

nus trading insight

Special offers for students' unions

January 2020



Inside:

Dry January creates a perfect opportunity...

Feed the future

*Focus on Commercial
Health Checks*

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Trade Show - 2 July 2020

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national union of students

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Welcome to the first edition of Trading insight for 2020!



I'd like to take a moment to reflect on 2019; a year of huge challenge and transition for NUS.

Since the announcement of financial difficulties in October 2018, NUS has been working to reform its governance and to deliver a solvent, more accessible and sustainable organisation for its members.

As you know, this has involved a huge amount of consultation and commitment from both our members and NUS staff. It hasn't been an easy journey but, as a result, NUS enters 2020 as a solvent organisation with new ideas, a democracy that is more modern and hopefully enjoyable, and a proposed new structure for two organisations, one that will champion student voice and another that will ensure we continue to develop and support students' unions throughout 2020 and beyond.

We did all this against the backdrop of major political uncertainty across the UK, culminating in a general election where 2.6 million young people registered to vote, many through the concerted efforts of NUS and its members.

From a commercial perspective, the uncertainty is set to continue. With Brexit on the horizon and no clear view of how the trading landscape will evolve, we can only continue to keep our finger on the pulse and ensure we're prepped and ready to react as and when we need to. NUS Trading Support

will continue to keep you updated, and will carry on negotiating the best prices and products for the student market whilst keeping our environmental credentials at the heart of our business.

For the year ahead, we have revamped the **Communities of Practice**, providing commercial staff in students' unions with strategic updates, market insight and data; invaluable in an ever-growing competitive market. We've also re-structured the **Trading Introduction Days**, which now align with Commercial Health Checks. The feedback from both these activities has been excellent. We're planning to arrange further events in 2020, so keep a look out on Connect, Workplace and Trading update for more details.

Our primary focus for 2020 is to **grow Purchasing Consortium membership** and continue our **ethical trading mission**. We've already taken huge steps in the right direction and with parent institutions now able to purchase direct from the consortium, we'd like your help to grow in this area. We see this currently as an 'opportunity on the doorstep' which could grow volumes and quickly offer better deals that ensure students continue to receive 'best value' across campus. This, in turn, sustains the volume and resultant deals you all enjoy.

With the changing shape of NUS as a group, the lens on the

purchasing consortium also needs some adjustment. To ensure we can continue to sustain the consortium and deliver best value back to members, we have therefore taken the decision to 'park' both the review of the beer retro scheme and the task and finish group looking at consortium rules. We need to give these issues detailed attention and consideration so will not be making any changes before the end of 2021/22. We are committed to fully exploring ideas with members through a consultation before any new proposals are presented. In the interim period we will ensure that everyone receives a copy of the rules as they stand now, including the compulsory buying categories, for the avoidance of any doubt, which we hope will be helpful.

I look forward to working with you all in 2020.

Erica Ramos,
Vice President, Union Development

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The customer services helpline is open 8.30am-5.30pm Monday to Friday. All calls directed through the helpline are charged at local rates, and may be monitored or recorded for training and security purposes only.

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January
Re-refresh they
deserve



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Aqua Libra is a premium infused sparkling water. A natural, more enjoyable alternative to drinking water.

Only 3 Ingredients;
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With no sugar, no artificial, and no calories, Aqua Libra offers health conscious consumers the perfect solution for a refreshing uplift.

Aqua Libra presents a great way to tap into health trends and drive sales

The Water Plus category is currently worth £276m and is expected to grow by 20% in the next 3 years* Source - Nielsen 12.05.18

Refreshingly Good

New Soft Drinks from Belvoir Fruit Farms

So, the new academic year brings fresh faces and a fresh range of delicious premium soft drinks into Union bars and cafés. Versatile as soft drinks and mixers, the Belvoir Fruit Farms range of cordials and lightly sparkling pressés is both a bar tender and student crowd pleaser.

Available in stylish recyclable 250ml aluminium cans and 250ml glass bottles will be three lightly sparkling pressés:

- Elderflower - Britain's #1 elderflower pressé* A delicious blend of hand-picked elderflowers, pressed lemons and spring water. Enjoy over ice or mix with gin or vodka.
- Raspberry Lemonade - 100% natural made with real pressed raspberries and lemon juice for a genuinely fruity taste with a citrus tang. Delicious over ice or as a mixer.
- Ginger Beer - Bursting with lots of fresh root ginger and natural lemon juice in spring water, it's fabulously fiery and seriously refreshing when chilled. Enjoy over ice or mix with vodka or whiskey.
- Plus, try Juniper & Tonic - infusing eight botanical extracts, it's the perfect non-alcoholic alternative to the classic G&T.

Also new are mouth-watering 500ml cordials; Elderflower, Ginger, Lime & Lemongrass and Raspberry & Lemon. The height of versatility, these can be diluted simply with still or sparkling water or added to cocktails and mocktails to bring superior taste and a bit of theatre to the union bar. Or mix in a pitcher with ice for easy profits and crowd-pleasing results.



