



HOMEGROWN

BEST OF THE BRITISH ISLES

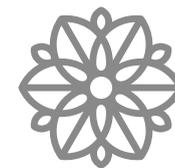


the experience matters

Matthew Clark



The team from Chase Distillery out in their potato fields.



HOMEGROWN

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The UK's drinks industry is lively, strong and distinctive. It's a great industry to be in, and one to be proud of. From confident upstarts opening bars off the beaten track, to pioneers unafraid to experiment with new flavours in their garden sheds. The scene in the UK is a patchwork of innovation and excellence, filled with bags of classic character.

We rightfully spend a lot of time discussing the operators who try something new, who break the mould or take a giant leap forward. Last year we saw pub after restaurant ditch the straw, we saw cocktail bars aiming to close the loop on waste, and we saw licensees look again at the low alcohol products they offer. But the nation's producers can be just as energetic, innovating to bring us new favourites and enjoying growing export success.

This year we want to make some justifiable noise about those that toil to produce the ingredients our industry relies upon and those people that form them into the drinks we love. Homegrown is a celebration of all that the UK drinks industry is, from farmers to brewers and right-through to you. Let's explore the stories behind your current product range, and find some new favourites for your customers to enjoy in the years to come.

A higher proportion of people aged between 18 and 24 prefer to buy UK than those aged 25-34*. We believe this shows increasing consumer demand for local products with provenance and lower environmental impacts. Our producers, distillers and brewers are helping Britain on its way to becoming a jewel on the world wine map, the global leader in spirits, and home to an exciting new trend of beer and cider experimentation.

* Buying British Report 2017

** CGA Going Premium



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MARKET DATA

As the drinks market changes and the factors behind consumer purchasing decisions evolve, we believe that there is a significant opportunity for licensees to grow sales with premium UK products. Provenance is vitally important to British consumers - UK manufacturing of food products had grown 7% year-on-year by the end of 2017. More than 1 in 2 UK consumers find it important to know where their food and drink come from, and many consumers are willing to spend more on brands that are clear about their origin.

62% of consumers aged 18-24, and 57% of those aged 25-34, prefer to buy British*. This same band of consumers is the most likely to trade-up to premium - 54% of 18 to 34 year-olds either select an up-market drink or are likely to pay to upgrade, this is significantly higher than the 43% UK average. Consumers will also spend more on better products if the service and experience is right. This is of course means mixing spirits with high-quality mixers and serving craft beers in the right glasses, but also ensuring that staff have strong product knowledge and are able to make good drinks recommendations.

Our research has found that staff recommendations are the key to activating premium UK products with target consumers. The three types of consumers most interested in the provenance of their purchases, and also most likely to premiumise are Revellers, Enthusiasts and Appreciators. Each of these are influenced more by staff recommendations than the UK average. Having just a little bit of product knowledge will help you make recommendations, and make your outlet look more professional in the eyes of your customers – people spend more money with people that they trust.

* Buying British Report 2017

** CGA Going Premium

PORTRAITS

We segment consumers into seven distinct portraits, the three we believe to be most interested in premium UK products are Revellers, Enthusiasts and Appreciators. In Total, these 3 consumer portraits account for 62% of total On-Trade alcohol serves.

Revellers Trust People

Experience-led, social butterflies. Revellers are looking for an up tempo drink to express who they are.

Segment statistics

% of GB population	11%
% of total alcohol serves	21%

Segment habits

Premiumisation	● ● ● ● ●
Experimentation	● ● ● ● ●
Health Conscious	● ● ● ●

Appreciators Trust Themselves

Fashion-forwards and adventurous. Appreciators are discerning and are the most likely to trade up to a nicer drink.

Segment statistics

% of GB population	11%
% of total alcohol serves	13%

Segment habits

Premiumisation	● ● ● ● ●
Experimentation	● ● ● ● ●
Health Conscious	●

Enthusiasts Trust The Outlet

Highly engaged across all categories. "In the know" Enthusiasts drink often and are always looking for something new to try.

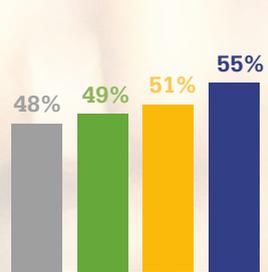
Segment statistics

% of GB population	14%
% of total alcohol serves	25%

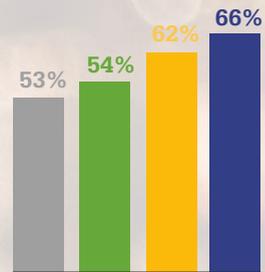
Segment habits

Premiumisation	● ● ● ● ●
Experimentation	● ● ● ● ●
Health Conscious	● ● ● ●

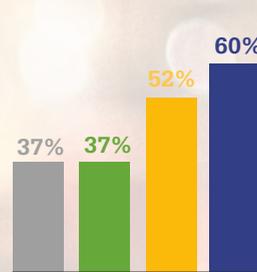
ATTITUDES



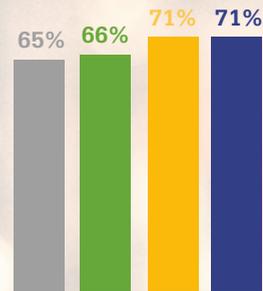
I try to buy locally produced products wherever possible



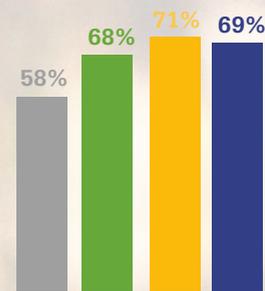
I like to know where the things I buy have come from



I like to know how my drinks are made



It's important to know what's in my food and drink

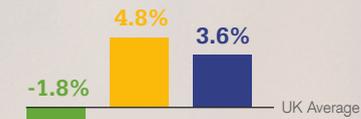


I don't mind paying a bit more for a really nice drink

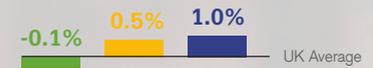
PURCHASING CUES



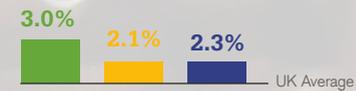
Advertising in the Bar/Restaurant



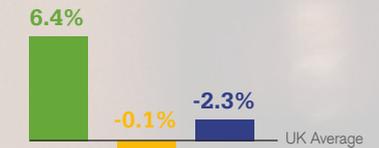
Tasting note / Menu recommendation



Medals / Award / Score / Journalist's recommendation



Staff recommendation



Recommendation from a Friend / Family

■ UK Average ■ Appreciators ■ Enthusiasts ■ Revellers



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UK WINE

English wine hasn't always seemed destined for success. During the interwar years no commercial wineries were operating in the UK, breaking a wine making tradition that dated back to the romans. This began to change in the mid-twentieth century when pioneers such as Ray Barrington Brock and Major General Sir Guy Salisbury-Jones began to lay the foundations of the flourishing industry we see today. Along the way, the industry has been bogged down by perceptions of quality, often driven by an association with the term 'British Wine' – relating to cheap wines produced in the UK from imported wine concentrate of uncertain origin.

Many believe that the perception of English wine really began to change when Nyetimber's Classic Cuvée 2003 beat the world's finest sparkling wines at a blind tasting in 2010. While the number of English vineyards had been declining from a 1980's peak, the amount of land under vine has been accelerating over the past ten years. Quality too has been rising quickly, it's no longer a shock to see an English wine winning big awards and brands such as Nyetimber and Chapel Down are positioning their products as legitimate contenders to Champagne's crown.

English Wine may be growing in the market but it is only listed at 21% of outlets within our customer base. There is huge growth potential in this category, perhaps particularly among younger consumers, especially those in cities who are typically early adopters of trends. In total, English Wine has grown by £3.2 Million (+59%) in absolute value year-on-year, outperforming volume (+36%) and revealing the trade up opportunity homegrown wine can bring to a wine list.

Source MCB Pourtratis Data 2018.

Homegrown Key

-  UK Owned
-  UK Founded
-  UK Primary Ingredients
-  UK Produced
-  UK&I Owned
-  UK&I Produced
-  UK&I Primary Ingredients

LOUIS POMMERY

ALRESFORD,
HAMPSHIRE

Louis Pommery is the first English Sparkling Wine released by a Champagne House. Working closely with English winemakers, Louis Pommery celebrates the Anglo-French heritage of the famed Champagne Pommery, whose leading figure, Madame Alexandrine Pommery was educated on our shores and heavily influenced by English tastes.



LOUIS POMMERY

SIZE: 75cl **ABV:** 12%

CODE: 37717

A fresh vibrant palate with a juicy lemon, lime and apple character, with subtle honeyed stone fruits in the background.

Produced in collaboration with the family owned English Sparkling Wine makers Hattingley Valley, classic Champagne varietals from across Hampshire, Essex and Sussex are blended under the eye of Pommery's chef de cave Thierry Gasco.

 Made with carefully selected English grown grapes.

NYETIMBER

CRAWLEY,
WEST SUSSEX



NYETIMBER CLASSIC CUVÉE

SIZE: 75cl **ABV:** 12%

CODE: 25036

Toasty, spicy and complex aromas with notes of honey, almond, pastry and baked apple.

