

LWC

SEPTEMBER & OCTOBER 2024



OFFERS & FEATURES

OKTOBERFEST

Enjoy the Purity
of Dortmund

p76

OLD J WITH GINGER

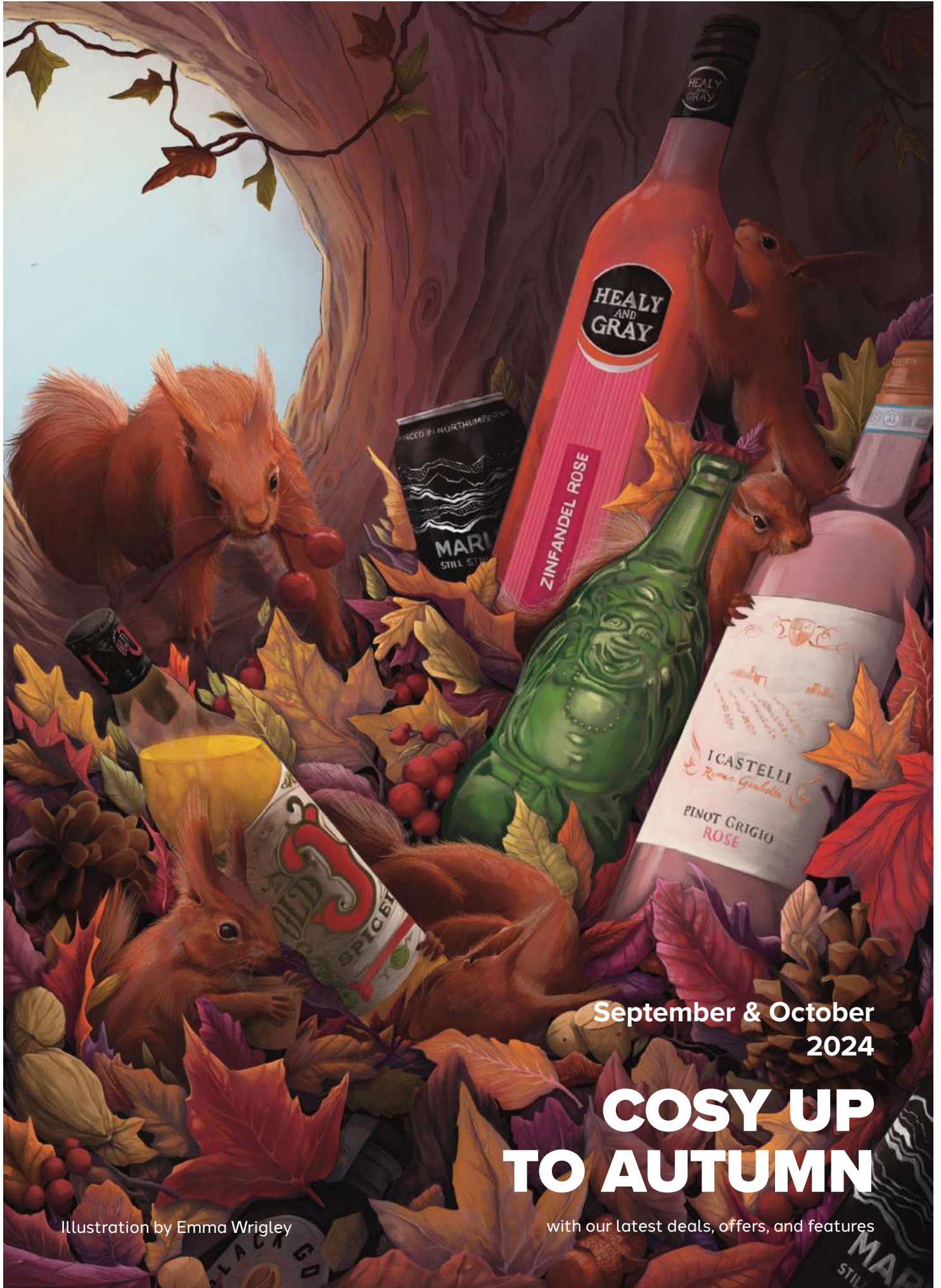
Have a Happy Halloween
with Our Rum Offers

p52

CURRY WEEK

Good Fortune with
Good Food – On Tap

p75



September & October
2024

COSY UP TO AUTUMN

Illustration by Emma Wrigley

with our latest deals, offers, and features



SEPTEMBER & OCTOBER 2024

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Key Dates For Your Diary

September

World Coconut Day – 2nd September
University Freshers Week 8th–30th September
Negroni Week – 16th–22nd September
British Food Fortnight – 20th September–6th October
National Rum Punch Day – 20th September
National Clean Up Day – 21st September
Oktoberfest – 21st September–6th October
Autumn Equinox, First Day of Autumn – 22nd September

October

International Coffee Day – 1st October
International Vodka Day – 4th October
National Curry Week – 7th–13th October
Beer and a Pizza Day – 9th October
Recycling Week – 14th–20th October
National Pasta Day – 17th October
International G&T Day – 19th October
International Champagne Day – 25th October
Halloween – 31st October

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 September and 31st October 2024. 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.

INSIGHTS & OCCASIONS

Low & No: A New Era of Drinking

The **Low & No 2024: Drinking Differently** report produced by Kam shows that 55% adults are reducing their alcohol intake, resulting in 1 in 3 pub visits being alcohol free.



Page 103

Terms like zebra drinking and bookending are becoming increasingly popular with moderation and mindful drinking also leading the way in current trends.

Interestingly, the report also highlights that this new moderating group of drinkers are the people most likely to visit a pub at least once a month, but that **31% of these customers often leave a venue early or are disappointed by poor low & no options**. In large groups, these consumers can be the influencers of the group, impacting where people choose to drink and how long they spend there. This just goes to show how important it is to ensure that your range includes some fantastic low & no options.

1 IN 3 PUB VISITS ARE NOW ALCOHOL FREE.

With no signs of the low & no boom slowing down as we head to the end of the year, don't find your outlet left behind the trend. Have a refresh of your range just in time for Sober October, a time of year when there's a bigger boost in people trialling the low & no lifestyle. This is also the perfect time to start revising what your low & no range looks like, for the designated drivers over the upcoming festive season.

A key to a successful low & no range is visibility and education. Shout about your offerings on menus, highlight it with signs on your bar and make a clear, visible space in your fridges or back bar. Whilst the boost in low & no is increasing, consumer education on the products is still quite far behind. Having staff who know their way around a low & no menu and can offer educated suggestions, can really benefit your sales and **move non-drinkers away from the tap-water order**.

Key deals to look out for:

- Why not stock up on Peroni 0.0% this September (page 79) and put your venue in the running for the chance to win a trip to Maranello, Italy with Peroni.
- Low & no brand Lucky Saint are offering a free keg when you install their 30L 0.5% lager on draught on page 103.
- Check out the newest flavour from Marlish on page 108. This refreshing soft drink is bursting with British blackcurrants.

Grab a pint, grab a pizza!

Customers are always on the lookout for totally irresistible deals, and there's nothing more irresistible than a beer and a pizza after a hard day's work.

The 9th October is **International Beer and Pizza Day**. We know, there really is a day for everything! If you're serving up some slices to celebrate, on this day or any other, why not add some of our recommendations on the side?

Italian-style beers like Birra Murano or Peroni go well with lighter pizzas such as a classic margarita. A pizza with heavy or spicy toppings can benefit from a hop-heavy, crisp beer, such as Grand Central IPA, to refresh the palate.



National Curry Week

Encourage your customers to celebrate **National Curry Week** with you on 3rd October by recommending the perfect drinks for their choice of spice, whether they are choosing Thai, Malaysian, or Indian-style curries.

Beer is the obvious go-to pairing, with its refreshing qualities and ability to complement complex flavours. The iconic Lucky Buddha beer (page 78) is now available on draught with a juicy install deal to support the launch. Also, fruity beers and ciders with natural fruits can help balance heat for those that enjoy an oomph in their food.

While wine may not be what you'd typically reach for with a curry, for those that don't fancy a pint, fruity rosés like Le Jardin Medium Rosé (page 13) are good all-rounders. Sparkling wine is excellent to pair with starters and snacks pre- or post-curry, and a fruity-style chardonnay such as Down Under Chardonnay (page 11) can be the perfect accompaniment to creamy curries like butter chicken.



Page 78



Page 53

Spooky Sales Booster

Halloween is upon us, an important date for the UK on trade. A fifth of UK consumers, surveyed in 2024 by Consultancy UK, said they prefer Halloween to Christmas, so why not make the most of it?

Over Halloween, the spirit category typically sees a strong boost of around 28.7%, particularly across vodka and tequila, with liqueurs a close third in uplift (CGA EPOS Daily Data, February 2024). Lucky for you, we've got just the offers to get you stocked and ready for the Halloween demand. Moonshine and Moonshine Vanilla, both on offer on page 28, as well as a fantastic deal on Buen Amigo Gold and Silver on page 37, can help set you up for a Halloween filled with hauntingly good sales. Outside of spirits, RTDs typically see a **huge 63.3% uplift vs the average equivalent day.**

It's the perfect opportunity to stock up on the range of RTDs we have across pages 128–129 and take advantage of the boom in easy serves.

Typically, younger drinkers are spending more and staying out longer over Halloween (CGA OPUS, 2023) with three key things – drinks promotions, music and atmosphere – helping to decide where they'll spend their evenings.

By capitalising on the rise in Halloween celebrations, you can see substantial increases in trade and customer engagement.

63.3% UPLIFT VS THE AVERAGE EQUIVALENT DAY.

PHOTOSHOOT THE ORANGE TREE CONGLETON



During our visit to The Orange Tree in Congleton, we were immediately struck by the sleek interior design. This gorgeous venue is contemporary and comfortable with a warm, welcoming atmosphere and a luxurious feel, exuding high quality and class.

Our host, Jack, was exceptionally accommodating, offering top-tier service all day, even while juggling a lunchtime sitting. The whole team went above and beyond to see to all our needs over the course of the shoot.

Our special thanks go out to the venue's talented chef, Amy, who understands how to elevate traditional British pub dishes well above the norm. Amy was on top of our orders throughout the shoot, providing the sumptuous serves you see here paired with our wines, all the little extras we needed, and a fabulous selection of gluten-free options which went down well when our team broke for lunch.

Thank you to the entire team at The Orange Tree Congleton and The Paragon Group.



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**GET 2
FREE**
when you buy
4 bottles*

*Applies to both 75cl
Serenello bottles.

**GET 1
FREE**
when you buy
3 Cases*

*Applies to the 20cl
Serenello bottles.



PROSECCO SERENELLO

These excellent sparkling wines are produced by Serena 1881 who have specialised in producing wines in the Veneto since its foundation over 140 years ago. Available in white, rosé and in a convenient 20cl single serve to reduce wastage.

PROSECCO SERENELLO EXTRA DRY 75cl-RSP £10.34 | Net £6.89 24x20cl RSP £75.24 | Net £56.43

On the nose this wine displays aromas of citrus, white flowers and pear. The palate is well balanced with fine bubbles and flavours of green apple and pear drops.

PROSECCO SERENELLO ROSÉ RSP £9.41 | Net £6.28

Pale pink with aromas of pomegranate, pear and white flowers. Dry and fresh on the palate but with lots of ripe fruit flavours of red berry fruit, white peach and apple.

**GET 2
FREE**
when you buy
4 bottles*

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



AKARANA SAUVIGNON BLANC
RSP £10.00 | Net £6.67

Intense tropical fruit and passionfruit aromas which gives this wine a lifted bouquet which is reflected on the palate. An appealing full flavoured style with length and crispness on the finish.

NEW WORLD FAVOURITES

The long standing popularity of Argentinian Malbec and New Zealand Sauvignon Blanc has been extraordinary and are now a must have on a wine list for any venue. Club de Campo's rich berry fruit flavours and Akarana's bold zesty tropical aromas make them perfect fits.

**GET 1
FREE**
when you buy
5 bottles*

*Applies to the
Club De Campo
Malbec



CLUB DE CAMPO MALBEC
RSP £7.66 | Net £6.38

With an intense colour, the nose reveals red fruit notes, blueberries and plum. Full of dark, ripe fruits and a rich, smooth damson like palate unoaked, mellow and silky. A typical expression of the varietal: harmonious on the palate, well structured, fruity, balanced tannins and a very pleasant finish.

I CASTELLI

In 1530 Luigi Da Porto wrote the first draft of his novel "Romeo and Juliet", with the neighbouring castles of Montecchi and Capuleti forming his inspiration. Produced in the vineyards around these towers, the I Castelli range are great examples of these refreshing Italian classics.

**GET 1
FREE**
when you buy
5 bottles*

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



**I CASTELLI
PINOT GRIGIO DOC
RSP £7.08 | Net £5.90**

Straw in colour with delicate aromatic notes, the palate is fruity and fresh with some minerality and a rounded texture.

**I CASTELLI PINOT
GRIGIO ROSÉ
RSP £7.08 | Net £5.90**

Slightly mineral, soft and persistent with fruity notes and light aromatics.

**GET 1
FREE**
when you buy
5 bottles*

*Must be the same varietal
on page 11 to qualify.



**DOWN UNDER
CHARDONNAY**

RSP £7.56 | Net £6.30

This Chardonnay displays all the classic characteristics of zesty lemon and apple aromas. The flavours of white peach and pear burst on the palate. A truly delightful wine that can be enjoyed anytime.

SHIRAZ

RSP £7.49 | Net £6.24

This typical example of Australian Shiraz has ripe red berry fruit flavours as well as some dark fruit and black pepper.

LE JARDIN

With eye catching labels inspired by the work of Henri Rousseau and an array of well known varietals, the Le Jardin range are a long standing LWC favourite. The crisp fresh Sauvignon Blanc and meaty Cabernet Sauvignon are a must try.



LE JARDIN SAUVIGNON BLANC **RSP £7.18 | Net £4.79**

A crisp, fragrant wine with appetising flavours of green apples and citrus on the finish.

LE JARDIN CABERNET SAUVIGNON **RSP £6.92 | Net £4.61**

Exhibiting typical Cabernet aromas of cassis and cedar spice, this wine is full bodied on the palate with hints of spice and a long finish.



