

SET THE BAR

Mar | Apr 2024

drinkwarehouseuk.co.uk

03301 220 800

By Drink Warehouse UK

SPRING INTO ACTION WITH DWUK

GUARANTEE YOUR WINE PRICES

Until Jan 2025 with **Sheridan Coopers**.

NATIONAL COCKTAIL DAY

The most popular mixes for 2024.

ST PATRICK'S TIPS & TRICKS

Maximise footfall in your venue.



Welcome

to our March | April 2024 edition of Set The Bar.

Drink Warehouse UK is happy to be giving our customers reasons to be cheerful this spring.

First off, our customers can look forward to lively venues with the important dates covered in this edition such as the variety of forthcoming sporting events, Mother's Day and the Easter | Spring Break that will bring friends and families out of their winter hibernation.

With fingers firmly crossed, we might all be able to enjoy some warmer weather and get outside because we do know that breathing in the good stuff is great for our general well-being.

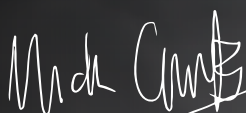
Secondly, our Price Pledge and 'fixed' wine price guarantee for our customers continues; and if you haven't already taken the opportunity to secure your business wine costs, we urge you to sign up with your Account Manager or discuss this with our all-new Customer Service Team. They can inform you about all of the great offers and incentives that **Drink Warehouse** UK can provide to your business as your drinks partner in 2024, and hopefully beyond.

Thirdly, we have two great competitions for you this edition. In partnership with our friends at Kopparberg, we are not only offering one winner a chance to makeover their venue with a whopping £10,000 budget, but there are also five runner up prizes worth £1,000 each up for grabs.... so grab your phone and scan that QR code, because you have to be in it, to win it! Whilst carrying out this essential admin, why not drop us a text to enter our other great prize draw to win a 3-course meal for two at the brand-new Winemakers' Kitchen Restaurant at Balfour Winery. This is guaranteed to be a unique fine dining experience and award-winning literal wine eye opener, as you enjoy the stunning setting with views over the vineyard itself.

Lastly, The **Drink Warehouse** UK & **Sheridan** Coopers Annual Summer Golf Day will return on the 12th June 2024. There is going to be competition and fun in equal measures ...and a few other types of measure to be had on a day that also does a lot of good by raising important conservation funding for The Big Cat Sanctuary.

Now let's all Spring into action!

Yours sincerely



Mick Curtis
Managing Director



WAYS TO BUY:  drinkwarehouseuk.co.uk  03301 220 800  orders@dw-group.co.uk

HERE TO HELP:  customerservices@dw-group.co.uk

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Terms & Conditions

All promotional offers are valid on deliveries from 1st March 2024 up to and including 30th April 2024, unless otherwise stated. However, the promoter reserves the right to cancel any promotional offer without prior notice. Merchandise/rewards will be delivered up to 28 days from the close of the promotion unless otherwise stated but the promoter cannot guarantee this delivery time and shall not be liable for the acts or omissions of third parties. All qualifying purchases must be made in a single order. All multiple cases must be for complete unmixed cases, excluding offers on wines and spirits. The promoter reserves the right to refuse any order. All promotional offers are subject to availability of both qualifying purchase products and respective rewards/free stock/merchandise/hon-stock rewards. If an advertised reward is not available, the promoter reserves the right to offer an alternative. Benefits from these promotional offers may affect your tax liability, please check with your tax advisor or accountant. All prices quoted are exclusive of VAT. Your own price may be subject to your agreement. All prices are subject to change from time to time. Images used are for promotional purposes only. Products are subject to stock and availability. Any install offers require purchasing a keg on install to receive another keg free of charge, free stock will be supplied after a 12 weeks pouring period, unless stated otherwise. Any promotional offers are not valid in conjunction with any other privileges, promotions, discounts or retrospective discounts agreed with the brands.

The publishers cannot accept responsibility for errors in advertisements, articles, photographs or illustrations. All prices and promotions are correct at time of going to press and are subject to change.



Peroni and Ferrari The perfect formula

The loyal fans of Scuderia Ferrari, known as the Tifosi, will now have a refreshing Italian beer option thanks to the F1 team's partnership with Asahi Europe's Peroni. As part of this collaboration, Peroni Nastro Azzurro 0.0% has entered a multi-year deal with both the Scuderia Ferrari and Ferrari Challenge Trofeo Pirelli series.

To celebrate this exciting venture, Peroni Nastro Azzurro 0.0% has launched a limited-edition product line called Tifosi Nastro Azzurro 0.0%, as a tribute to the passionate F1 racing fans. These special bottles will be available in several countries, including Italy, the United Kingdom, Ireland, the USA, Canada, Singapore, Romania, and Australia, reflecting the global reach of the Ferrari F1 team's fanbase. Additionally, Peroni will collaborate with Scuderia Ferrari to create engaging social media content dedicated to the fans, offering them a special salute.

Asahi's fresh investment bolsters its presence in Europe

Asahi is ramping up its presence in Europe with a strategic move to elevate its premium beer sales. Following its notable sponsorship of the Rugby World Cup, the Japanese beer giant is now investing HUF100 billion (£221 million) in its Hungarian unit, Dreher Breweries. This significant investment is part of a broader initiative by Asahi to enhance its entire premium portfolio.

Asahi Europe & International's communication and public affairs manager, emphasised the company's commitment to securing Dreher Breweries' future and competitiveness for the long term. This investment aligns with Asahi's strategic vision of growing its premium brands while maintaining scale across its European portfolio. This investment not only aims to increase capacity and efficiency but also reflects the company's dedication to legacy building and sustainability goals.



Competition winner Curious Brewery

We are happy to announce the winner of our Set The Bar competition for the Nov | Dec edition.

The Old City Bar (Canterbury) is the lucky winner of a family meal for 4 at the Curious Brewery in Ashford. Congratulations to Charles Smythe from the team at **DWUK**.

Thank you to Curious Brewery for sponsoring the competition! Be sure to get involved with our competition in this edition.



Drink Warehouse UK



TRUST IN US TO SUPPORT YOUR BUSINESS

DWUK now has the largest external sales team of any independent drinks wholesaler covering South East England

At **Drink Warehouse UK**, our primary objective is to set the standard in the drinks wholesale industry. With a clear ambition to double our size over the next four years, we are committed to achieving this goal through strategic expansion efforts.

Expanding our customer base across Kent, Sussex, and London is fundamental to our growth strategy. To expedite this expansion, we have made significant investments in bolstering our external sales team into the largest of any independent drinks wholesaler covering South East England. This development will enable us to deliver over 200 years worth of knowledge and experience to more customers and cultivate lasting partnerships. Our unwavering dedication to delivering unparalleled customer service ensures that we provide exceptional support at every stage of the customer journey, cementing our position as a trusted partner in the industry.

To arrange a visit with your new Key Account Manager, please email: customerservices@dw-group.co.uk

We Set The Bar

Continuous investment in our people

At **Drink Warehouse UK**, we recognise that our employees are the cornerstone of our success, and our most valuable asset. We prioritise investing in our staff to empower them to achieve their career aspirations and goals. This investment is continuous throughout the year and ranges from training days to recognised industry qualifications.

We are elated to highlight the exemplary journey of one of our team members, Marc Humphrys. Marc initially joined our warehouse team in 2022. Through his unwavering dedication and commitment to continuous learning, Marc has successfully accomplished fully qualified **Drink Warehouse UK** HGV driver status.

Congratulations, Marc Humphrys, on this significant achievement. We are proud of you.





COMPETITION TIME @ DWUK!

WIN A MEAL FOR TWO AT BALFOUR WINERY'S NEW RESTAURANT THE WINEMAKERS' KITCHEN.

This great prize includes an outstanding 3 course meal with each course accompanied by a perfectly paired 125ml glass of delicious Balfour Wine.



BALFOUR

KENT-ENGLAND



HOW DO I ENTER?

Simply answer the below question.

**What wine yeast is used to make
Balfour Jake's Reserve Lager?**

CLUE

Find the answer in this magazine!

Email : competitions@dw-group.co.uk
OR message us on social media!

**All correct entries will receive
3 bottles of Jake's Reserve Lager***

Terms & Conditions

Send your answer to competitions@dw-group.co.uk or message us on social media during March and April 2024. Competition open to Drink Warehouse UK customers only. Drink Warehouse UK reserves the right to change or withdraw the competition and/or prize at any time. Submitting your entry constitutes your consent for us to use your entry, name and photos for editorial or publicity purposes, should you be the winner. By entering the competition, entrants are deemed to have accepted these terms and conditions.

*Prize includes: 3 course meal for two at the new Balfour Winery's restaurant The Winemakers' Kitchen. Meal includes a 125ml Balfour wine pairings with each course.

*3 bottles will be sent directly from the supplier.

This prize is not transferrable, not redeemable for cash and not for re-sale. Entrants must be 18 years or older.



DWUK SUSTAINABILITY SPOTLIGHT



Certified



Corporation™



TWO DRIFTERS

CARBON NEGATIVE RUM

Two Drifters has a mission to capture 1% of the UK rum market by 2025 and to have 1% of the Global rum market by 2030. They aim to achieve this without harming the earth by producing all of their rum with a carbon negative footprint as they constantly search and implement new or improved sustainable technologies. Russ Wakeham, Co-Owner of Two Drifters, spent his academic career focused on chemistry research into carbon capture, storage and utilisation, trying to make CO² have value. Raising this awareness is the passion and mission for Russ, and wife Gemma, and, thus, Two Drifters. They believe the simple truth is that it is much easier to have this discussion and consider what can be done over a delicious glass of Two Drifters rum.

There is skill and craft in every process, the Two Drifters rum is unique and delicious because of the care and attention dedicated to each stage while being fully aware that issues facing the climate can only be reduced if businesses, no matter what size, start to measure and become openly accountable and transparent about their actions. Therefore, Two Drifters use carbon removal, with *Climeworks*, for all those emissions they just cannot avoid. They are experts on carbon capture and also partnered with *Carbfix*, who turn the captured CO² into stone and store it underground.

Two Drifters pride themselves on their values as they partner with a wide variety of businesses to ensure their processes and products are the best quality and cause the least amount of environmental impact. Their values include not harming the planet, avoiding CO² emissions and remove anything remaining while still enjoying the things we all love (in a socially responsible way).

It's not just the making of the rum that Two Drifters take into account. Every part of the packaging is thought about as well, including natural cork, FSC wooden top, 100% compostable tamper seal, a glass bottle that is light and British made and a label made of 95% sugarcane fibre (waste material) and 5% hemp & linen.



DISCOVER TWO DRIFTERS CARBON NEGATIVE RUM AT [DRINKWAREHOUSEUK.CO.UK](https://www.drinkwarehouseuk.co.uk)



PURE WHITE RUM

A crisp and clean rum with fresh notes of vanilla, apple, white pepper and lime zest.

SAVE 24%

£21.59



LIGHTLY SPICED RUM

Smooth and warming with aromatic notes of vanilla, chai tea, toffee apple and delicate clove.

SAVE 24%

£21.59



SIGNATURE RUM

French Oak, ex-Madeira casks have been adding a delicious flavour to their rum for a year.

SAVE 24%

£21.59



The Art Club

How would you describe your venue's culture and personality?

I believe that the personality of the venue originates from within us. From the outset, our intention has always been to create something for ourselves and other like-minded individuals. We are not interested in simply following what others are doing. It is our unique vibe that unites all our personalities together.

What makes your venue unique?

It's entirely our creation. Throughout the entire design process, we gathered and meticulously crafted every aspect, even using an iPhone home interior design app. It makes me chuckle when people inquire about the venue's designer; they're often taken aback when we simply respond, 'Well, it was us.' Additionally, our events, drinks menu, and every detail are all handled in-house. We take immense pride in that.

How do you represent and showcase the local area in your venue?

We're all born and raised in Dover, so it's almost inherent for us. We love providing a platform for other passionate artists to showcase themselves.

From hosting their own events to running open mics and even open DJ events, we're committed to fostering talent. I don't know of another venue that openly allows people to come in and use their DJ equipment, but we're all for it.

What does hospitality mean to you and your business?

To provide the best entertainment possible and to revive culture in our town through music and arts. Well, at least that's the goal... ha ha.

Any special and exclusive drinks/cocktails?

Nothing too crazy; we've recently launched our new cocktail menu. Instead of taking the classic approach with 101 cocktails to choose from, we've kept things simple with 7 of our own creations. We'll be changing them up every few months, but again, we're just going with what we're feeling at the time.

How do you want customers to feel when leaving your venue?

Sad hopefully, because they're having to leave! In all seriousness, we want people to leave feeling more open-minded about the experience



we're striving to offer. This is a completely new scene for Dover, and perhaps quite unfamiliar compared to what's currently happening elsewhere. We're here to educate in music and culture.