All Belvoir's drinks are made on the family farm using honest ingredients you can trust - not an artificial sweetener, flavouring, colouring or preservative in sight. And with re-cyclable glass or aluminium cans, we show our care about the environment too.



For students who've chosen not to drink booze or for those who like something a little bit different with their spirits or in their cocktails, Belvoir is the refreshingly natural choice. Made simply and made for good times! And for bar tenders, it's a fresh and versatile range.



Belvoir range available through LWC - the UK's Largest Independent Drinks Wholesaler.

Check out Belvoir cocktails and mocktails for extra inspiration:
www.belvoirfruitfarms.co.uk/cocktails



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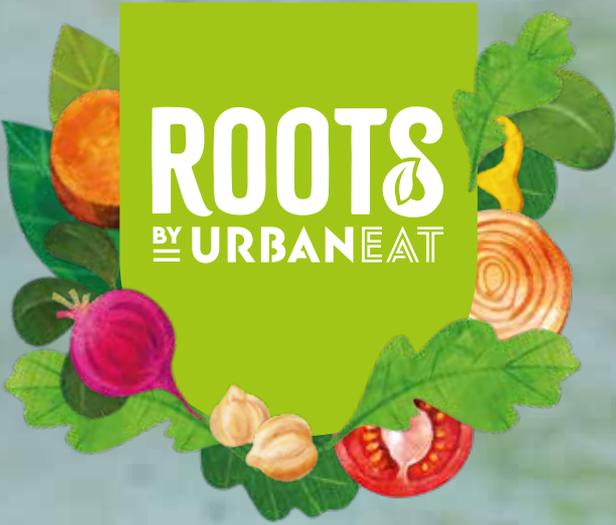


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*Source: YouGov

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桜花
sakura flower
shun
Spring
tasting notes
A very subtle flowery aroma



桜葉
sakura leaf
shun
Spring
tasting notes
A rich and elegant aroma



玉露
gyokuro tea
shun
Summer
tasting notes
A gentle and sweet aroma of green tea, with lots of "Umami"



煎茶
sencha tea
shun
Summer
tasting notes
Very refreshing, with slight bitterness



山椒
sansho pepper
shun
Autumn
tasting notes
A very refreshing lemongrass aroma, that adds a spicy kick to the tongue

SERVE SUGGESTION:

JAPANESE G&T

50ML ROKU GIN

200ML TONIC

GARNISH WITH GINGER STRIPS

WHY ARE JAPANESE TRENDS SO IMPORTANT TO CUSTOMERS:



INCREASE IN
TOURISM TO JAPAN
310.5k (+17%)

British tourists visited Japan in 2017



INCREASE IN
JAPANESE RESTAURANTS
3k+ Sushi restaurants

in the UK +200% in last 5 years



INCREASE IN
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EXPORTS

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in Japanese Whisky exports



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DRY JANUARY creates a perfect opportunity...

With an increasing number of students moderating their alcohol intake and choosing to drink better and drink less, there's a clear opportunity to offer students great quality, non-alcoholic drinks.

Recent Tracker and CGA information shows students engaging more with non-alcoholic products such as non-alcoholic spirits, ciders and beers, as well as mocktails and wines.

As high as 88% of students tell us they would be more likely to use their students' union bar for daytime social occasions if there was a better range of non-alcoholic products available.

But it's not enough to just stock the products – you have to have an easy-to-find, easy-to-read menu so your customers can understand what you're selling and make an informed choice.

There's a fantastic, best-in-class range of premium softs and mixers now available with additional flavoured sodas and tonics to mix with or without alcohol. So, there's

really no excuse not to have a strong selection of non-alcoholic, grown-up products for your non-drinkers to order. If you've been at the mercy of a watery cola mix off the gun; we recommend you read on and adopt new non-alcoholic serves for this growing customer base.

Here are two easy serves that we recommend for Dry January and beyond:

Seedlip Grove 42 & Belvoir juniper tonic presse

Seedlip is a triple distilled non-alcoholic spirit made with complex botanicals you'd expect to see in any gin – apart from the juniper! Grove 42 is orange based and as such, is fantastic built over

ice with an orange wheel garnish. To call it in a non-alcoholic G&T simply serve with Belvoir juniper tonic presse.

Deliver the same experience you would from a great G&T serve – just without the alcohol. Perfect

to drink when you're not drinking.

Franklin & Sons pomegranate, floral hibiscus and delicate rose

The range of infused sodas is only 49 calories per bottle. The pomegranate, hibiscus and rose is refreshing and balanced. It's not sugary at all so is perfect for those that want a cleaner tasting drink. You could however, add a drop of Belvoir elderflower and rose cordial to create a

delicately flavoured mocktail. Perfectly served chilled over ice, in a tall wine glass and garnished with pomegranate seeds.

If you'd like help in creating a great non-alcoholic menu, we can support you and there's also a ready-made template available for your use on Menu Maker now. <http://www.nusmenu.com/wordpress/wp-login.php>.

