

SET THE BAR

May | June 2023

drinkwarehouseuk.co.uk

03301 220 800

By Drink Warehouse UK



LET THE SUMMER BEGIN

From tipples to celebrate the King's Coronation and a Father's Day with a difference to the cocktail company that is empowering women... we have it covered.



RRP PRICELESS

Welcome

to our May | June 2023 edition of **Set The Bar**.

Drink Warehouse UK are now ramping up for the Summer Season because we know that our customers are going to be occupied enjoying the benefits of the bonus Bank Holiday that the King's Coronation has bestowed upon us.

With the Spring Bank Holiday on the 29th of May, every one of us will be cramming our weeks to fit everything in and I have a feeling that May is going to literally fly past us all!

Set the Bar of course has all of the fantastic offers you would expect alongside more new and innovative products to tempt your customers with; all qualified by our team of Wine & Spirits experts who know a thing or two about taste and value for money.

The month of June will see our 3rd Annual **DWUK** Golf Day and this year, we are dedicating this to support our charity, The Big Cat Sanctuary, who's amazing and dedicated work to the conservation of wild cats cannot be taken for granted in these times of environmental ethics. If you want to join us, please register your interest without delay!

On the competition front, thank you to Carlsberg who have a great 'limited edition' prize for our giveaway this May | June, so don't forget to enter your venue for a chance to win.

As a company, we'd like to wave the flag for our wonderful country and at the same time have a little 'Royal' trumpet fanfare for the service we offer to our customers; for which we are very proud of. We always endeavour to deliver beyond your expectations ... because we are a drinks partner that can be relied upon... all year round.

Yours sincerely



Mick Curtis
Managing Director



Ways to buy:



drinkwarehouseuk.co.uk



03301 220 800



sales@dw-group.co.uk

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Terms & Conditions

All promotional offers are valid on deliveries from 1st May 2023 up to and including 31st June 2023, 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/non-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.



Carlsberg acquires UK rights to Kronenbourg 1664

From June 2023, the UK rights to French beer brand Kronenbourg 1664 will be transferred to Carlsberg after being with Heineken UK for 14 years. Andrew Khan, VP of Carlsberg group, is excited to take on this product, stating it "is an incredible opportunity to energise the brand, drive innovation and deliver growth... 1664 is enjoyed by customers all around the world and has seen strong and consistent performance in Europe and Asia, where we have been seeing strong double-digit growths in a number of key markets... (we) are excited for consumers to enjoy exceptional experiences with the brand."

Flavoured spirits on the rise

The flavoured spirits sector grew to a massive value to £12.9 billion in 2021; however, it is now estimated to grow to a value of £40.8 billion by 2029. Due to being used frequently in cocktails, with mixers and as shots, flavoured spirits are so popular due to convenience, but also because of the variety of flavours available. The Data Bridge Market Research report states that "as the economy in various countries remains strong, consumer interest in high-end flavoured spirits and more expensive drinks has grown, fuelled in part by easy access to information and willingness to spend on desired products [and] as a result, demand for flavoured spirits has increased." Keep an eye out on the category over the next 5 years!



Heineken launches Cruzcampo lager on draught in the UK

Heineken has revealed plans to launch its Spanish lager brand Cruzcampo on draught into pubs and bars across the UK. Cruzcampo senior brand manager, Christopher Buckwell, states that they "know that consumers are looking for discovery and new brands but are also mindful of the cost of living," and explained: "A mainstream lager brand, such as Cruzcampo, offers a premium experience at a more accessible price point to help drive sales in outlet."

Drink Warehouse UK are proud to stock Cruzcampo on draught. Check out pg. 20 for more information.





Sustainability at Drink Warehouse UK

As we move further into 2023, our focus on developing and improving the sustainability of our business is at the forefront of everything we do. As part of our ongoing effort to make our business more sustainable, we are implementing a new, and vastly improved, recycling system at all our depots. When in place, this new system will prevent waste being sent to landfill unnecessarily and further support our ongoing efforts to lower the impact our business has on the environment. We are also in the process of cutting our paper wastage by up to 50% with new ways of working throughout the business.



PlanetMark



Hennessy Competition: another happy winner

We held a Google Review competition to win a Hennessy basketball worth over £300. Lang's Bar & Cocktail Lounge is the lucky winner who said 'We order every week to our upcoming cocktail bar in Sittingbourne. Without a doubt each week delivery is on time, with all products and friendly delivery drivers where nothing is too much hassle.'

Congratulations from the team here at **DWUK**. We hope your new ball will help you score a slam dunk next time you are on the basketball court!

Drink Warehouse UK team continues to grow

Introducing two new members of the **Drink Warehouse** UK team... Carl Flaxman, Key Account Manager, and Peter Marshall, Transport Manager. They both bring a wealth of industry knowledge and experience with them to further develop the services we provide our customers. We are extremely happy to have them on the team.

Drink Warehouse UK is continuing to grow with our focus of being; *"Dedicated to service and inspired by perfection in everything we do."*





COMPETITION TIME @ DWUK!

Brooklyn Pilsner is a crisp lager inspired by Brooklyn and brewed for all. It layers clean malts with a balanced wave of bright hops, crowned by an instantly refreshing finish. Light toasty flavours and spicy, subtle citrus hop notes make it an instant classic.

Brooklyn Pilsner stands strong alongside classic dishes like roast pork, rotisserie chicken, or New York-style hot dogs, cleanses palates after spicy meals like green papaya salad or Indian curries, or matches the snappy notes in cured salmon, sharp cheeses, or brisk salads. Brooklyn Pilsner belongs at any table.

BROOKLYN PILSNER



A BROOKLYN **NEON SIGN**
+3 COMPLIMENTARY KEGS!

HOW TO ENTER

Install Brooklyn Pilsner throughout May & June
and be in with a chance to win:

**A BROOKLYN NEON SIGN
& 3 COMPLIMENTARY KEGS**

Terms & Conditions

Automatic entry into prize draw following a completed install throughout May & June 2023. There are two prizes to be won. One for an install completed in May and the other for an install completed in June. 1 entry per customer. Free stock in the prize draw competition to replace existing free stock offering in standard install deal if drawn. 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.

Drink Warehouse UK & Sheridan Coopers Wine

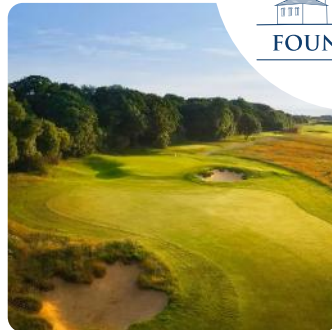


2023 GOLF DAY - 21st JUNE

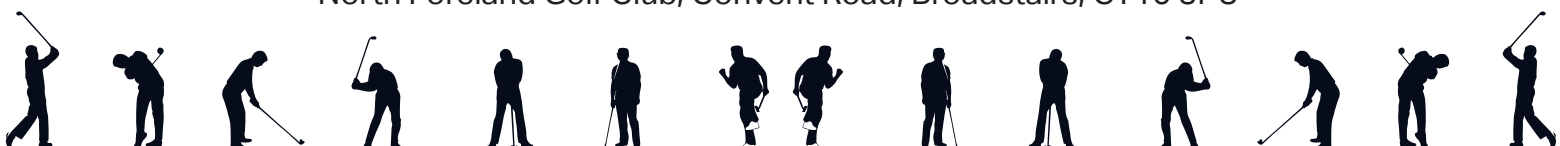
WOULD YOU LIKE TO JOIN US?

Would like to join the **Drink Warehouse UK & Sheridan Coopers Wine** team for a round of golf and a delicious dinner at the fantastic award-winning North Foreland Golf Club in Broadstairs?
The team will also be raising money to help towards the Big Cat Sanctuary Charity.

Please register your interest with us at: events@dw-group.co.uk.
(Please include your business venue, name & contact details.)



North Foreland Golf Club, Convent Road, Broadstairs, CT10 3PU



DWUK SUSTAINABILITY SPOTLIGHT



FEVER-TREE

Fever-Tree was created after founders Charles Rolls and Tim Warrillow saw a gap in the mixer market, with premium spirits on the rise, there needed to be a premium mixer to go with. Also, with consumers being increasingly aware of what they are eating and drinking, it had made it even more obvious that mixers had been the overlooked aspect of the perfect, premium drink. The brand was founded on the belief of using the best ingredients and understanding the importance of biodiversity in creating them to create these phenomenal mixers.

Since the cap was put on the very first bottle of premium tonic water, Fever-Tree have worked to minimise the impact that their drinks have on the environment and, subsequently, are proud to be carbon neutral in the UK. Fever-Tree have pledged to 'work with nature, not against it', challenging themselves and their partners to make the right choices including the decision to not use PET bottles, instead using packaging that is recyclable and highlight the sustainability commitments of the company as well as bring awareness to the consumer of the climate change fight.