**GET 2
FREE**
when you buy
4 bottles*

*Must be the same varietal
on pages 12-13 to qualify.

**LE JARDIN MEDIUM
DRY ROSÉ**
RSP £6.74 | Net £4.49

Fresh, red fruit flavours. Easy drinking rose perfect as an aperitif or light dishes.

**LE JARDIN
CHARDONNAY**
RSP £7.48 | Net £4.99

Aromas of citrus and tropical fruit, with a hint of creaminess which is dominated by green apple flavours.

LE JARDIN MERLOT
RSP £6.92 | Net £4.61

Fresh, red berry flavours are at the fore in this well rounded medium bodied Merlot.



VIÑA PALOMERAS

Thousands of Pigeons (Paloma in Spanish) cross Navarra every year and the huts built to hunt them from hundreds of years ago give their name to this range of delicious Spanish wines. With a rounded, fresh white, a juicy rosé and a complex and ripe red, these all offer fabulous value for money.

BLANCO **RSP £6.29 | Net £5.24**

A delicate and fragrant white with notes of elderflower and nectarine. Soft and rounded on the palate but still with a refreshing acidity.

ROSADO **RSP £6.29 | Net £5.24**

Intensely fruity and bright pink in colour, this refreshing rose wine has flavours of redcurrant and wild strawberry.

TINTO **RSP £6.29 | Net £5.24**

A brilliant redgarnet 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.

**GET 1
FREE**
when you buy
5 bottles*

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



L'OASIS PROVENCE ROSÉ
RSP £10.11 | Net £8.43

Classic Provence Rose, expressive and aromatic, blending fresh cherries and floral notes alongside more exotic fruits and finishing with a soft, round palate.



**GET 1
FREE**
when you buy
5 bottles*

*Only Applies to
Foncastel Picpoul
De Pinet.

**GET 4
FREE**
when you buy
4 bottles*

*Only Applies to
Maccerato Albariño

**FONCASTEL
PICPOUL DE PINET
RSP £10.71 | Net £8.93**

There is a backbone of intense minerality and a zippy, clean acidity that work together to deliver a long refreshing finish.

**MACCERATO ALBARIÑO
RSP £15.05 | Net £10.03**

Pale yellow with greenish glints, giving clean, bright appearance. Intense, full nose with marked varietal character. Moderate acidity in the mouth, crisp while maintaining its aromatic complexity. Tasty and salty, with a long finish.

ORSO BRUNO

With bright fun labels and fresh fruit flavours these Italian wines are delightful served on their own or with food.



**ORSO BRUNO
BIANCO**
RSP £6.79 | Net £5.66
A careful blend of Trebbiano and Chardonnay grapes which produces a clean, crisp flavour.

**ORSO BRUNO
ROSATO**
RSP £6.79 | Net £5.66
Lush summer fruits burst from this delicious dryer style rose, great on its own and very easy drinking

**ORSO BRUNO
ROSSO**
RSP £6.79 | Net £5.66
Spiced red berry aromas and flavours that include raspberry and cherry. Simply put this wine is liquid velvet.

GET 1 FREE

when you buy 5 bottles*

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



DOMAINE DU PELLEHAUT ROUGE
RSP £6.75 | Net £5.63

Black fruits and violet dominates the nose of this wine, produced by blending local grape varieties. Medium bodied on the palate with ripe red fruit flavours and supple tannins.

DOMAINE DU PELLEHAUT ROSÉ
RSP £6.75 | Net £5.63

Bright pink in colour, this blend of local grape varieties provides wonderful freshness and remarkable balance with hints of cherries and white blossom.

DOMAINE DU PELLEHAUT BLANC
RSP £6.75 | Net £5.63

This is a blend of local grape varieties which produce a beautifully fresh white wine with flavours of citrus, green herbs and some riper tropical fruit.

RÉSERVE L'HERRÉ

An ancient road used by royalty to travel cuts through the 200 hectares of vines that Vins de L'Herré farm in the Gascony region of France. With a bright fresh white, a dry rosé and a juicy malbec, this range shows off the best of modern French winemaking.



RÉSERVE DE L'HERRÉ WHITE RSP £7.96 | Net £6.63

Light lemon-green in the glass, this white is aromatic and fresh, with aromas of citrus fruit, white peach and blossom.

RÉSERVE DE L'HERRÉ MALBEC RSP £7.96 | Net £6.63

The nose has expressive notes of black fruits and spice. The palate is rounded and supple with crunchy red fruit, sweet spice and a hint of chocolate.

RÉSERVE DE L'HERRÉ ROSÉ RSP £7.96 | Net £6.63

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

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MONTGRAS HALVES

Half bottles can be a useful addition to a wine menu, giving an easy serve option for outdoor service or events. The MONTGRAS wines are both crowd pleasers – a crisp Sauvignon Blanc and a juicy Merlot.



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

GET 1 FREE

when you buy 5 bottles*

**MONTGRAS
SAUVIGNON BLANC
RSP £3.80 | Net £3.17**

Intense citrus aromas of grapefruit and lemon zest with some subtle white peach notes.

GET 1 FREE

when you buy 5 bottles*

**MONTGRAS MERLOT
RSP £3.96 | Net £3.30**

Black fruits, subtle spice from 10% oak ageing and elegant balance. A great example of Chilean merlot.

LOU MAGRET

The Dulong family lends their many years of expertise in Bordeaux wine to produce this pair of classic wines.

**GET 1
FREE**
when you buy
5 bottles*

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



**DULONG COLOMBARD
SAUVIGNON VDP D'OC
RSP £6.75 | Net £5.63**

Dry, floral and fresh. This white wine has delicate aromas of citrus and passionfruit with a delightful crisp zestiness on the palate.

**DULONG GRENACHE
MERLOT VDP D'OC
RSP £6.75 | Net £5.63**

Soft and rounded, offering expressive and generous red cherry and berry fruit with a hint of spice and a creamy velvety character.

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GET 1 FREE

when you buy 5 bottles*

*Must be the same varietal on these 2 pages to qualify.



MERLOT

RSP £13.29 | Net £11.08

Smooth and rounded. Red fruit aromas are accompanied by subtle herbal notes. While the fruit flavours are ripe and juicy, there is still a pleasing freshness on the palate.

AGLIANICO

RSP £13.82 | Net £11.52

Complex, dry and savoury, this is a typical example of Aglianico. Aromas of balsamic and spice, on the palate it is full bodied and tannic with herbal notes and sweet spice.

MALVASIA BIANCA

RSP £12.46 | Net £10.38

Delicate and fresh, this organic white has notes of citrus and dried herbs on the nose. On the palate there's riper flavours of pear and a hint of white blossom.

D'ADDARIO

Leonetta D'Addario is one of the youngest female winery owners in Italy, producing quality wines in Puglia from both indigenous and better known international varieties. Try the zesty Malvasia and the punchy, food-friendly Aglianico.



SYRAH **RSP £13.82 | Net £11.52**

Soft and rounded, offering expressive and generous red cherry and berry fruit with a hint of spice and a creamy velvety character.

AGLIANICO ROSATO **RSP £13.34 | Net £11.12**

This pale rose is an excellent partner to fish or white meat. On the nose there's redcurrant, red cherry and wild herbs. Night harvesting and a short maceration period keeps this wine light and fresh on the palate.

GREAT OFFERS ON

**GET 1
FREE**
when you buy
5 75cl bottles*

*Must be the same
varietal on page
to qualify.



CHARDONNAY

75cl RSP £7.08 | Net £5.90

12x187ML RSP £22.88 | Net £19.61

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

CABERNET SAUVIGNON

75cl RSP £7.08 | Net £5.90

12x187ML RSP £23.25 | Net £19.93

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

CHENIN BLANC

75cl RSP £7.08 | Net £5.90

12x187ML RSP £23.09 | Net £19.79

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

ZINFANDEL ROSÉ

75cl RSP £7.18 | Net £5.98

12x187ML RSP £23.22 | Net £19.90

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

HEALY & GRAY WINE



**GET 1
FREE**
when you buy 6
cases of 187ml
bottles*

*Must be the same varietal
on these 2 pages to qualify.

MERLOT

75cl RSP £7.08 | Net £5.90

12x187ML RSP £23.25 | Net £19.93

Fresh red and black fruit flavours such as cherries, raspberries and blackberries with notes of white pepper and cedar.

PINOT GRIGIO

75cl RSP £7.05 | Net £5.90

12x187ML RSP £23.25 | Net £19.93

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

SHIRAZ

RSP £7.08 | Net £5.90

12x187ML RSP £22.88 | Net £19.61

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

SAUVIGNON BLANC

RSP £7.08 | Net £5.90

12x187ML RSP £23.25 | Net £19.93

A lively wine with good citrus and green apple flavours.



**BAVARIAN MEDLEY
MULLED WINE
RSP £3.98**

Handcrafted from fresh fruits in the Bavarian Forest, enhanced by a secret blend of spices, harmoniously crafted with aromatic cinnamon, cloves, orange & lemon.



MULLED WINE

As summer becomes autumn and the evenings become darker, consider offering mulled wine at your venue. We offer a variety of quality mulled wine products that are quick and easy to use – just heat and serve.



WINTER SECCO

75CL BTL £9.89

A festive Winter sparkler! Subtle flavours of winter spice like cinnamon and cloves. The base wines and spices are carefully blended to give this seasonal sparkling wine a unique and special taste.



HITZKOPF BAKED APPLE

1L BTL £8.15

10L BOX £61.50

A rich smell of freshly baked apples, cinnamon and vanilla straight out of the oven to give the perfect festive feeling.



HITZKOPF TOFFEE APPLE

1L BTL £8.15

10L BOX £61.50

Sweet, sticky Toffee Apple. A modern twist to a Bavarian classic.



HITZKOPF ROSÉ GLÜHWEIN

10L BOX £61.50

Wonderfully balance rose mulled wine conjures up a lightness and a wintry mood with its spices, natural vanilla aroma and citrus notes.



HITZKOPF CLASSIC GLÜHWEIN

10L BOX £61.50

Transforms cinnamon, cloves, orange and lemon flavours into a festive classic. Rich, spicy and bold!

MOONSHINE

VODKA

BUY 6 GET 1 FREE

A PREMIUM, CONTEMPORARY TAKE ON THE CLASSIC CONCEPT OF MOONSHINE SPIRITS, MOONSHINE VODKA IS A TRIPLE DISTILLED CLEAN, NATURAL VODKA MADE WITH 100% FRENCH WHEAT GRAIN. BOTH MOONSHINE AND MOONSHINE VANILLA ARE IDEAL ON THEIR OWN, OVER ICE OR TO MIX IN YOUR CHOICE OF COCKTAILS.

GET A
FREE
BOTTLE OF
VANILLA

WHEN YOU BUY
6 STANDARD
BOTTLES



GET A
FREE
BOTTLE OF
STANDARD

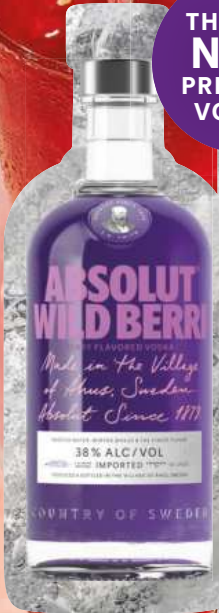
WHEN YOU BUY
6 VANILLA
BOTTLES

MOONSHINE STANDARD IS ALSO AVAILABLE IN 1.5LTR
ORDER ONLINE, OR CONTACT YOUR ACCOUNT MANAGER FOR MORE INFORMATION.

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BORN TO MIX.

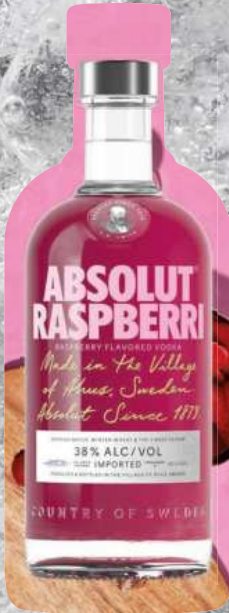
THE UK'S
NO.1
 PREMIUM
 VODKA*



MIX WITH TONIC



MIX WITH LEMONADE



MIX WITH LEMONADE



MIX WITH COLA

ABSOLUT.
 IT'S IN OUR SPIRIT

BUY ANY 5 FROM
 THE ABSOLUT
 RANGE AND
**RECEIVE A
 FREE BOTTLE
 OF ABSOLUT
 HUNNI**

SCAN HERE
 FOR SERVES



ENJOY RESPONSIBLY bedrinkaware.co.uk

SOURCE: NIELSEN, TOTAL COVERAGE, MAT TO 19.06.21



FREE
 PAGO



APPLE
 ZU

FREE
 GLASSES



ZUBROWKA

**SERVE
 THE
 WILD**

**SAME HEART,
 DIFFERENT LOOKS**

**BUY 2 X ŻUBRÓWKA BISON GRASS
 70CL TO RECEIVE A CASE OF PAGO
 CLOUDY APPLE (12 X 200ML) AND
 12 X ZUBROWKA HIGHBALLS FREE!**



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be **drinkaware**.co.uk

SMIRNOFF

BUY 6 AND GET 1 CASE OF LONDON ESSENCE LEMONADE FREE*

MIXING IT UP SINCE 1864

STOCK UP NOW!



*Offer available on Smirnoff Red 70cl, Smirnoff Raspberry Crush 70cl, Smirnoff Passionfruit 70cl, and Smirnoff Cherry Drop 70cl. Promotional period runs from 1st Sept - 31st Oct 2024. 1 deal per outlet per month. Maximum 1020 redemptions across promotional period. While stocks last.



SMIRNOFF



KNOWN FOR QUALITY SINCE 1864



SMIRNOFF



Scan here to
access your
free Smirnoff
marketing support

DIAGEO *One*
Business support from the drinks experts

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SMIRNOFF KNOWN FOR QUALITY SINCE 1864 SMIRNOFF KNOWN

NEW



£13.99

SMIRNOFF

SPICY TAMARIND

READY TO HEAT UP YOUR SALES?

STOCK THE SWEET ZINGY HEAT OF SMIRNOFF SPICY TAMARIND



Offer available on Smirnoff Spicy Tamarind 70cl. Promotional period runs from 1st Sept - 30th Sept 2024. Maximum 4000 redemptions across promotional period. While stocks last.

