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Minutes of the executive meeting

Hosted by Willie Jack (Hamilton Kirk), proprietor of the Dark Horse, Belfast on Saturday 10th November 2012

The Chairman opened the meeting. The Secretary followed the Chairman by reading the minutes of the October Executive committee meeting held in Whitehouse Workingmens Club, Newtownabbey.

The Chairman proceeded to cover queries that were received via the helplines. These queries were covered in detail, including those from clubs located throughout the province.

Details of assistance provided to a club continued from last month, with an update on progress provided by the Chairman.

Continuing, the Chairman covered details of legislation being enacted by the Minister, Nelson McCausland MLA, which will see some drink promotions being banned - this legislation has now received Royal Assent so introduction is imminent.

The Federation’s submission to the Consultation on Licensing was covered with details of meetings with local MLA’s and the Federation solicitor, who provided written comment on the inclusion of the entire premises of a club in order to permit alcohol to be consumed outside the main clubroom, rather than requiring an outside license to be provided by a publican.

A financial report was provided by Federation Treasurer, Davy Larmour, which was subsequently proposed and seconded as a true record. Details of the Federation accounts were discussed with queries as to whether we are receiving the best interest rate available on our funds. The Treasurer agreed to investigate this matter further.

Other club queries continue to come in from member clubs which thankfully the Federation are able to resolve.

The Chairman provided the content of correspondence prepared in association with Gerry Gallagher relating to a club issue in his area. Being of a confidential nature we are understandably only in a position to say that matters are looking positive.

Continuing on from the last Executive meeting the Chairman continued to advise on how we progress advice on this matter. Again it is important to emphasise that the Federation do not become involved in the internal affairs of a club unless invited to do so.

A query was raised on protocol by the Treasurer in respect of meetings in which the Federation have been engaged. It was explained that while the inclusion of more executive members at meetings was desirable, it is not either practical or indeed possible to accommodate this aim due to availability and practicalities.

The full reporting of the meetings to the Executive on a monthly basis remains the best way of informing everyone of Federation activity during the preceding month.

This concluded the meeting at which a full attendance was recorded. The Chairman thanked the proprietor of the Dark Horse, Willie Jack, for hosting the meeting and for providing refreshments prior to and following the meeting.

Bob McGlone, Secretary

An unending desire for improvement

As 2012 comes to an end we can derive satisfaction from our endeavours over many years to secure necessary amendments to the 1996 Clubs Order and Accounts Regulations. Now that we have achieved the vast majority of what we knew was required to bring Northern Ireland’s registered club sector into the twenty first century, clubs have a legal platform from which to fight off the effects of the economic recession. Alas the recession is something we are unable to do much about as it affects the entire leisure sector.

That being said, the series of meetings we arranged with major suppliers following the change in the way Diageo now distribute their portfolio of products has highlighted increased opportunities to save on purchases. The federation are convinced that opening accounts with all those companies which have committed to provide beneficial pricing and which have featured in Club Review will assist clubs in these difficult times.

On another positive note the Minister Nelson McCausland issued a further consultation on licensing which has afforded an opportunity to secure further much needed amendments, such as the removal of the continued on p4
restriction on advertising to name but one.

Of course the blight of anti-social behaviour continues to give bad press to the leisure sector and, although it isn’t attributed to the registered club sector, we nevertheless share concern as responsible parents and grandparents. Indeed, we were delighted to sit on the panel which was responsible for preparing the Voluntary Code of Practice, launched by Minister Nelson McCausland MLA, earlier in 2012.

Many clubs benefitted from the reclaim in VAT on gaming machine income with a number having entered claims for a further potential reclaim related to Linneweber 2. Added to this is the change to Machine Gaming Duty which will replace the current licensing system. MGD will provide a win win situation for clubs with only 20% of net income being paid to HMRC, although clubs will no longer be able to reclaim VAT on associated outgoings related to their machines.

The exemption of VAT on door admission to cultural events is another revenue stream which became available to the club sector in 2011, the only exception being where a disco is used as opposed to live music.

Despite their best efforts, the knock-on effect of the ongoing recession will see clubs having to introduce measures such as reduced staff levels, opening hours and the like, quite apart from the financial implications affecting a clubs sporting ethos which alone underlines the importance of the associations we have developed in recent years with respective sporting bodies, including the N.I. Sports Forum, the Golfing Union of Ireland, GAA Ulster Branch the Northern Cricket Union and others. The representatives of these organisations formed an important part of our delegation when meeting Ministers and MLAs at Stormont throughout 2011/12. Furthermore, the close association with these sporting bodies underlines the important and essential link between the social and sporting aspect of a registered club.

We take this opportunity to thank the Federation executive committee for their commitment throughout the year. In addition, it is important to register our gratitude to all those companies which have supported us year on year to include their support of Club Review, so important for conveying information to our member clubs and their respective members.

Special thanks is extended to the following: Media Marketing for the administrative facilities which are placed at our disposal; Federation solicitor, Maura McKay of Shean, Dickson, Merrick and Federation accountant, Lawrence Shearer of O’Hara Shearer.

Our member clubs can feel reassured that we will not become complacent but will continue to be ever watchful, acting in the best interests of the registered club sector.

