

INNcentive

iTrust Inns
Better Pubs through Better People



**WIN
A FREE
KEG***

See page 2

Free branded
hoodie - See
Page 12



MAY
2019

New flavour
offer - See page 9



Welcome to the May issue of Inncentive, yet another jam packed month full of FA Cup finals and Bank Holiday weekends which should hopefully see more and more customers heading into your pubs.

Take a look over the next few pages and see the offers available to you, from free bottles of Pimms (page 11) to free branded hoodies (pages 12 and 13) there should be something to tempt you!

And don't forget, for each offer you take you'll be entered into our prize draw to win a free keg of a product of your choice! The lucky winner from our March issue has now been revealed and you can find out their details on our Facebook page see www.facebook.co.uk/trustinns

Follow us at:



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www.trustinns.co.uk



Direct Telesales Line: 0808 169 8979

What's On? in May

WED 1st	May Day
MON 6th	Early May Bank Holiday
SAT 18th	FA Cup Final
SAT 25th	English Wine Week starts Until 2nd June
SUN 26th	French Open Tennis Until 9th June
MON 27th	Spring Bank Holiday National BBQ Week Until 2nd June



WIN A FREE KEG

*Buy at least one offer per week
over the course of May and be entered
into a free prize draw to win a keg of your choice!



100% fruit juice.
That's sparkling.

£2
OFF
EVERY CASE

Available
throughout
May
2019

Appletiser®
CROWN THE MOMENT

Buy a case of 24 x 275ml Appletiser and receive £2 off per case. Offer available 01/05/2019 - 31/05/2019.
Appletiser is a registered trade mark of SABMiller International B.V.
Coca-Cola European Partners, Pemberton House, Bakers Road, Uxbridge, UB8 3EZ, Great Britain.

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Britvic
LIFTING SPIRITS
SINCE 1938

**BUY 4 CASES
OF 200ML MIXERS
AND GET A 200ML
TONIC FREE***

LIFTINGSPIRITS.CO.UK

*Terms and conditions: Three deals per customer per week. Qualifying range includes any from the 200ml mixers and juices range. Free case is tonic or low calorie tonic 200ml only.
Promoter: Britvic Soft Drinks, Breakspear Park, Breakspear Way, Hemel Hempstead HP2 4TZ



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NO.1 RTD IN THE UK ON-TRADE¹

**£3 OFF
PER CASE**



#DOÜVK



VKDRINK



VK_OFFICIAL



VKDRINK

VKOFFICIAL.COM

¹CGA MAT P10 2018

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WESTONS BAG-IN-BOX RANGE



OLD ROSIE
6.8% ABV

ROSIE'S PIG
4.2% ABV

ROSIE'S PIG
RASPBERRY
4% ABV

ROSIE'S PIG
RHUBARB
4% ABV

ROSIE'S PIG
STRAWBERRY
4% ABV

CALL 01531 660100 FOR MORE INFORMATION

   Westons-Cider.co.uk drinkaware.co.uk for the facts

WESTONS CIDER EST. 1880



Direct Telesales Line: 0808 169 8979

KOPPARBERG

OUTSIDE
IS OURS



ARE YOU STOCKING
THE UK'S BESTSELLING
FRUIT CIDER BRAND?

£3 OFF EACH CASE

STOCK UP NOW

drinkaware.co.uk

Source: IRI, Value sales, Fruit Cider, 52 weeks to 30/12/18. Promotion
Available 1st May to 31st May 2019 Inclusive. While Stocks Last.

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GREAT BRITISH CIDER

SINCE 1887

BREWED IN THE UK

*T&C's Apply. Subject to availability



BUY 4 GET 1
BULMERS ORIGINAL
FREE*

drinkaware.co.uk for the facts



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OLD MOUT CIDER
PRONOUNCED
INCORRECTLY
SINCE 1947
/Ohld-mout-sy-der/



BUY ANY 3,
GET 1
PINEAPPLE
& RASPBERRY
FREE*

MAKING FRUIT MORE USEFUL SINCE 1947

 THE KIWI TASTE FOR ADVENTURE
BREWED IN THE UK *T&C's Apply, subject to availability

ESTABLISHED IN NZ. MADE IN EU.
for the facts drinkaware.co.uk

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WIN A WEEKEND IN BARCELONA

BUY ESTRELLA DAMM
PACKAGED OR INSTALL
ON DRAUGHT TO RECEIVE
A POS KIT* AND ENTRY
INTO OUR PRIZE DRAW.

