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# JOSEPH KEEGAN & SONS LIMITED

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*WHOLESALE DISTRIBUTORS TO THE LICENSED TRADE*

Regd. Office: CENTENARY BUILDINGS, CLEVELAND AVENUE  
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Dear Valued Customer,

We hope this message finds you well and thank you for your continued support.

We are writing to inform you of some further government policy changes that will come into effect from 1st April, which will impact pricing on some of the products we purchase and supply.

## **EPR and PRN Increases**

From the 1st April 2025 the government will implement some changes on brand owners and manufacturers which have been passed on to distributors accordingly. Unfortunately, there has been little coverage of this in the press, but the changes are explained below.

These adjustments are beyond our control and work much the same as a duty change which we have no control over.

## **What are the EPR and PRN increases**

EPR shifts the full cost of managing packaging waste from Local Authorities (previously funded through Council Tax) to manufacturers and brand owners. Fees are based on the type and weight of packaging materials used for products such as glass bottles and will apply from 1st April 2025.

PRNs (Packaging Recycling Notes) must be purchased by manufacturers as proof that packaging materials have been recycled. Previously producers were responsible for 38% of the fee but from 1st January 2025, full responsibility for these costs has sat with the brand owner.

We want to assure you that we are committed to minimising the impact of these changes wherever possible.

We value your business and appreciate your understanding as we navigate these challenges together. Should you have any questions or require further information, please do not hesitate to contact us.

Thank you for your continued loyalty and support.

Jonathan Campbell

Managing Director

**PRICE INCREASES EFFECTIVE 1st APRIL 2025**

<b>Description</b>	<b>Uoi</b>	<b>Size</b>	<b>Increase Per UOI</b>
<b>Ashai</b>			
Asahi Super Dry	24	330ml NRB	1.30
Asahi Super Dry ALCOHOL FREE	24	330ml NRB	1.30
Peroni Nastro Azzuro	24	330ml NRB	1.24
<b>Heineken</b>			
Birra Moretti	24	330ml NRB	1.03
Bulmers Original	12	500ml NRB	0.82
Bulmers Red Berries & Lime	12	500ml NRB	0.82
Desperados Tequila Beer	24	330ml NRB	1.29
Heineken Zero Alcohol Free	24	330ml NRB	1.12
Inch's Medium Apple Cider	12	500ml NRB	0.82
Newcastle Brown Ale	12	550ml NRB	0.87
Old Mout Cider Berries & Cherries	12	500ml NRB	0.82
Old Mout Cider Berries ALCOHOL FREE	12	500ml NRB	0.82
Old Mout Cider Kiwi & Lime	12	500ml NRB	0.82
Old Mout Cider Pine & Raspbery ALC FREE	12	500ml NRB	0.82
Old Mout Cider Pineapple & Raspberry	12	500ml NRB	0.82
Old Mout Cider Strawberry & Apple	12	500ml NRB	0.82
Sol	24	330ml NRB	1.03
Tiger Beer	24	330ml NRB	1.03
<b>Britvic</b>			
Britvic 55 Apple	24	275ml NRB	1.45
Britvic 55 Orange	24	275ml NRB	1.45
Britvic Blackcurrant Cordial	1	Litre	0.20
Britvic Cranberry Juice	24	200ml NRB	1.45
Britvic Ginger Ale	24	200ml NRB	1.44
Britvic Ginger Beer	24	200ml NRB	1.44
Britvic Lime Cordial	1	Litre	0.20
Britvic Low Cal Bitter Lemon	24	200ml NRB	1.35
Britvic Low Cal Tonic Water	24	200ml NRB	1.35
Britvic Orange Cordial	1	Litre	0.20
Britvic Orange Juice	24	200ml NRB	1.35
Britvic Pineapple Juice	24	200ml NRB	1.35
Britvic Tomato Juice	24	200ml NRB	1.04
Britvic Tonic Water	24	200ml NRB	1.35
Diet Pepsi Postmix 5:1	1	7 litre	2.50
J20 Apple & Mango	24	275ml NRB	1.46
J20 Apple & Raspberry	24	275ml NRB	1.46

