

ARE YOU *Summer Ready?*

SUMMER TOOLKIT APRIL - JULY

*Now
available*



GREENE KING
PUB PARTNERS

Welcome to your Summer 2024 Toolkit

Summer is coming and we are more than ready for the blue skies and great vibes.

The weather is a big factor when it comes to organising summer events and our overall trading success.

So, how is the weather prediction? As per the latest projections, the Met Office and experts from US science organisation Berkeley Earth believe 2024 should be hotter than 2023, with the weather phenomenon El Nino likely to add even more heat to that generated by human-induced global warming.

It seems we will all need to embrace the hot weather, and with it cider, golden ales, spritz serves, and full pub gardens.

The golden season is fast approaching, and with it, the long-awaited UEFA Euros 2024 tournament. As we know this tournament will be huge for many of you, we have produced a separate guide for this.



It's now up to us to take on the summer challenges and ensure that we are ready for every key event opportunity.

Are you summer-ready?

We know that you'll have extra beer and wine put in a cold store and you'll have thought about your summer drink and food menus, but it pays to take care of the details too. Do you have your spritz carafes and Pimm's jugs available? Look out for our Big Deals on the back page of this summer toolkit, packed with great deals to help you prepare.

ARE YOU Summer Ready?

Tailor the range to meet changing demand

Consider flexing the draught range to add an extra tap of **Premium Lager** or **Cider**

Demand for cocktails is high, so ensure serves like Pimm's & Aperol are **visible at the bar**

No-Low Beer/Cider & Mocktails drive extra spend for those choosing Softs

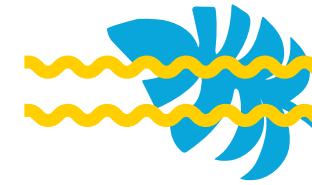
Seasonal serves can be **elevated** with fresh fruit & garnishes to create added value

Summer is a huge opportunity for operators

✓ **More people** visiting the On-Trade

✓ **Spending more** per visit

- Pre-stock the fridge to ensure drinks are perfectly chilled
- Seasonal menus should prioritise lighter meals and snacks
- Make deals & promos relevant with bottles & ice buckets



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Let's be realistic – the challenges exist!

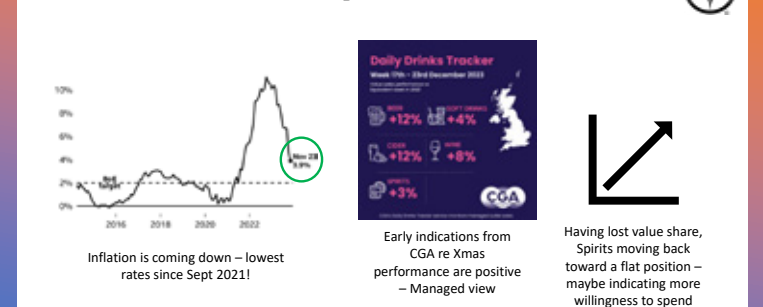
We acknowledge the challenges that many of you are facing, including staff shortages, the cost-of-living crisis, increased running and ingredient costs and environmental considerations. We hope you'll agree with us that there is reason for optimism heading into the Summer 2024. Here's our thoughts:

It's been a really challenging time for consumers & OPERATORS

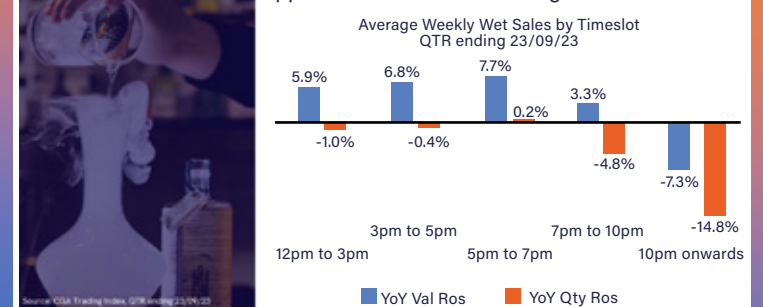


<100,000 Licenced Premises – first time in 20 years!

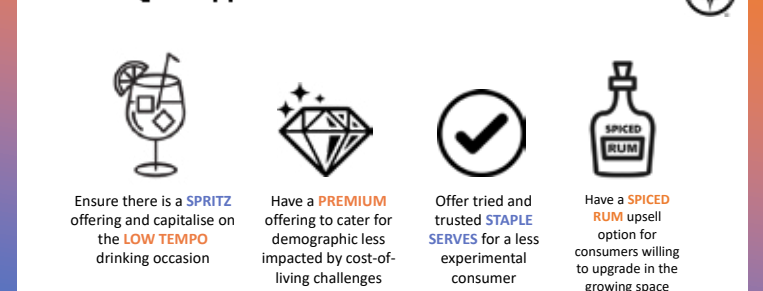
BUT, there is cause for optimism



With consumers shifting their visits to earlier dayparts there appears to be different opportunities to take advantage of



Summary & Opportunities





Insight into our Customer’s Behaviours

In the summer months outside drinking comes to the fore, wines, beer, cocktails, and cider sales soar whilst bonding with others and feeling part of a group are key motivations for visiting your pub. It’s helpful to know by month our customer’s typical behaviours.

Here’s a snapshot

April

With the evenings getting longer, people can be tempted into drinking after work. Mixed Social Groups and winding down/ chilling out are key.

Mindsets & Attitudes

- Good weather and thoughts turn to holidays and gardens; bad weather and the woollies stay on.
- Freshening up the house, the mind and body becomes key
- Sunny weekends leads to short UK breaks and a day out with a picnic
- With the evenings getting lighter, people can be tempted into drinking after work

What Consumers Are Doing?

- Seeking out new places to try for al-fresco drinking and dining
- Staying with the familiar when spring turns back to winter
- Holiday destinations see their first pick-up and last month’s deserted pub gardens can become a busy hub
- Summer drinks start to find popularity

May

With two Bank Holidays, weekends in May, Daytime Drinking becomes a feature. Beer & Cider account for over half of volume on these and a Meal offering is vital.

Mindsets & Attitudes

- Football & Rugby seasons close and their end marks the start of summer
- Bank Holidays and good weather is an excuse for lots of family socialising
- Light evenings are great for meeting friends in new places and staying out of the home
- New occasions in new places are driven by spontaneous trips out

What Consumers Are Doing?

- Watching the deciding matches in places with a great TV Sport offer
- Staying out later in places with outdoor space
- Enjoying outlets with lots of buzz and lots of room
- Meeting friends and family in characterful locations
- Choosing the light, brighter drinks

June

Outlets which will show the EURO’s will see an incremental benefit with more Spend per Head, longer visits and larger groups visiting.

Mindsets & Attitudes

- Holidays are on the horizon, laid back evenings out get the vibe going
- Family occasions become a real treat with lots for the kids to do (Father’s Day)
- Football (Euros) Cricket and Tennis on the TV add to the relaxed summer feeling
- Outdoor events & festivals become popular destinations

What Consumers Are Doing?

- Summer Drinking - Cocktails, Pimm’s, Cider, over ice, sharing sparklers
- Extending visits and visiting new places
- Family treats and picnics
- Visiting Festivals and outdoor Sporting Venues
- Trying pop up bars and restaurants
- Start of Euro 2024 kicks off (14th June)

July

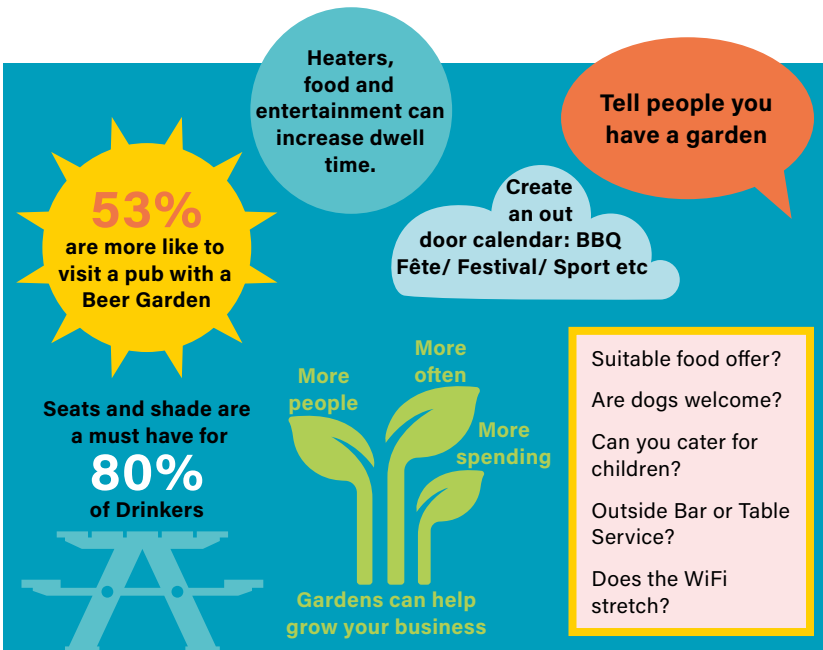
With EURO 2024 reaching their closing stages, screening games is key. Wimbledon can also cater for On Trade Consumers.

Mindsets & Attitudes

- Summer Holidays are here
- Not just the kids but Mums and Dads are free too
- The big holiday is supplemented by lots of smaller days out, treats and trips
- Summer romance is in the air
- Cold drinks and ice top the polls
- Olympics 2024 in Paris 26th July starts
- The euphoria of Wimbledon fortnight

What Consumers Are Doing?

- Going abroad and Coming back
- Going places here too - the seaside, adventure parks, holiday centres
- Drinking in different places and at different times of the day/ Staying out later
- Staying hydrated, keeping refreshed with ice cold drinks
- Trying naughty cocktails



Source: Heineken

Looking after your Garden and Plants

Greenery and flowers can be a small thing that separates you from the competition in terms of looking inviting to potential summer visitors. You will need to take care of trees as well as flowers/bedding plants and spruce up hanging baskets and troughs.