Install subject to BDM approval

Please enjoy responsibly

drinkaware.co.uk for the facts

*Estrella Damm POS kits for draught install include: 12 x half pint glasses, 24 x pint glasses, 1 x rubber bar mat, 1 x 100 drip mats. Estrella Damm POS kits for packaged install include: 12 x half pint glasses, 1 x round ice bucket, 4 x bottle openers. Install criteria applies. New stockists only.

Pubs that buy Estrella Damm Draught or packaged in May 2019 or June 2019 will be entered into the Estrella Damm prize draw automatically from 'Trust Inns' volume reports. 1 entry per pub.



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GUINNESS

**BUY 2 x GUINNESS
50L, OR 3 x 30L,
GET 1 x 70CL
PIMM'S FREE.**

Max 1 deal per customer per week.

drinkaware.co.uk for the facts

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Direct Telesales Line: 0808 169 8979



Buy 1x9g of each ale to receive a **FREE** **Reverend James** **Hoodie**

Offer available
throughout May
2019



Terms & Conditions. 2x9g must be purchased in one order (made up of 1x9g of each ale in the range).
Max of 2 deals per pub. Available whilst stocks last. Please state size required when placing order (M, X, XL)



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BUY 2 X 9G
AND GET
EITHER
A TROOPER
OR DIZZY
HOODIE



For further health information, visit
drinkaware.co.uk

contains malted barley and wheat

For further information or support contact triece.davidson@frederic-robinson.co.uk

Direct Telesales Line: 0808 169 8979



MARSTON'S

BEER STREET

BUY ANY 2x9's FROM THIS MONTH'S **BEER STREET** SELECTION

PERMANENTLY
AVAILABLE
UNLESS STATED

May
Only



ABV: 4.3%
BANKS'S
Lock 16

Dark fruits and an orange hop aroma



ABV: 4.4%
LANCASTER
Bomber

Full bodied amber beer with malty aroma

June
Only



ABV: 3.8%
BRAKSPEAR
Jericho

Crisp Rye and subtle herbal flavours



ABV: 3.8%
MARSTON'S
61 Deep

Fantastically fruity and floral aroma



ABV: 4.8%
COURAGE
Directors

Rich, fruity, full bodied chestnut
coloured ale



ABV: 5.7%
MARSTON'S
Old Empire

Clean, bright, full flavoured



ABV: 4.0%
JENNINGS
Cumberland

Full bodied amber beer with malty aroma



ABV: 4.2%
RINGWOOD
Boondoggle

Well balanced, moreish, fruity



& get a FREE 70cl bottle of Smirnoff Vodka

Whilst stocks last. The two firkins must be purchased on the same order and must be 2 different beers.

With 6 breweries located across the country
and 11 regional brand families, Marston's is in
a unique position to offer you an unrivalled
choice of award winning ales.



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**BUY 2x9g OF BOMBARDIER OR
BOMBARDIER GOLDEN ALE**

**AND GET A FREE
CASE OF BULMERS
ORIGINAL OR
PEAR CIDER**

Terms and conditions. 2x9g must be purchased in one order. 2x9g can be any mix of the two products. Free case is Bulmers Original 12 x 500ml or Bulmers Pear 12 x 500ml. Max of 2 deals per customer per order. Available whilst stocks last.



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**BUY 1 X 9G OF BOTH
BLACK SHEEP
BEST BITTER
AND BAA BAA
& RECEIVE
12 PINT GLASSES**

For more info, please email
support@blacksheep.co.uk
POS sent direct to outlet



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