

Headlines

UNITAS
ON TRADE

November - December 2025



WWW.UNITASWHOLESALE.CO.UK

01302 249 909

@UnitasWsale

@UnitasWsale

Dear customer...

Welcome to your bumper Christmas edition of Headlines!

It's packed full of seasonal deals, with something for everyone, to help you drive up sales and profits during the festive season and into 2026.

Spirit sales soar during November and December so make sure you stock your customers favourites with a good range of vodka, brandy, whisky, liqueurs and the ever-popular gin. Many customers look to trade up their festive tipples so ensure you have core and

upsell products as well as regional and specialist choices.

Early planning and promotion of your seasonal offer is crucial to your success throughout the festive period. Our category advice focusses on how to motivate your staff ready for Christmas. Stock up, promote early and create a fantastic atmosphere for your customers to ensure your venue is the 'go to' place this Christmas.

Sustainability is increasingly a key area for suppliers and customers

alike and we focus on how Coca-Cola is working towards a sustainable future. November also provides an opportunity to flag up your vegan friendly drinks and we have included some of our favourite cocktails.

Finally, we'd like to say a huge 'thank you' to all our valued customers for your trade throughout 2025 and wish you continued success during 2026.

Wishing you a very merry Christmas and a prosperous New Year!

Cheers!

NOV 4
DEC 11

CHAMPIONS LEAGUE FIXTURES

- Nov 4th** League Phase Matchday 4
- Nov 5th** League Phase Matchday 4
- Nov 25th** League Phase Matchday 5
- Nov 26th** League Phase Matchday 5
- Dec 9th** League Phase Matchday 6
- Dec 10th** League Phase Matchday 6

EUROPA LEAGUE FIXTURES

- Nov 6th** League Phase Matchday 4
- Nov 27th** League Phase Matchday 5
- Dec 11th** League Phase Matchday 6

(Fixtures list correct at time of printing)

NOV 1
30

WORLD VEGAN DAY 1ST NOV

WORLD VEGAN MONTH

NOV 5

BONFIRE NIGHT

NOV 30

ST. ANDREW'S DAY

DEC 25

CHRISTMAS DAY

DEC 31

HAPPY NEW YEAR

NEW YEAR'S EVE

17 99
GREENE KING
 BREWERY
NEW
STOCKISTS

**INSTALL DURING
 NOVEMBER AND
 DECEMBER TO RECEIVE:**



**£1,000
 CASH**

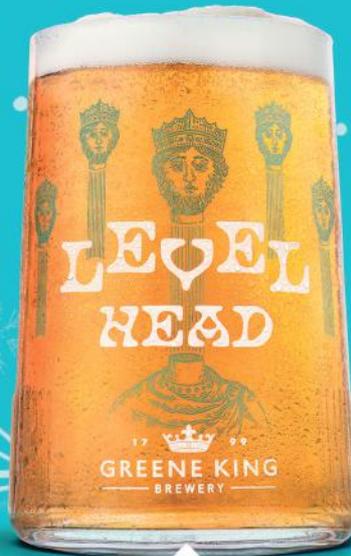
**PLUS THREE
 FREE KEGS**

**PLUS UPWEIGHTED
 INSTALL POS KIT**



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

**FRUITY IPA'S ARE #1 FASTEST GROWING
 CRAFT SEGMENT***



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

**BARTENDERS BRAND AWARDS 2023.
 VALUE - SILVER AWARD, DESIGN - BRONZE
 AWARD, TASTE - SILVER AWARD.**



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

**LARGE INCREASE IN DRINKERS LOOKING
 TO MODERATE, ACCESSIBLY PRICED
 CRAFT ALE FOR ALL VENUES!**



POS

**INCLUDES: GLASSWARE, BAR RUNNERS,
 BEER MATS, STAFF T-SHIRTS, LANYARDS
 AND BEER INFO CARDS.**

SPEAK TO YOUR CUSTOMER SALES TEAM FOR MORE INFORMATION

Promotion available for new installs of Hazy Day, Prior Life and Level Head from 1st November - 31st December 2025. New stockists only. One deal per customer per brand. £1000 paid retrospectively after pub has continuously purchased 1 x 50L or 30L keg per week for 1 year. First free 50L or 30L keg will be issued upon confirmed install. 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 are subject to availability and maybe substituted or delayed. *Source: Q3 2024 Greene King Internal Sales in Data (last 4 weeks)

ROCK INTO THE FESTIVE SPIRIT WITH OUR EXCLUSIVE ROCKING RUDOLPH REWARDS! THROUGHOUT NOVEMBER & DECEMBER

BUY MORE, GET MORE!

