

Headlines

 **Unitas** ON TRADE

March - April 2026

CALL IT A *bribe*
CALL IT *encouragement...* **WE CALL IT: 2 FREE KEGS**

One ingredient. Zero Nonsense. Made from apples you'd find in your fruit bowl.



Certified



Corporation
bcorporation.net



330ML CANS. 4.5% ABV
12 X 330ml

50L KEG. 4.5% ABV
SANKEY S-TYPE



T's & C's - 1 free keg on first order, and another after 3 months for every permanent SXOLLIE line.



01522 540431



SMALLBEER@SMALLBEERWHOLESALE.CO.UK



WWW.SMALLBEERWHOLESALE.CO.UK



@SMALLBEERLTD



TrentAns
VINTNERS

Dear customer...

Welcome to the March-April Headlines brochure for 2026.

First off this month I'd like to introduce you to Dan Gadsby. Dan has been our Wine and Spirits Portfolio Manager for seven years and has now taken a step up to become Group Purchasing Manager for the whole business. Dan has worked tirelessly behind the scenes on Headlines for the past seven years and will now take full responsibility for all supplier negotiations and promotions across all categories of our business. I will continue to work with him closely so that we get the benefit of all of our experience in forging through new products and enhanced promotional deals and general value, returning to you through

this Headlines feature each period.

We have tried to inject some sunshine into what has been a very dismal few months across Winter, and what better way to start with the beautifully bright Sxollie cider from South Africa, which comes in two variants of Golden Delicious and Granny Smith in can, and Granny Smith in keg. It lights up our front page and these beautifully crisp, clean ciders are the perfect way to spring into summer. We all know we are in desperate need of a bit of sunshine coming our way!

There's loads of other things to go at, so as always, we hope you can enjoy flicking through this magazine with a coffee. Give one of our sales

team a call and sit down with them to plan your purchasing for the next two months.

Lastly, please take note of the date of the 24th of March for our annual Wine and Spirits portfolio tasting at the Drill Hall in Lincoln. All details are on the back page, and an invite will be winging its way to you. We can't tell you how important dates like these are for us to get together and see what's fresh, new, and interesting, so that we can forge forward an enhanced offer for every drinker, publican, hotelier, restaurateur out there.

We look forward to seeing you on the 24th of March.

Cheers.

Rob Eastwood
MD, Small Beer Ltd

MAR
10
APR
30

UPCOMING FOOTBALL FIXTURES

	March	April
	7th FA Cup Fifth Round	4th FA Cup Quarter-Final
	10th/11th UEFA Champions League Round of 16	7th/8th UEFA Champions League Quarter-Final
	12th UEFA Europa League Round of 16	9th UEFA Europa League Quarter-Final
	17th/18th UEFA Champions League Round of 16	14th/15th UEFA Champions League Quarter-Final
	19th UEFA Europa League Round of 16	16th UEFA Europa League Quarter-Final
		25th FA Cup Semi-Final
		28th/29th UEFA Champions League Semi-Final
		30th UEFA Europa League Semi-Final

(Fixtures list correct at time of printing)

MAR
1

ST DAVID'S DAY

MAR
15

MOTHER'S DAY

MAR
17

ST PATRICK'S DAY

APR
3
6

EASTER WEEKEND

APR
11

GRAND NATIONAL

APR
23

ST GEORGE'S DAY

WE ARE NOW STOCKING CELLAR GAS!

WE CAN NOW
DELIVER GAS TO
YOUR CELLAR
DOOR!*

*WHEN YOU
PLACE AN ORDER
OF A MINIMUM
OF £150+VAT

BUY 4 IN ONE GO
& PAY ONLY
£17.50+VAT
PER CYLINDER

CO2,
MIXED 70/30 &
MIXED 60/40

ALL IN
STOCK NOW

USUAL PRICE £20+VAT PLUS A £20
DEPOSIT +VAT. DEPOSIT RETURNS ONLY
ISSUED ON BOC CANISTERS, & ONLY IF
PURCHASED FROM US ORIGINALLY*



*T&CS APPLY AND AVAILABLE ON SITE AT POINT OF COLLECTION

PURCHASE 1 X 9G

SAVE £5 PER FIRKIN

PURCHASE 1 X 4.5G

SAVE £2.50 PER PIN

PURCHASE 2 X 9G

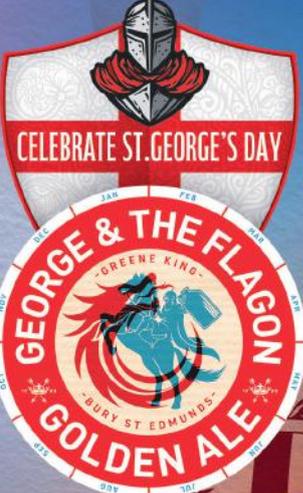
SAVE £7.50 PER FIRKIN
(£15 IN TOTAL)

PURCHASE 2 X 4.5G

SAVE £5 PER PIN
(£10 IN TOTAL)

FOR YOUR FREE ST GEORGE'S DAY AND ST PATRICK'S DAY CROWNERS, PLEASE EMAIL: WHOLESALE@GREENEKING.CO.UK





4.4% GOLDEN ALE, WITH TWO ADDITIONAL PATRIOTIC PUMP CLIPS TO SUPPORT BOTH ST GEORGE'S DAY AND ST PATRICK'S DAY

T&C's: Offer runs from 1st March – 30th April 2026. No limit to the number of deals per outlet. 2 x 9g Firkins or 2 x 4.5g PIN's must be purchased at the same time to qualify for the larger promotional discount price.



NEW STOCKISTS

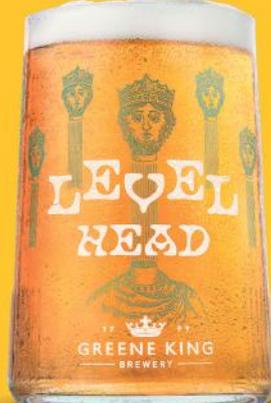
INSTALL DURING MARCH AND APRIL TO RECEIVE:

THREE FREE KEGS

PLUS AN UPWEIGHTED INSTALL KIT



A 4.3% SMOOTH, UNLAWFULLY FRUITY HAZY PALE ALE WITH ORANGE, CITRUS AND TROPICAL NOTES.



4% SESSION IPA. HOPPY AROMA, WITH DELICATELY BALANCED TROPICAL AND GRAPEFRUIT NOTES.



3.4% ETERNALLY LIGHT, EASY DRINKING ALL DAY IPA, WITH MELLOW TROPICAL NOTES AND CITRUS AROMA.

ASK ABOUT BECOMING A MEMBER OF OUR LOYALTY REWARD PROGRAM FOR EXCLUSIVE PERKS

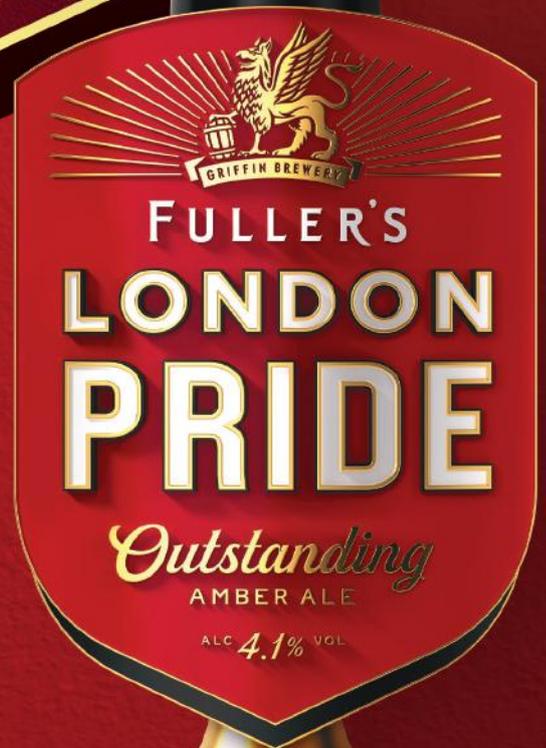
FOR INSTALLATIONS OR FURTHER INFORMATION PLEASE EMAIL: WHOLESALE@GREENEKING.CO.UK

Promotion available for new installs of Hazy Day, Level Head and Prior Life from 1st March – 30th April 2026. New stockists only. One deal per customer, per brand. First free 50L or 30L keg will be awarded after 4 weeks of continuous stocking. Second free 50L or 30L keg will be awarded after 8 weeks of continuous stocking. Third free 50L or 30L keg will be awarded after 12 weeks of continuous stocking. Continuous stocking is achieved when a keg is purchased weekly. Point of sale items include: 24 pint glasses, 2 x bar runners, 1 pack of 100 drip mats, 10 x T-Shirts, 1 x back of house poster, 1 x managers brief, pack of 10 lanyards. Point of sale items are subject to availability and may be substituted or delayed.



**BUY 2 CASKS FOR A
CHANCE TO WIN PREM
RUGBY FINAL TICKETS**

**SCAN TO
WIN**



be **drinkaware**.co.uk

FULLER'S
LONDON PRIDE | **PREM RUGBY**

On-Trade Wholesale Customers of Asahi UK only. Promotional period 1st March 2026 to 30 April 2026. For every transaction of two (2) London Pride casks, eligible customers will be automatically entered into a prize draw. Purchase necessary, retain receipt. Prizes awarded via a randomised prize draw by 11 May 2026. Prize: 3x two (2) tickets to Callagher PREM Rugby Final at Allianz Stadium, Twickenham on 20 June 2026. Subject to availability, while stocks last. Promoter: Asahi UK Ltd. Full terms and eligibility: <https://www.asahibeer.co.uk/promotional-terms-and-conditions>

ADNAMS.
SOUTHWOLD

GHOST SHIP

Pale Ale



**NEW LOOK,
SAME GREAT TASTE**

£15 OFF*

WHEN YOU BUY 2 X 9G'S OF GHOST SHIP PALE ALE

Plus a free Official Beer of Fish & Chips
POS pack which includes: Ghost Ship glassware,
beer mats, bar runners, and tasting note chalkboard.