In conclusion, we wish club management committees and their respective members, compliments of the season and very best wishes for a peaceful and prosperous New Year.
Real Time Information
Make sure your club is prepared

Since its introduction in 1944, the Pay As You Earn (PAYE) system has changed very little but next year is going to see a major change that will affect all employers. Real Time Information, or RTI, is a new system that HMRC is introducing to improve the operation of PAYE. PAYE information will be collected more regularly and more efficiently as employers submit their regular payroll submissions, rather than with their end-of-year tax return.

RTI will be introduced to most employers in April 2013 but by October 2013 all employers will have to be enrolled.

Why is RTI being introduced?
HMRC is introducing RTI for several important reasons.
1. To simplify the PAYE process, making it less burdensome for both HMRC and employers.
2. To enable a more efficient response to PAYE errors such as under or over payments.
3. To simplify the employee starting and leaving process.
4. To support the introduction of Universal Credits, which will streamline benefits into one payment.
5. To reduce fraud and ensure people receive the benefits they’re entitled to.
6. To provide the Department for Work and Pensions with up-to-date information about each claimant’s employment income more efficiently.

It’s important to make sure the information you hold on your employees is accurate. Your information is matched against HMRC records and stored on the National Insurance & PAYE service with inaccurate submissions resulting in incorrect tax calculations or HMRC compliance checks.

Make sure you have the correct details for your employees, wherever possible, checking the information you need against an official document such as: HMRC and/or Department for Work and Pensions documentation, passport, birth certificate etc.

According to HMRC, over 80% of data quality problems are connected to employers holding incorrect or inadequate information on employees’ details so getting it correct is vitally important.

For more information about getting your employees’ information correct in preparation for RTI, visit www.hmrc.gov.uk/rti

Ensure you’re RTI compliant
It’s really important to prepare for new legislation changes.

If you currently use HMRC’s free online return and forms PAYE service you’ll need to consider how you submit RTI as this service won’t be RTI-ready.

If you use in-house software make sure your payroll software provider lets you know if your software is RTI-ready? It’s essential you make sure you’re using software that’s legally compliant.

RTI may mean an increase in the cost of outsourced payroll as your provider will be required to submit information to HMRC each time you pay your staff.

For further information on this issue you should contact HMRC, your payroll software provider or your accountant.

The N.I. Federation of Clubs encourage you to check this matter out early rather than leave it to the last minute as it is envisaged HMRC helplines will be heavily inundated with enquiries coming up to the changeover.

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Women employees have had statutory maternity rights for many years. Fathers and adoptive parents now also have statutory rights to paternity leave and adoption leave.

In addition to maternity, paternity and adoption rights, there has been an increasing recognition that all employees, not just those with children, need to achieve an acceptable work-life balance.

Clubs should remember other important family-friendly measures, including the rights to unpaid parental leave, to time off for emergencies involving dependants, and to request flexible working.

Changes to maternity, paternity and adoption rights by the present government have included:
- An extension of Statutory Maternity Pay (SMP), Maternity Allowance (MA) and Statutory Adoption Pay (SAP) from six months to nine months.
- Additional Maternity Leave (AML) for all working mothers regardless of length of service.
- Optional Keeping in Touch days (KITs) to give employees the chance to go to work, to undertake training and keep in touch for up to 10 days without losing their right to maternity pay.
- An extension of paternity leave providing up to 26 weeks to care for the child if the mother returns to work before using her full entitlement to maternity leave. This effectively gives mothers the right to transfer a proportion of their paid leave to their partner.

Proposals to further extend paid maternity and adoption leave to 12 months have been abandoned for the time being.

There are three stages of maternity leave:
- Ordinary Maternity Leave (OML): All pregnant employees are entitled to 26 weeks’ OML - there is no qualifying period. This can start from the beginning of the eleventh week before the baby is expected. The allowances payable are SMP or MA and the paid period now extends into part of the additional maternity leave period.
- Compulsory leave: This is a period of two weeks immediately after giving birth during which the woman is not permitted to work. This is part of the ordinary maternity leave period, not additional to it.
- Additional Maternity Leave (AML): This begins from the end of the OML and is for a period of a further 26 weeks, some of which is unpaid.

Take care when dealing with new parents and adoption in the workplace
The woman must provide her employer with details of the week the baby is expected and the start date of her maternity leave. The employer must respond to this notification within 28 days and state the date by which the woman is expected to have returned to work after she finishes her full maternity leave entitlement - usually the end of her AML unless she chooses to return at an earlier date.

Mothers who qualify for AML are essentially entitled to up to 39 weeks’ SMP. To qualify they must:
• work for an employer who is liable (or would be liable but for low earnings) to pay the employer’s share of Class 1 National Insurance contributions
• have 26 weeks’ continuous service with her employer assessed at the 15th week before the week the baby is due. The first six weeks of SMP is paid at 90% of average weekly earnings and the remainder at the lower statutory level (currently £124.88 per week or 90% of the average weekly earnings if this is lower). SMP rates are normally increased in April each year.

