

LAGER

THE MARKET

Reports of the demise of Lager and its struggling fortunes may well have been exaggerated to the detriment of this crucial sector. Carling, Carlsberg and Foster's are still the products that drinkers order above all others.

Extra Cold Lager cannot be delivered at home, lending it unique appeal which on-trade outlets can benefit from to offer a refreshing taste experience. Cold pints deliver a crisp, smooth, more refreshing taste and add considerably to the enjoyment of drinking a pint. When questioned 95% of mainstream lager drinkers stated that it was important that a brand is served cold and it is what customers now expect. Independent research also points to pubs offering two or more lager brands as an effective way to increase total beer sales and their overall rate of sale. Pubs that stock Extra Cold can sell more lager and therefore increase profits as customers pay a premium price for it.

STANDARD LAGER

Standard Lager generates nearly 50% of the average pub's volume. Consumer demand is all about choice and this underlines the importance of having at least two standard lagers on every bar.

STANDARD PLUS LAGER

This category of draught lager has developed and continued to grow over the last four years, as consumers look for a change from the ordinary. They are looking for continental and premium products with a more sessionable ABV, allowing for that special treat during more mid to low tempo or "early in the week" drinking occasions. This category is dominated by genuinely imported European lagers at a 4% ABV, such as Beck's Vier, Amstel and Kaltenberg Hell.

PREMIUM DRAUGHT

Premium Draught Lagers remain one of the most important product categories on the bar. With the success of chilled drinks and consumers seeking a more premium experience, there is no doubt that the demand for Premium Draught Lagers is strong.

The takeover by InBev of Anheuser-Busch, and Heineken of Scottish & Newcastle has only strengthened the power of big international brands in this category.

PACKAGED LAGER

Bottled beers offer the pubs the opportunity to expand their beer range into new areas. These products are easier to store, offer flexibility in terms of ordering and have a longer shelf life than draught beers.

*The top 100 PPL brands have remained constant over the last few years but it is worth noting the improvement in performance of Peroni and Corona, the Mexican party beer.

*Publican Brands Report 2009



CARLING



**GREAT TASTE
EVERY SIP OF THE WAY**

carling.com

drinkaware.co.uk
For the facts

STANDARD & STANDARD PLUS LAGER

STANDARD LAGER



CARLING

Sizes	11G, 22G
ABV	4.0%

Carling is Britain's number 1 selling lager brand in both volume and value terms*, brewed with 100% British barley so that the last sip tastes as good as the first.

*Nielsen, GB MAT to July 09



STELLA ARTOIS 4

Sizes	30Ltr, 11G
ABV	4.0%

An easy drinking 4% ABV lager with refreshing malty sweetness and zesty flavours. The pioneering triple filtered brewing process ensures that every drop is refined for maximum refreshment.



CARLSBERG

Sizes	11G, 18G
ABV	3.8%

Carlsberg has a long tradition of brewing quality pilsner style lagers with a soft, elegant and dry taste. 'Probably the best lager in the world' - Official Beer of the England Football Team.



FOSTER'S

Sizes	11G, 22G
ABV	4.0%

A medium strength lager with exceptional drinkability. It has pronounced fruity and sweet flavour notes that are balanced with the bitterness & distinctive linger on the palate.

STANDARD PLUS



COORS LIGHT

Sizes	11G
ABV	4.5%

Coors Light is relevant for pubs, bars and clubs that trade where young adults go to drink, and especially where the occasions are part of a big-night out or part of a circuit.

Coors Light meets the current demand for premium brands at lower ABV%. At 4.5% ABV Coors Light is fruity and lighter in taste than other premium lagers. Clean, crisp, brewed to taste light and extremely refreshing.



KALTENBERG HELL

Sizes	11G
ABV	4.0%

A mid-strength lager deriving its name from the German word HELLES meaning bright and refers to the colour of this refreshing Bavarian lager. Brewed in Germany.



BECK'S VIER

Sizes	11G, 22G
ABV	4.0%

Brewed in Bremen, Germany to the same exacting standards as Beck's, with only four ingredients; water, barley, hops and yeast. Refreshing, Beck's Vier offers consumers a premium quality experience at 4%.



GROLSCH BLOND

Sizes	11G
ABV	4.0%

A golden brew that's delicate and slightly floral with a gentle hint of hops. Clear, crisp and sparkling.