There's a whole range of non-alcoholic beer, cider and wine available too via LWC, so please ask your account manager or contact Jo.heuston@nus.org.uk for more details.



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AND THE FASTEST GROWING, CURRENTLY
HOLDING 27% SHARE OF MARKET*



Gordon's
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Feed the future

Having enough vegan and vegetarian options on your menu is not only good for business but for creating a more sustainable future.

Trading Support have solutions in place that ensure you're offering your customers produce you can trace back to the farm. Ethical Supply Chain Coordinator, Aqeel Kapasi, explores the issues surrounding meat procurement and how you can mitigate them.

Veganism, vegetarianism, flexitarianism: so many trends, so much information. How to navigate through? The food we eat, how it's grown, and where it comes from are crucial in our effort to tackle the climate and nature emergency, preserving life for humans as well as the other plants and animals we share this planet with.

Globally, agriculture accounts for 25% of greenhouse gas emissions, with meat and dairy being significant contributors. Whilst the increase in plant-based eating is welcome to help overcome this, vegan or not, it is also critical to consider how our food is produced if we are to move to a truly sustainable food system.

Intensive (factory) farming has the biggest negative impact on the climate, biodiversity and animal

welfare and our health. Examples include high carbon dioxide and methane emissions, pollution of land and nearby waterways from slurry and pesticides, higher antibiotic resistance, and mass deforestation to raise cattle or grow animal feed.

In the UK, chickens – which are often seen as a more environmentally-friendly and healthier choice – are predominantly factory farmed. Other types of meat that find their way onto our shelves are often also farmed in the same harmful way, whether that's because they've been transported 'fresh' from countries afar, or because they've been processed into mass-produced food products through global supply chains.

It's essential that we move away from these methods towards more organic, seasonal approaches that also support farmers and communities. Through this we can build a food system that is just, low-carbon, beneficial for land and wildlife, and healthy and nutritious.

Student demand

Commercially, there's a sound case for moving in this direction too:

according to research by charity Eating Better in November 2019, 76% of 18-year-olds consider the environment and climate change to be one of their top issues, with 25% being vegan or vegetarian⁽¹⁾.

Reducing meat options doesn't need to impact on your bottom line: a recent Cambridge University study of over 94,000 cafeteria meal choices found that doubling the vegetarian options – 25% to 50% – reduced the proportion of meat-rich purchases by between 40-80% without affecting overall food sales⁽²⁾.

Our own research with Friends of the Earth in 2018 showed that 52% of meat-eating students say offering a greater range of meat-free meals every day in campus catering outlets would encourage them to pick meat-free options over ones that contain meat. Providing meat-free options at a lower price than those containing meat would also motivate 42% to make the switch⁽³⁾.

So, with both a moral and commercial case, where to go from a trading perspective? Some suggestions are listed below.

Potential actions to consider

1. Champion ethical and organic farming methods for meat, dairy, fish and plants, namely by providing, whether in retail or catering,
 - a. significantly less but better meat, dairy and fish, and
 - b. significantly more and better fruit, veg, wholegrains and pulses
 (if both aren't done simultaneously there will simply be more options overall = more resources used = counterproductive!)
2. Set up a loyalty scheme such as Kale Yeah! - trialed at Portsmouth University with support from Friends of the Earth - where the purchase of six vegan or vegetarian main meals earned a free meal which can be veggie, fish or meat⁽⁴⁾
3. Run educational campaigns and marketing around the benefits of eating less meat and more veg, buying zero-waste, as well as the benefits of students eating at an SU food outlet
4. Trial products containing organic meat and dairy. Whilst this may be more expensive, it could be pitched as a premium offering alongside

more affordable vegan options

5. Where alcohol is sold, ensure vegan beers and wines are available – preferably separating on the menu so they can be easily found
6. Change the proportion of meat-based meals to include a greater vegetable content
7. When buying fresh meat, ensure full transparency over the supply chain, including where the animal has been sourced from, and opt for UK-grown.

Sources:

1. <https://www.eating-better.org/blog/climate-change-top-concern-for-british-teenagers>
2. <https://www.phpc.cam.ac.uk/pcu/veg-nudge-extra-vegetarian-option-reduces-meat-consumption-without-denting-food-sales/>
3. <https://sustainability.nus.org.uk/our-research/our-research-reports/sustainable-food/eating-less-meat>
4. <https://campaigning.friendsoftheearth.uk/kale-yeah/kale-yeah-guide-setting-veggie-loyalty-scheme>



Root, Swansea SU's plant-based shop & café

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Vegan Protein + Energy



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CHOC BROWNIE

204069 (16 x 50g)



COFFEE + WALNUT

204014 (16 x 50g)

INFINITY ENERGY



CHOC SALT CARAMEL

319628 (16 x 50g)



APPLE + CINNAMON

326872 (16 x 47g)



PEANUT BUTTER CRUNCH

319629 (16 x 50g)

PROTEIN POWDERS



COCOA + SEA SALT

203866 (500g), 205027 (12 x 35g)



VANILLA + CINNAMON

203857 (500g), 205016 (12 x 35g)



A COMMUNITY ON A MISSION

TRIBE Freedom Foundation

TRIBE Freedom Foundation was established by the TRIBE community in 2017. Our mission is to fight modern slavery and end human trafficking.

