

# Headlines



May - June 2020



## Moving forward together!

# Looking ahead...

Pubs and bars are at the heart of our communities and play an important role both now and in the future. As part of Unityas Wholesale you will receive whole-hearted support not only from your local independent wholesaler, but also from the largest wholesale services company in the UK to find the best solutions for your venues.

Our valued supplier partners are playing a key role ensuring that when the Coronavirus crisis is over we can work together to build stronger businesses. The next few months are clearly going to be

a challenge for us all, however, it is important to plan for the future and therefore working with our supplier partners we are able to provide you with great deals that will help you to trade successfully over the summer months as normal life resumes. In this edition of Headlines we have also included key advice regarding how to manage your outlet when the lock down is lifted, together with useful contacts for financial guidance and support.

This crisis will end and we all have to look to the future together and be in the best

shape possible for when the situation eases and trade begins to return to normality. When pubs, bars and clubs reopen it is important that customers have confidence that the venues they choose to visit are completely safe and in line with all the government advice. It is vital that pubs and bars are seen to be taking all the right steps in following the guidance, so that the industry is viewed with confidence by the wider community.

When the current restrictions begin to ease, this confidence in us will be repaid with the return of trade.

## We can look to June key dates such as Father's Day and World Gin Day with hope!

We don't know yet what the next few weeks will bring, however, we have to be ready to communicate to customers when trading resumes as there is predicted to be a surge of enthusiasm for getting out again and enjoying time together. Use your social media channels, together with traditional methods of promoting your outlet when the time comes, but be ready and plan now - compile your customer messages in readiness for the day you can begin trading again.

### Use Father's Day to promote offers such as:

- A welcome back free pint for Dads
- Meal deal with 2 or 3 courses for a special price
- Treat Dads to a free flight of beers. *E.g. three x 1/3 pints of a Krombacher Hell Lager, an English Style Ale and an America Pale Ale.*

And if outlets are not yet open, consider a delivery service for Dads on Father's Day, and perhaps think about arranging a day in the Autumn to celebrate Father's Day when outlets are open again...

JUN  
13

World  
Gin Day

JUN  
21

Father's  
Day





# Taking care of business [COVID-19]

The impact of Coronavirus is a huge challenge for the out of home channel, however, there is strength in the relationships that we have built over many years of working together developing our respective businesses. And when you can once again open your doors to your customers, the relationships that you have developed over years with your wholesale and supplier partners will reap rewards as you continue to grow your business. Here is some advice about practical steps you can take to protect your business – things you can do now, as well as considerations you should be preparing for in the future.

## Looking after your business

Help is available for your business. The government has taken important, immediate steps to protect UK businesses as their survival is critical to the recovery of the economy. Be sure to access all the financial & legal assistance that is available to you.

### There are a number of on-line resources available:

- For financial help visit:  
<https://www.gov.uk/government/publications/guidance-to-employers-and-businesses-about-covid-19/covid-19-support-for-businesses>
- The link below provides useful advice and support for Coronavirus: <https://www.drinkstrust.org.uk/coronavirus>

### Setting up a delivery service for your community

Maintain a positive relationship with your local community by offering a take away and/or delivery service. Your efforts will be appreciated and will create loyalty in the local community,

which will be repaid when trade begins to return to normal:

<https://www.morningadvertiser.co.uk/Article/2020/03/18/How-do-I-set-up-a-takeaway-service-from-my-pub>

### Looking after your cellar & stock:

- Claim back the duty on wasted beer as duty on out-of-date beer that hasn't been sold due to the government's lockdown\*
- If your cellar is out of action for any period of time it must be shut down properly. Follow the link for useful tips from Cask Marque: <https://cask-marque.co.uk/wp-content/uploads/2020/03/Cask-Marque-Guide-to-Bar-and-Cellar-Closure-Process.pdf>
- Make sure to store soft drinks as per the manufacturers instructions while your outlet is closed.

\*Morning Advertiser 1.4.20



## Looking after your staff

Many of you will have used the Job Retention Scheme to furlough your staff which means they will be receiving some salary.

Support your staff with training during the lock down, so that when your business reopens they are ready with new skills.

For those colleagues that might be struggling with the lock down and not working there are a number of resources to help with mental health issues.

### Here are some useful links:

#### Online – Free CPL training links

<https://www.cpllearning.com/online-courses/coronavirus-taking-proactive-action/>  
<https://www.cpllearning.com/online-courses/coronavirus-taking-proactive-action-for-retail/>

#### Mental Health - links

<https://www.licensedtradercharity.org.uk/>  
<https://www.mind.org.uk/>  
<https://www.samaritans.org/>  
<https://www.mentalhealth.org.uk/>



## Looking after your customers - building trust

We don't know what is going to happen when the go ahead is given to resume trading, however, it is really important that you plan for all eventualities in terms of keeping your staff and customers safe.

