

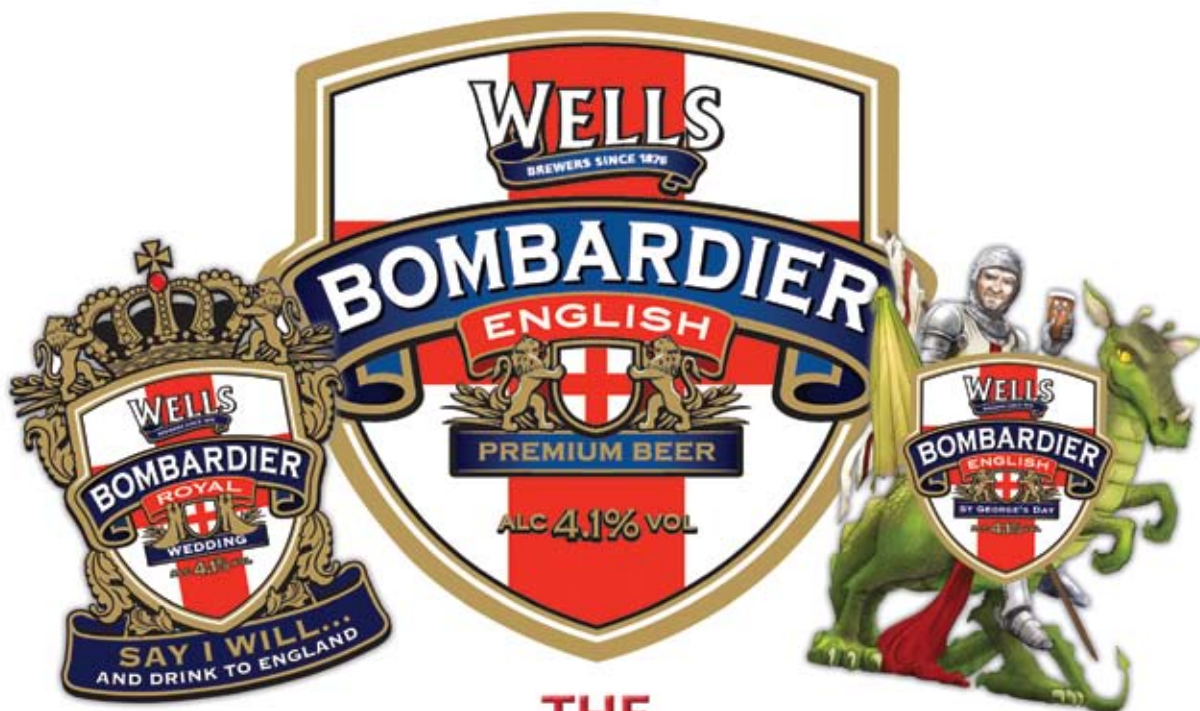
The only wholesaler  
that is a member  
of Cask Marque



# totalcask

April 2011

Wells  Young's  
BREWING COMPANY



THE  
**GREAT ENGLISH  
KNEES UP**

One Patron Saint. One Royal Wedding. Two Long Weekends.

**BUY 2 X 9 GAL OF BOMBARDIER  
AND GET A 'GREAT ENGLISH KNEES UP'  
POS KIT FREE**

**CELEBRATE WITH BOMBARDIER  
AND WIN CLASSIC ENGLISH PRIZES!**

The number one cask service from WaverleyTBS

WaverleyTBS



The  
Inside  
Story

## The Great English Knees Up...

We want you to get the most out of the celebratory period over the extended weekends surrounding ST GEORGE'S DAY and the ROYAL WEDDING in April. This kit encourages your customers to CELEBRATE WITH BOMBARDIER PREMIUM BEER.

It also gives your customers the chance to WIN a range of quality prizes from quintessentially English brands, including a WEEKEND BREAK FOR FOUR PEOPLE AT BOVEY CASTLE, THREE DAWES BIKES AND TEN MUSTO JACKETS.

## FOOD FOR THOUGHT FROM BOMBARDIER

Don't miss this fantastic opportunity to celebrate the extended weekends in your pub. You can do anything from a traditional English banquet to an English-themed quiz night... Why Not:

- Serve traditional English dishes such as bangers and mash, fish and chips or hams, pies, salads and chutneys.
- Offer your customers red roses to wear - you could sell them and raise money for charity.
- Hold a beer festival to celebrate English cask beer.
- Dance your socks off to English music - anything from Land of Hope and Glory to the Beatles.