These women may also qualify for MA: this is based on their recent employment and earnings record and is a state benefit which is payable for 39 weeks. To qualify, a woman must:
• be employed but not qualify for SMP, or be self-employed, or recently employed
• have been employed or self-employed on at least 26 weeks of the 66 weeks ending with the week before the expected week of childbirth
• earn at least a specified amount per week on average in any 13 weeks in the test period (currently £30)

The rules covering non-cash benefits applicable during maternity leave are complex but essentially women are entitled to flexible working that takes account of them having young children. Less favourable treatment of a woman who is pregnant, for example by changing her terms of employment or dismissing her, is a form of sex discrimination and may make an employer liable for an unlimited claim for damage.

Due to the amount of detail that this subject entails it is impossible to cover all aspects in an article of this length so clubs are encouraged to check at length the information available on the the Government website: www.gov.uk

Clubs also invited to contact the Federation helplines for further assistance.
What is Portable Appliance Testing?
Portable appliance testing (PAT) is the term used to describe the examination of electrical appliances and equipment to ensure they are safe to use. Most electrical safety defects can be found by visual examination but some types of defect can only be found by testing. It is essential, however, to understand that visual examination is an essential part of the process because some types of electrical safety defects can’t be detected by testing alone.

I’ve been told that, by law, I must have my portable electrical appliances tested every year. Is that correct?
A relatively brief user check, (based upon simple training and perhaps assisted by the use of a brief checklist), can be a very useful part of any electrical maintenance regime. More formal visual inspection and testing by a competent person may also be required at appropriate intervals, however, depending upon the type of equipment and the environment in which it is used.

How frequently do I need to test my electrical appliances? The Electricity at Work Regulations 1989 require that any electrical equipment that has the potential to cause injury is maintained in a safe condition. However, the Regulations do not specify what needs to be done, by whom or how frequently (i.e. they don’t make inspection or testing of electrical appliances a legal requirement, nor do they make it a legal requirement to undertake this annually). The frequency of inspection and testing depends upon the type of equipment and the environment it is used in. For guidance on suggested frequencies of inspection and testing, see the HSE publication “Maintaining portable and transportable electrical equipment”.

Do I need to keep records of testing and should I label any appliances tested?
There is no legal requirement to label equipment that has been inspected or tested, nor is there a requirement to keep records of these activities. However, a record and/or labelling can be a useful management tool for monitoring and reviewing the effectiveness of the maintenance scheme - and to demonstrate that a scheme exists.

Do I need to test new equipment?
New equipment should be supplied in a safe condition and not require a formal portable appliance inspection or test. However, a simple visual check is recommended to verify the item is not damaged.

I have been told that I have to get an electrician to do portable appliance testing work. Is that correct?
The person doing testing work needs to be competent to do it. In many low-risk environments, a sensible (competent) member of staff can undertake visual inspections if they have enough knowledge and training. However, when undertaking combined inspection and testing, a greater level of knowledge and experience is needed, and the person will need:
• the right equipment for tests
• the ability to use this test equipment properly
• the ability to properly understand the test results

Is Portable Appliance Testing (PAT) compulsory?
No. The law simply requires an employer to ensure that their electrical equipment is maintained in order to prevent danger. It does not say how this should be done or how often. Employers should take a risk-based approach, considering the type of equipment and what it is being used for. If it is used regularly and moved a lot e.g. a floor cleaner or a kettle, testing, (along with visual checks), can be an important part of an effective maintenance regime giving employers confidence that they are doing what is necessary to help them meet their legal duties.

If you need further information on the above subject, contact Lyle Dunn (see below) or the Federation Helplines.

### Everything you need to know about PAT!

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Questions & Answers

Q. We have always held a ‘Happy Hour’ at the Club but recently a Committee Member stated that he understood that alcohol promotions had been banned and that if we continued to offer cheaper drinks at specific times we could be in breach of the law. Is this correct?

A. There is considerable confusion over what drinking activities or promotions are lawful and which ones are not lawful although the general consensus is that reduced drinks prices for a set number of hours per day, i.e. a ‘Happy Hour’, is permissible. As such, if the Club was to run a normal happy hour, as numerous other licensed establishments do, with reduced drinks prices between set times, then it is unlikely that you would encounter any difficulties over such a promotion.

The Government has provided guidance on the types of activities which are not permissible and examples are included below:

Drinking games - any form of speed drinking game
Large quantities of alcohol for free or at a fixed or discounted price - such as ‘all-you-can-drink for £10’
Prices and rewards - ‘drink four pints get the fifth free’

Sporting events - promotions like ‘half price drinks when Ulster score a try’

Posters and flyers - adverts that ‘condone, encourage or glamorise anti-social behaviour or refer to getting drunk in any positive way’

No alcohol can be dispensed directly into the mouth - e.g. ‘the dentist’s chair’

This list is not exhaustive however and “substantially similar activities” are also banned, although this is where the confusion begins as there is limited information available on what ‘substantially similar activities’ may encompass. The above list should allow the Club to hold alcohol promotions without falling foul of the law as long as the Club holds responsible promotions which are not intended to glamorise drunkenness or lead to persons getting quickly intoxicated within a short space of time.

Q. We have a number of employees who regularly take smoking breaks throughout their shift leaving the bar unmanned in some instances. Are they legally allowed to take frequent smoking breaks?