J20 Dragonberry	24	275ml NRB	1.46
J20 Orange & Passionfruit	24	275ml NRB	1.46
MAX Pepsi MAX Postmix 5:1	1	7 litre	2.51
Pepsi Postmix 5:1	1	7 litre	3.31
R Whites Lemonade	12	1.5L PET	0.24
Tangp Orange Postmix	1	7 litre	2.51
R Whites Postmix Lemonade 5:1	1	7 litre	2.51
7 Up	24	330ml Can	0.56
7 Up Free	24	330ml Can	0.56
Fruit Shoot Blackcurrant & Apple	24	275ml PET	0.36
Fruit Shoot Orange	24	275ml PET	0.36
Pepsi Max	24	330ml Can	0.56
Tango Apple	24	330ml Can	0.56
Tango Orange	24	330ml Can	0.56
R Whites Lemonade	24	330ml Can	0.56
Pepsi	24	330ml Can	0.56
Diet Pepsi	24	330ml Can	0.56

### **Schweppes**

Appletiser	24	275ml NRB	1.18
Appletiser (CAN)	24	250ml CAN	1.51
Canada Dry Ginger Ale	24	150ml CAN	0.10
Canada Dry Ginger Ale	24	200ml NRB	0.31
Coca Cola	24	200ml NRB	0.73
Coca Cola NRB	24	330ml NRB	1.05
Coca Cola Postmix (Dilution 5.4:1)	1	7 litre	5.72
Coca Cola ZERO NRB	24	330ml NRB	0.90
Diet Coke	24	200ml NRB	0.64
Diet Coke NRB	24	330ml NRB	0.90
Fanta Orange NRB	24	330ml NRB	0.90
Fanta Orange Postmix	1	7 litre	1.26
Oasis Exotic Fruit No Added Sugar	24	330ml CAN	0.40
Oasis Summer Fruits	24	330ml CAN	0.40
Schweppes Ginger Beer	24	200ml NRB	0.31
Schweppes Lemonade	24	150ml CAN	0.10
Schweppes Lemonade	12	1.5L PET	0.50
Schweppes Lemonade	24	200ml NRB	0.31
Schweppes Lemonade Postmix (Dilution 7.5:1)	1	7 litre	1.35
Schweppes Orange Juice	24	200ml NRB	0.32
Schweppes Russchian Pink Soda	24	200ml NRB	0.31
Schweppes Slimline Elderflower Tonic	24	200ml NRB	0.31
Schweppes Slimline Tonic	24	200ml NRB	0.31
Schweppes Slimline Tonic	24	150ml CAN	0.10
Schweppes Soda	24	150ml CAN	0.10
Schweppes Soda Water	24	200ml NRB	0.31
Schweppes Soda Water	6	Litre	1.70

Schweppes Tonic Water	24	200ml NRB	0.31
Schweppes Tonic Water	6	Litre	0.59
Schweppes Tonic Water	24	150ml CAN	0.10
Sprite Zero NRB	24	330ml NRB	0.90
Diet Coke Postmix	1	7 Litre	1.26

### **Molson Coors**

Aspall's Suffolk Draught Cyder	12	500ml NRB	1.63
Cobra Premium Beer	12	660ml NRB	1.33
Cobra Premium Beer	24	330ml NRB	1.74
Coors Lager	24	330ml NRB	1.44
Madri Excepcional	24	330ml NRB	1.48
Rekorderlig Blackberry & Blackcurrant	15	500ml NRB	1.36
Rekorderlig Mango & Raspberry	15	500ml NRB	1.36
Rekorderlig Passionfruit	15	500ml NRB	1.36
Rekorderlig Peach & Raspberry	15	500ml NRB	1.36
Rekorderlig Pear Cider	15	500ml NRB	1.36
Rekorderlig Strawberry & Lime	15	500ml NRB	1.36
Rekorderlig Strawberry & Lime ALCOHOL FREE	15	500ml NRB	1.36
Rekorderlig Watermelon & Citrus	15	500ml NRB	1.36
Rekorderlig Wild Berries	15	500ml NRB	1.36
Sharp's Doom Bar	8	500ml NRB	0.78
Staropramen Pilsner	24	330ml NRB	1.48