In addition to the flowers and greenery always remember to plant herbs for insects and for use in the kitchen to garnish spirit serves.

Here is a small guide for you or a member of your team to take care of your gardens and planters. Basic but beautiful flowers that can make the difference.

If you’re particularly proud of your flower arrangements, speak to you local community to see if your town signs up for ‘In Bloom’ competitions. If so, your pub could take part.

Plant sunflower seeds in pots indoors in March or April, keep them watered and only place them outside once overnight temperatures are consistently in double figures. You could even ask customers to sponsor a sunflower, and the tallest come August wins a prize! These beautiful flowers are also bee and butterfly friendly.

Do you have a trellis, gazebo or pergola? Try growing clematis or evergreen honeysuckles, they grow quickly with bright beautiful flowers but are also easy to prune - they are not aggressive climbers.

Once your summer flowers have been pruned for winter, don’t forget to replace them with colourful winter pansies that will survive the frost and snow of the winter months.

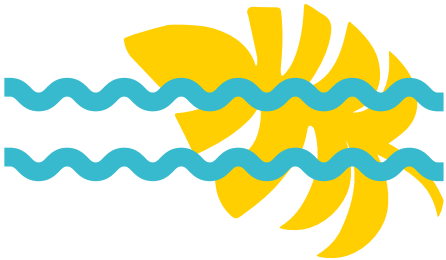
Daffodils	Lavender	Poppies	Petunias	Verbena
When to plant: August/ September	When to plant: April/ May	When to plant: September/ October (for the following summer)	When to plant: As soon as all signs of overnight frost are gone	When to plant: As soon as all signs of overnight frost are gone
When will it flower: February/ April	When will it flower: June - September	When will it flower: June/ July	When will it flower: May - October	When will it flower: June - October
Will it reflower: Yes (trim them back once flowers have died)	Will it reflower: Yes	Will it reflower: Yes	Will it reflower: No	Will it reflower: Yes (trim back in winter)
Why plant it: It is the classic, cheery flower that reminds your customers that spring is on the way!	Why plant it: It is great for encouraging bees and provides lovely, summery aroma	Why plant it: It is great for bees, the giant varieties can gain an impressive height and beautiful flowers	Why plant it: Although it doesn’t re-flower, petunias last all summer long and will flower more if you take time to de-head	Why plant it: This tall, purple plant is far more hardy that it looks, lasts all summer and re-flowers (so long as you prune in winter), and encourages butterflies.

Key Dates

April - July 2024

- May 6th | Bank Holiday
- May 13th | World Cocktail Day
- May 20th - May 26th | National Vegetarian Week
- May 13th - May 19th | Mental Health Awareness Week
- May 18th | World Whisky Day
- May 22nd | UEFA Europa League Final
- May 25th | Emirates FA Cup Final
- May 27th | Bank Holiday
- May 27th - June 2nd | National BBQ Week
- June | PRIDE MONTH
- June 1st | UEFA Champions League Final (Wembley)
- June 14th - July 14th | UEFA Euros (Germany)
- June 15th | National Beer Day
- June 16th | Father's Day
- June 19th | National Martini Day
- June 18th - June 22nd | Royal Ascot
- June 21st | Longest Day
- July 1st - July 14th | Wimbledon
- July 10th | National Piña Colada Day
- July 11th | National Mojito Day
- July 19th | National Daiquiri Day
- July 26th - August 11th | Olympics (Paris)

Key Dates Insight



Key Selling Moments in 2023 | Summary

- Without a shadow of a doubt, **Sport** is the key driver of volume across the whole of the UK On Trade driving **56%** of the biggest Draught Beer & Cider Days.
- Bank Holidays & Easter, including events that outlets can make even bigger such as the **Coronation** are often customised to create noise and drive footfall into pubs and account for **20%** of the biggest volume days.
- And, of course, we cannot ignore the effects of **hot weather**, particularly on outlets with decent Outdoor Space.
- Pay Day** drives 5 out of the Key Days when we look at the Quarters individually.

It may or may not surprise you to see which key dates in this April – July period have the potential to offer you the top key selling moments. While Good Friday tops the list, it's followed closely by football and horse racing's Grand National.



Source = Budweiser Brewing Group Category Management.



Choose Sustainability



New 150ml Schweppes Cans

On-trade consumers are becoming more and more aware of their carbon footprint and the impact their choices have on the environment. Suppliers are making positive changes to improve the sustainability credentials in our pubs. During the first quarter of the year, you'll see one such change to lower CO2 emissions in the mixer category from Schweppes.

Over the coming weeks, Schweppes 125ml glass packs will be phased out and replaced with the 150ml can. Not only is the 150ml can easier to store and stack in the fridge, consumers actually prefer the more contemporary design of a can and also prefer the larger serve (25ml extra), which is the ideal measure for a single measure of spirit.

150ml Schweppes cans are now available in Tonic, Slimline Tonic, Ginger Ale, Lemonade and Soda Water, and by purchasing these you are doing your bit for the environment.

For the time being, 200ml glass Schweppes (mixers and juices) will be unaffected by these changes and remain in situ for that premium mixing occasion.



Schweppes On Trade Pack transition Q1 2024

Moving out of 125ml glass & into 150ml can

- Ideal measure for single serve
- Lower CO2 emissions
- +4% volume growth in 150ml can vs 125ml glass during trials within Scottish multiple operator

150ml Can Consumer Perception

- Product is fizzier
- Keeps drink cooler
- Large serve
- More sustainable
- Nicer packaging
- Modern package options

150ml Can Operational Benefits

- Easier to store
- More fit in fridges
- Safety benefits
- Less waste due to breakages



May Bank Holidays



6th & 27th May

Nothing says British summertime like a bank holiday. Although you can't always predict the weather, chances are bank holidays are full of sun, laughter, and barbecues with a beer or two thrown in.

What are your customer's plans for this Bank Holiday? They will soon start thinking about what to do with their friends and family, so start planning and advertising some wonderful events for all ages to make Bank Holidays spent in your pub ones to remember!

Make your May Bank Holiday activities/events eye-catching and relevant. How about hosting a pop-up bar in your garden? We have a feature to help you with this on page 21-23.

Rich garden assets can attract new customers. Grow sales by hosting a pop-up bar and/or barbecue on a bank holiday weekend. Promote your pop-up bar in a way that captures the eyes of passers-by. Can't see your pub garden from the road? Use your well-placed A-boards to promote.

Having a barbecue? Don't overcomplicate the menu, offer one or two easy-to-prepare, high-demand menu items. Take the opportunity to upsell, and run promotions, specials and limited-time offers.

Nothing works better for a barbecue than a bit of scarcity marketing. For example, offer a menu special for a bank holiday weekend only. Customers may be willing to pay a higher mark-up for something they can't get any other time of year.

Tips for running promotions, offers and specials:

- If you're giving discounts or buy-one-get-one-free offers, run them on menu items with low food costs so as not to affect your profit margins.
- Offer something people want, think about what food and drink products sell well during the summer months.
- Theme your promotions for the occasion. Offer up typical British summer food and drink— think Eton Mess, Pimm's Cocktails, strawberries and cream or summer trifles.



Posters and social media assets available on Pubpartners.net. Use your £50 summer credit on Go Create.

Pimm's

Go to Pubpartners.net, Go Create to take advantage of your £50 free credit available from 11th March to 31st May. You might choose to purchase these Pimm's posters.



- +36% value sales growth in Summer 2023 (May-August) versus Summer 2022
- +124% volume sales increase over May-August (versus average sales throughout 2023)

Source: CGA OPMS 2023



Nice Wine Cans

Did you know that we have cans of wine in our supply chain which is ideal for those outside/garden events you are planning for Summer 2024?

And even better we have the perfect deal to help you prepare for those events:

During the month of April, for every 3 cases of NICE wine you purchase you will receive a 4th case of Nice Sauvignon Blanc FREE.

Item Number	Item Description
457037	12x187ml Nice Malbec 13.5
457045	12x187ml Nice Sauvignon Blanc 11.5
457053	12x187ml Nice Rose 12.0

And that's not all, the top 20 best-selling sites by the end of April will receive a NICE Summer Starter Pack and staff care package which will contain:

- 1 NICE ice bucket
- 1 NICE can glorifier
- 4 NICE bunting
- 2 NICE posters
- 10 CAN-yards
- 4 NICE T-shirts (Sizes on request)

Along with some treats for your staff.





World Cocktail Day



Monday 13th May

With World Cocktail Day being on a Monday, we suggest you have a World Cocktail weekend on Saturday 11th and Sunday 12th May. Actually, let's be honest, these are going to sell well all summer, so why not have a World Cocktail Summer!

Reasons to Believe in Cocktails:

- 72% of consumers choose a high quality cocktail when out
- 'For a treat' is the #1 reason consumers choose cocktails
- 78% of consumers do not want to try new drink categories in their cocktails (+4 pp vs Q3 2022)
- 52% of consumers choose classic cocktail serves (+2 pp vs Q3 2022)
- 18% of consumers choose a signature cocktail serve (a serve that is unique to outlet a consumer is in) (+3 pp vs Q3 2022)
- Mainstream Cocktails increase their share of serve with the **top 10** now accounting for 2 in 3 Cocktails served, with **Pornstar Martini** still the top choice for consumers
- Consumers expect to spend **£9.37 on average** on a Cocktail, £8.82 on a Value Cocktail, £10.62 on a Premium Cocktail
- Top 5 Classic Cocktails** with the highest share over summer (May-August) are: Aperol Spritz, Mojito, Sex On the Beach, Daiquiri and Margaritas

(Source: Cocktail Seasonality CGA EPOS 2022)

Post pandemic consumers are willing to pay more for better quality cocktails.

