



Summer Brochure 2017

July, August, September

01623 441 427 | www.asdwholesale.co.uk | info@asdwholesale.co.uk

Contents

Welcome to the ASD Summer Promotion Brochure

Where you will find offers on ciders, beers, soft drinks and wines. New to ASD this month are our On Trade Exclusive range of wines, House of Broughton Syrups, Desperados Dos, Bocelli Wine, Harrogate Water and Crooked Alcoholic Soda.

Couple of dates for your diary July 12th Fentimans drive day to launch House of Broughton Premium Syrups.

5th August and 30th August for our cask Brewer of the Month to pre order with free stock.

2	On Trade Exclusive New Wines
3	House of Broughton Syrups
4	Fentimans Cocktail Recipes
5	Southern Comfort and Antica POS
6	Simply Fruity /New BIB Ciders Cornwall Cider .Co
7 - 8	BIB 20 litre Ciders at Special Prices
9	Bottled Cider 5 plus 1 Free
10	Desperados & Blind Pig 8 plus 1 Free Heineken Zero £12.20 per case
11	Exmoor Ales Free Hoodies
12	August Brewer of the Month Castle Rock Home Ales Buy 2 receive a free 70cl Smirnoff
13	September Brewer of the Month Tim Taylor Caledonian Ales Buy 2 receive a free 70cl Smirnoff
14	Stans BIB Cider Festival Kits
15	Bocelli Premium Italian Wines
16	Frizzante 1754 Draught Prosecco
17	Fentimans 4 plus 1 free
18	Harrogate Water Offer Price
19	Franklin Buy 4 receive a Free case Hooch 275ml Special Offer Price
20	Crooked 4.7% Alcoholic Soda Cans
21 - 22	Range of Bin End Wines

Introducing Our On Trade Exclusive New Range Of Wines



Chile

**MONTE TACORA MERLOT
MONTE TACORA SAUVIGNON BLANC**



Australia

**SAXTON VINE SHIRAZ
SAXTON VINE CHARDONNAY**



USA

SAXTON COOPER ZINFANDEL



Italy

AVIANO PINOT GRIGIO



New Zealand

**SOLOMON ISLAND MARLBOROUGH
SAUVIGNON BLANC**

20% INTRODUCTORY DISCOUNT

ON

HOUSE OF BROUGHTON
FINEST SYRUPS

NATURALLY
FLAVOURED



NEW LAUNCH
FOR 2017

PERFECT FOR COCKTAILS AND MOCKTAILS

SIMPLE SUGAR SYRUP	500ML BOTTLE	LIST PRICE £3.80	20% DISCOUNT = £3.04 EX. VAT
CUCUMBER SYRUP	500ML BOTTLE	LIST PRICE £4.99	20% DISCOUNT = £3.99 EX. VAT
ELDERFLOWER SYRUP	500ML BOTTLE	LIST PRICE £5.49	20% DISCOUNT = £4.39 EX. VAT
GINGER SYRUP	500ML BOTTLE	LIST PRICE £4.99	20% DISCOUNT = £3.99 EX. VAT
ROSE SYRUP	500ML BOTTLE	LIST PRICE £4.99	20% DISCOUNT = £3.99 EX. VAT
RASPBERRY SYRUP	500ML BOTTLE	LIST PRICE £4.99	20% DISCOUNT = £3.99 EX. VAT

DISCOUNT
OFFER PERIOD

July & August 2017

House of Broughton Finest Syrups are crafted
for bartenders and mixologists to help
them create superior tasting drinks.

www.fentimans.com



MADE IN GREAT BRITAIN
FOR FENTIMANS

ESTD



1905

AUTHENTIC BEVERAGES
SINCE 1905



GINGER MOJITO



LONG DRINK

DIRECTIONS

Add the rum, syrup, lime juice and mint leaves to a highball glass and fill with ice.
Top up with soda water and stir vigorously.
Garnish with ginger and mint.

