



APRIL & MAY PROMOTIONS

2017





WELCOME TO THE ASD PROMOTION BROCHURE

Here you will find offers on Premium Soft Drinks like Pip Organic and Fentimans. New Craft range of 30 litre key kegs from Harviestoun. Free spirits and money off well known and loved cask ale plus new guest ales from Pheasantry and Crouch Vale. If you don't currently serve draught beers, why not take a look at page 21 and 22 where you will find information on a brand new way of serving a cold refreshing pint, call the office now for more information.

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3	Tribute draw for tickets to Vegas.
4	Fentimans 275ml free stock offer Hollows Ginger Beer money off.
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6	Bombardier and Spitfire free Spirits offer.
7	Spanish wine £4.10 per bottle.
8	Premium wine £6.40 per bottle SA wine £22.80 per case. Prosecco £5.99.
9	Pago Fruit Juice 3 plus 1 free.
10	Bulmer and new Orchards Pioneers free stock offers.
11	Knowle Spring save £5.00 New Hopjacker ales.
12	Old Mout free stock offer Skinners Cask
13	Corkys 4 plus 1 London Road Cocktails special price.
14	Pinkster Gin & Southern Comfort POS kits available.
15	Brewer of the Month April Exmoor.
16	Pheasantry Ales & April Seasonal Ales.
17	Brewer of the Month May Bath Ales.
18	Hop Back and Crouch Vale guest Ales.
19	Tim Taylor free spirits Salty Dog crisps 4 plus 1.
20	Harviestoun The Mischief range of Craft Kegs
21/ 22	New Draughtmaster Dispense

JUST LANDED

BUD LIGHT

drinkaware.co.uk for the facts
 Please drink responsibly.
 Light Premium Beer: 30% lower ABV than most premium beer

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INSTALL BUD LIGHT BY THE END OF APRIL AND GET A FREE PREMIUM BAR KIT WORTH £750!

CORE KIT INCLUDES:

- 24 Pint Glasses
- 480 Drip Mats
- 4 Bar Runners
- 5 T-Shirts
- 5 Aprons
- 10 Pin Badges
- 1 sampling kit

PLUS IF YOU INSTALL BY THE END OF APRIL YOU WILL ALSO RECEIVE:

- 2 Neon Signs
- 2 Metal Signs
- 1 A-Stand Chalkboard
- 6 Garden Umbrellas
- An additional 10 Aprons



*Special party based in England and Wales. From 01/01/2017. Offers valid until 31/03/2017 and 30/04/2017. Offer ends at midnight (GMT) for a time of 7pm on the last day of the offer. The bar must account for sales of 2 Bud Light, 2 Bud Light, 1 A-stand Chalkboard, 6 Garden Umbrella and 10 Aprons. Offer will be part of the end of the promotion. Price will be between 01/01/2017 and 30/04/2017. For full terms and conditions please visit www.ab-inbev.com. Product AB InBev UK Limited, Peterborough, UK. © 2017 AB InBev UK Limited. All rights reserved.

FRUITY WATERS

24 x 200ml



Only £13 per case

In April & May. Usual selling price is £14.46



SMOOTHIES

24 x 180ml



FRUIT JUICES

24 x 180ml



happy pip facts

- 100% organically grown fruit
- No bits
- No concentrates
- No added sugar
- No sweeteners
- No preservatives
- No additives
- Each 180ml serving = one portion of your 5 a day

At £1.30 RRP venue achieves a fantastic 50% margin!



www.piporganic.com

To celebrate **Tribute** being chosen as the ale on board **British Airways** flights

BUY **4x9** OF TRIBUTE DURING MARCH & APRIL TO BE ENTERED INTO A DRAW FOR A CHANCE TO WIN A WEEK IN **LAS VEGAS**

With British Airways flights and seven nights accommodation at the iconic MGM Grand. **Plus** 3 runners up prizes of a luxury Cornish weekend breaks.

Terms & Conditions: For full terms & conditions please visit staustellbrewery.co.uk/britishairways. Your supplier or pub company will need to send us details of all outlets that qualify by 17th May 2017. The draw will be conducted at 2.30pm on Monday 22nd May 2017. Prizes must be redeemed by 1st November 2017.



