

1st MARCH –  
31st MAY 2024

# primo drinks®

PART OF THE  
**SAME DAY BEERS GROUP\***

EST. 2003



**7day**  
DELIVERY  
SERVICE

Your **LOCAL** drinks wholesaler

# Dear valued customer...

Welcome to our Spring brochure starting March 1st to May 31st.

The brochure is packed full of offers to help you maximise opportunities and grow your business.

We have introduced a new range of wines for 2024 and we have experts on hand to help you create new wine lists or select great choices of wine to sell by the glass.

There are lots of other new products featured keeping up with latest market trends, such as two new WKD flavours and Cornish Orchards Fruit keg ciders.

Our team are always available to advise and support you with their expertise and skills to ensure that you have the right range of products in your business and utilise our special offers to enhance your margin. We are open 7 days a week and stock over 3,000 products.

Unfortunately it is that time of year again when all of the Brand Owner price increases come through to us, but we will ensure that we pass on to you only what we have to. Details of the increases are available on our website: [www.primodrinks.co.uk](http://www.primodrinks.co.uk).

Thank you for your continued business, it will always be of the utmost importance to us.

primo  
drinks

You can place  
your order by  
phone on

**0161 406 0606**

or by text on

**07520 635509**

Please scan the  
QR code to  
follow us on  
social media



## USEFUL DATES...

Mothers Day - March 10th

St Patrick's Day - March 17th

Good Friday - March 29th

Easter Sunday - March 31st

Bank Holiday - May 6th

Bank Holiday - May 27th



## BREWERS TECH SERVICES NUMBERS...

Molson Coors - **0345 600 0888**

Budweiser Brewing Group - **0113 362 5088**

Carlsberg Marstons Brewing Company - **0800 578 0773**

Heineken UK - **0345 878 7071**

Asahi UK - **0148 371 8118**

DISCOVER  
SUPER DRY REFRESHMENT

<sup>SUPER</sup>  
"DRY"  
**Asahi**  
0.0%

RECEIVE A COMPLIMENTARY  
CASE OF ASAHI SUPER DRY **0.0%**  
WHEN YOU BUY 2 KEGS OF  
ASAHI SUPER DRY



\*Terms and conditions apply.  
visit [www.asahibeer.co.uk/promotional-term-conditions](http://www.asahibeer.co.uk/promotional-term-conditions)

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

BREWDOG

**THE EAGLE  
HAS LANDED**



**ORDER  
NOW**

★  
**FREE  
POS KIT ON  
INSTALL**  
★



DRAUGHT BEERS

INSTALL BROOKLYN PILSNER AND RECEIVE A

# FREE KEG

## & POS PACKAGE WORTH £200\*



\*Promotion valid for duration of brochure promotional period. One deal per install per outlet. Available whilst stocks last. Subject to change.

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





INSTALL  
CARLSBERG  
DANISH PILSNER  
AND RECEIVE  
A FREE KEG &  
POS PACKAGE  
WORTH £200\*

## MORE PINTS FOR YOU. MORE PINTS FOR WWF.



Drive sustainable sales with Carlsberg Danish Pilsner.

Together with WWF, we aim to help selected farmers replenish up to 175 million pints of fresh water to help UK nature thrive\*.



Probably the best beer in the world

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

\*Promotion valid for duration of brochure promotional period. One deal per install per outlet. Available whilst stocks last. Subject to change.  
\*Carlsberg is giving £150,000 to WWF-UK (reg. charity 1081247 & SC039503) to support participating farmers in East Anglia to replenish up to 100 million litres of fresh water, by helping them save water and reduce river pollution. Scan QR code or see [carlsberg.co.uk/wwf/farming](http://carlsberg.co.uk/wwf/farming) for more details. Brewed in UK, the Danish Way. Enjoy responsibly.



**Why not find out which SmartDispense technology is right for you?**



Saving Water



Saving Time



Saving Energy



Saving the Planet

**HEINEKEN SmartDispense® really is the beating heart in any bar.**

**We offer an exceptional range of cutting edge draught dispense solutions that can be tailored to the needs of any bar. As a SmartDispense customer, you also get access to a complete package of benefits that will help you grow your business.**



Powered by  
**SmartDispense™**

Scan here to learn more



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



**CASH FOR TAPS**

**£500 CASH FOR EACH NEW INSTALL**

**PLUS A FREE KEG ON INSTALL**



The new release of beer is a complete product with a label and a BrewDog base. The first beer is a limited edition of the tap with a limited quantity of beer per week per product. The kegs will be sent after the initial £500 cash for each new install and the first £200 cash for each tap. Payments are made 60 days after the new kegs. Black Heart to be the sole stock holding. Initial payment is added to the product being sent. It is only valid for new orders from 1st August 2024 until 31st July 2025. Speak to your sales manager for more details.

# CARLING GET MATCH READY

## FA CUP KEY FIXTURE DATES

Quarter Final: 16th March

Semi Final: 20th April

Final: 25th May



Emirates  
FA CUP

PROUD PARTNER

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



# The Cask Shed Club!



Speak to your Account Manager or Customer Services about joining our Cask Shed Club in 2024

Great rewards available for members

Event Week	Orders to be in by	Supplier	Brand/s	Orders to be delivered from
1	Wed 6th March	Theakston	Theakstons Range	w/c 18th March
2	Wed 13th March	Sharp's	Doom Bar	w/c 25th March
3	Wed 20th March	Bank's	Sun Beam	w/c 1st April
4	Wed 27th March	Theakston	Black Bull	w/c 8th April
5	Wed 3rd April	Wainwrights	Wainwrights Golden	w/c 15th April
6	Wed 10th April	Courage	Courage Best Bitter	w/c 22nd April
7	Wed 17th April	Theakston	Theakstons Range	w/c 29th April
8	Wed 24th April	Sharp's	Solar Wave	w/c 6th May
9	Wed 1st May	Theakston	Peculler IPA	w/c 13th May
10	Wed 8th May	Ringwood	Old Thumper	w/c 20th May
11	Wed 15th May	Theakston	Lightfoot	w/c 27th May
12	Wed 22nd May	Timothy Taylor	Timothy Taylor Landlord Bitter	w/c 3rd June
13	Wed 29th May	Theakston	Theakstons Range	w/c 10th June

