
SET THE BAR

Sept | Oct 2023

drinkwarehouseuk.co.uk

03301 220 800

By Drink Warehouse UK



TIME TO **GET SPOOKY** WITH DWUK

From the latest news to creepy cocktails, **DWUK** has it all!
Check out the latest online deals along with the best tips
on low to no-alcohol this season inside....



Welcome

to our September | October 2023 edition of Set The Bar.

This edition of Set the Bar will see us move from summer fun into the autumn months, and within these, highlighted are the key dates and activities that bring your customers to your venue for recreation and great hospitality.

Under the umbrella of hospitality is where **Drink Warehouse** UK and **Sheridan** Coopers Wine can assist you with all of your bar and wine requirements. Have you looked at everything that we can supply you with, helping to release your time for those other important business needs?

Our Account Managers are here to help and assist you with all of the expert advice and competitive pricing and offers to ensure that you are getting the very best from a Drinks Wholesale Partner. You really can rely on **DWUK** to deliver consistent great service and all at your fingertips, 24/7 with our online ordering portal.

Some of you will have attended our Industry Trade Show at The Pullman Hotel, St Pancras in London and I just wanted to take this opportunity to say how thrilled we were with the turnout we achieved from our customers. It really did make it a great day for the Team at **DWUK** alongside all of our suppliers of whom there were over 50 and we are very grateful for their support also.

Following our summer Golf Day, we are proud to let you know that our charitable efforts raised over £14,000 in support of our Charity, The Big Cat Sanctuary and again, we can't thank our customers and suppliers enough for being so generous.

You tell us how much you enjoyed the day so by very popular demand for 2024, it will be DRINK, Sleep, Golf, Repeat!

Yours sincerely



Mick Curtis
Managing Director

Ways to buy:



drinkwarehouseuk.co.uk



03301 220 800



sales@dw-group.co.uk

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Terms & Conditions

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The publishers cannot accept responsibility for errors in advertisements, articles, photographs or illustrations. All prices and promotions are correct at time of going to press and are subject to change.



Welsh Whisky receives UK protected Origin Label

Single Malt Welsh Whisky has been successfully registered under the UK Geographical Indication (UK GI) scheme, which protects its name, authenticity, and characteristics.

It is the first new UK spirit drink application to be registered and protected under the new scheme that was created after Brexit. Each step of the production process must take place in Wales, from brewing to bottling, to be recognised as a Single Malt Welsh Whisky.

Stephen Davies, CEO of Penderyn Whisky, believes it "is a significant milestone for Penderyn as a producer but also for the wider Welsh whisky industry. It assists in safeguarding both the quality of the product but also its source of origin."

Climate change brings a new generation of English Wine

Climate change is modifying the wine landscape in the UK. English winemakers are now able to produce a wide variety of still and sparkling wines from grape varieties including Pinot Noir, Chardonnay and Riesling that were not possible before – and this production could increase exponentially in the next few decades. There is a huge appetite for English wine abroad, with UK vineyards earning many awards already in their categories; however, this is expected to rise over the next 20 years with producers able to experiment with even more grapes and processes not possible before.



'Cocktail Pubs' embrace the Modern Approach

Venues throughout the UK have been developing and expanding their cocktail offers to meet customer expectations. Now, pubs have started to bridge the gap between traditional country pubs and modern cocktail bars to create a blend of old and new. These new 'cocktail pubs' can offer all consumers a new drinking experience that benefits from being entirely familiar and novel at the same time. This phenomenon has seen many stagnant pubs revolutionising for the better, while still in accordance their original ideals and standards, however, adding something to get new customers through the door.

If you would like to add cocktails to your menu, or need help developing your current menu, please contact your Key Account Manager for more information.





Drink Warehouse UK and Sheridan Coopers Trade Show

On 17th July, the team at Drink Warehouse UK and Sheridan Coopers set up a fantastic trade show for our customers at the Pullman Hotel in St. Pancras, London. With more than 50 suppliers in attendance and over 250 products to taste test, including some brand-new drink offerings, the day was packed with chinking and chatter. Masterclass sessions took place, including a Food & Wine lesson from our Wine Expert, Scott Malyon, and an English Wine tasting with our very own Master of Wine, Clive Barlow. DWUK were over the moon to host this event full of loyal customers alongside lots of new introductions to the company.

Find out more about this amazing day on pg. 9



Competition winner Brooklyn Pilsner

We are happy to announce that the winner of the May | June edition of the Set The Bar competition is The Ship Inn, Sandgate! Many congratulations!

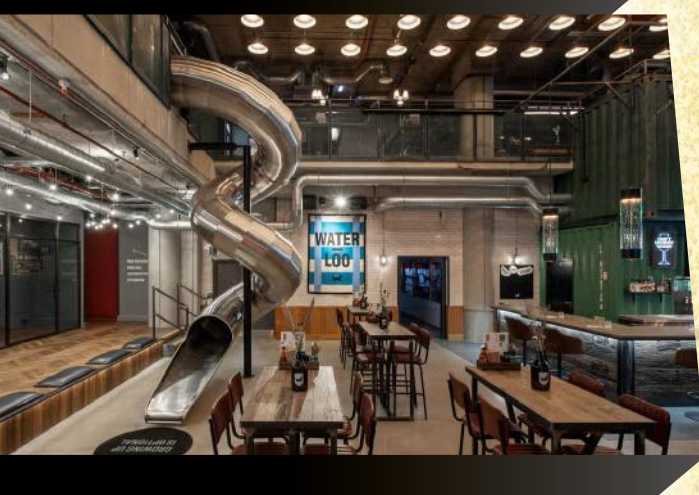
They are the lucky winners of a Brooklyn Brewery neon sign for their venue as well as 3 complimentary kegs! Thank you to Carlsberg for sponsoring this competition and check out how to enter this month's competition on pg. 6!

WSET Course Success With Sheridan Coopers Wine

We recently hosted a group for our first WSET Level 1 Wines course, here on site at the DWUK offices. This course runs for a whole day and is a fantastic 'foot in the door' to those new to the hospitality sector and/or those new to wine that wish to learn more about the basics. It's a fun one for Scott to teach, and, best of all, all those who attended the course passed with flying colours!

If you would like to know more about sitting WSET (Level 1 Wines and Level 2 Wines) courses with Sheridan Coopers Wine, please contact Scott at scott.malyon@dw-group.co.uk.





COMPETITION TIME @ DWUK!

WIN A VIP EXPERIENCE FOR 2 AT BREWDOG WATERLOO!

Your experience will include:

- 🍷 Dinner and drinks for 2 people 🍷
- 🍷 Private Beer School session 🍷
- 🍷 VIP Cocktail experience at the 🍷 secret Lost Property Office

HOW TO ENTER



It's simple, all you have to do is install any BrewDog Draught Brand during September & October (see page 20) to be entered into the prize draw.

Terms & Conditions

Automatic entry into prize draw following the installation of any BrewDog Draught Brand featured on page 20 throughout September & October 2023. Competition open to Drink Warehouse UK customers only. Drink Warehouse UK reserves the right to change or withdraw the competition and/or prize at any time. Submitting your entry constitutes your consent for us to use your entry, name and photos for editorial or publicity purposes, should you be the winner. By entering the competition, entrants are deemed to have accepted these terms and conditions.



TRICK OR TREAT

BOOST SALES THIS HALLOWEEN

HERE FOR THE BOO'S

Halloween might be happening on a Tuesday this year, but the good news is you can maximise this event by turning it into a themed week. You'll see flocks of revellers out at the weekend and will be able to maximise on families who will want to make a day out of it. For bars, clubs, pubs and restaurants, getting involved in Halloween can be a really fun and effective way to promote your business. Each year, more and more bars and pubs have clicked on to the growth of Halloween here in the UK.

Halloween is a social occasion. There's eating, drinking, dressing up, and lots of great decorations. It's an event that's made for the hospitality industry.

Whether you'd like to run a Halloween-themed event, or just get in the spirit through your day-to-day activities, we've got some ideas you can use to liven up your business for Halloween:

GET THE MUSIC RIGHT

Any music is good as long as its jazzy, fast and it can even have a ghostly twist.

HALLOWEEN DECORATIONS

Orange, black, green and red are the go to colours for Halloween. Arm yourselves with pumpkins, cobwebs and candles.

KILLER COCKTAILS

As well as offering drinks you may already have with spooky names, why not get creative and make some killer cocktails to wow your guests.

CHANGE THE NAMES OF YOUR MENU ITEMS

Use your imagination and offer food and drink that you already have on your menu but use scary names and decoration.

HOLD A COSTUME CONTEST

Get your customers in the spirit and hold a costume contest, whoever's best dressed could win a free date night for 2 or free drinks for the next time they visit!

SPOOKY SHOTS

Offer a variety of spooky shots.

PARTY GAMES

Why not use your creative side and make up some games for adults & children to play! Give apple bobbing a try, wrap the mummy & have a pumpkin hunt.

SEE OUR HALLOWEEN COCKTAILS ON PAGE 50



Sheridan Coopers Wine

GOLF DAY
21ST JUNE 2023



Drink Warehouse UK & Sheridan Coopers Wine welcomed over 80 players to take part in the annual Drink Warehouse UK & Sheridan Coopers Golf Day at the prestigious North Foreland Golf Club. The event was an outstanding success with true enthusiasm displayed on the golf course (and at the bar) that created a memorable day for all involved. We trust you had a fantastic time, enjoying the beautiful weather, and the company.

The success of this event would not have been possible without all the suppliers that joined us for the day. A massive thank you to Asahi UK, Disaronno, BrewDog, Diageo, Beavertown, Ivor Thomas Amusements, Belvoir Farm, Frobisher's, Kent Crisps, Greene King, The Lords of Water, Heineken, The Pickle House, Lightbox Brands, Coca-Cola, Salty Dog, Carlsberg Marston's and Pernod Ricard. We also had the honour of supporting The Big Cat Sanctuary once again

with a raffle and auction as well as a 'Beat the Pro' competition. A big thank you to our very own Martin McCague for being our Pro for the day! The generosity of our customers donating prizes and money will make a meaningful difference to the charity, and we are incredibly grateful for your unwavering support. Whether you were a golfer, supplier, or member of the team, each role played an essential part in making the day special and helping us achieve our fundraising goals.

FANTASTIC DAY OF GOLF ENJOYED BY ALL



FOLLOWED BY A FUN PACKED EVENING OF GREAT FOOD, AMAZING WINE AND PRIZES!





The 17th July saw The Pullman hotel in St. Pancras, London open their doors for the Drink Warehouse UK Trade show and Sheridan Coopers Wine Tasting Experience. New and existing customers and brands from the beverage industry came together under one roof for an unforgettable experiential day.

This premier trade show serves as a platform for networking, product showcasing, and fostering meaningful partnerships among exhibitors, distributor, and buyers, becoming a hub for networking, allowing participants to forge new connections and strengthen existing ones. We pride ourselves in creating a vibrant atmosphere for business growth and expansion for all to enjoy.

It was a treasure trove of beverages with over 250 products to try from over 55 suppliers, featuring a wide array of alcoholic and non-alcoholic drinks from around the world. From fine wines and craft beers to artisanal spirits and innovative soft drinks, attendees get to explore an extensive range of products to suit diverse tastes and preferences. This eclectic selection attracts industry professionals seeking to discover new brands, trends, and unique offerings to enrich their business portfolios.