A. There is no additional legislation for smokers. Like all employees, they are entitled to minimum breaks of twenty minutes every six hours. Under the Working Time Regulations, all employees aged 18 or over, should be offered a minimum 20 minute break for every shift lasting more than six hours. Breaks for smokers are at the employers’ discretion, legally there is no need to offer a smoker any more than one 20 minute break for every six hours of work. Breaks should not be taken at the beginning or end of a six hour shift.

Q. At our last meeting the Chairman resigned from the Committee after what could be described a heated discussion with several other Committee members. Whilst we can accept his resignation I have been told that he may wish to stand again for the Committee at our AGM. We have Committee vacancies at present and provided he was proposed and seconded, we consider the likelihood is that he could walk straight back on the Committee uncontested. What is our position?

A. There are two separate points in your question which need to be dealt with.

The first is the question of the resignation of the Chairman. The Club’s Rules state that a Member of the Committee can resign by providing written notification to the Club’s Secretary or that a verbal resignation may be accepted provided that it is recorded in the minutes and approved by the Committee at a subsequent Committee Meeting. In this situation you have described it would seem appropriate to conclude that the Chairman verbally resigned and that this will become effective when it is reported and accepted at the next Committee Meeting.

The second point is whether the Chairman can stand for election to the Committee once his resignation has been accepted. There is no prohibition on former Officers or Committee Members standing for election under the terms of your Club’s Rules and as such the Chairman would be able to stand for election at the next AGM. If there were insufficient candidates to force an election then he would be automatically elected to the Committee, if there were sufficient candidates which meant that a ballot was required to be held then it would be up to the Club’s Members to elect the candidates which they consider are most suitable.

Q. We have recently attempted to modify the Club’s Rules but have been unable to obtain the consent of 75% of the Members present at the Special General Meeting to approve the change. Some of the Committee Members are unhappy, that such a large majority is required for a Rule change. Is it possible to modify this Rule to allow a two thirds majority to pass amendments?

A. I can confirm that it would be possible to change the requirement of Rules needing to be amended or adopted by way of a 75% majority but in order to amend this Rule, a 75% majority would be required. However, I would certainly not advise the Club to amend this provision to a simple majority vote since the constitutions of almost all Clubs require some form of fixed majority voting in order to make amendments to their Rules or Constitutions.

In other words, if there was a proposal to reduce the three fourths down to two thirds then this would be something the Members could consider but, as I have already mentioned, I would certainly not advise the Committee to pursue anything less than this.

If you have any questions you would like answered then please send them to:
N.I. Federation of Clubs,
c/o Unit B7,
Portview Trade Centre,
310 Newtownards Road,
Belfast BT4 1HE
E: info@nifederationofclubs.com

nifederationofclubs.com
Machine games duty reminder

Clubs are reminded that on the 1st February 2013 VAT will no longer be applicable to the profits of gaming machines and Amusement Machine License Duty (AMLD) will be scrapped completely. Replacing them both will be Machine Games Duty (MGD) which will be imposed on the profits of Gaming Machines and will be calculated on a pay as you go basis.

If your club is due to be liable for MGD then you must register by the 31st December 2012.

You can choose to register online or you can print off a paper registration form from the downloads section at www.nifederationofclubs.com

If you don’t have internet access then your machine supplier should be able to provide you with a paper registration form. It is very important that all Clubs which are liable to pay MGD register as soon as possible.

There is extensive information available to view on the HMRC website www.hmrc.gov.uk Simply key the words ‘Machine Games Duty’ into the search box and there you will find answers to all issues relating to MGD.

New campaign for responsible drinking

SHS Drinks is launching an innovative responsible drinking campaign targeted at 18-25 year olds. Building on the company’s successful ‘Look After Your Mates’ theme, which was first introduced in 2009, the latest wave of activity utilises leading-edge web technology to help consumers view possible video scenarios for their forthcoming weekend socialising.

The interactive approach – entitled ‘Next Saturday Night’ - aims to bring home the realities of drinking irresponsibly. The online campaign is intended to help consumers recognise the implications of the actions they take when drinking with friends.

Faced with a series of options and dilemmas, a video story unfolds according to the choices selected by the viewer. For example, prompts to choose between a sequence of alternatives such as Eating’s cheatin’ or Have A Bite (before commencing an evening out with mates), and Dirty Pint For Mate or Bottle Of Water For Mate (when in a late-night bar), dictate how proceedings develop in the video.

With outcomes ranging from a great night out for all through to the inconvenience of lost keys or the distress of a friend ending up in A&E, ‘Next Saturday Night’ realistically portrays the kinds of problems that can result from drinking irresponsibly.

To personalise the video experience and make it directly relevant to each viewer, Facebook Connect allows people to carefully select friends from their own Facebook pages to feature in sections of the film. This advanced approach helps consumers recognise their personal choices in an engaging way. Also, by entering a postcode into a Googlemaps-driven link, the video can even appear to start from the home address of the viewer.

The key campaign messages are that friends should look out for one another and that drinking responsibly is the best way to ensure a safe and enjoyable night out for all.