Frequency down but Premiumisation continues.

61% reducing visits. Consumers are looking to make the most of their visits to the on-trade reflecting the 'weekend millionaire' mindset seen in the last recession.

Seeking different Out-of-Home Experiences

57% of consumers like to drink different drinks out-of-home than they do at home.

Increased Importance of Younger Customer

42% of 18-24 year olds chose to drink cocktails in the On=Trade vs the GB Average of 22%.

New Age of Cocktail Culture

- Cocktail value RoS has grown **+36.2%** (vs 2019 LFL outlets)
- 67%** of consumers are very likely to pay more for a better quality cocktail.

Seasons

Taste preferences vary significantly by season with fruitier, lighter cocktails most popular earlier in the year, and more warming cocktails popular in winter months

Top 3 over-indexing taste profiles in the following seasons



Spring

- Berry, like a Strawberry Daiquiri or a Raspberry Mojito
- Fizzy, like a Bellini or Aperol Spritz
- Refreshing, like a Mojito



Summer

- Refreshing, like a Mojito
- Citrus, like a Daiquiri or Margarita
- Fruit and Sweet, like a Woo Woo



Autumn

- Creamy, like a White Russian
- Cider Cocktails
- Ginger, like a Moscow Mule



Winter

- Coffee, like an Espresso Martini
- Creamy, like a White Russian
- Boozy, where the alcohol is the main taste, like a Martini

Combined Spritz serves are the No.3 Cocktail and serve variations continue to expand

Top 10 mainstream Cocktails on share of serve: (Spritz grouped)

- Pornstar Martini | **16.6%**
- Sex on the Beach | **10.9%**
- Spritz | 8.8%**
- Iced Tea | **6.7%**
- Mojito | **5.1%**
- Espresso Martini | **4.9%**
- Zombie | **4.3%**
- Collins | **4.0%**
- Piña Colada | **3.7%**
- Sparkling Cocktail | **3.3%**



And Spritz Serves are leading the way

- Spritz: 3rd most popular cocktail in a food pub
- Spritz: 3rd most popular cocktail in a local/ community pub
- Spritz: 7th most popular cocktail in a high street pub
- White Wine/ Champagne/ Prosecco Spritz gaining the highest traction in the last year (+9pp/ +8pp/ +4pp respectively vs. Q3 2022)

Source: CGA Mixed Drinks Report Q3 2023

Demand for Spritz throughout the day: Brunch, Lunch, Aperitivo, Dinner & Evening. Which cocktail style is the best fit?



SPRITZ

DRINK OCCASION: 26%
FOOD OCCASION: 29%



HIGHBALL

DRINK OCCASION: 25%
FOOD OCCASION: 27%



MARTINI-STYLE

DRINK OCCASION: 17%
FOOD OCCASION: 18%



SHORT

DRINK OCCASION: 12%
FOOD OCCASION: 12%



SPARKLING/ WINE-BASED

DRINK OCCASION: 12%
FOOD OCCASION: 7%



CREAMY/ MILK-BASED

DRINK OCCASION: 8%
FOOD OCCASION: 7%

Aperol Spritz

What's it all about?

On the nose, it's lightly alcoholic, with zesty orange and complex herbal notes, complemented by a touch of vanilla, it has a texture which is velvety and rounded. And it's extremely popular and expecting to trend again this summer.

If you are going big on Aperol Spritz this summer, there are varied Aperol branded POS designed to promote the fact that you are selling this popular summer drink. Having an event and want to sell even more, then our account manager Holly would love to support you, please contact her directly via email:

holly.cheeney@campari.com – subject to availability
T&C's apply.



Item Number	Item Description
334746	70cl Aperol Aperitivo 11%

Disaronno Fizz

Its flavour evokes biting into a dense piece of marzipan, with its concentrated almond-oil notes, but other layers of flavour are present as well: orange zest, dried cherries and apricots, caramelized sugar, and dates.

Try this Disaronno spritz on your bespoke summer menu, these are so good, one is not enough.



*CGA Mixed Drinks Report | 2023

Item Number	Item Description
007129	70cl Amaretto Disaronno

It's important to get Cocktails right

We have cocktail solutions for ease of serve and consistency, see the brand-new Fever-Tree mixers on page 12-13.



"Poor serves won't be tolerated by many consumers making it essential to ensure the consistency of cocktail serves and secure consumer revisits"

If I was served a poor quality cocktail when out, I would:

- 47%** be less likely to order that cocktail again
- 54%** be less likely to order cocktails in that specific venue again

Tried and trusted classic cocktails continue to grow while there are also opportunities for venues to offer their own signature serves.

What is your preferred type of cocktail to drink?

Classic Cocktail Well-known like a Mojito	52%	+2pp
Signature Cocktail Unique to the venue	18%	+3pp
Modern Cocktail Cocktail that is new to the market	11%	-6pp
I don't have a preference	19%	+1pp

Fever-Tree

Brand New Cocktail Solutions from our trusted partner Fever-Tree.

These Cocktail mixers are a must for speed of serve and consistency. When ready, these drinks have the taste profile of a completely hand-built cocktail.

14 DAY shelf life once opened & kept in fridge



750ml bottle delivering 10x perfect serves per unit

NEW

BUY 2 CASES OF FEVER-TREE COCKTAIL MIXERS

& RECEIVE 2 FREE custom-made EASY SHAKERS

Screw cap lid PREVENTS STICKING

Silicone seal PREVENTS LEAKAGE

Double walled PREVENTS CONDENSATION & COLD HANDS

DISHWASHER SAFE MAKES TWO COCKTAILS

Bespoke design ENSURES NO STICKING, LEAKING or CONDENSATION EVERY TIME.

*Maximum 2 deals per customer. Offer available while promotional stocks last. Valid for 6x750ml cases of Fever-Tree Cocktail Mixers, excludes all other Fever-Tree products.

FEVER-TREE

Fever-Tree Big Deal

1st April to 30th June 2024

Buy 4 cases of 200ml Fever-Tree mixers, get any case of 12x275ml soft drinks free

Only 25 deals available on a first come – first served basis to those qualifying pubs

Fever-Tree Adult Soft - COMPETITION!

Don't forget we also have available the Fever-Tree adult sparkling soft drinks range perfect for the summer months.

Item Number	Item Description
460364	12x275 Fever Tree Cloudy Apple
460372	12x275 Fever Tree Ginger Beer
460399	12x275 Fever Tree Rasp Lemonade
460402	12x275 Fever Tree Sicilian Lemon

If you buy 2 cases of the Fever-Tree 12x275ml soft drinks in April, you'll be entered into a prize draw for your chance to win 8 Fever-Tree parasols.

Pub will be chosen at random, during the first week of May and the winner notified via email.



CLASSIC MOJITO

Flavour notes

The Tahitian limes have the perfect balance of zesty sharpness and sweetness which perfectly compliments the refreshing menthol notes of mint.

How to make:

1. Add 50ml of Bacardi Carta Blanca & 75ml of this mixer along with some mint leaves into a cocktail shaker
2. Add lots of cubed ice to your shaker (we recommend ¾ full)
3. Close & shake vigorously for 15 seconds
4. Pour everything into a highball glass & add a dash of premium soda. Garnish with a lime wedge & sprig of mint

Item Number	Item Description
465188	6x750 Fever Tree Mojito Mixer



ESPRESSO MARTINI

Flavour notes

Rich and smooth depth from the coffee, a chocolatey note from Cocoa extract and sweetness from vanilla makes for a rich, creamy and refreshing Martini with a delicious bitter bite.

How to make:

1. Add 50ml of Absolut Blue & 75ml of this mixer into a cocktail shaker
2. Add lots of cubed ice to your shaker (we recommend ¾ full)
3. Close & shake vigorously for 15 seconds
4. Strain into a cocktail glass and garnish with coffee beans

Item Number	Item Description
465196	6x750 Fever Tree Espresso Mix



MARGARITA

Flavour notes

Packed full of fresh lime for a zesty aroma and flavour that is balanced with subtle notes of sweet orange, grapefruit and angostura bitters, all finished with a touch of sea salt.

How to make:

1. Add 50ml of Olmeca Altos Plata & 75ml of this mixer into a cocktail shaker
2. Add lots of cubed ice to your shaker (we recommend ¾ full)
3. Close & shake vigorously for 15 seconds
4. Strain into a salt rimmed cocktail glass and garnish with a lime wedge

Item Number	Item Description
465137	6x750 Fever Tree Margarita



CLASSIC PASSIONFRUIT

Flavour notes

Bursting with tart, tropical top notes of passionfruit with a velvety-sweet mango base to round the serve, finished with a hint of creamy vanilla.

How to make:

1. Add 50ml of Absolut Vanilia & 75ml of this mixer into a cocktail shaker
2. Add lots of cubed ice to your shaker (we recommend ¾ full)
3. Close & shake vigorously for 15 seconds
4. Strain into a cocktail glass and garnish with passionfruit

Item Number	Item Description
465153	6x750 Fever Tree Passionfruit Mixer

Make the most of your key dates



UEFA Euro's (Germany)

Friday 14th June to Sunday 14th July

Look out for your Euro's guide created for all pubs that are intending to make the most of this football sporting event.

No surprise, the Euros provides the biggest footfall driving opportunity for pubs in 2024. We have put together a handy little guide to help you maximise this sales opportunity this summer. Alongside detailing what support you can expect to receive from us, there are also hints and tips for you to follow to help land the Euros as best as possible in your pub. Look out for your guide at the end of March.

National Beer Day
Saturday 15th June

Welcome your Beer Lovers to your pub on Saturday 15th June to consume Britain's National favourite drink. Pubs, brewers, and retailers across the land will be hosting a variety of beer-related events.

Don't forget to raise a pint glass and say 'Cheers To Beer' at 7pm on Saturday 15th June and post a message and photo on social media with the hashtag #CheersToBeer so it can trend on Twitter as it did in previous years.