### Wells Bombardier 4.1% ABV

A burnish copper colour, it has a rich, tempting aroma of peppery hops and raisins, while the palate is dominated by more dark fruit, juicy malt and tangy hops.

**Ingredients**  
English Ale and Crystal malts.  
Challenger and Fuggles hops.  
**Product Code** 936838

9 GALLONS  
**£67.00**  
£0.93 £2.23 

**BUY 2 X 9 GAL OF  
WELLS BOMBARDIER  
AND GET A 'GREAT ENGLISH  
KNEES UP' POS KIT FREE\***

#### KIT CONTAINS:

1 X ST. GEORGE'S DAY PUMP CLIP, 1 X ROYAL WEDDING PUMP CLIP, 350 X GAME CARDS, 120 X DRIP MATS, 30 X OVER-SIZED DRIP MATS, 6 X A3 POSTERS, 2 X 10M BUNTING, 1 X RETAILERS BRIEF GAME CARDS OFFERING THE CHANCE TO WIN A VIP STAY IN A CASTLE, PLUS QUALITY PRIZES FROM QUINTESSENTIALLY ENGLISH BRANDS INCLUDING DAWES BIKES AND MUSTO JACKETS.

\*200 KITS AVAILABLE. ONE OFFER PER OUTLET, WHILST STOCKS LAST



# WHATEVER YOU DO, TAKE PRIDE



of Chiswick

## LONDON PRIDE

ABV 4.1%

A rich, smooth and wonderfully balanced beer, its distinctive malty base is complemented by well-developed hop characters, from adding Target, Challenger and Northdown varieties to the brew.

Product Code: 910811



## BUY 3 X 9 GAL AND RECEIVE A LONDON PRIDE PROMOTION KIT FREE\*

KIT CONTAINS:

2 X A3 PROMOTION STRUT CARDS, 1 X SHIRTS REMAINING POSTER,  
1 X STAMP AND INK PAD, 8 X LONDON PRIDE T-SHIRTS.

\*OFFER AVAILABLE WHILST STOCKS LAST.

# totalcask

national & regional beers

## This Month's 'Must Try'...

Every month, WaverleyTBS offer you the chance to sample an established brand at a fantastic price!

If you like it, we can offer you a great deal all year round!

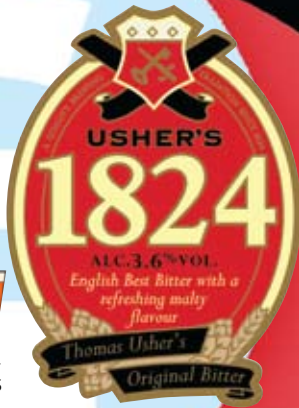
### Marston's Beer Company Usher's 1824 3.6%

Deep gold in colour, Usher's 1824 is a fine English ale based on beers brewed at the Usher's Brewery in Trowbridge since 1824. Tangy and refreshing, brewed with Fuggles and Goldings hops.

**Ingredients**  
Fuggles and Goldings hops.

9 GALLONS  
**£49.99**  
£0.69 £1.67

Product Code 936243



### Naylor's of Yorkshire Pinnacle Bitter 4.1%

Copper in colour with a strong bitterness and fruity finish. An all round great session beer.

**Ingredients**  
Pale and Crystal malts.  
Fuggles and Goldings hops.

9 GALLONS  
**£64.50**  
£0.90 £2.15

Product Code 936848



### Hydes of Manchester Jekyll's Gold 4.3%

Created from pure spring water and the finest Styrian Goldings hops, Jekyll's Gold has a light golden colour and a refreshing moreish flavour that has become precious to discerning drinkers far and wide.

**Ingredients**  
Styrian Goldings hops.

9 GALLONS  
**£65.00**  
£0.90 £2.17

Product Code 913417



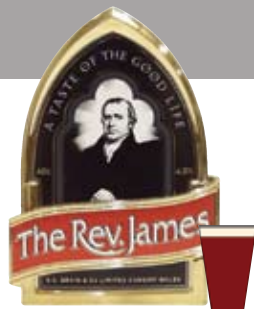
### Brains of Cardiff The Rev. James 4.5%

Full-bodied and warming, rich in palate, spicy and aromatic with a deeply satisfying finish.

