

Headlines

Unitas ON TRADE

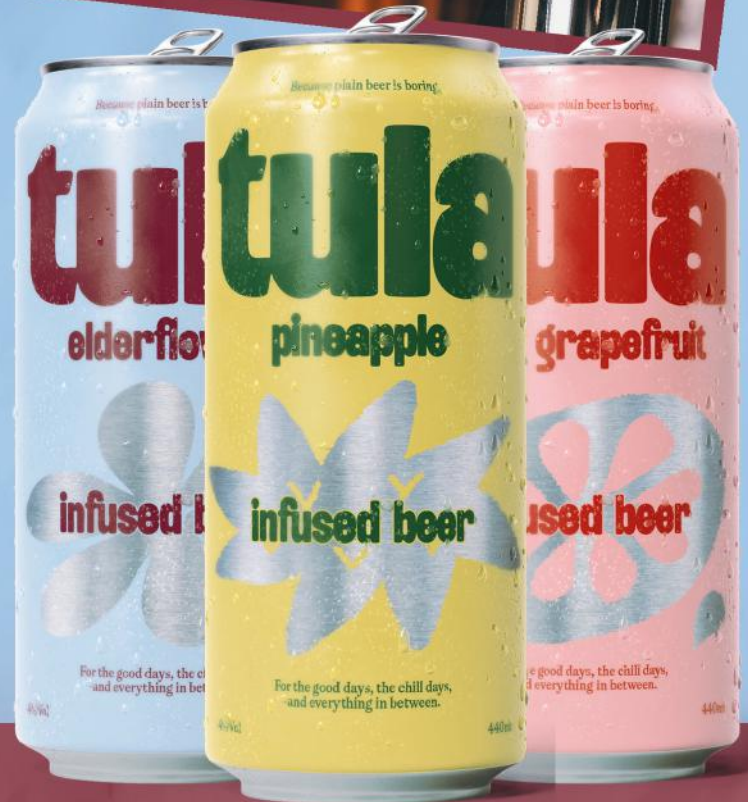
September - October 2026



**BECAUSE
PLAIN
BEER IS
BORING**

**NOW AVAILABLE ON
DRAUGHT**

**GET A FREE 30L KEG
WITH EVERY INSTALL**



FREE INSTALL AND 30L KEG

BASED ON SITE SURVEY AND STOCKING FOR 6 MONTHS.
OFFER APPLIES TO ALL TULA FLAVOURED 30L KEGS

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



TrentAns
VINTNERS

Dear customer...

Welcome to the September/October version of Headlines.

Well, I don't know where to start with the Summer review. No rain, lots of football, tonnes of sunshine, loads of beer sold, but ultimately a tinge of disappointment with England being the architects of their own downfall against Argentina. On reflection, almost the worst thing that happened was us scoring because we seemed to be scared little rabbits after that. From a hospitality point of view though, we would have all taken England playing on the last weekend of the World Cup to help fill our pubs, pub gardens and restaurants.

Moving past this, I suppose we can't be too disappointed, as it did give many of us the shot in the arm that hospitality desperately needs. There are some potential good signs ahead with a change of PM and the potential of VAT changes going forward. We all need to take these responsibly and keep pushing to do our bit because we all need as much help as possible.

We don't like to get too political at Small Beer and try to concentrate on all the great stuff rather than the complicated stuff. September really starts with a great new addition to our range in Tula fruit beer on our front page. It comes in

draught and can and in three different fruit flavour variants. We've tried these (endlessly) at Small Beer to ensure they are as good as we hoped, and we really look forward to seeing sales grow.

September/October is always a difficult time for promotions, with summer gone and Christmas on the way. Many of us are spending time reconciling and deciding how to move forward for the busy Christmas period. Please don't leave us out of these decisions. We really want to be involved, and we can't wait to have those chats with you.

Cheers.
Rob Eastwood, MD

SEP
17
27



CASK ALE WEEK

SEP
19
OCT
4



OKTOBERFEST

OCT
4
11
18



NFL LONDON GAMES

OCT
5
11



NATIONAL CURRY WEEK

OCT
17
18



RUMFEST (20TH ANNIVERSARY)

OCT
31



HALLOWEEN

WE ARE NOW STOCKING CELLAR GAS!

WE CAN NOW
DELIVER GAS TO
YOUR CELLAR
DOOR!*

*WHEN YOU
PLACE AN ORDER
OF A MINIMUM
OF £150+VAT

ALL CANISTERS
£22.50^{+VAT}
PLUS A £20+VAT
DEPOSIT PER
CYLINDER

DEPOSIT RETURNS ONLY ISSUED
ON BOC CANISTERS, & ONLY IF
PURCHASED FROM US ORIGINALLY*

CO2,
MIXED 70/30 &
MIXED 60/40

ALL IN
STOCK NOW



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

Wainwright

WORTH THE WALK

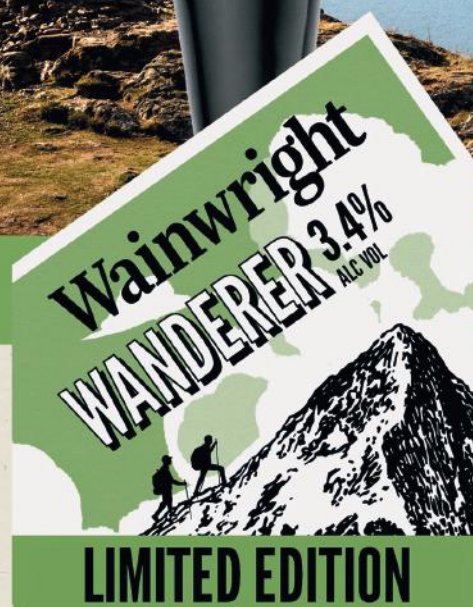
ULLSWATER,
LAKE DISTRICT

BACK BY POPULAR DEMAND

Combining malty and hoppy
flavours with a clean finish,
some things are Worth the Walk.

ABV: 3.4%
See: Deep Gold
Smell: A touch of earthy hops, fresh
Taste: Dry bitter finish
Sweet: ●●●●●●
Bitter: ●●●●●●

£72.99
9G



Promotion valid for the duration of the brochure promotional period.
Qualifying product: Wainwright Wanderer 9G. Deal subject to change.

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

£10 OFF A CASK



Available on Doom Bar 9G, Atlantic 9G, Twin Coast 9G and Wolf Rock 9G.

Contact your local representative for more details.
Offer available for none and lapsed (not stocked in previous 13 weeks) stockists only.
Promotion valid 1st September - 31st October 2026.

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

@SHARPSBREWERY
[WWW.SHARPSBREWERY.CO.UK](https://www.sharpsbrewery.co.uk)

ADNAMs.
SOUTHWOLD

£20 OFF

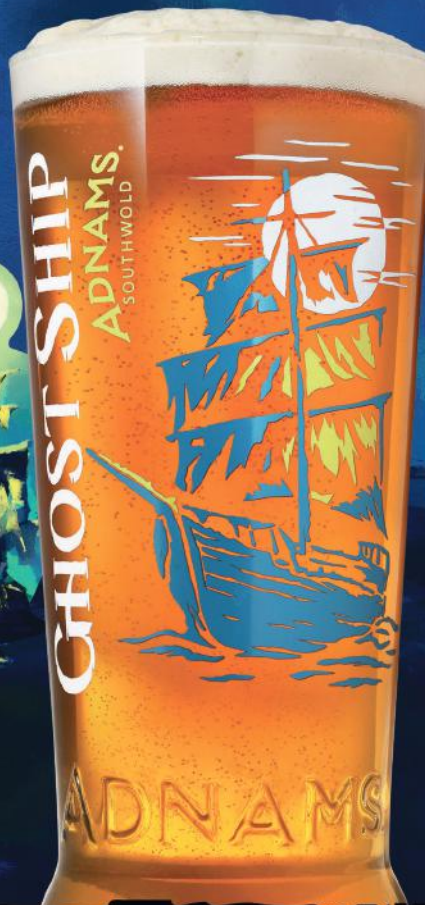
GHOST SHIP PALE ALE*

TRUSTED ON TAP
RIGHT ON PRICE

GHOST
SHIP

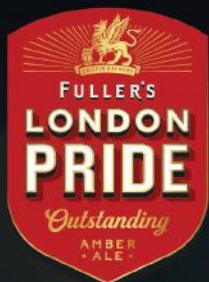
Pale Ale
4.1% ALC.
VOL.

ADNAMs.
SOUTHWOLD



*Price valid from 01/09/2026 - 31/10/2026. Not to be used in conjunction with any other Adnams offer.

be **drinkaware**.co.uk



BUY 4 LONDON PRIDE FIRKINS FOR A CHANCE TO WIN A CASK MARQUE STARTER PACKAGE



18+ (UK & ROI) Asahi UK Ltd B2B customers only. Available during the promotional period from 01.09.2026- 31.10.2026. Purchase 4 firkins or more across the promotional period to be entered into a prize draw to win 1 of 30 Cask Marque New Starter Package. Subject to availability. The promoter reserves the right to withdraw this promotion at any time. Promoter Asahi UK Limited, Griffin Brewery, Chiswick Lane South, London, W4 2DB. For full T&Cs, visit: <https://www.asahibeer.co.uk/promotional-terms-and-conditions>

be **drinkaware**.co.uk

THEAKSTON BREWING LEGENDS | 1827 SINCE

SPOOKY SAVINGS!



