

Headlines

MARCH - APRIL 2025 | SPRING EDITION

SAVE THE DATE - SAVE THE DATE - SAVE THE DATE -
06
05
25
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CLEAVER & WAKE

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WELCOME

Welcome to the March / April edition of Headlines!
As we come out of the darker winter months, let us get ready for the sun, an uptick in sales and maybe even some outdoor drinking!

Our new website has now been live for eight months now, and thanks to your excellent feedback, we've made even more improvements! Stay connected on social media for tutorials and exciting competitions.

Our featured page focusses on our upcoming portfolio tasting in May. This will be our second tasting since Covid, and we are holding it again at the fantastic Cleaver & Wake, Nottingham City Centre. We are holding our breath for another warm sunny day, but we could do without the rail strikes this time round!

Just a quick word now from our new Spirits and Minerals category manager Tom Fox-Owens, who comes to us with a wealth of experience and hands-on expertise in this field:
"The Spirit Sector is the most diverse that it has ever been, with numerous factors effecting what bottles are given pride of place across the backbars and speed rails of our customers. The biggest factor leading into spring appears to be customers leading with flavour-first, sacrificing traditional brand names for products that sign-post bold, clear and attractive tasting notes, with the rum and tequila category being key examples of this trend.

Minerals are following this trend too, with consumers also opting for brands that offer something extra, be it sustainability, diversity of range, or exotic flavours they have otherwise not explored. It's an exciting time for spirit and minerals and things are only going to get more diverse as we head into the Summer.

This edition of Headlines showcases the start of a new direction of that I will be taking these two categories forward for Libra."

Don't forget to cast an eye over our Guest Ales and Permanent Casks double-page spreads as well, alongside the great host of other Beer & Cider deals on offer.

And, if you haven't already, get yourself registered for our Portfolio Tasting on Tuesday 6th May. It should be a fantastic day to sample some great products and speak directly to decision makers in the trade.



Raj Solanki
Senior Category Manager
Libra Drinks



INDEX

SPIRITS

Dutch Barn, Drop Works	4 - 5
St Germain, Bacardi, Bombay Sapphire	6 - 7
Ruddy Fine, Jameson , Whitley Neill	8 - 9
Tapp'd Cocktails, Gabriel Boudier, Lustre	10 - 11
Sazerac, Hooch, Jungfrau	12 - 13
Top 5 for 2025	14 - 15

WINE

Mesa Trinas, Darwin Vineyards	16 - 17
Mirabeau, Williams Grove, Berman	18 - 19
Signature Trade Show, Website	20 - 21

CRAFT, BEERS & CIDER

Carlsberg Britvic	22 - 23
Budweiser Brewing Group, Salt Alpacalypse	24 - 25
Pravha, St Austell, Titanic, Wadworth	26 - 27
Sharp's Brewing Company	28 - 29
Castle Rock, Ossett, Woodforde's, Vale	30 - 31
Purity, Black Sheep, Tiny Rebel	32 - 33
Guest Ales	34 - 35
Permanent Cask	36 - 37
Staropramen, Corona Cero, Asahi	38 - 39
Mahou, Signature Trade Show	40 - 41
Beavertown, Peroni	42 - 43
Thatchers, Cranes, Westons	44 - 45

SOFT DRINKS

Fever-Tree, Belvoir Farm, Britvic	46 - 47
Britvic, Fruit Shoot, Hartridges	48 - 49
J20, Pago, The Artisan Drinks Co	50 - 51
Fentimens, Appletiser, Coca Cola	52 - 53
London Essence, Wenlock Spring, Pepsi, Frankin & Sons	54 - 55
Sprite, Fanta, Schweppes, Coca Cola	56 - 57

SNACKS

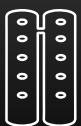
Mr Filbert's, Pipers	58 - 59
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40ml St-Germain
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60ml Dry Sparkling Wine
60ml Sparkling Water/Soda
8-10 Mint leaves

Method - Build in Glass
Glass - Highball
Ice - Cubed

Garnish - Mint leaves
& Lime wedge



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Hand crafted gin infused with our unique blend of 11 carefully selected botanicals.

Nose: Fragrant spices complement the sweet orange zest.
Palate: Intriguingly complex, combining traditional gin botanicals with exotic lemongrass.

Finish: An earthy signature, smooth, warming and moreish.
To Serve: 50ml of our delicious gin with either a Light Indian or Mediterranean Fever-Tree tonic and garnished with a slice of Orange and a sprig of Rosemary.

Summer Berries Gin 42% ABV

Hand crafted gin bursting with juicy berries and the essence of an English Summer.

Nose: Jammy strawberry followed by cherry and other red fruits.
Palate: Complex combination of spice and citrus.

Finish: The junipers are softened by berries and sweet Cardamom.
To Serve: 50ml of our delicious fruity gin with a Light Indian Fever-Tree and garnished with slices of Strawberry to really bring out those Berry Flavours.

Navy Strength Gin 57% ABV

Hand crafted premium strength gin. Smooth, finely balanced and ignites your palate with a warming punch!

Nose: Dry earthy notes with a sweet spice background.
Palate: Juniper resin and spice.

Finish: The usual warmth associated with navy strength gin is enhanced by the warm spices.
To Serve: 50ml of our delicious gin with an Aromatic Fever-Tree tonic and a slice of orange or a twist of orange zest.

Lockdown Gin 42% ABV

Hand crafted gin infused with botanicals foraged from the village of Ruddington during the National Lockdowns of 2020/21.

Nose: Dry Green Apple.
Palate: Savoury and herbaceous.

Finish: Floral and sweet spices.
To Serve: 50ml of our delicious gin with a Mediterranean Fever-Tree tonic and garnished with a slice of apple and a bay leaf.

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* **Whitley Neill Range:** Distiller's Cut London Dry, Rhubarb & Ginger, Raspberry, Blood Orange, Black Cherry, Japanese Yuzu & White Strawberry. **Dead Man's Fingers Range:** Spiced Rum, Cherry, Pineapple, Passion Fruit, Coconut, Strawberry Tequila Cream Liqueur, Mango Tequila Cream Liqueur, Raspberry Rum Cream Liqueur, Blue Raspberry Tequila Cream Liqueur, Black Cherry Tequila Cream Liqueur. FOC 1x70cl Whitley Neill Distiller's Cut London Dry Gin. Available while stocks last. All bottles 70cl. be.drinkaware.co.uk



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* Case = 12 x 175ml single flavour cases

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Top 5 for 2025

Sipping sustainably this spring with Dutch Barn Vodka & Hartridges



In a day and age where customers are asking more and more questions about the products they choose to drink, we're tapping into one of the leading food and drink trends across the UK by suggesting 5 simple springtime serves that highlight all things sustainable.

After what felt like a winter that would never end, Spring is finally here and with it comes a time where bar owners across The UK look towards the sunnier months ahead and decide what new products they will feature on their back bars and in their fridges. The question is, what to choose?