BUY 1 X 9G
RECEIVE A FREE POS KIT

BUY 2 X 9G
RECEIVE POS KIT + FESTIVE SOCKS

BUY 4 X 9G
RECEIVE POS KIT + SOCKS
+ CHRISTMAS JUMPER
+ BAUBLES

ROCKING RUDOLPH
PREMIUM BITTER • ABV 4.2%

-  Dark copper
-  Malty, fruity
-  Fruity, malted toffee, crisp bitter finish



BONUS ENTRY:

RING IN THE NEW YEAR WITH PRIZES!

FOR EVERY 9G PURCHASED, YOU'LL RECEIVE ONE FREE ENTRY INTO OUR JANUARY PRIZE DRAW.
START 2026 AS YOU MEAN TO GO ON!

PRIZES DELIVERED IN JANUARY INCLUDE:

- £1500 HOLIDAY VOUCHER
- £1250 TECH BUNDLE
- £1000 FITNESS BUNDLE
- £750 GARDEN BUNDLE
- £500 BEAUTY BUNDLE

----- OR -----
CHOOSE YOUR CHEERS:
5 X WINNERS: WIN A CASE OF BEER
EVERY WEEK OR A FIRKIN EVERY MONTH
- FOR A WHOLE YEAR!



STOCK UP ON ROCKING RUDOLPH AND SPREAD THE CHEER – YOUR CUSTOMERS WILL LOVE IT, AND YOU MIGHT JUST WIN BIG!

T&C's: Throughout the qualifying period of 1st November – 31st December 2025 you will receive a FREE POS kit with your first purchase of a 9g firkin of Rocking Rudolph. Which includes: A2 poster (Rocking Rudolph on tap), A2 poster (Rocking Rudolph/Macmillan donation), pack of 200 drip mats, draw sheet & an Opening hours poster. With the purchase of 2 x 9g firkins (ordered together) you will qualify for the POS kit + a pair of Rocking Rudolph socks. With the purchase of 4 x 9g firkins (ordered together) you will qualify for the POS kit + pair of socks + a Christmas Jumper + 3 individually boxed baubles. Limit of 1 deal per customer. All items subject to stock and availability. Every 9g firkin purchased qualifies for 1 draw ticket, no maximum number of firkins/draw tickets. Draw will take place w/c 5th January 2026 and prizes will be delivered directly to winners by the end of January 2026.

SALT

ALPACA LYPSE



NEW!
Session IPA

AVAILABLE NOW

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

Christmas Casks

TINSELMISU

As the Chuckle Brothers would say, to me, Tiramisu. Pretty sure we've seen that episode anyway. This one's simple and delicious. Tiramisu meets Stout. Absolutely banging.

EYE: BLACK
NOSE: CHOCOLATE
TASTE: COFFEE / CHOCOLATE



Tiny Rebel



HO HO HOPS

We ho ho hope you like this Ho Ho Hops beer. It's a rounded pale with festive notes that belongs firmly on the nice list.

EYE: PALE
NOSE: FLORAL
TASTE: FULL / HOPPY



Tiny Rebel



Tiny Rebel



MERRY CWTCHMAS

It's Christmas, but Welsh. We've put a fun festive twist on our classic Welsh Red Ale - making it a gift everyone wants in December.