Very fine and elegant wine with a great combination of intensity, delicacy and length.

Perfect combination with smoked salmon, oysters, scallops, asparagus and sushi.

 **GOLD (2009) International Wine & Spirits Competition (IWSC) 2017**

 Nyetimber was the first producer of English sparkling wine to exclusively grow the three celebrated grape varieties: Pinot Noir, Pinot Meunier & Chardonnay. Made from 100% estate-grown grapes.



NYETIMBER SPARKLING ROSÉ

SIZE: 75cl **ABV:** 12.5%

CODE: 31293

Aromas include a charming mix of fresh red fruits along with spice notes of anise and lavender.

A round texture with refreshing redcurrant, raspberry and cherry flavours with a creamy palate leading into an elegant sparkling wine with a silky finish.

Great with salmon fillets, brown crab, veal carpaccio and guinea fowl.



World's Best Winemaker

In 2018, Nyetimber's head winemaker Cherie Spriggs, won the International Wine Challenge Sparkling Winemaker of the Year. This was the first time, in the history of the award, that it was not won by a winemaker from the Champagne region. A true testament to the potential of the UK's winemaking and a wonderful personal achievement for Cherie.



CHAPEL DOWN TENTERDEN, KENT

Chapel Down is one of England's leading wine producers with a world class range of sparkling and still wines. Based in the picturesque market town of Tenterden in Kent, winemaker Josh Donaghay-Spire sources fruit across the South East of England and produces traditional method sparkling wines, crisp, aromatic white wines, delicate rosés and elegant light red wines.



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Homegrown is a topic that has been discussed a lot at Chapel Down recently. To them, the idea is something deeply rooted in the culture, across their people, their product, and their brands. They've added a lot of new talent to the team in the last 12-18 months as they aim to build the UK's most exciting premium drinks company. That has meant a lot of new team members curious to learn more about the stories of the journey over the last 20 years, the legacy that has been built in Tenterden, and the opportunity that now presents for the team, their customers and their consumers.



Josh Donaghay-Spire, Winemaker



CHAPEL DOWN CLASSIC NON-VINTAGE BRUT

SIZE: 75cl **ABV:** 12%
CODE: 27176

Ripe red apples and peach dominate the nose with apples and light tropical fruit on the palate.

A very approachable style of fizz with a lively refreshing mousse, good depth, crisp fruit and a palate with attractive yeast overtones.

Great as an aperitif or a perfect pairing to the British classic - fish and chips.

SILVER (NV) International Wine Challenge (IWC) 2018

SILVER (NV) WineGB Awards 2018



CHAPEL DOWN SPARKLING BACCHUS

SIZE: 75cl **ABV:** 12%
CODE: 37819

A unique project, this is all about bringing some British Sparkle to the normally still grape variety of Bacchus. Already favoured by many English wine producers for its ability to flourish in the UK, this adds an extra dimension to the grape variety. With characteristic aromas of pineapple, grapefruit and elderflower, the palate has a fine mousse, with tropical and floral flavours leading to a crisp texture and a refreshing finish.



CHAPEL DOWN BACCHUS

SIZE: 75cl **ABV:** 12%
CODE: 27178

Ripe melon, peach, passion fruit, gooseberry and a hint of cut grass on the nose; the palate shows tropical fruits and lime flavours with hints of nettles.

Made from 100% Bacchus, a popular variety that ripens well in cool-climates, this vine produces fruit with excellent ripe flavours and refreshing crisp acidity levels.

An ideal pairing to seafood, summer salads or Thai cuisine.

BRONZE (2016) Decanter World Wine Awards (DWWA) 2018

BRONZE (2016) International Wine & Spirit Competition (IWSC) 2018

BRONZE (2016) International Wine Challenge (IWC) 2018

SILVER (2016) WineGB Awards 2018



CHAPEL DOWN ENGLISH ROSÉ

SIZE: 75cl **ABV:** 12%
CODE: 27179

Shows strawberry and notes of blackcurrant-leaf, with hints of shortbread and cream.

A pale onion-skin coloured rosé made from the two red Champagne grapes, Pinot Noir and Pinot Meunier.

Great as an aperitif or for pairing with light pasta dishes and summer fruit desserts.

SILVER OUTSTANDING (NV) International Wine & Spirit Competition (IWSC) 2015



CHAPEL DOWN FLINT DRY

SIZE: 75cl **ABV:** 12%
CODE: 27180

Made from a blend of white grapes including Bacchus, Chardonnay and Pinot Blanc, the result is an aromatic wine with aromas of green apple, pear and kiwi.

A great alternative to aromatic white wines, such as Sauvignon Blanc or Pinot Grigio.

IN FOCUS: BY THE GLASS

At Chapel Down we have always prided ourselves on our quality sparkling wines, and constantly strive to increase our overall sales, brand exposure, and general customer enjoyment. Our experienced team know our customers and know how to reach new ones, sharing their knowledge and advice in all customer outlets.

Over the past year we focussed on one of our partners whose sparkling wine sales were lower than we'd expect to see. Both our Three Graces and Rosé Brut were comparable, if not favourable, in price to the NV Champagne that was on offer, the only difference being our Chapel Down products were only available by the bottle.

By introducing our Three Graces vintage wine and Rosé Brut by the glass, we were able to offer customers more value through a high quality product, whilst making a greater margin. It also gave us the opportunity to reach out to a wider audience and target those who may be new to the brand and want to sample a glass.

Since then, the sparkling wine sales at this venue have surpassed the previous Chapel Down and Champagne sales combined. Staff are able to sell a story to their customers, and offer quality products to begin the journey of brand advocacy and repeat custom.

Darren Davis
National Sales Manager
Chapel Down



CHAPEL DOWN THREE GRACES

SIZE: 75cl ABV: 12.5%
CODE: 27177

A subtle array of flavours from lemon sherbet and strawberry to brioche and fresh bread characters; the palate has delicacy and depth which leads to a rich finish with fantastic length.

A blend of 55% Pinot Noir, 37% Chardonnay and 8% Pinot Meunier which undergoes full malolactic fermentation and a minimum of three years ageing on the yeast lees in the bottle.

Great as an aperitif or an ideal accompaniment to grilled fish or risotto.

 SILVER (2013) Decanter World Wine Awards (DWWA) 2018

 SILVER (2013) International Wine Challenge (IWC) 2018

 SILVER (2013) International Wine & Spirits Competition (IWSC) 2018

 SILVER (2013) WineGB Awards 2018



CHAPEL DOWN ROSÉ BRUT

SIZE: 75cl ABV: 12.5%
CODE: 27181

A pale onion-skin coloured rosé made from the two red Champagne grapes Pinot Noir and Pinot Meunier. Shows strawberry and notes of blackcurrant-leaf, with hints of shortbread and cream.

 SILVER International Wine Challenge (IWC) 2019



Recommendations

English sparkling wine, is now the fastest growing sparkler in the UK, which is no surprise, the british have long blazed a trail in the wine industry. The first recorded reference to sparkling winemaking was made by a Brit, English scientist Christopher Merret in 1662. Now the category is creating world-class wines to rival the finest from Champagne. In fact, many English vineyards share the same famous chalk soils as their French counterparts. Along with several other Champagne houses, Taittinger recently planted vines in England, recognising the huge potential of English wine.

English Wine is a great success story and one we should share with consumers. Staff recommendations are key to selling premium UK products in the On-Trade, and this all starts with a little bit of knowledge. How can you sell it if you do not know what it is? Try all products and store away a couple of descriptive words for each wine in your mind. Add to this a fact about the product and the reason someone would want to buy it.

Personal recommendations are one of the key techniques used for upselling. Upselling shouldn't be a dirty word, it's simply providing your customer with the opportunity to choose something that provides them with a better experience. Avoid the 'hard-sell' by focusing on the benefit to the customer and sharing your knowledge with them. Make the recommendation a statement where they cannot say yes or no and remember that customers want to know what you think, so start recommendations with the likes of 'that pudding with our delicious English sparkling wine is really something special'.

4 more ways to increase English Sparkling wine sales



Fizz and Chips

Brits don't drink much fizz with food, instead, we tend to limit the role of sparkling wines to a celebratory toast before or after food. However, our national dish of Fish and Chips is widely accepted to be one of the best pairings with fizz. Outlets could capitalise on this ever-present tea time treat by creating a package that includes a glass of English Sparkling for a set price.

Try before you buy

Offer customers a 25ml sample either when seated for food or looking at the wine list at the bar. Inform them that the wine is new in or a wine for the season and follow it up by asking 'what do you think, shall I get you a glass'.

Question

The easiest upsell opportunities come from simple questioning, for example, staff should always be asking 'is that a large' and using bolt-ons to generate incremental purchases, for example, 'would you like some nibbles with your wine'.

Like that? Try this?

Consumers of more popular sparkling wines can be convinced to try English Sparkling Wine if reassured. So if a customer has asked for a bottle of Cava or Prosecco, try asking if they have ever had a bottle of English fizz and make a suitable recommendation.