In a recent study carried out by CGA, 68% of bar goers agreed that the sustainable reputation of a brand had a direct influence on their choice of drink when it came to ordering in restaurants, pubs and bars.

Not only that, but consumers who were aware of sustainability spent an average of £115 a month on eating and drinking out- £9 more than the average among all other consumers.

That being said, a lot of customers don't know where to begin when it comes to choosing sustainable serves, or believe that the cost, flavour or general drinking experience outweighs straying away from their usual order. That's where sustainability giants like Dutch Barn and their brand-new flavoured vodka range look to bridge the gap.

Created at their B-Corp Distillery at Ellers Farm in York, Dutch Barn Vodka has always positioned sustainability at the front of its brand.



"We saw a clear gap in the market for a flavoured vodka range that's crafted with real authenticity. Too many options rely on artificial flavourings, so we set out to do things differently- using only natural ingredients to create a vodka that delivers incredible taste without compromise.

Whether we're using actual citrus fruit in our Mediterranean Citrus Vodka, or macerating actual vanilla pods for our Balinese Vanilla Vodka, utilising natural ingredients helps to create a truly credible spirit".

The vodka is created from apples on their own farm, the bottles are created in Yorkshire from 68% recycled glass and apple trees are planted all year round to ensure the that the business thrives for years to come.

Andy Howitt, On-trade Controller at Ellers Farm Distillery, has seen first hand that while flavour and variety are important factors in the customers decision making process, how and why something is made is becoming more and more of a factor in bars, pubs and restaurants.



Since its launch in 2024, their flavoured vodka range has seen incredible success. The Mediterranean Citrus, Balinese Vanilla and Black Cherry editions provide consumers with bold but familiar flavours, each made with natural, quality driven ingredients. However, encouraging your guests to drink neat vodka to save the planet isn't exactly sustainable in itself. With that in mind, it's important to suggest a mixer for the serve that is equally as sustainable as they are delicious. Enter Hartridges Sparkling Soda range.

Founded in 1882 in Hampshire, Hartridges pride themselves on using the best ingredients possible, believing that natural does indeed mean better. Not only that, but the company is part of Carbon Neutral Britain and every bottle used is 100% recyclable. This is something that Hartridges believes sets them apart from the other soft drinks on the market.

But how do you as a Libra customer make the most of this? We have put together 5 delicious serving suggestions using Dutch Barn Vodka and Hartridges that work in almost any venue. Not only that, but this brochure also contains promotional deals from both brands to help get customers sipping even more sustainably this spring.



Recipes



Classic Vodka Mule

50ml Dutch Barn Vodka, 200ml Hartridges Original Ginger Beer. Serve in a rocks glass with ice & a squeeze of lime



Elderflower Citrus Cooler

50ml Dutch Barn Mediterranean Citrus Vodka, 200ml Hartridges Elderflower presse. Serve in a tall glass with ice & a squeeze of lemon



Raspberry & Vanilla Highball

50ml Dutch Barn Balinese Vanilla Vodka, 200ml Hartridges Raspberry Lemonade. Serve in a tall glass with ice & garnish with Raspberries



Black Cherry & Rose Spritz

25ml Dutch Barn Black Cherry, 150ml Hartridges Pink Rose Lemonade 50ml Sparkling Wine. Serve in a wine glass with ice & garnish with Lemon Zest.



Black Cherry Lemonade

50ml Dutch Barn Black Cherry 200ml Hartridges Traditional Lemonade. Serve in a tall glass with ice & a squeeze of Lemon.

MESA TRINAS

is an unoaked range focused on primary fruit character.



Fine wines from premium vineyard sites in Mendoza, where they utilise high altitude to impart character and freshness in their wines.

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*Filipa Morgado
Chief Winemaker*

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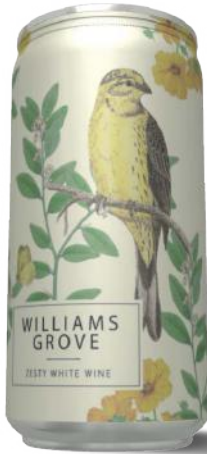
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The Williams Grove wines are made by winemaker Estefania Aparicio Sanchez in the heart of the Spanish wine world, Castilla-La Mancha, southeast of Madrid. The warm, windswept plains produce succulent, fruity styles, perfect to enjoy on any occasion.



Zesty White

The windswept plains of La Mancha give our Williams Grove winemakers the best Airen and Macabeo grapes which, although not so easy to pronounce, are super easy on the palate. Bristling with bright apple, pear, lemon and lime hints, this white is the perfect all-rounder.

Varietal: 75% Airen, 25% Macabeo
ABV: 10.5%
Vegan: Yes



Dry Fruity Rosé

Crammed with succulent raspberry and melon flavours, our Williams Grove rosé is sure to please. The grape is called Garnacha in Spain, elsewhere it's Grenache, but what's in a name anyway? This wine is simply delicious.

Varietal: Grenache
ABV: 12%
Vegan: Yes



Smooth Red

Everything about Williams Grove red has been built with flavour and versatility in mind. Combining jammy Tempranillo with spicy Cabernet gives a chorus of forthright, fruity notes.

Varietal: 85% Tempranillo, 15% Cabernet
ABV: 12%
Vegan: Yes

All wines are packed in cases of 24x187ml, with a shelf life of 12 months from fill.



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Taste up to 180 wines, expertly crafted by some of the most exciting winemakers worldwide. Additionally, an impressive selection of local and global spirits will be available, along with a range of premium soft drinks, mixers and handpicked beers for sampling.

Throughout the day, delightful hot drinks from our local artisan roaster, Stewarts, will also be served. Libra Drinks Category and Account Managers will be Don't miss this opportunity to explore, learn, and reposition your drinks selection for the year ahead. Our goal is to enhance the customer experience and increase your profitability.

Register now, and we eagerly anticipate meeting you Upstairs at Cleaver & Wake on Tuesday 6th May.