EYE: RED / GOLDEN
NOSE: CITRUS
TASTE: CARAMEL

Tiny Rebel

REBEL IPA

THE KING IS IN SESSION

CLWB TROPICA

TROPICAL, WHATEVER THE WEATHER



4.3% ABV



5% ABV

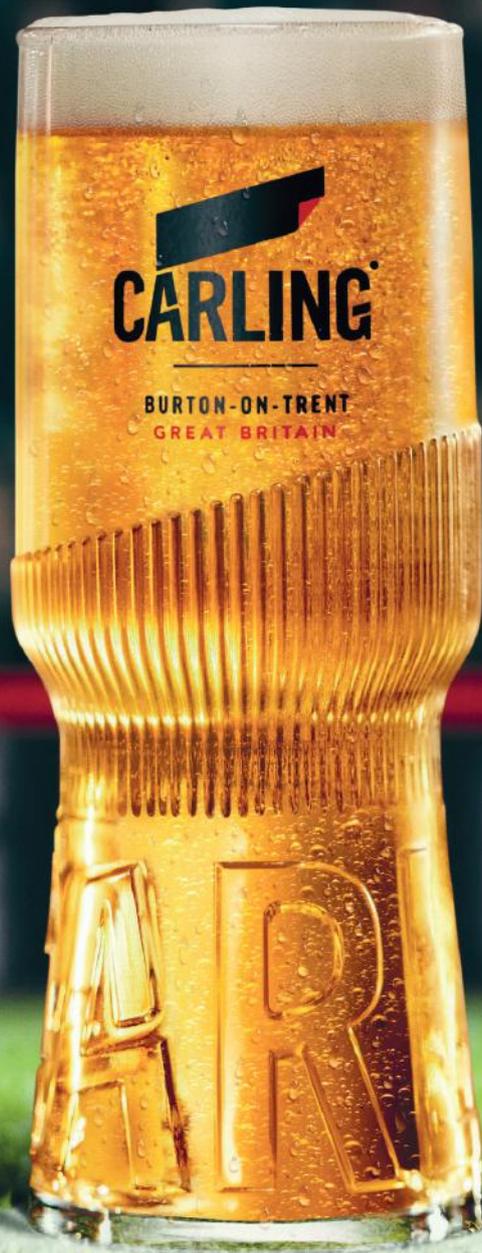


Install Rebel IPA or Clwb Tropica and get:

- 1 x 30L for free and another 1 x 30L after 13 weeks*
- POS Kit including NEW BRANDED HANDLE

EMAIL
 SALES@TINYREBEL.CO.UK
TO ORDER TODAY

BE MATCH READY FOR THE 2025/26 SEASON WITH THE BEER OF FOOTBALL

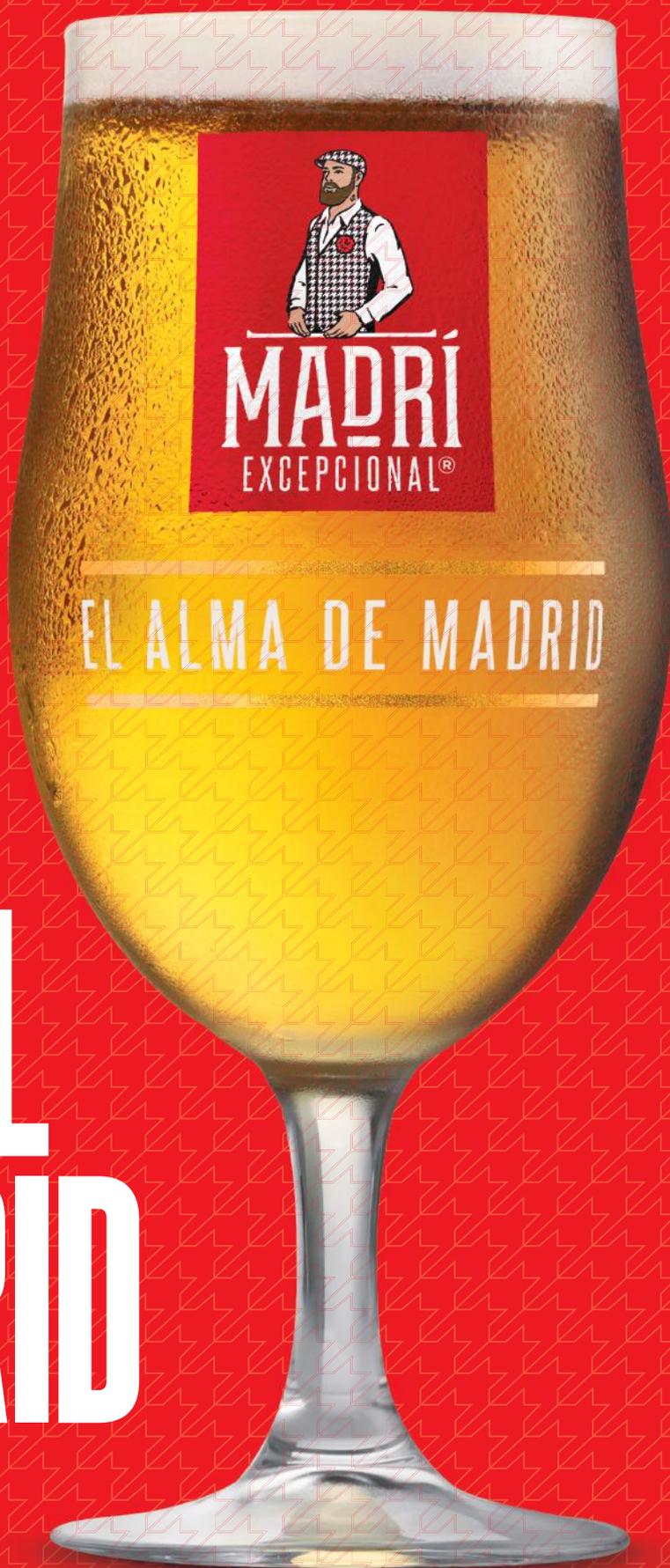


THE NO.1 LAGER ASSOCIATED WITH FOOTBALL*

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

Emirates FA CUP | Adobe WFA CUP
PROUD PARTNER

*ProQuo: Which of the following brands do you most associate with football? 11 April 2025 - 16 May 2025.



