

SET THE BAR

Nov | Dec 2023

drinkwarehouseuk.co.uk

03301 220 800

By Drink Warehouse UK

FESTIVE FUN WITH DWUK

UP TO 50% OFF INSIDE

Be quick, and take advantage of our festive promotions.

BOOST YOUR XMAS SALES

Check out the top tips from the experts at DWUK.

CHALKBOARD WINES

Discover our fantastic '5+1 FREE' deals on selected wines.



Welcome

to our November | December 2023 edition of Set The Bar.

Now that dark nights have set in, **Drink Warehouse** UK are already planning for everything you need in the run up to Christmas 2023.

Stocking up for the festive season couldn't be easier than using the **DWUK** online ordering platform and if you don't already utilise this 24/7 customer friendly application, you might be missing out on some of our best online deals yet.

Just a reminder that these offers are not just for our alcohol ranges but also our alcohol free products and everything else that comes under the bar umbrella... because it is just as important to ensure that your abstaining customers are also enjoying tasty alternatives.

Don't forget to make a diary note of all of our important ordering and delivery dates over the Christmas and New Year period so that you can concentrate on hosting and not 'running out' to stock up your venue!

We have a treat for our competition prize this month, our friends at The Curious Brewery are offering a meal for four alongside some take away gifts from their newly launched range of beer. So don't forget to enter for a relaxing Brewery visit to enjoy at your leisure.

In this edition, we have provided some education and introductions to some great new products available through your trusted drinks partner. Alongside all of our great offers, we hope that we have given you lots of inspiration for some 'Winning Winter' serves for those important diary dates such as Bonfire night and generally standing outside freezing our fingers and toes off, which we are brilliant at in the UK!

Do let us know if there is anything in particular you would like to see more of in Set the Bar, we would love to hear your suggestions and feedback.

So, all things winter considered, put us to the test because we believe that you couldn't find a better drinks partner to give you that warm feeling to get you through the chilly season ahead.

Wishing you all a Happy Christmas.

Yours sincerely



Mick Curtis
Managing Director

Ways to buy:



drinkwarehouseuk.co.uk



03301 220 800



sales@dw-group.co.uk

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Get the best deals with DWUK

Terms & Conditions

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Diageo launches regenerative-agriculture pilots

Diageo is undertaking two regenerative-agriculture projects targeting wheat and barley grown in Scotland and Mexican agave farming. The initiatives are hoped to help the group tackle its scope-three emissions by adopting farming practices that boast of “enhanced” biodiversity support, improved water control and soil management. Both pilot projects will seek to teach farmers how to adapt their work in order to respond to climate change and environmental pressures. Ewan Andrews, Diageo’s Chief Sustainability Officer states ‘The Scotch Whisky and Tequila brands have such a strong connection to their local communities, and as we build increased resilience and productivity across our end-to-end supply chains, we are building broader partnerships to enhance the impact of regenerative farming practices at scale’.

New study suggests climate change patterns are boosting wine quality

A new study from the University of Oxford has pinpointed the role of warm summers and wet winters to determine wine quality, arguing that climate change patterns are likely to lead to improved wine quality. Using the last 70 years of critic scores of wines from Bordeaux wines combined with data on that particular year’s weather, researchers from the University of Oxford found that higher quality wine is made in years with warmer temperatures, higher winter rainfall, and earlier, shorter growing seasons — conditions that climate change is predicted to make more frequent. Andrew Wood, Lead Scientist on the project, says ‘With the predicted climates of the future, given that we are more likely to see these patterns of warmer weather and less rainfall during the summer and more rainfall during the winter, the wines are likely to continue to get better’.



Kahlúa undergoes brand refresh

Pernod Ricard-owned coffee liqueur brand Kahlúa has revealed a new look bottle, featuring a bold colour scheme with the packaging redesign paying tribute to the brand’s Mexican heritage. The new bottle design expresses the brand’s authenticity in a bold way, ‘heroing’ coffee liqueur. It also features a new brand logo complemented by a matt label finish to enhance the modern look and drive on-shelf appeal. The new bottles are already being rolled out in the US; however, they will be distributed to the UK soon! Along with the new bottle design, Kahlúa Original has reduced its ABV to 16% to address evolving consumer trends towards conscious drinking and lower-alcohol options, whilst offering the same rich and distinct flavour the coffee liqueur brand is known for.



Sheridan Coopers Wine Tasting at Balfour Winery

Sheridan Coopers held a very special tour and tasting day for their customers at Balfour Winery.

Having started the day with breakfast (essential as a foundation to wine tasting!) our hosts at the winery took the Sheridan Coopers Team on a fully comprehensive tour of the vineyard where each grape variety and specific process to produce the excellent range of wines was revealed. The Team then took part in a tasting of both still and sparkling wines alongside a new edition to the portfolio, Jake's Ciders. All of this activity made way for a lunch that provided further education on Balfour wines with a focus on helping customers make selections for their very own venues.

Thank you to Balfour Winery, it was a fantastic day that we hope to take part in next year.



Competition Winner Heineken

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

The Hare at Blean are the lucky winners of the a Heineken Bar Blade machine worth over £400! Congratulations to Matthew Hayden from the team at **DWUK**.

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

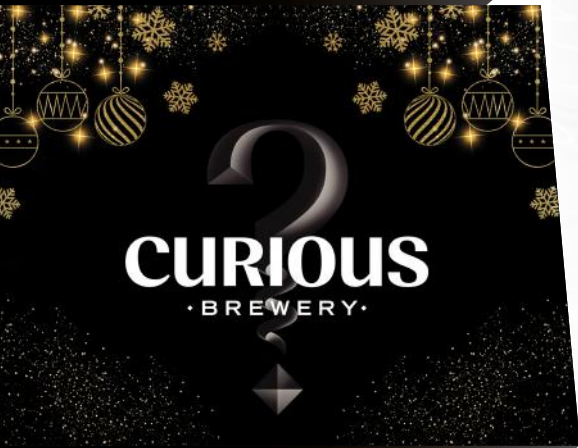
Sheridan Coopers Wine collaboration with Champagne de Barfontarc

Sheridan Coopers Wine recently partnered with Fortnum & Mason and Champagne de Barfontarc to showcase some fabulous wines.

This event paired a beautiful four course lunch with Barfontarc wine and along with our wine expert, Scott Malyon who with the assistance of Barfontarc themselves, was able to deliver a true tasting experience 'par excellence'.

We plan to deliver this experience once again to more **DWUK** customers so that they too can marvel at the quality of Champagne de Barfontarc.

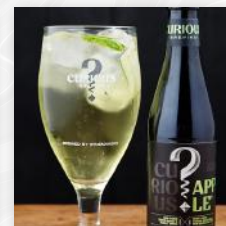
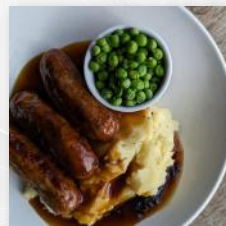
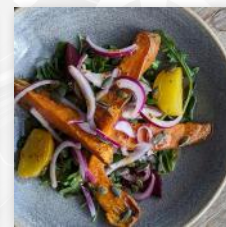
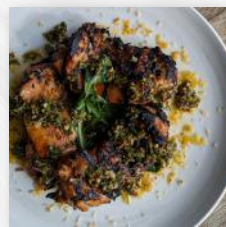
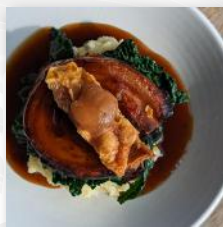




COMPETITION TIME @ DWUK!

WIN A FAMILY MEAL FOR 4 AND CELEBRATE CHRISTMAS AT THE CURIOUS BREWERY

This fantastic prize includes an exquisite meal for your family and a mouthwatering selection of beers from the **Curious Brewery & Wild Beer range***.



HOW TO ENTER

All you have to do is answer the following question:
WHERE IS THE CURIOUS BREWERY?
to be entered into the prize draw.

Email : Competitions@dw-group.co.uk
OR Message us on Social Media!

Terms & Conditions

Send your answer to 'competitions@dw-group.co.uk' or message us on social media during November & December 2023. Competition open to Drink Warehouse UK customers only. Drink Warehouse UK reserves the right to change or withdraw the competition and/or prize at any time. Submitting your entry constitutes your consent for us to use your entry, name and photos for editorial or publicity purposes, should you be the winner. By entering the competition, entrants are deemed to have accepted these terms and conditions.

*Prize includes a fabulous Brewery Tour for 4 people followed up with lunch and beers at the Curious Brewery Restaurant. Valid for 6 months, 3 course meal. (Menu and availability of some items may change). This prize is not transferrable, not redeemable for cash and not for re-sale. Entrants must be 18 years or older.

DWUK SUSTAINABILITY SPOTLIGHT



Della Vite

Della Vite is a world-class Prosecco brought to you by the Delevingne sisters; Chloe, Poppy and Cara. This is the first joint venture between the sisters, who have shared many of their happiest experiences over a glass of Prosecco. They are proud to make sustainable beverages with the Biasioto family, who have been crafting superior Prosecco for over three generations in the heart of the Valdobbiadene appellation. The hills of Valdobbiadene are alive with the local culture, knowledge, and a passion for making Prosecco. As it's not known to the world beyond, Della Vite (meaning 'from the vine') sets out to tell Prosecco's real story – the untold story. A region of quiet valleys and dramatic skylines, Glera grapes have been grown here since Roman times. At the heart of artisanal Italian wine culture, much of the area is a UNESCO World Heritage Site, selected for conservation for its cultural and environmental significance. This means their winery's sustainability is continually monitored.

Della Vite uses sustainable methods throughout their winery and production process, including powering the operation with solar energy. They avoid the use of farming machinery throughout harvesting and planting. They also avoid using overseas ingredients to limit carbon emissions from large transports. Furthermore, all Della Vite Prosecco is filtered through a clean ceramic system, rather than relying on draining agents that contain animal products, which is a standard practice in the industry. The water is even heated by the refrigeration units' exchange system, and nitrogen (used for wine storage) is always extracted from the air rather than chemicals.

The Della Vite brand vision is to ensure they are doing all they can for the environment, which is why Della Vite bottles are label-free. Instead, they are etched with the bespoke logo depicting the brand's signature.

They work with their customers as both deeply care for the planet and are committed to taking action every time someone buys their products. Every order includes a donation that protects 5 trees per order. This is made possible through a partnership with MyTrees, a fun new UK initiative that puts the ability to protect and restore the world's forests directly into the hands of individuals. They also give back through their global reforestation charity partner Conservation International, who have been restoring nature for more than 3 decades, MyTrees and Della Vite have set out to safeguard some of the world's most important natural ecosystems. Engaging with both governments and local communities, the charity's aim is to protect vital forests in the long term as well as support constant monitoring to prevent illegal logging and industry today. The donations support four key on-the-ground conservation projects; a tropical forest restoration project in the Brazilian Amazon, the Alto Mayo Protected Forest in Peru, the Chyulu Hills in Kenya and the Cispatá Mangroves in Colombia.

Available at drinkwarehouseuk.co.uk

DWUK LOW 2 NO ALCOHOL RANGE



Work parties, family dinners, girl's night out... there are so many opportunities for your customers to go out before the end of the year and it's your job to give them a good time.

However, it is also your responsibility to make sure they can get home safely. By providing amazing, non-alcoholic festive offerings to all designated drivers, it will lessen the risks after they leave your venue.

We have curated a list of great products to offer your customers. Instead of a boring orange juice, deliver a sense of ritual, flavour, and occasion for those not wanting to drink alcohol! With many great alternatives available, in fantastical flavours and variations, there is no need for any designated driver to go without.

EXPLORE OUR PRODUCTS

LOW 2 NO WINE

PAGE 14

LOW 2 NO BEER & CIDER

PAGE 27

LOW 2 NO SPIRITS

PAGE 53

ARE YOU DRIVING HOME FOR CHRISTMAS?



