

Headlines

Unitas ON TRADE

January - February 2026

ADNAMs.
SOUTHWOLD

NEW SESSION IPA LAUNCH PRICE

**LAUNCH
PRICE
£54.99**

CONTACT YOUR
ACCOUNT MANAGER
TO ORDER

be **drinkaware.co.uk**

☎ 01522 540431 ✉ SMALLBEER@SMALLBEERWHOLESale.CO.UK
🌐 WWW.SMALLBEERWHOLESale.CO.UK ✉ @SMALLBEERLTD



TrentAns
VINTNERS

Dear customer...

Welcome to 2026. Wow! Where did 2025 go? It seems to be Thursday evening before I know it all the time, and life is disappearing. We're all in the same boat, and the speed at which 2025 has gone doesn't necessarily mean all good things for the hospitality industry.

We've all got our fingers crossed here that the Chancellor's decisions won't manifest themselves too badly, the seemingly constant increase in levies on hospitality doesn't take hold and the entire industry can recover beautifully into 2026. Can you fast forward yourself to the end of July when England are lifting the World Cup, and we've sold hundreds of barrels of beer more than we expected? Maybe a pipe dream, but let's hope that this can happen.

January and February are always historically quiet months where suppliers start to get their plans in place for 2026, but it can always take a little time for those plans to get launched through our promotional calendar.

As ever, though, there are always some absolute gems to have, and nothing better than the incredibly well-priced launch of Ghost Ship Session IPA on Cask. What a great price that is for 72 pints of great beer from this amazing Suffolk brewer. They have long been a key partner of Small Beer and will continue to be so with this offspring of the amazing Ghost Ship IPA brand that they already sell so much of.

Two more brands to mention, which are quiet launches for us in the first few months. One is the draught Granny Smith cider

from South Africa, known as Sxollie. Not the easiest word to say or spell, but a great brand to have on your bar to give you a point of difference into 2026. The other is the Cornish range of mixers from Navas. Surely the premium nature and quality of these brands will rival the big boys in this category. A great place to start 2026 to improve your offering vs your neighbours.

All at Small Beer wish you the very best for 2026. We will be here continuing to fight for all of our positions in this amazing trade that we work in. We look forward to working together with you even closer throughout the coming 12 months.

Cheers!

Rob Eastwood
MD, Small Beer Ltd

JAN
20
FEB
26

UPCOMING FOOTBALL FIXTURES

CHAMPIONS LEAGUE

Matchday 7 - 20th / 21st January

Matchday 8 - 28th January

Knockout Phase Play Offs - 16th / 18th February

Knockout Phase Play Offs - 23rd / 25th February

EUROPA LEAGUE

Matchday 7 - 22nd January

Matchday 8 - 29th January

Knockout Phase Play Offs - 18th / 19th February

Knockout Phase Play Offs - 25th / 26th February

(Fixtures list correct at time of printing)

JAN
3



PDC WORLD DARTS FINAL

JAN
4
8



THE ASHES FIFTH TEST

JAN
25



BURNS NIGHT

FEB
5
MAR
14



SIX NATIONS

FEB
8



SUPER BOWL LX

FEB
14



VALENTINE'S DAY

FEB
17



CHINESE NEW YEAR

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

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

CO2,
MIXED 70/30 &
MIXED 60/40

ALL IN
STOCK NOW



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

NEW YEAR, NEW DEALS!

limited
time
only



**BUY 1 X 9G,
SAVE £7.50
per 9g**

**BUY 2 X 9G,
SAVE £10.00
per 9g**

If POS support is
required, please email
wholesale@greeneking.co.uk

Offer runs from 1st January – 28th February 2026. No limit
to the number of deals per outlet. 2 x 9g must be
purchased in the same order to qualify for
promotional discount price.



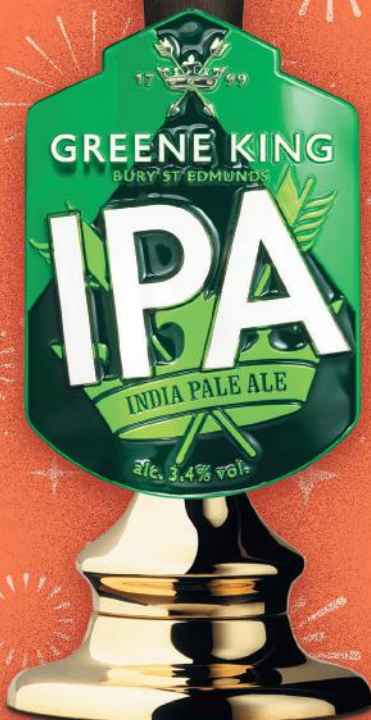
CHEERS TO SAVINGS!

Buy More, Save More on Beer!

Buy 1 x 9g, **SAVE £7.50** per 9g

Buy 2 x 9g, **SAVE £10.00** per 9g

If POS support is required, please email wholesale@greeneking.co.uk



Available
in February

Offer runs from 1st January – 28th February 2026. No limit to the number of deals per outlet. 2 x 9g must be purchased in the same order to qualify for promotional discount price.