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



Scan here to access your **FREE Smirnoff marketing support**

DIAGEO *One*
Business support from the drinks experts



WORLD'S SMOOTHEST

**BLACK COW +
BLACK COW & ENGLISH
strawberries**



STRAWBERRY SPRITZ

Black Cow & English Strawberries, 50ml
Soda water to top
Fresh or wonky strawberries
A leaf of fresh garden
mint to garnish

DRINKAWARE.CO.UK

Please Contact your local representative for more details!

  @BLACKCOWVODKA

All deals run 01-09-24 to 31-10-24 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.



AU VODKA

COCKTAIL IN A CAN

AVAILABLE NOW

8% ABV / 200ML



AU VODKA

PRE-MIXED CANS

AVAILABLE NOW

5% ABV / 330ML

FLAVOURS

BLUE RASPBERRY
BLACK GRAPE
PINEAPPLE CRUSH
CHERRYADE
PINK LEMONADE



EXCLUSIVE OFFER
£25.99

BELVEDERE

ORGANIC VODKA

PLEASE DRINK RESPONSIBLY

be drinkaware.co.uk

BUY ANY 2 OF THE ROOSTER ROJO TEQUILA RANGE GET A FINEST CALL MARGARITA MIX FREE



Cocktail serve suggestion

50ml Rooster Rojo

100ml Finest Call Margarita mix

Either shake with ice and strain into a Martini glass, or build over ice.

Rim the glass with salt.

**FREE
ITEM**

*100% Blue Weber Agave

*3 month shelf life once opened

 **AMBER**
BEVERAGE UK

TEMPTING TEQUILA OFFERS

BUY TWO BLACK GOLD XO CAFÉ, GET A STRAWBERRY SOMBRERO MEXICANO FREE



BLACK GOLD



 @BLACKGOLDXO

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

Día de los Muertos

A TOAST TO LIFE

Celebrate the spirit of Mexico with an evening to remember!



Food and drink are of key importance to Día de los Muertos. Consider looking into some authentic Mexican dishes you could pair alongside drinks at your celebrations, which could greatly enhance sales and customer experience. If your outlet doesn't serve food, why not consider pairing up with a local restaurant or street-food vendor to collaborate for the event?

Mexico is famously the home of tequila, with tequila now a key feature of many of its Day of the Dead celebrations. Here at LWC, we are proud of our range of award-winning tequila-based brands, like Buen Amigo, Black Gold XO Café and Sombrero Mexicano. Our popular tequila cream liqueurs range, Sombrero Mexicano, even features La Catrina, an iconic figure synonymous with Day of the Dead and the acceptance of mortality – a toast to life with every sip.

Black Gold XO Café tequila is one of the latest additions to the LWC Spirits portfolio, having won Gold at the Spirits Business' most recent awards. The perfect addition to a tequila-based espresso martini, Black Gold XO is on offer alongside Sombrero Mexicano on pages 35 and 61.

ORIGINATING FROM INDIGENOUS Aztec culture thousands of years ago, Day of the Dead (Día de los Muertos) is now celebrated in Mexican culture on the 1st November or 2nd November. Centred around the belief that death is a natural progression of life and that mourning the dead is disrespectful, the focus is instead placed on the joy of life. During this time, it's believed the doors between the living world and the spirit world open, allowing people to **reunite with their loved ones for the evening and rejoice together.**

Celebration has now expanded outside of Mexico and in the UK specifically, we are seeing more and more events popping up for Day of the Dead, allowing a new wave of people to take part, honour the dead and celebrate life. For the UK on-trade it has started to become part of an extended period of celebration following on from Halloween festivities, but celebrating all things Mexican. That said, Day of the Dead is a cultural celebration and should be **enjoyed and marked respectfully** – you can see our tips below on how to mark the occasion in the right way.

How to respectfully celebrate Day of the Dead at your outlet:

Decorations: Marigolds, sugar skulls and paper banners with cut-out, intricate designs are all of huge cultural significance to the Day of the Dead. Go all out with colourful, visually striking details to entice people in.

The right attire: Invite guests to don their best embroidered dresses, dark suits and wide brim hats, as is tradition. You may want to have face painting on offer of the traditional sugar skulls, but remember to remind guests this is cultural practice, not a costume.

Cocktails: Create some tequila-based cocktails to celebrate the Mexican drink, like a Paloma or Margarita, one of the most popular cocktails in the UK. Alternatively, try putting a tequila twist on other classics, such as espresso martini, negroni, or even a tequila spritz.

BUEN AMIGO BUEN AMIGO BUEN AMIGO BUEN AMIGO BUEN AMIGO

Tequila



GET ANY BOTTLE
OF BUEN AMIGO
FREE

When you
buy any six
bottles of
Buen Amigo

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

All deals run 01-09-24 to 31-10-24 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.

1800

TEQUILA

BUY ANY BOTTLE* AND RECEIVE

SIX LIMITED EDITION GLASSES FREE



THE WORLD'S MOST AWARDED TEQUILA†

BASED ON 1800® AWARDS FROM U.S. & ACADEMIA MEXICANA DEL TEQUILA FROM 2001 TO 2022.
*1 BOTTLE = 1X70CL BOTTLE. 1800® AND OTHER TRADEMARKS ARE OWNED BY AGAVERA CAMICHINES, S.A. DE C.V.
©2024 PROXIMO SPIRITS UK. DRINK 1800 TEQUILA RESPONSIBLY.

be**drinkware**.co.uk

BUY ANY 2 BLANCO OR REPOSADO, GET A COCKTAIL SHAKER FREE*

BRING A

GAME CHANGER TO YOUR TEQUILA RANGE



1 IN 10 UK COCKTAILS SOLD CONTAIN TEQUILA**

**CGA MIXED DRINKS REPORT Q3

PLEASE DRINK RESPONSIBLY be**drinkware**.co.uk
18+ only, offer available between 1/9/24 to 31/10/24 only via LWC. While stocks last

ESPOLÓN TEQUILA WE DON'T PRODUCE TEQUILA. WE CREATE IT.

All deals run 01-09-24 to 31-10-24 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.

BUY 2 BOTTLES OF TEREMANA BLANCO TEQUILA & RECEIVE 24 X 200ML FEVER-TREE PINK GRAPEFRUIT SODA FREE

Dwayne Johnson
DWAYNE JOHNSON
FOUNDER


TEREMANA
SMALL BATCH TEQUILA


FEVER-TREE



be.drinkaware.co.uk

£36 SPECIAL
OFFER



PLEASE ENJOY RESPONSIBLY

be.drinkaware.co.uk

All deals run 01-09-24 to 31-10-24 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.

BUY ANY BOTTLE*
OF JOSE CUERVO®
AT A SPECIAL
PRICE OF
£17.99



THE UK & WORLD
NUMBER 1 TEQUILA†

*70CL BOTTLE WHILE STOCKS LAST. HWSR 2022
JOSE CUERVO® AND OTHER TRADEMARKS ARE OWNED BY TEQUILA CUERVO LA RO JEÑA, S.A. DE C.V. ©2024 PROXIMO
SPIRITS. PLEASE DRINK JOSE CUERVO® RESPONSIBLY.

be**drinkaware**.co.uk

ALTOS
100% AGAVE TEQUILA

**VOTED BEST
TEQUILA FOR
MARGARITAS**
*by
Bartenders*

**ALTOS IS THE #2 PREMIUM
100% AGAVE TEQUILA****

£28.49

£24.49



SCAN HERE
FOR SERVES



*CGA OPMS Data to 09/09/23 MAT

ENJOY RESPONSIBLY. be**drinkaware**.co.uk

BUY ANY THREE AGNES ARBER PREMIUM GINS GET A BOTTLE OF NEW ARBORETUM FREE



Introducing Arboretum Gin: The epitome of affordable luxury. Delight in the harmony of hand-selected botanicals, expertly distilled to perfection and unveil the essence of sophistication with every pour. Elevate your drinking experience without compromise.

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



@AGNESARBERGIN

Plastic straws suck. These are paper.

be **drinkaware**.co.uk

BUY 6 X GORDONS LONDON DRY 70CL OR GORDONS PREMIUM PINK 70CL

AND GET 1X CASE OF LONDON ESSENCE TONIC OR PINK GRAPEFRUIT SODA FREE*



STOCK UP NOW

Gordon's



*Offer available on Gordons London Dry 70cl and Gordons Pink 70cl.
Promotional period runs from 1st Sept - 31st Oct 2024. 1 deal per outlet per month.
Maximum 1020 redemptions across promotional period. While stocks last.



Scan here to
unlock benefits
to supercharge
your business

DIAGEO *One*
Business support from the drinks experts



THE
SPECIAL
PRICE OF
£28.29
PER BOTTLE

THE BOTANIST

ISLAY DRY GIN

DISCOVER A BEAUTIFULLY BALANCED GIN
MADE FROM 22 HAND-FORGED BOTANICALS

DRY MARTINI METHOD

- 1 Chill a nick and nora glass by filling with ice
- 2 Fill a mixing glass with 2/3 good quality ice
- 3 Add 75ml/2.5oz the botanist islay dry gin and 15ml/0.5oz dry vermouth (chilled from the fridge)
- 4 And stir continuously for at least 30 seconds to allow the ingredients to chill and dilute slightly
- 5 Empty the ice out of the glass
- 6 Strain into your chilled glass
- 7 Garnish with a lemon twist or lemon balm



CONCEIVED, DISTILLED,
BOTTLED AND MATURED
ON ISLAY, SCOTLAND.
PLEASE DRINK RESPONSIBLY.

be**drinkaware**.co.uk

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REFRESH YOUR GIN SELECTION WITH BROCKMANS



A SPECIAL PRICE OF **£23.99*** A BOTTLE

WELCOME TO THE SUBLIME WORLD OF BROCKMANS

BROCKMANS G&T

A dance of traditional juniper & citrus with untraditional blackberry and blueberry. A revelation of unexpected, individual taste for gin enthusiasts & novices alike.

50ml Brockmans Gin
150ml Premium tonic water
Grapefruit peel & blueberry garnish

BROCKMANS
GIN

PROUD TO BE CARBON NEUTRAL



Carbon Neutral



be drinkaware.co.uk

*PER 70CL PER BOTTLE. BROCKMANS® IS DISTRIBUTED BY PROXIMO SPIRITS. ©PROXIMO SPIRITS 2024. ENJOY RESPONSIBLY. BROCKMANS PREMIUM GIN 40% ALC. BY VOL. (80 PROOF).

MARTIN MILLER'S GIN

BLENDED WITH PURE ICELANDIC SPRING WATER FOR A SUPERIOR AND UNIQUE SMOOTHNESS

PURE



THE MAJESTIC SKÓGAFÖSS WATERFALL - ICELAND

BUY 2 X MARTIN MILLER'S ORIGINAL GIN 70CL AND GET 6 BALLOON GLASSES FREE

PLEASE DRINK RESPONSIBLY. 40% ABV

www.martinmillersgin.com | Distributed in the UK by Paragon Brands Ltd

BUY 2 BOTTLES OF IRON WHEEL BOURBON



GET A CASE OF MARLISH GINGER ALE FREE



MARLISH
SUSTAINABLY SOURCED SPRING WATER & MIXERS

Deal available twice per customer per week. Order online, or speak to your Account Manager for more information.

MUST BE A JAMESON®



JAMESON
IRISH WHISKEY
70CL
£18.99



JAMESON
BLACK BARREL
70CL
£28.99

JAMESON, GINGER & LIME

50ml Jameson
Original
Fill with Ice
Top with Ginger Ale
Squeeze Lime

BLACK BARREL OLD FASHIONED

60ml Jameson Black Barrel
5ml 2:1 Sugar Syrup
2 Dashes Angostura Bitters
3 Dashes Orange Bitters



JAMESON
CASKMATES STOUT
70CL
£24.50

CASKMATES IRISH COFFEE

40ml Jameson Caskmates
Stout Edition
25ml 2:1 Demerara Syrup
75ml Dark Roast Coffee



JAMESON
ORANGE 70CL
£18.79

CHOCOLATE ORANGE ESPRESSO MARTINI

45ml Jameson Orange
15ml Kahlúa
40ml Espresso
10ml Chocolate Syrup

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

All deals run 01-09-24 to 31-10-24 unless otherwise stated. Deals cannot be taken in conjunction with any other offers.
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JOHNNIE WALKER



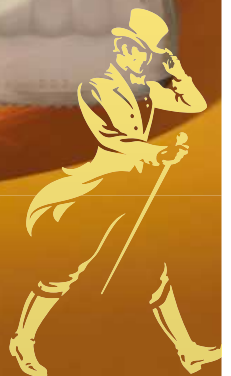
**BUY 5 X
JOHNNIE WALKER
BLACK LABEL 70CL**



**AND GET 1 X CASE OF
LONDON ESSENCE LEMONADE FREE***

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

*Offer available on Johnnie Walker black 70cl. Promotional period runs from 1st Sept - 31st Oct 2024.
1 deal per outlet per month. Maximum 1020 redemptions across promotional period. While stocks last.



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STOCK THE UK'S NO.1 MALT WHISKY BRAND*



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

*Nielsen Scantrack data to 23/03/24,
No 1 Malt Whisky Brand by Volume and Value



BUY TWO BOTTLES
OF JURA 10 70CL
AND RECEIVE A
FREE POS KIT

JURA[™]
SINGLE MALT SCOTCH WHISKY

**MORE THAN
A WHISKY**

BUSHMILLS

BUY ANY 3 BOTTLES*

AND RECEIVE A
FREE BOTTLE OF
BUSHMILLS ORIGINAL



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

* 70CL while stocks last

Bushmills & Associated logos are trademarks of "The Old Bushmills Distillery", Bushmills, County Antrim.
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LWC
EXCLUSIVE



ADD SOME FLAVOUR TO YOUR SALES WITH
HOWLER HEAD
BANANA FLAVOURED BOURBON

FLAVOURED WHISKEY IS
GROWING BY 25%*

£23.50
PER BOTTLE



UFC



OFFICIAL FLAVOURED BOURBON WHISKY OF UFC



Gold Medal
2023 San Francisco World
Spirit Competition



Double Gold Medal
2023 SIP Awards

BANANA
OLD FASHIONED

50ml Howler Head
7ml Simple Syrup
2 dashes of Angostura Bitters

Serve: In rocks glass over ice
Garnish: Orange peel



PLEASE DRINK RESPONSIBLY be. drinkaware.co.uk *Wine Enthusiast '23 / **18+ only, offer available between 1/9/24 to 31/10/24 only via LWC. While stocks last



AKASHI-TAI

Give your classic cocktail
an Eastern twist with the
UK's No.1 Sake liqueurs



REVEAL THE
character
WITHIN.