THEAKSTON PORTERGEIST

SALTED CARAMEL PORTER
4.2% ABV

BREWING LEGENDS SINCE 1827

£5 OFF THEAKSTON PORTERGEIST

DEAL VALID UNTIL 31st OCTOBER 2026 | DEAL ONLY APPLICABLE TO THEAKSTON PORTERGEIST 9G CASKS

theakstons.co.uk

BREWED WITH
NATURAL
INGREDIENTS

FRUITAGE

by RODENBACH

**FREE KEG AND
PERFECT SERVE
POS KIT ON
INSTALL**

Terms and conditions apply:

Free keg will be fulfilled once the outlet has installed

Fruitage by Rodenbach and has purchased two kegs.

POS kits includes glassware, bar runner and drip mats.



BELGIAN FRUIT BEER

BAVIK

SUPER PILS

READY FOR
A SUPER
SUMMER?



WORLD'S BEST
LAGER



FREE KEG, BRANDED GLASSWARE AND AUTHENTIC POS FOR NEW CUSTOMERS

GREAT BRITISH BOTTLED ALES FROM SMALL BEER

The perfect way to tap in to the growing market place for offering a great range of British Beers is to offer a great range of British Bottled Beers. You can do food matching evenings with them, sell them as off-sales to stop your customers going to the supermarkets or just display a great range on the back bar to entice a purchase. Below are just a few of the many we can offer. Call us to find out more.



8 x 500ml
PAY ONLY

£19.99
per case



8 x 500ml
PAY ONLY

£17.99
per case



12 x 330ml
PAY ONLY

£20.49
per case



8 x 500ml
PAY ONLY

£14.99
per case



12 x 330ml
PAY ONLY

£18.99
per case



8 x 500ml
PAY ONLY

£17.49
per case



12 x 330ml
PAY ONLY

£20.99
per case



12 x 330ml
PAY ONLY

£20.99
per case



12 x 330ml
PAY ONLY

£18.99
per case



12 x 330ml
PAY ONLY

£18.99
per case



12 x 500ml
PAY ONLY

£18.49
per case



8 x 500ml
PAY ONLY

£15.49
per case



12 x 500ml
PAY ONLY

£26.99
per case



8 x 500ml
PAY ONLY

£18.49
per case



12 x 330ml
PAY ONLY

£20.99
per case



8 x 500ml
PAY ONLY

£16.99
per case



8 x 500ml
PAY ONLY

£18.49
per case



GLUTEN FREE

8 x 500ml
PAY ONLY

£15.49
per case



GLUTEN FREE

8 x 500ml - 6.0%
PAY ONLY

£17.49
per case



GLUTEN FREE

8 x 500ml
PAY ONLY

£15.99
per case

CAFFREY'S[®] IS BACK TO BLACK

FREE POS KIT WITH EVERY INSTALL

24 x Pint Glasses, 500 x Drip Mats and 2 x Bar Runners



Contact your local representative
for more details. Promotion valid
1st September - 31st October 2026.

be.drinkaware.co.uk



**INSTALL BREWSKI PEACH LAGER OR
HAZY RIDER NEIPA AND GET
2 FREE KEGS**

•First FOC keg after 12 weeks
•Second FOC keg after 24 weeks

Must have purchased an average of 1 x 30l keg per week over the qualifying period to get the FOC keg.

Please speak to your BDM to register an install.



Celebrate Oktoberfest 2026 with over 270 years of German brewing excellence.

To help you enjoy the festivities even more, we're giving Small Beer customers a FREE* keg and 12 x 2-pint steins for all venues pouring Warsteiner Pilsener 50Ltr for Oktoberfest.

* Offer valid to all venues purchasing Warsteiner 50Ltr during September/October 2026. One redemption per venue.

Discover Munich's finest lagerbier, brewed since 1328

Augustiner has been brewing in the city of Munich since its foundation as a monastery in the 14th century.

This refined Helles style lager is clean and balanced between gentle bitterness and subtle sweetness. Brewed according to the German 'Reinheitsgebot' purity law, Augustiner Hell is made to a painstaking level of quality using meticulously sourced ingredients to produce Munich's best loved beer.





AUTHENTIC BAVARIAN BEER.
AUTHENTIC OKTOBERFEST.

GET OKTOBERFEST READY



OVER 700 YEARS OF BAVARIAN PERFECTION



ABK HELL
5.0% LAGER



**50L
KEGS**



**500ML
BOTTLES**

Smooth, malty and full of character. A classic Bavarian lager.



ABK PILSNER
4.2% LAGER



**50L
KEGS**

Refreshing, balanced and sessionable. A premium Bavarian Pilsner.



ABK WEISSBIER
5.3% WHEAT BEER



**30L
KEGS**



**500ML
BOTTLES**

Unfiltered, fruity and refreshing. A traditional Bavarian wheat beer.

POINT OF SALE KITS AVAILABLE

EVERYTHING YOU NEED FOR
AN AUTHENTIC OKTOBERFEST EXPERIENCE



BAVARIAN HATS



BUNTING



TANKARD PINTS



BRANDED FLAGS



**BRANDED
BAR RUNNERS**

**PLEASE CONTACT YOUR SMALL BEER REP
FOR MORE INFORMATION**



**BUY 2x50L OF
STAROPRAMEN
AND RECEIVE
1 FREE CASE OF
STAROPRAMEN 0.0%**



Contact your local representative for more details.
Promotion valid 1st September - 31st October 2026.

BREWED IN THE UK
be [drinkaware.co.uk](https://www.drinkaware.co.uk)



INSTALL VICTORIA MÁLAGA AND RECEIVE A COMPLIMENTARY KEG AFTER FIRST 2 PURCHASED

be drinkaware.co.uk

Over 18s only. Offer open to participating wholesale and damm 1876 ltd direct customers in the uk. Outlets must install victoria malaga on draught. After first purchase is made, the venue will receive one complimentary keg of victoria malaga* and a set of new glassware. Offer valid from 1st August to 31st October 2026. *Promotion subject to availability. If for any reason the Promoter cannot supply the specified format, a similar product in value will be sent to the venue. Promoter: damm 1876 ltd, 5a bear lane, southwark, london, england, se1 0uh. *

*2 kegs must be purchased within 9 weeks of install to qualify for the foc keg.

CRAFT CANS SEP-OCT 2026

ATHLETIC BREW	RUN WILD LOW ALCOHOL	0.5%	24X355ML	£33.19
ANSPACH & HOBDAV	LONDON BLACK	4.4%	24X470ML	£52.45
AZVEX	MAGNIFICENT TREE FROG	4.6%	12X440ML	£29.22
AZVEX	ELECTRONIC BUTTERFLY	4.0%	12X440ML	£30.81
AZVEX	MONSTER AQUARIUM	5.2%	12X440ML	£34.00
BAVIK	SUPER PILS	5.2%	12X330ML	£17.75
BEAVERTOWN	GAMMA RAY	5.4%	12X330ML	£22.55
BEAVERTOWN	LAZER CRUSH LOW ALCOHOL	0.3%	24X330ML	£29.99
BEAVERTOWN	NECK OIL	4.3%	12X330ML	£21.45
BRISTOL BEER	CLEAR HEAD LOW ALCOHOL	0.5%	12X440ML	£19.25
BROOKLYN	SPECIAL EFFECTS LOW ALCOHOL	0.4%	24X33CL	£23.80
CAMDEN	CAMDEN HELLS	4.6%	12X330ML	£16.66
CAMDEN	CAMDEN PALE	4.0%	12X330ML	£16.56
CAMDEN	CAMDEN STOUT	4.0%	24X440ML	£32.34
ESTRELLA	DAMM ALCOHOL FREE LOW ALCOHOL	0.0%	24X330ML	£20.26
FIERCE	IRON BREW	4.5%	12X440ML	£24.75
JUBEL	PEACH	4.0%	12X330ML	£19.25
JUBEL	MANGO	4.0%	12X330ML	£19.25
MASH GANG	CHUG LOW ALCOHOL	0.5%	12X440ML	£30.00
MASH GANG	JOURNEY JUICE LOW ALCOHOL	0.5%	12X440ML	£30.00
MASH GANG	GLUG LOW ALCOHOL	0.5%	12X440ML	£30.00
OSSETT	BLONDE	3.9%	12X500ML	£23.63
OSSETT	WHITE RAT	4.0%	12X440ML	£24.18
OSSETT	HELL RAT	4.0%	12X440ML	£23.18
RED STRIPE	RED STRIPE	4.7%	24X440ML	£31.98
SCHOFFERHOFER	HAPPY PACK	2.5%	12X500ML	£16.79
SCHOFFERHOFER	LEMON	2.5%	24X500ML	£33.48
SCHOFFERHOFER	GRAPEFRUIT	2.5%	24X500ML	£33.48
SCHOFFERHOFER	WATERMELON	2.5%	24X500ML	£33.48
SCHOFFERHOFER	PINEAPPLE	2.5%	24X500ML	£33.48
THORNBRIDGE	DAY MAKER	4.0%	12X330ML	£18.38
TINY REBEL	CALI PALE	5.0%	24X330ML	£30.51
TINY REBEL	CLWB TROPICA	5.5%	24X330ML	£34.18
TINY REBEL	ELECTRIC BOOGALOO	4.5%	24X330ML	£31.38
TINY REBEL	CLWB TROPICA NA LOW ALCOHOL	0.5%	24X330ML	£23.45
TINY REBEL	REBEL IPA	4.3%	24X330ML	£29.09
TINY REBEL	NEON DRIFT	4.8%	24X330ML	£31.58
TULA	GRAPEFRUIT BEER	4.0%	12X440ML	£22.50
TULA	ELDERFLOWER BEER	4.0%	12X440ML	£22.50
TULA	PINEAPPLE BEER	4.0%	12X440ML	£22.50
UILTJE	BIRD OF PREY	5.8%	12X330ML	£23.28
UILTJE	BIRD OF PREY LOW ALCOHOL	0.2%	12X330ML	£19.06
UILTJE	JUICY LUCY	5.5%	12X330ML	£23.79
VERDANT	LIGHTBULB	4.5%	24X440ML	£58.44
VICTORIA	MALAGA	4.8%	24X330ML	£28.38
VOCATION	HEART & SOUL	4.4%	12X330ML	£19.13
VOCATION	DEATH BY CHERRY	4.5%	12X440ML	£33.71
VOCATION	CRUSH HOUR	4.6%	12X330ML	£19.73

