

**LWC**



Low & No Edition | January 2025

# OFFERS & FEATURES

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Discover insights from the Co-founder of Warner's Distillery

**Torres Natureo | P4**

Delightful deal on dealcoholised wine

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MEN

Low & No Edition

# JANUARY 2025

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## Key Dates for your Diary

All Month

Dry January

25th

Burns Night

29th

Chinese New Year

31st

Six Nations Begins

## Welcome to the January Special

LWC's January Low & No Special has been designed to support customers throughout the whole year, not just 'Dry January'. We hope within this special edition of our brochure you find all the tools and offers to help you get the low & no offering right for your outlet this year. Please speak to your LWC Account Manager for more support.



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 and 31st January 2025 unless otherwise stated.

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# STARTING FRESH

## The January Low & No-Alcohol Special

**WELCOME TO OUR** very first January supplement dedicated to low & no-alcohol drinks. Of all the trends set to make waves in the on-trade during 2025, low & no is by far expected to have the most impact. A category that has enjoyed astronomical growth over the last few years, where others continue to see a decline, January and beyond will see a real boost for these lighter beverages, and all thanks to a new wave of drinkers that are moderating their alcohol intake.

The annual **KAM Low + No 2024** report, in partnership with Lucky Saint, recently provided key insights into how the UK on-trade is missing out by being slow to buy in to this exciting category. According to the research:

- **44%** of consumers say they would stay longer in a venue if they could have a non-alcoholic version of their favourite drink at the end of the night.
- **Over 30%** of consumers have left a venue early because of poor low & no options.
- **1 in 3** visits to the on-trade venues in the UK in 2024 were alcohol free.
- **2 in 3** drinkers say the choice of non-alcoholic options affects their choice of venue.
- Outlets with poor low & no ranges are missing out on an estimated **109 million** in footfall across a year.
- A lack of visibility on low & no in outlet can result in a loss of up to **£800 million lost** in sales to a tap-water order.

### UK Consumers Are Drinking Less Alcohol

If the Kam/Lucky Saint report tells us one thing for certain, it's that the **UK consumer is drinking significantly less alcohol than they did just a few years ago**. Consumers in all age groups say they are moderating, but one group in particular driving this trend is the 18–24 bracket. CGA's OPM data back in February of 2024 showed expected growth in low & no across all categories – spirits, wine, beer and cider, and soft drinks. On page <?> we have insights from Lucky Saint to highlight why beer has been a driving force in this area, matching the category trends we also see in the alcohol sphere.

The growth still to come is not a shift towards complete teetotalism, but to more moderation, with bookending and zebra drinking set to become key terms in 2025 after increasing in usage in 2024. **Bookending** is the act of starting and ending your time out with a non-alcoholic drink, but drinking alcoholic options in between, whereas **zebra drinking** is the act of swapping between alcoholic and non-alcoholic drinks throughout the period you're out.

### Unlocking Sales through Low & No Spirits

It's important to note that a lot of the drinks bought in the low & no category in 2024 are still primarily soft drinks. The soft drinks category is worth up to **£7bn** to the on-trade and was boosted in 2024 by the overall reduction in alcohol consumption. Whilst the purchase of a soft drink over, say, a tap water is still beneficial to outlets for cash flow, the option of a low & no spirit, beer or wine can be equally if not more beneficial.

We spoke to **Tina Warner-Keogh**, Co-founder and Co-CEO of Warners Distillery, about the production of their low & no spirits and why there's still a lot of education to be done on the category.

*“What a time to be alive and what a time to be in the hospitality industry. The way we live is evolving at warp speed and never more has that evolution been felt than in the non-alcoholic space. Our flagship product, Warner's Rhubarb Gin, turned the ripe old age of ten back in the autumn; roll on ten years to today and our fastest growing product in the on-trade is now our Warner's 0% Pink Berry, a non-alcoholic distilled spirit that we launched in 2020, crafted with our farm-grown botanicals. It's a great example of the pace of change we are seeing in our brilliant sector. Consumption trends are changing, wellness and health trends are here to stay, so our consumer is choosing to moderate and drink less alcohol but better, and when they do abstain, they are looking to have a similar great-quality offering to what they would if drinking alcohol.”*



Tina Warner-Keogh, Co-founder and Co-CEO of Warners Distillery

### Myth Busting: Why Low & No Alternatives Aren't Cheaper

A big part of the education on low & no is on the price tag behind it, with many people believing their low & no alternatives should be considerably cheaper than the alcoholic versions as they must be cheaper to make. However, Tina and the team at Warners are working hard to break that misconception. The Warners farm offer educational tours across their full spirits offering, including how they craft their non-alcoholic spirits, a great resource for outlets and bartenders to be able to share that knowledge with consumers.