TO REGISTER
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TUESDAY 6TH MAY 2025 STARTS 11:00
ENDS 17:00



1A THE GREAT NORTHERN CL, NOTTINGHAM, NG2 3JL

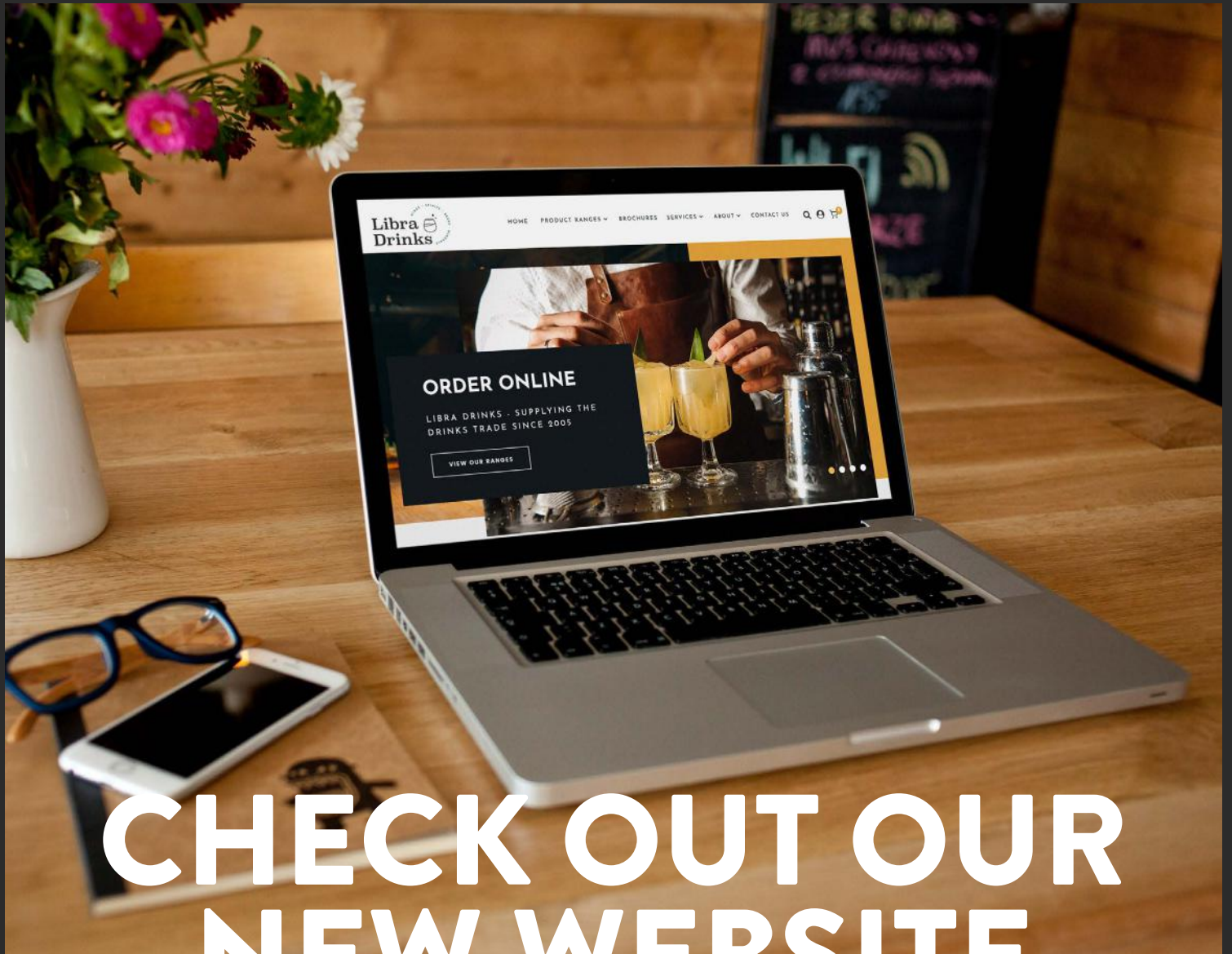


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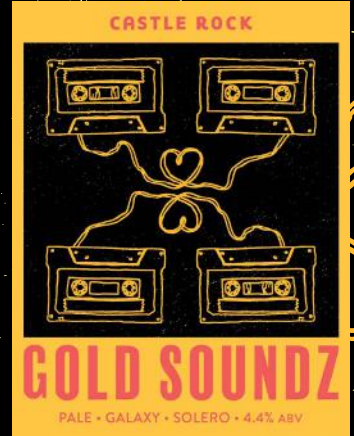
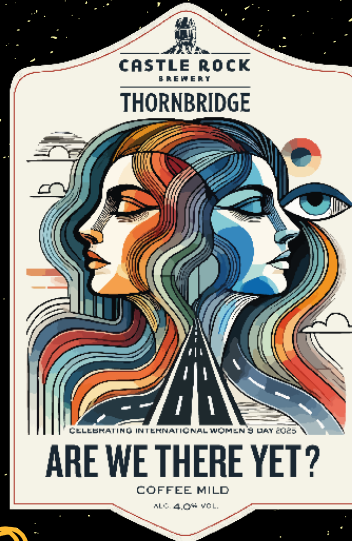
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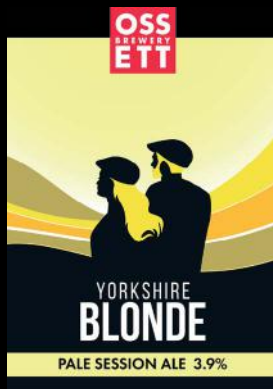
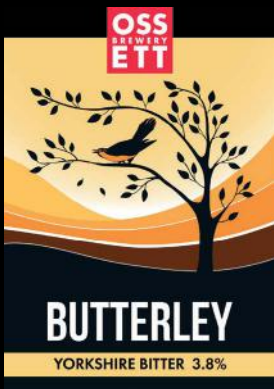
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ALSO AVAILABLE UPON REQUEST
AVAILABLE MARCH / APRIL



TIME TO ENJOY THE...

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BEER OF NORFOLK



BUY 2 9G FIRKINS
Get a free Volt 0.5 case

BUY 3 FIRKINS
in 1 transaction, get **£5 OFF**

SELECTED FIRKINS ONLY*

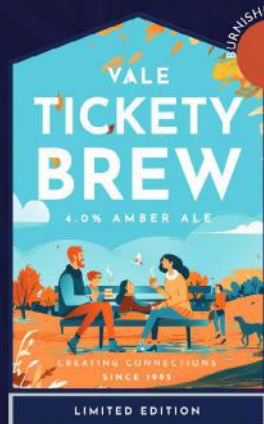


Instagram @ValeBrewery
www.ValeBrewery.co.uk

VALE

Vale Brewery, Ludgershall Road,
Brill, Bucks, HP18 9TY

BUY ANY 2 X 9G CASKS GET £15 OFF YOUR BASKET



£87.99 normal price
£80.49 when buying 2 x 9g

The quintessential amber ale: a well-balanced classic pairing of Fuggles and Goldings hops.



£88.99 normal price
£81.49 when buying 2 x 9g

Warm toasted malt flavours create a rich bitter with a satisfying blend of chestnut and autumnal spice.



£93.49 normal price
£85.99 when buying 2 x 9g

Bold, zesty flavours give our flagship pale ale a punchy hop hit, beautifully complimented by a smooth malt backbone.



GREAT BEER. REAL CHARACTER.

£7.50 OFF
EACH CASK...