It is vitally important that you inspire confidence & trust in your customers by making sure you follow all the guidelines that are provided and reacting quickly & professionally to all advice given.

### Here are some key points:

- Use social media and traditional methods to keep your customers up to date with the measures you are taking to ensure the safety of customers and staff.
- Ensure your outlet is following the guidelines to inspire confidence with your local community, not only in your premises but also the wider industry.
- Ensure that your staff are following the most current guidelines and are seen to be regularly washing their hands, wiping down tables, bar areas, door handles etc.
- Remove tables to allow more space between them to aid with social distancing.
- Consider employing a door host to manage the number of people entering your outlet at any one time.
- Take bookings to manage the number of customers entering your outlet at any one time.
- Remove any shared condiments from your tables and bars.
- Go cashless and sanitise your credit card machines between uses. Let your customers see that this is being done.
- Remove some/all bar stools to reduce gatherings at the bar.
- Position hand sanitisers on the bar and areas of footfall for customers to use.

<https://www.gov.uk/government/publications/covid-19-guidance-on-social-distancing-and-for-vulnerable-people/guidance-on-social-distancing-for-everyone-in-the-uk-and-protecting-older-people-and-vulnerable-adults>







\*75 cl standard Smirnoff vodka  
\*\* Available June only

**drinkaware.co.uk**  
for the facts

BUY ANY 3 X 9G & GET A BOTTLE OF  
SMIRNOFF VODKA\* FREE



ALL OF OUR KEG & BOTTLED BEERS ARE

**GLUTEN  
FREE &  
VEGAN  
FRIENDLY**

**DERAIL ALE** 550ml Bottle  
5.2% IPA Zesty/Grapefruit

**PONY TRUCK** 330ml Bottle and Keg  
3.8% PALE ALE Citrus/Peaches

**FUNNEL BLOWER** 550ml Bottle  
4.5% VANILLA PORTER Rich/chocolate

**STEAM TIME** 330ml Bottle  
5.2% IPA Graphfruit/Orange

**PISTON BROKE** 550ml Bottle  
4.5% DEEP GOLDEN ALE Citrus fruits

**SOUL TRAIN** 330ml Bottle and Keg  
4.0% WHITE GOLD IPA Fruity/Light

**TUNNEL VISION** 550ml Bottle  
4.2% AMBER BITTER Clean/Malty

**MACHINE HEAD** Keg  
3.6% APA Tropical Fruit/Citrus  
(Small batch brew - Limited availability)

**PIER** Keg  
4.1% AMARILLO ALE Citrus/Orange  
(Small batch brew - Limited availability)



For POS call  
**01225 782700**

boxsteambrewery.com



# AMERICAN LEGENDS

**Buy any 3 x 70cl from the range & receive  
1 x 70cl Southern Comfort Black FREE!**



for the facts **drinkaware.co.uk**

for the facts **drinkaware.co.uk**



RECEIVE £6 OFF  
PER CASE



SUBJECT TO AVAILABILITY.

RECEIVE £6 OFF PER CASE (6 X 70CL) OF GREENALL'S LONDON DRY, GREENALL'S WILD BERRY PINK & GREENALL'S

[drinkaware.co.uk](http://drinkaware.co.uk) for the facts

== RECEIVE ==  
£8.40 OFF  
== PER CASE ==



WORLD'S BEST  
LONDON DRY GIN



ESTD 1761  
THOMAS  
DAKIN  
SMALL BATCH  
GIN

SUBJECT TO AVAILABILITY. RECEIVE £8.40 OFF PER CASE (6 X 70CL) OF THOMAS DAKIN GIN.

FOR FURTHER INFORMATION ON OUR GREAT RANGE OF BRANDS, PLEASE VISIT [WWW.QUINTESSENTIALBRANDS.COM](http://WWW.QUINTESSENTIALBRANDS.COM)

[drinkaware.co.uk](http://drinkaware.co.uk) for the facts



BUY ANY  
11x 70cl BOTTLES  
TO RECEIVE A  
**FREE** BOTTLE OF  
WHITLEY NEILL  
ORIGINAL\*



**WHITLEY NEILL**  
HANDCRAFTED GIN

www.whitleyneill.com

THE UK'S NO.1 PREMIUM GIN



TRADITIONAL ENGLISH GINS,  
TASTES FROM AROUND THE WORLD



for the facts  
drinkaware.co.uk

\*UK'S NO.1 PREMIUM GIN\* Source: see whitleyneill.com/data for information

\*available while stocks last



# THE NATION'S ORIGINAL & FAVOURITE TONIC\*



New skittle shaped bottle and brand redesign.

Available in 125ml & 200ml glass bottles, 1L PET bottles  
and 150ml can multipacks.

