



nuS

TRADESHOW.COM



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Alliance

value | service | expertise

**13 branches located throughout
the UK & Ireland**

**Passionate about sustainability &
environmentally conscious disposables**

Leading brands & ranges

**Outstanding customer
service & dedicated sales teams**

**Reliable, safe delivery from our
own fleet of vehicles**

ISO 9001 accreditation

Restaurant & Bar | Catering Disposables | Kitchen Equipment | Chefs Supplies | Cleaning & Hygiene

I didn't think I'd get to say it this year, but I'm so pleased I can,

“WELCOME TO NUS TRADE SHOW 2020”!

What a year it has been so far, global turmoil to unprecedented levels. Each and every one of us has become part of history - a history that school children will learn about for years to come - and whilst that sounds rather grand; living through it has been quite the opposite.

We have had to change the way we work, deconstruct our usual approach, be completely open-minded to new ideas, but by doing exactly this, the Trading Support team has developed a virtual trade show which we think you'll love.

Wherever you are, as long as you have access to the internet, you can chat with suppliers, hear what opportunities the digital world has to offer, take part in interactive sampling sessions, join the scavenger hunt and even come along to celebrate the achievements of our Best Bar None and Cocktail & Spirits Programme award winners.

Whilst there's no pressure to buy, no really, there is no pressure to buy, it is more about the experience and learnings you can take away to help you to shape the future, you can still place orders and benefit from some fantastic deals if you so wish.

The pages ahead provide a simple guide to navigating the show, a summary of the exhibitors, some really relevant articles that will lay the foundations for your trade show experience and an overview of some of the lines you may want to consider for 2021 when things hopefully return to some semblance of 'normal'.

Do enjoy the show and huge thanks for supporting the purchasing consortium, our suppliers, the NUS Charity income and in turn; our investment in the future of the student movement.



Lynn King
Trading
Support Director



*The information within this guide was correct at the time of publishing but may be subject to change

Finding your way around NUS Trade Show

Here's a quick download on how to navigate the platform as a virtual attendee and get the most out of the event.

HOMEPAGE

Type the URL: <https://nustradeshow.vfairs.com> in the address bar of your browser to visit the online event. We recommend that you use either Chrome, Safari or Firefox for best performance.

LOG IN

To log in to the show, all you need to do is click 'Log in' then enter your email address (the same one you registered with). This will take you to the lobby.

THE LOBBY – WHERE YOUR JOURNEY BEGINS!

You're now in the 'virtual environment' – exciting stuff hey!

The lobby is exactly that, your front entrance to the rest of the show. You can navigate to anywhere in the event from this room.

Above the lobby, you'll also see a navigation bar. Here's an overview of the tabs...

EXHIBITION HALL

This will take you straight to the hall where you can visit the stands at your own leisure using the arrows to move back and forth. Simply click on the stand image to visit the stand directly. You can find specific stands by using the Exhibitor Index which you'll find in the bottom left-hand corner of the Exhibition Hall.

When you've clicked on a stand, this is what you'll see:

- **Description:** A brief profile of the company/firm
- **Documents:** Displays a list of documents available which can be viewed by clicking on the view button
- **Videos:** Displays a list of videos available which can be viewed by clicking on the view button. If you've opted in to take part in sampling, you'll find the sampling session video in this list
- **Chat:** Clicking on the chat button will take you to the new window "Live Chat room" where you can ask questions and speak to suppliers directly – see instructions below
- **Order:** If available, click on this tab to see what products are available to add to your basket



CHAT

Click on the 'Chat' tab to be taken to the Live Chat room. Suppliers and visitors can have both public and private chats.

To initiate a private chat, simply click on a user (visible in the list on the right under 'online users') and start your one-to-one chat.

Some suppliers are set up with video chat capability. To initiate an audio/video chat, click on the small audio/video icon at the top of the private chat. There you'll see the option to start an audio/video chat.

VIDEO VAULT AND RESOURCES

These tabs contain all the resources and videos that suppliers have uploaded across all the stands.

STOCKING

Each exhibitor has uploaded useful information for you to pop in your Stocking as you move through the show. These are take-aways so you can access them at a later date. When you're visiting a stand, all you need to do is 'save item to Stocking' to ensure you can view it later.

You've got a few other tabs including lounges and auditoriums you can either reach using your navigation bar or by entering them through the lobby.

BASKET

If you're placing orders at Trade Show, the basket will collate all your orders so when you're ready, you can proceed to checkout. Please note that you can only place an order if you are authorised to do so for your students' union.

LOUNGE BARS

Take a moment to visit one of our relaxing custom built bars. Experts from LWC and Global Brands are ready to welcome you to The Lounge Bar or drop in to the Mountain Fresh Bar where Molson Coors show you how their products can work in your outlets.

AUDITORIUMS

We have two auditoriums. One for the Best Bar None and Cocktail awards showing from 5pm on both days, and our sessions auditorium full of really relevant presentations. Take a look at the [agenda](#) to find out more.

ANY QUESTIONS?

The Info-desk is the technical chat room where during the event a dedicated vFairs rep will be available to answer any questions regarding the virtual environment and how to access it. Just click on the banner which says "click here for tech support" and it will lead you to the Tech support chat room.

If you have a supplier question, use the chat function on each stand to contact the supplier directly, or if you have a general question regarding the show, direct these to jo.heuston@nus.org.uk or alison.hibben@nus.org.uk



Supplier Thanks

A massive THANK YOU to our suppliers who have worked tirelessly to create a fun and engaging show for you, our members, to enjoy. Many have created video tutorials and masterclasses that can be found on the video wall on each stand so please tune in and enjoy the content they've created.