The trade show is not only a place to sample and exhibit products; we also offered a series of insightful masterclasses conducted by industry experts. Attendees had the opportunity to gain valuable knowledge;

however, these sessions were able to also provide a platform for dialogue, encouraging attendees to share their experiences and insights, fostering a sense of collaboration and community within the beverage sector.

One of the distinguishing features of the Drink Warehouse UK Trade Show is its emphasis on supporting emerging and independent beverage brands. Startups and small-scale producers have the opportunity to showcase their products on the same platform as established industry giants. This exposure not only helps in brand recognition but also provides a vital opportunity for these companies to secure distribution and expand their market reach.

We would like to thank all our attendees, our drinks partners and the Pullman team for making this event such a great success. As the beverage industry continues to evolve, this trade show continues to play a significant role in promoting innovation, sustainability, and camaraderie among all its participants and we are already looking forward to the next one!





Sheridan Coopers
Wine

RIOJA TRIP JULY 2023



July saw the team at Sheridan Coopers Wine take a trip to Rioja, for our customers to visit the wonderful people at our partner winery, El Meson.

Upon arrival into the beautiful city of Logrono, we hosted a wonderful lunch at a rather secret restaurant and Scott Malyon (our Wine Manager) guided the group through a tasting of some special wines, whilst grazing on the most amazing steak and griddled vegetables. Sometimes, the simplest things are the greatest. We then took our guests on the famous Tapas Trail where we enjoyed more local food and some stunning wines.

The following day, we were given a VIP tour of the El Meson winery and vineyards, with arguably the most stunning views of all Rioja. A tutored

tasting of the Blanco, Crianza, Reserva and Gran Reserva enabled us to really appreciate that quality of these wines and the level of winemaking prowess that goes into them. Very memorable indeed.

Another evening of beautiful tapas welcomed us late into the evening which wrapped up a successful, hugely enjoyable and informative visit to one of the most famous winemaking regions in Europe, and arguably the world.

If you would like to know more about these wines, to arrange a tasting and learn more, please contact Scott at scott.malyon@dw-group.co.uk.



DWUK SUSTAINABILITY SPOTLIGHT



WARNER'S

Warner's Distillery is an independent, family-owned distillery based in the heart of the British countryside, on Falls Farm in rural Northamptonshire. Founded in 2012, Tom and Tina Warner are on a mission to save the world from mediocre drinks. The Warner's team are focused on making epic drinks the right way and crafting them in harmony with nature just makes sense. It's their mission to engage stakeholders to drive nature positive actions within the drinks industry. They have an aim to 'increase biodiversity and take care of nature, just as it takes care of us' and, because of this, are proud to be a B-Corp company.

Warner's Distillery pride themselves on only using 100% natural ingredients that are all responsibly sourced from sustainable suppliers that all deliver on quality and provenance, ensuring that all are responsibly consumed thus no loss or degradation of habitats and species. Warner's have created Falls Farm to create new habitat for wildlife and safeguard existing habitats for species conservation. The botanical gardens that are used to grow ingredients used in their products are also great for pollinators. They allow plants, such as lemon thyme and angelica, to flower and become superfood for bees, encouraging them to thrive in the gardens. Tom Warner, Co-Founder, states that Warner's "have big ambitions for growing more of the ingredients that go into the gin – juniper we are probably always going to have to bring in, but we want to grow as much as we can, and we are getting inventive with the produce from the English countryside." A wetland and wildflower meadow has also been implemented adjacent to the botanical gardens in partnership with the freshwater habitats trust.

All waste management is disposed of correctly to eliminate any risk of pollution of the land, water and atmosphere, working alongside approved waste management providers who assist in achieving zero to landfill. The production is described to be of a 'cyclical nature', ensuring to take offcuts – that would otherwise be wasted – from their processes and local places such as the food factory and use them for compost.

Warner's staff volunteer in engaging with nature conservation including litter picks in the local area to keep it clean and safe and engaging the community to safeguard the local environment for biodiversity. Warner's also encourage their staff to be outside and get 'their hands dirty' for nature by maintaining hedgerows. They also organise a 'Sloe Swap' each year to gather fruits for their sloe gin. People from the community bring in a basket of sloe and take home a bottle of gin. Warner's also participate in corporate memberships to conservation charities.

Available at:
drinkwarehouseuk.co.uk

DWUK FUN COMPETITION

PUMPKIN WATCH

HOW MANY PUMPKINS CAN YOU FIND?

Meet 'Perry the Pumpkin'. He is hidden throughout Set The Bar

Find all the Pumpkins in this edition of Set The Bar to be entered into a prize draw to win a Spooky Hamper containing 4 bottles of your choice from the Dead Man's Fingers range on page 43. (T's & C's Apply)



'Include me in your count'

Message your answer with the total amount of Pumpkins to our Instagram or Facebook to be in with a chance of winning.

OR

email: competitions@dw-group.co.uk

Closing Date:
31st October 2023



*T's & C's

At the end of the promotion period, a winner will be picked at random and then notified via social media.

DWUK reserve the right to cancel or change this offer at any time.



Cask Ales Beer & Cider

With a wide range of cask ales, draught beers, cider and packaged beverages, **Drink Warehouse UK** has it all, ready for your business.



DWUK OFFERS

16% OFF
NOW ONLY
£15.99
LIST: £18.77

**HOFMEISTER
WEISSE 12x330ML**



Award winning wheat beer with an aroma that bursts with ripe banana and vanilla, all backed by a bready, brioche note. Hints of lemon drizzle cake are offset by a refreshing hint of bitterness.

17% OFF
NOW ONLY
£130.99
LIST: £158.77

**TWO TRIBES CLASSIC
HELLES LAGER 50LTR**



WHILE STOCKS LAST

Steeped in Munich history, this recipe is all about premium authentic lager malts. Sweet notes and a refreshingly crisp classic finish.

Buy online or contact our sales team



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BUY ANY 3 KEGS OF ASAHI SUPER DRY

AND RECEIVE A RUGBY WORLD CUP 2023 POS KIT



SCAN
TO VIEW
THE ASD
POS KIT



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



Terms & conditions apply.
Visit <https://www.asahibeer.co.uk/promotional-terms-and-conditions>

BROOKLYN PILSNER



CRISP. BRIGHT. REFRESHING

INSTALL BROOKLYN PILSNER NOW AND RECEIVE FREE KEG & POS KIT*
INCLUDING OUR BRAND NEW GLASSWARE

OUTLETS WHICH ADDED BROOKLYN PILSNER TO THE BAR SAW A +12.0%
DRAUGHT PREMIUM WORLD LAGER ROS INCREASE VS. YA**

**CGA Managed EPOS Data Latest 12 Weeks to (24/11/2022) vs YA. Sample: 59.
Promotion valid for duration of brochure promotional period. One deal per install.
*POS Kit includes 2 x Brooklyn Pilsner Pint Glass (PK24), 1 x Brooklyn Pilsner Half Pint Glass (PK24), 1 x Brooklyn Pilsner Bar Runner, 1 x Brooklyn Pilsner Drip Mat Pack and 1 x Brooklyn Pilsner Fount Hanger. Contents subject to change. Whilst stocks last.

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



A REVOLUTION IN DRAUGHT BEER

DRAUGHTMASTER IS AN INNOVATIVE SYSTEM THAT DELIVERS EXCEPTIONAL QUALITY, EVERY TIME. NO CO2 & 4 WEEKLY LINE CLEANING.



UNRIVALLED QUALITY

The beer stays fresher 6 times longer (30 days) once opened.



NO CO2 NEEDED

Air compresses the kegs to dispense beer. No need for any CO2.



75% LESS LINE CLEANING

Lines only need to be cleaned every 4 weeks.



NO CELLAR COOLING

No cellar cooling systems needed.



BETTER RETURNS

With better quality and savings on gas costs, wastage and labour.



EMAIL SALES@DW-GROUP.CO.UK TO REQUEST AN INSTALL STOCK AVAILABLE IN BRANCH OR DELIVERED DIRECT TO OUTLET WHEN ORDERED FROM WWW.DRINKWAREHOUSEUK.CO.UK





Asahi UK Ltd

DWUK
ONLINE
ONLY
OFFER

PERONI
NASTRO
AZZURRO

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



be**drinkaware**.co.uk

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

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

Cask Ales,
Beer & Cider



INSTALL DEAL



INSTALL
CARLSBERG
DANISH PILSNER
TO RECEIVE A
FREE KEG AND
POS SUPPORT
PACKAGE

A BEER THAT GIVES BACK?
HOW REFRESHING.



Through the Carlsberg Foundations, almost 30% of our dividends* go to supporting projects in the arts, science and developing the crops of the future.

Plus, did you know outlets that added Carlsberg Danish Pilsner to the bar saw a greater increase in total lager sales**

Worth a try? Probably.

be**drinkaware**.co.uk

*30% of group-wide dividends paid to The Carlsberg Foundations, of which 98% is paid out as grants. Averages, 5yrs ending 31.12.21. See website for details. **CGA Managed EPOS Data Latest 24 weeks to (20/09/22) vs YA - Sample: Where Added 94, Avg Lager Stockist 6,501. Promotion valid for duration of brochure promotional period. One deal per install. Available whilst stocks last. Indicative POS package includes 2 x Pint Glassware cases (24PK), 1 x Half Pint Glassware case (24PK) and 1 x Bar Runner. Subject to change. Brewed in UK, the Danish Way. Enjoy responsibly.



CASH FOR TAPS

£500 CASH FOR NEW INSTALLS

PLUS A FREE KEG ON INSTALL



Minimum of 2 draught line installs. Both new installs must replace competitor products and not be existing BrewDog products. Each tap must be pouring for a minimum of 12 months with a minimum volume of 1x30L keg per week per product (50L if Black Heart). The free keg will be sent after the install. First £250 install payment will be raised in January 2024 and a further £250 will be raised 1 year after installation. Payments will be made 60 days after invoice raised. If Black Heart installed then it must be the sole stout pouring. Install payment subject to the product having been continuously ordered since install. Offer runs on new installs from 1st September 2023 - 31st July 2024. Speak to your sales manager for more details.



2023

THE SPORTING CALENDAR

SEPTEMBER / 09

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

OCTOBER / 10



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

ASAHI
SUPER DRY



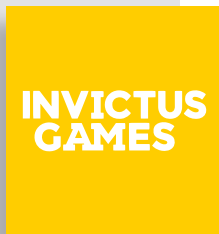
RUGBY WORLD CUP 2023

WHEN: 8TH SEPTEMBER - 28TH OCTOBER

WATCH IT ON: ITV CHANNELS

This year marks the 10th tournament and the 2nd to be hosted by France. The tournament will set new standards for major rugby events, targeting four key pillars for the tournament's legacy: acting for sustainability and circular economy, supporting education and employment, respecting and protecting the environment and promoting inclusivity.

ERDINGER
WEISSBRAU



INVICTUS GAMES 2023

WHEN: 9TH - 16TH SEPTEMBER

WATCH IT ON: BBC

The Duke of Sussex, Patron of the Invictus Games Foundation, announced that the sixth Games will be hosted in Düsseldorf, Germany. The Invictus Games Düsseldorf 2023 will bring together over 500 competitors from 20 nations to compete in a series of adaptive sports. Events will be held in and around the Arena Sportspark over the course of a week.