AMSTEL

Sizes	11G
ABV	4.1%

Beautiful golden colour with a mildly bitter taste and cheerful character.

PREMIUM & WORLD BEER

PREMIUM LAGER



STELLA ARTOIS

Sizes	20 & 30Ltr, 10G, 22G
ABV	5.0%

A full flavoured golden pilsner lager.



GROLSCH

Sizes	11G, 22G
ABV	5.0%

Distinctive with a biscuity malt character.



CARLSBERG EXPORT

Sizes	11G, 18G
ABV	5.0%

A superior, premium strength lager.



KRONENBOURG 1664

Sizes	11G, 22G
ABV	5.0%

Flowery hop aromas and a touch of malt.



BUDWEISER

Sizes	11G
ABV	5.0%

Medium-bodied crisp and pure beer.



ESTRELLA DAMM

Sizes	11G
ABV	4.6%

Fruity and floral with a creamy texture.



BUDWEISER BUDVAR

Sizes	11G
ABV	5.0%

Perfect blend of natural, local ingredients.



KIRIN ICHIBAN

Sizes	11G
ABV	5.0%

Very fresh and smooth Japanese beer.



PERONI NASTRO AZZURRO

Sizes	30Ltr, 50Ltr
ABV	5.1%

Intensely crisp and refreshing lager.



STAROPRAMEN

Sizes	30Ltr, 11G
ABV	5.0%

Czech lager brand growing steadily.



TUBORG

Sizes	11G, 18G
ABV	4.6%

Easy drinking, light and refreshing.



HEINEKEN

Sizes	11G
ABV	5.0%

A quality continental serve.



SAN MIGUEL

Sizes	11G
ABV	5.0%

One of the rising stars of premium lagers.



WARSTEINER

Sizes	30Ltr, 11G
ABV	4.8%

Refreshing hop finish and no aftertaste.



PILSNER URQUELL

Sizes	50Ltr
ABV	4.4%

'Beer lovers' favourite Czech beer brand.



TIGER

Sizes	11G
ABV	4.8%

Now available in over 60 countries.

WORLD BEER



ASAHI

Sizes	11G
ABV	5.0%

Clean, crisp and refreshing Japanese beer.



COBRA

Sizes	11G
ABV	5.0%

Award-winning authentic Indian beer.



KINGFISHER

Sizes	11G
ABV	5.0%

Award-winning premium Indian lager.



SUNLIK

Sizes	30Ltr, 11G
ABV	5.0%

Effervescent lager - pale & golden in colour.

SPECIALITY DRAUGHT

This is just a small sample of the huge range of continental draught beers we stock - please call us for more information



ADNAMS SPINDRIFT

Sizes	30Ltr
ABV	4.0%

Golden in colour, crowned with a full white head from the wheat added with wonderful orange peel and citrus aromas and flavours. Full of flavour; with all the chilled refreshment of a lager.



HARVIESTOUN BITTER & TWISTED

Sizes	30Ltr
ABV	3.8%

A fine blonde beer, zesty and aromatic on the nose leading to a spicy hop taste.



BITBURGER

Sizes	11G, 30Ltr
ABV	4.8%

Brewed according to the German Purity Laws, it's popular dry-finished, hoppy taste has secured Bitburger Premium Beer as Germany's no. 1 draught beer.



ASPALL'S CYDER

Sizes	11G
ABV	5.5%

A mid-straw colour with a floral/apple aroma especially of Russetts with a delicate flavour of fresh pressed apples. It is an off-dry cyder with a complexity that enhances its long finish.



SCHNEIDER WEIZENHELL

Sizes	20Ltr
ABV	5.2%

A light honey-colouring and a clove-like aroma. On the tongue it is clean and smoothly balanced with a sparkling finish.



ERDINGER WEISSEN & DUNKEL

Sizes	30Ltr
ABV	5.3%/5.6%

Located in the heart of Bavaria, Erdinger is the world's biggest wheat beer brewery producing 'the ultimate in wheat beer enjoyment'.



FRULI STRAWBERRY

Sizes	30Ltr
ABV	4.1%

A unique blend of white beer and strawberry juice.



LIEFMANS CUVÉE BRUT

Sizes	30Ltr
ABV	6.0%

A well balanced, sweet and sour Kriek of great complexity.