*“Our 0% range is the costliest range we produce. Even without duty, we earn far less than any of our alcoholic variants, and this is driven by the desire to create the absolute best quality and flavour for consumers. Unlike many others, we start with a water distillation of 100% natural botanicals (many of which we grow on the farm) and as we cannot use alcohol (which is a solvent and holds flavour very easily) we need to use five times the botanicals we would use in a gin distillation. This distillation is then followed by three different trade-secret processes before we can then bottle aseptically to ensure that the liquid is pure of bacteria and potential microbes. This fairly extensive process, although arduous, creates a great-tasting spirit, and one that we are proud of, and as with each of our creations and in everything we do, we believe that 'real tastes better.'”*

### Signpost Low & No Options to Drive Upsell

The moderating consumer has become a real influencer within group outings, often being the decider on which outlets a group will spend their time in. Tina highlighted for us how you can make sure these consumers pick your outlets and stay longer in them when they're there.

*“Communication and education are also vital in site. Signposting these options clearly on bar, but crucially, on menu, is key to driving awareness and rate of sale, in addition to having your team versed in the non-alcoholic offer you have, to drive that upsell. Having visibility and ease of navigation on menu is as essential as stocking them and having variation of the no-low offer in simple everyday serves and well-known cocktails can significantly help with that upsell. It's no longer enough to hide a small section in the corner of the bar; consumers are increasingly aware and making conscious choices of where to visit based on a credible non-alcoholic range. They want quality and taste for their hard-earned cash. Think about tailoring your menu so the low & no-alcohol options resonate with lunchtime diners, designated drivers, and those simply looking to moderate during the week or 'blend' between alcoholic and non-alcoholic on a night out. And as always, consider offering a range that includes quality independent, sustainable producers to really elevate that experience for your customer and have them coming back for more.”*



There's a lot of winning opportunities in the areas that we see doing well and continuing to trend within the alcohol space, too. If you have a popular cocktail on menu, like the spritz, offering a non-alcoholic alternative can only serve to increase sales. Tina recommends a Warners 0% Pink Berry Spritz.

*“A great example of a non-alcoholic serve taking off in food-led pub environments – see the recipe below. It was the second most popular cocktail after the Aperol Spritz in a pub estate that we supply, evidencing the untapped potential for on-trade operators.”*

### Warner's Pink Berry 0% Spritz

- 50cl Warner's Pink Berry 0%
- Fever-Tree Raspberry & Orange Blossom Soda

**Method:** Fill a large wine glass with ice, add Warner's 0%, top with soda, stir and serve. Garnish with berries if available and cheers to nature's finest non-alcoholic spritz!



# GET 1 FREE

when you buy 5 bottles\*

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



## TORRES NATUREO

### Spanish Dealcoholised Wine

Torres produces their Natureo range using a state of the art dealcoholisation process which gently removes the alcohol while leaving the natural aromas and flavours of the wines intact.

**Muscat**  
**RSP £9.02 | Net £7.52**

A fruity and refreshing white with flavours of peach, citrus and some subtle floral aromas.

**Garnacha – Syrah**  
**RSP £6.96 | Net £5.80**

Dark cherry red colour. On the nose there are ripe fruity aromas and a touch of spice. Soft, supple, and delicious on the palate.

**Syrah – Cabernet Sauvignon**  
**RSP £6.96 | Net £5.80**

Soft, coppery highlights and delicate aromas of cherry and spice. Smooth and luscious with undertones of sour candy.



