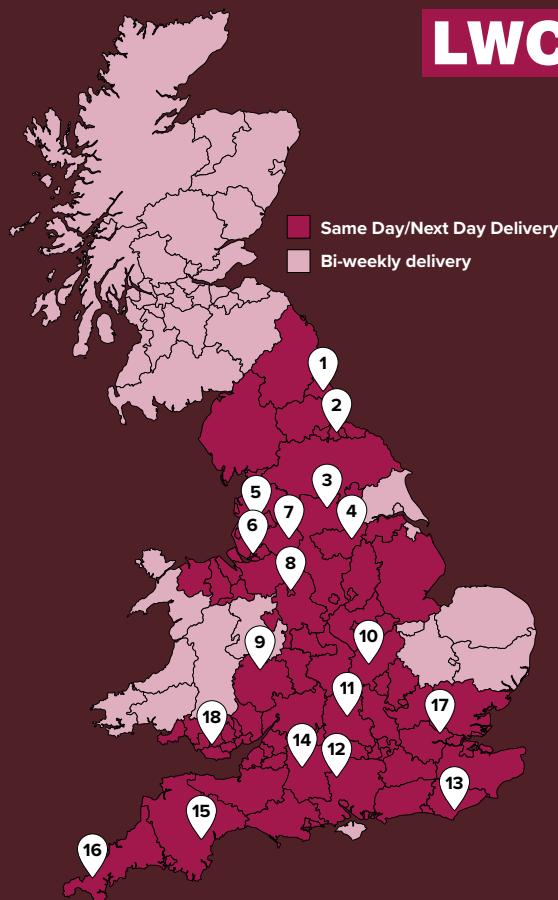
Fieldgate
Marshgate Industrial Estate
Widnes
WA8 8UA

Tel: 0151 422 6070
E: merseyside@lwc-drinks.co.uk

12 LWC Andover

1 Churchill Way
Andover
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