*Full amount must be placed in one order to qualify for the £15 off and the POS kit. The qualifying product is 2X 9G casks of Ghost Ship Pale Ale. Limit one deal per customer. Not to be used in conjunction with any other Adnams offer.

be **drinkaware**.co.uk

THEAKSTON

NOWT
Peculier

0.0%
Alcohol Free

NOWT
TEKKEN
OUT
BUT
THE
ALCOHOL

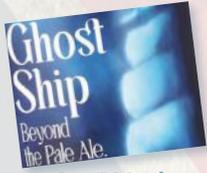
£14.99
8x500ml



theakstons.co.uk

GREAT BRITISH BOTTLED ALES FROM SMALL BEER

The perfect way to tap in to the growing market place for offering a great range of British Beers is to offer a great range of British Bottled Beers. You can do food matching evenings with them, sell them as off-sales to stop your customers going to the supermarkets or just display a great range on the back bar to entice a purchase. Below are just a few of the many we can offer. Call us to find out more.



8 x 500ml
PAY ONLY

£19.99
per case



8 x 500ml
PAY ONLY

£17.99
per case



12 x 330ml
PAY ONLY

£20.49
per case



8 x 500ml
PAY ONLY

£14.99
per case



12 x 330ml
PAY ONLY

£18.99
per case



8 x 500ml
PAY ONLY

£17.49
per case



12 x 330ml
PAY ONLY

£20.99
per case



12 x 330ml
PAY ONLY

£20.99
per case



12 x 330ml
PAY ONLY

£18.99
per case



12 x 330ml
PAY ONLY

£18.99
per case



12 x 500ml
PAY ONLY

£18.49
per case



8 x 500ml
PAY ONLY

£15.49
per case



12 x 500ml
PAY ONLY

£26.99
per case



8 x 500ml
PAY ONLY

£18.49
per case



12 x 330ml
PAY ONLY

£20.99
per case



8 x 500ml
PAY ONLY

£16.99
per case



8 x 500ml
PAY ONLY

£18.49
per case



GLUTEN FREE

8 x 500ml
PAY ONLY

£15.49
per case



GLUTEN FREE

8 x 500ml - 6.0%
PAY ONLY

£17.49
per case



GLUTEN FREE

8 x 500ml
PAY ONLY

£15.99
per case

£10 OFF A CASK



Available on Doom Bar 96, Atlantic 96, Twin Coast 96 and Cornish Coaster 96.

Contact your local representative for more details.
Offer available for none and lapsed (not stocked in previous 13 weeks) stockists only. Promotion valid 1st March - 30th April 2026.

be drinkaware.co.uk
@SHARPSBREWERY
WWW.SHARPSBREWERY.CO.UK

POS
AVAILABLE ON REQUEST.

CORE AND ROTATIONAL

- Tiny Rebel Cosmic Pale 4.2% ABV Session Pale Ale
- Tiny Rebel Cwtch 4.6% Welsh Red Ale
- Tiny Rebel Pit Stop 3.4% Session IPA

MONTHLY SPECIALS

- Tiny Rebel Lemonade Stand Citra Pale 4%
- Tiny Rebel Franky Four Fingers 4.4% British IPA
- Tiny Rebel Renegade Master Hazy Pale Ale 4.5%
- Tiny Rebel Fubar 4.4% Pale Ale

Tiny Rebel CASK CALENDAR

VIEW OUR CASK CALENDAR

CAFFREY'S[®] IS BACK TO **BLACK**

FREE POS KIT WITH EVERY INSTALL



Contact your local representative for more details. Promotion valid 1st March - 30th April 2026.

be.drinkaware.co.uk



Oakham

CRAFT BREW LEGENDS

**NEW FROM
OAKHAM!**



£94
PER 30L

From the home of the Original UK Citra®!

**CITRA®
SESSION IPA KEG**

Bright gold in colour and bursting with the same zesty citrus and tropical fruit hop flavours and refreshing bitterness as Oakham's award-winning cask and bottled Citra®!

Available in 30L Keg (Sankey fitting).

oakhamales.com



WIN A BREW DAY FOR 2!



CREATE YOUR OWN BESPOKE BEER FOR YOUR PUB ON OUR PILOT KIT, TOUR THE BREWERY, ENJOY LUNCH & BEERS IN THE TAPROOM + £200 TOWARDS TRAVEL COSTS ON US.

EVERY PURCHASE OF MAHARAJA CASK OR KEG EQUATES TO ONE ENTRY, THE MORE PURCHASES THE MORE ENTRIES.

PROMOTION ENDS 30/04/2026

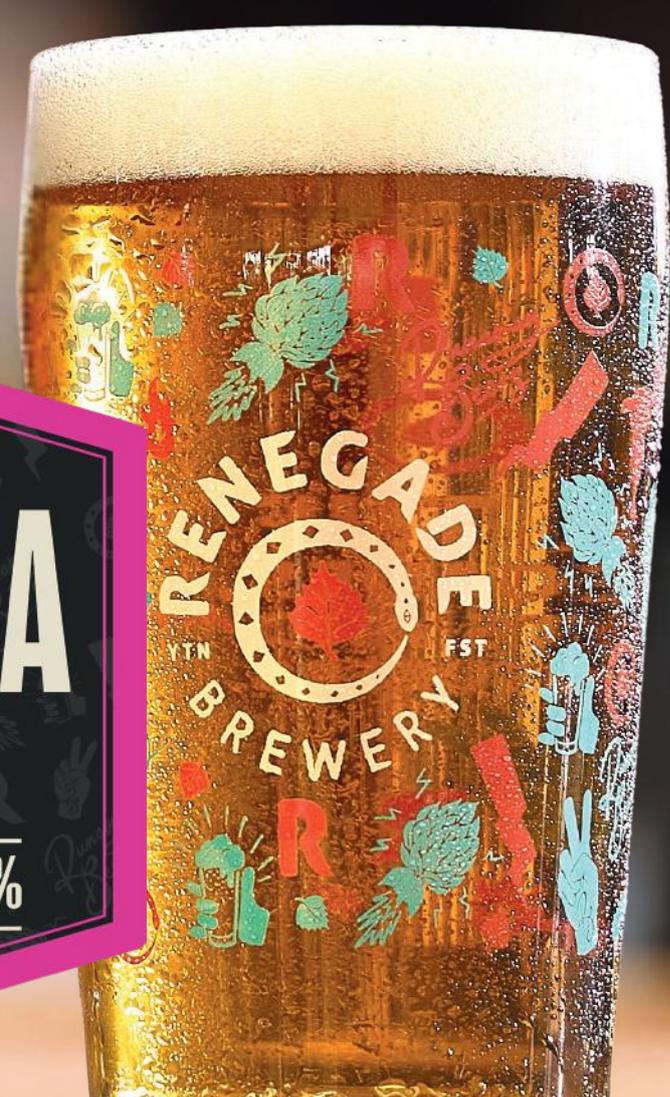




MAHARAJA

INDIA PALE ALE

BRITISH BREWED PROUDLY INDEPENDENT	GLUTEN FREE	5.1%
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Every keg of Maharaja Keg/Cask purchased equates to one entry into the competition; multiple purchases mean multiple entries; the winner 2 people will come to the brewery for the day and work with our head brewer to create their own unique recipe; we will brew the beer in our test kit and deliver the resulting casks/kegs to the outlet (test kit brews 2 x kegs/cask); we will offer the duo a chance to engage in a brewery tour with the head brewer; Renegade will contribute £200 towards travel costs; lunch will be provided in our tap room; promotion ends 30/4/2026 – Winning entry to be drawn and announced 15/5/2026

RENEGADEBREWERY.CO.UK    [RENEGADEBREW](https://www.facebook.com/RENEGADEBREW)

BROOKLYNBREWERY.COM

@BKLYNBREWERYUK

THIS IS BROOKLYN

STONEWALL INN IPA



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

THIS IS BROOKLYN

@BKLYNBREWERYUK

BROOKLYNBREWERY.COM

FRESH. LIVELY. PROUD.



THIS IS BROOKLYN

Enjoy responsibly. be.drinkaware.co.uk

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



ORIGINAL BAVARIAN HELLES

BUY 3 GET 1 FREE

Golden, smooth, and dangerously moreish. A light hop on the nose, a balanced bitterness, and a rounded body that keeps guests coming back for “just one more”.

THE HELLES THAT TURNS EVERY OTHER LAGER INTO A WALLFLOWER.

- ▶ Smooth and full-bodied
- ▶ Lightly hoppy
- ▶ Hops: Magnum, Tradition, Select
- ▶ ABV 5.0 %
- ▶ Original gravity: 11.5° Plato
- ▶ Packaging: 20 x 500 ml

20 x 500ml NRB
PAY ONLY
£36.49
per case

**SMOOTH TO SIP.
IMPOSSIBLE TO FORGET.**

ALCOHOL-FREE HELLES

Bright pale gold in the glass. A gentle malt note with a lift of floral hops. Crafted with the unique cuvée method - two brews, carefully composed, united into one remarkable alcohol-free Helles.

HUGE BAVARIAN TASTE. WITHOUT THE ROYAL HANGOVER!

- ▶ Full-bodied and refreshing
- ▶ Mild, finely balanced
- ▶ Isotonic and low in sugar
- ▶ ABV < 0.5 %
- ▶ Original gravity: 6.5° Plato
- ▶ Packaging: 20 x 330 ml

20 x 330ml NRB
PAY ONLY
£21.99
per case

FOR GUESTS WHO WANT THE BEER, NOT THE BUZZ.



