

SOFT DRINKS  
**THE WIGAN BEER COMPANY**  
WINES & SPIRITS  
EST. 1994

Winter Edition

November / December 2022

*GET READY FOR KICK OFF  
WITH THE OFFICIAL BEER  
OF THE FIFA WORLD CUP™*



*Budweiser* OFFICIAL BEER OF  
FIFA WORLD CUP  
Qatar 2022

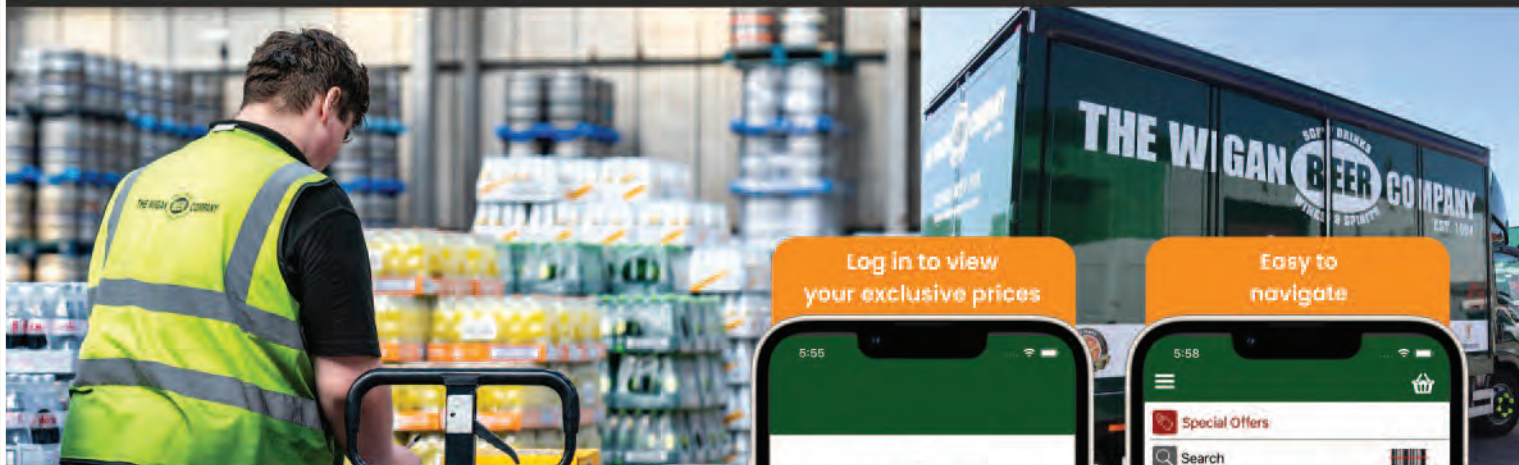
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**Wishing all of our customers a very Merry Christmas and a prosperous New Year!**

NEW  
WEBSITE

# Order online now!

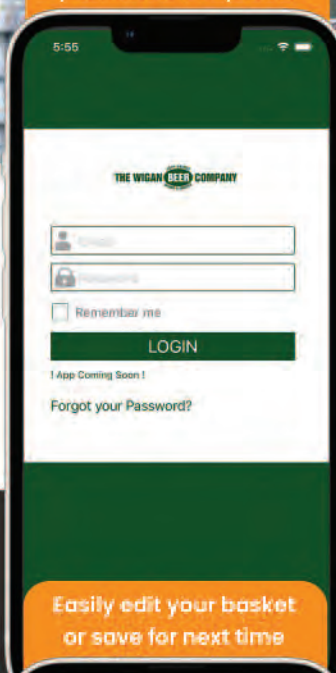
## wiganbeer.co.uk



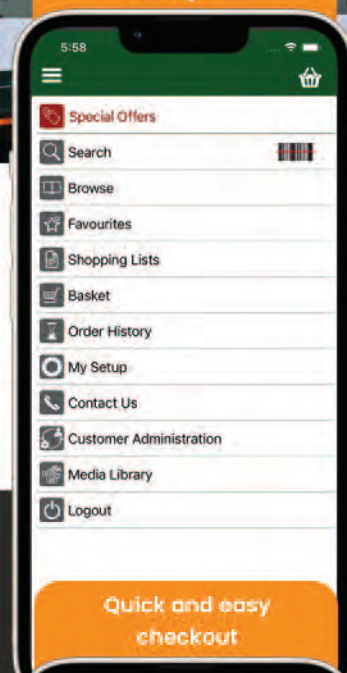
## Contact us to set up your online ordering account