\*Terms and Conditions apply - Please see following pages for Brand Information

CASKS

**EVENT WEEK 2**

**DOOM BAR**  
AMBER ALE

BALANCED & MOREISH | ALC 4.0% VOL

Sharp's  
BREWERY  
ROCK - CROFTWALL

**£109.49**  
4.0%  
9g

PRE-ORDERS ONLY

**EVENT WEEK 4**

**£5 OFF**

**THEAKSTON**  
BLACK BULL  
AMBER ALE

39% DRY & CRISP WITH CHALLENGER, TARGET & GOLDING'S HOPS | 1827  
BREWED IN MASHAM NORTH YORKSHIRE

LEGENDARY ALES

**£89.99**  
3.9%  
9g

PRE-ORDERS ONLY

**EVENT WEEK 5**

**Wainwright**  
GOLD  
A LAKE DISTRICT ORIGINAL

4.1% ALC VOL

REFRESHINGLY THIRST QUENCHING

**£103.99**  
4.1%  
9g

PRE-ORDERS ONLY



**EVENT WEEK 8**

**SOLAR WAVE**  
HAZY IPA  
HOPPY • GOLDEN • JUICY

**Sharp's**  
BREWERY  
ROCK • CORNWALL

**£115.99**  
4.6%  
9g

PRE-ORDERS ONLY

**EVENT WEEK 9**

**£5 OFF**

**Peculier**  
IPA  
5.1% ABV  
THEAKSTON THE ORIGINAL CRAFT BREWER

**£99.99**  
5.1%  
9g

PRE-ORDERS ONLY

**EVENT WEEK 11**

**THEAKSTON**  
LIGHT  
FOOT  
BLONDE ALE

4.1% ABV LIGHT & REFRESHING CLASSIC ENGLISH MALTS & CONTINENTAL HOPS 1827  
BREWED IN MASHAM NORTH YORKSHIRE

LEGENDARY ALES

**£87.99**  
4.1%  
9g

PRE-ORDERS ONLY

**EVENT WEEK 12**

**TIMOTHY TAYLOR'S**  
1858  
CHAMPIONSHIP BEERS  
LANDLORD  
THE CLASSIC PALE ALE ABV 4.3%

**£129.99**  
4.3%  
9g

PRE-ORDERS ONLY



CARLSBERG MARSTON'S  
BREWING COMPANY

EVENT WEEK  
**3**

£83.99



BANKS'S SUNBEAM  
4.2% ABV

EVENT WEEK  
**6**

£81.99



COURAGE  
4.0% ABV

EVENT WEEK  
**10**

£98.99



RINGWOOD OLD THUMPER  
5.1% ABV

TAP INTO  
CASK ALE  
WITH THE NO.1 CASK  
ALE BREWER IN THE UK

Promotion valid for the duration of the brochure promotional period. Qualifying products: Banks's Sunbeam 9g cask, Ringwood Old Thumper 9g cask & Courage 9g cask. Deal subject to change. Available while stocks last.

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

EVENT WEEKS  
**1, 7 & 13**



# THEAKSTON

*Independent family brewers  
of Masham, Yorkshire*

Nearly two centuries of tradition, passed down through five generations of the Theakston family



**Buy Any 9g Cask And Receive £5.00 Off**

Offer Available Between March 1st And May 31st.

# DOOM BAR KEG IS HERE

SPEAK TO YOUR  
ACCOUNT MANAGER  
FOR MORE DETAILS



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



# FRESH CASK BEER

STOCK UP ON OUR  
FULL RANGE OF  
FRESH CASK BEER



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



MARCH ONLY

£22.99  
PER CASE



£18.49  
PER CASE

# SPECIAL CASE PRICE



*Luigi Moretti*

L'ITALIANA AUTENTICA



be [drinkaware.co.uk](http://drinkaware.co.uk)  
ENJOY BIRRA MORETTI RESPONSIBLY



BIRRA MORETTI IS BREWED IN THE UK  
BIRRA MORETTI ZERO CONTAINS ≤ 0.05% ABV  
OFFER AVAILABLE THROUGHOUT MARCH WHILST STOCKS LAST

PACKAGED BEERS

MARCH ONLY

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



£23.50  
Per Case

£15.49  
Per Case



Scan this QR to order  
additional branded print,  
POS and digital assets

# Special Case Price



Offer available throughout March

© UFA. All rights reserved. "Heineken" is a registered trademark. Heineken 0.0 contains no more than 0.05% alcohol.