DISCOVER

THE SOUL OF MADRID

Brewed in the UK
be drinkaware.co.uk

HAPPY SPRITZMAS



Italian
**ELDERFLOWER
LIQUEUR**



**FIORENTE
ELDERFLOWER
SPRITZ**

- 50 ml Fiorente
- 75 ml Prosecco
- 25 ml Sparkling Water or Soda
- 2 Lime Wedges
- Mint Leaves to garnish

SAVE £ 2.00 PER BOTTLE

ALL THE WINES
WITHOUT THE ALCOHOL.

EISBERG
ALCOHOL FREE WINE

DISCOVER OUR FULL EISBERG RANGE.



STOCK UP FOR
CHRISTMAS!



THE UK'S
NO.1
TRADITIONAL
RTD BRAND*

be [drinkaware.co.uk](#) Source: Nielsen, Supplier Defined Traditional RTD, UK Total Take Home, Value £MAT 19.04.25

You know your beer is cold
when the mountains turn blue



Cold activated mountains
The Peak of Technology 

BREWED IN THE UK

be **drinkaware**.co.uk

Get ready
for the
festivities

£1 OFF
PER BOTTLE



£2 OFF
PER BOTTLE



£1 off per bottle of Greenall's London Dry Gin, Blueberry and Wildberry and £2 off per bottle of Dubliner Bourbon Cask and Honeycomb, Dead Rabbit, Thomas Dakin and Opihr. Offer subject to availability. For further information on our great range of brands visit www.quintessentialbrands.com. Enjoy responsibly, enjoy together | drinkaware.co.uk

QUINTESSENTIAL BRANDS GROUP

Introducing
CASONI 1814 RANGE

SAVE £1 PER BOTTLE



1l	0,7l	1l	1l	1l
APERITIVO 15%vol.	NON ALCOHOLIC APERITIVO	BITTER 23%vol.	VERMOUTH 17%vol.	LIMONCELLO SOLE DEL GOLFO 25%vol.
£ 10.50	£ 9.25	£ 14.25	£ 13.50	£ 12.89

WINTER APERITIVO SPRITZ

50ml Casoni 1814 Aperitivo
75ml Prosecco or other sparkling wine
50ml cranberry juice
25ml soda or sparkling water
Clementine slice and rosemary sprig
to garnish

1814 MULLED WINE

1 bottle red wine
250ml Cranberry juice
60ml 1814 vermouth
1 orange sliced, 4 whole cloves
3 cinnamon sticks, 2 star anise
3 tbsp maple syrup

CASONI

LIQUORI PER PASSIONE - DAL 1814



WORLD VEGAN MONTH NOVEMBER 2025



Vegan month gains momentum every year and provides pubs and restaurants with a golden opportunity to attract the growing number of plant-curious customers.

OUR TIPS:

- Offer a dedicated vegan drinks and food menu with popular beers, wines and cocktails as well as plant-based starters, mains, and desserts. A set menu would work well for food.
- Shout about it! Display your vegan options loudly and proudly. Share on social media as well as chalkboards, table menus and posters with vegan special offers.
- Run vegan promotions, for example midweek discounts on quieter days in November, or have a simple collector card to receive a free vegan drink to encourage repeat visits.
- Train your staff to embrace the trend so they are knowledgeable about vegan drink and food options.



CREATIVE COCKTAILS WITH A VEGAN TWIST

As customers start to go out more often in the build up to Christmas, promoting Vegan Cocktails provides the chance to create a vibrant atmosphere in your venue and also to increase your margins.



DUBLINER MULE

Ingredients:

- 60ml Dubliner Bourbon Cask
- 15ml freshly squeezed lime juice
- 120ml London Essence Spiced Ginger Beer

Garnish: Wedge of lime & mint sprig

Instructions:

1. Fill a highball glass or copper mug with crushed ice.
2. Add the bourbon and lime juice.
3. Top up with ginger beer and stir gently to combine.
4. Garnish with a fresh lime wheel and a sprig of mint.



TORMENTA NEGRA

Ingredients:

- 50ml BACARDÍ Carta Negra Rum
- 3 lime wedges
- 3 dashes of Angostura Bitters
- 100ml Britvic Ginger Beer

Garnish: Orange wheel

Instructions:

1. Fill a highball glass with cubed ice and squeeze in the lime wedges.
2. Pour in the rum and ginger beer.
3. Add the bitters and stir gently before serving.
4. Garnish with an orange wheel.



