

INNcentive

iTrust Inns
Better Pubs through Better People



AUGUST 2019



**GUINNESS
RUGBY**

Free POS Rugby Kits
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Free Case Offer
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Free Case
of NRB Offer
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**GREAT
OFFERS
INSIDE**



Welcome to the August issue of INNcentive.

Unbelievably Summer is already drawing to a close, but with it comes the start of the new premier league season and a host of sporting and music events that you can tap into for event ideas in your pubs. Take a look at our What's On calendar for inspiration!

Also, don't forget to follow us on our Facebook page. We have a spare Rugby World Cup kit to giveaway and lots of business building ideas to share. You can find us at www.facebook.com/trustinns

Follow us at:



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www.trustinns.co.uk



Direct Telesales Line: 0808 169 8979

What's On? in August

THUR 1st until 16 Aug until 4 Aug	Cricket Ashes Test Series England v Australia Women's British Open Golf, Woburn
FRI 2nd until 26 Aug	Edinburgh Fringe Festival
MON 5th	Summer Bank Holiday (Scotland)
SAT 10th	Premier Football League Season Starts Rugby Union - Ire v Italy Rugby Union - Eng v Wales
SUN 11th SAT 17th	Rugby Union - Wales v Eng & France v Scot
FRI 23rd until 25 Aug SAT 24th	Reading & Leeds Music Festival Bank Holiday Weekend (England & Wales) Rugby Union - Eng v Ire & Scot v France Notting Hill Carnival



A great month of sport

Premier League Football starts 10th Aug



1783



Buy 4 cases
from 1783 range
and get a case
of glassware
and POS free.



Maximum of 2 offers per customer. All four cases must
be purchased in one order. Available whilst stocks last.

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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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MADE WITH FRESH PRESSED HEREFORDSHIRE APPLES & SLOWLY MATURED TO CREATE A WELL BALANCED CIDER WITH A FRUITY TASTE - REFRESHINGLY MOREISH

BUY ANY X2 10 LITRE BIB FROM THE RANGE AND RECEIVE A **FREE** ROSIE'S PIG CIDER FESTIVAL KIT



ROSIE'S PIG APPLE
4.2% ABV

Fantastically refreshing cloudy medium dry cider with fresh apple flavour



ROSIE'S PIG RASPBERRY
4% ABV

Refreshing, well balanced cloudy cider with raspberry and apple flavour and a cucumber finish



ROSIE'S PIG RHUBARB
4% ABV

Award winning cloudy cider with distinctive rhubarb finish



ROSIE'S PIG STRAWBERRY
4% ABV

Well balanced cloudy cider with strawberry and apple flavour and added hints of elderflower



*CIDER FESTIVAL KIT CONTENTS

5 x A2 Posters, 10 x Table Talkers, 100 x Drip Mats, 2 x 6m Bunting, 200 x Branded Plastic Pint Glasses, 1 x 2m External Banner 1 x Managers' Brief, Rosie's Pig Cider Cocktail Recipes & Serving Suggestions (Rhubarb Mojito, Raspberry Mojito, Rhubarb & Strawberry Daiquiri)



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KOPPARBERG

OUTSIDE
IS OURS

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

£3 OFF EACH CASE

STOCK UP NOW

drinkaware.co.uk

IRI, Value sales, Fruit Cider, 52 weeks to 19/05/19. Promotion available 1st August to 31st August 2019 Inclusive. While Stocks Last.



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**BUY ANY 4 CASES OF
BREWDOG NRB***

*24X330ML BOTTLES

**AND RECEIVE ONE CASE OF
BREWDOG NRB FREE****

**24X330ML BOTTLES

LOVE HOPS & LIVE THE DREAM

BREWDOG.COM



BREWDOG

Direct Telesales Line: 0808 169 8979



**BUY 4 CASES OF
SAN MIGUEL 0,0
RECEIVE 1 CASE
FREE**



**EXPLORING
THE
WORLD
SINCE
1890**

To stock the San Miguel portfolio or for more information,
please contact your BDM or Telesales Representative.

Full Case = 24 x 330 ml

Enjoy Responsibly
drinkaware.co.uk For more facts



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BUY 3 CASES GET 1 CASE FREE

Terms and conditions: 3 cases must be purchased in one order. Any mix of the 2 products can be used to create 3 case order. Free case is either 24x330ml Budweiser or 24x275ml Corona. Available whilst stocks last.

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Buy 5 items from the range and receive free Sipsmith Gin and glassware (Peroni & Sipsmith)



Two items MUST be 11g keg.

Range includes:

- Peroni 50L keg
- Asahi Dry 50L keg
- Meantime London Lager 50L keg
- Meantime London Pale 50L keg
- Peroni Nastro Azzurro 24x330ml
- Peroni Nastro Azzurro Gluten Free 24x330ml

Terms and conditions: Max of 2 deals per customer. 5 items from the range must be purchased in one order. 2 items within the 5 must be 11g kegs. This can be any mix of the brands shown. Available whilst stocks last.



Peroni & Peroni Gluten Free Buy 4 cases and receive a free POS kit and glassware



Any mix of Peroni Nastro Azzurro 24x330ml and Peroni Nastro Azzurro Gluten Free 24x330ml

Terms and conditions: 4 cases must be purchased in one order and can be any mix of the two products. POS kit includes white Peroni ice bucket, 1 x bottle opener. Glassware is 12 x Peroni Half pint glasses.



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**BUY 2 X 11 GALLONS
OF HEINEKEN®
AND GET A CASE OF
HEINEKEN® 0.0% FREE!**

**GREAT TASTE. NO ALCOHOL.
ONLY 69 CALORIES**

*CONTAINS NO MORE THAN 0.05% ALCOHOL BY VOLUME



for the facts
drinkaware.co.uk

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GET A FREE RUGBY POS KIT*

When you buy 2 x 50L, or 3 x 30L Guinness



*While stocks last

Kit includes:

- A3 Posters
- Bunting
- Back bar flag



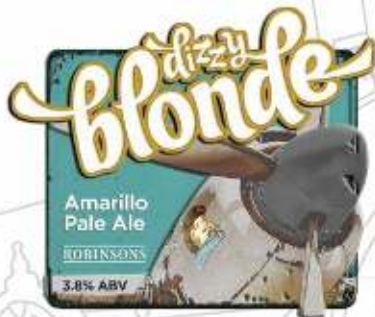
GUINNESSTM
RUGBY

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BUY ANY 2 X 9G & GET A BOTTLE OF SMIRNOFF VODKA* FREE



*75 cl standard Smirnoff vodka

ROBINSONS

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for the facts

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BUY 2 X 9G

BLACK SHEEP BEST BITTER & RECEIVE A BEST BITTER POS KIT*



PREMIUM POS KIT

6 x Pint Glasses, 1 x PVC Bar Runner,
100 x Drip Mats & 1 x T-shirt



#ADIFFERENTBREED

POS sent direct to outlet

*While stocks last.
2 per customer



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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
Hoppenganger
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 flicks must be purchased on the same order and must be 2 different beers.



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BUY 1x9g OF WAINWRIGHT AND 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 is to be made up of 1x9g of each product to qualify. Free case is Bulmers Original 12x500ml or Bulmers Red Berries and Lime 12x500ml. Max of 2 deals per customer per order. Available whilst stocks last.



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