Drink Warehouse UK[®]

We Set The Bar

YOU GET MORE WHEN YOU ORDER ONLINE

WITH SO MANY BENEFITS, WHY BUY ANY OTHER WAY?



Order up to 8 weeks in advance
Get peace of mind by ordering ahead



Access invoices & statements
All your documents are available 24/7



Fast online ordering tools
Tools based on your favourite items



Easily manage the finances
View your account balance & make payments



Access our full range of products
Choose from over 3500 products



24 hours a day, 365 days a year
Order at your convenience



Exclusive online offers
Offers not to be missed



Contract prices at your finger tips
Your contract prices are available online



FREE delivery
On all online orders over £250

www.drinkwarehouseuk.co.uk



WAYS TO BOOST YOUR SALES THIS CHRISTMAS

Christmas is an excellent opportunity for bars, pubs, and restaurants to boost their sales by creating a festive and inviting atmosphere for customers. Embrace the holiday spirit to make sure your customers come to celebrate, socialise, and indulge in festive cheer. However, increasing sales during this time requires strategic planning and execution, especially during the festive season! That's why **DWUK** have put some hints and tips together for you to make sure your venue has the best Christmas ever!

1

FESTIVE MENU SPECIALS

One of the most effective ways to attract customers during the holiday season is by offering a special Christmas-themed menu. Create dishes and drinks that embody the holiday spirit, such as mulled wine, gingerbread desserts, and festive cocktails. Consider offering a mix of traditional favourites and unique creations to cater to a wide range of tastes.

2

DECORATE FOR THE SEASON

Deck the halls! A beautifully decorated establishment can set the perfect ambiance for a festive gathering. Adorn your bar, pub, or restaurant with Christmas lights, wreaths, and ornaments to create a warm and inviting atmosphere. Encourage your customers to take pictures and share their experiences on social media to generate buzz and attract more customers.

3

ONLINE MARKETING

Leverage the power of digital marketing to promote your Christmas offerings. Use social media platforms to showcase your festive menu, share images of your decorated space, and run targeted ads to reach potential customers. Engage with your audience through email marketing by sending out newsletters with exclusive offers and updates.

4

LIVE ENTERTAINMENT

Live entertainment can be a significant draw during the holiday season. Hire local musicians or bands to perform Christmas carols or holiday-themed music. Consider hosting special events like karaoke nights, trivia competitions, or themed parties to keep your establishment bustling with patrons.

5

HOLIDAY PROMOTIONS

Entice customers with promotions and discounts. Consider offering happy hour deals on Christmas-themed cocktails or discounts for group bookings. Create loyalty programs or offer vouchers for return visits during the quieter months after the holiday season to maintain customer retention.





Wine & Champagne

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



ARE YOU DRIVING HOME FOR CHRISTMAS?



**WEDNESDAYS
DOMAINE
SANGUINE**

£7.99

- Lighter-bodied
- Noticable depth
- Hints of plum



**WEDNESDAYS
DOMAINE
PIQUANT**

£7.99

- Crisp & clean
- Well-balanced
- Citrus notes



**WILD LIFE
SPARKLING
NUDE**

£6.89

- Mood-boosting
- Zing of lime
- Dry palate



**WILD LIFE
SPARKLING
BLUSH**

£6.89

- Mood-boosting
- Wild strawberry
- Mineral palate



View Our Full
Non-Alcoholic Range at:
drinkwarehouseuk.co.uk



BOOST YOUR WINE SALES THIS FESTIVE PERIOD

By Scott Malyon, Wine Expert

People are likely to spend more on 'special' wines at this time of year. So, ensure that you have your more 'adventurous' wines more visible on your wine list and any other areas in which you showcase your wine. For example:

1

PREMIUM WINES

Make some 'noise' about the more premium / expensive wines on your list; bolden them, highlight them, suggest that they pair really well with dishes from your Christmas menu if you have one, and, if not then create some food pairings (we can help you with this) with these wines and ensure that these pairings jump off the page and greet your customers with a festive flourish.

2

CHALKBOARD WINES

I bang on a lot about this one. Chalkboards in both their literal and metaphorical form. If you have access to physical chalkboards, you should absolutely be using them as a way to tell your customers about your wines. Use them solely as a means to what wines your staff are loving this week, for example. Then the following week, be playful with your technique. Write on the board that the "GM is hounding you to shift some AMAZING wines in the cellar so that they can create room for the new food fridge".

3

TRAINING

Staff training could make a real difference. If you gathered your team together on a Monday afternoon, for example, and allow our Training Manager to give them a wholesome, exciting training session to bring some of the other tips to life, on site, for your venue.

4

TABLE PROMOTION

Having tent cards on the table where your customers can see a small selection of wines with a 'by the glass' offer, for example, and displayed in a way that shows it's a 'seasonal special' will encourage people to engage with the offer. This will drive both customer exploration throughout your wine list, resulting in them having a wonderful time and also, increase sales for your venue.



Sheridan Coopers

Part of the Drink Warehouse UK Group



OPTIMISE YOUR VENUE'S WINE LIST FOR 2024 CONTACT OUR TEAM TODAY



Our **Sheridan Coopers** expert team specialises in understanding your venue's ambiance, food menus, and customer as well as the ever-evolving wine market trends and can provide insights tailored specifically to your venue. Through analysis of customer preferences and demographics, we can plan bespoke wine lists that elevate the overall customer experience and drive your profits to new heights in the year ahead.

The **Sheridan Coopers** offering doesn't stop there. We also offer a

tailored design service for your wine lists, capturing your brand as well as successfully selling wines. We will meticulously listen to your vision, maintain brand integrity, and seamlessly bring your wine menus to life, ready to be presented to your customers.

With our assistance, we can co-create a wine list that not only showcases your venue's individuality but also helps you achieve maximum profits in the competitive landscape of 2024.



Discover our fantastic '5+1 FREE' deal – a profit-boosting opportunity without the hassle of altering your wine list. Here are 5 reasons you should consider featuring our exclusive 'Chalkboard Wines' at your venue:

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

ARROGANT FROG CABERNET-MERLOT



BUY 5 GET 1 FREE
SC ONLINE ONLY OFFER

NOW ONLY
£4.99
Net £4.15 Ea

POTENTIAL RE-SALE PROFIT
Sell: £17.00 inc Vat
Margin: £10.02 ex Vat
GP: 70%

TASTING NOTES:

Elegant and complex with aromas of ripe black fruits combined with spicy notes such as liquorice and vanilla. Palate is well-balanced wine with smooth tannins and a long finish.

SEA CHANGE MALBEC



BUY 5
GET 1 FREE
SC ONLINE ONLY OFFER



NOW ONLY
£4.99
Net £4.15 Ea

POTENTIAL RE-SALE PROFIT
Sell: £17.00 inc Vat
Margin: £10.02 ex Vat
GP: 70%

TASTING NOTES:

This classic Malbec is pronounced on the nose with refreshing notes of violets and jasmine alongside rich, ripe blackberries. Refined and fun, fruit forward and vibrant with great structure and balance.

ARTESA RIOJA TEMPRANILLO



BUY 5
GET 1 FREE
SC ONLINE ONLY OFFER



NOW ONLY
£5.99
Net £4.99 Ea

POTENTIAL RE-SALE PROFIT
Sell: £20.00 inc Vat
Margin: £11.68 ex Vat
GP: 70%

TASTING NOTES:

Appealing black fruit aromas and hints of sweet spice lead to juicy plum, raspberry and liquorice characters on the palate. The finish is elegant and poised with ripe tannins.

VISTAMAR RESERVA MERLOT



BUY 5
GET 1 FREE
SC ONLINE ONLY OFFER



NOW ONLY
£6.99
Net £5.82 Ea

POTENTIAL RE-SALE PROFIT
Sell: £23.50 inc Vat
Margin: £13.76 ex Vat
GP: 70%

TASTING NOTES:

Intense red with violet hues. Fruity and fresh aromas with a delicate spicy touch. The palate offers fresh plums, gentle tannins, juicy and balanced acidity.

VISTAMAR RESERVA SAUVIGNON BLANC



BUY 5
GET 1 FREE
SC ONLINE ONLY OFFER



NOW ONLY
£6.99
Net £5.82 Ea

POTENTIAL RE-SALE PROFIT
Sell: £23.50 inc Vat
Margin: £13.76 ex Vat
GP: 70%

TASTING NOTES:

An elegant yellow. The nose offers tantalising tropical fruit aromas and white flowers. The palate is clean, and fresh, balanced and with a refreshing finish.

TORRE DEI VESCOVI SOAVE



**BUY 5
GET 1 FREE**
SC ONLINE ONLY OFFER



NOW ONLY
£5.99
Net £4.99 Ea

POTENTIAL RE-SALE PROFIT
Sell: £20.00 inc Vat
Margin: £11.68 ex Vat
GP: 70%

TASTING NOTES:

Light straw yellow colour. Delicate aromas with notes of white flowers. The taste of wine is dry, full-bodied, with a delicate bitterness and well-balanced acidity.

PALAZZO DEL MARE CATARRATTO



**BUY 5
GET 1 FREE**
SC ONLINE ONLY OFFER



NOW ONLY
£4.99
Net £4.15 Ea

POTENTIAL RE-SALE PROFIT
Sell: £17.00 inc Vat
Margin: £10.02 ex Vat
GP: 70%

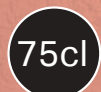
TASTING NOTES:

A riot of tropical aromas leap out of the glass. These flavours continue onto the palate joined by lovely ripe pear and a lick of acidity to balance the ripe fruit.

BELLEFONTAINE GRENACHE ROSÉ



BUY 5
GET 1 FREE
SC ONLINE ONLY OFFER



NOW ONLY
£5.99
Net £4.99 Ea

POTENTIAL RE-SALE PROFIT
Sell: £20.00 inc Vat
Margin: £11.68 ex Vat
GP: 70%

TASTING NOTES:

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

VIGNES DE ST PIERRE ROSÉ



BUY 5
GET 1 FREE
SC ONLINE ONLY OFFER



NOW ONLY
£4.99
Net £4.15 Ea

POTENTIAL RE-SALE PROFIT
Sell: £17.00 inc Vat
Margin: £10.02 ex Vat
GP: 70%

TASTING NOTES:

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

MULLED WINE MADE THE EASY WAY

MAPLE FALLS
LUXURY MULLED WINE

**BUY 6 FOR
ONLY £17.94**

SOLD IN CASE OF 6 - JUST £2.99 PER BOTTLE

This aromatic, fruity and spicy mulled wine is rich in orange flavours. Lemon and hints of red berry fruits balanced with traditional spice aromas of nutmeg, cloves and cinnamon.

Delicious served warm (but do not let boil) for a traditional gingery infusion, or cold as an ideal base for a seasonal punch.

**DWUK
ONLINE
ONLY
OFFER**

Wine & Champagne



**DWUK
ONLINE
ONLY
OFFER**

RUBIS
THE LUXURY CHOCOLATE WINE

AWARD WINNING INDULGENCE

50cl ONLY £11.49

Rubis is an indulgent blend of fortified tempranillo wine and premium chocolate flavour. Notes of rich cherry and red fruit enveloped in velvety premium dark chocolate means Rubis can be enjoyed as an after-dinner treat or on any special occasion.

Serve at either room temperature or chilled over ice for that ultimate chocolate experience.

FRANCE  1743
MOËT & CHANDON
 CHAMPAGNE

£4 OFF PER BOTTLE



IMPÉRIAL BRUT



IMPÉRIAL ROSÉ



**DWUK
 ONLINE
 ONLY
 OFFER**

drinkaware.co.uk



**PERFECT FOR PRE PURCHASE PACKAGES
 AND WELCOME DRINKS!**

**SERVE
 ON ICE**

**DWUK
 ONLINE
 ONLY
 OFFER**

NO ARTIFICIAL FLAVOURS | NO ARTIFICIAL COLOURS

CHANDON GARDEN SPRITZ

CELEBRATE THE FESTIVITIES WITH
 CHANDON GARDEN SPRITZ!