Asahi | Asahi UK Ltd

# BUY ANY 6 CASES FROM THE PERONI PACKAGED RANGE TO RECEIVE A COMPLIMENTARY CASE

<sup>“SUPER”</sup>  
**Asahi** OR **PERONI**  
辛口 NASTRO  
AZZURRO



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

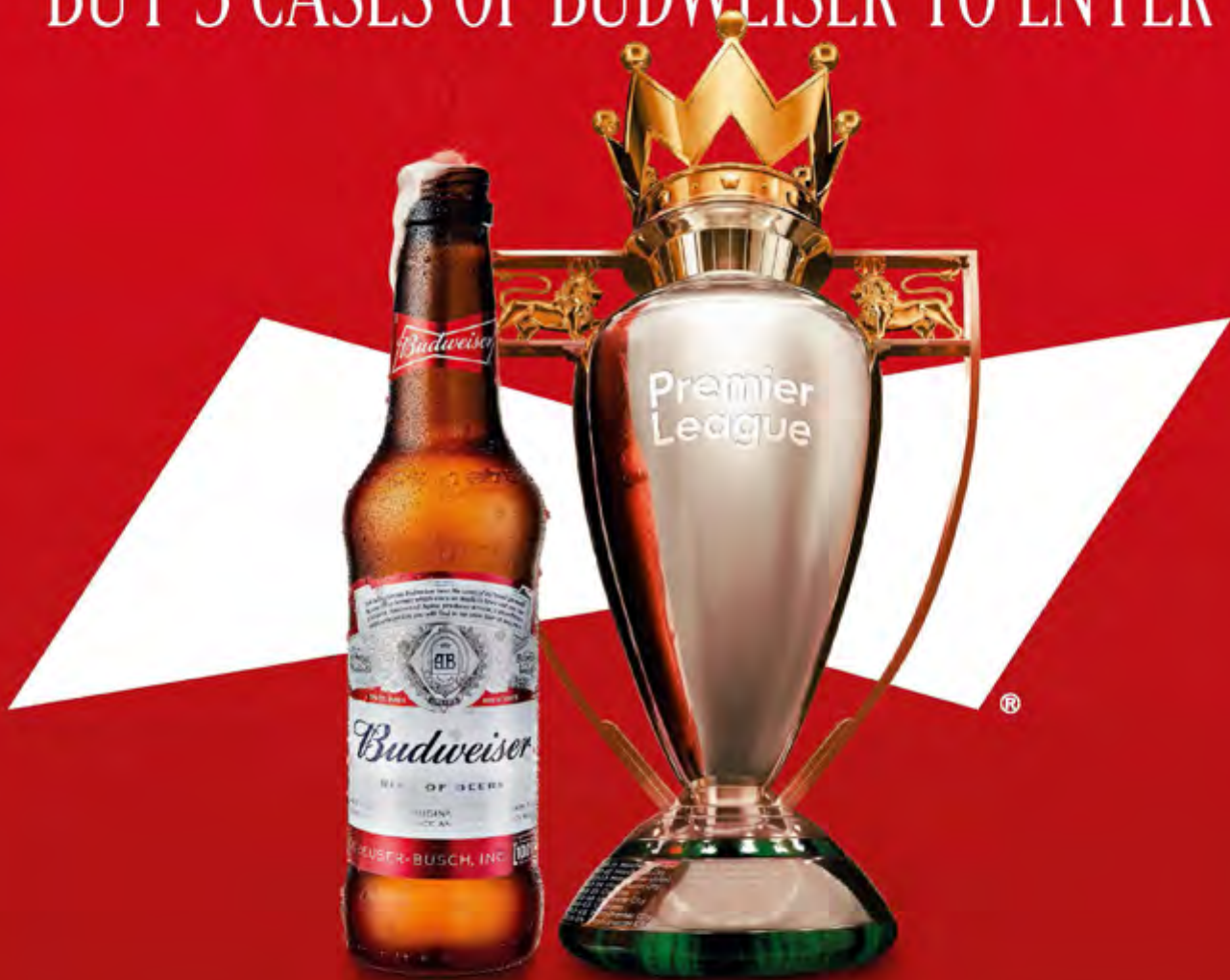
18+ UK & ROI only. Available during promotional period 1st March to 31st August 2023 subject to availability whilst stocks last and specific to this brochure. For more info, in one transaction buy any six cases (24 x 330ml) of Peroni Nastro Azzurro, Peroni Gluten Free, Peroni 0.0%, Peroni Capri 33%, Asahi Super Dry and/or Asahi Super Dry 0.0% to receive a free case (24 x 330ml) from the distributor. Promoter reserves the right to withdraw this promotion at any time. From: Asahi UK Limited, Griffin Brewery, Chiswick Lane South, London W4 2ZB

Asahi Super Dry (24x330ml)  
Asahi Super Dry 0.0% (24x330ml)  
Peroni Nastro Azzurro Still Capri (24x330ml)  
Peroni 0.0% (24x330ml)  
Peroni Nastro Azzurro (Blue) (24x330ml)  
Peroni Gluten Free (24x330ml)

PACKAGED BEERS

MARCH & APRIL ONLY

# WIN TICKETS TO THE PREMIER LEAGUE™ BUY 5 CASES OF BUDWEISER TO ENTER



THE OFFICIAL BEER OF THE PREMIER LEAGUE™



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

©2024 AB InBev UK Limited, all rights reserved.

UK only. Available 01.03.2024 - 30.04.2024. Purchase at least 5 cases of 24x330ml of Budweiser for a chance to win tickets to a Premier League match, allocated at the Promoter's discretion. Max. one entry per customer. Each purchase of min. 5 cases constitutes separate entry into the draw. Offer can be amended, cancelled or suspended at any time without notice. The Prize is not transferable, exchangeable or redeemable for money. Terms of your stocking agreement continue to apply. Promoter: AB InBev UK Limited, EC4A 1EN.