FENTIMANS

ESTD 1905



Botanically Brewed BEVERAGES

BUY ANY 3 CASES
ACROSS THE 275ML RANGE
RECEIVE A **FREE** CASE
OF SPARKLING LIME & JASMINE
APRIL ONLY



VOTED BEST SOFT DRINKS BRAND - FINE FOOD DIGEST 2016/17



WWW.FENTIMANS.COM

BOTANICALLY BREWED USING NATURAL INGREDIENTS

f t i fentimansltd



FENTIMANS

Botanically Brewed BEVERAGES | ESTD 1905



HOLLOWS & FENTIMANS ALCOHOLIC GINGER BEER

*Botanically brewed using only natural ingredients,
this gluten free all natural alcoholic ginger beer is
aromatic and refreshingly smooth.*

100%
NATURAL

GLUTEN
FREE

£2.00 DISCOUNT PER CASE
ALL MAY AND JUNE

WWW.FENTIMANS.COM

BOTANICALLY BREWED USING NATURAL INGREDIENTS

f t i fentimansltd

Stan Thatcher



Meet The Man

OUR ORIGINAL CIDER CRAFTER

Stan's range demonstrates our belief in apple cider and the craft credentials of four generations of our family. With apple cider the most dominant flavour within the cider category*, this is a range that will quench your customers' thirst for a new style of traditional craft cider

£34.99 for 20L Bag in box

Big Apple | Cheddar Valley | Trad.

WWW.THATCHERSCIDER.CO.UK

*CGA Source: CGA Strategy (31/10/2016)



WHAT CIDER'S *supposed to* TASTE LIKE

FREE KEG AND POS KIT ON ALL NEW INSTALLS*

Thatchers Gold (4.8%)

The highest rate of sale of any draught apple cider**

Thatchers Haze (4.5%)

Recruiting new, younger cider drinkers into the apple cider category.

For more information contact your
Regional Wholesale Representative.

THATCHERS
WHAT CIDER'S SUPPOSED TO TASTE LIKE

*Receive a POS kit FOC on any new install of Thatchers Gold or Thatchers Haze and a Free Keg 12 weeks after install.

**Source: CGA Brand Index Data 03.09.16





Buy 2 Firkins of Bombardier and get a Free 70cl Bottle of Smirnoff Vodka

Qualifying Brands for the 70cl Smirnoff Vodka: Bombardier English, Bombardier Pale Ale & Bombardier Burning Gold. Deal only on offer in March and April 2017.



BUY ANY 2 CASKS OF
SPITFIRE AND/OR SPITFIRE GOLD



AND RECEIVE A **FREE** BOTTLE OF
70CL GORDON'S GIN

Alegria Del Rey

Buy any six pay only
£4.10 per bottle



Cabernet Sauvignon

Cherry colour. Light aroma of wild berries. A very smooth and well-balanced wine. It is a modern, elegant and easy to drink wine.



Merlot

This wine has aromas of black cherry, raspberry and plum. On the palate this medium bodied red wine has fantastic notes of red fruits with a soft finish.



Sauvignon Blanc

This wine has a profound lemon colour with fantastic aromas of citrus fruits and vanilla. In the mouth it is fresh with notes of lime and green apple.



Chardonnay

This wine has aromas of lemon, pineapple and passion fruit. In the mouth this white Chardonnay will be very aromatic with a long and soft finish.



BOSCHENDAL

Founded 1685

Premium South African
Single Varietal Wines

Boschendal
Sommelier Selection

£6.40 per bottle

Hidden River



Chenin Blanc

A zesty, dry white wine with vibrant flavours of green apple and citrus. This refreshing Chenin Blanc is very easy to drink on it's own, as an aperitif or with simple chicken dishes.



Pinotage Rosé

The appearance is clear and bright, the colour a medium salmon. Fresh raspberry, melon and citrus aromas render this fruit-driven wine finely balance and vibrant.

£22.80 per case of six
Whilst stock last

Special Offer

£5.99



Prosecco Osvaldo Spumante Treviso 75cl

Light straw-coloured, sparkling, aromatic, fresh, fruity and flowery scent with apple and citrus fruit scents, delicate and soft taste with a balanced sourness.

**BUY ANY 3 CASES
GET 1 CASE
FREE
OF CHARGE**

APRIL ONLY

OUR 15 FLAVOURS INCLUDE

ORANGE, STRAWBERRY, MANGO,
CLOUDY CHERRY, CRANBERRY,
MULTIVITAMIN TROPICAL, PEACH,
PEAR, PINK GRAPEFRUIT, PINEAPPLE,
CLOUDY APPLE, ORANGE CARROT
& LEMON, RHUBARB & PEAR,
TOMATO, AND BLACKCURRANT

**PAGO ARE DEDICATED TO
PROVIDING THE BEST PREMIUM
FRUIT JUICE IN THE UK**

PAGO IS NOW THE OFFICIAL FRUIT
JUICE OF WESTON PARK CANCER
CHARITY AND WE WILL DONATE
24P PER CASE ON ALL SALES
THROUGHOUT SOUTH YORKSHIRE
AND NORTH DERBYSHIRE.