What made you choose DWUK as your drink partner?

Supporting another local business that had great reviews. It was a no brainer.

How do you find DWUK to work with?

So far, so good! We're still in the early stages having only opened at the end of November, but if things carry on the way they have been then I believe we'll be here to stay.

Would you recommend DWUK?

I would and have been. Whenever other venues have opened and asked for suggestions, DWUK has always been at the top of our list.

What is your venue's short and long-term goals?

Short-term, our focus is on learning as much as we possibly can and providing a great offering that resonates with others. We view this as a stepping stone for what's to come; we're big believers in 'you have to walk before you can run.' As for long-term goals, who knows? Open Dover's biggest music venue? Become mayors of the town? Start an ART franchise? Ha ha

How do you ensure your business is as sustainable as it can be?

We strive to keep this philosophy in mind with everything we do. Even the coffee we purchase is directly sourced from farmers, promoting ethical practices, and ensuring they receive fair premiums for their hard work. Our commitment to sustainability extends to our facilities; for instance, our toilets have built-in sinks that recycle water waste from handwashing into the toilet bowl. Recently, we switched energy suppliers to ensure that we're using 100% green energy. Additionally, our takeaway cups are made from 100% biodegradable materials.

Do you have any plans to become more environmentally friendly in the future?

Yeah, we would love to explore getting solar panels installed. Additionally, we're keen to experiment with various options for reusable takeaway cups.



DISCOVER **The Art Club** FOR YOURSELF

Address:
27 Market Square, Dover, CT16 1NG

Contact:
info@artclubdover.co.uk





Paris Wine Bar

How would you describe your venue's culture and personality?

Paris Wine Bar is an award-winning venue that offers an unforgettable experience, reminiscent of returning home after a long journey—a place that is both familiar and uniquely charming, exuding a sense of coziness, warmth, and hospitality.

What makes your venue unique?

Our venue boasts not only charismatic staff who provide exceptional service but also a charming garden area with a retractable roof. This enchanting outdoor space adds an extra dimension to your experience, allowing you to enjoy the beauty of the surroundings while savouring our offerings. Whether you're basking in the sunlight or cozying up under the stars, our garden provides the perfect backdrop for unforgettable moments with friends and loved ones.

What does hospitality mean to you and your business?

Our main focus is to ensure that all of our guests have a memorable experience with us. We pride ourselves on our extensive knowledge of all aspects of our food and drink. It brings us great pleasure to ensure that all our guests leave with a big smile!

How do you represent and showcase the local area in your venue?

Situated in the heart of Hove, we proudly serve as the meeting place for many in the community. Committed to supporting local businesses, we exclusively collaborate with nearby suppliers for our tapas menu, featuring the finest ingredients sourced from the region. Additionally, our dedication to showcasing local craftsmanship extends to our selection of spirits and wines, offering a taste of the vibrant culture and flavours unique to our area.

Any special and exclusive drinks/cocktails?

We're currently in the process of crafting a spring cocktail menu. Watch this space!

How do you want customers to feel when leaving your venue?

We strive to create an experience where every guest leaves feeling thoroughly satisfied. Our ultimate goal is to leave a lasting impression that sparks the desire to return for more memorable moments.





What made you choose DWUK as your drink partner?

They made us feel valued as customers and provided excellent service.

How do you find DWUK to work with?

Great! They are willing to go the extra mile for us.

Would you recommend DWUK?

YES!

What is your venue's short and long-term goals?

Now that's a secret!

How do you ensure your business is as sustainable as it can be?

We are committed to environmental sustainability, and as part of our efforts, we conscientiously use sustainable packaging, eliminating plastic cups from our offerings. Additionally, our card machines are equipped to provide email receipts, reducing paper waste, and contributing to a greener future.

Do you have any plans to become more environmentally friendly in the future?

We continuously reassess our sustainability practices and maintain close collaboration with our suppliers and local council to identify areas for improvement. By staying proactive and engaged, we strive to make ongoing strides toward reducing our environmental footprint and fostering a more sustainable operation.

DISCOVER
Paris Wine Bar
FOR YOURSELF

Address: 119 Church Road, Hove, BN3 2AF

Contact: 01273 778 013





Wine & Champagne

Sheridan Coopers Wine has a vast portfolio, perfect for any venue, with exclusive **SC** wines for all customers.



13th March

INTERNATIONAL RIESLING DAY

Zephyr Riesling 75CL

Pale straw with a green hue. Aromas of ginger and green apple and a mouthwatering citrusy palate showing varietal elegance.

Pair with – Grilled Snapper

SAVE 32%

£12.29

List: £18.23



14th April

TANNAT DAY

Amauta Absoluto Tannat 75CL

Intense purple in colour with strawberry fruit on the nose, along with wild and exotic spice and hints of figs. The palate is full, juicy and drinkable.

Pair with – Rich, grilled meats and vegetables

SAVE 33%

£7.99

List: £12.00



17th April

MALBEC WORLD DAY

Finca Del Alta Cabernet-Malbec 75CL

Delicious red cherries and blueberries on the nose that follow through onto the palate with gentle ripe tannins and a long finish.

Pair with – Steak with blue cheese

6x75cl Only

£23.99

See page: 20



26th April

INTERNATIONAL VIOGNIER DAY

Canned Wine Co. No.2 Viognier 24x250ml

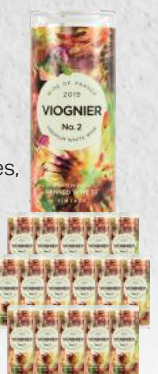
Moreish white wine brimming with sun-kissed peaches, flowering jasmine & whipped butter. A great mix of floral hues on the nose over ripe, juicy peach aromas.

Pair with - Scallops

SAVE 34%

£69.49

List: £105.27



Happy Mother's Day

SUNDAY 10TH MARCH 2024

MOMENTS THAT MATTER ELEVATE YOUR BUSINESS THIS MOTHER'S DAY

Welcoming the arrival of Mother's Day, a momentous occasion dedicated to celebrating the extraordinary women who have shaped our lives, provides a unique opportunity for businesses to extend their appreciation.

Read on to delve into insightful strategies that businesses can employ to not only honour mothers but also capitalise on the heightened sentiment surrounding this special day.

MAKE MOTHER'S DAY EVE AN EVENT

Not all establishments are equipped to host extensive Sunday Roast gatherings for numerous families. Optimise the potential of Saturdays by organising an event that aligns with the operational dynamics of your business. Consider hosting a "Mothers Night Out" featuring a DJ or comedian. Alternatively, opt for a more relaxed ambiance with a wine-tasting event. Tailor your marketing strategies accordingly to effectively communicate and attract patrons to the event.

CAN'T GO WRONG WITH A GIFT

A little mum-spoiling goes a long way into building customer loyalty. Consider distinctive gifts, such as small succulents, to distinguish your offering from the commonplace single red rose. Treat bags featuring bite-size chocolates, branded merchandise that fosters brand recall, and exclusive amuse-bouche experiences tailored for mothers are also all effective ways to convey appreciation and leave a lasting impression.

MOTHER'S DAY PROMOTIONS THAT SPAN THE ENTIRE DAY

Leverage the occasion by organizing a series of events designed to cater to diverse audiences. Commence the day with a brunch offering, featuring specialty 'mum-osas' and other curated beverages. Transitioning to the afternoon, consider hosting an elegant afternoon tea with petite cakes, finger sandwiches, and an assortment of teas—a delightful choice for a mother-daughter experience. Conclude the day with a fixed-priced menu, appealing to customers seeking transparency in their expenditures. A limited selection enhances kitchen efficiency and facilitates a swift turnover of tables.

CLEVER CONTESTS

Utilise your social media platforms by incorporating an interactive element to the celebration. Encourage mothers to participate in a 'Why I Need a Night Out' card activity, where they can share humorous anecdotes. Include a checkbox to grant permission for sharing on social media. This initiative not only provides engaging content for your platforms but also serves to promote your business. Consider organising a voting system or selecting the top three stories yourself, and reward these deserving mothers with gift cards as a token of appreciation.

PROMOTIONS THAT BRING THEM BACK

The objective is to cultivate ongoing patronage, so why not create promotions that facilitate this? These could include a 'Mum's Night Off' certificate, granting her a complimentary meal on a weeknight in March when the prospect of cooking is less appealing. This thoughtful gesture not only ensures her return but also encourages the entire family to revisit the establishment.

SHERIDAN COOPERS MOTHER'S DAY WINES TO TRY



DELLA VITE SUPERIORE PROSECCO

Rich and extra-dry with a highly mineral palate and a lingering finish.

List: £18.42

SAVE 34%
£12.99



BORGO MOLINO PROSECCO DOC TREVISO EXTRA DRY

Pale, straw-yellow in colour with fine bubbles and a rich fragrant bouquet.

List: £12.42

SAVE 32%
£8.99



BORGO MOLINO MOTIVO EXTRA DRY ROSE

Vibrant pink in colour with strawberry and raspberry fruits and a touch of rose petal.

List: £13.43

SAVE 39%
£8.99



ASHLING PARK BLANC DE BLANCS

Fresh citrus, brioche & white flowers on the nose. Palate of lime, marzipan, almond & toasty notes.

List: £39.92

SAVE 35%
£27.99



BUY ONLINE AT [DRINKWAREHOUSEUK.CO.UK](https://www.drinkwarehouseuk.co.uk)



Sheridan Coopers Wine

Part of the
Drink Warehouse UK Group

SHERIDAN COOPERS WINE WILL GUARANTEE AND FIX ALL 2023 WINE PRICES UNTIL JANUARY 2025

Any wine you purchase from us will stay at it's 2023 price until January 2025*


Sheridan Coopers Wine (part of the Drink Warehouse UK Group of Companies) are offering customers an opportunity to freeze their wine purchase prices through to January 2025 to support their business and enable them to maximise profitability through any economic challenges currently being thrown at many in the hospitality trade.


This is an industry first for any on-trade drinks supplier to offer such an unbeatable deal to support their customers.


Sheridan Coopers Wine has been a specialist wine supplier to the trade for over 30 years and in 2018 Sheridan Coopers Wine became part of the Drink Warehouse UK Group and the introduction of "Master of Wine" Clive Barlow has seen a continuous growth in both its wine portfolio and customer base. Sheridan Coopers Wine has built its reputation around high quality wine, fantastic relationships and delivering an unrivalled service to its customers and this decision based on buying power across the wine portfolio will see Sheridan Coopers Wine customers avoid the uncertainty of any price instability in the market place alongside any associated costs involved.

Demis Farley – One of Drink Warehouse UK's founders commented "We believe in building strong relationships with our customers to help them to succeed. Both through the great value products we supply and a whole range of tailored packages built around their businesses. The idea of guaranteeing wine prices was one way we could provide our customers with stability and structure in 2024. This is a really big win for the trade and has already been well received by our customers who have said that just knowing the price for the entire year will be a huge benefit so that they can plan 2024 without the worry of having to alter or change their wine offering according to fluctuating market prices"

**Guarantee your prices today and know your profit margins until January 2025!
Contact us today to arrange a consultation**

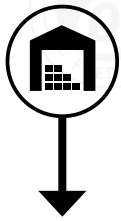
 **03301 220 800**

 **sales@dw-group.co.uk**

 **drinkwarehouseuk.co.uk**

*Guaranteed prices refer to any agreed upon 2023 wine prices. Excludes promotional wine offer prices.

The agreed prices will be fixed until January 2025 so you can guarantee no unexpected price changes on wine for the whole of 2024.



HUGE CHOICE, EXCELLENT QUALITY & GREAT STOCK

We stock over 700 wines from around the globe and every wine sourced has been chosen for its quality and appeal to a wide range of consumers. We are so confident on the quality of our wine that we have our own **Sheridan Coopers** exclusive range which offers highlights of our excellent selection.



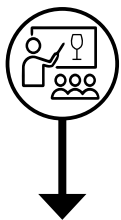
RELIABLE DELIVERY FROM OUR DEDICATED FLEET OF VEHICLES

Our convenient and dependable next day delivery provides the Southeast and South London with a consistently reliable service up to 7 days a week. We ensure that our delivery is the best so you can rest assured your venue will get the stock it needs when you want it!



FREE ADVICE FROM THE SHERIDAN COOPERS WINE TEAM

The exceptionally talented **Sheridan Coopers** wine team has over 100 years of experience within the trade. This means you can rest assured your business will only receive great quality wines, alongside amazing support, and advice from a devoted team of experts.