BUY 3 GET 1 FREE

CRAFT CANS MAR-APR 2026

ADNAMS	DRY HOPPED LAGER	4.2%	24X330ML	£32.49
ATHLETIC BREW	RUN WILD LOW ALCOHOL	<0.5%	24X355ML	£33.19
ANSPACH & HOBDAY	LONDON BLACK	4.4%	24X470ML	£52.11
AZVEX	MAGNIFICENT TREE FROG	4.6%	12X440ML	£29.22
BEAVERTOWN	GAMMA RAY	5.4%	12X330ML	£22.55
BEAVERTOWN	LAZER CRUSH LOW ALCOHOL	0.3%	24X330ML	£29.99
BEAVERTOWN	NECK OIL	4.3%	12X330ML	£21.45
BRISTOL BEER	CLEAR HEAD LOW ALCOHOL	0.5%	12X440ML	£19.25
BROOKLYN	SPECIAL EFFECTS LOW ALCOHOL	0.4%	24X33CL	£23.80
CAMDEN	HELLS	4.6%	12X330ML	£16.66
CAMDEN	PALE	4.0%	12X330ML	£16.56
CAMDEN	STOUT	4.0%	24X440ML	£32.34
ESTRELLA	DAMM ALCOHOL FREE LOW ALCOHOL	0.0%	24X330ML	£20.26
FIERCE	IRON BREW	4.5%	12X440ML	£24.38
JUBEL	PEACH	4.0%	12X330ML	£19.25
OSSETT	BLONDE	3.9%	12X500ML	£23.16
OSSETT RAT	WHITE RAT	4.0%	12X440ML	£24.18
OSSETT RAT	HELL RAT	4.0%	12X440ML	£22.73
SALT	SERGE	4.3%	12X440ML	£31.23
SALT	IKAT	8.0%	12X440ML	£39.05
SCHOFFERHOFER	GRAPEFRUIT	2.5%	24X500ML	£33.48
SCHOFFERHOFER	PINEAPPLE	2.5%	24X500ML	£33.48
SIGNATURE	BACKSTAGE IPA	5.6%	24X330ML	£40.88
SIGNATURE	ROADIE IPA	4.3%	24X330ML	£34.09
SIGNATURE	STUDIO LAGER	4.0%	24X440ML	£34.08
SIGNATURE	LO-FI PALE ALE LOW ALCOHOL	0.5%	24X330ML	£35.88
TAYLOR'S	HOPICAL STORM	4.0%	12X440ML	£27.41
THORNBRIDGE	DAY MAKER	4.0%	12X330ML	£18.38
TINY REBEL	CALI PALE	5.0%	24X330ML	£30.51
TINY REBEL	CLWB TROPICA	5.5%	24X330ML	£34.18
TINY REBEL	ELECTRIC BOOGALOO	4.5%	24X330ML	£31.38
TINY REBEL	NA CLWB TROPICA NA LOW ALCOHOL	0.5%	24X330ML	£23.45
TINY REBEL	REBEL IPA	4.3%	24X330ML	£29.09
TINY REBEL	NEON DRIFT	4.8%	24X330ML	£31.58
UILTJE	BIRD OF PREY	5.8%	12X330ML	£23.28
UILTJE	BIRD OF PREY LOW ALCOHOL	0.2%	12X330ML	£19.06
UILTJE	JUICY LUCY	5.5%	12X330ML	£23.79
VERDANT	LIGHTBULB	4.5%	24X440ML	£58.44
VOCATION	HEART & SOUL	4.4%	12X330ML	£19.13
VOCATION	DEATH BY CHERRY	4.5%	12X440ML	£33.71

EVERYDAY LOW PRICES ON THE VERY POPULAR GUINNESS BRANDS



24 x 520ML
£59.99



24 x 558ML
£58.99



24 x 558ML
£53.99



24 x 538ML
£49.99

BOOST TRADE *After Easter*

REWARD YOUR CUSTOMERS
FOR RETURNING MORE
FREQUENTLY

NEW!
BUDGET
MINI
CARDS

**20%
OFF**

Use code
UNITASBB20

visit lords.marketing/shop



CHOOSE ONE MAIN OFFER AND SPECIAL MESSAGE
TO SUIT YOUR VENUE – IT'S SIMPLE AND IDEAL TO
GIVE TO YOUR CUSTOMERS WITH THEIR BILL

BUY ANY 6 CASES GET ONE FREE



be**drinkaware**.co.uk

UK only. Promotion Period: 01/03/2026 – 30/04/2026. Purchase 6 cases of any or a combination of Budweiser 24 x 330ml NRB, Corona 24 x 330ml NRB, Corona Cero 24 x 330ml NRB, Camden Hells 24 x 330ml NRB, Camden Pale Ale 12 x 330ml Can, Mahou 24 x 330ml NRB, San Miguel 24 x 330ml NRB to get one free case from those listed. Promotion is open to customers who purchase through BBG partner wholesalers only. This promotion cannot be combined with any other offers or discounts. Subject to availability and whilst stocks last. Promoter: AB InBev UK Limited, EC4A 1EN.



Budweiser[®]
BREWING GROUP UK&I

SPECIAL PRICE PER CASE*



£19.99

£19.99

£19.99

£23.99

£15.50

£19.99

£22.99

£19.99

ENJOY RESPONSIBLY

* Available from 1st April – 30th April 2026. Special price per case: OLD MOUT BERRIES & CHERRIES 0.0% NRB Case 12x50cl (£15.50), OLD MOUT BERRIES & CHERRIES NRB Case 12x50cl (£19.99), OLD MOUT KIWI & LIME NRB Case 12x50cl (£19.99), OLD MOUT PINEAPPLE RASPBERRY NRB Case 12x50cl (£19.99), OLD MOUT MANGO & PASSIONFRUIT NRB Case 12x50cl (£19.99), HEINEKEN NRB Case 24x33cl (£23.99), SOL NRB Case 24x33cl (£19.99), CRUZCAMPO NRB Case 24x33cl (£22.99). Brewed in the UK. Subject to availability.

be.drinkaware.co.uk

SPECIAL PRICE PER CASE*



ENJOY RESPONSIBLY

* Available from 1st March – 31st March 2026. Special price per case: BIRRA MORETTI NRB Case 24x33cl (€24.99), DESPERADOS NRB Case 24x33cl (€29.49), BULMERS Original NRB Case 12x50cl (€14.49), BULMERS RED BERRIES & LIME NRB Case 12x50cl (€17.99), INCH'S MEDIUM APPLE CIDER NRB Case 12x50cl (€16.49), TIGER NRB Case 24x33cl (€24.49), NEWCASTLE BROWN ALE NRB Tray 12x55cl (€19.99). Brewed in the UK. Subject to availability.

be.drinkaware.co.uk

Modelo

MAKE IT *Especial*



STOCK UP NOW



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100% AUTHENTIC

BREWED IN GALICIA, NORTH-WEST SPAIN SINCE 1906

★★★★★
FIVE-STAR RATING
The Telegraph



**INDEPENDENT
FAMILY-OWNED BREWERY**
BREWED IN GALICIA, SPAIN
Since 1906

INSTALL & RECEIVE

2 FREE KEGS
**ONE ON INSTALL & SECOND
KEG AFTER 12 WEEKS**

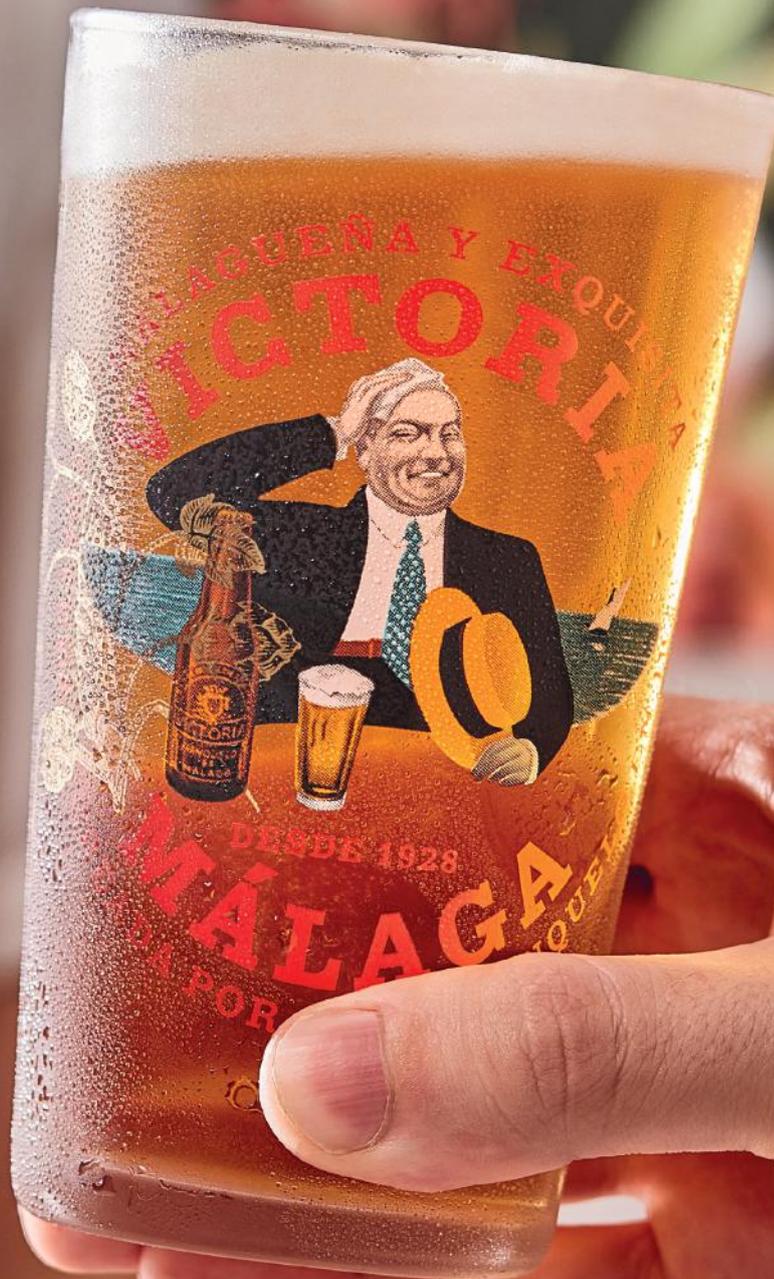
+ A NEW STOCKIST INSTALL KIT

FOR FURTHER INFORMATION AND SUPPORT EMAIL: WHOLESALE@GREENEKING.CO.UK

T&C's: Promotion available 1st March – 30th April 2026 for new installs of Estrella Galicia 4.7% and Estrella Galicia 0.0%. New stockists only. One deal per customer, per brand. First free 50L or 30L keg of Estrella Galicia 4.7% or first free keg of 20L Estrella Galicia 0.0% will be awarded on confirmation of install. Second free keg will be awarded after 12 weeks of continuous stocking. Continuous stocking is achieved when a keg is purchased weekly. Point of sale includes: 12 pint glasses, 2 bar runners and a pack of 100 drip mats. Point of sale items are subject to availability and maybe substituted or delayed.