£24 OFF A CASE*
 6 X 75CL

*Offer available between 1st November - 20th December

- 1 

3 ICE CUBES
- 2 

1 CINNAMON STICK
- 3 

1 DRIED ORANGE
 WHEEL*

Place three ice cubes in a large goblet style glass and pour in 175ml of Chandon Garden Spritz. Drop in a cinnamon stick and a dried orange wheel, on the rim.

**or add a slice of fresh orange into the glass*

be.drinkaware.co.uk

World Vegan Day

1st November 2023

Vegan Mushroom Bourguignon

Ingredients:

- 30g dried porcini mushrooms
- 450g sliced cremini mushrooms
- 2 tbsp extra virgin olive oil
- 1 onion, finely chopped
- ¾ cup finely chopped carrot
- 1 red bell pepper, finely chopped
- 3-4 garlic cloves, minced
- 1 tsp dried thyme
- 1 tsp dried oregano
- 2 tbsp tomato paste
- 1 cup full bodied red wine
- 2 tbsp vegan butter
- 2 tbsp plain flour
- salt and pepper, to taste
- Mashed potato and fresh chopped chives, for serving

Method:

1. In a measuring cup, add one cup of hot water along with the dried mushrooms and set aside.
2. In a large pot, warm one tablespoon of olive oil over low to medium heat. Add the onion, carrot, and bell pepper. Cook for about 3 minutes, until onion is translucent.
3. To the pot, add the sliced mushrooms, minced garlic, thyme and oregano. Cook until the mushrooms begin to release their liquid, about 7-10 minutes.
4. Meanwhile, remove the dried mushrooms from the measuring cup while reserving the liquid. Discard any hard pieces then finely chop the rest. Add them to the pot along with the cooked mushrooms and 2 tablespoons of tomato paste. Stir everything together and cook for another 3 minutes.
5. Pour in the red wine and the reserved dried mushroom liquid, being careful to avoid any sandy bits that have settled to the bottom. Bring to a boil, reduce to a simmer and cook for 10 minutes, until liquid has reduced by half.
6. In a small bowl or measuring cup, use a fork to mash together the vegan margarine and the flour until it forms a crumb-like texture. Add it to the pot while continuing to stir, until smooth. Cook a few minutes more, or until the sauce thickens. Add salt, to taste.
7. Serve warm with mashed potatoes, fresh cracked pepper, chives, plus a glass of leftover red wine, and enjoy!





Sheridan Coopers

Sparkling
Special Offers

ALTIN KOPUK KAVAKLIDERE



BUY 4
GET 1 FREE
SC ONLINE ONLY OFFER



NOW ONLY
£9.99
Net £7.99 Ea

POTENTIAL RE-SALE PROFIT
Sell: £32.00 inc Vat
Margin: £18.68 ex Vat
GP: 70%

TASTING NOTES:

A sparkling white wine with a fresh fruit driven style, which is light and refreshing. Altin Koepuek is the first natural sparkling wine of Turkey

ALBOURNE MULTI VINTAGE



**BUY 4
GET 2 FREE**
SC ONLINE ONLY OFFER



75cl

NOW ONLY
£17.99
Net £11.99 Ea

POTENTIAL RE-SALE PROFIT
Sell: £48.00 inc Vat
Margin: £28.01 ex Vat
GP: 70%

TASTING NOTES:

Generous and expressive panettone sweet baked bread, dried apricots, nuts and candied citrus peels, courtesy of its extended time on lees.

PIERRE MIGNON ROSÉ



**BUY 4
GET 2 FREE**
SC ONLINE ONLY OFFER



75cl

NOW ONLY
£24.99
Net £16.66 Ea

POTENTIAL RE-SALE PROFIT
Sell: £67.00 inc Vat
Margin: £39.17 ex Vat
GP: 70%

TASTING NOTES:

A beautifully coloured rose with delicate red berry fruit on the nose with hints of biscuity complexity. Bright, juicy and creamy on the palate with a core of ripe red fruit and a delicately scented finish.



SILVERHAND
ESTATE

SILVER REIGN
CHARMAT OF ENGLAND
SPARKLING WINE OF ENGLAND
BRUT

THE FUTURE
IS SPARKLING...

@silverhandestate

DRINK
ENGLISH



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.



ARE YOU DRIVING HOME FOR CHRISTMAS?



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

- Exceptionally crisp
- Tangy orange rye
- Delicately spiced



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

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



HEINEKEN
0.0%
▶ 24x330ml

- Refreshingly fruity
- Soft malty body
- Great balance



**BECK'S BLUE
PILSNER**
▶ 24x275ml

- Crisp & refreshing
- Non-alcoholic
- Great taste



SAN MIGUEL
0.0%
▶ 24x330ml

- Fresh flavour
- Malty notes
- Well-balanced



ASAHI
0.0%
▶ 24x330ml

- Crisp & refreshing
- Non-alcoholic
- Great taste



FREDAM
BREWING
0.0%
SINCE 2003

Through an exclusive process, we have found a system to recover some of the aromatic compounds lost during the process of dealcoholisation and put them back into the beer, obtaining a better product as a result. 66 Kcal serve.



ES -118 -004
CUK-G-054

SAY YES

WITH **ALCOHOL-FREE**

BUY 4 CASES AND GET FREE OLD
MOUT BERRIES & CHERRIES*

**DWUK
ONLINE
ONLY
OFFER**



Scan this QR to order
additional branded print POS
and digital assets

*Buy any 4 cases of Heineken 0.0 24 x 330ml and get a case of Old Mout Berries & Cherries 0.0 24 x 330ml free.
Offer period 1st November – 31st December 2023

Heineken 00 contains no more than 0.05% alcohol.

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



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!



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

TO ARRANGE AN INSTALL, SPEAK TO YOUR ACCOUNT MANAGER

OVER 18S ONLY. OFFER OPEN TO PARTICIPATING WHOLESALERS 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)

be.drinkaware.co.uk

STOCK LAZER CRUSH AND GET A

FREE POS KIT



OUR IN-YOUR-FACE ROCKET FUELLED, TURBOCHARGED, LASER-SHARP IPA, THAT HAPPENS TO BE **ALCOHOL-FREE.**



SCAN QR CODE FOR FREE SAMPLE PACK

BEAVERTOWN

OUT OF THIS WORLD BEER. DRANK ON EARTH.



ENJOY BEAVERTOWN RESPONSIBLY

Available in 24x330ml

DWUK OFFERS

STOWFORD PRESS DARK BERRIES CANS

24x440ML

Vibrant, dark berry coloured. Fragrant blackcurrant & black berry aromas. A delicious & refreshing cider bursting with the flavour of dark berries.

**ONLY
£30.99**

List £37.27



WHITSTABLE BAY ORGANIC ALE

8x500ML

A well-defined golden ale that blends citrusy hops with nutty malt flavours to create a fresh drink with additional notes of ripe fruit giving a unique finish.

**ONLY
£12.99**

List £17.41



BROOKLYN PILSNER BOTTLES

12x330ML

This beer layers clean malts with a balanced wave of bright hops, crowned by an instantly refreshing finish. Light toasty flavours and spicy, subtle citrus hop notes make it an instant classic.

**ONLY
£12.99**

List £17.32



GUINNESS WEST INDIES PORTER

8x500ML

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

**ONLY
£11.99**

List £16.36



BITBURGER DRIVE 0%

24x330ML

A delicately subtle and fresh-tasting beer combining a lightness with the genuine flavor of pilsner. A resplendent straw-colored gold with stable, white foam with a fine, porous structure.

**ONLY
£16.99**

List £22.29



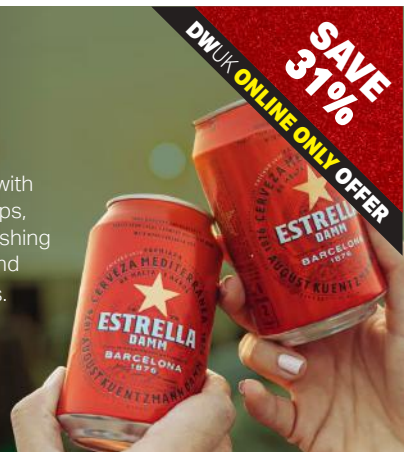
ESTRELLA DAMN CANS

24x330ML

This beer layers clean malts with a balanced wave of bright hops, crowned by an instantly refreshing finish. Light toasty flavours and spicy, subtle citrus hop notes.

**ONLY
£24.99**

List £36.24



HOFMEISTER WEISSE

24x330ML

Award winning wheat beer with an aroma that bursts with ripe banana and vanilla, all backed by a bready, brioche note.

**BUY 1
GET 1
FREE**



CARLSBERG PILSNER

24x500ML

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

**ONLY
£23.99**

List £31.55



ADNAMs.

SOUTHWOLD

£10 OFF AND A FREE CASE OF GHOST SHIP 0.5% PLUS POS KIT

WHEN YOU BUY 2 x 9G OF
GHOST SHIP PALE ALE 4.5%

Includes 1 POS Kit per customer:
with drip mats, glasses and bar
runners plus free case of 0.5%
8 x 500ml bottles.



DWUK
ONLINE
ONLY
OFFER

NUMBER ONE SELLING
NO
& LOW
ALE
IN THE UK

Terms and Conditions: £10 off and a free case of 8 x 500ml bottles of Ghost Ship 0.5% plus a free POS kit when you buy 2 x 9G casks of Ghost Ship 4.5% Pale Ale. Offer applies from 1st Nov – 31st Dec 2023. Full amount must be placed in one order to qualify for promotion. Subject to availability. 1 x POS kit per customer.

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

*Source: CGA on-trade data to w/e 08.10.22. As seen in Morning Advertiser, top brands to stock.

[adnams.co.uk](https://www.adnams.co.uk)

2024

THE SPORTING CALENDAR

NOVEMBER / 11

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

DECEMBER / 12

M	T	W	T	F	S	S
27	28	29	30	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

KINGFISHER
PREMIUM



ICC MEN'S CRICKET WORLD CUP 2023

WHEN: 5TH OCTOBER - 19TH NOVEMBER

WATCH IT ON: SKY SPORTS CRICKET / NOWTV

The ICC World Cup will continue through November. The event is returning this year after the tournament was delayed by COVID after 2019. England won the World Cup in 2019 and then beat Pakistan to win the T20 World Cup too, so they are fighting to defend their title for another year.

BREWDOG
PUNK IPA



DP WORLD TOUR CHAMPIONSHIP 2023

WHEN: 16TH - 19TH NOVEMBER

WATCH IT ON: SKY SPORTS GOLF / NOWTV

The DP World Tour Championship will take place at the Earth Course located in Jumeirah Golf Estates in Dubai. This event will feature some of the best players in the world, and two champions will be crowned on the 18th green – the DP World Tour Championship champion and the Race to Dubai winner.

THATCHERS
GOLD



CAZOO SNOOKER UK CHAMPIONSHIP 2023

WHEN: 25TH NOVEMBER - 3RD DECEMBER

WATCH IT ON: ITVX

The innovative format will see 128 players enter a three-stage round-robin tournament, with groups of four being steadily whittled down until just two players remain for a final showdown. The draw is packed with massive talents including Ronnie O'Sullivan, Judd Trump, Neil Robertson and Mark Williams, along with a host of other top stars and rising forces across the game.