01942 821711  
enquiries@wiganbeer.co.uk

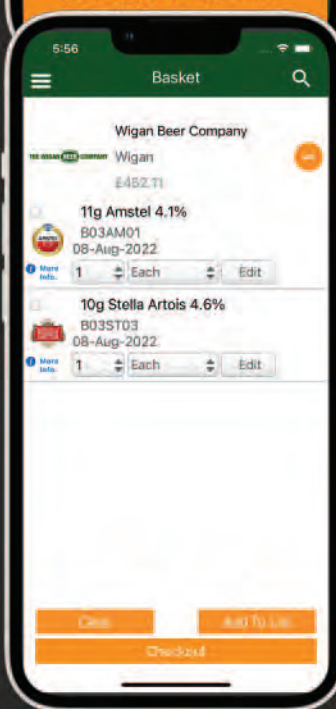
Log in to view your exclusive prices



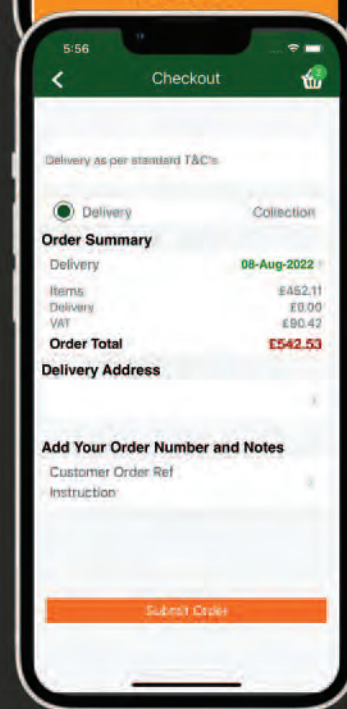
Easy to navigate



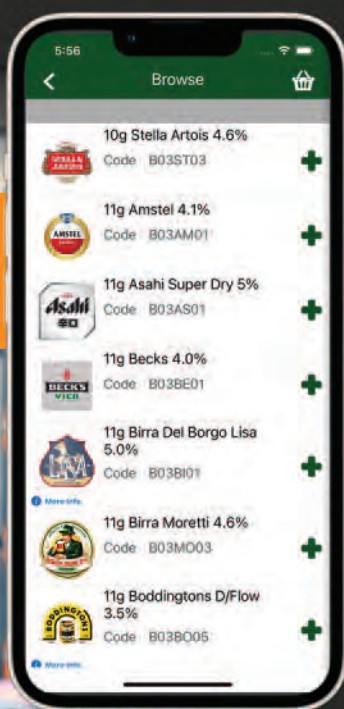
Easily edit your basket or save for next time



Quick and easy checkout



Discover new brands and sought after products



Order by app or by website

**BUY ANY  
4 X 9G  
CASKS**



**AND GET A  
5<sup>TH</sup> CASK  
FREE\***

\*Promotion available for orders placed between 1st November – 31st October 2022. Offer applies to any product shown above that includes any product that you already stock personally. Stock can be used over a period of 5 weeks. Maximum of 3 orders per customer. Deals cannot be used in conjunction with any other offer. Subject to availability by local retailer stock.



**FLINT  
EYE**  
DRY HOPPED  
LAGER  
4.5%

**LEVEL  
HEAD**  
SESSION IPA  
4.0%



**INSTALL FLINT EYE AND/OR LEVEL HEAD AND RECEIVE  
FREE PREMIUM POS KIT AND TWO FREE KEGS\***

AVAILABLE THROUGHOUT NOVEMBER AND DECEMBER

\*Terms and conditions: Offer available from 1st November to 31st December 2022. Two free kegs: first keg available on installation, second keg available after 12 weeks. To qualify for free keg on week 12, customer must have sold a minimum of 1 keg per week.

# MEANTIME

BREWING GREENWICH COMPANY



51° 29' 22" NORTH

# TICK TOCK... IT'S FREE KEG O'CLOCK.

GET A FREE MEANTIME KEG  
WITH ALL NEW DRAUGHT  
INSTALLS NOW!

