

SOFT DRINKS
THE WIGAN BEER COMPANY
WINES & SPIRITS

"Efficient Service Consistent Quality"

Craft Beer



@WiganBeerCo

BEER STYLES

Wheat Beers
Witbier / Hefeweizen

Pale Ale
/ Kolsch

Lagers & Pilsners

Golden or Blonde Ale

Beer

American Style Pale Ale

India Pale Ale

Classic English Ale

Saison

Brown Ales

Dark Continental Beer
/ Dunkelweizen

Stouts & Porters

Fruit and Flavoured

Golden Beers

Amber Beers

Red / Brown Beers

Black

WELCOME

The Wigan Beer Company are pleased to present our range of speciality craft beers from around the world. Each beer is imported from the country of origin and comes complete with its own glassware and in a lot of cases top quality point of sale. We have a very comprehensive range of all beers styles from some great brewers throughout the world. If you would like to install any of these or require further information then please contact us now.

What is Craft beer?

Craft beer is:

- ... all styles and formats of beer
- ... quality ingredients
- ... brewed with spirit, skill and passion
- ... from an innovative and exploratory brewery

Why stock

Speciality Craft Beer?

Take advantage of a growing consumer trend
Sales of speciality beers are growing +79% a year in the UK On Trade.

Consumers are asking for them
52% of beer drinkers are keen to see more craft beers.
Customers are willing to pay more for interesting, small batch beers, using the finest ingredients from around the world.

Deliver improved cash margin
Differentiates you from your competitors, become a destination for beer lovers.

Types of Craft beer

Wheat Beers

White beers made with wheat, often cloudy with a slight clover taste and notes of banana and bubblegum.

Lagers & Pilsners

Clean, refreshing beer style. Light in body with a crisp hop finish.

Golden or Blonde Ales

Refreshing blonde or golden ales often with a floral or fruity hop aroma.

American Style Pale Ales

Typically highly hopped pale ales generally 5% abv or lower and characterised by the use of American hops often imparting citrus and grapefruit flavours.

India Pale Ales

Heavily hopped pale ales often high in strength. Expect bold intense aromas with citrus and soft fruit flavours.

Classic English-style Ales

Sessionable pale copper or brown ales balancing malt, yeast and English hops.

Brown Ales

Dry, nutty, malty and slightly sweet mid to high strength ales.

Dark Continental Beers

Dark, malty, strong European beers, often with a spicy character from the yeast used.

Stouts & Porters

Typically darker brown to black in colour, often with intense roasted coffee or chocolate notes.

Fruit and Flavoured

Beers of any base style which have additional flavour from the use of fruits or other exotic ingredients.

HOW TO DO CRAFT

Ranging

- Range a mixture of tried and trusted craft beers alongside innovative and unknown products to offer consumer choice.
- Use a variety of formats; cask, keg, bottle and can, to create a diverse and interesting range from brewers in the UK and around the world.
- Consider smaller serve sizes with higher ABV beers. Tankards and stemmed glasses can help with this while premiumising the serve.

Pricing

- Consumers are willing to pay more to explore and discover new craft beers.

Visibility

- Visibility is key. Make sure customers are aware of your craft beer offer.
- Blackboards, beer menus and eye level fridges. Tasting notes and visual cues to help decision making.

Promotion





























































- Staff knowledge and engagement with customers.
- Sampling and trial.

Eye-catching font badges and glassware...

Glassware is available for many of the craft beer brands that we stock. Please ask your representative for further details.






