COURAGE
LIGHT ALE



PDC WORLD DARTS CHAMPIONSHIP 2023

WHEN: 15TH DECEMBER - 3RD JANUARY

WATCH IT ON: SKY SPORTS DARTS / NOWTV

The PDC Darts World Championship returns to the iconic Alexandra Palace for this year's thrilling tournament. The competition is set to be an exciting one after England player Michael Smith managed to steal a shock win from three-time champion Michael Van Gerwen from the Netherlands. The winner has the chance to take home the title and £500,000!



INSTALL BIRRIFICIO ANGELO PORETTI AND RECEIVE A

COMPLIMENTARY KEG & POS PACKAGE

Born in Italy, brewed in UK
Promotion valid for duration of brochure promotional period. One deal per install. Available whilst stocks last.
Indicative POS package includes 3 x Pint Glassware cases (24PK), 1 x Drip Mat (PK500) and 1 x Wooden Bar Runner. Subject to change. Born in Italy, brewed in UK. Enjoy responsibly.

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

Brewed in the UK. Enjoy responsibly.

be drinkaware.co.uk

WINTER Beer TRENDS

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

Consumers are all about getting a banging buzz for their buck. The high ABV trend started in 2022 and predictions show it's going to swing over into 2024. Beers with a mild price point with a high Alcohol by Volume (ABV), around 7-9%, are going to be hot items on menus. The popularity of IPAs, which typically have higher ABVs, has swung back and forth in recent years; however, for the end of 2023, it seems they're going to maintain steady sales. Consumers who enjoy IPAs are now looking for the strong and unique flavours of double IPAs that also contain a high ABV, sometimes as high as 9%.

The rise of sour beers has been steady since 2020 and it looks like they're going to shine in the colder months of 2023/24. The unique, fruity yet tart flavour profile appeals to the palate and is skyrocketing into the mainstream menu. Part of this is due to brewers expanding the selection of sours available. Creating tons of delicious options with varying ABVs, taste notes, and even low-calorie versions. The

acidic, sour taste leaves an addictive feel on the palate, tempting the consumer to want another round again and again. Sours also appeal to cocktail and wine lovers since the taste can be fruity, bold, and smooth giving them a different taste and mouthfeel than a typical beer and closer to a cocktail or glass of wine.

Holidays, beer feasts, and limited batches have put seasonal beers on the top of the popularity list. Consumers in 2023 will go wild for their favourite brands' seasonal selections which will translate into a boost in sales or order requests. Festive brews, pumpkin flavour-infused options, and season-specific fruity or floral flavour notes give breweries many ways to appeal to their customers. In addition to season and holiday-specific flavours and types of drafts, small-batch, limited-edition beers also get drinkers excited to buy. Certain brands have created cult followings around releases that are only available for a limited time throughout the year.

The ongoing war between Ukraine and Russia, which together export more than a quarter of the world's wheat, and a terrible harvest for European hops—German crops dropped around 20 percent, while Czech yields fell more than 40 percent from 2021—will lead breweries looking closer to home for raw materials. Brewers are turning to locally sourced ingredients that are more reliable in uncertain times. Tapping into a region's unique natural bounty can also deliver market differentiation, which customers are always on the lookout for. Keep an eye on what breweries are doing to make their recipes more local-friendly.

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

DWUK WINTER BEERS



JAKE'S IPA

- Unique
- Smooth
- Light bitterness
- Bright



BREWDOG LOST LAGER

- Vibrant citrus
- Herbal notes
- Crisp
- Refreshing



CURIOS SESSION IPA

- Balanced
- Powerful hops
- Fresh
- Quenching zest

RECEIVE 1 FREE CASE OF ZERO WITH EVERY GOLD KEG PURCHASE*

DWUK
ONLINE
ONLY
OFFER



PERFECTION IN EVERY DROP

One third of pub visits now contain no alcohol.
Maximise every revenue opportunity with your no and low range by
stocking the no. 1 alcohol free apple cider.

*Only 3 cases per customer. Buy 1 x Thatchers Gold 50L keg and receive 1 x 6 x 500ml
Thatchers Zero bottle case free. Source: KAM media no and low report 2023; CGA OPMS P04 23.4.23.

Buy 4 cases of fruit cider and get a FREE Winter POS Kit & a case of Kopparberg Ginger Beer

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



Check out [Behind The Bar](#), our all-new trade website giving you the tools to drive sales of Kopparberg in your venue. [Scan here to sign up for free.](#)



**DWUK
ONLINE
ONLY
OFFER**

KOPPARBERG

Source: IRI 52 we 22/01/23, CGA 52 we 31/12/22.

T&C's: Offer available from 01.11.2023-31.12.2023. Packaged fruit cider includes cases of 15 x 500ml Strawberry & Lime, Mixed Fruit and Mixed Fruit Tropical. FOC Winter Visibility POS Kit includes 5 ice buckets, 1 pack of beer mats, lanyards and A3 posters. Drinks Warehouse have the right to stop this promotion at any time. While stocks last.

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A WINNING CASK PORTFOLIO FROM CMBC



**DWUK
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ONLY
OFFER**

PRE-ORDER 2 9G'S AND GET £10 OFF EACH 9G

Promotion valid for the duration of the brochure promotional period. Buy any 2 9g's of the same product and receive £10 off per 9g. Qualifying products: Wainwright Amber 9g, Wainwright Gold 9g, Hobgoblin IPA 9g, Hobgoblin Gold 9g, Banks's Amber 9g, Banks's Mild 9g, Bombardier Amber 9g, Directors 9g, Eagle IPA 9g, Jennings Cumberland 9g, Marston's Pedigree 9g, Ringwood Fortyniner 9g, Ringwood Razorback 9g, Tetley's Original Bitter 9g & Young's London Original 9g. Not available in conjunction with any other offer. Deal subject to change. Available while stocks last.

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

@cmbcuk

@cmbcuk

be**drinkaware**.co.uk

BUY 5 CASES AND GET AN OLD MOUT BERRIES & CHERRIES FREE*

DWUK
ONLINE
ONLY
OFFER



*Buy any 5 cases of Heineken 24 x 330ml, Heineken Silver 24 x 330ml, Old Mout Range 12 x 500ml, Newcastle Brown Ale 12 x 550ml or Desperados 24 x 330ml and get a free Old Mout Berries & Cherries. Offer period 1st November – 31st December 2023

Heineken 00 contains no more than 0.05% alcohol.



Scan this QR to order additional branded print POS and digital assets

ENJOY RESPONSIBLY

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**DWUK
ONLINE
ONLY
OFFER**

WIN 12 KEGS OF CHRISTMAS

**BUY 3 X 50L OR 5 X 30L KEGS &
I CASE OF GUINNESS 0.0% FOR
YOUR CHANCE TO WIN 12 KEGS!***

GUINNESS



for the facts
drinkaware.co.uk
PLEASE DRINK RESPONSIBLY

*Promotion open to selected on-trade licensed premises in GB only. 18+. Purchase 3x50L or 5x30L kegs of Guinness Draught and 1 x case (24 x 538ml) of Guinness 0.0 in can from a participating wholesaler between 1st November 2023 and 31st December 2023 for a chance to win a prize of 12x50L kegs of Guinness Draught. 3 prizes available to be won. All kegs must be claimed from the same wholesaler initial kegs/case are purchased from before 1st August 2024. Max 1 prize per on-trade licensed premise. Automatic entry upon qualifying purchases. To opt-out of Promotion email twelvekegs@promotions.uk.com. For full T&Cs and list of participating wholesalers, visit www.promotions.uk.com/twelvekegsregional. Promoter: Diageo Great Britain W1F 7HS.

POS, Tips & More



Scan me

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Live Every Moment

PERONI
NASTRO
AZZURRO
THIS CHRISTMAS

**BUY ANY 5 FROM THE
PERONI NASTRO AZZURRO
RANGE TO RECEIVE A
FREE CASE OF PERONI 0.0%***



Asahi | Asahi UK Ltd

be drinkaware.co.uk

Terms and Conditions apply, visit www.asahibeer.co.uk/promotional-terms-and-conditions

*
Peroni Nastro Azzurro Stile Capri (24x330ml)
Peroni 0.0% (24x300ml)
Peroni Nastro Azzurro (Blue) (24x330ml)
Peroni Gluten Free (24x330ml)



RELIANCE PALE ALE

4.2%

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

COLDHARBOUR LAGER

4.4%

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

INSTALL KIT
INCLUDES, GLASSES,
BAR RUNNERS
AND T SHIRTS

NOW AVAILABLE ON DRAUGHT

CONTACT YOUR ACCOUNT MANAGER FOR MORE DETAILS PLEASE.



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BRIXTONBREWERY.COM
@BRIXTONBREWERY

DWUK PROMOTING LOCAL PRODUCTS



Brixton Brewery started in 2013 and has been brewing in South London ever since. Everything they do is supercharged with the buzz and electricity as it welcomes new people and ideas to their locally crafted beers. Brought to life by an intrepid generation looking to replicate the culture, arts, music, and food that represents Brixton in all its glory. From market stalls to a hip nightlife, Brixton Brewery reflects the very atmosphere of its namesake where people are welcomed from all corners of the world as Brixton believes that people of all backgrounds contribute to make a greater community. Brixton has also embraced a range of improvements on environment and sustainability, including working alongside Repowering London to install solar panels on the brewery roof, swapping delivery vans out for an electric model and moved from bottles to cans, which are a more sustainable option.



All beer is hand-crafted in small batches and is always unpasteurised and unfiltered for maximum flavour. There are two modern brewhouses; a smaller 10hl kit in the original railway arch location where all experimentation happens. All bigger batches are made on the 50hl three-vessel system just up the road at their main production site. A Brixton twist to traditional brewing styles is used as they add the best ingredients that they can get their hands on, whether sourced from our local markets, or further afield. The resulting beers are tasty, refreshing and perfectly balanced for easy drinking.

Brixton Brewery blend the finest malted barley with hot water in a mash tun, transforming the malt starches into a sweet and flavoursome golden liquid called wort. This 'malt tea' is then transferred to the brew kettle, leaving the spent grain behind. The flavour of the beer really starts to develop as the wort is brought to a rolling boil in a brew kettle to sterilise,

stabilise and drive off any unwanted flavours. Bittering hops are added and boiled to extract their alpha acids to give the beers balance. The whirlpool process preserves a maximum hop flavour, by adding a generous dose of 'hot-side' hops and extract aromas and flavours through a gentle spinning motion. This also clarifies the beer, drawing solids to the centre of the vessel, filtering the liquids. Millions of tiny yeast cells are added to the wort, inside a fermentation tank, which ferments sugars into alcohol, heat and CO2. The yeast, as well as any dry-hops, fruit or spices, are added here. Experimenting here is part of the fun of creating new brews. Brixton then mature and condition their beers in a bright beer tank at low temperatures. This helps to stabilise and develop the beer's flavour and look, before CO2. At this point, the beer is fresh, flavoursome and ready to be packaged and enjoyed.



As a growing and community-based business, Brixton Brewery are always staying connected to the local area which continues to support and sustain the brand. Which is why they are always looking for ways to do better and give back as well as taking care of their hard-working team including sponsoring the Brixton Chamber Orchestra – a full chamber orchestra (and charitable organisation) that includes a diverse range of musicians and musical styles – from grime to classic pop to gospel – keeps its community performances free and accessible to all. They also work with local businesses makes the community stronger so Brixton work hard to shine a light on other businesses working hard to make it in the local area. They are also active members of the Brixton Business Improvement District (Brixton BID) and have worked closely with smaller businesses to give them wider exposure.