ANCORA
SANGIOVESE



- Vibrant & juicy
- Red & black berry fruits
- Hint of black pepper spice



RYDER CUP 2023

WHEN: 29TH SEPTEMBER - 1ST OCTOBER

WATCH IT ON: SKY SPORTS & SKY SPORTS GOLF

The Ryder Cup has become one of the world's greatest sporting events. Every two years, 24 of the best players from Europe and the United States go head-to-head in match play competition. Drama, tension, incredible golf, camaraderie and sportsmanship are served in equal measure, captivating an audience of millions around the world. It's an event that transcends sport, yet remains true to the spirit of its founder, Samuel Ryder.

OLD MOUT
BERRIES & CHERRIES



ICC MEN'S CRICKET WORLD CUP 2023

WHEN: 5TH OCTOBER - 19TH NOVEMBER

WATCH IT ON: SKY SPORTS CRICKET

This will be the first ICC World Cup event completely hosted by India. The strategic pillars of strengthen, grow, and protect will be underpinned by digital transformation of the sport to support Members to connect directly with fans and build capacity. Defending champions England, who also won the T20 World Cup 2022, will return to try and defend their title.





BIBBLE
Satisfying session
pale ale with
aromatic mosaic
hops
30Ltr
ABV: 4.2%



POGO
Boldly hopped
pale ale, brimming
with tropical fruit
characters
30Ltr
ABV: 4.1%

DISCOVER FLAVOUR BY NATURE



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



MILLIONAIRE
Salted caramel and chocolate
milk stout. A decadent dessert
of a beer. Sweet & salty,
velvety & luxurious
30Ltr
ABV: 4.7%






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WILD BEER CO

NEW STOCKIST OFFER
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#1 dedicated
alcohol-free
beer brand

(CITICANA 2023)

Your consumers want them, all-year-round,
whether they choose to drink alcohol or not.
Don't miss out, stock the UK's #1 draught alcohol-free beer today.

1 IN 3

Visits to the pub are
now alcohol-free

SUMMER & XMAS

Are the biggest moments
for alcohol-free

3.7M

People ruled out venues with
poor alcohol-free options

(KAM 2023)

FREE KEG ON INSTALL*

Please contact your Drink Warehouse Account Manager to claim your free
keg, book your install and receive a draught care kit and premium POS.

T&Cs: Available 01.09.2023-31.10.2023. Offer applies to new Lucky Saint draught stockists only.



BUY 2X FIRKINS AND GET £5 OFF*

DARK STAR

BREWING
CO



£79.⁹⁵

HOPHEAD

HOPPY GOLDEN ALE

ALC. 3.8% VOL.

Full bodied and full flavoured, Hophead is our mothership. Hoppy and golden with a distinct floral aroma and mighty elderflower hit from the Cascade hops. A stellar session beer.

BITTER:

SWEET:

- SIGHT:** Golden
- AROMA:** Floral, Citrus
- TASTE:** Elderflower, Grapefruit, Balanced bitterness
- ALLERGENS:** Malted Barley



£94.⁴⁵

AMERICAN PALE ALE

GOLDEN & CITRUSY

ALC. 4.7% VOL.

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

BITTER:

SWEET:

- SIGHT:** Deep gold
- AROMA:** Hop fruitiness, Zesty
- TASTE:** Crisp, Citrusy, Dry finish
- ALLERGENS:** Malted Barley



£104.⁹⁵

REVELATION

EXTRA HOPPY IPA

ALC. 5.7% VOL.

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

BITTER:

SWEET:

- SIGHT:** Deep gold
- AROMA:** Citrus, Stone fruit
- TASTE:** Hop fruitiness, Assertive bitterness
- ALLERGENS:** Malted Barley

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ONLINE
ONLY
OFFER**

OUT OF THIS WORLD BEER

DARKSTARBREWCO

DARKSTARBREWING.CO.UK

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

DWUK
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OFFER



Buy 2 and receive a FREE POS kit



Champion
Beer of Britain

POS kit comprises: 12 x Pint Glasses
2 x Bar Runners & 200 x Drip Mats



All stockists to receive Halloween pump clips
in time for Halloween

For Sales and POS support, please contact
us on 0330 122 0800 or email sales@dw-group.co.uk

All for that taste of Taylor's

www.timothytaylor.co.uk

Facebook: @TimothyTaylors Twitter: @TimothyTaylors Instagram: @TimothyTaylorsBrewery

Refreshing Ginger Beer

since 1801

£1 off per case*

DWUK
ONLINE
ONLY
OFFER



Pour into ice-filled glass.
Add lime wedge



@crabbiesofficial
be.drinkaware.co.uk

*Case: 12x500ml.
Available while stocks last, through September & October 2023 only.

Curry Up & Serve!

4th – 10th October

The very first National Curry Week took place in October 1998 and was founded by Peter Grove, a prominent journalist who fell in love with curry. His vision was to drive awareness and appreciation whilst also raising funds for charity.

This year will be the 23rd National Curry Week and **DWUK** believe you should get involved. Why don't you hold a special week full of curries and deals? **DWUK** have the recipes and pairings just for your venue!



Thai Chicken Curry

Ingredients:

- 700g pounds boneless skinless chicken
- 1/2 tsp kosher salt
- 1/2 tsp ground black pepper
- 2 tbsp coconut oil
- 1 red bell pepper, thinly sliced
- 1 leek, thinly sliced
- 2 cloves garlic, minced
- 1/2 tsp grated fresh ginger
- 2 tbsp red curry paste
- 1 can full-fat coconut milk
- 3 tbsp fresh coriander
- Prepared brown rice, to serve

Method:

1. Place a rack in the centre of your oven and preheat the oven to 190°C. Season the chicken with salt and black pepper. Melt the coconut oil over medium-high heat in a large, ovenproof skillet. Add the chicken and sear on both sides until deeply golden brown. Transfer to a plate to rest.
2. Reduce the heat to medium-low. Add the bell pepper, leek, garlic, and ginger, and stir to combine. Cook for 2 minutes, until slightly softened.
3. Stir in the curry paste. Cook for 5 additional minutes, stirring often. Slowly pour in the coconut milk while stirring to combine. Return the reserved chicken to the skillet.
4. Place the skillet in the oven and bake for 25 minutes. The chicken will be fully cooked when a thermometer inserted in the thickest part of the chicken registers 75°C, and the juices run clear.
5. Top with coriander. Serve with rice.



DWUK CURRY WEEK BEERS



Kingfisher Lager

- Crisp & bright
- Refreshing
- Hints of citrus

24x330ml



Asahi Super Dry

- Citrus aromas
- Dry & crisp
- Perfectly balanced

24x330ml



Asahi Super Dry 0.0%

- Super Dry taste
- Clean & crisp
- Super refreshing

24x330ml



Kirin Ichiban

- Premium lager
- Strikingly pale gold
- Sweet malt flavour

24x330ml



Sri Lankan Salmon Curry

Ingredients:

- 2 garlic cloves
- 1 inch ginger, sliced
- 2 tsp panch phoran
- 2tsp whole coriander seeds
- 1 mild madras curry powder
- 2 small green chillies, chopped
- 2 tbsp sunflower oil
- 1 onion, chopped
- 4 tomatoes, chopped
- 10 curry leaves
- 1 bunch broccoli
- 270ml can coconut milk
- 600g skinless salmon fillets, cut into 3cm pieces
- Shredded coconut, lime wedges, chutney & warmed roti, to serve

Method:

1. To make the curry paste, place the garlic, ginger, spices and chilli in a mortar and pestle and grind to a paste. Set aside.
2. Heat oil in a saucepan over medium heat. Add onion and cook for 3-4 minutes until softened. Add the curry paste and cook, stirring, for 2 minutes or until fragrant. Add the tomato, curry leaves and broccolini, then cook for a further 2 minutes. Add the coconut milk and 1/2 cup (125ml) water, then bring to a simmer.
3. Add the salmon, season and cook for a final 5 minutes or until the salmon is just cooked.
4. Garnish the curry with shredded coconut and serve immediately with lime wedges, chutney and warmed roti.

Vegan 'Paneer' Lababdar

Ingredients:

- 400g firm tofu, pressed for 15 mins and cubed
- 425g diced tomatoes
- 1/4 cup raw cashews
- 1 inch ginger
- 4 cloves of garlic
- 1/4 tsp ground cardamom
- 1 whole clove
- 1 tsp oil
- 2 bay leaves
- 1 medium onion, finely chopped
- 1 tsp ground coriander
- 1 tsp garam masala
- 1/3 tsp cayenne
- 1 tsp sugar
- 2 green chillies, chopped
- 240ml water
- 1/4 tsp ground mustard

Method:

1. Heat 1 tsp oil in a non-stick skillet. Add cubed tofu and cook until golden.
2. Combine tomatoes, cashews, ginger, garlic and spices in a saucepan over medium heat with 1/2 cup water. Bring to a boil and cook for 10 mins.
3. Cool slightly and then blend.
4. Heat 1 tsp oil in a skillet. Add bay leaves, onion and pinch of salt. Cook until onion is mostly golden. Add the spices and mix in. Add the blended tomato mixture and cook for 10 mins or until it thickens a bit.
5. Add water, green chillies, salt and sugar and mix in. Add the pan fried tofu and mix in and bring to a boil. Simmer for 2 mins. Take off heat and let sit for 5 mins. Garnish with garam masala and coriander.
6. Serve with flatbreads, rice or naan.



Tiger Lager

- Full-bodied
- Malty
- Crisp finish

24x330ml



Cobra Lager

- Refreshing
- Smooth
- Well-balanced

24x330ml

DWUK CURRY WEEK WINES



Wild & Wilder The Courtesan Riesling

- Lime & elderflower
- Crisp, tangy & dry
- Mouthwatering

Pair with
Salmon Curry

75cl



Yotes Court Loose Rein Pinot Gris

- Floral aromas
- Fresh & balanced
- Spicy finish

Pair with
Vegan Paneer

75cl



**CORNISH
ORCHARDS**
Westnorth Manor Farm

Install
Cornish Orchards
& receive a free keg*

Pressed & blended in
the heart of Cornwall



*Terms and conditions apply. Visit www.asahibeer.co.uk/promotional-terms-and-conditions

be.inkaware.co.uk

Hoftoberfest

Kick off Oktoberfest season with our
limited edition POS party kits



Contact your Drink Warehouse Account Manager for more details. Hoftoberfest party kits available to permanent Helles stockists. Kits available in September and October only, whilst stocks last. Full T&Cs available on request. Standard POS kit also supplied for all new installs including steins, bar runners, A-cards and coasters.

drinkaware.co.uk
for the facts

NEW LOOK DESIGN



CURIOUS LAGER

CRAFTED WITH CHAMPAGNE YEAST
4.7% ABV

CURIOUS LAGER

Clean, fruity and aromatic, re-fermented with Champagne yeast and a 'dosage' of rare Nelson Sauvin hops.



FREE KEG on 1st order plus Premium POS kit

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



CURIOUS PILSNER

CRISP ENGLISH LAGER
4.0% ABV

CURIOUS PILSNER

Ernest and Bullion provide aromas of citrus, orange, apricot and lemon, whilst the classic Kent Challenger hop delivers the bitterness.