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

£19.49
per case



8 x 500ml

PAY ONLY

£13.49
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

£13.99
per case



12 x 330ml

PAY ONLY

£18.49
per case



8 x 500ml

PAY ONLY

£16.99
per case



12 x 500ml

PAY ONLY

£17.49
per case



8 x 500ml

PAY ONLY

£15.95
per case



8 x 500ml

PAY ONLY

£17.99
per case



8 x 500ml

PAY ONLY

£17.49
per case



8 x 500ml

PAY ONLY

£14.99
per case



12 x 500ml

PAY ONLY

£24.99
per case



8 x 500ml

PAY ONLY

£17.99
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

£17.99
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



BUY 2 CASES OF PROPER JOB 0.5% IPA & GET ONE FREE

REASONS TO STOCK:

- In a category dominated by Low & No lagers, Proper Job 0.5% IPA gives consumers the choice they deserve, from one of the most popular ale brands in the country.
- The Low & No category is the fastest growing category in beer with On Trade volume up +36% vs 2023.¹
- The Low & No category provides a great opportunity to trade customers up from soft or hot drink alternatives.

Terms & Conditions: Cases must be purchased in one order during the promotional period to qualify. Each case of Proper Job 0.5% IPA contains 8x500ml bottles. Available while stocks last.
¹CGA OPM Data MAT to 18.05.24 vs YA.

EVERYDAY LOW PRICES ON THE VERY POPULAR GUINNESS BRANDS



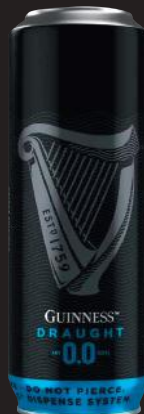
24 x 520ML

£53.99



24 x 558ML

£58.49



24 x 558ML

£51.25



24 x 538ML

£46.25



BAVARIA IN A BOTTLE. 400 YEARS IN THE MAKING.

Brewing since 1598 - still refreshing enough
to rule your taps today.



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

**BUY 3
GET 1
FREE**



WHY FÜRST WALLERSTEIN WORKS FOR YOU

- ▶ A story guests drink up:
400 years of history in every glass.
- ▶ Noble prestige:
a princely brewery brings cachet
to your bar or shop.
- ▶ Modern demand:
from alcohol-free to Helles –
tradition with a fresh twist.
- ▶ Premium quality, poured daily:
heritage that keeps guests returning –
and tills ringing.



CONTACT UK

Hand Picked Drinks
Phone +44 0330 133 6140
sales@handpickeddrinks.com

CONTACT BREWERY

Fürst Wallerstein Brauhaus GmbH
86757 Wallerstein · Germany
brauhaus@fuerstwallerstein.de



Scan & connect!

**FÜRST WALLERSTEIN
ON YOUR MENU –
AND POUR BAVARIA
WITH EVERY GLASS.**

Tired of pouring your profits down the drain?



Start cleaning your beer lines just once every 28 days.

Introducing **DING**

- ✓ Stop wasting good beer, energy, water, and cleaning chemicals.
- ✓ Increase margin and yield
- ✓ Suitable for Independent venues and Groups
- ✓ Save thousands of pounds
- ✓ Improve the quality of your beer
- ✓ 90 day money-back guarantee
- ✓ Clean once every 28 days

Current savings are £387k per year just for the bars. I would highly recommend it!

Darren Williams
The Village Hotel Group
Customer for 5 years

Less cleaning and huge savings of over £4,500 per year, didn't have to think twice!

Robert Clarke, Director
The Winston Conservative Club
Customer for 5 years



Safer. Greener. Cleaner.

Scan QR code to watch short video and register your interest.



