

RE-OPENING FANTASTIC DEALS

Helen Parker & Giles Mattock

From 29th March

RE-OPENING FANTASTIC DEALS

FOR ALL DRINKS,
PPE, LINE CLEANERS & GAS

#PUBSMATTER



Everards
of LEICESTERSHIRE

NEW products

FREE glassware & POS

WIN garden merchandise





RE-OPENING PLANS

- 5th April Boris confirms 12th April outside opening
- Understand after three lock downs everything needs re-stocking!
- We've been working hard with our suppliers to honour some great deals that are low buy in
- Looked at every category
- Deals are for orders placed from 29th March to 30th April
- Consumer confidence is growing...

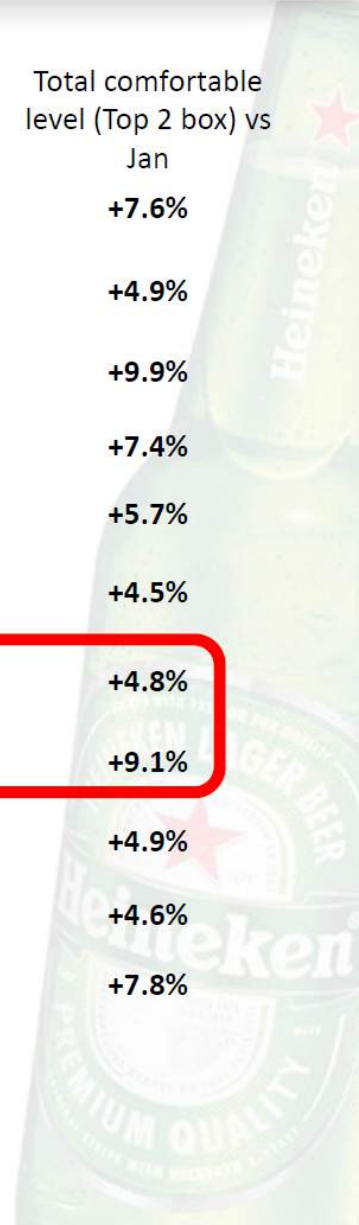
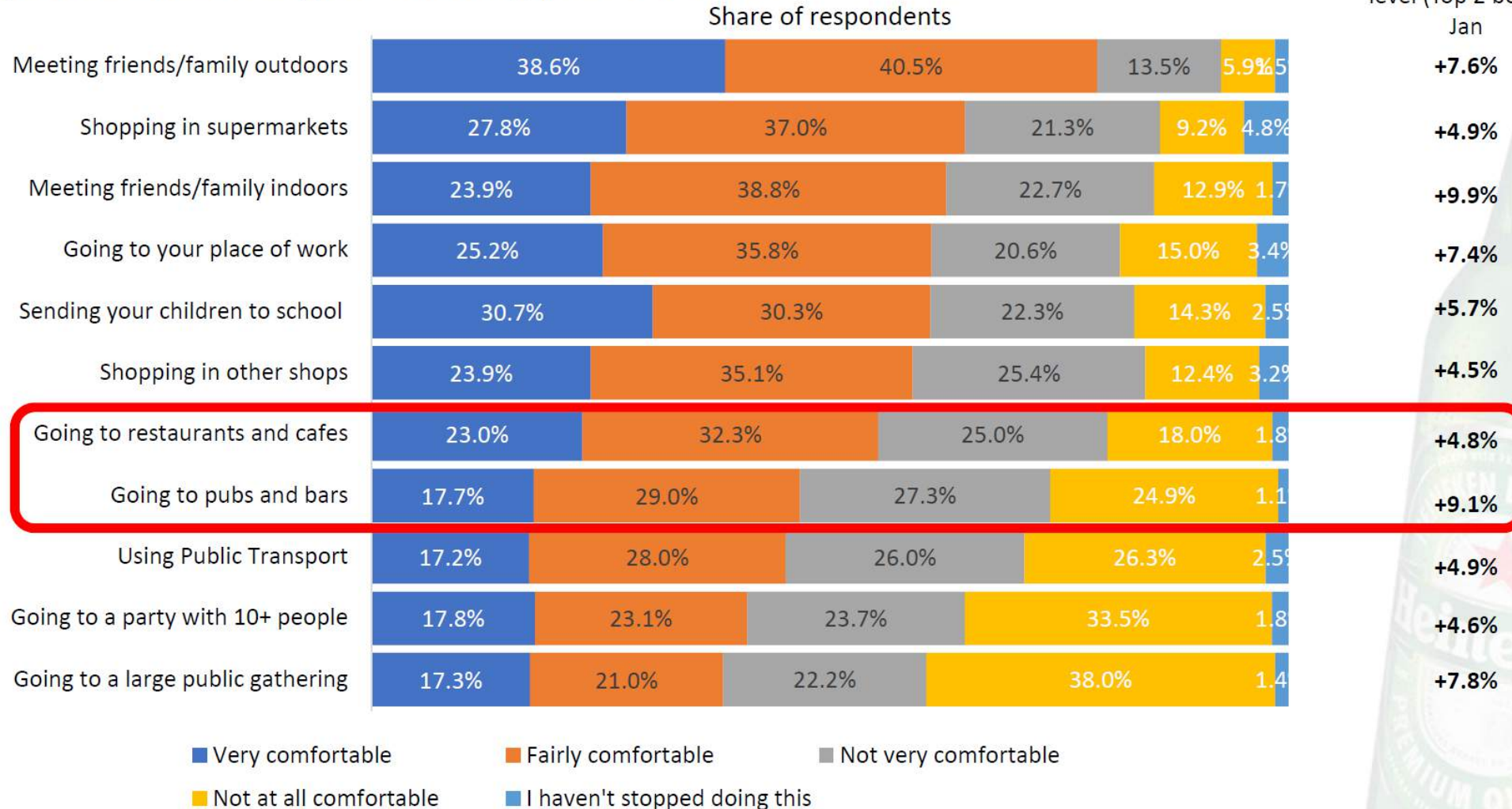
What activities are on your to do list?



How comfortable do you feel about doing the following post lockdown?