PUTTENHAM, SURREY

Mike and Hilary Wagstaff took over Greyfriars in 2010 with the aim of expanding the original vineyard planted in 1989 from one and a half acres to become a commercial scale producer of award-winning sparkling wine reflecting the unique local geology, climate and heritage of the Surrey North Downs. Since then they have expanded the business to a total of 40 acres under vines on two sites and built a state of the art winery. They do everything from grape to glass and produce an average of 70,000 bottles of sparkling wine a year using the traditional method with Chardonnay, Pinot Noir and Pinot Meunier.



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For the team at Greyfriars, Homegrown is all about the connection between the vineyard, the people and the finished product. They continually strive to create great wine that reflects where it comes from and who they are. They believe strongly in English viticulture, building a brand new winery containing state of the art winemaking equipment and digging a vast natural chalk underground cellar. This enables grapes to be grown, bottled and aged on a single site.



Mike Wagstaff, Owner and Winemaker



GREYFRIARS CUVÉE BRUT NV

SIZE: 75cl **ABV:** 11.5%
CODE: 35158

Rounded and sophisticated, it develops on the palate ripe stone fruits flavours with subtle toasted notes and hints of brioche.

Refreshing aperitif and perfect served with fish and chips or any seafood tempura style food. 'A dramatically-poised wine, with a crowd pleasing, pin sharp, floral flavour and a lovely long bright finish' Matthew Jukes, Vineyard Magazine March 2018.

- SILVER (NV) International Wine Challenge (IWC) 2018
- BRONZE (NV) International Wine & Spirits Competition (IWSC) 2018
- BRONZE (NV) Decanter World Wine Awards (DWWA) 2018



GREYFRIARS CLASSIC CUVÉE BRUT 2013

SIZE: 75cl **ABV:** 12%
CODE: 35159

Rounded and sophisticated, it develops on the palate ripe stone fruits flavours with subtle toasted notes and hints of brioche.

Refreshing aperitif and perfect served with fish and chips, or any seafood or tempura-style food.

- SILVER (2013) International Wine Challenge (IWC) 2018
- SILVER (2013) Sommelier Wine Awards (SWA) 2018
- BRONZE (2013) Decanter Worldwide Wine Awards (DWWA) 2018



GREYFRIARS BLANC DE BLANCS BRUT 2014

SIZE: 75cl **ABV:** 12%
CODE: 35155

A delicate pale lemon colour and aromas of citrus and Granny Smith apple. Finely balanced with flavours of ripe peach and pear and a creamy texture enhancing a long lasting finish.

A food-orientated pure Chardonnay sparkling wine, amazing paired with creamy fish and complex sea food dishes, from smoked salmon canapés to gastronomic sea bass and cream sauce main course.

- SILVER (2014) Sommelier Wine Awards (SWA) 2018
- BRONZE (2014) Decanter Worldwide Wine Awards (DWWA) 2018
- BRONZE (2013) Wine GB Awards 2018
- 90 Points - World of Fine Wine Panel Tasting Q4 2018



GREYFRIARS ROSÉ RESERVE 2014

SIZE: 75cl **ABV:** 11.5%
CODE: 35160

Perfect aperitif wine or to match a light fish dish, red mullet pan fried in a Mediterranean lemon and olive oil dressing with fregula and samphire.

A graceful nose, with red berry aromas and a spicy touch. The palate reveals ripe fruit enhanced by a sprinkling of vanilla. A modern delightful style with impressive balance and a fruity note to finish.

- GOLD (2014) International Wine & Spirits Competition (IWSC) 2018
- SILVER (2014) International Wine Challenge (IWC) 2018
- 89 Points - World of Fine Wine Panel Tasting Q4 2018



GREYFRIARS ROSÉ BRUT NV

SIZE: 75cl **ABV:** 11.5%
CODE: 35954

Generous aromas of summer berries and a fresh fruity palate between cranberries and cherry flavours.

Perfect pub-friendly wine, it works really well with any glazed meat as the dosage is a bit higher than the Cuvée, think Gammon steak and a pineapple ring.

- GOLD (NV) Sommelier Wine Awards (SWA) 2019
- From grape to glass 0 miles! All the wines are produced on the vineyard site.



HOMEGROWN
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UK BEER & CIDER

Beer and cider both have histories that are too long to measure, each at the centre of British life for centuries. By the 1980s, however, the beer market had begun to centre on a few lower ABV lager brands and during the 1990s this fascination for draught lager continued to gain ground. At the same time, 60% of all UK cider was produced by a single company and there was little consumer enthusiasm for the category. At the turn of the millennium, the UK's biggest cider maker was in trouble.

However, there was change coming. In 2002 the Labour government introduced the Progressive Beer Duty which lowered the taxes on small breweries. The craft brewery revolution began in earnest with the likes of Meantime founder Alastair Hook, an early pioneer in reintroducing UK consumers to a wide range of beer styles. Craft beer was going mainstream, helped in no small part by the antics of Brewdog founders James Watt and, one time Thornbridge brewer Martin Dickie, who broke the rules of how beer was supposed to be marketed.

Elsewhere another marketing masterstroke saw cider boom. When Magners launched a campaign to serve its cider over ice during the summer of 2006, the population took notice. What followed was a cider boom that saw cider volumes jump over the next decade. First this volume growth came through apple cider over ice, then from bottled fruit ciders, and now from draught cider and premium 'craft' cider. Beer and Cider are both now reporting strong figures as tastes premiumise and consumers spend more. With 2,200 breweries and 570 cideries operating in the UK and Ireland today, there has never been more excitement about the possibilities.

MEANTIME.

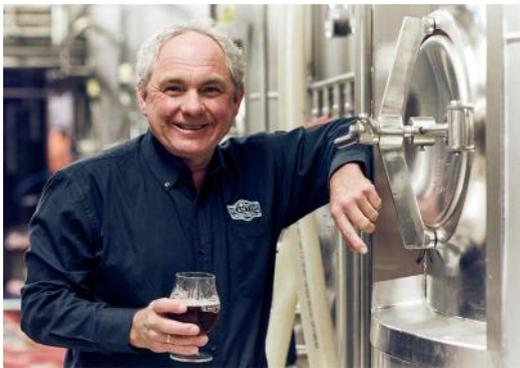
GREENWICH, LONDON

Meantime is the home of modern British craft beer, based in Greenwich, London, they have been brewing for 20 years. Founded by industry legend Alastair Hook, the brewery is firmly rooted in London, its brewing heritage and its future. Formed of a passionate group of beer lovers and brewers, great beer is at the heart of everything they do, and everything they brew.



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Meantime London Lager is as British as it gets, with all ingredients coming from the UK, it's a modern take on a classic English Lager. Meantime Pale Ale uses 100% British Malt, backed up by a blend of British and American Hops. Pale Ale has been brewed in the UK for 150 years, and this beer continues that tradition.



Alastair Hook, Founder



MEANTIME LONDON LAGER

SIZE: 50L, 24 x 330ml, 12 x 330ml Can

ABV: 4.5%

CODE: 28619, 25514, 34015

Bursting with the classic flavours of East Anglian malt and Kentish hops.

Perfecting the ultimate English lager has been a 20-year labour of love for our founder Alastair. A London brew with country roots, it's a straightforward, clean, long-matured, unpasteurised lager.

Try this beer with seafood linguine.

 **BRONZE International Beer Challenge (IBC) 2017**

 **100% Kentish hops and 100% East Anglian malt.**



MEANTIME LONDON PALE ALE

SIZE: 50L, 24 x 330ml, 12 x 330ml Can

ABV: 4.3%

CODE: 28619, 25513, 34016

Filled with the citrus aromas and bitterness that makes the style so refreshing.

Meantime combines lots of American Cascade and Centennial hops to produce its London Pale Ale. A complex, heady mix of spearmint, grass and 'hop sack' aromas, fruity citrus flavours, it's a truly rewarding drinking experience.

Great with a roast dinner and all the trimmings.

 **100% British malt with Hops from Kent and the US.**

JUBEL
CORNWALL,
ENGLAND



JUBEL URBAN

SIZE: 30L, 24 x 330ml
ABV: 4.0%
CODE: 37810, 37813

Light-gold lager meets delicate elderflower, resulting in a floral complex that gives way to a subtle lager finish.

Urban is brewed to be both gluten-free and vegan so no one has to miss out.

UK's Best Botanical Beers, World Beer Awards (WBA) 2018



JUBEL COAST

SIZE: 30L, 24 x 330ml
ABV: 4.0%
CODE: 37811, 37814

A crisp lager blended with the zing of juicy grapefruit. a thirst quenching citrus session cut with lager undertones for a balanced bitterness.

Coast is brewed to be both gluten-free and vegan so no one has to miss out

75% malted barley sourced from Cornwall and local Cornish Spring water.



JUBEL ALPINE

SIZE: 30L, 24 x 330ml
ABV: 4.0%
CODE: 37812, 37815

Alpine is Jubel's original brew. They discovered a dangerously refreshing beer secret in the alps that swiftly became the beer style they wanted to drink that no one brewed, a wildly refreshing fruity drop cut with some classic pilsner character.

Alpine combines a lively lager with the zest of freshly ripe peaches.

