

Headlines

ON TRADE
Unitas

January - February 2026

SWALLOW

wholesale drinks solutions

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YEARS

1986 - 2026

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SWALLOW
wholesale drinks solutions

Dear customer...

Welcome to the first edition of Headlines for 2026. We hope the festive period has been busy and profitable for you and that you are looking forward to a positive start to the New Year.

Headlines includes some great supplier deals to help trade at this quiet time along with category advice on making the most of the key calendar dates with Burns Night, Valentine's Day and

the **Chinese New Year!** All perfect occasions to run drinks promotions.

The start of the year also provides opportunities to promote **Dry January**, which benefits from the increasing demand for Low & No drinks, and also **Ginuary** which places your gin range back in the spotlight.

In addition to the packed football diary in January and February venues can get ready to show the

live rugby with the **Six Nations** action from 5th February to 14th March. Live on terrestrial TV it provides a perfect platform for venues to increase footfall. There really is no better place to watch live sport than pubs and bars!

Wishing you all the very best for a Happy & Prosperous 2026!

Cheers!

JAN
20
FEB
26

UPCOMING FOOTBALL FIXTURES

CHAMPIONS LEAGUE

Matchday 7 - 20th / 21st January

Matchday 8 - 28th January

Knockout Phase Play Offs - 16th / 18th February

Knockout Phase Play Offs - 23rd / 25th February

EUROPA LEAGUE

Matchday 7 - 22nd January

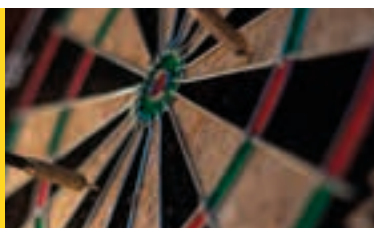
Matchday 8 - 29th January

Knockout Phase Play Offs - 18th / 19th February

Knockout Phase Play Offs - 25th / 26th February

(Fixtures list correct at time of printing)

JAN
3



PDC WORLD DARTS FINAL

JAN
4
8



THE ASHES FIFTH TEST

JAN
25



BURNS NIGHT

FEB
5
MAR
14



SIX NATIONS

FEB
8



SUPER BOWL LX

FEB
14



VALENTINE'S DAY

FEB
17



CHINESE NEW YEAR

THE BEER OF BARCELONA NOW ALSO ALCOHOL FREE



**INSTALL
ESTRELLA DAMM 0.0%
ON DRAUGHT AND RECEIVE
A COMPLIMENTARY KEG**

OVER 18S ONLY. OFFER OPEN TO PARTICIPATING WHOLESALE AND DAMM 1876 LTD DIRECT CUSTOMERS IN THE UK. OUTLETS MUST INSTALL ESTRELLA DAMM 0.0% ON DRAUGHT. AFTER FIRST PURCHASE IS MADE, THE VENUE WILL RECEIVE ONE COMPLIMENTARY KEG. OFFER VALID FROM NOVEMBER TO DECEMBER 2025. PROMOTION SUBJECT TO AVAILABILITY. IF FOR ANY REASON THE PROMOTER CANNOT SUPPLY THE SPECIFIED FORMAT, A SIMILAR PRODUCT IN VALUE WILL BE SENT TO THE VENUE. PROMOTER: DAMM 1876 LTD, 5A BEAR LANE, SOUTHWARK, LONDON, ENGLAND, SE1 0UH

Budweiser[®]
BREWING GROUP UK&I

GROW YOUR BUSINESS WITH BBG



TIER A BRANDS - £55 RETRO PER BB



TIER B BRANDS - £40 RETRO PER BB

**MINIMUM ROS OF 1 KEG PER WEEK
BASIC POS PROVIDED ON ALL QUALIFYING DEALS**

UK, independent free trade customers only. Promotion Period: 1 January 2025 - 31 March 2026. Install at least one Tier A or B brand on tap and at least two new BBG packaged products to receive a retrospective discount based on the length (in years) of the agreement signed. The longer the agreement, the higher the amount of retrospective discount. Minimum rate of sale on draught of 1 x 50L keg per week, per brand installed to receive payment. At least 50% of the taps installed must be Tier A brands. Installation of any brands must be on new taps or replace a non-BBG tap. Payment to be made at the end of each contract year upon receipt of volumes to verify minimum draught rate of use has been achieved. Promotion A&I Inbev UK Limited, ECKA 15N

DRINKING DIFFERENTLY

LOW & NO IN 2026*

Nearly 40% of all drinks that customers now drink in pubs, bars and restaurants are not full strength, a clear indicator of a more diverse, nuanced approach to social drinking. To meet the challenge of Dry January and maximise your sales throughout 2026 you need to stock and promote a varied Low and No alcohol range.