Try our delicious Umeshu Plum liqueur Old Fashioned
and our deliciously zesty Yuzushu in a refreshing Spritz

Special
Price
£14.99



Umeshu Old Fashioned

50ml Hatozaki Pure Malt
Small Batch Japanese Whisky
15ml Akashi-Tai Umeshu liqueur
1 dash Angostura Bitters

Stir and pour into a rocks glass over ice.
Garnish with plum slices

Special
Price
£16.99



Yuzushu Spritz

40ml Akashi-Tai
Yuzushu liqueur
80ml Soda Water

Pour all ingredients into
an ice-filled glass & stir

Drink Responsibly

PRODUCT OF THE CARIBBEAN
**JUAN DE LA
COSTA**
SUPERIOR RUM

DISCOVER THE ESSENCE OF THE CARIBBEAN WITH JUAN DE LA COSTA SUPERIOR WHITE AND DARK RUMS. METICULOUSLY CRAFTED IN THE HEART OF THIS SUN-SOAKED PARADISE.

OUR RECIPE REFLECTS CENTURIES OF TRADITION, ROOTED IN THE VIBRANT CULTURE OF THE REGION WHOSE NATURAL ABUNDANCE CONTRIBUTES TO A VERSATILE FLAVOUR.

**GREAT FOR
COCKTAILS**



PRODUCT OF THE CARIBBEAN
**JUAN DE LA
COSTA**
SUPERIOR WHITE RUM



CRAFTED WITH THE FINEST CARIBBEAN
INGREDIENTS FOR AN AUTHENTIC TASTE

70cl e 37.5% vol

PRODUCT OF THE CARIBBEAN
**JUAN DE LA
COSTA**
SUPERIOR DARK RUM



CRAFTED WITH THE FINEST CARIBBEAN
INGREDIENTS FOR AN AUTHENTIC TASTE

70cl e 37.5% vol

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

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BUY ANY 6 OLD J, GET AN OLD J COCONUT FREE



JUNE BUG COCKTAIL • JUNE BUG COCKTAIL • JUNE BUG COCKTAIL



25ML OLD J COCONUT, 25ML MOHIN MELON VERT, 25ML LIME JUICE, 50ML PINEAPPLE 12.5ML SUGAR SYRUP TO TASTE IF NECESSARY



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

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**BUY 3 BOTTLES
OF OLD J DARK
AND GET CASE OF
24 X 250 ML
OLD JAMAICA
GINGER BEER**

FREE



ORDER ONLINE, OR CONTACT YOUR ACCOUNT MANAGER FOR MORE INFORMATION

MALIBU

DO WHATEVER
TASTES GOOD

GET A FREE CASE OF COKE OR SCHWEPPE'S LEMONADE MIXERS

WHEN YOU BUY ANY 4 X 70CL MALIBU
FROM THE RANGE

MALIBU
IS THE #2
SPECIALITY
PRODUCT*



*CGA OPMS Data to 09/09/23 MAT

Enjoy Malibu Responsibly be drinkaware.co.uk



Pernod Ricard UK
Créateurs de convivialité

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Not all products are stocked in all depots. There can be up to a 2-week lead time.

Captain Morgan

BUY 6 x
Captain Morgan
SPICED GOLD 70CL
AND GET 1 x CASE OF
PEPSI 200ML
Free



However
YOU SPICE

SPICE ON



Offer available on Captain Morgan Spiced Gold 70cl. Promotional period runs from 1st Oct - 31st Oct 2024.
1 deal per outlet per month. Maximum 1020 redemptions a cross promotional period. While stocks last.

be drinkaware.co.uk

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Captain Morgan

Stock Up
**CAPTAIN'S
FINEST**

£17.99



However
YOU SPICE **SPICE ON** 

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

Offer available on Captain Morgan Black spiced 70cl. Promotional period runs from 1st Oct - 31st Oct 2024. Maximum 4000 redemptions across promotional period. While stocks last.



Scan here to
unlock benefits
to supercharge your
business

DIAGEO *One*
Business support from the drinks experts

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**STOCK UP ON
THE UK'S BEST SELLING WHITE RUM*
THIS CARNIVAL SEASON**



WRAY & NEPHEW



**BUY 3 X 70CL WRAY & NEPHEW
AND GET A FREE CASE OF TING OR OLD JAMAICA GINGER BEER**

be drinkaware.co.uk

*CGA OPMS Value/Volume Rate of Sale Data 52wks to 24.02.24
18+ only, offer available between 1/9/24 to 31/10/24 only via LWC. While stocks last



**BUY ANY 3
BOTTLES*
FROM**

The
**KRAKEN™
RANGE**

& RECEIVE A CASE OF

Coca-Cola
**ZERO SUGAR
FREE†**



be drinkaware.co.uk

*A BOTTLE = 70CL. WHILE STOCKS LAST. †A CASE OF COCA-COLA = 24 X 200ML BOTTLES. FREE STOCK SELECTION 200ML NRBX24 OF COCA-COLA ZERO. ©2024 THE COCA-COLA COMPANY. ALL RIGHTS RESERVED. COCA-COLA ZERO SUGAR IS A REGISTERED TRADEMARK OF THE COCA-COLA COMPANY. THE 'KRAKEN' AND OTHER TRADEMARKS ARE OWNED BY PROXIMO SPIRITS. ©2024 KRAKEN RUM CO. ENJOY THE KRAKEN RESPONSIBLY. @KRAKENRUMUK

BUILD THE RIGHT BACK BAR FOR YOUR *Premium Venue*

**UK
No.1**
SUPER
PREMIUM
TEQUILA*

No.1
SUPER
PREMIUM
VODKA*



BUY A 70CL PATRÓN SILVER, 70CL
GREY GOOSE & 70CL BOMBAY SAPPHIRE
& GET A 70CL BACARDÍ SPICED FREE

*DATA FROM CGA MAY 2024

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

©2024 BACARDÍ AND THE BAT DEVICE, GREY GOOSE AND THE GEESSE DEVICE, BOMBAY SAPPHIRE, PATRÓN AND THEIR TRADE DRESS ARE TRADEMARKS.



**BUY ANY
5 BOTTLES
GET A**

**CREAM
LIQUEUR**

**OF YOUR
CHOICE**

FREE*

DEAD GOOD



FULL RANGE INCLUDES:
SPICED RUM, SPICED 0.0%
ALCOHOL FREE, BANANA,
PINEAPPLE, PASSION
FRUIT, MANGO, RASPBERRY
RUM CREAM LIQUEUR,
STRAWBERRY TEQUILA
CREAM LIQUEUR, MANGO
TEQUILA CREAM LIQUEUR,
BLUE RASPBERRY TEQUILA
CREAM LIQUEUR,
BLACK CHERRY TEQUILA
CREAM LIQUEUR.

*ALL BOTTLES: 70cl.
AVAILABLE WHILE STOCKS LAST.

@DEADMANSFINGERS

be drinkaware.co.uk



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Not all products are stocked in all depots. There can be up to a 2-week lead time.

DISCOVER AN OUT OF THIS WORLD COCKTAIL WITH THE APPLETON ESTATE 8YO MAI TAI*1



APPLETON ESTATE®
JAMAICA RUM

THE ORIGINAL MAI TAI

50ml Appleton Estate 8 Year Old Reserve
20ml Grand Marnier
20ml Fresh Lime Juice
10ml Sugar Syrup
10ml Orgeat

Make your Mai Tai with Appleton Estate, the original rum used in the mai tai, and the fastest growing golden rum of scale in the off trade.**

£24.79
PER BOTTLE

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

*1 The Mai Tai is named after the Tahitian word 'Mai Tai Roa Ae', which translates to 'Out of this world - The best!'
** Nielsen 52wk to 30.12.23, Total Coverage, All Golden Rum Brand £1m+
*18+ only, offer available between 1/9/24 to 31/10/24 only via LWC. While stocks last

MAKE THE MOMENT

MAGNIFIQUE

× CHAMBORD BERRY SPRITZ ×

£18.99

× 70CL CHAMBORD ×



× 3 PARTS PROSECCO
× 2 PARTS CHAMBORD
× 1 PART SODA

THE VELVETY SMOOTH
BLACK × RASPBERRY × LIQUEUR

PLEASE DRINK RESPONSIBLY.
Chambord is registered trademark. ©2024 Brown-Forman Corporation.

BUY ANY 6 SOMBRERO MEXICANO,
GET A BOTTLE
OF BLACK GOLD
FREE



Sombbrero
Mexicano

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

*Signature
Cocktails*



**BUY ANY 3,
GET ONE
FREE**

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.

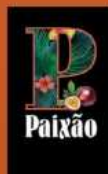
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Not all products are stocked in all depots. There can be up to a 2-week lead time.

BUY ANY 5 PAIXÃO LIQUEURS FROM THE RANGE
GET A COCONUT FREE



Crafted with real passion, Paixão offers an intense and warm fruit liqueur experience, available in three enticing flavors: 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.
For more information and to discover your perfect flavour, order online or contact your Account Manager.



Buy any
6x70cl MONIN liqueurs
and get
1x70cl MONIN Gomme syrup
*free**



Explore the full MONIN range at LWC:



MONIN®

* T&Cs Apply. Valid from 1st September 2024 to 31st October 2024

DRINK RESPONSIBLY

THE NEW SPICY SHOT

MANGO SHOTTA

MANGO • JALAPEÑO • TEQUILA

BUY 2X70cL MANGO SHOTTA
& RECEIVE 1X70cL
TEQUILA ROSE FREE

FREE



MAKE YOUR HUGO BLOOM

WITH
St-Germain
Elderflower Liqueur

**BUY 2 X 70cl
RECEIVE A
FREE SET OF
ST-GERMAIN
GLASSWARE**

HUGO SPRITZ

40ml St-Germain
Elderflower Liqueur
60ml Dry Sparkling Wine
60ml Sparkling Water/Soda
8-10 Mint leaves

Method - Build in Glass
Glass - Highball
Ice - Cubed

Garnish - Mint leaves
& Lime wedge

ST-GERMAIN®

ENJOY RESPONSIBLY be [drinkaware.co.uk](https://www.drinkaware.co.uk) 2024 ST. GERMAIN AND ITS TRADE DRESS ARE TRADEMARKS.
SUBJECT TO AVAILABILITY.

PASSOÃ

PASSOÃ ZOMBIE



SPECIAL
PRICE OF
£10.99
PER BOTTLE

RECIPE

15 ML / ½ OZ. PASSOÃ
50 ML / 1 ½ OZ. RUM

SUGGESTION: MIX OF DARK, WHITE, OVERPROOF)*

20 ML / ¾ OZ.
PINEAPPLE JUICE
15 ML / ½ OZ. LIME JUICE
1 FRESH PASSION FRUIT

***A LOWER VERSION IN ABV TAKING OUT
OVERPROOF RUM CAN BE OFFERED**



COINTREAU

CHANGES EVERYTHING

BLOOD ORANGE MARGARITA



SPECIAL
PRICE OF
£18.99
PER BOTTLE

RECIPE

ADD 1 OZ COINTREAU, 2 OZ
TEQUILA, 1 OZ FRESH LIME
JUICE, 1 OZ BLOOD ORANGE
JUICE INTO SHAKER AND SHAKE
WELL UNTIL CHILLED. STRAIN
OVER ICE INTO GLASS. GARNISH
YOUR DRINK WITH A SLICE OF
DEHYDRATED ORANGE.



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

MAXIMISE YOUR COCKTAIL SALES

THIS FESTIVE SEASON WITH OUR PREMIUM SPIRITS OFFERING

Premium spirits are performing ahead of mainstream spirits, as consumers look to treat themselves when visiting the On Trade

HALF OF CONSUMERS ARE LOOKING TO TRY SOMETHING NEW DURING THE FESTIVE SEASON*



BUY ANY 2 BOTTLES TO RECEIVE 12 BALLOON GLASSES



SCAN QR CODE FOR ALL YOUR FESTIVE SERVE SUGGESTIONS

WHILE STOCKS LAST
GLASS TYPE MAY VARY

*CGA Christmas Report 2023

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

CAMPARI

PROUDLY SPONSORED BY CAMPARI IN THE UK
Negroni Week
SEPT. 16 to 22

NEGRONI, THE WORLD'S #1 CLASSIC COCKTAIL*



SIPSMITH LONDON DRY
£23.29



CAMPARI
£15.29



CINZANO ROSSO
£7.89



RECIPE
25ml CAMPARI
25ml SIPSMITH LONDON DRY
25ml CINZANO ROSSO
ORANGE SLICE
ICE CUBES

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

*Source: Drinks International Cocktail Report 2023. 18+ only, offer available between 1/9/24 to 31/10/24 only via LWC. While stocks last

DIAGEO

GET IN THE £



SPIRIT

BIG BRANDS, BIGGER SALES

GUINNESS
IS THE
NO.1
BEER*

TANQUERAY
LONDON DRY
IS THE
NO.1
PREMIUM GIN**

JOHNNIE
WALKER BLACK
LABEL IS THE
NO.1
PREMIUM BLENDED
WHISKY**

CAPTAIN
MORGAN SPICED
GOLD IS THE
NO.1
SPICED RUM-BASED
SPIRIT DRINK
IN GB**

SMIRNOFF
IS THE
NO.1
VODKA**

Source: *In the On Trade. Growing at +20% YOY, vs total beer at +1.7%. **CGA to WE.

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

All deals run 01-09-24 to 31-10-24 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.

