

JULY - AUGUST PROMOTIONS

2023











CONTENTS

JULY & AUGUST

PAGE 2

- Bulmers 5 plus 1 August
- Old Mout 5 plus Pine / Rasp July

PAGE 3

- Rekorderlig 5 plus 1

PAGE 4

- NEW Filberts sweet chilli rice crackers
- Rattler save £1.00 per case August

PAGE 5

- Kopperberg event price £21.99

PAGE 6

- Packaged beers at special offer prices

PAGE 7

- Packaged beers 4 plus 1
- Zero beers at special price

PAGE 8

- VK 4.0% £23.00 per case
- Budwesier buy 2 for £36.00
- Corona buy 2 for £40.00

PAGE 9

- Heineken Silver £18.99 July
- Heineken £19.99 August

PAGE 10

- Install Cruzcampo

Page 11

- Kopparberg free keg on install

PAGE 12

- Salt Keg install offer

PAGE 13

- CMBC install offer

PAGE 14

- ABK German beer install offer

PAGE 15

- Camden stout free kegs on install

PAGE 16

- Bitburger install offer
- Hopical Stormfree kegs and parasolse

PAGE 17

- Thatchers Fuion now available

PAGE 18

- Pulp BIB cider special prices July

PAGE 19

- Celtic Marches special prices August
- Lilleys 10L cocktail ciders

Page 20

- Little Critters cask at special price
- Kettle 4 plus 1 August

PAGE 21

- Free 70cl Smirnoff with 2 Titanic cask
- CMBC cask at special price

PAGE 22

- Exmoor cask buy 2 get a free 70cl Gordons

PAGE 23

- Free garden umbrella with 2 x 9g Proper Job
- NEW Sharps Solar Wave cask pre order only

PAGE 24

- Range of seasonal cask to order

PAGE 25

- Now available Grey Goose Essence
- Sourz £8.99 July

PAGE 26

- Jungfrau buy 2 bottles pay £15.00
- Kraken 2 new flavours

PAGE 27

- Bols buy 6 get a Passion free
- Dead Mans offer

PAGE 28

- Whitley Neill free stock promotion
- Pago Buy 4 get Orange free July

PAGE 29

- Red Bull special offer
- Cube buy 2 get another 1 free

PAGE 30

- Information on Duty changes 1 August





PRONOUNCED INCORRECTLY SINCE 1947

MAKING FRUIT MORE USEFUL SINCE 1947

BUY 5 GET 1 PINEAPPLE & RASPBERRY FREE*



ESTABLISHED IN NZ. MADE IN EU.

*T&C's Apply, subject to availability. 12 x 500ml NRB only. Excludes alcohol free varieties. Offer period 1st-31st July 2023

ENJOY & RESPONSIBLY be drinkaware.co.uk

BUY ANY 5 CASES AND RECEIVE 1 CASE FREE



TRY THE REFRESHING TASTE OF REKORDERLIG

While stocks last Promotion valid from 1st July - 31st August 2023.

be drinkaware.co.uk

REKORDERLIG CIDER

- BEAUTIFULLY SWEDISH -





Event price of £21.99 during July and August



Keep your customers refreshed with the UK's no.1 fruit cider



Check out Behind The Bar, our all-new trade website giving you the tools to drive sales of Kopparberg in your venue. Scan here to sign up. Scan here to









£19.99 24X330ML NRB

£16.69 24X330ML NRB

£22.29 24X330ML NRB

£13.99 24X330ML NRB £14.49 24X275ML NRB





STREET FINA







BECKS

VOTED PRODUCT OF THE YEAR IN THE BEER & CIDER CATEGORY

#1 MOST LOVED BRAND IN THE UK #1 CRAFT BRAND IN THE ON TRADE VOTED NEW PRODUCT OF THE YEAR IN THE NO & LOW CATEGORY

#1 EXPORTED BEER FROM GERMANY

be drinkaware.co.uk @2022 AB InBev UK Limited, all rights reserved.

*Sources - The Grocer 2022; UK Kantar Brand Power I OTR 04 2022; CGA Brand Track, August 2022; Kantar Consumer Survey of Product Innovation 2023 bedrinkaware.co.uk
© 2023 AB InBev UK Limited, all rights reserved. Over 18s only. Offer open to participating wholesale customers based in the UK and Channel Islands only. While stocks last.
Promotion runs from 01/07/2023 to 31/09/2023. Promoter: AB InBev UK Ltd., 90 Fetter Lane, London, EC4A 1EN.