50ml dark rum
8 fresh mint leaves
25ml lime juice
25ml ginger syrup
50 – 75ml Festimans Soda Water



RED BERRY COOLER



MOCKTAIL

DIRECTIONS

Add the raspberry syrup, lime juice and mint leaves to a highball glass filled with ice.
Top up with soda water and stir.
Garnish with fresh mint leaves and raspberries.

25ml raspberry syrup
6 fresh mint leaves
12.5ml lime juice
125ml Festimans Soda Water



RAZZMATAZZ



SHORT DRINK

DIRECTIONS

Add all ingredients to a Boston glass, fill with ice and shake.
Double strain into a chilled coupe glass.
Garnish with spiral lime zest.

30ml premium gin
15ml cream sherry
20ml raspberry syrup
20ml lemon juice
15ml simple syrup



CUCUMBER MULE



LONG DRINK

DIRECTIONS

Add the vodka, syrup and lime juice to a copper mug filled with ice and stir.
Top up with ginger beer.
Garnish with sliced cucumber and candied ginger.

50ml premium vodka
15ml cucumber syrup
20ml lime juice
125ml Festimans Ginger Beer





BUY 2 x 1.5L OR 4 x 70cl SOUTHERN COMFORT TO GET YOUR FREE SOUTHERN COMFORT SUMMER PROMOTION KIT

KIT CONTAINS: 6 X BRANDED MASON JARS, 2 X A3 POSTERS, 8 X TABLE TALKERS AND 1 X KIT BRIEF.

M.W. HERON'S
SOUTHERN COMFORT
 ESTABLISHED 1874

Maximum 1 kit per customer. Available only while stocks last.

DRINK RESPONSIBLY | drinkaware.co.uk

Copyright © 2017 Southern Comfort. All rights reserved. Southern Comfort is a registered trademark.

BUY 3 BOTTLES OF ANTICA SAMBUCA FLAVOURS AND CHOOSE YOUR POS KIT*

Antica
TWISTED SHOT KIT

CHOOSE BETWEEN

Antica
SHOT BAT KIT



TWISTED SHOT KIT INCLUDES: 12 X TWISTER GLASSES, 2 TWISTER POSTERS, 2 BRAND POSTERS, 1 BAR RUNNER, 1 STRUT, 2 SERVE SUGGESTIONS FLYERS.



SHOT BAT KIT INCLUDES: 12 X SHOT GLASSES, 4 X 5 HOLE SHOT BATS, 2 BRAND POSTERS, 1 BAR RUNNER, 2 BRAND FLYERS.

*AVAILABLE WHIST STOCKS LAST, LIMITED TO ONE KIT PER VENUE.

SIMPLY fruity

BUY ANY 5
CASES AT £3.99
PER CASE AND
RECEIVE A FREE
CASE OF SIMPLY
FRUITY APPLE



**NOW AVAILABLE FROM ASD WHOLESALE
CORNISH CRAFT CIDERS MADE IN TRURO**



**ALL CIDERS AVAILABLE
IN 20 LITRE BAG-IN-BOX**



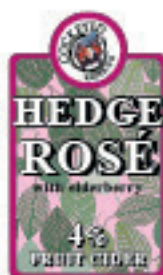
BUY ANY 3 OF THESE CIDERS AND

£43.00 PER BOX



Salty Dog Cider
7.2%

A Strong Medium Dry Cider. Full bodied and packed with character.



Hedge Rose
4.0%

Medium and fruity - with a hint of tannin from the Elderberry.



Copper Beech
7.0%

Strong traditional English cider, with a beautiful rich colour of Autumn leaves.



Merry Berry
4.0%

Sweet Raspberry Cider. Mature cider blended with the juice of fresh raspberries.



Tutti Frutti
4.0%

Medium cider liberally imparted with cherry and pineapple. Exotic flavours to produce an unique tropical twist to craft cider.



Country Perry
4.5%

Made from perry pears and fully matured in old oak vats to develop its strength and traditional character. Free from all artificial colouring, flavouring and sweetening it retains its natural pale colour. Suitable for vegetarians, vegans and coeliacs.



Old Rosie Scruppy
7.3%

Award winning Old Rosie is allowed to settle out naturally after fermentation resulting in a truly old fashioned, full flavoured, appley, cloudy scrumpy; with a well balanced medium dry character. Suitable for vegetarians, vegans and coeliacs.