Drawing on significant experience in delivering brand-related messages to the 18-25 age group, SHS Drinks is well placed to successfully communicate information about drinking and safe behaviour. Importantly, however, this campaign contains no brand or corporate logos or imagery whatsoever as consumers can find branded responsibility advertising contradictory. ‘Next Saturday Night’ is designed solely to educate consumers to drink sensibly.

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HAND FILTERED THROUGH THE TAIL FEATHERS OF WHITE DOVES

GET REAL  TRIPLE DISTILLED (3 TIMES IS ENOUGH)
Club News

Ulster Sports Club raise £2,500

Members of the Ulster Sports Club, Belfast, have raised the tremendous sum of £2,500 for the N.I. Cancer Fund for Children at a recent fundraising evening. Pictured is (L-R) Frank McKee, Treasurer; David Wilkinson, Chairman; Dawn Weir, Northern Ireland Cancer Fund for Children; and Stephen Watson Secretary.

Don’t ever run out of pints again

At Musgrave Wholesale Services, our aim is to provide a One-Stop Solution to meet the needs of today’s licensed trade professionals. If you’re between deliveries, had unexpected demand or a last minute function request, you can now pick up Kegs conveniently Monday to Saturday at your local Musgrave MarketPlace. There’s no minimum order – simply buy what you need. Now Stocking the Molson Coors Range of Kegs at our Duncrue Depot – including Carling, Coors and Blue Moon!

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We appreciate what it takes to run a successful club and, as Northern Ireland’s leading cash & carry, our first for value, first for choice, and first for service credentials ensure we offer you the right range, competitively priced and supported with excellent service.

Check out our exclusive Wines range which offers an excellent selection of full and quarter bottles from the most popular new and old world regions. Sourced by Musgrave, these wines have no Barcodes - therefore cannot be found in retail, ensuring excellent POR opportunities. With prices starting at £19.95 & Vat and packed in cases of 6 for convenience; with no minimum order, don’t miss out on this great opportunity to free up that essential cash.

For added convenience the six Musgrave Marketplace and Holmes Cash & Carry branches are located across the province with branches open on Saturday morning and don’t forget, if you can’t collect at the depot – WE CAN DELIVER!

To speak to a member of the sales team contact Telesales on 028 9066 2138.
This Christmas enjoy a Jameson and Ginger with a squeeze of lime.
It runs deep
The all-new Jägermeister £multi-million campaign

This is Big! Jägermeister is launching an iconic new campaign. It’s forged from true friendships and great times, strong bonds and fresh experiences. It celebrates a totally new way to enjoy Jägermeister – shared shots of ice cold, deep-chilled pleasure.

It’s their biggest-ever multi-media launch, including a huge outdoor poster campaign, TV to come next year and a huge music, promotion and festival programme. This is much more than just a campaign. IT RUNS DEEP.

THE LAUNCH NOV 2012
• Huge out-of-home exposure: 48 sheets and 6 sheets posters, nationwide and on the underground
• Big magazine press launch campaign
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THE ROLL OUT 2013
• TV across more than a dozen channels

• Cinema, spring and autumn
• More magazines and digital

THE MUSIC PROGRAMME
• Band programme, Jägermeister Music Tour and Ice Cold events

THE FESTIVAL PROGRAMME
• Festival activity over the summer months

BRAND EXPERIENCE
• Promotional venues will be ‘Jägered’
• Consumer interactions will celebrate deep bonds of friendship
• Giveaways will be impactful and full of colour
• Fun will be at the heart of everything we do

Even more Activation to be revealed – soon!

OUR NUMBERS SPEAK VOLUMES.
No.1 ...... The No.1 Speciality in value, on trade*
£139m... The value, in total trade terms*
36% ...... Jägermeister, growing at 36% value (28% volume) total trade*, driving the Speciality sector
24% ...... On trade rate of sale up 24% on last year (8w/e)*
25% ...... Off trade value up 25% (volume up 19%)*
No.7 ...... The seventh biggest spirit brand in the entire on trade market**
10% ...... bigger in volume than Baileys**

*Source: CGA MAT P9 2012, ACN MAT P8 2012
**Source: CGA, Brand Index to 01/09/2012 (P9 2012) volume in standard cases

YOU CALL THE SHOTS - STOCK UP NOW.
GET THE ICE COLD Jägermeister FLOWING!

For further information please contact your James E. McCabe Sales Representative or Telesales Staff on Tel: 028 3833 3102
WKD has a variety of activities in place to help maximise sales this Christmas. Northern Ireland’s no.1 ready-to-drink brand is all about sharing good times with friends so it’s always a big seller over the festive period. The brand has a very humorous approach and its range of seasonal offers will appeal strongly this winter.

• Christmas is all about traditions and WKD is continuing with one of its very own this year by once again giving consumers free humorous festive hats with on-trade purchases. The brand has a great track-record in providing yuletide headgear for promotional purposes and the 2012 offering looks set to be the season’s must-have item. Complete with antlers, WKD ‘Christ-Moose’ heads are the focus this year and the fun hats look set to be all the rage in outlets over the festive period.

The Christ-Moose promotion is also being complemented by a special WKD-based cocktail of the same name.