EVERYDAY LOW PRICES ON THE VERY POPULAR GUINNESS BRANDS



24 x 520ML
£55.99



24 x 558ML
£54.99



24 x 558ML
£44.99



24 x 538ML
£44.99



24 x 440ML
£35.99

THORNBRIDGE BREWERY

INSTALL A THORNBRIDGE CORE KEG LINE & RECEIVE A FREE KEG AND POS PACK



FOR ANY SUPPORT PLEASE CONTACT YOUR SMALL BEER ACCOUNT MANAGER OR EMAIL SALES@THORNBRIDGE.CO.UK

*OFFER ONLY VALID FOR PERMANENT THORNBRIDGE KEG LINES, FOC KEG SENT ON FIRST ORDER WHEN ORDERING 2 KEGS
POS KIT INCLUDES GLASSWARE, BAR RUNNER AND BEER MATS

INSTALL OR PURCHASE 5 KEGS
OF **ASAHI SUPER DRY**

FOR A CHANCE TO

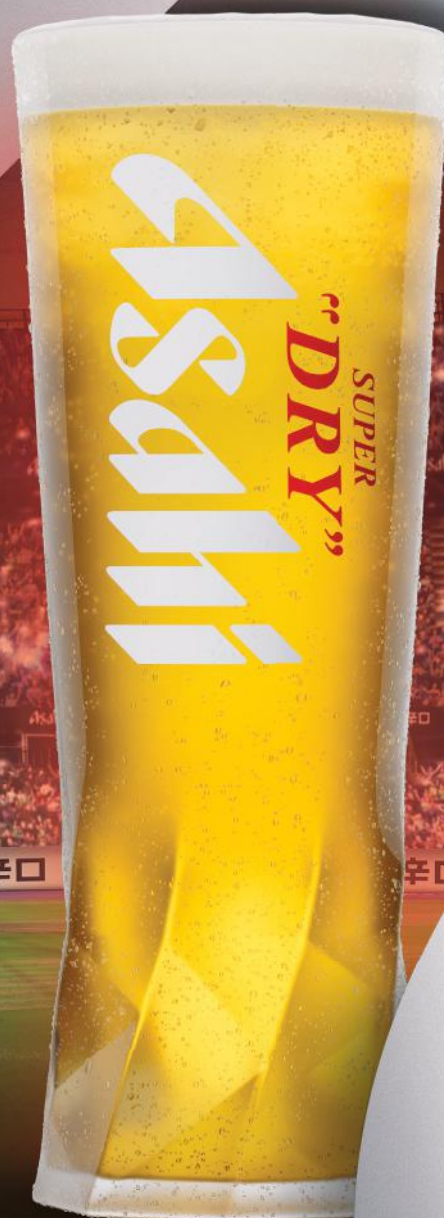
**WIN A £10,000
TRIP FOR 2**

**TO THE RUGBY
WORLD CUP 2027
IN AUSTRALIA***



OFFICIAL BEER

ASAHI
SUPER
"DRY"



* 18+ (UK & ROI) Asahi UK Ltd B2B customers only. Promotional period: 01.07.26 - 31.12.26. Enter by installing a new Asahi Super Dry draught line or purchasing 5+ Asahi Super Dry kegs during the promotional period. Max 1 entry per outlet per calendar month. Two (2) winners will each win a trip for two (2) to Australia for the Men's Rugby World Cup 2027 incl. return flights from London, accommodation, transfers and match tickets. Subject to availability. Promoter: Asahi UK Ltd. Full T&Cs: <https://www.asahibeer.co.uk/promotional-terms-and-conditions>

be**drinkaware**.co.uk

HAZY.
DELICATE.
WITH A HINT
OF BERRY.

£ 34.99

24X330ML

NEW



Enjoy responsibly.
be.drinkaware.co.uk

Promotion valid for the duration of the promotional period. Qualifying products:
1664 Blanc Rose 24x330ml Bottles. Whilst stocks last. Deal subject to change.

1664
ROSÉ

Mahou



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



£23.99

Enjoy Responsibly
bedrinkaware.co.uk

©2026 AB InBev UK Limited, all rights reserved. Promotion Period: 01/09/2026 to 31/10/2026, or if earlier, whilst stocks last. Mahou: Purchase one or more cases of Mahou 24x330ml NRB at a promotional price of £23.99 per case. Offers open to all customers who purchase via BBG partner wholesalers based in the UK and Channel Islands. Terms of your stocking agreement continue to apply. This promotion cannot be combined with any other offers or discounts. Promoter: AB InBev UK Ltd EC4A 1EN.

Modelo

MAKE IT *Especial*



SPECIAL PRICE OF £25.99
ON 24X355 ML FOR A LIMITED TIME ONLY

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

©2026 AB InBev UK Limited. All rights reserved. Promotion Period: 01/09/2026 to 31/10/2026, or if earlier, whilst stocks last. Modelo: Purchase one or more caes of 24x355ml Modelo NRB at a promotional price of £25.99 per case. Offers open to all customers who purchase via BBG partner wholesalers based in the UK and Channel Islands. Terms of your stocking agreement continue to apply. This promotion cannot be combined with any other offers or discounts. Promoter: AB InBev UK Ltd EC4A 1EN.



NEW EDLP

24 x 275ml NRB
PAY ONLY
£20.99
per case
24 x 330ml NRB
PAY ONLY
£27.99
per case


SEPTEMBER ONLY

24 x 330ml NRB

£22.00
per case
normal price £24.49
24 x 330ml / 12 x 660ml NRB
PAY ONLY
£30.99
per case
24 x 330ml NRB
PAY ONLY
£23.99
per case
12 x 500ml NRB
PAY ONLY
£20.49
per case


SEPTEMBER ONLY

24 x 330ml NRB

£27.99
per case
normal price £28.99
24 x 330ml NRB
PAY ONLY
£34.49
per case
24 x 330ml NRB
PAY ONLY
£23.00
per case
24 x 330ml NRB
PAY ONLY
£23.99
per case
24 x 275ml NRB
PAY ONLY
£25.99
per case
24 x 330ml NRB
PAY ONLY
£27.49
per case
24 x 330ml NRB
PAY ONLY
£23.99
per case


NEW EDLP

12 x 550ml NRB
PAY ONLY
£19.49
per case
24 x 340ml
PAY ONLY
£47.99
per case
24 x 330ml NRB
PAY ONLY
£32.99
per case
24 x 330ml NRB
PAY ONLY
£27.99
per case
24 x 330ml NRB
PAY ONLY
£25.49
per case
24 x 330ml NRB
PAY ONLY
£26.49
per case


OCTOBER ONLY

24 x 330ml / 12 x 640ml NRB

£23.99
per case
normal price £28.99



SPECIAL PRICE

ON CORONA & CORONA CERO CASES FOR A LIMITED TIME ONLY



Living is Calling

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



24x330ML CORONA

CERO £16.99

24x330ML CORONA

EXTRA £23.99

©2026 AB InBev UK Limited, all rights reserved. Promotion Period: 01/09/2026 to 31/10/2026, or if earlier, whilst stocks last. Corona: Purchase Corona 24x330ml NRB or Corona Cero 24x330ml NRB to receive a purchase price of £23.99 or £16.99 respectively per product. Offers open to all customers who purchase via BBG partner wholesalers based in the UK and Channel Islands. Terms of your stocking agreement continue to apply. This promotion cannot be combined with any other offers or discounts. Promoter: AB InBev UK Ltd EC4A 1EN