100% NATURAL FRUIT JUICE
WITH NO ARTIFICIAL AROMAS,
SWEETENERS OR PRESERVATIVES.



CASE FORMAT
200ML



JOIN OUR ONLINE
COMMUNITY NOW

WWW.PAGOFRUITJUICE.CO.UK



BULMERS REFRESHED
GREAT BRITISH CIDER
SINCE 1887

BUY 4 GET 1 FREE!

BUY 6 GET 1 FREE!

1. Free case is Bulmers Original 2. Free case is Bulmers Crushed Red Berries & Lime drinkaware.co.uk for the facts

GROWN PICKED CRAFTED

BUY 4 - GET 1 FREE

Kier Rogers
Sarah Hawkins

BULMERS ORCHARD PIONEERS
KIER'S CLOUDY APPLE CIDER

BULMERS ORCHARD PIONEERS
SARAH'S RED APPLE CIDER

GROW YOUR PACKAGED CIDER SALES

INTRODUCING THE ARTISANAL APPLE CIDER RANGE FROM THE UK'S MOST TRUSTED BOTTLED CIDER BRAND

drinkaware.co.uk for the facts

Buy 4 cases get 1 free, available whilst stocks last

APRIL
DEAL

TIMOTHY TAYLOR'S
CHAMPIONSHIP BEERS
EST. 1858

ASD
alcohol and soft drinks

£5 off per 9g
on all orders &
launch offer



£99.60
PER 9g



LAUNCH OFFER

Buy 2 x 9g of Knowle Spring and get 200 x beer mats,
a bar runners and T-shirt FREE!

To order call 01623 441427

HOPJACKER BREWERY

Hopjacker Brewery is a progressive microbrewery established in August 2015 based at the Dronfield Arms free house, producing exciting, hop forward beers. Situated in the town of Dronfield, They started this brewery to produce more of the beers that they love, using specialist malts and hops from around the world to craft beers which will excite you as much as they do us.



Hopjacked Columbus
4.8% - Single Hopped Ale

One of the originals of the US hop world, Columbus has spicy peppery overtones and a sherbert finish.

£82.00



Pyrites
4.1% - Golden ale

Golden ale, hopped with Brewers Gold for berry notes and a balanced yet lingering bitterness.

£72.00



MAKING FRUIT MORE USEFUL SINCE 1947

BUY ANY 6 CASES AND GET A CASE FREE!

FREE CASE IS SUMMER BERRIES. WHILST STOCKS LAST.



 THE KIVI TASTE FOR ADVENTURE
oldmoutcider.co.uk

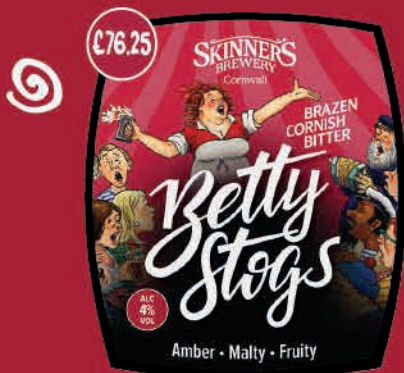
ESTABLISHED IN NZ. MADE IN EU.
for the facts drinkaware.co.uk

SKINNER'S BREWERY

Cornwall

REAL ALE FOLK

ORDER ANY OF THESE ICONIC CORNISH CASK ALES THIS APRIL FROM ASD WHOLESALE



SKINNERSBREWERY.COM

FIND US ON   

drinkaware.co.uk for the facts



CORKY'S™

BUY 4 GET 1 FREE

@CorkysSchnapps / www.corkys.co.uk
AVAILABLE IN 70CL WHILE STOCKS LAST

British made

LONDON RD

HAND CRAFTED COCKTAILS



BUY 2 CASES AND PAY ONLY £13.99 PER CASE*

* While stocks last. Case Size: 12x200ml Jars.