...WHEN YOU BUY 2x9G
FROM THE RANGE



@PurityBrewingCo

PURITYBREWING.COM



£7.50 OFF
EACH CASK WHEN
YOU BUY 2x9G



@BLACKSHEEPBREWERY

BLACKSHEEPBREWERY.CO.UK

Tiny Rebel



REBEL IPA
SESSION IPA
4.3% ABV

4.3% ABV

Vegan

THE KING IS IN SESSION



CLWB TROPICA
TROPICAL IPA
5%

5% ABV

Vegan

CLWB TROPICA

TROPICAL, WHATEVER THE WEATHER

Install Rebel IPA or Clwb Tropica and get:

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

EMAIL SALES@TINYREBEL.CO.UK TO ORDER TODAY

*MUST DO A MINIMUM OF 1X30L PER WEEK FOR 13 WEEKS

Tiny Rebel

AVAILABLE NOW



Tiny Rebel
COSMIC PALE
SESSION PALE ALE
4.2% ABV



Tiny Rebel
Cwtch
WELSH RED ALE
4.6%

AVAILABLE MARCH



Tiny Rebel
PUMP UP THE JAM
DOUGHNUT PALE ALE
5%



Tiny Rebel
Renegade Master
HAZY PALE ALE
4.3%



TINY REBEL

AVAILABLE APRIL

POS

AVAILABLE ON REQUEST



3RD -21ST MARCH

THREE ACRE BREWERY

Three Acre Brewery was born in the heart of Sussex, with one vision: to champion its rich brewing history, and take it charging into the 21st Century.



Galaxy Rain

A juicy pale, packed with Galaxy hops, bringing a meteor shower of citrus and passionfruit flavours

ABV: 3.4% **Price:** £89.99 **RSP 60% GP:** £3.75

Session Pale

Light, crisp, peachy, and as smooth as anything. We've reimaged our original pale ale recipe, using the very same signature hop choice which has shaped so many of our beers ever since.

ABV: 3.7% **Price:** £89.99 **RSP 60% GP:** £3.75

Spring Golden

Our sunshine special is floral and moreish, with a blossoming honey-like sweetness, balanced with earthy malts

ABV: 4.5% **Price:** £91.99 **RSP 60% GP:** £3.86

24TH MARCH - 11TH APRIL

ACORN BREWERY

Our mission is 'to enrich our customers with mouth watering, quality tasting beers. While providing an exceptional level of customer service and support.



Yorkshire Pride

A straw pale ale with sweet citrus and tropical fruit notes, perfect for easy drinking.

ABV: 3.7% **Price:** £77.99 **RSP 60% GP:** £3.25

Egg Cracker

A tasty Vanilla & white chocolate stout.

ABV: 4.1% **Price:** £81.48 **RSP 60% GP:** £3.40

St George

Light Golden Pale Ale. English Goldings and Admiral hops are used this year that impart an orange, citrus hop aroma

ABV: 4.5% **Price:** £84.98 **RSP 60% GP:** £3.54

14TH APRIL -2ND MAY

LUNEBREW

Modern craft beer from the beautiful Lune Valley.



Pale

Now Gluten Free! A modern classic, ultra pale ale with a gentle haze, brewed with American hops giving Citrus, Mango and Stone Fruits.

ABV: 4.1% **Price:** £93.99 **RSP 60% GP:** £3.92

Valley Gold

One of our biggest Cask sellers. A crisp and fruity Golden Ale using a traditional malt bill and modern US hops the famous Cascade & Amarillc

ABV: 4.2% **Price:** £82.99 **RSP 60% GP:** £3.46

Session IPA

Hazy with a soft mouth feel and low bitterness, this beer is made to showcase the New Zealand Nelson Sauvin, which presents with 'White Wine' Zest and Tropical Fruit.

ABV: 4.6% **Price:** £98.99 **RSP 60% GP:** £4.12



Established in 2004, we're proud to bring you an ever-changing range of fresh, exciting and sessionable beers to buy online or enjoy in our independent bars and pubs.



Evertime

A new-wave tropical groove with stonefruit undertones. The iconic Idaho 7 adds depth and brings bold citrus and orange energy.

ABV: 3.8% **Price:** £92.99 **RSP 60% GP:** £3.87

Fortitude

An amber dream that will take you away to your first pub memory. Fortitude, Best.In.Class

ABV: 4.0% **Price:** £92.99 **RSP 60% GP:** £3.87

Drop the Pressure

Breaking the standard of the American styles Trident could become a cask legend with pine and grapefruit and a unique flavour blend.

ABV: 4.2% **Price:** £95.61 **RSP 60% GP:** £3.98

3RD - 21ST MARCH



Magpie started life as a traditional real ale brewery. Back then, our beer was brewed on just a six barrel kit! 17 years later we're up to 20 barrels and have expanded our range of styles with our brewing capacity.



Blonde

Fresh grapefruit, lemon and sweet orange flavours make for a light and refreshing beer with a smooth finish.

ABV: 3.7% **Price:** £87.99 **RSP 60% GP:** £3.67

Best Bitter

This is a classic well-hopped and beautifully balanced beer with a rich, creamy head. It has a refreshing taste that is followed by a distinctively dry and long bitter finish.

ABV: 3.8% **Price:** £92.99 **RSP 60% GP:** £3.87

Respire

Like a breath of fresh air, Respire is a soft and pillowy Session IPA laced with juicy notes of citrus and tropical fruits.

ABV: 4.0% **Price:** £93.99 **RSP 60% GP:** £3.92

24TH MARCH - 11TH APRIL



Liquid Light Brewing Company was founded in September 2017. After years of experience home brewing and working in other breweries, we decided it was time to start our own.



Ramble On

A Single- Hopped Mosaic pale giving thick juicy pineapple and thirst quenching lychee, a serious session beer

ABV: 3.9% **Price:** £96.99 **RSP 60% GP:** £4.04

Day Tripper

A juicy pale ale packed full of Amarillo, double dry-hopped with yet more Amarillo and Motueka for a huge, fruity, citrusy aroma.

ABV: 4.3% **Price:** £107.99 **RSP 60% GP:** £4.50

Wizard of Finance

A beautiful blend of bready biscuity honey notes from the malt, a slight fruity ester from the yeast and subtle bitter finish to keep it refreshing.

ABV: 4.2% **Price:** £92.99 **RSP 60% GP:** £3.87

14TH APRIL - 2ND MAY

OUR PERMANENT CASK RANGE

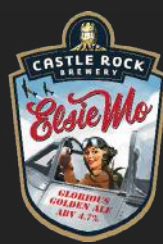
With our excellent range of permanently stocked cask ales you will find some of the best breweries in the country. From the tawny-coloured London Pride amber ale with its rich, smooth and elegant palate, to the warm toasted malt flavours of Vale Red Kite. They are all staple casks for every bar to stock.



