

SET THE BAR

May | June 2024

drinkwarehouseuk.co.uk

03301 220 800

By Drink Warehouse UK

MAKE YOUR BUSINESS BLOOM

WITH DWUK

GUARANTEE YOUR WINE PRICES

Until Jan 2025 with **Sheridan Coopers**

FATHER'S DAY

Tips & tricks to maximise footfall in your venue

CRAFT BEER & CIDER MIX & MATCH

Expand your offerings and maximise your profits



Welcome

to our May | June 2024 edition of Set The Bar

We are pretty sure that our customers will agree, hospitality is seriously ready for some summer sunshine to lift our spirits and dry out our landscape.

It seems that no matter where in this country or the world you visit; extreme rainfall has been a theme this year. We know it is likely that human influence has contributed to global-scale changes in rainfall patterns and serves as a reminder to us all about the reality of global change.

Conscious of these factors, as a responsible business, we are satisfied that **Drink Warehouse UK** are actively and continually supporting and bringing to you, like-minded sustainably driven suppliers and products, focused on reducing their carbon emissions to produce tangible results to achieving the goal of a net zero business model.

As we all head into the summer months, **Drink Warehouse UK** have influenced a very positive effect with our labours and we are taking the fruits of these and we are taking the fruits of these and passing them onto our customers by way of our 'fixed wine pricing'. You can guarantee that as your drink wholesale partner, no matter what happens with interest rates and rising costs, our wine prices won't be creeping in the upward direction... and your profits will be blooming and blossoming throughout the year.

Our Customer Service Team are here to exclusively assist you to get the best out of a partnership that we strive to ensure is a keeper for your business.

As you know, this business is dedicated to service and inspired by perfection and with this in mind, we will be asking our customers to take part in a survey in the month of May because we want to know how you feel we could improve the service we provide to you, and would therefore be very grateful if you would participate.

Because fundamentally, we know that our customers are integral to our collective success.... and talking of collective success, we are wishing this in buckets for the England football team in this year's Euros!

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

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Bacardí partners with Camila Cabello

Bacardí rum has unveiled an exciting collaboration with pop sensation Camila Cabello as part of its 'Do What Moves You' campaign. In her debut partnership with the spirits brand, Cabello brings her latest track "I LUV IT," from her upcoming album, C, XOXO, to the forefront of the campaign. Directed by Nicolás Méndez, the campaign is a vibrant celebration of Cabello's music and Bacardí's dedication to fostering community through movement and self-expression. Developed in collaboration with BBDO New York, Méndez's creative vision culminates in a lively block party featuring signature Bacardí cocktails.

In addition to the captivating creative content, Bacardí will further support Cabello's album release with a series of global events and performances, each featuring a bespoke cocktail inspired by her song. Co-crafted by Cabello herself, the cocktail offers a modern twist on the classic rum punch, blending Bacardí Carta Blanca with passionfruit, lime, coconut water, and St. Germain liqueur.

Adnams appoints Jenny Hanlon as first-ever female CEO

Brewer Adnams has announced the promotion of Jenny Hanlon, its chief financial officer, to the position of CEO. This move will see her stepping into the role previously held by Andy Wood, following the company's annual general meeting in June. Wood will continue to be engaged with the company in a consultancy capacity until his retirement next year. Hanlon's appointment marks a significant milestone in Adnams' 150-year history, as she becomes the first female CEO. Having joined the brewer in 2020 from insurance firm Global Risk Partners, where she served as deputy group CFO, Hanlon brings with her a wealth of experience. Her previous senior finance roles at Greene King, Barclays, Willis, and Iprism have equipped her well for this new challenge. Expressing her enthusiasm for her new role, Hanlon stated, "It's a hugely exciting time to be taking the reins at Adnams." She emphasized the significance of the Adnams brand, which is "cherished and championed" not only in its heartland of the east of England but also across the wider UK and in numerous countries worldwide.



New method created to reduce waste when brewing beer

Scientists at Nanyang Technological University in Singapore have come up with a clever way to extract more than 80% of the protein from grain leftovers produced during beer making. This breakthrough, recently published in the Innovative Food Science and Emerging Technologies journal, aims to cut down on brewing waste and boost the nutritional value of our diets.

Traditionally, the leftover grain from brewing, called spent grain, makes up a big part of brewing waste, about 85%. Globally, breweries generate around 36.4 million tons of spent grain each year. But with this new technique, things could change for the better, making beer production more sustainable and eco-friendlier.



Drink Warehouse UK & Sheridan Coopers DWUK CUP Event

Welcome to the chronicles of the inaugural **DWUK CUP**, a golf extravaganza that unfolded at the illustrious Littlehampton Golf Club on the 8th and 9th of April. Picture this: teams of **DWUK** customers from Sussex and Kent, decked out in their finest golfing attire, ready to battle it out for the coveted **DWUK CUP** and eternal bragging rights.

DAY 1

The day dawned with an air of anticipation and caffeine-fueled excitement as players geared up for a day of intense competition. Event clothing? Check. Fresh coffee? Double check. And let's not forget the essential full English breakfast and, ahem, the occasional G&T for good measure.

The weather played nice, offering an enticing mix of calmness, a brisk breeze, and sporadic bursts of sunshine. All systems were go as the players hopped into their buggies and raced off to tackle the course, starting with hole 1, ready to unleash their inner Tiger Woods.

As the day unfolded, it became clear that the course wasn't pulling any punches. But fear not, for drink stations strategically dotted along the way provided much-needed refreshment (though perhaps not always aiding in improving players' swings!).

Amidst the challenges, there were moments of triumph and camaraderie,

with some players declaring they'd never faced such a formidable opponent (we're looking at you, hole 15). But hey, what's golf without a bit of a challenge, right?

As the last teams trudged wearily to the 18th hole, the 19th beckoned like an oasis in the desert, offering cold pints and a front-row seat to the nail-biting finish. With the scores tallied up, both teams retired to their respective corners, confident they'd done enough to clinch victory.

After a quick spruce-up, it was off to the Seaview Restaurant and Hotel in East Preston for a well-deserved celebration dinner, with fantastic **Sheridan Coopers** wines expertly paired with each course. Mediterranean vibes, exquisite food, and glasses that mysteriously kept refilling—could there be a better way to cap off a day of golf?



DAY 2

Alarms rung, and our players awoke with the promise of more thrills and spills, but alas, Mother Nature had other plans. The river Arun had decided to play spoiler, flooding the course overnight and leaving the roads resembling a post-apocalyptic movie set. With heavy hearts but understanding spirits, the decision was made to postpone the day's events, much to the relief of some who may have overindulged the night before.



But fear not, dear reader, for the DWUK CUP saga is far from over. Stay tuned as we await news of the rescheduled showdown, where Sussex and Kent will once again vie for glory on the green. Until then, keep your clubs polished and your spirits high.



COMPETITION TIME @ DWUK!

**WIN A TRIP TO TOKYO
WITH ASAHI SUPER DRY**

OR

**WIN TICKETS TO
UNMISSABLE EVENTS
WITH PERONI NASTRO AZZURRO**

The opportunity to win these amazing prizes is brought to you in association with Asahi.



HOW DO I ENTER?

TOKYO TICKETS

Simply buy 3 x 50L kegs or 5 x 30L
Asahi Super Dry online

UNMISSABLE EVENT TICKETS

Simply buy 3 x 50L kegs or 5 x 30L
Peroni Nastro Azzurro online

All purchases must be made online at drinkwarehouseuk.co.uk

Terms & Conditions

Available during the promotional period of [Promotion available from the 2nd of April to the 31st of May 2024]
Available in the UK & ROI only. B2B customers only. To be eligible for entry, you must purchase 3x50L or 5x30L of Asahi Super Dry or Peroni Nastro Azzurro kegs [in one order] from a qualifying wholesaler under this promotion. All eligible orders will be entered into a draw to win the relevant prize. Unmissable events include 24 BST Tickets and 4 Royal Ascot tickets – contents may be subject to change at the Promoter's sole discretion. Promoter reserves the right to withdraw this promotion at any time.

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.

DWUK SUSTAINABILITY SPOTLIGHT



Folkington's
authentic juices and mixers

In 2012, Paul Bendit embarked on a journey to redefine the soft drink industry by founding Folkington's, spurred by 12 years of crafting premium beverages for catering leaders and independent brands. Inspired by the authenticity and provenance inherent in fine wines, Bendit envisioned translating this essence, known as "terroir," into a lineup of fruit juices and soft drinks under the Folkington's brand.

Central to Folkington's ethos are six guiding principles, with sustainability taking centre stage. Each year, the company returns to the same farming communities, ensuring their continued support for sustainable livelihoods.

Since 2010, Folkington's has maintained a steadfast commitment to sourcing the same fruit varieties from consistent farms and farming co-operatives—an approach that defines their brand. Among their sustainability champions are their orange and apple juices. Certified with Global G.A.P, their orange growers exemplify industry-leading agricultural practices. Come September, the Folkington's team embarks on

a tradition of harvesting Heritage Russet apples from a local orchard. Notably, they salvage a significant portion of unpicked apples from pollinator trees, thereby curbing food waste and greenhouse gas emissions. Utilizing only English-grown Russet and Jonagold apples, sourced from Red Tractor certified farms across Kent, Sussex, and the Three Counties, the apples are pressed in Herefordshire and bottled in Glamorgan, Wales—a testament to Folkington's dedication to minimizing food miles.

Moreover, Folkington's is at the forefront of sustainability advocacy through their Climate Partnership initiative—a tailored membership program designed to empower the trade sector in combating climate change. Through CO2e offset, the company reduces the carbon footprint of partner businesses based on their purchasing volume, offering financial incentives for sustainability efforts. With each case of Folkington's purchased, businesses not only receive a monetary rebate but also contribute to offsetting their carbon emissions, underscoring Folkington's unwavering commitment to sustainability and environmental stewardship.



PASSIONATE ABOUT SUSTAINABILITY
Available now at drinkwarehouseuk.co.uk



**SUSSEX
SPOTLIGHT**

SBK | SOUTHSEA BRUNCH KLUB

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

SBK is a quirky entertainment led restaurant. The emphasis is on quality, in the food, drink and entertainment.

What makes your venue unique?

Instagrammable Quirkiness: Our restaurant venue is designed to be visually captivating and full of quirky details that make it perfect for Instagram-worthy moments. From eye-catching artwork on the walls to unique decor pieces, every corner of our space is filled with personality and charm.

Immersive Atmosphere: We believe that great music and vibes are essential to creating an immersive atmosphere. Our carefully curated playlist sets the tone for an enjoyable dining experience, enhancing the overall ambiance. Combined with fantastic sound systems, our venue ensures that guests can fully immerse themselves in the experience.

Stunning Lighting: Our lighting design is meticulously crafted to enhance the mood and highlight the unique features of our venue. Whether it's subtle accent lighting, mesmerizing installations, or dramatic focal points, the lighting creates an enchanting and visually stunning environment.

Unforgettable Vibes: At our venue, we strive to create an atmosphere that leaves a lasting impression. The combination of the quirky decor, carefully curated music, and vibrant energy from both our staff and guests generates a one-of-a-kind vibe that is hard to replicate elsewhere. It's an experience that lingers in the minds and hearts of our patrons.

By highlighting these aspects, we aim to provide our audience with a glimpse into what makes our venue truly unique. Whether it's for a special occasion, a night out with friends, or simply to indulge in great food and drinks, our restaurant offers an extraordinary experience that is worth sharing and experiencing firsthand.

How do you represent and showcase the local area?

We use local products where possible and all our entertainment is local DJ's, dancers and singers.

What does hospitality mean to you and your business?

Hospitality is not just a word for us, it's a value we hold dear. At our venue, it's not just about providing excellent service, it's about creating an unforgettable experience for our guests. We believe in going above and beyond to make everyone feel welcome, comfortable, and well taken care of. From the moment you step through our doors, you become part of our family, and we will do everything we can to ensure your visit is nothing short of extraordinary. Your satisfaction and happiness are our top priorities, and we are committed to delivering exceptional hospitality that will leave a lasting impression.

Any special and exclusive drinks/cocktails?

At SBK we take immense pride in our bartenders, who are not just skilled mixologists, but true artisans of their craft. In fact, we have a mixologist flown all the way from Rome to join our team.