Calculate your saving at getding.com or call us on 0800 050 2636

Malmison

VILLAGE
HOTELS

FULLER'S



THE BELFRY
HOTEL & RESORT

PUNCH
PUBS & CO

iTrust Inns
Better Pubs Through Better People

CRAFT CANS JAN-FEB 2026

ADNAMS	DRY HOPPED LAGER	4.2%	24X330ML	£26.23
ATHLETIC BREW	RUN WILD LOW ALCOHOL	<0.5%	24X355ML	£32.26
ANSPACH & HOBDAY	LONDON BLACK	4.4%	24X470ML	£50.70
AZVEX	MAGNIFICENT TREE FROG	4.6%	12X440ML	£29.21
BEAVERTOWN	GAMMA RAY	5.4%	12X330ML	£21.94
BEAVERTOWN	LAZER CRUSH LOW ALCOHOL	0.3%	24X330ML	£29.99
BEAVERTOWN	NECK OIL	4.3%	12X330ML	£20.88
BRISTOL BEER	CLEAR HEAD LOW ALCOHOL	0.5%	12X440ML	£17.99
BROOKLYN	SPECIAL EFFECTS LOW ALCOHOL	0.4%	24X33CL	£28.99
CAMDEN	HELLS	4.6%	12X330ML	£16.08
CAMDEN	PALE	4.0%	12X330ML	£15.99
CAMDEN	STOUT	4.0%	24X440ML	£32.34
ESTRELLA	DAMM ALCOHOL FREE LOW ALCOHOL	0.0%	24X330ML	£19.99
FIERCE	IRON BREW	4.5%	12X440ML	£21.88
JUBEL	PEACH	4.0%	12X330ML	£18.69
OSSETT	BLONDE	3.9%	12X500ML	£22.94
OSSETT	SILVER KING	4.3%	12X500ML	£27.24
OSSETT RAT	WHITE RAT	4.0%	12X440ML	£22.50
OSSETT RAT	HELL RAT	4.0%	12X440ML	£22.50
SALT	SERGE	4.3%	12X440ML	£31.23
SALT	IKAT	8.0%	12X440ML	£39.05
SCHOFFERHOFER	GRAPEFRUIT	2.5%	24X500ML	£32.51
SCHOFFERHOFER	PINEAPPLE	2.5%	24X500ML	£32.51
SIGNATURE	BACKSTAGE IPA	5.6%	24X330ML	£40.66
SIGNATURE	ROADIE IPA	4.3%	24X330ML	£33.89
SIGNATURE	STUDIO LAGER	4.0%	24X440ML	£44.85
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	WELCOME TO THE PARTY PAL	5.5%	12X440ML	£28.08
TINY REBEL	CALI PALE	5.0%	24X330ML	£30.51
TINY REBEL	CLWB TROPICA	5.5%	24X330ML	£32.29
TINY REBEL	EASY LIVIN	4.3%	24X330ML	£29.00
TINY REBEL	ELECTRIC BOOGALOO	4.5%	24X330ML	£29.65
TINY REBEL	NA CLWB TROPICA NA LOW ALCOHOL	0.5%	24X330ML	£26.99
TINY REBEL	PUMP UP THE JAM	5.0%	24X330ML	£35.56
TINY REBEL	REBEL IPA	4.3%	24X330ML	£27.49
UILTJE	BIRD OF PREY	5.8%	12X330ML	£23.28
UILTJE	BIRD OF PREY LOW ALCOHOL	0.2%	12X330ML	£18.75
UILTJE	JUICY LUCY	5.5%	12X330ML	£23.22
VERDANT	LIGHTBULB	4.5%	24X440ML	£58.44
VOCATION	HEART & SOUL	4.4%	12X330ML	£18.46
VOCATION	HOP, SKIP & JUICE	5.7%	12X440ML	£26.48
VOCATION	DEATH BY CHERRY	4.5%	12X440ML	£33.71

SPECIAL PRICE PER CASE*



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

ENJOY RESPONSIBLY

*Promotion available 01/01/26 – 31/01/26. Special price per case throughout January 2026 - Birra Moretti Zero NRB Tray (6 (4x33cl)), Heineken 0.0 NRB (24x33cl), Old Mout Berries & Cherries 0.0% NRB (12x50cl), Tiger NRB (24x33cl). Your standard terms of wholesaler purchase and wholesaler privacy terms apply. The promoter is not responsible for any third party acts or omissions. Promoter reserves the right to cancel or amend this promotion due to circumstances beyond its control. Promoter: Heineken UK Limited, Edinburgh, EH2 2BD.

SPECIAL PRICE PER CASE*



be**drinkaware**.co.uk
ENJOY RESPONSIBLY

Promotion available 01/02/26 - 28/02/26. Special price per case throughout February 2026 - Heineken NRB (24x33cl), Sol (24x33cl), Old Mout Berries & Cherries (12x50cl), Old Mout Kiwi & Lime (12x50cl), Old Mout Pineapple & Raspberry (12x50cl), Old Mout Mango & Passionfruit (12x50cl). Your standard terms of wholesaler purchase and wholesaler privacy terms apply. The promoter is not responsible for any third party acts or omissions. Promoter reserves the right to cancel or amend this promotion due to circumstances beyond its control. Promoter: Heineken UK Limited, Edinburgh, EH2 2BD.



NEW EDLP

24 x 275ml NRB
PAY ONLY
£19.99
per case
24 x 330ml NRB
PAY ONLY
£26.99
per case
24 x 330ml NRB
PAY ONLY
£23.49
per case
24 x 330ml / 12 x 660ml NRB
PAY ONLY
£29.99
per case
24 x 330ml NRB
PAY ONLY
£30.49
per case
12 x 500ml NRB
PAY ONLY
£19.99
per case


NEW EDLP

24 x 330ml NRB
PAY ONLY
£27.49
per case
24 x 330ml NRB
PAY ONLY
£32.49
per case
24 x 520ml
PAY ONLY
£53.99
per case
PREMIUM LAGER
/ IPA
£20.49
per 12 x 330ml case
SESSION LAGER
/ PILS
£18.49
per 12 x 330ml case
24 x 330ml NRB
PAY ONLY
£24.49
per case
12 x 275ml NRB
PAY ONLY
£23.49
per case
24 x 330ml NRB
PAY ONLY
£25.99
per case
24 x 330ml NRB
PAY ONLY
£29.99
per case


NEW EDLP

12 x 550ml NRB
PAY ONLY
£18.99
per case
24 x 330ml NRB
PAY ONLY
£31.99
per case
24 x 330ml NRB
PAY ONLY
£26.99
per case


24 x 330ml NRB

£19.99
per case
normal price £25.49
24 x 330ml NRB
PAY ONLY
£25.49
per case
24 x 330ml / 12 x 640ml NRB
PAY ONLY
£24.49
per case



THE CRISP + CLEAN CIDER
WHAT YOU SEE IS WHAT YOU SIP

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

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

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.