SIP INTO SEPTEMBER

SPECIAL PRICE PER CASE



ENJOY RESPONSIBLY

Available from 1st September 2024 to 30th September 2024. Special price per case: Birra Moretti NRB 24 x 33cl (£22.00), Desperados NRB 24 x 33cl (£27.99), Bulmers Original NRB 12 x 50cl (£14.49), Bulmers Red Berries and Lime 12 x 50cl (£17.99), Inch's Medium Apple Cider 12 x 50cl (£16.49). Brewed in the UK. Subject to availability. Entry instructions including advertising or promotional materials are deemed to form part of the terms & conditions and by making the qualifying purchase advertised customers will be deemed to have accepted and be bound by these terms & conditions. Only open to wholesale customers who are resident in the UK aged 18+. Customer Terms of Purchase apply. Purchase the advertised products in one transaction between the dates stated in the advert to receive the offer as stated in the advert. Purchases must be made on behalf of the customer's outlet for sale at that outlet only. The promoter reserves the right to cancel or amend this promotion due to events or circumstances arising beyond its control. Promoter Heineken UK Limited, EH2 2B

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

BOOST YOUR OCTOBER SALES

SPECIAL PRICE PER CASE



ENJOY RESPONSIBLY

Available from 1st October 2024 to 31st October 2024. Special price per case: Old Mout Berries and Cherries 0.0% NRB case 12 x 50cl (£14.99), Old Mout Berries and Cherries NRB case 12 x 50cl (£18.99), Old Mout Kiwi and Lime NRB case 12 x 50cl (£18.99), Old Mout Pineapple and Raspberry NRB case 12 x 50cl (£18.99), Old Mout Mango and Passionfruit NRB case 12 x 50cl (£18.99), Heineken 0.0% NRB case 24 x 33cl (£17.49), Heineken NRB case 24 x 33cl (£23.99), Birra Moretti Zero NRB case 24 x 33cl (£20.49), Tiger NRB case 24x33cl (£23.99). Brewed in the UK. Subject to availability. Entry instructions including advertising or promotional materials are deemed to form part of the terms & conditions and by making the qualifying purchase advertised customers will be deemed to have accepted and be bound by these terms & conditions. Only open to wholesale customers who are resident in the UK aged 18+. Customer Terms of Purchase apply. Purchase the advertised products in one transaction between the dates stated in the advert to receive the offer as stated in the advert. Purchases must be made on behalf of the customer's outlet for sale at that outlet only. The promoter reserves the right to cancel or amend this promotion due to events or circumstances arising beyond its control. Promoter Heineken UK Limited, EH2 7B

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



**BUY 3 KEGS OF
THATCHERS GOLD
& GET A CASE OF NEW
THATCHERS BLOOD ORANGE 0.0% FREE**



NEW

THATCHERS BLOOD
ORANGE NOW
AVAILABLE AS AN
ALCOHOL FREE

NO.1

RATE OF SALE
IN ON TRADE

THE FAMILY CIDER MAKERS

EST. 1904
THATCHERS
— THE FAMILY CIDER MAKERS —

T&Cs: Buy 3 x Thatchers Gold 50-litre kegs & get 1 x 6 x 500ml bottles of Thatchers Blood Orange 0.0% cider free of charge. Deal limited to 1 per customer. Subject to availability.

Source: CGA, ROS Pints/Week, MAT to P04 2026



Thundering Molly

12 x 500ml
PAY ONLY

£21.49
per case



Suffolk Cyder

12 x 500ml
PAY ONLY

£31.49
per case



Hawkstone Apple Cider

£24.49
per 12 x 500ml case



Hawkstone Hedgerow

£29.49
per 12 x 500ml case



NEW EDLP

Original

12 x 500ml
PAY ONLY

£14.49
per case



Crushed Red Berries & Lime

12 x 500ml

£17.99
per case
normal price £19.99

Mixed Fruit, Strawberry & Lime,
Naked Apple, Tropical

15 x 500ml

£24.99
per case

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

£31.99
per 15 x 500ml case

Pear

£28.49
per 15 x 500ml case



Strawberry & Lime, Wild Berries

24 x 330ml - CANS

£34.99
per case



Original

12 x 568ml
PAY ONLY

£21.49
per case



OCTOBER ONLY

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

12 x 500ml

£18.99
per case
normal price £19.99



SEPTEMBER ONLY

Inch's Medium
Apple Cider

12 x 500ml

£16.49
per case
normal price £18.49

Maeloc Sidra
Pineapple

24 x 330ml
PAY ONLY

£46.99
per case

Thatchers
Blood Orange

£12.99
per 6 x 500ml case



Thatchers Gold

£11.49
per 6 x 500ml case



Avalon Sidra

12 x 330ml
PAY ONLY

£21.49
per case

Medium Sweet
(Blue Cap)

£21.99
per 12 x 500ml case

Thatchers
Apple &
Blackcurrant

£12.99
per 6 x 500ml case



Thatchers Haze

£12.99
per 6 x 500ml case



Vintage (Black Cap)

£25.99
per 12 x 500ml case



THE SCARIEST THING THIS HALLOWEEN?

AN EMPTY WKD SHELF.



STOCK UP NOW WITH
THE NO.1 RTD BRAND ACROSS TOTAL TRADE.*

be drinkaware.co.uk

*SOURCE: CGA OPM DATA TO 27/12/2025 + NIELSEN TAKE HOME TO 24.01.26.

DOMINI VENETI



£7.12
PER BOTTLE



£7.28
PER BOTTLE



£7.25
PER BOTTLE

GARGANEGA

PINOT GRIGIO

CORVINA

NEW WINES FOR AUTUMN

THE NEWEST CHAPTER OF THE MCPHERSON FAMILY TREE

RUBY PINOT NOIR, MCPHERSON FAMILY SERIES: BRIGHT. VIBRANT. UNMISTAKABLY FAMILY.



MEET RUBY: THE BRIGHT NEW FACE OF THE FAMILY

The McPherson Family Series celebrates the people behind one of Australia's most respected wine families, with each wine proudly named after a member of the clan. Now, there's a new arrival.

Introducing Ruby Pinot Noir, the latest addition to the family and a beautifully expressive example of modern Australian Pinot Noir.

Bursting with aromas of ripe red cherry, raspberry and wild strawberry, Ruby is silky, vibrant and effortlessly drinkable. Juicy berry fruit is complemented by subtle spice and gentle oak nuances, leading to a smooth, elegant finish that keeps you coming back for another glass.

Now available to Small Beer customers as part of the McPherson Family Series

BUY 3 GET 1 FREE



ACROSS ALL 3 RANGES

T&C's apply. while stocks last.



LINCOLNSHIRE
VODKA



louthdistillery.co.uk
@louthdistillery
bedrinkaware.co.uk





DIAMOND OFFER

BUY 2 X 70CL TIA MARIA AND GET A BOTTLE OF THREE SIXTY VODKA FREE*

PERFECT ESPRESSO MARTINI

25ML THREE SIXTY VODKA
25ML TIA MARIA
50ML ESPRESSO
DASH OF SUGAR SYRUP

*T&C: Buy 2 x 70cl bottles of Tia Maria Cold Brew Coffee Liqueur and receive 1 x 70cl bottle of Three Sixty Vodka free. Whilst stocks last on a first-come, first-served basis. Offer valid at participating retailers, subject to availability and may be modified or withdrawn at any time. No cash alternatives.

be drinkaware.co.uk



PREMIUMISATION TRENDS

Premiumisation continues to be one of the most influential trends shaping the On Trade, as customers increasingly adopt a "less but better" approach to drinking and socialising. Across categories, customers are willing to pay more for quality, provenance, and memorable experiences, creating opportunities for venues to drive spend through premium products and elevated serves.



Look out for our handy hints!

BEER

64% of beer drinkers would pay more for better quality.* The popularity of **premium lagers is growing at +14%**, with even bigger growth being seen for **fruit/flavoured beer which is growing at +34%.***



Cover all aspects of this category in your range; entry level 4% premium lager offers a premium entry point and trade up option to standard lager; premium lagers appeal to the increase in customers choosing quality over quantity.

CIDER

Premium cider is significantly gaining volume from standard cider, with an increase of 10.8% on draught.** Customers are looking for brands with heritage and provenance. Delivering an easy-drinking yet premium alternative to lager, the category is ideally suited to food-focused occasions.



Recommending food and premium cider pairings can help elevate the category's appeal to customers.

SPIRITS

Premium spirits accounted for 35.5% of the UK spirits market in 2025, driven by consumers' willingness to spend more on higher-quality drinks.*** Premium serves, experiential cocktails and brands with compelling stories are helping venues drive spend and create memorable drinking occasions.