Posters are available to purchase with your free £50 Go Create credits. Visit Pubpartners.net/Go Create for yours. And don't forget we have social media assets available too.



Father's Day
Sunday 16th June

The majority of gift buyers (44%) spend between £10-£30 on their Dads for Father's Day. 31% usually spend £30-£50 and 14% will spend between £50-£100. 7% typically spend over £100 for Father's Day, while at the other end of the scale, 3% will be spending under £10.

The key segments of the UK Father's Day market are food & drink, gifts, and cards.

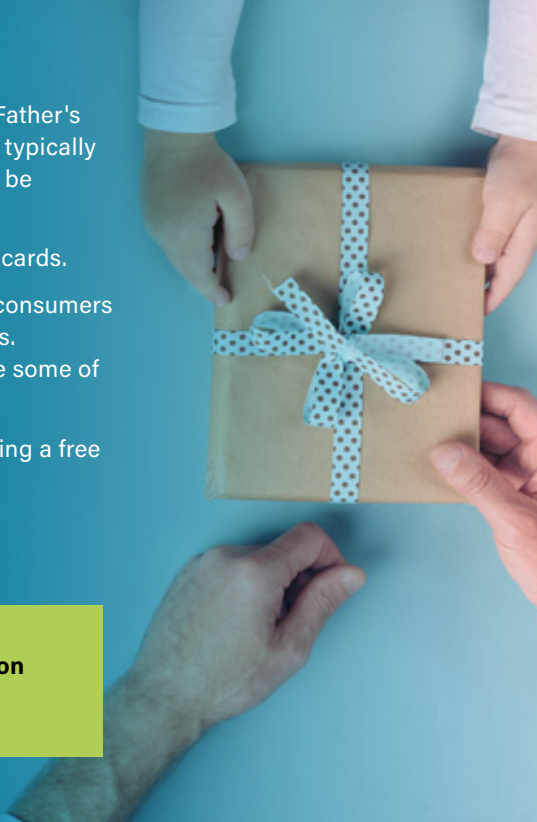
Many consumers struggle to shop for gifts for Father's Day, and most of the consumers agree that retailers do not offer inspiring/imaginative Father's Day gift ranges. Therefore, experience gifts, which include visits to your pub are proving to be some of the preferred options for Dad on Father's Day.

Think of ways to make Dad feel special and his family happy, perhaps by having a free dessert for Dad or a bespoke Father's Day menu.

Source: globaldata.com/store/report/uk-fathers-day-market-analysis



Posters and social media assets available on Go Create – use your free £50 voucher



Beavertown Lazer Crush - NEW

Not drinking? There is no need to miss out. We are introducing Beavertown Lazer Crush into our supply chain and it's well worth dedicating some of your fridge space to this.

Buy a case of Lazer Crush and receive a FREE POS kit. The kit contains:

- 1 x case of half pint glasses (12 in a case)
- 1 x pack of Lazer Crush t-shirts (10 in a pack mixed sizes)
- 1 x tap hanger, 10 x lanyards
- 2 x fridge decals
- 1 x A5 flyer (pack of 20)

We will have 150 of these available with a maximum of 1 order per pub only.

Item Number	Item Description
464971	24x330 Beavertown Lazer Crush 0.3



Wimbledon

1st to 14th July

Held over two weeks in summer each year, Wimbledon is the most prestigious event in London's sporting calendar.

While this is a very popular tournament, the biggest match of the tournament has to be the men's singles final. Held this year on Sunday 14th July, it's often the most watched sporting event of the year in the UK.

Make sure you acknowledge Wimbledon in your pub, whether it's an inventive Pimm's cocktail, a burger shaped like a tennis ball or a new twist on strawberries and cream, creating a limited-time-only menu creates a buzz around your bar, driving customers to test you out as a matter of urgency – and leading to repeat visits while your tennis-themed experience is still available.

For all Stella stockists, there will be the chance this year to partake in their 'Wimbledon Served' activity with 100 kits available. Look out for your dedicated email on the run-up to Wimbledon for full information and your chance to take part.



Armed Forces Day

June 29th

Each year, Armed Forces Day takes place on the last Saturday of June.

Armed Forces Day (formerly known as Veterans Day) is a chance to show support for the men and women who make up the armed forces community, from currently serving troops to reserves and veterans.

Armed Forces Day focuses on celebrating living current and ex-servicemen and women, whereas Remembrance Day focuses on honouring the dead service men and women.

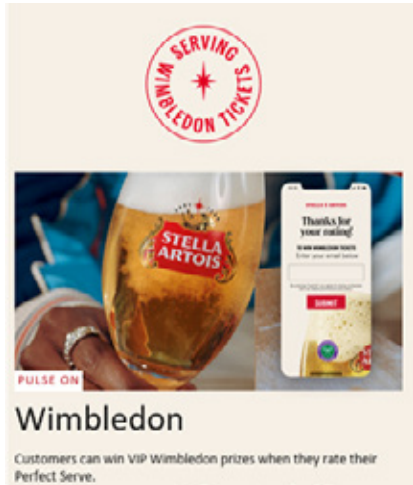
Each year, the Armed Forces Day celebrations take place in a host town in the UK, this year Scarborough is the chosen host town, however, it is called a 'National Event', and hundreds of smaller, celebratory events also take place in other locations across the country.

There are many ways for people, and organisations across the country to show their support and get involved, from attending an event or throwing a party, to arranging a local event. An estimated 50,000 people attend the celebrations in the host location each year.

The day-long celebrations, in Scarborough and other locations include events such as:

- Presentation of medals to living ex-servicemen and women Military parades
- Activities and artistic performances staged on land, sea and air
- Drumhead services
- Fly-overs by the Battle of Britain Memorial Flight, the Red Arrows and Helicopter Formation
- Arena displays including the Royal Marine Commando Display Team and the Royal Marine Band
- Military displays representing all the armed forces
- Firework displays

Do you have regular customers who would be appreciative of your efforts to recognise this day?



July is Rum Month

10th July is National Piña Colada Day

11th July is National Mojito Day

19th July is National Daiquiri Day

Total Rum now accounts for **14.8%** of all spirits over the past 12wks. Flavoured and Spiced is absolutely the category to watch and now accounts for **9.1%** of the total category, +0.7% over the past 12wks showing the category remains on fire!!

Data taken from CGA P13 report.



4 of the top 10 cocktails in the UK are rum based



43% of 18-34yr old consumers take a photo of their cocktail and post it on social media



51% of consumers said classic cocktails were their favourite type of cocktail to drink



Bacardi Carta Blanca is the **No.1** Selling white rum in the UK

MOJITO
Bacardi Carta Blanca

Ingredients

- 50ml Bacardi Carta Blanca Rum
- 25ml Lime juice
- 10ml Sugar syrup
- 12 Fresh mint leaves
- 25ml Soda

Method

Combine Bacardi Carta Blanca Rum, lime juice, sugar and mint in a highball glass. Press mint with a bar spoon to release oil. Add cubed ice, almost to top, and churn. Top with a splash of club soda and more crushed ice. Garnish with a mint sprig.

OR use 50ml Bacardi Carta Blanca Rum with 100ml of Fever-Tree Mojito Mixer and garnish as above.



SPICED & COLA
Bacardi Spiced

Ingredients

- 50ml Bacardi Spiced Rum
- 100ml Coca Cola

Method

Fill a highball glass with cubed ice. Pour in the Bacardi Spiced Rum, followed by chilled cola. Give it all a gentle stir and serve.



CARIBBEAN COLADA
Bacardi Caribbean Spiced

Ingredients

- 50ml Bacardi Caribbean Spiced
- 100ml Pineapple Juice
- Pineapple wedge to garnish

METHOD

Shake and strain over cubed ice

Posters and Social Media Assets

Are available on Pubpartners.net, Go Create. There is £50 of credit for you to use – available on orders made between 11th March to 31st May.

Here is an example of what a typical bespoke Rum month menu might look like:



Marketing tips for a successful event

Marketing Tips

The reason you are running an event or festival is to increase your profits by creating something interesting for customers that will encourage them to spend more, or visit more often.

What are you trying to do:

- Attract new customers
- Increase sales
- Give customers a reason to visit
- Engage with the local community

Don't lose sight of your objectives when you are planning your marketing. For example, if you are planning to attract new customers, you should identify how you are going to reach out to them, rather than just talk to existing customers. We've interviewed one pub who decided to run a free music festival combined with a beer festival at the same. It was easy to market – people were attracted to the line up of free bands – but he learned that while customers were outside watching the music, they didn't come in to buy the expensive guest beers he had laid on. So the lesson is to make sure that your marketing aligns to your business objectives right from the start.



Get More From Facebook

How To Schedule A Post

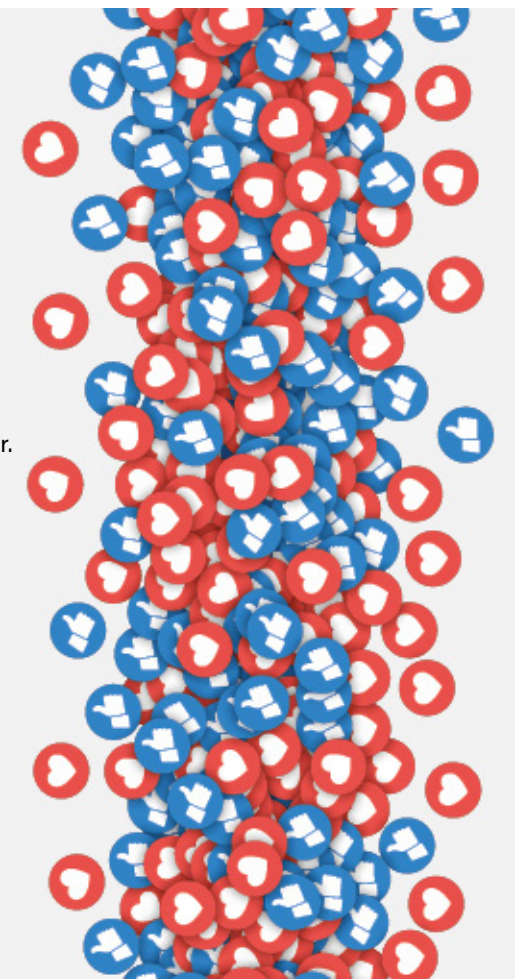
1. Start creating your post at the top of your page's timeline.
2. Click next to Publish and select Schedule.
3. Below Publication, select the date and time you want the post to publish.
4. Click Schedule.