PORTFOLIO FROM CMBC













Carlsberg Marston's Brewing Company (CMBC) is one of the newest yet historio brewers in the UK. Formed of a Joint venture between Carlsberg UK and Marston's PLC, we combine over 300 years of shared values, history and heritage in UK brewing.

BUY ANY 4 CASES AND RECEIVE A COMPLIMENTARY CASE

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



Gembeuk



in Gembeuk

be drinkaware.co.uk



IO FROM CMBC









Carlsberg Marston's Brewing Company (CMBC) is one of the newest yet historic brewers in the UK. Formed of a joint venture between Carlsberg UK and Marston's PLC, we combine over 300 years of shared values, history and heritage in UK brewing.

Promotion valid for duration of brochure promotional period. Qualifying products include Endinger Alkoholitet 12 x 500ml, San Miguel 0.0 24 x 330ml, Brooklyn Special Effects 24 x 330ml and Shipyard Low Tide 8 x 500ml, While stocks last.

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





in @cmbouk

be drinkaware.co.uk













CONTACT YOUR ASD ACCOUNT MANAGER

£135 WORTH OF UPWEIGHTED POINT OF SALE



TO ARRANGE AN INSTALL, SPEAK TO YOUR SALES CONTACT

T&CS APPLY ENJOY CRUZCAMPO RESPONSIBLY BREWED IN THE UK

be drinkaware.co.uk *SOURCE: NIELSEN DATA 2022

Cruzcampo

NEW

Get a FREE 30 litre keg and a case of Mixed Fruit Tropical on all new installs



Keep your customers refreshed with the UK's no.1 fruit cider



To check out our new digital font and get access to all the tools and support you need to drive sales in your venue, head over to Behind The Bar, our brand-new FREE trade website









CRAFT BY NATURE, NOT BY DEFINITION.

At SALT we don't line up behind the expected craft brewer behaviour. We share the same desire for hands-on quality but are just as interested in getting more outlets and their drinkers sipping on great craft beer. So, if you're looking to start your outlet's craft journey, or build on what you've got, SALT are our perfect craft beer partner.

We've got a great range of craft beers made for both the craft curious and the craft comfortable, and free from all the stereotypical craft noise. We've always done things our way, and we always will, we call it craft mastery, down to earth delivery.

FANCY A FREE CRAFT BEER KEG?







JUTE 4.2% Session IPA. Hazy in appearance with a light and citrusy flavour.

4% West Coast Pale Ale. Light in appearance with a crisp and clean taste.

LOOM

HUCKABACK
5.5% New England IPA.
Hazy in appearance and
packed full of juicy flavour.

New Install Offer: Order your first two kegs of LOOM Pale Ale, JUTE Session IPA or HUCKABACK New England IPA and get a THIRD KEG FREE.

SAVE UP TO 50% ON YOUR Sky sports Subscripton'

get a FREE install support bundle packed with SALT t-shirts, posters and more.

Contact your Account Manager for more details. New outlet install offer only. Receive a free kag of LOOM (50L), JUTE (30L) or HUCKABACK (30L) when you purchase two full price kags of LOOM, JUTE or HUCKABACK.

Offer open from 01.06.23 to 31.08.23. Installation must happen within this period. One redemption of offer per customer. Install support kit sent directly to the outlet. "This offer can be used within a customer's

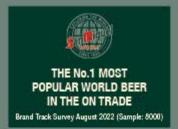
Your Game Changer account to save up to 50% off their Sky Sports subscription.



A WINNING PORTFOLIO FROM CMBC



Carlsberg Marston's Brewing Company (CMBC) is one of the newest yet historic brewers in the UK. Formed of a joint venture between Carlsberg UK and Marston's PLC. we combine over 300 years of shared values, history and heritage in UK brewing.







