

# INNcentive

**iTrust Inns**  
Better Pubs through Better People



**JANUARY 2022**

**RUGBY  
PROMOTION  
KITS  
AVAILABLE**

## Get ready for Rugby

6 Nations 2022 starts 5th February

## BIG BRAND PROMOTIONS...



**Direct Telesales Line: 0808 169 8979**

# BUY 2x9g OF IPA AND GET A SIX NATIONS RUGBY VISIBILITY KIT



Terms and conditions: 2x9g must be purchased in one order. For pubs in England only.  
Kit includes: 4 x fixture posters, 15 x blank vs blank posters, bunting and a social media pack with artwork for each match. Available whilst stocks last. One offer per pub.

# BUY 2x11g OF BELHAVEN BEST AND GET A SIX NATIONS RUGBY VISIBILITY KIT



Terms and conditions: 2x9g must be purchased in one order. For Scottish pubs only.  
Kit includes: 4 x fixture posters, 15 x blank vs blank posters, bunting and a social media pack with artwork for each match. Available whilst stocks last. One offer per pub.

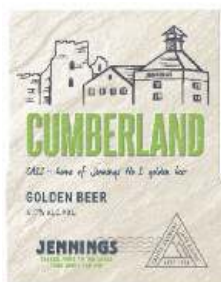
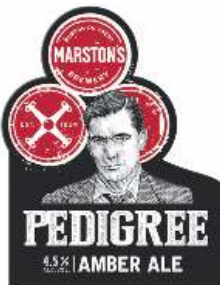
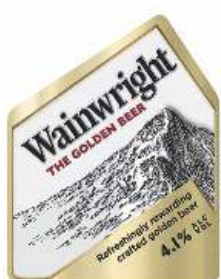
# £5 OFF EVERY 9g

## BUY 2x9g GET A CASE OF 12 GLASSES AND 100 DRIPMATS



Terms and conditions: 2x9g must be purchased in one order. Whilst stocks last. One offer per pub.

## BUY 2x9G FROM THE RANGE AND GET A FREE BOTTLE OF EITHER BOE VIOLET GIN OR BOE PASSIONFRUIT GIN



Terms and conditions: 2x9g can be split over two orders. Can be any mixture of the range shown. Free stock is always Boe Violet Gin OR Boe Passionfruit gin. Whilst stocks last.



6.5M

Consumers took part in Dry January in 2021, up from 3.9M in 2020 and 4,000 in 2013

2/3

Of consumers agree they "proactively try to lead a healthy lifestyle"

61%

Of people are looking for better No/Low drink range in venues

45%

Of those participating in Dry January try new drinks every/most times they visit the On Trade

65%

Of those participating already pay more for a better quality drink

Great taste. Zero alcohol.

\*CONTAINS NO MORE THAN 0.05% ALCOHOL BY VOLUME

Sources: CGA Distillr; CGA OPLUS June 21, Brand Track, Alcoholorg.co.uk, Forbes.com



# SAY YES

## WITH ALCOHOL-FREE

BUY 3 CASES AND GET ONE FREE\*



OLD  
MOUT  
CIDER



\*Offer valid from 1st January to 28th February 2022. Buy any 3 cases of Heineken 0.0 24x330ml or Old Mout Alcohol Free 12x500ml and get any case free. Subject to availability. Heineken 0.0 and Old Mout Alcohol Free contain no more than 0.05% alcohol content.

**FREE GUINNESS  
SIX NATIONS RUGBY POS KIT  
WHEN YOU BUY 2 X 50L  
OR 3 X 30L GUINNESS**



\*1 DEAL PER CUSTOMER, PER WEEK.  
WHILE STOCKS LAST. LIMITED  
DEALS AVAILABLE. RANGE INCLUDES:  
GUINNESS 50L & GUINNESS 30L.  
KIT INCLUDES: 4 X T-SHIRTS,  
2 X BUNTING, 1 X INDOOR FLAG  
& 2 X POSTERS.

[drinkaware.co.uk](http://drinkaware.co.uk) for the facts | PLEASE DRINK RESPONSIBLY

**LET'S  
SETTLE  
THIS**



**SHIPYARD®**

PORTLAND • MAINE • USA

**AMERICAN CRAFT BEER FOR REAL PEOPLE**

**BUY 2 CASES OF SHIPYARD  
IPA OR PALE ALE**

**GET A FREE CASE OF  
SHIPYARD LOW TIDE 0.5%  
LOW ALCOHOL PALE ALE**

Terms and conditions: Two cases must be purchased in one order to qualify.  
Two cases can be any mix of the two products. Free case is also Shipyard  
Low Tide 8x500ml. Whilst stocks last.



# £1 OFF

## PER CASE



# £2 OFF

## PER CASE



Terms and conditions.

£1 per case discount applies to 24x330ml Coca Cola and Diet Coke.

£2 per case discount applies to 24x330ml Coke Zero. Whilst stocks last on orders placed throughout January 2022.

# LET THE EVENING BEGIN

FREE TANQUERAY  
BLACKCURRANT ROYALE  
WHEN YOU BUY 5 X 70CL  
DIAGEO GINS FROM THE RANGE\*

STOCK UP NOW  
MADE NOT POURED



FREE

DIAGEO ONE



\*Gordon's London Dry, Gordon's Premium Pink, Gordon's Sicilian Lemon, Gordon's White Peach, Gordon's Mediterranean Orange, Gordon's 0.0%, Tanqueray London Dry, Tanqueray Flor de Sevilla, Tanqueray Blackcurrant Royale. While stocks last. One deal per customer per week.

[drinkaware.co.uk](http://drinkaware.co.uk) for the facts | PLEASE DRINK RESPONSIBLY

# NEW YEAR PRINT SALE

KICK OFF 2022 WITH SOME GREAT MARKETING



**ORDER 1000 A5 FLYERS FOR £159 AND RECEIVE 2000**  
Inc. artwork, print and delivery

**ORDER 2000 A5 FLYERS FOR £199 AND RECEIVE 5000**  
Inc. artwork, print and delivery

Social media is a great way to engage with your customers but sometimes it's nice to have a leaflet in your hand to explain your services, products and promotions.

Some customers are less savvy with social media and the internet. If the majority of your customers live local then why not enlist the help of some leaflet droppers? Maybe, when you are quiet, the bar staff can up their daily step count! During January we are doubling the print you receive at no extra cost on Flyers (A5 double sided) and Posters (A3 Single sided).

We also artwork, print and provide:

Menus, Disposable Paper Menus, Banners, Large Scale Posters, Comments Cards, Beer Mats and promotional items such as Bounce Back Cards and Takeaway Menus, in fact all things hospitality.

In the first instance email: [acanthusads@btconnect.com](mailto:acanthusads@btconnect.com)  
or call Sarah on 07957 384234

 @acanthusadvertising



**ACANTHUS**  
ADVERTISING & PR