Alpine is brewed to be both gluten-free and vegan so no one has to miss out

UK's Best Botanical Beers, World Beer Awards (WBA) 2018

DRYGATE
GLASGOW,
SCOTLAND



CROSSING THE RUBICON

SIZE: 12 x 330ml
ABV: 6.9%
CODE: 36634

Pale golden Weegie-West Coast IPA. Tropical fruit, citrus and honey combine with a cutting bitter finish.

Tastes great with featherblade steak with bone marrow jelly.

SILVER Scotland Independent Beer Awards (SIBA) 2016



CHIMERA IPL

SIZE: 12 x 330ml
ABV: 5.9%
CODE: 36633

Chimera, the many headed beast. Light, crisp, deceptively bitter with flowering fruit aromas.

Try this beer with truffled mac & cheese.

Brewed at a bespoke 24 hectolitre Brewhouse in Glasgow.



DISCO FORKLIFT TRUCK

SIZE: 12 x 330ml
ABV: 5.1%
CODE: 36635

Mango fandango! Juicy pale ale loaded to the gunnels with us hops and mango. Sweet malt with soft bitter undertones.

Tastes amazing with curried cauliflower.

GOLD Scottish Beer Awards (SBA) 2017



ORINOCO MOCHA MILK STOUT

SIZE: 12 x 330ml
ABV: 6.0%
CODE: 36632

Roasty toasty malt, hints of vanilla with huge coffee and chocolate aromas.

Pair this delicious with doughnuts for a real treat.

BRONZE Scottish Beer Awards (SBA) 2016

CURIOUS BREWERY

Building at the heart of the community

Gareth Bath, Managing Director of Curious Brewing is leading the charge on the construction of a new state-of-the-art brewery for its beers. When choosing a site for this multi-million pound investment, they wanted to build somewhere that would create a visible symbol in the heart of their hometown of Ashford in Kent. "We don't want to hide on some industrial estate, we want people to take the pilgrimage and see how we brew, work and play" he says.



Gareth Bath, Curious MC

CURIOUS BREWING

ASHFORD,
KENT



CURIOUS SESSION IPA

SIZE: 30L, 12 x 330ml, 24 x 330ml Can

ABV: 4.4%

CODE: 28851, 35389, 36678

A triple hopped and distinctively Curious Session IPA with a balanced, zesty and refreshing finish.

Refreshing session IPA with three complimentary hops, used to create Bordeaux, Champagne and Côtes du Rhône wines. The result is a pale ale of balance, finesse and distinctive drinkability.

Great to refresh the palate and cut through the meat flavour in a barbecue party.

 100% British malt with English Golding Hops.



CURIOUS BREW

SIZE: 30L, 12 x 330ml,
24 x 330ml Can

ABV: 4.7%

CODE: 28822, 27285, 36677

A lager full of purity and freshness with a clean, fruity and aromatic finish.

A premium lager re-fermented with Champagne yeast for a distinctively clean, refreshing and balanced beer.

The perfect match for a Friday night takeaway.



CURIOUS APPLE

SIZE: 12 x 330ml,
24 x 330ml Can

ABV: 5.2%

CODE: 29625, 36679

Crisp, fresh aromas of green apple are the hallmark of this cider, together with hints of Gallia melon, elderflower, citrus and kiwi fruit. Naturally high acidity make this a very clean tasting cider with a creamy mousse and refreshing finish.

Treat this cider as you would a white wine when pairing with food, focus on fish or shellfish, salads or Thai food in particular.

 Made from 100% apple juice from 100% Kent apples including Rubens apples.

OPEN GATE BREWERY

IRELAND



CITRA IPA

SIZE: 330ml **ABV:** 5.0%
CODE: 37994

Citra IPA is full-flavoured and packed with hops, but balanced with refreshing tasting juicy citrus and the perfect touch of bitterness.

For over 250 years Guinness brewers have been passionate about brewing flavoursome beers. To brew a mouth-watering IPA our American brewer, Peter Wiens, helped us to combine US West Coast citrus hoppiness with a bracing, refreshing tasting finish straight from Ireland.

HOP HOUSE 13

IRELAND



HOP HOUSE 13

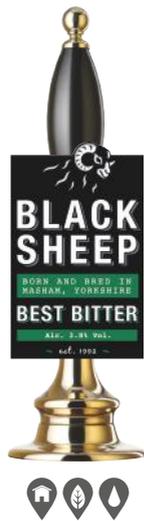
SIZE: 30L **ABV:** 5.0%
CODE: 31195

Hop House 13 is a premium-crafted lager from the brewers of Guinness. It is a delicious double-hopped lager made with Irish barley with subtle malty notes and fresh hop aromas.

Brewed with Irish barley and aromatic hops, Hop House 13 continues Guinness's 256 years of heritage and brewing excellence at St. James's Gate, Dublin. It's a crisp and full-flavoured lager with subtle malty notes and fresh hop aromas with hints of Apricot and Peach. If you like to try new and interesting lagers, then Hop House 13 offers more character, flavour and taste.

BLACK SHEEP

MASHAM,
NORTH YORKSHIRE



BLACK SHEEP BEST BITTER

SIZE: 9 gal **ABV:** 3.8%
CODE: 14528

Kicks of fresh English hops with a touch of pepper.

The original stalwart of the Black Sheep range. First brewed in 1992, Best Bitter is the iconic Yorkshire Bitter devised and created to offer beer with real flavour and bite. A different breed.

Try with tender red meats like a delicious roast lamb.

 Primary ingredients grown in Herefordshire & Kent.

TOAST

DRIFFIELD,
YORKSHIRE



BLOOMIN' LOVELY SESSION IPA

SIZE: 12 x 330ml **ABV:** 4.5%
CODE: 36703

Perfectly balanced with hop bitterness and fruit aromas.

Sustainably brewed using fresh, surplus bread and locally-sourced malts to produce a sessionable, award-winning beer. All profits are then poured back into charity to help eliminate food waste.

Perfect with a hot, spicy curry.

 **SILVER International Beer Challenge (IBC) 2017**

 All malts grown on site, travelling metres rather than miles.

SHEPHERD NEAME

FAVERSHAM,
ENGLAND



FIVE GRAIN LAGER

SIZE: 50L, 24 x 330ml
ABV: 5.0%
CODE: 35641, 35640

A refreshing and balanced British crafted lager.

Barley, rye, wheat, maize and rice are combined to create a complex yet refreshing pale gold lager. The use of aromatic Strisselspalt hops lends a distinctive refreshing citrus aroma.

Perfect with a wide range of food, particularly spicy cuisine.

 Grains and Hops supplied by UK Merchants.

WESTONS

LEDBURY,
HEREFORDSHIRE



STOWFORD PRESS

SIZE: 50L **ABV:** 4.5%
CODE: 21630

Medium-dry sparkling cider, bursting with the flavour of crisp cider apples.

Made from 100% home-pressed apples and slowly matured for a richer, more refreshing cider.

Goes expertly with sausage and mash.



All apples grown within a 50 mile radius of the cider mill.



MORTIMER'S ORCHARD

SIZE: 50L **ABV:** 5.0%
CODE: 28831

A balanced cider with an appley taste and long refreshing finish.

An expertly balanced, premium cider made from 100% fresh English Apple juice that exudes authenticity while presented in a confident contemporary style.

Perfect with pork and chorizo sausages.



Apples from Herefordshire, Worcestershire and Gloucestershire.

CORNISH ORCHARDS

DULOE,
CORNWALL



CORNISH ORCHARDS GOLD

SIZE: 50L, 12 x 330ml, 12 x 500ml
ABV: 4.0%
CODE: 30000, 32942, 34155

Lightly sparkling, fruity, crisp.

This immensely refreshing cider has a light champagne sparkle, it is bursting with apple flavours and has a long-dry finish. The creative blend of bittersweet and dessert apples imparts this classic cider with body and crispness giving its ideal refreshment.

Pairs well with meat or shellfish dishes.

 **GOLD - International Cider Awards (ICA) 2015**



CORNISH ORCHARDS BLUSH

SIZE: 12 x 330ml, 12 x 500ml
ABV: 4.0%
CODE: 32941, 34156

This is fruity, refreshing, well-balanced.

An exceptional cider with the fruity aroma of raspberries. Made using a blend of sweet dessert apples to give a light, fruity finish.

Matches perfectly with chocolate or berry desserts.



CORNISH ORCHARDS DRY CIDER

SIZE: 50L, 12 x 500ml
ABV: 5.2%
CODE: 36723, 36691

Delicate sweetness over taken by a long dry finish.

A natural tasting apple cider full of West Country character. A blend of specially selected bittersweet and dessert apples to give a long dry finish.



GLASTONBURY, SOMERSET

Bursting with West Country bittersweet cider apples, Orchard Pig ciders are expertly crafted to their own special blend and slowly matured for a great taste with real character. With more apples and less bubbles, their bottled ciders are gently carbonated, leaving room for more cider! Definitely cider to snout about.



HOMEGROWN
BEST OF THE BRITISH ISLES

Orchard Pig was born out of a shared passion for great food and Old Spots, the original orchard pigs, and an accidental discovery that homegrown apples make the best tasting cider. This idea remains central to Orchard Pig with each cider full of Somerset character and the scrumptious tannins found in West Country cider apples.