AVAILABLE AT DRINK WAREHOUSE UK





COOL FLOW TECHNOLOGY
SmartDispense™

REVOLUTIONISE YOUR DRAUGHT DISPENSE

SMARTDISPENSE COOL FLOW TECHNOLOGY ALLOWS YOU TO SERVE COLD, CONSISTENTLY GREAT QUALITY BEER AND CIDER. STORE KEGS ADJACENT TO THE BAR WITHOUT THE NEED FOR A CHILLED CELLAR OR OPT FOR REMOTE KEG STORAGE.*



**12-WEEKLY
LINE CLEAN**

**KEG STORAGE
UP TO 24°C***

**UP TO 25M
FROM BAR**

**CONSISTENT
QUALITY**

**LESS
WASTE**

**TOTAL
SUPPORT**

POUR CONSISTENTLY GREAT QUALITY, GREENER PINTS THAT SAVE WATER AND REDUCE CO₂.

CONTACT YOUR SALES MANAGER OR VISIT:
SMARTDISPENSE.HEINEKEN.CO.UK



PROUD TO SERVE GREAT QUALITY BEER AND CIDER

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

drinkaware.co.uk for the facts

BREWDOG

THE EAGLE HAS LANDED

DWUK
ONLINE
ONLY
OFFER

30 LITRE KEG
£83.99

★
FREE
POS KIT ON
INSTALL
★



CHRISTMAS OFFER



CURIOUS PILSNER

CRISP ENGLISH LAGER
4.0% ABV

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



CURIOUS LAGER

CRAFTED WITH CHAMPAGNE YEAST
4.7% ABV

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



CURIOUS APPLE

CRISP & AROMATIC CIDER
5.2% ABV

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



CURIOUS SESSION IPA

ZESTY TRIPLE HOPPED
4.4% ABV

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



AVAILABLE IN 12X330ML CASES



FREE KEG




on first order plus Premium POS kit

Kit includes 2 Bar runners/case of branded Pints/pack of Coasters and set of Tent Cards.



DISCOVER
curiousbrewery.com

Orders via sales@dw-group.co.uk or 0330 122 0800

   [curiousbrewery](https://www.curiousbrewery.com)



CURIOUS?

BREWERY

English Lager & Cider. Sustainably crafted in the Garden of England

CURIOUS BREWERY WAS ESTABLISHED IN 2011 AND BREWS AWARD WINNING BEER AND CIDER AT ITS STATE-OF-THE-ART BREWING FACILITY IN ASHFORD, KENT



Curious are famous for award winning Premium English beers. Curious Lager, which is made with champagne yeast, has won numerous awards including the prestigious World Gold Award. The Lager range is complimented by a triple hopped Session IPA and an Apple Cider which is made with hand-picked Kentish apples.

Wild Beer Co are one of the original craft beer pioneers and became part of the Curious family in 2023. The Wild beers offer a diverse and complimentary range of exceptional, flavoured craft ales.



THE BEERS

CURIOUS BRAND RANGE

An authentic English Premium range using ingredients that grow close to the brewery. From zero carbon Kent hops to hand-picked Kentish apples, we are careful to source and work with as many local suppliers as possible. The beers are available in keg and 330ml bottles.

WILD BEER RANGE

Exceptionally flavour-some craft ales which are both memorable and can be enjoyed by a wide spectrum of drinkers from enthusiasts seeking newness and innovation to those simply looking for a great beer. The beers are available in keg, occasionally cask and always 440ml and 330ml cans.



Please contact sales@dw-group.co.uk to find out more

CHRISTMAS OFFER

WILD BEER CO
BIBBLE
PALE ALE
Full Bodied + Mosaic Hops
GLUTEN FREE
4.2% ALC VOL

BIBBLE
Satisfying session pale ale with aromatic mosaic hops.
30L KEG ABV 4.2%

WILD BEER CO
POGO
PASSIONFRUIT PALE ALE
Passion Fruit + Orange + Guava
CONTAINS LACTOSE
4.1% ALC VOL

POGO
Boldly hopped pale ale, brimming with tropical fruit characters.
30L KEG ABV 4.1%

WILD BEER CO
UNDER THE SUN
SESSION HAZY IPA
Smooth + Juicy
4.7% ALC VOL

UNDER THE SUN
A hazy soft Session IPA with a tropical cocktail of aromas and flavours.
30L KEG ABV 4.7%

WILD BEER CO
MILLIONAIRE
MILK STOUT
Salted Caramel + Chocolate
CONTAINS LACTOSE
4.7% ALC VOL

MILLIONAIRE
Salted caramel & chocolate milk stout. Sweet & salty, velvety & luxurious.
30L KEG ABV 4.7%



Orders via sales@dw-group.co.uk or 0330 122 0800
AVAILABLE IN 440ML CAN AND SOME CASK

FREE KEG on first order plus Premium POS kit

CORNISH ORCHARDS
Westnorth Manor Farm

Install Cornish Orchards & receive a free keg*

Pressed & blended in the heart of Cornwall

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LIVE ITALIAN



Luigi Moretti

L'ITALIANA AUTENTICA

be [drinkaware.co.uk](https://www.drinkaware.co.uk)
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BIRRA MORETTI ZERO CONTAINS ≤ 0.05% ABV

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ONLINE
ONLY
OFFER**



£88.48

AMERICAN PALE ALE

GOLDEN & CITRUSY

ONLINE ONLY

ALC. 4.7% VOL.

Crisp and citrusy with a signature dry finish, our classic American Pale Ale is brewed with a liberal dose of US hops: Cascade, Chinook and Centennial. A stellar combination.

BITTER: [5 hop icons]

SWEET: [5 malt icons]

SIGHT: Deep gold

AROMA: Hop fruitiness, Zesty

TASTE: Crisp, Citrusy, Dry finish

ALLERGENS: Malted **Barley**



£101.17

REVELATION

EXTRA HOPPY IPA

ONLINE ONLY

ALC. 5.7% VOL.

Revelation is our legendary IPA for the hop lovers. Citrusy American hops added by the sack full and dry hopped with the 'Hop Rocket' to boost flavour. A stellar adventure.

BITTER: [5 hop icons]

SWEET: [5 malt icons]

SIGHT: Deep gold

AROMA: Citrus, Stone fruit

TASTE: Hop fruitiness, Assertive bitterness

ALLERGENS: Malted **Barley**



£81.68

ORBITER

CITRUSY BEST BITTER

ONLINE ONLY

ALC. 4.0% VOL.

Blasting off with a modern take on the classic Best Bitter, Orbiter harnesses American Amarillo hops alongside the classic East Kent Goldings variety for a citrus hit. Amber in colour, this super sessionable beer combines rich, malt character with full on fruit hoppiness. A stellar twist on tradition.

BITTER: [5 hop icons]

SWEET: [5 malt icons]

SIGHT: Amber

AROMA: Fruity, Zesty

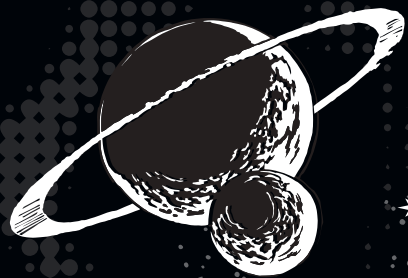
TASTE: Gentle bitterness, Candied fruit, Malty, Citrusy

ALLERGENS: Malted **Barley, Wheat**

DARKSTARBREWCO

DARKSTARBREWING.CO.UK

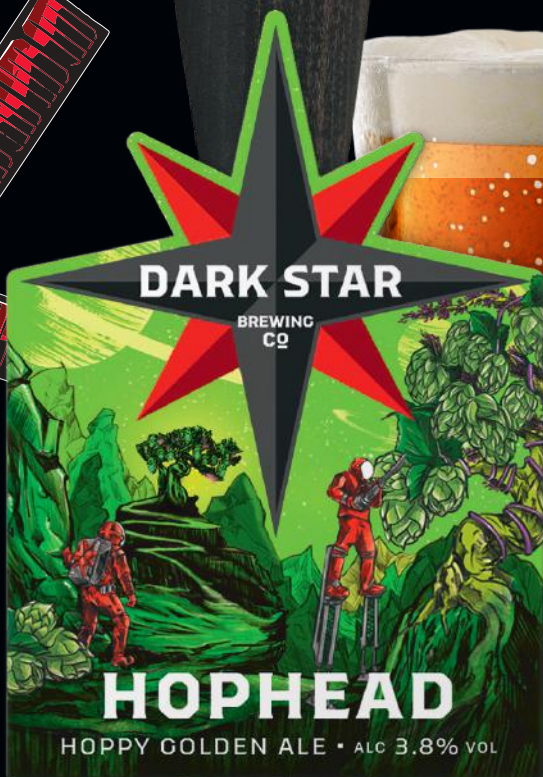
Terms and conditions apply. Visit www.asahibeer.co.uk/promotional-terms-and-conditions
*Pre-order any 2x Dark Star Firkins and receive £5 off your total order. Please see T&C's website for full details.



OUT OF THIS WORLD BEER

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BUY 2X FIRKINS
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TERMS & CONDITIONS: AVAILABLE DURING THE PROMOTIONAL PERIOD AND SPECIFIC TO THIS BROCHURE ONLY. THIS OFFER ONLY RELATES TO THE CASKS OF DARK STAR HOPHEAD WHILE STOCKS LAST. PROMOTER: ASAHI (UK) LIMITED. CHISWICK, LONDON W4 2QB



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Carlsberg Marston's Brewing Company is a proud member of the Portman Group, promoting responsible drinking. [@cmbcuk](#) [@cmbcuk](#) be:drinkaware.co.uk

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ARE YOU DRIVING HOME FOR CHRISTMAS?



WARNERS PINK BERRY
50CL

£14.99
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- Refreshingly bold
- Fruity bursts
- Recognisable kick



LYRE'S TRIPLE SEC
70CL

£17.99
List: £20.03

- Fresh orange
- Natural sweetness
- Soft finish



LYRE'S PINK LONDON DRY SPIRIT 70CL

£17.99
List: £20.03

- Firm juniper
- Earthy notes
- Dry finish



LYRE'S VERMOUTH ROSSO 70CL

£17.99
List: £20.03

- Rich
- Blood orange
- Balanced



HIGHPOINT RUBY APERITIF 70CL

£15.49
List: £18.74

- Herbal aroma
- Cool zest & spice
- Bittersweet citrus



CROSSIP DANDY SMOKE 50CL

£15.49
List: £18.95

- Smoky
- Bold opener
- Pine notes



THREE SPIRIT THE LIVENER 50CL

£16.99
List: £18.95

- Ayurvedic inspired
- Bold
- Vibrant



THREE SPIRIT NIGHT CAP 50CL

£16.99
List: £18.95

- Wood notes
- Bright spice
- Calm & dreamy



Martini

Dirty

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

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

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



MALFY ORIGINAL GIN



NOW ONLY
£22.99
LIST: £27.54

Potential re-sale profit (inc VAT):
25ml Cost: £1.11
25ml Sell: £3.71
GP: 70%

A truly authentic taste of Italy. Crisp and juniper-forward. Using just 5 botanicals, it still delivers extreme depth of flavour.

MAIDSTONE WILD GIN



NOW ONLY
£32.49
LIST: £36.49

Potential re-sale profit (inc VAT):
25ml Cost: £1.39
25ml Sell: £4.64
GP: 70%

A tang of citrus, backed by herby notes of bay & lavender. A sweet explosion of fresh mint and meadow flowers.

ARC BOTANICAL GIN



NOW ONLY
£26.79
LIST: £33.77

Potential re-sale profit (inc VAT):
25ml Cost: £1.15
25ml Sell: £3.83
GP: 70%

Earthy coriander aroma with savoury juniper & pine and a rounding of mango. Fresh palate with lemongrass hints.

TARQUIN'S CORNISH GIN



NOW ONLY
£17.99
LIST: £36.27

Potential re-sale profit (inc VAT):
25ml Cost: £0.77
25ml Sell: £2.57
GP: 70%

The crisp piney notes from the juniper balance with fresh citrus, leading to a bright floral finish.