CURIOUS SESSION IPA

ZESTY TRIPLE HOPPED
4.4% ABV

CURIOUS SESSION IPA

A triple hopped Session IPA of curiously crafted balance, finesse and distinctive drinkability.



CURIOUS APPLE

CRISP & AROMATIC CIDER
5.2% ABV

CURIOUS APPLE

Kentish Rubens and Bramley apples fermented with Bacchus wine yeast create this unique crisp cider.

sales@dw-group.co.uk   

ALSO AVAILABLE ON REQUEST IN 330ML



SPICE UP YOUR SALES THIS WINTER

PLACE YOUR ORDER FOR LIMITED EDITION
THATCHERS SPICED APPLE NOW. ONLY AVAILABLE
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PERFECTION IN EVERY DROP

Find out more about Thatchers Fusion
One line. One keg. Three Flavours.



CIDER *For All Seasons*

Cider and Perry Month October 2023

With so many varieties of cider available, it can be overwhelming to pick a list that suits your venue and customers well, especially when your customer starts asking for your recommendation.

When hosting a sophisticated bar, the offerings need to reflect the clientele that walk through the door. You need something that sparkles just like wine. **Kentish Pip Skylark** is a next generation sparkling cider, popping with big notes of fresh Kentish dessert apples, followed by a flourish of complex cider tannins. Slow fermentation of this special blend of dessert and cider varieties creates a deeply refreshing, medium dry cider for people who expect the beyond.

A cosy pub during the autumnal, and upcoming winter months, deserves a cider to warm customers from the inside. **Thatchers Cider** has a fruity and floral aroma. Medium bodied with a lovely mouth filling mousse and the delicate flavour of freshly pressed apples. This thirst-quenching, lip-smacking drink is great for a peaceful evening.

The restaurant setting is the perfect place for a 'grown-up' cider. **Jake's Cider** is made from three Estate-grown apples that are combined to form a drink fit for dedicated cider traditionalists and curious wine purists. 100% of the juice is from these Kentish dessert apples. Treated like a sparkling wine, each apple variety is fermented separately using wine yeasts. A balanced blend leads to a clean, wine-like style. A pure, refreshing and crisp craft cider that sits between dry and sweet.

Rosie's Pig Rhubarb is perfect for the beer garden. There are still a few weeks left of sunshine and we will be soaking up every last bit before we can say goodbye to the summer. This cider is complex, slightly astringent with a hint of citrus and tart finish. Made with fresh pressed Herefordshire apples & slowly matured to create a well-balanced cider with a fruity taste that is refreshingly moreish.

Looking for an option for all the above? The **Thatcher's Fusion** pump is the perfect solution with three flavours to suit every customer. Blood Orange infusion is a vibrant mouth-watering, juicy cider, bursting with blood orange flavour. Waves of orange aromas burst from the glass. Dark Berry has a rich fruity flavour and fresh berry aroma adds an exciting new twist to our range. Cloudy Lemon is bursting with zingy lemon for the perfect balance of sweet and sharp notes, characterised by the intense, fragrant aroma of lemon juice.



**VISIT DRINKWAREHOUSEUK.CO.UK
TO EXPLORE OUR RANGE OF CIDER**

DWUK RECOMMENDED CIDER



Kentish Pip Skylark

- Bright fresh apple
- Toffee aromas
- Great balance
- Refreshing



Thatchers Cider

- Full flavour
- Medium Dry
- Thirst quenching
- Delicious



Jake's Kentish Cider

- Crisp & clean
- Refreshing
- Flavoursome
- Sweet



Rosie's Pig Rhubarb

- Complex aromas
- Rhubarb hints
- Refreshing
- Tart finish

Login to your online DWUK account to buy

Cruzcampo[®] SEVILLA

DISCOVER THE TASTE OF SEVILLA

NO.1 DRAUGHT LAGER IN SPAIN*

A refreshing 4.4% lager with great
character and flavour

To install, contact your Account Manager.
All new installs receive a POS pack.



Each install will receive 1 x box of 24 pints glasses,
2 x packs of 500 drip mats, 3 x bar runners



*Source: Nielsen Spain Data, MAT May 2023

Drink Cruzcampo[®] Responsibly.
Brewed in the UK.

be drinkaware.co.uk



A WINNING CASK PORTFOLIO FROM CMBC



BUY 2 9G'S AND GET £10 OFF EACH 9G

Buy any 2 9g's of Hobgoblin IPA, Hobgoblin Gold to receive £10 off per 9g. Promotion valid for the duration of the brochure promotional period. Not available in conjunction with any other offer. Available while stocks last.

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



be.drinkaware.co.uk

Drink Warehouse UK[®]

We Set The Bar

YOU GET MORE WHEN YOU ORDER ONLINE
WITH SO MANY BENEFITS, WHY BUY ANY OTHER WAY?



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www.drinkwarehouseuk.co.uk



Wine & Champagne

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



Sheridan Coopers Wine

Sheridan Coopers Wine was founded 30 years ago with the ambition of sourcing and introducing some of the best wines from around the world to the UK. Our passion, knowledge and commitment has seen Sheridan Coopers grow to become a respected name within the UK wine industry and part of the Drink Warehouse UK group.



Knowledge & Experience

Headed by our very own Master of Wine; Clive Barlow and our Wine Training & Development Manager; Scott Malyon, the team work directly with vineyards and distributors around the world to source high quality wines at competitive prices.



Education & Training

The Sheridan Coopers Wine team can provide your business with wine tastings, education, and training. Creating training education plans that are tailored to suit your business needs.



Expert Service & Support

Our great service levels set us apart from our competitors as we strive to create and maintain an extensive wine list for your venue that your customers will value.



In-House Design Team

Our in-house design team can also supply your venue with bespoke, branded and individually tailored wine menus to your exact requirements.



Extensive Portfolio

Our wine collection of over 400 different wines, including 40 varietals from over 15 countries, with over 50 Sheridan Coopers Exclusive Wines.

Buy online or contact our sales team



drinkwarehouseuk.co.uk



03301 220 800



sales@dw-group.co.uk

WHEN IT'S GONE, IT'S GONE

BOLNEY

18 ACRE ROSE 75cl

ONLY

£9.99

LIST PRICE: £25.15

Tasting Note:

A superb non-vintage, traditional method sparkling wine, with vibrant pink colour in the glass. Aromas of brioche and summer fruits, lead to raspberry ripple, red apple and hints of pastry on the palate with a smooth, creamy finish.

Food Pairing:

Pairs perfectly with afternoon tea, canapés, goats cheese or even a lightly spiced curry.

THE
BOLNEY
SUSSEX *Estate* ENGLAND

**Potential profit:**

Sell: £33.30

Profit: £23.31

GP: 70%

*Perfect Table Wine***COMTE ALEXANDRE**

DRY FRUITY WHITE 75cl

ONLY

£2.49

LIST PRICE: £6.67

Grapes: Sauvignon Blanc, Sémillon, Rolle**Region:** France / Vin de France**Tasting Note:**

A very accessible dry, fruity, straightforward white wine, round, pleasant and easy to drink.

Food Pairing:

Fish or chicken dishes.

**Potential profit:**

Sell: £8.30

Profit: £5.81

GP: 70%

WHEN IT'S GONE, IT'S GONE

DWUK PROMOTING LOCAL PRODUCTS



YOTES COURT

Yotes Court is nestled in the Garden of England, between the picturesque villages of West Peckham and Mereworth in Kent and led by progressive techniques and sustainable values; however, keeping in tune with time-honoured tradition. It all started with a magnificent Manor House which owner Susannah Ricci restored, alongside relandscaping the grounds and the cultivation of the vines for their spectacular wine. This transformation of a little corner of Kent set the philosophy that underpins the entire brand even now.

The land is a beautiful south sloping site looking towards Bidborough Ridge and Tunbridge Wells with free-draining soil full of chunks of Kentish ragstone. When it comes to the soil for growing the perfect grapes, the rockier the better. The continuous weathering of this parent material results in fertile fine clays and free draining sands. The south-sloping aspect allows these rocky soils to heat up relatively quickly, thus altering the microclimate enough to enhance the vine and grape maturity requires for fine wine production. The land is, in fact, perfect for vines – frost-free, free-draining, sheltered, sunny, south-facing slopes, green sand at the top, heavier clay as the slope bottoms out and stony ragstone to retain the heat.

In August 2020, Yotes Court was amongst the first to achieve accreditation as a Sustainable Producer under the Sustainable Wines of Great Britain scheme. Tony Purdie, Yotes Court's Vineyard Manager, uses science and technology to inform his decisions. He can minimise the use of sprays and fuel, increase biodiversity in the vineyard and protect the fertility of the soils for generations to come. Sustainable farming is a holistic approach to land and crop management that aims to maintain soil health, increase biodiversity, minimise the use of water, chemicals and fuel and increase organic matter to improve soil structure.

Mulching the vine clippings within the rows is one of the ways to do this. It allows for on-site composting and does two jobs at once, halving tractor fuel usage. A sustainably managed vineyard will look less conventionally neat but reduced mowing and strimming means more meadow flowers, more beneficial insects, and more birds. Having been a working orchard in an area of Kent that has a long-proven history of fruit and hop production, viticulture is but an evolutionary adaption to a warming climate. The Romans cultivated vineyards in Kent during a previous climate warming phase, so the vines at Yotes Court are not new. It is just a new way to cultivate the land sustainably to keep local production alive and the community involved.



Buy Yotes Court Wine online at:
www.drinkwarehouseuk.co.uk



GLOBAL **27TH OCTOBER 2023** Champagne Day

Global Champagne Day is celebrated every year on the fourth Friday in October and this year, it falls on October 27.

Champagne is believed to have been accidentally invented by the Benedictine monk, Dom Perignon when he created his first batch of wine. This batch developed into sparkling unintentionally, and he attempted to get rid of the bubbles. Had he succeeded, we may not have the sparklers that we know and love today. During the early years of the 18th century, Champagne was drunk by the aristocracy in the French court, equating the reputation with celebrations and luxury.

By 1900, production of Champagne had soared, and 30 million bottles were exported. Because the process of production is labour-intensive, the cost of Champagne is high, Therefore, not everyone could afford a bottle of bubbly, which only added to its desire and prestige recognition. This led to the expansion of the sparkling wine industry, resulting in many high-quality Champagne alternatives.



Champagne gained its name after the region in France, called Champagne. The region Champagne is located approximately 150 kilometres on the east of Paris. The name Champagne is protected and valid only under appellation (the name Champagne can only be used by the growers from the Champagne region) with very strict rules of grape-growing and wine production.

Champagne is seen as a 'luxury' item even since 1789, featuring in the royal courts of Europe. It is viewed as a status symbol. After the French revolution, it became part of the secular rituals that replaced formerly religious rituals. Nothing has been able to dull the reputation of Champagne – it has survived two world wars (the location of the Champagne region meant its vineyards were in the heart of the action), the Great Depression and numerous recessions since. Global Champagne sales have been growing since the 1950s, and Britain has long been one of the biggest export markets for it.