What sets our bartenders apart is their dedication to creating cocktails that are unparalleled in freshness and quality. Each and every cocktail is made to order, using the finest ingredients and techniques. We believe that a perfectly crafted cocktail is an art form in itself, and our bartenders have mastered this art with precision and passion.

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

We want our customers to remember their experience with us. We want them to gauge the experience as something truly remarkable, worth sharing with others. To achieve this, we focus on creating unique moments and personal connections. Whether it's through personalised service, unexpected surprises, or the distinctive elements that set us apart, we want our customers to leave with a lasting impression that they will eagerly share with their friends, family, and colleagues.



What made you choose DWUK as your drink partner?

We chose DWUK for a number of reasons. Matt was attentive and helped us get on board some excellent partners who agreed some good deals. They had the infrastructure of a big company but with that personal touch.

How do you find DWUK to work with?

They are excellent to work with. Matt is always on the phone and the communication from the transport team is good.

Would you recommend DWUK?

Yes.

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

1. Increase customer satisfaction: Focus on providing exceptional service, quality drinks, and a welcoming atmosphere to ensure that customers leave happy and satisfied.
2. Build a loyal customer base: Implement strategies to attract repeat customers, such as offering loyalty programs, hosting special events, and providing personalized experiences.
3. Enhance the cocktail menu: Continuously innovate and update the cocktail menu to offer a diverse range of unique and delicious drinks that cater to different tastes and preferences.
4. Improve operational efficiency: Streamline processes, optimize stock management, and train staff to ensure smooth operations and minimize wastage.
5. Increase social media presence: Develop a strong social media strategy to showcase the restaurants offerings, engage with customers, and attract new customers.

Long-term goals for a cocktail bar:

1. Establish a strong brand identity: Create a unique and recognizable brand that sets SBK apart from competitors and resonates with the target audience.
2. Expand the customer base: Implement marketing strategies to attract new customers and expand the bar's reach beyond the local market.
3. Enhance the restaurants reputation: Aim to become known as a go-to destination for high-quality cocktails and excellent service with fantastic food earning positive reviews and recommendations.
4. Develop partnerships and collaborations: Forge relationships with local food suppliers, Drink Warehouse UK, and other businesses to create unique collaborations and cross-promotion opportunities.
5. Expand the business: Consider opening additional locations or exploring new avenues such as catering services, cocktail classes, or retail sales of signature ingredients or merchandise

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

Try to source as local as possible and cut down the numbers of deliveries. We are constantly looking for ways to save on energy which includes only opening on the nights where the trade warrants it. Fish where the fish are!

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

We will look at all ways to do this.



DISCOVER
SBK | SOUTHSEA
BRUNCH
KLUB
FOR YOURSELF

Address:

119 Elm Grove, Southsea
Portsmouth, PO5 1LH

Contact:

02394 008800
info@southseabrunchklub.co.uk





Wine & Champagne

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



6th May

INTERNATIONAL SAUVIGNON BLANC DAY

Sugar Loaf Sauvignon Blanc 75CL

A full, rich palate of tropical fruits held together with a vibrant citrus burst.

Pair with – Chicken, tofu, or fish dishes



17th May

PINOT GRIGIO DAY

Bottega Vinai Pinot Grigio 75CL

The palate shows ripe fruit and lightly nutty flavours balanced by crisp, lemony acidity. Good weight and texture through to the finish.

Pair with – Seafood risotto and cold white meats



23rd May

INTERNATIONAL CHARDONNAY DAY

Signos Origen Chardonnay Blend 75CL

The nose features fruity aromas of apricots and white fruits with a floral side and notes of toasted almonds and butter.

Pair with – Fine hard cheeses, poulette or chicken



23rd June

NATIONAL ROSÉ DAY

Rosebud Zinfandel Rosé 75CL

Delightful aromas and flavours of red berries and hints of citrus, with strawberries and cream on the palate with a crisp, succulent finish.

Pair with - Shellfish and spicy foods



WHAT'S NEW AT DWUK and why it works for your venue

At **Drink Warehouse** UK, we prioritize the continual expansion of our product range to ensure our customers can effectively meet customer demand, bolster customer attraction and retention efforts, maintain competitiveness, and cultivate an atmosphere of buzz and excitement within their venues.

As spring blossoms and summer beckons, the demand for vibrant and lively wines surges. Therefore, our latest additions are meticulously curated to embody the essence of the season. These light to medium-bodied wines boast crisp notes that promise to leave your customers feeling invigorated and refreshed after the subdued tones of winter. Explore our new selection and infuse your venue with the spirit of the season.

New Wines



**Domaine d'Ardhuy
Ladoix 1er Cru Le Rognet**
75CL

A touch of the exotic can be found on the aromas of honeysuckle, lychee and melon, all of which is trimmed in subtle but perceptible wood. There is again both good volume and richness to the medium-bodied flavours that flash a touch of bitter lemon rind on the sneaky long finish.

**Earthsong
Sauvignon Blanc**
75CL

Grown in Dillon's Point, an area renowned for producing Sauvignon Blancs with tropical fruit notes and passionfruit to the fore. There are hints of blackcurrant and grapefruit too. The palate is rich, bright, and zesty with a slight briny tang. This wine has real intensity of fruit, with a lovely crisp, mineral finish.

**Cantina Toblino Alto Adige
Pinot Grigio**
75CL

This wine is straw yellow in colour, with coppery hues. On the nose, it is graceful and fruity with perfumes of Williams pear and yellow plum. Structured but discreet on the palate, elegant with a pleasant touch of acidity that gives a sensation of cleanliness and freshness in the mouth.

**Les Acacias Loire
Sauvignon Blanc**
75CL

Fruit for this wine is picked at night to ensure optimal freshness. On the nose, the wine exalts pronounced aromas of citrus fruits and white flowers characteristic of this grape, such as elderflower, as well as notes of boxwoods. On the palate, the wine is supple and well balanced with a certain raciness.

BUY ONLINE AT DRINKWAREHOUSEUK.CO.UK

English WINE WEEK

Saturday 15th - Sunday 23rd June 2024

TOASTING TO TERROIR, TRADITION, AND TIP-TOP TIPPLES FROM HOME

English Wine Week, happening annually from the third Saturday in June, is a celebration of British wines and a chance to appreciate locally made vintages across the UK. Running from June 15th to 23rd this year, it offers vineyard tours and tastings, along with special menus at local restaurants to complement the flavours of English wines. It's a week-long tribute to the craftsmanship and diversity of British winemaking, inviting everyone to enjoy the best of homegrown excellence.

THE LANDSCAPE OF ENGLISH WINE

Viticulture in the UK has a long history, tracing back to Roman times and possibly earlier. The ancient Domesday Book even lists 42 vineyards in England and Wales, including 'Nitimbreha', which inspired the name of the famous Sussex producer Nyetimber.

Despite this rich heritage, the UK's wine industry is still relatively young but growing fast. Today, there are almost 900 vineyards across Great Britain, with more being added each year. In 2019 alone, three million vines were planted, expanding the total vineyard area to just over 3,800 hectares. However, the unpredictable climate brings challenges, causing wine production to fluctuate greatly. For example, the frost-hit 2017 vintage produced only 5.9 million bottles, while the abundant 2018 vintage yielded 15.6 million bottles. This fluctuation reminds us that grapes, like any crop, are at the mercy of Mother Nature.

Regardless of these challenges, England's winemaking prowess shines brightly, especially in the production of top-quality Classic Method sparkling wines, mainly along the south coast. This prestigious winemaking technique involves the crucial second fermentation happening directly in the bottle, resulting in exceptional quality and flavour.

With diverse soils ranging from granite in Cornwall to greensand in Sussex and chalk in Hampshire and Kent, paired with increasingly favourable temperatures, the future of the UK's sparkling wine scene appears remarkably promising.

FACTS ABOUT ENGLISH WINE

1. Sparkling wine was first discovered in England by scientist Christopher Merret.
2. More than 1.4 million vines were planted in the UK in 2020.
3. The first vineyards in the UK were established by the Romans.
4. In 2023 there were 900 vineyards and 209 wineries in the UK.
5. 63% of all English wine exports go to Scandinavia.



WHY SHOULD YOU GET INVOLVED?

- Generate new regular customers
- Increase business from existing customers
- Enhance customer awareness in English wines
- Increase the profile of your business
- The more outlets that participate the greater the impact

IT'S THE PERFECT TIME:

- Current high media profile and developing interest for English wines
- Continuing focus on locally produced products and places to visit
- Increased costs of imported wines improve value for money of English Wines.

HOW TO GET INVOLVED?

- English wine promotions
- English wine tasting event
- Guest English wines
- Tailored British menu with suggested serves
- English wine flights paired with locally sourced products
- British BBQ

WHAT WINE MUST BE ON YOUR MENU FOR ENGLISH WINE WEEK?

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.

Discover English Wines with Sheridan Coopers Wine



RIDGEVIEW BLOOMSBURY

Citrus fruit aromas with hints of melon and honey. Chardonnay dominance brings finesse, along with crisp freshness. The Pinots add depth and character leading to a beautifully balanced finish.



CHAPEL DOWN BRUT NV

Elegant aromas of red apple, lemongrass and freshly baked bread together with hints of strawberry, citrus and quince on the palate. Crisp and fresh with lively acidity and fine persistent bubbles.



BALFOUR BLANC DE BLANCS

A rich nose of lime blossom with hints of honey and green apple. The palate is wrapped around a lime citrus core with pear and honey showing. The finish offers hints of lime, salt, and white pepper.



BALFOUR THE WHITE

A stylish and vibrant blend of Bacchus and Pinot Blanc grapes handpicked from Balfour's own Kentish vineyards. Dry with flavours ripe melon and apricot balanced with a zippy English freshness.



BALFOUR LUKE'S PINOT NOIR

Light ruby red. An aromatic nose of vanilla and raspberry. The palate is rich and sustained with wonderful notes of red berry fruits, cherry, raspberry and spicy vanilla with soft but firm tannins.



CHAPEL DOWN FLINT DRY

Aromas of zesty lemon, fresh green apple, and green pepper. Good weight and texture on the palate, apple and pear flavours with creaminess in the background leading to a smooth finish.



CHAPEL DOWN ENGLISH ROSÉ

A delicate rosé epitomising English summer with its abundance of strawberries & cream. Strawberry, raspberry and citrus aromas with crisp acidity and a long refreshing finish.



ASHLING PARK SPECIAL CUVÉE

Great freshness on the nose, with aromas of white flowers and ripe stone fruit. These flavours are echoed on the palate, which displays fine intensity of fruit, offset by a great core of chalky acidity.



BALFOUR LESLIE'S RESERVE

The palate is fascinating with a wonderful balance of dosage and acidity. Its flavour profile is built around crisp cranberry core. Plum notes combine with a herby menthol finish to create a truly unique wine.



Your Guide to Perfect WINE & CHEESE PAIRINGS



Get ready for a sophisticated celebration! National Wine Day is on May 25th, followed by National Cheese Day on June 4th. We've put together a guide to help you pair these two culinary delights like a pro.

In our easy-to-follow guide, we'll show you how to match different types of wine with a variety of artisanal cheeses. From light whites to bold reds, and from soft bries to sharp cheddars, there's something for every taste.

WHAT IS A WINE PAIRING?

Throughout history, people have been delighting in the art of pairing wine with food. The truth is, it's not as intimidating as it may seem! In fact, it's an exciting journey of exploration and discovery, especially when it comes to experimenting with different foods and wines—and cheese is certainly no exception.

At its core, wine pairing is about discovering the perfect match between a wine and a particular dish. Rather than overpowering the flavours, the wine should complement and enhance them, creating a harmonious dining experience.

BUILD THE BOARD AROUND THE WINE

Classic cheese boards have such variety of cheeses and other foods that it can feel overwhelming to pair a single wine with the board. To combat this, choose the wine you would like to serve first, and use this to guide you in your cheese choices.

While the cheese will undoubtedly steal the spotlight, the spaces they leave behind on your board are perfect opportunities to add complementary elements such as meats, bread or crackers, fruits, nuts, and even fresh herbs. These additional components not only enhance the visual appeal of your board but also provide a delightful variety of textures and flavours that elevate the overall tasting experience.