• The SHS Group Drinks Division, owner of WKD, will be providing stockists with two simple-to-make recipe ideas and point of sale (POS) materials for Christmas-themed WKD cocktails. The festive-coloured seasonal serving suggestions feature WKD Red or WKD Purple with either port or a liqueur, and mixers. The themed recipes are WKD Cheeky Chrimbo (WKD Red, port and lemonade) and the WKD Christ-Moose Cocktail (WKD Purple, raspberry liqueur and lemonade). Topped up with ice and served in pitchers, they will catch the eye of consumers, generating incremental outlet sales and providing a fun way to share cocktails.

• From 19 November, paper Christmas POS kits have been available free to all callers to the WKD POS Hotline (0800 917 3450). The kits, which contain posters, bar trim and signs for seasonal opening times, will be themed as part of the witty ‘Christ-Moose’ campaign.

• To keep WKD top of mind for consumers, a comprehensive media campaign will run in the period leading up to Christmas and over the entire festive period. The support will include an impactful outdoor poster campaign and significant digital activity. This Christmas, WKD will unveil a series of witty new advertising executions. The posters will bear all the hallmarks of the brand’s humorous and highly successful ‘Have you got a WKD side?’ campaign.

• A range of case deals will encourage outlets to stock up on WKD and help them to maximise profits.

Accounting for 52% of all RTD category volume sales in the on-trade in Northern Ireland, WKD is by far the brand-leader and a must-stock item. Having grown in both on-trade volume and distribution in 2012, Christmas is all about anticipation, participation and having a laugh with mates, and WKD’s innovative activities will be sure to raise smiles throughout the festive season.

“WKD has a very humorous approach and certainly doesn’t take itself too seriously and our festive ‘Christ-Moose’ hat offer will create a real buzz this Christmas,” says Debs Carter, Marketing Director for WKD.

“WKD has a very humorous approach and certainly doesn’t take itself too seriously and our festive ‘Christ-Moose’ hat offer will create a real buzz this Christmas,” says Debs Carter, Marketing Director for WKD. "The brand always adds some extra fun to proceedings and our seasonal offers will appeal strongly this year, concluded Carter."
It’s a cracker of a Christmas for Friends of the Cancer Centre thanks to an early gift of £70,000, presented by the charity’s Fermanagh Trustees, Avril Graham and Jim Gamble. The mega donation was collected over a vast range of events staged in the generous County of Fermanagh over the past eighteen months.

The charity, although it regularly receives large amounts from this group of volunteers, remains in awe of the fantastic generosity of the Fermanagh public. Colleen Shaw, Director of Friends of the Cancer Centre said, “The general public in Fermanagh are nothing short of amazing and we are thrilled once again to see evidence of their giving spirit with this fabulous donation. Avril and Jim have been stalwart ‘Friends’ since the charity was first established and they show no sign of running out of ideas... or energy! All of us here at the Cancer Centre greatly appreciate the continued support of the people of Fermanagh. All volunteers are to be commended for their commitment and tireless enthusiasm to raise funds to support the important work at our regional centre of excellence in cancer care.”

Jim said, “We are indebted to everyone who helps us continue to raise these funds. A special thank you must go to all the volunteers who give their time to support Friends of the Cancer Centre - whatever the weather. They have made a real and meaningful difference to cancer patients and their families.”

Avril added, “Money donated to ‘Friends’ goes towards projects for patient comfort and care, medical equipment and research. Amongst the range of projects that the charity supports is Glenview, a residential facility on the grounds of the hospital where patients from outlying areas can stay while receiving treatment, an extremely useful facility for cancer patients from Fermanagh.”
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Sports News

Down Royal triumphs once again

This year’s Down Royal Festival of Racing saw many Cheltenham Festival hopefuls over two fantastic days of racing on Friday 2nd and Saturday 3rd of November.

The action on Friday saw the feature WKD Hurdle taken in style by the Noel Meade trained Monksland, third in the Grade 1 Neptune Investment Management Novices’ Hurdle and previous Down Royal Festival winner.

Saturday’s racing was just as thrilling with the feature Grade 1 JNWine.com Champion Chase won by Kauto Stone, trained by English Champion trainer Paul Nicholls and half-brother to the legendary Kauto Star. The Grade 2 Ladbrokes Chase made it a double on the day for Nicholls as Crystal Bonus managed to out stay Jacksonslady for the win.

The Grade 1 JNWine.com Champion Chase enjoyed a thrilling finale with Kauto Stone finishing 1st with First Lieutenant and Quito De La Roque coming in 2nd and 3rd respectively.

A Parade of Champions showcasing two ‘Living Legends’ from the Irish National Stud delighted crowds on Saturday. Beef or Salmon and Moscow Flyer, favourites of the racing community, were turned out to perfection for their lap of honour.

Monksland wins WKD Hurdle

WKD once again proudly sponsored the feature race on the first day of this year’s Northern Ireland Festival of Racing. The WKD Hurdle offered €50,000 in prize-money at the November meeting which attracted racing fans to historic Down Royal. Monksland, ridden by Paul Carberry and trained by Noel Meade, finished the prestigious race first to claim the winning purse.