**Sea Change**  
**Alcohol Free Sparkling | RSP £8.29**

Hints of elderflower, crisp apple and summer mint set the tastebuds alive. Its soft delicate bubbles makes Sea Change Free a refreshing and enjoyable companion to any occasion.

## Warner's Double Juniper



0.0% | 50cl  
32063055

£11.99

## Warner's Pink Berry



0.0% | 50cl  
32063054

£11.99

## Everleaf Forest



0.0% | 50cl  
39910601

£15.99

## Everleaf Mountain



0.0% | 50cl  
39910602

£15.99

## Whitley Neill Raspberry



0.0% | 70cl  
32063317

£10.79

## Whitley Neill Rhubarb



0.0% | 70cl  
32063314

£10.49

## Everleaf Marine



0.0% | 50cl  
39910600

£15.99

## Days Pale Ale



0.0% | 12x330ml NRB  
22397130

£12.79

## Days Lager



0.0% | 12x330ml NRB  
22397131

£12.79

## Nirvana Classic IPA\*



0.0% | 12x330ml NRB  
23170102

£11.79

\*while stocks last

## Nirvana Hoppy Pale\*

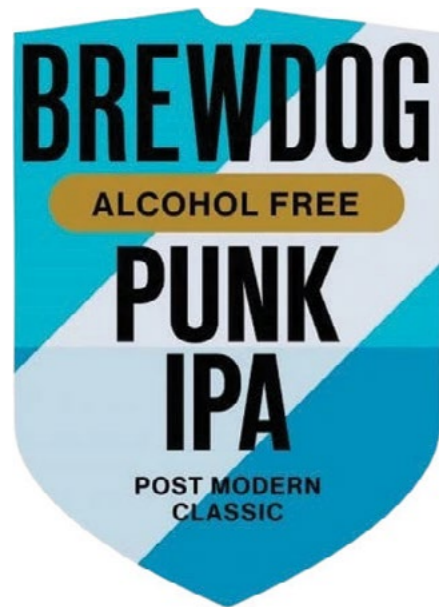


0.5% | 12x330ml Can  
23170100

£9.69

\*while stocks last

## Brewdog Alcohol Free Punk IPA



0.0% | 30L Keg  
17541606

£73.99

## Heineken 0.0



0.0% | 24x330ml  
26300027

£15.49

## Nirvana Bavarian Helles Lager



0.3% | 24x330ml  
23170101

£25.29

## Nirvana Cloudy Lemon Lager



0.2% | 20x500ml  
23170103

£24.99

# 0.5% ALCOHOL, 100% TASTE

THE SHEPPY FAMILY HAS BEEN MAKING THE HIGHEST QUALITY TRADITIONAL SOMERSET CIDERS FOR 200 YEARS.

THIS AWARD-WINNING LOW ALCOHOL EDITION OF OUR MODERN CRAFT CIDER IS MADE WITH A SPECIAL BLEND OF TRADITIONAL CIDER AND DESSERT APPLE JUICE.



ASK YOUR ACCOUNT MANAGER  
OR ORDER ONLINE



# 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



**BUY**  
A CASE OF

**Asahi** 0.0% / **PERONI** NASTRO AZZURRO 0.0%

FOR A CHANCE TO WIN A YEAR'S SUPPLY OF **0.0%**

18+ UK & ROI B2B Customers only. From 1st January to 31st January 2025. Subject to availability, whilst stocks last and specific to this brochure feature only. In one transaction buy any case (24 x 330ml) of Peroni Nastro Azzurro 0.0% or Asahi Super Dry 0.0% from Licensed Wholesale Company Limited ("LWC Ltd") to enter a draw to receive a year's supply of the product from LWC Ltd (12 cases in total for the year). Promoter: Asahi UK Limited, Griffin Brewery, Chiswick Lane South, London W4 2QB. Full T&Cs available at <https://www.asahibeer.co.uk/promotional-terms-and-conditions>

be **drinkaware.co.uk**

# LUCKY SAINT

ALCOHOL FREE HERITAGE BREWING. MODERN DRINKING.