Nearly **36 MILLION UK ADULTS** are actively **MODERATING THEIR ALCOHOL INTAKE.**

Customers are weaving together full-strength, mid-strength and alcohol-free options to suit the moment.

LESS THAN 2-IN-3 DRINKS consumed in hospitality venues are now **FULL-STRENGTH.**

Moderation today doesn't mean giving up alcohol. It means drinking more intentionally, more flexibly. This new blended approach is changing how people drink and more importantly, how they want to be served.

COASTING moderation tactics are being embraced including **1-IN-5 WHO ACTIVELY OPT FOR MID-STRENGTH OPTIONS** throughout an occasion.

ZEBRA STRIPING HAS INCREASED WITH 34% of UK adults now saying they do this regularly (up from 28% in 2024).

31% OF CUSTOMERS will now choose a low or no-alcohol beer when visiting a hospitality venue and not drinking alcohol. This is, up from just 9% five years ago meaning that **low & no beer has jumped from 7th to 2nd most popular drink choice** when not drinking alcohol in a pub, bar or restaurant.

MODERATION TACTICS

These are the ways in which Brits are moderating their alcohol consumption on a night out.

ZEBRA STRIPING

The practice of alternating between alcoholic and alcohol-free drinks on the same drinking occasion in order to moderate alcohol consumption.

GOING LOW

The practice of actively choosing lower ABV drinks on a drinking occasion in order to moderate alcohol consumption.

BOOK-ENDING

The practice of starting and finishing with an alcohol-free drink on a drinking occasion in order to moderate alcohol consumption.

EXPAND YOUR LOW & NO LINEUP!



ALL THE WINES WITHOUT THE ALCOHOL.

DISCOVER OUR FULL EISBERG RANGE.

EISBERG

ALCOHOL FREE WINE



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DUTCH BARN
- ORCHARD -
VODKA

**GOOD FOR THE PLANET
BAD FOR HUMANS**

**THE FOURTH ROUND'S ON US.
CHOOSE THREE GET ONE FREE**



if vodka & a cherry
bunnet's had a baby...



There's nothing vodka
about this vodka...



A grown-up
raspberry ripple



Spiced, smooth, and
supporting donkey welfare



The pink and in a
brown bottle

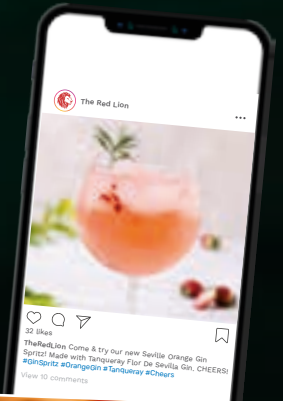
**SERIOUSLY SMOOTH.
NOT FOR THE SERIOUS.**

GINUARY – FOR THE LOVE OF GIN!

Make the most of the month-long celebration of gin that serves as an alternative to “Dry January”. By promoting Ginuary you can give your customers the chance to experience new flavours and try different gin-based cocktails. You could run special offers throughout the whole of January to boost sales during this traditionally quiet period.

#GINUARY #BOOSTSALES

-  Gin is the base for 1 in 10 cocktails and interest in **FLAVOURED GIN SPRITZ** has grown to 26% making it very relevant for the On Trade. Ideal to promote in **GINUARY** and very ‘instagrammable’.
-  Run a **SPECIAL PROMOTION** on a **CLASSIC GIN AND TONIC** as traditional gin is doing well in venues. It’s sophisticated, it’s versatile, it’s delicious!
-  Offer tastings of **NEW AND INTERESTING GINS** to encourage customers to **TRY AND BUY**.
-  **CREATE A MEMORABLE AMBIANCE** to encourage customers to stay longer and return during **GINUARY**.
-  Introduce gins with **AUTHENTIC NATURAL FLAVOURS** and a unique provenance.



THE TOP 10 GINS FOR 2026

The MA Drinks List: Top Brands to Stock in 2026



RESULT! MORE THROUGH THE DOOR

FREE FOOTFALL DRIVING KIT AND KEG OF GOLD WHEN YOU INSTALL THATCHERS GOLD

Offer available 1/1/2026 to 28/2/2026



Don't fumble the rugby season – go for Gold.
Gold on the bar is gold in the till.