**£22.99**      **£23.99**      **£18.99**      **£17.99**      **£20.99**

**BUY ANY 6 CASES,  
FROM OUR BEER  
AND CIDER RANGE  
AND GET A**

**HEINEKEN 0.0 OR  
BULMERS ORIGINAL  
FREE\***

APRIL ONLY

Scan this QR to order additional branded print/POS and digital assets

ENJOY RESPONSIBLY. BIRRA MORETTI, OLD MOUT ARE ALL BREWED IN THE UK.  
\*Offer available throughout April.

be.drinkaware.co.uk

MARCH & APRIL ONLY

# FILL YOUR FRIDGE WITH BUDWEISER BREWING GROUP!

PACKAGED BEERS



£13.99  
24x330ml  
(NRB)



£26.60  
24x330ml



£22.99  
24x330ml  
(NRB)



**Budweiser**  
BREWING GROUP UK&I

be [drinkaware.co.uk](https://www.drinkaware.co.uk)

©2024 AB InBev UK Limited, all rights reserved. Over 18s only. Offer open to all customers who purchase via BGG partner wholesalers based in the UK and Channel Islands. While stocks last. BGG reserve the right to remove the promotion at any point. Promotion runs from 01/03/2024 to 30/04/2024. Promotor: AB InBev UK Ltd., 90 Fetter Lane, London, EC4A 1EN.

# Win a venue makeover worth £10,000 with Kopparberg



Purchase 4 x Strawberry & Lime kegs between March and May to enter

5 x runner up prizes worth £1,000 to be won



For information on the £10,000 venue makeover and runner up prizes on offer, as well as competition terms and conditions, [scan the QR code](#).

T&Cs: To enter, purchase 4 x kegs of Kopparberg Strawberry & Lime Cider between 1st March & 31st May 2024 to be entered into the competition draw. Entrants can enter the competition as many times as they like during the promotional period, assuming entry criteria is met. Kopparberg Strawberry & Lime 30L kegs must be purchased from a participating wholesaler. Please refer to the QR code to find participating wholesalers. All entrants must be an on-premise customer of Kopparberg, with Kopparberg Strawberry & Lime Cider being available on draught. All competition winners must agree to list Kopparberg Strawberry & Lime Cider on draught for 1 year. Full terms and conditions available by scanning the QR code. Promoter: Cider of Sweden Ltd t/a Kopparberg UK, LS14 4PR.

be [drinkaware.co.uk](https://www.drinkaware.co.uk)

# KOPPARBERG

# MORE THAN JUST A CIDER



- ✓ FROM THE WESTONS FAMILY
- ✓ GENERATES THE HIGHEST OUTLET INCOME IN THE MAINSTREAM CATEGORY\*
- ✓ PREMIUM POSITIONING WITH HIGHEST RSP IN CATEGORY\*

\* OGA Strategy P12 MAT to 02/12/2023

INSTALL EITHER STOWFORD PRESS OR STOWFORD PRESS DARK BERRY AND RECEIVE A

## FREE KEG AND POS KIT

KIT CONTENTS: 12 X PINT GLASSES, 3 X BAR RUNNERS, 500 X DRIP MATS



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

WESTONS CIDER EST. 1880



## CORNISH ORCHARDS

Westnorth Manor Farm

Install Cornish Orchards & receive a free keg\*

Pressed & blended in the heart of Cornwall

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

\* Terms and conditions apply. Visit [www.cornishorchards.co.uk](http://www.cornishorchards.co.uk) for promotional terms and conditions.

Event price of  
 £23.99 across  
 Kopparberg  
 packaged  
 fruit ciders

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



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



MARCH & APRIL ONLY

Source: IRI 52 w/e 01.10.23, CGA 52 w/e 20.05.23.  
 T&Cs: Primo Drinks have the right to stop this promotion at any time. Promotional period 01.03.24-30.04.24. Packaged fruit cider includes Strawberry & Lime 4% ABV, Mixed Fruit 4% ABV & Mixed Fruit Tropical 4%. While stocks last.

be**drinkaware**.co.uk

**KOPPARBERG**

**Bulmers  
 Original Cider  
 4.5% NRB  
 12 x 500ml**

**£12.99**

**Bulmers  
 Crushed Red  
 Berries & Lime  
 4% NRB  
 12 x 500ml**

**£15.99**

March & April only

# Buy any 5 cases from the range to get 1 case free



Please contact your local representative for more details.

Range includes: Strawberry-Lime, Wild Berries, Mango-Raspberry, Passionfruit and Watermelon-Citrus.

be **drinkaware**.co.uk

Promotion valid from 1st March - 30th April 2024.

**REKORDERLIG**  
CIDER

- REFRESHINGLY SWEDISH -

# SHAKE YOUR FRUITY

SPECIAL PRICE

£15.49



\*Offer available throughout March, subject to availability.

**OLD MOUT CIDER**

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

ALCOHOL FREE

Kopparberg is the UK's most loved alcohol-free brand, with more loyal drinkers than any other brand<sup>1</sup>

Are you stocking the UK's bestselling fruit alcohol-free cider brand?<sup>2</sup>



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



£8.99



MARCH & APRIL ONLY

Sources: 1. Kantar Worldpanel: Data £2w/e to 11.06.23 - Total Alcohol Free. 2. IRI, Ext Marketplace, Alcohol Free Cider, Value sales, MAT to 01.10.23

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

**KOPPARBERG**

**FIND YOUR % ALCOHOL FREE GREAT TASTING LOW & NO ALCOHOL BEER**

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



Promotion valid for the duration of the brochure promotional period. Fixed price qualifying products: Shipyard Alkoholfrei 12x500ml, SanMiguel 0.0 24x330ml, Carlsberg 0.0 24x330ml, Brooklyn Special Effects 24x330ml and Shipyard Low Tide 8x500ml. Whilst stocks last. Offer subject to change.



GET  
IN THE £

DIAGEO

MARCH ONLY



STOCK UP ON  
YOUR VODKA  
AND RUM

70cl and 1.5ltr

POS, Tips & More



Scan me

SPIRIT

Offer valid from 1st March - 31st March

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

GET  
IN THE £

DIAGEO

MARCH ONLY



STOCK UP  
ON YOUR GINS

70cl and 1.5ltr

POS, Tips & More



Scan me

SPIRIT

Offer Valid from 1st March - 31st March

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

# CORKY'S®

WHOSE ROUND IS IT?