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The Whitley Neill gin range includes: Distiller's Cut London Dry, Rhubarb & Ginger, Black Cherry, Blood Orange, Raspberry.

*Available while stocks last. All bottles 70cl.
The UK's #1 Premium Gin – Nielsen Scantrack UK value MAT to 25.03.23

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CHRISTMAS SPIRIT STOCK UP NOW

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OFFER**

POS, Tips & More



*Promotional Period: 1st November - 31st December. Products Available in this offer:
Smirnoff Raspberry Crush 70cl, Smirnoff Mango & Passionfruit Twist 70cl, Smirnoff No.21 70cl,
Smirnoff No.21 1.5l, Gordon's London Dry 70cl, Gordon's London Dry 1.5l, Gordon's Premium Pink 70cl,
Gordon's Premium Pink 1.5l, Captain Morgan Spiced Gold 70cl, Bell's 70cl, Bell's 1.5l,
Johnnie Walker Black Label 70cl, Baileys Original Irish cream 70cl and Baileys Original Irish cream 1.5l.

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*Available while stocks last. Bottle: 70cl



#WHATWHISKY

What's your proposition?

By Matt Searles *Spirits Expert*

Attention-spans are short, people over stimulated and choice is at an all-time high. Customers demand more of us as hospitality operators every single day. Advice from industry leaders is resounding. The key to success lies in understanding what your customers are truly seeking from their destination. It's not just about the drinks or the food; it's about creating memorable experiences. Crafting an enticing proposition that not only attracts patrons but keeps them engaged while in venue, returning time and time again.

This leaves us with one question on our minds:

WHAT'S YOUR PROPOSITION?

USP (unique selling proposition) is nothing new in business. We all know that we have to set ourselves apart. All too often that leaves us looking more to the competition than the customers. Range, price point, menu and décor are all great ways to look to operate differently. Customers are then enticed to explore, but doesn't drive much in the way of loyalty. How do we promote loyalty?

RITUAL.

"a sequence of activities involving gestures, words, actions, or revered objects"

We'd short-change ourselves by cutting straight to the objects (our menu products) when ACTIVITY is the prominent word on the lips of today's consumers. Experience lead operators are leaning more and more to what people are actually doing in their venues. Driving reasons to interact with other guests as well as members of staff as well as the entertainment. Venues such as flight club, Swingers and most recently Fair Game have all worked hard to focus on a drinks offering that compliments the activity of guests rather than as the central draw. It's this flip of focuses that is making this area of hospitality the fastest growing sector.

Consider the collective desires and preferences of your customers, but don't be afraid to tend to a specific group in your proposition. Your customers will typically prefer exploring options in a public setting since they're not sat at home exploring their own collection. They're intrigued and they're captive. Help them to engage more.

What could give them more reason to visit, explore your menu and interact with others in the venue?

OUR SUGGESTION : FLIGHTS.

No, not airplanes. Drinks Flights.

"A selection of drinks, usually smaller measures than typically offered on menu to allow guests a chance to explore a range of products, be it rums, gins, whiskies, wines or beers at a reduced cost"

Feedback from venues across London and the South East, specifically those who have seen the biggest growth, has been distilled down to the following steps, and with it, why we think whisky flights are your best first step into enhancing your proposition.

1. FOSTER ENGAGEMENT.

Create an inclusive atmosphere that encourages patrons to interact with your staff and fellow customers. Instead of relying exclusively on taste of the product, promote discussions current activity and usage, origins, and stories. Highlight other venues. It's not just about the transaction, but the relationship you build with your customers. Trigger continual reasons to engage. This approach not only enriches the experience but also prolongs dwell time, a crucial factor for sales per hour (SPH).

2. REMOVE BARRIERS.

Recognize that today's consumers are well-informed, and while fickle in their exploration, opportunity for brand loyalty is strong. Make it easy for them to explore your offering on their terms. Provide tasting mats with essential facts and information to facilitate discussions and curiosity. Simplicity and fun are key.

3. THE ART OF SMALL MEASURES.

Embrace the concept of small measures, following the trend set by wine tastings and craft beer. Offer smaller servings of premium spirits like whisky to make them more accessible and allow patrons to sample a variety of options, resulting in an enhanced experience.

4. DIVERSE REASONS TO VISIT.

Extend your venue's appeal by considering what else patrons can do while enjoying their drinks. Encourage interaction (with people and tasks) through focus driving and conversation-starting materials, helping guests have a good time without pressure.

5. INTRODUCE FLIGHTS.

One of the most impactful additions you can make is offering flights. Instead of having customers choose one option, provide them with a selection of mini-serves and accompaniments, be it water, ice or garnish. This strategy encourages exploration, enhances the guest experience, and turns your venue into a destination for a unique drinking journey. Offering more than one flight option, especially within a category like whisky almost always delivers further sales, even if through other products, driven by curiosity. Given people's price anchoring bias, offering a higher price flight, will lead to adding further value to your cheaper option, driving overall sales. With Connoisseurs and novices alike; empowered to explore the range you have on the back bar at a pace that is their own.

Drink Warehouse UK are creating a range of tasting mats to be printed by your account manager or at any time in venue. We have compiled an extensive list of product facts and tasting notes, as well as a roster of experts to come and sample the whiskies for your guests and staff in your venue for either a private training session or event for your guests. It's your choice whether to make that free or ticketed. We don't mind, and I'm sure the brands won't either if they know good people are drinking their exceptional tasting whiskies.

To be in with a chance to get one of our brilliant whisky experts down to your venue for a masterclass, all you have to do is:

- Ask your Account Manager for a tasting sheet to match your whiskies.
- Add a photo to social media of your whisky flight with the Hashtag #WhatWhisky.

In January, we'll go through the hashtags and contact you directly about getting one of the experts in your venue.

Some of the whisky experts, we're working with:

- Jamie Morrison – *Global Brand Ambassador, The Glenturret*
- Matt Hastings – *The Blender, No'Neen Distillery*
- Colin Higgins – *UK Brand Ambassador, Starward Distillery*
- Georgina Deterry – *UK Brand Ambassador, Copper Rivet Distillery*

DWUK WHISKY OFFERS

COPPER RIVET MASTHOUSE SINGLE MALT WHISKY

Masthouse Whisky Single Malt - Pot Distilled is made with specially grown Kentish grain, and is a beguiling spirit inspired by the ancient craft of ship mast-making at Chatham's Royal Dockyard, where it is distilled.

Green apple and ginger biscuit, tropical fruits and floral mid-notes, toasted oak, chocolate orange on the palate, finished with malt & white pepper.

Potential re-sale profit (inc Vat):
25ml Cost: £1.17
25ml Sell: £3.92
GP: 70%



LOCH LOMOND 12 YEAR OLD SINGLE MALT WHISKY

This exquisite 12-year-old single malt has a deep fruity character of peach and pear layered with a vanilla sweetness and the characteristic hints of peat and smoke found in Loch Lomond whiskies.

Potential re-sale profit (inc Vat):
25ml Cost: £1.14
25ml Sell: £3.81
GP: 70%



ELIJAH CRAIG SMALL BATCH BOURBON

Honeycomb, fresh cedar, marmalade and some spicy cardamom seed. On the palate, baked apples with a dusting of cinnamon, followed by fresh honey and cookie dough.

Potential re-sale profit (inc Vat):
25ml Cost: £1.30
25ml Sell: £4.34
GP: 70%



DRUMSHANBO IRISH WHISKY

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

Potential re-sale profit (inc Vat):
25ml Cost: £1.61
25ml Sell: £5.37
GP: 70%



GLENTURRET 10YR PEAT SMOKED

Matured in a combination of second-fill European & American oak casks, layers of rich fruit & peat smoke on the palate.

Potential re-sale profit (inc Vat):
25ml Cost: £1.83
25ml Sell: £6.09
GP: 70%



THE ARRAN BARREL RESERVE SINGLE MALT

The Barrel Reserve expression is light & elegant, no-age-statement Single Malt Scotch Whisky with a light golden colour.

Potential re-sale profit (inc Vat):
25ml Cost: £1.11
25ml Sell: £3.70
GP: 70%



DWUK WHISKY OFFERS

NIKKA DAYS JAPANESE WHISKY

A bright & vivacious blend of malt & grain whiskies. With underlying vanilla & toffee depths with a light, touch of peat smoke.

Potential re-sale profit (inc Vat):

25ml Cost: £1.26
25ml Sell: £4.20
GP: 70%

Smooth & Delicate Blended Whisky



NOW ONLY **£29.39**
LIST: £37.13

70cl

SAVE 20%
DWUK ONLINE ONLY OFFER

NC'NEAN ORGANIC SINGLE MALT

Smooth and elegant, our whisky is easy-going and delicious however you drink it, with flavours of citrus, peach, apricot and spice.

Potential re-sale profit (inc Vat):

25ml Cost: £1.47
25ml Sell: £4.91
GP: 70%



NOW ONLY **£34.39**
LIST: £45.99

70cl

SAVE 29%
DWUK ONLINE ONLY OFFER

RITTENHOUSE 100 PROOF RYE

Smooth toasted rye note dominates with touches of honey, oak, pipe tobacco and caramel. Peppery with a hint of honey underneath and a slight touch of oranges as the spice fades. Long and smooth with nice cinnamon and rye notes.

Potential re-sale profit (inc Vat):

25ml Cost: £1.44
25ml Sell: £4.78
GP: 70%



NOW ONLY **£33.49**
LIST: £37.35

70cl

SAVE 10%
DWUK ONLINE ONLY OFFER

BUFFALO TRACE BOURBON

Buffalo Trace is handcrafted using the finest Kentucky and Indiana corn, selected rye and superior malted barley. Aged in new American oak barrels, Buffalo Trace is generally accepted to be the most rounded of bourbons. It's perfectly balanced flavour of sweet, smoke and spice leave a smooth, long finish.

Potential re-sale profit (inc Vat):

25ml Cost: £1.01
25ml Sell: £3.36
GP: 70%



NOW ONLY **£23.49**
LIST: £26.19

70cl

SAVE 10%
DWUK ONLINE ONLY OFFER

FOUR ROSES ORIGINAL BOURBON

High-toned, crisp and citric: lemon, lime and tangerine peel with a hint of mintiness. The palate is zesty. Lemon, honey and spice. Nice rye balance towards the finish.

Potential re-sale profit (inc Vat):

25ml Cost: £0.91
25ml Sell: £3.04
GP: 70%



NOW ONLY **£21.29**
LIST: £23.71

70cl

SAVE 10%
DWUK ONLINE ONLY OFFER

DWUK WHISKY OFFERS



NEW YORK DISTILLING RAGTIME RYE

Distilled from rye proudly grown in New York State, this uncompromising whiskey is aged exclusively in full-size barrels to ensure robust flavour and nuanced finish.



DWUK ONLINE ONLY OFFER
SAVE 20%

70cl

Potential re-sale profit (inc Vat):
25ml Cost: £1.26
25ml Sell: £4.20
GP: 70%

NOW ONLY £29.39
LIST: £37.14

X BY GLENMORANGIE SINGLE MALT SCOTCH

MADE FOR MIXING

In pursuit of new flavour combinations, they have crafted the perfect single malt whisky for mixing. Paired with your favourite mixer, X by Glenmorangie creates effortlessly delicious drinks.



DWUK ONLINE ONLY OFFER
SAVE 20%

70cl

Potential re-sale profit (inc Vat):
25ml Cost: £1.02
25ml Sell: £3.41
GP: 70%

NOW ONLY £23.89
LIST: £30.13

ABASOLO MEXICAN CORN WHISKY

Made with 100% Mexican Cacahuazintle corn, Abasolo is a rich, complex Mexican corn whisky, matured in virgin oak casks. The palate offers notes of honey, black tea, vanilla, leather and roasted corn fill the palate.