Inspired by Run For Love - an epic 1,000 mile journey to fight human trafficking - over 750 fundraisers have pushed their limits to raise +£250,000 for TRIBE Freedom Foundation plus 1p from every product sold is donated to the foundation.

We work by raising awareness of trafficking and supporting frontline projects to fight modern slavery. We empower the TRIBE community to create an impact.

Find out more at
tribefreedomfoundation.com



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Creamy Head**

American Hops

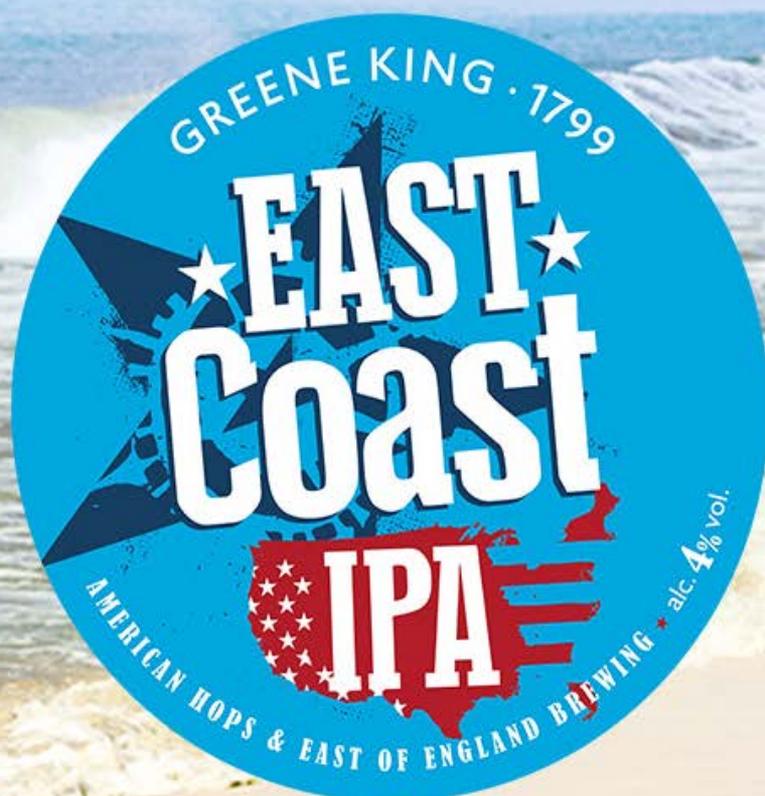
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and Refreshing**

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Drinking**

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Your SU shop is an INTERNATIONAL DESTINATION!

International foods are not only important for international students. This is a category very much on trend with broader student populations for everyday meal times of both lunch and dinner.

The Trading Support team have curated a best-in-class range of international foods that offer customers tasty meal kits, sauces, spices and more, and have planogrammed a full bay that will keep your students coming to your store as a destination for easily accessible, easy to prepare, good quality international cuisine.

Here's just a few of our favourite recommended products:

Street Kitchen Scratch Kits:

This range of kits captures authentic flavours of Vietnamese, Korean, Indian, Japanese and Thai street food. There are three simple steps in the kit and the dish is ready in 20 minutes.

Yo Sauces:

Already a brand loved by students and highly tracking out of home, your store can be the destination to purchase the flavours from a range of sauces, marinades and mayos to help students flex their culinary muscles and recreate their favourite YO! dishes at home.



Miso Tasty Meal Kits:

Miso Tasty has a range of miso soup kits, meal kits and miso cooking pastes. Hailing from the Shinshu region of Japan, their products carry a number of Great Taste awards and were recently endorsed by Jamie Oliver's TV show and his accompanying No.1 best-seller "5 Ingredients" cookbook.

Products include: Yaki Udon Noodle Kit, Ramen Noodle Kit, White and Red Miso Soup kits. Simply add protein and veg and the kit brings the dish to life in a Japanese stir fry inspired by the teppanyaki dish. These kits hit health conscious, superfood and vegetarian trends as well as being a core popular international flavour. Ready to eat in minutes!



School of Wok Bao Bun Kits:

Fluffy, pillowy white baos hit the Orient many years ago, but it wasn't until recently that they became a mainstream street snack in the West. With a clear love of burgers amongst students and all things bread, these softer, slightly sweeter breads are moreish and easy to make.

Capiscana seasoning:

Your students can transform a boring dish into a Latino experience. These sachets are an inexpensive way to add another dimension to meal times with Argentinian, Mexican and Brazilian spice mixes.

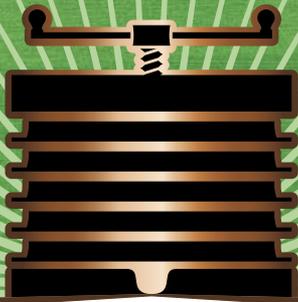
All of the featured and more are now available for you to stock via Blakemore Fine Foods, so you can transform your store into a destination for students looking for a great quality, easy-to-find and competitively priced, market leading international product; an ever growing on-trend category for students.

