

# Inncentive

FOR TRUST INNS' LESSEES

GET YOUR  
HANDS ON



BRANDED  
POS KITS

TWO DESIGNS AVAILABLE  
SEE PAGES 7 & 12

**iTrust Inns**  
Better Pubs through Better People

JAN  
2019

HAPPY NEW YEAR!  
TO ALL OUR LICENCEES

New offers inside to kick-start 2019

Follow us! 

To take advantage of any of the drinks offers in this magazine, call your Trust Inns' telesales adviser

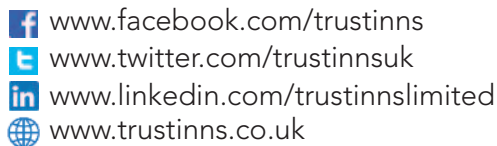
Direct Telesales Line: **01675 432338**

Happy New Year to all our tenants and lessees! We are hopeful that 2019 will be healthy, prosperous and happy for us all.

Welcome to the January issue of Inncentive. Whilst January is normally a quieter trading period than December, we still have lots of great offers available for you! For example, take a look at our two Six Nations kits available this month, one from Guinness and one from Greene King IPA ahead of the tournament starting at the start of February. There's a limited number available so get yours quick!

Don't forget we're still very active on our social media pages (Facebook, Twitter and LinkedIn) and often share business building ideas or links to giveaways for your pub that you might find useful.

Follow us at:



Call now to take advantage of these offers **01675 432338**

## WHAT'S ON? in January

TUES 1st **New Year's Day**

WED 2nd **Bank Holiday**  
Scotland only

SAT 5th **Twelfth Night**

FRI 25th **Burns Night**

SAT 26th **Australia Day**  
Have an upside down party?



**BUY 2 CASES OF  
COCA-COLA<sup>330ML</sup>**  
ORIGINAL OR DIET COKE



**RECEIVE A FREE CASE  
OF COKE ZERO<sup>330ML</sup>**  
AND FREE CASE OF GLASSES

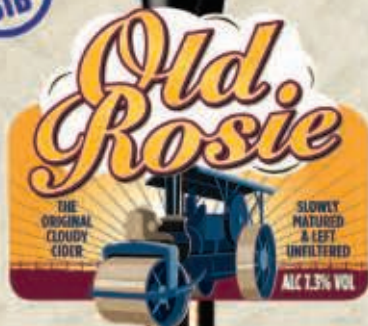


*Terms and conditions. Offer valid on purchases of Coca Cola and Diet Coke . Must be purchased in one order. One deal per customer whilst stocks last.*

Call now to take advantage of these offers **01675 432338**



20L  
BIB



**£5.00  
OFF**  
per Bag-in-Box

*Old Rosie*

**The Original  
Cloudy Cider**

ABV 7.3%

**Taste:** A balance of sweetness and acidity, to complement the bitterness of traditional cider apples.

**Sweet:** 🍏 🍏 🍏 🍏 🍏

*Rosie's Pig*

**Refreshing Still  
Cloudy Cider**

ABV 4.8%

**Taste:** Medium dry cloudy cider made from freshly pressed apples with hints of citrus and spice.

**Sweet:** 🍏 🍏 🍏 🍏 🍏

f /WestonsOldRosie @WestonsOldRosie Westons-Cider.co.uk

WESTONS CIDER EST. 1880



Call now to take advantage of these offers **01675 432338**



# STOCK THE UK'S NO.1 AND NO.2 DRAUGHT CIDERS

INSTALL EITHER OF THESE CIDER BRANDS AND RECEIVE  
A FREE KEG AND A £50 NEW INSTALL KIT

IF INTERESTED PLEASE CONTACT YOUR  
BDM OR LOCAL HEINEKEN SALES REP



[drinkaware.co.uk](http://drinkaware.co.uk) for the facts

Call now to take advantage of these offers **01675 432338**



# WADWORTH

**£7.50<sup>OFF</sup>**  
**PER 6X 9G & FREE**  
**METAL PUMP CLIP**  
**ORDER NOW**



@wadworth   

**OLD COOL IS THE NEW COOL**

[www.wadworth.co.uk](http://www.wadworth.co.uk)



Call now to take advantage of these offers **01675 432338**



# STOCK NOW

## BUY 2 KEGS OF GUINNESS & GET A FREE 6 NATIONS KIT\*



\*Products include Guinness 30L and 50L kegs. Limited number of kits available.

The Oval Trim device and Elliptic design on the ball are registered trademarks of Gilbert Rugby.

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

# Call now to take advantage of these offers 01675 432338



Buy 2x9g to receive a

# FREE CASE OF GLASSWARE

Offer available  
throughout January 2019

Terms & Conditions. 2x9g must be purchased in one order  
to receive glassware. One offer per customer.  
Available whilst stocks last. Available throughout January 2019.



Call now to take advantage of these offers 01675 432338



# EXCLUSIVE FOR YOU!

WITH  
  
**MARSTON'S**

## CREATE YOUR OWN BESPOKE BRANDED ALE IN 4 SIMPLE STEPS\*

\*Terms and Conditions apply.