SHERIDAN COOPERS CHAMPAGNE - ONLINE ONLY OFFERS



**Pierre Mignon
Rose NV Brut**

£22.99
List: £33.88

- Fresh & balanced
- Bright, juicy & creamy
- Delicate finish

Potential re-sale profit:
Sell: £76.63
Profit: £53.64
GP: 70%

7.5cl



**Barfontarc
Blanc de Noirs**

£21.99
List: £31.30

- Expressive & open
- Candied fruit aromas
- Touch of spice

Potential re-sale profit:
Sell: £73.30
Profit: £51.31
GP: 70%

7.5cl



**Veuve
Cheurlin Rose**

£10.99
List: £16.27

- Vibrant & fruity
- Red berry aromas
- Crisp citrus finish

Potential re-sale profit:
Sell: £36.63
Profit: £25.64
GP: 70%

37.5cl



**Taittinger
Blanc de Blanc**

£112
List: £166.33

- Finely aromatic
- Rich & creamy
- Great Blanc de Blanc

Potential re-sale profit:
Sell: £373.33
Profit: £261.33
GP: 70%

7.5cl



BRITISH FOOD FORTNIGHT

17th September - 2nd October



The first British Food Fortnight was held in 2001 by Alexia Robinson, who wanted to help revive rural communities and farmers after the foot and mouth crisis. The annual event is focused on motivating the public to buy British food and encourage people to actively seek local produce.

Why buy British?

British food has a lower carbon footprint due to the shorter journey it has to take to get to our plates.

Also, due to that short journey, British fruits and vegetables that are in season contain better essential nutrients.

You are supporting the economy and protecting the environment, especially eating from sustainable sources in the UK.

You also know what you are getting, with British meats produced with the highest welfare standards in the world, Britain has some of the most robust food assurance and traceability systems in the world.



Toad in the Hole



Ingredients

- 2 tbsp Sunflower oil
- 8 Sausages About 450g
- 150 g Plain flour
- Pinch Salt
- 3 Eggs
- 200 ml Semi-skimmed milk
- 50 ml Water

Method

Preheat the oven to 220°C. Add the oil and sausages to an oven proof dish and stir to coat everything with the oil. Place the dish in the oven and cook for 10 minutes. Whisk the flour and salt with the eggs until you have a very smooth, very thick paste. Add about a third of the milk, whisk until smooth, add the rest, along with the water and again whisk until totally smooth. Remove the dish from the oven and then pour in the batter around the sausages. Return to the oven and reduce the temperature to 200°C. Cook for 30 minutes. DO NOT OPEN THE OVEN until at least 25 minutes has passed! Serve immediately when crisp and golden.



CELEBRATE WITH GREAT BRITISH WINE - ONLINE ONLY OFFERS



Ashling Park Blanc de Blancs

£24.99
List: £36.75

- Fresh citrus aromas
- Great drive & focus
- Elegant & complex

Potential re-sale profit:
Sell: £83.30
Profit: £58.31
GP: 70%



Yotes Court Live Love Laugh

£20.99
List: £29.93

- White pear aromas
- Gentle mousse
- Fresh citrus finish

Potential re-sale profit:
Sell: £69.97
Profit: £48.98
GP: 70%



Albourne Multi Vintage

£16.99
List: £24.65

- Complex flavours
- Great mouth feel
- Simply delicious

Potential re-sale profit:
Sell: £56.63
Profit: £39.64
GP: 70%



Balfour Leslie's Reserve Brut

£17.49
List: £25.70

- Aromatic & Spicy
- Citrus, green apple
- Fresh acidity

Potential re-sale profit:
Sell: £58.30
Profit: £40.81
GP: 70%

Boost your profits with these British sparkling wines from the prestigious Balfour Winery



Balfour Leslie's Reserve Red

75cl



LIMITED STOCK ONLY

£17.99

LIST PRICE: £26.85



Delightful aromas of strawberries, raspberries and cherries combine with earthy notes and rounded off with a pleasing tannic grip.

Balfour Leslie's Reserve Rose

75cl



LIMITED STOCK ONLY

£17.99

LIST PRICE: £26.85

Bright pale apricot pink colour with a nose of rose petal and redcurrant.

This wine has crisp British acidity, hints of wild strawberry & raspberry.

Potential re-sale profit:

Sell: £59.97
Profit: £41.98
GP: 70%



Eton Mess



Serves 6

Ingredients

- 2 large egg whites
- 120g caster sugar
- 500g strawberries, hulled and roughly chopped
- 450ml double cream
- 1 tbsp icing sugar

Method

Heat oven to 120°C/100°C fan/gas 1 and line a large baking tray with parchment paper. Whisk the egg whites in a clean bowl using an electric whisk or tabletop mixer until they reach stiff peaks, then add the sugar in 3 lots, re-whisking to stiff peaks every time. Spoon dollops of the mixture onto the baking parchment, cook on the bottom shelf of the oven for 1hr – 1hr15 mins until the meringues are completely hard and come off the paper easily. Leave to cool.

Blitz 1/3 of the strawberries to make a strawberry sauce. In a large bowl whisk the cream with the icing sugar until it just holds its shape. Roughly crush 3/4 of the meringues and tip them in with the chopped strawberries and stir, then swirl through the strawberry sauce. Dollop into bowls then crush the remaining meringues, sprinkling the pieces over the top.



CELEBRATE WITH GREAT BRITISH WINE - ONLINE ONLY OFFERS



Yotes Court LiveLoveLaugh

£19.99

List: £29.93

- Sparkling Pinot Gris
- Great floral aromas
- Dry & fruity

Potential re-sale profit:

Sell: £66.63
Profit: £46.64
GP: 70%

75cl



Kits Coty Bacchus

£24.99

List: £36.75

- Fresh fruit aromas
- Tropical palate
- Great finish

Potential re-sale profit:

Sell: £83.30
Profit: £58.31
GP: 70%

75cl



Balfour 'The White'

£20.99

List: £29.93

- Floral aromas
- Ripe stone-fruit flavours
- Superb freshness

Potential re-sale profit:

Sell: £69.97
Profit: £48.98
GP: 70%

75cl



Yotes Court Best Turned Out

£11.99

List: £17.88

- Vibrant & fruity
- Red berry aromas
- Crisp citrus finish

Potential re-sale profit:

Sell: £39.97
Profit: £27.98
GP: 70%

75cl



At these prices...

DWUK
ONLINE
ONLY
OFFER

Wine Not?

Boost your profits this September & October with these great prices.
(Normal prices will apply after the promotion period)

FRANCE

DOMAINE FICHET
MACON-VILLAGES



30% OFF
NOW ONLY **£13.39**
LIST: £19.28

A light, fruity Chardonnay in the Burgundian style with a perfect balance of concentration, acidity and minerality.

Potential re-sale profit:
Sell: £44.63
Profit: £31.24
GP: 70%

CUVEE JEAN PAUL
DEMI-SEC MEDIUM



17% OFF
NOW ONLY **£5.49**
LIST: £6.67

The deliciously fresh and super aromatic nose has intense nettle and citrus.

Potential re-sale profit:
Sell: £18.30
Profit: £12.81
GP: 70%

PASQUIERS
SAUVIGNON BLANC



34% OFF
NOW ONLY **£5.49**
LIST: £8.33

Luscious exotic fruit aromas fare balanced by the clean, zingy fruit of Sauvignon, creating an aromatic smooth dry white.

Potential re-sale profit:
Sell: £18.30
Profit: £12.81
GP: 70%

TURKEY

KAVAKLIDERE
SADE EMIR WHITE



31% OFF
NOW ONLY **£5.99**
LIST: £8.70

Good acidity on the palate. Easy to drink with persistent fruit flavours and mineral palate.

Potential re-sale profit:
Sell: £19.97
Profit: £13.98
GP: 70%

SPAIN

CASTILLO DEL MORO
TEMPRANILLO ROSADO



32% OFF
NOW ONLY **£5.99**
LIST: £8.85

Full of juicy wild strawberry, raspberry and cranberry fruit. Rich in colour, the wine is crisp and well-balanced.

Potential re-sale profit:
Sell: £19.97
Profit: £13.98
GP: 70%

ITALY

ALBARINO
PAZO DE SENORANS



34% OFF
NOW ONLY **£15.49**
LIST: £22.63

Generous, rich and spicy - with concentrated bramble fruit, evident tannins and a note of black pepper.

Potential re-sale profit:
Sell: £51.63
Profit: £36.14
GP: 70%

ITALY

CADI PONTI
NERO D'AVOLA



32% OFF
NOW ONLY **£5.59**
LIST: £8.28

Full-flavoured with aromas of wild plum and black cherry. Abundant brambly fruit flavours with lightly spicy & savoury notes.

Potential re-sale profit:
Sell: £10
Profit: £4.41

CORTESE
PIEMONTE ARALDICA



32% OFF
NOW ONLY **£5.29**
LIST: £7.88

Delicate with notes of white flowers and Sambuca. Pleasant bitter taste with a medium body.

Potential re-sale profit:
Sell: £10
Profit: £4.71

FEDELE CATARRATO
PINOT GRIGIO



29% OFF
NOW ONLY **£6.49**
LIST: £9.18

Delicate pear and ripe melon flavours wonderfully balanced with hints of peach and stoned fruit. Incredibly fresh.

Potential re-sale profit:
Sell: £21.63
Profit: £15.14
GP: 70%

Sheridan Coopers Wine



Scott Malyon Wine Development and Training Manager

Scott is Sheridan Cooper's new wine expert, with 15 years experience in the wine industry. His main mission is to ensure that wine is inclusive and not exclusive and to ensure that people who enjoy a glass of wine, really see that it is as much a part of popular culture as anything else. There are over 10,000 grapes on this planet that make wine, and Scott wants to make sure that this is reflected within our wine portfolio to satisfy everyone.

FRANCE

CHARMES DE KIRWAN
MARGAUX



★
32% OFF
NOW ONLY
£29.99
LIST: £44.65

Rich and well-balanced with lovely fresh and ripe cassis and Morello cherry, raspberry and ripe strawberry notes

Potential re-sale profit:
Sell: £99.97
Profit: £69.98
GP: 70%

FLEURIE LES GARANS
LOUIS LATOUR



★
31% OFF
NOW ONLY
£14.99
LIST: £21.97

Soft, perfumed wine which marries tenderness with richness, deliciously floral on the nose. Very smooth on the palate

Potential re-sale profit:
Sell: £49.97
Profit: £34.98
GP: 70%

DOMAINE MICHELLE JUILLOT
BOURGOGNE ROUGE



★
31% OFF
NOW ONLY
£18.49
LIST: £27.10

Fresh, nicely balanced Pinot Noir, perfumed with raspberries and herbs and offering a mouthful of red fruit.

Potential re-sale profit:
Sell: £61.63
Profit: £43.14
GP: 70%

ROMANIA

CALUSARI
PINOT GRIGIO ROSE



★
24% OFF
NOW ONLY
£6.99
LIST: £9.25

The nose is full of summer fruit aromas, strawberry, blueberry, and the palate is light, crisp and refreshing.

Potential re-sale profit:
Sell: £23.30
Profit: £16.31
GP: 70%

CHILE

NOSTROS CABARNET
SAUVIGNON GRAN RESERVA



★
32% OFF
NOW ONLY
£8.49
LIST: £12.53

An appealing deep garnet colour. A wine brimming with ripe red fruit, stewed fruit, spices and smoke

Potential re-sale profit:
Sell: £28.30
Profit: £19.81
GP: 70%

GREY
SAUVIGNON BLANC



★
32% OFF
NOW ONLY
£11.59
LIST: £17.25

Citrus aromas, mixed with notes of green chili. Fresh with well-balanced acidity & mineral notes.