0° 0' 30" EAST

+95%  
INCREASE  
IN NATIONAL  
DISTRIBUTION  
OF ANYTIME  
IPA\*



Available during the promotional period from 01.09.22 - 31.12.22 and specific to this brochure feature only. Available in UK only. Install of Meantime Anytime IPA, Prime Pale, Greenwich Lager or Cutty Haze subject to approval by Asahi UK. New stockists only. The Promoter reserves the right to withdraw this promotion at any time. Please note the complimentary keg offer is specific to the brand installed, install Meantime Anytime IPA (30 ltr) or Prime Pale (50 ltr), Greenwich Lager (50 ltr) or Cutty Haze (30 ltr) receive the subsequent brand. Please note the free keg will not be received with the installation, this must be requested via your Asahi UK Account Manager. Contact: [rrm@install-asahi-beer-int.com](mailto:rrm@install-asahi-beer-int.com) to request an install. While stocks last and subject to availability. Promoter Asahi UK Limited, Griffin Brewery, Chiswick Lane South, London, W4 2DB

[bedrinkaware.co.uk](http://bedrinkaware.co.uk)

# PLUG, POUR, ENJOY

NEW GUINNESS MICRODRAUGHT  
GUINNESS DRINKERS CONTRIBUTE  
MORE VALUE TO AN OUTLET  
VS ANY OTHER CUSTOMER\*

FREE CASE OF 24 AND  
GLASSWARE ON INSTALL

**INSTALL NOW**



SCAN HERE  
FOR VIDEO



TO ARRANGE A SURVEY, CALL: 0345 751 5101

\*PROMOTION VALID FROM 1ST OF NOVEMBER UNTIL THE 31ST OF DECEMBER.  
CGA P10 - DATA TO 09.10.2021, FINANCIAL TIMES, GUARDIAN, BBC.

PLEASE DRINK RESPONSIBLY | for the facts [drinkaware.co.uk](http://drinkaware.co.uk)

THE WIGAN BEER COMPANY "EFFICIENT SERVICE, CONSISTENT QUALITY"

# WIN 12 KEGS OF CHRISTMAS

# GUINNESS



**STOCK  
UP NOW**

**BUY 3 X 50L OR 5 X 30L GUINNESS  
KEGS TO ENTER THE DRAW TO  
WIN 12 FREE KEGS\***

SCAN FOR  
POS, TIPS AND MORE



\*Promotion open to on-trade licensed premises in GB only 18+. Purchase 3 x 50L or 5 x 30L kegs of Guinness Draught from a participating wholesaler between 1st November 2022 and 31st December 2022 for a chance to win a prize of 12 x 50L kegs of Guinness Draught. 3 prizes available to be won. All kegs be claimed from the same wholesaler initial kegs are purchased from before 1st August 2023. Max 1 prize per on-trade licensed premise. Automatic entry upon qualifying purchases. To opt-out of Promotion email [twelvekegs@promotions.uk.com](mailto:twelvekegs@promotions.uk.com). For full T&Cs and list of participating wholesalers, visit [www.promotions.uk.com/twelvekegs](http://www.promotions.uk.com/twelvekegs). Promoter: Diageo Great Britain WIE 7HS.

PLEASE DRINK RESPONSIBLY | for the facts [drinkaware.co.uk](http://drinkaware.co.uk)

# THEAKSTON

*Buy any 2 x 9g Theakston cask beers  
...and get £5.00 off each one!*



*Buy any 2 casks and receive  
a case of Theakston Paradise  
Gold Vintage Cider new for 2022*



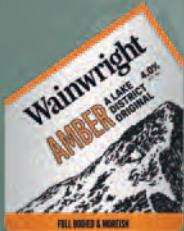
Available from 1st November 2022 – 31st January 2023. One deal per customer, per month. Deals cannot be taken in the same order. Accounts can qualify for both deals.

Christmas Ale available in Nov and Dec Only.

[theakstons.co.uk](http://theakstons.co.uk)



# BUY 3 X 9G AND RECEIVE 1 X 70CL SMIRNOFF RED, GORDON'S GIN OR GORDON'S PINK



Terms: Qualifiers include: Pedigree, Hobgoblin Gold, Wainwright Gold, Tetley's Original, Wainwright Amber and Hobgoblin Ruby. Reward product is either 1 x 70cl Smirnoff Red, 1 x 70cl Gordon's Gin or 1 x 70cl Gordon's Pink. Promotion valid throughout November and December 2022 and January 2023. All casks must be purchased in a single transaction.