Fever-Tree participate in initiatives including working alongside 'Earthwatch Europe' to plant London's first Tiny Forest In Hammersmith Park, the first urban tree planting project to ultimately enrich biodiversity in cities across the UK. This first project is going to consist of 600 trees to create a dense, fast-growing woodland in an area the size of a tennis court, contributing to the regeneration of derelict land in Hammersmith Park. Environmental issues such as flooding, heat stress and loss of biodiversity are increasingly affecting urban areas. Creating thriving and climate-resilient urban areas that support economic growth, whilst also enhancing livelihoods and wellbeing, is a considerable challenge. The Fever-Tree Tiny Forest can play a part in facing this challenge. It will bring the benefits of a forest – reconnecting people with nature and raising awareness, helping to mitigate the impacts of climate change, as well as providing nature-rich habitat patches to support urban wildlife – right into the heart of our cities and urban spaces.

Explore the DWUK range:

Fever-Tree tonic waters, sodas and the ginger range.

Available now at:
drinkwarehouseuk.co.uk



THE CORONATION OF HIS MAJESTY THE KING & HER MAJESTY THE QUEEN CONSORT

SATURDAY 6TH MAY 2023 + EXTRA BANK HOLIDAY 8TH MAY

The Coronation of His Majesty The King and Her Majesty The Queen Consort will take place at Westminster Abbey on Saturday 6th May, 2023. The Service will be conducted by the Archbishop of Canterbury and reflect the Monarch's role today as well as looking towards the future, while being rooted in longstanding traditions and pageantry.

Across the Coronation Weekend, there will be further opportunities for people to come together in celebration of the historic occasion. On Sunday, 7th May 2023, a special Coronation Concert will be staged and broadcast live at Windsor Castle by the BBC and BBC Studios, with several thousand pairs of tickets made available via public ballot. The Coronation Big Lunch, at which neighbours and communities are invited to share food and fun together, will take place across the country on the same date.

On Monday, 8th May 2023, members of the public will be invited to take part in The Big Help Out, which will encourage people to try volunteering for themselves and join the work being undertaken to support their local areas.

Their Majesties The King and The Queen Consort hope the Coronation Weekend will provide an opportunity to spend time and celebrate with friends, families and communities across the United Kingdom, the Realms and the Commonwealth.

CELEBRATE WITH THESE CORONATION DEALS



**75cl Palladiano
Durello Spumante**

**SAVE £3.19
ONLY £6.99**

- Citrus, floral aromas
- Crisp green apple
- Honeyed characters
- Fresh, bright fizz



**75cl Bellefontaine
Rose**

**SAVE £2.34
ONLY £5.99**

- Pale raspberry pink
- Soft berry aromas
- Vivaciously fruity
- Refreshing dry finish



**75cl Albourne
Multi Vintage**

**SAVE £7.78
ONLY £15.99**

- Simply delicious
- Fruit aromas
- Great mouth feel
- Very drinkable



**75cl Sea Change
Malbec**

**SAVE £3.33
ONLY £6.99**

- Aromatic & juicy
- Intense fruit flavours
- Refined & fun
- Great balanced taste

Login to your online DWUK account to buy.



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.



DWUK OFFERS

MODELO Especial Beer 24x355ml



Brewed as a model of what good beer should be, this rich, full-flavoured Pilsner-style Lager delivers a crisp, refreshing taste. Well-balanced taste and light hop character with a crisp, clean finish. Modelo Especial is characterized by an orange blossom honey aroma with a hint of herb.

KINGFISHER Premium Lager 24x330ml



A clean, refreshing lager, bursting with hops, filling the mouth with citrus and herbs in an intensity of flavour which is not overwhelmed by hot and spicy food.

Buy online or contact our sales team



drinkwarehouseuk.co.uk



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sales@dw-group.co.uk

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DATA: CGA OPMS 52 W/E 05.11.22

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2023

THE SPORTING CALENDAR

MAY / 05

S	M	T	W	T	F	S
31	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	19	30	31	1	2	3

JUNE / 06

S	M	T	W	T	F	S
28	29	30	31	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	1



Heineken
11G, 24x330ml Bottles
& 24x330ml Cans



UEFA CHAMPIONS LEAGUE 2023

WHEN: 10TH JUNE

WATCH IT ON: BT SPORT

This is the second major UEFA competition final to be staged at the Atatürk Olympic Stadium, with Liverpool having beaten AC Milan on penalties in the same venue in the final of the 2005 UEFA Champions League. The Reds triumphed despite trailing 3-0 at half-time, the 'Miracle of Istanbul' regarded as one of the most sensational comebacks in European football history.



Thatchers Rascal
11G, 6x500ml Bottles
& 12x500ml Bottles



U.S. OPEN 2023

WHEN: 15-18TH JUNE

WATCH IT ON: SKY SPORTS GOLF / SKY SPORTS MAIN CHANNEL

The first U.S. Open was played in 1895 on a nine-hole course in Newport in a single day. Since 1898, the competition has been 72 holes of stroke play (4 rounds on an 18-hole course), with the winner being the player with the lowest total number of strokes. The top 10 finishers at the U.S. Open are fully exempt from qualifying for the following year's Open, and the top four are automatically invited to the following season's Masters.



Meantime Anytime IPA
30LTR



ASHES SERIES 2023

WHEN: BEGINS 16TH JUNE

WATCH IT ON: SKY SPORTS CRICKET / SKY SPORTS MAIN EVENT

Officially called the LV=Insurance Ashes Series, The Ashes is a series of Test cricket matches that are played between England and Australia in June and July 2023. Australia are the current holders of the Ashes, having won the last series 4-0. This year will be the 73rd series and the 37th to take place in the UK. The series starts the 2023-2025 World Test Championship.



Peroni Nastro Azzurro
50LTR, 30LTR,
24x330ml Bottles &
12x620ml Bottles



ROYAL ASCOT 2023

WHEN: 20-24TH JUNE

WATCH IT ON: ITV1

Revered across the globe, Royal Ascot attracts many of racing's finest horses. It is also equally synonymous with sartorial elegance, being awash with exquisite fashion and magnificent millinery creations. From the arrival of the Royal Procession, to the communal singing around Ascot's Bandstand, each of the five days is an event which must be seen to be believed.

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**UP TO 25M
FROM BAR**



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QUALITY**



**LESS
WASTE**



**TOTAL
SUPPORT**

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SMARTDISPENSE.HEINEKEN.CO.UK



PROUD TO SERVE GREAT QUALITY BEER AND CIDER

*Remote storage may require a chilled cellar - dependent on factors such as distance from the taps and products served

drinkaware.co.uk for the facts

PLANET FRIENDLY BEERS



BREWDOG

£79.99

**30L LOST LAGER
AND PLANET PALE**



CERVEZAS VICTORIA

MÁLAGA 1928

MÁLAGA IS HERE

Victoria Málaga is a refreshing premium lager and the original beer of Málaga!
It is brewed with all natural ingredients and no preservatives.



Install Victoria Malaga on draught and receive up to **3 x free kegs** and a **POS kit worth £200**.



Opener



Ice Bucket



Glassware



Bar Runner

Other POS is available.



Please enjoy responsibly 4.8%  drinkaware.co.uk for the facts

Offer open to new customers only. The new installs cannot replace any existing Damm brands. The first 30L keg will be sent after the install, the second after 3 months, and the third after 6 months. Subject to continuous ordering of product and Damm sign off.

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EST. 1904
THATCHERS
— THE FAMILY CIDER MAKERS —

GET A TASTE OF BRIXTON

EST 2013

HOW DO YOU LIKE THEM APPLES?



"How do you like them apples" is an expression that supposedly originated during the first World War, when the Allies' anti-tank grenade was colloquially called a "toffee apple" because of its bulb-like appearance on a stick. The phrase was a taunt against the enemy

ENJOY CIDER & PERRY MONTH THIS MAY

Cider is an alcoholic beverage made from the fermented juice of apples. It falls into four different categories depending on tannin, sugar and acidity levels. Most traditional ciders will contain a combination of all four, with producers blending to create the perfect balance of the three components. Unlike beer and ale, cider can only be produced when the fruit is ripe; therefore, Cider and Perry Month is tied to the natural cycle of the apple and pear trees. In May, the orchards bloom and begin producing the fruit which then gets harvested in October. Cider and Perry produced the year before reaches peak fermentation in May and can finally start to be enjoyed.

DWUK love all our sustainable brands, so we have some great recommendations that taste delicious but are also phenomenal for the environment.

Hawkes Urban Orchard Cider is brewed in London and have an amazing Apple Donation programme where Hawkes are trying to limit the wasted apple in the UK. Every single day over 2.5 million apples go to waste in the UK so Hawkes takes in any apples headed for the bin, no matter the shape, size, condition or variety. Every 3kg of apples equals a free cider! All these apples go into their Urban cider to create a combination of flavours such as tartness from Bramley or a sweetness from Gala. This upcycled cider has a zippy acidity balanced with that light and refreshing bubblyness and wine-like finish.