PINA COLADA

Ingredients:

- 50ml El Dorado White Rum
- 37.5ml coconut water
- 25ml Britvic Pineapple Juice
- 3-4 chunks of pineapple
- 2tsp coconut sugar

Garnish: Pineapple wedge

Instructions:

1. Add fresh pineapple & coconut sugar to a cocktail shaker.
2. Gently crush with a muddler.
3. Pour rum, pineapple juice and coconut water into the shaker.
4. Add crushed ice and shake until well-chilled.
5. Strain the mixture over crushed ice into a tall highball glass.
6. Garnish with a fresh pineapple wedge.

PARAGON BRANDS

HOME OF UNIQUE & UNUSUAL BRANDS

BUY ANY 3 X 70CL FROM THESE ICONIC BRANDS AND RECEIVE 1 X 70CL PASSINI PASSIONFRUIT FOC



ELIGIBLE PRODUCTS: ALL 70CL - ANNE BONNY CARIBBEAN SPICED RUM 40.0%; JUNE ROYAL PEAR & CARDAMOM FLAVOURED GIN 37.5%; JUNE WATERMELON FLAVOURED GIN 37.5%; JUNE WILD PEACH & SUMMER FRUITS FLAVOURED GIN 37.5%; JUNE MANGO & PASSIONFRUIT FLAVOURED GIN 37.5%; LICOR 43 ORIGINAL LIQUEUR 31.0%; ZUBROWKA VANILLA FLAVOURED VODKA 37.5%; ZUBROWKA BISON GRASS FLAVOURED VODKA 37.5%; PUSSEY'S BLUE LABEL NAVY RUM 40%; G'VINE FLORAISSON GIN DE FRANCE 40%; MARTIN MILLER'S ORIGINAL GIN 40%. FREE PRODUCT REWARD: PASSINI PASSIONFRUIT 16% ABV 70CL ONLY.

MAXIMUM 2 DEALS PER CUSTOMER PER ORDER.

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@PARAGONBRANDS WWW.PARAGONBRANDS.CO.UK

the Perfect Mix

Save £1.00 per case



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

© 2025 European Refreshments UC. SCHWEPPE'S is a registered trademark of European Refreshments UC. While stocks last.
*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



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STOCK ASPALL

THE UK'S **#1**
SUPER PREMIUM
CIDER*

PUTTING MORE
MONEY IN THE TILL
THAN ANY OTHER
SUPER PREMIUM
CIDER*

MOST
LOVED
APPLE CIDER
BRAND**



Get in touch with your Account
Manager to find out more.

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

*Total GB On Trade, 52 weeks ending 30/12/23.
**BrandVue L12wks end date - 31/01/2024.



Save £1.00 on 200ml Coke or Schweppes Mixers / Juices

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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BRITVIC



BUY 4 CASES

FROM THE 200ML BRITVIC MIXERS AND PEPSI RANGE TO RECEIVE A FREE CASE OF 200ML TONIC OR LOW CAL TONIC*

*T&Cs apply: Deal runs from 1st November 2025 – 31st December 2025. 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.

GO TO TOWN WITH A FESTIVE SPRITZ

SPECIAL OFFER
£13.49

RASPBERRY & ROSE SPRITZ — RECIPE —

INGREDIENTS

75ML PROSECCO
75ML LONDON ESSENCE
RASPBERRY & ROSE SODA

OPTIONAL

10ML CRÈME DE CASSIS

GARNISH

RASPBERRY



THE LONDON ESSENCE CO.

Terms and conditionals apply. Deal runs from 1st November – 30th December. Four deals per customer, per week. Qualifying range includes all London Essence 200ml NRB x 24. While stocks last. Event price £13.49. Promoter: Carlsberg Britvic Breakspear Park, Breakspear Way, Hemel Hempstead, HP2 4TZ.

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



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my.ccep.com



Deck the halls and your drinks with **Fitch & Leedes** mixers this festive season!



BUY ANY 3 CASES OF FITCH & LEEDES AND **GET A FREE CASE OF CHEEKY CRANBERRY** (24 X 200ML) FROM NOVEMBER 1, 2025, TO DECEMBER 31, 2025.



#JustAdd Fitch

[f](#) [i](#) [@FitchandLeedesUK](#) [in](#) [@BespokeBeveragesUK](#)



SCAN TO LEARN MORE

FITCH & LEEDES BESPOKE MIXERS

BUY ANY 4 CASES FROM THE J20 275ML RANGE TO RECEIVE A FREE CASE OF J20 ORANGE AND PASSIONFRUIT*

UK'S NO 1 ADULT
SOFT DRINK**



GET TO THE
JUICE

*T&Cs apply. Deal runs from 1st November 2025 – 31st December 2025. Three deals per customer, per week. Qualifying products include: J20 Orange & Passionfruit 275ml NRB x 24, J20 Apple & Raspberry 275ml NRB x 24, J20 Apple & Mango 275ml NRB x 24, J20 Dragonberry 275ml NRB x 24. Free case is J20 Orange & Passionfruit 275ml NRB x 24. While stocks last.
**Nielsen IQ, total coverage, adult social drinks Britvic (defined, 52we 15/02/25; CGA total out of home (licensed and foodservice) Adult - Britvic defined) 52we 31/12/24; Share of brands is by total adult i.e. adult on trade plus adult off trade. Promoter Carlsberg Britvic, Breakspear Park, Breakspear Way, Hemel Hempstead, HP2 4TZ.