Total comfortable level (Top 2 box) vs Jan

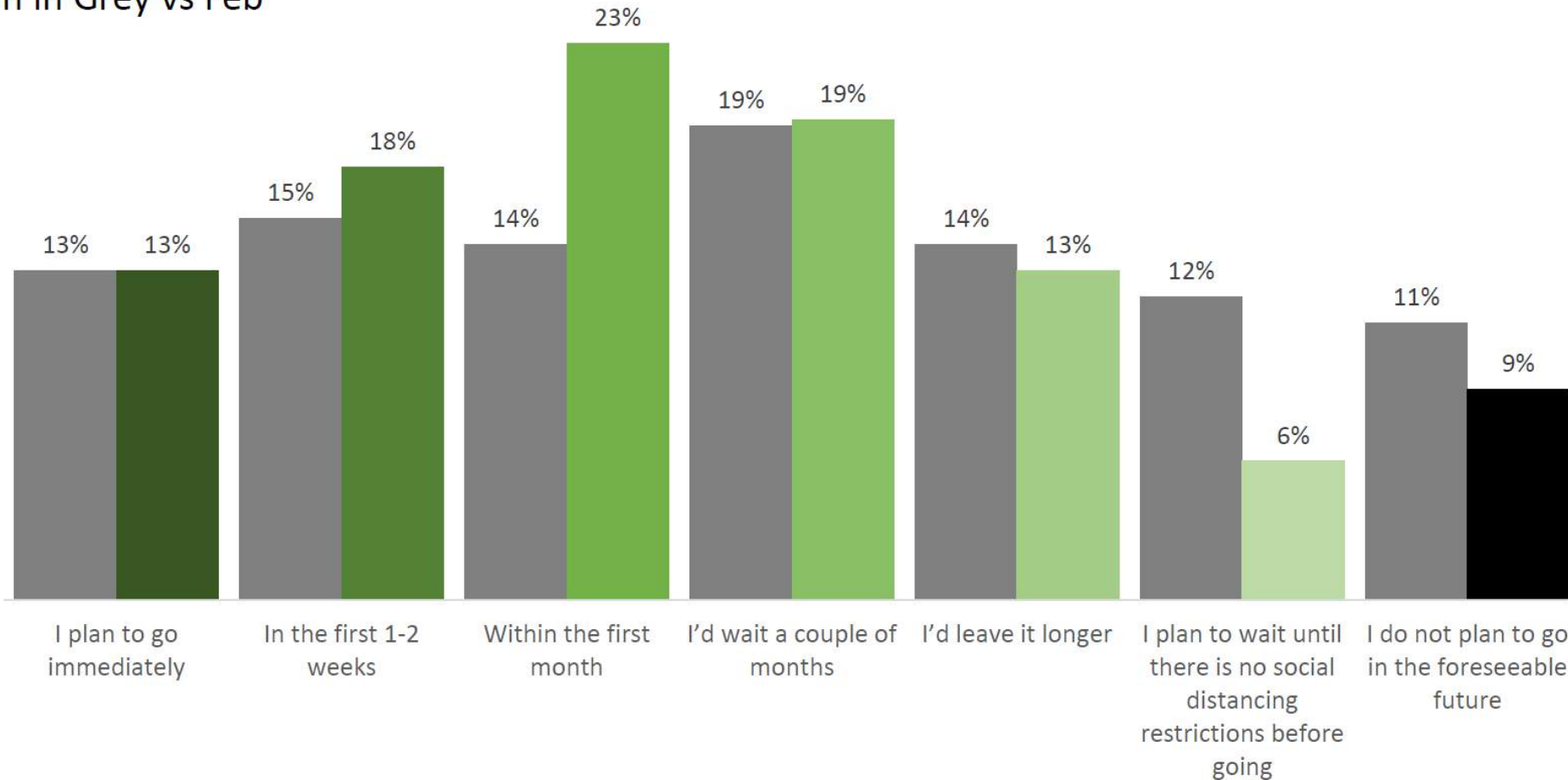
We have seen a strong increase in the comfort levels of every activity since January with pubs and bars among the biggest increases – are people now seeing this as within reach



When do you expect to be going out?



How soon will you go to pubs and bars when they reopen?
Jan in Grey vs Feb



Whilst only 1 in 8 will be queuing at the door on the first day, we have seen a strong increase in consumer aiming to go out in the first week and first month of restrictions being lifted

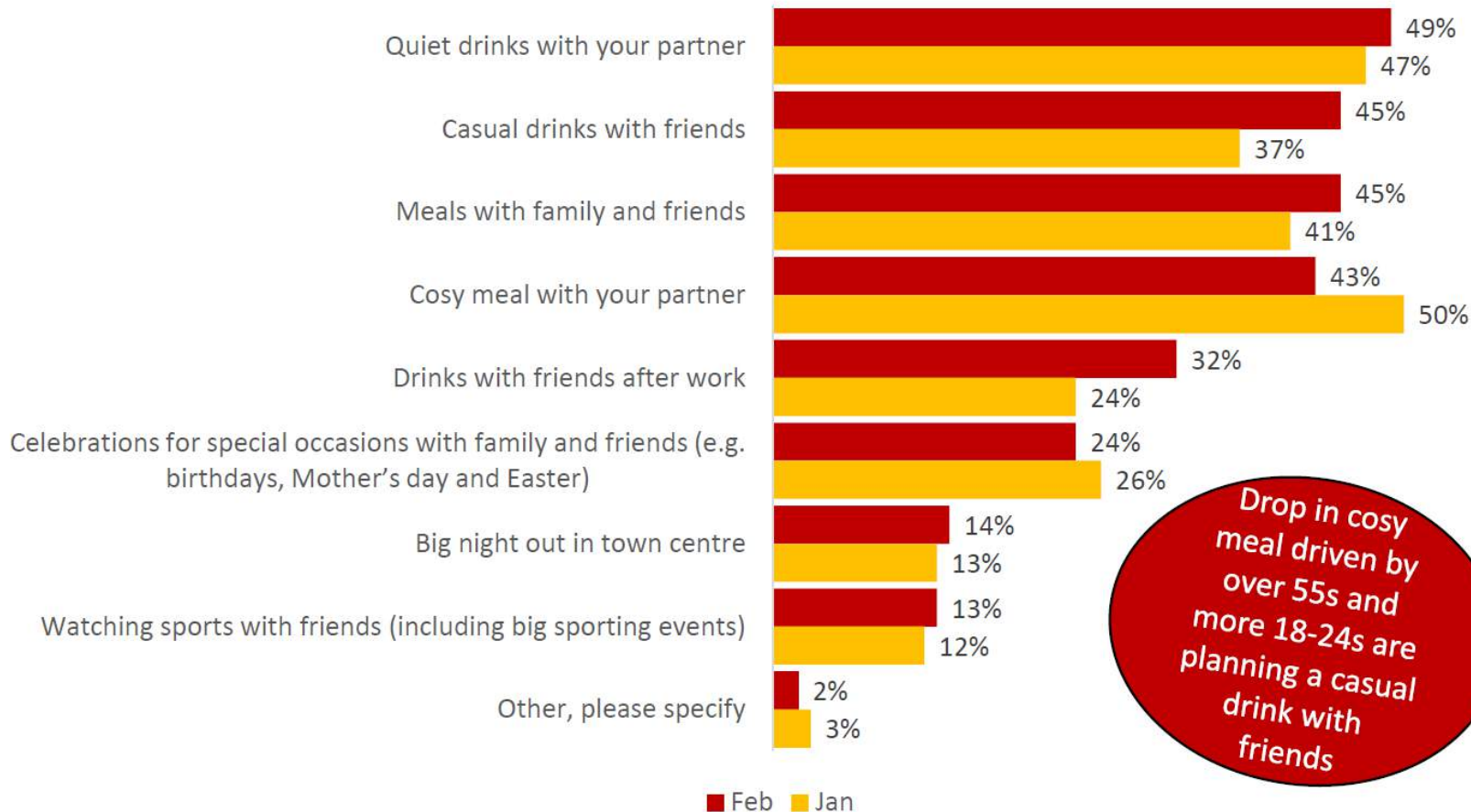
And pleasingly those who see no immediate future trips to the On Trade have reduced by 20%



What should pubs be focused on initially?