If you have opted to receive samples **please don't consume them** before the show date as part of the experience will be to taste the products with suppliers via the videos.

There is a great opportunity at the show for you to find out about the sustainability credentials of brands and ask suppliers all about the work they are doing in this ever-important area. There are cool product launches and developments for you to discover too.

The pandemic has brought major challenges for suppliers, so it's been a difficult year within a decimated trading picture. Those exhibiting at trade show have done so to show their support for the student movement, to help you as trading outlets recover, and show that they are there for you in difficult times as well as the good times.

This guide acts as an almanac of loyal and trusted suppliers who are committed and want to communicate their support and the importance they place on the relationship with NUS and you, our collective members.

Please do give them your time at NUS Trade Show. Do engage with their content, find out more about them and how they can and want to help your students' union.



INSTALL THATCHERS GOLD & HAZE TO RECEIVE FOUR FREE KEGS.

Install both Thatchers Gold & Haze to receive 2 free kegs on install and another 2 free kegs after 12 weeks.

EST. 1904
THATCHERS
— THE FAMILY CIDER MAKERS —

for the facts
drinkaware.co.uk

*Customer to receive 1 FOC each of Gold & Haze on install. 12 weeks after the install has taken place the customer will receive another FOC keg each of Gold & Haze.

Best Bar None & Cocktail Awards

Earlier this year we were getting ready to celebrate and award students' unions across the country for their excellence at the University of Birmingham Guild of Students. Of course, our plans had to change, but we didn't want to let 2020 pass without acknowledging what should have been a night of celebration and achievement in responsible alcohol retailing, but also adding in a new section of awards in spirits and cocktail development.

Not only has the scheme almost doubled in recent years, with more and more students' unions taking part, but in the 2020 scheme; an outstanding 96 per cent of entrants achieved gold accreditation. Mystery customer scores improved across many SUs with a record number achieving 100 per cent in both the mystery customer and their assessment.

For members of the Cocktail & Spirits Development Programme, mystery customer audits returned not only improved scores, but there were great results for staff and service skills, including product knowledge and how these unions assisted customers in choosing the right drink for them.

Menus with great descriptors brought drinks to life and enabled students to make an informed choice about the quality and ingredients in their drinks. The flair and creation of the drink also went up a gear with union bar staff developing skills in quickly and efficiently preparing great looking drinks.



The awards auditorium at NUS Trade Show pays homage to the great work that has been done and will continue to be done as we recover in 2021. Join us at 5pm on both days as we host a special show with Smooth Radio's Jo Lloyd presenting the awards.

It's a perfect opportunity to come together, don your best festive outfit and raise a glass to students' unions everywhere – take a selfie and post it onto the NUS Tradeshow.com Workplace group and you may just win yourself a festive prize!

Thank you to our main sponsors LWC and Global Brands for supporting the virtual event and helping us to bring 2020 to a close with a celebration. Additional thanks to Cellar Trends, Britvic, Diageo and Edrington Beam Suntory for their continued support for the awards.



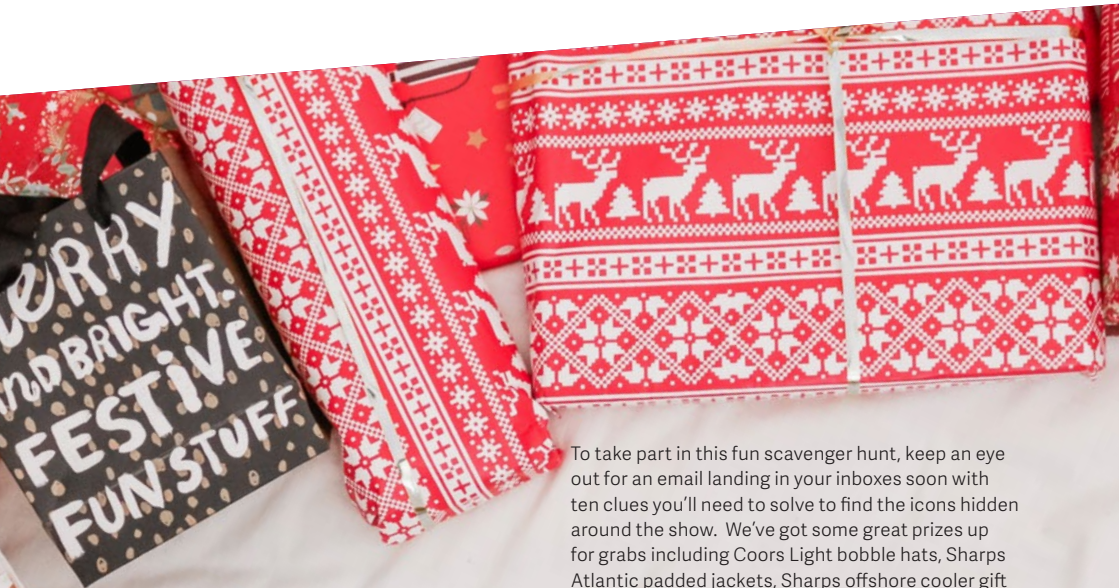
Relax and enjoy the show lounges

There's lots to experience at the show, including exclusive lounge bars for LWC, Molson Coors and Global Brands. These spaces are a little bit different and give you the chance to learn more about the brands they offer, and how they can work for your customers.

With SUs reporting an upsurge in students ordering cocktails and premium beer brands, there's plenty of opportunity to engage with the category and speak to serve experts to discuss how these products can work in your outlets. Simply enjoy the environments, play the content, and feel free to click to chat to the experts from each supplier to find out more.

Molson Coors also have sharer jugs, beer carriers and Coors Light aluminium ice buckets available for outlets on their stand and in their lounge.