To learn more about the full range or to arrange a sampling event for your team to taste and try the range, contact Sammy.power@nus.org.uk



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- A third of 18-24 year olds DON'T drink at all¹
- 50% of adults are now moderating their alcohol intake²
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1 x BLADE machine
2 x 0.0 8L kegs
24 x glasses
POS kit

BLADE

8 LITER COUNTERTOP
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drinkaware.co.uk for the facts

DATA SOURCES: 1 - University College London, 2019

2 - IPSOS RESEARCH All LAD consumers in the UK n=424, 0.0 drinkers: n=186

3 - CGA Strategy 52 w/e 15th June 2019

4 - Haystack Quantitative In Home Testing July 2016

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Tall (50-100 cups per day)

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For more information, contact Claire Saint, claire.saint@uk.nestle.com

	Core Range	Optional*
DRINK RANGE		
Espresso based	Espresso Americano Latte Cappuccino Mocha Flat white	
Non-coffee	Hot Chocolate	
Tea	3 Teavana teas	+1 tea
Make it yours	Choose from BLONDE or DECAF for your second bean	+3 syrups
SELF-SERVICE DISPENSER		
Serve ware	Paper cups	Ceramics
Cup sizes	Espresso & Short	Tall
Condiment bar	Stirrers 1 sugar 1 sweetener	Sleeves +1 extra sugar

*in addition to core range

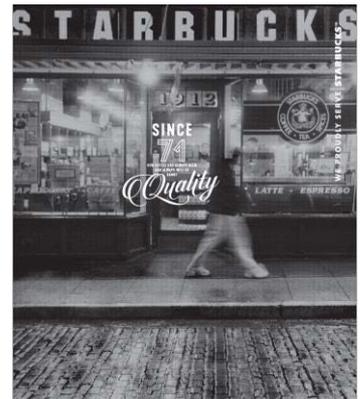
Services Required for the Coffee Equipment

POWER – 230v single phase (1 socket required for each electrical appliance, plugs provided)	A600	13 Amp
	Milk fridge	13 Amp
	Flavour station (optional)	13 Amp
WATER CONNECTION	G3/8" union nut - 15mm inlet pipe	
WATER WASTE	Standard 40mm trapped vertical outflow pipe	

Location of water services will define where the unit will be installed, with coffee machine always fixed to the left of the counter. Power sockets to be located no further than 1.5m from the bottom right of the furniture.



BACKDROP AVAILABLE
Pike Place



Depth (doors open): 1430mm

Renew your gin membership!

While students may be making new year's resolutions to join the gym, students' union bars may want to consider renewing their gin membership!

The gin boom shows no signs of slowing, but young people's drinking behaviours are shifting, with more choosing not just to drink less, but opting for healthier choices at the bar.

Young people in particular, are becoming a more health conscious consumer, looking for natural ingredients, no artificial colours or flavours, and less sugar.

Puerto de Indias Strawberry Gin is twice distilled using Andalusian wild strawberries, giving it a naturally sweet flavour with subtle hints of juniper and aniseed. With 35% less sugar than other leading pink gin brands, and no added flavourings or 'pink' synthetics, Puerto de Indias appeals to a gap in the UK gin market, offering gin lovers and non-gin lovers alike, a premium quality drink, without the premium price tag.

And **strawberries are a big hit!** In the UK this year, a whopping **42%** of consumers said they preferred strawberry over any other cocktail flavour in the market (CGA, mixed drinks report, Q1, 2019). Puerto de Indias - 'the original strawberry gin', is now the 9th largest gin brand in the world, selling seven million bottles in Spain alone and rapidly growing in the UK market. (IWSR 2018)

Puerto de Indias is a family owned business founded by two entrepreneurial brothers from Seville, Spain.

After success in the construction business, Jose Antonio and Francisco Fernandez acquired the historic distillery in their home village of Carmona. Los Alcores de Carmona Distillery was founded in 1880 and is one of Spain's oldest distilleries. It wasn't long before the two brothers began distilling and experimenting with regional fruits, like strawberries.

This great quality, great flavour, premium gin is now available via the purchasing consortium in periods 4 and 5 and is a must stock for sites. Proving gin is not just a drink for the summer, our serve suggestions illustrate just how versatile Puerto de Indias is whatever the season! Log in to NUS' Menu Maker for more inspiration: <http://www.nusmenu.com/uk/wp-login.php>.





