

INNcentive

iTrust Inns
Better Pubs through Better People



JULY 2019

Free Gordon's
Pink Offer
Page 10

FREE

NEW

Liquid Sunshine
See Page 16

STAUSTELL
**LIQUID
SUNSHINE**
LIMITED EDITION
500g x 12

**GREAT
OFFERS
INSIDE**



Welcome to the July edition of Inncentive.

This issue has more great offers for you, including offers on popular Guinness and cask ales from across our brand portfolio, as well as soft drinks such as Coca Cola and Britvic mixers & juices. There's plenty of opportunity to receive free bottles of spirits, price discounts or free merchandise. Take a look at the following pages for more details.

Are you following Trust Inns on Facebook yet? Why not?! We've had some great promotions running on the social media channel over the past few months, not least our Football World Cup promotion to win a home nations shirt as part of a competition to find the favourite draught lager or ale product in our estate.

Follow us at:



www.facebook.com/trustinns



www.twitter.com/trustinnsuk



www.linkedin.com/trustinnslimited



www.trustinns.co.uk



Direct Telesales Line: 0808 169 8979

What's On? in July

| | |
|-----------|--|
| MON 1st | Start of Wimbledon Tennis Tournament until 14th July |
| THUR 4th | American Independence Day |
| SUN 7th | Women's World Cup Final National Chocolate Day |
| SAT 13th | Wimbledon Women's Final John Smith's Cup - York |
| SUN 14th | Wimbledon Men's Final |
| THUR 18th | British Open Golf until 21st July |
| WED 24th | National Tequila Day |
| TUE 30th | Glorious Goodwood Horse Racing until 3rd August |



ANYONE FOR TENNIS?

Wimbledon starts 1st July

SHOULD I GET ACCREDITED?

Are you selling great quality cask ale?

Want to be recognised for beer quality?

What happens if I apply?

A qualified assessor will make an appointment to sample your cask ales and carry out a Scores on the Cellar Doors audit.

Why join?

- ± Gain a plaque recognised by 77% of cask ale drinkers
- ± 88% of members have seen sales grow since joining
- ± 98% of accredited licensees would recommend Cask Marque
- ± Be part of the **World's Biggest Ale Trail**
- ± Receive **FREE** Point of Sale



Full cost is £185 + VAT. Contact your Trust Inns' BDM to enquire about how they may be able to support you in meeting this cost



www.cask-marque.co.uk



Direct Telesales Line: 0808 169 8979



**BUY 2 CASES
OF 24x330ML COKE
OR DIET COKE**



**GET A FREE CASE OF
COKE ZERO AND A
PREMIER LEAGUE KIT**



Kit includes posters, beer mats,
table talkers, menu clips and
strut cards

Two cases include 24x330ml Coca Cola or Diet Coke. Free case is always
Coke Zero 24x330ml. Two cases must be purchased in one order.
Whilst stocks last.



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**MAXIMUM
TASTE
NO
SUGAR**

**CLAIM YOUR FREE
CONSUMER PRIZES
POS KIT AT
SENSATIONALDRINKS.COM**



Direct Telesales Line: 0808 169 8979



**BUY 5 CASES FROM THE RANGE AND GET A
CASE OF TONIC & A RECIPE BOOK FREE**



**Visit sensationaldrinks.com
to claim FREE POS**

CREATORS OF SENSATIONAL DRINKS
BY BRITVIC



Direct Telesales Line: 0800 169 8979

THE UK's No.1 RTD*

£3.47 OFF PER CASE**

THE REAL NO.1



*Nielsen Total Coverage Value 24.11.18. **Offer available while stocks last.

drinkaware.co.uk

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BUY 1x CASE OF WAINWRIGHT
GLUTEN FREE & VEGAN
RECEIVE A FREE PACK OF
DRIP MATS



BUY 2x CASES
RECEIVE A BACK BAR BOTTLE
DISPLAY & DRIP MATS FREE

Terms and Conditions: Cases are 8x500ml bottles. Available whilst stocks last.
Maximum of 3 deals per customer. 2 cases must be purchased in one order to qualify.