GLOBAL BRANDS



The hunt is on!

We've hidden festive icons throughout the show. All you need to do is solve the clues to find out where they are - but watch out for the red herrings – we couldn't make it too easy!!!

To take part in this fun scavenger hunt, keep an eye out for an email landing in your inboxes soon with ten clues you'll need to solve to find the icons hidden around the show. We've got some great prizes up for grabs including Coors Light bobble hats, Sharps Atlantic padded jackets, Sharps offshore cooler gift packs and a bit of Christmas cheer with cases of Coors Light, bottles of Arber original and pineapple gin, Old Jay Cherry and Gold Rum as well as a case of Primi Soli Prosecco to give away and a Christmas hamper with £150 worth of spirits and soft drinks!

Anyone over 18 can take part so let the festive fun begin as we count down to Christmas!

Win a Christmas cocktail hamper worth £250 courtesy of LWC and Global Brands

This year we've launched a Christmas Cocktail Competition that's open to all to enter.

We're looking for easy-to-create and eye-catching drinks that have a festive twist and would appeal to your students. Simply post your festive recipes on the [Tradeshow.com Workplace group](https://www.tradeshow.com) and we'll be making your drinks and demonstrating them in the LWC sessions.

You don't need to be bar staff, you just need to have taste buds for flavour and an eye for garnishes and presentation. Find out more on the [NUTradeShow.com Workplace group](https://www.nustradeshow.com)





NEW FLAVOUR!

AVAILABLE IN 275ML NRB JAN 2021

NO1 FOR STUDENTS FOR
6 YEARS RUNNING*



POS TO SUPPORT

Pop-Sockets for giveaways T-Shirts for staff



#WEAREVK

f VKDRINK

🐦 VK_OFFICIAL

📷 VKDRINK

VKOFFICIAL.COM

*NUS drinks tracker 2019



nus
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Sessions Auditorium

TRADING THROUGH COVID AND BEYOND

2020 has undoubtedly been a challenging year that has not only begun to transform how we communicate and manage our spaces but also how we guide behaviours and usage from student customers on a number of levels. Engagement is the key.

With footfall into our spaces currently at an all-time low, customer journeys are now far more likely to involve more channels than ever before. Passing trade cannot be relied on and the conversation on the student digital customer journey has intensified.

Focussing on building for the future, day one sessions concentrate on creating a digital strategy that harnesses digital tools and gets them working together to help you understand more about your student customer and engage with them wherever they are.

Ultimately, having the optimal digital journey means doing the right thing for your students. It means they should have a better experience of the whole of your students' union – one that is tailored and appropriate for them on a personal level. It should enhance their engagement as a whole and make them more likely to want to visit, stay, eat and drink (in the longer term).



Tuesday 8 December – Day 1

10:00

Leading Hospitality Research agency CGA will provide you with a market overview for the short, medium and longer term in the COVID Landscape and look at the key trends that are shaping student segmentation, behaviours and purchasing as the pandemic develops.

11:00

Ann Elliot Hospitality Consultancy talks to Digital thought leaders to demystify 'The Digital Journey' within the context of not for profit organisations and student consumers so that unions can plan to harness student engagement for good.

12:00

Stuart Sykes Head of Digital for AF Blakemore lifts the veil on The Digital Convenience Store, and details the considerations, pitfalls and successes of moving to an online convenience delivery business and the performance they have seen on their journey since April.

14:00 Sponsor session:

How Global Brands are responding to the global pandemic. As a brand-owner and supplier, the coronavirus pandemic has forced huge changes in ways of working for Global Brands. In this talk the Global team describe some of the challenges they have faced and how they are trying their best in an ever-changing situation to overcome them whilst staying true to their brand values.

This session will cover Late night high energy, brand positioning and sustainability.

15:00 Sponsor Session:

LWC: Covid and the cocktail category. As this category accelerates in importance through the pandemic for students, this session will look at the challenges and new ways of working when creating great drinks and how to overcome them.

LWC's master mixologist will demonstrate easy solutions and will showcase some of the great unions are doing. They will be making some festive drinks from union personnel and awarding one winner a **Christmas Cocktail Hamper** worth £250.

All sessions are semi-live. This means that the host has pre-recorded their content and it will be accessible at the session start time. However, they are also available on a live panel at the same time to answer your questions during and after the presentation.

Wednesday 9 December – Day 2

A second chance to see some of the sessions again plus new sessions focusing on operational challenges arising from the pandemic. These sessions will answer twenty key questions on the impact of the pandemic, the challenges, the learnings and the successes, aiming to leave delegates with practical trading advice from commercial professionals with a wealth of experience within the student union movement across retail, catering and licensed areas and from smaller and larger trading unions.

10:00

Leading Hospitality Research agency CGA will provide you with a market overview for the short, medium and longer term in the COVID Landscape and look at the key trends that are shaping student segmentation, behaviours and purchasing as the pandemic develops.

11:00

Sustainability through COVID – returning to best practice around disposables.

Aqeel Kapasi, ethical supply chain co-ordinator at NUS looks at the increased usage of disposables during the pandemic and key considerations around returning to best practice whilst also being COVID- safety compliant.

12:00

Learnings from the frontline – Senior managers and operations staff from Students' Unions around the country share their experiences, successes and learnings across all trading areas in trading through the pandemic.

13:00

Learnings from the frontline. Covering a different range of questions, this second session features more real-life and practical experiences from a range of experienced professionals within the student movement on trading through COVID.