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



CARLSBERG MARSTON'S  
BREWING COMPANY

@cmcbuk

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# INSTALL THATCHERS GOLD OR HAZE AND RECEIVE A FREE KEG.

be [drinkaware.co.uk](http://drinkaware.co.uk)

Install Gold and Haze on draught and receive a free 50L keg.

EST. 1904  
**THATCHERS**  
— THE FAMILY CIDER MAKERS —



# Winter Cider Incentive

## Receive over **£2000** in cash

By adding Magners, Magners Dark Fruit or Orchard Pig to your bar

**Budweiser Brewing group**

...have put together an exciting incentive to reward you for stocking our brands. Our winter cider initiative is available for a limited time period via selected wholesalers. Please contact your account manager for further details.

### How it works

Add at least one of our brands

Receive a £400 install fee

Purchase on average two 50L kegs a week



Terms and conditions: Over 18s only. Outlets must hit a minimum purchase commitment (MPC) of 52HL over a 12 month period to receive full listing fee of £16/HL. Outlets will receive half of the full listing fee upon sign up and the other half at the end of the 12 month period, granted they meet MPC and still have the tap on the bar. BBG also expects the outlet to do its best to ensure proper execution. Listing fees will be paid per tap for up to 70 HL per tap over a 12 month period and each outlet will be capped at 2 taps. Replacing one BBG brand with another, i.e. Blackthorn with Magners will not be considered incremental taps and will not be eligible for the listing fee. A written confirmation must be provided to the outlet's respective account manager confirming the outlets intention to participate in the incentive program. Incentive available until 31.12.2022.

Please Drink Responsibly.

T&Cs apply.

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# A WINNING PORTFOLIO FROM CMBC



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



No.2 MOST WIDELY AVAILABLE STANDARD LAGER IN FREE TRADE

1CGA P12 W/E 4/12/2021



SUPPORTED BY A £ MULTIMILLION ATL CAMPAIGN IN 2022

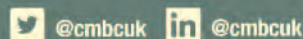


NEW FOR 2022. BROOKLYN PILSNER OUTPERFORMS ON PREFERENCE

Nielsen Consumer Research Amongst N=850, 18-55yo ACB1 Beer Drinker.

## INSTALL TO RECEIVE A COMPLIMENTARY KEG AND A POS SUPPORT PACKAGE WORTH £125\*

\*Estrella Damm install does not include complimentary keg. Standard POS install package provided ahead of install valued at £125. Available to new stockists only. One package per install. POS Support Includes: **Estrella Damm**: 48 Pint Glasses, 24 Half Pint Glasses, 200 Drip Mats, and 2 Rubber Bar Runners. **Carlsberg Pilsner**: 48 Pint Glasses, 48 Half Pint Glasses, 400 Drip Mats and 1 Bar Runner. **San Miguel**: 48 Pint Glasses, 24 Half Pint Glasses, 400 Drip Mats, 1 Bar Runner and 1 Tray. **Poretti**: 48 Pint Glasses, 24 Half Pint Glasses and 1 Wooden Bar Runner. **Brooklyn Pilsner**: 72 Pint Glasses, 375 Drip Mats, 2 Bar Runners, 3 T-Shirts and a Sampling Activation kit. Items subject to availability.



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

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# BUY ANY 3 CASES FROM THE SHARP'S RANGE TO RECEIVE A CASE FREE\*



FOLLOW US   

VISIT US AT [WWW.SHARPSBREWERY.CO.UK](http://WWW.SHARPSBREWERY.CO.UK)

be [drinkaware.co.uk](http://drinkaware.co.uk)

\*While stocks last. Promotion valid from 1st November – 31st December 2022.

**Sharp's**  
BREWERY  
ROCK • CORNWALL

THE WIGAN BEER COMPANY "EFFICIENT SERVICE, CONSISTENT QUALITY"

# BUY 5 GET 1 STRAWBERRY & APPLE FREE\*

MAKING FRUIT MORE USEFUL SINCE 1947

OLD MOUT CIDER  
PRONOUNCED  
INCORRECTLY  
SINCE 1947  
*Ohid-moot-sy-der!*




THE KIWI TASTE FOR ADVENTURE

\*T&C's Offer period 1st November - 31st December 2022.