TASTES BETTER TOGETHER

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

BABY LAGER

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

1 2 3

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

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

SHOT RANGE OFFER

BUY ANY 5 BOTTLES FROM THE CUBIC BRANDS RANGE AND GET A LAMOSCA LIQUORE CAFFÈ FREE

Level Up Your Espresso Martini and Baby Stout with Lamosca Liquore Caffè

JOSEF MEERS HERBAL LIQUEUR 70CL
LAMOSCA LIQUORE CAFFÈ 70CL
LAMOSCA CLASSIC SAMBUCA 70CL
LAMOSCA SAMBUCA AND LIQUORICE LIQUEUR 70CL
LAMOSCA SAMBUCA AND RASPBERRY LIQUEUR 70CL
LAMOSCA SAMBUCA AND BANANA LIQUEUR 70CL

Lamosca LIQUORE CAFFÈ
COFFEE LIQUEUR
MADE IN ITALY
WITH REAL COFFEE



DIRECT FROM THE DALES



The Yorkshire Dales is in our blood, and in our beer. Our water is filtered through limestone for centuries before being drawn from aquifers deep beneath the Dales. When 96% of your pint is water, it better be the best.

BLACK SHEEP **SMOOTH** NOW AVAILABLE

Ask your account manager for details.



**EXCLUSIVE
TO
LWC**

GETTING BACK ON TRACK



Page 71

THE COST-OF-LIVING CRISIS has affected everybody in a multitude of ways over the last 2–3 years, including the UK hospitality sector, which has faced extreme challenges with mass closures around the country. Over 530 pubs closed in 2023, according to the British Beer and Pub Association, equating to a -2.5% decline in total sites as per the CGA Business Leaders survey.

There is no doubt that the on-trade has been impacted by a reduction in consumer spending, increases in energy bills, and food and drink costs, all of which have put a huge pressure on margins. This has made it harder than ever to keep customers coming back through the doors while also ensuring staff are paid and the lights stay on.

At LWC, we understand how hard this time has been and have packed our Signature Brands portfolio with an excellent array of high-quality products at a value price point that can help ease the pressure on your margins, keep costs down, and give you a satisfied customer all in one.

Lee Williams, Signature Brands Beer and Cider Category Manager, said, “We already had an established brand in our Export 4% for those customers that wanted the ability

to ‘white label’ their standard lager offering. The standard lager tap has declined by 5%+ over recent years but is still 2 in every 10 pints bought in outlet, so still important. We have now introduced a second product aimed at this tap, Pilsner 3.4%, which can also be rebranded, and offers a great product at an even better price. In August, we launched **Black Sheep Smooth**, a fantastic addition to the portfolio. This collaboration between ourselves and the Masham brewer provides our customers with an attractive smooth alternative.”

Pilsner 3.4%, like **Export 4%**, is a crisp and refreshing lager, finely balanced for easy drinking. Another similarity to Export 4% is that you can personalise the brand to suit your venue with a fitting name and badge to represent your outlet, providing you and your customers with a personalised experience, without breaking the bank.

Across the LWC Signature Brands portfolio, it’s not just our beer and cider team that have been focused on affordable options with premium branding. Our spirits team have also got a lot to write home about, with Moonshine Vodka and newer introduction, Arboretum Gin, available to help you tackle any margin concerns.

Moonshine Vodka, available in a 70cl and 1.5ltr, and now also available as a 70cl in Vanilla, is a triple-distilled, clean, natural vodka made with 100% French wheat grain. It's ideal on its own, over ice, or to mix in your choice of cocktails.

Arboretum Gin is the latest addition to the Agnes Arber Gin family and, like its sister range, has all the nine botanicals distilled together to create the unique Agnes Arber flavour, but softened for a lighter finish and a lower ABV of 37.5%. Available in 70cl and 1.5ltr, Arboretum is perfectly suited for those wanting a quality, accessible and budget-friendly gin, and helps you avoid passing the costs on to customers. Nic Ponticakis, Brand Manager for Agnes Arber Gin, commented, "With the nation in the grips of the ongoing cost-of-living crisis, consumers still crave incredible drinking experiences, but don't always have the means to achieve them. We don't think consumers should ever have to compromise on the quality of their drink, and this is why we have launched Arboretum."

LWC's Signature Brands range has been curated with both innovation and versatility in mind so that our customers can stay on top of the latest trends, with both value and premium options available across our portfolio to support those who want to keep an eye on costs, as well as customers who want to premiumise their offering.

There have, of course, been glimmers of hope across the year. The rate of inflation is slowing down, March was given a boost by the early Easter, and May gave us two bank holidays' worth of sales opportunity. A wetter Summer




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than anyone had hoped for was boosted with Euro 2024 drawing in the football crowds. Then, July brought the introduction of a new party in government with a chance of more changes to come, and LWC are here to help you be as prepared as possible, whichever way things go. Overall, these are encouraging signs as we move towards the busiest period of the year.

1. CGA Business Leaders survey, April 2024
2. British Beer and Pub Association 2024
3. CGA by NIQ 2024



Page 41



GC
GRAND CENTRAL

GRAND CENTRAL IPA AND CAMDEN EAZY

**IP-ABSOLUTELY A GOOD DECISION...
TRY OUR DYNAMIC DUO OF CRAFT BREWS TODAY**

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



CAMDEN EAZY
IPA



CAMDEN TOWN BREWERY



CAMDEN EAZY
HAZY IPA

NATIONAL CURRY WEEK

A Celebration of Britain's Favourite Cuisine

But don't forget the drinks!

National Curry Week runs from 7th –13th October each year and provides the perfect opportunity to showcase the best of Britain's curry houses.

Since the 1970s, curry houses have become a staple of British highstreets with millions of curries consumed both in and out of home each week. From the gentle Korma to the mighty Madras, we've all got our favourites. But what about the drinks?

When it comes to the full curry experience, the beer you choose to pair with your dish could make or break the occasion. Go too hoppy and you could mask those carefully curated flavours; go too light and you may as well have ordered a water. It's all about choosing a beverage brewed specifically with that cuisine in mind.

Our teams love showing our customers how different drinks can elevate different dining occasions. From paella to pies, we've got the knowledge, the experience, and the brands to truly bring these out-of-home experiences to life. We also love to offer our customers a point of difference when it comes to range.

While the Chicken Tikka Masala remains the UK's favourite curry, alongside the other Indian, Bangladeshi and Pakistani-inspired dishes that the nation loves, Brits' taste for curry has expanded further afield over recent years. Thai, Malaysian and Chinese curries, with their own unique flavours and ingredients, are all having a major impact on the UK's food and drink landscape.

So why not bring something different to the table this National Curry Week with a few of our favourite brands?



Bangla Premium Beer – ABV 4.8% | 50L Keg | 660ml Bottle

Bangla is a specially created beer, designed to complement Bangladeshi, Bengali and Indian Cuisine without masking the delicate flavours. Brewed using only the finest ingredients, Bangla is the perfect partner to a wide range of curries, from the deep, earthy flavours of a Biryani or Tikka Masala through to the rich, spicy heat of a Madras or Hilsa Curry.

Lal Toofan – ABV 4.3% | 50L Keg

Specifically created to complement Asian, Indian, and Bangladeshi cuisine, Lal Toofan is available as a premium 4.3% ABV draught and as a more sessionable, 3.6% ABV pils draught. Brewed to provide a robust taste platform to soften the most warming of spices but remain delicate enough to augment the sophisticated texture of curry dishes.



Lucky Buddha – ABV 4.8% | 30L Keg | 330ml Bottle

A fusion of the finest-quality malt, hops, and rice flakes, Lucky Buddha beer delivers an Asian style lager packed with flavour, alongside a crisp, clean finish. Paying homage to good food, good drinks, and good fortune, the brand is now embarking on a quest to bring its authentic, popular beer to those that prefer a pint over a bottle, and is now available on draught.



SAY PROST! THIS OKTOBER WITH THE BEST OF GERMAN BEERS

Dust off your dirndl, launder your lederhosen and grab a stein.

Say PROST this Oktoberfest* with this bierkeller beauty

 **@DORTMUNDERBEER**

*Oktoberfest runs from 21st September to Sunday 6th October.

WHAT BETTER WAY TO CELEBRATE **WORLD STOUT DAY ON 7TH NOVEMBER**, THAN WITH THE CREAMIEST STOUT OF THEM ALL?
FORGED IRISH STOUT

PROUDLY BREWED IN DUBLIN



**NOT HERE TO TAKE PART.
HERE TO TAKE OVER.**

- Celebrate the fastest growing drinks category in pubs, bars and restaurants throughout the UK.
- Stout volumes are up a massive 13.8% in the last quarter.
- You don't need the luck of the Irish to bet on Forged



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

Source: CGA DPMS Data May 2024

INSTALL LUCKY BUDDHA DRAUGHT + GET 24 FREE BOTTLES + A FREE POS KIT



pos kit includes:



24 GLASSES



2 BAR RUNNERS



4 T-SHIRTS



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

FOR FANS WHO
Live Every Moment

WIN A TRIP TO MARANELLO, ITALY WITH
PERONI NASTRO AZZURRO 0.0%

FOR EVERY CASE OF
PERONI NASTRO AZZURRO 0.0% PURCHASED
= 1 ENTRY INTO THE PRIZE DRAW



PERONI
NASTRO AZZURRO
0.0%

18+, UK only. For every case bought of Peroni Nastro Azzurro 0.0% bought equal 1 entry into the competition for an Italian racing experience. Available during promotional period 1st of July to the 18th of October 2024. Promotion only applies to Hills Prospect and LWC. Subject to availability while stocks last and specific to this brochure feature only. For full T&Cs please visit: <https://www.asahibeer.co.uk/promotional-terms-and-conditions>

BE THE FAN WHO THINKS. DON'T DRINK AND DRIVE.

be**drinkaware**.co.uk

All deals run 01-09-24 to 31-10-24 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.



Live Every Moment

WIN

A TRIP TO ROME

WITH

PERONI NASTRO AZZURRO

SIGN UP TO THE NEW **LWC & PERONI LOYALTY SCHEME**
TO BE IN WITH A CHANCE OF **WINNING AN AMAZING**
HOSTED TRIP TO THE **ITALIAN CAPITAL CITY.**



LWC

SCAN
TO ENTER



or contact your LWC rep

HP
HILLSPROSPECT
— LEADING DRINKS DISTRIBUTOR —

Sign up - **10 points**
Each keg purchased - **2 points**
Each case purchased from the Peroni packaged range - **1 point**
Each point = **1 entry** into the prize draw where **10 LWC** customers will win the trip.

Trip to take place Spring 2025

18+, UK & ROI only. Applicable to Peroni draught stockists only. Promotional period 1st July 2024 – 31st December 2024
Promoter: LWC Drinks LTD, Greenside Way, Chadderton, Middleton, Manchester M24 1SW

bedrinkaware.co.uk

SOLAR WAVE™

HAZY IPA

DOOM BAR®

AMBER ALE

SHARPS DOOM BAR 9G CASK SHARPS DOOM BAR 9G CASK - £95.00

SEA FURY®

SPECIAL ALE

SHARPS SEA FURY 9G CASK - £109.00

ATLANTIC

PALE ALE



SHARPS ATLANTIC IPA 9G CASK - £96.00



SHARPS TWIN COAST PALE ALE 9G - £91.00



SOLAR WAVE HAZY IPA 9G CASK - £106.00



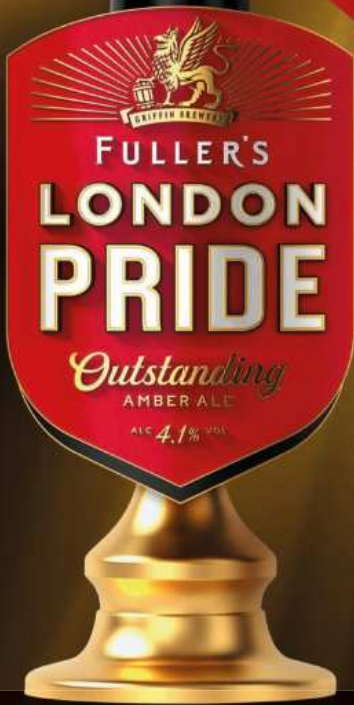
FOLLOW US @SHARPSBREWERY   
VISIT US AT WWW.SHARPSBREWERY.CO.UK
be drinkaware.co.uk



INTRODUCING
NEW

CASKPOT

SPECIAL
CASKPOT
LONDON
PRIDE
PRICE
£99.99
PLUS VAT
SEPTEMBER - NOVEMBER
INCLUDES



**RECEIVE A
£10 CASH
CREDIT**
for every Cask of
London Pride and
Dark Star Hop Head
purchased from LWC*
between 1st September
and 30th November.



**Redeem your collected credit from 5th December against
any products from LWC**

Terms and Conditions

Free trade accounts only. The offer only applies to Casks of London Pride and Dark Star Hop Head purchased via *LWC, Hills Prospect PLC and Glamorgan Brewing Company on orders placed between 1st September and 30th November 2024. A £10 credit will automatically be made to your account on 5th December 2024 for all qualifying purchases made. The total credit received must be redeemed by 31st December 2024 against any product ordered through LWC, Hills Prospect PLC or Glamorgan Brewing Company. No credits can be carried forward after this date. Promoter Asahi UK Limited Chiswick, London W4 2QB



Asahi UK

be**drinkaware**.co.uk





TAP INTO CASK ALE

£88.79



Courage Directors 4.8%

Full of character, with a distinctive spicy hop aroma, the perfect balance of crystal malt with crisp, fruity, nutty hops and a lasting finish.

£68.15

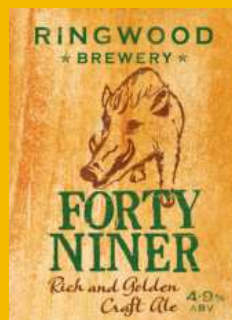


Banks's Amber 3.4%

Crafted with the finest ingredients to deliver a really easy drinking beer. A deep gold colour it comes with malty, hoppy flavours and clean finish with fruity overtones.

AMBER

GOLD



£93.97

Ringwood Forty Niner 4.9%

Light, fresh floral bouquet. Rounded malt in the mouth with deep bittersweet finish and a balanced level of bitterness. Golden full bodied malted beer.

PROMOTION VALID FOR THE DURATION OF THE BROCHURE PROMOTIONAL PERIOD. NOT AVAILABLE IN CONJUNCTION WITH ANY OTHER OFFER. OFFER AVAILABLE WHILE STOCKS LAST. SUBJECT TO CHANGE.