Potential re-sale profit:
Sell: £38.63
Profit: £27.04
GP: 70%

SOUTH AFRICA

HARTENBERG
CABARNET SAUVIGNON



★
30% OFF
NOW ONLY
£14.59
LIST: £21.85

Fruit-driven, with perfumed violets, cigar box, wood spice & vanilla aromas. Very elegant & tightly structured.

Potential re-sale profit:
Sell: £48.63
Profit: £34.04
GP: 70%

NEW ZEALAND

MOET CLOUDY BAY
SAUVIGNON BLANC



★
24% OFF
NOW ONLY
£22.99
LIST: £30.48

An elegant, concentrated palate reveals ripe, juicy stone fruit and lemongrass, supported by a lovely minerality.

Potential re-sale profit:
Sell: £76.63
Profit: £53.64
GP: 70%

AUSTRALIA

SUCKFIZZLE SEMILLON
SAUVIGNON BLANC



★
39% OFF
NOW ONLY
£21.49
LIST: £32.12

An extreme expression of the Margaret River white blend. A narrative of place and style, a wine of distinction and individuality.

Potential re-sale profit:
Sell: £71.63
Profit: £50.14
GP: 70%



California

California has over 427,000 acres of vineyards, mostly found in the stretch of land covering 700 miles from Mendocino County to the southwestern tip of Riverside County. California accounts for nearly 90% of American wine production and is a vital element to New World wine.

With great geographical and climatic diversity up and down the length of the state, a wide range of styles and quality including popular varieties like pinot noir and zinfandel - as well as lesser-known grape varieties - can flourish. California's warm weather pairs with the cooling influence from the Pacific Ocean, which balances the intense heat and sun.

Vineyards close to the Pacific Ocean enjoy a cooling effect from the water, and in places like Santa Barbara and the Sonoma Coast, fog also plays an essential part in moderating the temperature of the grapes.

This is compared to valley sites that are inland such as Central Valley which has a Mediterranean climate with a thick fog that settles along the valley's length during the late autumnal months until early spring, supplying variation from deliciously creamy Chardonnays to ripe, fruit-forward Zinfandels. Hillside vineyards, on the other hand, thrive in the sunshine but grapes retain their balance through cooling winds.



Scott Malyon,

Wine Development and Training Manager

Renowned globally, California stands tall in the world of wine, boasting diverse flavours stemming from its ideal climate and innovative techniques. From coastal coolness to inland warmth, California's climate suits an array of grapes, allowing vintners to capture sunlight, ocean breezes, & temperature variations. Varying microclimates and soils offer distinct wine traits. Coastal regions produce refined Chardonnays and Pinot Noirs, while inland valleys yield robust Cabs and Zinfandels.

California marries old-world methods with modern experimentation, birthing exceptional wines that echo tradition while embracing progress. In sum, California's wine mastery, born from diverse climates, innovative methods, & a commitment to sustainability, solidifies its place as a global wine leader. Did you know, that 81% of all wine from the USA comes from the 'Golden State' and get this - in 2021, over 3500 tons of wine were produced. That's about the same weight as 150 whale sharks!

SHERIDAN COOPERS CALIFORNIAN WINES TO TRY



The Big Top White Zinfandel

- Strawberry aromas
- Berry fruited palate
- Off-dry juicy finish

75cl



Rosebud White Zinfandel

- Red berry aromas
- Strawberries & cream
- Crisp succulent finish

75cl



Caberet Frank Old Vine

- Rich dark fruit aromas
- Great balanced acidity
- Full bodied & delicious

75cl



Zin-Phomaniac Old Vine Zinfandel

- Rich and full-bodied
- Bursting with dark fruit
- Notes of chocolate

75cl





Spirits

Drink Warehouse UK endeavour to select a wide range of the finest spirits available, even from small batch distilleries.



DWUK ONLINE ONLY OFFERS

WHISKY



**NC'NEAN
ORGANIC
SINGLE MALT 70CL**

SAVE £9.83
£31.29

List: £41.12

- Smooth & elegant
- Citrus, peach, apricot & spice
- Easy going & delicious



**LOCH LOMOND
INCHMOAN
SINGLE MALT 12YR 70CL**

SAVE £7.61
£29.99

List: £37.60

- Smoke & spice
- Lots of depth
- Sweet vanilla notes



**LOCH LOMOND
INCHMURRIN
SINGLE MALT 12YR 70CL**

SAVE £7.01
£28.99

List: £36.00

- Deep fruity character
- Vanilla sweetness
- Hints of peat & smoke



**STAUNING
KAOS
WHISKY 70CL**

SAVE £14.06
£46.99

List: £61.05

- Danish whisky
- A bit of smoke & spice
- Very complex



**DRUMSHANBO
SINGLE POT
STILL WHISKEY**

SAVE £11.03
£36.49

List: £47.52

- Triple distilled
- Cream & spice
- Warming finish of chilli

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IT'S GONE
OFFERS**

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MAKE IT
COUNT**

PLEASE DRINK RESPONSIBLY.

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BOURBON

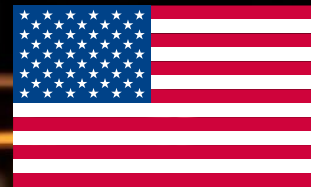
Heritage Month

September 2023

Bourbon is a type of American whiskey, distilled from a mash made primarily of corn. For a whiskey to call itself bourbon, its mash (the mixture of grains from which it is distilled) must contain at least 51% corn. The mash must be distilled at 160 proof or less, the distillate must be stored in charred new oak barrels at 125 proof or less, and it must not contain any additives.

95% of the world's supply of Bourbon comes from Kentucky. However, the reality is that it can be produced anywhere in America and new bourbon distillers are cropping up across the US all the time.

The origins of the name 'bourbon' are extremely uncertain. However, the most prominent contenders are Bourbon County in Kentucky and Bourbon Street in New Orleans, which took their names from the House of Bourbon, a European royal house of French origin.



Spirits



There are strict guidelines around what can be called Bourbon. The federal standards governing the identity of bourbon dictate that it is a 'distinctive product of the United States' and that 'the word "Bourbon" shall not be used to describe any whiskey or whiskey-based distilled spirits not produced in the US'.

While the standards state that bourbon must be stored in charred oak barrels, there is not actually a minimum-aging requirement. However, bourbon which has been aged fewer than four years must have an age statement on its label, and to be defined as 'straight bourbon' it must have been aged for a minimum of two.

Bourbon usually has strong notes of vanilla, oak, and caramel. These pleasant, often smooth notes, make bourbon great enjoyed neat or on the rocks, as well as in cocktails – classics for a reason.

Bourbons made with a higher amount of wheat tend to be mellow and softer. Rye will be spicier.

DWUK WHEN IT'S GONE, IT'S GONE **ONLINE ONLY BOURBON DEALS**



**Yellowstone Select
Kentucky Bourbon**

£32.99
List: £43.43

- Rye spice & cherry nose
- Hint of smoked caramel
- Oaky finish



**Mitchers
Bourbon Whisky**

£40.99
List: £53.72

- Rich & full-bodied
- Stone fruit notes
- Complex finish



**Ezra Brooks
99 Proof Bourbon**

£27.49
List: £36.15

- Smooth & drinkable
- Hints of caramel
- Spicy finish



**Elijah Craig Small
Batch Bourbon**

£28.99
List: £39.47

- Golden amber
- Sweet oak & caramel
- Hints of peach

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ONLY
OFFER

CAMPARI

Daive Campari
MILANO

INVIGORATE YOUR SALES WITH CAMPARI NEGRONI

£1 OFF
A BOTTLE

CAMPARI NEGRONI

ORANGE
SLICE



+



+

ICE
CUBES



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Week
SEPT. 18-24

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ONLY
OFFER**

**BUY 2 CASES OF CRODINO
GET A BOTTLE OF 70cl
APEROL FREE**

Case 24 x 175ml



Serve over ice in a
large wine glass.
Garnish with a
fresh orange slice.

**#1 NON-ALCOHOLIC
APERITIVO
IN ITALY.¹**

**DELIVER
£70 CASH MARGIN
PER CASE.²**

**NON ALCOHOLIC
SINCE 1965**

**FROM THE MAKERS
OF
APEROL[®]
— 1919 —**

¹IRI Liquid Data™ and Beverage Wholesalers IRI, volume sales on Total Italy + Discount, Total Cash & Carry Total Beverage Wholesalers, MAT 04/2022,
²Assumes RSP of £5.00 per serve based on current offer price.

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CAZCABEL

PREMIUM TEQUILA

THE INDEPENDENT SPIRIT OF MEXICO



DEAD MANS FINGERS

BUY ANY 6 BOTTLES

GET A

STRAWBERRY TEQUILA CREAM LIQUEUR

FREE*

RANGE INCLUDES SPICED, COCONUT, PASSION FRUIT, MANGO, WHITE. SPICED 0% ALCOHOL FREE. TEQUILA COFFEE LIQUEUR, STRAWBERRY TEQUILA CREAM LIQUEUR.

*ALL BOTTLES: 70CL. TERMS AND CONDITIONS APPLY. OFFER VALID 01/09/23 - 31/10/23

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DEAD GOOD

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DWUK ONLINE ONLY OFFER

ALL RUMS

£17.99 EACH

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APPLETON ESTATE®
JAMAICA RUM

**BRING SOME
JAMAICAN HEAT
TO YOUR SALES THIS WINTER**

£1.50 OFF
a bottle



£1.50 OFF
a bottle



THE ORIGINAL MAI TAI

50ml Appleton Estate 8 Year Old Reserve
20ml Grand Marnier
20ml fresh lime juice
10ml sugar syrup
10ml orgeat

NEAT

Enjoy neat, or over ice

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EMBRACE THE PREMIUM RUM TREND WITH APPLETON ESTATE

“Barrel aged premium rum offers cross-over appeal and we’ve found that cognac and whisky explorers who appreciate the taste are migrating over to rum.”

– Joy Spence.

With 4 of the Top 10 cocktails¹ in the UK owing their flavour profile to the sugar cane-based spirit it’s easy to understand why the rum category is on a positive trajectory and seeing more engagement than ever. Catalysed by consumers experimenting at home in the pandemic, fans have rediscovered the joys and complexities of cocktails, and thus the tropical tipple is paving way for a premium rum renaissance.

The ‘drinking less but better’ trend has boosted premium rum’s growth as value of the category has outpaced volume since 2016. By 2025 the volume of the category is estimated to grow by +14.8% which indicates the emerging appreciation of premium aged rums is here to stay.²

Leading the way in premium rum production is the Appleton Estate distillery situated within the lush tropical climate of Jamaica’s Nassau Valley. Appleton Estate began perfecting rum making over 265 years ago and produces a range of single estate golden rums under the watchful eye of Joy Spence, the world’s first female Master Blender.

Their ‘Signature’ blend is aged for an average of 4 years and features both column and pot distilled rums made from their own estate-grown sugar cane. The result is filled with notes of stone fruit and a delicate hint of molasses, perfect for bringing bold Jamaica flavour to classic cocktails such as the Daiquiri or simply mixing with Ginger Beer for a Jamaican mule.