INSTALL TO RECEIVE A COMPLIMENTARY KEG AND A POS SUPPORT PACKAGE*

Promotion valid for length of brochure promotional period. Available to new stockists only. One deal per install. Available whilst stocks last. POS packages subject to change. Indicative POS packages: Brooklyn Pilsner: 2 x Brooklyn Pilsner Drip Mat Parand 1 x Brooklyn Pilsner Bunner, 1 x Brooklyn Pilsner Bunner, 1 x Brooklyn Pilsner Brip Mat Parand 1 x Brooklyn Pilsner Fount Hanger. Carlsberg Danish Pilsner: 2 x Carlsberg Pilsner Pint Glass (PK24), 1 x Carlsberg Pilsner Half Pint Glass (PK24) and 1 x Carlsberg Pilsner Bar Runner. San Miguel: 2 x San Miguel Pint Chalice (PK24), 1 x San Miguel Half Pint Chalice (PK24) and 1 x San Miguel Bar Runner. Birrificio Angelo Poretti: 3 x Poretti Pint Glass (PK24), 1 x Poretti Drip Mat Pack (PK500) and 1 x Poretti Wooden Bar Runner. Somersby: 2 x Somersby Pint Glass (PK24), 2 x Somersby Half Pint Glass (PK12), 1 x Somersby Bar Runner and 1 x Somersby Drip Mat Pack (PK100)



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

be drinkaware.co.uk





GET 3 KEGS, ON US

WORTH UP TO £830

WHEN YOU INSTALL CAMDEN STOUT ALONGSIDE CAMDEN HELLS OR PALE



drinkaware.co.uk for the facts

Over 18s only. Offer open to participating wholesale customers based in the UK and Channel Islands only. Outlets must install Counder Stout on draught alongside Canden Hells or Canden Pale between 01 AV/2023 and 31 A9/23 to be eligible for the promotion. The new installation cannot replace an existing Budweiser Brewing Group brand. The first 30 keg will be sent after the install has been completed, the second after 3 months, and the first after 6 months, subject to the product having been continuously ordered aimse install. Promoter AB InBev UK Ltd; 90 Fetter Lane, London, EC44 1EN. Free of charge stock value based on 156 pints at an average PSP of 5.25. Valid until 31/08/23.

Free keg on install

Plus free POS pack including glassware, branded tap handle, drip mats and bar runners.

...and another free keg upon stocking for 3 months. Available on Bitburger Premium Pils & Bitburger Unfiltered.



T&Cs: Free keg dependent on permanent stocking for a minimum of 12 weeks, minimum order quantity of 1 keg sold per week to qualify. Subject to availability. Whilst stocks last. One deal per customer.









HOPICAL STORM.

INSTALL NOW TO RECEIVE

2 FREE KEGS* AND 4 FREE

GARDEN PARASOLS

*1 ON INSTALL AND 1 AFTER 12 WEEKS

FOR SALES PLEASE CONTACT MARK BYMAN ON MARK.BYMAN@TIMTAYLORS.CO.UK AND FOR POS SUPPORT PLEASE CONTACT POS@TIMTAYLORS.CO.UK

ALL FOR THAT TASTE OF TAYLOR'S





ALL PULP NO FICTION

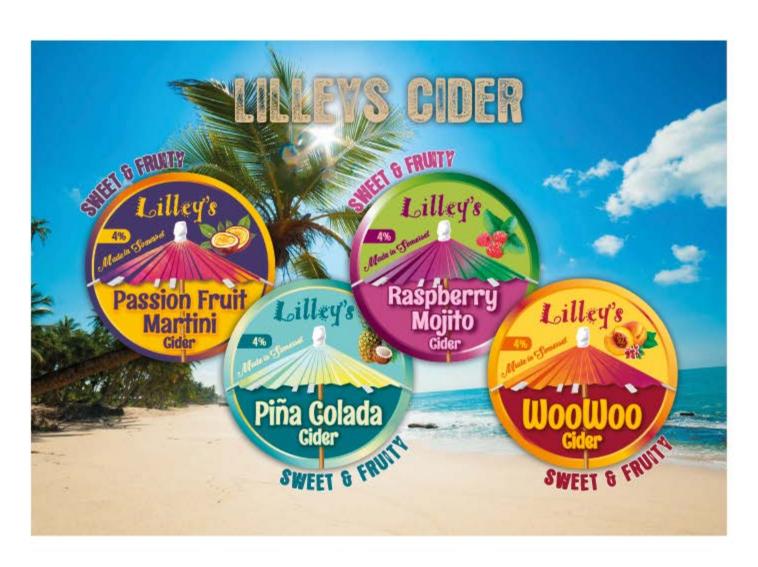


SPECIAL PROMO

JULY ONLY

£49.90 EX. VAT









TTLE CRITTERS REWING COMPANY

RASPBERRY BLONDE

Taking the lead from our Blonde Bear ale this is a smooth, balanced, fruity session beer, The bready, lightly caramel malt complements the premium variety of whole hops used, and with a light body, makes this a satisfying, authentic and moreish blonde.