Kentish Pip have tackled their packaging problems, taking the sustainable highroad from 2021 by making all their packaging as sustainable as it can be. All their tape, can boxes, bag in box boxes, and purchasing pallet wrap

has been made fully biodegradable. The can and bottle label material has been transitioned to a wood film and all mail order wrapping is now made from recycled cardboard. Kentish Pip High Diver plunges you into a world of fine bubbles and a blend of Cox and Bramley apples. The perfect sustainable pairing to seafood.

If you are looking for a non-alcoholic option, then **Old Mout Berries & Cherries 0%** may be the one for you. Old Mout have been protecting habitats alongside their partner, WWF, to save wildlife all over the world. They have particularly targeted New Zealand, homeland of Old Mout cider, improving the status of the national icon, the kiwi, from 'endangered' to 'vulnerable' with the determination to see their population flourish even more. This summery burst of fruit of the forest balances with the crisp apples to create the perfect alternative this spring.

DWUK RECOMMENDED 'GREEN' ONES TO TRY



Old Mout Pineapple & Raspberry

- Refreshing
- Exotic fusion
- Sweet
- Tart



Hawkes Urban Orchard

- Zesty
- Bright
- Fizzy
- Tart



Old Mout 0.0% Berries & Cherries

- Juicy
- Fruity
- Colourful
- Sweet



Kentish PiP High Diver

- Sharp
- Bright
- Fizzy
- Tart

Login to your online DWUK account to buy

NEW

SERVE THE REFRESHING TASTE OF SEVILLA

NO.1 DRAUGHT LAGER IN SPAIN*

A REFRESHING 4.4% LAGER WITH
GREAT CHARACTER AND FLAVOUR
AVAILABLE FROM APRIL 2023



TO ARRANGE AN INSTALL, SPEAK TO YOUR SALES CONTACT

ENJOY CRUZCAMPO RESPONSIBLY
BREWED IN THE UK

be [drinkaware.co.uk](https://www.drinkaware.co.uk)
*SOURCE: NIELSEN DATA 2022

YEASTIE BOYS

**HAVE A BEER
ON US!**

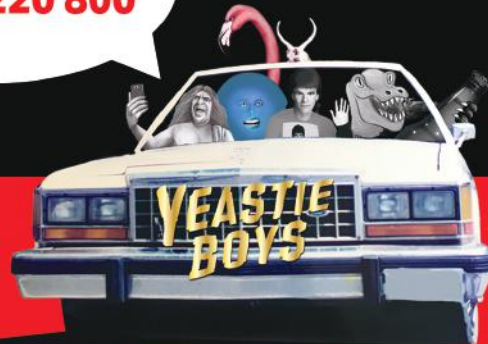
Receive one ***FREE KEG**
per month for 3 Months!

Add us as a must-stock and receive

**A FREE YEASTIE
BOYS NEON SIGN**



CALL DWUK
03301 220 800



*subject to achieving a volume of one keg per week after install. Offer valid until 30th June 2023.



SUMMER Beer TRENDS

What should you be pouring this summer? Check out the latest in the beer industry.



What is better than a chilled, crisp lager on a sunny afternoon? Nothing. Which is why lager is finally having the comeback it deserves, with a massive surge throughout the summer months as temperatures begin to soar. More and more breweries are embracing all kinds of lager styles such as Helles and Pilsners. These easy-drinking, session beverages will continue their slow rise in popularity, especially the lighter lagers that easily pair with many foods.

This year will see Czech lager having a comeback among consumer preferences. It has seen a massive influx of awards and mentions throughout the beer community, winning in 'best beer' and 'best brewery' categories in 2022. Czech's active brewing companies has nearly doubled since 2015, demonstrating their willingness for innovation and the demand for supply. However, Belgium beer also is not far behind with their complex and robust beers being reinvigorated after

centuries of tradition. Be on the lookout for how these countries tackle the summer months.

We are 'in the thick of a beer renaissance'; therefore, 2023 will see a drive in the creative development of new styles such as gluten-free and low calorie beers, still keeping the same mouthfeel, aroma and natural flavours of classic beers. There has been an urgent need for health and allergy-conscious development in beers, with the market massively expanding in the last 5 years, and breweries are finally taking on the challenge. There will also be a rise in new quirky, crossover creations and seasonal beverages such as bizarre beer collaborations with foods such as donuts and pickles and even floral flavours for the summer.

The global pandemic sparked a sober-curious movement which fuelled the demand for non-alcoholic beer which continues to grow.

Companies are still investing huge sums of money in creating great alternatives that no longer compromise in flavour for your sober customers. Master Brewer, Mike Gerhart, explains that the technology is finally catching up with non-alcoholic beers with 'more and more literature is available on techniques as consumers continue to demand non-alcoholic beer that actually tastes like craft beer. I feel as though we will see more market entries and competition will be tighter as this segment takes hold and gains momentum'.

Discover the perfect
summer beers for
your venue.
drinkwarehouseuk.co.uk

DWUK SUMMER BEERS



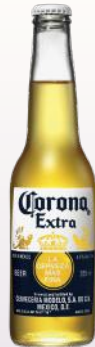
Asahi 0.0% Super Dry

- Super refreshing
- Crisp taste
- Great summer drink
- Clean finish



Peroni Nastro Azzurro

- Great aromas
- Light citrus
- Exceptionally crisp
- Snappy bitter finish



Corona Extra

- Subtle hops aroma
- Smooth mouthfeel
- Hint of sweetness
- Seriously refreshing



Heineken 0.0% Lager

- Fresh fruity notes
- Smooth taste
- Soft malty body
- Perfectly balanced

Login to your online DWUK account to buy

NEW

PERONI[®]

NASTRO AZZURRO

STILE

CAPRI

REFRESHINGLY LIGHT, WITH A SPRITZ
OF ITALIAN LEMON AT 4.2% ABV

BUY A CASE
FOR
£23.99**

THE NEW
SUNSHINE LAGER,
FROM THE UK'S
NO.1
PACKAGED LAGER
BRAND*

ISPIRATA ALLO STILE DI CAPRI.
PRODOTTA A ROMA E BARI.

CONTACT YOUR ACCOUNT
MANAGER FOR MORE INFORMATION



*Source: Savanta BrandVue Most Loved Drinks Brands 2022, sample of 96k consumers

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

be **drinkaware**.co.uk



NEW

PERONI[®]

NASTRO AZZURRO

STILE

CAPRI

BUY 5 CASES
OF PERONI STILE CAPRI
OR PERONI NASTRO AZZURRO
TO RECEIVE 2X ICE BUCKETS
AND 2X BAR RUNNERS*

**CONTACT YOUR
ACCOUNT MANAGER
FOR MORE INFORMATION**



ISPIRATA ALLO STILE DI CAPRI.
PRODOTTA A ROMA E BARI.

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

be drinkaware.co.uk



A WINNING PORTFOLIO FROM CMBC



12x330ml Case



Carlsberg Marston's Brewing Company (CMBC) is one of the newest yet historic brewers in the UK. Formed of a joint venture between Carlsberg UK and Marston's PLC, we combine over 300 years of shared values, history and heritage in UK brewing.

BUY 4 CASES AND RECEIVE 1 COMPLIMENTARY CASE OF EITHER BIRRIFICIO ANGELO PORETTI OR ERDINGER WEISSBIER

*Valid for duration of brochure promotional period. Qualifiers must be purchased in one transaction. Available while stocks last. Qualifiers include Birrificio Angelo Poretti 24 x 330ml, Brooklyn Pilsner 12 x 330ml, Carlsberg Danish Pilsner 24 x 330ml and San Miguel 24 x 330ml. Reward products include Birrificio Angelo Poretti 24 x 330ml and Erdinger Weissbier 12 x 500ml.

Carlsberg Marston's Brewing Company is a proud member of the Portman Group, promoting responsible drinking.



be drinkaware.co.uk

DISCOVER SUPER DRY REFRESHMENT

SUPER "DRY"
Asahi
0.0%

BUY A CASE FOR JUST £17.99

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

be drinkaware.co.uk



**SUNDAY
18TH JUNE 2023**

HAVE A 'GREEN' FATHER'S DAY



A cheers to all father figures should not cost the earth. Here, at **DWUK**, we are dedicated to educating our customers to make positive choices. After all, we never want to run out of beer! However, barley crops are under threat from increased drought and extreme temperatures due to climate change. This means that beer will become increasingly more expensive and in short supply! Unacceptable! So, **DWUK** are here to help you make informed choices for your venue, by supporting breweries that are making the industry more sustainable.

Heineken Zero-Carbon Breweries in Amsterdam aim to be a carbon-neutral producer of beer by the end of 2023 with a carbon-neutral supply chain by 2040. This means that every step of the process will use renewable sources and sustainable methods. Heineken has already signed a deal in Spain to use only solar power for all four of its Spanish breweries and offices, with plans in place to replace existing gas boilers with biomass ones. Heineken have put over 130 renewable energy projects in place since 2018 and do not plan on stopping there!