Excludes Old Mout Alcohol Free.

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ESTABLISHED IN NZ. MADE IN EU.

ENJOY  RESPONSIBLY

**PERONI**  
ITALIA

*Live Every Moment*

THIS CHRISTMAS

**BUY ANY 6 CASES  
FROM THE  
PERONI ITALIA RANGE\***

TO RECEIVE A CASE OF  
PERONI NASTRO AZZURRO 0.0%



**MAXIMISE YOUR SALES WITH THE  
NO.1 TOTAL PACKAGED LAGER\*\***

\*Terms & Conditions: Available during the promotional period from 01.08.22 - 31.12.22 and specific to this brochure feature only. Available in UK only. The Promoter reserves the right to withdraw this promotion at any time. To receive your complimentary case of Peroni Nastro Azzurro 0.0% ALC, you must order 6x cases from the Peroni Italia Range (Peroni Nastro Azzurro 24x 330ml and/or Peroni Nastro Azzurro Gluten Free 24x 330ml and/or Peroni Nastro Azzurro 0.0% ALC 24x 330ml) in one single order. While stocks last and subject to availability. Promoter Asahi UK Limited, Griffin Brewery, Chiswick Lane South, London, W4 2DB

\*\*Source CGA MAT 21.05.22

[be<sup>drinkaware</sup>.co.uk](http://be<sup>drinkaware</sup>.co.uk)

THE WIGAN BEER COMPANY "EFFICIENT SERVICE, CONSISTENT QUALITY"

# BUY 5 CASES GET 1 FREE

Case of 24 x 330ml Birra Moretti  
Whilst stocks last

**TIME FOR WHAT MATTERS**

be [drinkaware.co.uk](http://drinkaware.co.uk)

T&Cs: Offer period 1st November - 31st December 2022. Excludes Birra Moretti Zero.

## BUY 3 CASES FROM THE RANGE AND RECEIVE A COMPLIMENTARY CASE OF SAN MIGUEL ESPECIAL



**CARLSBERG MARSTON'S  
BREWING COMPANY**



**YOUR COMPLIMENTARY CASE**

T&Cs - 1 deal per customer. Limited deals available. While stocks last. Deal only available on Brooklyn Lager 24x330ml, Brooklyn Pilsner 12x330ml, Birificio Angelo Poretti 24x330ml, Erdinger Weissbier 12x500ml, San Miguel 24x330ml, San Miguel Gluten Free 24x330ml and Estrella Damm 24x330ml. Complimentary case selection is San Miguel Especial 24x330ml. Promotion valid throughout November and December 2022.

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@cbbcuk

@cbbcuk

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ENJOY LIFE'S:  
SIMPLE PLEASURES

BUY 3 CASES,

GET 1 FREE

PER CASE



**ZERO**

ALCOHOL FREE

be [drinkaware.co.uk](http://drinkaware.co.uk) | ENJOY BIRRA MORETTI RESPONSIBLY | NOT MORE THAN ALC 0.05% VOL

Birra Moretti Zero 24 x 330ml only. Offer period 1st November – 31st December 2022

BUY 3 CASES FROM THE RANGE AND RECEIVE A  
COMPLIMENTARY CASE FROM THE CMBC NO/LOW RANGE



CARLSBERG MARSTON'S  
BREWING COMPANY



CMBC NO/LOW RANGE

T&C's – 1 deal per customer. Limited deals available. While stocks last. Deal only available on on Birra Poretti 24x330ml, Carlsberg Export 330ml NRB 24x330ml, Erdinger Weissbier 12x500ml, Estrella Damm 24x 330ml, Brooklyn Lager 24x330ml, San Miguel 24x330ml, San Miguel GF 24x330ml. Complimentary case selection is Shipyard Low Tide 8x500ml, San Miguel 0.0 6x4x330ml and Brooklyn Special Effects 24x330ml or Erdinger Alkoholfrei 12x500ml. Promotion valid throughout November, December 2022 and January 2023.