Encourage staff to recommend premium serves, signature cocktails and upgraded spirit options to help customers trade-up.

SOFTS & MIXERS

Flavoured sodas, sparkling fruit presses and infused waters are increasing in popularity in line with the growing demand for soft drinks that feel indulgent without the alcohol.

Premium spirits should be paired with equally premium mixers to elevate simple spirit and mixer serves, increasing upsell opportunities.



Expand your range - think different flavours, crafted sodas and botanical tonics.

*Heineken Beer Report 2026: Elevating Experiences to Unlock Growth **Westons Cider Report 2026 *** UK Spirits Market Size, Share, Trends and Analysis, 2034

****RAISING THE BAR 2026: How the UK On-Trade is currently meeting the demand for alcohol-free. Everleaf & KAM. ***** <https://www.morningadvertiser.co.uk/Latest/Promotional-Features/the-growing-role-of-snacks-in-pubs/>

WINE

More venues are now offering premium wines by the glass, allowing customers to trade-up without having to splash out on a full bottle.



Use a wine preservation system to maintain the freshness of premium wines and minimise waste.

Premium rosé, particularly of Provence origin, is booming in popularity. These wines are usually sold at a higher average selling price.



Establish clear tier levels in your range to encourage trade-ups and increase sales of your premium wines.

RTDs

Overly sweet RTDs are becoming a thing of the past, with consumers moving toward premium spirits-based canned cocktails that mimic the quality of a freshly made drink.



Stocking a range of quality cocktail cans saves on training time and cost.

BAR SNACKS

50% of pub customers say they are more likely to purchase a premium snack brand.**** Bar snacks are especially good for group visits as they are easy to share. Stocking a premium brand gives customers the impression you are a quality venue.



Position your range with high visibility on the bar and encourage your team to upsell.

LOW & NO

Customers are no longer satisfied with sweet mocktails or basic soft drink substitutes; they want complex flavours, premium ingredients, striking presentation, and an experience that feels special. **Venues offering 6-10 alcohol free cocktails have more than tripled since 2024.******



Give your alcohol free spirits and cocktails the same prominence on your back bar and menus as your lead brands.



PLAN AHEAD FOR Christmas

Christmas is the biggest trade period of the year in the On Trade – it's never too early to start planning!

- ✓ **Plan your menu** if you haven't already!
- ✓ **Launch your Christmas campaign** – open bookings, share menus and shout about it everywhere!
- ✓ **Keep communication clear** – 70% of venues that sell out for the festive period will be fully booked by November.*
- ✓ **Do you need extra staff?** Start recruiting and training!
- ✓ **Strategise your Christmas upsells** to really boost your revenue and impact sales – create a selection of premium options, add-ons and bundle deals to heighten your customers' experience and entice them to trade-up!

<https://resdiary.com/blog/preparing-for-christmas-hospitality-planner#festive-prep-calendar-download>

SMOOTH RUNS IN THE FAMILY

RECEIVE A FREE
JAMESON BLACK BARREL
WHEN YOU BUY ANY 5X 70CL
FROM THE JAMESON RANGE**



#10
SPIRIT
IN THE UK*

JAMESON,
GINGER ALE
& LIME

MUST BE A
JAMESON

*Source: IWSR 2025 full year vs last year, Retail Value sales in GBP
**Range includes Jameson Original, Jameson Black Barrel
Enjoy Responsibly. be [drinkaware.co.uk](https://www.drinkaware.co.uk)

WILL YOU GO TO STOLI HEAVEN OR STOLI HAL!

Flip your double-sided
coaster to decide...

BUY

- 2 BOTTLES HALAPEÑO
- 2 BOTTLES SALTED CARAMEL

RECEIVE FREE!

- 100 COASTERS
- 24 SHOT GLASSES



Buy any 5 and get a Buffalo Trace 70cl FREE



TRY A
BUFFALO
& GINGER ALE

SAZERAC

Follow us @ [@buffalotrace](#) [be.drinkaware.co.uk](#)

BARCELÓ

RON DOMINICANO

BUY ANY 2 BOTTLES FROM THE BARCELÓ RANGE AND
**GET A FREE BOTTLE OF
 FINEST CALL MIXER***



*T&Cs - Maximum 2 deals per customer, per month. Live 1st September - 31st October. Only applicable for Barceló Blanco, Gran Añejo and Dorado.

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

BUY 2 BOTTLES OF
LICOR 43 ORIGINAL &
RECEIVE 12 BABY BEER
GLASSES FREE



Special Offer

MIX SOMETHING NEW



LICOR 43 & CREAM LIQUEUR

Vanilla + caramel



STOCK UP
WITH THE
UK'S #1 SHOT
BRAND FOR
FRESHERS

MOST SYNONYMOUS BRAND
WITH A STUDENT NIGHT OUT**



Jägermeister

DRINK RESPONSIBLY | be drinkaware.co.uk

*CGA OPM SERVICE TO 19/4/25 **MORE STUDENTS OUT OF 1500 SURVEYED
ASSOCIATED JÄGERMEISTER WITH STUDENT NIGHTS THAN ANY OTHER BRAND.



EDWARDS 1902

THE KING OF POTATO VODKA



Hugo Spritz

50ml Elderflower Liqueur
75ml Sparkling Wine
25ml Soda
Lemon Juice
Ice

YOUR *Spritz* DESERVES
BETTER *Elderflower*



HAND BOTTLED IN LINCOLNSHIRE

FUNKiN
PRO-COCKTAILS

Real fruit,
vibrant flavours, iconic cocktails
BIG SAVINGS



SAVE
£4.00
ON ALL 5 x 1KG
PUREE CASES

90%
FRUIT CONTENT

NO
ARTIFICIAL
COLOURS

10
DAYS
SHELF LIFE
ONCE OPENED



Scan here
to access our
trade hub

Raspberry and White Peach Purée
also available

**BEHIND THE
BAR TRADE**
SINCE 1999

Premium cocktails deserve premium flavours

NEW FOR
2026



There's **MONIN**® for that

Visit our
Resource Hub





TASTE EVERYTHING. MISS NOTHING.

NEW TO SMALL BEER DEAL

**FREE
KEG ON
INSTALL**

THE UK'S FIRST DEDICATED
ALCOHOL-FREE BREWERY



ALCOHOL-FREE
0.2-0.5% ABV



AWARD-WINNING



QUALITY
INGREDIENTS

Case of branded glassware given on install. Free keg given after 3 months. Further T&Cs apply. *GF symbol applies to selected beers only.



INTRO OFFER ON
ALL SMALL PACK

**£2 OFF
A CASE**

Offer ends 31st October 2026.

EXPLORE THE REST OF THE
NIRVANA RANGE AVAILABLE
AT SMALL BEER:



LUCKY SAINT

ALCOHOL FREE SUPERIOR UNFILTERED LAGER

**THE UK'S MOST-LOVED NO & LOW BRAND,
THREE YEARS RUNNING***



BUY 1 KEG, GET A 2ND ON US

RECEIVE AN ADDITIONAL COMPLIMENTARY
KEG AFTER 6 MONTHS

T&Cs: For new Lucky Saint draught customers only. Complimentary 30ltr keg delivered on install. Lucky Saint must be pouring for 6 months to receive the 2nd comp keg

*Source: Savanta BrandVue 12 months to 31/12/2025 Vs prior two years. % of respondents selecting that they 'Love' a brand Q: How would you describe your opinion of the following brands?

Available in 30L Kegs | 0.5% ABV

Stock the UK's favourite alcohol-free lager*



0.0

Heineken®

Contact your Account Manager
to arrange an installation

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

Enjoy Heineken 0.0 Responsibly

Heineken 0.0 contains no more than 0.05% alcohol.
*CGA & Neilson Volume/Value Share June 2025.

#lowandno

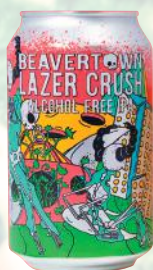
This area of our business is accelerating quickly!
Are you stocking the brands that are driving the category?

