

# Headlines

ON TRADE  
**Unitas**

January - February 2026

**ADNAMS.**  
SOUTHWOLD

## NEW SESSION IPA LAUNCH PRICE

**LAUNCH  
PRICE  
£54.99**  
CONTACT YOUR  
ACCOUNT MANAGER  
TO ORDER



be **drinkaware**.co.uk

# 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

**JAN 3**



**PDC WORLD DARTS FINAL**

**JAN 4 - 8**



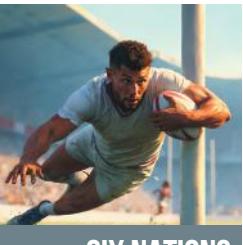
**THE ASHES FIFTH TEST**

**JAN 25**



**BURNS NIGHT**

**FEB 5**



**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

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\*



 **BOC**  
A Linde company



\*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](mailto: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](mailto:wholesale@greeneking.co.uk)

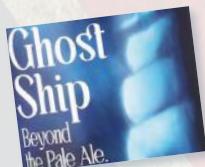
Available  
in February



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**

**£13.99**  
per case



8 x 500ml

**PAY ONLY**

**£15.95**  
per case



12 x 500ml

**PAY ONLY**

**£24.99**  
per case



8 x 500ml

**PAY ONLY**

**£17.99**  
per case



8 x 500ml

**PAY ONLY**

**£13.49**  
per case



12 x 330ml

**PAY ONLY**

**£18.49**  
per case



8 x 500ml

**PAY ONLY**

**£17.99**  
per case



8 x 500ml

**PAY ONLY**

**£17.99**  
per case



8 x 500ml

**PAY ONLY**

**£15.49**  
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**

**£16.99**  
per case



12 x 500ml

**PAY ONLY**

**£17.49**  
per case



8 x 500ml

**PAY ONLY**

**£17.49**  
per case



8 x 500ml

**PAY ONLY**

**£14.99**  
per case



12 x 330ml

**PAY ONLY**

**£20.99**  
per case



8 x 500ml

**PAY ONLY**

**£16.99**  
per case



8 x 500ml - 6.0%

**PAY ONLY**

**£17.49**  
per case



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.<sup>1</sup>
- 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.

<sup>1</sup>CGA 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

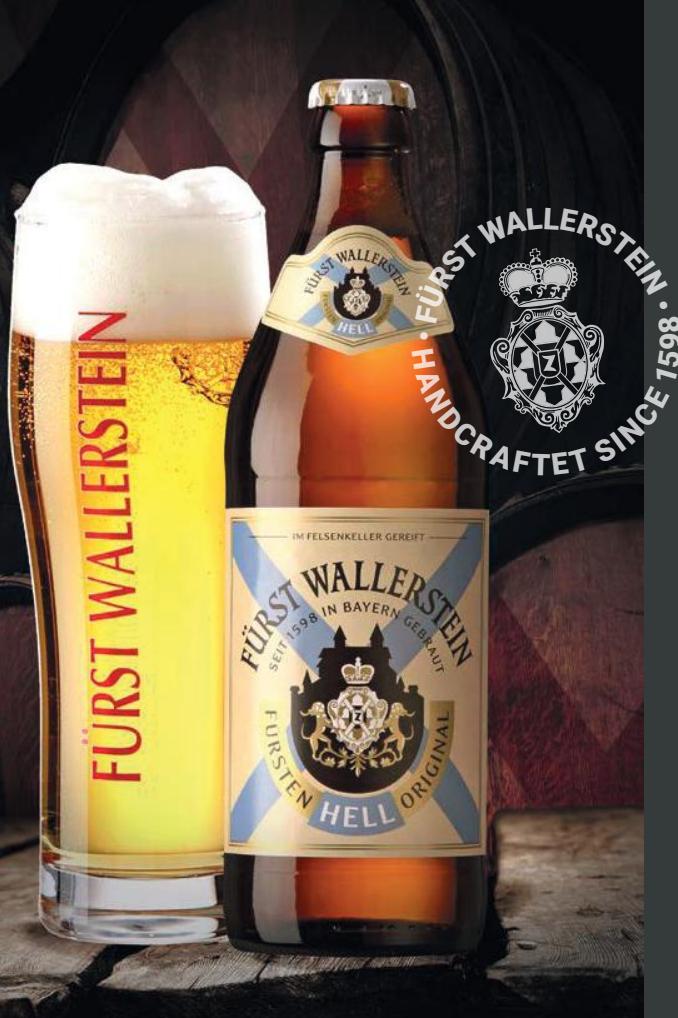
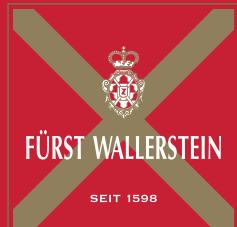