**Ingredients**  
Wheat and Pale Ale malts.  
Fuggles, Goldings and Challenger hops.

9 GALLONS  
**£66.00**  
£0.92 £2.20

Product Code 910721



### Jennings of Cockermouth Stickle Pike 3.8%

This refreshing light golden bitter hits the spot with an aroma of toffee and caramel; complemented by a malty, slightly sweet finish and bursting with delicious citrus and blackcurrant flavours derived from the use of traditional English hop varieties.

**Ingredients**  
Maris Otter and Crystal malts.  
Bramling Cross and Goldings hops.

9 GALLONS  
**£66.00**  
£0.92 £2.20

Product Code 936712



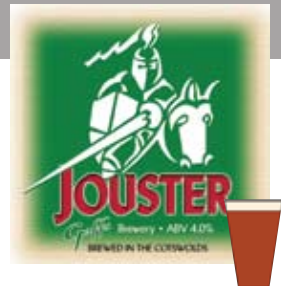
### Goff's of Gloucestershire Jouster 4.0%

A tawny-coloured ale with a light hopiness in the aroma. A well-balanced beer, underscored by fruitiness, with a clean hoppy aftertaste.

**Ingredients**  
Pale and Crystal malts.  
Fuggles hops.

9 GALLONS  
**£58.50**  
£0.81 £1.95

Product Code 913070



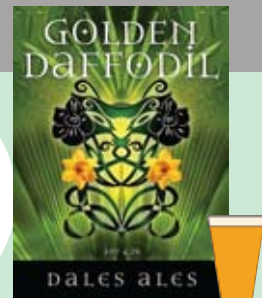
### Dales Ales of Yorkshire Golden Daffodil 4.2%

This complex ale is full of flavour with the tangy refreshing hops of spring.

**Ingredients**  
Roasted Wheat, Pale Barley  
and Rye malts.  
Cascade and First Gold hops.

9 GALLONS  
**£64.00**  
£0.89 £2.13

Product Code 936192



### Robinsons of Stockport Ginger Tom 4.3%

A rich flavoured, maple-coloured ale with aromas of spice and ginger. Brewed using an infusion of Chinese ginger root producing a distinctive ginger and herb palate complemented by a roasted malt dryness.

**Ingredients**  
Barley and Crystal malts.  
Goldings hops.  
Ginger Root infusion.

9 GALLONS  
**£63.50**  
£0.88 £2.12

Product Code 936716



### Orkney of Quoyloo Golden Amber 4.5%

A light floral pale-golden coloured beer with a delicate aftertaste of sweet honey, and a refreshing gentle bitterness.

**Ingredients**  
Pale Ale and Crystal malts.  
Columbus hops and honey.

9 GALLONS  
**£66.00**  
£0.92 £2.20

Product Code 936720



**Profit Guide Key:** £0.00 = Pint Price (excluding VAT) £0.00 = Suggested Selling Price (including VAT) to make 50% G.P!

Recent Award Winner \*While stocks last.

WaverleyTBS  
online

All prices exclude VAT. No further discounts apply. E&OE. Pricing subject to Duty Excise changes. Please place orders for Cask Beer early as demand may mean they are not available towards the month end. Colours shown are for indication purposes only, and may not be an exact match for beer colour when in glass. Offers available from 1st - 30th April 2011. For further depot information and on-line ordering log-on to [www.waverleytbs.co.uk](http://www.waverleytbs.co.uk) or [waverleytbsonline.co.uk](http://waverleytbsonline.co.uk).



**Price Buster**  
(up to 4.3% ABV)



**Premium Price Buster**  
(4.3% ABV and above)



**Seasonal/Themed Beer**

**Wychwood of Witney**  
**Hot Chocolate 3.9%**

Chilli and chocolate, what a devilishly good combination. Let this luscious, full-bodied chocolate beer convert you to the dark side with its malty, chocolate aroma and spicy hop finish.