THE UK'S MOST LOVED  
NO & LOW BEER BRAND CGA, 2024



## DRY JANUARY OFFER

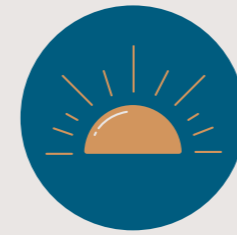
Buy any 2 cases and receive  
a case of Hazy IPA *on us\**

OFFER AVAILABLE ON LAGER AND IPA  
20 X 330ML BOTTLE



\*Free case only redeemable on 20 x 330ml IPA. Maximum two deals per customer. Offer ends 31.01.2025

## THE ALCOHOL FREE OPPORTUNITY



### SUMMER AND CHRISTMAS

are bigger than  
Dry January for  
*low & no sales*

Circana Total Coverage weekly to 13/07/24  
Savaanta BrandVue H1 2021 vs H1 2024



### 1 IN 3

pub and restaurant  
visits are *alcohol free*

KAM Report, 2024

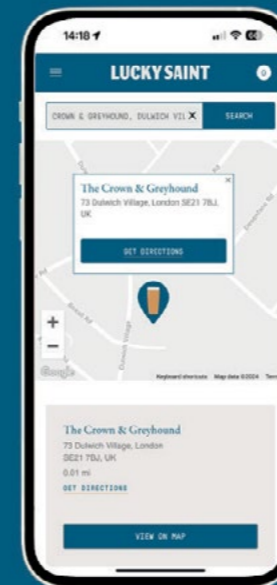


### £800 MILLION

lost in revenue from tap  
water sales. Opportunity to  
*upsell customers to low  
and no option*

KAM Report, 2024

## THE POWER OF DRAUGHT



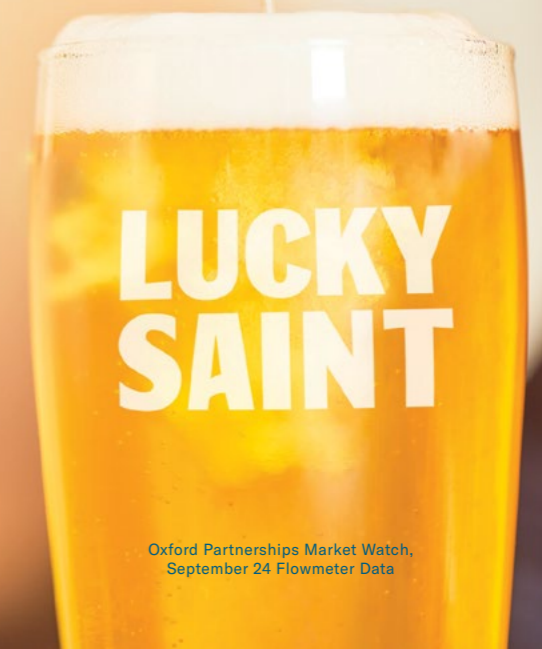
**60k** Tap Map  
views *in January*

**40%** research  
low & no options  
*before visiting  
a venue*

KAM Report 2024

Visibility of  
AF offering  
*is key to discovery*

**9 IN 10**  
pints of Lucky Saint are *incremental  
to your draught lager offering*



Oxford Partnerships Market Watch,  
September 24 Flowmeter Data



## Oasis Summer Fruits



24x330ml Can  
55100047  
£11.79

## Oasis Exotic Fruits



24x330ml Can  
55100048  
£11.79

Oasis glassware also available

## Bundaberg Ginger Beer



12x375ml Bottle  
59270125  
£14.50

## Frobishers Cans

Crisp Apple & Elderflower | Raspberry & Rhubarb | Sicilian Lemonade



12x250ml Can  
55260012 | 55260013 | 55260014  
Buy 2 Get 1 Free

# Get Dry January ready with MONIN

## DRINKS MENU Checklist

- CLASSIC MOCKTAIL
- INNOVATIVE SPRITZ
- ADDED HEALTH BENEFIT
- LOW SUGAR OPTION
- HOT SERVE
- INDULGENT SERVE

**75%** of UK actively reducing their alcohol intake\*

**400,000** engaged with Dry January in the UK\*\*



### 0% Sugar-Free Espresso Martini

20ml MONIN Sugar-Free Salted Caramel syrup  
60ml espresso  
25 ml oat milk  
Shaken, Coupette