Supported by a £6.6million marketing campaign.

GET IN CONTACT TO FIND OUT MORE AT [CONNECT@CCEP.COM](mailto:CONNECT@CCEP.COM) OR CALL 0808 1 000 000.

**Schweppes**

THE  
ULTIMATE  
MIXER

\*Schweppes is the #1 branded product for tonic water. Based on Nielsen volume and value MAT 02/09/17 © 2017 European Refreshments. All rights reserved. SCHWEPES, the FOUNTAIN DEVICE and the 196 GRAPHICS are registered trademarks of European Refreshments.





**SAVE £1 ON COCA COLA CLASSIC  
& DIET COKE 330ML X 24**

**SAVE £2 ON COCA COLA ZERO  
SUGAR 330ML X 24**



**TASTE THE FEELING®**

© 2020 The Coca-Cola Company. All rights reserved. COCA-COLA, DIET COKE, COCA-COLA ZERO and TASTE THE FEELING are registered trade marks of The Coca-Cola Company.



**BRITVIC**

OFFER  
AVAILABLE  
IN JUNE  
ONLY



**BUY 4 CASES  
AND GET  
A CASE OF  
FRUIT SHOOT  
FREE<sup>1</sup>**



T&C's: Deal runs from June 1st to June 30th 2020. Three deals per customer per week. Qualifying range includes: Fruit Shoot 275ml PET and Hydro 350ml PET, 7up Free 330ml NRB. One case purchased must be Fruit Shoot Hydro 350ml to qualify. Free case is any from the Fruit Shoot 275ml PET x24 range. While stocks last.

OFFER  
AVAILABLE  
IN MAY  
ONLY



**BUY 6 CASES  
AND GET A  
CASE OF  
MIXERS AND  
A CASE OF  
JUICES FREE<sup>2</sup>**



T&C's: Deal runs from May 1st to May 31st 2020. Three deals per customer per week. Qualifying range includes: Britvic 100% Fruit Juice 200ml NRB, Britvic Cordial 1L PET and Britvic 200ml NRB range and one from the Britvic Juice 200ml NRB x24. While stocks last.

OFFER  
AVAILABLE  
IN MAY AND  
JUNE ONLY



**BUY 5 CASES  
AND GET 2  
PEPSI MAX  
NRB CASES  
FREE<sup>3</sup>**



T&C's: Deal runs from May 1st to June 30th 2020. Three deals per customer per week. Qualifying range includes: Pepsi Reg/Diet, R.White's Lemonades 330ml NRB and Britvic 55 275ml NRB. Must include a case of 120 Spritz 275ml NRB to qualify. Free cases are two Pepsi Max 330ml NRB x24. While stocks last.

PROMOTER: BRITVIC SOFT DRINKS, BREAKSPAR PARK, BREAKSPAR WAY, HEMEL HEMPSTEAD HP2 4TZ



# Lift Spirits this Summer with Gin!

## Did you know..?

The first cocktail listed in the first British book to contain cocktail recipes, was a gin cocktail with ginger syrup, orange curaçao and bitters.\*\*\*



Sales of gin in the UK = **£2.5 billion** in the year to June 2019\*

Britain's On Trade gin sales increased by **51% by volume** to over **£1.5 billion** in the year\*\*

In the On Trade, the **average number of gin brands stocked is 8.2**, more than twice the average of 3.2 two years previously\*\*

**68.6% of gin sales is PINK\*\***



\*WSTA 25.22.2019 • \*\*CGA research, Spirits Business 18.7.19 • \*\*\* Craftgins.co.uk

Choose the right glass.  
Create plenty of space  
for ice and garnishes.

Use high quality ice that  
doesn't melt too quickly!

Get creative  
with your  
garnishes!

Aim for about a  
1:4 ratio of gin  
to tonic.



## The Perfect Gin & Tonic

### Ingredients:

- 50ml Aber Falls Welsh Dry Gin
- 125ml Tonic water
- Lime wedge
- Lemon rinds

### Method:

1. Fill a balloon glass with very cold ice cubes (a pre-chilled glass is even more ideal).
2. Pour in 50ml of Aber Falls Welsh Dry Gin.
3. Top off with tonic water to taste.
4. Garnish with a wedge of fresh lime wedge and lemon rind.

*Sipping perfection.*

## World Gin Day!

Even with the uncertainty ahead, look forward and keep 13th June as a date to celebrate and enjoy gin!

### Terms and Conditions

1. All offers are available from 1st May to 30th June 2020 unless otherwise stated. 2. All offers are subject to regional availability and prices 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. E.&O.E. 5. 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. 6. We treat the buyer placing an order with us as the buyer's confirmation that there is no such tie. 7. All prices featured may be subject to a duty increase.