Canned Beer & Bottled Cider



Clwb Tropica NA
Cans
24 x 330ml

£23.45 per case



Beavertown
Lazer Crush 0.3%
24 x 330ml

£29.99 per case



Athletic Brewing
Run Wild
24 x 355ml

£33.19 per case



Estrella Free
Damm 24 x 330ml

£20.26 per case CANS
£22.99 per case NRBS



Uiltje Bird Of
Prey 0.2%
12 x 330ml

£19.06 per case



Rekorderlig
Strawberry
& Lime
Alcohol
Free
15 x 500ml

£20.49 per case



Thatchers
Zero
6 x 500ml

£10.99 per case

OCTOBER ONLY

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

£14.99 per case
normal price £15.50



Westons
Stowford
Press Low
Alcohol
8 x 500ml

£15.99 per case



Canned & Bottled Beer

BBF Clear
Head 0.0%
12 x 440ml



£19.25 per case

Butcombe
Goram IPA
Zero
12 x 440ml



£18.99 per case

Renegade
Solo Pale
Ale
12 x 330ml



£15.49 per case

Cobra Zero
Cans
24 x 330ml



£19.49 per case

Brooklyn
Special
Effects
0.4%
24 x 330ml



£23.80 per case

NEW
Madri Zero
24 x 330ml



£20.49 per case

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



£13.49 per case
£67.99 per 30l keg

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



£17.49 per case

Estrella
Galicia
0.0
24 x 330ml



£18.49 per case

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



£20.99 per case

Corona
Cero 0.0%
24 x 330ml



£16.99 per case

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



£27.49 per case
£89.99 per 30l keg



Bitburger
Drive
24 x 330ml

£26.49 per case



Erdinger
Alkoholfrei
12 x 50cl

£20.99 per case

**NEW
EDLP**



Birra
Moretti
Zero
24 x 330ml

£20.49 per case

**NEW CASE
SIZE**



Guinness
Draught
0.0
24 x 538ml

£44.99 per case



Theakston
Nowt
Perculier
8 x 500ml

£14.99 per case



Franziskaner
Alkoholfrei
12 x 500ml

£17.99 per case



Sharp's
Doom Bar
Zero
8 x 500ml

£14.49 per case



Old Speckled
Hen 0.5%
8 x 500ml

£11.49 per case



Fürst
Wallerstein
Hell
Alkoholfrei
20 x 330ml

£21.99 per case



Hawkstone
Zero
12 x 330ml

£19.99 per case



Staropramen
0%
24 x 330ml

£20.49 per case

**SPECIAL
PRICE**



Beck's
Blue 0%
24 x 275ml

£13.49 per case

Spirits

Whitley
Neill
Raspberry
0.0%
70cl



£15.49 per bottle

Whitley
Neill
Rhubarb
& Ginger
0.0%
70cl



£15.49 per bottle

Gordon's
0.0%
70cl



£12.49 per bottle

Tanqueray
Alcohol
Free
70cl



£16.49 per bottle

**BUY 2 & GET
£5 OFF**

Decem
Gin 10%
70cl



£23.99 per bottle

Wines

Nozeco
Alcohol Free



£9.68 per case (6 x 200ml)
£3.34 per 75cl bottle

Vilarnau
0.0%
Brut /
Rosado



£6.67 per bottle

Darling Cellars
De-alcoholised
Shiraz / Rosé
/ Sauvignon
Blanc



£4.32 per bottle

SERVE EXTRAORDINARY. SELL EXTRAORDINARY.

NEW



£20.99

24x330ml

WELCOME *to the* LAKE

Promotion valid for the duration of the promotional period. Qualifying products:
Birrificio Angelo Poretti Alcohol Free 24x330ml Bottles. Whilst stocks last. Deal subject to change.

Brewed in the UK. Enjoy responsibly. be [drinkaware.co.uk](https://www.drinkaware.co.uk)

NO/LOW IS IN +30.8% GROWTH

NEW 0.0% ITALIAN FLAVOURED BEER

NEW



NEW

£21.00
PER CASE

PERONI
NASTRO
AZZURRO
0.0%

Source: CGA OPMS MAT GB 29/11/25

UK On-Trade customers supplied by partner wholesalers of Asahi UK Ltd. Subject to availability and while promotional stocks last. Promotional pricing applies only during the listing period. Offer may be amended or withdrawn without notice. Promoter: Asahi UK Ltd, Griffin Brewery, Chiswick Lane South, London W4 2QB.

18+ be**drinkaware**.co.uk

Sensational Drinks

BY CARLSBERG BRITVIC

Join the 1,000s of outlets already
growing their businesses
and gain access to all of the below and much more



POS kits



Product trials



Digital tools



Claim your
FREE
case of
glassware
Register today!



Scan the QR code or visit
sensationaldrinks.com
to get started

**Sensational
Drinks**
BY CARLSBERG BRITVIC

Subject to availability. x1 per outlet. Max 2 kits/outlet every 30 days. No duplicates. Registration & email required.
Visit sensationaldrinks.com/terms-and-conditions for full Terms. Promoter: Britvic Soft Drinks. One account per outlet. Independent venues only

STOCK A MIXER
 RANGE YOU
 WON'T FIND IN
 ANY MAJOR
 RETAILERS...



**£1.00
 OFF
 PER CASE**



SCAN HERE
 TO FIND OUT
 MORE

IN PARTNERSHIP WITH
eden project | NATIONAL
 WILDFLOWER
 CENTRE

THERE IS DEMAND FOR THE ENERGY CATEGORY IN THE ON TRADE.

Energy drinks are the
**FASTEST GROWING
SOFT DRINK
CATEGORY**
in the UK ¹



Energy drinks are
consumed in a
**VARIETY OF
OCCASIONS...**



COCKTAILS
26%



SPIRITS
33%

ON THEIR
OWN
51%

2

1/4
PUB GOERS

Drink **energy drinks** and
half of them will drink
Energy almost every time
they are out ³

RED BULL IS THE #1 CHOICE



packaged soft drink
in **High Street Pubs,
Bars & Clubs** ⁴



85%



of all energy drinks **sold** in
the on premise
are Red Bull ⁵



3 cans of Red Bull are
sold every minute in
licensed venues in the UK ⁶

GOOD FOR YOUR BUSINESS



PROFITABLE

CASE RWSP:	£23.49
CAN RRSP:	£3.50
CASH POR:	£60.51
POR:	72%



IN DEMAND

Red Bull has
**DOUBLE THE RATE
OF SALES**
as the next best selling
energy brand ⁷

CHECK OUT
OUR RECOMMENDED
SERVES HERE:



¹ Source: Euromonitor Passport, Off-trade Value Sales, 2009 – 2028

² Source: CGA Energy drinks consumed in recent visits, path to purchase study, 2021)

³ Pub & Energy Consumers | June 24

⁴ Source: CGA OPMS Licensed MAT to 10/08/2024

⁵ Source: CGA OPMS Licensed MAT to 10/08/2024)

⁶ Source: CGA OPMS Licensed MAT to 15/06/2024, based on average opening times for licensed premises at 11am-11pm

⁷ Source: CGA OPMS Licensed MAT to 10/08/2024

BUY 3 GET 1 CASE FREE*



AQUA LIBRA

*T&Cs apply: Promotion valid for the duration of the brochure promotional period. Qualifying products include: Aqua Libra still water 330ml can x 24 and Aqua Libra sparkling water 330ml can x 24. Free case is either Aqua Libra still water 330ml can x 24 or Aqua Libra sparkling water 330ml can x 24. While stocks last. Promoter: Carlsberg Britvic, Breakspear Park, Breakspear Way, Hemel Hempstead, HP2 4TZ.





FREE STOCK BUNDLE INCLUDES

4X BAG IN BOX
1X PEPSI GLASSWARE CASE

1X ICE BUCKET
2X BAR RUNNERS
1X T-SHIRT PACK



FREE £1,100 STOCK BUNDLE

WHEN YOU INSTALL PEPSI DISPENSE¹

PEPSI MAX

IS THE NUMBER 1 SUGAR FREE COLA ON DISPENSE²



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

**SPEAK
TO YOUR
ACCOUNT
MANAGER
TODAY!**

T&Cs: Free stock bundle includes 4 x BIBs, 1 x Case of Glassware, 1 x Ice Bucket, 2 x Bar Runners, 1 x T-Shirt Pack. ¹Based on retail value of 4 free BIBs (92.38 serves x 4 BIB = 369.52 serves at average retail sale price of £2.71. Prices always at the discretion of the customer) plus Welcome Bar bundle (value of over £60). Subject to availability and while stocks last. Max 1 of each stock bundle per outlet. Subject to customer having a PEPSI Max Dispense unit contract and installed. 4x FREE BIBs and POS items will be delivered prior to installation. ²CGA by NielsenIQ, Licensed database, Value & Volume sales (L), Sugar Free Draught Colas Britvic defined, MAT TY 06.09.25. For further information, please contact Carlsberg Britvic at pressoffice@carlsbergbritvic.co.uk. Please refer to your dispense contract for full Terms and Details. Promoter: Carlsberg Britvic, Breakspear Park, Breakspear Way, Hemel Hempstead, HP2 4TZ.

The Ultimate flavour duo

**SAVE
£2
PER CASE**

**Fanta & Sprite
24 x 330ml glass bottles**



**Contact your account manager
for more information**

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MyCCEP
my.ccep.com



Great Taste.
Zero Sugar.