- Classic
- Low Sugar



### 0% Yuzu Spritz

30ml MONIN Yuzu fruit mix  
150ml non-alc sparkling wine  
50ml soda water  
Stirred, Spritz glass

- Innovative spritz



### 0% Pistachio Matcha Martini

20ml MONIN Pistachio syrup  
2.5g matcha powder  
40ml single cream  
40ml oat milk  
Shaken, Coupette

- Added benefit
- Indulgent



\*KAM Insights. Drinking Differently Report 2024 \*\*Dry January 2024 statistics

Try these  
**SOBER SERVES**  
 with Marlish Spring Water



**Raspberry & Strawberry No-jito**

- 25ml Strawberry Syrup
- 5 Mint Leaves
- Half a Fresh Lime
- Topped with Marlish Raspberry Sparkling Water & 0% Sparkling Wine



**Sweet As Pie**

- 10ml Apple Pie Syrup
- 15ml Lime Juice
- 100ml Apple Juice
- Topped with Marlish Ginger Ale



**Sparkling Blueberry Punch**

- 30ml Blueberry Purée
- 10ml Lemon Juice
- 5ml Gomme Syrup
- 5ml Elderflower Cordial
- Topped with Marlish Sparkling Water



**Lemon Collins**

- 20ml Lemon Juice
- 15ml Agave Syrup
- 50ml Coconut Water
- Topped with Marlish Lemon Sparkling Water

**MARLISH**  
 SUSTAINABLY SOURCED SPRING WATER & MIXERS

Soft Drinks

RITUALE ITALIANO  
DAL 1965  
**CRODINO**  
NON-ALCOHOLIC  
SPRITZ

0.0% | 24x175ml  
**£31.99**



THE SURPRISINGLY  
NON-ALCOHOLIC  
**SPRITZ**

**47%** OF DRINKERS ARE SAYING THEY'RE  
TRYING TO MODERATE MORE\*

\*Source: Kantar Alcovision Total Trade MAT Data to December 2023

\*\*18+ only with valid ID. All offers are subject to availability, and only through LWC. Only available while stocks last.

**STOCK UP WITH** *Coca-Cola*  
EUROPACIFIC  
PARTNERS



POWERADE, FANTA FLAVOURS & GLACEAU SMARTWATER ALSO AVAILABLE.  
PRODUCTS AVAILABLE IN 330ML, 500ML, 1L, 1.5L 1.75L & 2L



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Soft Drinks

# Grow your sales with the right range of Soft Drinks...

The UK drinks industry is undergoing a significant transformation, with low and no-alcohol beverages emerging as a fast-growing category.

- **UK Consumers are drinking less...** 2.6 million fewer UK adults are consuming alcohol on a weekly basis in 2023 than in 2021. The percentage of UK adults who claim to consume alcohol at least once a week or more has declined by 8 percentage points over the last two years. Almost 1-in-3 visits to an on-trade venue are now alcohol free, 30% of visits to UK pubs / bars are alcohol free, +5ppts versus 2021. <sup>1</sup>
- **Younger consumers are driving the trend...** Studies show that younger age groups are drinking less alcohol than previous generations, valuing balance and moderation over excess. 18-24 year olds consistently consume alcohol least frequently and younger age groups drink the lowest volume. More than 1-in-5 18-24 year olds now claim to 'not drink alcohol'. Despite declining alcohol consumption, 18-24 year olds continue to be the most frequent visitors to pubs and bars! <sup>1</sup>
- **Changing occasions accelerating alcohol free...** Out of home occasions are increasingly earlier in the day, with breakfast, brunch and lunch all growing share of occasions. **27.4%** of eating and drinking out occasions are now at Lunch this has grown by +9ppts v YA . Consumers are more likely to select non-alcoholic drinks earlier in the day. <sup>2</sup>

## Creating the right offer to maximise your sales...

By offering an enticing range of alcohol-free options and soft drinks, establishments can broaden their appeal, making themselves more versatile and accessible.