How To Boost A Post

1. Go to a post you've created and then click Boost Post in the lower-right corner.
2. Choose your audience and budget based on how many people you want to reach on Facebook and how long you'd like your boost to run. You can also change your payment method.
3. Click Boost Post.

How To Create An Event

1. Click Events in the left menu of your News Feed.
2. Click Create in the top right.
3. Click Create Private Event to choose between private or public.
4. Fill in the event name, details, location and time.
5. Click Create.





Event planning and execution

There are lots of key dates to go after during the summer of 2024, use this guide to assist you in making the most of these key date events.

Step 1: Plan Ahead

- Decide your event or festival and arrange a team meeting to brainstorm ideas with your staff, this will not only ensure you cover all areas but will also get your staff engaged to feel part of making the event happen.
- Set a date and time for the event making sure you consider days where there is already a reasonable amount of trade.
- Use the Event Planner to set yourself goals and targets.
- Speak to your BDM to let them know you are running the event for any extra hints, tips or support they could offer.
- Use the Action Plan to allocate tasks for co-ordination of the event and include a list of any materials or extra stock you may need.
- Pin ideas up on your notice board and ask staff to add to this.

Step 2: Spread The Word

- For Gin, Cider and Beer Festivals, there is supplier support available and this can be scaled depending on the size of your event. Be sure to plan ahead and book pop-up bars, for example, early and order extra stock.
- Order additional POS from GoCreate. Distribute flyers locally and put up posters or a correx. Advertise the event inside, outside and online using your website and social media.
- If you have a database of guest email addresses, use Mailchimp.com - it's easy to create your own email and is free provided you have under 2,000 subscribers on your mailing list.
- Order different or unusual stock that fits with the theme of the event so that customers can delight in trying new (and premium) brands that they would not normally buy.

Step 3: Evaluate The Event

- Use the form on page 19, it will help you to create a record of the event so if you run another, you can improve it.
- Check sales, were they better than usual sales on the same night? The increase in sales should be around 4 times more than the cost of the promotion.
- Did you increase sales of a certain product - e.g. did you see an increase in a particular type of cider you were promoting during a Cider festival?
- Did you have more customers compared to usual on a same night?
- Did you gain any new customers?
- What media coverage and social media engagement did the event create?
- Be sure to get customer feedback as they can tell you what they'd like to see next time.

Child-friendly ideas

A simple and effective idea is to provide chalk for your younger customers to create a masterpiece on your patio.



Could you organise a sports day that involves parents or grandparents too? You could include racing, a tug of war tournament or if you have a large garden, a game of rounders.



Invest in garden games, like giant jenga, noughts and crosses and snakes and ladders - they keep adults entertained as well!

Make sure to check that your play equipment is safe and clean.

During half term you could host craft clubs or film clubs for rainy days, and offer charging stations for phones and tablets!



Did you notice what worked over Easter, can you apply it to the later bank holidays throughout the summer months?

Remember

Consider the cost of an event, will you get 4 x return on investment? Would hiring bands or doing promotions encourage customers to visit, or will the nice weather do that on its own? Let the sunshine do the hard work. If you do organise an event that involves a large chunk of your budget, try to ensure it's not too weather dependent! Or have a back-up plan.



Event Planner/Action Plan/Evaluation

Download and print extra copies of this from www.PubPartners.net or photocopy this one!

EVENT PLANNER

Type of event

Target audience

What do you want to achieve?

Intended benefit

Timing

Planning required

Promotion of event:
advertising/marketing/social media

Investment required (cost)

Target sales uplift

Target Sales minus average normal
sas on this day-Target Sales Uplift

Target Return On Investment (ROI)

As a guide, for each £1 Investment,
your sales should increase by £4

Risks to event success

Risks to ROI

ACTION PLAN

Action	Owner	When by?	Completed

EVALUATION

Actual Return On Investment

Actual Sales Uplift divided by Actual Cost=ROI

Review:

- What went well?
- What didn't go well?
- Is it worth doing again?
- Guest feedback?
- Did It exceed your expectations?

Future:

- What did you learn from planning and running the event?
- What would you do differently?



Think local

If you need to reach new customers, use our tips for marketing to them.

- Think about your target audience - the type of customers who would be interested in your event.
- How are you going to reach out to them? - local press, local radio, leaflet drop, local social media pages, noticeboards.
- What message would attract them?
- Draft up an outline
- What is happening and why should they attend?
- Is it to support a local cause?
- Include the date and time of the event.
- Are there any competitions?
- What are the prizes?
- Is there a special menu?
- Add booking Information plus pub name and address.

Newsletter

Let your customers know about up and coming events by producing a monthly newsletter and leave them on tables to make sure customers see what's happening. Use our templates on GoCreate.

Next Step

Call GoCreate! on: 0345 319 1021* Log in via www.PubPartners.net Or send an email to: GoCreate@lwwprintworks.com

*Lines open Mon-Fri 9am to 5pm.

Use the 90/60/30-Day Rule

This is a good example of a 90/60/30 day plan if you were planning an event for a cask ale festival with live band for the August bank holiday, but remember your event will be personal to you and you will need to change these actions to suit.

90 days from your event

- Book artist/ music/ DJ/ live entertainment
- Decide on the food and drink menu and costs
- Select the date
- Ensure you have enough staff to execute the event/ staffing levels- hire extra if needed
- Decide on timings for music, food etc
- Open a booking system if required
- Have a plan B if event is weather dependent
- Get the area prepped and ready for the event – buy any additional seating/ staging etc
- Do a breakeven point on costing to ensure the event will be profitable

60 days from event

- Train and bring the team up to speed on the event and how it will be executed
- Advertise the event internally, externally, and on social media platforms – create an event on Facebook and monitor interest
- Monitor bookings and drive a push if needed
- Ensure the event is running to budget

30 days from event

- Reconfirm booked artists
- Ramp up social media posts, ensure the team is talking to existing guests to drive additional footfall
- Confirm with guests if bookings are taken
- Check weather if impactful and execute a plan B if needed
- Confirm staff rotas so event is well-staffed
- Get the area prepared for the event
- Trial run any food or special drinks with the team so they know how to prepare – build in training where necessary
- Execute a successful event

Garden Assets available to support your events

We have negotiated with our preferred partners a range of inside and outside garden assets that are available temporarily to help make your events come to life.

There is no charge for these, but you must be stocking or willing to install the relevant product on draught, they are subject to availability, and you will have to book early. You will also be asked details of your event to ensure that you receive the best options for you. **Speak to your BDM if you need to install a draught product, to secure these assets**

The following few pages show you examples of what's on offer. The larger your event the more support you can have, so let us know what's going on. Don't forget to check your Premises Licence conditions to ensure you can sell alcohol and have entertainment outside and apply for a Temporary Event Notice if necessary.

Perhaps a vehicle for an outside event would be more fitting.....



Flint Eye Premium Beers Vehicle

When hiring the vehicle, you will receive:

- Portable bar
- Sales person to dispense beer

You can request:

- Payment system
- POS bar runners, drip mats, glassware, t-shirts, lanyards

You will not receive:

- Beer - please order with your normal drinks order

Contact

William by email: WilliamMorrison@greeneking.co.uk to register your interest and check availability.



Birra Moretti Ape

This Birra Moretti Ape is available, it's very popular and we know that many of you do stock draught Birra Moretti inside. If you think that your event would benefit from having this in your outdoor space, please contact Justin directly; Justin.Marzetti@heineken.co.uk

Brewing and Brands

Have you installed our own Level Head and Flint Eye draught beers or perhaps you stock draught Ice-Breaker? If so, you could be eligible for a branded pop-up bar to accompany your event.



Ice Breaker Land Rover

When hiring the vehicle, you will receive:

- Café barriers
- Portable bar

You can request:

- Sales person to dispense beer
- Payment system
- Plastic cups
- POS-bar runners, drip mats, glassware, t-shirts, lanyards

You will not receive:

- Beer - please order with your normal drinks order

Peroni

Bringing the iconic style of Peroni Nastro Azzurro to premium spaces



Peroni Capri



Contact Freddie by email, let him know what you are planning to do, how large you intend to go and he will assist you:
Freddie.Baldwin@asahibeer.co.uk



Carlsberg-Marstons

Carlsberg-Marstons have 2 x San Miguel mobile bars available for use from 1st May – 31st August.

- The Bars need to be kept under cover, are only on loan, and remain the property of CMBC.
- Each bar will come with a 2-out font on, 1 tap Carlsberg & 1 tap San Miguel unless brand changes are requested by the customer. Only CMBC brands are permitted on the bar, therefore San Miguel, Carlsberg or Brooklyn Pilsner.
- Bars can be booked weekly or for the full time-period.



San Miguel

Deckshares and firepits are limited and will be allocated on a first-come, first served basis.

The firepits we need a docusign returned to CMBC. This is ensure that once received by the pub all health and safety liability sits with the site.

Brooklyn Pilsner

- The defender can be moved around England and Wales
- It does ideally need an outside power source but in exceptions a generator can be arranged.
- It comes fully equipped and we normally do a plastic service outside and with bar staff so more appropriate for a day and night hire rather than a long-term period.