MALAGUEÑA Y EXQUISITA
**VICTORIA
MÁLAGA**
CERVEZA DESDE 1928

INSTALL VICTORIA MÁLAGA AND RECEIIVE A COMPLIMENTARY KEG



THE ORIGINAL BEER OF MÁLAGA SINCE 1928

OVER 18S ONLY. OFFER OPEN TO PARTICIPATING WHOLESALE AND DAMM 1076 LTD DIRECT CUSTOMERS IN THE UK. OUTLETS MUST INSTALL VICTORIA MÁLAGA ON DRAUGHT. AFTER FIRST PURCHASE IS MADE, THE VENUE WILL RECEIVE ONE COMPLIMENTARY VICTORIA MÁLAGA KEG AND A SET OF NEW GLASSWARE. OFFER VALID FROM 1ST FEBRUARY TO 30TH APRIL 2026. PROMOTION SUBJECT TO AVAILABILITY. IF FOR ANY REASON THE PROMOTER CANNOT SUPPLY THE SPECIFIED FORMAT, A SIMILAR PRODUCT IN VALUE WILL BE SENT TO THE VENUE. PROMOTER: DAMM 1076 LTD, 5A BEAR LANE, SOUTHWARK, LONDON, ENGLAND, SE10UH



INSTALL AND
GET A FREE KEG
AND £200 POS
SUPPORT*

**STOCK A
TASTE SUPRÊME**
ANYTHING ELSE IS A COMPROMISE

Promotion valid for duration of brochure promotional period.
One deal per customer. Deal subject to change. Whilst stocks last.

Enjoy responsibly.
be.drinkaware.co.uk

INSTALL PORETTI *and* RECEIVE A FREE KEG & POS KIT

THE
FASTEST
GROWING
WORLD
LAGER*



WELCOME *to the* LAKE

Promotion valid for duration of brochure promotional period.
One deal per customer. Deal subject to change. Whilst stocks last.

*CGA OPMS DATA to P10 2025 (04/10/2025)

Enjoy responsibly. be.drinkaware.co.uk

THE FRESH PILSENER SINCE 1824.

Fresh VELTINS.



FREE KEG ON INSTALL PLUS RECEIVE 12 X PINT STEIN GLASSES

T&CS APPLY WHILST STOCKS LAST. AVAILABLE IN 30L AND 50L KEG.



AUTHENTIC IMPORTED PILSENER

Veltins is an independent family owned brewery now in its 5th generation

PROVEN SALES

A top 3 premium brand in Germany with an excellent reputation for quality worldwide

FRESH VELTINS

Brewed using water from our own mountain springs and unpasteurised to provide full pilsener flavour and fresh taste



NEW EDLP

24 x 275ml NRB
PAY ONLY

£20.99
per case

24 x 330ml NRB
PAY ONLY

£27.99
per case

24 x 330ml NRB
PAY ONLY

£23.99
per case

24 x 330ml / 12 x 660ml NRB
PAY ONLY

£30.99
per case

24 x 330ml NRB
PAY ONLY

£31.99
per case

12 x 500ml NRB
PAY ONLY

£20.49
per case



NEW EDLP

24 x 330ml NRB
PAY ONLY

£27.99
per case

24 x 330ml NRB
PAY ONLY

£34.49
per case

24 x 330ml NRB
PAY ONLY

£23.00
per case

24 x 330ml NRB
PAY ONLY

£23.99
per case

24 x 275ml NRB
PAY ONLY

£25.99
per case

24 x 330ml NRB
PAY ONLY

£27.49
per case

24 x 330ml NRB
PAY ONLY

£30.99
per case



NEW EDLP

12 x 550ml NRB
PAY ONLY

£19.49
per case

24 x 340ml
PAY ONLY

£47.99
per case

24 x 330ml NRB
PAY ONLY

£32.99
per case

24 x 330ml NRB
PAY ONLY

£27.99
per case



24 x 330ml NRB

£19.99
per case
normal price £25.49

24 x 330ml NRB
PAY ONLY

£26.49
per case

24 x 330ml / 12 x 640ml NRB
PAY ONLY

£24.49
per case

NOW ON DRAUGHT

FREE KEG, FREE POS KIT & FREE INSTALL...

+ FREE KEG AFTER 3 MONTHS

SCAN QR CODE TO CLAIM.

OR EMAIL: CUSTOMERMARKETING@GLOBALBRANDS.CO.UK TO GET STARTED.



OFFER VALID FROM 1ST MARCH TO 30TH APRIL 2026. INSTALL SURVEY REQUIRED, HOOCH DRAUGHT DISPENSED ON 100% CO2 GAS AND NOT COMPATIBLE WITH HEINEKEN SMART DISPENSE SYSTEM. FREE KEG OFFER ONLY AVAILABLE TO NEW HOOCH DRAUGHT CUSTOMERS. MUST ORDER MINIMUM OF 1 KEG PER WEEK OVER 3 MONTH PERIOD TO QUALIFY FOR 2ND FREE KEG.



be.drinkaware.co.uk

ADD SOME ZING! TO YOUR FRIDGE!



*OFFER VALID FROM 1ST MARCH TO 30TH APRIL 2026. OFFER APPLIES TO FULL HOOCH 24 X 440ML RANGE. WHILE STOCKS LAST.



WIN A JUICY SOUNDS MUSIC EVENT AT YOUR VENUE.

INSTALL JUICY APPLE ON DRAUGHT TO ENTER PLUS RECEIVE A FREE KEG AND POS KIT.



EST. 1904
THATCHERS
— THE FAMILY CIDER MAKERS —

Source: I. CGA State of the Nation Jan 25

Install Thatchers Juicy Apple on draught and receive a POS Kit and 1 x Thatchers Juicy Apple 50 ltr keg on install free of charge when replacing a competitor cider. Juicy Sounds event will be delivered by the Thatchers Team. The event date will depend on availability and will be agreed directly with the winning venue between May–August. Outdoor area required for the event. Winner will be randomly selected from all installs within the promotional period.

PICK ANY 4 CASES OF BOTTLES & GET A CASE OF APPLE & BLACKCURRANT FREE.

MORE CHOICE. MORE SALES.

Take your pick from all these crowd-pleasing, best-selling Thatchers ciders.



PERFECTION
— in every drop —

Offer available: 1/3/2026 - 30/4/2026

T&Cs: Buy 4 cases of 6 x 500ml bottles of Thatchers Cider and receive 1 case of 6 x 500ml Thatchers Apple & Blackcurrant free of charge. Thatchers Ciders included in this promotion are 500ml Bottles of Gold, Haze, Juicy Apple, Zero, Blood Orange and Apple & Blackcurrant.

Refreshingly Original



be drinkaware.co.uk

UK only. Promotion Period: 01/03/2026 – 30/04/2026. Purchase 5 cases of any or a combination of Kopparberg Mixed Fruit 15 x 500ml NRB, Kopparberg Strawberry & Lime 15 x 500ml NRB or Kopparberg Mango 15 x 500ml NRB to get a case of Kopparberg Mango 15 x 500ml NRB free. Promotion is open to customers who purchase through BBG partner wholesalers only. This promotion cannot be combined with any other offers or discounts. Subject to availability and whilst stocks last. Promoter: AB InBev UK Limited, EC4A 1EN.



Thundering Molly

12 x 500ml
PAY ONLY
£21.49
 per case



Suffolk Cyder

12 x 500ml
PAY ONLY
£31.49
 per case



Hawkstone Apple Cider

£24.49
 per 12 x 500ml case



Hawkstone Hedgerow

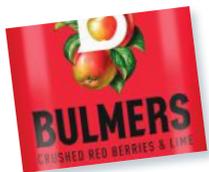
£29.49
 per 12 x 500ml case



NEW EDLP

Original

12 x 500ml
PAY ONLY
£14.49
 per case



Crushed Red Berries & Lime

12 x 500ml
£17.99
 per case
 normal price £19.99



Mixed Fruit, Strawberry & Lime,
 Naked Apple, Tropical

15 x 500ml
PAY ONLY
£30.49
 per case



Strawberry & Lime,
 Wild Berries,
 Blood Orange
 Passion Fruit,
 Mango & Raspberry

£31.99
 per 15 x 500ml case

Pear

£28.49
 per 15 x 500ml case



Strawberry & Lime, Wild Berries

24 x 330ml - CANS
PAY ONLY
£34.99
 per case



Original

12 x 568ml
PAY ONLY
£21.49
 per case



NEW EDLP

Kiwi & Lime, Pineapple & Raspberry,
 Berries & Cherries, Mango &
 Passionfruit

12 x 500ml
PAY ONLY
£19.99
 per case



Inch's Medium
 Apple Cider

24 x 440ml CANS
PAY ONLY
£25.49
 per case



Maeloc Sidra
 Strawberry, Pineapple

24 x 330ml
PAY ONLY
£46.99
 per case



Thatchers
 Blood Orange

£12.99
 per 6 x 500ml case



Thatchers Gold

£11.49
 per 6 x 500ml case



Avalon Sidra

12 x 330ml
PAY ONLY
£21.49
 per case



Medium Sweet
 (Blue Cap)

£21.99
 per 12 x 500ml case



Thatchers
 Apple &
 Blackcurrant

£12.99
 per 6 x 500ml case



Thatchers Haze

£12.99
 per 6 x 500ml case



Vintage (Black Cap)

£25.99
 per 12 x 500ml case

Buy any 4 cases from the range and receive 1 case free



Range includes: Strawberry-Lime, Wild Berries, Peach-Raspberry, Mango-Raspberry and Passionfruit

be**drinkaware**.co.uk

Contact your local representative for more details. Promotion valid 1st March - 30th April 2026.