14:00 Sponsor Session

VK: How Global Brands are responding to the global pandemic. As a brand-owner and supplier, the coronavirus pandemic has forced huge changes in ways of working for Global Brands. In this talk the Global team describe some of the challenges they have faced and how they are trying their best in an ever-changing situation to overcome them whilst staying true to their brand values.

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All sessions are semi-live.

AB-Inbev

Corona Draught is the newest chapter in the sun-kissed story of Corona beer, and we'd love to bring this premium beer drinking experience to your bar. University students have always enjoyed Corona bottles, and we're positive our draught equivalent will be held in the same regard as we make the standard beer on tap experience more... Corona. A plastic-free, wood, and metal tower that also stores limes. An easy on the eye set of Corona glassware for pints and half-pints. A world-renowned naturally refreshing taste that is adored from the beaches of Mexico to the student bars of the UK.



Brakes

Brakes are the UK's largest foodservice supplier and are proud to serve students' unions across the UK. We're here to support all of our customers in these challenging times, and have a wide range of fresh, frozen and ambient products – all of which continue to have excellent availability. Our friendly drivers are temperature checked every day, and offer contactless deliveries to help keep our colleagues and your catering teams safe.

Brakes are delighted to attend this year's virtual NUS Trade Show. On the Brakes stand you'll find a selection of dishes which use minimal ingredients to help control wastage and help kitchens budget. Our easy-to-make recipes are brought to life in a series of short videos, and have been developed by Colin Salmon, Brakes Development Chef with kitchen social distancing in mind. Our burgers, pizza and chicken wing ideas all work well as a take-away offer so students can continue to have tasty options whilst on campus.

Our specialist university team are on hand to take you through what Brakes can offer at the virtual event so please do get in touch, we look forward to hearing from you!



Britvic

In October, Britvic announced it had reached an agreement with PepsiCo for a new and exclusive 20-year franchise bottling agreement in Great Britain for the production, distribution, marketing and sales of its carbonated soft drink brands. This new agreement also includes the Rockstar energy brand, which Britvic took responsibility for from 1 November 2020.

Britvic also announced its intent for all plastic bottles including both Britvic-owned and PepsiCo brands in GB to be made from 100% recycled plastic (rPET) by the end of 2022 – three years earlier than originally planned, demonstrating both companies' commitment to sustainability and a healthier planet.



Cellar Trends

At Cellar Trends we aim to Bring Drinks Brands to Life. We work with premium brands on delivering high quality drinking experiences. Those premium brands include some of the most famous names in the world including Luxardo Brockmans NV absinthe and many more.

This year, the trade show may be a little different, but we will still aim to support NUS and the trade even more with some great new products and some amazing offers.

Everyone who visits the Cellar Trends stand and joins us for a chat will be entered in to a prize drawer to win a Cellar Trends drinks hamper.



Coca-Cola European Partners

CCEP offers consumers some of the world's leading brands and a wide choice of soft drinks in regular, low or no sugar variant.



CCEP offers soft drinks for every occasion in different sectors: colas (Coca-Cola, Coca-Cola Zero Sugar and Diet Coke), flavour carbonates (Fanta, Dr Pepper, Sprite and Lilt), water (Glacéau Smartwater), energy (Coke energy), mixers and lemonade (Schweppes), juice drinks (Oasis, Capri-Sun), and coffee (Costa coffee can).

Did you know that all our cans and bottles are 100% recyclable and that our plastic bottles are made with 50% RPET?

Please come and visit our virtual stand to find out more about some new products as well as some information on sustainability, and how we can work together in 2021 to drive incremental sales.

Diageo

Diageo is a global leader in beverage alcohol with an outstanding collection of brands across spirits and beer – a business built on the principles and foundations laid by the giants of the industry.

We have over 200 outstanding Brands – old and new, large and small, including Smirnoff Draught Cocktails, Guinness, Hop House 13, our fantastic Whisky range and Gordon's Flavours.

We have produced detailed videos to help collaborate with your outlet, and how these brands can help grow sales with activations in bar.

If you'd like a regional account manager to visit, please call our Quality Contact Team on 0845 7515101.

DIAGEO

Co-op Franchise

Co-op is the UK's leading convenience retailer and have witnessed an incredible 7 years of LFL growth.

Our franchise estate continues to grow rapidly, and we currently operate in the education / university sector with 6 stores, with many more planned for 2021.

We are not only seeing strong commercial returns, but also delivering on our vision to maximise the value we generate for members, communities and other stakeholders, 'co-operating for a fairer world'.



The Fresh Food For Now Company - Urban Eat the students' favourite for a decade!

Urban Eat may have a new home, but our mission remains the same – providing consumers with everyday great food experiences, through our tasty ranges in an evolving market, reflecting modern day food trends.

- Providing Food to Shout About since 2010!
- Long established relationships within the education sector.
- On-trend ranges with student appeal such as Roots Meat Free.
- Ability to offer you a full range including breakfast, lunch, hot, pastry and snacking.
- A proven support package including POS, giveaways, vouchers and media investment.



VISIT OUR E-STAND TO SEE OUR OFFERS

PRE-BOOK your tradeshow meeting with us, and be entered in to our **CELLAR TRENDS CHRISTMAS HAMPER DRAW***



BUMBU AMARETTO SOUR

25ml Bumbu
25ml Luxardo Amaretto
25ml Finest Call Lemon Juice
25ml pineapple juice

TOP AMAZON REVIEWS
amazon
#7 BEST SELLING RUM

Triple digit growth
+153% YTD*



Please contact Alec Simpson, National Account Manager for further information.
alec.simpson@cellartrends.co.uk, 07770588763

*Hamper contents: Winner chooses 4 x spirits & 4 x cocktail products from listed range.
Prize includes seasonal hamper food and will be presented in a premium wicker hamper.
Source: ACN 27th June 2020, CGA P13 2019

Global Brands Ltd Reliable yet innovative

We create insight driven, great tasting products supported by brilliant activity for the student market. There's VK, voted as students No 1 RTD brand 6 years running*, and Hooch which has had the most successful RTD launch of 2020** with its awesome Pink Hooch. There's the back bar staples of Corky's and Jungfrau as well as the new player Shake Baby Shake – the second biggest canned cocktail brand in the UK off trade*** and premium softs and tonics from Franklin & Sons. Make sure to visit our virtual stand to find out more about our fantastic portfolio.