Crafted with American aroma hops, this Critters Session Pale Ale offers a delightfultropical and fruity fragrance, complemented by an exceptionally smooth bodyand a subtle, lingering bitterness in its finish



87.00+ WAT PER

AUGUST ONLY

KETTLE® IS THE UK'S No.1 Hand Cooked **CRISP BRAND**

BUY 4 GET 1 FREE











HAND CODKED BRITISH POTATOES

HIS TOTAL HAND COOKED CRISPS BRANDED CATEGORY, VALUE SALES, 52 WEEKS TO 15TH MAY 2022, IS TOTAL OUTLETS UN











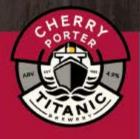




Proudly Shipped

From The Potteries

Over 35 years of brewing, we have assembled what we consider to be a fleet of top class beers. They cover a wide range, from light, hoppy pales to full-bodied dark ales and stouts. They are a select bunch. Only the best gets to display the famous Titanic badge.











Buy 2x9s & get a FREE 70cl bottle of Smirnoff Vodka

Terms & Conditions: You must order your 2x9s in one transaction to be eligible for this offer

Find us at Titanicbrewery.co.uk 📝 @titanicbrewery 🤝 @titanicbrewers 🧿 @titanicbrewery









A WINNING PORTFOLIO FROM CMBC











Carisberg Marston's Brewing Company (CMBC) is one of the newest yet historic brewers in the UK. Formed of a joint venture between Carlsberg UK and Marston's PLC, we combine over 300 years of shared values, history and heritage in UK brewing.

Promotion valid for duration of brochure promotional period. Qualifying products include Brakspear Gravity Fastcask, Marston's 61 Deep and Ringwood Boondoggie. All 9G Cask. Available whilst stock lasts.

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





be drinkaware.co.uk



Buy any two casks, get a bottle of Gordon's gin free!





Roll on summer, with Exmoor Ales

NEW! Islander 4.5% Pacific Pale Ale

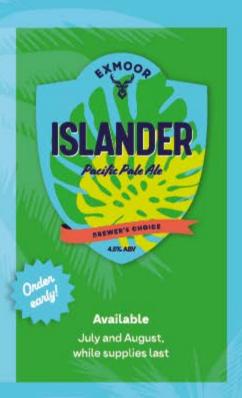
This wonderfully smashable Pacific Pale Ale is brewed with a blend of Australian and New Zealand hops to make a beer that is just as at home on the beach as it is in the beer garden.

Aroma

Star ingredients Motueka and Galaxy hops give way to a fresh herbal aroma with slight tropical citrus and peach.

Taste

This beer provides a balance of gentle grainy maltiness and sprightly floral, citrusy fresh hop fruitiness. The finish is bittersweet with hints of tropical and citrus fruit.



CORE RANGE - AVAILABLE YEAR ROUND



ALE, 3.8% Classic Bitter

This beer has a malty aroma, full dry taste and a malty bitter finish.



PALE, 4.2% Pale Ale

Light amber pale ale delivering bittersweet juicy citrus hop notes.



WICKED WOLF, 4.2% Golden Ale

This spirited ale uses juniper berries in brewing – it's fruity, with a clean finish.



GOLD, 4.5% Golden Ale

The UK's first Golden Ale. Exmoor's best seller, amulti-award winning beer.



STAG, 4.8% Strong Bitter

A smooth, rich, and fruity bitter. Our Head Brewer's favourite.



BEAST, 6.6% Dark Porter

Full-bodied, dark porter. Rich and smooth, with notes of chocolate and fruit.

UPCOMING SEASONALS



July / Aug

ISLANDER, 4.5% Pacific Pale Ale

A balance of gentle grainy maltiness and floral, citrusy fresh hop fruitiness.