REKORDERLIG CIDER

- REFRESHINGLY SWEDISH -

WHITE RUM

£1 OFF PER BOTTLE*

FORGET OLD FASHIONED WHITE RUMS... THIS IS FULL STRENGTH, BOLD, VIBRANT, AND FULL OF CHARACTER.

DEAD MAN'S FINGERS

WHITE RUM

*BOTTLE: 70cl. AVAILABLE WHILE STOCKS LAST. be**drinkaware**.co.uk

BUY ANY 5 BOTTLES FROM THE FEATURED RANGES, GET A

WHITLEY NEILL DISTILLER'S CUT LONDON DRY GIN

FREE

UK'S NO.1 PREMIUM GIN

PERFECT FOR A TRULY FLAWLESS GIN & TONIC

OFFER APPLIES TO FULL AVAILABLE WHITLEY NEILL, ABER FALLS AND DEAD MAN'S FINGER RANGES*

*Excluding DMF Cream Liqueurs and White Rum
 †Nielsen IQ data to: 14.06.25 be**drinkaware**.co.uk

PREMIUMISATION

A customer trend shaping pubs and bars across the country

Customers are drinking less but better, balancing mindful consumption with meaningful experiences. Confidence remains fragile amid global uncertainty but spend continues to rise due to more customers choosing better quality food and drink. It is important your venue stocks premium drinks across the categories as this will help both lift sales and customer retention.

- ◆ Customers are **spending more per visit (£24.59 on average)***, **visiting more frequently**, and **shifting towards premium drinks** such as spirits and cocktails.
- ◆ Beer still leads, representing 63% of pub and bar alcohol occasions, though share is flat year-on-year. **Spirits (+1.4ppt) and cocktails (+0.6ppt) are the fastest-growing categories**, confirming that **premiumisation continues to shape the On Trade**.
- ◆ **Average spend emphasises the value in premium serves:** with cocktails priced at £23.36 vs beer £12.85. Considering this trend, upselling high-value drinks and refreshing menus with experiential options is proving key for profitability for UK pub operators.
- ◆ Customers continue to drink, but their approach has changed, and currently they are **valuing brand, health and quality over volume**.
- ◆ The **premium soft drinks and mixers market** is worth £445m with 70%^{**} of customers actively trying to be healthier and prepared to pay for high quality options.
- ◆ **Millennials** make up 19.7%^{***} of pub visits and actively seek premium experiences.



* <https://www.lumina-intelligence.com/blog/foodservice/uk-pub-market-2025-size-growth-share-statistics/> * <https://www.morningadvertiser.co.uk/Article/2025/06/19/premium-and-world-lager-most-popular-in-pubs-in-may-2025/>
 ** <https://www.ukhospitality.org.uk/the-future-of-the-premium-soft-drinks-category/> *** <https://www.call-systems.com/company/resources/cst-blog/looking-ahead-to-2026-strengthening-your-pub-for-the-year-ahead/>

72% OF CONSUMERS DRINK SPRITZ IN UK ON TRADE

EG LIQUEURS

GET SPRITZ READY

BUY ANY 5 BOTTLES AND GET AN ELDERFLOWER LIQUEUR FREE
PERFECT FOR A HUGO SPRITZ

SCAN HERE FOR YOUR FREE SPRITZ MENU. TERMS APPLY.

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

ALL RIGHTS RESERVED UK CUSTOMERS ONLY
ONE DEAL PER CUSTOMER PURCHASE 5x 50CL EDINBURGH GIN LIQUEUR AND COLLECT ONE FREE ELDERFLOWER LIQUEUR

EG LIQUEURS

GET SPRITZ READY

BUY ANY 5 BOTTLES AND GET AN ELDERFLOWER LIQUEUR FREE
PERFECT FOR A HUGO SPRITZ

SCAN HERE FOR YOUR FREE SPRITZ MENU. TERMS APPLY.

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

ALL RIGHTS RESERVED UK CUSTOMERS ONLY
ONE DEAL PER CUSTOMER PURCHASE 5x 50CL EDINBURGH GIN LIQUEUR AND COLLECT ONE FREE ELDERFLOWER LIQUEUR

SOURCE: CGA JUNE 2025.

FALLS FARM

BOTANICAL GARDENS

CURIOSITY

HARRINGTON VILLAGE

WARNER'S

£26.56

The Original Farm-Grown Gin

£29.96

The worlds FIRST Rhubarb Gin

52% Consumer Promoted Awareness*

Order Now!

www.warnersdistillery.com

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

*Source: BrandVue Drinks Premium Gin Aided Awareness. Period: Feb 2024 (L12M)



BUY ANY 3 GET 1 BOTTLE OF VALENCIAN ORANGE FREE ON PIN GIN RANGE



Buy any 4 and get a Buffalo Trace 70cl FREE



TRY A
BUFFALO
& GINGER ALE

SAZERAC

Follow us @buffalotrace be.drinkaware.co.uk

APEROL[®] SPRITZ

Stock up on the
UK's #3
Spirit of Summer 25**



NEW BOTTLE
SAME ICONIC RECIPE

**BUY 5 BOTTLES OF APEROL,
RECEIVE A FREE BOTTLE
OF APEROL***

POUR
75ml
PROSECCO
OVER ICE

ADD
50ml
APEROL

SPLASH
25ml
SODA
GARNISH WITH
A SLICE OF
ORANGE



SCAN HERE
To learn how to
make the Perfect
Aperol Spritz

SCAN HERE
For additional
support from
Aperol Spritz



PLEASE DRINK RESPONSIBLY be.drinkaware.co.uk

*UK, 18+ only. 01.03.2026 - 30.04.2026. Buy 5 bottles of Aperol 70cl and get a bottle free. Max two deals per site. Not to be used in conjunction with any other offer. Terms and Conditions Apply.

**The UK's #3 Spirit in Summer 2025* - CGA OMPS Data P8- 12WE to 09.06.2025

INTRODUCING SARTI[®] SPRITZ

The NEW Mango, Passionfruit & Blood Orange Spritz



BUY 3

BOTTLES OF SARTI ROSA
RECEIVE 1 BOTTLE FOR

FREE***

SARTI[®] SPRITZ

Enjoy the twist of a fruity spritz:
75ml Prosecco
50ml Sarti
25ml Soda
Wedge of Lime

4TH SEARCHED SPRITZ IN THE UK*

86% OF CONSUMERS DRINK SPRITZ DURING SUMMER..

PLEASE DRINK RESPONSIBLY be.drinkaware.co.uk

STAT 1 *YTD AUG 25 TRAJAAN

STAT 2 **SOURCE: NIELSEN IQ, LEH+DM, APERTIF UND WERMUT RANKING, UMSATZ IN €; MAT KW 52 2024 CCA MIXED DRINKS REPORT Q3 2024 REPORT / NIELSEN IQ & CCA OPMS DATA TO 25.01.25

***UK 18+ ONLY. 010325 - 30/04/26. BUY 3 BOTTLES OF SARTI 70CL AND GET A FREE SARTI 70CL. MAX ONE DEAL PER CUSTOMER. NOT TO BE USED IN CONJUNCTION WITH ANY OTHER OFFER. WHILST STOCKS LAST. TERMS AND CONDITIONS APPLY.

Free Bottle of CORKY'S®

When you buy any 4 from the range

AMAZING DEALS

DON'T MISS OUT



For POS support:
customermarketing@globalbrands.co.uk

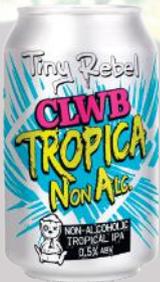
Offer valid from 1st March - 30th April 2026. Offer applies across Lustre, Jungfrau 17%, Corky's & Take Tequila 70cl range stocked. Free item applies to 1 x 70cl bottle of Corky's from range stocked. While stocks last.

be drinkaware.co.uk

#lowandno

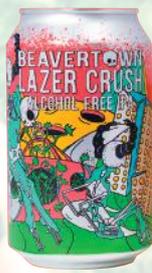
This area of our business is accelerating quickly!
Are you stocking the brands that are driving the category?