Cuckoo Penny Cider
4.0%

Yorkshire Triangle Timperley Rhubarb Juice combined with Herefordshire Cider to produce a taste of the English Countryside. A medium cider with the subtle tart of rhubarb juice.



Fauxquets Valley
4.5%

Our Medal Winning Cloudy Medium Cider. A light and refreshing fruity blend of dessert and cider apple varieties with a rich sweet aroma.

PAY PRICE ADVERTISED

(WHILE STOCKS LAST)

• £33.00 PER BOX •



Hog Father
7.4%

Well here's the Pig's Daddy... at 7.4% not for the faint hearted – close your eyes and savour the Somerset cider apples in this one...



Explorer
4.5%

Savour the bittersweet richness of cider apples, followed by the lingering sweetness of ripe fruit, including notes of the dark Autumn berries from the hedgerow.



Navelgazer
6.0%

The initial tannin character suggests old trees and ripe apples. This gives way to tropical grapefruit and pineapple flavours followed by a clean, citrus tingle on the finish.



Family Reserve
5.0%

A clear bright still cider with a smooth, well-balanced fruity flavour and clean apple finish. Suitable for vegetarians, vegans and coeliacs.



Slack Alice
4.6%

A medium well rounded yet a little tart 4.6% cider drier than Thundering Molly.



Mad Jack
5.0%

Dry English cider, the one with the bite! Clear with a beautiful rich colour.



Crimson King
6.0%

Full bodied fruity plum coloured dry cider with a pleasing apple aroma.



Broadoak Draught
6.0%

A rich and rustic cider bursting with a dry apple flavour.



Perry
7.5%

Sweet but incredibly refreshing with a glorious fresh tasting pear flavour and a wonderful pear aroma.

CIDER TO SUIT ALL OCCASIONS

BUY ANY 5, GET 1 FREE*

BULMERS IS
THE UK'S NO. 1
MAINSTREAM
PACKAGED CIDER¹

PREMIUMISE
YOUR RANGE WITH
BULMERS' NEW
ARTISANAL CIDER,
ORCHARD
PIONEERS

OLD MOUT IS
THE FASTEST
GROWING PREMIUM
FLAVOURED
CIDER IN THE UK²



drinkaware.co.uk for the facts

*WHILST STOCKS LAST. SOURCE S.L. THIS AWARENESS TOTAL MARKET DEC 16. ² OGA VALUE SALES MAR, DEC 16



BUY ANY 8 CASES
GET 1 FREE*

FREE BLIND PIG
VISIBILITY SUPPORT
FOR ALL NEW STOCKISTS**



*While stocks last. Free stock is at customer's discretion. **Blind Pig visibility: £20 worth of piggy and mls premium point of sale items, see W&A contact for details



N

GREAT TASTE

ALCOHOL

ALL NATURAL INGREDIENTS, ONLY 69 CALORIES

NEW

THE CONSUMER LANDSCAPE IS CHANGING

MODERATION

- 50% OF PEOPLE CLAIM TO MODERATE THEIR ALCOHOL CONSUMPTION WITH MILLENNIALS LEADING THE WAY, MAKING FOCUSED, POSITIVE LIFESTYLE CHOICES

CALORIES

- 56% OF PEOPLE ARE CONCERNED ABOUT THE EFFECT OF DIET ON THEIR HEALTH AND APPEARANCE

*CONTAINS NOT MORE THAN 0.05% ALC/VOL


Heineken
open your world

Did you know
cask ale drinkers...

- Visit pubs more often
- Are more loyal
- Spend more money
- Bring along friends



SO MAKE THE MOST OF THESE GREAT OFFERS FROM EXMOOR ALES...

- Buy any 2x9g's and receive
70cl Smirnoff FREE





- Buy any 4x9g's and
receive an Exmoor Ales
branded hoodie FREE
- Buy any 6x9g's and receive a
9g Exmoor Gold for £20.00



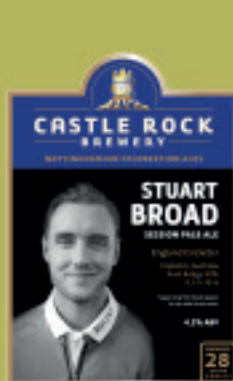
Why not take one each week during the promotional period?