Drinking Appleton Estate brings an assurance of quality. As a single estate rum they own and manage every step of production, aging entirely in Jamaica’s tropical climate for a more robust and complex flavour.

Their age statements reflect a ‘minimum age’, this means the number on the bottle for their 8YO Reserve, 12YO Rare Casks, and 15YO Black River Casks refers to the youngest drop of rum in that blend, making them an exquisite tipple to enjoy neat.



References: ¹CGA Mixed Drinks Report Q1 2023. ²Campari UK Rum Category report 2022.



JAMAICAN DAIQUIRI

50ml Appleton Estate Signature
25ml Fresh lime juice
15ml Sugar Syrup

Add all ingredients into a shaker with ice, shake until well chilled. Strain into a chilled coupe and garnish with a lime twist.



JAMAICAN MULE

50ml Appleton Estate Signature
150ml Ginger Beer

Pour Appleton Estate Signature in a tall glass and fill with ice. Add a squeeze of lime juice and top with ginger beer. Garnish with lime wedge.

FOR THE ULTIMATE PREMIUM RUM EXPERIENCE
TRY ONE OF THE AGED EXPRESSIONS



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5 QUESTIONS WITH...

Quarter



We spoke to **Rohan Radhakrishnan, Co-Founder of Quarter**, a spirit that is offering a lighter ABV. Find out more about Quarter below!

1. What do you do differently from other low-alcohol drinks?

We are not considered in the 'No/Low' category, we fall under an emerging space known as 'Light Spirits'. Our focus is to create high quality, crafted spirits that deliver incredible low-ABV sessionable cocktails.

2. What does a day at Quarter look like for you?

We catch up with sales and marketing first thing to run through plans for the day and all upcoming activations. Everyone then goes about their business; I'm usually heading out in the afternoons to visit accounts and stockists.

3. How could Quarter change the light-alcohol industry?

We are here to prove that with spirits, it doesn't have to be full-strength or nothing. We want to change the way the world drinks spirits. One day, when customers order a cocktail at the bar, they will be asked 'what strength would you like?'. That's where the Quarter & Tonics and Quarter Negronis really stand out as a viable alternative for those that want to own that tipsy feeling.

4. What are the aspirations for Quarter in the future?

We will continue to innovate with our liquid development and showcase that incredible spirits don't have to be 40% + to deliver that flavour and experience that we all know and love from cocktails.

5. How do you ensure your business is as sustainable as it can be?

We are going through the B Corp process and the finish line is in sight. We are also a 1% for the planet member, as well as delivering on our Quarter 4 Quarters campaign, where we partner with a different charity in each quarter of the year. So far, we have supported the Ukrainian Refugee appeal, Pakistan flood relief and the Turkish and Syrian Earthquake appeal. We like to spread the love to those that need it most, when they need it most. We are very passionate about our CSR endeavours and know we can build on it in the future.



Available online at
drinkwarehouseuk.co.uk



WHY ARE WE TALKING ABOUT ABV? (ALCOHOL BY VOLUME)

By Matt Searles *Spirits Expert*

Thinking about ABV is the best first step in understanding your customers. In the UK, sales of low and no-alcohol drinks has surged by 30% in 2019 alone, particularly evident in London and the Southeast. While there are many reasons people are moving toward non-alcoholic and low-alcohol drinks, probably the biggest driver is the growing trend toward health and wellness. According to data from the Wine and Spirit Trade Association, sales of spirits with an ABV of less than 20% grew by 12% in the UK in 2020 increasing year-on-year, while sales of spirits with an ABV of 20% or higher remained relatively flat. Studies by Berenberg, who surveyed 6,000 people between 16 and 22, demonstrated that young people are already drinking 20% less alcohol presenting a valuable sales opportunity for businesses to cater to by expanding their low and no-alcohol offering. The best operators within hospitality have been mindful of this; showing customers that they share the same values by offering health focused menu options and activities to rebalance the negative impacts of drinking; be it golf, football, VR, fairground games or simply refocusing a drink to align with the experience.

Some of the most innovative new products within this category include low-alcohol spirits that don't just try to mimic the flavour of alcohol but take a more holistic view of the wider experience and traditions of drinks. These innovative products are a great way for

consumers to enjoy the taste and experience of their favourite cocktails, without the negative health impacts associated with high alcohol consumption. The new opportunities created for bartenders and mixologists to explore the creative potential of non-alcoholic ingredients and develop innovative new drink recipes should be the driving force of any bar team approaching the category, as now, more than ever, uniquely crafted offerings will be a primary distinguisher between you and your competitor. Non-alcoholic cocktails are great but try to avoid the term 'mocktails' because no one really wants a fake copy of the classics. You want to make whatever drink is on the menu taste great – regardless of the ABV. One movement to be mindful as operators is the rise of the "sober curious" movement, which encourages people to explore the benefits of sobriety and reduce their alcohol intake. While this movement has gained traction in recent years through fixed campaign months like "Sober October" and "Dry January", they have sparked a wave of friend groups collectively taking fixed term breaks at various intervals throughout the year. This could be the difference between your regular Friday night group filling the tills each week or having an empty venue. It's imperative to the future of our industry, that we safeguard against these changing habits and ensure we cater to all those looking to go out and socialise, regardless of consumption type.

One of the first broadly accepted examples of a non-alcoholic spirit was Seedlip which was launched in 2015. The concept has been initially received with variable response, often cited as a lack of differentiation from a Hydrosol, or more basically put - flavoured water. For quick context, go ahead and try to mix a drink with standard bottled flavoured water, and see how well those flavours come through - they don't stand up all that well. While Hydrosols are not technically a flavoured water, but rather the steam by-product from the distillation of material such as flowers, leaves, and herbs (I know... sounding strangely like a non-alcoholic spirit), it's only those flavours that are able to be extracted by water that make it into a Hydrosol. Peas, such as those used in the first Seedlip's Garden 108, are typically a tricky flavour to extract simply just in water. Lower alcohol brands like Quarter (check out the interview with them!) Portobello Temperance and DECEM drinks are delivering affordable, low ABV solutions to deliver a cost-effective, health friendly spirit-based drink that can be sessioned throughout the day or night and not break the bank. Every venue should decide on their own reasons for driving their non-alcoholic range, as it's your job to inform your customers of the alternative solutions. The sooner you do this, the more trusting your customers will be of your drive to cater to their needs, even before they know them.

DWUK RECOMMENDED SPIRITS - ONLINE ONLY OFFERS



**Quarter
Light Gin**

£17.89
List: £20.00

- Refreshing
- Juniper
- Citrus
- Warm



**Warner's
Pink Berry Gin**

£15.49
List: £16.49

- Red fruits
- Refreshing
- Hints of spice
- Bold flavours



**Punt
e Mes**

£12.69
List: £14.17

- Red Vermouth
- Balanced
- Herbal flavour
- Versatile



**Lyre's
Agave Blanco**

£17.89
List: £20.03

- Roasted agave
- Peppery spice
- Lemon aromas
- Complex



The Flavour Journey of LIQUEURS



In the realm of spirits, liqueurs stand out as a captivating and versatile category that has delighted palates for centuries. From the luscious sweetness of fruit-infused elixirs to the complex herbal blends passed down through generations, liqueurs offer a kaleidoscope of flavours that tempt both casual drinkers and connoisseurs alike. With a rich tapestry of flavours, liqueurs also bring a long and fascinating history. From their early medicinal uses to their current status as indulgent after-dinner drinks and cocktail enhancers, liqueurs have played a significant role in the world of spirits. Liqueurs are sweetened alcohol that are flavoured with various elements such as herbs, spices, nuts, seeds, and fruits. They have been at the height of fashion for hundreds of years and continue their popularity even today.

The roots of liqueurs can be traced back to ancient civilizations as the ancient Egyptians and Greeks are noted to be among the first to experiment with the art of extracting flavours from materials around them to infuse wines. These early concoctions were primarily used for medicinal purposes, believing they possessed healing properties. However, during the Middle Ages, monasteries in Europe became centres of innovation in the production of liqueurs. Monks, renowned for their knowledge of herbs and distillation techniques, were responsible for refining and preserving the recipes for liqueurs. Many of these early liqueurs were crafted using

herbs grown in monastery gardens and were used for medicinal purposes. With the arrival of the Renaissance, the popularity of liqueurs began to spread throughout Europe. The distillation process improved, enabling a wider range of varieties with many ingredients being incorporated. Notable Italian liqueurs like Amaretto and Limoncello originated during this period.

Liqueurs are crafted using a combination of distilled spirits, sugar, and various flavouring agents. The process often involves maceration, where the flavouring agents are soaked in the base spirit to extract their essence fully. After maceration, additional sweeteners like sugar or honey are added, creating the signature sweetness that characterizes liqueurs. Some liqueurs, such as cream-based varieties, also include dairy or dairy substitutes, adding a velvety texture to the final product. Liqueurs play an indispensable role in mixology, elevating cocktails to new heights of flavour complexity. Classic cocktails like the Margarita, which incorporates the tangy allure of Triple Sec, and the Manhattan, enriched with the depth of sweet vermouth, showcase how liqueurs enhance the drinking experience. Bartenders also experiment with homemade liqueurs, infusing their creations with unique flavours to craft signature drinks that represent their creativity and expertise.

DISCOVER & EXPLORE OUR LIQUEURS RANGE

DWUK ONLINE ONLY OFFERS



**Pierre Ferrand
Dry Curaco**

£25.99
List: £29.64

- Golden triple sec
- Aged cognac
- Curacao oranges

70cl



**Giffard
Sour Apple**

£12.49
List: £14.47

- Fruity
- Crisp green apple
- Great acidity

70cl



**Fiorente
Elderflower**

£16.89
List: £18.91

- Reduced sugar
- Wild elderflowers
- Versatile

70cl



**Tia Maria
Matcha**

£14.99
List: £15.55

- Indulgent & creamy
- Matcha tea extract
- Smooth

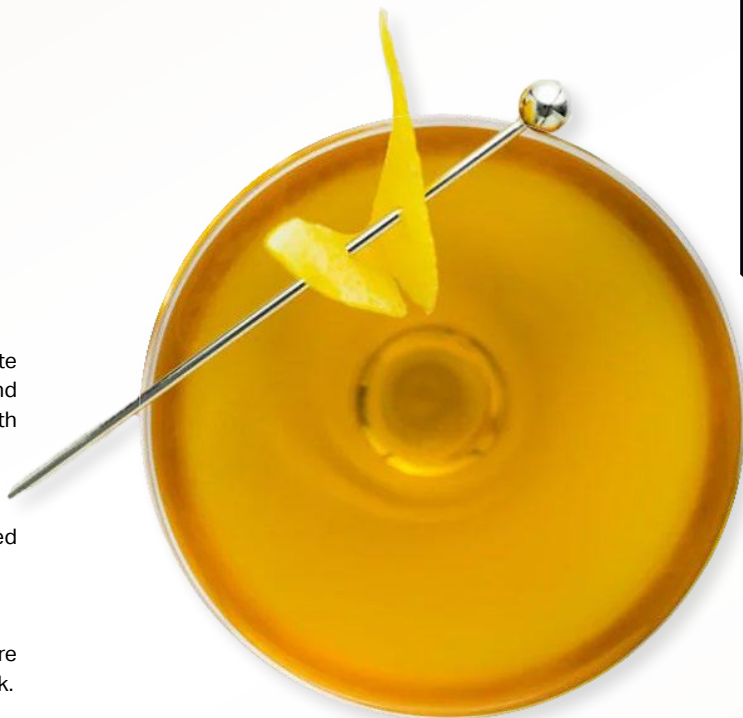
70cl

The SIDECAR

One of most famous classic cognac cocktails and remains a favourite even though there is over a century of history behind it. Invented around World War I, it featured in two cocktail books published in 1922 with various ratios; however, see below for the common recipe used today.