DWUK ONLINE ONLY OFFER
SAVE 20%

70cl

Potential re-sale profit (inc Vat):
25ml Cost: £1.26
25ml Sell: £4.19
GP: 70%

NOW ONLY £29.29
LIST: £37.03

ARDBEG WEE BEASTIE 5YO SINGLE MALT SCOTCH WHISKY

Wee Beastie has spent five years in a combination of ex-bourbon and ex-sherry casks before being unleashed. Fresh, herbal aromas of pear, cracked black pepper, pine needles, vanilla and honey-glazed ham mingle on the nose with aniseed, green apple, leather and coffee.



DWUK ONLINE ONLY OFFER
SAVE 21%

70cl

Potential re-sale profit (inc Vat):
25ml Cost: £1.24
25ml Sell: £4.14
GP: 70%

NOW ONLY £28.89
LIST: £36.57



FRiS VODKA 70CL

THE WORLD'S CHILLEST VODKA

ONLY
£10⁻⁹⁹
ONLINE ONLY

CRAFTED AT CHILLED TEMPERATURES FOR A CRISP, SMOOTH VODKA

FRiS Vodka is four times distilled and utilizes a unique Freeze Filtered Process that removes impurities. The distilled spirit is then blended with purified water, resulting in a vodka with an exceptionally clean and crisp taste. FRiS is best enjoyed just how it is made: Cold.



SPIKED APPLE CIDER

- 1 part FRiS Vodka
- 2 parts apple cider
- 1 part ginger beer
- Ice

Stir together all ingredient in a glass over ice. Garnish with apple slices and a cinnamon stick.



FRiS HOT TODDY

- 1oz FRiS Vodka
- 1 tablespoon mild honey
- 2 teaspoons fresh lemon juice
- 1/4 cup boiling water

Combine all ingredients in a pitcher and mix well. Garnish with a slice of lemon.



FRiS BAY BREEZE

- 1 1/2 part FRiS Vodka
- 3 parts sparkling wine
- 1 part blue Curacao
- Blueberries

Combine all ingredients in a pitcher and mix well. Garnish with blueberries.



**AVAILABLE
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BALLER CHILLI BACON VODKA

- Chilli & bacon
- Unique taste
- Plenty of chilli heat

DWUK ONLINE ONLY OFFER
SAVE 10%



70cl

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

NOW ONLY £25.49
LIST: £28.51

ABSOLUT VODKA ELYX

- Luxury vodka
- Copper crafted
- Made in Sweden

DWUK ONLINE ONLY OFFER
SAVE 20%



70cl

Potential re-sale profit (inc Vat):
25ml Cost: £1.13
25ml Sell: £3.79
GP: 70%

NOW ONLY £26.29
LIST: £33.21



BELVEDERE INFUSIONS LEMON & BASIL

- Tart & zesty
- Fragrant basil
- Juicy lemons

DWUK ONLINE ONLY OFFER
SAVE 20%



70cl

Potential re-sale profit (inc Vat):
25ml Cost: £1.32
25ml Sell: £4.40
GP: 70%

NOW ONLY £30.79
LIST: £38.88

EAST LONDON LIQUOR CO. VODKA

- Smooth & creamy
- 100% British wheat
- Made in London

DWUK ONLINE ONLY OFFER
SAVE 12%



70cl

Potential re-sale profit (inc Vat):
25ml Cost: £0.90
25ml Sell: £3.00
GP: 70%

NOW ONLY £20.99
LIST: £23.88

CRANBERRY & ELDERFLOWER CHRISTMAS COCKTAIL

INGREDIENTS

- 1 lime (zest and 12.5ml juice)
- 1 tablespoon sugar for rimming glass
- Ice cubes
- 50ml ounces vodka
- 25ml elderflower liqueur
- 25ml cranberry juice
- Frozen cranberries for serving

METHOD

1. Zest 1/2 of the lime into a small bowl and combine with rimming sugar, rubbing the sugar and zest together with your fingers until fragrant. Sprinkle onto a small plate. Cut the lime into wedges, then use one to wet the edge of the serving glass. Gently tap the edge of the glass into the sugar, coating well. Set aside.
2. Fill a cocktail shaker with ice cubes. Add vodka, elderflower liqueur, cranberry juice, and 12.5ml freshly squeezed lime juice. Shake vigorously to combine and strain into the prepared glass. Garnish with a lime wedge and frozen cranberries and serve.



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OFFER

£2.50
OFF

A BOTTLE OF
THE BUSKER BLEND
70CL*

WITH SMOOTH AND DELICIOUS
IRISH WHISKEY



TREACLE OLD FASHIONED

50ml The Busker Blend, 15ml Apple Juice,
10ml Maple Syrup, 3 Dashes of Bitters
Stir over cubed ice. Serve with the zest of an orange.

be drinkaware.co.uk

* Limited number of deals available. Offer applies when purchasing The Busker Triple Cask Triple Smooth 70cl bottle.

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VIRTUAL
ROYAL OAK
DISTILLERY TOUR



FUEL YOUR GIN LIST WITH 100% ORGANIC ITALIAN

ENGINE

WINTER COSMO

50ml Engine Gin
30ml Cranberry Juice
20ml Lime Juice
20ml Cinnamon Syrup

Shake and serve in a coupe
with flamed orange zest.

£2.50 OFF

A BOTTLE OF
ENGINE GIN
70CL*

ENGINE
FUEL THE DREAM

Pure organic Gin

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ONLINE
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OFFER

SCAN TO
FUEL YOUR
DREAMS



* Limited number of deals available. be drinkaware.co.uk

GET INTO THE FESTIVE SPIRIT



£37.55



Eminente
Reserva

£25.45



Belvedere
Pure

£23.89



X by
Glenmorangie

£28.99



Glenmorangie
Original

£28.19



Hennessy
VS



HAVE A WONDERFUL CHRISTMAS FROM MOËT HENNESSY UK

be.drinkaware.co.uk

SAVE 10%
DWUK ONLINE ONLY OFFER



HASTINGS
DRY GIN

70cl

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

NOW ONLY
£27.49
LIST: £30.84

SAVE 13%
DWUK ONLINE ONLY OFFER



HASTINGS
RASPBERRY GIN

70cl

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

NOW ONLY
£26.99
LIST: £30.84

SAVE 19%
DWUK ONLINE ONLY OFFER



HASTINGS
SMUGGLERS GIN

70cl

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

NOW ONLY
£27.49
LIST: £33.96

SAVE 10%
DWUK ONLINE ONLY OFFER



HASTINGS
STRAWBERRY GIN

70cl

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

NOW ONLY
£27.49
LIST: £30.84

NEW BURST EXPLOSIVE FLAVOURS

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

**DWUK
ONLINE
ONLY
OFFER**



SHOT RANGE OFFER

BUY MIX OF 5X70CL FROM THE RANGE AND
GET 1 BOTTLE OF BURST FREE OF CHARGE*



RANGE INCLUDES: SOUTHERN COMFORT, SHEEP DOG, FIREBALL, TEQUILA ROSE, ANTICA RASPBERRY SAMBUCA, ANTICA LIQUORICE SAMBUCA, TUACA, GOLDSCHLÄGER *1 DEAL PER CUSTOMER, WHILE STOCKS LAST.

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1 PART SWEET
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NEGRONI IS ONE OF THE TOP 20 COCKTAILS IN THE UK
THAT OVER INDEXES DURING THE SEASONAL PERIOD*

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VISIT CAMPARI FOR
MORE INSPIRING SERVES

*Source: CGA Mixed Drinks Q1 2023 Datapack

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 & RECEIVE A **FREE** BOTTLE OF
JOSE CUERVO ESPECIAL SILVER 70cl



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PROXIMO

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**THE ORIGINAL
 BITTERSWEET
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*CGA OPMS 52WK £ TO 20.05.23 On Trade. **Offer available 1/11/23 to 31/12/23, while stocks last. Not to be used in conjunction with any other offer. Subject to availability. Only available while stocks last.

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ESTABLISHED
2008

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Chase

VODKAS INSPIRED BY THE WILD

Buy 1 bottle of Chase and get
3 x 750ml bottles of The Pickle House
Spiced Tomato Mix free*



POS, Tips & More



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The Pickle House

*Deal running over November and December only. Limited to one deal per customer per month.

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Espresso Martini



Cuba has been producing rum for over 400 years and never allowed the production of a spiced or flavoured rum until now. Black Tears Dry Spiced is the world's only 100% truly authentic Spiced Cuban rum as every element is created and produced on the island and is a very unique product. With no more than around 9g sugar p/ltr, the blend of aged Cuban rum is infused with Chocolate, coffee and sweet chilli pepper before being bottled at 40% ABV.

BLACK TEARS SPICED RUM

Black Tears Spiced Rum marries Cuban rum and Cuban spices, with coffee, cacao and aji dulce, which is a sweet chilli pepper. Full of toasty, roasted flavours, it's not overly sweet, so works very well in a rum Old Fashioned.

Potential re-sale profit (inc Vat):
25ml Cost: £0.95
25ml Sell: £3.14
GP: 70%



NOW ONLY
£22.00
LIST: £29.88

The Espresso Martini, traditionally made with vodka, is one of the UK's best-selling cocktails and very much a modern-day classic. The infusion of chocolate, coffee and a hint of pepper inside Black Tears Dry Spiced gives the drink a difference, delivering more flavour.

1. Add 50ml Black Tears Spiced Rum, 25ml coffee liqueur and 12.5ml agave syrup to a cocktail shaker filled with ice.
2. Shake until well-chilled.
3. Strain into a chilled cocktail glass.
4. Garnish with espresso beans.

This spiced rum twist on the classic is the perfect digestif for your customers, or just as a late night pick-me-up!

WHEN IT'S
GONE
IT'S GONE

HONEYBELL SPICED RUM



- Blossom Honey
- Bittersweet Orange
- Smooth Vanilla

Potential re-sale profit (inc Vat):
25ml Cost: £0.90
25ml Sell: £3.00

NOW ONLY
£20.99
LIST: £28.63

CHAIRMAN'S RESERVE SPICED RUM



- Orange Peels
- Cinnamon
- Carribean Fruits

Potential re-sale profit (inc Vat):
25ml Cost: £1.03
25ml Sell: £3.43

NOW ONLY
£23.99
LIST: £26.95

CAFFÉ BORGHETTI COFFEE LIQUEUR



- Roasted Coffee
- Hint of Mocha
- Rich & Smooth

Potential re-sale profit (inc Vat):
25ml Cost: £0.84
25ml Sell: £2.78

NOW ONLY
£19.49
LIST: £21.79

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BROWN-FORMAN

BUY ANY 8 X 70CL
OF THE BELOW
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Christmas Cocktails

Mistle-Sloe

INGREDIENTS:

25ml Sloe Gin, 25ml Brandy, 25ml Passion Fruit Puree, 10ml Limoncello, Soda water.

METHOD:

Add all ingredients to a Collins glass. Fill with ice and top with soda water. Garnish with half a passion fruit.



Snow-Berry-Ball

INGREDIENTS:

50ml Advocat, 25ml Gomme, 25ml Easy Mixt, 25ml Strawberry Puree.

METHOD:

Add all ingredients to a cocktail shaker with ice. Shake and strain over ice in a rocks glass. Garnish with a lime wedge and strawberry.



Rhubarb & Ginger Negroni

INGREDIENTS:

40ml Gin, 20ml Sweet (Red) Vermouth, 20ml Bittersweet Aperitif, 1tsp Rhubarb and Ginger Jam, Orange Wedge or Candied Ginger to serve

METHOD:

Stir all ingredients over ice in a rocks glass. Garnish with orange peel and ginger candy on a cocktail stick.