Aim to achieve a harmonious balance between the body, acidity, and flavour intensity of the wine with the various elements on your board. When in doubt, consider choosing a wine from the same region where your cheese was produced.

SPARKLING & CRISP WHITE

Sparkling wines are renowned for their high acidity, making them excellent companions for soft, creamy cheeses. The bright acidity of the wine beautifully cuts through the richness of the cheese, creating a harmonious balance of flavours. Similarly, crisp white wines such as Sauvignon Blanc and other acidic white varieties like Riesling also pair splendidly with creamy cheeses, enhancing the overall tasting experience with their vibrant acidity and refreshing character.

CHEESES: goat cheese, ricotta, mozzarella, brie, cambozola

MEATS: prosciutto, chicken liver mousse

FRUIT: green pears, green apples, green grapes, dried apricots

NUTS: almonds, pistachios

CONDIMENTS: flowery honey, apricot jam, green olives

LIGHT TO MEDIUM-BODIED WHITE & ROSE

Increasing the body of the wine allows you to elevate the intensity of the cheeses and meats on your board. If a Chardonnay or a Chenin Blanc is your choice, opt for semi-firm cheeses and more robust meat items to match the fuller-bodied wine.

CHEESES: Gruyere, fontal, Taleggio, mild cheddar

MEATS: prosciutto, soppressata, salmon rillettes

FRUIT: red grapes, plums, yellow pears, pink apples

NUTS: roasted hazelnuts, toasted walnuts

CONDIMENTS: lavender honey, Dijon mustard, strawberry jam

LIGHT-BODIED RED

Light-bodied red wines offer fresh, berry flavours that beautifully complement salty and nutty cheeses. Create an Alpine-style charcuterie board to pair with red wines such as Pinot Noir or Grenache. These wine varieties harmonise with the savoury notes of the cheeses, enhancing the overall tasting experience with their vibrant fruitiness and subtle complexity.

CHEESES: fontina, white cheddar, Manchego, Gruyere

MEATS: pork rillettes, truffle salami, prosciutto

FRUIT: grapes, cherries, figs, dried cranberries

NUTS: toasted walnuts, roasted almonds, pistachios

CONDIMENTS: fig jam, chutney, honey mustard

MEDIUM TO FULL-BODIED RED

For tannin-heavy wines, bold flavours are essential. Soft cheeses should be avoided as the heavy reds can clash with the fat, rind, and milk proteins of the cheese, resulting in an unpleasant metallic and bitter aftertaste. Instead, opt for firm cheeses that can stand up to the wine's robust structure. Wines like Merlot and Malbec are excellent choices as their firm structure can complement aged cheeses and bold meats, enhancing the overall tasting experience with their rich flavours and smooth texture.

CHEESES: aged cheddar, double Gloucester, aged Gouda, Parmigiano Reggiano

MEATS: saucisson, bresaola, pate, soppressata

FRUIT: blackberries, pomegranate, dried cherries

NUTS: hazelnuts, chocolate covered almonds

CONDIMENTS: plum jam, raspberry preserve, cornichons

Sheridan Coopers Exclusives

SC EXCLUSIVE



REVILO
PROSECCO SPUMANTE

Intense and fruity with a rich scent of apple and lemon. It has a pleasant acidity and fresh flavour. A full bodied wine with harmonious taste.





SC EXCLUSIVE



ALAMEDA
SAUVIGNON BLANC

Intense and expressive aromas of fresh fruit. On the palate, it is fresh and fruity with well-balanced acidity and a pleasant finish.





SC EXCLUSIVE



BELLA GIULIANA
PROSECCO

Delightful and persistent bubbles in this elegant Italian classic, with flavours of fresh citrus and pear drops, perfectly balanced acidity and body.





SC EXCLUSIVE



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.





SC EXCLUSIVE



CORTEFRESIA
PINOT GRIGIO BLUSH

Wonderfully refreshing and vibrant. Cortefresia Pinot Grigio Rosé is full of rich summer fruit with balanced acidity and a delicate floral nose.





SC EXCLUSIVE



CLAUDE VAL
ROSE

Pink cherry with aromas of both floral, cherry and red fruits. The palate is rich, smooth and well-balanced with red fruits and raspberry. Long finish.





SC EXCLUSIVE



JCM RESERVE
PINOT NOIR

Elegant quintessence of red berries, strawberries, cherry, soft spice and hints of vanilla. Medium bodied, delicate aromas and a long finish.





SC EXCLUSIVE



BORSAO
TINTO GARNACHA

This Grenache has bright plum and berry fruit aromas with a rich and welcoming palate of ripe cassis, bramble characters and soft tannins.





SC EXCLUSIVE



OUTNUMBERED
PINOT NOIR

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





SC EXCLUSIVE



PAUL MAS
RESERVE MALBEC

Powerful and complex aromas of dark berries, mocha, and spices. Ripe tannins supported by a good fruit concentration and layers of sweet spices.





SC EXCLUSIVE



ALAMEDA
MERLOT

Intense aromas of red fruits and plums, overlaid with pleasant notes of wood. Fruity on the palate, with rounded tannins and a delicious acidity.








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



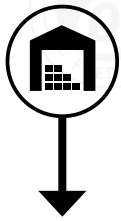
sales@dw-group.co.uk



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.



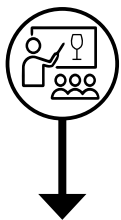
RELIABLE DELIVERY FROM OUR DEDICATED FLEET OF VEHICLES

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.



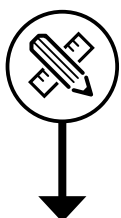
FREE INDUSTRY STANDARD WINE TRAINING

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.

ALAMEDA

Available at drinkwarehouseuk.co.uk



MERLOT

This wine is deep red in colour with violet highlights. It offers intense aromas of red fruits and plums, overlaid with pleasant notes of wood. It tastes fruity on the palate, with rounded tannins, which, together with a delicious acidity, make up a long, delightful finish with plenty of mature fruits.



SAUVIGNON BLANC

This pale yellow wine with green tints has intense and expressive aromas of fresh fruit, such as grapefruit, green apple and pineapple, that intermingle with notes of white flowers, jasmine and orange blossom. On the palate, it is fresh and fruity with well-balanced acidity and a pleasant finish.



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.



Craft Beer & Cider

Discover some of the UK's best craft beers & ciders from these award winning breweries.

**WHICH ONE WILL YOUR
VENUE BE PULLING
THIS SUMMER?**

**MASSIVE ONLINE
SAVINGS AVAILABLE**



NOT REGISTERED ONLINE YET?

Simply scan the QR code below to register today



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

THATCHERS

— THE FAMILY CIDER MAKERS —

DWUK ONLINE ONLY OFFER

BUY ANY 5 CASES - GET 1 FREE



4% ABV

6X500ML THATCHERS BLOOD ORANGE

Thatchers Blood Orange is crafted with naturally juicy, aromatic apples chosen for their sweetness – Braeburn, Fuji and Gala. Bursting with natural blood orange flavour, this is a vibrant and sparkling cider.

Phone Price Online Price

£13.40

£10



4% ABV

6X500ML THATCHERS ZERO

Thatchers Zero is a golden, medium dry alcohol-free cider. It's crafted using a selection of cider apples including Dabinett and Somerset Redstreak to provide full body, and modern varieties such as Three Counties and Hastings that deliver smoothness.

Phone Price Online Price

£10.34

£8



4% ABV

6X500ML THATCHERS APPLE & BLACKCURRANT

A new natural dark berry infusion. Its rich fruity flavour and fresh berry aroma adds a new twist to a refreshing pint of Thatchers cider.

Phone Price Online Price

£13.12

£10



4.8% ABV

6X500ML THATCHERS GOLD

Gold showcases the very best of what cider making is all about. Crafted from a blend of our favourite apples, including Dabinett and Harry Masters Jersey, Gold sets the standard. A real 'cider drinker's cider'.

Phone Price Online Price

£12.08

£9.50



4.5% ABV

6X500ML THATCHERS HAZE

Thatchers Haze is a cloudy premium cider bursting with apple flavour. Crafted with Discovery, Falstaff, Gala and Jonagold eating apples to create its crisp sweet finish. It is the juice of the Jonagold apple that brings a naturally cloudy appearance to this chilled cider.

Phone Price Online Price

£12.23

£9.50



4.5% ABV

6X500ML THATCHERS OLD RASCAL

Rascal's full-bodied character comes from our choice of bittersweet apples including Somerset Redstreak to add peppery notes and Tremlett's for its flavour and tannins.

Phone Price Online Price

£12.23

£9.50



DWUK ONLINE ONLY OFFER

FREE 8X500ML CASE OF HENRY WESTONS CIDER WHEN YOU BUY ANY 4 FROM THE RANGE



20L ROSIE'S PIG CLOUDY CIDER

Sight: Straw coloured hazy cider.
Smell: The fresh aroma of ripe apples.
Taste: Crisp apple flavour with a refreshing fruit finish.

4.2% ABV

Phone Price Online Price

£41.45 £30



10L ROSIE'S PIG RHUBARB CLOUDY CIDER

Sight: Hazy light pink colour still cider
Smell: Fruity & distinctive with hints of rhubarb.
Taste: Complex, slightly astringent with a hint of citrus and tart finish.

4% ABV

Phone Price Online Price

£28.89 £24



20L OLD ROSIE CLOUDY CIDER

Sight: Straw coloured hazy cider
Smell: Classic cider smell with scents of bittersweet apples, haybarns and honey.
Taste: A traditional cidery taste, with classic spicy and citrusy notes.

6.8% ABV

Phone Price Online Price

£53.52 £40



8X500ML HENRY WESTONS VINTAGE CIDER

Sight: Bright, Dark straw.
Smell: Rich & full of fruit.

Taste: A refreshing medium dry sparkling cider that is smooth and rounded in flavour packed with magnificently exceptional character.

8.2% ABV

Phone Price Online Price

£18.55 £15.50



MIX & MATCH



4.1% ABV

30LTR WESTONS LONDON CIDER W9

Way back when they had their very own Cider House at No 339, Harrow Road W9. Westons disrupted the cider scene with their original London Cider blend, and are still serving the city today. Pressed for London, enjoyed by London. Finest craft cider made with 100% English apple juice.

Phone Price	Online Price
£71.16	£65

MIX & MATCH



8.2% ABV

50LTR HENRY WESTONS VINTAGE CIDER

Sight: Bright, Dark straw
Smell: Rich & full of fruit
Taste: A refreshing medium dry sparkling cider that is smooth and rounded in flavour packed with magnificently exceptional character.

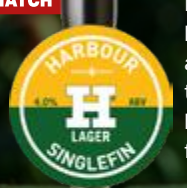
Phone Price	Online Price
£113.75	£100

CRAFT BEER & CIDER **MIX & MATCH**

BUY ANY 2 9G, 30LTR OR 50LTR KEGS GET AN EXTRA £5 OFF EACH KEG OR CASK + SAVE EVEN MORE WHEN YOU BUY ONLINE



MIX & MATCH



4.0% ABV

50L HARBOUR BREWING SINGLEFIN

Fruit and beer are a constant in our brewing repertoire. This beer combines a boldly hopped pale ale, brimming with tropical fruit characters from southern hemisphere hops and adding Passion-fruit, Orange and Guava.

Phone Price	Online Price
£147.37	£130

MIX & MATCH



4.3% ABV

50L HARBOUR BREWING ARCTIC SKY

A hazy soft Session IPA with a tropical cocktail of aromas and flavours featuring several dry hop varieties. Tropical aromas of orange, mango, pineapple and coconut, lead to a smooth fruit forward characterful taste and onto a silky long-lasting finish. Using natural ingredients and processes has created this modern fruit driven IPA for today's hop heads.

Phone Price	Online Price
£169.83	£145



INDEPENDENTLY BREWED CRAFT BEERS WITH STORIES & IMAGINATION...



We brew a multi award winning and diverse portfolio that caters for all occasions. We have an uncompromising approach dedicated to using the finest quality, locally sourced ingredients, passion and a commitment to creating a place of fun escape, sustainably delivered. All of our characterful beers have bold flavours & stories to tell; we're all Renegades, Misfits & Adventurers at heart...



Batten down the hatches and prepare to come aboard the HMS Renegade. Blackguard likes his stout rich, smooth and creamy with chocolate, vanilla and a roasty bitterness to round it off.

