

INNcentive

iTrust Inns
Better Pubs through Better People



JULY 2022



**Cheers to Beer
Garden season!**

BIG BRAND PROMOTIONS...



Direct Telesales Line: 0808 169 8979

Alcohol free beer on draught with BLADE

Beer



8L Keg
(14 Pints)



Served at 2°C



30 days fresh

Blade



No installation



No cleaning
& maintenance



No CO2
needed

£250 +VAT

1 x Blade Machine and Dome

2 x Heineken 0.0 kegs

1 x case of Heineken glasses

1 x Heineken 0.0 POS kit

(1 x bar runner, 2 x fount wobblers,
1 x drip mats, 1 x Heineken 0.0 Blade wrap)

**Contact your local BDM
for more information.**



Great taste. Zero alcohol.
contains no more than 0.05% alcohol content

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DISCOVER THE SOUL OF MADRID



NOW AVAILABLE
**Contact your BDM
for more details**

Madrí Excepcional is an exciting collaboration between the brewers of La Sagra & Molson Coors who have joined forces to brew a beer that captures the soul of modern Madrid. Madrí Excepcional is a crisp, smooth and refreshing Spanish style lager brewed at 4.8% ABV. Full of flavour and aroma, medium bodied with medium carbonation which are the hallmarks of the beers from La Sagra. With every sip your customers will experience El Alma de Madrid - 'The Soul of Madrid'.



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Brewed in the UK



NEW

Heineken

SILVER

Extra Refreshing Taste.

Crisp Flavour. Subtle Finish. Natural Ingredients.

***INSTALL HEINEKEN SILVER
AND RECEIVE A
FREE KEG & POS
WORTH £150**

KIT INCLUDES:

- 1 X COASTERS
- 2 X PINT GLASSES
- 1 X HALF PINT GLASSES
- 3 X TRAYS
- 4 X BAR RUNNERS
- 3 X T-SHIRTS



PLUS a FREE case of Heineken Silver for every draught install

CONTACT YOUR TRUST INN'S BDM FOR DETAILS

*1st April onwards – first 100 stockists. Kit includes: 1 x coasters, 2 x pint glasses, 1 x half pint glasses, 3 x trays, 4 x bar runners, 3 x T-Shirts. Free Keg is not awarded if a HUK brand is removed.

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Enjoy Heineken® Silver Responsibly



**PREMIUMISE YOUR BAR WITH
CORONA
DRAUGHT**

**— UNLOCK POS KIT —
WORTH £500**

**2 X PARASOL
2 X DECK CHAIRS
2 X CORONA BLANKET
5 X ICE BUCKETS
24 X ICONIC CORONA GLASS**

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Buy 2x9g and get
EITHER a bottle
 of Smirnoff Red
OR a bottle
 of Gordon's
 Pink Gin



2x9g must be purchased in one order to qualify.
 Free stock is either 70cl Smirnoff Red vodka
 or 70cl Gordon's Pink Gin.
 No alternative offered. Whilst stocks last.

SPECIAL OFFER FOR NEW STOCKIST

RECEIVE A FREE BOX OF BUTCOMBE GLASSES AND A POS KIT.

(1 BOX OF PINTS, 1 PACK BAR TOWELS & 1 PACK OF DRIP MATS)

You can spot a true
 original a mile off.
 Like our Original
 brew. Bristol born
 and made to
 stand out.

A true Bristol
 sunset in liquid
 form, worth its
 weight in gold.



A bold, standout beer
 that's one of a kind.
 A collaboration that
 is the result of Adam
 Henson's dedication
 to sustainable farming
 and our passion beer.



DEPOT RESTRICTIONS APPLY. PLEASE ASK YOUR TELESales ADVISER

SMIRNOFF RASPBERRY CRUSH



NEW

Buy 3 x 50L Guinness Draught
AND RECEIVE A NEW
SMIRNOFF RASPBERRY
CRUSH FREE*

SCAN FOR
POS, TIPS AND MORE

DIAGEO ONE




Smirnoff



*while stocks last, limited number of deals available.
PLEASE DRINK RESPONSIBLY | for the facts drinkaware.co.uk



NEW

Heineken

SILVER

Extra Refreshing Taste.

Crisp Flavour. Subtle Finish. Natural Ingredients.