An Old Spot, the original orchard pigs



ORCHARD PIG REVELLER

SIZE: 11 Gal, 12 x 500ml, 24 x 440ml Can,

ABV: 4.5%

CODE: 25964, 29401, 32704

Crisp, refreshing and lightly sparkling cider with a tangy note of freshly squeezed limes.

A medium gently sparkling cider that is a celebration of Somerset with a hearty aroma of West Country cider apples.



ORCHARD PIG EXPLORER

SIZE: 20L x 1 BIB

ABV: 4.5%

CODE: 31744

A medium bittersweet cider with a rich aroma.

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



ORCHARD PIG PINK

SIZE: 12 x 500ml, 24 x 330ml

ABV: 4.5%

CODE: 37963, 37964

No other flavourings are used within this pink cider, just bittersweet apples from the West Country including a blend of naturally sweet red apples giving the liquid a tickle of sweetness.

The blush-pink hue is made using purple carrots, a firm favourite of orchard pigs. The team has carefully balanced the acidity and wetness to leave drinkers with a rounded mouthfeel.

This Pink cider is inspired by the light and fruity elements of a rosé wine with the medium dryness you'd expect from a Somerset cider.



ORCHARD PIG HOGFATHER

SIZE: 20L x 1 BIB

ABV: 6.8%

CODE: 31630

Hits big with the taste of Somerset cider apples.

"The Pig Daddy" weighs in at 6.8% but don't be fooled by the impressive muscle power of this cider, you can still expect a smooth, drinkably moreish finish.



ORCHARD PIG TRUFFLER

SIZE: 12 x 500ml

ABV: 6.0%

CODE: 28738

Dry with a hint of sweetness that gives a long, rounded finish.

A dry and gently sparkling cider in the classic Somerset style. Complete with aromatic tannins and a long, balanced bittersweet finish.



COUNTY TIPPERARY, IRELAND

Magners was first created in 1935. Since then, the recipe has remained unchanged. 17 varieties of sweet, sharp and bitter apples go into every pint, to create a cider as refreshing today as it was when William Magner first conceived it. Its 2006 launch into the UK market, coupled with its over ice serve created the “Magners-effect” according to Ciderologist Gabe Cook. This was a period of quick growth in the cider market that brought new drinkers and excitement to the category.



HOMEGROWN
BEST OF THE BRITISH ISLES

Magners is produced in County Tipperary, Ireland, the same place it's been made since 1935, when local man William Magner bought an orchard in Clonmel. Today Magners remains Homegrown, crushing over 30,000 tons of apples each year and shipping Magners Irish Cider all over the world.



Magners Orchard, Clonmel



MAGNERS ORIGINAL

SIZE: 50L, 24 x 500ml Can,
24 x 440ml Can, 12 x 568ml,
24 x 330ml, 24 PET x 330ml

ABV: 4.5%

CODE: 32484, 19997, 36631, 14659,
21304, 14658

Balanced between acidity and sweetness with a long, crisp taste.

Magners Original is crafted using traditional methods and ingredients. Made with 17 different varieties of fallen apple, pressed and then kept in the dark to mature for a couple of years, it is the crispest way to celebrate any moment.



MAGNERS DARK FRUIT

SIZE: 50L, 2 x 500ml,
24 x 440ml Can

ABV: 4.0%

CODE: 35353, 36609

Rich jammy berries and blackcurrants flavours combined for a moderately sweet cider with a crisp dryness.

A refreshing 4% ABV fruit cider cut with blackcurrant and blackberry. Long lasting taste that delivers ultimate refreshment every time.



MAGNERS PEAR CIDER

SIZE: 12 x 568ml

ABV: 4.5%

CODE: 22176

A unique and delicious, delicately refreshing pear flavour.

Magners Pear remains true to the authentic and traditional methods that Magners Irish Cider is known for, using only the best quality and carefully selected pears to create its smooth and delicately refreshing taste.



MAGNERS ROSE CIDER

SIZE: 24 x 330ml

ABV: 4.0%

CODE: 38176

Magners Rose is a light blush apple cider crafted from the juice of freshly crushed apples harvested from our in the heart of Co. Tipperary. The result is an intensely appley cider with a fresh crisp refreshment that Magners is famous for.

Available
Summer
2019!



HOMEGROWN
BEST OF THE BRITISH ISLES

UK SPIRITS

Distillation was first brought to Europe from the Middle East in the mid-12th century. Distilling was carried further north to Scotland by Christian monks and an abundance of grain meant that whisky became the dominant British spirit. Initially, alchemists produced spirits for strictly medicinal purposes, but by the 16th century the secret was out, and drinking spirits for leisure became commonplace. The arrival of gin, originally in the form of Genever from Holland, is testament to the new found spirit frenzy. Gin was cheap and plentiful, leading to the excessive consumption during the London gin craze.

Since then, Scottish whisky has gone on to become enamoured with a gleaming reputation, known for as a symbol of luxury around the globe. There was, however, a rocky period during the late 1980's and early 1990s where demand for Scotch whisky decreased. Nevertheless it's impossible to keep the nation's distillers down and today, exports of Scotch are booming and the market is being re-invigorated with modern, unconventional brands and marketing activities. The re-emergence of a cocktail culture on our shores has too, brought excitement and experimentation back to the whisky category.

The meteoric rise of gin over the past 10 years is no secret; the increased interest and consumption has seen many draw comparisons to the original 'craze'. Hundreds of gin brands have sprung up around these isles over the past few years, each finding new ways to turn what was, originally, an attempt to disguise the harsh flavour of raw spirits with pungent herbs and spices, into a billion pound behemoth. This revival of our distilling heritage has not stopped with these familiarly British spirits either. Look to Chapel Down making Vodka from Chardonnay grapes and Black Cow distilling milk, there is no standing still in this game.



CHAPEL DOWN TENTERDEN, KENT

With the range of Chapel Down Spirits, the team down in Tenterden have brought together winemaking expertise with modern distillation techniques to produce truly unique English spirits. Created using distilled grape skins, each spirit has been developed to reflect the delicate flavour profile of the wine varietal.



HOMEGROWN BEST OF THE BRITISH ISLES

Chapel Down is built on a culture and a product in Kent that is proudly and quintessentially British at its very heart. Their range of spirits use grapes from their own harvests. To create products that are truly a reflection of the spirit of Chapel Down and their Tenterden home.



Frazer Thompson, CEO



CHAPEL DOWN BACCHUS GIN

SIZE: 70cl ABV: 41.2%
CODE: 36175

Highly aromatic gin with intense aromas dominated by ripe citrus fruit with a herbal finish.

Created using distilled grape skins, this gin brings together winemaking expertise with modern distillation techniques.

Best Design & Packaging in Spirits
- The Drinks Business 2018

Grape skins from vineyards across the south coast of England.



CHAPEL DOWN CHARDONNAY VODKA

SIZE: 70cl ABV: 40.0%
CODE: 36181

Light citrus and floral aromas and a hint of aniseed on the finish.

Made from distilled Chardonnay grapes, this vodka has been developed by the UK's leading winemaker.

Best Design & Packaging in Spirits
- The Drinks Business 2018

Grape skins from their own harvest from vineyards across the south of England.





HEREFORDSHIRE

The first batch of vodka was created at Chase Farm back in June 2008, before growing into the business we know today. Headed by William Chase, the business is still based on the family farm. It's here that 16 tonnes of potatoes are transformed into just 1000 litres of alcohol, a testament to the quality of their spirits.



HOMEGROWN
BEST OF THE BRITISH ISLES

Launched in 2008 by Willam Chase, Chase Distillery is the first distillery in the UK dedicated to the field to bottle cause where all of their spirits are grown, distilled and bottled on their rural Herefordshire farm. It's a cause the whole family can be proud of, *"it's great fun seeing the raw materials we grow on our farm being turned into products that sit on the shelves of some of the world's top bars"*, says Harry Chase, Son of Willam Chase and the man in charge of farming.



William Chase, Founder



PINK GRAPEFRUIT & POMELO GIN

SIZE: 70cl ABV: 40.0%
CODE: 33170

A spectacular pairing of pomelo and pink grapefruits with Chase Distillery's award winning GB gin. Floral and zesty, a wave of tartness hits your tongue first, followed by a juicy kick of grapefruit peel. Subtle hints of juniper round out the flavour



ORIGINAL POTATO VODKA

SIZE: 70cl ABV: 40.0%
CODE: 23839

Creamy texture with a waxy oiliness and a clean, smooth finish.

Created entirely from field to bottle, this truly British vodka is batch-produced in a copper pot still, for the purest finish, creating a smooth and creamy vodka.

It takes 250 potatoes to make one 70cl bottle of Chase Vodka.

GOLD San Francisco World Spirits Competition (WSC) 2019

The potatoes and water that go in to making Chase Vodka all come from the family farm in Herefordshire.



GB EXTRA DRY GIN

SIZE: 70cl ABV: 40.0%
CODE: 29781

Zesty citrus notes along side juniper, lemon and rich spices.

Chase make their base spirit from scratch using potatoes which they then distil to create their original Chase GB Gin with eleven different botanicals.