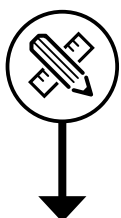
FREE INDUSTRY STANDARD WINE TRAINING

Our in-house training comes as standard to support your business. However, we go the extra mile and can also provide WSET (Wine & Spirit Education Trust) courses to provide you and your staff a recognised qualification in wines to impress your customers.



FREE TAILORED STAFF WINE TRAINING & EDUCATION GUIDES

As a **Sheridan Coopers** customer, you will receive a tailored education of your wines so that you and your staff know all about the wines you are offering on your menu. We can also supply a custom tasting book tailored to your wine list for your staff to refer to at any time.



FREE WINE LISTS DESIGNED, PRINTED & DELIVERED TO YOUR VENUE*

As part of the **Drink Warehouse** UK and **Sheridan Coopers** service, we have a dedicated team of designers who are experts in the production of branded menus, point of sale material, wine lists, website design and so much more to support your wine offering. *Terms & Conditions apply



SUPPORT & CUSTOMER SERVICE IS KEY TO OUR BUSINESS

Our customer service teams have the knowledge and experience of the wine industry to share with all our wine customers. This knowledge also provides us with a deeper understanding of how to help you sell wine in your venue and give you the tools to use in your business.



PASSIONATE SALES TEAMS TO SUPPORT YOUR BUSINESS NEEDS

Buying your wine from **Sheridan Coopers** could not be easier. Our dedicated internal & external sales teams are always on hand to help you 'Service The Bar'. Their only focus is to offer you a great customer experience and support you in the development of your business.

Easter Menu Pairings



With the excitement building for the perfect Easter, staying organised is your ticket to a stress-free celebration. Don't forget to prep your wine list and pairings in advance – it's your secret weapon for conserving energy during the big holiday weekend. Imagine the delight when your staff not only know their way around the menu but can expertly pair wines with your delectable roasts. It's not just about planning; it's about creating an unforgettable experience for your guests, ensuring they leave with smiles and memories that linger long after the festivities.

..... Starters & Canapes

The variety of canapes is delightful for diners, but the complexity can complicate wine pairings. Rather than attempting to match each wine to different starters, opting for crowd-pleasing wines with moderate alcohol content and restrained oak is a prudent approach.

For classic cold starters, a sparkling wine proves to be an excellent choice, with the **Vallformosa Classic Cava Brut** standing out as an ideal aperitif. This sparkling wine boasts delightful nuances of bread and biscuit, harmoniously balanced with a pronounced fruitiness, offering a refreshing and elegant experience.

In the case of hot canapés, particularly those with fried and crispy textures, sparkling wines continue to shine. Alternatively, if your selection leans towards meat-heavy canapés, the **Cortefresia Merlot**, a medium-bodied red, emerges as an impeccable companion. With its easy-drinking nature, vibrant red fruit notes, and gentle tannins, this Merlot enhances the overall dining experience, creating a harmonious partnership with the diverse range of offerings.

..... Main Course

The focal point of any dining experience, the main course takes centre stage, and to ensure a harmonious culinary performance, every star needs a fitting co-star. Striking the right balance between components is paramount to enhancing the diner experience. As a general guideline, the leaner the red meat you are pairing, the lighter the red you pair with it.

If serving lamb, the **Butcher of Buenos Aires Malbec** stands out as an exquisite option. This wine boasts fine tannins and intricate aromas of red berries, raspberry and chocolate. Its refined tannic structure makes it an ideal complement to the rich flavours of lamb.

When serving white meat like chicken or turkey, consider the **Stone's Throw Chardonnay**. This refreshingly unoaked wine features citrus and white peach notes, harmonising with a zesty fresh acidity and a clean, bright, mineral finish. Opt for light or creamy sauces to preserve the wine's delicate profile.

For a meaty fish, such as salmon, elevate the dining experience with the **Jean Claude Mas Viognier Classique**. This rich, oaked white wine boasts Viognier-like white peach and pear flavours. A portion of the oak barrel fermentation imparts a subtle vanilla note, perfectly balancing the overall richness and establishing it as an ideal companion for salmon.

..... Dessert

As the grand finale approaches with the dessert course, consider the delightful option of bringing back sparkling wine for a palate refresh. However, to enhance your dessert menu even further, explore wines that complement the sweetness of the treats.

For fruit-based desserts, the **Wild & Wilder The Courtesan Riesling** proves to be an excellent choice. This wine harmoniously matches the dessert's sweetness without overpowering it. The combination of both grape types creates a balanced taste profile; the addition of Riesling in particular imparts a citrus freshness that complements any zest present in the dessert.

A rich, fortified wine to hold up to bold flavours is the way to go for a chocolate dessert. Taylor's Late Bottled Vintage Port, with its abundant black woodland fruit and dark cherry aromas, complement a chocolate dessert well. Its well-structured composition, featuring robust tannins, keeps the wine cohesive while offering a crisp freshness to cut through the richness of the chocolate.

Finally, we reach the cheeseboard. A perfect ending to a special meal, cheese loves fruit and nut flavours. Given the varied nature of cheeses, a fruity wine such as the **Bellefontaine Cabernet Sauvignon** proves versatile. This medium-bodied, fruity wine sings with black fruits, making it a fantastic companion to any cheeseboard.

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REVILO
PROSECCO SPUMANTE

Intense and fruity with a rich scent of apple lemon and grapefruit combined with wisteria and acacia flowers. It has a pleasant acidity and fresh flavour.



CORTEFRESIA
MERLOT

Soft & elegant, this Italian Merlot is both easy to drink and full of flavour with vibrant red fruit and gentle tannins



BUTCHER OF BUENOS AIRES
MALBEC

Bursting with fruit. Sumptuous notes of ripe red berries, raspberry and chocolate. It has a super soft texture, silky smooth tannins and a long lingering finish.



STONE'S THROW
CHARDONNAY

Refreshingly unoaked, citrus and white peach flavours combine with a zesty fresh acidity and a clean, bright and linear mineral finish.



JEAN CLAUDE MAS
VIOGNIER RESERVE

Characterized by the fresh fruit taste of Viognier-like white peach and pear. Part of the oak barrel is fermented, so the faint vanilla scent balances the overall richness.





MAXIMISE YOUR PROFITS WITH CHALK BOARD WINES

Discover our fantastic 'CHALK BOARD WINES' – a profit-boosting opportunity without the hassle of altering your wine list. Here are 5 reasons you should consider featuring our exclusive 'Chalkboard Wines' at your venue:

- ▶ **ADDITIONAL SELLING POINT**
Introducing off-menu wine selections provides an exclusive touch that entices customers to explore and purchase.
- ▶ **TRIAL WITH LOW RISK**
It's a chance for your venue to venture into new, high-quality wines that could become permanent fixtures.
- ▶ **CUSTOMER EXPERIENCE**
Keep the anticipation alive by switching these options every week or month, injecting excitement and variety into your offerings.
- ▶ **MAXIMISE PROFITS**
Allows you to take advantage of **Drink Warehouse** UK's best deals and increase your wine margins.
- ▶ **DESIGN SUPPORT**
Drink Warehouse UK will also be able to provide artwork for table tents and leaflets to promote the 'Wine of the week' at your venue.



6X
75CL

ONLINE ONLY OFFER

CASA DEL ARCO BLANCO

PROMOTIONAL STOCK NOW
SOLD OUT



- VEGAN
-
-
- 75cl

6X75CL ONLY
£23.99
Net £3.99 Ea

POTENTIAL RE-SALE PROFIT
Sell: £16.00 inc Vat
Margin: £9.34 ex Vat
GP: 70%

TASTING NOTES:

Aromatic and dry. Simple, uncomplicated, unpretentious and fruity made from a field blend of traditional Spanish grape varieties.

VIGNES ST PIERRE ROSE



PROMOTIONAL STOCK NOW
SOLD OUT



BELLEFONTAINE ROSE



PROMOTIONAL STOCK NOW
SOLD OUT



6X75CL ONLY
£23.99
Net £3.99 Ea

POTENTIAL RE-SALE PROFIT
Sell: £16.00 inc Vat
Margin: £9.34 ex Vat
GP: 70%

TASTING NOTES:

Complex nose with cherries, toffee and floral aromas evolving toward soft candied fruit notes. Smooth and well-balanced with refreshing acidity.

6X75CL ONLY
£23.99
Net £3.99 Ea

POTENTIAL RE-SALE PROFIT
Sell: £16.00 inc Vat
Margin: £9.34 ex Vat
GP: 70%

TASTING NOTES:

Pale raspberry pink with appealing, soft, berry aromas. Smooth, round and juicy this is an easy-drinking, vivaciously fruity rosé with a refreshing dry finish.

COSTA VERA MERLOT



PROMOTIONAL STOCK NOW
SOLD OUT



75cl

6X75CL ONLY
£23.99
Net £3.99 Ea

POTENTIAL RE-SALE PROFIT
Sell: £16.00 inc Vat
Margin: £9.34 ex Vat
GP: 70%

TASTING NOTES:

This is a simply outstanding wine for the money, soft super-juicy ripe plummy fruit and a long full-flavoured finish.

FINCA DEL ALTA CABERNET-MALBEC



PROMOTIONAL STOCK NOW
SOLD OUT



75cl

6X75CL ONLY
£23.99
Net £3.99 Ea

POTENTIAL RE-SALE PROFIT
Sell: £16.00 inc Vat
Margin: £9.34 ex Vat
GP: 70%

TASTING NOTES:

Delicious red cherries and blueberries on the nose that follow through onto the palate with gentle ripe tannins and a long finish.



Sheridan Coopers Wine

PREMIUMISATION OF WINE MADE SIMPLE EVERYTHING YOU NEED TO KNOW

In today's market, consumers are all about value-driven satisfaction. They're ready to invest a little extra for products and experiences that truly resonate with their values. Enter the era of "premiumisation" – where companies are stepping up their game, offering top-notch goods and services that not only meet needs but also align seamlessly with what customers hold dear. It's a trend where people happily invest more for products that align with their values.

WHAT IS PREMIUMISATION?

Premiumisation is about adding more value to a product. It's the opposite of commoditisation, which is competition to lower prices for a standard level of quality. This causes both prices and quality to quickly hit a minimum acceptable level. With premiumisation, the competition is all about creating higher quality items, and over time, average prices tend to go up. But remember, it's not just about charging more for the sake of it. Instead, it's a strategy that revolves around highlighting a product's unique qualities, special features, and inherent traits to create a positive

image in the minds of your customers. This positive perception then boosts their willingness to pay a bit more for the product.

Creating this premium involves a myriad of factors, and one of the most crucial is how they're made. Nowadays, customers prefer products with genuine stories, rooted in history and provenance, and the more artisanal qualities, the better.

It's all about appreciating craftsmanship and unique attributes.

HOW DOES PREMIUMISATION AFFECT THE WINE INDUSTRY?

The wine industry is bouncing back after the pandemic thanks to the premiumisation strategy. According to Mintel's "Wine Market Report 2021," even with the on-premises closures impacting the wine market in 2020, the circumstances during the pandemic reinforced the positioning of wine for at-home casual and relaxing occasions. This shift helped make wine more accessible and less intimidating to many.

However, the wine industry faces a challenge as consumers worldwide are increasingly prioritising health. Mintel's report highlights that three in 10 retail alcohol shoppers aged 22 and above believe reducing alcohol intake is the quickest way to improve health. OIV data reveals a 6% global decline in wine consumption from 2017 to 2022, equating to nearly 1.9

billion fewer wine bottles consumed last year. This shift is largely driven by consumers altering their drinking habits to enhance their well-being.

Premiumisation helps mitigate this. The rise in interest and purchase of low-alcohol and alcohol-free wine, along with offerings emphasising less-but-better choices, natural ingredients, and a clean label, is gaining traction among those curbing their consumption.

Additionally, the focus on health has led to a growing demand for organic wine. Organic wines adhere to specific standards that prohibit the use of synthetic fertilizers, pesticides, and various other additives in their production and processing.

HOW CAN I MAKE THIS WORK FOR ME?

Unlocking the premiumisation trend is as simple as curating a diverse wine portfolio that caters to varying price points, ensuring a gradual elevation for premium offerings. Whether it's a couple celebrating a special occasion or a group sharing a moment over an exceptional bottle, this approach appeals to diverse customer preferences.

In your wine marketing endeavours, focus on spotlighting superior fruit quality, heightened labour input, and extended aging processes. These elements resonate with customers actively seeking an elevated standard of product excellence.

When it comes to spirits, don't just settle for a basic selection – curate it to match the preferences of your neighbourhood. Dive into premium options, offering a unique touch, especially in the ecommerce realm. Opting for distinctive craft brands, rather than widely available mainstream ones, adds significant value for consumers.

Connect with your Key Account Manager today to explore the finest selections from our Sheridan Coopers range. Remember, you can craft a special menu with wine prices frozen at their 2023 rates, extending all the way to 2025. Elevate your offerings and secure the loyalty of discerning customers.