A GUIDE TO SERVING THE AUTHENTIC LONDON RD COCKTAILS **EXPERIENCE**
EACH LONDON ROAD COCKTAIL HAS A SPECIFIC SERVE SUGGESTION



1 ADD ICE 2 SHAKE WELL 3 ADD GARNISH 4 SERVE

LONDONRDC LONDONRDC LONDONRDC WWW.LONDONROADCOCKTAILS.CO.UK

drinkaware.co.uk



PINKSTER

AGREEABLY BRITISH GIN

Buy 2 x 70cl bottles and receive a **FREE** Pinkster POS kit including:

- 2 x Copa glasses
- 1 x branded bar blade
- 4 x bottles of Fever-Tree tonic
- 20 x tent cards
- Brochures with signature serve and cocktail suggestions

Produced with fresh raspberries, Pinkster is deliciously dry with a hint of fruit and an exceptionally smooth finish.

www.pinkstergin.com

f t i
@pinkstergin

One deal per customer while stocks last.

M.W. HERON'S

SOUTHERN COMFORT

ESTABLISHED 1874

BUY 2 x 1.5L OR 4 x 70cl
SOUTHERN COMFORT AND
GET A SOUTHERN COMFORT
MASON JAR POS KIT FREE!

Kit contains: 6 x branded mason jars, 2 x bar runners & 1 x kit brief.
Maximum 1 kit per customer. Available only while stocks last.

DRINK RESPONSIBLY | drinkaware.co.uk

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APRIL GUEST ALES

★ APRIL BREWER OF THE MONTH: EXMOOR ★

DRIVE DAY 5TH APRIL



Gold
4.5% - Golden

Soft malty nose with a hint of citrus hop in the background. Well-rounded and refreshing on the palate with a slight sweetness leading to a malty finish accompanied by a touch of toffee and vanilla plus a long aftertaste.

£79.60



Stag
5.2% - Amber

Strong, copper-coloured premium bitter with resinous hop mingling with grainy, maltiness on the nose.

£86.88



Hound dog
4.0% - Pale Gold

Light and refreshing dark gold spring beer with a surge of lemon and lime on the nose, a touch of toffee and vanilla on the palate with an exquisite balance of fruity hoppiness and malt on the long finish.

£72.93



Exile Urban Fox
4.2% - Golden Brown

Golden-brown beer, a fresh, hoppy aroma leads to a moderate maltiness, complemented by citrus and tropical fruit notes, along with a lingering bitterness in the finish.

£77.48



Buy any 2 and receive either a 70cl Smirnoff, Gordons or Grouse FREE



Buy any 4 and receive a 70cl Glenfiddich 12yr FREE

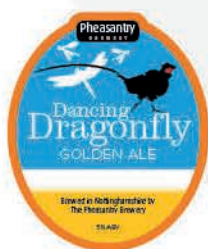


Buy any 8 and receive a 9g Urban Fox FREE

APRIL GUEST ALES

PHEASANTRY BREWERY

The brewery's name is derived from the cottage next to the brewery which original maps show was a Pheasantry used for breeding and rearing game birds. Our beers are brewed using traditional methods, from malted barley, hops, water and yeast. This area of Nottinghamshire was an important hop growing region for around 150 years from the early 18th century, when nearby Tuxford had its own Hop Fair..



Dancing Dragon Fly 5.0% - Golden

Refreshing blonde beer, Galaxy Cascade and Summit gives exotic fruit flavours.

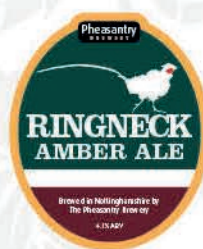
£71.97



Spring Ale 3.8% - Pale

A refreshing pale beer with citrus and floral notes.

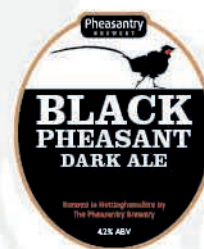
£64.29



Ringneck Amber Ale 4.1% - Amber

Well hopped classic English beer, well rounded with a low to medium sweetness.

£66.22

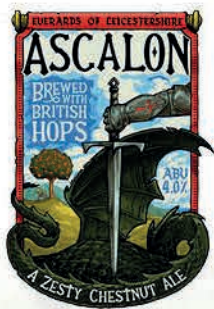


Dark Pheasant 4.2% - Dark

Smooth, soft and satisfying. Malty flavours, balanced bitterness, velvety texture.

£66.83

SEASONAL ALES



Ascalon 4.0% - Russet Brown

Ascalon is a traditional chestnut ale brewed with British grown Challenger and Admiral hops. Orange, zesty flavours are complemented with chocolate, earthy aromas, leaving a perfectly rounded finish.