RESULT! MORE THROUGH THE DOOR

FREE FOOTFALL DRIVING KIT AND KEG OF GOLD WHEN YOU INSTALL THATCHERS GOLD

Offer available 1/1/2026 to 28/2/2026



Don't fumble the rugby season – go for Gold.
Gold on the bar is gold in the till.

It's the No.1 selling cider in the freetrade with the highest Rate of Sale.¹

Sport Sells – Pubs that show sport see 12% more dwell time & 11.1% more footfall.²

Make the most of it – Our FREE Footfall driving kit includes social media support and Prize Giveaway POS to get customers through the door and build the rugby excitement.

PERFECTION
– in every drop –

¹ CGA OPS P08 12 week volume data. ² Average from 5th weekend of 6 nations and FA Cup 2024 Oxford Partnership market watch.

T&Cs: Install Thatchers Gold on draught and receive a free 50 litre keg, footfall driving social media support and rate of sale POS kit when replacing a competitor cider.



Thundering Molly

12 x 500ml
PAY ONLY

£19.99
per case



Suffolk Cyder

12 x 500ml
PAY ONLY

£30.49
per case



Hawkstone Apple
Cider

£23.99
per 12 x 500ml case



Hawkstone
Hedgerow

£28.99
per 12 x 500ml case



NEW EDLP

Original

12 x 500ml
PAY ONLY

£13.99
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
£28.99
per case



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

£30.99
per 15 x 500ml case

Pear

£26.49
per 15 x 500ml case



Strawberry & Lime, Wild Berries

24 x 330ml - CANS
PAY ONLY

£33.99
per case



Original

12 x 568ml
PAY ONLY

£18.99
per case



NEW EDLP

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

12 x 500ml

PAY ONLY
£19.75
per case



Inch's Medium
Apple Cider

24 x 440ml CANS
PAY ONLY

£24.99
per case



Maeloc Sidra
Strawberry, Pineapple

24 x 330ml
PAY ONLY

£44.99
per case



Thatchers Blood Orange,
Apple & Blackcurrant

6 x 500ml
PAY ONLY

£12.49
per case



Thatchers Gold

£10.99
per 6 x 500ml case



Thatchers Haze

£12.49
per 6 x 500ml case



Avalon Sidra

12 x 330ml
PAY ONLY

£21.49
per case



Medium Sweet
(Blue Cap)

£21.49
per 12 x 500ml case



Vintage (Black Cap)

£25.49
per 12 x 500ml case

WHITLEY NEILL RHUBARB & GINGER 0.0% WHITLEY NEILL RASPBERRY 0.0% WHITLEY NEILL JAPANESE YUZU & WHITE STRAWBERRY



**WHITLEY NEILL GIN
ELEVATE YOUR
LOW & NO
OFFERING.**

Perfect for mindful
drinking, without
compromising on
taste or quality.



**BUY 2
SAVE £3**

whitleyneill.com
@whitleyneillgin

MAKE *the* OCCASION

be **drinkaware**.co.uk



EST. 2019
**CLEAN
CO**

50+ awards

**#1 INDEPENDENT
ALCOHOL-FREE
SPIRITS BRAND¹**

Create Clean Cocktails

48%
OF ALL BRITONS
ARE DRINKING
LESS²

25% OF
BRITONS
"ZEBRA STRIPE"
(MIX ALC & NON-
ALC) WHEN OUT³

1 IN 3 UK ON-
PREM VISITORS
HAVE TRIED
NON-ALC⁴

CLEANCO 0.0% RANGE TRADES CONSUMERS UP,
BOOSTING MARGINS



SOFT DRINK

Non-alc options are complementing
alcohol sales with 94% Britons
buying alcohol in the same visit



CLEAN PALOMA

**+200%
PROFIT/ITEM**



**Buy 3 x
CleanCo 70cl
save £6**

BUY 1 GET 1 FREE



T&C's apply. while stocks last.

CALEÑO®
TROPICAL NON-ALCOHOLIC SPIRITS

BRINGING JOY
TO NOT DRINKING

Piña Colada

Rum & Coke

Gin & Tonic



MAXIMISE DRY JAN WITH BUY 2 GET 1 FREE

Buy a bottle of Light & Zesty and a bottle of Dark & Spicy and get a White Coconut free!



**NO.1
IRISH
WHISKEY
IN THE UK***

**RECEIVE A
FREE JAMESON
BLACK BARREL 70CL**

**WHEN YOU BUY ANY 5 X 70CL
FROM THE JAMESON RANGE**



SCAN
HERE
TO WIN

*CGA OPMS Data to 05.10.24 MAT

ENJOY RESPONSIBLY. be.drinkaware.co.uk

TOBERMORY

ISLE OF MULL
DISTILLERY

EST. 1798

INSPIRED BY MULL

Meticulously crafted with precision and passion, offering a refined that reflects centuries-old craftsmanship.

Discover notes of sweet orange and citrus, creamy caramel and rich vanilla with spicy hints of cinnamon and clove.