Phone Price	Online Price
£105.26	£88
30LTR	

Phone Price	Online Price
£30.27	£26
12X440ML	



Crammed full of tropical fruit and citrus flavours, with a crisp, balanced bitterness. Wherever you wander, pair up with Detour and enjoy the taste of adventure.

Phone Price	Online Price
£98.55	£82
30LTR	

Phone Price	Online Price
£27.45	£23
12X440ML	



The crisp, clean profile of a lager with the sweet, juicy flavour of ripe peaches. Refreshing, smooth and Yeti-approved.

Phone Price	Online Price
£104.56	£87
30LTR	

Phone Price	Online Price
£27.32	£23
12X440ML	



The Renegade Master expects nothing less than the best. So that's why we've used Nelson Sauvin and Cascade hops, for citrusy, crisp, pilsner perfection.

Phone Price	Online Price
£105.74	£87
30LTR	

Phone Price	Online Price
£26.79	£22
12X440ML	



In 2023, 1088 solar panels were fitted to the roof of our brewery which now contributes to approx 40% of the brewery's power
Our Forklift trucks are electric & charged via the solar panels



We use English hops wherever possible & many of our beers are brewed with 100% British ingredients

In the next few years, we aim to grow the majority of our malt on the Yattendon Estate



In 2023 we recycled 92.9% of our waste & the rest went to EFW (Energy For Waste)
We provide cardboard recycling for the local community using our on-site bailer

NOW AVAILABLE AT:
Drink Warehouse UK

RENEGADEBREWERY.CO.UK RENEGADEBREW



NORTHDOWN BREWERY

MIX & MATCH



4.5% ABV

30L NORTHDOWN LAGER

An unfiltered lager with herbal and citrus aromas to complement a comforting bready malt backbone finishing with a satisfying snap of bitterness.

Phone Price	Online Price
£96.56	£86

MIX & MATCH



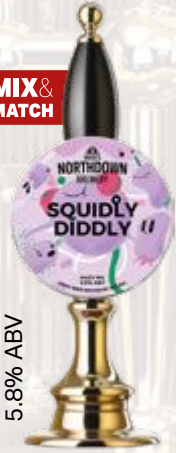
4.6% ABV

30L NORTHDOWN TIDAL POOL

An immense stone fruit and zesty citrus hit from the hops working in harmony with the soft, oat-laden malt body and fruity floral yeast esters finishing with a bright bitter snap.

Phone Price	Online Price
£108.91	£97

MIX & MATCH



5.8% ABV

30L NORTHDOWN SQUIDLY DIDDLY

A heady hop hit of Galaxy and Citra bringing the super-surge of tropical fruit flavours backed up with a pithy zest backbone. New England yeast providing fruity esters and bags of wheat and oats bring that textbook softness and haze - an absolute dream to drink.

Phone Price	Online Price
£129.12	£115

MIX & MATCH



3.8% ABV

30L NORTHDOWN DUNE BUGGY

Our perfect beach beer. Brewed light and bright but flavour packed with zippy sherbert complexity & oats to layer up the body. Cashmere & Mosaic hops bringing a tropical fruity goodness to the party.

Phone Price	Online Price
£105.54	£94

CRAFT BEER & CIDER **MIX & MATCH**

BUY ANY 2 9G, 30LTR OR 50LTR KEGS GET AN EXTRA £5 OFF EACH KEG OR CASK + SAVE EVEN MORE WHEN YOU BUY ONLINE

BREWERS BOTTLES & CANS
FROM ONLY £10.50



12X440ML SQUIDLY DIDDLY

Phone Price	Online Price
£39.30	£35



12X440ML TIDAL POOL

Phone Price	Online Price
£35.93	£32

ADNAM'S.

SOUTHWOLD

MIX & MATCH



4.1% ABV

9G ADNAMS SOUTHWOLD BITTER

Biscuity malts and light, caramelised toffee notes balance its classic English hop character. They are added late in the brewing process to maintain their wonderful aromas and create a long, lingering, resinous finish on the palate.

Phone Price	Online Price
£116.45	£88

MIX & MATCH



6.3% ABV

9G ADNAMS BROADSIDE

Offers bold flavours and aromas of fruitcake and that mouth-coating, conserved fruit richness you would expect to find in a strong ale. With its delicious, lingering Christmas cake characteristics, it is truly a beer to savour.

Phone Price	Online Price
£137.05	£104

MIX & MATCH



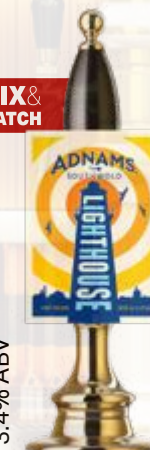
4.5% ABV

9G ADNAMS GHOST SHIP

Brewed with Pale Ale, Rye Crystal and Cara Malts which add depth and moreish, biscuity hints. A blend of Citra and American and UK hop varieties provide Ghost Ship's bold citrus flavours of lemon and lime, aromatic elderflower notes, and that wonderful hoppy finish.

Phone Price	Online Price
£123.45	£93

MIX & MATCH



3.4% ABV

9G ADNAMS LIGHTHOUSE

Brewed with Pale Ale and Crystal malt, it has a wonderful glow to its colour, as well as subtle flavours of caramel and toffee. It's hopped with a blend of Fuggles and Goldings hops, which add herbal fragrance and a refreshingly long finish.

Phone Price	Online Price
£83.25	£64

MIX & MATCH



4.1% ABV

30LTR ADNAMS MOSAIC PALE ALE

This fresh, hop-forward favourite provides a mosaic of aromatic fruit and floral flavours. Adnams have used a base of light malts to really let those bold hop flavours and aromas shine. With notes of berries, citrus and juicy tropical fruit, you'll find something different in every sip.

Phone Price	Online Price
£124.97	£100

MIX & MATCH



4.2% ABV

30LTR ADNAMS DRY HOPPED LAGER

Brewed with pale malts and Australian Galaxy hops for their bright, tropical fruit flavours, especially when used as a late addition. Bold, bright and crisp. Dry Hopped Lager is light, crisp, and refreshing with delicious tropical fruit flavours, notes of peach, and a subtle citrus bitterness.

Phone Price	Online Price
£124.87	£100



12X440ML ADNAMS 0.5% GHOST SHIP

Phone Price	Online Price
£13.62	£10.50



12X440ML ADNAMS DRY HOPPED LAGER

Phone Price	Online Price
£28.16	£25



12X440ML ADNAMS MOSAIC PALE ALE

Phone Price	Online Price
£27.70	£24

THE WILD BEER CO



THE WILD BEER CO

MIX & MATCH



4.2% ABV

30L WILD BEER BIBBLE

The perfect balance between beer and fun! Mosaic hops from the Pacific Northwest bring bright flavours of orange and citrus fruit whilst a malty nuance adds depth and weight to complement this pale ale style.

Phone Price	Online Price
£104.15	£90

MIX & MATCH



5.2% ABV

30L WILD BEER WILD IPA

Fermented with their unique 3 yeast blend which provides the beer with a level of acidity that cuts through rich food and a complimentary pink grapefruit hop note from the Talus hops. It is balanced with a dry finish and a low but moreish bitterness.

Phone Price	Online Price
£119.29	£100

MIX & MATCH



4.1% ABV

30L WILD BEER POGO FRUIT PALE ALE

Fruit and beer are a constant in our brewing repertoire. This beer combines a boldly hopped pale ale, brimming with tropical fruit characters from southern hemisphere hops and adding Passion-fruit, Orange and Guava.

Phone Price	Online Price
£109.72	£95

MIX & MATCH



4.7% ABV

30L WILD BEER UNDER THE SUN SESSION HAZY IPA

A hazy soft Session IPA with a tropical cocktail of aromas and flavours featuring several dry hop varieties. Tropical aromas of orange, mango, pineapple and coconut, lead to a smooth fruit forward characterful taste and onto a silky long-lasting finish. Using natural ingredients and processes has created this modern fruit driven IPA for today's hop heads.

Phone Price	Online Price
£112.91	£95

Drink Warehouse UK

CRAFT BEER & CIDER **MIX & MATCH**

**BUY ANY 2 9G, 30LTR OR 50LTR KEGS GET AN
EXTRA £5 OFF EACH KEG OR CASK
+ SAVE EVEN MORE WHEN YOU BUY ONLINE**



Leffe

MIX & MATCH



4.6% ABV

30L CAMDEN BREWERY CAMDEN HELLS

Hells is the lovechild of their two favourite German beer styles Helles and Pilsner. Classic, crisp and refreshing. It's the beer they always wanted to drink and the reason they started their brewery. We hope you agree.

Phone Price	Online Price
£115.65	£95

MIX & MATCH



4.0% ABV

30L CAMDEN BREWERY CAMDEN PALE ALE

Hoppy, fruity and dry, this is a drinkable 4%. Made with American hops, it's still got all the punch of a pale ale, just less shouty.

Phone Price	Online Price
£109.19	£100

MIX & MATCH



4.0% ABV

30L CAMDEN BREWERY CAMDEN STOUT

Nitrogen bubbles give their smooth Stout its thick, creamy head and fresh finish. Packed full of character, this is our fresh take on a classic style.

Phone Price	Online Price
£105.53	£95

MIX & MATCH



4.7% ABV

20L LEFFE BLONDE BEER

Leffe Blonde is a classic Abbey beer with smooth and well balanced fruity, warming flavours. The beer has hints of quince, gooseberry, bitter cherry and apple flavours together with hints of cloves, nutmeg and allspice.

Phone Price	Online Price
£94.04	£85



SIGNATURE BREW CORE BEERS NOW AVAILABLE IN 30L KEGS & 330ml CANS

SIGNATURE
BEER BREW MUSIC



The highest quality European noble hops are amplified by the simple clarity of water, yeast and malt resulting in unmistakable floral hits and a pleasingly bitter finish.

30LTR

Phone Price	Online Price
£104.73	£91

24X330ML

Phone Price	Online Price
£37.12	£32.25



Boasting a hard-earned reputation and fit for grafters and road crews the world over, this all-night IPA loads up notes of citrus fruits including grapefruit and lime.

30LTR

Phone Price	Online Price
£109.33	£95

24X330ML

Phone Price	Online Price
£37.12	£32.25



The beer delivers on its Access All Areas promise as it unlocks a myriad of tropical flavours including passion fruit, tangerines, berries, pine and crisp citric notes.

30LTR

Phone Price	Online Price
£118.54	£103



BEER + MUSIC



AVAILABLE NOW AT DRINKWAREHOUSEUK.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)



NATIONAL FISH & CHIP DAY

6TH JUNE 2024

TACKLE OUR RECIPE THAT'S BATTER THAN THE REST!

On June 7th, National Fish and Chip Day beckons, inviting you to explore a special beer-battered fish recipe. Beer's unique properties transform the batter: saturated with CO₂, it creates bubbles when submerged in hot oil, expanding the batter for a delicate, lace-like crispness. Additionally, the alcohol in beer evaporates faster than water, shortening cooking time and minimizing the risk of overcooking. This allows chefs to craft the classic crunch of beer batter with ease.

TIPS BEFORE YOU START

SUSTAINABLE SWAP

Cod, a beloved choice for fish and chips in the UK, is primarily wild-caught due to low levels in UK waters. However, hake has emerged as a sustainable alternative, boasting a similar texture to cod. Swapping hake for cod in recipes is effortless, as they share a comparable weight and texture.

THE BEER MATTERS

Save the craft beers for sipping and instead opt for a brown ale such as Newcastle Brown Ale, or a stout like Guinness. NBA will yield a batter with a touch of caramel sweetness without a bitter aftertaste. Guinness will produce a darker batter with a slight chocolatey, malty sweetness with possible coffee notes.

LET BATTER DRIP OFF

As much as possible, in fact, before frying. If there's too much batter, the finished fish will be overly greasy.

FISH SINKS IN OIL

If the batter sticks to the bottom, resist the urge to scrape it immediately. Wait for the full cooking time; the batter should loosen easily once it's browned.