PUERTO STRAWBERRY & BLACKBERRY G&T

- 5 smashed blackberries
- 50ml Puerto de Indias Strawberry Gin
- 125ml tonic water
- Optional cinnamon stick

Fill a copa glass with ice
Add the ingredients in listed order
Stir and garnish with fresh blackberries and a cinnamon stick

PUERTO MULLED G&T

- Soup kettle serve
- 3 litres apple juice
- 1 litre water
- 1 litre Puerto de Indias Strawberry Gin
- 1 litre tonic water
- 200ml gomme
- 4 cinnamon sticks
- 2 star anise
- 5 cloves
- 1 orange peel

Pour all ingredients into a soup kettle and gradually bring to temperature

Pour into glass, garnish with a cinnamon stick and 1 star anise



PUERTO MULE

- 50ml Puerto de Indias Strawberry Gin
- 4 lime wedges
- 125ml ginger beer

Fill a copa glass with ice. Add the ingredients in listed order and stir



PUERTO BRAMBLE

- 50ml Puerto de Indias Strawberry Gin
- 25ml lemon juice
- 10ml sugar syrup/ 1tsp caster sugar
- 20ml Le Jay Crème de Cassis or Chambord

Build all ingredients in a tumbler with crushed ice and stir. Garnish with fresh blackberries and a slice of lemon.





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* Data to 16/06/18 Draught Birra Moretti MATTY vs YA.
T&Cs: Unique fount where bar plan allows. Offer valid 6th Jan 2020 - 28th Feb 2020.

BIRRA MORETTI

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Aviation G&T

50ml Aviation American Gin
150ml Elderflower tonic
Cubed Ice
Pink Grapefruit Wedge



Mile High Mule

50ml Aviation American Gin
15ml Lime Juice
150ml Ginger Beer
Angostura Bitters
Lime



American Bramble

50ml Aviation American Gin
25ml Lemon Juice
12ml Sugar Syrup
12ml Crème de Cassis
Crushed Ice
Lemon Wedge
Blackberry



BEYOND plastic,

BEYOND waste

Awareness that single use vessels are a real problem is high, but there is a lot of confusion around how to best introduce solutions that work. Aqeel Kapasi takes a look at the problem.

Our awareness of the problem with plastic is ever-increasing.

Often the conversation focuses on the disposal element in terms of plastics finding their way into our rivers, beaches and oceans – to name a few of nature’s treasures. This is a major challenge we face, particularly with the increasing prevalence of microplastics as the larger plastics break down.

The *production* of plastics is also worth considering though: so many plastics are made using fossil fuels at a time when climate science is urging us to reduce our dependency on them. Even the recycling process uses resources including energy, in many cases dependent on fossil fuels again.

This should not negate the need to recycle – within a better recycling infrastructure – but to also focus on the more-important aspects further up the waste hierarchy i.e. reducing and reusing.

Simply moving from plastic packaging to, say, paper packaging for everything is not the answer either. After all, alternatives still must come from somewhere, whether that’s trees, mines or the ocean, and they may be less sustainable over their lifecycle.

Questioning if packaging is required at *all* for a specific item should be our starting point, and, if so,

how much and what it will be made up of. Using as much recycled content as possible is generally the best option instead of using new materials, even if they are from ‘sustainable sources’.

Compostable materials (degradable and biodegradable mean different things!) are sometimes framed as the solution in industry to single-use plastics. Whilst they do work successfully in some places, by and large the infrastructure to break down these materials industrially is not in place *consistently* across the UK and often they will end up with general waste in landfill, resulting in more harm. The same goes for our current recycling infrastructure, with much of our plastics (and electronic waste) being shipped to less-industrialised countries, where they end up causing further health and environmental problems. Thus, again, focusing on reduction of consumption should be the priority, with the reuse of existing materials secondary.

Given our student audience, it is worth noting how important students are in terms of sustainable behaviour change, as they are often in a moment of change when they arrive at university, and purchasing and lifestyle habits they pick up then may well last them a lifetime.

The solutions are well-documented and some more relevant to our sector are listed on the next page.

Potential actions to consider:

1. Assessing use of single-use materials across sites
2. Opening a zero-waste outlet or, if not possible, a zero-waste stand within an existing outlet
 - a. If you've already got a zero-waste shop, partnering with another outlet e.g. bar, to provide bar snacks
3. Considering stocking more ethical suppliers, including products that contain less packaging
4. Changing pricing structure to include levies for disposable use and discounts for reusables, whether that's students bringing their own or under an SU-run scheme
 - a. For cold and hot drinks
 - b. For takeaway food e.g. promoting reusable containers
 - c. For cutlery, straws, tissues
 - d. For bags
5. Phasing out disposable use of above items coupled with informative campaigns
6. Implementing refill stations for commonly-bought cleaning products, and working with SU cleaners to ensure they do the same
7. Exploring drinks dispensers in a retail setting instead of plastic bottles (contact us for this – would be great to do a pilot!)
8. Removing freebies/giveaways that include items that are only likely to be used a few times and then discarded
9. Composting any food waste by working with a waste contractor that can collect and compost it, or investing in an industrial composter on-site
10. Using loose tea in bulk instead of teabags
11. Promoting tooth tablets instead of toothpaste
12. Exploring milk delivery in returnable glass bottles from a local supplier
13. Exploring dispensers for milk and other common dairy products

Note: disposables should be made available at no extra cost for those who need them.