Owners of WKD, The SHS Group Drinks Division, provided a range of activities to support WKD’s sponsorship of the richest hurdle race in Northern Ireland: promotional kits offering consumers the chance to win free tickets to the meeting were used in selected accounts; WKD ‘Lucky Specs’ were given away free with bottle purchases on the day to help racegoers ‘pick a winner’; highly visible WKD branding featured around the course and in the stands; the WKD promotional team was in attendance to hand out samples of WKD Purple; and the Head of Weekends, WKD’s larger-than-life promotional character, was on hand to ensure that racegoers had a wonderful time. Debs Carter, Marketing Director for WKD, said, “It was great for WKD to again be associated with such a high profile event in the Northern Ireland racing calendar. The WKD Hurdle was one of the highlights of the Festival and hearty congratulations to all associated with Monksland.”
China Special wins gold at Drumbo

China Special, trained and owned by Cathal Maguire and Gavin McKernan from Omagh, clinched the £5,000 prize as winner of the Caledonia Smooth Gold Cup at the recent final at Drumbo Park Greyhound Stadium; completing the race in 28.71s.

Second place, and £1,500, went to Gizmo Classic, trained by John McGee (Oldcastle, Co. Meath) and owned by Jamie McGee (Oldcastle, Co. Meath)

Third place, and £750 went to Ruthless Man, trained by John McGee (Oldcastle, Co. Meath) and owned by John Edwards (London.)

The other three dogs who made the final, each received £500. They were: Moorlands Chriss, trained and owned by Patrick McKee (Dungannon, Co Tyrone); Paradise Martini, trained by Pat Buckley (Co. Tipperary) and owned by Javier Jame (Spain); and Burst of Magic trained by Sharon Hurley (Gulladuff, Co. Derry) and owned by Mark Lowther (Drayton Holloway)

About the event, Paul McGurk, Innovation Marketing Manager with Tennent’s NI, said, “Drumbo Park has brought a refined edge to Northern Irish greyhound racing and Caledonia Smooth is delighted to be part of the scene and proud to put on such a high calibre competition as the Gold Cup in conjunction with Drumbo. We’ve once again seen entries come from near and far and enjoyed fantastic racing throughout each stage of the month long festival of racing. It is all part of what makes this competition one of the most eagerly awaited highlights of the racing calendar. As a result of the excitement that surrounded this year’s Caledonia Smooth Gold Cup we enjoyed a superb turnout for the gala final night. A night at Drumbo combines sporting excellence with a fabulous sense of fun and the punters have responded in their droves making a ‘night at the dogs’ the new must-do activity.”

Belfast Giants partner with Harp

The reigning Elite League Champions, the Belfast Giants, have secured a first class sponsorship with Harp Lager which will see the two organisations team up throughout the 2012/2013 ice hockey season. The partnership will see Northern Ireland’s Number 1 Lager - Harp, support the Belfast Giants by hosting a number of ‘Giant Talk’ supporters’ events in venues across N. Ireland as well as looking after home and away fans throughout the season.

Commenting on the partnership, Colum Campbell, Harp Brand Manager, said, “There is real synergy between the Belfast Giants and the Harp brand, both are number 1 in their game and have built up a long legacy of success over the past number of years. We believe this partnership will demonstrate the perfect way to celebrate the cultural diversity that N. Ireland has to offer. The Belfast Giants continue to make a significant contribution to the local economy with an estimate of over £500,000 added to the local tourism and hospitality industry each year through the support of travelling fans. At Diageo, we are also committed to the ongoing development of investing in our local communities and helping build our tourism and hospitality sectors. We hope to play our part in continuing to strive for success and provide the best possible experience for supporters of the game across the province.”
N.I.F.W.A. monthly awards

MANAGER OF THE MONTH
Cliftonville Manager, Tommy Breslin, has been named Belleek Manager of the Month for November by The Northern Ireland Football Writers’ Association.

Having seen his table-topping players collect 10 points from four Premiership outings, as well as securing safe passage to the Semi Finals of the League Cup during the month, Breslin was the stand-out choice to land the gong exactly one year on from his last award.

Tommy said, “We had a very good November, coming through a lot of tough tests with good results on the board. While it’s my name on the award, the truth is that it has only been awarded to me thanks to the efforts and dedication of not just the team but of everyone in the backroom staff.”

With 3-0 and 4-0 wins over Linfield and Lisburn Distillery coming either side of an 8-0 hammering of Ballymena Utd, Cliftonville have certainly been in fine fettle at both ends of the park - “and long may that continue”, says the boss.

He concluded, “I’m delighted to accept this award on behalf of everyone because it’s been a real team effort.”

Balleek NIFWA Manager of the Month Tommy Breslin of Cliftonville gets his award from NIFWA chairman Mark McIntosh

PREMIERSHIP PLAYER OF THE MONTH
Cliftonville midfielder James Knowles has made it a Solitude double by landing November’s Belleek Premiership Player of the Month from the Northern Ireland Football Writers. With boss Tommy Breslin having already landed the managerial gong, midfielder Knowles was delighted to pick up the players’ equivalent.

“It’s always nice to be picked out for recognition, but even moreso when the entire team have been doing well,” says the 21-year-old former Blackburn Rovers starlet, who netted in consecutive outings against Ballymena United and Lisburn Distillery during the month.