**Ingredients**  
Pale Ale, Chocolate and Barley malts.  
Chinook Columbus, Herkules, Celeia  
and Fuggles hops.

**Product Code** 936839

9 GALLONS  
**£65.50**  
£0.91 £2.18



**Camerons of Hartlepool**  
**White Rabbit 4.0%**

A pale straw-coloured ale with a distinctive citrus grapefruit aroma giving it a fruity bitter flavour. This light refreshing ale is the perfect drink to have at the start of spring so hop to it and get yourself a pint.

**Ingredients**  
Pale Ale malts.  
Styrian Goldings hops.

**Product Code** 936837

9 GALLONS  
**£69.00**  
£0.96 £2.30



**Dark Horse of North Yorkshire**  
**Maypole 4.2%**

A golden ale made entirely from Pale malt with a touch of wheat, finished with a blend of quality amora hops giving a lovely spring finish.

**Ingredients**  
Maris Otter and Wheat malts.  
Goldings and First Gold hops.

**Product Code** 936193

9 GALLONS  
**£64.50**  
£0.90 £2.15



**O'Hanlon's of Devon**  
**Dragon's Ale 4.5%**

A delicate palate with a subtle balance of refreshment and body. Not especially bitter but loads of hop character.

**Ingredients**  
Cara and Crystal malts.  
Challenger, Goldings and  
Styrian Goldings hops.

**Product Code** 936718

9 GALLONS  
**£66.50**  
£0.92 £2.22



**Wadworth of Devizes**  
**St. George & The Dragon 4.5%**

A beer of full body and robust bitterness with a fiery amber hue. The palate is crisp and tangy, leading to a dry digestive biscuit finish with hints of orange and blackcurrant.

Buy 1 x 9gal and receive a branded t-shirt FREE

**Ingredients**  
Pale Ale, Amber and  
Crystal malts. Bramling Cross  
and Goldings hops.

**Product Code** 931752

9 GALLONS  
**£68.00**  
£0.94 £2.27



**Keltek of Cornwall**  
**Golden Lance 4.0%**

Brewed for the younger persons palate, pale fruity with a citrus bias.

**Ingredients**  
Pale and Lager malts.  
Cascade hops.

**Product Code** 936709

9 GALLONS  
**£49.99**  
£0.69 £1.67



**Ilkley of Yorkshire**  
**Ilkley Black 4.1%**

This traditional dark mild ale is rich and full of malty flavour.

**Ingredients**  
Pale, Black and Chocolate malts.  
Bramling Cross and Northdown hops.

**Product Code** 936713

9 GALLONS  
**£64.00**  
£0.89 £2.13



Focus on...



**Shepherd Neame of Faversham**

**SPITFIRE**

ABV 4.2%

This golden ale combines an underlying depth of maltiness, tinged with a subtle hint of toffee, with the bold citrus and fruity spiciness of Kentish hops, to produce a well-balanced, thirst quenching, popular drink.

Buy 3 x 9 gal and receive a Shepherd Neame branded parasol FREE

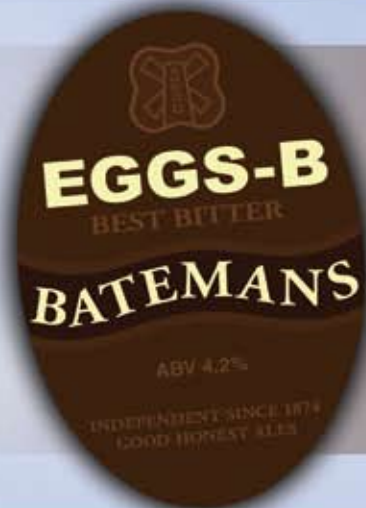
**Ingredients**  
English malts.  
Kentish hops.

**Product Code** 935736



9 GALLONS  
**£66.50**  
£0.92 £2.22

# BATEMANS of Wainfleet



## EGGS-B 4.2% ABV

A DARK AMBER COLOURED BITTER BREWED WITH A COMBINATION OF MARIS OTTER PALE ALE MALT AND CHOCOLATE MALT. ALSO HAS A UNIQUE CHOCOLATE PUMP CLIP.

### Ingredients

Pale, Crystal and Chocolate malts.  
Styrian and Goldings hops.

Product Code 933454

9 GALLONS  
**£66.50**  
£0.92 £2.22



## WILLY'S CROWN JEWELS 4.2% ABV

A COPPER-RED BEER BREWED WITH MARIS OTTER PALE, CRYSTAL, AND AMBER MALTS AND HOPPED WITH CLASSIC GOLDINGS VARIETY.