INTRODUCING THE NEW OASIS 330ML SLEEK CAN

Unique to the
On Trade



£3 OFF PER CASE

Oasis Still Fruit Juice Drink

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Big on Flavour, Bigger on Savings

£2.50 off every case of Fruit Shoot!*



**No. 1
KIDS
DRINK****



Contains naturally occurring sugars and 8% fruit juice from concentrate

*T&C's apply. Deal runs from 1st November – 31st December 2025. Qualifying range includes Fruit Shoot Apple & Blackcurrant / Orange / Summer Fruits 275ml PET. Promoter Carlsberg Britvic, Breakspear Park, Breakspear Way, Hemel Hempstead, HP2 4TZ. ** Source: CGA by NielsenIQ, FS&L Database, Foodservice, Volume sales, Kids CBBV Defined, MAT 31.12.24. For further information please contact Britvic at PressOffice@Britvic.com

ADD A DASH OF
Extraordinary

Fill other glasses with envy

CORDIAL 6 x 500ML: handpicked elderflower, pomegranate & elderflower, ginger & lemongrass, lime & mint, mango & passionfruit
SPARKLING PRESSE 12 x 275ML: elderflower, crisp apple, pomegranate & elderflower, raspberry lemonade, ginger beer

great taste PRODUCER
 bartenders brand awards 2024

BRITVIC recycle

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

*T&Cs apply: Deal runs from 1st November – 31st December. Qualifying range includes: Britvic Juices 200ml NRB, Britvic Cordials 1L, Britvic 55 275ml NRB, 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.



**FREE £1,100 STOCK BUNDLE
WHEN YOU INSTALL PEPSI DISPENSE****

PEPSI MAX
IS THE NUMBER 1 SUGAR FREE COLA ON DISPENSE*



FREE STOCK BUNDLE INCLUDES

- 2X PEPSI MAX BAG IN BOX
- 1X PEPSI REG BAG IN BOX
- 1X R WHITES BAG IN BOX
- 1X PEPSI GLASSWARE CASE
- 1X ICE BUCKET
- 2X BAR RUNNERS
- 1X T-SHIRT PACK



**PLEASE CONTACT YOUR BRITVIC REPRESENTATIVE
OR SCAN THE QR CODE TO REGISTER YOUR INTEREST**

T&Cs: Free stock bundle includes 4 x BIBs, 1 x Case of Glassware, 1 x Ice Bucket, 2 x Bar Runners, 1 x T-Shirts. *CGA by NielsenIQ, Licensed database, Value & Volume sales (L). Sugar Free Draught Colas Britvic defined, MAT TY 28.12.24. For further information, please contact Britvic at Pressoffice@britvic.com. **Based on retail value of 4 free BIBs (92.38 serves x 4 BIB = 369.52 serves at average retail sale price of £2.71. Prices always at the discretion of the customer) plus Welcome Bar bundle (value of over £60); Subject to availability and while stocks last. Max 1 of each stock bundle per outlet. Subject to customer having a Pepsi Max Dispense unit contract and installed. 4x FREE BIBs are given during installation, the remaining items can be claimed by clicking the link provided on your welcome email from sensational drinks, registration & a valid email address is required. Please refer to your dispense contract for full Terms and Details. Promotor: Britvic Soft Drinks, Breakspear Park, Breakspear Way, Hemel Hempstead, HP2 4TZ.

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



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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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Drink to a sustainable future!

Coca-Cola EURO-PACIFIC PARTNERS

Coca-Cola aim to refresh the world and make a difference, driving positive change and building a more sustainable future for our planet.

97.5% of Coca-Cola's packaging is recyclable

and half of the material used in its PET (polyethylene terephthalate) bottles comes from recycled plastic. The goal is to help collect and recycle the equivalent of every bottle or can sold worldwide by 2030.

82 new low and no calorie drinks launched in the past decade

And creating new low or zero sugar products has cut sugar content by almost 30% - that's 45,000 tonnes - since 2010. It's proving popular, too - low & no calorie now account for 66% of all sales, a 22% increase over five years.

Replenishing

100%

of water used

in the most water-stressed areas around the UK. Water efficiency in processes has been improved by 30% in 20 years and 1.8 million cubic metres has been replenished in a year - equivalent to 133% of the water used in its drinks.