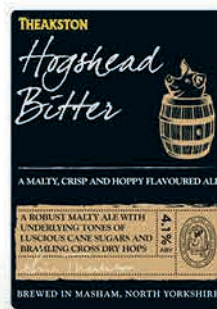
£74.80



Velo 4.2% - Pale Ale

A free-wheeling pale ale brewed with a hint of orange and coriander.

£72.45



HogsHead Bitter 4.1% - Copper

A robust malty ale with underlying tones of luscious cane sugars and Bramling Cross dry hops.

£69.80



Waggledance 4.0% - Deep Gold

Amber beer with a touch of honey on the nose and palate. The sweetness is balanced by a healthy dose of hops to provide the bitterness that gives a wonderfully delicate flavour.

£70.85

MAY GUEST ALES

★ BREWER OF THE MONTH: BATH ALES ★

DRIVE DAY 3RD MAY



Gem

4.1% - Amber

Gem is a premium amber ale. It's an exceptional best bitter with a rich aroma of hops and malt and a long deep bitter sweet finish.

£77.95

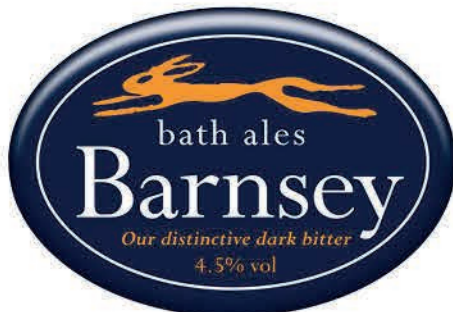


Prophecy

3.9% - Golden

A classic pale ale with a fruity yet pine like aroma, a crisp light colour and a quick sharp bitter finish.

£72.46



Barnsey

4.5% - Dark

A distinctive dark bitter. It's full bodied, rich in fruit and with hints of chocolate. Complex and deeply satisfying.

£81.14



Golden Hare

4.4% - Golden

Full-flavoured with juicy lemon, honey and orange flavours and brimming with condition. It is balanced with a clean crisp bitter finish.

£75.26

Buy any 2 and receive a Polo Shirt FREE

Buy any 4 and receive 2 Patio Umbrellas FREE

MAY GUEST ALES

HOP BACK BREWERY

It was in 1986 that Hop Back history began, when John and Julie Gilbert purchased the freehold of The Wyndham Arms, a public house on the outskirts of Salisbury in Wiltshire. The space in the cellar of the pub and its backyard enabled John Gilbert to begin brewing quality ales for sale at The Wyndham Arms. The history of Hop Back is largely about starting from humble beginnings as we all do; it has developed over time and will continue to go from strength to strength. For the future we hope to be here to provide you all with our quality products you know and love!



Minstrel
4.3% - Golden

Another new English hop for Hop Back that should impart spiced berries, Orange and herbal notes to this golden ale.

£73.40



Summer Lightning
5.0% - Straw

Straw coloured beer with an intense bitterness, leads to an excellent, long dry finish.

£79.99



Citra
4.0% - Pale Gold

Brewed with American Citra hops, this golden thirst quenching ale has a lemony, grapefruity aftertaste with a crisp dry bitterness.

£69.92



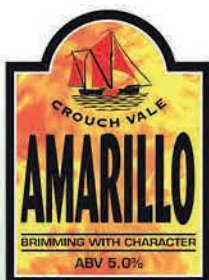
Crop Circle
4.2% - Flaxen

A subtle blend of aroma and bittering hops gives a crispness on the tongue which is delicately fruity, giving way to some dryness.

£72.30

CROUCH VALE

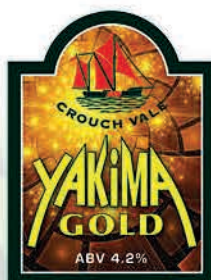
Founded in 1981, we have survived and even prospered to be today, the longest-established brewery in the diverse, eclectic and damn fine county of Essex. We are immensely passionate about what we do and massively proud of our hand-crafted, multiple-award-winning beers. The company is (and has always has been) independent and privately, family owned.



Amarillo
5.0% - Golden

A glorious premium golden ale with wonderful aroma and a lasting spicy flavour.

£94.60



Yakima Gold
4.2% - Very Pale

Very pale with delicious Amarillo hops, therefore earthily aromatic and highly drinkable.

£87.96



Brewers Gold
4.0% - Pale

Pale, refreshing, hoppy beer with aromas of tropical fruit.

£86.38



Chinook
4.1% - Pale

A refreshing Golden Ale made with the finest US Chinook hops. Fruity citrus notes with a long dry finish.