Canned Beer & Bottled Cider



Clwb Tropica NA
Cans
24 x 330ml

£23.45 per case



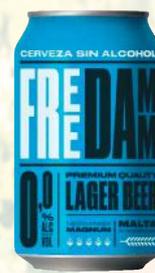
Beavertown
Lazer Crush 0.3%
24 x 330ml

£29.99 per case



Athletic Brewing
Run Wild
24 x 355ml

£32.49 per case



Estrella Free
Damm 24 x 330ml

£20.26 per case CANS

£22.99 per case NRBS



Uiltje Bird Of
Prey 0.2%
12 x 330ml

£19.06 per case



Rekorderlig
Strawberry
& Lime
Alcohol
Free
15 x 500ml

£20.49 per case



Thatchers
Zero
6 x 500ml

£10.99 per case

SPECIAL PRICE

Old Mout
Pineapple
& Raspberry
/ Berries
& Cherries
Alcohol
Free
12 x 500ml

£15.50 per case



Westons
Stowford
Press Low
Alcohol
8 x 500ml

£15.99 per case



Canned & Bottled Beer



BBF Clear Head 0.0%
12 x 440ml

£19.25 per case



Butcombe Goram IPA Zero
12 x 440ml

£18.99 per case



Renegade Solo Pale Ale
12 x 330ml

£15.49 per case



Cobra Zero Cans
24 x 330ml

£19.49 per case



Brooklyn Special Effects 0.4%
24 x 330ml

£23.80 per case



NEW
Madri Zero
24 x 330ml

£20.49 per case



Adnams Ghost Ship 0.5%
8 x 500ml / 30l keg

£13.49 per case
£67.99 per 30l keg



NEW EDLP
Heineken 0.0
24 x 330ml

£17.49 per case



Estrella Galicia 0.0
24 x 330ml

£18.49 per case



SPECIAL PRICE
Peroni 0.0%
24 x 330ml

£20.99 per case



SPECIAL PRICE
Corona Cero 0.0%
24 x 330ml

£21.99 per case



Lucky Saint 0.5%
20 x 330ml / 30l keg

£27.49 per case
£89.99 per 30l keg

Bitburger
Drive
24 x 330ml



£26.49 per case

Erdinger
Alkoholfrei
12 x 50cl



£20.99 per case

**NEW
EDLP**

Birra
Moretti
Zero
24 x 330ml



£20.49 per case

**NEW CASE
SIZE**

Guinness
Draught
0.0
24 x 538ml



£49.99 per case

Theakston
Nowt
Perculier
8 x 500ml



£14.99 per case

Franziskaner
Alkoholfrei
12 x 500ml



£17.99 per case

Sharp's
Doom Bar
Zero
8 x 500ml



£14.49 per case

Old Speckled
Hen 0.5%
8 x 500ml



£11.49 per case

Fürst
Wallerstein
Hell
Alkoholfrei
20 x 330ml



£21.99 per case

Hawkstone
Zero
12 x 330ml



£19.99 per case

Staropramen
0%
24 x 330ml



£20.49 per case

**SPECIAL
PRICE**

Beck's
Blue 0%
24 x 275ml



£13.49 per case

Spirits

Whitley
Neill
Raspberry
0.0%
70cl



£15.49 per bottle

Whitley
Neill
Rhubarb
& Ginger
0.0%
70cl



£15.49 per bottle

Gordon's
0.0%
70cl



£12.49 per bottle

Tanqueray
Alcohol
Free
70cl



£16.49 per bottle

**BUY 2 & GET
£5 OFF**

Decem
Gin 10%
70cl



£23.99 per bottle

Wines

Nozeco
Alcohol Free



£9.68 per case (6 x 200ml)

£3.34 per 75cl bottle

Vilarnau
0.0%
Brut /
Rosado



£6.67 per bottle

Darling Cellars
De-alcoholised
Shiraz / Rosé
/ Sauvignon
Blanc



£4.32 per bottle

BUY 2 BOTTLES OF
LICOR 43 ORIGINAL &
RECEIVE 12 BABY BEER
GLASSES FREE



Special Offer

MIX SOMETHING NEW



NAVAS
PREMIUM BOTANICAL MIXERS

BUY 3 FLAVOURS, GET A 4TH
FREE OF CHARGE



IN PARTNERSHIP WITH



NATIONAL
WILDFLOWER
CENTRE



PAW-FECT HOSPITALITY

Tips for Welcoming Four-Legged Guests



BRITAIN'S DOG BOOM IS REDEFINING HOSPITALITY!

Dog ownership in the UK has soared since the pandemic, reaching an all-time high.

36% OF UK HOUSEHOLDS HAVE AT LEAST ONE DOG* ∴ **13.5M** DOGS ARE OWNED ACROSS THE UK (2025)*

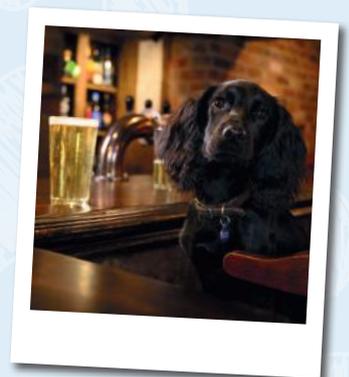
DOG-FRIENDLY HOSPITALITY VENUES ARE REAPING THE REWARDS!

Making your venue dog-friendly isn't just a nice extra, it's smart business. Customers will stay longer and spend more when they don't have to rush home to the dog!

<p>71% OF DOG-FRIENDLY BUSINESSES GAINED NEW CUSTOMERS**</p>	<p>NEARLY HALF SAW LONGER CUSTOMER VISITS**</p>	<p>98% SAW AN IMPROVED ATMOSPHERE**</p>	<p>WELCOMING DOGS INTO PREMISES CAN BOOST SALES BY UP TO 50%**</p>
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WHAT CAN YOU DO TO WELCOME DOGS & THEIR OWNERS TO YOUR VENUE?

-  Provide water bowls inside and outside and offer free dog treats at the bar.
-  Add clear signage showing that dogs are welcome.
-  Expand your menu to include dog-friendly items - think puppuccinos or special dog meals like Sir Woofchester's.
-  Set out beds and blankets so dogs can relax while their owners dine or enjoy a drink.
-  Ensure staff know your dog-friendly policy so they can inform customers when asked.
-  Promote your dog-friendly status on your website and social media.
-  Decide which areas of your venue dogs can access - designated dog zones or dog-free areas help keep everyone comfortable.
-  Don't just welcome dogs - celebrate them! Consider featuring a "dog of the week" on social media with photos and fun facts about your furry visitors.
-  Introduce a cone-based colour-coding system to indicate each dog's temperament - shy, friendly, or needing space - so staff and customers know how to approach them, helping maintain a calm, harmonious environment.
-  Run events like breed meet ups or 'Yappy hours'!



*<https://thegoodkennelguide.co.uk/post/the-ultimate-guide-to-dog-ownership-in-the-uk-2025-edition> ** <https://tailblazr.com/posts/2025/why-dogfriendly-pubs-are-the-new-trend-in-2025>

DELICIOUS MIXERS

FROM DISTILLED BOTANICALS

SPECIAL OFFER
£13.49



Terms and conditionals apply. Deal runs from 1st March - 30th April.
Four deals per customer, per week.
Qualifying range includes all London Essence 200ml NRB x 24.
While stocks last. Event price - £13.49.
Promoter Britvic Soft Drinks, Breakspeare Park, Hemel Hempstead, HP2 4TZ



BRITVIC



BUY 4 CASES
FROM THE MIXERS RANGE
TO RECEIVE A FREE CASE OF
TONIC OR LOW CAL TONIC*

*T&Cs apply: Deal runs from 1st March – 30th April 2026. Qualifying range includes Britvic Tonic 200ml NRB x24, Britvic Ginger Beer 200ml NRB x24, Britvic Low Cal Bitter Lemon 200ml NRB x24, Britvic Low Cal Tonic 200ml NRB x24, Britvic Ginger Ale 200ml NRB x24, Britvic Soda Water 200ml NRB x24, Pepsi Max 200ml NRB x24, Pepsi Diet 200ml NRB x24. Free case is Britvic Tonic water 200ml NRB x24 or Britvic Low Cal Tonic 200ml NRB x24. While stocks last. Promoter: Carlsberg Britvic, Breakspear Park, Breakspear Way, Hemel Hempstead, HP2 4TZ.



BRITVIC



BUY 4 CASES
FROM THE BRITVIC RANGE TO
RECEIVE A FREE CASE OF J20
ORANGE & PASSIONFRUIT*



*T&Cs apply: Deal runs from 1st March – 30th April 2026. Qualifying range includes: Fruit Shoot Orange/Apple & Blackcurrant/Summer Fruits 275ml x24, Britvic Juices 200ml NRB, Britvic Cordials 1L, Pepsi Reg/Diet/MAX and 7UP Free 330ml NRB. Free case is J20 Orange & Passionfruit 275ml NRB x24. While stocks last. Promoter: Carlsberg Britvic, Breakspear Park, Breakspear Way, Hemel Hempstead, HP2 4TZ.

BUY 4 FROM THE J20 RANGE TO RECEIVE A J20 ORANGE & PASSIONFRUIT FREE*

UK'S NO 1 ADULT SOFT DRINK OOH**



GET TO THE JUICE

*T&Cs apply. Deal runs from 1st March 2026 – 30th April 2026. Three deals per customer, per week. Qualifying products include: J20 Orange & Passionfruit, J20 Apple & Mango, J20 Apple & Raspberry, J20 Dragonberry 275ml x24 NR8. Free case is J20 Orange & Passionfruit 275ml x24 NR8. While stocks last. Promoter Carlsberg British, Breakspear Park, Breakspear Way, Hemel Hempstead, HP2 4TZ. **Nielsen IQ, total coverage, adult social drinks British defined, 52wv 23/08/25; COA total out of home (licensed and foodservice) Adult - British defined, 52wv 31/07/25. For further information please contact Carlsberg British at pressoffice@carlsbergbritvic.co.uk.

PREMIUM SOFT DRINKS WITHOUT THE PREMIUM PRICE



More profit
 Premium products at competitive wholesale pricing - deliver stronger GP across your sites.

Price protection
 Not available in supermarkets - your customers can't price-compare. Maintain premium pricing without margin pressure.

Low risk
 Tried and tested flavours from a 144-year old family business. Guests recognise quality, you get reliable repeat orders.



Ed Hartridge
Ed Hartridge
 5th generation owner

HARTRIDGES PRODUCTS AVAILABLE

SPARKLING RANGE - 12 X 330ML
 Elderflower Presse
 Original Ginger Beer
 Traditional Lemonade
 Dandelion & Burdock
 Pink Rose Lemonade
 Raspberry Lemonade

JUICES RANGE 12 X 275ML
 Orange
 Cloudy Apple
 Cranberry
 Orange & Passion Fruit
 Apple & Mango
 Apple & Raspberry

*SPARKLING OFFER: Free Product is Traditional Lemonade (12 x 330ml). **JUICE OFFER: Free Product is Apple & Raspberry Mixed Juice (12 x 275ml). Offer runs March 2026 only. Whilst stocks last and subject to availability. Maximum three deals per customer.



Belvoir Farm

Naturally Delicious Drinks

Offer
£9.49
 per case
 12 x 275ml



OUR PACKAGING

Our bottles and cans are 100% recyclable



ZERO WASTE

We are a zero waste to landfill company



POWERED BY SUNSHINE

Our solar panels help to power our factory



REAL FRUIT. NOTHING ARTIFICIAL.

www.belvoirfarm.co.uk

FEVER-TREE



NEW TO RANGE

Sparkling SOFT DRINKS

Special Price £9.99

NATURALLY SOURCED INGREDIENTS
 NO ARTIFICIAL SWEETENERS
 LOW IN CALORIES

VALID FOR 12X275ML CASES OF SOFT DRINKS, INCLUDING GINGER BEER, SICILIAN LEMONADE, RASPBERRY LEMONADE, CLOUDY BRITISH APPLE AND ENGLISH ELDERFLOWER. AVAILABLE WHILE PROMOTIONAL STOCKS LAST.