### Ingredients

Pale, Amber and Crystal malts.  
Challenger and Goldings hops.

Product Code 936707

9 GALLONS  
**£65.00**  
£0.90 £2.17



## XXXB 4.5% ABV

A SUPERB BITTER WITH A COMPLEX PALATE, CONSISTING OF A DELICATE AROMA OF HOPS DELIGHTFULLY BALANCED BY A PROMINENT MALTY CHARACTER.

### Ingredients

Wheat and Crystal malts.  
Styrian, Challenger and Goldings hops.

Product Code 936708

9 GALLONS  
**£67.00**  
£0.93 £2.23



WE HAVE REDUCED THE ABV OF XXXB FROM 4.8% TO 4.5% WHILST RETAINING ITS CLASSIC TASTE. A GOOD DEAL OF EVIDENCE IS SHOWING THAT HIGH ALCOHOLIC BEERS ARE A DETERRENT TO BEER DRINKERS WHO ARE NOT DEDICATED DRINKERS OF A BRAND. BY DROPPING THE ABV IT ALLOWS US TO MOVE THE BRAND INTO A DIFFERENT, MORE BROAD-SCALE GROUP OF BRANDS.

WE WOULD NOT HAVE DONE THIS IF WE THOUGHT IT WOULD DISAPPOINT OUR REGULAR XXXB DRINKERS, BUT WE HAVE CONDUCTED EXTENSIVE TASTE PANEL TESTS WITH BOTH IN-HOUSE AND EXTERNAL FLAVOUR ASSESSORS. IN ALL INSTANCES THE 4.5% XXXB HAVE BEEN UNDISTINGUISHABLE FROM 4.8%. THE FLAVOUR MATCH BETWEEN THE TWO VERSIONS IS SO GOOD THAT EVEN OUR HEAD BREWER COULD NOT TASTE THE DIFFERENCE IN A BLIND TASTE TEST.

BUY ANY 2 X 9 GAL  
AND GET A **BATEMANS**  
**SWEATER FREE\***

\* WHILST STOCKS LAST.





# Nº3

ABV 4.0%

A smooth, full-bodied, very dark Scottish Ale whose traditional sweetness is balanced by pronounced caramel, malty and roast flavours.

Ingredients  
Malts and hops.