It's the No.1 selling cider in the freetrade with the highest Rate of Sale.¹

Sport Sells – Pubs that show sport see 12% more dwell time & 11.1% more footfall.²

Make the most of it – Our FREE Footfall driving kit includes social media support and Prize Giveaway POS to get customers through the door and build the rugby excitement.

PERFECTION
– in every drop –

¹CGA OPS P08 12 week volume data. ² Average from 5th weekend of 6 nations and FA Cup 2024 Oxford Partnership market watch.

T&Cs: Install Thatchers Gold on draught and receive a free 50 litre keg, footfall driving social media support and rate of sale POS kit when replacing a competitor cider.

**BUY 3
GET 1 CASE
FREE***

FROM THE
**UK'S NO. 1
ADULT SOFT
DRINK BRAND****



NEW

**THEY'RE WELL
POSH**

*Deal runs from 1st January 2026 - 31st February 2026. Three deals per customer, per week. Qualifying products include: P20 Strawberry & Orange Blossom Mojito 250ml x 12, P20 Tropical Punch 250ml x 12, P20 White Peach & Mango Daiquiri 250ml x 12. Free case is any case from the range. While stocks last. **Nielsen IQ, total cover age, adult social drinks British defined, 52 wks 23/08/25. CGA total out of house (Discount and foodservice) Adult - British defined, 52 wks 23/08/25. For further information please contact Carlsberg Britvic at press@carlsbergbritvic.co.uk. Promoter: Carlsberg Britvic, Breakspear Park, Breakspear Way, Hemel Hempstead, HP2 4TZ.



**FREE £1,100 STOCK BUNDLE
WHEN YOU INSTALL PEPSI DISPENSE****

PEPSI MAX
IS THE NUMBER 1 SUGAR FREE COLA ON DISPENSE*

FREE STOCK BUNDLE INCLUDES

- 1X PEPSI MAX BAG IN BOX
- 1X PEPSI REG BAG IN BOX
- 2X R WHITES BAG IN BOX
- 1X PEPSI GLASSWARE CASE
- 1X ICE BUCKET
- 2X BAR RUNNERS
- 1X T-SHIRT PACK



**PLEASE CONTACT YOUR BRITVIC REPRESENTATIVE OR
SCAN THE QR CODE TO REGISTER YOUR INTEREST**



**SPEAK
TO YOUR
ACCOUNT
MANAGER
TODAY!**

T&Cs: Free stock bundle includes 4 x BiBs, 1 x Case of Glassware, 1 x Ice Bucket, 2 x Bar Runners, 1 x T-Shirt Pack. *CGA by NielsenIQ, Licensed database, Value & Volume sales (£). Sugar Free Draught Colas British defined, MAT TY 06/09/25. For further information, please contact Carlsberg Britvic at press@carlsbergbritvic.co.uk. **Based on retail value of 4 free BiBs (52.38 serves x 4 BiB) = 369.52 serves at average retail sale price of £2.71. Prices always at the discretion of the customer plus Welcome Bar bundle (value of over £60). Subject to availability and while stocks last. Max 1 of each stock bundle per outlet. Subject to customer having a Pepsi Max Dispense unit contract and installed. 4x FREE BiBs and POS items will be delivered prior to installation. Please refer to your dispense contract for full Terms and Details. Promoter: Carlsberg Britvic, Breakspear Park, Breakspear Way, Hemel Hempstead, HP2 4TZ.