DRINK WAREHOUSE UK COCKTAIL ESSENTIALS



Limonce Limoncello

- Intense lemon
- Aromatic
- Pleasently sweet
- Sun in a cup



Doppelganger Aperitif

- Citrus
- Bittersweet
- Aromatic
- Herbaceous



Cinzano Rosso

- Fragrant
- Subtle sweetness
- Smooth & spicy
- Bitter edge



Easy Mixt

- Citrus
- Sweet
- Sour
- Bitter

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KLUB**

Jägermeister

**AND RECEIVE UP TO £300
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FREE***

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**SOURCE INDEPENDENT CGA OUTLET RESEARCH

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5 IN 10 CUSTOMERS WILL BUY WHAT THEY CAN SEE**



**PERFECT YOUR
ESPRESSO MARTINI
WITH MR BLACK**

Mr Black's blend of specialty-grade beans create an Espresso Martini that's unashamedly coffee-forward and generously frothy.

Find out why we were voted #3 Top Trending Liqueur globally by Drinks International.

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**BUY 2 BOTTLES OF
MR BLACK COFFEE LIQUEUR
AND GET £5 OFF**



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GIVEAWAY

BUMBU RUM

WHEN YOU BUY ANY 5 FROM THE RANGE




Pernod Ricard UK
Créateurs de convivialité

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BUMBU
The Original



Ready to Drink

From pre-packaged cocktails to alcopops, **Drink Warehouse UK** has a wide range of RTDs for your venue.

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JAMESONS GINGER ALE & LIME PREMIX CANS

12x250ML

This perfectly mixed combination of Irish Whiskey by Jameson, Ginger Ale & Lime makes for a refreshing lower ABV option on the go. Three refreshing elements that bring out the best in each other. Ginger ale complements the smooth taste of Jameson, without masking its delicious flavour.



SAVE 15%
DWUK ONLINE ONLY OFFER

ONLY £17.49
List £20.76

LIBERATION COCKTAIL STRAWBERRY DAIQUIRI CANS

24x200ML

A Strawberry Daiquiri in a can it is. Here your moment is made with overproof craft distillery barrel-oaked white rum, a juicy squeeze of British strawberries, lively Brazilian lime juice and sugar cane. Savour a sip with a zest for life. This cocktail has been expertly crafted by top mixologists using only the best quality ingredients and premium spirits. All natural, nothing artificial, no additives



SAVE 25%
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SAVE 16%

JUST ADD ICE

A world class cocktail made from amaretto with almonds and a mixture of lemon juices.

With a classic blend of amaretto, lemon, and bitters, this Amaretto Sour cocktail from Coppa is ideal if you're in the mood for some sophisticated serves. Keep refrigerated, and pour over ice to enjoy, garnished with a slice of orange and a maraschino cherry.



NOW ONLY **£11.29**
 LIST: £13.60



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SAVE 17%

RASPBERRY & PEACH
 24x275ml

VK Raspberry and Peach combines the taste of succulent raspberries with a hint of fresh peach. A flavour mash-up like no other, enjoy over ice for the perfect laid-back drink.



NOW ONLY **£20.39**
 LIST: £24.69

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 We Set The Bar

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TAPP'D COCKTAILS

Tapp'd Cocktails was launched in 2019 with one mission, to handcraft the UK's first mixologist quality, ready to drink cocktails.

Tapp'd provide a range of award winning, single serve cocktails with carefully selected ingredients. Which are all vegan, GF and have a 12 month ambient shelf life...



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	Unit	Case	GP On sell out price		
			£7.00	£8.00	£9.00
Promo Price	£1.99	£23.88	71%	75%	78%
Standard Price	£2.50	£30.00	64%	68%	72%



READY TO COCKTAIL IN 10 SECONDS



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**BUY 3 BIBS,
GET £10 OFF EACH BIB
PLUS A FREE POS KIT**

NOVEMBER & DECEMBER ONLY

DELICIOUS ON TAP

Gordon's | *Smirnoff* | *Captain Morgan*

1st November 2023 - 31st December 2023.
POS kit contains one case of Glassware
and 10 x Tent cards. While stocks last.

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Soft Drinks

With a range of soft drinks, including the **DWUK Drink Gun**, your bar will be equipped with the latest mixers and juices to complete the perfect soft serve.

DOUBLE DUTCH SKINNY TONIC WATER 24x200ML

With 60% fewer calories than the classic variety, this zesty and rewarding low calorie tonic is satisfying enough to drink alone but also rounds out the flavour of white spirits like gin and vodka superbly. With pink grapefruit bringing piquancy to the first taste and juniper berry balancing quinine's crispness with a rounded aftertaste there's nothing skinny about this slimline mixer.



ONLY £16.99
List £20.57

FRANKLIN & SONS PREMIUM LIGHT TONIC CANS 24x150ML

Here Franklin & Sons Natural Light Tonic Water is a low-calorie variant of the award-winning Natural Indian Tonic Water. No artificial sugar, sweeteners or preservatives are used to deliver it's light yet flavoursome nature. The cans make drinking premium G&T's completely accessible, providing you with the perfect amount to serve up anywhere.



ONLY £14.00
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PREMIUM FRUIT PURÉES

SIMPLE, SUSTAINABLE, DELICIOUS

- 90%+ fruit content
- Premium Quality
- 86% bartender preferred*
- Sustainable, 100% recycled packaging



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*Kerry Bartender Tasting 2018

Cordials

£12.99

PER CASE

6 x 500ml

Sparkling

£8.49

PER CASE

12 x 250ml

Belvoir Farm

Wildly Delicious Drinks

DWUK ONLINE ONLY OFFER

Real fruit. Nothing artificial.

ALSO AVAILABLE:

250ml Sparkling
Pink Lady® Apple Juice /
Non-Alcoholic Passionfruit Martini

500ml Cordials
Ginger / Blueberry & Blackcurrant

STOCK UP FOR CHRISTMAS

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Zero Waste

We are a zero waste to landfill company.

Our Packaging

Our bottles and cans are 100% recyclable.

Powered by Sunshine

Solar panels help to power our factory.



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Soft Drinks

**BUY ANY 4 CASES OF
FEVER-TREE (24X200ML)
& RECEIVE A FREE CASE OF
REFRESHINGLY LIGHT MEDITERRANEAN
TONIC WATER***

MIX WITH THE BEST
this Christmas



*Limited to 2 deals per customer. While promotional stocks last.

NATURAL FRUIT PURÉES THAT PACK A PUNCH

FROM THE UK'S NO.1 COCKTAIL BRAND*

SPECIAL OFFER
£5 OFF
 per 5x1kg case
 must be same flavour

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1 IN 4 CONSUMERS list ingredient quality as an important factor when choosing cocktails.

FUNKIN COCKTAILS PRO PURÉE has been trusted by bartenders for over 20 years.

90% REAL FRUIT. No artificial flavours or preservatives.



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*CGA Mixed Drinks Report Q1 2023 and Nielsen PRE MIXED ALCOHOLIC DRINKS Total Coverage YTD 27.07.2023 **T&C's apply



Offer applies to Passion Fruit, Strawberry, Lemon and Lime only

ESTD. 1999
 Certified Corporation
FUNKIN COCKTAILS

£2 OFF OLD JAMAICA GINGER BEER AND TING 24X330ML



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Old Jamaica

STOCK UP FOR CHRISTMAS

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FRANKLIN
LONDON 1886
& SONS LTD

**BUY ANY 4 CASES
& GET A CASE OF
275ML RASPBERRY
LEMONADE FREE**

Deal available across the 200ml mixer range



REMARKABLE DRINKS, WITHOUT COMPROMISE

Buy any 4 cases of 24 x 200ml mixers and receive a free case of 12 x 275ml Raspberry Lemonade. Offer runs from 1st November - 31st December 2023. While stocks last.

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JUICY OFFER

**BUY 3 CASES OF JUICE
& GET 1 CASE OF
TOMATO FREE***

Simple and timeless soft drinks made from the finest fruits. Enjoy classic favourites or discover something new.



FROBISHERS



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*Other flavours available. Whilst stocks last, subject to availability (24x250ml)

frobishers.com

THE LORDS OF WATER

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24 X 440ML STILL OR SPARKLING WATER



ONLY
£17.99

THELORDSOFWATER.COM



The **Drink Gun** is the dispense and service package that provides a solution to all of your soft drink requirements.

TELL ME WHAT'S THE FLAVOUR?

We have formulated the perfect bar solution for all types of businesses whether you are a pub, bar, nightclub, hotel chain or restaurant in fact, anywhere there is a requirement for a speedy, **time saving** and **quality offering**.

We understand that the provision of soft drinks, cordials and juice in a dispense format is a crucial **profit area** for your business. Not only will The Drink Gun save time, it will also save **space** by **reducing the volume of waste** from packaging, helping your business to contribute to its corporate social responsibility (CSR) and the **environmental** issues that our planet faces.

Choose
The Drink Gun to help improve efficiency, increase your drink sales and keep your customers happy.



FULL POST MIX SOLUTION

Our solutions include all aspects of the system coolers, CO2 carbonation, pumps, pipe work and pythons, plus industry standard dispense guns.

VARIETY OF DRINKS

As well as our 11 original flavours, you can also choose from Pepsi, Diet Pepsi, Pepsi Max, R Whites Lemonade, 7up Sugar Free & Tango.



FOR MORE INFORMATION

Contact your account manager or call **03301 220 800**

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250 BLACK & WHITE PAPER STRAWS	£3.99
250 PREMIUM COCKTAIL NAPKINS 24 X 24CM	£3.49



CLEANING THE BAR

ONLINE ONLY PRICE

5LTR DWUK PURPLE BEER LINE CLEANER	£4.49
5LTR DWUK CLEAR BEER LINE CLEANER	£4.49
5LTR HARD WATER GLASS WASH	£4.99
5LTR RINSE AID	£4.99
6 X 150M MULTI PURPOSE BLUE ROLL	£11.99

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Salty Dog



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(Salted Peanuts, Dry Roasted, Chilli Peanuts and Salt & Vinegar Peanuts only)



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**NEW
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**QUALITY HAND-COOKED
CRISPS & NATURALLY
NUTTY NUTS**

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**CHOOSE FROM GLUTEN
FREE, VEGETARIAN &
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SANTA'S LIL' HELPERS

DELIVERING THIS HOLIDAY PERIOD

DWUK are here to help and make sure you are prepared for the busy holiday season ahead. Whether you require a delivery or need sales support, our team is on hand to help.

During the holiday period, there will be no deliveries on
Sunday 24th, Monday 25th, Tuesday 26th, Sunday 31st December
and **Monday 1st January**


Ensure you have everything you need during the busiest time of the year. For deliveries on **Wednesday 27th December, all orders must be in by 12pm on Tuesday 26th December.** For deliveries on **Tuesday 2nd January, all orders must be in by 12pm on Monday 1st January.**

CHRISTMAS OPENING TIMES

Saturday 23rd December <small>(extended delivery day for customers who do not receive a Saturday delivery)</small>	Open as usual
Sunday 24th December <small>(Christmas Eve)</small>	Closed
Monday 25th December <small>(Christmas Day)</small>	Closed
Tuesday 26th December <small>(online orders can be placed at anytime up until 12pm the day before your required delivery day)</small>	Sales office open till 12 Midday
Wednesday 27th December <small>(extended delivery day for customers who do not receive a Wednesday delivery)</small>	Open as usual
Thursday 28th December	Open as usual
Friday 29th December	Open as usual
Saturday 30th December <small>(extended delivery day for customers who do not receive a Saturday delivery)</small>	Open as usual
Sunday 31st December <small>(New Year's Eve)</small>	Closed
Monday 1st January <small>(online orders can be placed at anytime up until 12pm the day before your required delivery day)</small>	Sales office open till 12 Midday
Tuesday 2nd January <small>(extended delivery day for customers who do not receive a Tuesday delivery)</small>	Open as usual

Please Note: All orders must be placed by 12pm/midday on the working day before your expected delivery day.

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TO RECYCLE**

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