Sept/Oct

REDSTONE, 4.6% Somerset Red Ale

A complex bland of crystal malts, providing a malty transition to dark winter ales.



Nov/Dec

EXMAS, 5.0% Premium Ale

A subtle Christmassy blend of flavours, fruitcake – spice, and roasted malt.



STAUSTELL

BUY 2x9G TO **GET A FREE** PROPER JOB GARDEN **UMBRELLA**

Terms & Conditions: 2x9G must be purchased in one order during the promotional period. Available while stocks last.



ROCK . CORNWALL

A VIBRANT, GOLDEN, JUICY
IPA, BREWED WITH SPECIALITY
INGREDIENTS¹ TO HIT THE
SWEETSPOT BETWEEN
FRUITINESS & HOP BITTERNESS.

BIG, TROPICAL HOP AROMAS, LOWER FIZZ & A DISTINCTIVE GOLDEN HAZE ARE ACCOMPANIED BY A TASTE THAT'S BURSTING WITH JUICY HOP FLAVOUR. SOLAR WAVE HAZY IPA IS CREATED BY A PASSIONATE BUNCH OF BREWERS & BEER LOVERS ON THE NORTH CORNISH COAST.

GOLDEN AND IPA ARE THE ONLY COLOUR AND STYLE TO SEE GROWTH IN CASK ALE BY +2.9%

TAPPING INTO THE CRAFT TRENDS, A CATEGORY WHICH HAS GROWN IN THE ON TRADE BY 68% SINCE 2018!



SCAN ME OUT MORE



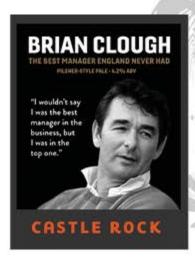
MONTHLY ALES



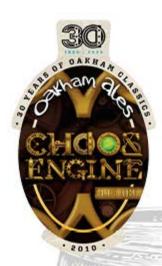




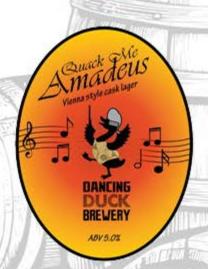
JULY



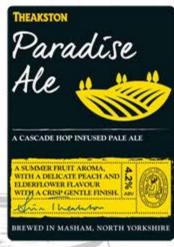
AUGUST







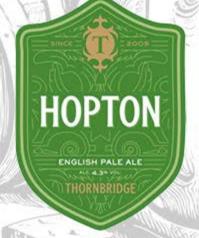
JULY



JULY



AUGUST



JULY / AUGUST



JULY / AUGUST















THE UK'S MOST LOVED GIN

whitleyneill.com @WhitleyNeillGin

*Available while stocks last. All bottles: 70cl. The UK's Nost Loved Qin — Savanta BrandVue Top 100 Most Loved Drinks Brands 2022 (H1 2022)

BUY ANY 4 CASES & GET 1 CASE OF ORANGE FREE OF CHARGE*



gin cubed

#1 TROPICAL CRUSH

#4 RHUBARB & CUSTARD

#7 LEPRECHAUN TEARS







DUTY CHANGES

1 AUGUST 2023

This year will see the biggest reform of alcohol duties for more than 140 years. The government will introduce a new, simplified alcohol duty system based on the principle of taxing alcoholic drinks by their alcohol content (ABV).

These reforms are the result of the Alcohol Duty Review, which follows a commitment by the Chancellor in the 2021 Autumn Budget to simplify the alcohol duty system. The new legislation will create standardised alcohol duty bands across all types of alcoholic products, with all tax rates calculated based on the litres of pure alcohol in the product.

To support innovation and responsible drinking, low strength drinks below 3.5% ABV will be charged at a new lower rate of duty.

In addition, the government is introducing new reliefs to support businesses. These will include a Draught Relief, which is a lower rate of duty. It will apply to alcoholic products under 8.5% ABV.

These reforms will impact individuals and businesses involved in the manufacture, distribution, holding, sale and consumption of alcoholic products across the UK.

We will be forwarding an email with values of either increases or decreases in the next few weeks. If you are not already registered for newsletter updates please go to our website and subscribe.

All duty changes will be applied from 1 August.







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

Sales: helen@asdwholesale.co.uk Sales: rebecca@asdwholesale.co.uk Accounts: paula@asdwholesale.co.uk









