

JANUARY SALE

Thu 2 – Thu 16 Jan

Excludes: airports, train stations, service stations and shopping centres

Date: Thu 2 Jan – Thu 16 Jan (starts Fri 3 Jan in Scotland)

To drive volume in January and to say thanks to our customers, the January Sale will return for 2025.

The offer includes discounts on ales, wine, Breakfast & coffee (muffins, butties and wraps [rolls in Scotland]), Burger meal deals, and the Low and alcohol free range (including draught soft drinks).

The poster displays the following offers:

- 99p** for Worthingtons (pint)
- £1.29** for Ruddles (pint)
- £1.49** for Doom bar (pint)
- £2.49** for Coldwater Creek wine by Conchay Toro (250ml), including Chardonnay, Pinot Grigio, and Merlot.
- BURGER MEAL DEAL** for £4.99 (soft) or £6.52 (alc), including 3oz American, classic beef, or crunchy chicken strip burger with fries and a drink.
- BREAKFAST** for £2.99, including muffin, butty, or wrap deals with a drink.
- FREE REFILLS** for £1.29 on all coffee and hot chocolate.
- LOW AND ALCOHOL FREE** for £1.49, including 0% cocktails, Passion Fruit Cooler, and various soft drinks.

Drinks – most common prices. Prices vary by pub.

99p	1.29	1.49	2.49
Worthingtons (pint)	Ruddles (pint)	Doom bar (pint)	Coldwater Creek Wine (250ml) - Merlot - Rose - Pinot Grigio - Chardonnay

Low & Alcohol free

1.29	1.49
Coffee, tea, hot chocolate (free refills)	Guinness 0.0% Gordons pink gin 0.0% (mixer included) Corona Cero 0.0% Cocktails Thatcher's Zero Stella Artois Alcohol Free Brewdog Punk AF Kopparberg Strawberry & Lime Erdinger Alcohol-Free Heineken 0% Ghost Ship Alcohol- Free Pepsi Max Pepsi Max Cherry Diet Pepsi R Whites Lemonade

Food – most common prices. Prices vary by pub.

2.99 (includes a free refill hot drinks or any soft drink)	4.99 (soft) 6.52 (alc)
Breakfast Deals All Muffins All Wraps All Butties All Rolls (Scotland) Note: wraps, butties and rolls include a coffee or any soft drink for the duration of the sale	Burger meal deal 3oz American burger 3oz classic burger Crunchy chicken strip burger Skinny beef burger Korean crunchy chicken strip burger (trial pubs) Beyond meat burger

POS

Teaser Poster (A1, A2)

Mon 16 Dec - **Action:**

- Display A1 poster on an internal easel

Pub specific delivery schedule to follow. Poster is unpriced.

Note: if price details are requested by customer, inform them details will be available from boxing day.



January Sale Poster (A1, A2)

Thu 26 Dec (Boxing Day) - **Action:**

- Display A2 poster in the menu cabinet. Replaces Christmas poster.
- Remove teaser poster from internal easel.

Pub specific delivery schedule to follow



Ensure Hit posters remain unchanged. Autumn Deals will continue to run in January so ensure these deals are still promoted externally.



**AUTUMN DEALS
HIT 1**
DO NOT REPLACE

VEGANUARY ✓

Wed 1 Jan – Fri 31 Jan

Excludes: airports, train stations, service stations and shopping centres

Date: Wed 1 Jan – Fri 31 Jan

For Veganuary, the ramen noodle bowl will be sold at a national price point at £6.99 (soft drink) and 8.52 (alcoholic drink).

Veganuary is an annual promotion where customers are encouraged to try a vegan diet for the month and try vegan dishes.

Price, nutrition, and accessibility are all key selling points for vegan dishes and during veganuary. The ramen noodle bowl is 466kcal, under 1% fat and 100% plant-based. Selling the dish at a national price point in 800 pubs is a competitive offer against other high street operators with activity during Veganuary.

POS

Veganuary Poster (A1)

Thu 26 Dec (Boxing Day) - Action:

- ☐ Display A1 poster on an internal easel. Replaces Jan Sale Teaser.
- ☐ Remove teaser poster from internal easel.

Pub specific delivery schedule to follow

Veganuary Strut Card (A3)

Wed 1 Jan (New Year's Day) - Action:

- ☐ Display A3 Strut card on the bar

Pub specific delivery schedule to follow



BURNS' WEEK

Wed 22 – Tue 28 Jan

Excludes: train stations, service stations and shopping centres

Date: Wed 22 Jan – Tue 28 Jan (Burns Night Sat 25 Jan)

The annual Burns Night promotion returns in 2025, celebrating Scotland's national poet, Robert Burns and Scottish dishes. As in previous years, the promotion will feature the Caledonian burger and the traditional haggis, neeps and tatties meal.

Food offer

Haggis, neeps and tatties (drink included)

Haggis served the traditional way with mashed potatoes and mashed swede.