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

@cmbcuk

@cmbcuk

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THE WIGAN BEER COMPANY "EFFICIENT SERVICE, CONSISTENT QUALITY"



# Jägermeister

THE PERFECT SHOT

## BUY A MIX OF 4 JÄGERMEISTER BOTTLES AND RECEIVE A FREE FOOTBALL POS KIT

KIT INCLUDES 4 X A4 POSTERS, 6 X BOTTLE LABELS, DIGITAL POS, GAMIFICATION TENT CARDS AND BEER MATS

### -18°C ICE COLD SHOTS



be [drinkaware.co.uk](http://drinkaware.co.uk)

T&CS (WHILE STOCKS LAST, 1 DEAL PER CUSTOMER) JÄGERMEISTER & JÄGERMEISTER COLD BREW COFFEE

TRY OUR

# FESTIVE SERVES



## BUY 2 X 70CL AND RECEIVE 6 BAUBLE VESSELS



### GINGERBREAD HIZZ

25ML SOUTHERN COMFORT ORIGINAL  
10ML MONIN GINGERBREAD SYRUP  
TOP GINGER BEER

### TOFFEE APPLE HIZZ

25ML SOUTHERN COMFORT ORIGINAL  
10ML MONIN CARAMEL SYRUP  
TOP SPARKLING APPLE

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DIAGEO

GET  
IN THE £ X



# CHRISTMAS SPIRIT

BUY ANY MIXED 12 BOTTLES  
AND RECEIVE A FREE 70CL  
FROM OUR FLAVOURED RANGE

OFFER INCLUDES: CAPTAIN MORGAN WHITE, CAPTAIN MORGAN SPICED GOLD, CAPTAIN MORGAN SLICED APPLE, CAPTAIN MORGAN TIKI, GORDON'S LONDON DRY, GORDON'S PREMIUM PINK, GORDON'S MEDITERRANEAN ORANGE, GORDON'S SICILIAN LEMON, GORDON'S WHITE PEACH, GORDON'S TROPICAL PASSIONFRUIT, GORDON'S SLOE, SMIRNOFF RED LABEL, SMIRNOFF VANILLA, SMIRNOFF RASPBERRY CRUSH AND SMIRNOFF MANGO & PASSIONFRUIT TWIST. FREE STOCK IS LIMITED TO ONE FREE 70CL BOTTLE OF EITHER: CAPTAIN MORGAN SLICED APPLE, CAPTAIN MORGAN TIKI, GORDON'S TROPICAL PASSIONFRUIT OR SMIRNOFF MANGO & PASSIONFRUIT.

\*OFFER AVAILABLE 1ST NOVEMBER - 31ST DECEMBER 2022. DEAL IS LIMITED TO ONE FREE BOTTLE, PER OUTLET PER WEEK.

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SCAN FOR  
POS, TIPS AND MORE





ARE YOU

# READY TO COCKTAIL IN 10 SECONDS

Gordon's | Smirnoff | Captain Morgan

## NEW INSTALLS GET A POS KIT\*



DIAGEO ONE



TO FIND OUT MORE AND  
REQUEST AN INSTALL,  
PLEASE VISIT DIAGEO ONE

\*Capped at two per customer.  
POS kit: 24 cocktail glasses, 10 tent cards and 10 menu inserts.

drinkaware.co.uk for the facts | PLEASE DRINK RESPONSIBLY

## Add a Festive Sparkle with Wenlock Spring

BUY 5 CASES  
GET 1 CASE  
**FREE**

**Glass Still:**  
750ml and 330ml

**Glass Sparkling:**  
750ml and 330ml

 **wenlock  
SPRING**



[WWW.WENLOCKSPRING.CO.UK](http://WWW.WENLOCKSPRING.CO.UK)



# OPENING WHISTLE FOR THE PARTY.



RED BULL GIVES YOU WIIINGS. 