**DISCOVER PREMIUM WINES AT 2023 PRICES
TAKE ADVANTAGE OF THE SHERIDAN COOPERS 2023 PRICE FREEZE TODAY.**

See page 14 to find out more



Cask Ales Beer & Cider

With a wide range of cask ales, draught beers, cider and packaged beverages, **Drink Warehouse UK** has it all, ready for your business.



**PERONI
NASTRO
AZZURRO
0.0%**
▶ 24x330ml

- Fresh & crisp
- Tangy orange rye
- Delicately spiced



**BREWDOG
PUNK AF**
▶ 12x330ml
▶ 24x330ml
▶ 30Ltr

- Tropical fruit
- Grassy/pine notes
- Solid malt bass



**HEINEKEN
0.0%**
▶ 24x330ml

- Fresh & fruity
- Soft malty body
- Great balance



**BECK'S BLUE
PILSNER**
▶ 24x275ml

- Crisp & refreshing
- Non-alcoholic
- Great taste



**KOPPARBERG
MIXED FRUIT
0.0%**
▶ 24x330ml

- Refreshing
- Summer taste
- Delicious



**KOPPARBERG
STRAWBERRY
& LIME 0.0%**
▶ 24x275ml

- Revitalising taste
- Fresh fruit
- Citrus Zing

BUY ONLINE AT DRINKWAREHOUSEUK.CO.UK

DWUK PACKAGED OFFERS



DWUK ONLINE ONLY OFFER
SAVE 18%

CHANG
24x320ML BOTTLES

Amber coloured lager beer made from malt, rice, hops, water and yeast. The combination of rice used in the brewing process and the stronger than average 6.4% alcohol content by volume can catch out unwitting tourists.

LIMITED STOCK
WHEN IT'S GONE IT'S GONE

ONLY £29.49
List £35.41




DWUK ONLINE ONLY OFFER
SAVE 23%

Carlsberg

CARLSBERG PILSNER
24x500ML

Carlsberg is a Pilsner-style lager originating from Copenhagen, Denmark. J.C Jacobsen, the founder, brewed his beer using a yeast that became the basis for many modern-day lagers.

ONLY £23.99
List £31.55



DWUK ONLINE ONLY OFFER
SAVE 18%

BIRRA MORETTI
24x330ML CANS

Birra Moretti is a low fermentation beer, made from a blend of fine hops, giving it a pleasant taste that is finely bitter and balanced, with floral notes and initial aromas of barley malt.

ONLY £25.99
List £31.19



DWUK ONLINE ONLY OFFER
SAVE 26%

GUINNESS WEST INDIES PORTER
8x500ML

With its lingering notes of toffee, the complex beer offers consumers a real depth in flavour with a distinctive yet rounded taste. Ruby red with a frothy head and medium sweet mouthfeel.

ONLY £11.99
List £16.36

GUINNESS

With Guinness

LIMITED STOCK
WHEN IT'S GONE IT'S GONE



ENGLAND'S ONLY BEER
BLENDED BY WINEMAKERS

NEW LAGER OFFER
BUY 2 CASES GET 1 FREE

BALFOUR LAGER
JAKE'S RESERVE

DWUK
ONLINE
ONLY
OFFER



BURGUNDY WINE YEAST
Combined with a classic lager yeast.

AGED FOR LONGER
Matured up to two months for fuller flavours.
Tangerine, brioche and sweet malts.

UNPARALLELED EXPERTISE
Made by award-winning Balfour winemakers.

TECHNICAL
GLUTEN FREE + VEGAN FRIENDLY
CASE SIZE: 12 x 330ml Bottles | ABV : 5%

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BALFOURWINERY.COM

Event price of
£23.99 across
Kopparberg
packaged
fruit cider

Keep your
customers
refreshed by
stocking the UK's
no.1 packaged
fruit cider



Check out Behind The Bar. Your digital platform giving you the power to make the most of Kopparberg. Sign up now.

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ONLINE
ONLY
OFFER



Source: CGA data, Package Fruit Cider, value, MAT to 04.11.23
T&Cs: Drink Warehouse have the right to stop this promotion at any time.
Promotional period 01.03.24-30.04.24. Packaged fruit cider includes 15 x 500ml cases of Strawberry & Lime and Mixed Fruit. While stocks last.

be drinkaware.co.uk



**DWUK
ONLINE
ONLY
OFFER**

Asahi | Asahi UK Ltd

**BUY ANY 6 CASES
FROM THE PERONI PACKAGED
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 March to 31st August 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 Stile Capri (24x330ml)
Peroni 0.0% (24x330ml)
Peroni Nastro Azzurro (Blue) (24x330ml)
Peroni Gluten Free (24x330ml)



GET A TASTE OF AUTHENTIC ITALY

LIVE ITALIAN



Luigi Moretti

L'ITALIANA AUTENTICA

be drinkaware.co.uk
ENJOY BIRRA MORETTI RESPONSIBLY



BIRRA MORETTI IS BREWED IN THE UK
BIRRA MORETTI ZERO CONTAINS ≤ 0.05% ABV

FULLER'S
LONDON PRIDE



Outstanding

AMBER ALE

**BUY 2 X 9G FIRKINS
SAVE £10**

**BEST SELLING
FOR VALUE ROS**

SOURCE: MAT TO 17.06.23



Terms and conditions apply.

Visit www.asahibeer.co.uk/promotional-terms-and-conditions



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2024

THE SPORTING CALENDAR

MARCH / 03

M	T	W	T	F	S	S
26	27	28	29	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

APRIL / 04

M	T	W	T	F	S	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	28	1	2	3	4	5

BEAVERTOWN
NECK OIL



ALL ENGLAND BADMINTON OPEN 2024

WHEN: 12TH - 17TH MARCH

WATCH IT ON: BBC IPLAYER

The All England Open Badminton Championships, held annually in Birmingham, England, stands as the world's oldest badminton tournament. In 2007, the tournament attained Super Series status following the introduction of the BWF's latest grading system. Recognising its elevated status and significance, the tournament further ascended to Super Series Premier status in 2011. This prestigious event continues to showcase top-tier badminton competition, drawing international acclaim for its rich history and competitive excellence.

ESTRELLA
DAMN



THE MASTERS 2024

WHEN: 8TH - 14TH APRIL

WATCH IT ON: SKY SPORTS

The Masters Tournament stands as one of the four paramount men's major golf championships in professional golf. Traditionally scheduled for the first full week in April, it holds the distinction of being the inaugural major golf tournament of the year. The Masters maintains a unique characteristic—the event consistently takes place at Augusta National Golf Club. This private course, nestled in the city of Augusta, Georgia, serves as the enduring and exclusive venue for the prestigious Masters Tournament.

HEINEKEN
0.0% LAGER



WORLD SNOOKER CHAMPIONSHIP 2024

WHEN: 20TH APRIL - 6TH MAY

WATCH IT ON: BBC IPLAYER

The World Snooker Championship stands as the longest-running and most esteemed tournament in professional snooker. It holds the distinction of being the richest snooker tournament, boasting a total prize fund of £2,395,000 in 2023, with the winner receiving an impressive £500,000. Originating in 1927, this championship has evolved to become one of the three pivotal tournaments, alongside the UK Championship and the invitational Masters, collectively forming snooker's illustrious Triple Crown Series.

BREWDOG
PUNK AF 0%



GRAND NATIONAL 2024

WHEN: 13TH APRIL

WATCH IT ON: ITV

The Grand National, an iconic National Hunt horse race established in 1839. This event is a handicap steeplechase covering an official distance of approximately 4 miles and 2½ furlongs. Regarded as the most valuable jump race in Europe, the Grand National boasted a substantial prize fund of £1 million in 2017. Beyond its sporting significance, the Grand National holds a prominent place in British culture, captivating a wide audience.

INSTALL THATCHERS GOLD ON DRAUGHT

And receive a Thatchers Gold keg
and 12 bottles of Thatchers Apple
& Blackcurrant free of charge

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OFFER

Cask Ales,
Beer & Cider



Premium apple is the biggest growth sector in cider.*

Make sure you are meeting the demand for premium with Thatchers Gold on the bar and Thatchers Apple & Blackcurrant in the fridge – by offering a different flavour profile, you'll have different occasions and consumer taste profiles covered!

*CGA OPMS P04 23.4.23 | Install Thatchers Gold on draught and receive 1 x free 50 litre Thatchers Gold keg and 12 x 500ml Thatchers Apple & Blackcurrant bottles free.

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ONLINE
ONLY
OFFER**



CORNISH • ORCHARDS • Westnorth Manor Farm

Install Cornish Orchards
& receive a free keg*

Pressed & blended in the heart of Cornwall



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

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**DWUK
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ONLY
OFFER**

Win a venue makeover worth £10,000 with Kopparberg



**Purchase 4
x Strawberry
& Lime kegs
between March
and May
to enter**

**5 x runner up prizes
worth £1,000 to be won**



For information on the £10,000 venue makeover and runner up prizes on offer, as well as competition terms and conditions, [scan the QR code](#).

T&Cs: To enter, purchase 4 x kegs of Kopparberg Strawberry & Lime Cider between 1st March & 31st May 2024 to be entered into the competition draw. Entrants can enter the competition as many times as they like during the promotional period, assuming entry criteria is met. Kopparberg Strawberry & Lime 30L kegs must be purchased from a participating wholesaler. Please refer to the QR code to find participating wholesalers. All entrants must be an on-premise customer of Kopparberg, with Kopparberg Strawberry & Lime Cider being available on draught. All competition winners must agree to list Kopparberg Strawberry & Lime Cider on draught for 1 year. Full terms and conditions available by scanning the QR code. Promoter: Cider of Sweden Ltd t/a Kopparberg UK, LS1 4PR.

be drinkaware.co.uk





I only have pies for you

BRITISH PIE WEEK 4TH-10TH MARCH

As a nation of pie fanatics, it often seems that we love nothing better than a wholesome pie. With new research revealing that 75% of people enjoy these pastry treats at least once a month; British Pie Week has been growing every year with pie-eaters everywhere seeking their ultimate pie perfection.

This is an opportunity for Brits to celebrate their love of pie, with pubs, restaurants and pie shops taking the opportunity to run pie-themed specials, competitions and more. It started out as a marketing campaign by Jus-Rol, a UK ready-made pastry company, but the concept took off and became Britain's main celebration of pie.

During British Pie Week you can join founders Jus-Rol in celebrating the pastry-filled invention by buying a pie, going to a pie restaurant or by creating your own pies to put on your menu.
(or you could follow **DWUK**'s recipes for some extra hap-pie customers)?

STEAK & GUINNESS PIE

Ingredients

- 900g braising steak, cut into bite-sized cubes
- 30g plain flour
- 1 tsp mustard powder
- 2 tbsp sunflower oil
- 1 large onion, coarsely chopped
- 3 celery sticks, sliced diagonally, 2½cm thick
- 2 large carrots, cut into small chunks
- Handful of button mushrooms (Optional)
- 500ml Guinness
- 200ml beef stock
- 2 tbsp redcurrant jelly
- 2 bay leaves
- 500g puff pastry
- 2 tbsp fresh parsley, chopped
- 2 tsp fresh thyme, chopped
- 1 egg, beaten

Method

Preheat the oven to 160°C. Put the flour on a large plate or tray, then add the mustard and season. Coat the meat in the mixture. Heat the oil in a large, non-stick frying pan until hot and fry the floured meat over a medium-high heat. Remove the meat from the pan and transfer to a casserole dish. Add onion to the frying pan and fry until golden brown, stirring frequently. Add the celery and carrots and stir, then fry for 2 minutes before tipping the vegetables on top of the meat in the casserole. Add the Guinness, stock and redcurrant jelly into the pan dish. Mix well and bring to the boil, stirring. Add the bay leaves and season. Add to the casserole dish and cover. Cook for 2½ hours, or until the meat is tender. Remove from the oven, taste the gravy for seasoning and leave until cold. Preheat the oven to 220°C. Roll out the pastry and cut out a lid and a strip for the lip of the pie dish. Remove the bay leaves from the casserole and stir in the parsley and thyme, then transfer the meat and vegetables to the pie dish with enough of the gravy to come just below the lip of the dish. Brush water around the lip of the dish then cut the pastry strip into smaller pieces and place the strips on the moistened lip. Moisten the strips, cover with the lid and press to seal. Trim and scallop the edge, then brush the pastry lid with beaten egg to glaze. Use the trimmings to make decorations and re-glaze with as much of the remaining egg as needed. Cut a small slit in the centre of the lid. Bake the pie for 30-35 minutes or until the pastry is risen and golden brown. If you have any gravy left over, reheat until bubbling, pour it into a jug, and serve alongside the pie.