If you are interested in the San Miguel or Brooklyn Pilsner assets please contact Adam via email: Adam.Lawrence@carlsbergmarstons.co.uk with details of your event.



Beavertown

- There must be two different Beavertown Brands pouring off the mobile bar unit- Beavertown Neck Oil Session IPA, Beavertown Gamma Ray American Pale Ale or Beavertown Bones Lager.
- For the mobile bar unit, a minimum order of 5 kegs of Beavertown beer must be placed.
- When requesting a mobile bar unit, we would like an overview of the activity the mobile bar unit is being used for including dates and times. Usually, we allocate for two days.
- Mobile Bars would need to be booked for four weeks in advance.
- A Beavertown mobile bar unit contract is sent to any customer ahead of use to be signed and emailed back to us directly. This is just to highlight the unit and all equipment attached is property of Beavertown Brewery and with this, we send instructions on how to use the unit also.
- Mobile bars are subject to stock availability.
- We arrange delivery and collection; mobile bars must be collected in the same condition they have been delivered including all tap handles and badges being sent back with the bars.
- Interested? Contact both Holly and Brad directly:
Holly.davison@beavertownbrewery.co.uk and
Brad.sollis@beavertownbrewery.co.uk.



Budwieser Brewing Group

Mobile Bars:

- 10 total (Camden & Corona)
- Camden - Stock 2 Camden Products (Hells, Pale, Stout)



- Corona - New Corona draught install or currently pouring approx. 3 kegs per week



Are you stocking Camden or Corona and think that these pop-up bars would suit your event? Then please contact Fraser directly via email:
Fraser.Hutchinson@ab-inbev.com

Molson Coors

Molson Coors have a number of garden assets available for you to tap into.

Do you stock draught Carling or Coors Light and want to offer a great outdoor space for the UEFA Euros starting mid-June? If so, send that email to Mike today to see if you can benefit from these assets;

Mike.Moran@molsoncoors.com



Are you Summer Ready?



Summer Toolkit April - July

Seasonal Ale

It's an exciting summer for Seasonal Ale this year with no fewer than 4 brand new ales to choose from. Look out for False Nine being released mid-May as this will come with a FREE POS kit to help you advertise the UEFA Euro's Tournament.

Expand your Seasonal Ale range with 4.5g cask ale pins

It's now easier than ever to serve your customers a good selection of cask ale whilst minimising the risk of wastage, or a poor-quality offering. With 4.5g pins you only need to sell 12 pints a day to maintain quality, meaning that you can showcase an exciting line-up of fresh cask ale all week long.



Spring Break 4.4%

Style: Golden Ale
Colour: Gold

A delicious full-bodied, hoppy golden ale with delicious malty characters. Perfectly balanced with citrus characters.

Firkin Code: 457193

Pin Code: 409701

Pump Clip: Code 213137



Hopping Special 4.2%

Style: Amber Ale
Colour: Amber

A hoppy amber ale brewed with five different malts for rich body and biscuity sweetness. Late hopped with galaxy and citra for lots of fruity flavour inspired by the train service put on for hop picking families in 19th-20th century.

Firkin Code: 454905

Pin Code: 663308

Pump Clip Code: 213943

Are you Summer Ready?



Summer Toolkit April - July



Wolfpack Sesh IPA 3.8%

Style: Session IPA
Colour: Gold

Laid-back and, refreshing with a golden sunshine glow. Rye and crystal malts reveal toffee and spice while pale and carapils malt add sweetness and body. A truly sessionable beer!

Firkin Code: 462613

Pin Code: 642660

Pump Clip Code: 442421



King Mango 4.3%

Style: Pale Ale
Colour: Light Gold

A light and fruity IPA brewed in collaboration with Laine Brew Co- a mixture of mandarina bavaria and cascade hops give off tropical notes of mango and passionfruit in the forefront with a background of citrus, tangerine and grapefruit.

Firkin Code: 442537

Pin Code: 462003

Pump Clip Code: 22460l



Scorcher 3.8%

Style: Session Ale
Colour: Light Gold

A bright, refreshing, session ale with fresh citrus notes. Perfect for the summer.

Firkin Code: 463215

Pin Code: 463231

Pump Clip Code: 224604

19TH MAY - 14TH JULY



Firkin: 462456

Pin: 462472

Pump Clip Code: 214281

False Nine 4%

Style: Golden Beer
Colour: Gold

Sport remains key to driving footfall & category sales

Brewed to celebrate the 2024 UEFA European Football Championship, False Nine is the perfect refreshing cask beer to enjoy with mates while watching the tournament in your local pub. We've also created an extra premium pump clip to mark this important sporting event.

A refreshing hoppy golden ale made with a fusion of fragrant hops which deliver citrus and tropical fruit notes delicious and thirst quenching beer.

A false nine is a centre-forward who repeatedly moves towards the ball in deeper positions from a high starting position, often dropping to receive centrally. The main intention is to get on the ball away from the opposition centre-backs – and, in doing so, to draw players out of position and disrupt the defence.

Point Of Sale Available

Stockists of False Nine can order a visibility kit to help drive consumer awareness and Rate of Sale



Premium Pump Clip



100 x Drip Mats



1 x Clip Crowner

Guest Ales March & April

Our policy to only partner with the best UK breweries on our Guest Ale offering means that you will not be disappointed this summer, here's what you can get your hands on for March and April.



Twickenham's, Spring Ale - 4.4% ABV

With a pale colour, Spring Ale is a golden hoppy ale with a sweetish edge. Dry hopped with Huell Melon for a fresh fruity nose and taste, with hints of melon and orange.

Product code: 457177

Pump clip code: 213129



Leeds Brewery, Leeds Pale Ale - 3.8% ABV

An easy drinking pale ale. Brewed using Slovenian Bobek hops; this session beer is light and hoppy with delicate floral aromas and a well-balanced finish.

Product code: 706947

Pump clip code: 214567



Tiny Rebel, Cwtch - 4.6% ABV

Grab a glass, relax and cwtch up with this untraditional Welsh red ale - a perfect blend of six caramelly malts and three citrusy American hops.

Product code: 465544

Pump clip code: 225402

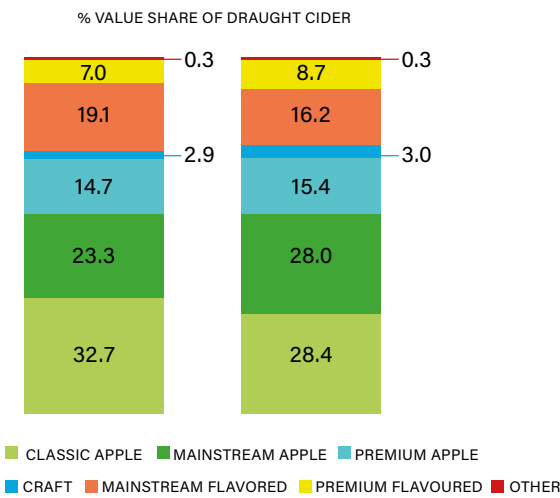
Cider and Summertime

Cider is synonymous with the British Summertime and with 63% of people visiting the pub more in summer, it is a great opportunity to drive cider sales.

Cider peaks between June and September where it steals a good amount of market share from beer. But specifically, it's August that sees the most uplift with +15% more cider sales compared to the annual average. Look out for the new draught and packaged ciders coming into our supply chain this summer.

Draught Cider Insight

Draught
On Draught, the premiumisation of the Apple category in particular has been driving Cider's good performance



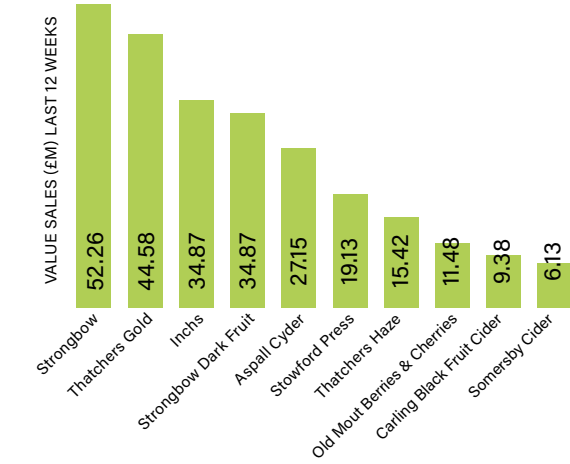
Preferred format for drinking Cider between consumers rising from 50% to 55% since last year

Flavoured Cider has lost share on Draught but continued to gain in the fridge

Mainstream Apple seeing great growth as it provides a bridge between Classic Apple and Premium Apple in a category that historically has one brand on the bar

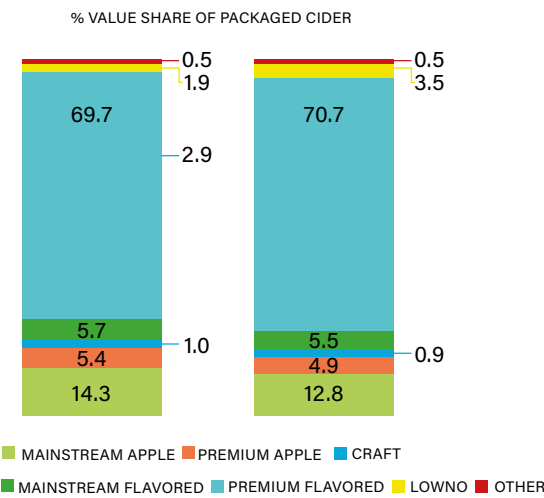
Draught Brand Summary

Strongbow remains the top selling cider in the markets despite large losses with strong growth coming from Mainstream Apple brands such as Inch's and Thatchers Gold



Packaged Cider Insight

Packaged
Whilst in the fridge, the category share splits haven't changed too much with Premium Flavoured still making up the majority of the sales