TIMMERMANS PECHE

Sizes	15Ltr
ABV	4.0%

A mature beer with a powerful fruit aroma. Sweet and fruity flavour with just a hint of bitterness from the peach kernel and skin.



BACCHUS KRIEK & FRAMBOISE

Sizes	20Ltr
ABV	5.8%/5.0%

A light and refreshing drink with a spritzy tartness and the fruit is added to give an intensely fruity beer.

Are you interested in an opportunity to stock **GUINNESS®** and drive your profits?



GUINNESS® have developed a revolutionary device called the **GUINNESS® Surger®** which is specifically designed for outlets not selling Guinness Draught but could sell a minimum of 24 pints per week.

The **GUINNESS® Surger®** uses exactly the same **GUINNESS®** beer as dispensed from a keg, which is poured from the can slowly into a **GUINNESS®** glass and placed on the **Surger®** unit. By pressing a button, the **SURGER®** unit activates the gases already in the beer, creating the same creamy head as delivered by a draught dispense system. All you need to feature a **SURGER®** in your outlet is a fridge (to chill the beer to 5°C), a glass washer and a power point!

The **GUINNESS® SURGER®** delivers a great quality **GUINNESS®** beer every time and offers the following benefits:

- Easy to use and maintain
- No lines to clean
- Less hassle and wastage than a normal draught system

Why it pays to serve quality **GUINNESS®**:

- 27% of beer drinkers say that a well-served pint of **GUINNESS®** Draught is the "best indicator of a good quality pub"¹
- **GUINNESS®** beer drinkers visit pubs more frequently than the average beer drinker²
- **GUINNESS®** beer drinkers spend more and drink other premium brands³

We are able to install the system **FREE OF CHARGE** and can support your outlet with **GUINNESS®** glasses, POS and stock so you can start selling straight away.

If you think your outlet could sell a minimum of 24 pints per week please ring us on **08457 515101** quoting '**SURGER**' and we'll arrange for a representative to contact you and talk to you more about the benefits of **GUINNESS® Surger®**.

drinkaware.co.uk for the facts

Sources: 1 Market Measures Ltd Dec 2008. 2 TNS Alcovision to year ending Sept 2008. 3 Alcovision Sept 2008.
Offer subject to availability. Diageo reserves the right not to install a **SURGER®** unit if the outlet is not able to guarantee a high quality serve e.g. if there is no available fridge space or glass washer.
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KEG SMOOTH ALES AND STOUT

KEG SMOOTH ALES AND STOUT



COURAGE BEST SMOOTH

Sizes	11G
ABV	4.0%

A part of the Courage family, and a beer with over 200 years of brewing pedigree. Pale brown in appearance with a bitter aftertaste, Courage Best Smooth consumers enjoy its lower ABV of 4% that allows them the opportunity to enjoy their favourite ale for longer.



THWAITES SMOOTH

Sizes	11G, 22G
ABV	3.6%

Thwaites Smooth has a brilliant amber colour, a great caramel flavour and is brewed using premium grade Maris Otter malt and English hops.



BASS SMOOTH

Sizes	30Ltr, 10G, 22G
ABV	3.6%

Bass is the most famous English Ale in the world, brewed in Burton since 1777. A full-flavoured ale still brewed to its original recipe and using only the finest ingredients.



WORTHINGTON'S

Sizes	11G, 22G
ABV	3.6%

Natural and healthy - all Worthington's beers are brewed using 100% British, GM free, natural ingredients.



BODDINGTON'S

Sizes	10G, 22G
ABV	3.5%

A refreshing, smooth session beer. It is famous for its golden colour, full-bodied flavour and malty, moreish taste with a smooth, tight creamy head.



TETLEY SMOOTH

Sizes	11G, 18G
ABV	3.6%

An extremely smooth, creamy pint. With a nutty roasted full-bodied flavour, classic aroma and crisp bitterness on the palate.



JOHN SMITH'S EXTRA SMOOTH

Sizes	11G, 22G
ABV	3.8%

The UK's number 1 ale brand. A smooth medium-bodied ale with balanced light fruity, caramel and malty notes.



GUINNESS

Sizes	11G
ABV	4.1%

Guinness has the highest distribution of all beers in the UK and is the lighthouse brand for quality, now brewed in Dublin.