DW UK BEER BATTERED FISH SERVES 6

INGREDIENTS

- 340ml (12 ounces) pale ale or other light beer
- 360 grams flour
- 1 tsp baking powder
- 4 tsp sea salt, plus extra for serving
- 1 tsp cayenne
- 1 tsp garlic powder
- 570 grams fresh hake, cut into 2.5 centimetre-thick strips
- 700-950 ml canola oil or vegetable oil, for frying
- Malt vinegar, for serving (optional)

METHOD:

1. In a medium bowl, whisk together the beer, 180 grams of the flour, baking powder, and 1½ teaspoons of the salt until smooth. The batter consistency should resemble slightly runnier than pancake batter. Set aside.
2. In a pie plate or shallow bowl, combine the remaining 180 grams of flour, cayenne, garlic powder, and 2 teaspoons of salt until well incorporated.
3. Season the hake with the remaining ½ teaspoon of salt.
4. Attach a deep-fry thermometer to the side of a large pot. Heat the oil in the pot over medium-high heat until it reaches 175°C, ensuring it's about 7.5 cm deep.
5. Working with one piece at a time, dip the hake into the flour mixture, then into the batter, allowing excess to drip off. Carefully add the hake to the hot oil, frying 2 to 3 pieces at a time, turning halfway, until golden brown, about 6-8 minutes. Transfer to a paper towel-lined plate. Repeat with the remaining fish, allowing the oil to return to 175°C (350°F) between batches.
6. Sprinkle with salt and serve hot with tartar sauce and malt vinegar on the side, if desired.

YOU WILL BE HOOKED WHEN YOU TRY THESE DRINKS WITH YOUR FISH & CHIPS



HEINEKEN SILVER

- ▶ 24x330ML
- ▶ 30LTR

- Refreshing
- Crisp
- Subtle Finish



PERONI NASTRO AZZURRO

- ▶ 24x330ML
- ▶ 30LTR
- ▶ 50LTR

- Crisp
- Medium-Bodied
- Snappy Bitter Finish



DESPERADOS TEQUILA BEER

- ▶ 24x330ML

- Light
- Spicy & Lemony
- Kick of Tequila

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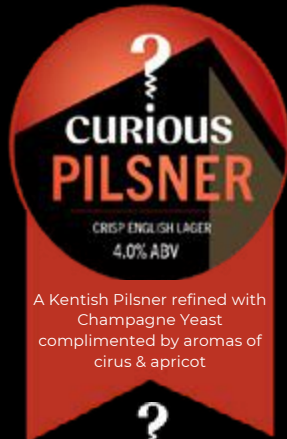
Cask Ales,
Beer & Cider

INSPIRED BY WINEMAKERS



A premium Lager re-fermented with Champagne yeast & a dose of rare Nelson Sauvignon Hops

**CURIOUS
LAGER**
4.7% ABV



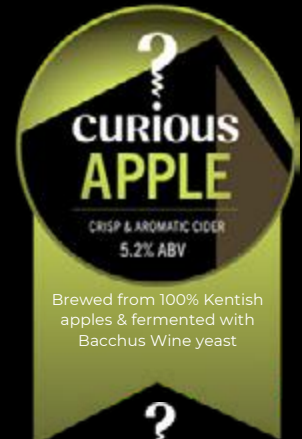
A Kentish Pilsner refined with Champagne Yeast complimented by aromas of citrus & apricot

**CURIOUS
PILSNER**
4.0% ABV



Brewed with 3 hops paying homage to the 3 varieties of grape used in Champagne

**CURIOUS
SESSION IPA**
4.4% ABV



Brewed from 100% Kentish apples & fermented with Bacchus Wine yeast

**CURIOUS
APPLE CIDER**
5.2% ABV

ALSO AVAILABLE IN 12 330ML CASES

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INSPIRED BY WINEMAKERS



A premium Lager re-fermented with Champagne yeast & a dose of rare Nelson Sauvignon Hops

LAGER
4.7% ABV



A Kentish Pilsner refined with Champagne Yeast complimented by aromas of citrus & apricot

PILSNER
4.0% ABV



Brewed with 3 hops paying homage to the 3 varieties of grape used in Champagne

SESSION IPA
4.4% ABV



Brewed from 100% Kentish apples & fermented with Bacchus Wine yeast

APPLE CIDER
5.2% ABV

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LONDON PRIDE

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AMBER ALE

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ONLY
OFFER**

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FOR VALUE ROS**

SOURCE: MAT TO 30.12.2023

**BUY ANY 2 X 9G
FIRKIN OR
2 X 50L KEG**

GET £10 OFF



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4.7% ABV
UNDER THE SUN
Hazy session IPA with tropical aromas and flavours



5.2% ABV
WILD IPA
Unique mixed fermentation IPA made for food pairing



4.1% ABV
POGO
Boldly hopped fruity pale ale with tropical fruit characters



4.2% ABV
BIBBLE
Gluten free pale ale with flavours of orange and citrus

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& claim your free keg & case of branded glassware with new installs or first orders



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ONLINE
ONLY
OFFER**

**DRINK
WILDLY
DIFFERENT**

**FLAVOUR
BY
NATURE**

**BREWING
FOR
TOMORROW**

**DISCOVER
PERFECT
PAIRING**



HOPPY BEER DAY BRITAIN!

BREWING UP EXCITEMENT WITH LOCAL FAVES.

Beer Day Britain, celebrated annually on June 15th, is a joyous occasion for beer lovers everywhere. It's a day to appreciate all types of beer, from classic ales to popular lagers and unique craft brews, regardless of where they're made or who brews them. The date, June 15th, holds historical significance as the day the Magna Carta was sealed in 1215. This document even mentioned ale, showing how important it was in England back then. Even today, beer and pubs remain central to British life, with beer accounting for seven out of every ten drinks sold in pubs. Britain has a vibrant brewing scene and a rich heritage in spreading beer culture worldwide. Many beer styles that originated in Britain, like India Pale Ale and Stout, are now enjoyed all over the globe.

WHAT BETTER WAY TO CELEBRATE THAN TO HIGHLIGHT SOME LOCAL FAVOURITES?

CURIOS BREWERY ASHFORD

Established in 2011, nestled in the heart of the Garden of England in Ashford, Kent, the brewery has emerged as a beacon of modern brewing in Britain. The dedicated team behind the brewery is passionate about producing premium beers and ciders, infused with curiosity, and crafted with a distinct winemaker's touch. Their commitment to quality has earned them numerous accolades, including the prestigious title of Brewery of the Year at the International Beer Challenge Awards in 2019. Beyond brewing exceptional beverages, the brewery offers a contemporary dining experience in its stylish restaurant, where guests can overlook the bustling brewery operations. It serves as a vibrant hub for relaxation and socializing, inviting visitors to sample and savour the brewery's offerings alongside delicious food in a welcoming atmosphere.



BALFOUR WINERY STAPLEHURST

Balfour Winery initially made its mark in the world of wines before expanding its repertoire to include the Jake's range – a curated selection of craft beers and ciders. Just like their wines, these beverages reflect the same craftsmanship and pioneering ethos. Utilizing top-notch local ingredients, infused with the expertise of their winemakers, and guided by a commitment to elegance and balance, Balfour's beers and ciders stand out. Collaborating with Cellar Head, a renowned local Kent brewery, Balfour Winery combines their winemaking knowledge with brewing expertise. Drawing inspiration from Kent's rich heritage in hop cultivation, they resurrect forgotten hop varieties and blend them with modern hybrids to create beers brimming with character. Each brew is a testament to the unique terroir, meticulous ingredient selection, and the artistry of brewing, resulting in complex yet harmonious flavours that captivate the palate.

GADDS' BREWERY RAMSGATE

At Gadd's, equilibrium reigns supreme, both in the art of brewing and within the brewery itself. Embracing a blend of innovation and tradition, they've mastered the delicate dance between change and consistency. Their "Regulars" lineup represents the tried-and-true classics, beloved staples that showcase the essence of Kentish ale tradition. These brews, featuring local hop varieties like the esteemed Northdown and East Kent Golding, stand as pillars of reliability and flavour. But it's the "Irregulars" that inject a dose of excitement into Gadd's repertoire. These spontaneous creations, drawn from a diverse spectrum of beer styles, offer a refreshing departure from the norm. With each pint, they introduce new hops and malts, creating an ever-evolving tapestry of taste.



SEE PAGE 25 FOR MIX & MATCH OFFERS

ADNAMs.

SOUTHWOLD

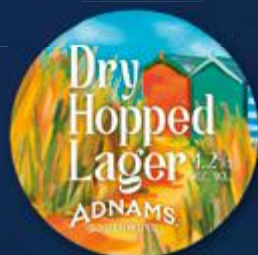
Time for a refresh

Our innovative and eye-catching new look keeps us ahead of the curve. Embracing East Anglia from every angle.

Nº 1
SELLING NO
AND LOW ALE
IN THE UK*



Also available in our keg range



Adnams.co.uk

*Source CGA on-trade data to P13 (30/12/2023). As seen in The Morning Advertiser, top brands to stock.

be drinkaware.co.uk



Bitte ein Bit
Bitburger

Your official beer
of summer football.

Free keg of Pils/Unfiltered on
install & Euros decoration kit.



Euros Decoration Kit

- 3 Bitburger bunting
- 12 Bitburger clapping tubes
- 3 posters
- 3 banners
- 1 Football Planner

Valid from 1st May - 30th June. Euros Decoration kit comprises of 3 x Bitburger bunting 5.5m strip, 12 Bitburger clapping tubes, 3 x 50 x 70cm posters, 3 x banners 40 x 100cm and 1 x A3 Football Planner. Free keg dependent on permanent stocking for a minimum of 8 weeks. One deal per customer. Subject to availability.



Cask Ales,
Beer & Cider

be**drinkaware**.co.uk

★ **NEW PRODUCT** ★

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OFFERS**

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



**SEE PAGE 22 FOR
MIX & MATCH
OFFERS**

2024

THE SPORTING CALENDAR

MAY / 05

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

JUNE / 06

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	30	1	2	3	4	5

BEAVERTOWN
NECK OIL



FA CUP FINAL 2024

WHEN: 25TH MAY

WATCH IT ON: BBC IPLAYER

The FA Cup is a yearly knockout football tournament in English men's domestic football. It began way back in the 1871–72 season, making it the oldest national football competition globally. The tournament is run and named by The Football Association. Since 2015, it's been officially called The Emirates FA Cup due to sponsorship from Emirates. Additionally, there's been a Women's FA Cup held since 1970, running alongside the men's competition.

ESTRELLA
DAMN



UEFA CHAMPIONS LEAGUE FINAL 2024

WHEN: 1ST JUNE

WATCH IT ON: BT SPORT

The UEFA Champions League is an annual football tournament organized by UEFA, featuring top European clubs. It includes a group stage, followed by knockout rounds and a final. Regarded as the most-watched club competition worldwide and the third most-viewed football event overall, it is highly prestigious in the football world. National league champions and, in some cases, runners-up from their countries participate, making it the premier European club football competition.

HEINEKEN
0.0% LAGER



ROYAL ASCOT 2024

WHEN: 18TH - 22ND JUNE

WATCH IT ON: SKY SPORTS RACING

Ascot, one of Britain's renowned racecourses, hosts a prestigious event known as Royal Ascot every June. Attended by royalty, including The King and Queen, who have a lifelong passion for horses, this week of races has become the highlight of Britain's racing calendar. Drawing approximately 300,000 visitors over five days, Royal Ascot is celebrated for its elegance, with attendees donning their finest attire and hats for the occasion.

BREWDOG
PUNK AF 0%



TOUR DE FRANCE 2024

WHEN: 29TH JUNE - 21ST JULY

WATCH IT ON: ITV4

The Tour de France is an annual multiple-stage bicycle race primarily held in France, although it occasionally passes through nearby countries. It is one of the most prestigious and challenging cycling events in the world. The race typically lasts for three weeks and covers around 3,500 kilometers. The race is divided into stages, with each stage featuring different routes and challenges. The rider with the lowest cumulative time at the end of the race is declared the winner and awarded the coveted yellow jersey.

MATCH SCHEDULE 14TH - 26TH JUNE



UEFA
EURO2024

Get ready for the ultimate showdown in European football! The UEFA European Championship, affectionately known as the Euro, is UEFA's premier tournament, where the continent's top men's national teams battle it out for glory. With a global audience rivalled only by the FIFA World Cup, this electrifying event is a spectacle not to be missed. Held every four years since 1960, the Euro brings together footballing giants in a quest for continental supremacy. Originally dubbed the European Nations' Cup, it transformed into the Euro in 1968 and has been thrilling fans under its current name ever since 1996. So, mark your calendars and prepare for heart-stopping action as the Euro takes centre stage!