Adnams
Ghost Ship
ABV: 4.5%
Price: £108.49



Castle Rock
Black Gold
ABV: 3.8%
Price: £89.49



Castle Rock
Elsie Mo
ABV: 4.7%
Price: £98.49



Castle Rock
Harvest Pale
ABV: 3.8%
Price: £89.49



Castle Rock
Preservation
ABV: 4.4%
Price: £94.99



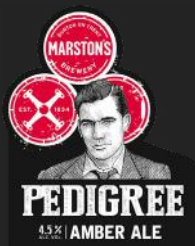
Castle Rock
Screech Owl
ABV: 5.5%
Price: £105.99



Castle Rock
Our House
ABV: 3.4%
Price: £80.99



Fuller's
London Pride
ABV: 4.1%
Price: £106.99



Marstons
Pedigree
ABV: 4.5%
Price: £110.99



Ossett
White Rat
ABV: 4.0%
Price: £107.49



Sharp's
Doom Bar
ABV: 4.0%
Price: £108.49



St Austell
Tribute
ABV: 4.2%
Price: £105.99

Permanent Cask Range



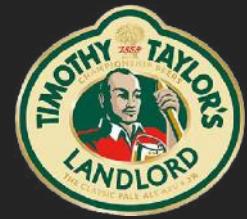
**Tiny Rebel
Cwtch**
ABV: 4.6%
Price: £100.49



**Tiny Rebel
Cosmic Pale**
ABV: 4.2%
Price: £94.99



**Titanic
Plum Porter**
ABV: 4.9%
Price: £112.99



**Timothy Taylor's
Landlord**
ABV: 4.3%
Price: £126.49



**Vale
Red Kite**
ABV: 4.3%
Price: £88.99



**Vale
Gravitas**
ABV: 4.8%
Price: £93.49



**Vale
Tickety Brew**
ABV: 4.0%
Price: £87.99



**Draught
Bass**
ABV: 4.4%
Price: £100.99



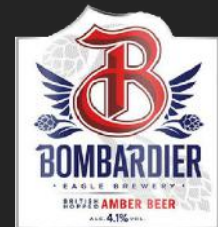
**Woodforde's
Wherry**
ABV: 3.8%
Price: £85.99



**Woodforde's
Nelson's**
ABV: 4.5%
Price: £90.99



**Woodforde's
Redlighter**
ABV: 3.4%
Price: £71.99



**Eagle
Bombardier**
ABV: 4.1%
Price: £108.49

#1 HERITAGE PREMIUM LAGER

**BREWED
BY EXPERTS
FOR EXPERTS**

ORLANDO BLOOM FOR STAROPRAMEN



Contact your local representative for more information.
Promotion Valid 01/03/2025-30/04/2025
be [drinkaware.co.uk](https://www.drinkaware.co.uk)

**£2 OFF A CASE
24 X 330ML**



0.0% ALCOHOL
BREWED WITH 100% NATURAL INGREDIENTS*



**CORONA CERO 24 X 330ML
SPECIAL PRICE £14.99**

Offer open to all customers who purchase via BBG partner wholesalers based in the UK and Channel Islands. While stocks last. BBG reserve the right to remove the promotion at any point. Promotion runs from 01/03/2025 to 30/04/2025. Terms of your stocking agreement continue to apply. Promoter: AB InBev UK Ltd EC4A 1EN. ©2025 AB InBev UK Limited, all rights reserved. *CO2 added after brewing.

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

^{SUPER}
"DRY"
Asahi
辛口

SCAN
TO JOIN



Enjoy the 330^{ml} 24 pack at a *special* price



Mahou



MADRID SINCE 1890

£21.99

Offer open to all customers who purchase via BBG partner wholesalers based in the UK and Channel Islands. While stocks last. BBG reserve the right to remove the promotion at any point. Promotion runs from 01/03/2025 to 30/04/2025. Terms of your stocking agreement continue to apply. Promoter: AB InBev UK Ltd EC4A 1EN. ©2025 AB InBev UK Limited, all rights reserved.

YOU ARE INVITED TO

SIGNATURE

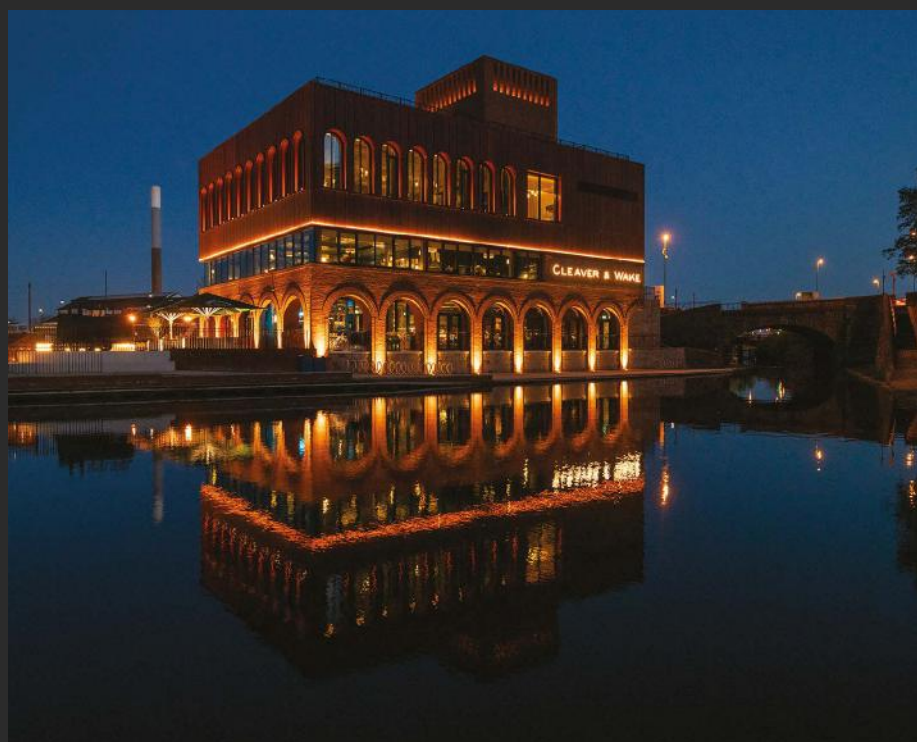
TRADE SHOW

Signature is a one-day tasting event hosted by Libra Drinks Wholesale specifically for the on-trade. The event will take place at the stunning Upstairs at Cleaver & Wake.

Taste up to 180 wines, expertly crafted by some of the most exciting winemakers worldwide. Additionally, an impressive selection of local and global spirits will be available, along with a range of premium soft drinks, mixers and handpicked beers for sampling.

Throughout the day, delightful hot drinks from our local artisan roaster, Stewarts, will also be served. Libra Drinks Category and Account Managers will be Don't miss this opportunity to explore, learn, and reposition your drinks selection for the year ahead. Our goal is to enhance the customer experience and increase your profitability.

Register now, and we eagerly anticipate meeting you Upstairs at Cleaver & Wake on Tuesday 6th May.



TO REGISTER

SCAN ME!