Carlsberg have joined forces with WWF to help in the fight of restoring seagrass, known as the 'underwater Amazon' as it can absorb carbon up to 35 times faster than a rainforest. Furthermore, seagrass is also vital in keeping the seas and marine biodiversity healthy and providing a habitat for ocean wildlife. With over 90% of seagrass meadows destroyed in the UK, it is time to act now in restoring this amazing piece of nature that acts as a rapid storage device for carbon. WWF will use this project as a restoration model to propose to the government with the ambition of restoring hundreds of hectares every year with Carlsberg's support.

Our carbon-negative hero, **BrewDog**, has many great products for you to stock in your venue, but let's look at some of the amazing things BrewDog is doing for our planet. BrewDog's 'Lost Forest Project' is the biggest native woodland restoration project ever carried out in the UK. It is capable of 'pulling 1 million tonnes of carbon dioxide out of our atmosphere'. They have also introduced the 'Planet First Local' scheme to help calculate the carbon footprint of the venues that have signed up and fund sustainable initiatives to reduce the emissions.

MAKE THE SUSTAINABLE CHOICE WITH DWUK



Heineken

11G, 24x330ml Bottles
& 24x330ml Cans.



Carlsberg Pilsner

11G, 20LTR (DM), 18G,
24x330ml (Bottles & Cans).



BrewDog Lost Lager

30LTR, 50LTR, 24x440ml Cans,
24x330ml Cans & 12x330ml
Bottles.

View online or contact your
DWUK account manager to find out more.

Growing value share ahead of competitors.

Carlsberg Danish Pilsner is growing value share of standard lager faster than Carling and Fosters*

Install Carlsberg Danish Pilsner and receive a complimentary POS support package.**

Worth a try? Probably.

PROBABLY THE BEST BEER IN THE WORLD



Brewed in the UK, the Danish way. Enjoy responsibly.
*CGA GB QTR w/e 08/10/22. Value Share (EM's) vs. core standard lager segment, draught & packaged.
**Speak to your CMBC representative to agree install and build your perfect package. Standard POS package includes: 1 x Carlsberg Pilsner Pint Glass (PK24), 1 x Carlsberg Pilsner Half Pint Glass (PK24), 2 x Carlsberg Pilsner Tray, 1 x Carlsberg Pilsner Drip Mat (PK400), 1 x Carlsberg Pilsner Bar Runner.
One deal per customer. POS kit contents subject to change.

be drinkaware.co.uk



NEW BROOKLYN PILSNER



AVAILABLE
IN OVER 1500
OUTLETS†



DON'T MISS OUT, NEW BROOKLYN PILSNER IS GROWING AT AN EXPONENTIAL RATE

with our rate of sale growing
at +224%*

From the people of Brooklyn Brewery:
Install now and receive a free keg &
POS Support**

*CGA Managed EPOS Data Latest 4 weeks to (20/08/22) – Sample: 26.

**Available to new stockists only. One support package per install. Indicative POS package includes: 2 x Brooklyn Pint Glass (PK24), 1 x Brooklyn Half Pint Glass (PK24), 1 x Brooklyn Pilsner Runner, 1 x Brooklyn Pilsner Drip Mat Pack and 1 x Brooklyn Pilsner Font Hanger.

†Source: CMBC Sales Out Data: May–November 2022.

Enjoy responsibly. be drinkaware.co.uk





Wine & Champagne

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

Sheridan Coopers Wine

DISCOVER HIGH QUALITY WINES THAT YOUR CUSTOMERS WILL LOVE

Sheridan Coopers Wine was founded 30 years ago with the ambition of sourcing and introducing some of the best wines from around the world to the UK. Our passion, knowledge and commitment has seen **Sheridan Coopers** grow to become a respected name within the UK wine industry and part of the **Drink Warehouse UK** group.

The **Sheridan Coopers Wine** team is one of the best and most talented in the industry. Headed by our very own Master of Wine; Clive Barlow and our Wine Training & Development Manager; Scott Malyon, the team work directly with vineyards and distributors around the world to source high quality wines at competitive prices.

The **Sheridan Coopers Wine** team can provide your business with wine tastings, wine list creation, education, and training. It is our great service levels that set us apart from our competitors as we strive to create and maintain an extensive wine list for your business that your customers will value. **Sheridan Coopers Wine** will give you the return on investment and peace of mind that a high-quality wine offering provides.

These are just a few of the tailored services that are readily available to you, as part of **Sheridan Coopers Wine** service offering. We believe that it is this industry leading 'top to tail' service offering that will help drive your business forward. As part of **Sheridan Coopers** being your preferred wine partner, the team can create training education plans that are tailored to suit your business needs. Our in-house design team can also supply your venue with bespoke, branded and individually tailored wine menus to your exact requirements.

The **Sheridan Coopers Wine** portfolio boasts an extensive wine collection of over 400 different wines, including 40 varietals from over 15 countries, allowing you the opportunity to source a wine to suit any palate. Whether it's the familiar classics, wines from off the beaten track, trend setting wines, unusual wines or even a mixture - **Sheridan Coopers Wine** has you covered.

Contact your Account Manager or our Wine Training & Development Manager, Scott Malyon to find out more.

scott.malyon@dw-group.co.uk

Buy online or contact our sales team



drinkwarehouseuk.co.uk



03301 220 800



sales@dw-group.co.uk



Wine Deals To Make The Coronation Weekend Sparkle

ALBOURNE
MULTI-VINTAGE SPARKLING



★
£7.78 OFF
NOW ONLY
£15.99
LIST: £23.77

Generous and expressive sweet baked bread, dried apricots, nuts and candied citrus peels.



BOTTEGA
ROSE GOLD



★
£7.01 OFF
NOW ONLY
£15.99
LIST: £23.00

Intense, elegant, complex, characterised by floral and fruity aromas.



CHANDON
GARDEN SPRITZ



★
£7.58 OFF
NOW ONLY
£15.99
LIST: £23.57

The blend of an exceptional sparkling wine and a unique bitters recipe crafted with fresh oranges.



THE BOLNEY ESTATE
18 ACRE ROSE



★
£7.16 OFF
NOW ONLY
£17.99
LIST: £25.15

Aromas of strawberries and red cherries are continued over to the palate with layers of complexity.



THE IMPORTANCE OF ORGANIC WINE

There is a rise in conscious consumerism that makes customers lean towards positive decisions for the planet, and for themselves, throughout a buying process. It's time to diversify your current range ready for these customers as an ethical and sustainable alternative to your regular wine list.

Organic wine is, quite simply, produced from organically grown grapes. Vineyards must implement a different set of practices to maintain their vines in an organically sustainable way. However, wine makers must also account for the rest of the wine-making process.

This painstaking way of farming and producing may be harder without the use of pesticides and other chemicals; however, organic products are usually more nutrient rich and flavourful due to these methods.

There are multiple pros to organic wines such as lowering the risk of environmental pollution, helping reduce greenhouse gas emissions and supporting pollinators. The main factor, however, is that there are no GMOs or harmful chemicals put onto the grapes. This means that supporting organically grown wines will help keep harmful pesticides and herbicides out of habitats and oceans across the world.

Label transparency is very minimal on wines, as there is no required ingredient label, placing the consumer in the dark. Consequently, there could be multiple different substances in your drink that you have no idea about. Organic wines can still have additives such as egg whites and animal enzymes, so never assume if a wine is organic that it is also vegan.

The future of organic wine will see a massive increase due to our conscious consumers and will command an increasing share of total wine consumption across the world. **Sheridan** Coopers Wine would like to present our exclusive **SC** Organic Wine range to keep up with this rise. We believe that sourcing organic wine is highly important and we want you to join us celebrating organic farming and sustainability.

VISIT DRINKWAREHOUSEUK.CO.UK TO EXPLORE OUR HUGE RANGE OF ORGANIC WINES.



SHERIDAN COOPERS ORGANIC FAVOURITES



Altolandon Bobal, Mil Historias 75cl

- Aged in French oak
- Intense red fruits
- Soft ripe tannins
- Balanced freshness



Bodegas Luis Canas Rioja Blanco 75cl

- Elegant young Rioja
- Notes of citrus & apple
- Fresh, lively acidity
- Flavourful finish



Baglio Gibellina Sogno del Sud Merlot 75cl

- Wonderfully complex
- Intense berry flavours
- Velvety & creamy palate
- Silky & sweet tannins



Fedele Catarrato Pinot Grigio 75cl

- Tropical citrus aromas
- Vibrant fruit flavours
- Well balanced
- Incredible freshness



Australia

Australia is famous for contributing fruity and full-bodied wines to the world. It delivers on quality but also diversity due to the varying climates and topography of the country.

Australia, the world's fifth largest wine producer, is home to more than 60 designated wine regions, each with their own unique climate, soil, topography and geography. It is steeped in history; however, has welcomed innovation and new technology to its viticulture with open arms. Did you know that Australians consume approx. 500million litres of wine annually? They really know what they are talking about! The wine industry is a significant contributor to the economy through production, employment, export and tourism throughout the different regions.

