



Newsletter Date:
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Welcome

By **David Cumberland**, General Manager.



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Welcome to this, the latest newsletter from Beacon Drinks. We sincerely hope that you find it both useful and informative. Most of our many hundreds of customers are fully aware of the history of Beacon Drinks; who we are, how long we have been operating and so on; but for those of you that do not know, here is a brief summary.

Beacon Drinks has been quenching the thirst of drinkers in Sussex and Surrey since 1983. In all that time we have always operated locally out of the Brighton area. Beacon has grown over the years to its current position as part of the UK's largest independent supplier of soft drinks on draught; boasting a comprehensive and unrivalled portfolio of branded beverages. Beacon Drinks is part of Cabana, Soft Drinks that is, in turn, part of Nichols plc and supplies outlets in the licensed trade, leisure and catering markets.

Whilst we have been operating in the area for many years we are by no means complacent. Indeed we are constantly striving to improve our service and I would love to hear from any of our customers who may have ideas and suggestions that they feel would be of benefit to them.

Thank you for your business.

*"Local company,
local service,
local products."*

New Products

Following on from the requests of many customers to add new products to our range we are pleased to be able to let you know about some exciting new developments.

Bag in Box:- We have recently introduced **Energy Drink in 5L boxes**, this makes it easier for those of you who have yet to use this product to try it out. It joins Ocean Spray Cranberry Juice and Orange juice as being available in the smaller 5L packs size.

Coffee: -We are now able to provide you with a quality Italian coffee beans. This is available in packs of six x 1Kg bags and priced very competitively for our existing customers.



Try our new COFFEE.

New products (cont).

FANTASTIC NATURAL JUICES

SPECIAL INTRODUCTORY OFFER

70p per bottle.

(A case of 30 x 250ml - £21.00)



“Three great new products from Beacon – Coffee, pure juices and Organic Smoothies.”

Beacon Drinks are pleased to be able to announce that after a long search for the right products they have been awarded the distributorship for the Beacon area for

Chegworth Valley Juices.

These new products form a valuable additional offering to our customers allowing Beacon to have quality products right across the spectrum of soft drinks. Chegworth Valley is a selection of the finest English fruit juices freshly pressed from fruit grown and hand selected on a family farm in the beautiful Chegworth Valley in the Kent countryside.

Pressed in small batches, Chegworth Valley Juices are a range of 100% pure apple juices and a selection of aromatic blends using pears, raspberries, strawberries, etc. The juices are full of natural goodness and contain no added sugars, sweeteners, concentrates, artificial colourings, flavourings, or preservatives.



Healthy and refreshing pure juices that can be used on their own, with a splash of soda or mixed into a cocktail. Give Beacon a ring now and try these great new juices.



Beacon is pleased to have been appointed as a distributor for the unique Soma Organic smoothies range. The range is unique in three different ways. Firstly, Soma uses fairly traded organic fruit - better for health and better for the environment. Secondly, because Soma's extraordinary drinks sell at ordinary prices (much the same as non-organic smoothies), and finally it's unique because they have a long shelf life.



A blend of fruit purees and juice, these Soma Smoothies use only the ripest, tastiest fruit from conscientious organic growers and are available in the following great tasting flavours:

BLACKBERRY & BLUEBERRY: Blueberries are the new black. Recognised as a superfood for their extraordinary anti-aging powers, this is a berry delicious smoothie.

MANGO & PASSIONFRUIT: A tropical fruit smoothie for exotic refreshment.

PEACH & STRAWBERRY: A peachy-keen mix of summer fruits for a taste of sunshine.

JUNGLE JUICE: The original green superfood smoothie - a luxurious blend of apples, bananas, mangoes, apricots and strawberries fortified with beneficial protein-rich green foods - spirulina, kelp, and wheatgrass.



*Gusto Energy Drink and
Lemonade.*

Soma (cont).

TROPICAL TWIST: A smooth antioxidant delight of exotic fruits - pineapples, bananas, guavas, passion fruits and vitamin C-rich acerola cherries with an added twist of real crushed vanilla pods.

BLUEBERRY BLISS and RASPBERRY AND BLACKCURRENT: Dairy-free prebiotic drinks of fruits and tummy-loving nutrients. Creamy and soothing smoothies like no others.

Gusto!

Gusto is the world's first herbal energy drink. From Notting Hillbillies to Soho's intelligentsia, DJs in Ibiza and chillers in Amsterdam Gusto has built a solid reputation since 1990 as the drink that lifts you up without getting you down. It has featured in the bars of the hottest nightclubs, the fields of the finest festivals and the hippest of hang-outs providing an unrivalled all natural and utterly delicious boost Organic apple juice, lightly carbonated, with no preservatives or unnatural ingredients makes Gusto the energy drink for those who accept no compromises. The power herbs are organic, too. Gusto is the only energy drink that tells it to you straight - on the ingredient list. No industrial white crystal caffeine from coffee decaffeinating factories - no fuzzy 'label dressing' with microscopic quantities of ginseng, no glucose or corn syrup, Gusto delivers guaranteed and functional levels of organic herbal ingredients rather than advertising hype. As if that isn't cool enough - Gusto supports organic farming into the bargain - certified by the Soil Association to the highest standards. That's why those who try Gusto generally stick with it!

Gusto Lemonade

Gusto Lemonade is premier quality organic lemonade, with 2000 mg of organically grown guarana in every bottle. With a delicious combination of sparkling apple juice, lemons and lemon juice it delivers strong sustained uplift and delightfully zingy flavour.

Cola Gold

Beacon Drinks understands that in the current economic climate value for money is of vital importance. Our own brand range offers excellent quality that either matches or outperforms well-known brands.

Being at least 10% cheaper; changing to Cola Red means that you can save hundreds of pounds over a trading year.

Cola Gold and Diet Cola Gold are dispensed via your existing gun/guns on an under bar holder with no display as Cola Gold is a brand known by the trade and not by the public. From experience we have found that this is the best way to sell Cola Gold.

A free trial of Cola Gold can be arranged to reassure you and your customers of the quality and value of the product.

Beacon Drinks has also in response to customer demand now introduced a range of 5 Litre Bag in Box:- Energy Drink, Ocean Spray Cranberry juice and Orange Juice.

All our customers benefit from 363-day emergency call out cover by the Beacon Drinks Service team. We also provide a regular service for your products and equipment to ensure the quality of the drinks served to your customers.

To discuss the many ways in which we can help you save money whilst still offering excellent products, simply call our Sales Manager, Marcus Stroud on 07970 230244.

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