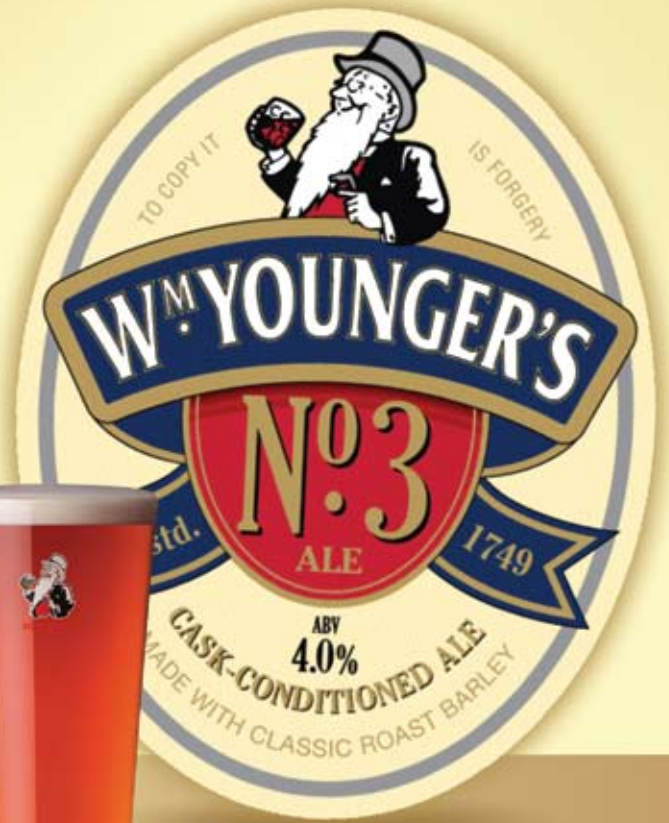
9 GALLONS

**£67.00**

£0.93 £2.23



Product Code 936852



## BUY 2 x 9 GALS AND RECEIVE A CASE OF YOUNGER'S BRANDED GLASSWARE FREE\*

\*50 kits available. Offer whilst stocks last



### BUTCOMBE BREWERY

### MENDIP SPRING *Tantalisingly Fresh* BITTER ABV 3.8%

## BUTCOMBE MENDIP SPRING

ABV 3.8%

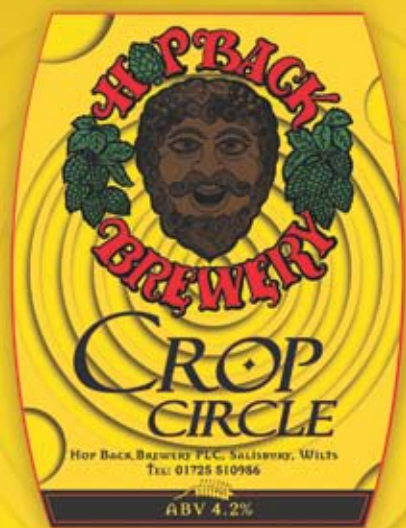
LIGHT AMBER IN COLOUR THE BEER IS DOMINATED BY HOPS THAT GIVE THE BEER CHARACTERISTIC CITRUS NOTES, WHILST BALANCED WITH A FLORAL AROMA AND A CLEAN DRY FINISH. TANTALISINGLY FRESH!

Ingredients  
Marris Otter and Light Crystal malts.  
English and American hops.  
Product Code 936710

9 GALLONS

**£67.00**

£0.93 £2.23



## HOP BACK CROP CIRCLE

ABV 4.2%

A FLAXEN-COLOURED BEER, WITH A SUBTLE BLEND OF AROMA AND BITTERING HOPS GIVING A CRISPNESS ON THE TONGUE WHICH IS DELICATELY FRUITY.

Ingredients  
Pale and Wheat malts.  
East Kent Goldings, Pioneer, Saar and Tettnang hops.  
Product Code 911538

9 GALLONS

**£64.50**

£0.90 £2.15



# A-CASK

Planning a **BEER FESTIVAL** or **PARTY** in April to celebrate **ST. GEORGES DAY, EASTER** or the **ROYAL WEDDING**?  
Then check out these **SPECIAL PRICES** on equipment.



## Beer Festival Racking

Racking for x 4 firkins (2 over 2) ..... **£167.75** ex VAT inc delivery  
Racking for x 6 firkins (3 over 3) ..... **£190.75** ex VAT inc delivery



## Full Beer Festival Kit ( x 4 firkins)

Kit Includes:

2 over 2 racking, x 4 insulating jackets,  
x 4 cask taps and drip trays, x 10 ice quilts ..... **£329.89** ex VAT inc delivery

For more information ring Philip on 01308 459950, email [sales@acask.com](mailto:sales@acask.com) or visit us at [www.acask.com](http://www.acask.com)

## next months beers...

**Fuller's of Chiswick**  
Chiswick Bitter 3.5%  
London Pride 4.1%

**Brains of Wales**  
SA 4.2%  
Milkwood 4.3%

**Adnams of Southwold**  
Mild 3.2%

**J.W.Lees of Manchester**  
Brewer's Dark 3.5%

**Harviestoun of Clackmannanshire**  
Born To Be Mild 4.1%

**Rudgate of North Yorkshire**  
Ruby Mild 4.4%

**Hook Norton of Oxfordshire**  
Hooky Bitter 3.6%

**Harviestoun of Clackmannanshire**  
Bitter & Twisted 3.8%

**Wychwood of Witney**  
Elderwych 3.8%

**Mauldons of Suffolk**  
Maybee 3.9%

**O'Hanlon's of Devon**  
Goldblade 4.0%

**Wadworth of Devizes**  
Lily The Pink 4.0%

**Warwickshire of Warwickshire**  
Darling Buds 4.1%

**Cains of Manchester**  
Triple Hop 4.1%

**Hop Back of Salisbury**  
Taiphon 4.2%

**Brewster's of Lincolnshire**  
Hop A Doodle Doo 4.3%

**Bakehouse of Warwick**  
Baker's Dozen 4.4%

**Wooden Hand of Cornwall**  
Cornish Mutiny 4.8%

**Daleside of North Yorkshire**  
Monkey Wrench 5.3%

All beers subject to discretionary changes