Each region delivers wines in their own variation and, whilst growing the major international varieties, looks to create individuality by planting fewer common grapes to reflect their unique terroir. Wines are often labelled with the name of their grape variety, which must form at least 85 percent of the wine.

South Australia is the country's well-known major wine region, located around the city of Adelaide. With the overall climate being hot and dry, wines are typically very fruit forward with a powerful concentration resulting in a deep colour and heady flavours. With the versatile terroir throughout the country, Australia produces world-class wines from a zesty Chardonnay to a full-bodied Shiraz.

Scott Malyon, Wine Development and Training Manager

The UK imports around 1.5 billion litres of wine per year from Australia. That's 3 billion bottles of the good stuff. We are talking about one hundred trillion, two hundred billion grapes! Being the 2nd largest importer by volume and 4th largest importer by value, Australian wine has for many years, and continues to be a huge part of the UK wine scene. I have always found their wines full of exciting flavours, superb with food and by and large, are quite progressive with labelling and packaging. As a whole, their wines really do it all, as it were.

We have some real corkers from Australia in our portfolio. Here are a few of my favourites that will get those tastebuds jumping. Wild & Wilder Courtesan Riesling is the epitome of good breeding with a delicate frame and mouth-watering lime and elderflower character. This crisp, tangy and dry white is juicy on the palate. Ever tried an Australian Riesling with Thai food? You should. Another Wild & Wilder wine is the Cloud Cuckoo Land Nero D'Avola Montepulciano. It is an unusual blend of varieties, but it is energetic, just like an Italian red. Deliciously succulent with smoky, dark cherry fruit, subtle spice and a mouth-watering finish.

Explorer 'Shackletons' Shiraz comes from the renowned Coonawarra on the Limestone Coast in Australia. With aromas of spicy dark fruits and bramble, it has an exquisite peppery finish. As a side note, the best ways to enjoy a ripe, juicy and bold Shiraz is with a ripe, juicy burger (both meat and veggie work wonders).

With abundant aromas of fresh stone fruit, Stella Bella Chardonnay is refreshing with acidity and mineral flavours balancing perfectly. Nectarine, peach and white flowers shine through as well as pink grapefruit. Also, Chardonnay and Mac 'n' Cheese anyone? I'll say a big cheers to that.

Australia produces world-class wines from a zesty Chardonnay to a full-bodied Shiraz.

Explore & Buy Australian Wines online: drinkwarehouseuk.co.uk

SHERIDAN COOPERS AUSTRALIAN WINES TO TRY



Wild & Wilder Courtesan Riesling 75cl

- Crisp, tangy & dry
- Citrus blossom scents
- Deliciously juicy
- Great freshness



Explorer 'Shackletons' Shiraz 75cl

- Deepest dark red
- Complex aromas
- Rich & full with hints of plum & mulberry



Cloud Cuckoo Land Nero d'Avola Montepulciano 75cl

- Deliciously succulent
- Smoky dark cherry fruit
- Subtly spiced
- Mouth-watering finish



Stella Bella Chardonnay 75cl

- Aromatic & juicy
- Intense fruit flavours
- Soft & silky texture
- Very drinkable



Belvoir Farm

Free

BOTTLE OF BELVOIR FARM ELDERFLOWER CORDIAL

When you buy 6 bottles of Bella Giuliana Prosecco

www.belvoirfarm.co.uk

Elderflower Spritz

THE RECIPE

Ingredients

- 15ml Belvoir Farm Elderflower Cordial
- Bella Giuliana Prosecco
- Sprigs of Mint

Method

- Add the Elderflower Cordial to a champagne flute
- Top up with the Prosecco (about 3/4 full)
- Garnish with mint leaves

CAREFULLY SELECTED • CRAFTED WITH NATURE • SIMPLE INGREDIENTS

BELLA GIULIANA
PROSECCO DOC
DENOMINAZIONE DI ORIGINE CONTROLLATA
ITALIA

Drink Warehouse UK[®]

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At these prices...

Wine Not?

FRANCE

LOUIS LATOUR
POUILLY-FUISSE



★
£11.64 OFF
NOW ONLY
£22.99
LIST: £34.63

Round and full palate with herbal fruitiness that complements the crisp acidity leading to a satisfying finish.



LOUIS LATOUR
'LES GENIEVRES' MAÇON-LUGNY



★
£6.24 OFF
NOW ONLY
£13.49
LIST: £19.73

Unveils a complex nose of yellow fruits. Its mouth is round and very fresh with tropical and citrus flavors.



COMTE ALEXANDRE
BLANC



★
£1.68 OFF
NOW ONLY
£4.99
LIST: £6.67

Pale yellow, with green hints, in the nose white flowers, straightforward, fruity and dry, palatable. Ideal with fish & chicken.



ALSACE TURCKHEIM
VIEILLES VIGNES RIESLING



★
£4.04 OFF
NOW ONLY
£9.99
LIST: £14.03

Aromatic with notes of citrus, grapefruit and exotic fruit. The taste is quite full, fruity and long with a good crisp finish.



ALSACE TURCKHEIM
GEWURZTRAMINER RESERVE



★
£4.41 OFF
NOW ONLY
£10.49
LIST: £14.90

Harmony of earthy, floral and honey characters. Perfectly balanced ripeness, varietal purity and acidity.



CHATEAU CALVIMONT
BLANC BORDEAUX



★
£5.14 OFF
NOW ONLY
£10.99
LIST: £16.13

Delicate, aromatic nose and nicely herbaceous with ripe fleshy fruit on the palate. Mineral freshness on the finish.



BELLEFONTAINE
ROSÉ



★
£2.34 OFF
NOW ONLY
£5.99
LIST: £8.33

Smooth, round and juicy this is an easy-drinking, vivaciously fruity rosé with a refreshing dry finish.



ASTELIA
CABERNET SAUVIGNON



★
£7.81 OFF
NOW ONLY
£17.99
LIST: £25.80

Aromas of black berries and spicy notes of cocoa. With a full, balanced flavour, notes of black fruit.



CHATEAU PINERAIE
CAHORS TRADITION



★
£3.99 OFF
NOW ONLY
£8.99
LIST: £12.98

Characterful and complex with a moreish balance of attractive chalky tannins and acidity.





Scott Malyon Wine Development and Training Manager

Scott is Sheridan Cooper's new wine expert, with 15 years experience in the wine industry. His main mission is to ensure that wine is inclusive and not exclusive and to ensure that people who enjoy a glass of wine, really see that it is as much a part of popular culture as anything else. There are over 10,000 grapes on this planet that make wine, and Scott wants to make sure that this is reflected within our wine portfolio to satisfy everyone.

FRANCE

SEA CHANGE
MALBEC



★
£3.33 OFF
NOW ONLY
£6.99
LIST: £10.32

A wine that is both refined and fun, fruit forward and vibrant with great structure and balance.



CHATEAU PAUL MAS
CLOS DES MURES



★
£4.38 OFF
NOW ONLY
£9.49
LIST: £13.87

Silky, dense, fleshy wine with marked fruit aromas, and a mineral finish nuanced by crunchy tannins.



CHILE

PELUSAS
CABERNET SAUVIGNON



★
£2.36 OFF
NOW ONLY
£5.49
LIST: £7.85

Aromas reminiscent of black fruits, combined with notes of cocoa. Smooth, rounded and well-balanced palate.



ENGLAND

VOTES COURT
'BEST TURNED OUT' ROSE



★
£5.89 OFF
NOW ONLY
£11.99
LIST: £17.88

Gentle notes of strawberry yoghurt leading to a crisp cranberry and citrus finish.



ARGENTINA

LAS PERDICES
ALBARINO RESERVA



★
£3.91 OFF
NOW ONLY
£11.99
LIST: £17.90

Unctuous, voluminous, with a velvety sensation to complement its freshness and with a plethora of nuances.



NIETO
BONARDA



★
£3.54 OFF
NOW ONLY
£9.99
LIST: £13.53

Bold and black. Well-structured with great concentration of blackberry fruit, fig compote and plums.



ITALY

PALLADIANO
DURELLO SPUMANTE



★
£3.19 OFF
NOW ONLY
£6.99
LIST: £10.18

Refreshing and approachable style of fizz - yet with texture and depth underlying the bright fruit.



TENUTA OLIM BAUDA
CENTIVE MOSCATO D'ASTI



★
£4.16 OFF
NOW ONLY
£8.49
LIST: £12.65

Intense bouquet of golden apple, pineapple and honey. Fresh and fragrant with balanced sweetness and acidity.



PIEMONTE CORTESE
ARALDICA



★
£2.39 OFF
NOW ONLY
£5.49
LIST: £7.88

Zesty citrus fruit aromas with lightly honeyed, lemony notes on the palate and a touch of crisp minerality.