£39.91
per bottle








DISCOVER MORE:
TOBERMORYDISTILLERY.COM

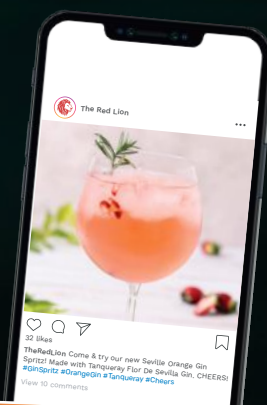
be drinkaware.co.uk

GINUARY – FOR THE LOVE OF GIN!

Make the most of the month-long celebration of gin that serves as an alternative to “Dry January”. By promoting Ginuary you can give your customers the chance to experience new flavours and try different gin-based cocktails. You could run special offers throughout the whole of January to boost sales during this traditionally quiet period.

#GINUARY #BOOSTSALES

-  Gin is the base for 1 in 10 cocktails and interest in **FLAVOURED GIN SPRITZ** has grown to 26% making it very relevant for the On Trade. Ideal to promote in **GINUARY** and very ‘instagrammable’.
-  Run a **SPECIAL PROMOTION** on a **CLASSIC GIN AND TONIC** as traditional gin is doing well in venues. It’s sophisticated, it’s versatile, it’s delicious!
-  Offer tastings of **NEW AND INTERESTING GINS** to encourage customers to **TRY AND BUY**.
-  **CREATE A MEMORABLE AMBIANCE** to encourage customers to stay longer and return during **GINUARY**.
-  Introduce gins with **AUTHENTIC NATURAL FLAVOURS** and a unique provenance.



THE TOP 10 GINS FOR 2026

The MA Drinks List: Top Brands to Stock in 2026



#lowandno

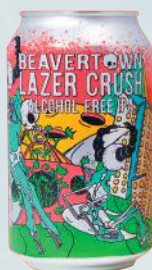
This area of our business is accelerating quickly!
Are you stocking the brands that are driving the category?

— Canned Beer & Bottled Cider —



Clwb Tropica NA
Cans
24 x 330ml

£26.99 per case



Beavertown
Lazer Crush 0.3%
24 x 330ml

£29.99 per case



Beavertown
Satellite 2.8%
12 x 330ml

£17.99 per case



Estrella Free
Damm 24 x 330ml

£19.99 per case CANS
£20.99 per case NRBS



Uiltje Bird Of
Prey 0.2%
12 x 330ml

£18.99 per case



Rekorderlig
Strawberry
& Lime
Alcohol
Free
15 x 500ml

£20.99 per case



Thatchers
Zero
6 x 500ml

£10.49 per case

SPECIAL PRICE

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

£15.99 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



£17.99 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



£18.99 per case

Brooklyn
Special
Effects
0.4%
24 x 330ml



£28.99 per case

NEW
Madri Zero
24 x 330ml



£19.49 per case

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



£12.99 per case
£65.99 per 30l keg

**NEW
EDLP**
Heineken
0.0
24 x 330ml



£17.49 per case

Estrella
Galicía
0.0
24 x 330ml



£18.49 per case

**SPECIAL
PRICE**
Peroni
0.0%
24 x 330ml



£19.99 per case

**SPECIAL
PRICE**
Corona
Cero 0.0%
24 x 330ml



£14.99 per case

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



£26.99 per case
£87.99 per 30l keg

Bitburger
Drive
24 x 330ml



£20.99 per case

Erdinger
Alkoholfrei
12 x 50cl



£19.99 per case

NEW
EDLP

Birra
Moretti
Zero
24 x 330ml



£20.49 per case

NEW CASE
SIZE

Guinness
Draught
0.0
24 x 538ml



£46.25 per case

Franziskaner
Alkoholfrei
12 x 500ml



£21.99 per case

Sharp's
Doom Bar
Zero
8 x 500ml



£14.00 per case

Old Speckled
Hen 0.5%
8 x 500ml



£10.99 per case

Staropramen
0%
24 x 330ml



£19.49 per case

Spirits

**SPECIAL
PRICE**
Beck's
Blue 0%
24 x 275ml



£12.99 per case

Whitley
Neill
Raspberry
0.0%
70cl



£15.44 per bottle

Whitley
Neill
Rhubarb
& Ginger
0.0%
70cl



£15.44 per bottle



Gordon's
0.0%
70cl

£12.35 per bottle



Tanqueray
Alcohol
Free
70cl

£16.26 per bottle



**BUY 2 & GET
£5 OFF**

Decem
Gin 10%
70cl

£23.99 per bottle

Wines



Vilarnau
0.0%
Brut

£6.43 per bottle



Vilarnau
0.0%
Rosado

£6.43 per bottle



Nozeco
Alcohol Free
200ml bottle

£8.01 per case (6 x 200ml)
£3.50 per bottle



Darling Cellars
De-alcoholised
Sauvignon
Blanc

£4.16 per bottle



Darling Cellars
De-alcoholised
Rosé

£4.16 per bottle



Darling Cellars
De-alcoholised
Shiraz

£4.16 per bottle

DRINKING DIFFERENTLY

LOW & NO IN 2026*

Nearly 40% of all drinks that customers now drink in pubs, bars and restaurants are not full strength, a clear indicator of a more diverse, nuanced approach to social drinking. To meet the challenge of Dry January and maximise your sales throughout 2026 you need to stock and promote a varied Low and No alcohol range.