The carbon impact of each drink has fallen by

39%

and core business emissions reduced by 65% in the past 10 years. All electricity used by CCEP now comes from renewable sources, with 17% from a solar farm it helped build in Wakefield.

Invested more than

£1.5m

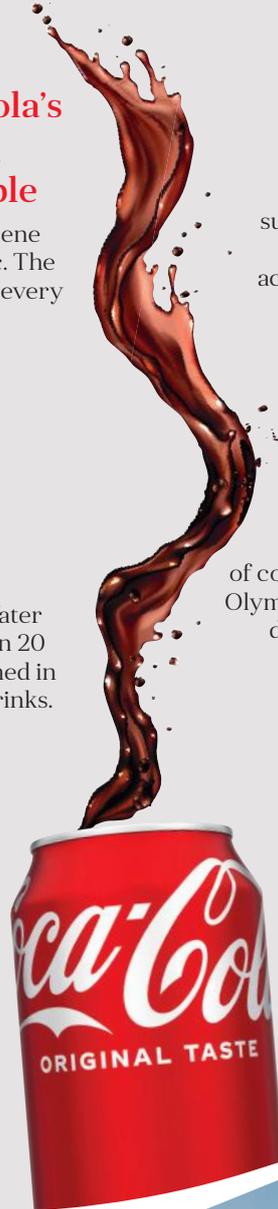
and given 5,000 hours'

of colleague time to support UK Youth, Stonewall, Special Olympics GB and Keep Britain Tidy as part of its inclusion, diversity and economic development programme.

100%

of its sugar, pulp and paper comes from ethical suppliers

before being turned into drinks at five factories across Britain. The business is committed to sourcing ingredients and raw materials responsibly.





• PIPERS •

- EST. BY FARMERS -

**BUY NOW FOR 20% OFF
IN NOVEMBER/DECEMBER**



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

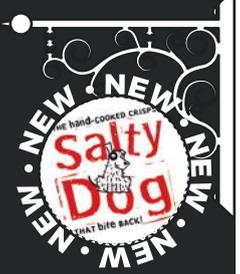
Visit our website for more details:
WWW.PIPERSCRISPS.COM

**WHEN LIFE
GIVES YOU
POTATOES
MAKE CRISPS**



Salty Dog

Grrreat tasting snacks!



**FRESH NEW LOOK AND NEW STRONGER
FLAVOURS!**



**BUY ANY 3 CASES OF SALTY DOG CRISPS &
RECEIVE 1 CASE FREE!**



NOVEMBER ONLY

24 x 40G AVAILABLE IN SEA SALT, STRONG CHEDDAR & ONION, SALT & MALT VINEGAR, HAM & MUSTARD, SWEET CHILLI, BRITISH ROAST BEEF.



SOLD EXCLUSIVELY IN THE ON TRADE FOR OVER 23 YEARS

Find Your Perfect Match



Your Game Changer Is Here

MOLSON COORS EXCLUSIVE DRAUGHT RANGE

50%

OFF sky sports

6 kegs across 3 brands

30%

OFF sky sports

6 kegs across 3 brands

25%

OFF sky sports

5 kegs across 3 brands

20%

OFF sky sports

4 kegs across 2 brands

15%

OFF sky sports

3 kegs across 2 brands

Volume measured as weekly average over a 3 month period. In addition to the total volume, each brand must sell on average one keg per week. For more information and full terms and conditions visit www.yourgamechanger.co.uk.

KEEP STAFF MORALE HIGH

& Jingle all the way through Christmas

While Christmas brings a surge in customer numbers, it also presents unique challenges and opportunities for managing profitability in your venues. The key to success is a happy and efficient team of staff working together to navigate the busy festive period.

STAFF WELLBEING

The most wonderful time of the year can also be one of the most stressful for hospitality workers so make sure you look after your staff to get the best results this Christmas.

OPTIMISE THE STAFF ROTAS

Getting staff levels just right during the festive season can truly be the key to maintaining a happy and motivated workforce.

Plan your rotas early so staff are aware of the options and clear about which holidays they will be asked to work to encourage commitment and enthusiasm as a team. Make sure your staff feel supported, valued and motivated during the busy periods.

HIRE EARLY

Start your hunt for extra kitchen and bar staff early to ensure they have the right skills and fit within your team. Invest time in training them to understand your processes, menu, and service standards.

STAFF PARTY AND INVOLVEMENT

Consider planning a party for the staff in January as a thank you and something fun to look forward to. When putting up the decorations don't forget the staff areas. A secret Santa is always a winner to add some festive cheer for your team.

MOTIVATE YOUR STAFF

Use incentives or rewards for exceptional service, as happy staff often lead to satisfied customers.