Bitte ein Bit

Bitburger

Coca-Cola
Zero

DATE	GROUP	PLAYING	WHERE	WHEN
14 June	A	Germany vs Scotland	Munich	21:00
15 June	A	Hungary vs Switzerland	Cologne	15:00
	B	Spain vs Croatia	Berlin	18:00
	B	Italy vs Albania	Dortmund	21:00
16 June	D	Poland vs Netherlands	Hamburg	15:00
	C	Slovenia vs Denmark	Stuttgart	18:00
	C	Serbia vs England	Gelsenkirchen	21:00
17 June	E	Romania vs Ukraine	Munich	15:00
	E	Belgium vs Slovakia	Frankfurt	18:00
	D	Austria vs France	Düsseldorf	21:00
18 June	F	Türkiye vs Georgia	Dortmund	18:00
	F	Portugal vs Czechia	Leipzig	21:00
19 June	B	Croatia vs Albania	Hamburg	15:00
	A	Germany vs Hungary	Stuttgart	18:00
	A	Scotland vs Switzerland	Cologne	21:00
20 June	C	Slovenia vs Serbia	Munich	15:00
	C	Denmark vs England	Frankfurt	18:00
	B	Spain vs Italy	Gelsenkirchen	21:00
21 June	E	Slovakia vs Ukraine	Düsseldorf	15:00
	D	Poland vs Austria	Berlin	18:00
	D	Netherlands vs France	Leipzig	21:00
22 June	F	Georgia vs Czechia	Hamburg	15:00
	F	Türkiye vs Portugal	Dortmund	18:00
	E	Belgium vs Romania	Cologne	21:00
23 June	A	Switzerland vs Germany	Frankfurt	21:00
	A	Scotland vs Hungary	Stuttgart	21:00
24 June	B	Croatia vs Italy	Leipzig	21:00
	B	Albania vs Spain	Düsseldorf	21:00
25 June	D	Netherlands vs Austria	Berlin	18:00
	D	France vs Poland	Dortmund	18:00
	C	England vs Slovenia	Cologne	21:00
	C	Denmark vs Serbia	Munich	21:00
26 June	E	Slovakia vs Romania	Frankfurt	18:00
	E	Ukraine vs Belgium	Stuttgart	18:00
	F	Czechia vs Türkiye	Hamburg	21:00
	F	Georgia vs Portugal	Gelsenkirchen	21:00





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 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.



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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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

FROM ORCHARD TO GLASS:

THE ART OF A CIDER TASTING FLIGHT

GIVE A ROUND OF APPLEAUSE FOR CIDER AND PERRY MONTH!



We celebrate the venerable tradition of cider and perry every May and October. But why these specific months, you may wonder? Unlike the production of ale, which knows no seasonal constraint, cider and perry are intrinsically linked to the natural rhythms of orchards, where apple and perry pear trees flourish.

May heralds the awakening of orchards, as delicate blossoms adorn the trees, and the promise of fruit begins to materialize. It's a time when the cider and perry from the previous year, having undergone meticulous maturation, reaches its zenith of flavour, inviting us to celebrate the craftsmanship of our cider makers.

THE TASTING FLIGHT

A highly effective method for showcasing the breadth of your venue's product selection is through the implementation of a Cider Tasting Flight. A cider flight comprises an assortment of sample-sized glasses of craft ciders, often presented on a custom-made wooden "paddle."

In addition to broadening your offerings, this initiative offers several advantages, including providing customers with an enriching educational experience, distinguishing your venue with a unique selling proposition, and facilitating opportunities for upselling. Below, we outline the dos and don'ts to execute a tasting flight with professionalism and finesse.

CONSIDER WHAT CIDERS YOU'RE PRESENTING

Careful consideration should be given to the selection process for your cider flight. Rather than simply showcasing every cider available at your venue, it's prudent to deliberate on the composition of the flight. Determine whether you prefer to offer a single flight or divide them into

categories such as dry and flavoured options. Additionally, you might opt to spotlight ciders that are locally sourced to enhance the connection with your community. Prioritize thorough research and decision-making before featuring your cider flight on the menu.

DON'T SERVE ICE COLD CIDER

Extreme cold temperatures can significantly mask the flavours and aromatics of ciders, particularly those fermented from traditional tannic apples. To fully appreciate the nuances of craft cider, it's advisable to allow them to "open up" much like you would with a fine white wine. Simply removing the cider from the fridge or ice chest and letting it sit at room temperature for approximately 5 minutes can make a substantial difference.

PUT THOUGHT INTO THE ORDER THEY'RE PLACED

When presenting ciders as a flight, a helpful guideline is to arrange them in order from dry to sweet. Additionally, it's crucial to conclude with ciders boasting the highest alcohol content. These selections tend to be more intense and can potentially overshadow the nuances of other ciders if sampled earlier in the flight, thereby optimizing the customer's tasting experience.

PROVIDE WATER & BREAD AS A PALATE CLEANSER

Water and bread serve as effective palate cleansers during a cider flight by removing residual flavours, keeping tasters hydrated, neutralizing tastes, and enhancing their ability to discern the unique characteristics of each cider.

DWUK FLIGHT FRIENDLY CIDERS



CURIOUS APPLE CIDER

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- ▶ 30LTR

- Fresh
- Crisp Apple
- Light



OLD MOUT BERRIES & CHERRIES

- ▶ 12x500ML
- ▶ 30LTR

- Strawberry / Raspberry
- Refreshing Bursts
- Juicy Apple



BULMERS ORIGINAL

- ▶ 12x500ML

- Refreshing
- Bittersweet
- Full-flavoured

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A *Juicy* NEW CIDER, POWERED BY SUNSHINE.



Thatchers Juicy Apple is our ultimate blend of sun-drenched apples and 100% renewable electricity.

Mouth-watering, sweet, happily appley and perfection in every drop.

EST. 1904
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STONEWALL INN IPA



NEW



INSTALL AND
GET A FREE KEG
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Cask Ales,
Beer & Cider



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A CHANCE TO WIN A TRIP TO TOKYO

BUY 3 X 50L KEGS OR 5 X 30L
ASAHI SUPER DRY AND RECEIVE
A FREE POS KIT



POS KIT
INCLUDES:

1x BACK BAR
STRUT CARD

2x FOUNT
HANGERS

250x
BEER MATS

SUPER CRISP, SUPER REFRESHING

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Available during the promotional period of [Promotion available from the 2nd of April to the 31st of May 2024] and specific to this brochure feature. Available in the UK & ROI only. B2B customers only. While stocks last and subject to availability. To be eligible to receive a free POS kit, purchase 3x50L or 5x30L Asahi Super Dry kegs [in one order] from a qualifying wholesaler under this promotion. All qualifying orders will also be entered into the prize draw for 1 x Trip to Tokyo for 2 – contents may be subject to change at the Promoter's sole discretion. Promoter reserves the right to withdraw this promotion at any time. Promoter: Asahi UK Limited, Griffin Brewery, Chiswick Lane South, London W4 2QB.

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MORE PINTS FOR WWF.**



Drive sustainable sales with
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Together with WWF, we aim to help selected
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of fresh water to help UK nature thrive*.



Probably the best beer in the world

INSTALL
CARLSBERG
DANISH PILSNER
AND RECEIVE
A FREE KEG POS
PACKAGE WORTH
£200 †



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

WIN TICKETS TO UNMISSABLE EVENTS

**DWUK
ONLINE
ONLY
OFFER**



BUY 3 X 50L
KEGS OR 5 X 30L
PERONI NASTRO
AZZURRO AND
RECEIVE A FREE
POS KIT

POS KIT
INCLUDES:
1x BACK BAR STRUT CARD
2x FOUNT HANGERS
250x BEER MATS



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Father's Day

16th JUNE

PINTS WITH POPS: TIPS AND TRICKS TO MAKE YOUR VENUE THE ULTIMATE DAD DESTINATION

Restaurants and dining spots meticulously plan their holiday schedules, not just for organizational purposes but also to boost their sales. When we think of major holidays, Christmas, New Year, Easter, and Mother's Day immediately spring to mind. However, one deserving occasion often overlooked is Father's Day. Observed on the third Sunday of June, Father's Day holds significant sentimental value for families worldwide. Like Mother's Day, it ignites enthusiasm among both children and adults. People eagerly dine out, host feasts at home, and engage in various celebratory activities to honour their dads, uncles, grandfathers, and fathers-in-law. Restaurants, pubs, and eateries can capitalize on Father's Day by incorporating savvy marketing strategies tailored to the summer season, potentially yielding substantial profits. Including Father's Day in the festival marketing calendar is imperative for any establishment looking to thrive.

CONNECT WITH SPORTS

June is synonymous with sports excitement, and many fathers are passionate fans of various sports. Hosting a sports event screening on Father's Day, accompanied by exclusive discounts on drinks and food, is a winning strategy for both revenue and marketing.

Moreover, for restaurants located in towns with a local team in sports like football, featuring a screening of their hometown team adds an extra layer of appeal. This combination of sports entertainment and special offerings creates an irresistible draw for patrons, ensuring a memorable and profitable Father's Day celebration.

SPECIAL GRANDFATHER PROMOTIONS

Grandfathers are an often overlooked but vital part of the family dynamic, so why not make them feel truly appreciated at your establishment? Stand out from the crowd by offering exclusive discounts or provide a complimentary main course for every attending Father, or even feature images of extended families in your marketing materials.

By acknowledging and celebrating grandfathers, you not only demonstrate inclusivity but also tap into a valuable demographic. Grandfathers are often accompanied by their children and grandchildren, presenting a significant opportunity to increase revenue on Father's Day. By prioritizing their presence and catering to their needs, your venue can create a memorable and enjoyable experience for the entire family while boosting business success.

BEER COCKTAIL BRUNCH

While cocktails are universally enjoyed regardless of gender, why not seize the opportunity to offer something truly unique and memorable? Set your business apart by featuring a curated selection of specialty drinks like Micheladas and Black Velvets. Pair these with classic Dad Food Favourites and set the ambiance with bluesy background music, and you've created a brunch experience that families will be eager to attend.

PLAYLIST PICKS

Businesses aiming to celebrate Father's Day in a unique and engaging manner can seize the opportunity to spotlight dads through music. Often relegated to the background as their children dictate the playlist, fathers deserve their moment in the limelight.

By running a social media campaign inviting dads to submit their favourite playlist picks for Father's Day background music, businesses can foster a sense of inclusivity and appreciation.

This approach not only cultivates a non-salesy connection with the audience but also serves as a platform to subtly highlight other Father's Day promotions.

PARTNER WITH A CHARITY

Collaborating with a charity to offer customers an opportunity to give back to the community while enjoying a Father's Day brunch is a strategic move that not only demonstrates appreciation for the local community but also attracts new diners to your restaurant.

By partnering with a charity, you're not only fostering goodwill but also providing a meaningful way for patrons to contribute to important causes. This initiative not only enhances your restaurant's reputation as a socially responsible establishment but also creates a unique dining experience that resonates with customers on a deeper level. Additionally, it's an excellent opportunity to showcase your restaurant to individuals who may not have been familiar with your establishment previously, thereby expanding your customer base while making a positive impact on the community.

CHECK OUT OUR DWUK FATHER'S DAY FAVOURITES



ASAHI SUPER DRY

- ▶ 24x330ml
- ▶ 50L
- ▶ 30L

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



BREWDOG PUNK IPA

- ▶ 12x330ml
- ▶ 12x440ml
- ▶ 24x330ml
- ▶ 50L

- Tropical fruits
- Well balanced
- Sharp bitter finish
- Great IPA



CORONA EXTRA

- ▶ 24x330ml
- ▶ 50L

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

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UK'S NO.1
PREMIUM
CONTINENTAL
LAGER BRAND*

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'SAH-LAY
DEE
MAH-RAY'



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UNFILTERED PREMIUM LAGER
WITH A HINT OF ITALIAN SEA SALT
FOR FULL FLAVOURED REFRESHMENT

AVAILABLE IN 30L KEGS, 20L KEGS AND PACKAGED**



SALE DI MARE

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BREWED IN THE UK
*CGA Strategy Value MAT P13 (30.12.2023), **Case of Packaged is 24 x 330mL

Slow down
**ENJOY THE
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Install **EFES Draught** and receive a **free keg**.
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* Promotion available on all installs between 01/05/2024 and 30/06/2024. Customer will receive 1 keg on install, another after 1 month and a final one after 3 months if still stocking Sapporo and purchasing at least 1 keg per week.