When pubs and bars reopen, what types of occasions will you go there for during your first few visits?



Drop in cosy meal driven by over 55s and more 18-24s are planning a casual drink with friends

We have seen some movement away from 'Cosy meal with partner', but positive moves towards consumers wanting other others both low tempo and higher energy



MAKING THE MOST OF OUTSIDE TRADE

- The stats show customers are keen to come back to the pub
- Confident with socialising with friends & family occasions at the pub
- Stats show keen to trade up & spend more
- Open earlier, but close earlier while it could be cold evenings?
- If you don't have an ordering app, how will customers know your drinks range?
- One time drinks menus/stickers?
- Fingers crossed for great weather, but just in case consider extra shelter
- With starting outside only consider larger serves

Opening Fantastic Deals can help...

RE-OPENING
FANTASTIC
DEALS

A GREAT PINT OF CASK!



Cask ale is the one drink that can't be replicated at home and the pandemic has taken that unique experience away. The humble pint is the main thing we've missed throughout lockdown and not being able to pop down our local has been so unnatural to many of us.

Drinkers will be rediscovering traditional pursuits and becoming more thoughtful about food and drink choices, looking for tradition, provenance and wholesomeness – all values that cask ale can provide in spades.

Emma Inch, award winning Beer Writer and founder of Fermentation recognises that to encourage those more wary out of their home's pubs need to offer an experience that will rival a 'Netflix and takeaway' night in. 'Customers will be after an experience to rival what they can get at home'. Offering a choice of cask on the bar to not only give drinkers a sip of their favourite beer they've been missing but also excite them to try something new such as Golden Hop, which is a zesty refreshing beer, ideal for summer. Elevate the experience by offering the perfect serve, order your FREE branded glassware when placing your order.



Take me home!

Don't just let them enjoy a great pint of your ale in the garden, or inside from the 17th May, offer takeaway too! From 12th April you are able to offer takeaway alcohol so stock up on these great flagons & 2 pint hoppers.



4 PINT BEER FLAGON

Pack of 10 £2.70 each
Personalise your flagons with bespoke waterproof stickers
£0.30p each, pack of 20 £7.50

2 PINT BEER HOPPERS

Pack of 20 £7.50



Take 4 Pints of Tiger Home!

Charge - £16.00*
Earn - £4.92 (Cash Margin)
36% (GP %)

* Includes the cost of the Flagon.

RE-OPENING
FANTASTIC
DEALS

TABLE SERVICE!

With outside service, why not take the opportunity to encourage your customers to trade up and save your staff! Whether it be cask ale, lager, Spring pitchers, bottles of wine, it is a perfect opportunity to trade up!



GARDEN SERVE SUGGESTIONS

EVERARDS MINI KEGS	CASK FLAGONS	BUCKET OF BEACON
Sell at £23.95 8.8 pints Make £4.45 22% GP	Why not offer buy a four pint flagon for the garden & get the flagon to keep	At special price currently available, sell at £8.00 for 4 & make £2.44 37% GP
CARLING 4PT PITCHER <small>(See Page X for Pitchers)</small>	BUCKET OF OLD MOUT <small>(See Page X for Old Mout Buckets)</small>	CARLING 6PT CARRIER <small>(See Page X for Carling Pint Carriers)</small>
Sell at £14.00 4 pints Make £5.12 43% GP	At special price currently available, sell at £12 for 4 & make £3.48 35% GP	Sell at £21.00 6 pints Make £7.68 43% GP

RE-OPENING
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EVERARDS BEERS!



We've seen our mini keg & bottle range have been hugely popular through our on line shop and yourselves selling.

These could make a **great serve in the garden** as well as continuing to offer as part of your takeaway offer.

You will have noticed we don't have cask Beacon just for now, but you can still offer it to your customers in bottles until our next brew! We've also got a great deal on them too....



BOTTLES

Tiger, Old Original, Sunchaser
8 x 500ml £9.95

Beacon Hill 8 x 500ml
SPECIAL PRICE only £8.50
(BB4 28/05/2021)



MINI KEGS

Tiger, Old Original, Sunchaser
1 x 5ltr £15.50

Beacon Hill 5Ltr Mini Keg
SPECIAL PRICE only £13.50
(BB4 08/04/2021)



TIGER TRAYS ONLY £3.99 EACH WHEN YOU ORDER ANY 2 EVERARDS BEERS
(SPECIALLY £5.99 EACH)



£3.99 each when purchasing any 2 different Everards ales in cask or keg. Max order 10 trays per pub.

OUR BEERS AT THE TABLE

- Sourced Flagons last Summer for takeaway opportunity
- 40 pubs ordered 600+ August to December
- 4 pints, sustainable plastic with screw lid – only £2.70 each
- Great for takeaway but also while in the garden to minimise contact
- Offer choice of cask ales and use takeaway to help sell through
- Consider a garden special cask offer
 - Buy 4 pints for £16 & get the flagon to keep
 - £4.71, 35% margin (based on Tiger & includes cost of the flagon).
- Mini Kegs £15.50, (Beacon special price £13.50), Sell at £23.95 make £4.45
- Posters for flagons & hoppers available via Telesales



BUCKETS OF BEER

We've bottle deals on;

- **Old Mout** – sell 4 for £12 & make £3.48/35% (Save £4 case = £1.63)
- **Our own bottled beers** – Beacon only £8.50 for 8
- **Heineken**, save £4 case, £1.09 each
- **Heineken 0.0**, save £4 case, 71p each,
- **Newcastle Brown Ale**, save £4 case, £1.34 each
- **Budweiser**, save £2 case, only £1.22 each
- **Corona**, save £2 case, only £1.24 each
- **Goose Island IPA**, save £2 case, only £1.46 each
- **Bulmers Original**, save £4 case, only £1.36 each

Having a bucket deal is an old classic!

Even offers on the buckets & carrying devices

- Old Mout Buckets £6
- Coors Light Bucket £4
- Carling 8 Pint Carriers (easy storage/fold flat) £5
- Carling 4 Pint Pitcher £4
- Tiger Trays



REGULAR FANTASTIC DEALS BOTTLE UP!

<p>Old Mout!</p> <p>Only £19.58 Per 12 x 500ml Case</p> <p>Just £1.63 a Bottle!</p> <p>£4.00</p> 	<p>Heineken 0.0!</p> <p>Only £17.17 Per 24 x 500ml Case</p> <p>Just £0.71 a Bottle!</p> <p>£4.00</p> 
<p>Newcastle Brown Ale!</p> <p>Only £16.09 Per 12 x 500ml Case</p> <p>Just £1.34 a Bottle!</p> <p>£4.00</p> 	<p>Heineken—5%!</p> <p>Only £26.39 Per 24 x 500ml Case</p> <p>Just £1.09 a Bottle!</p> <p>£4.00</p> 

REGULAR FANTASTIC DEALS BOTTLE UP!