Small haggis, neeps and tatties (drink included)

A smaller portion (of the above) for those with smaller appetites.

Caledonian burger (drink included)

Two 3oz beef patties served with half a portion of haggis on top, chips, six beer-battered onion rings and whisky sauce.

Airport: Caledonian Burger contains a 6oz patty and meals do not include a drink

Featured ale

Inveralmond Ossian

4.1% ABV | Golden | Hops: Cascade, Centennial, Citra, First Gold, Fuggles

Winner of many awards, this golden-coloured beer has a hoppy, zesty, citrus aroma, complemented by a malty backbone and a refreshing, hoppy finish.

One barrel will be allocated via East West Ales (EWA). Additional Scottish ales are available to order via EWA. Sell at your guest ale price. Ensure availability on Burns' Night. List on the app using 'product manager'.

POS

Burns Week Posters (A1/A2)

Pub specific delivery schedule to follow

Thu 26 Dec (Boxing Day) - Action:

- ☐ Display A1 poster on an internal easel.

Burns Week Table mats

Pub specific delivery schedule to follow

Wed 22 Jan – Sat 28 Jan - Action:

- ☐ Display one on each table at 11:30am
- ☐ Do not display in menu holders



Tills

- ☐ The burger will be located in the gourmet burger menu.
- ☐ The haggis meals will be located in the pub classics section.
- ☐ Once the promotion has ended, the products will remain on your tills and app to sell through any remaining stock.

Kitchen

Allocations

Allocations will be based on food volumes. Scottish pubs will receive an additional allocation to account for increased volume.

Free-order will open from Sat 18 Jan for England and Wales. Order ahead of time if you think you'll require additional stock.

Mashed potato will be auto-allocated to those pubs who currently do not stock.

Note: Airport pubs will not be auto-allocated any stock. Order using the below codes.

Product order codes

- Haggis - FMEAT315 (case of 40)
- Whisky sauce - FSAUC129 (case of 40)
- Mashed swede - FVEGE151 (case of 32)
- Mashed potato - FVEGE190 (case of 78)

Scottish pubs should continue to order whisky sauce on FSAUC118.

Kitchen screen names

- Haggis, neeps and tatties
Haggis, Neeps & Tatties
- Small haggis, neeps and tatties
Small Haggis Neep&Tat
- Caledonian burger
Caley Beef

Haggis

Food safety point - ensure the metal clips, from both ends of the haggis and the outer packaging, is removed before cooking. Dispose of the metal casing and packaging immediately in a general refuse bin to avoid the risk of physical contamination. This should be done away from ready to eat foods.

- Whole haggis (for Haggis, neeps and tatties)
 - ✓ Cook on 100% in the microwave for 1min 30secs
- ½ haggis portion (for Caledonian Burger, small haggis meal or breakfast upsell)
 - ✓ Cook on 100% in the microwave for 45secs

Note - the haggis is too long to fit whole in the bowl when cooking and will need to be cut in half.

Dish specs

Action: Print and display spec cards the kitchen ahead of Wed 22 Jan. Spec cards are available on myJDW.

- ☐ **Haggis, neeps and tatties:** spec card ([click here](#)), video spec: ([click here](#))
- ☐ **Small haggis, neeps and tatties:** spec card, ([click here](#)); video spec, ([click here](#))
- ☐ **Caledonian burger:** Spec card, ([click here](#)); video spec, ([click here](#))

Airports: The Caledonian Burger will use a 6oz patty rather than 2x 3oz burgers.

Action Timeline

Mon 16 Dec	Display January Sale teaser poster on an internal easel (A1)
Wed 25 Dec	Christmas Day
Thu 26 Dec	Boxing Day (UK) POS changeover, display: ☐ January Sale poster in the menu cabinet ☐ Burns' Week poster on an internal easel. ☐ Veganuary poster on an internal easel. Remove ☐ January Sale teaser poster. Ensure 100% availability for ☐ Veganuary ☐ January Sale
Tue 31 Dec	New Year's Eve
Wed 1 Jan	☐ Display Veganuary strut card on the bar top. ☐ Remove Christmas decorations by close of play.
Thu 2 Jan	January Sale starts in England, Wales, Northern Ireland. 2nd Jan bank holiday in Scotland.
Fri 3 Jan	January Sale starts in Scotland.
Thu 16 Jan	Last day of January Sale today. At the end of the day, remove January Sale poster Ensure 100% availability for Burns' Week
Wed 22 Jan	Burns' Week starts, display: ☐ Burns' Week mats from 11:30am daily throughout Burns' Week.
Sat 25 Jan	Burns' Night
Tue 28 Jan	Last day of Burns' Week . ☐ At the end of the night, remove/recycle Burns' Week POS:
Fri 31 Jan	Last day of Veganuary . ☐ At the end of the night, remove/recycle Veganuary POS.