CREAMY LEEK & MUSHROOM VEGAN PIE



Ingredients

- 1 tbsp olive oil
- 2 medium leeks, trimmed and sliced
- 3 cloves garlic, minced
- 500g sliced mushrooms
- 1 tsp dried mixed herbs
- 1 tbsp dairy-free butter
- 2 tbsp flour
- 350 ml dairy-free milk, plus extra for glazing
- 1/8 tsp ground nutmeg
- 1 roll vegan puff pastry

Method

Add the olive oil to a large saucepan on a medium heat. Fry the leeks and garlic for 2 minutes, to soften. Add the mushrooms, herbs, salt and pepper and stir for a minute. Place the lid on top and cook for 8 minutes. Meanwhile, in a small saucepan, melt the dairy-free butter on medium heat. Add the flour and stir until combined. Slowly add in the milk, a tablespoon at a time and whisk, until you have a smooth thick mixture. Stir in the nutmeg and season with salt and pepper. Combine the cooked leeks and mushrooms with the sauce and leave to cool completely. Preheat the oven to 200°C. Add the leek and mushroom mixture to a pie dish and top with room temperature puff pastry, cutting off any excess pastry around the edges. Crimp the edges using a fork and score a criss-cross pattern on the top with a sharp knife. Finally, dip a pastry brush in dairy-free milk and brush the top of the pie, to help it brown, plus secure the edge of the pie crust to the dish. Cook for 25 minutes until golden brown. Serve straight away.



VEGAN BERRY PIE



Ingredients

- Vegan shortcrust pastry
- 775 g mixed berries (fresh or frozen)
- 55 g granulated sugar
- 1 tbsp lemon juice
- 2 tbsp cornstarch
- 2 tbsp ground chia seeds
- 85 g vegan butter
- 4 tbsp dairy-free milk

Method

Preheat oven to 200°C. Roll one of the pie dough discs to fit a 9-inch pan, leaving some overhang. Cover and refrigerate. Add berries, sugar, and lemon juice to a saucepan over medium heat. Simmer for 5 minutes. Turn heat down to low and spoon about 1/2 cup of the berry sauce into a bowl. Add the cornstarch to the bowl and stir until combined to create a slurry. Turn the heat back up to medium and let the berries come back to a simmer. Pour in the berry mixture. Gently stir, being careful not to burst the berries, and cook until thickened, about 3 to 5 minutes. Remove from heat and add vegan butter and chia seeds. Gently stir. Set aside to cool for a few minutes. Pour the berry filling into the prepared pie crust.

On a lightly floured counter roll out the second dough disc into a 12-inch circle. Cut into 10 strips, about 1 inch wide. Lattice the strips on top of the pie like the picture. Trim any overhang and then pinch the crusts together and crimp the edges. Brush the top of the crust with dairy-free milk and cover the edges with a bit of foil. Bake at 200°C for 20 minutes, until the top is golden brown. Remove the foil and bake for another 20 to 25 minutes. Remove the pie from the oven and transfer to a wire rack to cool for 1 to 2 hours. Once the pie is cooled you can refrigerate it or cut into slices and serve.

DWUK Recommended drinks available at drinkwarehouseuk.co.uk



Guinness IRISH STOUT

Rich and creamy. Velvety in its finish. Perfect balance of bitter and sweet with malt and roast characters.

Pair with **Steak & Guinness Pie**

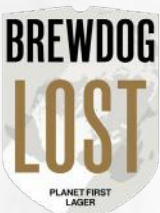
- Available in:
- 50L/30L Kegs
 - 24x330ml Bottles
 - 24x520ml Surger Cans
 - 24x440ml Cans



Brewdog LOST LAGER

This lager is easy-going but has subtle depths; toast, hints of spice and a zesty lime marmalade character.

Pair with **Leek & Mushroom Pie**



- Available in:
- 50L/30L Kegs
 - 24x330ml Cans
 - 12x330ml Bottles
 - 24x330ml 0% Cans



Urban ORCHARD

Smooth and harmonious in body, complex and rich in texture with a crisp wine like finish.

Pair with **Berry Pie**



- Available in:
- 50L Kegs
 - 24x330ml Cans



★ **NEW PRODUCT** ★

HARBOUR

BREWING  COMPANY

ARCTIC SKY COLD IPA

A refreshing and crisp spin on a modern IPA with a slight haze and beautiful hop aroma coming from the Mosaic & Citra hops

4.3% ABV

RECEIVE A
FREE KEG
PER INSTALL

ALSO AVAILABLE IN 24X330ML
CANS & 12X330ML BOTTLES



★ **NEW PRODUCT** ★

HARBOUR

BREWING  COMPANY

SINGLEFIN LAGER

Singlefin is a traditional German lager brewed with Cornish spring water. Light in colour and flavour. A light sweet lemon and cereal aroma leads to a zesty and refreshing flavour and mouthfeel that end crisp and thirst quenching.

4% ABV

**RECEIVE A
FREE KEG
PER INSTALL**

ALSO AVAILABLE IN 24X330ML CANS
& 12X330ML BOTTLES





RELIANCE PALE ALE

4.2%

Biscuity malts, pine aromas and citrus flavours. An easy-drinking beer for all occasions.



COLDHARBOUR LAGER

4.4%

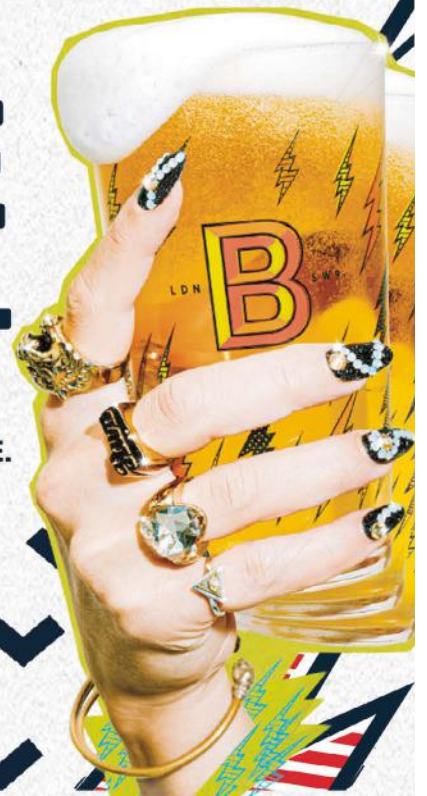
Coldharbour is full of fearless craft character. Crisp, clean and floral. Fresh, vibrant and alive with flavour.

INSTALL KIT
INCLUDES, GLASSES,
BAR RUNNERS
AND T SHIRTS



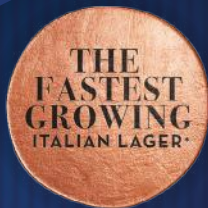
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INSTALL BIRRIFICIO
ANGELO PORETTI AND RECEIVE A
**COMPLIMENTARY KEG &
POS PACKAGE WORTH £200[†]**

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.

*Source: Total trade On & Off, Volume & Value MAT vs Peroni, Birra Moretti & Menabrea.
CGA OPMS to 17/06/2023 & Nielsen Data to 15/07/23.

Brewed in the UK. Enjoy responsibly.

be **drinkaware.co.uk**



STAY CURIOUS

AWARD WINNING BEER
INSPIRED BY
WINE-MAKERS

CURIOUS PILSNER

CRISP ENGLISH LAGER
4.0% ABV

ENGLISH PILSNER
Crisp, refreshing Ernest & Bullion provide aromas of citrus, orange, apricot & lemon - the Challenger hop delivers the bitterness.
30L KEG ABV 4.0%

CURIOUS LAGER

CRAFTED WITH CHAMPAGNE YEAST
4.7% ABV

ENGLISH LAGER
Clean, fruity and aromatic, re-fermented with Champagne yeast and a 'dosage' of rare Nelson Sauvin hops.
30L KEG ABV 4.7%

CURIOUS APPLE

CRISP & AROMATIC CIDER
5.2% ABV

SPARKLING ENGLISH CIDER
Kentish Rubens and Bramley apples fermented with Bacchus wine yeast create this unique crisp cider.
30L KEG ABV 5.2%
Suitable for vegetarians & vegans

CURIOUS SESSION IPA

ZESTY TRIPLE HOPPED
4.4% ABV

TRIPLE HOPPED SESSION IPA
A triple hopped Session IPA of curiously crafted balance, finesse and distinctive drinkability.
30L KEG ABV 4.4%

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OFFER**



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FREE KEG
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Kit includes 2 Bar runners/
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curiousbrewery



**SUNDAY
17TH MARCH**

St Patrick's Day

There's more to throwing the perfect St. Patrick's Day bash than simply heading down to the party store and snatching up everything green in sight. Learning a little about the holiday and its traditions can give you some good ideas for hosting a great day and night for your customers.

With the right selection of foods, beverages, and activities, you can keep your customers entertained and remind them of the celebration's historical roots.

6 TIPS FOR A GREAT ST PATRICK'S DAY

1. promote the day

As we always say, promoting your event is key! So keep it at the front of peoples minds using social media, posters, flyers & decorations around your venue well in advance of the 17th March. On the day, you could enhance your social media even more by setting up a special Irish photo booth so customers can share their fun times and location to boost your venues profile during and after the day.

2. themed menu

Make a themed menu to include Irish dishes such as Shepherd's Pie, Green Eggs and Ham, Irish Soda Bread, Corned Beef or Cabbage & Lamb Stew. Why not team up your Irish creations with a meal deal and offer a free Guinness with any themed food dish!

3. decorations

Put up green streamers and balloons. Line the room from corner to corner with the streamers, or hang them over the entryway to welcome your guests to your venue. Use free-floating balloons to fill in the adjoining ceiling space.

4. live entertainment

Book in a live Irish Folk Band or Irish Dancers to liven the atmosphere and really get your customers in the spirit! Live music will also make your venue more instagrammable and buzz-friendly as well as immersing customers in Irish Culture.

5. get the games out

What kind of party would St. Patrick's Day be if there were no games?

Bring an unforgettable atmosphere to the place by offering special games and activities for the holiday. Games are simple and could include a gold treasure hunt, gold coin toss, Irish dancing or even an old skool hot potato drinking game.

6. lots of the black stuff

Guinness is one of the leading drink brands in Ireland, so it would be rude not to have it pouring for Paddy's! 36% of pubs see an increase in non-regular customers on St Patrick's Day & more than 60% agree that making Guinness a big deal on St Patrick's will drive footfall.

GUINNESS WILDE OSCAR

A DARK AND DELIGHTFUL TAKE ON A TRADITIONAL OLD FASHIONED.



INGREDIENTS

- 45 ml Bulleit Bourbon
- 30 ml Guinness Original
- 15 ml Rich Simple Syrup
- Dash of Botanical Bitters
- Orange peel & maraschino cherry, to garnish

METHOD

- Stir all ingredients in an ice filled mixing glass.
- Strain cocktail over a large ice cube.
- This cocktail is also delicious when made with Guinness Draught.
- Garnish with a large orange peel and maraschino cherry.

**DISCOVER A TASTE
OF IRELAND AT
DWUK**



PLEASE FIND OUR
IRISH WHISKEY DEALS
ON PAGE 49

**IT'S NOT SO
BLACK AND
WHITE
ANYMORE.**

**4.1% NITRO STOUT
IN 50L KEGS.**

**FREE
POS KIT
ON INSTALL**

• FREE POS KIT ON INSTALL • FREE POS KIT ON INSTALL •



BREWDOG

WHAT IF IT'S BETTER?



**ONLY
£129.99
FOR THE 1ST
3 MONTHS
OF POURING***

*WHEN BLACKHEART REPLACES GUINNESS
OR IS INSTALLED ALONGSIDE GUINNESS





Mastering Pours Creating Experiences Saving Money



Carlsberg Intelligent Draught is the ultimate solution for driving unparalleled quality and elevating experiences across diverse draught beer styles and segments. Our innovative technology not only enhances sustainability but also propels business growth for our customers.

Our Systems



The Carlsberg Quality Dispense System is a fully enclosed, end to end, chilled Cellar dispense system ensuring the beer is chilled from keg until the moment it reaches your glass. Driving perfect quality, reducing wastage and enhancing your experience.



DRAUGHTMASTER

DraughtMaster is a compact, under the counter or cellar system using smaller PET kegs and compressed air rather than CO2 to pour perfectly fresh beer, for longer, reducing wastage and improving your profitability. A great Trade Up from Packaged Beer or in smaller spaces.



FRESH ALE
THE NEXT GENERATION OF ALE

Welcome to the next generation of Ale. Fresh Ale has a guaranteed 14 day shelf life, served with all the theatre of the beloved traditional British hand pull. Perfect pints of ale from the first sip to the very last drop.