BRONZE San Francisco World Spirits Competition (WSC) 2019

SILVER San Francisco World Spirits Competition (WSC) 2018



IN FOCUS: FROM FIELD TO BOTTLE

Launched in 2008 by William Chase, Chase Distillery is the first distillery in the UK dedicated to a field to bottle process. All of their ingredients are grown, and spirits distilled and bottled on their rural Herefordshire farm. Each step of the process is completed with expert care and passion to produce a unique potato vodka which also provides the base for their GB Gin and range of premium spirits.

The Chase farm is famed for its rich, red soil. It's here that William's son Harry, farms approximately 300 acres of potatoes each year. They are harvested in the autumn and then stored in optimum conditions until they are ready to be used. Each bottle of Chase's original vodka contains a whopping 250 potatoes and water, nothing else.

So, how exactly is it made? The first stage is to peel the potatoes and smash them into a pulp. The mash is then heated to 27 degrees using steam before enzymes are added to breakdown the starch into sugars.

The mash is then left to ferment for between 36 and 48 hours at a constant temperature, leaving a 9% ABV fermented potato mash. Then, this low alcohol potato wine is put into a stripping column and the ABV is raised to 86%. It then passes through Chase's bespoke copper batch pot, known as Fat Betty and a rectification column, known as Maximus, with 48 bubble plates.

At this point, the spirit has reached an eye-watering 96% ABV and is well on its way to becoming Chase Vodka. After distillation, the raw spirit is tempered with water drawn from a source at the heart of the farm. Once it's reached 40% ABV and has been rigorously taste-tested, the vodka is bottled and sealed with a handmade cork.

Chase use the Potato Vodka to create their GB Gin by redistilling and adding 10 carefully selected botanicals to Ginny, the gin still. The botanicals used are juniper, coriander seed, bitter almond, cinnamon bark, ginger, cloves, angelica root, liquorice root, lemon peel and cardamom which are gathered by



the Head Distiller from the best possible sources. This combination creates a distinctive, extra dry gin that is in fact, the first gin in the world to be distilled from scratch using potatoes.

The process is completely unique to Chase which allows complete control at every stage to transform a humble potato into a delectable, high quality cocktail. They also choose to champion sustainable farming and production, including feeding the potato peels to the farms cattle and using the potato waste as fertiliser for the farm's land. Furthermore, all of their water is extracted from the farm's own source and from mid-2018, they introduced Huxley, their biomass boiler that steam powers the distillery.

William was fed up of the humdrum and turned what he had available into a business to be respected. And while the Chase family and their team clearly have a knack for naming equipment, to us, they also clearly illustrate the innovation and entrepreneurship found right across the UK's producers.

SIPSMITH LONDON



LONDON DRY GIN

SIZE: 70cl **ABV:** 41.6%
CODE: 25011

Dry juniper leads, then reveals lemon tart and orange marmalade, before all the flavours harmonise.

Hand crafted in small batches of no more than 300 bottles at a time creating unrivalled smoothness. Gentle mouth feel with confident notes of juniper. Followed by a long citrus burst that rounds off with a soft note of spices and a hint of sweetness.

 SILVER International Spirit Challenge (ISC) 2018

 BRONZE San Francisco World Spirits Competition (WSC) 2018

 Sipsmith's mission is to bring London Dry Gin of truly uncompromising quality and character, back to the city where it first earned its name.



SLOE GIN

SIZE: 50cl **ABV:** 29.0%
CODE: 28866

Bright, fruit driven sloe gin with notes of plum and raisin.

Sipsmith's Vintage Sloe Gin, sees Dartmoor sloes rested upon their classic London Dry Gin for a 3 month maceration period. Delicious!

Try with a healthy splash of lemon tonic over ice.

 GOLD International Spirit Challenge (ISC) 2018

 SILVER San Francisco World Spirits Competition (WSC) 2018



LEMON DRIZZLE

SIZE: 50cl **ABV:** 40.4%
CODE: 35665

Inspired by the citrus gins from the early 1900's, Sipsmith developed the Lemon Drizzle Gin. A gin of beauty, this is a light, bright lemony gin with a zesty, warming citrus zing and a touch of butteryness.

Sipsmith take their award-winning London Dry Gin and layer on sweet sundried lemon peel, lemon verbena and vapour-infused fresh lemons.

 SILVER San Francisco World Spirits Competition (WSC) 2018

 BRONZE International Spirit Challenge (ISC) 2018



WARNER'S

NORTHAMPTONSHIRE
AND MIDLANDS



WARNER'S HARRINGTON DRY GIN

SIZE: 70cl **ABV:** 44.0%
CODE: 31108

Strong notes of cardamom and nutmeg make it intensely warm and smooth.

With a well-rounded and complex palate, this gin has an unique character and strong notes of cardamom and nutmeg. Robust enough to create a moreish and refreshing gin and tonic but smooth enough to sing in a martini.

SILVER San Francisco World Spirits Competition (WSC) 2019

SILVER International Spirit Challenge (ISC) 2019

The spring water comes from the farm as well as the elderflower which is handpicked.



WARNER'S ELDERFLOWER

SIZE: 70cl **ABV:** 40.0%
CODE: 31540

A smooth, sweet and delicate flavour created with fresh handpicked elderflowers.

A very special gin which only uses fresh, handpicked elderflower from a the farm. Harvested just once a year, this gin captures the very essence of a British summer's day.

SILVER San Francisco World Spirits Competition (WSC) 2019

SILVER The Spirits Business Gin Masters 2018

Except for some of the botanicals that are not available in the UK all other produce is locally sourced.



WARNER'S RHUBARB

SIZE: 70cl **ABV:** 40.0%
CODE: 31495

An array of sweet spices with resinous juniper, spicy citrus of coriander and a lasting rhubarb crumble finish.

Warner Edwards has created a special gin blending together bright rhubarb stalks with a brief flash of sourness. The recipe also included notes of sweet spices with citrus and classic gin flavours.

Great paired with tonic, ginger ale or in cocktails.

SILVER San Francisco World Spirits Competition (WSC) 2019

The rhubarb is locally sourced from Crown Estate land in Lincolnshire.



WARNER'S SLOE GIN

SIZE: 70cl **ABV:** 30.0%
CODE: 33951

The mix of juicy berries make their way for spice, before clean juniper and zesty citrus.

A soft start with a real crescendo of flavour: juicy berries make way for spice, before clean juniper and zesty citrus. A good balance of sweet-fruity and dry-herbal flavours. Finish is dry, slightly tart fruit combined with vanilla and cardamom spice. Great served neat or tall with bitter lemon.

GOLD San Francisco World Spirits Competition (WSC) 2019

Every September a sloe swap is held at the farm where people can trade their sloes for gin.

SLINGSBY

HARROGATE,
NORTH YORKSHIRE



SLINGSBY LONDON DRY GIN

SIZE: 70cl **ABV:** 42.0%
CODE: 31691

Grapefruit gives way to juniper and sweet cicely.

Made with the finest locally sourced botanicals, Harrogate London Dry Gin is an elegant and pure single grain spirit.

Slingsby London Dry Gin is listed within 6 Michelin starred restaurants and had 20+ awards.

 **SILVER** International Spirit Challenge (ISC) 2019

 17 of the 24 botanicals within Slingsby London Dry are hand picked from Harrogate and the immediate surrounding areas.



SLINGSBY GOOSEBERRY GIN

SIZE: 70cl **ABV:** 40.0%
CODE: 37625

Fresh Yorkshire gooseberries bring a fruity, tangy sweetness whilst retaining the classic, citrus notes of our classic award-winning London Dry Gin.

 **BRONZE** International Spirit Challenge (ISC) 2019

 Slingsby's multi-award winning London Dry Gin is masterfully infused with the finest Yorkshire Gooseberries.



SLINGSBY RHUBARB GIN

SIZE: 70cl **ABV:** 40.0%
CODE: 33077

An initial sweetness of rhubarb and raspberry is followed by the bitter tang of the pink grapefruit citrus base.

Beginning life as one of our development gins, we have taken our London Dry Gin and masterfully infused this with the finest Yorkshire rhubarb, sourced from the famous 'Rhubarb Triangle'.

 **SILVER** San Francisco World Spirits Competition (WSC) 2018

 Slingsby's London Dry Gin infused with rhubarb from Yorkshire.

PLYMOUTH GIN

PLYMOUTH,
DEVON



PLYMOUTH GIN

SIZE: 70cl **ABV:** 41.2%
CODE: 27153

Plymouth's recipe dates back to the 18th century and combines a uniquely balanced blend of seven hand-selected botanicals, soft Dartmoor water and pure grain alcohol resulting in that famous fresh lemony bite with deeper earthy overtones.

Oldest working gin distillery in England.

 **SILVER** San Francisco World Spirits Competition (WSC) 2018

 **BRONZE** International Spirit Challenge (ISC) 2019

 **SILVER** International Spirit Challenge (ISC) 2018

 A few miles away lies the Dartmoor National Park. This wilderness creates a natural filtration system, leaving the water soft and pure, perfect for distillation.