### #1 DESIGN YOUR PUMP CLIP...

Email: [bespokeposrequests@marstons.co.uk](mailto:bespokeposrequests@marstons.co.uk) to request an order form. You will receive a PDF, open it up, complete the digital form and send it straight back to the team who will start work on your design.

### #2 APPROVE YOUR DESIGN

We return a PDF to you of your chosen design with your customised details. Open it up, take a look and if you are happy confirm your approval back to the team to place the order.

### #3 ORDER YOUR BEER...

Place your order for Ringwood Razorback in your normal way.



### #4 THAT'S IT!

Your beer will be delivered during your normal weekly delivery and your pump clip will be posted to you within 10 working days of you approving your design.



SPECIAL OFFER

# £5 OFF PER FIRKIN

AVAILABLE ON  
RAZORBACK ONLY  
Throughout January  
and February 2019

TERMS & CONDITIONS – (1) By completing an order form, you are making a binding offer for the 'exclusive for you' services on these terms and conditions. It is your responsibility to ensure the details contained in the order form are legible and correct. (2) By submitting the order form, you warrant that the requested design (including the text and any motif), and any agreed changes to it, do not infringe the rights of any third party and fully comply with all applicable laws, regulations and guidelines (including, but not limited to, the portman code and the asa guidelines) and you undertake to indemnify and release us from all demands, costs and claims which are made against us or for which we become liable due to the actual or suspected infringement of such third party rights, or legal requirements. Other than to the extent the design requested by you contains our property or brewery name (which may only be used with our express consent) you retain all title and rights in the design and by submitting an order you grant us a royalty-free licence to use the design for all purposes connected to the services. (3) On receipt of each order form, we usually undertake basic checks regarding the feasibility and legality of the services requested; however, we cannot provide you with any legal or commercial advice, and the services requested are (and remain) at your sole risk. We reserve the right to reject any offer at our discretion. Acceptance only occurs once we have dispatched the pump clips to you and such acceptance is without prejudice to our rights under these terms or at law. (4) If you need to cancel an order, or advise us of any errors in the order form, please contact [bespokeposrequests@marstons.co.uk](mailto:bespokeposrequests@marstons.co.uk) if we have already manufactured the pump clips, we reserve the right to re-charge all costs incurred to date on a time and materials basis. (5) The bespoke branded ale and available pump clips are all subject to availability and may be changed at our discretion. (6) Once a design has been approved, finished pump clips usually take 10 days to manufacture and dispatch, however no timings can be guaranteed and we do not accept responsibility for any delays. (7) Any information, guidance, example designs contained in our exclusive for you literature or provided to you during the order process are for information only and we accept no responsibility for errors or variations in colour, size, font or similar. To the extent permitted by law, our liability to you in connection with the services is otherwise limited to the cost of manufacture of the pump clips to which the claim relates.

# Call now to take advantage of these offers 01675 432338



# DIVE IN.

## JANUARY & FEBRUARY SPECIAL OFFER

### BUY 2x9G's TO RECEIVE TWO 61 DEEP T-SHIRTS

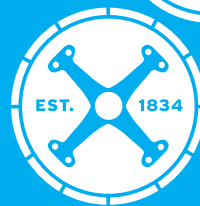
One deal per account



drinkaware.co.uk for the facts

## FROM BURTON WITH LOVE

 /MarstonsBrewery  @marstonsbrewery  @marstonsbrewery



Call now to take advantage of these offers **01675 432338**





## BEER REWARDS

# THE ON TRADE REWARDS PROGRAMME THAT HELPS YOU GROW SALES AND ENGAGE YOUR TEAM

*A thank you for stocking  
Greene King beers*



## ABOUT THE CLUB

As part of our club, you'll be entitled to a host of exciting rewards ranging from point of sale to help to help increase rate of sale in your outlet, to personal incentives and experiences to treat your staff or yourself.

## HOW IT WORKS

### SCAN CODES

Printed on promotional kegs and cases

### COLLECT POINTS

Use either the QR reader on our Greene King Beer Rewards App or enter the unique code on our website.

### ORDER REWARDS

Redeem from a wide selection of bespoke PCs, incentives, experiences and essential items.



## WHO CAN JOIN?

To become a member of Greene King Beer Rewards you must own or manage a licensed On Trade premises.

For more information on eligible outlets, and to

**SIGN UP:**



**GREENEKINGBEERREWARDS.CO.UK**



**FREEPHONE  
0800 731 7777**



**SEARCH 'GREENE  
KING BEER REWARDS'  
ON IOS AND ANDROID  
APP STORES**

**EARN REWARDS  
ON THE MOVE**



Call now to take advantage of these offers **01675 432338**





The logo for the Six Nations rugby tournament, featuring the words "SIX NATIONS" in a stylized, bold, orange font inside a white oval with a black border. The background of the entire page is a teal color with a faint, repeating pattern of the Six Nations logo.

**GET  
RUGBY  
READY**



**OFFICIAL BEER OF ENGLAND  
COMMUNITY CLUBS**

Terms & Conditions: Offer available 1st – 31st January 2019 whilst stocks last.



**Call now to take advantage of these offers 01675 432338**