24 x 538ML  
£46.25



## 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



**FOR GUESTS  
WHO WANT THE BEER,  
NOT THE BUZZ.**

## 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](http://getding.com) or call us on 0800 050 2636

Malmaison

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 <small>LOW ALCOHOL</small>	<0.5%	24X355ML	£32.26
ANSPACH & HOB DAY	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 <small>LOW ALCOHOL</small>	0.3%	24X330ML	£29.99
BEAVERTOWN	NECK OIL	4.3%	12X330ML	£20.88
BRISTOL BEER	CLEAR HEAD <small>LOW ALCOHOL</small>	0.5%	12X440ML	£17.99
BROOKLYN	SPECIAL EFFECTS <small>LOW ALCOHOL</small>	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 <small>LOW ALCOHOL</small>	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 <small>LOW ALCOHOL</small>	0.5%	24X330ML	£35.88
TAYLOR'S	HOPICAL STORM	4.0%	12X440ML	£27.41
THORNBIDGE	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 <small>LOW ALCOHOL</small>	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
UITJE	BIRD OF PREY	5.8%	12X330ML	£23.28
UITJE	BIRD OF PREY <small>LOW ALCOHOL</small>	0.2%	12X330ML	£18.75
UITJE	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\*



£24.49

£20.49

£17.49

£15.99

[bedrinkaware.co.uk](http://bedrinkaware.co.uk)

ENJOY RESPONSIBLY

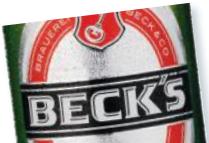
\*Promotion available 01/01/26 – 31/01/26. Special price per case throughout January 2026 – Birra Moretti Zero NRB Tray (6 (4x33cl)), Heineken 0.0 NRB (24x33cl), Old Mout Berries & Cherries 0.0% NRB (12x50cl), Tiger NRB (24x33cl). Your standard terms of wholesaler purchase and wholesaler privacy terms 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 case24 x 330ml NRB  
PAY ONLY**£26.99**  
per case24 x 330ml NRB  
PAY ONLY**£23.49**  
per case24 x 330ml / 12 x 660ml NRB  
PAY ONLY**£29.99**  
per case24 x 330ml NRB  
PAY ONLY**£30.49**  
per case12 x 500ml NRB  
PAY ONLY**£19.99**  
per case

NEW EDLP

24 x 330ml NRB  
PAY ONLY**£27.49**  
per case24 x 330ml NRB  
PAY ONLY**£32.49**  
per case24 x 520ml  
PAY ONLY**£53.99**  
per casePREMIUM LAGER / IPA  
£20.49  
per 12 x 330ml caseSESSION LAGER / PILS  
£18.49  
per 12 x 330ml case24 x 330ml NRB  
PAY ONLY**£24.49**  
per case12 x 275ml NRB  
PAY ONLY**£23.49**  
per case24 x 330ml NRB  
PAY ONLY**£25.99**  
per case24 x 330ml NRB  
PAY ONLY**£29.99**  
per case12 x 550ml NRB  
PAY ONLY**£18.99**  
per case24 x 330ml NRB  
PAY ONLY**£31.99**  
per case24 x 330ml NRB  
PAY ONLY**£26.99**  
per case

24 x 330ml NRB

**£19.99**  
per case  
normal price £25.4924 x 330ml NRB  
PAY ONLY**£25.49**  
per case24 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*

CALL IT *encouragement...*

**WE CALL IT:  
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.<sup>1</sup>

**Sport Sells** – Pubs that show sport see 12% more dwell time  
& 11.1% more footfall.<sup>2</sup>

**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 –*

<sup>1</sup> CGA OPS P08 12 week volume data. <sup>2</sup> 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.