Celebrate English Wine Week

17th - 25th June

When thinking of classic wine regions, England does not normally come to mind. However, it is definitely time to change that narrative. The English actually make some pretty excellent wines, but this was not always the case. When the Romans first conquered English shores, they planted plenty of vines to ensure there was enough wine to go around. Fast-forward to the 1920s, England's last commercial vineyard shut down for good. As a result, the English had to rely on the expertise of winemakers in neighbouring France and Spain. The situation remained stagnant until after World War II when vineyards cropped up again in southern England.

However, England's climate wasn't conducive to growing most grapes. It was relatively cold and rained a lot — not the best weather for growing popular grape varieties like Cabernet Sauvignon and Shiraz. But that did not stop English winemakers, who turned to grape varieties like Ortega, Sevvall Blanc, and Bacchus.

The revival of English viticulture really began in the 1950s and after several waves of pioneering work, current producers are creating world-class sparkling wines to rival those of their neighbours across the channel in Champagne. England is now recognised as an enthusiastic new force in the wine world, producing award-

winning wines. With the best regions for viticulture along the southern coast of England, from Cornwall to Kent, England grows an array of grapes in its relatively cool and damp climate.

The majority of the viticulture is centred in the Southeast which possesses a similar climate and soils as to be found in Champagne. Sparkling wines account for over 65 percent of wine production in the UK, commonly using the 'traditional method', producing an orchard-fruit elegance and a balanced acidity. However, still wines have had a significant growth in recent years with an ever-growing range of wines that have crisp fruitiness and aromatic charm.

"The Southeast possesses a similar climate and soils as to be found in Champagne."

Explore & Buy English Wines online:
drinkwarehouseuk.co.uk

Sheridan Coopers Featured Wine:

SC EXCLUSIVE

GREEN BELT ESTATE BACCHUS

Fresh | Crisp | Aromatic | Zesty
• Seriously Refreshing •

Made from 100% Bacchus grapes. This wine has been grown, produced and bottled in Kent.

SHERIDAN COOPERS ENGLISH WINE PICKS



Yotes Court Hand & Heels Pinot Blanc 75cl

- Well-rounded & dry
- Great floral aromas
- Smooth texture
- Fresh & versatile



Ashling Park Blanc de Blancs 75cl

- Aromas of fresh citrus, brioche & white flowers
- Rich, zesty white fruits
- Wonderfully balanced



Chapel Down Sparkling Bacchus 75cl

- Gooseberry scents
- Flavours of cut grass, lime & juicy stone fruits
- Smooth mouthfeel



Albourne Bacchus Frizzante 75cl

- England's 1st Frizzante
- Light & fresh
- Gently sparkling
- Delicious

**JAKE'S
DRINKS**
BALFOUR WINERY

English Wine Week 17-25th June

We are open 7 days a week all year round. Join a tour and a tasting or simply come for a meal with fine English wines and a great view.

Wine & Champagne



BALFOUR WINERY is one of England's leading wine producers. Based in Kent, we are pioneers for both traditional method sparkling wines and exciting new waves of English still wines. Founders Richard and Leslie Balfour-Lynn planted their first vines on Hush Heath Estate in 2002 producing our flagship wine, Balfour Brut Rosé.

New Release
THE WHITE



JAKE'S DRINKS, developed by Richard and Leslie's son, is a range of beers and ciders crafted by the winemakers. The hops are mostly Kentish and the apples blended into Jake's ciders are sourced directly from the orchards on our 400 acre Estate. The drinks are delicately balanced with a premium taste and quality finish whilst remaining accessible and appealing to a wide audience.

English Wine Week Offer

Buy 48 cans of any Jake's Drinks and receive one bottle free from every case purchased of The White or Balfour Brut Rose.

T&Cs

Offer available throughout May and June. A maximum of 6 cases of Balfour wines per customer in this period.



Spirits

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



DWUK OFFERS

TEQUILA



SAVE £5.95

1800 Coconut Tequila

Offer ▶ £28.49



SAVE £6.92

Dangerous Don Joven Espadin Mezcal

Offer ▶ £32.99



SAVE £4.59

Arette Blanco Tequila

Offer ▶ £23.49



SAVE £6.15

Ojo De Dios Hibiscus Mezcal

Offer ▶ £29.09

VODKA



SAVE £3.81

Skyy Passion Fruit Vodka

Offer ▶ £17.99



SAVE £3.38

Baller Chilli Bacon Vodka

Offer ▶ £23.99

WHISKEY



SAVE £9.49

Nc Nean Huntress Organic Single Malt

Offer ▶ £59.99



SAVE £8.37

Mitchers Bourbon Whiskey

Offer ▶ £40.99

RUM



SAVE £4.76

Two Drifters Pure White Rum

Offer ▶ £22.49



SAVE £5.53

Don Q Oak Barrel Aged Spiced Rum

Offer ▶ £26.39

Buy online or contact our sales team



drinkwarehouseuk.co.uk



03301 220 800



sales@dw-group.co.uk

5 WALLA

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DISCOVER A DELICIOUS NEW WAY TO EXPERIENCE CHAI WITH OUR ALCOHOLIC CREAM LIQUEUR!



SAVE £5 PER BOTTLE!

RRP £21.99, NOW £16.99

**LIMITED TIME ONLY
MUST END 31ST MAY**

17% ABV

THE SPIRIT OF POLYNESIA

Buy 12 bottles of Makai

and receive our

Summer Spritz Kit for free!

Including branded glassware and staff t-shirts

Call 03301 220 800 to enquire

MAKAI
SPICED RUM

Offer valid until 30th June 2023





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BUY ANY 4 FEATURED WHITLEY NEILL GINS
RECEIVE A **FREE** BOTTLE OF
DISTILLER'S CUT LONDON DRY GIN*

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THE UK'S MOST LOVED GIN

whitleyneill.com @WhitleyNeillGin

The UK's Most Loved Gin – Savanta BrandVue – Top 100 Most Loved Drinks Brands 2022 (H1 2022). *Available while stocks last. All bottles: 70cl

be drinkaware.co.uk



Are you ready for World Gin Day?
 Bold, unique and fueled with passion,
 Engine is the Gin you're missing.

ENGINE
 FUEL THE DREAM



**ENGINE
 SPECIAL OFFER**

Buy 2 x 70cl Engine Gin
 and receive
 6 x Engine Tin Glassware,
 20 x Engine & Tonic
 Tent Cards



While stocks last.
 6 x Engine Tin Glassware, 20 x Engine &
 Tonic Tent Cards x1 POS deal per customer.

**GET SUMMER
 READY WITH
 VELVET...**

**BUY 2 x 70cl
 DISARONNO VELVET**

AND RECEIVE:

6 x DISARONNO VELVET HIGHBALL
 GLASSES & 20 x DISARONNO VELVET
 BATIDA TENT CARDS

**MAKE THE
 PERFECT BATIDA!**

1 PART DISARONNO VELVET
 1 PART COCONUT WATER
 Shake ingredients together &
 pour over crushed ice.



While stocks last. x1 deal per customer based on full price
 purchase of 2 x 70cl Disaronno Velvet.
 KIT INCLUDES: 6 x Disaronno Velvet Highball Polycarb
 Glasses, 20 x Disaronno Velvet Batida Tent Cards.

**DISARONNO®
 VELVET**



Gin

The Original Dutch Courage



Gin has taken a long-winded journey to where it is today, from the Dutch variations to London Dry to new, exciting flavoured gin, this highly versatile spirit still has so much more to be discovered. To understand where gin is headed, we must learn the path gin has taken for the last 400 years. Originally formulated as medicine in the 1600s, Juniper berry oil was devised by a Dutch scientist and was then added to a distilled spirit alongside botanicals to make the taste more palatable. Cases of reported illnesses soared as the masses tried to acquire this 'genever' that was only available in pharmacies, demand becoming so high that numerous small distilleries emerged and the commercial, non-medicinal version was born.

The Thirty Years' War started in 1618, and saw English Troops fighting alongside the Dutch. The English quickly realised that Dutch soldiers were extremely courageous during battle, an attribute that came from the genever they sipped. The English returned home with news of the genever and the Dutch then began to import and trade the spirits all over the world. Shortly after, William of Orange came to the throne in

England and passed the law to allow freedoms to distil and sell spirits, as long as they were produced by home-grown ingredients. The demand for gin increased exponentially as the tax on beer was raised; however, the quality of these spirits was unregulated and, therefore, extremely poor quality.

Moving forward to the 1720s, London was riddled with water-borne diseases so gin became a 'safe' drink for the poor, becoming known as the 'opium of common people'. Gin Acts were passed in 1750s in order to allow only licensed retailers to sell alcohol, outlawing the unlicensed dram gin shops and causing consumption to drop and gin to be taken up by respectable distilleries to be made with better quality products. By the 1830s, the distillation column had been invented which led a significant shift in the quality of the spirit and eventually the emergence of London Dry style. The smoother taste of the distilled spirit allowed for the aroma of the botanicals to become predominant and many companies started to develop gins with a wider range of complex flavourings.