<p>Budweiser USA!</p> <p>Only £29.36 Per 24 x 500ml Case</p> <p>Just £1.22 a Bottle!</p> <p>Save £2.00</p> 	<p>Corona!</p> <p>Only £29.71 Per 24 x 500ml Case</p> <p>Just £1.24 a Bottle!</p> <p>Save £2.00</p> 
<p>Goose Island IPA!</p> <p>Only £17.51 Per 12 x 500ml Case</p> <p>Just £1.46 a Bottle!</p> <p>Save £2.00</p> 	<p>Bulmers Original!</p> <p>Only £16.38 Per 12 x 500ml Case</p> <p>Just £1.36 a Bottle!</p> <p>Save £4.00</p> 

RE-OPENING
FANTASTIC
DEALS

SPIRITS!



Boë Gin
SAVE £2.00 PER BOTTLE!

- Apple & Lime 70cl..... ~~WAS £22.49~~ NOW £22.49
- Passion Fruit 70cl..... ~~WAS £22.49~~ NOW £22.49
- Violet 70cl..... ~~WAS £27.99~~ NOW £27.99

PLUS—BUY ANY 2 BOTTLES & GET A CASE OF BRANDED GLASSWARE FREE!*

*Limited deals available. Glassware delivered on the day



Puerto de Indias Strawberry
BUY 2 BOTTLES & GET A CASE OF BRANDED GLASSWARE FREE!*

Only
£19.99

Per 70cl Bottle

*Limited deals available. Glassware delivered on the day



Whitley Neill
SAVE £1.00 PER BOTTLE!

- Available Flavours
- Blackberry
 - Gooseberry
 - Lemongrass & Ginger
 - London Dry
 - Pink Grapefruit
 - Quince
 - Raspberry
 - Rhubarb & Ginger

Only
£18.99

Per 70cl Bottle



PLUS - BUY ANY 3 BOTTLES AND GET 6 BRANDED CARAFES FREE!

*Limited deals available. Carafes delivered on the day

RE-OPENING
FANTASTIC
DEALS

SPIRITS!

Warner's & Burleigh's!

Did you know 42% of the population drink spirit & mix? It continues to be a fast growing category. Over indexes in females & they tend to eat & drink out more & more experimental with their choices*

BUY ANY 3 BOTTLES FROM THE RANGE & GET A SHARING KIT FREE!

- Rhubarb 70cl..... £23.45
- Harrington Dry 70cl..... £23.28
- Elderflower 70cl..... £23.25
- Stoe 70cl..... £21.08
- Raspberry 70cl..... £25.95
- Apple & Pear 70cl..... £26.49
- Strawberry & Rose 70cl..... £26.79
- Juniper Double Dry 0% 70cl..... £14.95
- Pink Berry 0% 70cl..... £14.95

Sharing Kit Includes 6 x Branded Tumblers & 1 x Sharing Jug.
Limited Deals Available. Kit Delivered Direct from Supplier.



BUY ANY 2 BOTTLES FROM THE RANGE & GET A CASE OF BRANDED GLASSES FREE!

- Signature London Dry 70cl..... £20.64
- Distillers Cut 70cl..... £24.95
- King Richard III 70cl..... £26.35
- Leicester City 70cl..... £25.45
- Leicester Tiger 70cl..... £23.95
- Marilyn Monroe 70cl..... £25.95
- Pink 70cl..... £26.04

FOR EVERY BOTTLE PURCHASED YOU WILL ENTER A PRIZE DRAW TO RECEIVE THE ULTIMATE OUTDOOR BAR PACKAGE!
This includes Burleigh's branded parasols, cushions, bar blades, bunting and bar runners.
The Draw will be made Wednesday 8th May and the winner notified.

*[Source MCA Coca-Cola PCH Research 2019]

RE-OPENING
FANTASTIC
DEALS

SPIRITS!

Key Spirits

- Smirnoff Red 70cl..... ONLY £11.77
- Smirnoff Red 1.5Ltr..... ONLY £23.60
- Gordons 70cl..... ONLY £11.38
- Gordons 1.5Ltr..... ONLY £24.29
- Gordons Pink 70cl..... ONLY £16.25
- Gordons Lemon 70cl..... ONLY £16.99
- Jack Daniels 70cl..... ONLY £16.63
- Jack Daniels 1.5Ltr..... ONLY £35.30
- Bailey's 70cl..... ONLY £12.36
- Bombay Sapphire 70cl..... ONLY £15.99
- Bacardi 70cl..... ONLY £13.95
- Bacardi 1.5Ltr..... ONLY £29.29
- Captain Morgan Spiced 70cl..... ONLY £14.26
- Courvoiser 70cl..... ONLY £18.13
- Jagermeister 70cl..... ONLY £14.11
- Southern Comfort 70cl..... ONLY £16.75
- Southern Comfort 1.5Ltr..... ONLY £35.67



BUY 2 BOTTLES OF GORDONS LEMON & GET A CASE OF BRANDED GLASSES FREE!*



*Limited deals available. Glassware delivered on the day

- Sipsmith Chill & Lime 70cl..... ONLY £24.55
- Sipsmith Lemon Drizzle 50cl..... ONLY £24.99
- Sipsmith Orange & Cacao 50cl..... ONLY £20.99

BUY 2 BOTTLES OF SIPSMTIH & GET A CASE OF BRANDED GLASSES FREE!*



*Limited deals available. Glassware delivered on the day



SHARING SPRING SERVES

UNBRANDED 2 PINT
PITCHERS
£10.00 PK 4
Code: 571600



RHUBARB SPRITZ

For 4

140ml's Rhubarb Gin
60ml lime juice
40ml sugar syrup
5 dashes Angostura bitters
80ml apple juice
125ml prosecco
140ml ginger ale

Add all your ingredients over ice, then add orange slices to garnish, delish!



RASPBERRY COLLINS

For 4

4 large measures of Warner's Raspberry Gin
80ml lemon juice
40ml sugar syrup
Soda

Mix the gin, lemon juice & sugar syrup well, pour over ice, then top with soda



PINK BERRY COS'NO'POLITAN

For 4

4 measures of Pink Berry 0%
50ml lime juice
50ml sugar syrup
Top with Cranberry Juice

Mix all the ingredients well, pour over ice & finish with an orange peel garnish



BRIGHT & SUNNY

Serves 1, just multiply as per serve required in pitcher

50ml Rum
20ml Lime Juice
15ml Elderflower Cordial
1 bottle of Belvoir Ginger Beer
Mix all together, add plenty of ice, garnish with lime



RASPBERRY RIPPLE

Serves 1, just multiply as per serve required in pitcher

40ml Belvoir Raspberry & Lemon Cordial
40ml Lemon Juice
80ml Cloudy Apple Juice
Wedge of Watermelon (optional)
Garnish of raspberry & lemon rind
Simply mix well & serve over ice

RE-OPENING
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WINE TIME!