FOUNDED IN 1876, SAPPORO IS THE OLDEST BEER BRAND IN JAPAN,

BUT THE LEGEND OF HOW THE BEER BEGAN, REALLY
STARTS WITH A TRUE PIONEER, SEIBEI NAKAGAWA.



Fuelled by an adventurous spirit, Nakagawa left Japan aged just 17, during an era when doing so was strictly forbidden. His travels eventually led him to Germany, where he learned the craft of brewing, assimilating the country's rich history and techniques before bringing them back to his homeland. At that time, Japan was in a period of modernisation and was starting to establish new industries that would eventually support its future as a global power. One such industry was brewing, and Nakagawa led their attempts to brew beer in the country for the very first time. He carefully positioned his brewery in the northern city of Sapporo so that he could access the large amounts of ice needed for the production process. And so, Sapporo Premium Beer was born and they've been perfecting their beer ever since - taking the very best traditional approaches and elevating them with Japanese vision and artistry.



AVAILABLE NOW ON DRAUGHT

For the first time in 247 years, Sapporo Premium Beer is available in the UK in draught, giving its loyal fans the chance to enjoy it at its very best. The perfect serve will see Sapporo poured into a beautifully-crafted and premium-feel glass. An elegant and gently tapered top, similar to champagne flutes, means that the beer retains its carbonation, and therefore its head, for longer while also maintaining its visual appeal.

Sapporo has a completely uncompromising approach to brewing beer, sourcing the very best ingredients. Unlike other beers, Sapporo

still uses 100% malted barley, and while it's more expensive than opting for rice and wheat, it ensures a much fuller body and greater depth of flavour. It remains absolutely meticulous about its brewing process. For instance, during mashing, the wort is boiled until exactly 6.1% evaporation is achieved to ensure all volatile compounds are removed, giving Sapporo its world-renowned clean and crisp taste. As with anything of real quality, the brewing of Sapporo Premium Beer takes patience. The beer matures for twice as long as most lagers, which helps to instil more complex aromas into the final product.

AVAILABLE TO PURCHASE NOW FROM **DRINK WAREHOUSE** UK, CONTACT YOUR ACCOUNT MANAGER TO STOCK TODAY!



Install now and receive a complementary keg and your new set of glassware

TASTE OF MALLORCA

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

DON'T MISS OUT AND BE ONE OF THE FIRST STOCKISTS!

TO ARRANGE AN INSTALL, SPEAK TO YOUR ACCOUNT MANAGER

*OVER 18S ONLY. OFFER OPEN TO PARTICIPATING WHOLESALE AND DAMM 1876 DIRECT CUSTOMERS BASED IN THE UK AND CHANNEL ISLANDS ONLY. OUTLETS MUST INSTALL ONE OR MORE ROSA BLANCA DRAUGHT LINES AND PURCHASE THE FIRST KEG TO BE ELIGIBLE TO PROMOTION. THE NEW INSTALLATION CANNOT REPLACE ANY EXISTING DAMM 1876 BRANDS. OUTLET WILL RECEIVE A FREE PACK OF 24 ROSA BLANCA PINTS AND 1 SAMPLING 30L KEG ON INSTALL. PROMOTER: DAMM 1876 LTD, 5A BEAR LANE, SOUTHWARK, LONDON, ENGLAND, SE1 0UH.

ROSA BLANCA (3,4% VOL)

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BUY 2 CASES GET 1 FREE

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ONLINE
ONLY
OFFER**

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JAKE'S RESERVE



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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Luigi Moretti

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



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UNFILTERED
PREMIUM LAGER
WITH A HINT OF
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FOR FULL FLAVOURED
REFRESHMENT

AVAILABLE IN 30L KEGS, 20L KEGS
AND PACKAGED**



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BREWED IN THE UK
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The new install cannot replace an existing BrewDog product. The tap must be pouring for a minimum of 12 months with a minimum volume of 1 keg per week per product. The free keg will be sent after the install. Install payment made 60 days after invoice raised. Install payment and free keg subject to the product having been continuously ordered since install. Speak to your sales manager for more details





FREE POS KIT

ON INSTALL



PLANET
FRIENDLY
BEER



BREWDOG



Spirits

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



MAY - JUNE

Spirit Days

2024



7th May **NATIONAL COSMOPOLITAN DAY**

East London Liquor Co. Vodka 70CL

Smooth & creamy in taste & bold in spirit, it's made from 100% British wheat. Distilled in East London.



4th June **NATIONAL COGNAC DAY**

Hennessy V.S. 70CL

Intense and fruity character with oaky notes. Powerful flavours suggest grilled almonds, supported by notes of fresh grapes.



14th June **NATIONAL BOURBON DAY**

Buffalo Trace 70CL

Perfectly balanced flavour of sweet, smoke and spice leave a smooth, long finish; simply everything you could desire in a bourbon.



19th June **NATIONAL MARTINI DAY**

Copper Rivet Vela Vodka 50CL

Inspired by a constellation used for navigation by sailors since Roman times. Vela Vodka is delightfully distinctive and full of complexity.



SAVE £1.80 PER BOTTLE*

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FULL DMF RANGE:
SPICED RUM, BANANA,
CHERRY, COCONUT, MANGO,
PINEAPPLE, STRAWBERRY
TEQUILA CREAM LIQUEUR,
RASPBERRY RUM
CREAM LIQUEUR.

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*ALL BOTTLES: 70CL. WHILE STOCKS LAST.
OFFER APPLIES ONLY TO FEATURED RANGE.



WHAT'S NEW AT DWUK

Summer Spirits For Your Venue

Adding new spirits to your bar menu isn't just about expanding options; it's about keeping things fresh and exciting for customers. It's an opportunity to introduce them to new flavours, brands, and experiences they may not have tried before.

By constantly evolving and updating your offerings, you show your customers that you're committed to providing them with the best and most interesting choices available. Not only does this keep them coming back for more, but it also sets your bar apart from the competition and helps boost revenue. So why not spice things up a bit and give your menu a refresh? Your patrons will thank you for it!

 **NEW ARRIVAL!**



Greenall's Gin 70CL

Greenall's Gin stands as a testament to tradition, crafted using the same time-honoured method and original recipe established by the Greenall family in 1761. True to its roots, this classic London Dry Gin embodies the quintessential juniper-forward profile, complemented by vibrant citrus notes and a subtle interplay of bitter and sweet flavours.

 **NEW ARRIVAL!**



Cotswolds Dry Gin 70CL

Cotswolds Dry Gin is a meticulously crafted blend of nine thoughtfully selected botanicals, featuring locally sourced lavender from the Cotswolds, along with freshly peeled pink grapefruit and lime zest. The infusion of a high volume of botanicals results in a visually stunning pearlescent cloud that emerges when ice or tonic is introduced. Characterized by its juniper-forward profile, this gin offers refreshing citrus notes with a subtle hint of lavender.

 **NEW ARRIVAL!**



Cotswolds Signature Single Malt Whisky 70CL

Cotswolds Signature Single Malt Whisky is the first of its kind in the region. Crafted from the finest locally grown Cotswold barley, traditionally malted on the floor, this single malt is known for its rich and bold fruity flavours. These develop during maturation in special STR (Shaved, Toasted, and Re-charred) ex-red wine barrels. It's then blended with whisky aged in premium first-fill ex-Bourbon barrels, resulting in a whisky with notes of honey, red fruits, and a hint of treacle.

 **NEW ARRIVAL!**



Bankhall Single Malt Whisky 70CL

With an inviting amber gold hue, this whisky has undergone maturation in a variety of casks, including sherry, American virgin oak, and ex-bourbon, resulting in a delightful aroma characterized by vanilla, toffee, candied citrus fruits, and dried fruit, harmoniously balanced with a subtle hint of clove. Upon tasting, one can expect a symphony of flavours, including sweet berry notes, luxurious vanilla, indulgent honey, and succulent dried fruit.

 **NEW ARRIVAL!**



Rooster Rojo Tequila Añejo 70CL

Aged for at least one year in seasoned bourbon barrels using 100% blue agave, it boasts rich flavours and exceptional smoothness. "Añejo" translates to "aged" or "vintage," indicating a maturation period of one to three years. This process results in a deeper amber hue and a more complex flavour profile compared to other tequilas. Rooster Rojo Añejo offers a delightful blend of oak, chocolate, tobacco, and coffee aromas, with hints of caramel, vanilla, and agave on the palate.

 **NEW ARRIVAL!**



Corazon Tequila Reposado 70CL

Crafted from 100% Blue Weber agave, Corazón Reposado is aged in Canadian oak barrels for a minimum of 6 months before being bottled in exquisite hand-blown glass. This tequila boasts a fruit-forward profile, accentuated by lively spice notes that persist from the first sip to the last. Subtle hints of vanilla and almonds add depth, while an earthy undertone lingers on the palate.

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— Estd  2014 —

COTSWOLDS

DISTILLERY

—  —

outstanding natural spirits

COTSWOLDS DRY GIN

NOSE:

Fresh notes of grapefruit with earthy coriander, backed up by sweet, piney juniper with a hint of perfumed lavender.

PALATE:

Clean, pine juniper spice with fresh grapefruit and coriander seed. A touch of dryness from the angelica root with eucalyptus notes from the bay leaf. Subtle lime and lavender.

FINISH:

Clean and balanced. Juniper, citrus and some cooling aromatic notes from the bay leaf and cardamom.

SERVING:

Serve in a G&T with plenty of ice, a premium tonic and garnish with a slice of pinkgrapefruit and a bay leaf. Also works well in a Martini or Negroni cocktail.



COTSWOLDS SIGNATURE SINGLE MALT

NOSE:

Notes of honey & butterscotch layered with light stone fruits & a hint of marzipan.

PALATE:

Strong notes of tannin-rich malt, oils and dark sugar with lots of spice, caramelised Seville orange marmalade.

FINISH:

Long and resinous, with dark red fruits and a hint of treacle.

SERVING:

Works well neat, over ice, or mixed with a premium soda to make a whisky highball, an Old Fashioned or a Manhattan cocktail.

Nestled amongst the rolling hills of the Cotswolds countryside, the Cotswolds Distillery was born from a dream to produce authentic and outstanding natural spirits in one of the most beautiful regions in the world.

The distillery opened its doors in 2014 and is the first full-scale distillery within the Cotswolds - a designated area of outstanding natural beauty. From single malt whiskies to gins and liqueurs, everything Cotswolds Distillery makes is about quality and flavour above all else.

We strive for excellence and we're incredibly proud of what we achieve. So as we excitedly enter our 10th year of Cotswolds distilling, why not come along on our journey of bringing English spirits to life?

COTSWOLDS DISTILLERY RANGE
NOW AVAILABLE

*T&Cs: The promotional price applies to Cotswolds Dry Gin 70cl and Cotswolds Signature Single Malt Whisky 70cl. Whilst stocks last.

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LIMONCELLO SPRITZ



100%
NATURAL

1 POUR 50ML
ISOLABELLA
LIMONCELLO

2 MIX WITH 40ML
OF PROSECCO AND
100ML OF SPARKLING WATER

3 ADD ICE AND
GARNISH WITH
BLACKBERRIES



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LIMONCELLO

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DWUK FRUITY VODKA OFFERS

AU VODKA RED CHERRY

Au has combined its award-winning five times distilled vodka with the finest red cherries to create a succulent & juicy taste with a vibrant red liquid.

SAVE 33%
DWUK ONLINE ONLY OFFER

70cl

NOW ONLY
£20.99
LIST: £29.48

LIMITED STOCK
WHEN IT'S GONE IT'S GONE

BLACK COW STRAWBERRY VODKA

Black Cow strawberry vodka is flavoured naturally by the fruit with no added sugar or sweeteners. Locally sourced, leftover or misshapen English strawberries that would otherwise go to waste are pressed and infused in Black Cow to create a fresh, light vodka with the unmistakable taste of freshly picked strawberries.