GLOBAL BRANDS



Heineken

Our flagship Heineken brand is, and always will be, at the heart of who we are. A premium brand, demanding a high RSP within its category and loved by consumers around the world. When our A-yeast is added, this is when Heineken magically transforms into the brew we all know and love. Its world class sponsorship platforms are a very unique and admirable way for Heineken to connect with many of its consumers.

Heineken continues to grow and particularly hits the mark with young, professional strivers making their way in the world. This brand over indexes on group and higher tempo occasions – perfect for the university world!



Halewood Artisanal Spirits

Over the past couple of years, the Dead Man's Fingers Rum brand has gone from strength to strength, now offering an extensive flavoured rum portfolio in the market. Dead Man's Fingers Rum has brought innovation to the Rum category, evolving the perception of rum from cheesy pirates to something contemporary and premium. Each delicious flavour variant has been carefully developed to reflect the latest flavour trends, whilst also tapping into the popularity of the UK's most-loved cocktails and turning them on their heads. So whether it's a Mojito with Dead Man's Fingers Lime Rum, a Porn Star Martini with Dead Man's Fingers Passionfruit Rum, or even a simple Raspberry Spritz with Dead Man's Fingers Raspberry Rum, the range provides a truly exciting and versatile offering.



JSW Uniwear - Organic Hoodies and Sweatshirts from £8.99 – Sale or return offer

Offer more sustainable merch with our organic range at a price that will sell. We offer a sale or return service. Request a free sample for your review. Organic Hoodie at £9.99 is the best value hoodie on the market as is the sweatshirt at £8.99.

Increase your sales with our drop shipping service. Offer products on your website that you don't stock in your shop. We will print and despatch it on your behalf. It's ideal to increase the amount of products you can offer and make money without holding stock. You may only stock a limited amount of colours of a hoodie in your shop but you could add numerous extra styles, colours or sizes up to 6XL on your website which you won't have to stock. We will fulfil the order and send you your commission.

JSW Uniwear
university fashion

Molson Coors



Molson Coors are excited to partner with NUS again this year, bringing to life and supporting our market leading brands Such as, Coors, Doom Bar, Pravha, Aspoll and Rekorderlig to members and students.

This year we are diving into our full range, with exciting plans for 2021 and beyond. Visit us at our two platinum trade stands and our exclusive Carling Lounge and truly immerse yourself into the world of Molson Coors Beverage Company, the largest supplier of beer to the on-trade in the UK.

Our category insights will help unions make the right choices for their bars and make the most of the experiences for students in their venues. This year we have some fantastic sampling sessions to get involved with and some winning trade deals to take away.



Suntory Beverage & Food GB&I

Ribena rolls out major packaging redesign to its most sustainable bottle yet –100% recyclable, still made from 100% recycled plastic.

Ribena, the number one juice drink in the UK[i], is unveiling an eye-catching new design that will make it the largest soft drinks brand with bottles that are made from 100% recycled plastic and are 100% recyclable[ii]. All Ribena Squash and Still Ribena 500ml bottles are made with 100% rPET and have been since 2007. Every bottle, once recycled, will now have the optimum chance of being recycled into another drinks bottle. This design makes another significant positive step, with a reduced label size saving 202 tonnes of plastic per year.



STAEDTLER

STAEDTLER's writing, colouring and drawing instruments are the perfect products for university life. From our famous red-and-black striped graphite pencils to our best-selling triplus® fineliners, STAEDTLER offers a comprehensive range of stationery that is ideal for all university needs.



Whether your students are looking for ballpoint pens to write their lecture notes, highlighters that won't smudge, or erasers and pigment liners for a design project, we've got you covered.

Visit the STAEDTLER stand to discover a plethora of exciting, high-quality STAEDTLER products - the ideal addition to your union shops to help students make the most of their studies.

The Wicked Coffee Company Ltd

We have some exciting news at TWCC regarding our range of 6x1kg espresso beans that we'd like to share with you. Our popular blends, Fairtrade Diavolo Beans 6x1kg and Fairtrade Italian Roast Beans 6x1kg are now available at permanently lower prices and we've introduced three new contemporary blends to the range; all at competitive prices. What's even better news is that we're offering 33% off the entire 6x1kg espresso bean range during NUS Trade Show so please make sure you pay us a visit and stock up!



Cruzcampo Spain's best-selling draught beer – Via LWC Drinks

Brewed in Andalucia, Spain since 1904, Cruzcampo is a vegan-friendly, Pilsner-style lager with a blonde colour and consistent foam.

With its light, fruity aroma, Cruzcampo has an air of ripe apple which stands out over its balanced flavour of malty sweetness and soft bitterness.

Its light body provides a pleasant mouthfeel which satisfies the palate and makes way for a compelling, bittersweet finish.

With over 700 million glasses sold every year, it's clear to see why Cruzcampo is Andalucia's number one selling beer and Spain's best-selling draught beer.

At 4.8% Cruzcampo Especial is available for installation in a 30ltr keg.