GREENALL'S WARRINGTON

GREENALL'S LONDON DRY GIN

SIZE: 70cl, 1.5L **ABV:** 37.5%
CODE: 26608

Rich juniper flavour, encircled by citrus and a delicate balance between bitter and sweet.

Traditional London Dry Gin, which continues to be distilled using the traditional method and original Greenall's family recipe dating back to 1761.

 **SILVER** The Spirits Business Gin Masters 2018

 **SILVER** International Spirit Challenge (ISC) 2019

 Each batch of Greenall's gin is handcrafted with 100% British wheat yielding and water is sourced from the foothills of the local Cheshire Plains.



BEEFEATER

LONDON



BEEFEATER LONDON DRY GIN

SIZE: 70cl **ABV:** 40%
CODE: 15494

With big juniper character and strong citrus notes, this is a real London Dry for those that enjoy the real taste of gin.

At the Beefeater Distillery in Kennington, South London, a combination of 9 carefully selected botanicals are steeped for 24 hours prior to distillation under the watchful eye of Master Distiller Desmond Payne. Beefeater London Dry is an exceptionally fresh, clean and crisp gin with a subtle citrus and fruit edge. Multi-dimensional in character while remaining balanced and well-rounded.

 **SILVER** The Spirits Business Gin Masters 2018

 **SILVER** San Francisco World Spirits Competition (WSC) 2018

 **SILVER** International Spirit Challenge (ISC) 2018



BEEFEATER PINK STRAWBERRY GIN

SIZE: 70cl **ABV:** 40%
CODE: 36006

Beefeater Pink Gin is the vibrant new strawberry gin from Beefeater London. A delicious, easy to drink and fun strawberry gin made in London and based on the classic award-winning Beefeater Dry recipe.

Smooth, intense and pink, Beefeater Pink is a unique fusion of strawberries, citrus and dill, created for those who seek new experiences.

 Beefeater's homegrown ingredient is their Distillery in Kennington where we have eight stills, nine botanicals and three expert distillers to produce one bold taste. With every drop made in London.

PORTOBELLO

LONDON



PORTOBELLO ROAD GIN

SIZE: 70cl **ABV:** 42.0%
CODE: 26351

On the palate there is a generous slug of juniper with a sustained, fresh citrus character from their use of lemon, bitter orange and coriander. This develops into a sweet peppery finish which is achieved by the use of liquorice and nutmeg.

Best served simply with tonic and a twist of pink grapefruit!

THOMAS DAKIN MANCHESTER



THOMAS DAKIN

SIZE: 70cl **ABV:** 42.0%
CODE: 34130

A savoury root botanical, with zesty notes of sweet orange and fresh citrus.

A juniper-led savoury gin made the traditional way, with notes of sweet orange and citrus, enlivened by an infusion of distinctive red cole (horseradish).

- GOLD** The Spirits Business Gin Masters 2018
- GOLD** International Spirit Challenge (ISC) 2019
- London Dry Master** The Spirits Business Masters 2018

THE BOTANIST ISLE OF ISLAY



THE BOTANIST

SIZE: 70cl **ABV:** 46.0%
CODE: 28609

Sweet delicate menthol, apple mint spring woodlands, juniper and coriander with aniseed undertones.

The Botanist Gin is the first and only Islay gin, simmer distilled, under very low pressure for a rare explosion of flavour.

- SILVER** San Francisco World Spirits Competition (WSC) 2019
- BRONZE** International Spirit Challenge (ISC) 2019

TANQUERAY SCOTLAND



TANQUERAY LONDON DRY GIN

SIZE: 70cl **ABV:** 43.1%
CODE: 15495

A multiple award-winning gin which makes the perfect G&T. Tanqueray London Dry is a juniper-forward gin with distinctive flavours of juniper and lemon zest. These perfectly balanced botanicals of juniper, coriander, angelica and liquorice which create a classic base for every gin cocktail.

- GOLD** San Francisco World Spirits Competition (WSC) 2017
- SILVER OUTSTANDING** International Wine & Spirit Competition (IWSC) 2018

BLACK COW WEST DORSET



BLACK COW VODKA

SIZE: 70cl **ABV:** 40.0%
CODE: 31091

A crystal clear premium vodka, supremely smooth with a delicate creamy finish.

Made entirely from the milk of grass-grazed cows. The milk is split into curds and whey. The curds go to make cheese and the whey, which has a very high sugar content, is fermented into a beer. A special yeast that can thrive in a lactic environment is used. The vodka is then triple filtered and finished, before being hand bottled.

The mineral-free nature of our vodka gives it an incredible softness that holds delicate flavours beautifully.

- Best Producer Award - Dorset Food, Drink and Farming Awards 2017**

JAMESON IRELAND



JAMESON IRISH WHISKEY

SIZE: 70cl **ABV:** 40.0%
CODE: 11965

The perfect balance of spicy, nutty and vanilla notes with hints of sweet sherry and exceptional smoothness.

Jameson Irish Whiskey is a blended Irish whiskey. They take the best of pot still and fine grain whiskeys and triple distil them for its signature smoothness. Then the whiskey is aged in oak casks for a minimum of 4 years.

- SILVER** San Francisco World Spirits Competition (WSC) 2019
- SILVER** International Spirit Challenge (ISC) 2018



JAMESON CASKMATES IPA EDITION

SIZE: 70cl **ABV:** 40.0%
CODE: 36856

Hops and crisp citrus with sweet herbal notes and delicate spicy tones.

Jameson Irish whiskey finished in IPA beer works really well in a shandy drink. Add a shot of IPA to a citrus heavy IPA beer and a dash of lemonade.

- GOLD** San Francisco World Spirits Competition (WSC) 2019
- GOLD** The Spirits Business Irish Whiskey Masters 2018

Jameson teamed up with Irish micro-brewery Franciscan Well to create its Caskmates range by sharing oak whiskey barrels.



JAMESON CASKMATES STOUT EDITION

SIZE: 70cl **ABV:** 40.0%
CODE: 31145

Delicious cacao, coffee and butterscotch notes.

Is a whiskey that retains all the triple distilled smoothness of Jameson Original with a truly unique finish obtained from ageing in seasoned stout barrels. The subtle suggestion of hops cocoa and coffee are signposts that it has bumped shoulders with stout however Caskmates is undeniably a member of the Jameson family.

A great whiskey to add to deserts like cheesecake.

- DOUBLE GOLD** San Francisco World Spirits Competition (WSC) 2019
- SILVER** The Spirits Business Irish Whiskey Masters 2018
- SILVER** International Spirit Challenge (ISC) 2018

BRUICHLADDICH

RHINNS OF THE ISLE OF ISLAY



THE CLASSIC LADDIE

SIZE: 70cl **ABV:** 50.0%
CODE: 28798

The sweet oak and the barley mix with fruits from distillation drift and pop on the tongue like champagne bubbles.

This single malt Scotch whisky has been crafted from individually selected casks to showcase the classic, floral and elegant Bruichladdich house style. Made from 100% Scottish barley, triple distilled, then matured for its entire life by the shores of Lochindaal in premium American oak.

 They use 100% Scottish barley, believing it's called "Scotch" for a reason. Bruichladdich are the major distiller of organic barley in Scotland and have been instrumental in support for organic farming in the single malt category.



PORT CHARLOTTE 10 YEAR OLD

SIZE: 70cl **ABV:** 50.0%
CODE: 36595

Barbecue smokiness, rich and spicy with sweet malty notes.

The smoke wraps loosely around the sweetness drawn from deep within the oak. coconut, vanilla, smoked oysters and sun-baked salty sand. The finish is sublime, smoky, but also the soft sweetness of fudge and malted barley.

 **DOUBLE GOLD** San Francisco World Spirits Competition (WSC) 2018

 100% scottish barley from Invernesshire region.

JOHNNIE WALKER

KILMARNOCK



JOHNNIE WALKER BLACK LABEL BLENDED SCOTCH WHISKY

SIZE: 70cl **ABV:** 40.0%
CODE: 16016

The iconic blend of over 30 malt and grain whiskies from around Scotland makes Johnnie Walker Black Label one of the world's best-selling blended Scotch whiskies. Full of dark fruits, sweet vanilla and signature smokiness, the blend of mature whiskies over 12 years old dances on your tongue.

Loved by royalty, the whisky helped John Walker & Sons secure a Royal Warrant, which it still holds today. Johnnie Walker Black Label is considered to be the the Everest of deluxe whiskies and holds many awards worldwide.

 **GOLD** The Spirit Business Scotch Whisky Masters 2015



The man that grows the barley

James Brown is the owner of Octomore Farm which provides barley for Bruichladdich along with its soft spring water. On Islay, Bruichladdich champions the people behind its bottles. The distillery believes that its whiskies should "speak of the place from which it comes, of the people who have created and nurtured it; of the soil, the air, the geography that influence it - its place".

LAPHROAIG

PORT ELLEN



LAPHROAIG 10 YEAR OLD

SIZE: 70cl **ABV:** 40.0%

CODE: 10520

Bold, smoky taste, followed by a hint of seaweed and a surprising sweetness.

The original Laphroaig, distilled the same way today as when Ian Hunter invented it over 75 years ago. In making Laphroaig, malted barley is dried over a peat fire. The smoke from this peat, found only on Islay, gives Laphroaig its particularly rich flavour.