Enjoy responsibly. be.drinkaware.co.uk



Angelo Poretti

VALGANNA
ITALIA
1877

ESCAPE TO ITALY

THE FASTEST GROWING ITALIAN LAGER,
FOUNDED IN 1877 BY ANGELO PORETTI

A full flavoured lager, characterised by a pillowy white head, brilliant clarity and a polished golden colour. With its sparkling carbonation, sweet malty body and assertive hoppy bitterness, it's perfect as a stand-alone beer but sublime when paired with food. Incredibly versatile with a wide range of dishes, Birrificio Angelo Poretti was created with food in mind.

CREATED WITH FOOD IN MIND

Birrificio Angelo Poretti is versatile enough to enhance a simple bowl of olives, a light lunch or a gastronomic dinner.

Our sweet Italian malt complements salty foods like cheese, charcuterie, wood-fired pizza and even aromatic crispy duck.

Our unique hops enhance the flavours in dishes like pad thai, biryani, arrabbiata sauce and steak bearnaise.

The sparkling carbonation will cut through oily foods such as fish and chips, smoked salmon, tempura prawns and succulent roast leg of lamb.

A NEW LOOK TO SHOWCASE OUR AUTHENTICITY AND PREMIUM CREDENTIALS

A darker gradient blue to enhance premium cues, with increased copper inspired by our kettles, situated within the Poretti brewery that Angelo himself founded in 1877. Quattro Luppoli representing our 4 hops that are within the beer and Angelo's signature and 1877 year of origin as a reminder of our genuine authenticity and heritage.

Our updated brand identity launches this May which will include new Tap handle and font lens.

be**drinkaware**.co.uk

All deals run 01-09-24 to 31-10-24 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.



INSTALL AND
RECEIVE A
COMPLIMENTARY
KEG & £200 POS
SUPPORT †

£19.99
24x330ml



ABV	4.8%
STYLE	Lager
SEE	Polished golden
TASTE	Sweet malty body and an assertive bitterness
SMELL	Smooth and aromatic



Born in Italy, brewed in UK. Enjoy responsibly.
†Promotion valid for duration of brochure promotional period. One deal per install per outlet. Available whilst stocks last. Subject to change.

BROOKLYNBREWERY.COM

@BKLYNBREWERYUK

THIS IS BROOKLYN

THIS IS BROOKLYN



INSTALL AND GET A FREE KEG & POS PACKAGE WORTH £200*



THIS IS BROOKLYN

@BKLYNBREWERYUK

BROOKLYNBREWERY.COM

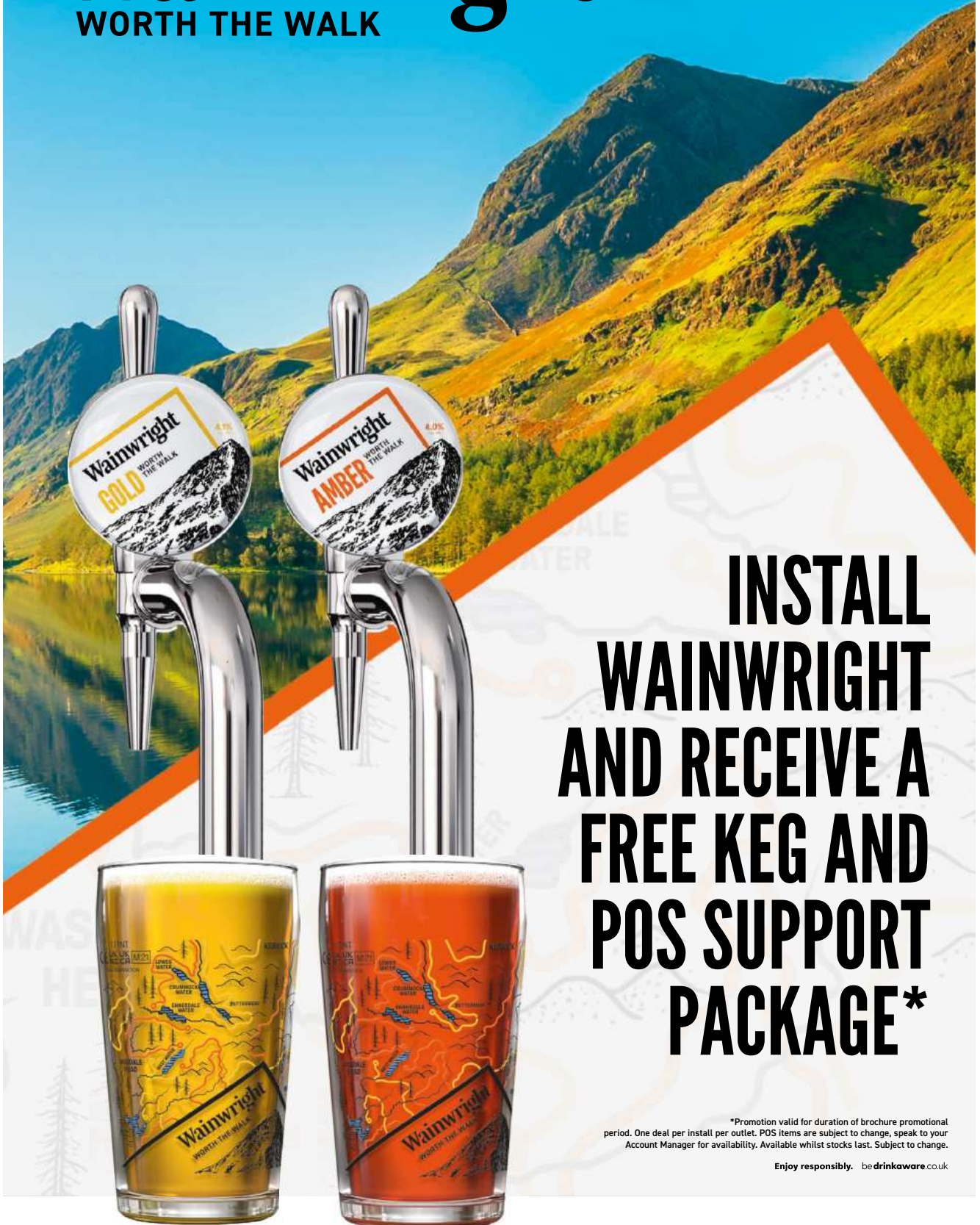
Enjoy responsibly.
be drinkaware.co.uk

*Promotion valid for duration of brochure promotional period. One deal per install per outlet. Available whilst stocks last. Subject to change.

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Not all products are stocked in all depots. There can be up to a 2-week lead time.

Wainwright

WORTH THE WALK



**INSTALL
WAINWRIGHT
AND RECEIVE A
FREE KEG AND
POS SUPPORT
PACKAGE***

*Promotion valid for duration of brochure promotional period. One deal per install per outlet. POS items are subject to change, speak to your Account Manager for availability. Available whilst stocks last. Subject to change.

Enjoy responsibly. be.drinkaware.co.uk



INSTALL CAMDEN STOUT, GET A FOC KEG & POS KIT ON US!



So Smooth



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

Offer open to all customers who purchase via BBG partner wholesalers based in the UK and Channel Islands. BBG reserve the right to remove the promotion at any point. Camden Stout must be installed within promotion dates to qualify. Promotion runs from 01/09/2024 to 31/10/2024. FOC keg and kit will be sent out after installation. Terms of your stocking agreement continue to apply. Promoter: AB InBev UK Ltd EC4A 1EN. ©2024 AB InBev UK Limited, all rights reserved.



OFFICIAL
PARTNER



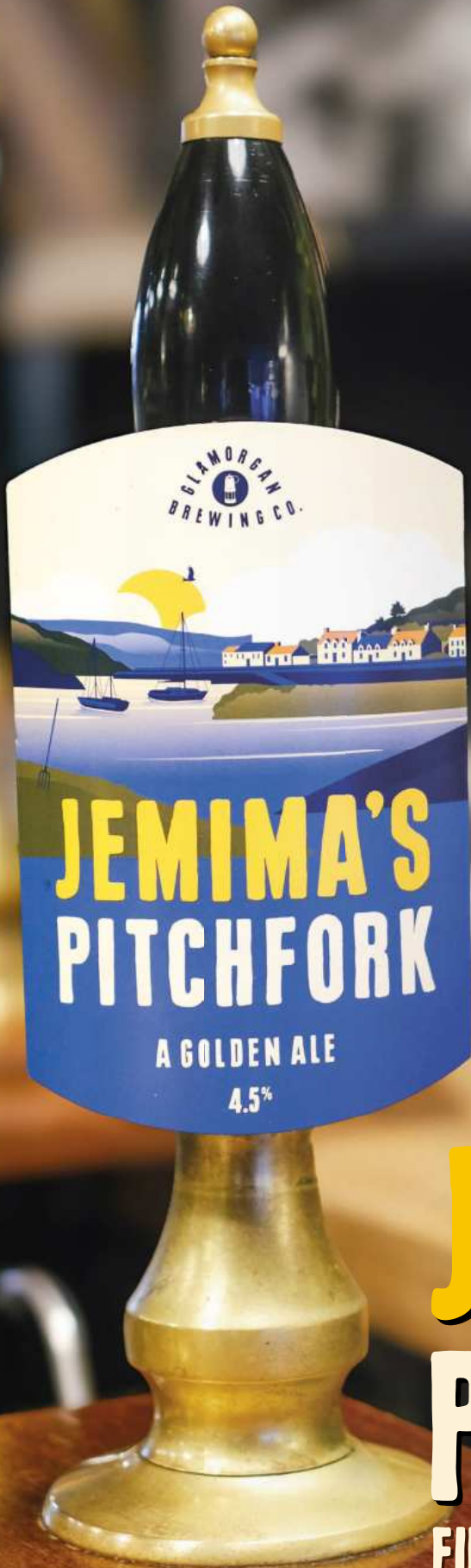
FFRESH JUICY PALE ALE

GIVE WALES' FASTEST-
GROWING PALE ALE A TRY...
IT'S FFRESH AS FF***

Ffreshen up your line-up for 2024 with Ffresh, Glamorgan's flagship Juicy Pale Ale. The Official Ale of the Welsh Rugby Union is supported by bold point of sale including branded fonts, taphandles, glassware, bar runners, t-shirts and more.

Ffresh beer is the best beer.





AWARD-WINNING
WELSH CASK BEER

JEMIMA'S PITCHFORK

EUROPEAN BEER CHALLENGE 2024
DOUBLE GOLD MEDAL WINNER

All deals run 01-09-24 to 31-10-24 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.

Asahi | Asahi UK Ltd

BUY ANY 6 CASES FROM OUR PACKAGE RANGE TO RECEIVE A COMPLIMENTARY CASE

Asahi OR **PERONI**
辛口 NASTRO AZZURRO



be.drinkaware.co.uk

18+, [UK & ROI] only. Available during promotional period 1st September to 31st December 2024 subject to availability whilst stocks last and specific to this brochure feature only. In one transaction buy any 6x cases (24 x 330ml) of Peroni Nastro Azzurro, Peroni Gluten Free, Peroni 0.0%, Peroni Capri Stile, Asahi Super Dry and/or Asahi Super Dry 0.0% to receive a free case (24 x 330ml) 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

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

All deals run 01-09-24 to 31-10-24 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.



BUY ANY 3 CASES FROM THE RANGE

GET 1 CASE FREE

Range includes, Doom Bar,
Atlantic Pale ale and Doom Bar zero
8 x 500ml Bottles

Please contact your local representative for more details!
Promotion available from 1st September - 31st October 2024



FOLLOW US   
VISIT US AT SHARPSBREWERY.CO.UK
be drinkaware.co.uk

All deals run 01-09-24 to 31-10-24 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.

BUY ANY 6, GET A HEINEKEN 0.0 FREE*



ENJOY RESPONSIBLY

*Heineken 0.0 & Old Mout 0.0 contain no more than 0.05% alcohol by volume. Offer available 1st – 31st October

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

All deals run 01-09-24 to 31-10-24 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.

DISCOVER THE SOUL OF MADRID

24X330ML NRB
£21.99

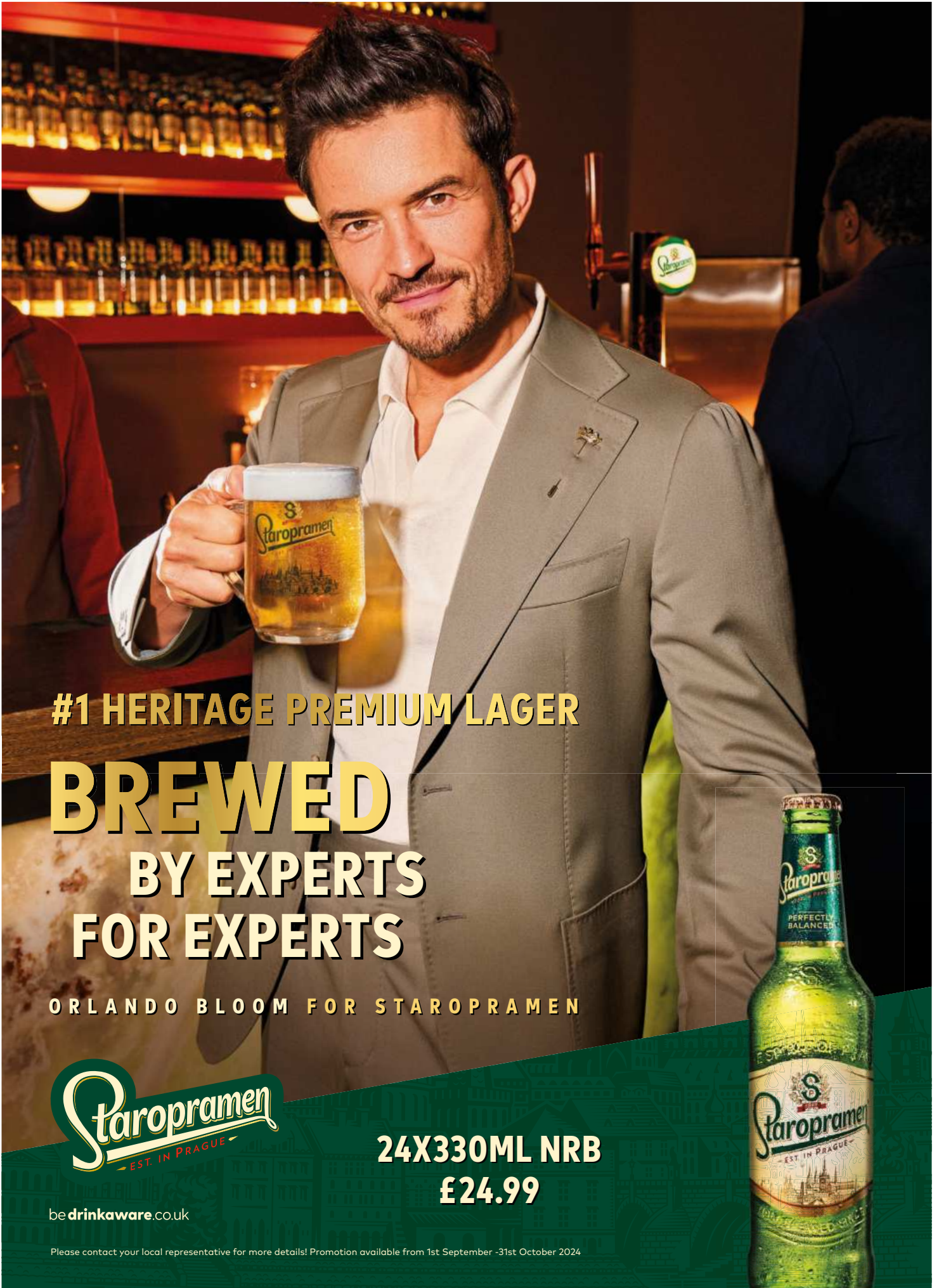


Please contact your local representative for more details! Promotion available from 1st September - 31st October 2024

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

Brewed in the UK

All deals run 01-09-24 to 31-10-24 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.