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*limited casks available

**BUY 2 KEGS OF
THATCHERS GOLD
AND HAZE AND
RECEIVE 2 BAR
RUNNERS AND
A FREE BOX OF
PINT GLASSES.**

EST. 1991
THATCHERS

WHAT CIDER'S SUPPOSED TO TASTE LIKE

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*#lets*COCKTAIL

BUY 3 x 50l GUINNESS,
GET 1 x 70cl
GORDON'S PINK FREE

PLUS 2 x A1
LET'S COCKTAIL
CHALKBOARDS*



*While stocks last

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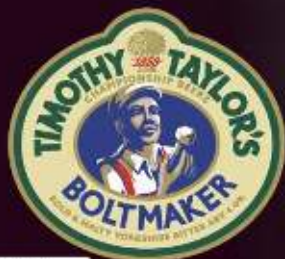
drinkaware.co.uk for the facts



Direct Telesales Line: 0808 169 8979



Buy 2x9g of Boltmaker or Landlord and receive a free POS kit



@TimothyTaylors www.timothytaylor.co.uk /TimothyTaylors

The 2 x 9g containers must be purchased in one order. POS kit is branded Boltmaker or Landlord. The kit contains 12 x Pint glasses, 4 x Bar runners, 400 x Drip mats, 2 x 'Conditioning in the cellar' tags and 1 x tasting notes board. Maximum 1 kit per pub.

Direct Telesales Line: 0808 169 8979





BUY 2x9g OF WAINWRIGHT BEER OR HOBGOBLIN GOLD AND GET A FREE CASE OF BULMERS ORIGINAL OR RED BERRIES & LIME 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 Red Berries and Lime 12 x 500ml. Max of 2 deals per customer per order. Available whilst stocks last.



Direct Telesales Line: 0808 169 8979

MARSTON'S

BEER STREET

**HERE COMES THE SUN...
STOCK UP ON
GOLDEN 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.

PERMANENTLY
AVAILABLE
UNLESS
STATED

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



ABV: 4.1%
WYCHWOOD
Hopleganger
A double delight of hop aroma & malt flavour.



ABV: 4.3%
BANKS'S
Hopfest
A hoppy amber bitter.



ABV: 3.6%
MARSTON'S
EPA
Refreshing zesty finish.

Seasonal beer July & August

Seasonal beer August only



ABV: 3.7%
YOUNG'S
Bitter
A refreshing ale, golden in colour.



ABV: 4.0%
JENNINGS
Cumberland
Full bodied amber beer with malty aroma.



ABV: 4.6%
JENNINGS
Cocker Hoop
Light golden, floral & citrus flavoured ale.



ABV: 4.9%
RINGWOOD
Fortyniner
Golden & full bodied.



ABV: 5.7%
MARSTON'S
Old Empire
Clean, bright, full flavoured.

**& get a FREE 70cl bottle
of Gordon's Pink Gin**

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



Direct Telesales Line: 0808 169 8979



Buy 2x9g of Greene King IPA and receive a **FREE** branded promotion kit



T&Cs: Available throughout July 2019 whilst stocks last.
2x9g must be purchased in one order. Maximum of
1 deal per customer.



Kit includes:

12x IPA Tankard Glasses

A Cricket Stump Handle

15 metres of Cricket Themed Bunting

2x IPA Branded T-Shirts



Direct Telesales Line: 0808 169 8979

Buy 2x9g to receive a

FREE CASE OF GLASSWARE

Offer available
throughout July 2019

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



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Summertime Special

**BUY 2x9G* TO
GET A FREE 70CL
GORDON'S GIN**

***2x9G MUST INCLUDE AT LEAST
1x9G LIQUID SUNSHINE**

Our **summer seasonal** ale is packed with plenty of hops resulting in a full, nectarous citrus flavour that blossoms on the tongue followed by a dry finish



Terms & Conditions: 2x9G must be purchased in a single order during the promotional period. Maximum 3 deals per outlet.



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