## BUY 3 BOTTLES, GET 1 FREE!

\*Offer valid from 1st March - 31st May 2024. Offer applies to Corky's 70cl Sour Apple, Sour Mango, Sour Passion Fruit, Sour Raspberry, Sour Blueberry and Sour Cherry. While stocks last.

[corkysschnapps](https://www.corkysschnapps.com)

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

Corky's cocktails here



### TRY CORKY'S IN A COCKTAIL: CHERRY COLA

INGREDIENTS

25ML CORKY'S SOUR CHERRY, 25ML AMARETTO,  
A DASH OF COLA. ADD ICE, MIX & ENJOY!

BOLD  
NEW  
LOOK!



## INCREASE RATE OF SALE <sup>BY</sup> UP TO **32%<sup>\*\*</sup>** WITH OUR ICE COLD EQUIPMENT



**9 BOTTLES FREE**

WHEN YOU BUY A THREE BOTTLE TAP MACHINE FOR **£299\***

**ORDER NOW**

JGR.MS/TRADEPORTAL  
PASSWORD: PROST56  
OR SCAN QR CODE





**6 BOTTLES FREE**

WHEN YOU BUY A ONE BOTTLE TAP MACHINE FOR **£249\***

Our tap machines chill Jägermeister down to -18°C - the perfect temperature to enjoy a shot of Jägermeister! This is where the five different taste components of Jägermeister reach perfect balance. After 30 years of innovation, the Jägermeister tap machine is the a great addition to any bar: it makes pouring Jägermeister so simple, it looks great, and it turns your backbar into a profit-pouring machine!

[bedrinkaware.co.uk](http://bedrinkaware.co.uk) \*EXCLUDING VAT \*\*CRM DATA



**Jägermeister**



WHITLEY NEILL  
GIN

BUY ANY 3 BOTTLES FROM THE WHITLEY NEILL GIN RANGE,  
RECEIVE A **FREE** BOTTLE OF ALCOHOL FREE 0.0%\*



The Whitley Neill Gin range includes: Distiller's Cut London Dry, Blood Orange, Blackberry, Black Cherry, Parma Violet, Raspberry, Rhubarb & Ginger, Raspberry 0.0% Alcohol Free, Rhubarb & Ginger 0.0% Alcohol Free

\*Available while stocks last. All bottles 70cl.  
FOC 1 x 70cl Whitley Neill 0.0%. Offer ends 31/05/24.

whitleyneill.com

be.drinkaware.co.uk

SAVE £1.50 PER BOTTLE\*



DEAD  
GOOD



FULL DMF RANGE:  
SPICED RUM, WHITE RUM,  
BANANA, CHERRY, COCONUT,  
PASSION FRUIT, PINEAPPLE,  
COFFEE, MANGO, RASPBERRY,  
STRAWBERRY TEQUILA CREAM  
LIQUEUR, MANGO TEQUILA  
CREAM LIQUEUR, RASPBERRY  
RUM CREAM LIQUEUR, BLUE  
RASPBERRY TEQUILA CREAM  
LIQUEUR, BLACK CHERRY  
TEQUILA CREAM LIQUEUR

@DEADMANSFINGERS

be.drinkaware.co.uk

\*AVAILABLE WHILE STOCKS LAST.  
ALL BOTTLES 70CL. OFFER ENDS 31/05/24.



NEW  
£16.49  
per bottle\*



BANKHALL  
A GREAT  
BRITISH  
WHISKY

Bankhall Whisky is a celebration  
of the very best of British, blending  
quality liquids from distilleries  
across all corners of the UK.

TASTING NOTES

COLOUR: Rich amber gold  
NOSE: Rich fruit and vanilla,  
balanced with sweet malt and oak.  
PALATE: Sweet creamy berry notes,  
complemented with hints of dried  
fruit, sweet vanilla, candied fruits,  
and subtle wood spice.  
FINISH: Enjoy a long and lingering  
sweet fruit and heather honey finish  
tailing off to a subtle spiciness.

be.drinkaware.co.uk  
Available while stocks last.  
Bottle 70cl. Offer ends 31/05/24.

# House Spirits 70cl



**£11.50**



**£10.99**



**£10.99**



**£10.29**



**£10.99**



**£11.99**

# House Spirits 1.5ltrs



## Prince Consort Vodka

**37.5% 1.5ltr**

**£24.99**

## JJ Whitley London Dry Gin

**37.5% 1.5ltr**

**£19.99**

## Prince Consort Blended Scotch Whisky

**40% 1.5ltr**

**£23.99**

## Jules Clairon Brandy

**36% 1.5ltr**

**£24.49**

## Belgravia Gin

**37.5% 1.5ltr**

**£19.99**

Buy any 12 x 70cl or 6 x 1.5ltr and receive a Smirnoff Vodka 70cl or Gordons 70cl FREE

MAY ONLY

SPIRITS



\*Available in 1.5Ltr

NO OFFER CAN BE USED IN CONJUNCTION WITH ANOTHER OFFER.

# SHOT RANGE OFFER

BUY 5 SAZERAC PRODUCTS FROM THE RANGE AND RECEIVE A TEQUILA ROSE FREE OF CHARGE\*



SHOTS ARE THE FASTEST GROWING CATEGORY IN THE ON TRADE AT  
**+45.7% VOLUME.**

\*NIELSON ON & OFF TRADE REPORT, WE 25.02.23, LAST 12 WEEKS.