TEST YOUR FESTIVE FOOD AND DRINKS MENUS

Plan your festive food menu early so there is plenty of time to test and tweak it. Train your staff in advance so they can recommend the specials and also upsell the Christmas drinks.



Tips for a cracking Christmas

- 1. SEASONAL STAFFING**
Evaluate staffing needs for the busy season and hire and train additional staff early.
- 2. DRESS TO IMPRESS**
Enhance the festive spirit by decorating your venue to create a festive feel.
- 3. PLAN YOUR CHRISTMAS MENUS**
Design a festive-themed menu with popular seasonal dishes and drinks to attract customers.
- 4. BOOKING SYSTEM**
Implement a reservation system to manage the expected influx of customers efficiently.
- 5. CHRISTMAS DRINKS RANGE**
Organise the right range for profitability with festive beers, spirits, sparkling wine, cocktails and Lo n No options.
- 6. SPECIAL OFFERS**
Think about a targeted plan to promote your special offers, events and discounts during the festive period.
- 7. SHOUT ABOUT IT!**
Update your website and social media profiles with festive-themed content and display festive point of sale around your venue.
- 8. CUSTOMER FEEDBACK**
Set up a feedback system to monitor customer experiences and address any issues promptly.

2026 Key Dates

JANUARY

1	New Year's Day - Bank Holiday
1	January
10	FA Cup Third Round
12	Australian Open Tennis (12th Jan-1st Feb)
20	Champions League Matchday 7 (20th & 21st)
25	Burns Night
28	Champions League Matchday 8

APRIL

3	Easter Weekend (3rd-6th)
4	FA Cup Quarter Final
7	Champions League QF (7th & 8th)
9	Europa League QF
11	Grand National
14	Champions League QF (14th & 15th)
16	Europa League QF
23	St. George's Day
25	FA Cup SF
28	Champions League SF (28th & 29th)
30	Europa League SF

JULY

4	Tour De France (4th-26th)
5	British Grand Prix
16	The Open Championship (16th-19th)
19	FIFA World Cup Final
23	Commonwealth Games Glasgow (23rd Jul-2nd Aug)

OCTOBER

TBC	National Curry Week
25	British Summertime Ends
31	Halloween

FEBRUARY

5	Six Nations (5th Feb-14th Mar)
8	Super Bowl LIX
14	Valentine's Day
14	FA Cup Fourth Round
17	Chinese New Year
17	Champions League Knockout Phase (17th & 18th)
24	Champions League Knockout Phase (24th & 25th)

MAY

5	Cinco de Mayo
5	Early May Bank Holiday
5	Champions League SF (5th & 6th)
7	Europa League SF
16	FA Cup Final
16	World Whisky Day
20	Europa League Final
24	French Open (24th May-7th Jun)
25	Spring Bank Holiday
30	Champions League Final

MARCH

1	St. David's Day
7	FA Cup Fifth Round
10	Champions League Round of 16 (10th & 11th)
15	Mother's Day
17	Shrove Tuesday
17	St Patrick's Day
17	Champions League Round of 16 (17th & 18th)
22	Carabao Cup Final
29	British Summer Time Begins

JUNE

6	Betfred Derby
11	2026 FIFA WORLD CUP (11th Jun - 19th Jul)
13	World Gin Day
14	U.S Open (14th-21st)
15	Beer Day Britain
16	Royal Ascot (16th-20th)
21	Father's Day
29	Wimbledon (29th Jun-12th Jul)

BIG SALES BOOST

The Night Time Industries Association (NTIA) estimates that the Euro 2024 tournament generated nearly **£1 BILLION IN ADDITIONAL REVENUE*** for local pubs and venues.

AUGUST

7	International Beer Day
TBC	Great British Beer Festival
30	U.S. Open Tennis (30 Aug-13 Sep)
31	Summer Bank Holiday

NOVEMBER

5	Bonfire Night
30	St Andrew's Day

SEPTEMBER

TBC	Cask Ale Week
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DECEMBER

24	Christmas Eve
25	Christmas Day
26	Boxing Day
31	New Year's Eve

Dates correct at time of printing

COMING SOON!



1. All offers are available from 1st November to 31st December 2025 unless otherwise stated. 2. All offers are subject to regional availability and prices are exclusive of VAT. 3. We will not accept orders where they would breach a beer tie or other contracts that the buyer holds with a third party. 4. E.&O.E. 5. This brochure is not intended as an inducement to breach any contract, which may exist between a tenant & their landlord to purchase beers or any other products. In such cases only those products, which are excluded from such agreements, should be considered. 6. We treat the buyer placing an order with us as the buyer's confirmation that there is no such tie. 7. All prices featured may be subject to a duty increase.