“We’ve had a very good spell and probably would have had a few players in the running for the award, so it’s great for me personally that the Football Writers chose me and hopefully I can keep playing at a good level for the rest of the season.”

Cliftonville’s James Knowles completed the double for Cliftonville, winning the November Belleek NIFWA Player of the Month award. He is pictured with his Manager, Tommy Breslin.
UGAAWA Monthly Merit Award

Things get better by the day for Monaghan and Donaghmoyne football star, Catriona McConnell, as hard on the heels of winning an All-Ireland Ladies’ SFC medal, comes the news that she has won the Quinn-direct Ulster GAA Writers’ Merit Award for November.

Her honour doesn’t include her recent deeds in the senior club final against Carnacon, as the selection was made before the weekend, the national decider being in December. It of course gives her and her Donaghmoyne club mates a toe in the door for this month’s award.

“Getting the news that I was the Merit Award winner for November, before the All-Ireland final, was a great boost to me,” said Catriona.

“I’m delighted with the award and getting it, along with the All-Ireland medal, makes this a really special time for me. I’m absolutely thrilled. It’s brilliant.”

McConnell must now be well used to getting awards and medals. Donaghmoyne have won the last 10 Monaghan SFC titles and Catriona played in nine of those victories. She also has seven or eight (she can’t remember which) Monaghan SFL medals.

Of course, she has previously won other Ulster and All-Ireland medals with club and county and a NFL award this year.

“The first Monaghan championship final, I played in, was on my 16th birthday and that one will always be very special,” she recalls. “You never get fed up with winning awards and, naturally, winning an All-Ireland medal and the Ulster GAA Writers’ Award on the same weekend makes this a very special time, for me, too.”

Topping up her trophy list during November was a national Allstar award and the Croke Park Hotel ‘Player of the Month’ honour.

When Donaghmoyne defeated Wexford champions Shelmaliers in the All-Ireland semi-final in October, McConnell rifled over 12 points in the Monaghan team’s 1-21 to 0-7 victory. That was more than enough to catapult Catriona, a fourth and final year Early Child Level Studies student in Dundalk, into the shop window for any award.

It surpassed the deeds of Darragh O’Hanlon, who starred with Kilcoo in the defeat of St Gall’s, and Maggie Farrelly, who had the rare distinction of refereeing the Cavan men’s SFL final.

Catriona McConnell will receive her November Monthly Award of a Belleek Living engraved vase, specially designed jewellery from Garrett Mallon (Omeath) and training gear from O’Neill’s International Sports at the UGAAWA Silver Jubilee Banquet in the Great Northern Hotel, Bundoran.
1955

Jack Fleck wins US Open

Ben Hogan could have been forgiven for feeling confident when he reached the US Open play-off final in 1955 at the Olympic Club in San Francisco - for the four-time winner of the event only had an unknown called Jack Fleck standing in his way.

Fleck, who had started his golf career during the mid-1930s working as a caddie for a dentist in Iowa, decided to turn professional on his graduation from high school. Alongside his caddying duties, he worked as an assistant pro before joining the American Navy. While serving his country, he took part in the D-Day landings in Normandy. But his passion for golf never diminished, and two weeks after being discharged from the Navy he was a playing professional.

He hustled his way round the PGA (Professional Golfers’ Association) Tour but his crowning glory came at the 1955 US Open, when he caused one of the greatest shocks in the history of the sport. Hogan was confident of success after the two players were tied over the previous four rounds. The title went to an 18-hole play-off, in which Fleck kept his nerve to win with a respectable score of 69, while Hogan could only manage a 72.

Perhaps the biggest shock was reserved for the American public watching at home on television. Broadcaster NBC had only allocated one hour’s worth of air time, meaning they could not show the play-off. Foolishly, they announced Hogan as the winner before they went off air.

Le Mans tragedy

Le Mans was the scene of the worst disaster in the history of motor racing when, on 11 June 1955, a car flipped over and hit spectators in the stands, killing more than 80 people and injuring hundreds of others.

The event being held was the popular ‘24 Hours of Le Mans’, which is regarded as the world’s most famous sports-car endurance race, held annually at Circuit de la Sarthe near Le Mans in France.

The crash was caused when Lance Macklin’s Austin Healey was forced to pull out sharply to avoid Mike Hawthorn, who was making a pit stop in his Jaguar. Sadly, the advancing Pierre Levegh did not have enough time to react to the drama unfolding in front of him and he slammed into the back of Macklin’s car. Levegh was killed instantly as his Mercedes-Benz 300 SLR was catapulted into the air before crashing down on the stands. As the emergency services eventually brought the fire under control, the true extent of the horror and devastation was revealed.

Following the crash, Mercedes withdrew from racing for over 30 years, as a mark of respect for the lives lost in the horrific tragedy.

Also this year...

Cricket - England’s Len Hutton bowled out of Test cricket when he captained his side against New Zealand, top-scoring with 53. New Zealand were bowled out for only 30 runs in the 2nd innings giving England the win by 7 wickets and 20 runs.

Football - Duncan Edwards of Manchester United, became England’s youngest international when, at the age of 18 years and six months, he played against Scotland.
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