1. Coat the rim of a coupe glass with sugar, if desired, and set aside.
2. Add 60ml cognac, 40ml orange curacao and 40ml freshly squeezed lemon juice to a shaker with ice and shake until well-chilled.
3. Strain into the prepared glass and garnish with an orange twist.

Ask your customer if they would prefer it sweeter. If they do, make sure to sugar the rim of the glass. If not, leave the glass clean for a drier drink.



The COSMOPOLITAN

The legendary Cosmopolitan gained its peak popularity when the hit show 'Sex and the City' featured the cocktail frequently.

1. Add 60ml citron vodka, 40ml Cointreau, 40ml lime juice, and 25ml cranberry juice into a shaker with ice.
2. Shake until well-chilled.
3. Strain into a chilled cocktail glass and garnish with a lime wedge.

Do not drown your cocktail with juice! Make sure to only use 25ml cranberry juice otherwise the cocktail becomes overpowered by sweetness. It is in this drink to add a touch of tartness and colour.

BUY ONLINE TODAY

DWUK ONLINE ONLY OFFERS



**Easy
Mixt**

£14.99
List: £17.28

- Sour
- Citrusy
- Acidic

70cl



**Ancho
Reyes Verde**

£28.99
List: £36.11

- Herbal
- Pineapple notes
- Poblano chile

70cl



**Jagermeister
Cold Brew**

£15.49
List: £16.47

- Herbal
- Fresh & bitter
- Licorice hints

50cl



**Akashi
Tai Yuzu**

£16.79
List: £22.49

- Citrus
- Sweet & zesty
- Versatile

50cl

Tia Maria

MATCHA CREAM
LIQUEUR

**DWUK
ONLINE
ONLY
OFFER**

1X70CL
**ONLY
£14.99**
List: £15.55



**BUY 1 X 70CL
TIA MARIA MATCHA CREAM
AND RECEIVE A
FREE POS KIT***



Baby G
Layer Tia Maria Cold Brew
Liqueur with Tia Maria
Matcha Cream Liqueur

#MATCHATIME



be**drinkaware.co.uk**

* 1 x deal per customer based on full price purchase of 1 x 70cl Tia Maria Matcha Cream. Kit includes: 1 x Tia Maria shot paddle and 7 x Tia Maria shot glasses. Whilst stocks last.

**SERVE YOUR
BEST SHOT**

SHAKE, STIR OR LAYER PERFECT DRINKS WITH

**DWUK
ONLINE
ONLY
OFFER**

Tia Maria

**BUY 1 x 70cl BOTTLE OF TIA MARIA COLD BREW
AND 1 x 70cl BOTTLE OF DISARONNO VELVET**

**AND RECEIVE A
FREE POS KIT***



Velvet Martini

25ml Disaronno Velvet
25ml Tia Maria
15ml Vodka
50ml Espresso
Shake and strain into
a martini glass.

Baby Guinness

Layer Tia Maria Cold
Brew Liqueur with
Disaronno Velvet.

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* 1 X DEAL PER CUSTOMER BASED ON FULL PRICE PURCHASE OF
1 X 70CL TIA MARIA COLD BREW AND 1 X 70CL DISARONNO VELVET.
WHILST STOCKS LAST.

POS kit includes:





Pick your poison with these HALLOWEEN COCKTAILS

VAMPIRE'S KISS

INGREDIENTS:

45ml Vodka, 15ml Chambord Raspberry Liqueur, 12.5ml Frobishers Cranberry Juice, 20ml Easy Mixt, 12.5ml Giffard Grenadine Syrup.

METHOD:

Place granulated sugar in a single layer on one plate. On another plate, add some grenadine. Spin the rim of the glass in the grenadine until it coats the entire rim. Then dip the glass rim into the plate with the sugar to coat it. Add all the ingredients to a cocktail shaker with 2 handfuls of ice cubes and shake until cold. Strain the drink into the prepared glass.



CORPSE REVIVER

INGREDIENTS:

30ml Portobello Road Gin, 30ml lemon juice, 30ml Giffard Triple Sec, 30ml Lillet Blanc, ½ teaspoon La Fee N.V. Absinthe, Orange wedge to garnish.

METHOD:

Add all the ingredients to a cocktail shaker. Fill it with ice and shake it until cold. Strain into a cocktail glass. If desired, garnish with an orange peel or orange wedge.



THE GRAVE DIGGER

INGREDIENTS:

60ml Ojo De Dios Joven Mezcal, 12.5ml lemon juice, 12.5ml Giffard Triple Sec, 2 dashes Regan's Orange Bitters, 60ml Frobishers Apple Juice, Franklin & Sons Ginger Beer.

METHOD:

Fill a cocktail glass with ice. Combine the mezcal, apple cider, lemon juice, Cointreau, and bitters in a cocktail shaker. Fill with ice and shake until combined, about 1 minute. Strain into your prepared glass. Top with ginger beer and a rosemary sprig. If desired, light the rosemary on fire for a smoky effect. Strain the drink into the prepared glass.



DRINK WAREHOUSE UK COCKTAIL ESSENTIALS - ONLINE ONLY DEALS



Easy Mixt

£15.49
List: £17.28

- Sour
- Citrusy
- Acidic
- Easy



Giffard Triple Sec

£15.49
List: £15.97

- Candied orange
- Velvety nose
- Sweet & bitter
- Cinnamon notes



Giffard Grenadine Syrup

£8.29
List: £9.20

- Sweet
- Fruity
- Pomegranate
- Complex



Regan's Orange Bitters

£7.49
List: £8.37

- Bitter orange
- Spicy gloves
- Cinnamon
- Complex



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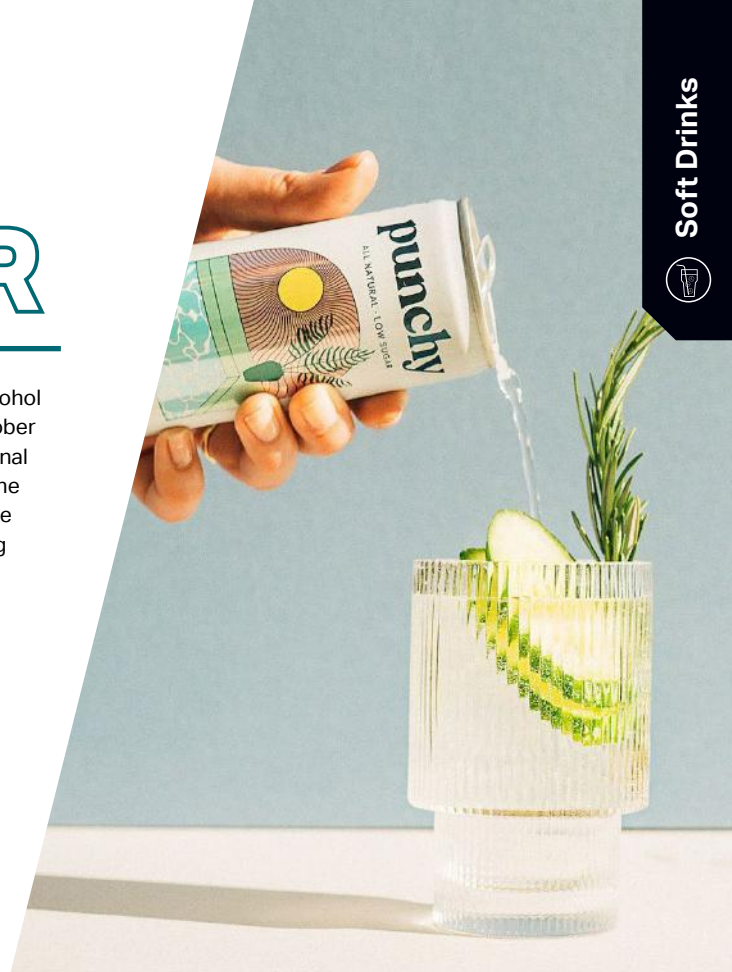

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Go Sober THIS OCTOBER

Drink Warehouse UK has everything you need to stock your venue with no-alcohol products. Why not go sober this October for Macmillan Cancer Support? The Sober October challenge is a fantastic way to provide physical, financial and emotional support to the three million people living with cancer in the UK right now. Since the launch of Sober October in 2014, over £33 million has been raised, making a huge difference to the lives of those who need it. Not only are the 'Soberheroes' raising money for this wonderful cause, but they are also benefitting from it too. Support your customers this October by providing amazing non-alcoholic offerings. Instead of a boring orange juice, deliver a sense of celebration through flavour for those not drinking alcohol. With so many alternatives and new soft drinks available, there is no excuse for anyone to go without.

Punchy Drinks are premium low sugar, low-calorie soft drinks that are all grown up, leading the pack with a little extra to support your immune system. They charge every plastic-free can of Punchy with 50% of your daily vitamin D, — to help you catch the sun all year round. The sun never sets on Punchy's all-natural ingredients, carefully sourced from all corners of the world and brought together into unique, vibrant flavours. Their soft drinks are made for sun-drenched moments, shared with the people you love.



Belvoir Farm lies deep in the Leicestershire countryside, tucked away among the wild hedgerows and unruly shrubs of the Vale of Belvoir. They create premium soft drinks that are crafted with nature's subtle and sublime flavours. Each drink is refreshingly and reassuringly delicious containing masses of pressed fresh fruits, freshly picked flowers and cooked spices so they taste deliciously real.

From a team of passionate individuals, **Three Cents** sodas are the creation of determined minds, keen to invent a product that was commonly missing from bars... a drink to balance the ingredients of a cocktail or a long drink while bringing out its flavours, and aromas and still maintain its fizziness. Three Cents Zero Sugar line provides some favourite sparkling softs lighter than ever. All Three Cents product has distinctive flavour and long-lasting fizziness to deliver a crisp taste.

London Essence love to reinvent and reimagine, much like the city they call home. Their luxury mixers are made with distilled botanicals, for the purest flavour in every sip, breathing new life into old favourites. The ensemble of botanicals is artfully selected by flavour experts, and gently distilled until their true essence is captured. The result is a premium mixer that doesn't cloak the flavour of the spirit it accompanies, but rather accentuates it.

DWUK RECOMMENDED SOFT DRINKS



Punchy Cucumber, Yuzu & Rosemary

- Zingy
- Refreshing
- Crisp
- Sparkling



Belvoir Farm Passion Fruit Martini

- Fruity
- Balanced
- Exotic
- Delicious



Three Cents Pink Grapefruit Soda

- Refreshing
- Distinguished
- Complex
- Intense



London Essence Indian Tonic Water

- Versatile
- Citrus Infused
- Refreshing
- Juniper Essence

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