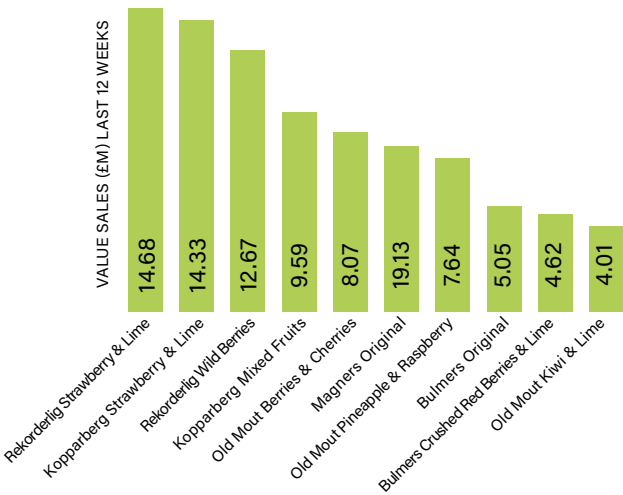


Growth in Premium Flavoured driven more by Exotic flavours than Berry

Apple losing share overall and LoNo options gaining strongly as consumers continue to moderate

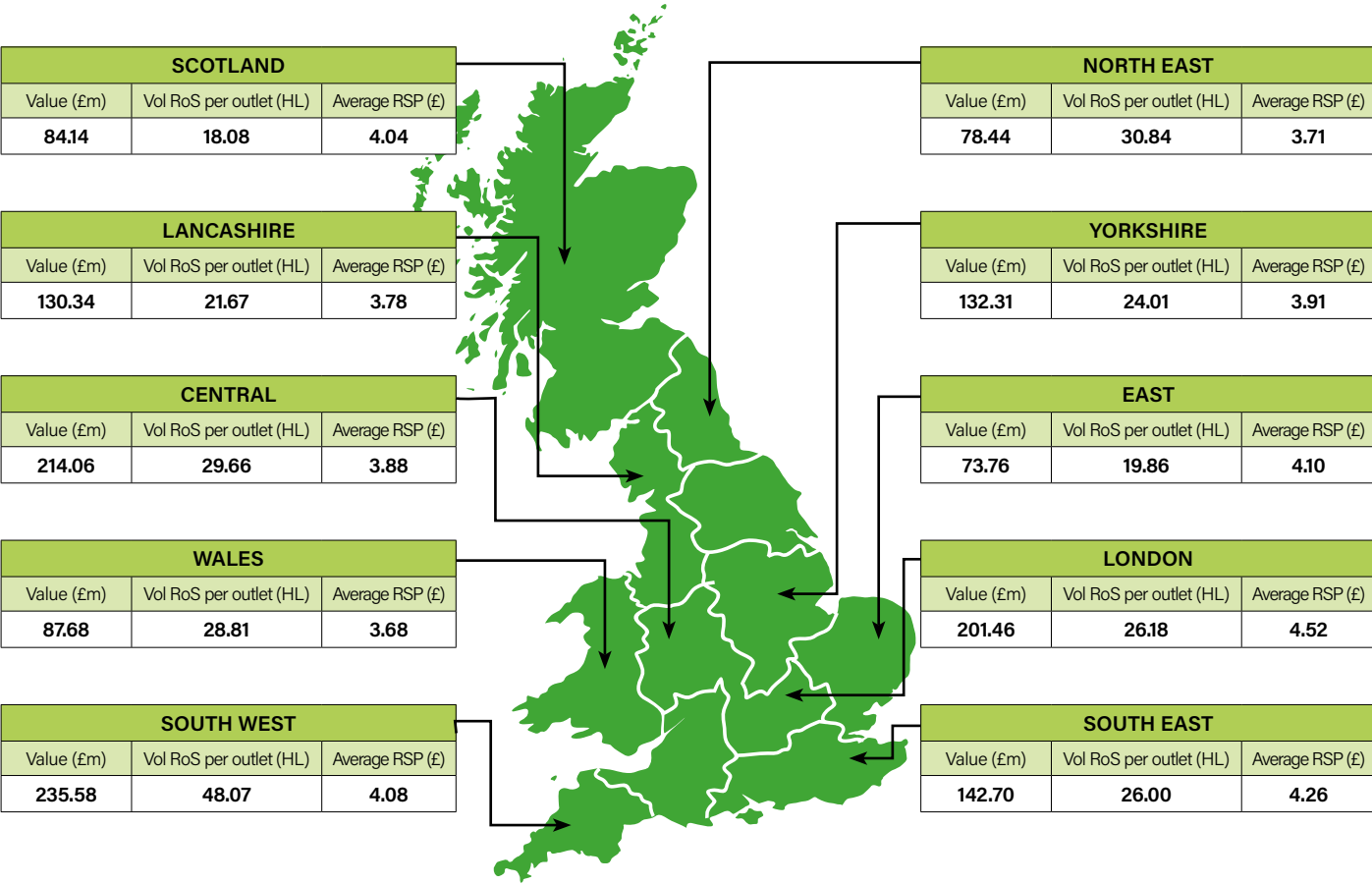
Packaged Brand Summary

Whilst Rekordelig and Kopparberg Line Extensions still lead the way, the Old Mout variants are driving most value into the market driven by the alcohol free option



Region Breakdown

The South West sell the most Cider overall and most volume per outlet whilst London sell the second most and have the highest average RSP.



What's new?



Rekorderlig Peach and Raspberry - NEW
Rekorderlig Peach Raspberry Cider is refreshing with the fresh, juicy taste of Peaches with a hint of Raspberry, made with pure Swedish spring water.

Item Number	Item Description
465382	15x500 Rekorderlig Peach & Ras 3.4



Kopparberg Strawberry and Pineapple - NEW
Apple cider with strawberry and pineapple delivers a fruity taste with an unmistakable strawberry aroma with a balanced hint of pineapple. We hope you enjoy this very special cider as much as we do.

Item Number	Item Description
465307	8x500 Kopparberg Straw & Pine 3.4



AVAILABLE ON DRAUGHT

Aspall Blush - NEW
Aspall Blush is inspired by the hedgerows, with sweet blackberries, balanced by crisp apples.

Item Number	Item Description
465234	11G/50 Aspalls Blush 4.0

Speak to your BDM to install this in time for summer

Summer's Sunshine Beers

Refresh your draught and packaged range in time for summer. Here's what we predict will be popular in the summer of 2024.

Cruzcampo
Draught Cruzcampo has a light, fruity aroma with an air of ripe apple which stands out over its balanced flavour of malty sweetness and soft bitterness. Its light body provides a pleasant mouthfeel which satisfies the palate and makes way for a compelling, bittersweet finish.

Item Number	Item Description
461719	11G/50 Cruzcampo 4.4



Speak to your BDM to install

Madri
Madri Excepcional is an exciting collaboration between the brewers of La Sagra & Molson Coors who have joined forces to brew a beer that captures the soul of modern Madrid. Madri Excepcional is a crisp, smooth and refreshing Spanish style lager brewed at 4.6% ABV. Full of flavour and aroma, medium bodied with medium carbonation which are the hallmarks of the beers from La Sagra. With every sip your customers will experience El Alma de Madrid - 'The Soul of Madrid'.

Item Number	Item Description
457126	11G/50L Madri 4.6



Speak to your BDM to install



Estrella Galicia
This is a bright golden beer produced from a selection of malts and especially bitter hops. The boiling, fermentation and maturation process takes more than 20 days, what provides this beer a pleasant and characteristic hoppy flavour.

Item Number	Item Description
462162	11G/50L Estrella Galicia Grundy 4.7



Speak to your BDM to install

Peroni Nastro Azzurro Stile Capri
Peroni Nastro Azzurro Stile Capri is a Mediterranean-inspired lager with a delicate balance of bitterness and fresh citrus notes. Brewed with a light touch of Italian lemon zest for a crisp, refreshing taste.



Win tickets to American Express presents BST Hyde Park 2024.
Courtesy of Peroni Nastro Azzurro Stile Capri there's one pair of tickets up for grabs for American Express presents BST Hyde Park 2024.

For every case purchased from 1st April and until the 31st May, a drawn ticket will be entered into the BST competition. The winner will be notified via email by the 8th June 2024.

Corona Cero - NEW
On the palate, Corona Cero delivers a smooth, clean flavour profile, featuring a delicate balance of sweet maltiness and a trace of mild hop bitterness. The beer's light body and moderate carbonation create a crisp, refreshing mouthfeel that leaves you craving more.

Have this sitting next to your Corona in your fridge as a great low/no option.

Item Number	Item Description
465242	24x330 Corona Cero

Sol
Sol is a light and refreshing golden pilsner-style beer with a fresh and lemony finish. Born under the Mexican sun in 1899, Sol is a brand with a strong heritage and a close association with sunshine. Drinking a Sol beer feels like a ray of sunshine, light and easy. Perfect for sharing with friends on a sunny day.

Item Number	Item Description
452264	24x330 Sol NRB 4.2



Desperados
Desperados is a tequila-flavoured beer with a light refreshing taste, balanced with lemon and spicy notes for sweetness, perfect for those sunshine occasions.

Item Number	Item Description
271854	24x330 Desperados Beer







Hazy Day - NEW
From our own Greene King Brewing & Brands team comes the brand new fruity hazy IPA with orange, citrus, and strong tropical notes.

Fruity IPA's are #1 fastest-growing craft segment and we have plans to be #1 on trade fruity IPA in 12 months. Interested in stocking this? Speak to your BDM to see if your pub is a suitable trial site.

Item Number	Item Description
463002	30ltr Hazy Day IPA 4.3

Camden Stout - NEW
Many 25-44 year-olds are happy to pay more for better beer, and are looking out for something FRESH. Stout is having an exceptional time at the moment and has risen so much in popularity, especially with a younger group.