Roku Japanese Craft Gin

Crafted by Japanese artisans, ROKU is a multi-layered, perfectly balanced gin combining both traditional and six uniquely Japanese botanicals harvested at the peak of their season to extract the best flavour. These include sakura leaf and sakura flower for spring, sencha tea and gyokuro tea for summer, sansho pepper for autumn and yuzu peel for winter.

Evoke the spirit of Japan with a Japanese G&T, add 25ml of Roku to a glass filled with ice, top with chilled tonic water and garnish with a slice of fresh ginger. Visit the Edrington-Beam Suntory stand to find out more.



Red Bull

Red Bull are delighted to be part of this year's NUS Trade Show and look forward to welcoming you to our virtual stand. Come visit us to discuss our promotional deal "buy 6 get a case free" on offer and how we can further support you with our various tools on campus in 2021. We are also really excited to share with you our new product; Red Bull Watermelon edition, available now via NUS. Don't miss out on our sample packs to try! We look forward to seeing you.



Molson Coors



The UK drinks market is an exciting place to be! As a world leading brewer, Molson Coors need to ensure we always have the best portfolio for our customers. As beer and cider sales are vital to unions, we need to ensure our range is fit for purpose, responding to the latest trends and more importantly, meeting student demand. Mainstream lager brands represent 50% of total draught lager sales in the UK and are stocked in 74% of outlets across the country. This category is vital from a value and volume perspective and will remain so for years to come, therefore we are thrilled that NUS are partnering with Carling for mainstream lager. Come and see us for the latest exciting information on supporting unions with Carling and Carling Black Fruits this year.



GLOBAL BRANDS SUPPORTING WHERE IT MATTERS

Support we can offer:



Screen Media



Social Assets



Menus



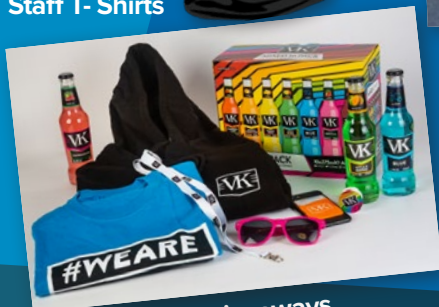
Staff T- Shirts



Posters



Branded parasols



POS giveaways

...and visually
impressive EVENT
KITS scaled to suit
any setting or venue

Suppliers A-Z

Please note this listing was current at the point of guide design and may have been updated since.

AG Barr

Whether it's our iconic IRN-BRU, our market leading RUBICON, or our Scottish springwater STRATHMORE; our brands offer people a choice of great tasting products and bring exciting innovation to the market.

Air Products

Our Carbstore gas system helps you to dispense great tasting drinks, safely and easily. The remote fill point means that no staff are needed for deliveries – perfect social distancing!

Asahi UK

Asahi UK builds on centuries of brewing heritage to develop leading Super Premium Beer and Cider brands; including Peroni Nastro Azzurro, Asahi Super Dry, Meantime, Fuller's and Cornish Orchards.



Bacardi-Martini Ltd

Our passion for crafting the finest spirits and our determination to disrupt the industry have taken us on an amazing journey.

We have a world-class portfolio of more than 200 brands and labels, including BACARDÍ® rum, GREY GOOSE® vodka, BOMBAY SAPPHIRE® gin, MARTINI® vermouths and sparkling wines, DEWAR'S® Scotch whisky, and PATRÓN® tequila.

Blakemore Wholesale Distribution

Blakemore Wholesale Distribution is the distribution partner of choice to the NUS retail channel and offers a comprehensive range of ambient, chilled, and frozen food solutions.

Brakes

Brakes are delighted to share some tasty food to go recipes in a series of short videos which have been developed by our Development Chef, Colin Salmon.



Brecon Careg Ltd

Brecon Carreg, Welsh Natural Mineral Water. Our bottles are 100% recyclable, we own an ethical shopping guide accreditation, and we protect and sustain our environment and land for future generations.

Britvic Soft Drinks

Britvic Soft Drinks – home to some of the most iconic drinks brands in the world. We're a truly dynamic company putting our customers at the forefront of what we do.



Brown Forman UK

At Jack Daniel's we'll always make more whiskey, but we can't make more moments. We only get one shot at this crazy ride, so 'Make It Count'.



Budweiser Brewing Group Cider Brands

We are Budweiser Brewing Group, a proud part of AB InBev, the world's largest brewery! In England and Wales we distribute Magners, Magners Dark Fruit and Orchard Pig Ciders!

Budweiser Brewing Group



We are Budweiser Brewing Group, a proud part of AB InBev, the world's largest brewery! We own Stella Artois, Corona, Budweiser, Bud Light and many more exciting beer brands.

Clear Brew Ltd



Established in 2006, working alongside Brewfitt and the NUS our 3 or 6 weekly fully managed non-contractual service adds real value, improving dispense quality, increasing profitability. We currently manage nearly 2000 establishments throughout the UK.

Coca-Cola European Partners



Coca-Cola European Partners makes, sells and distributes soft drinks for every occasion. We offer consumers some of the world's leading brands, and a choice of regular, low and no sugar variants.

Co-op

Co-op is the leading convenience retailer with store formats to suit all locations with quality food, brands, and consumer initiatives which resonate with partners and students alike.

Diageo



Diageo is a global leader in beverage alcohol with an outstanding collection of brands across spirits/beer. These include the likes of Guinness, Bulleit Bourbon, Smirnoff Draught Cocktails and Gordon's Gin.

Eat Real

Eat Real is a healthier snack that never compromises on taste or natural ingredients. We are Free From, Vegan and Gluten-Free, genuinely healthier than traditional crisps, and win on taste.