### **BBG**

Becks	24	275ml NRB	0.97
Budweiser	24	330ml NRB	1.12
Corona CERO	24	330ml NRB	1.14
Corona Extra (24 pack)	24	330ml NRB	1.14
Kopparberg ALCOHOL FREE Strawberry & Lime	8	500ml NRB	0.57
Kopparberg Mixed Fruit	15	500ml NRB	1.18
Kopparberg Strawberry & Lime	15	500ml NRB	1.18
Lefte Blonde	24	330ml NRB	1.09
Mahou	24	330ml NRB	1.14
Modelo Especial	24	355ml NRB	1.26
Pacifico Clara	24	355ml NRB	1.26
San Miguel	24	330ml NRB	1.14
San Miguel 0.0% Alcohol Free	24	330ml NRB	1.14
Stella Artois	24	330ml NRB	1.15

### **Fever Tree**

Fever Tree Elderflower Tonic Water	24	200ml NRB	0.61
Fever Tree Ginger BEER Light	24	200ml NRB	0.61
Fever Tree Indian Tonic Water	24	200ml NRB	0.67
Fever Tree Light Madagascan Cola	24	200ml NRB	0.60
Fever Tree Light Rhubarb & Raspberry Tonic	24	200ml NRB	0.60

Fever Tree Light Mediterranean Tonic Water	24	200ml NRB	0.61
Fever Tree Naturally Light Tonic Water	24	200ml NRB	0.60
Fever Tree Light Premium Ginger ALE	24	200ml NRB	0.61
Fever Tree Light Premium Lemonade	24	200ml NRB	0.61

### **Wine & Spirits**

Jack Rabbit Chardonnay	1	18.70 cl	0.20
Jack Rabbit Chardonnay	1	75 cl	0.16
Jack Rabbit Merlot	1	75 cl	0.16
Jack Rabbit Merlot	1	18.70 cl	0.10
Jack Rabbit Pinot Grigio	1	75 cl	0.16
Jack Rabbit Pinot Grigio	1	18.70 cl	0.10
Jack Rabbit Prosecco	1	20 cl	0.20
Jack Rabbit Sauvignon Blanc	1	18.70 cl	0.10
Jack Rabbit Sauvignon Blanc	1	75 cl	0.16
Jack Rabbit Shiraz	1	18.70 cl	0.10
Jack Rabbit Shiraz	1	75 cl	0.16
Jack Rabbit Zinfandel	1	75 cl	0.18
Jack Rabbit Zinfandel	1	18.70 cl	0.10
Altano Douro Organic Red	1	75 cl	0.16
Altano Douro White	1	75 cl	0.27
Alpataco Chardonnay	1	75 cl	0.46
Alpataco Malbec Familia Schroeder	1	75 cl	0.30
Anglesey Chardonnay	1	75 cl	0.45
Anglesey Shiraz	1	75 cl	0.40
Blandy's Madeira Duke of Clarence (Sweet)	1	75 cl	0.09
Blandy's Madeira Duke of Cumberland (Med)	1	75 cl	0.10
Blandy's Madeira Duke of Sussex (Dry)	1	75 cl	0.10
Casas del Bosque Carmenere Reserva	1	75 cl	0.05
Casas del Bosque Reserva Cab Sauvignon	1	75 cl	0.04
Casas del Bosque Reserve Chardonnay	1	75 cl	0.13
Casas del Bosque Reserve Pinot Noir	1	75 cl	0.09
Chat d'Esclans Whisp Angel Rose MAGNUM	1	1.5 litre	4.33
Chat d'Esclans Whispering Angel Rose 75cl	1	75 cl	3.06
Chat d'Esclans Whispering Angel Rose HALF	1	37.5 cl	1.09
Chateau Maledan Rouge 2020	1	75 cl	0.03
Chateau Musar Red 2018	1	75 cl	0.14
Cloudy Bay Sauvignon Blanc	1	75 cl	3.10
Cotes du Rhone Blanc Amandine	1	75 cl	0.89
Cotes du Rhone Rouge Amandine	1	75 cl	1.15
Cotes du Rhone Rouge Amandine HALF	1	37.5 cl	0.53
De Wetshof Bon Ballon Chardonnay	1	75cl	0.15
De Wetshof Bon Ballon Chardonnay	1	37.5cl	0.35
Dom Perignon Champagne 2010	1	75 cl	12.00
Grahams LBV Port 2018	1	75 cl	0.21