'TIS THE SEASON TO SHAKE THINGS UP

LITTLE MIXERS

QUALITY PURÉES & JUICES

BUY ANY 4 CASES GET 1 FREE*

*LEMON/LIME CASE (4 x 1kg) FREE

12 MONTH SHELF-LIFE

100% RECYCLABLE PACKAGING

PURE NATURAL FRUIT

LIME
QUALITY FRUIT JUICE

100% FRUIT

PROUDLY MANUFACTURED IN THE UK

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Unique to the
On Trade

£3 OFF PER CASE

Summer Fruits

Exotic Fruits

330ml

330ml

Oasis Still Fruit Juice Drink

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JASON MOMOA

BLAINE HALVORSON

MEILI®



VODKA



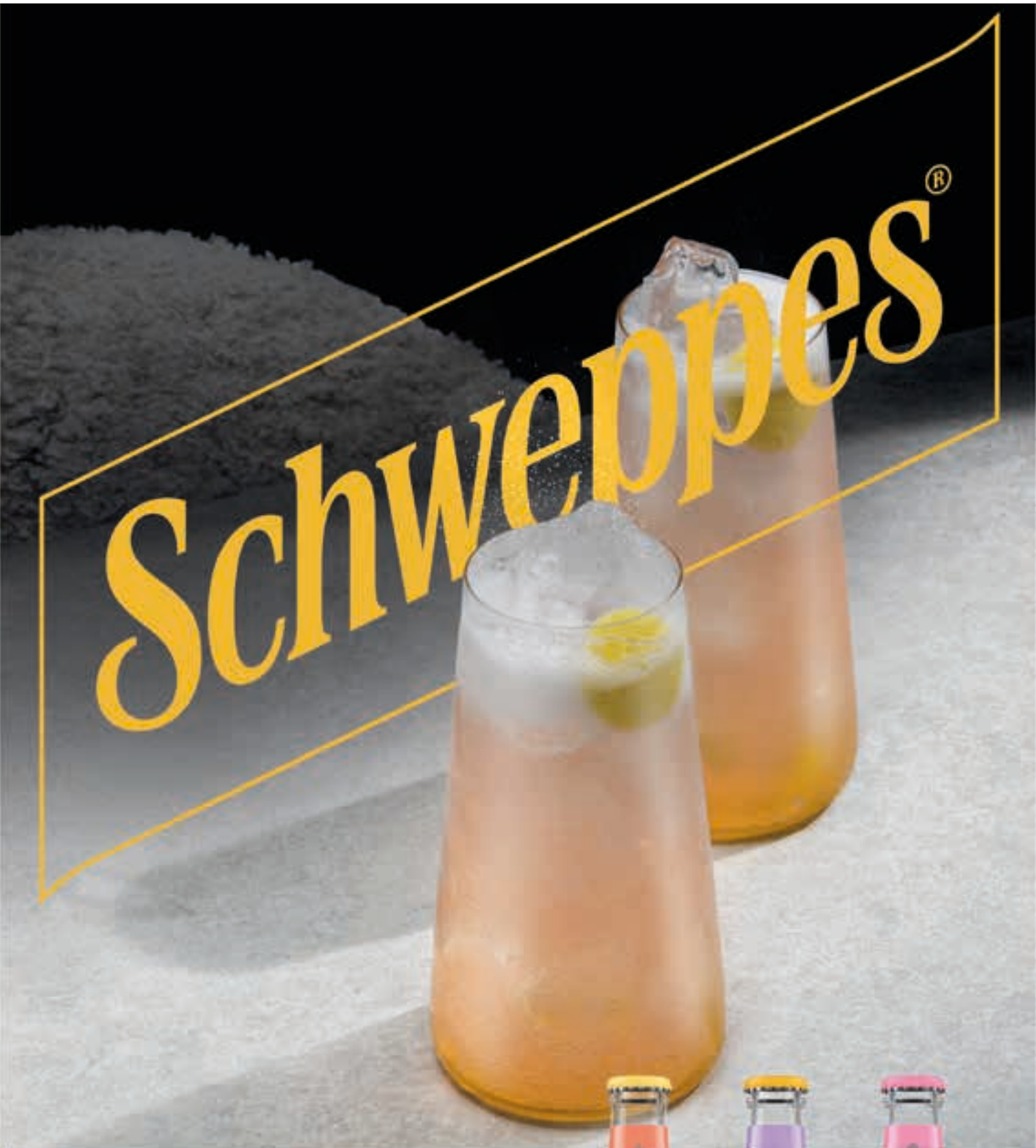
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2X 100 POINT WINNER

40% Alc/Vol (80 Proof) Please Drink Responsibly. Adults 21+ Only

www.meilivodka.com

*Claim based on 2024 TAG Global Spirit Awards

Schweppes®



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TROPICAL SODA & PINK SODA
200ML NRGB**

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Modelo
MAKE IT
Especial



STOCK UP NOW



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Mr Filbert's
NATURALLY DELICIOUS



Deliciously tasty snacks NEW to Swallow Wholesale!