SAVE £3 per case
Coca-Cola Zero Sugar
24 x 330ml NRGB



Contact your account manager for more information

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MyCCEP
my.ccep.com





RECEIVE A
**FREE
CASE**
OF CHERRY
PEPPER 200ML

WHEN YOU BUY A CASE OF
SCHWEPES TROPICAL SODA
AND A CASE OF PINK SODA
200ML NRGB



© 2026. Schweppes is a
registered trademark of
European Refreshments LLC

EVERYDAY LOW PRICE ON THIS TOP SELLER



24 PACK
£22.49

ORANGE & PASSION FRUIT
APPLE & MANGO
APPLE & RASPBERRY



Pepsi
7Ltr

£69.99



Diet Pepsi /
Pepsi Max 7Ltr

£56.49



R. Whites
Lemonade 7Ltr

£47.99

**EVERY DAY
LOW PRICES
ON THESE
GREAT BRANDS**

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



Schweppes
Lemonade 7Ltr

£75.99



Coca-Cola
7Ltr

£86.49



Diet Coke
7Ltr

£71.99



Coke Zero
7Ltr

£71.99

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



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

£10.49 +VAT per case



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

£18.49 +VAT per case



Fitch & Leedes

CRAFTED BY ADVENTURE

The Bar Collection

With Fitch & Leedes behind every serve, your venue becomes more than just a destination – it becomes the start of an unforgettable adventure.

Elevate your drinks offering with premium mixers crafted to transform every signature serve into a memorable experience.

Because every great adventure begins with the perfect serve. Craft yours with Fitch & Leedes.

BUY ANY
3 CASES

OF FITCH & LEEDES AND
RECEIVE A

**FREE CASE
PINK TONIC
SUGAR FREE**

VALID FROM
1 SEPTEMBER TO
31 OCTOBER 2025



SCAN FOR
MIXOLOGY



BESPOKE
BEVERAGES
UK LTD



@fitchleedesUK @BespokeBeveragesUK www.fitchandleedes.co.uk



Salty Dog

Grrreat tasting snacks!



SEA SALT, CHEDDAR & ONION, SALT & VINEGAR, HAM & MUSTARD, SWEET CHILLI, PRAWN COCKTAIL, BRITISH ROAST BEEF, FIREY JALAPENO AND PAPRIKA

**BUY ANY 4 CASES OF SALTY DOG HAND COOKED CRISPS
AND RECEIVE 1 CARD OF NEW CHILLI CRACKERS FREE! ***



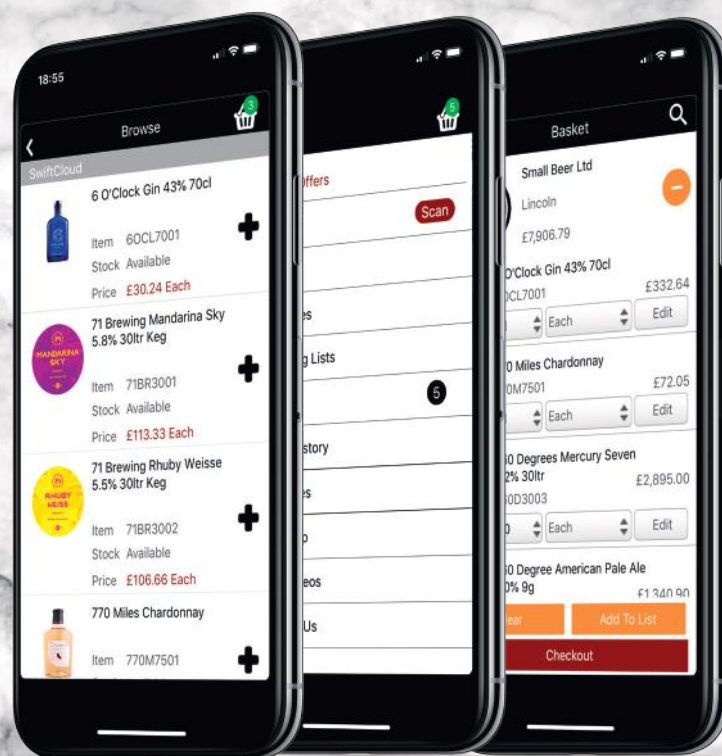
NEW!

SALTY DOG NEW CHILLI RICE CRACKERS 12 X 40G CARD
SALTY DOG HAND COOKED CRISPS 24 X 40G – NOT IN THE
SUPERMARKETS. UK FARMED POTATOES. ALL CRISPS VEGETARIAN AND
GLUTEN FREE.



SMALL BEER ONLINE ORDERING APP

Our Online Ordering App is here, tested and ready to go. If you already have an account with us, you can now place your order on our App. It will land straight in to our system for the delivery day you select in line with your normal delivery days. All the offers are on there plus some exclusive online ones too!



Call your rep today or email to start ordering.
appadmin@smallbeerwholesale.co.uk

SNACKS

HuligaN Crush Pretzel Pieces

18 x 65g

£10.56
No VAT



FLAVOURS: Cheese, Jalapeño, Honey Mustard, Sriracha

Pipers Crisps

24 x 40g

£15.39
Ex. VAT



FLAVOURS: Anglesey Sea Salt, Burrow Hill Cider Vinegar & Sea Salt, Lye Cross Cheddar & Onion, Biggleswade Sweet Chilli, Trealy Farm Chorizo, Atlas Mountains Wild Thyme & Rosemary, Karnatak Black Pepper & Sea Salt, Great Berwick Longhorn Beef, Upton Cheyenne Jalapeño & Dill

Salty Dog

£9.03
Ex. VAT



Salted & Dry Roasted

24 x 45g Card

£10.29
Ex. VAT



Chilli & Honey Roasted

24 x 45g Card

£14.49
Ex. VAT



Salted Cashews

24 x 30g Card

£12.40
Ex. VAT



Chilli Rice Crackers

12 x 40g Card

SNACKS

Salty Dog Crisps

24 x 40g

£14.71
Ex. VAT



NEW

FLAVOURS: Sea Salt, Strong Cheddar & Onion, Salt & Malt Vinegar, Ham & Wholegrain Mustard, Sweet Chilli, British Roast Beef, Prawn Cocktail, Fiery Jalapeño & Paprika

Gruntled Pork Crackling

20 x 35g

£21.67
No VAT



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

Henderson's Crisps

24 x 40g

£15.07
No VAT



Oink Pork Scratchings

20 x 45g

£22.60
No VAT



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

Curry Smugglers

£14.72
No VAT

£15.68
No VAT

£15.20
No VAT

£15.68
No VAT



12 x 80g

12 x 50g

12 x 60g

12 x 60g

FLAVOURS: Bombay Mix, Chakli, Masala Corn, Pakora

HALLOWEEN

Halloween falls on a Saturday this year, creating a fantastic opportunity for you to maximise footfall and sales. If you plan ahead, market effectively and deliver memorable experiences it's sure to be one of the biggest nights of the year!

-  **START EARLY** - Promote your events from September and encourage advanced bookings. Fancy dress parties, themed dining experiences and live entertainment can help secure reservations in advance.
-  **CREATE AN IMMERSIVE ATMOSPHERE** - Simple decorations, themed cocktails, spooky menus and staff costumes can transform the customer experience without needing a large budget.
-  **OFFER SHAREABLE MOMENTS** - Set up a Halloween photo backdrop and encourage customers to share on social media. Tagging your venue will generate free publicity!
-  **EXTEND DWELL TIME** - Consider early evening food offers followed by live music, DJ or entertainment to keep customers at your venue throughout the night. If you don't want to go for a party vibe, why not host a horror movie night (just make sure you have the correct licence in advance!).
-  **THINK BEYOND ADULTS** - Family friendly events earlier in the day can attract a wider audience before the evening celebrations begin. Think a trick or treat treasure hunt, pumpkin painting, costume competitions or a face painter.



DID YOU KNOW?

Snacking keeps customers in bar for **16 MINUTES LONGER** & they drink **1.4 MORE DRINKS** per occasion*

THE RIGHT
SNACK
FOR EVERY
OCCASION!



Raise a Stein to Oktoberfest

19TH SEPTEMBER – 4TH OCTOBER

Oktoberfest is an excellent opportunity to attract new customers, boost food and drink sales and create a memorable atmosphere. With some planning, you can bring the taste of Bavaria to your venue and turn a simple themed night into a highly profitable event.



DRINKS



A great Oktoberfest starts with beer. Consider offering a range of traditional German lagers, wheat beers and pilsners. Beer flights will encourage customers to sample different styles. Steins will add to the authentic atmosphere. Don't forget to include some non-alcoholic options as well.

FOOD

Popular menu additions include bratwurst, currywurst, schnitzel and pretzels. Sharing platters work well for groups and can encourage increased food spend per table.

ATMOSPHERE

Blue and white Bavarian bunting, long communal tables, rustic barrels and themed point of sale all help create an authentic feel. Staff dressed in lederhosen will add to the atmosphere and make great content for social media.



ENTERTAINMENT

Live oompah bands are a classic choice. Traditional stein holding contests, best dressed competitions and beer trivia quizzes will encourage customer participation.

SPECIAL OFFERS

Offering early bird table bookings, drinks packages or group discounts can help secure attendance before the event date.



MAKE IT SOCIAL

Create photo opportunities with themed backdrops and props to encourage customers to share their experience online.