Top 30 WINES!

BUY 11 BOTTLES & GET 1 FREE!*



*All wines must be ordered in full cases. Free bottle must form part of a full case

PERFECT PINK!

We've waited years for Pink Prosecco and then it happened in lock down!

Pink Prosecco became official on 28 October 2020, or rather 'Prosecco DOC Rosé' to give it its correct name. A great drink for celebrating being back in the pub, whether inside or outside!

24 x 20cl - £50.85

75cl - £7.45



NEW!

Galanti Prosecco Extra Dry



RE-OPENING
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DEALS

TABLE SERVICE!



ENCOURAGE WINE SALES BY THE BOTTLE!

Having to open starting with just outside service, gives a great reason to encourage wine purchases by the bottle, rather than glass. Customers can enjoy all with friends & family, or simply take anything left home.

Offer at an incentivised price to encourage customers to trade up

We've picked three best selling wines and put this offer together for you.

CYT Sauvignon Blanc, CYT Merlot and Rugged Ridge Zinfandel Rose.....Don't forget these are in the Buy 11 get 1 FREE Deal.

	Per Bottle
	BUY AT £4.47*
	SELL AT £12.00
	EARN £5.52 (Cash Margin)
	55% (GP%)

*Equivalent Buy 11 get 1 Free Price

Free one-time use fliers available for you to promote the offer, or we can provide the imagery for you to upload if you have a table service app or online drinks menu.

Time for Wine

£12 A BOTTLE

ENJOY WITH US (or finish the bottle at home!)

NONE LEFT? Grab another to go!

Our outside area IS NOW OPEN

BIG OF SMALL (OUR OFFER)

NEW PINK PROSECCO! Light & refreshing strawberry & raspberry flavoured with a hint of soft peach. All by natural means.

WINE DEALS BY THE BOTTLE

All our top 30 selling wines are on BUY 11 GET 1 FREE

Consider having a stronger than usual bottle price to save all those single glass serves

Picked three wines from the BI | GOF deal to offer TIME FOR WINE

Waterproof table stickers

Encourage to grab a bottle to go too!



BUY AT Per Bottle
SELL AT £4.47*
£12.00

EARN £5.52 (Cash Margin)
55% (GP%)

*Equivalent Buy 11 get 1 Free Price

CRACK OPEN THE PINK!

PINK PROSECCO is NEW

Single serve or large bottles

20cl - £2.12 each

Sell at £6.95

Achieve £3.67 per bottle or 63%

75cl - £7.45 each

Sell at £18.95

Achieve £8.34 per bottle or 53%

Waterproof table stickers to promote,
FREE from Helen



RE-OPENING
FANTASTIC DEALS

SOFT DRINKS!

5% VAT

Soft & FRUITY!

Did you know 18-34 year olds represent the biggest share of soft drinks consumption in the on trade. They also have the highest frequency in dining occasions; breakfast, lunch & dinner. This category (Millennials) also have kids (7.1% - 3.8m), so a good kids drinks range & food offer is important to them. *

Fever Tree!

BUY 2 CASES OF INDIAN TONIC OR LIGHT TONIC & GET A CASE OF MEDITERRANEAN OR AROMATIC FREE!

Equivalent Price *
£6.56

Per 24 x 200ml

Just 27p a Bottle!

*Based on 1.0 Litre Tonic & Light Tonic and Mediterranean.

Medicine prices:
Light Tonic - £33.32
Other Variants - £33.99



Belvoir Presses!

Flavours Available:
Elderflower
Ginger Beer
Elderflower & Rose Lemonade
Pink Lady Apple
Raspberry Lemonade

Only **£7.54**

Per 12 x 25cl Case

Just 63p a Bottle!

Save **£1.50**

Usual Price - £9.04

Fentimans!

BUY ANY 3 CASES & GET A CARAFE KIT FREE!

Only **£11.23**

Per 12 x 275ml

Flavours Available:
Dandelion & Burdock
Ginger Beetz
Rose Lemonade
Sparkling Raspberry
Apple & Blackberry

Kit Includes:
4 x Branded Carafes
2 x Branded Chalkboards



RE-OPENING
FANTASTIC DEALS

SOFT DRINKS!

5% VAT

Schweppes 200ml!

Mixers Only **£7.49**

Per 24 x 200ml Case

Just 31p a Bottle!

Juices Only **£7.78**

Per 24 x 200ml Case

Just 32p a Bottle!

Save **£1.50**

Save **£1.50**

Flavours Available: Pineapple, Orange, Tomato, Bitter Lemon, Tonic, Slimline Tonic, Ginger Ale, Huncheon Pink Soda

Usual Price: Mixers - £8.99, Juices - £9.28

Coca Cola Zero ICON!

Only **£10.49**

Per 24 x 330ml Case

Save **£2.00**

Usual Price - £12.49

Just 43p a Bottle!

Belvoir Cordials!

Flavours Available:
Ginger
Elderflower
Honey, Lemon & Ginger
Lime & Lemongrass
Raspberry & Lemon
Blueberry & Blackcurrant

Great addition to Spirit Cocktails or Mocktails

Only **£2.49**

Per 50cl Bottle

Save **£0.50**

Usual Price - £2.99

Coca Cola, Diet, Fanta & Sprite ICON!

Coca Cola Only **£13.49**

Diet Coke, Fanta & Sprite Only **£11.99**

Per 24 x 330ml Case

Per 24 x 330ml Case

Save **£1.00**

Usual Price - Coca Cola £14.50/ Others - £12.99

RE-OPENING
FANTASTIC DEALS

SOFT DRINKS!

5% VAT



HARTRIDGES MIXED JUICES (24 x 200ml)

Mixed fruit drink containing no artificial flavourings, colourings or preservatives. Gluten Free and suitable for Vegans and Vegetarians.

All Flavours..... ONLY **£12.99**

J20 MIXED JUICES (24 x 275ml)

Mixed fruit drink: perfect on their own or why not add to a spirit to create wonderful tasting cocktails!

All Flavours..... ONLY **£11.99**

CAWSTON PRESS CANS (24 x 330ml)

Blended with apples and sparkling water. No added sugar.

Rhubarb & Cloudy Apple..... ONLY **£13.29**

CAWSTON PRESS CARTONS (12 x 330ml)

Pressed fruit shaken with water and popped into cartons.

All Flavours..... ONLY **£8.99**

FRUIT SHOOT (24 x 275ml)

Pressed fruit shaken with water and popped into cartons.