Edrington-Beam Suntory UK



Edrington-Beam Suntory UK, a joint-venture of Edrington and Beam Suntory, is the UK's number one whisky supplier boasting an exceptional whisky and spirits portfolio including The Macallan, Maker's Mark, Highland Park, Roku and Courvoisier.

Einstök

Einstök, Icelandic craft beers brewed South of the Arctic Circle, here water flows from rain and prehistoric glaciers down Hlíðarfjall Mountain through lava fields, delivering the purest water on earth.

EMMI UK



Emmi CAFFÈ LATTE is made with real Arabica coffee beans and fresh milk. We are the only major brand to use real ingredients without stabilisers for a barista quality taste.

Exaclair

Offering a wide selection of quality notebooks, filing, organisation and fine art products from the Exacompta, Clairefontaine and Rhodia brands, including ranges such as Chartwell, Europa, Forever and Goldline.

FBO Educational Supplies

FBO Educational Supplies replace Hamelin Brands Ltd on the NUS Tender from July 2020! We continue to supply the popular Oxford Campus range together with our signature University branded books and files. Order yours today!

Fever-Tree

If three quarters of your G&T is the tonic, wouldn't you want it to be the best? Fever-Tree helps you to create delicious simple premium mixed drinks.

The Fresh Food For Now Company - Urban Eat

An NUS Partner for the £3.30 Meal Deal, we supply leading brands such as Urban Eat and Ginsters, alongside many other student favourites through our nationwide delivery fleet.



Funnybones Foodservice

Leading importer and distributor of delicious, innovative, multi-temperature world foods for foodservice: Authentic American, Marvellous Mexican, Tasty Tex-Mex and Delicious Caribbean!

www.funnybones.co.uk

Passion - Taste - Innovation - Service

Glanbia Performance Nutrition

Optimum Bar - 5 flavours. ON Crispy Bar - 3 flavours. Optimum Shake Choc/Van/Straw. BSN Protein Low Sugar Protein Bar - 3 flavours. BSN Protein Flapjack - 3 flavours. Nutramino Nutra-Go Protein Wafers.

Global Brands

Global Brands is one of the UK's leading drinks suppliers; an independent company with a long-standing relationship supplying much loved brands such as VK and Hooch to NUSL.

GLOBAL BRANDS

Golding Products Ltd

Your trade partner for all things tech! 100% Sale or Return. Industry best prices to give you best profits! Proven sellers. www.essentials4students.co.uk Free samples upon request. at the show.

graze

graze, better snacks for healthy profits! Healthy snacking is worth £88m in the convenience channel. Stock up on leading healthy snack brand graze, now!

Halewood Artisanal Spirits

HALEWOOD
ARTISANAL SPIRITS

Halewood Artisanal Spirits is an independent UK-based producer of artisanal spirits and beer. Our brands include Whitley Neill, Tequila Rose, Dead Man's Fingers, Crabbies, Aber Falls, JJ Whitley, Liverpool Gin and Peaky Blinders.

Handmade Speciality Products

Handmade Speciality Products is a family bakery based in Coventry. Using quality, responsibly sourced ingredients, we manufacture delicious, individually wrapped muffins, flapjacks, cookies, impulse bars. Perfect for Grab & Go!

Heineken UK Limited

From great people, to world class sponsorship platforms and a brand portfolio, across beer and cider, to cover every consumer occasion, we've got it covered!



Hi-Spirits

Do you want to bring the fun to 2021? Experience 'The Spirit of New Orleans' with Southern Comfort; learn about 'Passionate Twist' cocktail and get slushie machines for your bar!

THE **NUMBER 1** SPORTS & ENERGY DRINK

MULTI-BUY OFFER AVAILABLE OVER TRADE SHOW PERIOD.
VISIT OUR VIRTUAL STAND FOR MORE DETAILS!



RED BULL SHARE
CONTINUES TO
GROW AT AN ON
PREMISE HIGH OF
84%

HOW TO SERVE RED BULL

THE ORIGINAL OPTION

VODKA & ENERGY
VODKA & SUGARFREE

THE RUM OPTION TROPICAL RUMBULL

A RED BULL TROPICAL
EDITION CAN WITH SPICED RUM

THE SOLUS OPTION

ENERGY, SUGARFREE
& TROPICAL

THE GIN OPTION WATERMELON GINBULL

A RED BULL SUMMER
EDITION CAN WITH GIN

Sources:

CGA Measurement Service P2 2020

CGA On Premise Measurement Service P02 2020 Packaged SKU's, Restaurants, Casual Dining Restaurants and Bar Restaurants removed

ILS Europe

ILS (Europe) Ltd specialises in the manufacture and distribution of NRG branded Mobile Phone Accessories.

2 Year warranty. £75 Minimum order value. Next working-day delivery. Display stands available.



Innerglass / IG Group

Please visit the team from INNERGLASS. We have lots of new ideas on compostable and biodegradable takeaway food and drink packaging, and quirky serving ideas for Uni's to experiment with.

JSW Uniwear



We can offer you your own webstore FOC branded with your logos. We fulfil the order and pay you. Ideal for colours/sizes you don't stock. Organic range available

KETTLE® & Metcalfe's®

Welcome to KETTLE® & Metcalfe's®



Great tasting hand cooked potato chips made with care, seasoned with real food ingredients. Delicious popcorn and rice cakes, all super tasty and gluten free.

LOVE CORN

We're LOVE CORN and our delicious crunchy corn kernels are packed with flavour and made with love. We're delicious, plant based, gluten free - meet your new favourite snack!

LWC Drinks



LWC Drinks is the UK's largest independent wholesale distributor of beers, wines, spirits and soft drinks. Delivering so much more than just drinks, LWC has been providing excellence in service since 1979.