NATIONAL CURRY WEEK 2026

Perfect Drink Pairings

5TH – 11TH OCTOBER

National Curry Week is the perfect opportunity for pubs, bars and restaurants to boost food and drink sales, with curry often cited as 'Britain's national dish'. You can encourage customers to upgrade their meal with a recommended drink pairing; simple menu prompts such as 'perfect with IPA' or 'pair with a chilled Riesling' can encourage premium purchases while enhancing the guest experience.

BEER

A classic choice! Crisp lagers, pilsners and light pale ales help cool the heat of spicy curries, while wheat beers pair beautifully with milder, fragrant dishes.



WINE

Creamy curries - Try a chilled Chardonnay or Viognier.

Spicy dishes - Off-dry Riesling is ideal, with a touch of sweetness to tame the chilli.

Tomato-based curries - Light reds such as Pinot Noir work surprisingly well.



GIN & COCKTAILS

A classic gin and tonic complements aromatic curries, such as korma or biryani, thanks to the botanicals, while citrus-based cocktails can brighten richer dishes.



SOFT DRINKS

Offer premium alcohol free alternatives that pair just as well as beer or wine. Sparkling water with fresh lime or a lightly flavoured ginger drink refreshes the palate between bites.



FOUR EASY WAYS TO BOOST SPEND

Create a **fixed price** curry and drink bundle.

Add **pairing suggestions** directly to the menu.

Offer **premium products** as the 'recommended match'.

Promote **alcohol free** pairings to appeal to every customer.

<https://www.ireland-guide.com/article/top-tips-for-beer-and-food-matching--beer-and-curry-11018.html>

https://www.mrwheelerwine.com/journal/buying-guides/what-wine-goes-with-curry.htm?srsltid=AfmBOoo-SNXn_U1f6Aog_ajbGLpvPINxQVgQUOIRlvDfGXmj5x-WApE

<https://www.restaurantonline.co.uk/Article/2012/03/29/Food-and-drink-matching-trends-Soft-drinks/> <https://www.thethreedrinkers.com/magazine-content/tag/what+should+i+drink+with+curry%3F>

COMING
SOON!

NOV
5

BONFIRE NIGHT



DEC
25

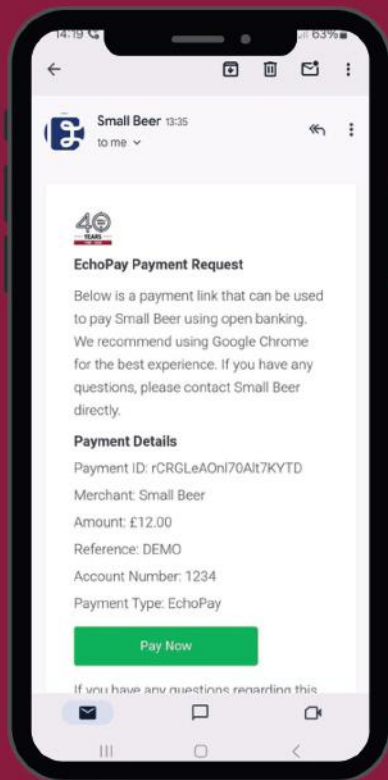
CHRISTMAS DAY



DEC
31

NEW YEAR'S EVE





PAY US USING YOUR MOBILE BANKING APP.

Use Pay by Bank as a way to pay your invoices using your mobile phone and online banking.

With easy to use payment links sent to you by email there is no need to phone in and pay.

Each payment is authorised by you using your banks authorisation process. Below are some common methods:



Face ID



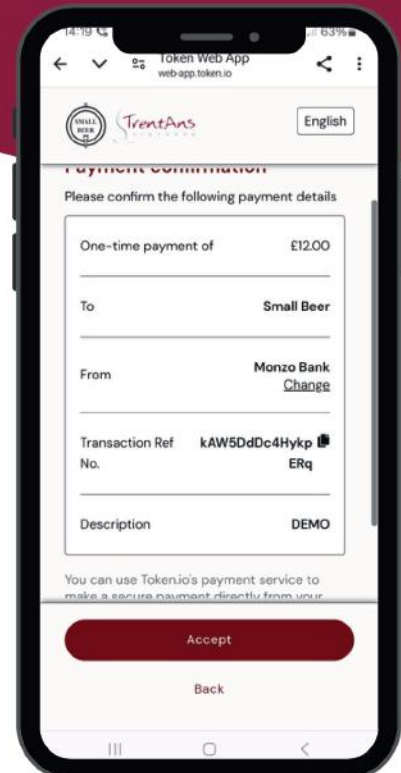
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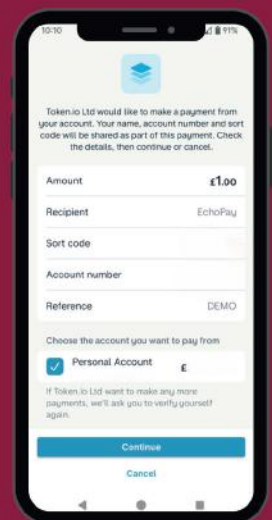
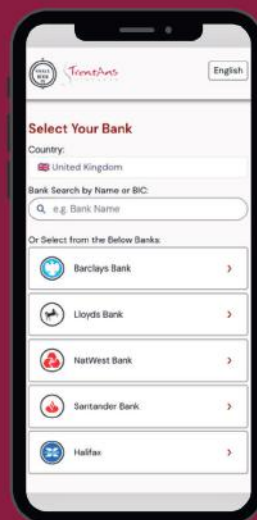
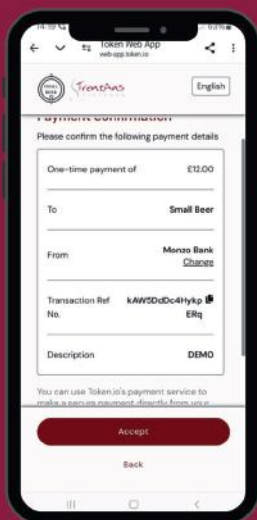
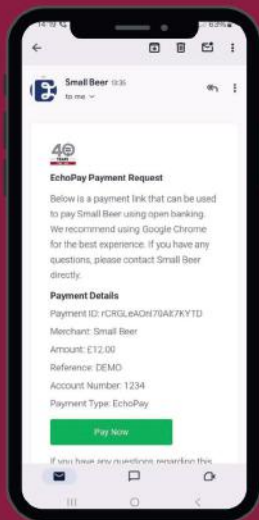


Pin Number

Benefits:

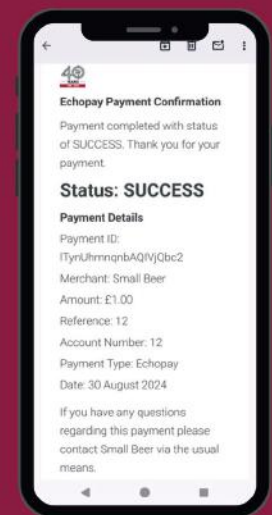
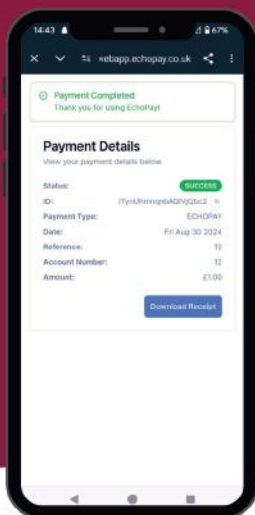
- ☒ Pay anywhere anytime
- ☒ None of your payment details are shared
- ☒ Supported by a wide range of banks





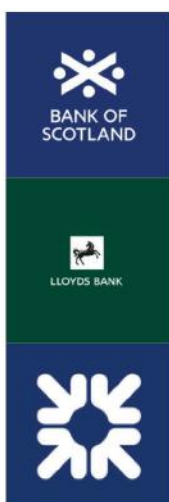
Payment Request

Small Beer Web App



Mobile Banking

Small Beer Web App



A QUICK LINK TO ALL THE GOOD STUFF



ALL OUR LINKS IN ONE PLACE

*Scan here to interact
with us digitally*



Linktree*

OFFICE OPENING HOURS

**Monday - Friday 8.30am - 5pm,
Bank Holidays 9am - 12noon.**

An answer machine is in operation at all other times.

WAYS TO PAY SMALL BEER

Direct Debit is our preferred method of payment. Credit and Debit Cards are also accepted - Mastercard & Visa.
You can pay us by BACS - call us for our account details.



OFFERS IN THIS BROCHURE

All offers in this brochure are offered subject to availability. Please call Telesales or your Sales Representative to discuss any offers and we will endeavour to meet your requirements.

ALLERGENS

"At Small Beer Ltd we are committed to providing you with all the information you need on allergens contained within the items that you purchase from us. We hold all this information on file and we therefore request that you make us aware of the information you require at the time of purchase and we will be only too happy to tell you these, post them to you or send them by email."

**YOU CAN FIND AN ELECTRONIC VERSION OF THIS BROCHURE AT
WWW.SMALLBEERWHOLESALE.CO.UK/BROCHURES**