Janneau Armagnac Tradition VS	1	70 cl	0.58
Janneau Armagnac XO	1	70 cl	1.35
Jules du Souzy Fleurie	1	75 cl	0.16
Kendall Jackson Vintner Cabernet Sauvignon	1	75 cl	0.12
Kendall Jackson Vintner Pinot Noir	1	75 cl	0.11
Kendall Jackson Vintner Reserve Chardonnay	1	75 cl	0.12
Kendall Jackson Vintner Reserve Merlot	1	75 cl	0.14
Lombard Brut Champagne et Cie NV	1	75 cl	2.00
Long Barn Pinot Noir	1	75 cl	0.72
Miguel Torres Andica Cabernet Sauvignon	1	75 cl	0.10
Moet & Chandon NV Brut	1	75 cl	1.23
Paulett Riesling Polish Hill River	1	75 cl	0.54
Prohibition Speakeasy Pinot Gris	1	75 cl	0.10
Sancerre Joseph Mellot La Chatellenie	1	75 cl	0.54
Seifried Nelson Pinot Noir	1	75 cl	0.23
Seifried Old Coach Road Sauvignon Blanc	1	75 cl	0.12
Simonsig Cabernet Sauvignon Merlot	1	75 cl	0.10
Simonsig Chenin Blanc	1	75 cl	0.10
Simonsig Mr Borio's Shiraz	1	75 cl	0.12
Simonsig Pick of the Bunch Pinotage	1	75 cl	0.18
Simonsig Sauvignon Blanc Semillon	1	75 cl	0.21
Sol de Mayo Malbec	1	75 cl	0.28
Taittinger Brut Reserve	1	75 cl	3.39
Taittinger Brut VINTAGE 2015	1	75 cl	1.19
Taittinger Nocturne City Lights	1	75 cl	5.09
Taittinger Prelude Grands Crus	1	75 cl	1.14
Taittinger Prestige Rose	1	75 cl	1.04
Torres Cordillera Carignan	1	75 cl	0.28
Torres Santa Digna ROSE Cab Sauvignon	1	75 cl	0.10
Torres Santa Digna Sauvignon Blanc	1	75 cl	0.10
Torres Vina Sol	1	75 cl	0.10
Veuve Clicquot Yellow Label	1	75 cl	1.67
Vina Palaciega Blanco Rioja	1	75 cl	0.11
Vina Palaciega Crianza Rioja	1	75 cl	0.13
Vina Palaciega Reserva Rioja	1	75 cl	0.19
Vina Palaciega Tempranillo Rioja	1	75 cl	0.12
Wairau River Reserve Black Lab Pinot Noir	1	75 cl	0.55
Wairau River RESERVE Black Lab Sauv Blanc	1	75 cl	0.45
Wairau River Sauvignon Blanc	1	75 cl	0.13
Chambord Raspberry	1	70 cl	0.45
Honey Jack Daniels Tennessee Whiskey	1	70 cl	0.35
Jack Daniels APPLE Tennessee Whiskey	1	70 cl	0.35
Jack Daniels Tennessee Whiskey	1	70 cl	0.35
Jack Daniels Tennessee Whiskey	1	1.5 litre	0.35
Woodford Reserve Bourbon Whiskey	1	70 cl	0.59
El Jimador Anejo Tequila	1	70 cl	0.35

El Jimador Blanco Tequila

1 70 cl

0.35













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Managing Director