

THE ONLY CHOCOLATE YOU'LL EVER NEED BEHIND THE BAR!



Put CIOCCHINO behind your bar and open up a whole new world of delicious chocolatey options!

CIOCCHINO is a unique and new, Italian style luxury sipping chocolate made with just the finest real dark chocolate and cream.

The Preparation

With the sleek, custom-designed CIOCCHINO dispenser, preparation couldn't be easier! Once the batch is ready, the dispenser will hold the CIOCCHINO at the right temperature all evening allowing you to instantly dispense a serving with no fuss or waiting time!

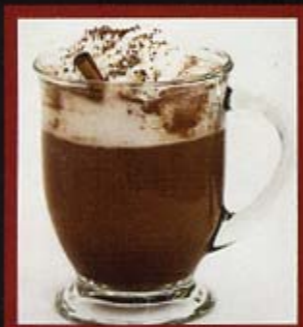
The Menu

As CIOCCHINO is basically "liquid ganache", it can be flavoured with almost anything! Serve it in a shot glass with a generous dash of Cognac, Rum, Cointreau, Raspberry Liqueur, Peppermint Schnapps or Baileys or even make warm or cold CIOCCHINO Martinis! You can also serve CIOCCHINO as it comes or use it to make a traditional hot chocolate or Mocha for anyone who's not drinking or just to round off the evening.

The Package

The CIOCCHINO dispenser is supplied free-on-loan with your first purchase of chocolate, cream and biscuits. There is absolutely no minimum term contract so you are always free to discontinue CIOCCHINO at any time should you choose.

So **NO INVESTMENT** and **NO CONTRACT!**



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For more information, please visit the Ciocchino trade website at www.keylink.org/ciocchino or call us on 0114 245 7801.

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Mobile technology drives footfall at Yates's

Town and City Pub Company (TCP) is driving footfall to its Yates's bars using mobile technology that has allowed it to build up a database of 15,000 customers.

Venue managers can use a text-messaging platform provided by mobile marketing company Interlinked Media as part of promotional activity.

It has run a campaign in 40 bars in the south, inviting customers to text "SHOT" or "YATES", followed by a number relating to their location, to a shortcode to get a free shot at the bar, once a day. It was supported with promotional T-shirts, video and point-of-sale flyers, with staff offered the reward of £500 of High

Street Gift Vouchers for the most sign-ups.

Rob Pitcher, TCP's operations director in the south, said: "I am confident that using text and mobile will help us increase not only our bottom line but also help build our brand awareness to our target audience."

TCP is also running promotions at all 70 of its Yates's bars and its other student-oriented sites through the Barry student loyalty card programme. The latest offer, put together by Cocktail Marketing, rewarded the 200,000 cardholders with discounts off clothing, DVDs, CDs and games through Lovefilm.com.

New website supports Novus Leisure recruitment

Novus Leisure has launched a custom-built website for the recruitment of management staff to its 39-strong portfolio of bars and clubs.

Developed by Captiva Marketing, GreatBarJobs.co.uk will help Novus build a talent pool of bar and restaurant managers, head chefs and area managers.

Novus human resources director Karen Davis said: "GreatBarJobs.co.uk reduces the need to use outside agencies, meaning that the recruitment procedure can be managed more effectively internally and the cost per hire is significantly reduced."

Captiva managing director Jason Wollington said the site "reflects the brands' appeal and is representative of the glamour and excitement that the different venues offer".

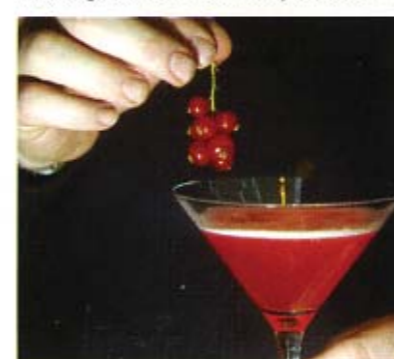


Festive mix at Montpeliers

Edinburgh bar operator Montpeliers has created a cocktail list as part of promotional activity for Christmas across all its venues.

Using spirits such as Plymouth Gin, Cointreau, Grand Marnier, Absolut Peach, Jim Beam Black and Maker's Mark, the recipes aim to "capture the magic of the season but give it a sexy modern edge", according to development director David Johnston.

Cocktails containing Belvedere vodka come with a free disposable camera. Mal Spence of Rick's, one of the mixologists behind the recipes, said: "With the Christmas



menu, we like to take favourite cocktails and give them a festive twist, such as adding seasonal berries for a Merry Mojito or adding chocolate and vanilla spirits to Rocco Prosecco."

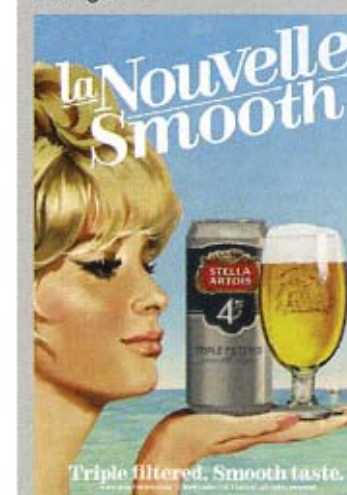
Sparkling vodka fizzes up bars

Swedish company Camitz + Lindberger has launched its Camitz Sparkling Vodka into the UK on-trade, with listings at top bars such as the Burlington Club, Aaya and Century.

The 40 per cent ABV super-premium spirit has delicate bubbles because of a natural source of carbonation from the ice-age underground springs of Töllsjö. Cocktail suggestions include a Sparkling Ginger Martini and Sparkling Lavender Martini.



InBev UK is driving awareness and trial of new Stella Artois 4% with a major TV, press and outdoor campaign that highlights the brand's smoothness in a classic way. By recalling the Riviera of the 1960s, it reflects the brand's continental heritage.



It was made available to the on-trade in November after an off-trade launch in August. InBev UK's commercial director for multiple on-trade, Philip Blanc, said the new beer was in line with consumer "premiumisation" that can boost profit margins in bars.

A bartender training programme has been launched in the UK to create specialists with "Rum Masters" accreditation. It is part of the Authentic Caribbean Rum



marque and campaign run by the West Indies Rum and Spirits Producers Association. Ben Reed (pictured) of IP Bartenders, working in partnership to develop the programme, said: "The diversity of Authentic Caribbean Rums makes this an interesting, rewarding and worthwhile training course for bartenders."

A new draught version of bottled Belgian ale Duvel has been launched into the UK on-trade under the name of Duvel Green.

With an ABV of 6.8 per cent, it is different from the 8.5 per cent ABV bottle, with more gentle hoppiness, soft carbonation and subtle smooth dryness with hints of fruitiness.