## GET STOCKED UP FOR A WINTER OF SPORT

RED BULL ENERGY **RED004** 24 X 250ml  
RED SUGARFREE **RED015** 24 X 250ml

RED BULL TROPICAL EDITION **RED026** 12 X 250ml  
RED BULL RED EDITION **RED015** 12 X 250ml

# BUY 5 BOTTLES GET 1 BOTTLE FREE!

A CELEBRATION OF SPANISH CULTURE, LA VIVIENDA COMBINES TRADITION WITH THE NEW - AN AUTHENTIC TASTE OF SPAIN IN EVERY GLASS



**APPEARANCE**  
DEEP DARK PURPLE

**NOSE**  
DARK FRUITS AND SPICE

**PALATE**  
FLAVOURS OF RICH PLUM

**FOOD MATCH**  
PAIR WITH TAPAS WITH TOMATO-BASED SAUCES, LASAGNE, PIZZA



**APPEARANCE**  
PALE GOLD

**NOSE**  
CRISP LEMON AND ZESTY LIME AROMAS

**PALATE**  
REFRESHING AND CRISP WITH LEMON AND LIME FLAVOURS AND A SOFT, ROUND FINISH

**FOOD MATCH**  
ENJOY ON ITS OWN, OR PAIR WITH CREAMY FISH DISHES



**APPEARANCE**  
FRESH VIBRANT STRAWBERRY

**NOSE**  
AROMATIC, FLORAL & FRUITY

**PALATE**  
FLAVOURS OF SWEET RED FRUITS AND A TOUCH OF HONEY

**FOOD MATCH**  
PAIR WITH PASTA IN A CREAMY SAUCE

NEW ON-TRADE EXCLUSIVE

JUNE ONLY, WHILE STOCKS LAST, NO MIXED CASES  
be [drinkaware.co.uk](http://drinkaware.co.uk)

# STOCK THE Festive Favourites

RECEIVE A FREE 70CL BEEFEATER DRY GIN  
WHEN YOU BUY ANY 11 X 70CL FROM THE RANGE\*



**PERNOD RICARD UK ARE THE UNDISPUTED  
WINNER IN TERMS OF SHARE GROWTH IN SPIRITS AND  
THE NUMBER ONE PREMIUM SPIRITS SUPPLIER THIS PERIOD.**  
- CGA CHRISTMAS REPORT, 2021

\*Available while stocks last. Range includes: Absolut Original, Absolut Flavours, Beefeater Dry, Beefeater Flavours, Havana Club Rum 3YO, Havana Club Cuban Spiced, Jameson Original, Jameson Orange, Lamb's Navy Rum, Lamb's Spiced Rum, Malibu Coconut, Malibu Flavours, Pernod.

Enjoy Responsibly. [be.drinkaware.co.uk](http://be.drinkaware.co.uk)

## CORKY'S BUY 4 BOTTLES & GET 1 FREE

[f](#) [t](#) [i](#) [@](#) CorkysSchnapps | [www.corkys.co.uk](http://www.corkys.co.uk)



Offer available on Corky's 70cl Sour Cherry, Blueberry, Mango, Passion Fruit, Raspberry and Sour Apple from 1st November to 31st December 2022, while stocks last.

[be.drinkaware.co.uk](http://be.drinkaware.co.uk)

## JUNGFRAU HERBAL SCHNAPPS

WE'RE NOT AS 'DEER'  
AS THE OTHERS,  
BUT JUST AS FUN!

70CL  
JUNGFRAU  
22% ABV ONLY  
**£7.99**

Offer available from 1st November to 31st December 2022, while stocks last.

[f](#) [t](#) [i](#) [@](#) jungfrauLiker  
[www.jungfrauLiker.com](http://www.jungfrauLiker.com)

[be.drinkaware.co.uk](http://be.drinkaware.co.uk)



Call us to place your order on 01942 821711

22/23 Hawkley Brook Trading Estate | Worthington Way | WN3 6XE

[enquiries@wiganbeer.co.uk](mailto:enquiries@wiganbeer.co.uk) | [www.wiganbeer.co.uk](http://www.wiganbeer.co.uk)

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### Terms and Conditions

- 1) All offers are available from 1st November to 31st December 2022 unless otherwise stated and are subject to regional availability. 2) All offers are exclusive of VAT.
- 3) We will not accept orders where they would breach a beer tie or other contracts that the buyer holds with a third party. 4) This brochure is not intended as an inducement to breach any contract which may exist between a tenant & their landlord to purchase beers or any other products. In such cases only those products, which are excluded from such agreements, should be considered. 5) We treat the buyer placing an order with us as the buyer's confirmation that there is no such tie. 6) All prices featured may be subject to a duty increase. 7) Errors & Omissions Excepted.