#1 HERITAGE PREMIUM LAGER

BREWED
BY EXPERTS
FOR EXPERTS

ORLANDO BLOOM FOR STAROPRAMEN



24X330ML NRB
£24.99

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

Please contact your local representative for more details! Promotion available from 1st September -31st October 2024



MADE BRIGHTER

BREWED WITH ORANGE PEEL FOR A REFRESHING, BRIGHT CITRUS TASTE.

24X330ML NRB -
£27.49



**#1 Wheat Beer
in the UK**

Source: GlobalData 2021

Brewed with
orange peel for
subtle sweetness
with an orange
garnish making
our serve unique



Gold Award
2008 2016



2006 2007 2010
2013 2020

Please contact your local representative for more details!
Promotion available from 1st September -31st October 2024

 Blue Moon Brewing Company

 @BlueMoonBeerUK

 @BlueMoonBeerUK

be drinkaware.co.uk

All deals run 01-09-24 to 31-10-24 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.

Special price

£22.99
per case*



£15.49
per case*



Heineken[®]

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

*Heineken 0.0 contains no more than 0.05% alcohol by volume. Offer available 1st - 30th September

BIRRA MORETTI SALE DI MARE

UNFILTERED
PREMIUM LAGER
WITH A HINT OF
ITALIAN SEA SALT

FOR FULL FLAVOURED
REFRESHMENT



SALE DI MARE

SPECIAL
PRICE
£24.99



NEW
FROM THE
UK'S NO.1
PREMIUM
CONTINENTAL
LAGER BRAND*

be [drinkaware.co.uk](https://www.drinkaware.co.uk)
ENJOY BIRRA MORETTI RESPONSIBLY

BREWED IN THE UK
WHILST STOCKS LAST. OFFER AVAILABLE 1ST - 30TH SEPTEMBER
*CGA Strategy Value MAT P13 (30.12.2023). **Case of Packaged is 24 x 330ml.

All deals run 01-09-24 to 31-10-24 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.

MOUNTAIN COLD REFRESHMENT

THE #1 PREMIUM 4% BRAND
IN THE ON-TRADE*

24X330ML NRB
£19.99



Coors
KEEP IT FRESH™

*Source: CGA Data P10 2022 (52 Weeks Ending 8/10/2022).

Please contact your local representative for more details! Promotion available
from 1st September - 31st October 2024

BREWED IN THE UK |   
be [drinkaware.co.uk](https://www.drinkaware.co.uk)



**Corona[®]
Cero**

BREWED WITH
**100%
NATURAL
INGREDIENTS***

SPECIAL PRICE £13.99

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 01/09/2024 to 31/10/2024. Terms of your stocking agreement continue to apply. Promoter: AB InBev UK Ltd EC4A 1EN. ©2024 AB InBev UK Limited, all rights reserved.

*Ingredients Water, Barley, Maize & Hops. Beer carbonated prior to bottling.

be**drinkaware**.co.uk

All deals run 01-09-24 to 31-10-24 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.

BUDWEISER BREWING GROUP

FILL YOUR FRIDGE



STELLA ARTOIS 24x330ML - **£17.39**

STELLA ARTOIS UNFILTERED 24x330ML - **£19.99**

CAMDEN STOUT 24x440ML - **£26.99**

MAHOU 24x330ML - **£20.99**

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

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Budweiser
BREWING GROUP UK&I

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Not all products are stocked in all depots. There can be up to a 2-week lead time.

SPECIAL PRICE

£28.99^{*}



*Throughout September.

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

A BALANCE OF **BÖLD FLAVOUR** & **LIGHT TASTE**

24 x 330ml NRB
for £21.99

Discover Pravha
& stock up now

BOLD FLAVOUR AND LIGHT TASTE

Pravha is the best of both worlds. All the bold flavour of a high quality Czech pilsner, perfectly balanced with an unexpectedly light and refreshing taste.



Please contact your local representative for more details!
Promotion available from 1st September -31st October 2024

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

PRAVHA
THE LIGHTER TASTING PILSNER

All deals run 01-09-24 to 31-10-24 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.

THE UK'S MOST LOVED NO & LOW BEER BRAND*

Get your first 30L keg free when you order today

LUCKY SAINT

ALCOHOL FREE SUPERIOR UNFILTERED LAGER

Available: 1/9/24 - 31/10/24. Offer applies to new draught Lucky Saint stockists only. * Savanta BrandVue 6 months to May 2024.



A Juicy NEW CIDER, POWERED BY SUNSHINE.



Install Thatchers Juicy Apple and receive a free keg & POS kit.

Contact your **Thatchers Account Manager** or **Customer Service team** on 01934 827408 to request an install.

EST. 1904
THATCHERS
— THE FAMILY CIDER MAKERS —

*Replace a competitor cider and receive a free 50L Juicy Apple keg & a POS kit. POS kit contains 24 pint glasses, 12 half pint glasses, 4 bar runners, 200 drip mats & 5 staff lanyards. Free keg available after first keg purchased.



APPLES

CIDER FROM THE WELSH MARCHES

APPLES is a medium cider produced for us by Celtic Marches; a hundred year old cider and hop farm in the Welsh Marches. We use their hops in our brews and their apples in our cider - it's deliciously simple and simply delicious.



BERRIES

BERRY CIDER FROM THE WELSH MARCHES

A medium sweet fruit cider that's packed full of delicious hedgerow berries. Rich and ruby red in colour with a summer fruit nose – when the temperature rises, BERRIES is the perfect drop.





THE FORECAST LOOKS GOOD FOR
CIDER DRINKERS THIS SUMMER!

CLOUDY APPLES

Cloudy Apples is the deliciously hazy
new cider from Glamorgan that's
been taking the country by storm

Made with 100% natural apples from
the Welsh Marches and served
unfiltered for maximum refreshment
and flavour

Buy 1 case of Kopparberg for £21

Keep your customers
refreshed with the
UK's bestselling fruit
cider brand



Source: IRI Data, Ext Marketplace. Fruit Cider. Value Sales. 52wks to 24.12.23.

T&Cs: AB InBev UK Limited, all rights reserved. This promotion is open to residents of the UK only and is available from 01.09.2024-31.10.2024. The offer includes the purchase of any case of Kopparberg Strawberry & Lime 15x500ml and/or Mixed Fruit 15x500ml NRB at a promotional price of £21 per case. This offer is open to customers who purchase through BBG partner wholesalers. Customers cannot redeem more than 20 cases in a single order. AB InBev UK reserves the right to modify or terminate this promotion at any time without prior notice. This promotion cannot be combined with any other offers or discounts and is subject to availability and while stocks last. By participating in this promotion, you agree to be bound by these terms and conditions.

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

KOPPARBERG

All deals run 01-09-24 to 31-10-24 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.

WIN

A YEAR'S SUPPLY OF WESTONS CIDER



£150,000
GIVEAWAY
MULTIPLE
ENTRIES
PERMITTED

SIMPLY
BUY
3 KEGS
TO ENTER

BETWEEN 1ST JUNE -
31ST DECEMBER 2024

HENRY WESTONS

ENGLISH CIDER
STOWFORD
PRESS

EXPERTLY CRAFTED BY

Westons Cider

SCAN TO ENTER



Terms & conditions apply.
3 kegs to be bought across
the range between 1st June -
31st December 2024.
Multiple entries permitted.

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

<https://www.westons-cider.co.uk/win-a-year>

MARLISH
SUSTAINABLY SOURCED SPRING WATER & MIXERS

NEW FLAVOUR



Experience the pure, naturally filtered spring water from the heart of Northumberland, now with a vibrant burst of British blackcurrant. Sustainably produced on our family farm using 100% renewable energy. Naturally light and refreshing with **NO SUGAR, NO ARTIFICIAL INGREDIENTS** and **ONLY 10 CALORIES PER CAN**. Same Marlish values, new tantalising flavour.

All Marlish products are **SUSTAINABLY PRODUCED** and packaged at the source of our spring on Marlish Farm, a family-owned farm in the rolling hills of Northumberland.

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

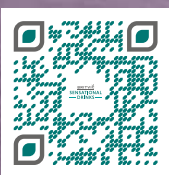


All deals run 01-09-24 to 31-10-24 unless otherwise stated. Deals cannot be taken in conjunction with any other offers. Not all products are stocked in all depots. There can be up to a 2-week lead time.



CLAIM £1000 STOCK BUNDLE WHEN YOU INSTALL PEPSI DISPENSE*

**PEPSI MAX HAS THE HIGHEST ROS
OF ANY SUGAR FREE DISPENSE COLAS ACROSS LICENSED****



**PLEASE CONTACT YOUR BRITVIC REPRESENTATIVE
OR SCAN THE QR CODE TO REGISTER YOUR INTEREST**

T&Cs: Free stock bundle includes 4 x BIBs, 1 x Case of Glassware, 1 x Ice Bucket, 2 x Bar Runners, 1 x T-Shirts. *Based on retail value of 4 free BIBs (92.38 serves x 4 BIB = 369.52 serves at average retail sale price of £2.71. Prices always at the discretion of the customer) plus Welcome Bar bundle (value of over £60). Subject to availability and while stocks last. Max 1 of each stock bundle per outlet. Subject to customer having a Pepsi Max Dispense unit contract and installed. 4x FREE BIBs are given during installation, the remaining items can be claimed by clicking the link provided on your welcome email from sensational drinks, registration & a valid email address is required. Please refer to your dispense contract for full Terms and Details. **Sourced as CGA Foodservice & Licence report MAT to 30.12.23 | Total Out Of Home | Britvic defined categories Sugar Free Colas. Promotor: Britvic Soft Drinks, Breakspear Park, Breakspear Way, Hemel Hempstead, HP2 4TZ.

All deals run 01-09-24 to 31-10-24 unless otherwise stated. Deals cannot be taken in conjunction with any other offers.
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Schweppes

Buy any x4 Schweppes 150ml mixers and get x1 FREE



MyCCEP
my.ccep.com



SCAN ME

FREE STOCK BUNDLE ON INSTALL OF COCA-COLA POSTMIX

RETAIL VALUE OF OVER **£800⁺**

Coca-Cola
CLASSIC IS THE **NUMBER 1** DRAUGHT COLA BRAND IN GB ON PREMISE*



FREE STOCK BUNDLE INCLUDES:
24X330ML GLASS COCA-COLA CLASSIC
24X330ML GLASS COCA-COLA ZERO SUGAR
24X330ML GLASS DIET COKE
24X200ML GLASS SCHWEPES TONIC
24X200ML GLASS SCHWEPES SLIMLINE TONIC
24X275ML APPLETISER
1X7L COCA-COLA ZERO SUGAR BAG IN BOX
1X7L DIET COKE BAG IN BOX

Email us on: postmixenquiries@ccep.com

Coca-Cola
DRAUGHT COLAS[†] ARE WORTH A COMBINED **£584M** IN GB ON PREMISE**

SCAN FOR MORE INFO



All deals run 01-09-24 to 31-10-24 unless otherwise stated. Deals cannot be taken in conjunction with any other offers.
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Coca-Cola
ZERO SUGAR



£14.99
per case

24 x 330ml Coca-Cola
Zero Sugar glass bottles

The fastest growing
light cola brand ¹



MyCCEP
my.ccep.com



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Source 1 Nielsen CGA free trade CCZS vs Pepsi Max value sales MAT to Sep 23, value % chg vs YA exc flavours



Sprite

24 x 330ml cases of Fanta Orange NRGB
or Sprite Zero Sugar NRGB

£15.99
per case



£15.99
per case



MyCCEP

my.ccep.com



All deals run 01-09-24 to 31-10-24 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.

ting™

Order today!

A grapefruit drink enjoyed on its own or as a mixer



• CASE OF 24 x 330ML CANS •
£9.99
• CASE OF 24 x 330ML CANS •

SERIOUSLY SPARKLING OFFER

**BUY 2 CASES OF SPARKLERS,
GET 1 FREE***

Explore our favourite medleys of fruit and botanicals, blended with carbonated water. A tongue-tingling twist on classically fresh flavours.



FROBISHERS



frobishers.com



SCAN FOR POS

*Whilst stocks last, subject to availability

LIVEN UP YOUR MOCKTAIL MENU WITH RUBICON

Guava SPRITZER



BUY
ANY 8 & GET
1 FREE 1LTR
GUAVA

INGREDIENTS

50ml Rubicon Guava
25ml lemon juice Pinch of
Cayenne Pepper

METHOD

Combine all the ingredients with ice and shake
vigorously. Strain and pour into a sugar rimmed glass.