Enjoy responsibly
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OFFER**

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#1 BRAND OF CHOICE*

INSTALL SAN MIGUEL ESPECIAL AND RECEIVE
A FREE KEG AND A POS PACKAGE WORTH £200†



Enjoy responsibly. be.drinkaware.co.uk

*Source: CGA Brandtrack Q1 2023.
†Promotion valid for duration of brochure promotional period. One deal per install per outlet. Available whilst stocks last. Subject to change.

**DWUK
ONLINE
ONLY
OFFER**

OUT OF THIS WORLD BEER

BUY 2 X 9G AND SAVE £5

HOPHEAD
HOPPY GOLDEN ALE • ALC 3.8% VOL

HOPHEAD	BITTER:
HOPPY GOLDEN ALE	SWEET:
ALC. 3.8% VOL.	SIGHT: Golden AROMA: Floral, Citrus TASTE: Elderflower, Grapefruit, Balanced bitterness ALLERGENS: Malted Barley

Full bodied and full flavoured, Hophead is our mothership. Hoppy and golden with a distinct floral aroma and mighty elderflower hit from the Cascade hops. A stellar session beer.

DARKSTARBREWCO

TERMS AND CONDITIONS APPLY.
VISIT WWW.ASAHIBEER.CO.UK/PROMOTIONAL-TERMS-AND-CONDITIONS

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DARKSTARBREWING.CO.UK

DWUK DRAUGHT OFFERS



Heineken
BREW LOCK
system

HEINEKEN BREWLOCK
20LTR

A delicate hop and malt aroma. Underlying tropical and apple flavours combine with a clean palate and refreshing finish with some hop notes.

ONLY £60.99
List £74.43

SAVE 18%
DWUK ONLINE ONLY OFFER



MALTSMITHS
AMERICAN IPA
30LTR

A refreshing, clean beer that combines a light caramel base with subtle citrus hop notes.

ONLY £76.99
List £92.87

LIMITED STOCK

SAVE 19%
DWUK ONLINE ONLY OFFER



Forest Road

FOREST ROAD POSH LAGER
50LTR

Classically crisp, easy drinking, all british lager. 100% UK grown hops and barley, brewed right here in SE14. On the palate, tingling carbonation is followed by a fresh malt hit delivering moreish cereal notes. Mild piney/resinous hop notes emerge towards the end of the sip finishing in moderate but crisp bitterness.

ONLY £119.99
List £144.56

LIMITED STOCK

SAVE 18%
DWUK ONLINE ONLY OFFER



Forest Road

FOREST ROAD SESH IPA
50LTR

Brewed with a unique combination of hop varieties from the US and New Zealand the result is an unusual and refreshing aroma of soft fruit and juicy tropical notes. On the palate, the hop character is low and fresh, delivering just a hint of bitterness and citrus. This delicate flavour paired with the beers light body, and gentle carbonation.

ONLY £139.99
List £169.83

LIMITED STOCK

SAVE 17%
DWUK ONLINE ONLY OFFER

BREWDOG

THE EAGLE HAS LANDED

DWUK
ONLINE
ONLY
OFFER

Cask Ales,
Beer & Cider

30 LITRE KEG
£86.99

★
FREE
POS KIT ON
INSTALL
★





TASTE OF MALLORCA

ROSA BLANCA IS
THE NEW SUPER-
PREMIUM OFFERING
FOR THE 3.4%
SEGMENT



SPANISH DRAUGHT
LAGER IS GROWING
+51.4% IN THE
ON TRADE



Spirits

Drink Warehouse UK endeavour to select a wide range of the finest spirits available, even from small batch distilleries.



KOPPARBERG ORANGE & PASSIONFRUIT GIN

Kopparberg's Passionfruit & Orange Gin is a bold and exotic take to the drink. Blended perfectly with sweet passion fruit and bright notes of orange. The new passionfruit and orange blend by Kopparberg goes perfectly over lots of ice, lemonade (or the classic G&T), and garnished with slices of orange for that perfect finishing touch!

Potential re-sale profit (inc Vat):
25ml Cost: £0.69
25ml Sell: £2.31
GP: 70%

70cl

NOW ONLY
£16.19
LIST: £22.95

WHEN
IT'S GONE,
IT'S GONE



DWUK ONLINE ONLY OFFER
SAVE 34%

ARC ARCHIPELAGO BARREL RESERVE GIN

Expect bright citrus (pomelo in particular), vanilla and woody pine up front, floral notes to pop in and out and to then taste soft juniper wrapped in warm aromatic cinnamon and caramel.

Potential re-sale profit (inc Vat):
25ml Cost: £1.65
25ml Sell: £5.50
GP: 70%

70cl

NOW ONLY
£38.49
LIST: £54.05

WHEN
IT'S GONE,
IT'S GONE



DWUK ONLINE ONLY OFFER
SAVE 33%

BUY ONLINE AT DRINKWAREHOUSEUK.CO.UK

**IRISH WHISKEY DAY
SUNDAY 3RD MARCH**

**sip, savour
& celebrate**

**UNVEILING THE RICH
HERITAGE OF IRISH WHISKEY**

March 3rd is a special day in the calendar for enthusiasts of Ireland's revered alcoholic spirit. Marking over a decade of observance, International Irish Whiskey Day provides a unique opportunity to toast to this renowned libation. It has become a cherished occasion for aficionados to raise their glasses in honour of Ireland's most celebrated tippie.

THE HISTORY

International Irish Whiskey Day was conceived by Stuart McNamara, a globally recognised writer specialising in whiskey. Driven by a desire to spotlight the intricate blend of science, art, history, heritage, and culture inherent in every pour of Irish whiskey, he established International Irish Whiskey Day.

The concept is straightforward: to enlighten and engage enthusiasts about the marvels of Irish whiskey, enabling them to carry this newfound knowledge into the St Patrick's Day celebrations, occurring two weeks later.

The selected date of March 3rd holds particular significance within the domain of Irish whiskey, adding an extra layer of meaning to the celebration of this iconic drink. The classification of Irish whiskey encompasses three well-defined styles, namely single grain, single malt, and single pot still. The number three is also significant in Irish culture, represented by the three-leaf clover and the tricolour composition of the Irish flag.

Furthermore, the number three ties in with what makes Irish Whiskey stand out from others.



For a whiskey to earn the label of 'Irish Whiskey,' it's a well-known rule among enthusiasts that it must mature for at least three years. Irish Whiskey is renowned for its smoothness, achieved through a triple distillation process before it ages in barrels. That's why March 3rd is the perfect day to celebrate! If a whiskey has a smoky aroma or flavour, it's not Irish. This lack of smoke contributes to its smooth and pleasant flavour and mouthfeel. These specific distillation and maturation practices highlight the precision and quality involved in the production of Irish Whiskey.

HOW TO CELEBRATE

There are no wrong ways to celebrate this day, but here are some ideas you can adapt to suit your venue.

1. GUEST WHISKEY SHOWCASE

Introduce a guest whiskey to your venue by selecting from the diverse offerings available at DWUK. Testing a new and distinctive whiskey can not only enhance your offerings but also attract a broader customer base, elevating the overall appeal of your establishment.

2. IRISH WHISKEY TASTING EVENT/SPECIAL

Host an Irish Whiskey tasting event, whether in the form of a small tasting board or a dedicated event. Showcase the uniqueness of Irish Whiskey with a curated selection for customers to explore. Provide tasting notes and insights, offering an immersive experience that highlights the intricacies of each whiskey and establishes your venue as a destination for whiskey connoisseurs.



3. TASTING COMPETITION

Create a special event to mark the occasion by organising a tasting competition. Acquire 4-5 different types of Irish Whiskey for customers to blind taste and attempt to identify. Ensure a delightful experience by providing water and palate-cleansing snacks between tastings. Recognise the winners with prizes of your choice, adding an element of friendly competition and fostering a lively and engaging atmosphere for your patrons.

BEST DRINKING PRACTICES

There are no hard or fast rules for how to drink Irish Whiskey, but here are some tips for making the most of the taste experience.

Irish Whiskey is Best Enjoyed Neat – Pour into a lowball or whiskey tumbler, swirl to release the aromas, put your nose to the edge of the glass and take a deep inhale through the nose, then take a small sip. This allows the drinker to savour the flavours and ponder the nuances.

What About 'On the Rocks'? – Beginner whiskey drinkers may find that adding a block or two of ice makes the sipping smoother. The cooler temperature takes the edge off the harshness. However, some of the drink's complex flavour profile might be sacrificed this way.

How About as a Cocktail? – Irish Whiskey's warmth and complexity have endeared it to mixologists, with two classic cocktails, the Old Fashioned and the Manhattan, standing out as popular choices to showcase the spirit's distinct qualities.



DRUMSHANBO IRISH WHISKEY

A medium bodied, sweet whiskey. Made using a combination of bourbon & sherry casks to mature the whiskey.

Potential re-sale profit (inc Vat):

25ml Cost: £1.61

25ml Sell: £5.37

GP: 70%



70cl

NOW ONLY
£37.59
LIST: £47.52

SAVE
23%
DWUK ONLINE ONLY OFFER

GLENDALOUGH POT STILL IRISH WHISKEY

Toasted oak & vanilla flavours that Irish oak brings to the liquid complement & balance the classic pot still spices.

Potential re-sale profit (inc Vat):

25ml Cost: £1.47

25ml Sell: £4.90

GP: 70%



70cl

NOW ONLY
£34.29
LIST: £43.28

SAVE
23%
DWUK ONLINE ONLY OFFER

JJ CORRY THE GAEL IRISH WHISKEY

Aromas of shortbread, peaches & cream. The nose, notes of lemon drizzle, honeycomb throughout the palate.

Potential re-sale profit (inc Vat):

25ml Cost: £2.57

25ml Sell: £8.57

GP: 70%



70cl

NOW ONLY
£58.00
LIST: £83.16

WHEN
IT'S GONE,
IT'S GONE

SAVE
30%
DWUK ONLINE ONLY OFFER

GLENDALOUGH DOUBLE BARREL IRISH WHISKEY

Matured in American bourbon barrels finishing in Spanish Oloroso Sherry casks. Vanilla, caramel & dried fruit notes.

Potential re-sale profit (inc Vat):

25ml Cost: £0.93

25ml Sell: £3.10

GP: 70%



70cl

NOW ONLY
£21.69
LIST: £27.39

SAVE
23%
DWUK ONLINE ONLY OFFER



100% GREAT TEQUILA



100% GREAT FOR COCKTAILS

BUY 2 X EJ BLANCO OR REPOSADO AND RECEIVE A POS KIT



6X EL JIMADOR MARGARITA GLASSES



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SPRITZ IS THE
#2 COCKTAIL
IN THE UK*

RECEIVE A FREE CASE OF
FEVER-TREE MIXERS

WHEN YOU BUY ANY 3 SPIRITS
FROM THE RANGE



MAKE IN 3 EASY STEPS



1. POUR 50ML
SPIRIT OVER ICE



2. ADD
MIXER



3. ADD
GARNISH



SCAN
HERE FOR
SERVES



Pernod Ricard UK
Créateurs de convivialité

*CGA Mixed Drinks Report Q1 2023
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BUY 5 BOTTLES,
GET 1 FREE.*

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Perfect Aperol Spritz here



ICE • PROSECCO • APEROL
• A DASH OF SODA •



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*UK, 18+ only. 09:00 GMT 01/03/2024 - 09:00 GMT 30/04/2024. Buy 5 bottles of Aperol, get 1 free. Not to be used in conjunction with any other offer. Subject to availability. Only available while stocks last.

ICE COLD SHOTS

BUY A MIX OF 3X70 BOTTLES FROM THE RANGE,
GET 1X70CL BURST FREE

SHOTS ARE THE FASTEST GROWING
CATEGORY IN THE ON TRADE AT
+45.7% VOLUME.
*NIELSON ON & OFF TRADE REPORT, WE 25.02.23, LAST 12 WEEKS.

**DWUK
ONLINE
ONLY
OFFER**



RANGE INCLUDES: BURST, TEQUILA ROSE, SOUTHERN COMFORT, SHEEP DOG, FIREBALL, TEQUILA ROSE, ANTICA RASPBERRY SAMBUCA, ANTICA CLASSIC SAMBUCA, ANTICA LIQUORICE SAMBUCA.

be.drinkaware.co.uk

INCREASE RATE OF SALE BY UP TO **32%^{*2}**

WITH OUR ICE COLD EQUIPMENT



9 BOTTLES FREE
WHEN YOU BUY A THREE BOTTLE TAP MACHINE FOR **£299***



6 BOTTLES FREE
WHEN YOU BUY A ONE BOTTLE TAP MACHINE FOR **£249***

ORDER NOW
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Our tap machines chill Jägermeister down to -18°C - the perfect temperature to enjoy a shot of Jägermeister! This is where the five different taste components of Jägermeister reach perfect balance. After 30 years of innovation, the Jägermeister tap machine is the a great addition to any bar: it makes pouring Jägermeister so simple, it looks great, and it turns your backbar into a profit-pouring machine!