Here's the reasons to believe Camden Stout Will Freshen Up The Stout Category

STOUT DRINKERS USUALLY...

- Are a little bit older than average
- Have higher income than average on trade customer
- Willing to trade up to more premium beer (49%)

CAMDEN DRINKERS ARE...

- Younger! We over-index among 25-44 year olds
- Happy to pay more for better beer (35% more than average!)
- Looking out for something FRESH

AND WE KNOW THAT...

- 73% of consumers would try a new stout from Camden
- Stout drinkers already love us! 40% of stout consumers already drink Camden
- A pub will make £50 more per 100 pints if they pour Camden Stout

Source: CGA, BrandTrack August 2022

Based on recommended RSP vs current Draught Stout Price per Pint - CGA, Ons YTD to 03.12.22

That's not all, because if you operate a premium outlet, you already sell Camden products or you sell lots of Guinness and can easily offer a second stout, then we have the perfect install deal for you.



NEW INSTALL CAMDEN STOUT
INSTALL CAMDEN STOUT, GET 30LT KEG, 24 X GLASSES, 2 X BAR RUNNERS, 125 COASTERS AND A STAFF TRAINING SESSION FREE

Speak to your BDM about installing.

Item Number	Item Description
464343	30ltr Camden Stout 4.0

Exciting new products

The Importance of Spirits

You understand that spirits are a vital part of your drinks menu, but here is some supporting insight;

• Top Categories that display higher % of sales over the Summer Months (May to August) versus average sales in 2023. Specialities +31%, Flavoured Gin +8%, Non Flavoured Gin +5%, Flavoured Vodka +4%

Source: CGA OPMS 2023 (Volume Sales)

• 35% of On-Trade consumers nearly always or occasionally choose a double measure spirit with a mixer. This raises to 56% for consumers aged 18-34 years old.

Source: CGA Brand Track Data to August 2023

• Spirit 25ml + Premium Packaged Mixer: 154% index vs. Pint of Std Lager, 109% index vs. Pint of Premium Lager

• Spirit 50ml + Premium Packaged Mixer: 248% index vs. Pint of Std Lager, 175% index vs. Pint of Premium Lager

Source: CGA OPMS 12 weeks to 30.12.23

Warner's Honeybee & Warner's Blossom - NEW



Item Number	Item Description
464904	70cl Warner's Honeybee Gin 40.0 The palate is soft and creamy with lavender, rose and hints of grapefruit giving it a little zest
464912	70cl Warner's Blossom Gin 40.0 Blossom - silky and floral notes of elderflower and rose petals with hints of spice

Buy any 2 x 70cl Hendrick's (1 x 70cl must include NEW Grand Cabaret), get 6 cut glass highballs & bunting FREE.



Hendrick's Grand Cabaret - NEW

Hendrick's are once again giving us an absolute treat with their latest gin - Grand Cabaret. Always keeping their range fresh and new, they have excelled themselves this time. This is a great new gin.

Look out for the Big Deal featuring this new product on the back page.

Item Number	Item Description
464947	70cl Hendricks Grand Cabaret 43.4



Bacardi Carta Negra & Cola

- 50ml Bacardi Carta Negra
- 100ml cola

1. Combine ingredients in a highball glass filled with ice
2. Stir gently

Bacardi Carta Negra - NEW

We have an elevated, full-bodied version of the Cuba Libre (Bacardi and Coke), brought to us from Bacardi, it's the new Bacardi Carta Negra and it won't disappoint. We think this product will do exceptionally well with the current rising popularity of the rum category as a whole.

BACARDÍ Carta Negra, a medium-bodied aged dark rum, often called "black magic". The intense aroma and flavour of BACARDÍ Carta Negra rum comes from the unique combination of notes of molasses, layers of banana, smoky oak, ripe tropical fruit, and a pleasant hint of burnt sugar. 40% ABV.

Item Number	Item Description
465099	70cl Bacardi Carta Negra 40.0

Don't forget the shots

We have a range of the most popular shots available including, but not limited to; Tequila Rose, Fireball, Sambuca and SheepDog.

Shot sales tend to be incremental, 'off-the-cuff' purchases and it's well worth displaying a good range to tempt your customers to add these to their round of drinks.

Best served ice-cold, here are some reasons to believe;

Tequila Rose is experiencing double digit growth!

Tequila Rose is gaining hype with consumers

- +46% awareness with 18-30 year olds
- +52% have tried Tequila Rose before
- +50% purchased Tequila Rose from a bar
- +45% associated Tequila Rose with "Shots"

Explosive growth in UK bars, driven by ice-cold shots on menu!

- +141% vol. vs same 12ks 2YA
- +32% RoS vs same 12 weeks 2YA

Explosive growth in grocery too!

- +34% vol. vs same 12ks 2YA
- +21% RoS vs same 12 weeks 2YA

RoS peaking at 9.27 bottles per store per week over the last 12 weeks



Reputation.com

Your digital presence is more important than ever to drive more customers to your business.

Reviews help customers choose your business over others. Many customers rely heavily on reviews when deciding where to eat/drink since they have so many options available to them. It's important to respond to your reviews, 45% of customers state they are more likely to visit a business if it has responded to any negative reviews. Google will rate you higher if you have recent reviews and are responding to them.

We have a great tool available to you that will take away the hassle of responding to reviews on individual sites and will also measure your online presence and appeal. Reputation.com is used across many of the hospitality companies and other industries within the UK and overseas.

Use this as a guide to get a great score:

How to get a great score

REVIEW SENTIMENT

Based on your rolling 20 day average review rating this is **the biggest factor in your Rep Score**. Giving our customers great experiences is the best way to do this.

REVIEW SPREAD

Don't push one platform over any others. Let the guest decide where to leave the review. An organic spread of reviews across platforms is best

REVIEW RECENCY

This measures the regularity of reviews, a steady stream of feedback is best. Make it a habit to ask customers for feedback.

SOCIAL ENGAGEMENT

Post regularly with interesting, relevant and engaging content but don't post images that you don't own! Note: only Facebook engagement is counted towards the Rep Score.

HIGH IMPACT

REVIEW VOLUME

Ask guests to leave reviews will increase this score. Don't incentivise reviews through competitions, discounts or freebies, this could damage your score if reported.

MEDIUM IMPACT

SEARCH IMPRESSIONS

This measures how far up the Google rankings you are. If you have a good star average and are responding to reviews this will have a positive impact on this score too.

LOW IMPACT

RESPONSE RATE

Respond to all you negative reviews and around half of your positive reviews. Responses should be timely and varied, tailor your responses to the review itself. Don't use the same response repeatedly.

LISTING COMPLETENESS

This measures how consistent your information is across patterns. Make sure your opening times, address, phone number etc is the same across all platforms/sites.

REVIEW LENGTH

Difficult to influence directly but this is a measure genuine reviews. Lot of short reviews from customers look suspicious.

Speak to your BDM if you are not already registered.

Night of Excellence 2024

Nominations have now closed for the Night of Excellence 2024 and with the shortlist now decided the final judging by the suppliers is well underway. We wish all our pubs the very best of luck and look forward to welcoming you at this prestigious event.



BIG DEALS

APRIL
to
JUNE
2024



CORONA CERO

Buy 3 x cases of Corona Cero OR Corona 24 x 330ml, get 1 x case of Corona Cero FREE



SAN MIGUEL

Buy 2 x San Miguel 1 lgs, get 2 x parasols FREE



OLD MOUT CIDER

Buy any 3 x cases of 12x500ml Old Mout Cider, get 1 x case of Old Mout Berry & Cherry 0% OR Old Mout Pineapple & Raspberry 0% FREE



KOPPARBERG CIDER

Buy any 4 x cases of 15 x 500ml Kopparberg cider, get 1 x case of NEW 8 x 500ml Strawberry & Pineapple 3.4% FREE



REKORDERLIG CIDER

Buy any 4 x cases of 15 x 500ml Rekorderlig, get 1 x case of NEW Peach & Raspberry FREE



APEROL

Buy 3 x 70cl Aperol, get an Aperol Spritz POS Kit including 6 x glasses, jigger and POS FREE



BACARDI & COKE ZERO

Buy any 4 x 70cl bottles from the Bacardi range, get a case of 24 x 200ml Coke Zero NRB FREE



DISARONNO

Buy 2 x 70cl Disaronno, get 6 x glasses & 20 x tent cards FREE



GORDON'S RANGE

Buy any 4 x 70cl from the Gordon's range, get a 70cl bottle of Gordon's Pink PLUS 6 x Gordon's Glasses & Gordon's Bunting FREE



HENDRICK'S

Buy any 2 x 70cl Hendrick's (1 x 70cl must include NEW Grand Cabaret), get 6 cut glass highballs & bunting FREE



JACK DANIEL'S RANGE

Buy any 3 x 70cl from the Jack Daniel's range (1 x 70cl must include JD Honey), get a POS kit including 6 x mason jars, T-shirt and chalkboard FREE



PIMM'S

Buy 4 x 70cl bottles of Pimm's, get 5 x Pimm's jugs & 1 x Pimm's bunting FREE



SIPSMITH

Buy any 2 x Sipsmith from the range, get a case of 6 x branded carafes for 'Summer Sharers' FREE



ST GERMAIN 'HUGO SPRITZ'

Buy 2 x 70cl St-Germain Elderflower Liqueur, get 6 x Spritz glasses FREE



SOUTHERN COMFORT

Buy 2 x 70cl Southern Comfort and get 6 fish bowls FREE



FEVER-TREE MIXERS AND SOFTS

Buy any 4 x cases of 200ml Fever-Tree mixers, get any case of 12 x 275ml soft drinks FREE



SCHWEPPE'S 200ML

Buy any 4 x cases of Coke 200ml range, Schweppes Classic Mixers 200ml OR Juices 200ml, get 1 x case of 200ml Schweppes Slimline Tonic and a Schweppes perfect serve POS kit FREE



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