£12.49 - 12 x 40g

£12.49 - 12 x 40g

POA - 12 x 50g

POA - 15 x 40g

£15.89 - 16 x 40g



✓ Handcrafted to perfection ✓ Over 60 taste awards
✓ Delicious recipes from around the world

Please contact your account manager for Free POS



BURNS NIGHT

SUNDAY 25TH JANUARY

- ✘ Tartan and Scottish flag bunting are a great starting point for Burns Night décor, but you can also think outside the box with your decorations, for example using heather in your place settings.
- ✘ Offer some traditional Scottish-themed treats and drams alongside other drinks such as craft beer, cask ale or gin.
- ✘ Whether you go traditional with live bagpipes or play music from Scottish bands (e.g. Franz Ferdinand, Texas, Biffy Clyro and Primal Scream), music will help to create an atmosphere in your venue.
- ✘ Scotch whisky is the go to drink for Burns Night. Get creative with your whisky cocktails as well - try a Scotch Sour, add a hot toddy to your offering for the night or even create a cocktail with the infamous Im-Bru! Think about stocking some guest Scottish ales and some Scottish gins as well.

PERFECT FOR GINJARA



CHINESE NEW YEAR

TUESDAY 17TH FEBRUARY



- Chinese food & drinks, themed decorations & fireworks could be just what's needed to boost business during the post-Christmas lull.
- Add some oriental dishes to your specials board or create a set Chinese banquet menu for the night.
- Decorate your venue inside & out with traditional decorations in red & gold which symbolise happiness & wealth in Chinese culture. Lanterns are a great way to add to your venue's atmosphere.
- Lucky red envelopes are a Chinese custom that you could adopt to entice your customers back again by adding in special offer vouchers, such as a free bottle of wine with their next meal.



PROMOTE YOUR SPECIAL OFFERS ON SOCIAL MEDIA

41% of UK customers decide whether or not to visit a restaurant based on its social media*

* <https://www.theaccessgroup.com/en-gb/blog/hos-top-tips-for-bar-and-restaurant-operators-this-valentine-s-day/>

VALENTINE'S DAY

SATURDAY 14TH FEBRUARY

Following Christmas & New Year, Valentine's Day is one of the first big occasions of 2026 for the hospitality industry. Falling on a Saturday it is the perfect date to increase footfall and enjoy a bumper weekend.

- ♥ From traditional Valentine's tipples to low & no options & wine alternatives, now is the time to plan your activity.
- ♥ Create Valentine's themed cocktails. Think red and sweet as a starting point and include fun and interesting garnishes such as rose petals or love heart sweets. 2 for 1 Cocktails are a perfect offer for Valentine's Day.
- ♥ Offering a set menu at a good price is sure to boost business. Add a little romance with sharing dishes and heart shaped food, especially for dessert.
- ♥ Set the romantic atmosphere with candles and flowers on the table for a simple and classy ambience.
- ♥ Booking a live singer for the night could really help to create a romantic mood in your venue!



SIX NATIONS 2026

5TH FEBRUARY - 14TH MARCH

ROUND 1

	v	
FRANCE		IRELAND
THURSDAY 5 TH FEBRUARY, 20:10		

	v	
ITALY		SCOTLAND
SATURDAY 7 TH FEBRUARY, 14:10		

	v	
ENGLAND		WALES
SATURDAY 7 TH FEBRUARY, 16:40		

ROUND 2

	v	
IRELAND		ITALY
SATURDAY 14 TH FEBRUARY, 14:10		

	v	
SCOTLAND		ENGLAND
SATURDAY 14 TH FEBRUARY, 16:40		

	v	
WALES		FRANCE
SUNDAY 15 TH FEBRUARY, 15:10		

ROUND 3

	v	
ENGLAND		IRELAND
SATURDAY 21 ST FEBRUARY, 14:10		

	v	
WALES		SCOTLAND
SATURDAY 21 ST FEBRUARY, 16:40		

	v	
FRANCE		ITALY
SUNDAY 22 ND FEBRUARY, 15:10		

ROUND 4

	v	
IRELAND		WALES
FRIDAY 6 TH MARCH, 20:10		

	v	
SCOTLAND		FRANCE
SATURDAY 7 TH MARCH, 14:10		

	v	
ITALY		ENGLAND
SATURDAY 7 TH MARCH, 16:40		

ROUND 5

	v	
IRELAND		SCOTLAND
SATURDAY 14 TH MARCH, 14:10		

	v	
WALES		ITALY
SATURDAY 14 TH MARCH, 16:40		

	v	
FRANCE		ENGLAND
SATURDAY 14 TH MARCH, 20:10		

CATCH ALL THE ACTION ON



Fixtures correct at time of printing

COMING
SOON!

MAR
1

ST. DAVID'S
DAY



MAR
15

MOTHER'S
DAY



MAR
17

ST. PATRICK'S
DAY



APR
5

EASTER
SUNDAY



APR
23

ST. GEORGE'S
DAY



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