Jägermeister

be drinkaware.co.uk *EXCLUDING VAT **CRM DATA



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The KRAKEN

DARE YOU UNLEASH A NEW BEAST?

The No.1 Premium Rum in the UK[‡]

BUY ANY **3** X BOTTLES* OF THE KRAKEN BLACK SPICED RUM
RECEIVE A **CASE** OF **FEVER-TREE GINGER BEER FREE**



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*1 BOTTLE = 1X700ML. † A CASE OF FEVER-TREE = 24 X 200ML BOTTLES. GLASSWARE NOT INCLUDED. ‡ IWSR 2021. THE KRAKEN® AND OTHER TRADE MARKS ARE OWNED BY PROXIMO SPIRITS. ©2024 KRAKEN RUM CO. ENJOY THE KRAKEN RESPONSIBLY. @KRAKENRUMUK

CELEBRATE THE WORLD'S FAVOURITE AMARETTO ON **DISARONNO**® DAY

BUY 1 X 70CL BOTTLE OF DISARONNO AND 1 X 70CL BOTTLE OF DISARONNO VELVET AND RECEIVE 6 PREMIUM COUPE AND 6 SPRITZ GLASSES FREE!*

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ONLINE
ONLY
OFFER**



DIS IS THE ENDLESS DOLCEVITA



#disaronno fizz

**KIT RRP VALUE
OVER £50**



#velvet martini

VELVET MARTINI

25ml Disaronno Velvet
25ml Tia Maria
50ml Espresso



DIS IS THE NEW DOLCEVITA

DISARONNO FIZZ

50ml Disaronno
25ml Lemon
Top with soda

be drinkaware.co.uk
*Whilst stocks last.



DISARONNO INTERNATIONAL UK LTD

NATIONAL TEA DAY - SUNDAY 21ST APRIL

Getting Booz-Tea

ENGINE *Bounty*

April 21st marks National Tea Day in the United Kingdom, a celebration of the nation's enduring love affair with this steeped beverage that has been a staple for over two centuries. With a collective consumption exceeding 60 billion cups annually, Britons indulge in over 165 million cups of tea every day, making it a cherished and integral part of their daily lives. Celebrate this year by blending two of Britain's favourites: tea and alcohol! Here are two tea cocktail ideas to kick off the festivities.

Engine Back Porch Tea



- 170ml Fruit Iced Tea
- Sparkling Water (to top)
- Sliced White Peach
- 40ml **Engine** Gin
- Fruit Slice (Garnish)
- fresh fruit

Bounty Apricot Blossom



- 30ml **Bounty** Rum
- 15ml Lemon Syrup
- 10ml Simple Syrup
- 15ml Apricot Liqueur
- 4 Mint Leaves
- 45ml Orange Pekoe Tea
- Mint Sprig (Garnish)

NATIONAL AMARETTO DAY - FRI 19TH APRIL

Amarett-tipples

DISARONNO

National Amaretto Day on April 19th celebrates the beloved Italian liqueur known for its classic almond flavour. Originating from Saronno, Amaretto, translating to "a little bitter," offers a rich combination of apricot kernels, bitter almonds, and peach stones. With its sweet almondy essence, vanilla undertones, and a subtle bitter finish, Amaretto adds a distinctive flair to both food and drinks, making it a cherished indulgence worldwide. Enjoy chilled over ice, as in a delicious cocktail like the ones featured below.

Disaronno Fizz



10%
OF ALL COCKTAILS
SOLD IN THE UK IS
THE SPRITZ

- 50ml **Disaronno** Amaretto
- 25ml Lemon Juice
- Top with soda
- Stir over ice

Disaronno Velvet Espresso Martini



**FLAVOURED
MARTINI**
IS THE FASTEST
GROWING COCKTAIL
IN THE UK

- 25ml **Disaronno** Velvet
- 50ml Espresso
- 50ml **Tia Maria** Cold Brew Liq
- Shake and Serve

DWUK GIN OFFERS

TARQUINS CORNISH GIN

Fresh, crisp and vibrant juniper nose. Light aromatic spice, orange blossom and a hint of cardamom. Creamy, dry with delicate green pine and subtle frangipane notes. Crisp and clean on the finish, with lingering citrus zest and eastern spices.

Potential re-sale profit (inc Vat):
25ml Cost: £1.23
25ml Sell: £4.10
GP: 70%

70cl

NOW ONLY
£28.69
LIST: £36.27



NO.3 LONDON DRY GIN

An impressive-looking premium gin from famous wine and spirits merchants Berry Bros & Rudd, No. 3 London Dry is distilled in copper pot stills at De Kuyper in the Netherlands, counts cardamom seeds and grapefruit peel among its botanicals, and has been bottled at an invigorating 46%.

Potential re-sale profit (inc Vat):
25ml Cost: £1.18
25ml Sell: £3.93
GP: 70%

70cl

NOW ONLY
£27.49
LIST: £34.72



BOBBY'S GIN

A Dutch gin which was launched in 2014, Bobby's Schiedam Dry Gin features a recipe inspired by the creator's grandfather, Bobby Alfons. It's made with a combination of local and exotic ingredients, including juniper, clove, lemongrass, cubeb peppers and rosehips. Highlighting the meeting of Dutch and Indonesian flavours in the spirit, Bobby's Schiedam Dry Gin comes in a bottle which harks back to the style of vessel used to hold jenever, with a pattern inspired by Indonesian designs.

Potential re-sale profit (inc Vat):
25ml Cost: £1.16
25ml Sell: £3.86
GP: 70%

70cl

NOW ONLY
£26.99
LIST: £34.07



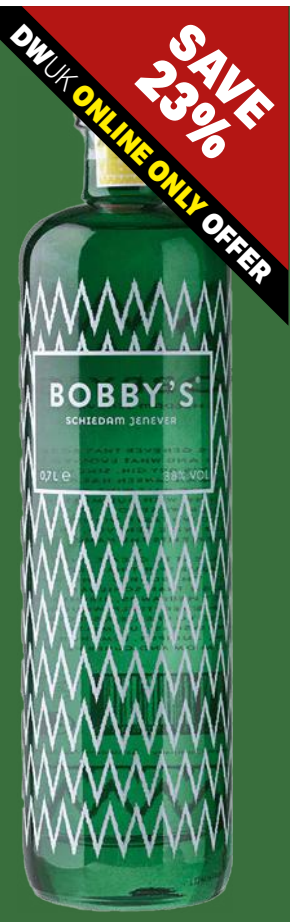
BOBBY'S JENEVER GIN

Bobby's Schiedam Dry Gin was based around a recipe for a jenever, though it evolved into a rather delicious Dry Gin. Now, the same chaps have gone full circle and made their very own jenever! This lip-smacking tippie is made using a base of maltwine and flavoured with juniper, cubeb pepper, lemongrass and cardamom.

Potential re-sale profit (inc Vat):
25ml Cost: £1.09
25ml Sell: £3.64
GP: 70%

70cl

NOW ONLY
£25.49
LIST: £32.23



BREWDOG

NEW PRODUCTS

INTRODUCING BREWDOG LONEWOLF GIN

Handcrafted and distilled in small batches using our bespoke copper pot stills, we infuse a unique blend of the finest botanicals from across the globe. Crafted in the world's first triple bubble copper-pot still at our HQ in Aberdeenshire, LoneWolf gin stands apart from the pack. And every bottle is proudly carbon neutral. Made in Scotland by spirit lovers, and inspired by centuries of distilling know-how, LoneWolf paves the way for a never-ending pursuit of perfection.

INTRODUCTORY PRICE

£19.75

DWUK **ONLINE ONLY OFFER**

70cl **BREWDOG LONEWOLF** PEACH & PASSION FRUIT GIN

Tasting Note:

Flavours of juicy white peach, sweet passion fruit and a hint of Yuzu's citrus sharpness. Distilled in the smallest batches – for a crisp taste.

Suggested Serve:

Pour LoneWolf Gin over cubed ice and top with light tonic, garnish with a wedge of lime.



Potential re-sale profit (inc Vat):

25ml Cost: £0.71

25ml Sell: £2.35

GP: 70%

BREWDOG LONEWOLF 70cl BRAMBLE & RASPBERRY GIN

Tasting Note:

Bursting with notes of freshly harvested berries, it's a mixed medley of ripe and juicy fruits. Flavours of jammy raspberries support our signature Tuscan juniper.

Suggested Serve:

Pour LoneWolf Gin over cubed ice and top with light tonic, garnish with a wedge of lime and fresh raspberries.

MALFY ORIGINALE GIN

Malfy's Originale gin promises to give sippers a truly authentic taste of Italy. Inspired by the mountains Monviso (which are visible from the distillery), the creators of Malfy wanted the Originale to reflect its surroundings. The wild juniper, pure spring water and the amazing colour of the mountain lakes turned out to be the inspiration for this fantastic treat. Much like the mountains of Monviso, Malfy Originale is a crisp and juniper forward gin. Using just 5 botanicals, it still delivers an extreme depth of flavour.

Potential re-sale profit (inc Vat):

25ml Cost: £0.79

25ml Sell: £2.63

GP: 70%



NOW ONLY
£22.09
LIST: £27.84

70cl

EAST LONDON LIQUOR CO. GIN

East London Liquor's signature London Dry Gin is distilled using the finest 100% British wheat spirit. Infused with fresh lemon and grapefruit peel, coriander, angelica root and cardamom, it's both complex and refreshing. Bright, fresh flavours of citrus and juniper give way to the spiciness of the cardamom, making it perfect for G&Ts.

Potential re-sale profit (inc Vat):

25ml Cost: £

25ml Sell: £

GP: 70%



NOW ONLY
£21.39
LIST: £23.88

70cl



National Cocktail Day.

In observance of National Cocktail Day on **Sunday 24th March**, we embark on a refined exploration of mixology—an art form that elevates drinks to an unparalleled level of sophistication. This occasion, marked by both enthusiasm and ingenuity, beckons us to delve into the intricate world of cocktails, where the fusion of flavours becomes an exquisite craft.

The History

National Cocktail Day, conceived by Jace Shoemaker-Galloway, serves as an enjoyable tribute to a timeless and delightful beverage.

While the belief that cocktails originated in the U.S. holds some truth, their inspiration can be traced back to 18th-century British punches—large bowls of spirits blended with fruit juice, spices, and other flavours. Although the exact originators remain unknown, the popularity of cocktails soared in the 1860s. Speakeasies during Prohibition played a pivotal role, resorting to the addition of honey, fruit juice, and other flavourings to mask the taste of inferior liquor. This ingenuity enabled patrons to consume swiftly, a crucial factor during potential law enforcement raids.

The Industrial Age marked a significant turning point with the introduction of ice production, revolutionising the way cocktails were crafted.

Today, mixology has evolved into a substantive cocktail culture, blending traditional foundations with innovative ingredients and intricate flavours. National Cocktail Day stands as a celebration not only of a beloved drink but also of the rich history and artistry embedded in the world of cocktails.

Celebrate The Day

1. Bartender Competition

Leverage the expertise of your bartenders and engage your staff in crafting a signature cocktail. Harness the power of social media to promote these creations and encourage customers to vote for their favourite. Alternatively, host a tasting event where customers can sample the contenders and cast their votes. The winning concoction becomes the distinguished new signature drink for your establishment.

2. Create An Annual Theme

Agree a year-long theme for your menus that customers can follow the development of, and try each new seasons concoctions. Flowers for instance as a theme are a great way to showcase what is in season, and great flavour & colour inspiration to come up with different serves.

3. Cocktail Masterclass

Opt for a timeless approach by organising a ticketed Cocktail Masterclass event. Invite customers to immerse themselves in the art of mixology, where they can both try and craft classic cocktails. Guided by a knowledgeable bartender, participants will delve into the rich history and nuances of the ingredients, gaining a comprehensive understanding of the craft. This engaging and educational experience not only elevates customer appreciation for classic cocktails but also positions your establishment as a destination for sophisticated and immersive events.

4. Cocktail Quizzing

Embark on an evening of intellectual and entertaining engagement with a dedicated cocktail-themed quiz night. Develop thought-provoking rounds, including an exploration of the 'History of Cocktails,' a challenging segment titled 'What's the Missing Ingredient?' and an entertaining music round spotlighting songs with cocktail-themed references.

Most Popular Cocktails 2024

1.



Pomstar Martini

2.