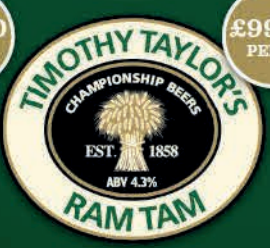
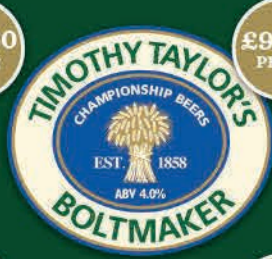
£87.40

MAY DEAL



ASD
alcohol and soft drinks

Buy any 2 x 9g and get a 70cl Smirnoff Vodka **FREE!**



To order call 01623 441427

APRIL 2017

BUY ANY 4 CASES OF
Salty Dog CRISPS and GET 5th CASE
FREE!



HARVIESTOUN

BREWERY



NEW BEERS FROM HARVIESTOUN!



“The Mischief” (collective noun for mice) is a range of limited edition beers from Harviestoun Brewery, each only available for 2 months, alongside a brand new Lager, Amber, Pale and Nitro Stout which will be available throughout the year.

(Limited edition beers available in 30L KeyKegs)



WHEAT BEASTIE
AVAILABLE MAR/APR



UGLI TREE IPA
AVAILABLE MAY/JUNE



BRAW DOUBLE IPA
AVAILABLE JUL/AUG



TOKAJI THE NOO
AVAILABLE SEPT/OCT



FIRE ENGINE OIL
AVAILABLE NOV/DEC

Choose your free gift of Glassware,
Harviestoun T-Shirt or Bar Runner with your first order!



**DRAUGHT
MASTER**

Expect more.

MODULAR 20



CARLSBERG UK
DELIVERING MORE

DRAUGHTMASTER™

Modular 20

Increase product variety and outlet operations around the perfect draught experience.

DraughtMaster™ Modular 20 is a breakthrough new draught beer system for medium to large draught outlets, based on Carlsberg's proprietary one-way PET keg system.

The Modular 20 components

<p>Light one-way 20 litre PET keg</p>	<p>Keg module</p>	<p>Semi-automatic cleaning module with air compressor</p>
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What is new versus the traditional system?

1. Light one-way PET keg versus returnable steel keg
2. Use of air pressure versus CO2 pressure bottle and CO2 related equipment
3. Semi-automatic cleaning versus manual cleaning process

<p>Beer Font</p>	<p>Python</p>	<p>Cooler</p> <p>Modular 20 is also compatible with existing rob detector</p>
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Experience DraughtMaster™



Customer benefits



Perfect quality

The innovative DraughtMaster™ system raises the bar for the draught beer experience, guaranteeing a smoother, fresher and more consistent draught beer.



Increased variety

The smaller keg size and increased shelf-life means a greater variety of draught beer can be offered to the consumer - a unique point of difference.



No added CO2

No added CO2 not only means a simpler system to maintain, but also leads to reduced running costs.



31 days of shelf-life

The closed The DraughtMaster™ system increases the shelf-life from 5-7 days for traditional steel kegs to 31 days. And up to 6 months of durability unopened!



Improved cleaning and hygiene

One-way kegs with tubing and a simple cleaning procedure helps maintain a strict hygiene.

Consumer benefits



Increased variety

The smaller keg size and increased shelf-life means a greater variety of draught beer can be offered to the consumer - a unique point of difference.



Smooth micro-bubbles

Through the Draught Master™ system, micro-bubbles are created giving a perfect foamy head and an incredibly smooth beer experience.



Genuine beer straight from the brewery

With DraughtMaster™ your beer is pure and untouched by the time by the time it hits the glass. Straight from the brewery.

Brands available



Carlsberg Export
5% ABV



San Miguel
5% ABV



Angelo Poretti No3
4.8% ABV



Brooklyn Lager
5.2% ABV



Angelo Poretti
9 Luppoli India
Pale Ale 5.9% ABV



Backyard Brewery
Shed Head American
Pale Ale 4.6% ABV



Grimbergen
Blonde
6.7% ABV

Please contact your wholesaler's representative for more information on how DraughtMaster™ can transform your draught beer sales. Carlsberg UK Ltd, 140 Bridge Street, Northampton, NN1 1PZ in conjunction with our partner wholesalers.

carlsbergwedelivermore.co.uk



alcohol and soft drinks

01623 441427

www.asdwholesale.co.uk

info@asdwholesale.co.uk

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