Great Taste. Zero Sugar.

SAVE £3.00

Coca-Cola Zero Sugar is the fastest growing Light Cola Brand in GB Pubs in value (£)*



Coca-Cola Zero Sugar 330ml glass bottle

Contact your account manager for more information



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my.ccep.com

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*Source: CGA, GB Pubs (Food + Wet Led), Cola Brands, Value Sales and Value % Chg vs. PY, MAT to P8 31/08/24

Buy 4 cases x200ml Coke or Schweppes Mixer / Juice and get x1 200ml Classic Mixer FREE

Free case choice: 200ml Schweppes Classic or Slimline Tonic or 200ml Coca-Cola Zero Sugar

Your perfect mix to create perfect moments



NEW Flavour

Tonic Water is a favourable Mixer with **78.35%** value share of the on-premise Mixer sector in GB*

Coca-Cola Zero Sugar is the **fastest growing** Light Cola Brand in GB Pubs in value (£)***

Coca-Cola & Schweppes Classic 200ml

Contact your account manager for more information



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my.ccep.com



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© 2024 European Refreshments UC. SCHWEPPES is a registered trademark of European Refreshments UC. While stocks last.
*Source: CGA, GB On Premise, Mixer Sector, Value % Share of Mixers, MAT to P8, 31/08/24
**Source: CGA, GB Pubs (Food + Wet Led), Cola Brands, Value Sales and Value % Chg vs. PY, MAT to P8 31/08/24

SAVE
£3.00

Appletiser 275ml 24 case pack only

Bubbles done *differently*

100%
Natural
Apple
Juice



1 of
your 5
a day per
150ml
serving

Appletiser 275ml glass bottle

Contact your account manager
for more information



MyCCEP
my.ccep.com

The Ultimate flavour duo

SAVE £2

Sprite is the #1 Lemon & Lime drink in on premise in value (£)*

Fanta is the #1 Flavoured Carb Brand in GB Pubs in value (£)**

Fanta & Sprite 330ml glass bottles

Contact your account manager for more information



MyCCEP
my.ccep.com

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*Source: Nielson and CGA, Brand Battles, Value and volume, MAT to PB 31/08/24 **Source: Nielson and CGA GB data, Value (£), MAT to end of PB 2024

Save £1.00 per case

the Perfect Mix

54% of UK Survey respondents prefer Schweppes as a Mixer of choice*



Tonic Water is a favourable Mixer with 78.35% value share of the on-premise Mixer sector in GB**

Schweppes 150ml mixers

be drinkaware.co.uk

Contact your account manager for more information



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*Source: One Pulse | 500 Respondents | Survey: Mixer brands when drinking out of the house | Question: "If you had a choice of Mixer brands, which would you prefer? Answers: Schweppes, Fever Tree, Other" | Responses Schweppes: 270, Fever Tree: 192, Other: 38 | Survey completed 12 Nov 2024
**Source: CGA, GB On Premise, Mixer Sector, Value % Share of Mixers, MAT to P8, 31/08/24



Pepsi
7Ltr

£69.99



Diet Pepsi /
Pepsi Max 7Ltr

£56.49



R. Whites
Lemonade 7Ltr

£47.99

EVERY DAY
LOW PRICES
ON THESE
GREAT BRANDS

WHY NOT
COMBAT THE
SOFT DRINKS
LEVY BY
MOVING TO
COKE ZERO OR
PEPSI MAX?



Schweppes
Lemonade 7Ltr

£75.99



Coca-Cola
7Ltr

£86.49



Diet Coke
7Ltr

£71.99



Coke Zero
7Ltr

£71.99

NEW LINES FROM *Coca-Cola*
PERMANENTLY IN STOCK!



Schweppes Indian Tonic Water
/ Slimline Tonic Water
24 x 150ml cans

£10.49 +VAT per case



Oasis Summer Fruits
/ Exotic Fruits
24 x 330ml sleek cans

£18.49 +VAT per case

EVERYDAY LOW PRICE ON THIS TOP SELLER



24 PACK £22.49

ORANGE & PASSION FRUIT
APPLE & MANGO
APPLE & RASPBERRY

wenlock
SPRING

Still or Sparkling?

A simple question for better profits.

BUY 5 CASES GET 1 CASE FREE
750ml and 330ml still and sparkling.
March and April 2026.

Turning every table into an opportunity,
Wenlock Spring is the natural upsell.



WENLOCKSPRING.CO.UK

Follow us on Instagram: @wenlockspring | Connect on LinkedIn: Wenlock Spring Water



• PIPERS •

- EST. BY FARMERS -

BUY 4 BOXES GET A 5TH FREE



Valid during the promotional period only. Promotional period and delivery dates stated on brochure front.

Visit our website for more details:
WWW.PIPERSCRISPS.COM

SNACKS

HuligaN Crush Pretzel Pieces

18 x 65g

£10.56
No VAT



FLAVOURS: Cheese, Jalapeño, Honey Mustard, Sriracha

Pipers Crisps

24 x 40g

£13.95
Ex. VAT



FLAVOURS: Anglesey Sea Salt, Burrow Hill Cider Vinegar & Sea Salt, Lye Cross Cheddar & Onion, Biggleswade Sweet Chilli, Trealy Farm Chorizo, Atlas Mountains Wild Thyme & Rosemary, Karnatak Black Pepper & Sea Salt, Great Berwick Longhorn Beef, Upton Cheyney Jalapeño & Dill

Salty Dog Nuts

£8.60
Ex. VAT



Salted & Dry Roasted

24 x 45g Card

£9.80
Ex. VAT



Chilli & Honey Roasted

24 x 45g Card

£14.49
Ex. VAT



Salted Cashews

24 x 30g Card

SNACKS

Salty Dog Crisps

24 x 40g

£13.81
Ex. VAT



FLAVOURS: Sea Salt, Strong Cheddar & Onion, Salt & Malt Vinegar, Ham & Wholegrain Mustard, Sweet Chilli, British Roast Beef, Prawn Cocktail, Fiery Jalapeño & Paprika

Gruntled Pork Crackling

20 x 35g

£21.67
No VAT



FLAVOURS: Sea Salt, Habanero Chilli, English Mustard, Salt & Vinegar

Hendo's Crisps

24 x 23g

£15.07
No VAT



Oink Pork Scratchings

20 x 45g

£22.60
No VAT



FLAVOURS: Traditionally Salted, Smoky BBQ, Garlic, English Mustard

Curry Smugglers

£14.72
No VAT

£15.68
No VAT

£15.20
No VAT

£15.68
No VAT



FLAVOURS: Bombay Mix, Chakli, Masala Corn, Pakora

Salty Dog

Grrreat tasting snacks!



BUY ANY 3 CASES OR CARDS ACROSS THE RANGE AND RECIEVE A 4TH CASE OR CARD FREE (CHEAPEST PRODUCT FREE)

NEW!



24 X 40G CASE - NOT IN THE SUPERMARKETS. UK FARMED POTATOES. ALL CRISPS VEGETARIAN AND GLUTEN FREE



HIGH PROTEIN



PREMIUM PORK CRACKLING. 20 X 35G CASE



PIE-FECT PAIRINGS FOR

**BRITISH
PIE WEEK** 

2ND - 8TH MARCH

British Pie Week is a week-long celebration of one of the nation's ultimate comfort foods - the humble pie. **Each year, we consume around £1 billion worth of pies***, proving just how much the UK loves this classic dish. Taking place in early March, British Pie Week is your chance to grab a slice of the action and drive extra trade at your venue. Get involved by serving up pie specials throughout the week and turn up the appeal even further with perfectly paired drinks for an even more tempting customer experience.

BEEF PIES

E.g. Steak & Ale / Steak & Kidney

Rich drinks cut through the savoury richness.

-  Amber Ale, Bitter
-  Merlot, Malbec
-  Old Fashioned



CHICKEN PIES

E.g. Chicken & Leek / Chicken & Mushroom

Lighter drinks help to balance creamy sauces.

-  Golden Ale, Pale Ale
-  Chardonnay
-  French 75



PORK PIES

E.g. Pork & Apple / Ham & Mustard

Acidity cuts through the fat & complements sweetness.

-  Cider (*dry or medium*)
-  Fleurie
-  Apple Martini, Whiskey Sour



FISH PIES

E.g. Fish Pie / Salmon & Leek

Crisp drinks refresh creamy seafood pies.

-  Light Lager
-  Muscadet, Pinot Grigio
-  Paloma, Gin Sour



SPICED / CURRIED PIES

E.g. Balti / Chicken Tikka / Curried Veg

Light cooling drinks with citrus notes balance the heat & cut through spice.

-  Light IPA, Lager, Wheat Beer
-  Riesling, Gewürztraminer
-  Mojito



DESSERT PIES

E.g. Apple / Cherry / Chocolate

Sweet and roasted flavours pair beautifully.

-  Stout (*chocolate*), Cider (*apple*)
-  Dessert Wine, Tawny Port
-  Espresso Martini



* <https://www.terryfoods.com/news/celebrating-british-pie-week> <https://www.lochinverlarder.com/stories/pie-drink-pairings>
<https://www.british-pie-week.co.uk/blog/pie-side-dishes/pie-pairings-the-perfect-drinks-for-your-favourite-pies/> <https://www.bcfw.co.uk/blog/wine-and-pie-the-perfect-pairing/>
https://miococktails.co.uk/blogs/news/our-cocktail-food-pairing-report?srsltid=AfmBOoqf7FrqjUGkYZW500YsrJhpo_DS6XXoEmux7eLel6O19krZHX

EASTER WEEKEND 2026

3RD - 6TH APRIL

A cracking opportunity for pubs, bars and restaurants to boost sales with two bank holidays over the long weekend. Easter appeals across the generations and is a time for families and friends to meet and spend time together.

GREAT OUTDOORS

Get your outdoor areas ready for spring using **bright & colourful hanging baskets** outside your venue & decorate the inside with themed decorations.