SAVE 33%
DWUK ONLINE ONLY OFFER

70cl

NOW ONLY
£17.39
LIST: £24.39

LIMITED STOCK
WHEN IT'S GONE IT'S GONE

GREY GOOSE ORANGE VODKA

Grey Goose L'Orange Vodka is an exquisite French vodka created by Maître de Chai, Francois Thibault. A flavoured vodka, it contains the natural essence of fresh oranges, giving it a light and crisp flavour.

SAVE 29%
DWUK ONLINE ONLY OFFER

70cl

NOW ONLY
£28.29
LIST: £37.81

GREY GOOSE PEAR VODKA

Grey Goose La Poire Vodka, a flavoured vodka, has been created to capture the taste and freshness of an Anjou pear - a classic flavour in French cuisine. The result is a premium vodka, alive with the aromas and smoothly crisp taste of fresh pears and a long, satisfying finish.

SAVE 29%
DWUK ONLINE ONLY OFFER

70cl

NOW ONLY
£28.29
LIST: £37.81



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each bottle*

Spritz Up your SUMMER

WITH THE UK'S NO.1 PREMIUM GIN**



WHITLEY NEILL GIN RANGE: Distiller's Cut London Dry, Black Cherry, Rhubarb & Ginger, Blood Orange, Raspberry, Parma Violet, Pink Grapefruit, Rhubarb & Ginger 0.0%, Raspberry 0.0%.



*Scan for cocktail
inspiration from the
UK's most loved gin****

whitleyneill.com
be drinkaware.co.uk

*All bottles 70cl. While stock lasts. **Nielsen MAT to 07.10.23

***Savanta BrandVue – Top 100 Most Loved Drinks Brands 2023



DWUK RUM OFFERS

DON Q OAK BARREL AGED SPICED RUM

A particularly rich spice rum from the Don Q selection, made with rum which has been aged for at least 3 years and complemented with a blend of vanilla, nutmeg, cinnamon and clove.

Potential re-sale profit (inc Vat):
25ml Cost: £0.89
25ml Sell: £2.97
GP: 70%



DON Q AÑEJO RUM

Don Q Añejo Rum is a blend of rums aged between 3 and 12 years old, this perfect example of a rum that is dry profile, yet somehow feels sweet and luxurious overall.

Lovely rich texture to this rum with tropical fruit. There's almost a Cognac like quality with the subtle oak and clean vanilla.

Potential re-sale profit (inc Vat):
25ml Cost: £0.79
25ml Sell: £2.63
GP: 70%



70CL GOSLINGS 151 PROOF RUM

A super high strength dark rum from Bermuda. Despite the 75.5% of Gosling's Black Seal 151, this is a very smooth rum, and it's utterly delicious. Well worth trying.

Potential re-sale profit (inc Vat):
25ml Cost: £1.04
25ml Sell: £3.47
GP: 70%



70CL APPLETON 8YO RESERVE

Dark sugar, honey, hazelnut and spicy oak. The 'Jamaica funk' is unmistakable. Ripe banana, orange peel, magic marker and welded metal round out the aromas. The palate is very similar with the addition of caramel, rubber and iodine. This rum is classic, soft and with a pleasant kick on the finish.

Potential re-sale profit (inc Vat):
25ml Cost: £0.88
25ml Sell: £2.93
GP: 70%



OVER THE RAINBOW...OF

Gin



Bombay Bramble

Blackberry & Raspberry Gin

A bold gin bursting with freshly harvested blackberries and raspberries. A real fruit infusion gives a distinct colour and natural flavour with no added sugar.



Malfy

Arancia Gin

Refreshing citrus sweetness, with a helping of vanilla and a touch of tart grapefruit. A crackle of juniper acts as a foil to the intense orange sweetness.



Warner's

Honeybee Gin

Floral and zesty in nature, delicate notes of rose, camomile and hibiscus marry beautifully to give a balanced and complex gin with a luscious, sweet finish.



Brighton

British Craft Gin

Small-batch gin made using the purest wheat grain spirit and botanicals which include juniper, fresh orange and lime, locally grown coriander, and milk thistle.



Hastings 1066

English Dry Gin

Highlights of sweet lemon, orange citrus, and liquorice root with a final twist of tangy gooseberry to align the palate.



Maidstone Distillery George Bishop

London Dry Gin

Sweet citrusy notes from coriander and air-dried peels are balanced with the tangy piquance of tellicherry pepper, ambrette and perfumed chamomile.



Whitley Neill

Rhubarb & Ginger Gin

The essence of rhubarb adds a tart crisp edge to a smooth English gin base whilst the ginger extract warms the palate for a full-bodied finish.

Make an event out of World Gin Day at your venue and promote the great varieties of gins and mixers available. We will be celebrating at **Drink Warehouse UK**; however, we don't need an excuse to have a gin... or two!

APPLETON ESTATE
JAMAICA RUM

LAND ON THE EXTRAORDINARY
WITH A **GOLDEN TWIST** ON THE DAIQUIRI

Bring the big bold flavour of Jamaica gold rum to a top 5 classic cocktail*

Recipe : 50ml Appleton Estate Signature, 25ml Fresh Lime Juice, 15ml sugar syrup. Combine in an ice filled shaker, shake until chilled, strain into a glass and garnish with a lime twist.

£1 OFF
PER BOTTLE

* Drinks International Cocktail Report 2023

Offer available 01/05/24 - 30/06/24, over 18's, while stocks last.

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MAKE IT A **CAMPARI.**
SPRITZ

Fill a large wine or spritz style glass with ice.

Pour 75ml of Prosecco.

Followed by 50ml of Campari.

Top with a splash of soda (25ml).

Garnish with an orange slice.

50p OFF
PER BOTTLE*

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*Offer available 01/05/24 to 31/08/24, over 18's, while stocks last.
**DWUK sample poll of 4500 consumers. Jun-Jul 2023.

8/10
CONSUMERS
WOULD
BUY AGAIN**



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JOIN **KLUB** Jägermeister FOR UP TO **£300 OF MERCHANDISE FREE***



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ICE
COLD
SHOT

5 IN 10 CUSTOMERS WILL BUY WHAT THEY CAN SEE²

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*ALLOCATED CREDIT IS BASED ON EVIDENCE OF JÄGERMEISTER SALES VOLUME, THIS WILL BE RELEASED IN QUARTERLY INSTALLMENTS ²SOURCE INDEPENDENT CGA OUTLET RESEARCH



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£1 OFF†

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OF JOSE CUERVO®
& RECEIVE £1 OFF†

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The Perfect Margarita.

Jose Cuervo® tequila, Agave
syrup, lime juice, ice. Garnish
with a wedge of lime.

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TEQUILA
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APEROL SPRITZ

NO.1 BRANDED COCKTAIL
IN THE UK ON-TRADE*

BUY 6 APEROL,
GET 1 BOTTLE
OF PROSECCO
FREE**

PLEASE DRINK RESPONSIBLY
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ICE + PROSECCO + APEROL
+ A DASH OF SODA +



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THE PERFECT
SERVE

THE ORIGINAL
BITTERSWEET
ITALIAN SPIRIT

*2024 Market Drinks Report Q1 2023
**Offer applicable to 20/05/24 to 30/06/24 - while stocks last

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DAL 1965
CRODINO
NON-ALCOHOLIC
SPRITZ

£3 OFF PER
CASE

DWUK
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THE PERFECT
TASTE OF THE
ITALIAN
SUNSHINE

SERVE OVER ICE
IN A LARGE WINE GLASS
GARNISH WITH A FRESH
ORANGE SLICE

Offer available 20/05/24 to 30/06/24 - while stocks last



World Cocktail Day

Monday 13th May

World Cocktail Day is celebrated annually on May 13th. It's a day dedicated to honouring the art and enjoyment of cocktails worldwide. The origins of World Cocktail Day can be traced back to May 13th, 1806, when the first known definition of the word "cocktail" was describing a cocktail as "a stimulating liquor, composed of spirits of any kind, sugar, water, and bitters." Since then, cocktails have evolved into a diverse array of creative and complex drinks, each with its own unique ingredients, flavours, and cultural significance.



Brazil



Caipirinha

- 90ml Cachaça
- 2 tbsp sugar
- 2.5 limes

Juice 1.5 limes and set aside. Cut the other lime into 8 pieces. Add the sugar and lime pieces to a large glass and muddle until you've juiced all the little pieces and they're nicely combined. Add lime juice and cachaça to muddled limes and stir gently until sugar is dissolved. Pour over ice.

Peru



- 120ml ginger ale
- 60ml Pisco
- 1 tbsp lime juice
- 2 dashes Angostura Bitters

Juice approximately half a lime. Fill a highball glass with ice. Add ginger ale, pisco, and lime juice. Stir. Add 2 dashes of bitters, lightly stir, then garnish with a lime slice.



Chilcano

Mexico



- 60ml Tequila
- 60ml fresh grapefruit juice
- 60ml sparkling water
- 15ml lime juice
- 10ml agave syrup
- Coarse sea salt



Paloma

Salt the rim of the glass by rubbing a grapefruit wedge around the edge, then dip into a plate of salt. Pour all ingredients into a glass and stir. Fill glass with ice and garnish with grapefruit.



Pimm's Cup

U.K.



- 250ml Pimm's No.1
- 500ml lemonade
- ½ orange, cut into chunks
- 5 strawberries, cut into chunks
- Chopped cucumber
- Torn fresh mint

Add 10 ice cubes to large pitcher. Add all ingredients into pitcher and stir gently.



Poland

- 60ml Żubrówka Vodka
- 120ml apple juice
- Dash of ground cinnamon

Mix the vodka with the apple juice. Have all your ingredients ice-cold. Transfer to a serving glass and sprinkle a pinch of ground cinnamon on top. Serve with ice.



Szarlotka



Thailand

- 30ml Vodka
- 30ml Coconut Liqueur
- 15ml simple syrup
- 1 small Thai chilli pepper
- 3 slices young ginger
- 1 kaffir lime leaf
- 3 slivers lemon grass
- 3 drops lime juice
- Soda water

Crush chilli pepper, ginger, kaffir lime leaf and lemon grass together in a shaker to bring out the aroma and flavour. Add syrup, lime juice, coconut liqueur, and vodka. Shake well. Strain into a glass with ice. Top with soda, garnish with chilli, lemon grass and a lime slice.



Siam Sunray



Singapore

- 30ml Gin
- 15ml Cherry Brandy Liqueur
- 10ml D.O.M Bénédictine
- 10ml Cointreau
- 2 dashes Angostura Bitters
- 100ml pineapple juice
- 15ml lime juice
- 10ml Grenadine
- Soda water, to top
- Pineapple and cherry, to garnish

Pour the gin, cherry brandy, Bénédictine, Cointreau, Angostura Bitters, pineapple juice, lime juice, and grenadine into a cocktail shaker. Shake well to combine. Drop 4 ice cubes into a tall Collins glass. Pour the mixed cocktail over the ice cubes in the Collins glass. Fill the glass to the top with soda water. Garnish the drink with fruit.



Singapore Sling



Ginza Mary

Japan



- 60ml Vodka
- 45ml Sake
- 60ml tomato juice
- 15ml lemon juice
- 3-5 dashes Tabasco sauce
- 2 dashes soy sauce
- Dash ground pepper

Combine all ingredients except pepper in a mixing glass with ice and stir. Pour into a chilled Old-Fashioned glass. Grind pepper on top.



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We source as many of our fruits as possible from British Farmers and our neighbours in Europe.



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- 46% - Spain & Italy** oranges, lemons and tomatoes
- 11% - RoW** mangoes, pineapples and cranberries

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- 100%** of our product packaging is recyclable
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pick the pollinator Russets at the same time because the shops often don't want them. So Folkington's steps in, pays the farmers a bit extra, and gets these Russets picked & juiced. And saved.

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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."

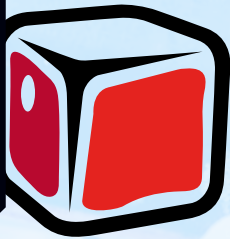
No less than 90% fruit gives Little Mixers purées a richness and integrity of taste to make it a key ingredient for luxury cocktails and mocktails.

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.

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