For any comments, questions or support, please contact aqeel.kapasi@sos-uk.org



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Score points with **LT plus!**

The Licensed Trade plus programme represents one of the biggest opportunities for a students' union outlet to recoup extra value out of the purchasing consortium as the products included often benefit from a generous retro discount.

However, when speaking to student union staff teams, it's clear there's often a lack of awareness of exactly how the scheme works so they're failing to maximise the potential financial benefit. Below is a best practice guide to ensure you receive the full financial benefit of this lucrative programme.

UNDERSTANDING THE CALENDAR

The Licensed Trade plus calendar is broken down into six periods, with the products listed in a certain period needing to be ordered, stocked and promoted within those dates to receive the retro discounts. The products in certain periods can also help to facilitate some activity-based promotions, for example in period 4 (6 Jan to 28 Feb) there are more of the American products included which can be linked with any Super Bowl promotions, or a gin festival using the promoted products in either period 2 or period 4.

COMPLIANCE SCORE

It's vital that students' unions maximise their compliance score to receive the full benefit of the programme, as half of the retro payment is based on compliance to the scheme. All of the brands in the relevant periods are must stock, although only one format needs to be stocked (i.e. stock the draught but not the can or bottle).

Products that have only draught variants (e.g. Cruzcampo) are automatically allocated a compliance point as NUS does not expect outlets to change their draught taps in line with the different periods of the programme. However, draught only lines often represent some of the greatest discounts and are also key products that insight data has shown are market drivers so are often a vital addition to a bar plan.

If your student union has more than one outlet, then the list can be split between two or more, although careful consideration should be made with regards to the outlet identity, category ladders and providing adequate customer choice when splitting the list.

STORECHECKER VISITS

Preparation is key for an effective storechecker compliance visit as they'll expect to see each of the products that are stocked and any supporting information relating to the promotional points. Ensure any staff member dealing with the visit is fully briefed on where the products are stocked, and the form of promotion that is in place.

Points will only be allocated when valid evidence has been seen and photographed so having any promotional posters etc. to hand is also recommended. If any product is out of stock during the storecheckers visit, you can submit sales data as evidence of that product being sold to ensure you gain the relevant point.

PAY BACK AND BONUS POINTS

Half of the retro payment repaid to students' unions is linked to the total compliance score for the year based on the storecheckers' report, hence why it's vital to maximise the stocking and promotional points you receive. There are also bonus points allocated to the students' unions with the highest scores, for example 80%-85% receive 1 point, 85.01%-90% receive 2 points, and these are used to calculate the additional bonus payment for the most compliant students' unions which can have a large impact on the final amount paid back, so always ensure you're aiming for 100% compliance!

If you have any other questions about the licensed trade plus programme, contact joanna.lowe@nus.org.uk.

PROMOTIONAL SCORE

The promotional score you receive represents the remaining 50% of your total score, so is as important as compliance to ensure your students' union is receiving the maximum amount of retro discount. To receive the promotional score, you must be clearly promoting each product in that period in some way.

Promotions don't simply mean a discounted price however, you can gain points by the products being displayed on a menu, effective use of branded point of sale, screen or poster advertising. Some of the brands included in the LT+ programme have an allocation of POS available through sign ups via NUS Connect which should be utilised to gain these key points.

PROMOTIONAL DISCOUNTS

The retro discount received through running the LT+ programme should facilitate them to offer great value to members and customers, and as such, the products listed should form the basis of any price promotions offered. The different categories should also enable outlets to run, for example, a gin offer utilising the brands included, or a craft beer bundle deal which may help to broaden the customers drinking repertoire.

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SMOOTHIE.

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Naked Green Machine is full of good stuff – a 150ml serving is high in vitamin C, which contributes to the normal function of the immune system.

*By 2020

Veganism is growing rapidly, driven by the younger generation and the desire to lower environmental impact. 3.5M UK adults now identify themselves as vegan* and only 59% of Gen Z adults (18-24 yr olds) eat meat in comparison to 90% of UK adults as a whole.

Surprisingly, a lot of wines aren't vegan. In the final stage of winemaking, the use of fining agents removes yeast traces and bacteria in the wine. These fining agents are often derived from animals, such as gelatine, casein, bone marrow, egg whites and fish bladders.

Many winemakers are now turning to mineral and plant-based fining agents, such as bentonite clay, silica gel and plant casein; or they are abandoning the fining process altogether. The result? Wine that everyone can enjoy.

Introducing our vegan-friendly Fiori Sul Muro range from Botter in Italy – a lovely Catarratto Pinot Grigio, Rosato and Sangiovese. Botter has always paid careful attention to the environment without forgetting the needs of an ever-increasing number of consumers who, for ethical, ecological and health reasons, choose to exclude any animal-derived elements from their diet.

Nowadays, consumers are most willing to take the initiative on behalf of their well-being and health. Constantly seeking new approaches for producing the best-quality products, we take many preventive measures to keep the vineyards healthy and, to enhance our efforts, we ensure that we maintain these high standards throughout our entire production and vinification process. From Veneto to Sicily, through the Emilia-Romagna region, the still-wines winemaker Marco Flacco follows and continues the vegan corporate philosophy.