GET SOCIAL

Promote your **offers & events** on all social media platforms. *#Easterdrinkoffers #EasterRoastWinner*

SHOUT ABOUT IT

Make sure you start advertising your Easter Weekend offers at least 2 weeks in advance. Use **banners & A boards** to promote your events & offers to passing trade. Don't forget posters & tent cards for inside too!

FAMILY FUN

Easter is a family occasion so **make sure your events are geared up for the family**. You could host an Easter egg hunt, competitions, & quizzes. Why not get other businesses in the community involved as well? **Don't forget to welcome dogs during Easter to make it a proper family occasion.**

SOFTLY DOES IT

Add value to your **soft drinks menu** with interesting garnishes to make your offering more enticing for both children & adults that are actively seeking a non-alcoholic option. Include **No & Low Alcohol** beers, ciders and wines within your Easter drinks range.

EGG-CEPTIONAL COCKTAILS

Make extra margin with special Easter cocktails. Creamy & chocolatey liqueurs are perfect as a starting point. E.g. a **Chocolatini** (a chocolatey take on a classic martini), an easy stress free Easter cocktail. Don't forget mocktails to appeal to drivers & health conscious drinkers.



COMING SOON!

MAY 4

MAY 25

BANK HOLIDAYS

MAY 16

FA CUP FINAL

MAY 20

EUROPA LEAGUE FINAL

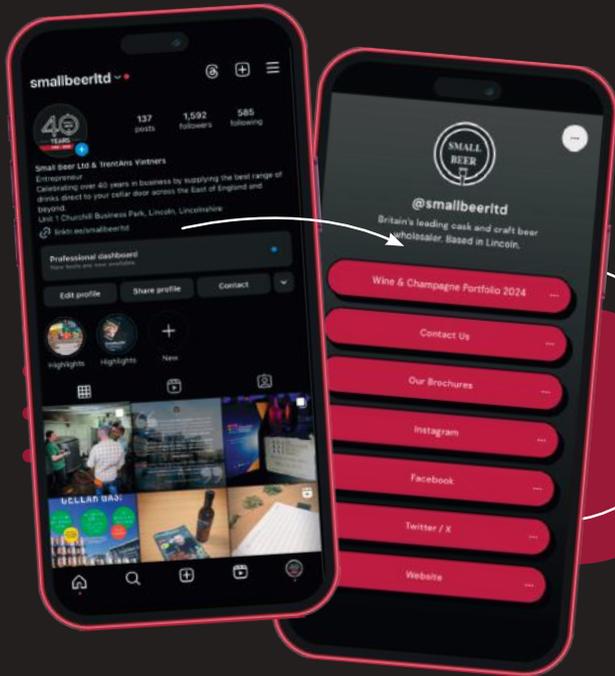
MAY 30

CHAMPIONS LEAGUE FINAL

JUN 21

FATHER'S DAY

A QUICK LINK TO ALL THE GOOD STUFF



ALL OUR LINKS IN ONE PLACE

Scan here to interact with us digitally



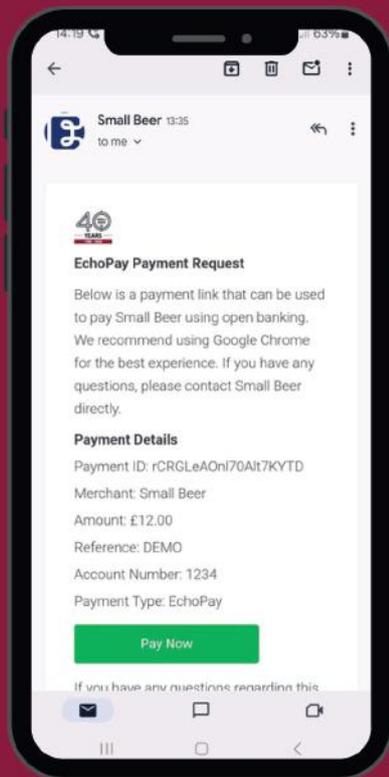
Linktree*

SMALL BEER ONLINE ORDERING APP

Our Online Ordering App is here, tested and ready to go. If you already have an account with us, you can now place your order on our App. It will land straight in to our system for the delivery day you select in line with your normal delivery days. All the offers are on there plus some exclusive online ones too!



Call your rep today or email to start ordering.
appadmin@smallbeerwholesale.co.uk



PAY US USING YOUR MOBILE BANKING APP.

Use Pay by Bank as a way to pay your invoices using your mobile phone and online banking.

With easy to use payment links sent to you by email there is no need to phone in and pay.

Each payment is authorised by you using your banks authorisation process. Below are some common methods:



Face ID



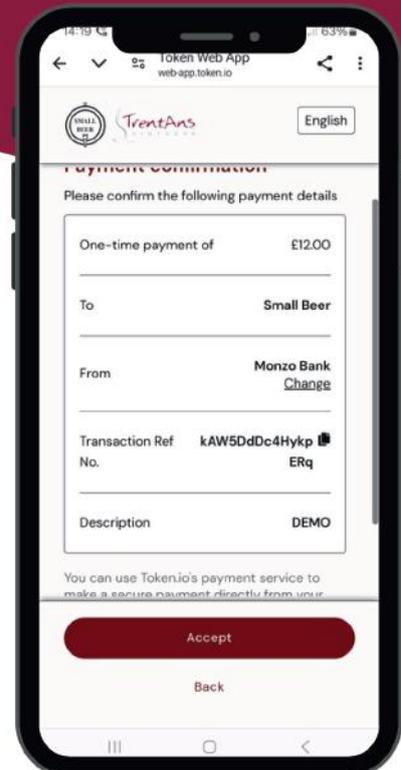
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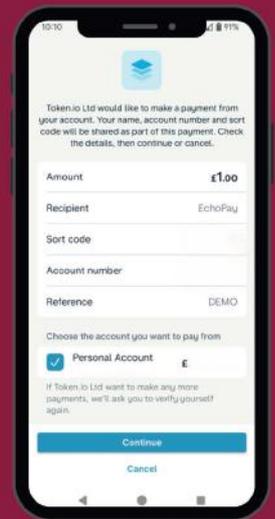
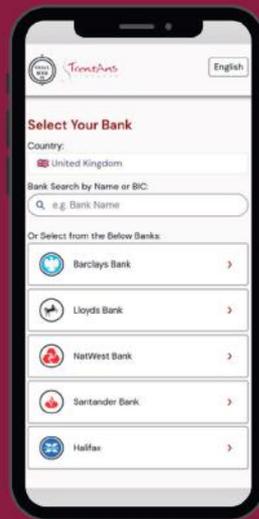
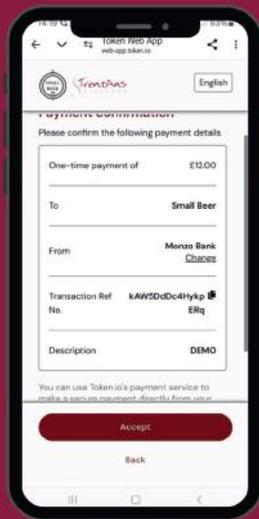
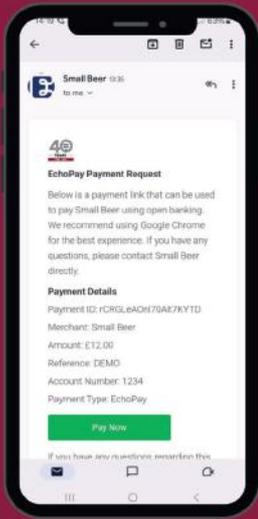


Pin Number

Benefits:

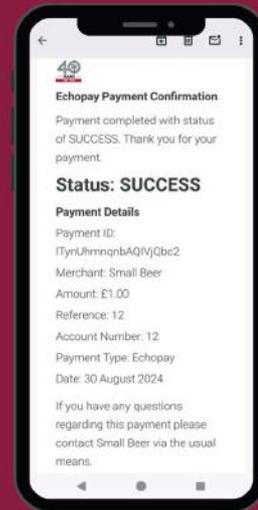
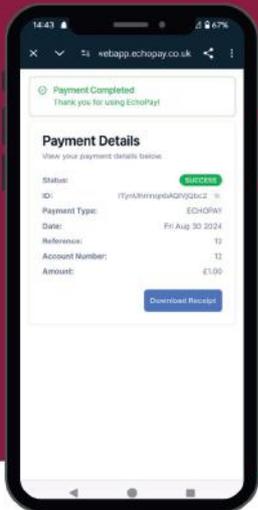
- Pay anywhere anytime
- None of your payment details are shared
- Supported by a wide range of banks





Payment Request

Small Beer Web App



Mobile Banking

Small Beer Web App





Tuesday 24th March 2026

from 3pm-8pm

The Drill

Free School Lane, Lincoln, LN2 1EY

Please RSVP on the details below by Friday 20th March to confirm your attendance.

Dan Gadsby - Group Purchasing Manager m: 07958 400433 e: dangadsby@smallbeerwholesale.co.uk

Call your Area Sales Manager or Telesales on: 01522 540431

OFFICE OPENING HOURS

**Monday - Friday 8.30am - 5pm,
Bank Holidays 9am - 12noon.**

An answer machine is in operation at all other times.

WAYS TO PAY SMALL BEER

Direct Debit is our preferred method of payment. Credit and Debit Cards are also accepted - Mastercard & Visa.
You can pay us by BACS - call us for our account details.



OFFERS IN THIS BROCHURE

All offers in this brochure are offered subject to availability. Please call Telesales or your Sales Representative to discuss any offers and we will endeavour to meet your requirements.

ALLERGENS

"At Small Beer Ltd we are committed to providing you with all the information you need on allergens contained within the items that you purchase from us. We hold all this information on file and we therefore request that you make us aware of the information you require at the time of purchase and we will be only too happy to tell you these, post them to you or send them by email."

**YOU CAN FIND AN ELECTRONIC VERSION OF THIS BROCHURE AT
WWW.SMALLBEERWHOLESALE.CO.UK/BROCHURES**