Follow us on  

DRIVE DAY 5TH AUGUST

August Brewer Of The Month



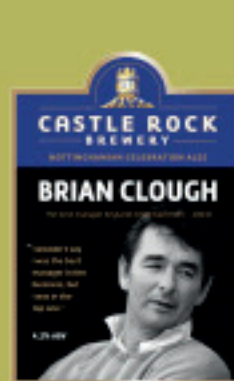
Stuart Broad
4.2% - Pale
£78.14



Preservation
4.4% - Reddish Brown
£79.27



Session IPA
4.0% - Pale Golden
£74.70



Brian Clough
4.2% - Gold
£78.14



BUY ANY 2 CASTLE ROCK ALES AND RECEIVE EITHER A 70CL SMIRNOFF OR 8 X 500ML HARVEST PALE BOTTLES FREE



BUY ANY 4 CASTLE ROCK ALES AND RECEIVE A 70CL SIR ROBIN OF LOCKSLEY GIN FREE



Buy any 2 in August and receive a free 70cl Smirnoff



Little John
4.8% - Dark Amber
£79.64



Maid Marian
4.2% - Blonde
£75.13



Robin Hood
3.8% - Pale Ale
£71.09

DRIVE DAY 30TH AUGUST

September Brewer Of The Month



Boltmaker
4.0% - Copper
£91.60



Landlord
4.3% - Amber
£99.60



Knowle Spring Blonde
4.2% - Blonde
£99.60



Ram Tam
4.3% - Dark Ruby
£99.60



BUY ANY 2 TIM TAYLOR ALES AND
RECEIVE A 70CL SMIRNOFF FREE

BUY ANY 4 TIM TAYLOR ALES AND RECEIVE
A 70CL SMIRNOFF AND 3 POLO SHIRTS FREE



September Only



Deuchars IPA
3.8% - Pale Gold
£64.80



Edinburgh Castle
4.1% - Amber
£64.80



XPA
4.3% - Pale Gold
£72.54



Autumn Red
4.4% - Red
£71.31



Buy any 2 Caledonian Cask and
receive a FREE 70cl Smirnoff.



ORIGINAL Craft Cider

INSPIRED BY STAN THATCHER



BUY 6 BAG IN BOXES TO RECEIVE A CIDER FESTIVAL KIT

- Banner x 1
- Paper Bunting x 1
- Pint Glasses x 60
- Stan's Bar Towels x 5
- Empty Belly Posters x 2
- Stan's Lanyards x 25
- Craft Cider Leaflet x 1
- Stan's Product Sheet x 1

EST. 1924
THATCHERS
WHAT CIDER'S SUPPOSED TO TASTE LIKE

PREMIUM ITALIAN WINES

BY ANDREA BOCELLI



Include any of the Bocelli wines on your wine menu and receive the Bocelli Support Package.

Contact Fran for more information on fran@asdwholesale.co.uk or 07912 948862

On trade, on tap... ...on trend!

Frizzante 1754 comes in 20 litre single use kegs. Once opened, this sparkling 'Taste of Veneto' Glera grape wine has a life span of one month and runs through your existing cooler.

Buy
3 x 20 Ltr.
kegs and get this
eye catching silver
font+ free
glasses

The Benefits!

- No waste on half sold flat bottles ✓
- Easy to install ✓
- Unique selling point to your customers ✓
- Easy to serve ✓
- Fantastic Profits... just take a look ✓
- Makes great cocktails ✓



For further details please visit
www.prosecco1754.com



FENTIMANS

Botanically Brewed BEVERAGES | ESTD 1905



**BUY ANY
4 CASES
GET 1
FREE**

{ 275ML - OFFER JULY / AUGUST
125ML - OFFER AUGUST / SEPTEMBER }



FENTIMANS
ROSE LEMONADE
2016

**OVER 100 YEARS OF HAND-CRAFTING
QUALITY DRINKS THROUGH CAREFUL BREWING
OF NATURAL INGREDIENTS AND SELECTED BOTANICALS.**



VOTED BEST
SOFT DRINKS BRAND
FINE FOOD DIGEST 2016/17



@fentimansltd ~ ESTD 1905 IN GREAT BRITAIN ~ WWW.FENTIMANS.COM



HARROGATE

SPRING WATER

The **Original** British Bottled Water...