DISCOVER & EXPLORE OUR GIN RANGE



Chase Elegant Gin 70cl

SAVE £6.38
ONLY £31.99

- Elegant & crisp
- Big notes of juniper
- Aromatic & complex
- Full bodied



Chase Seville Marmalade Gin 70cl

SAVE £4.68
ONLY £28.49

- Vibrant aromas
- Fresh & crisp
- Zesty citrus notes
- Refreshing



Engine Pure Organic Gin 70cl

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The G&T

The G&T was originally introduced by the army of the British East Indian company. When travelling to colonise India, malaria was a prominent problem. Quinine was known as a deterrent for mosquitos; however, the taste was extremely bitter; therefore, after adding it to carbonated water and paired with gin, quinine was a lot more palatable for the colonists. When coming home, the English also brought the recipe with them.

1. Fill a highball glass, or gin Copa, with ice.
2. Pour in 50ml gin over the ice.
3. Top with freshly opened, well-chilled tonic water, to taste.
4. Garnish with a lime wedge by running the wedge around the rim of the glass and gently squeeze before dropping into the drink. (Optional: add rosemary or lemon slices)

Make sure you ask your customers how much tonic they require, or give them a small bottle (such as Fever-tree Indian Tonic Water) so they can add as much as they like. Offering different flavoured tonic water is also a great way to vary the drink.



The Dirty Martini

The Dirty Martini is about as classic as it gets, and any bar worth its salt should be able to make one. Believed to have originated in New York in 1901, bartender John O'Connor inspired the famous olive garnish.

1. Add 60ml gin, 20ml dry vermouth and 20ml olive brine to a mixing glass filled with ice.
2. Stir until well-chilled.
3. Strain into a chilled cocktail glass.
4. Garnish with a skewer of olives.

The perfect classic to add to your venue's menu all year round. Great for people that love cocktails, but do not want something sweet. Some customers may order theirs in a certain way, make sure to listen to your customer as most martini fans know how they like theirs done.

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MAY THE 4TH... BE WITH YOU STAR WARS DAY

Sour Saber



Ingredients:

- 50ml Giffard Sour Apple
- 10ml Lime juice
- 10ml Lemon juice
- 50ml Fever-Tree Soda water
- Ice
- Cocktail cherry
- Melon slice (optional)

Method:

Add the Midori, lime juice, lemon juice and ice to a martini glass and stir. Pour in the soda water and add the garnishes. Serve immediately.

The Dark Side



Ingredients:

- 50ml East London Vodka
- 25ml Giffard Peach de Vigne
- 75ml Cranberry juice
- Lime slice
- Mint leaves to garnish

Method:

Add the vodka, peach schnapps and cranberry juice into a cocktail glass filled with ice. Stir briefly to combine. Garnish with an orange slice and mint leaves.

Giffard Sour Apple



Fever-Tree Soda Water



East London Vodka



Giffard Peach de Vigne





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WORLD

SATURDAY 13TH MAY

COCKTAIL DAY

Let's celebrate World Cocktail Day! May 13th marks the publication date of the first definition of a cocktail in 1806 as "a stimulating liquor, composed of spirits of any kind, sugar, water and bitters". This global celebration deserves some recognition in your venue and what better way to do it than experimenting with cocktails from all over the world.

SAZERAC USA

- 1 sugar cube
- 3 dashes Peychaud's Bitters
- 50ml rye whiskey, to taste
- 10ml absinthe, or anise liqueur
- Lemon twist, for garnish

Chill an old-fashioned glass by filling it with ice. Let it sit while you prepare the rest of the drink. In a mixing glass, soak the sugar cubes with bitters and muddle to crush the cubes. Add the rye whiskey and stir. Discard the ice in the chilled glass. Pour a small amount of absinthe into the glass, swirl it around and discard. Pour the whiskey mixture into the absinthe-rinsed glass and gently squeeze a lemon twist over the drink to release the natural oils. Optional: place the lemon twist on the rim of the glass as a garnish. Serve immediately.



PISCO SOUR PERU

- 50ml Pisco
- 25ml simple syrup
- 25ml key lime juice
- 1 large egg white
- 2 to 3 dashes aromatic bitters

Add the pisco, simple spirit, lime juice, and egg white to a cocktail shaker. Add ice to fill, and shake vigorously. Alternatively, you can use a blender. Strain into an old-fashioned glass and sprinkle bitters on top of the foam. Serve immediately.



FLAMING VOLCANO CHILE

- 25ml light rum
- 25ml brandy
- 25ml white rum
- 100ml orange juice
- 50ml fresh lemon juice
- 50ml almond flavoured syrup

Combine all the ingredients with 2 scoops of crushed ice in a blender, blend briefly and pour into a fishbowl. Pour a shot of white rum into the central crater of the volcano and light it. Multiply recipe to adjust to the size of the container and group. Don't forget the straws or the fire extinguisher!



RUM SWIZZLE BERMUDA

- 2 cups crushed ice
- 25ml dark rum
- 25ml light rum
- 10ml falernum
- 50ml freshly squeezed orange juice
- 50ml pineapple juice
- 10ml freshly squeezed lemon juice
- 3 dashes aromatic bitters
- Orange slice, pineapple wedge, and cherry, optional for garnish.

Fill a double old-fashioned glass halfway with crushed ice. Add all rums, falernum and juices. Hold a swizzle stick (or bar spoon) between your palms and spoon to churn the drink vigorously. Once the glass has become frosty, add more crushed ice and a few dashes of bitters.



BLACK BELGIAN BELGIUM

- 50ml vodka
- 20ml coffee liqueur
- Maraschino cherries, optional, for garnish

In an old-fashioned glass filled with ice, pour the vodka and coffee liqueur. Stir well. Garnish with cherries and serve.



SAMURAI SAKE JAPAN

- A lager, preferably American
- A shot of sake, or any rice liqueur

Balance a shot of rice liqueur on top of a lager using chopsticks. When ready to consume, pound your fist on the table next to the drink and shout 'sake!'. The force of the vibrations will shift the chopsticks, sending the sake into the lager, ready immediately to drink.



SINGAPORE SLING SINGAPORE

- 50ml gin
- 25ml Bénédictine Liqueur
- 10ml cherry liqueur
- 25ml lime juice
- 10ml simple syrup
- 50ml club soda
- Lemon slice, for garnish
- Maraschino cherry, for garnish

In a cocktail shaker filled with ice cubes, pour gin, Benedictine, cherry liqueur, lime juice and simple syrup. Shake well. Strain into a highball glass over fresh ice and top with soda. Garnish with a lemon slice and cherry.



CAIPIRINHA BRAZIL

- 50ml Cachaça
- 1 brown sugar cube
- 2 lime wedges
- Soda water (optional)

In the bottom of a long glass, muddle the lime wedges and sugar until well mixed. Pour in crushed ice, cachaça and soda water. Stir whilst trying to lift the lime wedges so not all the sugar is concentrated at the bottom. Serve with a lime twist.



Find the drinks you need to make these fantastic cocktails at drinkwarehouseuk.co.uk

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Brighton Gin was born of a passion for gin, and a passion for the place where we live and play. They wanted to create a gin that embodies the Spirit of Brighton: unusual, playful and fiercely independent. It started back in 2012 with months of experimentation with different ingredients, combinations, distilling techniques and approaches, and more than one or two accidents along the way and lots of trying out recipes on fellow gin-loving friends until they finally hit the perfect blend.

The distillation process removes the gluten from Brighton Gin, and they are also the first craft gin to be certified 100% vegan, which includes their wax bottle tops and the gum used to stick on labels. Each bottle is carefully washed and filled by hand, and then each label is stuck on and dipped into the wax themselves: no factory production lines. They also try to keep their carbon footprint down by delivering in Brighton and Hove on their specially adapted gin bike.

They have even more great sustainable initiatives like using fairly traded products, sourcing locally where possible, and using high-grade ingredients including organic wheat spirit as the base for the gin. They also reuse every bit of cardboard that arrives into the distillery as inserts for gin cases and packing of web orders. Even the bottles are made in England with a high recycled content, and their distillation process uses a special water cooling system which means they can recycle water rather than pouring it down the drain. They also use 100% renewable, green energy that is all locally sourced.

As part of their commitment to the city which helped make Brighton Gin popular, they support community events such as beach cleans and local charities such as the Rainbow Fund, donating a proportion of proceeds from our specially designed Brighton Pride bottles.

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SUMMER Cocktail TRENDS

Spoil your customers on **Saturday 13th May** for **World Cocktail Day** with the latest trends in the cocktail industry.