TUESDAY 6TH MAY 2025 STARTS 11:00
ENDS 17:00



1A THE GREAT NORTHERN CL, NOTTINGHAM, NG2 3JL

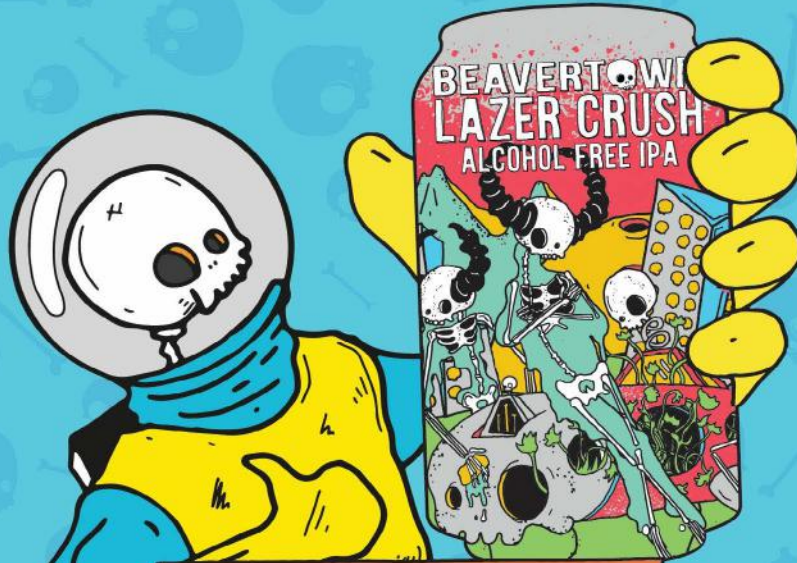


PHONE FOR MORE INFORMATION - 0115 985 0850



WWW.LIBRADRINKS.CO.UK
RAJ@LIBRADRINKS.CO.UK

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@LIBRADRINKS



FREE POS KIT

WHEN YOU BUY A CASE OF LAZER CRUSH

SPECIAL PRICE - £25

LAZER CRUSH ALCOHOL FREE IPA IS A REFRESHING 0.3% GROWN-UP SOFT DRINK. COMBINES SWEET PEACH ICED TEA WITH LIGHT GRAPEFRUIT BITTERNESS. CRUSH IT REAL GOOD.

BEAVERTOWN
OUT OF THIS WORLD BEER. DRANK ON EARTH.

T&CS: PROMO LASTS FEB/MARCH. MAX 2 PER CUSTOMER. 1 POS KIT PER VENUE. POS KIT INCLUDES TEES, GLASSES, LANYARDS, FRIDGE STICKERS. BEAVERTOWN BREWERY, LONDON, N17 9PQ

DRINK BEAVERTOWN BEER RESPONSIBLY

LIVE EVERY MOMENT WITH
PERONI NASTRO AZZURRO

SCAN TO
JOIN



*Live Every
Moment*



T&Cs apply. Visit liveeverymoment.co.uk for details

be drinkaware.co.uk

WIN A THATCHERS CIDER GARDEN

Install any draught Thatchers brand for your chance to win.

Worth £10,000!



RECEIVE A FREE OF CHARGE KEG WITH EVERY NEW DRAUGHT INSTALL

We're giving away 3 Thatchers Cider Gardens worth £10,000 each. To enter, install any Thatchers draught cider before 30/04/2025 from participating wholesalers. Every new install will receive a free 50 litre keg free of charge. For full terms and conditions visit www.thatcherscider.co.uk/pub-garden-makeover/. New install must be replacing a competitor cider.

Refreshingly natural ciders

Buy any 3 cases, get 1 free



Free POS available
01223 755226
info@drinkcranes.co.uk



BUY 3
GET 1
FREE!*

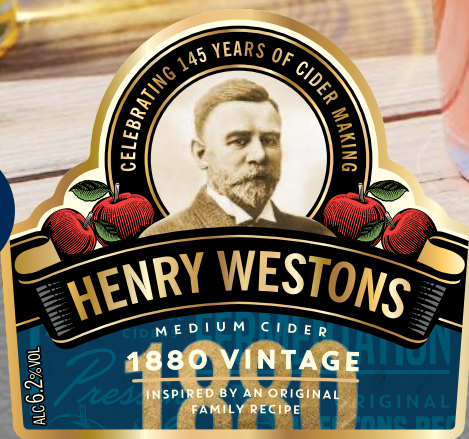
You will receive a free case of Cranes Cider 8 x 500ml for every 3 cases of Cranes Cider 8 x 500ml that you order

WESTONS CIDER EST. 1880

CELEBRATING 145 YEARS



NEW



20L BAG-IN-BOX
£5 OFF

10L BAG-IN-BOX
£3 OFF



For pump clips, handpull converter kit & glassware: pos@westons-cider.co.uk

BAG-IN-BOX RANGE : HENRY WESTONS VINTAGE - 8.2% ABV - 10L BIB • HENRY WESTONS 1880 VINTAGE - 6.2% ABV - 10L BIB
HENRY WESTONS FAMILY VINTAGE - 5.0% ABV - 10L BIB • OLD ROSIE - 6.8% ABV - 20L BIB
ROSIE'S PIG CLOUDY APPLE - 4.2% ABV - 20L BIB & 10L BIB • ROSIE'S PIG RHUBARB - 4% ABV - 10L BIB

*Terms and conditions apply

be.drinkaware.co.uk

FEVER-TREE



Sparkling SOFT DRINKS

Save £2 per case

NATURALLY SOURCED INGREDIENTS
NO ARTIFICIAL SWEETENERS
LOW IN CALORIES

VALID FOR 12X275ML CASES OF SOFT DRINKS ONLY.
AVAILABLE WHILE PROMOTIONAL STOCKS LAST.



RANGE
ALSO
INCLUDES
CLOUDY
APPLE

Belvoir Farm

Naturally Delicious Drinks

NATURAL CORDIALS

Bursting with real fruit juice
and nothing artificial.

GENTLY SPARKLING

Made with natural ingredients,
all blended with fresh spring water.

ALSO AVAILABLE
250ml Organic Lemonade.



Cordials

£2.33
per bottle
500ml

Sparkling

£9.49
per case
12 x 250ml

Our Sustainability
Credentials

Zero Waste

We are a zero waste
to landfill company.

Our Packaging

Our bottles and cans
are 100% recyclable.

Powered by Sunshine

Solar panels help
to power our factory.



BUY 4 CASES, GET A FREE CASE OF TONIC

T&Cs apply: Deal runs from 1st March – 30th April 2025. Qualifying range includes Britvic Tonic, Ginger Beer, Low Cal Bitter Lemon, Low Cal Tonic, Ginger Ale, Soda Water, Pepsi Max, Pepsi Diet 200ml NRB x24. Free case is Britvic Tonic water or Low Cal Tonic 200ml NRB x24. While stocks last. Promoter: Britvic Soft Drinks. Breakspear Park, Breakspear Way, Hemel Hempstead, HP2 4TZ.