RANGE INCLUDES: SOUTHERN COMFORT, SHEEP DOG, FIREBALL, TEQUILA ROSE, ANTICA CLASSIC SAMBUCA, ANTICA RASPBERRY SAMBUCA, ANTICA LIQUORICE SAMBUCA. \*1 DEAL PER CUSTOMER, BUY IN MUST INCLUDE - SUCO/ FIREBALL. WHILST STOCKS LAST



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

# Antica Sambuca Flavours



**£14.99**

# MALIBU GET A FREE CASE

**MALIBU IS THE #2 SPECIALITY PRODUCT**

**OF COKE OR SCHWEPPE'S LEMONADE MIXERS**

When you buy any 4 x 70cl Malibu

**SERVE WITH COKE**



\*CGA OPMS Data to 09/09/23 MAT  
Enjoy Malibu Responsibly [be.drinkaware.co.uk](http://be.drinkaware.co.uk)

SCAN HERE FOR SERVES



**MARCH ONLY**



**HOUSE OF**



**ALCOHOL-FREE DRINKS  
DESIGNED TO  
BE DELICIOUS**

**TRY THE BRANDS YOU LOVE, NOW ALCOHOL-FREE**

POS, Tips & More



Scan me

**43%**

OF CONSUMERS LOOKING TO MODERATE, THE HIGHEST RATE IN THE LAST 7 YEARS\*

**58%**

OF CONSUMERS SWITCH BETWEEN ALCOHOLIC AND NON-ALC DRINKS WITHIN THE SAME OCCASION\*\*

\*Kantar Alcovision, data to 31/01/2022

\*\*IWSR Global Report Feb 2021

Offer Valid from 1st March - 31st March

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



# NEW FROM THE NO.1 RTD BRAND\*

EVERY DAY  
LOW PRICE  
**£20.99**  
PER CASE  
ALL FLAVOURS



## STOCK UP NOW!

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

Source: \*Wholesaler MMT & ME 12.08.23 & CGA NE 15.02.23. WKD 24 x 275ml NBD - NEW WKD Purple Grape, NEW WKD ICE, WKD Blue, WKD Iron Brew, WKD Orange & Passionfruit, WKD Berry Blast

# WE'RE NOT JUST THE BIGGEST RTD BRAND...

**NO.1 FOR STUDENTS\*** 

**HIGHEST CASH ROS**  **IN THE CATEGORY\***

**SELL 2.3X MORE** **THAN OUR COMPETITORS IN PUBS\*** 



## BUY 3 CASES OF VK & GET A FREE BOTTLE OF JUNGFRAU 22%\*\*

FOR POS SUPPORT CONTACT: [sales@globalbrands.co.uk](mailto:sales@globalbrands.co.uk)

\*\*Offer valid from 1st March - 31st May 2024. Offer applies to full VK 24 x 275ml NRB range. Free item applies to 1 x 70cl bottle of Jungfrau 22%. While stocks last. \*CGA MAT P12 2023.

**#WEARE VK** 

# GROW YOUR WINE SALES WITH R&R AND ADD PROSECCO TO YOUR RANGE!

An exciting range of wines that takes you on a journey through some of the finest grape growing regions around the world.

*Our Prosecco has delicate aromas of blossom that combine with flavours of melon, citrus and crisp apple to provide a refreshing finish.*



Prosecco  
75cl  
**£7.69**

Prosecco  
24 x 200ml  
**£60.99**



6 x 75cl  
**£33.99**

12 x 187ml  
**£20.99**



Leading varietals available in 6 x 75cl and 12 x 18.7cl | Prosecco available in 6 x 75cl and 24 x 20cl

**WE'VE SELECTED THE VERY BEST SO YOU DON'T HAVE TO**

**STOCK UP NOW!**

**BUY 11 BOTTLES  
GET 1 FREE**

HONU  
**+62%**  
YOY\*

HONU  
SAUVIGNON BLANC  
MARLBROUGH  
NEW ZEALAND

**GROW YOUR WINE SALES  
WITH HONU SAUVIGNON BLANC.  
NEW ZEALAND'S #1 VARIETAL!**

Offer available while stocks last | Buy 11 bottles get 1 free | \*BDL case sales to 31/12/23

**Villa Benizi  
Pinot Grigio/  
Pinot Grigio  
Blush  
6 x 75cl**



**£34.99**

**LA VIVIENDA**



**£27.99**

LA VIVIENDA  
TEMPRIANO  
VERDEJO MACABEO  
TEMPRANILLO

bedrinkaware.co.uk Enjoy La Vivienda responsibly.

MARCH/APRIL ONLY



Jack  
Rabbit



**Buy 11 bottles get 1 free**  
75cl range

**Buy 7 cases get 1 free**  
187ml range



Sign up to [jackrabbitrewardsme.com](http://jackrabbitrewardsme.com) and be rewarded with POS items, gifts, incentives and **special offers!**



**On Trade Exclusive**

\*CGA Strategy Data, MAT 29.12.2019

Please drink responsibly, be [drinkaware.co.uk](http://drinkaware.co.uk)

WINE, CHAMPAGNE & SPARKLING

Buy any 18 bottles and get a  
Filipetti Prosecco 75cl Free



Wines included: Aimery Chardonnay 75cl, Boomerang Bay Shiraz 75cl, Jack & Gina Chardonnay 13.0% 75cl, Boomerang Bay Chardonnay 75cl, Pocket Watch Shiraz 4.5% 75cl, Drop Dead Gorgeous Malbec 13.5% 75cl, Gulara Chardonnay 13% 75cl and Plate 95 Merlot 13% 75cl