Social media may not be for everyone, but 2022 saw a variety of drink trends born from platforms such as TikTok (negroni sbagliato anyone?). We know that people eat and drink with their eyes. With food, this means fancy, elevated plating with live demonstrations of kitchen skills. However, drinks are a little more complicated. Drinkers are now expecting extravagant shows of shaking and stirring to entice and enthral. Therefore, the summer of 2023 will see a lot more bartenders taking on the challenge of cocktails, not only making delicious beverages, but multi-sensory displays that are even more innovative than ever before.

Constructing an unforgettable experience is harder than it looks with multiple techniques at a bartender's disposal. Mixologists are starting to create stories through their drinks with vapours, gels, foams, food pairings and so much more. However, the one key thing is that a cocktail needs to still taste delicious. Our Spirit

Expert, Matt Searles explains the fundamental rule of cocktail ratios. "The best ratio I could ever get you to start with is the 4:2:1 ratio. So, when we break that down, it's four parts base (this could be a non-alcoholic spirit), 2 parts should be a modifier (this could be a liqueur, citrus, syrup...anything really) and one part for your sweet element to balance out the other ingredients. That's 50ml, 25ml and 12.5ml, plus ice. This is the building blocks for a Sour, which is then the building blocks for a Margarita. You can then move on to a Cosmo, and we can build so many cocktails from this simple rule. If you want to add some bitters or a mixer in there just to lighten up that flavour, go for it. However, don't go too mad, don't add 5/6 ingredients. Your palate can't take it and your guests are not going to be able to pick apart those flavours. Keep it simple. That is all a cocktail needs." Although there may be a rise in elaborate cocktail theatrics, the summer of 2023 will also see the revival of classic cocktails as they are put back

on many menus. With their quirky names and familiar flavours, the classics really never went out of fashion as the starting point of many nuanced drinks. However, there is nothing wrong with going back to basics. There will also be a rise in non-alcoholic cocktails, or mocktails, throughout the summer with a rise in health-conscious consumers. There is a thirst for wellness and mindfulness, but that does not mean we have to compromise on flavour. People still want to indulge in a beautifully balanced drink without having to abstain completely from the experience.

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- Refreshing



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- Complex flavours
- Well balanced



Anno Candlelight Pink Rhubarb Rum 70CL

- Caribbean fusion
- Stimulating flavour
- Refreshing
- Perfect Mojito base



Scorch Chilli Whisky Liqueur 70CL

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Mocktails



Shirley Temple

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Start by pouring 15ml Giffard Grenadine Syrup into a tall glass full of ice. Top with a combination **Fever-Tree Mexican Lime Soda** and Fever-Tree Ginger Ale. Stir gently to combine. Garnish with a maraschino cherry and serve.



Virgin Margarita

The Virgin Margarita is a great drink to cure all cravings. The sweetness combined with the tart and refreshing flavours are fantastic and family friendly!

Pour about 1 tsp kosher salt on a small plate. Rub the rim of margarita glass with a lime wedge and dip into salt to coat evenly. Half fill a cocktail shaker with ice and add 25ml Giffard Gomme Syrup, 30ml **Supasawa** and 10ml orange juice. Shake well for 15-20 seconds. Strain into the glass and garnish with a lime wheel.



Mai Tai

A Mai Tai Mocktail is perfect for party time. A fun drink for a fun time with its bright colours and tiki island vibe. Grab a pitcher and make it a real party!

In a pitcher, mix together 1L orange juice, 1L pineapple juice, 100ml lime juice and 75ml **Giffard Orgeat (Almond) syrup**. Keep this in the fridge until everyone has arrived. When serving, fill each glass halfway with the juice mixture, add a splash a Giffard Grenadine Syrup and top off with sparkling water. Garnish with orange and lime wheels and maraschino cherries.



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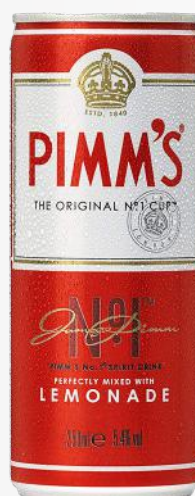
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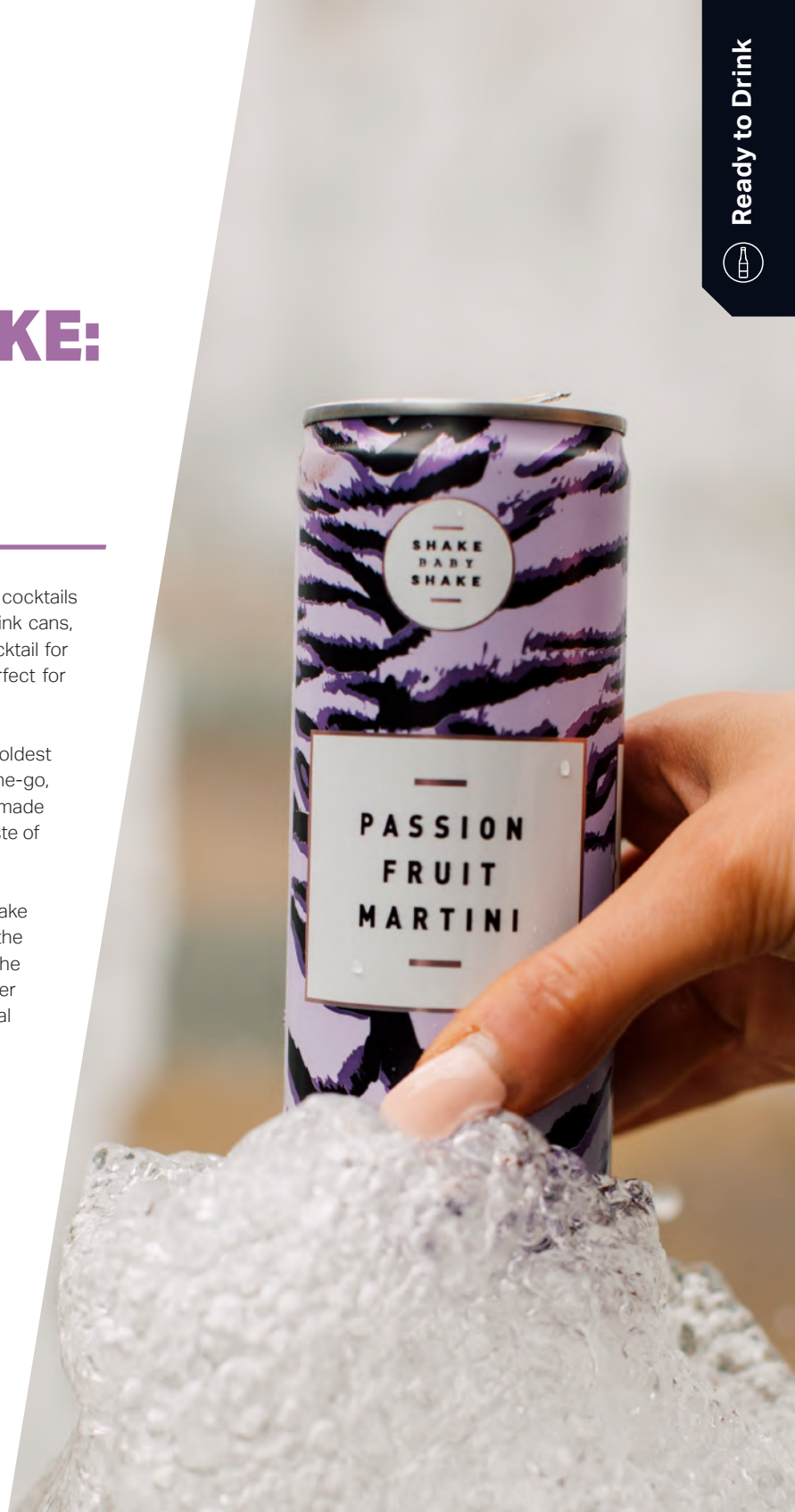
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Shake Baby Shake are a female-led business, creating the coolest cocktails from the hottest bars and serving them in convenient ready-to-drink cans, perfect for today's busy go-getters! Shake Baby Shake offer a cocktail for every occasion, whether hitting the pub garden or for events, perfect for businesses not already offering a cocktail menu!

In 2018, they started shaking up the cocktail game, bringing the boldest trends and the most delicious drinks together in a convenient, on-the-go, sleek 250ml cans. All flavours are smooth, non-carbonated drinks, made with natural fruit juices and flavours that brings the sophisticated taste of authentic-tasting mixologist-made bar serves.

These easy-drinking beverages and animal-print cans make the Shake Baby Shake cocktails not only delicious, but the ideal accessory for the 'gram too as they embrace the premium trends in the can designs. The cans aren't just designed to have shelf appeal and attract customer eyes, but they are also drinks you can be proud to share on social media.

Empowered women, empower women – and that's what the women at Shake Baby Shake strive to do throughout their business. They are a community of ambitious and driven women who also focus on supporting other women with their passions and businesses. With their 'Go-Getter' campaign, they have built a community where women can lift each other up and shine a light on people who have started their own businesses or taken a leap of faith to pursue their unique talents and share their inspiring stories.



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