ADD SOME FLAVOUR THIS HALLOWEEN

MIX & MATCH ANY 5 TO GET A **FREE** CASE OF IRN BRU 330ML CAN*

PACKS INCLUDE: BUNDA BERG 375ML GINGER BEER, IRN BRU 330ML NRGB, IRN BRU 330ML CAN, IRN BRU SUGAR FREE 330ML CAN BARR FAMILY CREAM SODA 330ML, BARR FAMILY LEMONADE 330ML





GET THE CHEERS IN



64.9%
OF ADULT DRINKS
SOLD IN THE ON
TRADE OVER
XMAS SEASON
ARE J20*



**SCAN THE QR TO PRE-ORDER
YOUR FREE J20 CHRISTMAS
POS KIT OR VISIT:
[SENSATIONALDRINKS.COM/J20CHRISTMAS](https://sensationaldrinks.com/j20christmas)**

*CGA by NIQ licensed, J20 Orange & passionfruit, J20 Apple & Raspberry, J20 Apple & mango, Total adult Britvic defined, OPM, Volume % share, Data to P13 2023 (30/12/2023)

BOOST YOUR SALES WITH UK'S #1 ORANGE KIDS JUICE DRINK*

- ✓ 90% BRAND AWARENESS IN THE UK**
- ✓ NEW RECYCLABLE POUCH
- ✓ NO ARTIFICIAL COLOURS, PRESERVATIVES OR FLAVOURS

ONLY
£14.40
36P PER POUCH



Capri-Sun
THE TASTE OF FUN

*Source: Nielsen data - Capri Sun total brand - 52W to 20.01.2024
**Capri Sun brand health tracker 2023

Shake Up Your Sales with Orangina!! Stock Up Now!!

£8.29
per case



12 x 250ml

ORANGINA is a registered trade mark of Schweppes International Limited.

ORANGINA
et sa pulpe!

Wonderfruit Offers

**BUY ANY 4 CASES
& GET 1 CASE OF
CLOUDY APPLE
FOR FREE***

Choose from our range
of 15 delicious flavours:

**Orange, Cloudy Apple,
Mango, Pineapple, Peach, ACE,
Strawberry, Pear,
Tomato, Cranberry,
Apricot, Blueberry,
Multi-Vitamin Tropical,
Pink Grapefruit and
Dragonfruit Guava**



**Scan QR Code for FREE
Sample Pack**
subject to availability



- Bespoke social media posts to promote your outlet
- 3 multi-buy promotions PA
- FREE Glassware & POS

To access support email:
orders@premiumbeverages.co.uk

*September Deal



www.pagofruitjuice.co.uk

Crafted
Since 1888




100%
Natural Fruits

Vegan/Gluten
Friendly

100%
Recyclable

All deals run 01-09-24 to 31-10-24 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.


LUSCOMBE
Devon England

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

**Buy 4 cases
get 1 FREE**
24 X 27cl | July only

The UK's most prestigious
soft drinks brand



BY APPOINTMENT TO
HIS THE PRINCE OF WALES
MANUFACTURERS OF
APPLE JUICE & SOFT DRINKS
LUSCOMBE DRINKS
DEVON, ENGLAND



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



**1 in 3 visits to the On Trade
are now Alcohol Free***
make it one to remember!



Sells 2.3x
faster than
the next best
selling ginger
beer***

Sells 1.5x
faster than
the next best-
selling flavoured
lemonade***

Sells 1.7x
faster than
the next best-
selling plain
lemonade***

ESTD 1905



**BUY 2 CASES
GET A PERFECT
SUMMER SOFT
SERVE POS PACK**
FREE!**

**Pack includes
New Fentimans glassware (pictured)
+
Ginger Beer, Rose Lemonade
and Victorian Lemonade
Perfect Soft Serve Menus

Ts&Cs: Delivery from June. Deal includes Fentimans Ginger Beer,
Fentimans Rose Lemonade and Fentimans Victorian Lemonade.
Maximum 2 deals per customer per month. Whilst stocks last.

*Source: KAM Media 2022 No and Low Report, on trade refers to pubs and restaurants.
***Source: CGA OPMS | On Trade | Carbonated Premium Softs |
Data 52 w/e 04.11.23 | Total GB | Value 6 ROS | SKUs in less than
4000 distribution not included

Botanically Brewed · Exquisitely Crafted

Spice up *your autumn menu* with MONIN



Pumpkin Spice



Maple Spice



Winter Spice



Gingerbread



Spiced Red Berries



Falernum



**THE UK'S LEADING
SYRUP BRAND***
NATURAL FLAVOURINGS
VEGAN-FRIENDLY
LIMITLESS APPLICATIONS

MONIN®

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BRITVIČ
SENSATIONAL
— DRINKS —

Claim your
FREE case of glassware

Register
today!



Scan the QR code for:

**FREE POS kits, case of glassware,
product trials, trade support and more.**

BRITVIČ
SENSATIONAL
— DRINKS —

Visual Purposes only. Subject to availability. Max 1 of each POS kit, 1 case of glassware & 50 printed menus per outlet. *Free menu offer subject to listing 5 Britvic products. NPN. Registration & email address required. Visit Sensationaldrinks.com for Terms and Details. Promoter: Britvic Soft Drinks.

A Fresh Look For A More Sustainable Bar.



Reduce Packaging By 99%*

londonessenceco.com

Free welcome kit including glassware on installation.
Contact your account manager for more information.

*vs 200ml bottles



EXQUISITE DRINKS
FRESHLY INFUSED WITH DISTILLED BOTANICALS



Lucozade

BUY 2 CASES OF LUCOZADE ENERGY ORANGE OR ORIGINAL 24X500ML AND GET A FREE 12X500ML CASE OF OUR NEW LUCOZADE ENERGY BLUE BURST!!

FREE

MADE WITH GLUCOSE

Lucozade ENERGY ORANGE

Lucozade ENERGY BLUE BURST

Lucozade ENERGY ORIGINAL

Lucozade

VITAMIN B3 HELPS REDUCE TIREDNESS
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Recycle



Lucozade

BUY ANY 3 CASES OF LUCOZADE SPORT AND GET A FREE CASE OF OUR NEW LUCOZADE SPORT BLUE FORCE!!

FREE

ENHANCES HYDRATION
FUELS PERFORMANCE

Lucozade SPORT ORANGE

Lucozade SPORT BLUE FORCE

Lucozade SPORT RASPBERRY

Lucozade

VITAMIN B3 HELPS REDUCE TIREDNESS
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Recycle

ULTIMATE ENERGY | **ULTIMATE TASTE**

NEW 250ML CANS



VITAMIN B3 HELPS REDUCE TIREDNESS

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**TRY
ME**

£9.89
Per Case of
24x250ml


Lucozade
BRING THE ENERGY

RED BULL GIVES YOU WIIINGS.



SOURCE: NIELSEN SCANTRACK, TOTAL COVERAGE, VALUE SALES, /MAT 23.03.2024.
1) NIELSEN SCANTRACK, TOTAL COVERAGE, UNIT SALES, /MAT 23.03.2024.
2) KANTAR WORLDPANEL, OUT OF HOME PANEL, /MAT TO 24.12.2023.

UK'S NO. 1 ENERGY BRAND

**RED BULL ENERGY 250ML
SELLS MORE UNITS**
THAN ANY OTHER
SOFT DRINK SKU¹

RED BULL
ENERGY DRINK SHOPPERS
**DEDICATE 44% OF THEIR
CATEGORY SPEND HERE²**

FACT CHECKED



**Get 1 case of Red Bull
Sugarfree 250ml for Free**

by buying 4 cases of Red Bull Energy 250ml. T&C apply.

ADD A DASH OF
Extraordinary

**500ML
CORDIAL**
£2.38
PER BOTTLE

**275ML
PRESSÉ**
£9.49
PER CASE



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

SIMPLY SQUEEZE ANY RE'AL
FLAVOUR INTO THE BOTTOM OF
YOUR GLASS, ADD ICE, THEN TOP
WITH LEMONADE OR TONIC - EASY!

Simply Squeeze
RE'AL
INFUSED EXOTICS™



VISIT REALINGREDIENTS.COM
FOR MORE RECIPES!

MIX UP YOUR NO AND LOW SERVES
WITH THE RE'AL SYRUP RANGE

**BUY ANY 4 RE'AL SYRUPS RANGE
AND CHOOSE ONE FREE**



GIVE IT A SHOT





ALWAYS ON BESPOKE POS



BACK BAR STANDOUT



UNRIVALLED EVENT SUPPORT



PERFECT FOR SHOTS, BOMBS & COCKTAILS

NEW EVERYDAY LOW PRICE! £8.50

FOR POS SUPPORT CONTACT: sales@globalbrands.co.uk

*Offer applies to full Corky's 70cl Range. While stocks last.

be.drinkaware.co.uk

CORKY'S

be.drinkaware.co.uk

ADD SOME ZING!

TO YOUR FRIDGE!





£27.99
PER CASE*

#OUTRAGEOUSLY REFRESHING

*OFFER VALID FROM SEPT 1ST - OCT 31ST. APPLIES TO HOOCH 24X440ML CANS STOCKED. WHILE STOCKS LAST.

All deals run 01-09-24 to 31-10-24 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.

be**drinkaware**.co.uk

**WE'RE NOT JUST
THE BIGGEST
RTD BRAND...**

**NO.1 FOR
STUDENTS** 

**HIGHEST
CASH ROS
IN THE CATEGORY** 



**BUY 3 CASES OF VK & GET
A FREE CASE OF KICK ENERGY™**

**Offer valid from 1st September to 31st October 2024. Offer applies to full VK 24x275ml NRB range. Free item applies to Kick Energy Drink 24x250ml. While stocks last. *CGA P05 2024.

#WEARE VK

**FOR POS SUPPORT CONTACT:
sales@globalbrands.co.uk**

be**drinkaware**.co.uk

**Bring the
Party**
THIS FRESHERS WITH
WKD!

**ONLY
£21.99
PER CASE**

WHILE STOCK LASTS



**Stock up now with
the UK's No.1 RTD***

Source: *Nielsen MAT £ Value to 30.12.23 & CGA MAT £ value to 30.12.23. WKD 24 x Glass 275ml: NRB - WKD Blue, WKD Ice (NEW), WKD Purple Grape (NEW), WKD Iron Brew & WKD Orange & Passionfruit.

1 LWC North East

Unit 10
Rutherford Road
Washington
Tyne & Wear
NE37 3HX

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

2 LWC Teesside

Concorde Way,
Stockton-On-Tees
TS18 3RA

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

3 LWC Leeds

Cross Green Garth
Cross Green
Industrial Estate
Leeds
LS9 0SF

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

4 LWC Doncaster

Herons Way
Balby
Doncaster
DN4 8WA

Tel: 01302 305 454
E: doncaster@lwc-drinks.co.uk

5 LWC Lancashire

Unit 1
Tomlinson Road
Leyland, Preston
PR25 2DY

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

6 LWC Merseyside

Fieldgate
Marshgate Industrial Estate
Widnes
WA8 8UA

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

7 LWC Manchester

Greenside Way
Middleton
Manchester
M24 1SW

Tel: 0161 438 4088
E: manchester@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

9 LWC Hereford

Coldnose Road
Rotherwas
Hereford
HR2 6JL

Tel: 01568 616 193
E: hereford@lwc-drinks.co.uk

10 LWC Northampton

Imperial House
Spencer Bridge Road
Northampton
NN5 7DR

Tel: 01604 750 040
E: northampton@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

12 LWC Andover

1 Churchill Way
Andover
Hampshire
SP10 3UW

Tel: 01264 586 240
E: andover@lwc-drinks.co.uk

13 LWC Eastbourne

15 Alder Close
Eastbourne
BN23 6QF

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

14 LWC Wiltshire

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

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

15 LWC South West

King Charles Business Park
Old Newton Road
Heathfield
Newton Abbot, Devon
TQ12 6UT

Tel: 01626 249 626
E: southwest@lwc-drinks.co.uk

16 LWC Cornwall

Wilson Way
Pool Industrial Estate
Redruth, Cornwall
TR15 3JD

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

17 LWC | Hills Prospect

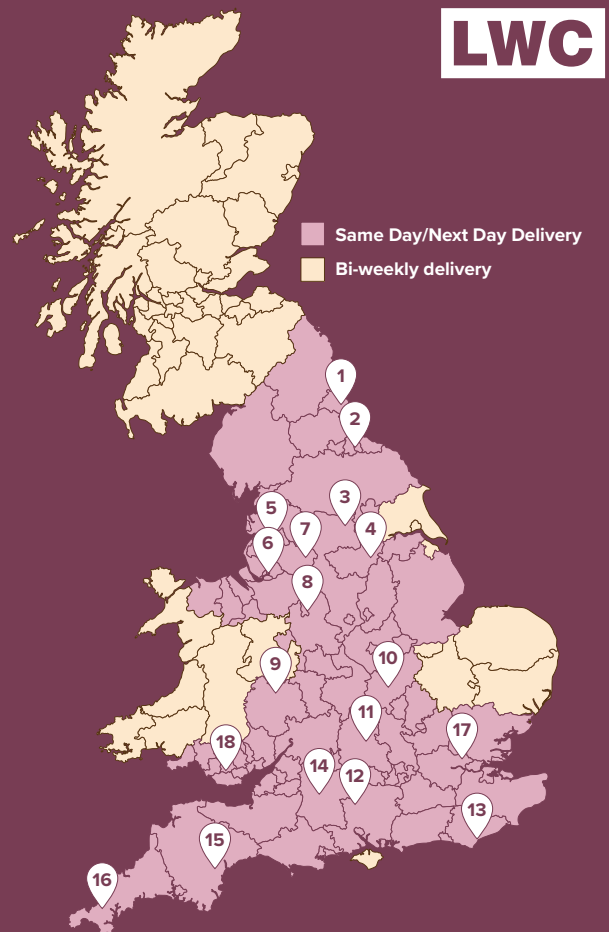
Consolidated House
Faringdon Avenue
Harold Hill
Romford
RM3 8SP

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

18 Glamorgan Brewing Co

Unit B
Llantrisant Business Park
Ynysmaerdy
Pontyclun
CF72 8LF

Tel: 01443 406 080



**15500 LICENSED PREMISES PLACE THEIR
WEEKLY ORDER ON WWW.LWC-DRINKS.CO.UK**