For further details please contact:

Sheryl Foster – sheryl.foster@lwc-drinks.co.uk
or Adam Alexander – adam.alexander@lwc-drinks.co.uk

*comparethemarket.com 2018



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FOCUS ON

Commercial Health Checks

For the past two years, the Trading Support team has been visiting students' unions across the country carrying out two-day deep dives into students' unions commercial outlets, looking at ways to support them with commercial growth.

During the Commercial Health Checks, it's been interesting to observe several common opportunities where students' unions can grow sales, average spend, customer numbers and customer satisfaction. Here's 10 things to consider...

1. Playing catch up with the high street

Unless you're a campus miles away from a city or town centre, the pressure of the high street is growing. Brand operators and independents want your students, and if your offering and overall customer experience is not comparable or better than the high street, students will choose great value, great service and the place that gives them the most 'Instagramable' moments over your venue*.

2. Instagramable moments

Take a walk round your outlet and consider what 'Instagramable' moments, you'd be proud to see on social. Does it have the wow factor or the woe factor? If your outlet gives off the impression it needs a bit of love, the students' union of years gone by that doesn't have the customer experience front, end and centre, then consider how you could make it more appealing and 'Instagramable' for your students. A few simple changes can make all the difference and having a positive reputation on social will encourage higher footfall, making your students union the venue of choice*.

* We appreciate one size doesn't fit all, so we encourage CEOs and Senior Managers to attend the Communities of Practice insight sessions to learn more about staying ahead of the competition and actions they can take to make their students' union more inviting for students.

3. A powerful message

Students' unions are there to ensure students have an amazing experience whether that be through sports and societies, welfare, commercial and



social spaces or other activities while they're studying. But many of these experiences wouldn't be possible without their students' union. Share the powerful message that your students' union is 'not for profit' and all monies made are returned back into the students' union. You can use uniforms, wall decals or social media to share the message. This opportunity is huge and often missed.

4. It's NOT okay to run out

Often witnessed on Health Checks and students' union visits, after peak times, shelves in retail look bare, chillers in coffee shops are empty with one or two lonely looking sandwiches left and Fridays are a challenge if the outlet is closed at the weekend as waste becomes the focus.

The number of visits conducted where it has been deemed as acceptable to run out is frightening. This gives your students yet another reason to use the competition.

Waste and stock control shouldn't be the driving factor. You cannot sell what you haven't got and wasting a couple of items vs running out surely is the correct business decision.

On Commercial Health Checks and visits, drop off from queues is sometimes witnessed due to slow service but more often due to lack of product out of peak hours.

5. Pricing and range

Have you got the right products stocked? Have you got category ladders in place giving choice to your consumer? Is the pricing correct ensuring that there isn't a huge jump from core products to premium ranges? And is the serve ware being used correctly for the

product, perceived value and overall experience?

6. Dayparting

Often talked about, is your customer seeing the same egg mayo sandwich in the fridge at 8am and then again at lunchtime and late afternoon? Does your range of products give your consumer a reason to visit more than once a day, knowing they'll see different items to tempt them into purchasing?

Breakfast, lunch and afternoon should all have elements that change to ensure when your customers enter, they know what you're selling at what time of day.

Try out offers and promotions to drive repeat business. For example, in the morning, when students are grabbing a freshly cooked breakfast butty, they see prompts of a great cake and coffee treat being offered in the afternoon, or a lunchtime meal deal.

7. Filling shelves with products that don't sell

Stationery is a prime example where retail stores fill shelves with too much of a product, leaving products like soft drinks, crisps and grab-and-go ranges under indexing. This means staff have to stock shelves more often and are taken away from serving customers quickly during rush periods.

Does your store have enough grab-and-go options? Does it have a great coffee offering? And do you have enough space to deliver a fantastic meal deal range?

8. Training

Training always present challenges whether you're a students' union, or a high street operator, there's never

enough hours in the day. But the damage of not having a set training plan, delivered consistently to all your staff, is huge.

Our visits have shown products served in the wrong glass, with no garnish, complicated food on menus without the skill-set to serve with consistency and customer service basics missing, resulting in complaints and sales decline.

9. Complicated staffing structures

Over complicated staffing structures, with top heavy management drives poor sales and reduced customer satisfaction. For consistency, consider a balance of core staff members, using them as your training champions, and think about employing student staff too. There should always be middle-management presence on the shop-floor over peak times.

10. Resistance to change

Not unique to students' unions, but change and challenge can often be hard to take on board. We have always done it this way and it works so why change it, but sales are in decline and customer numbers are down. It can be a challenge to take feedback but sometimes, as busy people, we don't always see the obvious areas of opportunity within our business and the Health Check is a way of helping with this.

Health Checks are available through the Trading Support team. Please contact Alison.inch@nus.org.uk for more details.

In the next edition of Trading insight, the focus will be on students' unions who have had Health Checks and results they've seen.

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