Nearly **36 MILLION UK ADULTS** are actively **MODERATING THEIR ALCOHOL INTAKE.**

Customers are weaving together full-strength, mid-strength and alcohol-free options to suit the moment.

LESS THAN 2-IN-3 DRINKS consumed in hospitality venues are now **FULL-STRENGTH.**

Moderation today doesn't mean giving up alcohol. It means drinking more intentionally, more flexibly. This new blended approach is changing how people drink and more importantly, how they want to be served.

COASTING moderation tactics are being embraced including **1-IN-5 WHO ACTIVELY OPT FOR MID-STRENGTH OPTIONS** throughout an occasion.

ZEBRA STRIPING HAS INCREASED WITH 34%

of UK adults now saying they do this regularly
(up from 28% in 2024).

31% OF CUSTOMERS will now choose a low or no-alcohol beer when visiting a hospitality venue and not drinking alcohol. This is, up from just 9% five years ago meaning that **low & no beer has jumped from 7th to 2nd most popular drink choice** when not drinking alcohol in a pub, bar or restaurant.

MODERATION TACTICS

These are the ways in which Brits are moderating their alcohol consumption on a night out.

ZEBRA STRIPING

The practice of alternating between alcoholic and alcohol-free drinks on the same drinking occasion in order to moderate alcohol consumption.

GOING LOW

The practice of actively choosing lower ABV drinks on a drinking occasion in order to moderate alcohol consumption.

BOOK-ENDING

The practice of starting and finishing with an alcohol-free drink on a drinking occasion in order to moderate alcohol consumption.

EXPAND YOUR LOW & NO LINEUP!



**BUY 3
GET 1 CASE
FREE***

**FROM THE
UK'S NO. 1
ADULT SOFT
DRINK BRAND****



NEW

**THEY'RE WELL
POSH**

*Deal runs from 1st January 2026 – 28th February 2026. Three deals per customer, per week. Qualifying products include: J20 Strawberry & Orange Blossom Mojito 250ml x 12, J20 Tropical Punch 250ml x 12, J20 White Peach & Mango Daiquiri 250ml x 12. Free case is any case from the range. While stocks last. **Nielsen IQ, total coverage, adult social drinks Britvic defined, 52we 23/08/25; CQA total out of home (licensed and foodservice) Adult - Britvic defined, 52we 31/07/25. For further information please contact Carlsberg Britvic at pressoffice@carlsbergbritvic.co.uk. 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

- 1X PEPSI MAX BAG IN BOX
- 1X PEPSI REG BAG IN BOX
- 2X 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**



**SPEAK
TO YOUR
ACCOUNT
MANAGER
TODAY!**

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-Shirt Pack. *CGA by NielsenIQ, Licensed database, Value & Volume sales (L), Sugar Free Draught Colas Britvic defined, MAT TY 08.09.25. For further information, please contact Carlsberg Britvic at pressoffice@carlsbergbritvic.co.uk. **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 and POS items will be delivered prior to installation. Please refer to your dispense contract for full Terms and Details. Promoter: Carlsberg Britvic, Breakspear Park, Breakspear Way, Hemel Hempstead, HP2 4TZ.

NAVAS

PREMIUM BOTANICAL MIXERS



Certified



Corporation

IN PARTNERSHIP

eden
project

BUY 3 FLAVOURS
GET A 4TH FREE OF CHARGE



SHIP WITH
NATIONAL
WILDFLOWER
CENTRE



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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EVERYDAY LOW PRICE ON THIS TOP SELLER



24 PACK £22.49

ORANGE & PASSION FRUIT
APPLE & MANGO
APPLE & RASPBERRY

stock up on the refreshing drink that's 1 of their 5-a-day

new

(and probably good for business)

save
£2
30 per case



Schweppes®



SAVE £2.50

**ON SCHWEPPE'S PINK GRAPEFRUIT,
TROPICAL SODA & PINK SODA
200ML NRGB**



© 2025. Schweppes is a registered trademark of European Refreshments UC.



Pepsi
7Ltr

£67.99



Diet Pepsi /
Pepsi Max 7Ltr

£54.49



R. Whites
Lemonade 7Ltr

£46.25

**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

£75.10



Coca-Cola
7Ltr

£84.69



Diet Coke
7Ltr

£70.80



Coke Zero
7Ltr

£70.80

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



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

£10.22 +VAT per case



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

£17.30 +VAT per case

BUY 3 GET 1 CASE FREE*



**AQUA
LIBRA**

*T&Cs apply: Deal runs from 1st January 2026 – 28th February 2026. Qualifying products include: Aqua Libra still water 330ml can x 24 and Aqua Libra sparkling water 330ml can x 24. Free case is either Aqua Libra still water 330ml can x 24 or Aqua Libra sparkling water 330ml can x 24. While stocks last. Promoter: Carlsberg Britvic, Breakspear Park, Breakspear Way, Hemel Hempstead, HP2 4TZ.