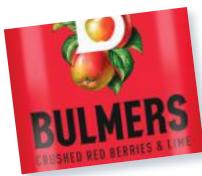
Thundering Molly

12 x 500ml  
**PAY ONLY**  
**£19.99**  
per case



Suffolk Cyder

12 x 500ml  
**PAY ONLY**  
**£30.49**  
per case



Crushed Red Berries &amp; 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

Hawkestone Apple Cider

**£23.99**  
per 12 x 500ml case

Hawkestone Hedgerow

**£28.99**  
per 12 x 500ml case



Original

12 x 500ml  
**PAY ONLY**  
**£13.99**  
per case

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

Pear

**£30.99**  
per 15 x 500ml case

**£26.49**  
per 15 x 500ml case



Strawberry &amp; Lime, Wild Berries

24 x 330ml - CANS  
**PAY ONLY**  
**£33.99**  
per case



Original

12 x 568ml  
**PAY ONLY**  
**£18.99**  
per case

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

Expertly crafted to deliver the bold, British flavours you love. Now with no alcohol.



WHITLEY NEILL GIN  
ELEVATE YOUR  
LOW & NO  
OFFERING.

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



whitleyneill.com  
@whitleyneillgin

MAKE *the* OCCASION

be drinkaware.co.uk



EST. 2019  
**CLEAN CO**  
50+ awards

#1 INDEPENDENT  
ALCOHOL-FREE  
SPIRITS BRAND<sup>1</sup>

Create Clean Cocktails

48%  
OF ALL BRITONS  
ARE DRINKING  
LESS<sup>2</sup>

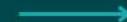
25% OF  
BRITONS  
“ZEBRA STRIPE”  
(MIX ALC & NON-  
ALC) WHEN OUT<sup>3</sup>

1 IN 3 UK ON-  
PREM VISITORS  
HAVE TRIED  
NON-ALC<sup>4</sup>

CLEANCO 0.0% RANGE TRADES CONSUMERS UP,  
BOOSTING MARGINS



+200%  
PROFIT/ITEM



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



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!

Certified  
**B**  
Corporation

BUY  
WOMEN  
BUILT

**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.

[bedrinkaware.co.uk](http://bedrinkaware.co.uk)

JAN-FEB 2026 · HEADLINES

TOBERMORY  
ISLE OF MULL  
DISTILLERY  
EST. 1798

INSPIRED BY MULL

Meticulously crafted with precision and passion, offering a refined taste 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](http://TOBERMORYDISTILLERY.COM)



be [drinkaware](http://drinkaware.co.uk).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

- 1 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’.
- 2 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!
- 3 Offer tastings of **NEW AND INTERESTING GINS** to encourage customers to **TRY AND BUY**.
- 4 **CREATE A MEMORABLE AMBIANCE** to encourage customers to stay longer and return during **GINUARY**.
- 5 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



# #Forward

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



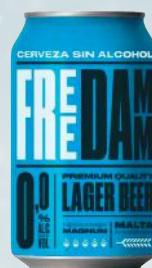
Beavertown  
Lazer Crush 0.3%  
24 x 330ml

**£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  
Galicia  
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



**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



Decem  
Gin 10%  
70cl

£23.99 per bottle

BUY 2 & GET  
£5 OFF

## 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.

### EXPAND YOUR LOW & NO LINEUP!



#### 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.

**BUY 3  
GET 1 CASE  
FREE\***

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



THEY'RE WELL  
POSH

\*Deal runs from 1st January 2026 – 28th February 2026. Three deals per customer, per week. Qualifying products include: J2O Strawberry & Orange Blossom Mojito 250ml x 12, J2O Tropical Punch 250ml x 12, J2O White Peach & Mango Daiquiri 250ml x 12. Free case is any case from the range. While stocks last. \*\*Nielsen Q, total coverage, adult social drinks Britvic defined. 52 weeks 23/08/25; CGA total out of home (licensed and foodservice) Adult - Britvic defined, 52 weeks 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.



Britvic

THE  
LONDON  
ESSENCE  
CO.



AQUA  
LIBRA



**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 NielsenQ, 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 PARTNERS

eden  
project

BUY 3 FLAVOURS  
GET A 4<sup>TH</sup> FREE OF CHARGE



SHIP WITH

NATIONAL  
WILDFLOWER  
CENTRE

MADE WITH  
CORNISH SPRING WATER

# INTRODUCING THE NEW OASIS 330ML SLEEK CAN

Unique to the  
On Trade



**£3 OFF PER CASE**



Oasis Still Fruit Juice Drink

©2024 European Refreshments. All rights reserved. OASIS is a registered trade mark of European Refreshments.