**43% of consumers say that if a venue didn't have a good range of non-alcoholic options, they'd choose to visit a different venue<sup>3</sup>**

**56% of consumers say that they'd still visit the venue and wouldn't drink alcohol, but would probably have fewer drinks/spend less<sup>3</sup>**

And the number one option for those reducing alcohol is soft drinks:

**So, when reducing their alcohol intake what would consumers most likely go for?<sup>4</sup>**



#1 A standard soft drink



#2 An "adult" soft drink



#3 A mocktail



#4 Low/No\*

## Get your soft drinks range right to maximise sales:

- Cola accounts for **over HALF** of soft drink sales in pubs, and Coca-Cola is the no.1 Cola brand <sup>5</sup>
- Lemonade is the 2<sup>nd</sup> biggest soft drinks sector and Schweppes is the no.1 Lemonade brand <sup>5</sup>
- Fanta is the no.1 'flavoured' fizzy drink brand <sup>5</sup>



Sources:  
 1 - KAM Low+No: Drinking Differently 2024  
 2 - Lumina Intelligence Eating and Drinking Out Panel, 13WE 01.10.2023 and 13WE 29.09.2024  
 3 - One Pulse, 500 Respondents, Survey: Moderation Alcohol x Pubs/Bars - Q: Given you're reducing your alcohol intake, would the range of non-alcoholic drinks available influence your choice of venue?, May 2024  
 4 - One Pulse, 500 Respondents, Survey: Moderation Alcohol x Pubs/Bars - Q: Whilst reducing your alcohol intake, which of these drinks would you most likely go for? Rank in order of preference, May 2024 |  
 5 - CGA, value sales, MAT, food led + wet led pubs, data to 20.9.24 (exc. Mixers)

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RM3 8SP

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TQ12 6UT

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Leyland, Preston  
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### 11 LWC London (Aylesbury)

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Aston Clinton  
Aylesbury  
HP22 5WJ

Tel: 01753 578 877  
E: [aylesbury@lwc-drinks.co.uk](mailto:aylesbury@lwc-drinks.co.uk)

### 6 LWC Merseyside

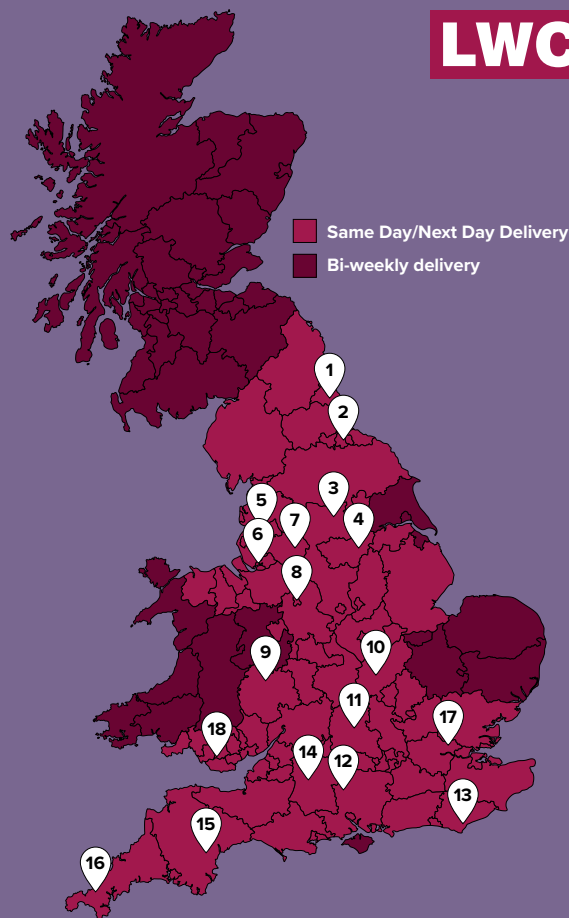
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Marshgate Industrial Estate  
Widnes  
WA8 8UA

Tel: 0151 422 6070  
E: [merseyside@lwc-drinks.co.uk](mailto:merseyside@lwc-drinks.co.uk)

### 12 LWC Andover

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Hampshire  
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Tel: 01264 586 240  
E: [andover@lwc-drinks.co.uk](mailto:andover@lwc-drinks.co.uk)



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