Marstons

Estrella Damm 50ltr Keg (Premium World Lager). Shipyard American Pale Ale 50ltr Keg (Craft Keg Ale).

Molson Coors



For more than two centuries, Molson Coors has been brewing beverages that unite people throughout the world for all life's moments, producing some of the most beloved and iconic beer brand ever made.

Molson Coors, partnering with NUS bringing to life our market leading brands. Sharing exciting brand plans for 2021 and beyond. Category insights and tools help unions make the right choices.

Mondelēz International

Mondelēz International empowers people to snack right in over 150 countries around the world. We're leading the future of snacking with iconic global and local brands.

MSL

Transform your digital experience with the MSL System; online elections, student voice, volunteering & employability, clubs, societies, events, advice & advocacy – do more to engage with and support your students.

Natural Balance Foods



Natural Balance Foods makers of Nakd and TREK. A young British company devoted to increasing world happiness with yummy healthy snacks. We make delicious, good-for-you munchies and try spread a little joy along the way.

NUCO International Ltd

nu: Notes are showcasing their innovative ranges of notebooks including the eco-friendly nu: evolve and stone ranges along with vibrant nu: cloud and spectrum ranges. Visit their stand today!

Premcrest

We are a leading wholesale distributor of healthy, vegan, organic, free-from, natural, eco-friendly, keto and ethical products. We carry many products that work very well within the University setting.

Pukka Pad

The Pukka Pad Group is the leading global manufacturer and supplier of high quality branded and own label paper pads and notebooks, filing and divider items.

Red Bull

Red Bull look forward to welcoming you to our virtual stand. Come visit us to discuss our promotional offers and how we can support you on campus in 2021!



SCI-MX Nutrition

SCI-MX Nutrition is a key player in the active nutrition category. We have a range of delicious, high protein snacks designed to appeal to today's health-conscious consumer.

Shindigger

FRESH TASTY BEER | Beer company founded by two former Manchester University students selling homebrew at student house parties. ShinDigger specialise in pale ales, IPAs and fruit beers.

Sproud

Sproud™

Sproud is a milk alternative drink derived from split yellow peas. Not only is it great tasting but healthy and environmentally friendly, A great addition to anyone's diet!

Staedtler

STAEDTLER is one of the world's leading manufacturers and suppliers of writing, colouring and drawing instruments, offering a comprehensive range of stationery perfect for university students.

Sustainable

Sustainable offers a luxury range of ethically manufactured, Fairtrade cotton/recycled polyester hoodies, sweatshirts, joggers and more.



Recently awarded 17 out of 17 "Best Buy" by the Ethical Consumer magazine.

Thatchers Cider

We're a family-run cidemaker based in Somerset. We craft a range of ciders including Thatchers Gold, Haze and Rosé, which have all been made with the same care and attention.

The Wicked Coffee Company

The Wicked Coffee Company is a leading national supplier to NUS with its premium range of ethically sourced coffee beans and a comprehensive range of ancillary support products.



Tiger

Tiger stationery has been supplying NUS shops for 30 years. We offer a great range of products at really sensible prices and we think, offer great value for money.

Tooty Fruity



We find snacks from around the world, snacks that taste and look amazing. We bring them to the UK where they're mixed and packed. We love them, and we think you'll love them too.

UNION SHOP & KITCHEN

A turn-key convenience store solution created exclusively for students' unions and fully supported by your purchasing consortium. This store is specially created for your students. A range of food-for-now, zero waste and essential grocery, offers students exceptional value on great brands, whilst supporting the student movement. Front and back-of-house technology solutions, along with staff efficiencies, training, service and support, underpin this retail concept. Sustainability is at its heart within the supply chain, products and fixtures.

With our delivery partner The Retailer Group, students' unions are supported with milestone planning and design through the delivery stages including business case reporting, 2D drawings, and a virtual fly through. You have complete professional support, project management and cost control at every step of the way.



UNION STREET KITCHEN

A high street quality quick service fast food proposition designed exclusively for students' unions and fully supported by your purchasing consortium. We offer turn-key solutions bespoke to unions catering for all dayparts with deep fill hot and healthy, indulgent and international eats. Our food offers your students exceptional value whilst supporting the student movement. The concept offers multiple price points and personalisation options. Skill levels, staff efficiencies, service speed and consistency underpin this offer which is suitable for dine-in, take-away or delivery models. Sustainability is at the heart of this concept within the product, packaging and fixtures.

Students' unions are supported with milestone planning and design through the delivery stages including business case reporting, 2D drawings, and a virtual fly through. There is complete professional support, project management and cost control every step of the way.

UKOS PLC

UKOS have supplied the NUS since 2009 with top quality products at affordable prices. We supply stationery, revision essentials, paper, filing products, plain and crested Diaries and much, much more.

Vitamin Well

Barebells is the fastest growing protein brand in last 52 weeks!

Barebells offers a broad range of protein-enriched alternatives to snacks and desserts that never compromise on flavour.

Weetabix Food Company

Visit the Weetabix On the Go exhibition stand for more information on our range, why we're still relevant and exciting news on our sustainability journey.



JOIN US FOR OUR TALK

“HOW WE ARE RESPONDING TO THE GLOBAL PANDEMIC”

“As brand-owner and supplier, the coronavirus pandemic has forced huge changes in ways of working. In this talk we describe some of the challenges we have faced and how we are trying our best in an ever-changing situation to overcome them whilst staying true to our brand values. We cover the challenges around Late Night High Energy, maintaining our Brand Positioning, and the Sustainability agenda.”

Join us Tues 8th and Weds 9th Dec at 2PM at the 2020 NUS Convention



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