***BUY 2 CASES OF
HEINEKEN SILVER
AND GET A
POS KIT**

KIT INCLUDES:

400 X COASTERS

2 X ICE BUCKETS

20 X TABLE TALKERS

3 X TRAYS

2 X BACK BAR DISPLAYS



Enjoy Heineken® Silver Responsibly

*1st April onwards – whilst stock lasts. Kit includes: 400 x coasters, 2 x ice buckets, 20 x table talkers, 3 x trays, 2 x back bar displays.

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BUY 5 CASES FROM THIS RANGE AND RECEIVE A CASE FREE*

* x1 deal per customer. 5x cases must be purchased in one transaction. 65 deals available. Includes all Old Mout range & Bulmer's range

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MAXIMISE YOUR SALES WITH PERONI NASTRO AZZURRO

STOCK THE NO.1
SUPER PREMIUM LAGER NOW*



PERONI

BUY 2 PERONI NASTRO AZZURRO 24 x
330ML CASES & RECIEVE 2 CASES OF
GLASSWARE & BOTTLE OPENERS

THE NO.1 BEST SELLING AND
BEST TRENDING BEER BRAND

SOURCE: DRINKS INTERNATIONAL ANNUAL BAR REPORT 2019

*NIELSEN MAT VALUE WE 04.01.20. Valid during the promotional period only. To receive glassware & bottle openers you must purchase 2 cases of Peroni 330ml x 24 in 1 order. Available while stocks last, 1 deal per customer. For any more information please contact daniel.couch@asahibeer.co.uk
Bottle openers available while stocks last

drinkaware.co.uk for the facts

KOPPARBERG

Only available
July 2022

Drive sales this summer with the UK's favourite cider brand¹

Buy 4 x cases of 500ml Kopparberg and get an ice bucket POS pack

- When the sun shines, **cider uplifts more** than any other alcohol category²
- Kopparberg **sales spike faster** than any other cider brand³
- Kopparberg has **more drinkers** than any other cider brand⁴

As the bestselling fruit cider brand⁵, Kopparberg is the must stock for the season

Stay in touch:

[Kopparberguk](https://www.kopparberg.co.uk) sales@kopparberg.co.uk

Sources: 1. Savanta Top 100 Most Loved Drinks Brands report, n=48,000, Jan '21-Jun '21. 2. IRI, Total Alcohol, 52wk/e 20.2.22. 3. IRI, 52 weeks 20.2.22. 4. Germinate research 2021. 5. IRI, cider market, 52wk/e 21.01.21. T&C's: Promotion open to all customers. Promotional period of 01.07.22 – 31.07.22. Promotion is based on purchase of 4 x cases of 15 x Kopparberg 500ml; Strawberry & Lime, Mixed Fruit, Pear or Raspberry. Cases must be purchased in one order, and can be mixed. Each Ice bucket POS kit consists of: 5 x ice buckets, 4 x posters. Ice buckets and printed POS will be delivered separate to the cases. Maximum 2 deals redeemable per outlet during promotional period. Whilst stocks last.

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REKORDERLIG CIDER

- BEAUTIFULLY SWEDISH -



Buy 4 cases get 1 case free AND a case of 12 glasses

4 cases must be purchased in one order to qualify. 4 cases can be made up of any of the variants available. Free case can be any variant. Whilst stocks last.

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BUY 4 CASES & GET 1 FREE*



#SHAKEITUP

Support:
Richard.Hammett@globalbrands.co.uk

*12x250ml Cans Shake Baby Shake Passion Fruit Martini, Raspberry Mojito, Tropical Daiquiri, Strawberry Daiquiri. Available from 1st - 31st July 2022, while stocks last.



BUY ANY 3 CASES



AND GET A CASE OF GLASSWARE AND 1 ICE BUCKET



Terms and conditions: 3 cases must be purchased in one order to qualify. Maximum of 2 deals per customer. While stocks last.

POSTERS & FLYERS



We artwork, print and supply:
 Flyers, Table Menus, Disposable Paper Menus, Large Scale Posters,
 Vinyl Banners, Comments Cards, Beer Mats and promotional items
 such as Bounce Back Cards, Takeaway Menus... and more!

In the first instance email: acanthusads@btconnect.com
 or call Sarah on 07957 384234

 @acanthusadvertising



ACANTHUS
 ADVERTISING & PR