 **DOUBLE GOLD** San Francisco World Spirits Competition (WSC) 2018

 **GOLD** International Spirit Challenge (ISC) 2018

 One of the few remaining Scottish distilleries to malt its own barley.

THE FAMOUS GROUSE

GLENTURRET



THE NAKED GROUSE

SIZE: 70cl **ABV:** 40.0%

CODE: 31980

Rich flavour with notes of fudge and cooked apple.

Simply a blend of some of the worlds finest single malts including The Macallan and Highland Park, further matured in first-fill oloroso sherry casks for a rich flavour.

 **DOUBLE GOLD** San Francisco World Spirits Competition (WSC) 2019

 **GOLD** San Francisco World Spirits Competition (WSC) 2018

GLENLIVET

BALLINDALLOCH



GLENLIVET 18 YEAR OLD

SIZE: 70cl **ABV:** 43.0%

CODE: 22726

The Glenlivet single malt whisky is produced from only three ingredients - malted barley, water and yeast.

 **DOUBLE GOLD** San Francisco World Spirits Competition (WSC) 2019

 **GOLD** International Spirit Challenge (ISC) 2018

 The Glenlivet was the first licensed distillery in the Livet valley after the excise act of 1823. All barley is sourced from 70 miles of the distillery.

HIGHLAND PARK

ORKNEY



HIGHLAND PARK 12 YEAR OLD

SIZE: 70cl **ABV:** 40.0%

CODE: 16091

Rich and well-balanced malty tones with the subtle floral smoke which makes such a distinctive single malt whisky.

With its windswept moors, craggy outcrops and ancient religious sites, Orkney is a land full of mystery and rich in anecdote.

 **GOLD** The Spirits Business Scotch Whisky Masters 2018

 **SILVER** San Francisco World Spirits Competition (WSC) 2019

 **SILVER** International Spirit Challenge (ISC) 2018

 Orkney's climate is surprisingly temperate with its lack of extremes making it perfect for a long, even-paced whisky maturation in Highland Park's island warehouses.

AUCHENTOSHAN

DALMUIR



AUCHENTOSHAN AMERICAN OAK

SIZE: 70cl **ABV:** 40.0%

CODE: 28955

Sweet aromas of vanilla and coconut - along with the signature smooth, delicate, Auchentoshan taste.

Triple distilled Scottish malt whiskey and matured solely in American bourbon casks.

It is happy to stand on its own neat or over ice but also shakes up some classic cocktails that you might not think work with Single Malt whisky.

 **SILVER** International Spirit Challenge (ISC) 2018



HOMEGROWN
BEST OF THE BRITISH ISLES

UK MIXERS

The UK mixer market has undeniably changed beyond all recognition over the last 5-10 years. The mixer industry has had its foot on the pedal driving consumer preferences, leading to an explosion of consumer choice. From a few dominant brands to today's boundless selection of artisan elixirs, the booming market has seen the humble category raised from being hidden away to taking centre stage.

Many would not have seen such radical change incoming, but few would accuse Fever-Tree founders Charles Rolls and Tim Warrillow of that charge. In 2005 they launched their premium range of mixers and quickly began stealing a march on the giants. Reaping a return on the gin boom, Fever-Tree quickly became the pairing of choice for premium spirits. Their simple mantra seems to have resonated. If three-quarters of your drink is the mixer, mix with the best. Now selling to more than 50 countries globally, this UK start-up does as much as 75% of its trade outside our humble isle. Yet here in its homeland, it is undeniably the nation's favourite.

You could, of course, make a strong case that adult soft drinks had been premiumising much earlier than 2005. The story of Fentimans dates back over 100 years. The Northumberland based botanical brewery and soft drink extraordinaires use traditional methods in the production of their refreshing ranges. Their approach seems to be resonating with consumers too, not just here in the UK but overseas as demand has grown across Europe and in the US. It's clear that the UK's soft producers are boldly taking on the world.

FEVER-TREE

SHEPTON MALLET,
SOMERSET



FEVER-TREE AROMATIC TONIC WATER

SIZE: 24 x 200ml **CODE:** 33471

An aromatic flavour with a dry and clean finish and citrus notes. The perfect mixer for juniper-rich and robust gins.

By blending the gentle bitterness of South American angostura bark with aromatic botanicals, such as cardamom, pimento berry and ginger, we've created a delicious, unique tonic water that can be enjoyed with gin to make a Pink G&T or as a sophisticated soft drink on its own.

 Fever-Tree's products are manufactured in Somerset.



FEVER-TREE MEDITERRANEAN TONIC WATER

SIZE: 24 x 200ml **CODE:** 36023

Adding rosemary and lemon thyme produces a lighter, more fragrant tonic. The tonic of choice for juniper-rich and robust gins.

By blending the essential oils from the flowers, fruits and herbs gathered from around the Mediterranean shores with high-quality quinine from the 'fever trees' of the Democratic Republic of the Congo, Fever-Tree have created a delicate, floral tonic water.

 Fever-Tree is the top selling tonic water in the UK On-Trade.



FEVER-TREE ELDERFLOWER TONIC WATER

SIZE: 24 x 200ml **CODE:** 28974

The sweet flavour of elderflower is balanced with quinine bitterness. Designed to mix with fresh and floral gins.

By blending the essential oils from hand-picked English elderflowers with quinine of the highest quality from the 'fever trees' of the Democratic Republic of the Congo, Fever-Tree have created a delicious, floral variation of Indian tonic water.

 Uses hand-picked Elderflower from a small Gloucestershire farm.



FEVER-TREE GINGER BEER

SIZE: 24 x 200ml **CODE:** 23853

A clean-tasting and distinct, fresh ginger taste warms the palate. Perfect in a Dark & Stormy or Moscow Mule.

By brewing a blend of three gingers from Nigeria, Cochin and the Ivory Coast, Fever-Tree have created an award-winning ginger beer that's not too sweet with a deep, long-lasting ginger character.

 A UK company that now serves 74 countries worldwide.



FEVER-TREE SPICED ORANGE GINGER ALE

SIZE: 24 x 200ml **CODE:** 35864

Fresh clementines with subtle cinnamon and robust earthy flavours. Pairs particularly well with cognac.

A unique blend of Fever-Tree's signature gingers, combined with sweet clementines and spicy cinnamon. Crafted to complement the rich, full-bodied flavours found in the finest dark spirits.

 Fever-Tree's global head office is in west London.



FEVER-TREE GINGER ALE

SIZE: 24 x 200ml **CODE:** 23851

A distinctive ginger flavour with added complexity from citrus notes. Great with whiskies, bourbons and rums.

Three of the world's finest naturally sourced gingers are blended with subtle botanical flavours and spring water to create a delicious Ginger Ale with an authentic and refreshing taste and aroma.

 Founded by Charles Rolls and Tim Warrillow in 2004.



FEVER-TREE SMOKEY GINGER ALE

SIZE: 24 x 200ml **CODE:** 36034

Earthy ginger with refreshing background notes of citrus. A great accompaniment with fine whiskies and bourbon.

Fever-Tree have combined a signature blend of three varieties of ginger with smoked Applewood and subtle citrus to create a unique mixer designed to enhance whiskies and bourbons.

 Applewood is sourced from the south of England.

FENTIMANS

HEXHAM,
NORTHUMBERLAND



FENTIMANS SPARKLING RASPBERRY

SIZE: 12 x 275ml **CODE:** 36486

Bold, elegant and refreshing: bursting with tart fresh raspberry flavours.

An aroma of freshly picked raspberries exudes from the vibrant berry red coloured drink. Fresh raspberry flavours carry through to a light and crisp finish. Pour over heaps of ice, sit back, and taste summer!

 **HIGHLY COMMENDED The Grocer New Product Awards 2018**



FENTIMANS APPLE AND BLACKBERRY

SIZE: 12 x 275ml **CODE:** 37823

Apple and blackberry juice combine to give a sweet and fruity taste. In the United Kingdom folklore stipulates that picking blackberries after October 11th should be avoided because the devil has made them rotten or poisonous by spitting or doing other damage to the berries.

An aroma of freshly picked fruit and a vibrant deep berry colour draw you in.



FENTIMANS GINGER BEER

SIZE: 12 x 275ml **CODE:** 22408

Fresh and characteristically ginger aroma, with a light citrus top note.

A pale and naturally cloudy liquid that's complex, spicy and bold with aromatic herbal infusions. The finish is a riot of taste, packing a punch from the first sip to the last. Serve over ice and garnish with a lime wedge.

 **All fentimans botanical beverages are made from the finest of ingredients. Sumptuous flavours are created at their head office in Northumberland and are then transported to the bottling partner to be blended with a botanically brewed base.**



FENTIMANS ROSE LEMONADE

SIZE: 12 x 275ml **CODE:** 23864

A sweet, citrus aroma, infused with the sumptuous scent of blossoming rose.

A pale, blush pink colour hides a delicate balance of flavours in which the rose is evident but subtle. The finish is smooth, with a complex mouthfeel. Serve over ice and garnish with pale pink rose petals.

Rose oil is pound for pound more expensive than gold.



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Matthew Clark