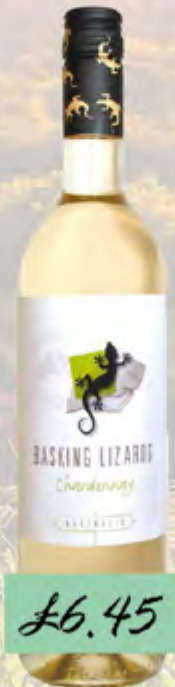
Buy any 6 bottles for £32.00 a case



Included: Zimor Pinot Grigio Rosé 11.5% 75cl, Brightside Zinfandel Rose 10.5% 75cl, Millstream Rose 12.5% 75cl, Morajo Pinot Grigio Blush, DOC Venezia 12% 75clz, Jack & Gina Zinfandel Rose 10.5% 75cl and Ponte Pinot Grigio Rosato 12% 75cl

**NEW**

# Australia



£6.45

Basking Lizards Chardonnay 13.5%



£6.65

Basking Lizards Shiraz 13.5%



£6.45

Blass Chardonnay 13.5%



£6.65

Blass Shiraz 13.5%

**NEW**

## Italy



£6.29

£6.29

Ca' Del Lago Pinot Grigio Rosé 11%  
Ca' Del Lago Pinot Grigio 11%

## Portugal



£8.00

£8.00

Terra Franca Tinto 12.5%  
Terra Franca Branco 12%

## South Africa



£6.39

£6.00

Flying Zebra Pinotage 13%  
Flying Zebra Chenin Blanc 12.5%



**NEW**

# Chile



£6.30

Concha y Toro Cabernet Sauvignon 12%



£6.30

Concha y Toro Merlot 12%



£6.30

Concha y Toro Sauvignon Blanc 12.5%



£6.30

Concha y Toro Chardonnay Pedro Ximénez 12%

**NEW**

# Spain



£6.69

£6.69

Arrumaco Bobal Tinto 12%  
Arrumaco Verdejo 12%



£8.20

£7.39

Covila Crianza Rioja 13.5%  
Covila Rioja Blanco 12.5%



£11.50

£7.85

Solar Viejo Rioja Reserva 14%  
Solar Viejo Rioja Tempranillo 13.5%



**Filipetti  
Prosecco**  
11%  
75cl

**£7.69**



**Filipetti Rosé  
Prosecco**  
11%  
75cl

**£8.35**



**Moët & Chandon  
Champagne**  
12%  
75cl

**£32.99**



**Veuve Clicquot  
NV**  
12%  
75cl

**£39.99**



**Piper-Heidsieck  
Brut NV  
Champagne**  
12%  
75cl

**£29.99**



**Gruet Selection  
Brut Champagne**  
12%  
75cl

**£15.99**

# THE ULTIMATE WAY TO ENERGISE YOUR PROFITS

THE POWER IS YOURS™

£6.99



To find out more, please Contact your Account Manager. Consumer pricing is at the sole discretion of the end user.

SOFT DRINKS

Red Bull Cans  
24 x 250ml



£19.99  
Per case

Berrington  
Still & Sparkling  
Water  
12 x 750ml



£8.29  
Per case

MARCH/APRIL ONLY



**A STRONG HERITAGE  
TO BE PROUD OF**

We're on a mission to spread the message of 'simply great tasting mixers' that bring a little bit of the Great British Pub to every outlet we're in

**WE'RE PROUD  
OF OUR CREDENTIALS**

Our mixers hold a prestigious Royal Warrant, as well as numerous global and local awards for taste and quality across our superior range

**A TRULY  
COMPREHENSIVE RANGE**

Our best selling versatile range covers both mixers and juices that complement your entire spirit offering, as well as making a superb solus serve

BUY 4 CASES  
OF BRITVIC  
MIXERS TO RECEIVE  
A CASE OF  
BRITVIC TONIC OR  
BRITVIC LOW  
CALORIE TONIC  
FREE\*

QUALIFYING  
RANGE ALSO  
INCLUDES  
DIET PEPSI AND  
PEPSI MAX  
200ML NRB



Britvic customers can access our latest bar tender training, sensational serve ideas, POS kits and much more by scanning the QR code or visiting us at [sensationaldrinks.com/bartenders-club](https://sensationaldrinks.com/bartenders-club)

\* Deal runs from 1st March to 30th April 2024. Qualifying range includes Britvic Mixers 200ml NRB x24, Pepsi Max Diet 200ml NRB x24. Free case is Britvic Tonic 200ml NRB x24. While stocks last. Glassware imagery is for visual purposes only. Promoter: Britvic Soft Drinks, Breakspare Park, Breakspare Way, Hemel Hempstead, HP2 4TZ.

Britvic

March/April only



**BUY 4 CASES**  
from the **J20** range

TO RECEIVE A CASE  
**FREE\***



**SCAN THE QR FOR ACCESS TO FREE POS KITS,  
MENU DESIGN AND PRINT & MUCH MORE**



\*Terms and conditions apply. Deal runs from 1st March to 30th April 2024. Qualifying range includes J20 Orange & Passionfruit/Apple & Mango/Apple & Raspberry. Free case is J20 Orange & Passionfruit 270ml NRB x24. While stocks last. Glassware imagery is for visual purposes only. Max 1 of each kit. 1 case of glassware & 50 printed menus per outlet. \*Free menu offer subject to listing 5 Britvic products. NPN, Registration & serial address required. Visit [sensationaldrinks.com](https://sensationaldrinks.com) for Terms and Details. Promoter: Britvic Soft Drinks, Breakspare Park, Breakspare Way, Hemel Hempstead, HP2 4TZ.

OR VISIT US AT  
[SENSATIONALDRINKS.COM](https://SENSATIONALDRINKS.COM)

SOFT DRINKS



£8.99



£10.59



£8.99



£9.99



£8.99



£8.99



£12.99



£11.99



£10.99



£11.79



£11.79



£8.99

Pack sizes 24x330ml



**Great times demand great taste**

**Stock up now**

All rights reserved. All brand names are trade marks of their respective owners.