All Flavours..... ONLY **£5.99**

POST MIX (1 x 750ml)

Coca Cola..... ONLY **£55.75**

Diet Coca Cola..... ONLY **£44.00**

Coca Cola Zero..... ONLY **£44.00**

Lemonade..... ONLY **£45.29**



*Source MCA/Coca-Cola PCH Research 2019

SOFTS

- 18-34 year old represent the biggest share of soft drinks
- Also have highest frequency in dining occasions; breakfast, lunch & dinner
- 7.1% (3.8m people) of this age bracket have kids, good kids drinks range & food important to them
- Benefit of 5% VAT



RE-OPENING
FANTASTIC
DEALS

LOW & NO!

5%
VAT

Low & NO ALCOHOL! - We've got it covered!

Did you know 4 in 10 under 25's are tee total? They are also the consumer who will be the first back in hospitality and spend the most in frequency of visits. Low/No drinks range is no longer about one row of Becks Blue in the bottom of the fridge. Consumers are seeking out great flavours, good same range & quality of experience in this category as any other. *

- Old Mout Berries & Cherries** 12 x 500ml **£19.08**
- Heineken 0.0** 24 x 500ml **£21.17**
- San Miguel 0.0** 24 x 500ml **£21.17**
- Big Drop Paradiso Citra IPA** 12 x 330ml **£13.75**
- Big Drop Pine Trail Pale Ale** 12 x 330ml **£13.75**
- Big Drop Galactico Milk Stout** 12 x 330ml **£13.75**
- Schofferhofer Graperfruit (2.5%)** 24 x 330ml **£23.49**
- Maisel Weisse (0.5%)** 20 x 500ml **£19.92**



Award Wining - Warner's 0%

Packed full of flavour with 90% of the ingredients sourced on Falls Farm. 100% Natural Botanicals 0% ABV!

Juniper Double Dry 70cl

Serve with Mediterranean Tonic, garnished with orange and ginger slices.

Pink Berry 70cl

Mediterranean Tonic or Ginger Ale, garnished with mint and raspberries.

£14.95 Per Bottle!

* Source GenZ KAMera Feb-21



LO & NO

4 in 10 under 25's are tee total

But they are the first who will be back in hospitality

Also spending the most through frequency of visits

Lo & No is no longer about a choice of one

Seeking same experience as other categories

Choice in flavours, range & quality of experience



91 cals



61 cals



61 cals



RE-OPENING
FANTASTIC
DEALS

SNACK IT UP!



Crisps!

Flavours Available;
Salt & Vinegar
Sea Salt
Cheese & Onion
Sweet Chilli
Ham & Mustard
Jalapeno
Flame Grilled Steak

Only

£9.95

Per 30 x 40g Box

Save

£1.75

Usual Price - £11.70

Just
33p
a Bag!

Crackling!

Only

£9.10

Per 20 x 40g Box

Save

£2.30

Usual Price - £11.40

Flavours Available;
Sea Salt
Salt & Vinegar
English Mustard
Habanero Chilli

Just
45p
a Bag!



Nuts!

Salted Peanuts

Only

£6.44

Per 24 x 45g Card

Save

£1.62

Dry Roasted Peanuts

Only

£6.76

Per 24 x 45g Card

Save

£1.69

Cashew Nuts

Only

£10.29

Per 24 x 45g Card

Save

£2.56

Bier Nuts!

Only

£12.63

Per 28 x 45g Box

Save

£6.32

Flavours Available;

Classic
Jalapeno
Masala

Usual Price - £18.95

Just
45p
a Can!

Crunchy coated peanuts. Not only are they in sustainable packaging, from the UK's first plastic free snack company with the cans being 100% recyclable, they are also vegan friendly and a great accompaniment to beers and wines.



SNACKS RANGE

- Snacks menu also available daily 12-6pm
- **Salty Dog Crisps**
 - Not available in the on-trade
 - Successful in the pub estate
 - Sea Salt, Cheese & Onion, Salt & Vinegar, Sweet Chilli, Flame Grilled Steak, Ham & Wholegrain Mustard
 - £11.70 per box of 30 x 40g = 39p bag
 - RSP £1.20 = £18.30 margin per box
- **Gruntled Snacks Range;**
 - Premium Cooked Pork Crackling
 - Also successful in the pub estate
 - Cornish Sea Salt, Salt & Vinegar & Sweet Chilli
- **Bier Nuts**
 - Premium crunchy-coated peanuts, produced in a craft beer style can, specifically made to pair perfectly with beer
 - Classic, Jalapeno & Masala – all vegan
 - 45g tins
 - £18.95 case of 28 = 67p per tin



Garden READY!

Pubs with outside space will benefit in consumer comfort, 52% prefer outside, 26% happy with inside, 22% don't mind. 1 in 2 people are enjoying the more space that social distancing offer. Once the pandemic is over 49% keen to still have table service. 35% keen to have an ordering app to limit staff contact.*

We have managed to secure some great garden merchandise to help you maximise your outside spaces, however this is very limited.

2.5m Aspalls Parasol.....	£70.00
2.5m Pravha Parasol.....	£70.00
1.8m Carling Parasol	£20.00
Carling 4pt Pitcher.....	£4.00
Carling 6pt Carrier.....	£5.00
Coors Light Ice Bucket.....	£4.00
Tiger Tray.....	£4.00
Moretti Blankets.....	£5.00
Moretti Wind Breaker Full Set (2 Posts 1 Banner).....	£80.00
Moretti Wind Breaker 1/2 Set (1 Post 1 Banner).....	£50.00
Moretti 1.8m Parasol (Pk2).....	£20.00
Moretti Deck Chair.....	£30.00
Moretti Menu Holders.....	£7.00
Old Mout 1.8m Parasol (Pk2).....	£20.00
Old Mout 3m Piazza Umbrella.....	£150.00
Old Mout Deck Chair.....	£30.00
Old Mout Ice Buckets.....	£6.00



GARDEN READY

Seen some amazing garden investment works during lockdowns

Initially marquees/covered areas have to be 51% open to classify as 'outside' when reopening on the 12th April

However, from 17th May, they can be used fully & provide any necessary shelter for the colder evenings

Consumer stats show pubs with outside space will benefit in consumer comfort, 52% prefer outside, 26% happy with inside, 22% don't mind

Able to secure limited stock of outside garden merchandise & branded items for garden serves



RE-OPENING
FANTASTIC
DEALS

QUALITY CLEANING!

Quality CLEANING!

Everards and Proton are committed to delivering you the best products available when it comes to beer dispense and cellar hygiene.

With their internationally recognised range of products, we all share one common goal, to deliver quality and consistency to your customers. The quality of the product is just as important as the regularity of the cleaning, most typically found when it comes to beer line cleaning. Proton's beer line cleaner excels where others may fail because it combats everything from heavy water salts, proteins and taints to eliminating biofilm deposits. With regular use it will eliminate the need for any additional or specialised cleaning, saving you time and money.



Protinate & Dye Tracer
2 x 5Ltr - £12.50

Perfecting quality doesn't finish at beer line cleaner, lets not forget about glassware, after all it isn't just for show! Proton have been a market leader in this field. With a wide product range from Renovate to glasswasher detergent and rinse aid, each one enhancing the quality of your glassware on the bar. This gives the finishing touches to quality and consistency we are all aiming to achieve.