## 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)



# Schweppes®



**SAVE £2.50**

ON SCHWEPPES 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**



Schweppes  
Lemonade 7Ltr

**£75.10**



Coca-Cola  
7Ltr

**£84.69**



Diet Coke  
7Ltr

**£70.80**



Coke Zero  
7Ltr

**£70.80**

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

**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\*



\*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.

**AQUA  
LIBRA**



*Britvic*

THE  
LONDON  
ESSENCE  
CO.



**AQUA  
LIBRA**



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

Premium Hand Cooked



**PORK CRACKLING  
MADE IN THE UK**



**HIGH  
PROTEIN**

# BURNS NIGHT

SUNDAY 25<sup>TH</sup> 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 Irn-Bru! Think about stocking some guest Scottish ales and some Scottish gins as well.



PERFECT FOR  
GINUARY!

# CHINESE NEW YEAR

TUESDAY 17<sup>TH</sup> 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 14<sup>TH</sup> 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

£10.56  
No VAT

18 x 65g



FLAVOURS: Cheese, Jalapeño, Honey Mustard, Sriracha

## Pipers Crisps

£13.95  
Ex. VAT

24 x 40g



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

£13.81  
Ex. VAT



## Salty Dog Crisps

24 x 40g

£21.67  
No VAT



## Gruntled Pork Crackling

20 x 35g

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

£22.60  
No VAT

## Oink Pork Scratchings

20 x 45g



£12.99  
No VAT

## Hendo's Crisps

24 x 23g



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

# SIX NATIONS 2026

5<sup>TH</sup> FEBRUARY - 14<sup>TH</sup> MARCH

## ROUND 1

	V	
<b>FRANCE</b>	V	<b>IRELAND</b>

THURSDAY 5<sup>TH</sup> FEBRUARY, 20:10

	V	