CRAFT KEG



























Lager	ADNAMS Dry Hopped Lager		30L	India Pale Ale	GOOSE ISLAND IPA		30L
Lager	ADNAMS California Lager		20L	Wheat	GOOSE ISLAND 312 Urban Wheat		30L
India Pale Ale	ANCHOR IPA		20L	Lager	GREENE KING Noble Lager		50L
Pale Ale	ANCHOR Liberty Ale		20L	Lager	GRIMBERGEN Blonde		30L
Porter	ANCHOR Porter		20L	Wheat	HOEGAARDEN White		50L/30L/20L
Beer	ANCHOR Steam Beer		20L	Lager	HOP HOUSE 13		30L
Stout	BELHAVEN Black Keg		30L	Pale Ale	LEFFE Blonde		30L
Pilsner	BELHAVEN Craft Pilsner		50L	Porter	LEFT HAND Black Jack Porter		30L
India Pale Ale	BELHAVEN Twisted Thistle IPA		30/50L	Milk Stout	LEFT HAND Milk Stout Nitro		30L
Pilsner	BERLINER		50L	Pilsner	LEFT HAND Polestar		30L
Pale Ale	BLUE MOON		20L	Lager	LIEFMANS		20L
Lager	BLUE POINT Toasted Lager		30L	Pilsner	LINDEBOOM		50L
India Pale Ale	BROOKLYN Blast		30L	Lager	LOWENBRAU Original		20L
Lager	BROOKLYN Lager		30L	Pale Ale	MEANTIME London Pale		50L
Saison	BROOKLYN Sorachi Ace		30L	Pale Ale	MARSTON'S New World Pale Ale		50L
Lager	CALEDONIAN Three Hop		50L	Pilsner	PACIFICO Clara		45L
Pale Ale	CALEY Coast to Coast		30L	Lager	PORTOBELLO London		30L
Pale Ale	DOGFISH HEAD DNA		30L	Lager	REVISIONIST English Lager		50/30L
India Pale Ale	DOUBLE HOP Monster IPA		30L	Stout	REVISIONIST Stout		30L
Dunkelweizen	ERDINGER Dunkel		30L	Pale Ale	REVISIONIST Rye Pale Ale		30L
Hefeweizen	ERDINGER Urweisse		30L	India Pale Ale	REVISIONIST Dark IPA		30L
Hefeweizen	ERDINGER Weiss		30L	Lager	SAMUEL ADAMS Boston		30L
Pilsner	FLENSBURGER Lager		50L	Pale Ale	SHIPYARD American Pale		50L/30L
India Pale Ale	FLYING DOG Easy IPA		30L	Pilsner	SPATEN Helles		50L
Pale Ale	FLYING DOG Pale Ale		30L	Golden	SPATEN Fiestbier		50L
India Pale Ale	FLYING DOG Snake Dog		30L	Lager	ST AUSTELL Korev		30L
Wheat	FRANZISKANER		50L	Lager	VEDETT Blonde		30L
Kolsch	FRUH Kolsch		30L	Pale Ale	WHITSTABLE Bay Pale Ale Keg		30L
Pale Ale	FULLER'S Frontier		30L	India Pale Ale	WOLF ROCK IPA		30L
India Pale Ale	GOOSE ISLAND Honkers		30L	Pale Ale	YARDBIRD 4.0		50L



Minimum order 2 kegs or 5 cases. All products are subject to availability due to origin - please allow up to 4 days for sourcing.

PACKAGED






















Lager	ALHAMBRA 1925 Reserva		330ml x 24
Brown Ale	ANCHOR Brekies Brown		355ml x 24
Lager	ANCHOR California Lager		355ml x 24
India Pale Ale	ANCHOR IPA		355ml x 24
American Pale Ale	ANCHOR Liberty		355ml x 24
Barley Wine	ANCHOR Old Foghorn		355ml x 24
Porter	ANCHOR Porter		355ml x 24
Lager	ANCHOR Steam Beer		355ml x 24
Fruit Beer	BACCHUS Framboise		375ml x 12
Fruit Beer	BACCHUS Kriek		375ml x 12
Lager	BALTIKA 7		500ml x 20
Lager	BACKYARD Bee 17		330ml x 24
Lager	BACKYARD Lawn Mower		330ml x 24
Pilsner	BERLINER		355ml x 24
Wheat	BLUE MOON		355ml x 24
Lager	BLUE POINT Toasted Lager		355ml x 12
India Pale Ale	BOULEVARD Single Wide IPA		355ml x 24
Saison	BOULEVARD Tank 7		355ml x 24
Session Saison	BROOKLYN 1/2 Ale		355ml x 24
Stout	BROOKLYN Black Chocolate Stout		355ml x 24
India Pale Ale	BROOKLYN Blast		355ml x 24
Brown Ale	BROOKLYN Brown Ale		355ml x 24
India Pale Ale	BROOKLYN East IPA		355ml x 24
Lager	BROOKLYN Lager		355ml x 24
Golden	BROOKLYN Local 1		750ml x 12
Dark Continental	BROOKLYN Local 2		750ml x 12
Saison	BROOKLYN Sorachi Ace		355ml x 24