Ultimate (Wash) 2 x 5Ltr - £19.90
Aqualate (Rinse) 2 x 5Ltr - £19.90
Renovate (Restore) 2.5Ltr Tub - £11.95
Quash (Intro) £11.95
Quash (Refill) £16.95

Cellar GAS!

All Cellar Gas should only be supplied by Everards.

The cellar gas cylinder industry has a significant number of suppliers; however, they are not all conforming to industry best practice or in some cases, legal compliance. Our supply of cellar gas also ensures that the very best product goes through the beer dispensing equipment we provide and continue to invest in.

As such;

- We are confident that we supply supplying high-quality food grade gasses- Beverage gas as defined in EC178/2002.
- We know that all the cylinder contents conform with the Weights and Measures act 1976 and 1985. Our suppliers filling facility is registered with their local authority as is required by Food premises (registration) regulation 191 SI 1991:2825.
- All the cylinders we supply are 'lot' marked for traceability and control. They are all required to be labelled after filling as per the Food (lot marking) regulation SI 1996:1502.
- All the cylinders we supply are in test, stamped and have a test date ring

To serve the "Perfect Pint" you need a dry glass, and you need the glass to be dry quickly. The Air Rack with push button timer can dry glasses in just 4 minutes!



Air Rack
~~was £399.00~~
NOW ONLY £359.00!



Co2
70/30
60/40
Gas Cylinders
£10.95!

RE-OPENING
FANTASTIC
DEALS

CONSUMER CONFIDENCE!

STAY SAFE!

Customers will be expecting covid-safe cleaning regimes, PPE & social distancing even when the pandemic is behind us. 70% want cleaning practices to stay in place. Hand sanitizer is here to stay! *

Handsan Hand Sanitiser 5Ltr.....	ONLY £39.50
Handsan Hand Sanitiser 6 x 500ml.....	ONLY £41.50
2ply Blue Economy Centrefeed 6 x 120m....	ONLY £8.50
3ply Disposable Face Masks Pk50.....	ONLY £9.65
Stainless Steel Bracket.....	ONLY £17.00
Safe Zone Disinfectant Plus 2 x 5Ltr.....	ONLY £17.00
Safe Zone Plus Disinfectant 6 x 750ml.....	ONLY £18.00



You can never have enough Sanitiser!



Equivalent Price £8.00!
(Per 2 x 5Ltr Pack)

OFFER 1
BUY 2 X 2 5LTR SAFEZONE DISINFECTANT AND GET 1 X 6 750ML FREE!

Equivalent Price £13.75!
(Per 6 x 750ml Pack)

OFFER 2
BUY 2 X 6 750ML SAFEZONE DISINFECTANT AND GET 1 X 2PLY BLUE ECONOMY CENTREFEED FREE!

*(Source Heineken Feb-21 Consumer Sentiments)

CONSUMER CONFIDENCE

- 70% of consumers want the cleaning practices to stay in place, even after the pandemic is behind us
- Price deals on all our range, medi-grade hand sanitizer, disinfectant, face masks, etc.
- Full range of products from Proton for glass cleaning, renovating
- Deals on air racks, dries glasses in 4 mins to ensure the perfect pint every time!
- Cellar gas should be supplied through Everards
- Ensure is high quality food grade gasses
- All cylinders conform with the Weights & Measures Acts



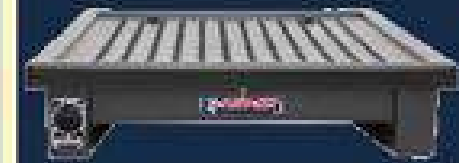
Equivalent Price £8.00!
(Per 2 x 5Ltr Pack)

OFFER 1
BUY 2 X 2.5LTR
SAFEZONE
DISINFECTANT AND
GET 1 X 6 750ML
FREE!

Equivalent Price £13.75!
(Per 6 x 750ml Pack)

OFFER 2
BUY 2 X 6 750ML
SAFEZONE
DISINFECTANT AND
GET 1 X 2PLY BLUE
ECONOMY
CENTREFEED
FREE!

To serve the "Perfect Pint" you need a dry glass, and you need the glass to be dry quickly. The Air Rack with push button timer can dry glasses in just 4 minutes!



Air Rack

~~WAS £599.00~~

NOW ONLY

£359.00!



Co2

70/30

60/40

Gas Cylinders

£10.95!

ORDERING

- Deals are for orders placed from 29th March to 30th April
- Taking orders on myEverards from 29th March
- First deliveries start Friday 2nd April

RE-OPENING
FANTASTIC
DEALS

UPCOMING BANK HOLIDAYS

THE DATES

GOOD FRIDAY	2 ND APRIL 2021
EASTER MONDAY	5 TH APRIL 2021
EARLY MAY BANK HOLIDAY	3 RD MAY 2021
SPRING BANK HOLIDAY	31 ST MAY 2021

NEED TO KNOW

ORDER DEADLINES	NO CHANGE <i>6am working day before delivery</i>
DELIVERY DAY	NO CHANGE
COLLECTION FACILITIES	9am ~ 12.30pm <i>Allowing minimum hour from order to collection</i>

GOT A QUESTION?

Call Telesales 0116 201 4110	Email: Telesales@everards.co.uk
Call Distribution on 0116 201 4277	Contact us via myEverards