FREE GLASSWARE
CLAIM A FREE CASE OF GLASSWARE
WHEN YOU REGISTER AT
[SENSATIONALDRINKS.COM](https://www.sensationaldrinks.com)

BRITVIC





TRUE Brit.

MIXING CLASSICS SINCE 1938

£3.00
OFF PER CASE



T&C apply. Deal runs from 1st March - 30th April 2025. Qualifying range includes Britvil Cordial Orange, Blackcurrant, Lime 1L PET *GB 18+ only. 50 cans available. Max of 1 POS kit per outlet. Registration & a valid email address are required. Visit sensationaldrinks.com for full terms and details. Promoter: Britvic Soft Drinks, Breakspear Park, Breakspear Way, Hemel Hempstead, HP2 4TZ.




TRUE Brit.

MIXING CLASSICS SINCE 1938

£2.00
OFF PER CASE



T&C apply. Deal runs from 1st March - 30th April 2025. Qualifying range includes Britvil Champagne Tomato Cranberry 200ml *GB 18+ only. 50 cans available. Max of 1 POS kit per outlet. Registration & a valid email address are required. Visit sensationaldrinks.com for full terms and details. Promoter: Britvic Soft Drinks, Breakspear Park, Breakspear Way, Hemel Hempstead, HP2 4TZ.



Scan the QR code for:

FREE POS kits, product trials, expert advice, trade support and more.

BRITVIC
SENSATIONAL
— DRINKS —

Visual Purposes only. Subject to availability. Max 1 of each POS kit and 1 case of Pepsi Max 330ml cans x24 per outlet. NPN. Registration & email address required. Visit [Sensationaldrinks.com](https://sensationaldrinks.com) for Terms and Details. Promoter: Britvic Soft Drinks.



Scan the QR code for:

FREE POS kits, product trials, expert advice, trade support and more.

BRITVIC
SENSATIONAL
— DRINKS —

Visual Purposes only. Subject to availability. Max 1 of each POS kit and 1 case of Pepsi Max 330ml cans x24 per outlet. NPN. Registration & email address required. Visit [Sensationaldrinks.com](https://sensationaldrinks.com) for Terms and Details. Promoter: Britvic Soft Drinks.



£2.50 OFF per case



MADE WITH REAL FRUIT

NO ADDED SUGAR



Deal runs from 1st March - 30th April 2025. Qualifying range includes Fruit Shoot Apple & Blackcurrant / Orange / Summer Fruits 275ml PET. Promoter: Britvic Soft Drinks, Breakspear Park, Breakspear Way, Hemel Hempstead, HP2 4TZ.

Contains naturally occurring sugars and 8% fruit juice from concentrate.



HARTRIDGES

PREMIUM SPARKLING & JUICES



**BUY ANY 3 GET A
GINGER BEER FREE**

ACROSS THE HARTRIDGES RANGE*

WHY CHOOSE HARTRIDGES

01

BRITISH PROVENANCE
AN ESTABLISHED HERITAGE BRAND
SERVING HOSPITALITY FOR 141 YEARS

02

EXCLUSIVE
PRODUCTS ARE NOT AVAILABLE IN
MULTIPLE GROCERY RETAILERS

03

NATURAL INGREDIENTS
OUR SPARKLING & JUICE RANGES
CONTAIN ALL NATURAL INGREDIENTS

04

COMPETITIVE PRICING
THE POTENTIAL FOR GREATER MARGIN
COMPARED TO OTHER PREMIUM BRANDS

Case size Sparkling 12 x 330ml, Juices 12 x 275ml. Deal runs through **March & April 2025**, while stocks last and subject to availability. Maximum 3 deals per customer. *Flavours available: 330ml Sparkling - Ginger Beer, Rose Lemonade, Raspberry Lemonade, Traditional Lemonade, Elderflower Presse, Dandelion & Burdock, Original Cola, Root Beer. 275ml Juices - Orange Juice, Cloudy Apple Juice, Cranberry Juice. 275ml Mixed Juices - Orange & Passion Fruit, Apple & Mango, Apple & Raspberry.



**FREE CASE OF
J20 ORANGE &
PASSIONFRUIT**

WHEN YOU BUY
ANY 4 CASES
FROM THE J20 RANGE!



**KEEP IT
JUICY**

T&Cs apply: Deal runs from 1st March – 30th April 2025. Three deals per customer per week. Qualifying range includes J20 Orange & Passionfruit, Apple & Raspberry, Apple & Mango, Blackberry & Dragonfruit, 275ml NRB. Free case is J20 Orange & Passionfruit 275ml NRB x24. While stocks last. Promoter: Britvic Soft Drinks. Breakspear Park, Breakspear Way, Hemel Hempstead, HP2 4TZ



Have a Wonderfruit Cloudy Apple



Choose from our range of 15 delicious flavours:
Orange, Cloudy Apple, Mango, Pineapple, Pear, Tomato, Peach, ACE, Apricot, Blueberry, Strawberry, Dragonfruit Guava, Cranberry, Tropical Cocktail, and Pink Grapefruit



Scan QR Code to receive a **FREE Sample Pack** (subject to availability)

**BUY ANY 4 CASES & GET 1 CASE OF
PAGO CLOUDY APPLE FOR FREE***

www.pagofruitjuice.co.uk

*March/April only deal

Crafted Since 1888

100% Natural Fruits

Vegan/Gluten Friendly

100% Recyclable



THE
ARTISAN
DRINKS CO.

Certified
(B)
Corporation

PREMIUM MIXERS & SOFT DRINKS WITH **COLOUR AND CHARACTER**

- ART107 - CLASSIC LONDON TONIC
- ART108 - SKINNY LONDON TONIC
- ART109 - PINK CITRUS TONIC
- ART111 - FIERY GINGER BEER

**£2.00 OFF
PER CASE***

*DISCOUNT AVAILABLE UNTIL 31/05/2025 - NOT APPLICABLE WITH CONTRACTED SUPPORT

   @ARTISANDRINKSCO

WWW.ARTISANDRINKS.COM

ESTD



1905

£2 OFF A CASE

Across 275ml range

Botanically Brewed · Exquisitely Crafted



*Nielsen and CGA 2022 data.

Save £3.00 per case
on Appletiser 275ml
NRGB 24s



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MyCCEP
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SAVE £3
PER CASE

24 x 330ml Coca-Cola Zero Sugar NRGB



MyCCEP
my.ccep.com



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A Fresh Look For A More Sustainable Bar

**Reduce Packaging
By 99%***

Free welcome kit including glassware on installation. Contact your account manager for more information.



EXQUISITE DRINKS
FRESHLY INFUSED WITH DISTILLED BOTANICALS

*vs 200ml bottles



londonessenceco.com



wenlock
SPRING

STILL or SPARKLING?

Three words for more profit.