<b>ITALY</b>	V	<b>SCOTLAND</b>

SATURDAY 7<sup>TH</sup> FEBRUARY, 14:10

	V	
<b>ENGLAND</b>	V	<b>WALES</b>

SATURDAY 7<sup>TH</sup> FEBRUARY, 16:40

## ROUND 2

	V	
<b>IRELAND</b>	V	<b>ITALY</b>

SATURDAY 14<sup>TH</sup> FEBRUARY, 14:10

	V	
<b>SCOTLAND</b>	V	<b>ENGLAND</b>

SATURDAY 14<sup>TH</sup> FEBRUARY, 16:40

	V	
<b>WALES</b>	V	<b>FRANCE</b>

SUNDAY 15<sup>TH</sup> FEBRUARY, 15:10

## ROUND 3

	V	
<b>ENGLAND</b>	V	<b>IRELAND</b>

SATURDAY 21<sup>ST</sup> FEBRUARY, 14:10

	V	
<b>WALES</b>	V	<b>SCOTLAND</b>

SATURDAY 21<sup>ST</sup> FEBRUARY, 16:40

	V	
<b>FRANCE</b>	V	<b>ITALY</b>

SUNDAY 22<sup>ND</sup> FEBRUARY, 15:10

## ROUND 4

	V	
<b>IRELAND</b>	V	<b>WALES</b>

FRIDAY 6<sup>TH</sup> MARCH, 20:10

	V	
<b>SCOTLAND</b>	V	<b>FRANCE</b>

SATURDAY 7<sup>TH</sup> MARCH, 14:10

	V	
<b>ITALY</b>	V	<b>ENGLAND</b>

SATURDAY 7<sup>TH</sup> MARCH, 16:40

## ROUND 5

	V	
<b>IRELAND</b>	V	<b>SCOTLAND</b>

SATURDAY 14<sup>TH</sup> MARCH, 14:10

	V	
<b>WALES</b>	V	<b>ITALY</b>

SATURDAY 14<sup>TH</sup> MARCH, 16:40

	V	
<b>FRANCE</b>	V	<b>ENGLAND</b>

SATURDAY 14<sup>TH</sup> 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

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

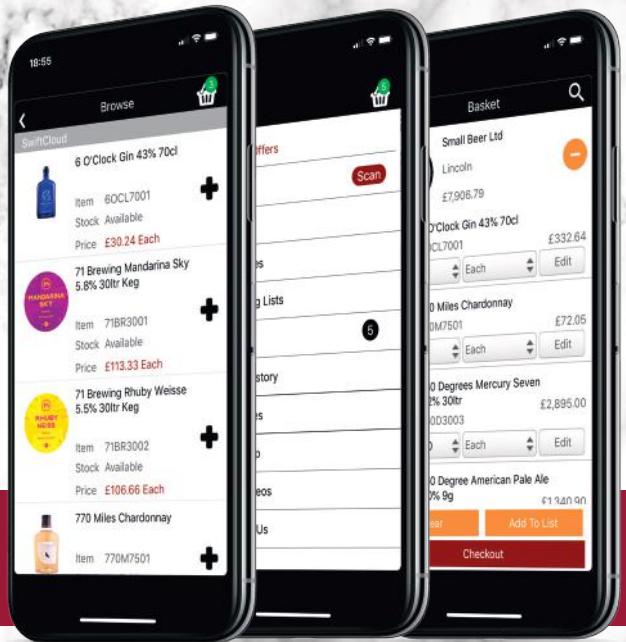
20%  
OFF

Use code  
**UNITASBB20**

visit [lords.marketing/shop](https://lords.marketing/shop)

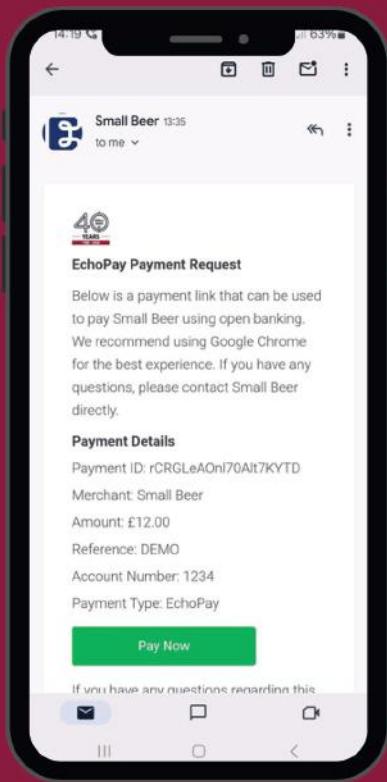
## SMALL BEER ONLINE ORDERING APP

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](mailto: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



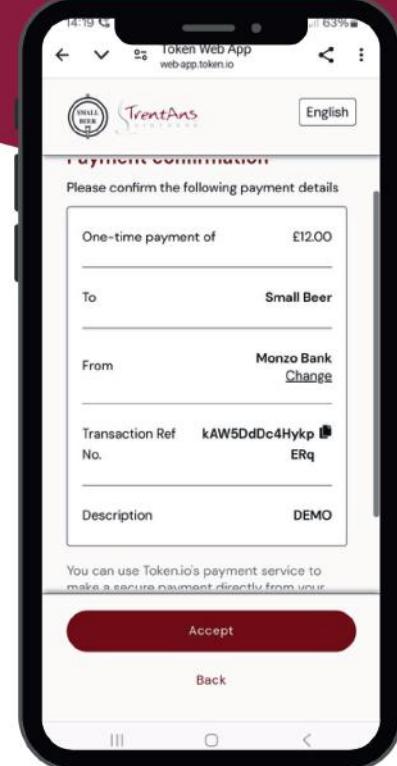
Finger ID

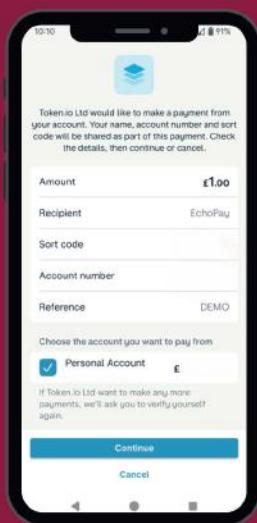
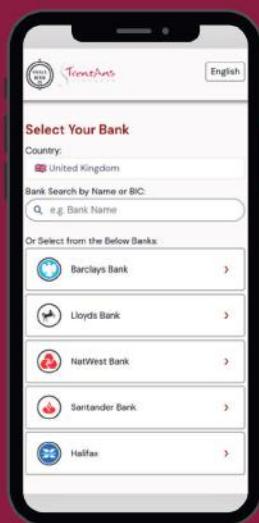
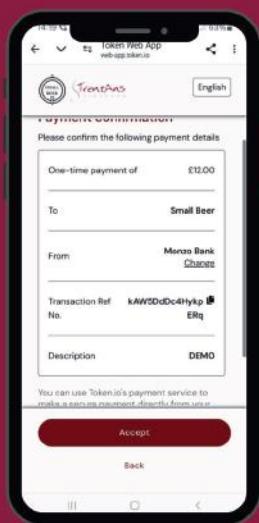
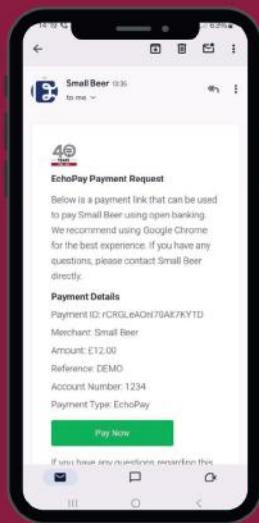