Buy any
2 cases and
pay only £6.99
per case*

500ml per sports cap also
available please contact
ASD for pricing

The number 1 premium British Spring Water

Unique diamond bottle - Synonymous with style and elegance

Available as both still and sparkling variants in PET and glass

Official water of Ascot Racecourse and Royal Ascot



#DrinkOriginal



* Offer applies to Harrogate Spring Water glass range, 24x330ml; 12x750ml (Still / Sparkling).

Buy any 4 cases
& receive a case
of Orange or
Cola free

Only available in August



FRANKLIN
London 1866
& SONS LTD

Experience Worth Sharing

Soft drinks: Dandelion & Bistock with star anise, Strawberry & Raspberry with cracked black pepper, Lemon & Elderflower with juniper, Ginger Beer with milled berry and lemon, Cloudy Apple & Maltars with cucumber, 1886 Cola and Orange & Pink Grapefruit with lemongrass. 12 x 275ml Waste & Co's Ltd.

Facebook, Twitter, Instagram icons @Franklinandsons

www.franklinandsons.co.uk for our full range of Tonics, Mixers, and Soft Drinks

drinkaware.co.uk for the facts

CHOOSE HOOCH!

OFFER AVAILABLE JULY & AUGUST
£16.99 A CASE

Hooch Lemon 24x275ml NRB, Hoola Hooch 24x275ml NRB.
Whilst stocks last.

ALSO AVAILABLE
For more information and pricing
please contact ASD Wholesale.
12x500ml NRB, 24x440ml Cans



Search HoochLemonBrew





CROOKED

BEVERAGE CO
ALCOHOLIC
SODA

AVAILABLE NOW

£16.49*
PER CASE



   CROOKEDBEVERAGECO.COM

*12X330ML. WHILST STOCKS LAST.

Bin End Wines

75CL HIDDEN RIVER CHENIN BLANC	SOUTH AFRICA	£3.49
75CL HIDDEN RIVER PINOTAGE ROSE	SOUTH AFRICA	£3.49
75CL LA UMBRA CHARDONNAY	ROMANIA	£3.49
75CL TALL HORSE MOSCATO	SOUTH AFRICA	£3.99
75CL ROUSEABOUT ROUSEY CHARDONNAY	AUSTRALIA	£3.99
75CL GOURMET SHIRAZ	AUSTRALIA	£3.99
75CL DOUGLAS GREEN SUNKISSED ROSE	SOUTH AFRICA	£3.99
75CL DOUGLAS GREEN SUNKISSED WHITE	SOUTH AFRICA	£3.99
75CL COPPERFIELD PINOTAGE ROSE	SOUTH AFRICA	£3.99
75CL COPPERFIELD MERLOT	SOUTH AFRICA	£3.99
75CL COPPERFIELD PINOTAGE	SOUTH AFRICA	£3.99
75CL COPPERFIELD SHIRAZ	SOUTH AFRICA	£3.99
75CL COPPERFIELD CHARDONNAY	SOUTH AFRICA	£3.99
75CL COPPERFIELD SAUVIGNON BLANC	SOUTH AFRICA	£3.99
75CL CULLINAN VIEW CHENIN BLANC	SOUTH AFRICA	£4.29
75CL WHISPERING HILLS CHARDONNAY	USA	£4.29
75CL SCRIBBLE VERDELHO	SPAIN	£4.49
75CL MERLOT CORTE VIGNA	ITALY	£4.59
75CL CHEZ PAULETTE GRENACHE ROSE	FRANCE	£4.59
75CL CHEZ PAULETTE GRENACHE NOIR	FRANCE	£4.59
75CL LE POESIE SOAVE DOC	ITALY	£4.69
75CL RED ROCK PINOT GRIGIO	AUSTRALIA	£4.69
75CL FINCA FLICHMAN TANGUERO CHARDONNAY	ARGENTINA	£4.89
75CL FINCA FLICHMAN TANGUERO ROSE	ARGENTINA	£4.89
75CL LEHMANS WEIGHBRIDGE CHARDONNAY	AUSTRALIA	£4.99
75CL HARDYS RIDDLE SHIRAZ CABERNET	AUSTRALIA	£4.99
75CL HARDYS MILL CELLARS SHIRAZ	AUSTRALIA	£4.99
75CL HARDYS RIDDLE COLOMBARD CHARDONNAY	AUSTRALIA	£4.99
75CL BEACH HOUSE ROSE	SOUTH AFRICA	£4.99
75CL BEACH HOUSE SHIRAZ MOURVEDRE VIGNIER	SOUTH AFRICA	£4.99
75CL BEACH HOUSE SAUVIGNON BLANC	SOUTH AFRICA	£4.99
75CL FRESH AS A DAISY SAUVIGNON BLANC	AUSTRALIA	£4.99
75CL MOMENTOS PINOT NOIR	CHILE	£4.99
75CL PROSECCO PINOT GRIGIO ROSE	ITALY	£5.29
75CL BRAMPTON CABERNET SAUVIGNON	SOUTH AFRICA	£5.29
75CL MONTES SAUVIGNON BLANC	CHILE	£5.29