Water is as profitable as soft drinks and often an additional purchase. So with these three simple words you can create more profit for your business.

**BUY 5 CASES
GET 1 CASE FREE**

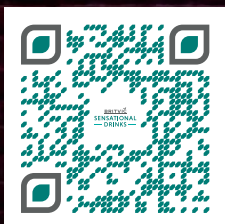
DURING MARCH AND APRIL
750ml & 330ml Glass Only

BOTTLES@WENLOCKSPRING.CO.UK TEL: 01694 781 277
Award winning British natural source water, dedicated to the Hospitality sector.



CLAIM £1000 STOCK BUNDLE WHEN YOU INSTALL PEPSI DISPENSE*

PEPSI MAX HAS THE HIGHEST ROS OF ANY SUGAR FREE DISPENSE COLAS ACROSS LICENSED**



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

T&Cs: Bundle: 4 x BIBs, 1 x Case of Glassware, 1 x Ice Bucket, 2 x Bar Runners, 1 x T-Shirts. *Based on retail value of 4 free BIBs (92.38 serves x 4 BIB = 369.52 serves at average price of £2.71. Prices at customer's discretion) plus Welcome Bar bundle (value over £60). Subject to availability & while stocks last. Max 1 bundle per outlet. Registration, email & Pepsi Max Dispense unit contract and installed required. 4x FREE BIBs are given during installation, other items claimed via welcome registration email. See dispense contract for full details. **Sourced as CGA Foodservice & Licence report MAT to 30.12.23 Total Out Of Home | Britvic defined categories Sugar Free Colas. Promoter: Britvic Soft Drinks

FREE CASE of 275ml Soft Drinks

when you buy 3 cases of mixers



Find your flavour

*Offer valid from 1st March to 30th April 2025. Offer available across Franklin & Sons 24x200ml range. Free item applies to Franklin & Sons 12x275ml range. While stocks last.

FRANKLIN & SONS LTD
LONDON 1886

TONICS, SODAS & SOFT DRINKS

The Ultimate flavour duo

SAVE £2

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

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

Fanta & Sprite 330ml glass bottles

Contact your account manager for more information



MyCCEP
my.ccep.com

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*Source: Nielson and CGA, Brand Battles, Value and volume, MAT to P8 31/08/24 **Source: Nielson and CGA GB data, Value (£), MAT to end of P8 2024

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

Your perfect mix to create perfect moments

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

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

Coca-Cola & Schweppes Classic 200ml

Contact your account manager for more information



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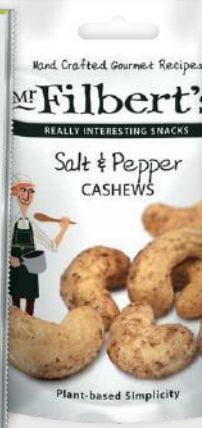
*Source: CGA, GB On Premise, Mixer Sector, Value % Share of Mixers, MAT to P8, 31/08/24

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

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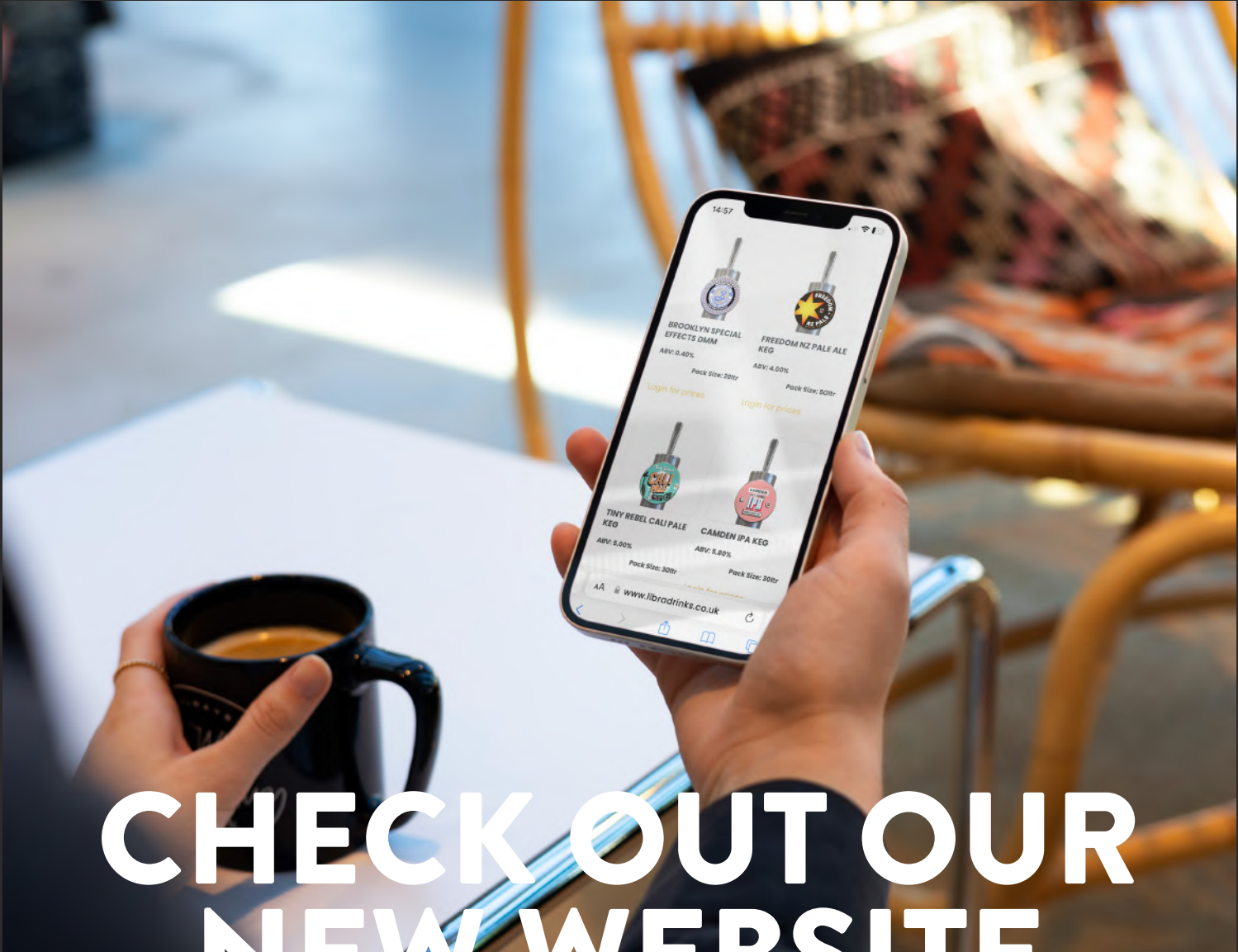


7 VEGETARIAN FLAVOURS
5 VEGAN FLAVOURS



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*Sales out, Foodservice. Crisps, Snacks&Nuts. Premium Singles, last52, W/E 31.12.24



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