Pin Number

## Benefits:

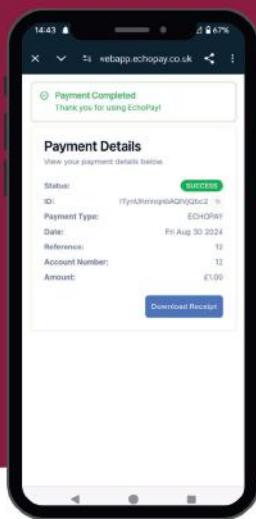
- Pay anywhere anytime
- None of your payment details are shared
- Supported by a wide range of banks



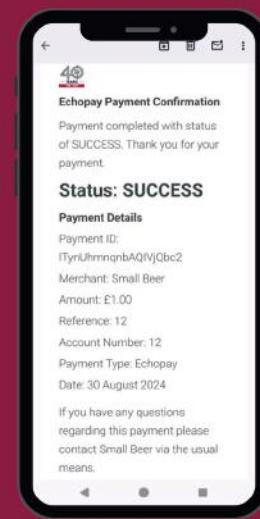


Payment Request

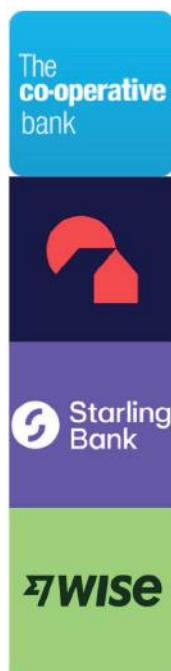
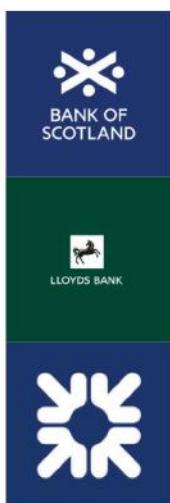
Small Beer Web App



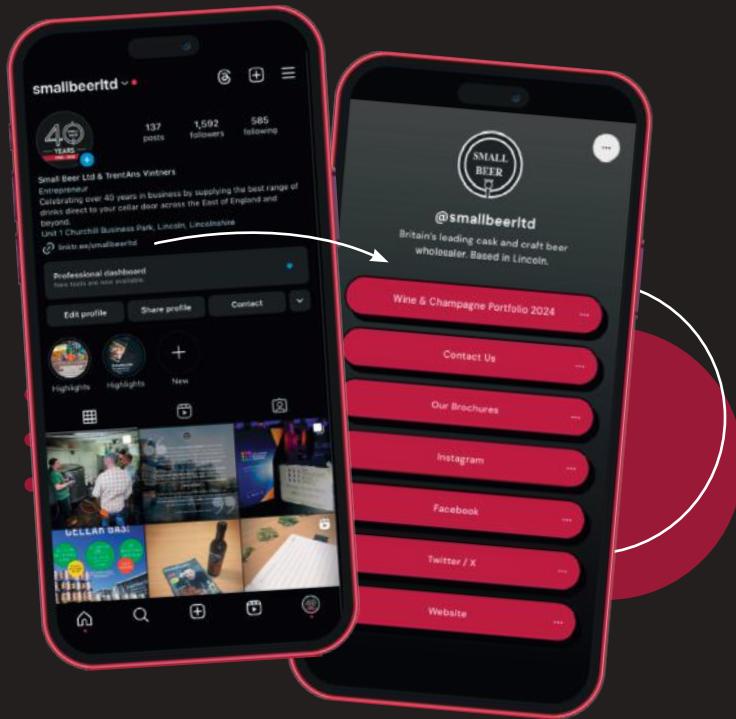
Mobile Banking



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](http://WWW.SMALLBEERWHOLESALE.CO.UK/BROCHURES)**