*Sex on
The Beach*

3.



*Long Island
Iced Tea*

4.



Mojito

5.



Aperol Spritz

Which Cocktails Provide The Best ROI?

Bartending and menu creation represent inherently creative pursuits. Crafting an ideal menu involves striking a delicate balance between innovation and financial prudence. Profitable cocktails not only enhance the bottom line but also provide a foundation for creative exploration. Bearing this in mind, we have curated a list of classic cocktails that not only contribute to a balanced financial ledger but also drive revenue, offering a harmonious blend of fiscal responsibility and imaginative mixology.

Top High-Profit Cocktails

1. Margarita

The classic Margarita stands out as a perennial favourite and a top high-profit cocktail. Comprising of only three straightforward ingredients—tequila, triple sec, and lime juice—this beverage boasts a low cost of goods sold coupled with a high selling price. To cater to a broader audience, variations of the Margarita, such as frozen or flavoured renditions, can be introduced, further enhancing its appeal and profitability.

2. Old Fashioned

The Old-Fashioned remains a timeless cocktail that has endured through generations. Crafted with whiskey, bitters, sugar, and a citrus twist, it boasts a high profit margin attributed to its uncomplicated ingredients and elevated selling price. To further enhance its allure and profitability, variations of the Old-Fashioned, such as smoked or flavoured renditions, can be introduced, providing a contemporary twist to this enduring classic.

3. Moscow Mule

The Moscow Mule has surged in popularity, solidifying its status as a leading high-profit cocktail. Comprised of vodka, ginger beer, and lime juice, this beverage commands a low cost of goods sold coupled with a high selling price. Expanding its appeal further, variations of the Moscow Mule, including flavoured or spicy renditions, can be introduced to accommodate diverse taste preferences, contributing to its continued profitability.

4. Mojito

The Mojito, renowned for its refreshing profile, stands as a popular summer cocktail. Crafted with rum, mint, lime juice, and soda water, this cocktail boasts a low cost of goods sold complemented by a high selling price. Broadening its appeal, variations of the Mojito, such as fruity or spicy adaptations, can be introduced, catering to a diverse audience, and further contributing to its attractiveness and profitability.

5. Long Island Iced Tea

The Long Island Iced Tea, known for its potency, stands as a popular cocktail choice with the potential for high profitability. Comprising a mix of spirits, including vodka, gin, rum, tequila, and triple sec, this beverage carries a low cost of goods sold paired with a high selling price.

6. Mimosa

A skilled bartender can efficiently produce numerous Mimosas within minutes. From both a unit cost and pour cost perspective, the Mimosa stands out as one of the most economical and cost-effective options for a bar's menu. While we may refrain from labelling it as 'underrated,' its well-deserved reputation as a lucrative brunch staple underscores its financial prowess and efficiency.

Understanding Profit Margins

High-profit cocktails play a pivotal role in the financial success of any bar or restaurant, as they contribute significantly to overall revenue. Understanding the concept of profit margins is crucial in this context. A profit margin represents the percentage of revenue remaining after covering all expenses. For instance, if a cocktail costs £5 to produce and is sold for £10, the profit margin is 50%.

To calculate the profit margin, use the following formula:

$$\text{Profit Margin} = (\text{Selling Price} - \text{Cost of Ingredients}) / \text{Selling Price}$$

Being aware of the profit margins associated with each drink on the menu is essential for making informed decisions regarding promotional strategies and menu adjustments. This analytical approach ensures that your establishment can prioritise and emphasise cocktails that contribute most effectively to their financial success.

Watch out that you're not pricing based on Markup!



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150ml Premium tonic water
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5

REASONS WHY READY-TO-DRINK COCKTAILS ARE ESSENTIAL ON YOUR DRINK MENU



DIVERSIFIES YOUR RANGE OF PRODUCTS

Embracing diversity in your offerings is a hallmark of customer satisfaction. However, as a business owner, the incorporation of varied choices into your menu may pose financial considerations. Nevertheless, cocktails stand out as a highly favoured product with broad appeal. Recognizing that customers often seek unique and distinct beverage options, it's essential to note that the "ready-to-drink" concept doesn't limit the presentation. Instead, businesses have the flexibility to elevate the drinking experience by selecting how they serve these products. By adding thoughtful garnishes, establishments can infuse a sense of decadence, ensuring that even pre-prepared cocktails maintain an elevated and customised touch for discerning patrons.



COCKTAILS SERVE AS ADVERTISING TOOLS

Cocktails epitomise a sense of luxury, offering customers not just a beverage, but an experience. Integrating a selection of well-crafted cocktails into your drink menu serves as a compelling draw for customers, enticing them to your establishment. The visually appealing glassware and vibrant colours displayed in your venue, or on your patio, serve as eye-catching elements, further enhancing the overall aesthetic appeal of your venue to passersby. Beyond the physical allure, cocktails hold substantial Instagram appeal, making them a popular subject for sharing on social media platforms. This aspect not only contributes to the overall engagement with your audience but also serves as a valuable promotional tool. The more customers that share images of your cocktails, the wider the audience exposed to your business's offerings, effectively leveraging the visual allure of cocktails for increased visibility and patronage.



RTD'S YIELD SIGNIFICANT PROFIT MARGINS

The final and, perhaps, most significant point is the profit potential with cocktails. Their complexity, along with the use of larger glasses filled with ice, allows for pricing at a premium compared to sodas or beers. The same applies to mocktails, making them an ideal option for customers who need to drive or prefer non-alcoholic beverages. Ready-to-drink cocktails provide a simple way to boost sales per table without compromising service quality. It's a smart addition that allows businesses to benefit financially from premium drinks while still delivering an excellent customer experience. Convinced of the benefits and ready to increase your sales and offerings? Explore our exceptional offers and order online today!



ELIMINATES THE NEED FOR MIXING & MEASURING

The preparation of cocktails entails a comprehensive process that demands both time and a nuanced understanding of mixology. Ready-to-Drink beverages alleviate these complexities, eliminating concerns associated with the need for meticulous ingredient recall and precise measurements. With RTDs, there is no reliance on individuals to consistently reproduce the same quality of drinks with each pour. This standardised and simplified approach ensures that anyone can proficiently serve a delectable cocktail swiftly, thereby expediting the service process.



STREAMLINES YOUR SHOPPING

Crafting a classic cocktail typically involves sourcing multiple bottles of various alcohols and mixers. Consider the Espresso Martini, requiring vodka, vanilla, coffee liqueur, and espresso. In contrast, RTD options consolidate all these components into a single, convenient package. This consolidation not only translates to cost savings but also to storage space.





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RASPBERRY & ORANGE BLOSSOM SODA

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Made from real juice from hand-picked Florida grapefruits, grown in this region to develop the perfect bitter to sweet ratio.

THE *perfect* SPRITZ

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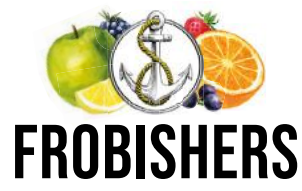
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KARMA GINGERELLA



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A FRESH ADDITION TO THE MIX

A new British brand championing quality.



Simon Little and Shaun Elder are the pairing behind Little Mixers, a new, independent UK producer of super premium fruit purée. They are on a mission to make it the go-to brand for discerning mixologists and bartenders.

Together, Simon and Shaun have over 50 years' experience in the drinks industry, driving sales and promoting brands for names like Diageo, SAB Miller, Greene King, Magners and Funkin. While working with brands in the cocktail sector and talking to bartenders, they noticed an opportunity in the category. There were few fruit purée brands that delivered on all of the key factors desirable for bar use – taste, product integrity, usability and value.

In 2022, inspired to bring all of these qualities together in a premium fruit purée, Simon and Shaun set up a manufacturing facility on a farm in Worcestershire. After careful development and trials, the result is an outstanding range of top-grade fruit purées that are superior in taste, with minimal added sugar, minimal wastage, and fully recyclable packaging. They are proud to be the only company in the UK to manufacture purées for cocktails. Not only is this great for the economy, but it also cuts down on the carbon footprint when importing competitor products.

"Feedback has been hugely positive, with people loving the superior taste and quality"

Shaun has been encouraged by the reaction from customers: "Feedback has been hugely positive, with people loving the superior taste, which makes it perfect for luxury cocktails and mocktails."

One of the duo's main aims was to work with professional bartenders to understand what they wanted in a mixer, rather than simply producing "just another purée". "Bartenders care about their craft and their reputation for a luxurious cocktail experience," says Shaun, "which is why we care about producing premium quality purée with a high fruit content, with no unnecessary additions. The bartenders are the stars; we just offer the best base for the cocktail, letting them do their thing."

No less than 90% fruit gives Little Mixers purées a richness and integrity of taste to make it a key ingredient for luxury cocktails and mocktails.

Environmentally friendly and money saving, the range is packaged in easy-to-pour, easy-to-store recyclable cartons which have less environmental impact compared to plastic packaging. Stored unopened at ambient temperature they have a 12-month shelf life from production, with a 7-day shelf life once opened and refrigerated. This means there is none of the waste associated with frozen "use it or lose it" purées.

All in all, Little Mixers fruit purées are a perfect addition to the continually growing cocktail category – and all made in the UK.

The full range of Little Mixers fruit purées is available to the trade in 1kg cartons (4 cartons per case) through Drink Warehouse UK.





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THE IMPORTANCE OF DRAUGHT BEER LINE CLEANING

Maintaining top-notch craft beer quality is a detailed process that requires steadfast dedication. Craft brewers devote significant time, effort, and resources to create the best beer for their discerning consumers. They carefully select ingredients and utilize cutting-edge brewing technologies, subjecting each batch to rigorous testing to maintain high standards.

However, all this meticulous work can be at risk during the journey from keg to glass if the draught system and lines aren't consistently cleaned and maintained. The essence of their craftsmanship relies on the careful upkeep of these vital components, ensuring that every pour provides an unparalleled experience of excellence.

When a beer keg is tapped into the system, organic and inorganic deposits gradually accumulate on key surfaces like beer lines, keg couplers, FOBs, and beer faucets. If left unaddressed, these deposits have the potential to compromise the nuanced flavour profile and hinder the draft beer system's ability to deliver the quality your customers expect.

THE ENEMIES OF DRAUGHT BEER INCLUDE THE FOLLOWING:

YEAST

Though non-hazardous to human health, the presence of bacteria in beer can negatively affect its appearance, aroma, and taste. The resultant "off-taste" and cloudy appearance, aside from intentional hazy styles, detract from the intended quality of the beverage. Maintaining awareness of these factors is key to ensuring a consistently enjoyable beer-drinking experience.

MOULD

Exposure to the atmosphere introduces mould into beer, forming a blackish film on faucets, couplers, FOBs, and beer lines. The prevalence of mould build-up underscores the importance of maintaining a sanitised environment. Recognizing the universal aversion to consuming mould, it is essential to prioritize cleanliness to uphold product integrity and meet customer expectations.

BEER STONE

If the system isn't well-maintained, a grey or brown substance called calcium oxalate can build up and eventually flake off. This can end up in your pint and negatively affect the taste.

BACTERIA

Certain bacteria can spoil the taste and smell of beer. Even though these microorganisms aren't harmful to health, they can create unwanted flavours like buttery diacetyl or sour acetic acid. Keeping a close eye on quality control is key to preventing these off flavours from affecting the beer. Fending off these beer adversaries is a breeze with regular line cleaning! But, let them run rampant, and you're headed for dissatisfied customers and a dip in sales. Stay ahead by keeping those lines clean – it's your secret weapon for happy customers and thriving sales.

HOW TO STOP THIS FROM HAPPENING TO YOUR BEER:

- Clean your draught lines minimum every two weeks. DWUK has clear and purple cleaners available that will remove the build-up quickly.
- For effective cleaning, circulate the cleaning chemical through the product line for at least 15 minutes at a velocity of up to two gallons per minute. Avoid soaking product lines, but if recirculation isn't possible, leave the cleaning solution in-line for a minimum of 20 minutes.
- Take apart and clean all faucets every two weeks. Don't forget to swap out any worn-out seals or gaskets.
- Ensure to flush the lines with fresh water following the cleaning process.
- Consider replacing draught lines if you've poured root beer, fruit or pepper-flavoured beers, sour beers, margaritas, or ciders to prevent lasting flavour effects.

The meticulous cleaning of lines is fundamental to consistently delivering an optimal appearance, aroma, and flavour experience in every pint.

By upholding these standards, your establishment fosters customer satisfaction and loyalty.

Please Note:

It is imperative to utilize personal protective equipment, including eye/face protection and gloves, when handling line-cleaning chemicals. By doing so, you're not just protecting yourself; you're ensuring each pint is a masterpiece of appearance, aroma, and flavour.

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