**Fruit Shoots**  
**24 x 275ml**

**£13.99**

**Simply Fruity**  
**12 x 330ml**

**£5.29**

May Only

Buy a case for

£15.99



\*Terms and conditions apply. Deal runs from 1st May to 31st May 2024. Qualifying range includes J20 Orange & Passionfruit/ Apple & Mango/ Apple & Raspberry. While stocks last. Glassware imagery is for visual purposes only

# Empire 10ltr BIB Deals

**Empire Own Label Cola BIB**  
10ltr  
£36.99



**EMPIRE**  
DRINKS AND REFRIGERATION

**Empire Own Label Diet Cola BIB**  
10ltr  
£36.99



**EMPIRE**  
DRINKS AND REFRIGERATION

**Empire Lemonade BIB**  
10ltr  
£36.99



**EMPIRE**  
DRINKS AND REFRIGERATION

**Empire Energy BIB**  
10ltr  
£69.99



**EMPIRE**  
DRINKS AND REFRIGERATION

**Empire Pepsi BIB**  
10ltr  
£71.99



**EMPIRE**  
DRINKS AND REFRIGERATION

**Empire Pepsi Max BIB**  
10ltr  
£50.99



**EMPIRE**  
DRINKS AND REFRIGERATION

**Empire Orange Cordial BIB**  
10ltr  
£17.99



**EMPIRE**  
DRINKS AND REFRIGERATION

**Empire Blackcurrant Cordial BIB**  
10ltr  
£17.99



**EMPIRE**  
DRINKS AND REFRIGERATION

**Empire Lime Cordial BIB**  
10ltr  
£17.99



**EMPIRE**  
DRINKS AND REFRIGERATION

**Empire Tonic BIB**  
10ltr  
£38.99



**EMPIRE**  
DRINKS AND REFRIGERATION

**Other BIB flavours in the range are available**

NO OFFER CAN BE USED IN CONJUNCTION WITH ANOTHER OFFER.



# 7 Litre BIB Deals

SOFT DRINKS

**Schweppes Lemonade**  
7ltr  
£68.50



**Coca Cola**  
7ltr  
£79.99



**Fanta**  
7ltr  
£68.50



**Diet Coke**  
7ltr  
£68.50



**Schweppes Tonic**  
7ltr  
£75.99



**Coke Zero**  
7ltr  
£66.50



**Pepsi**  
7ltr  
£52.99



**Diet Pepsi**  
7ltr  
£41.99



**Pepsi Max**  
7ltr  
£41.99



**R Whites Lemonade**  
7ltr  
£39.99



### Single Fridge



**£469**  
Plus VAT  
Receive 3  
FREE cases of  
Budweiser  
or Corona

### Double Fridge



**£749**  
Plus VAT  
Receive 6  
FREE cases of  
Budweiser  
or Corona

### Triple Fridge



**£969**  
Plus VAT  
Receive 9  
FREE cases of  
Budweiser  
or Corona

Fridges available in black or chrome

Anti Bacterial  
Handsoap  
White 5ltr

**£10.99**

Beer Line  
Cleaner Clear  
5ltr

**£8.39**

Beer Line  
Cleaner Purple  
5ltr

**£8.39**

Bleach Thin  
5ltr

**£8.39**

Blue Centre-  
feed Roll  
90m (6pk)

**£8.69**

Dish Cloths  
White (10pk)

**£4.59**

Disinfectant  
Lemon 5ltr

**£8.39**

Glass Wash  
Detergent 5ltr

**£8.39**

Heavy Duty  
Black Bin  
Liners x 200

**£15.79**

Kentucky Mop  
Bucket &  
Wringer

**£54.99**

Kentucky Mop  
Head

**£6.89**

Lemon Floor  
Gel 5ltr

**£8.39**

Mini Jumbo  
White  
Toilet Rolls  
130m (12pk)

**£13.79**

Mop Heads  
(10pk)

**£14.49**

Quash Lipstick  
Remover Pack

**£18.69**

Rinse Aid  
5ltr

**£7.39**

Tea Towels  
Checked  
Coloured  
(10pk)

**£7.49**

Toilet Brush  
Set White

**£4.49**

Toilet Rolls  
White (40pk)

**£12.29**

Wet Floor  
Sign

**£5.99**

If Undelivered Please Return To:  
Primo Drinks  
Corrie Way  
Bredbury Park Ind Est  
Stockport  
SK6 2ST



**CALL YOUR LOCAL DEPOT BELOW OR TEXT  
07520 635509 TO PLACE YOUR ORDER.**

Please visit our website at [www.primodrinks.co.uk](http://www.primodrinks.co.uk)  
for our full range of products and offers.

**GREATER  
MANCHESTER &  
NORTH CHESHIRE**

**0161 406  
0606**

Scan to follow us on  
social media...



**WIRRAL  
MERSEYSIDE &  
NORTH WALES**

**0151 334  
0777**

**FYLDE,  
LANCASHIRE &  
SOUTH LAKES**

**01253  
595999**

**MIDLANDS,  
STAFFORDSHIRE  
& SOUTH CHESHIRE**

**01782  
413200**

**NORTH EAST**

**0191 567  
4307**

**YORKSHIRE**

**01709  
871879**

Please call your nearest depot if your area is not stated above, as we do service the surrounding areas.  
In some areas we do have a more restricted delivery service, which we are not always able to  
deliver on the same day.

All products and prices for the period 01/03/24 to 31/05/24 are subject to availability. All prices are subject to supplier and duty increases without notice. Whilst all due care has been taken to ensure the information in this brochure is correct, errors and omissions excepted. Any point of sale featured in this brochure may take 28 days to be received. All prices shown in this brochure are excluding VAT. The information in this document is not intended to form part of an inducement to breach of any existing contract or tie. Primo Drinks Limited is part of the Same Day Beers Group.

Follow us on Social Media...