MARKETING IN THE GARDEN

FALCON
WINE MERCHANT

WINE MENU

DRY WHITES These wines go well with chicken, seafood, steaks & cheese dishes	ROSE VENDANGE WHITE ZINFANDEL £15.00 Plenty of raspberry and watermelon fruit flavors. Light and refreshing.
MOUNTAIN RANGE SALVIGNON BLANC - Great Value, £16.99 Light-bodied with mouth-watering flavors of grapefruit and lemon.	BELVINO PINOT GRIGIO ROSATO-DELLE VENEZIE + Free Delivery £16.99 A delicious pink wine full of fresh, summer fruit aromas and flavors. Make sure you get the Pinot Grigio grapes from the Venetian wine region.
RYESTONE SALVIGNON BLANC £15.00 An intense full flavoured Sauvignon Blanc, packs a punch of grapefruit & tropical fruit.	COTES DE PROVENCE ROSE SAINT-SOINE £15.99 Provence France Lovely fresh, dry style with soft strawberry fruit and a little tangy peach. Match with BBQ steaks and Mediterranean herbs and salads.
BELVINO PINOT GRIGIO DELLE VENEZIE - Great Value £15.99 Delicately flavoured with notes of apple & pear with a hint of sweetness.	FRUITY WHITES These wines go well with chicken, pork & well-spiced dishes.
ALLUMEA ORGANIC GRILLO CHARDONNAY - Super Value £15.99 Deliciously fresh & crisp on the palate, with long lingering finish.	EXTRA SPECIAL WHITES So great they stand out on their own, so enjoy with your special menu.
CAPARONE PECORINO, IGT COLINE PESCAIRE - France, July 1992 £18.95 Succulent, one of the region's outstanding producers and an early champion of the variety, together with his son Franco, produce a consistently fine wine and variety. Packed with layers of fresh peach, tropical fruit characters. Amazing with seafood. SWA Gold Winner 2020	PETIT CHABLIS DOMAINE D'ELISE Burgundy France £21.95 From a small estate which lies at 400m on the slopes above the Premier Cru vineyards of Chablis in France. Outstanding characteristic as the vineyard harvest their grapes later than usual in order to preserve the fruit. The long, fresh citrus notes are beautifully supported by layers of warm rich fruit. Lighter style than its broader sibling Chablis. Great with seafood & creamy dishes.
PICPOUL DE PINET BELARDENNE Languedoc, France 1992 £18.95 It earned its name BCG in 2013 and is now known as the southern neighbor wine. Sourced from vineyards located on the edges of the Thau Lagoon and regarded as some of the oldest in the Mediterranean. Citrus and refreshing with earthy ultra notes. It's perfect for drinking in the garden on a sunny day or as an alternative to Sauvignon Blanc.	SANCERRE DOMAINE PELET ROGER Jura, France £22.95 France & Burgundy have established an affinity - think red-wine-adjacent white. The Sancerre lies in the heart of the region, regarded as one of the very best of the Sancerre villages. A seriously stunning Sancerre, great complexity, with intense minerality, a traditional of Sancerre & all authentically fresh Greenberry flavors.
MYTELUS ALBARINO - Rio de Alentejo, Spain 1992 £21.45 This small, family owned and operated winery covers two hectares of vines from some of the finest terroirs of the Douro. The vines are three ages but bear in 20 months on the vines to provide depth and complexity. Intense aromas of eggplants, peaches with notes of rose and almond. Smooth on the palate with a good acidity & fresh and refreshing wine!	POUILLY FUSSE AUX CHALLLOUX Burgundy France £21.95 Drawing their grapes on slopes overlooking Sables, one of the finest of the Pouilly Fuisse villages. Siles and Jean-Francois use oak carefully not to create any flavors but to carefully storing the wine for 18 months. The results are spectacular. Light golden color, combining succulent aromas of pears and delicate notes with intense notes of nuts, honeyed fruit and a delicious yet mineral finish.
GAYO DI GAVI, TOLEMANA, DOMINI YELLA LANATA - France, July 1992 £21.45 A delicious wine made from Cortina grapes from the Gail area of Piemonte. Bright, herbal notes, medium bodied with hints of citrus and green apple. Excellent with light Mediterranean, salad and seafood dishes.	<small>All our wines served by the glass are also available in a 1/2 pint serving upon request. * = Suitable for Vegetarians. ** = Suitable for Vegans.</small>

TAKEAWAY MENU NOW AVAILABLE

PRE-ORDER ONLY, TEL: 01509 646688

FRIDAY FISH & CHIP NIGHT
5PM - 9PM (Pre-order by 2pm)

SATURDAY BREKKIE
9AM - 12.30PM (Order from 8am)

SATURDAY PIZZA NIGHT
5PM - 9PM (Pre-order by 2pm)

SUNDAY ROASTS
12NOON - 4PM
(Pre-order by 6pm Saturday)



SOCIAL ASSETS & COVID POS

VISIT MYEVERARDS SUPPORT \ DIGITAL
DOWNLOADS \ IMAGE & VIDEO LIBRARY



**RE-OPENING 12TH APRIL
OUTSIDE ONLY**
RULE OF 6 OR 2 HOUSEHOLDS



PLEASE RESPECT OUR GOVERNMENT ENFORCED
GUIDELINES, THEY ARE THERE FOR EVERYONE'S SAFETY

#PUBSMATTER



ONE WEEK TO GO!
SEE YOU IN OUR OUTSIDE AREA ON THE 12TH!



PLEASE RESPECT OUR GOVERNMENT ENFORCED
GUIDELINES, THEY ARE THERE FOR EVERYONE'S SAFETY

#PUBSMATTER



BOOK NOW TO
**RESERVE YOUR
TABLE INSIDE**
FROM 17TH MAY



RULE OF 6 OR 2 HOUSEHOLD APPLIES.

#PUBSMATTER

PLEASE REMEMBER TO
TRACK & TRACE
PLEASE HELP US BY
REGISTERING YOUR VISIT



PLEASE REMEMBER
HANDS
PLEASE USE THE HAND
SANITISER PROVIDED



PLEASE REMEMBER
FURNITURE
PLEASE DO NOT MOVE
THE FURNITURE



PLEASE ENSURE YOU
ARE WEARING A
FACE MASK
WHEN ENTERING THE
PUB, LEAVING THE PUB OR
NIPPING TO THE LOO!*

FIND ME ON MYEVERARDS

For a virtual page turning magazine!

<https://my.everards.co.uk/contentpage/inspirations>

From 29th March

RE-OPENING
FANTASTIC DEALS
FOR ALL DRINKS,
PPE, LINE CLEANERS & GAS

#PUBSMATTER



Everards
of LEICESTERSHIRE



NEW Products

FREE Glassware & POS

WIN Garden Merchandise

And lots more you don't want to miss!

IT'S TIME TO STOCK UP, GREAT DEALS, GREAT PRICES & EVERYTHING YOU NEED!
Available to order between 29th March & 30th April 2021 inclusive.

One order, one delivery, one invoice
my.everards.co.uk, Tel: 0116 201 4110



Everards
of LEICESTERSHIRE
MARCH 2021

Everards
of LEICESTERSHIRE



COMMUNITY *Excellence Fund*

SUPPORTED BY



NOMINATIONS OPEN IN

Everards
of LEICESTERSHIRE



DO YOU KNOW A LOCAL
GOOD CAUSE
THAT NEEDS FUNDING SUPPORT?

UP TO **£40,000**
AVAILABLE



COMMUNITY
Excellence Fund

VISIT WWW.EVERARDS.CO.UK/COMMUNITYFUND NOMINATIONS OPEN 5TH APRIL 2021

drinkaware.co.uk for the facts

Terms & Conditions; 18+ GB only. Nomination period from 12:00 hrs on 5/4/21 until 23:59 on 30.4.21. Promoters have the right to extend entry deadline. Submit your nomination at www.everards.co.uk/communityfund. Nominations must follow the Nomination Guidelines. A judging panel will run between 3/5/21 to 24/5/21 where winning projects will be selected. Full terms & conditions apply. See www.everards.co.uk/communityfund. Please drink responsibly.

SUPPORTED BY



COMMUNITY EXCELLENCE FUND

SUMMARY

- Drive your cask sales with flagons & mini kegs at the table & to takeaway
- Have sufficient choice for consumers in each category
- Larger serve offers to minimise staff contact
 - Pitchers, bottles of wine, flagons, bucket deals, etc
- Bring your back bar outside!
 - Corex boards/signwriting your offer
 - Uploading on your ordering app/QR codes/social media
- Clear messaging to drive consumer confidence; cleaning regimes, covid guidelines, track & trace etc