Saison	BROOKLYN Sorachi Ace		750ml x 12
Belgian Strong Ale	DELIRIUM Nocturnum		330ml x 24
Fruit Beer (cherry)	DELIRIUM Red		330ml x 24
Belgian Strong Ale	DELIRIUM Tremens		330ml x 24
India Pale Ale	DOGFISH HEAD DNA		330ml x 12
Golden Blond	DUVEL		330ml x 24
Dunkelweizen	ERDINGER Hefe Dunkel		500ml x 20
Hefeweizen	ERDINGER Hefe Weiss		330ml x 12
Hefeweizen	ERDINGER Hefe Weiss		500ml x 12
Kristallweizen	ERDINGER Kristallweizen		500ml x 12
Weizenbock	ERDINGER Pikantus		500ml x 12
Hefeweizen	ERDINGER Urweisse		500ml x 12
Lager	ERDINGER Weiss Bier		500ml x 12
Dortmunder	FLENSBURGER Gold		330ml x 24
Pilsner	FLENSBURGER Pilsner		330ml x 24
Indian Pale Ale	FLYING DOG Easy IPA		355ml x 24
Porter	FLYING DOG Gonzo		355ml x 24
American Pale Ale	FLYING DOG Pale Ale		355ml x 24
India Pale Ale	FLYING DOG Raging Bitch		355ml x 24
India Pale Ale	FLYING DOG Snake Dog IPA		355ml x 24
Wheat	FRANZISKANER Alcohol Free		500ml x 12
Wheat	FRANZISKANER Citron Alcohol Free		500ml x 12
Kolsch	FRUH Kolsch		500ml x 20
Classic English Ale	GOOSE ISLAND Honkers Ale		355ml x 12
India Pale Ale	GOOSE ISLAND IPA		355ml x 12
Wheat	GOOSE ISLAND 312 Urban Wheat		355ml x 12

PACKAGED

Lager	GREENE KING Noble		330ml x 12
Lager	GRIMBERGEN Blonde		330ml x 24
Lager	GRIMBERGEN Double		330ml x 24
Belgian	HOEGAARDEN White Bottle		330ml x 24
Lager	HOP HOUSE 13		330ml x 12
Ale	INNIS & GUNN Original		330ml x 12
Lager	JACOBSEN Saaz Blonde		500ml x 15
Golden	JACOBSEN Velvet Ale		500ml x 15
Abbey Tripel	KARMELIET Tripel		330ml x 24
Belgian Strong Ale	KWAK		330ml x 24
India Pale Ale	LAGUNITAS		355ml x 24
Belgian	LEFFE Blonde		330ml x 24
Belgian	LEFFE Brune		330ml x 24
Porter	LEFT HAND Black Jack Porter		355ml x 24
Milk Stout	LEFT HAND Milk Stout		355ml x 24
Pilsner	LEFT HAND Polestar Pilsner		355ml x 24
Lager	LIEFMANS Fruitesse		330ml x 24
Pilsner	LINDEBOOM		500ml x 20
Lager	MAHOU 5 Estrellas		330ml x 24
Lager	MEANTIME London Lager		330ml x 24
Pale Ale	MEANTIME London Pale Ale		330ml x 24
Pilsner	MODELO Especial		355ml x 24
Dunkel	MODELO Negra		355ml x 24
India Pale Ale	MONTEITHS IPA		330ml x 24

Pale Ale	
Golden	
Lager	
Lager	
Hefeweizen	
Pale Ale	
Porter	
Indian Pale Ale	
Lager	
Golden	
India Pale Ale	
Pale Ale	
Pale Ale	
Lambic Fruit Beer	
(raspberry)	
(cherry)	
(peach)	
(strawberry)	
Lager	
Lager	
Dark Continental	
Pale Ale	

MONTEITHS Southern Pale Ale		330ml x 24
MONTEITHS Summer Ale		330ml x 24
PACIFICO Clara		355ml x 24
SAM ADAMS Boston Lager		330ml x 24
SIERRA NEVADA Kellerweis		355ml x 24
SIERRA NEVADA Pale Ale		350ml x 12
SIERRA NEVADA Porter		355ml x 24
SIERRA NEVADA Torpedo		355ml x 12
SPATEN Helles		500ml x 20
SPATEN Fiestbier		355ml x 24
STEVENS POINT IPA		355ml x 24
STEVENS POINT Pale Ale		355ml x 24
THORNBRIDGE Twin Peaks		
Anglo American Pale Ale		500ml x 12
TIMMERMANS Framboise		330ml x 12
TIMMERMANS Kriek		330ml x 12
TIMMERMANS Peche		330ml x 12
TIMMERMANS Strawberry		330ml x 12
TSINGTAO		330ml x 24
VEDETT Blonde		330ml x 24
WESTMALLE Dubbel		330ml x 24
YARDBIRD Pale Ale		330ml x 12



Minimum order 2 kegs or 5 cases. All products are subject to availability due to origin - please allow up to 4 days for sourcing. Many products are also available in canned format. Please ask your representative for details.



SOFT DRINKS
THE WIGAN BEER COMPANY
WINES & SPIRITS

T 01942 821711 | enquiries@wiganbeer.co.uk | www.wiganbeer.co.uk | Units 13/14 Victoria Trading Estate | Miry Lane | Wigan WN3 4BW