Save £3 per case on all
Gruntled 20 x 35g

Premium Hand Cooked



**PORK CRACKLING
MADE IN THE UK**



**HIGH
PROTEIN**

BURNS NIGHT

SUNDAY 25TH JANUARY

- ✘ Tartan and Scottish flag bunting are a great starting point for Burns Night décor, but you can also think outside the box with your decorations, for example using heather in your place settings.
- ✘ Offer some traditional Scottish-themed treats and drams alongside other drinks such as craft beer, cask ale or gin.
- ✘ Whether you go traditional with live bagpipes or play music from Scottish bands (e.g. Franz Ferdinand, Texas, Biffy Clyro and Primal Scream), music will help to create an atmosphere in your venue.
- ✘ Scotch whisky is the go to drink for Burns Night. Get creative with your whisky cocktails as well - try a Scotch Sour, add a hot toddy to your offering for the night or even create a cocktail with the infamous Im-Bru! Think about stocking some guest Scottish ales and some Scottish gins as well.



CHINESE NEW YEAR

TUESDAY 17TH FEBRUARY



- 🏮 Chinese food & drinks, themed decorations & fireworks could be just what's needed to boost business during the post-Christmas lull.
- 🏮 Add some oriental dishes to your specials board or create a set Chinese banquet menu for the night.
- 🏮 Decorate your venue inside & out with traditional decorations in red & gold which symbolise happiness & wealth in Chinese culture. Lanterns are a great way to add to your venue's atmosphere.
- 🏮 Lucky red envelopes are a Chinese custom that you could adopt to entice your customers back again by adding in special offer vouchers, such as a free bottle of wine with their next meal.



PROMOTE YOUR SPECIAL OFFERS ON SOCIAL MEDIA

41% of UK customers decide whether or not to visit a restaurant based on its social media*

* <https://www.theaccessgroup.com/en-gb/blog/hos-top-tips-for-bar-and-restaurant-operators-this-valentine-s-day/>

VALENTINE'S DAY

SATURDAY 14TH FEBRUARY

Following Christmas & New Year, Valentine's Day is one of the first big occasions of 2026 for the hospitality industry. Falling on a Saturday it is the perfect date to increase footfall and enjoy a bumper weekend.

- ♥ From traditional Valentine's tipples to low & no options & wine alternatives, now is the time to plan your activity.
- ♥ Create Valentine's themed cocktails. Think red and sweet as a starting point and include fun and interesting garnishes such as rose petals or love heart sweets. 2 for 1 Cocktails are a perfect offer for Valentine's Day.
- ♥ Offering a set menu at a good price is sure to boost business. Add a little romance with sharing dishes and heart shaped food, especially for dessert.
- ♥ Set the romantic atmosphere with candles and flowers on the table for a simple and classy ambience.
- ♥ Booking a live singer for the night could really help to create a romantic mood in your venue!



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



NEW

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

Oink Pork Scratchings

20 x 45g

£22.60
No VAT



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

Hendo's Crisps

24 x 23g

£12.99
No VAT



SIX NATIONS 2026

5TH FEBRUARY - 14TH MARCH

ROUND 1

	v	
FRANCE		IRELAND
THURSDAY 5 TH FEBRUARY, 20:10		

	v	
ITALY		SCOTLAND
SATURDAY 7 TH FEBRUARY, 14:10		

	v	
ENGLAND		WALES
SATURDAY 7 TH FEBRUARY, 16:40		

ROUND 2

	v	
IRELAND		ITALY
SATURDAY 14 TH FEBRUARY, 14:10		

	v	
SCOTLAND		ENGLAND
SATURDAY 14 TH FEBRUARY, 16:40		

	v	
WALES		FRANCE
SUNDAY 15 TH FEBRUARY, 15:10		

ROUND 3

	v	
ENGLAND		IRELAND
SATURDAY 21 ST FEBRUARY, 14:10		

	v	
WALES		SCOTLAND
SATURDAY 21 ST FEBRUARY, 16:40		

	v	
FRANCE		ITALY
SUNDAY 22 ND FEBRUARY, 15:10		

ROUND 4

	v	
IRELAND		WALES
FRIDAY 6 TH MARCH, 20:10		

	v	
SCOTLAND		FRANCE
SATURDAY 7 TH MARCH, 14:10		

	v	
ITALY		ENGLAND
SATURDAY 7 TH MARCH, 16:40		

ROUND 5

	v	
IRELAND		SCOTLAND
SATURDAY 14 TH MARCH, 14:10		

	v	
WALES		ITALY
SATURDAY 14 TH MARCH, 16:40		

	v	
FRANCE		ENGLAND
SATURDAY 14 TH MARCH, 20:10		

CATCH ALL THE ACTION ON



Fixtures correct at time of printing

COMING
SOON!