Bin End Wines

75CL MONTES CABERNET SAUVIGNON	CHILE	£5.29
75CL EL COTO BLANCO	SPAIN	£5.29
75CL CHATEAU DE CAMARSAC	FRANCE	£5.29
75CL SMOOTH OPERATOR 'WINEMAKERS BLEND'	AUSTRALIA	£5.29
75CL FAUSTINO VII RIOJA BLANCO	SPAIN	£5.59
75CL SAN FRANCISCO DE MOSTAZAL MERLOT	CHILE	£5.69
75CL SAN FRANCISCO CABERNET SAUVIGNON	CHILE	£5.69
75CL CA VESCOVO PROSECCO	ITALY	£5.99
75CL FAUSTINO VII RIOJA TINTO	SPAIN	£6.29
75CL CODORNIU CLASICO BRUT CAVA	SPAIN	£6.69
75CL DOMINGO MARTIN ALBARINO	SPAIN	£6.99
75CL SEVENHILL INIGO CABERNET SAUVIGNON	AUSTRALIA	£8.69
75CL SEVENHILL INIGO RIESLING	AUSTRALIA	£8.69
75CL BOSCHENDAL SPARKLING BRUT NV	ITALY	£8.69
75CL BOSCHENDAL SPARKLING BRUT NV ROSE	ITALY	£8.69
75CL RIBBONWOOD PINOT NOIR	NEW ZEALAND	£8.99
75CL LYME BAY BACCHUS FUME	ENGLISH	£9.29
75CL LYME BAY SHORELINE	ENGLISH	£9.29
75CL LYME BAY BACCHUS	ENGLISH	£9.29
75CL SANCERRE LES COLLINETTES	FRANCE	£9.59
75CL LE POESIE VALPOLICELLA	ITALY	£9.69
75CL LYME BAY PINOT NOIR ROSE	ENGLISH	£9.59
75CL FLEURIE LES GARANS	FRANCE	£10.49
75CL CHABLIS GLOIRE DE CHABLIS	FRANCE	£10.59
75CL CHATEAUNEUF DU PAPE CHEMIN DE PAPES	FRANCE	£11.59
75CL LYME BAY BRUT RESERVE SPARKLING	ENGLISH	£11.59
37.5CL VEUVE CLICQUOT	FRANCE	£17.99





01623 441 427

www.asdwholesale.co.uk

info@asdwholesale.co.uk

ASD Wholesale Limited,
Cromleigh House, Brookside Way, Huthwaite,
Sutton-in-Ashfield, Nottinghamshire, NG17 2NL