MAR
1

ST. DAVID'S
DAY



MAR
15

MOTHER'S
DAY



MAR
17

ST. PATRICK'S
DAY



APR
5

EASTER
SUNDAY



APR
23

ST. GEORGE'S
DAY



BOOST TRADE

After Easter

REWARD YOUR CUSTOMERS
FOR RETURNING MORE
FREQUENTLY

NEW!
BUDGET
MINI
CARDS

20% OFF

Use code
UNITASBB20

visit lords.marketing/shop

SCAN HERE TO ORDER



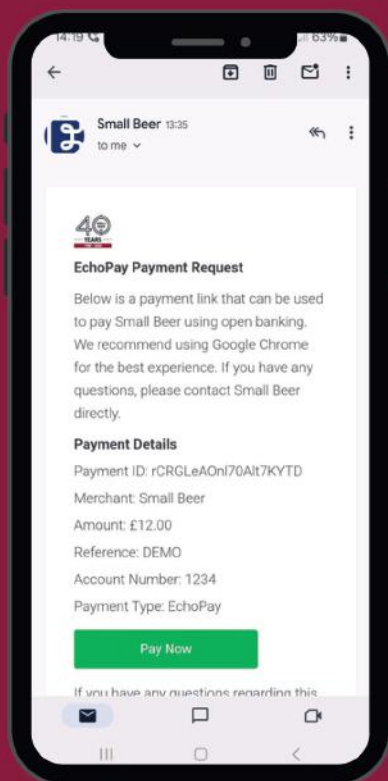
CHOOSE ONE MAIN OFFER AND SPECIAL MESSAGE
TO SUIT YOUR VENUE – IT'S SIMPLE AND IDEAL TO
GIVE TO YOUR CUSTOMERS WITH THEIR BILL

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 bank's authorisation process. Below are some common methods:



Face ID



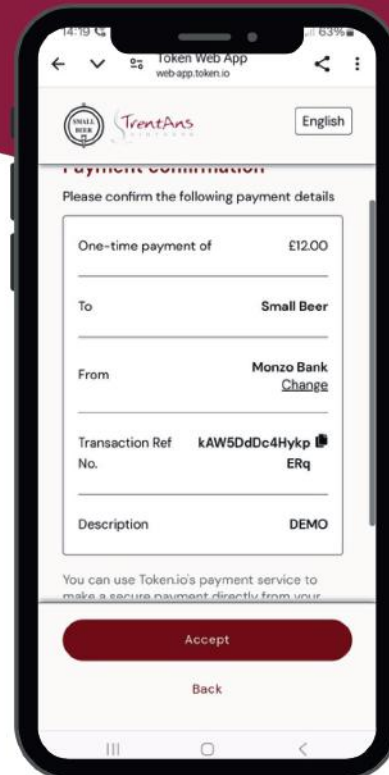
Finger ID

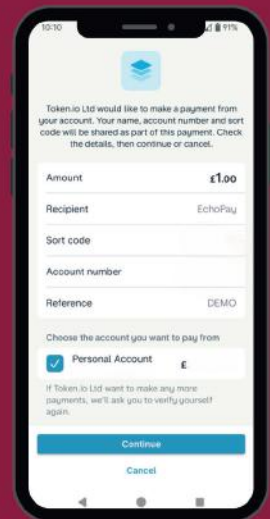
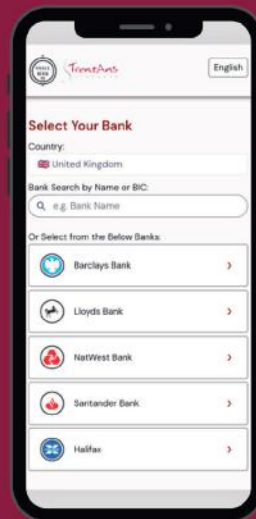
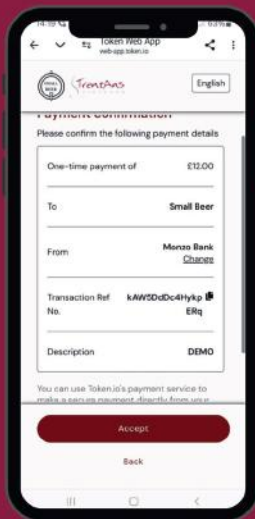
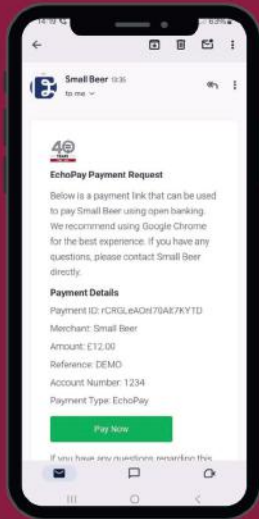


Pin Number

Benefits:

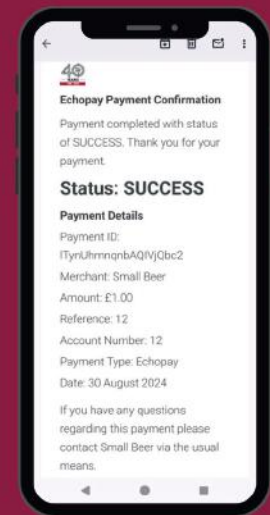
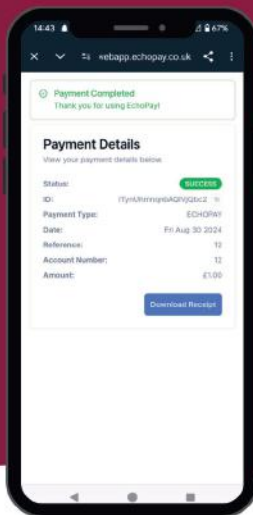
- ✓ Pay anywhere anytime
- ✓ None of your payment details are shared
- ✓ Supported by a wide range of banks





Payment Request

Small Beer Web App



Mobile Banking

Small Beer Web App



A QUICK LINK TO ALL THE GOOD STUFF



ALL OUR LINKS IN ONE PLACE

*Scan here to interact
with us digitally*



Linktree*

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**