

# INNcentive

**iTrust Inns**  
Better Pubs through Better People



SEPTEMBER 2021



# Game on!

## PREMIER LEAGUE BRAND OFFERS...



Direct Telesales Line: 0808 169 8979





**STRONGBOW**

# CARNEVIL

**BUY 3 KEGS OF  
STRONGBOW OR STRONGBOW DARK FRUIT  
TO RECEIVE A HALLOWEEN KIT**

WHILE STOCKS LAST

For the facts: [drinkaware.co.uk](http://drinkaware.co.uk)  
This includes in respect of sales statistics, the volume, strength of sale of all available product credit sales of the CARNEVIL, Strongbow, Dark Fruit, SE & C&FV's, and other products, delivery 2011-12 October.



SMALL BY NAME  
**Big**  
IN  
FLAVOUR

**NOW ON TAP**

**100% BRITISH APPLES**

**INCH'S**  
MEDIUM APPLE  
CIDER

**100% BRITISH APPLES**

**INSTALL INCH'S AND RECEIVE A  
FREE 50L KEG  
PLUS BRANDED GLASSWARE  
& UPWEIGHTED POS KIT**

**ASK YOUR TRUST INN'S  
BDM FOR DETAILS**

**TO QUALIFY, INCH'S INSTALL MUST NOT REMOVE AN EXISTING HUK PRODUCT. 1ST - 30TH SEPTEMBER.**

**ALC 4.5% VOL**  
[drinkaware.co.uk](http://drinkaware.co.uk)



# BUY 2x9G AND RECEIVE A **FREE** BOTTLE OF GORDON'S PINK GIN

Terms and conditions: 2x9g must be purchased in one order. Free bottle is always 70cl of Gordon's Pink Gin. Available whilst stocks last.



# Buy 2 x 9g casks of Hobgoblin Gold and receive **FREE** Glassware and T-shirts

1 x Pump Clip  
12 x Pint Glasses  
3 x Hobgoblin T-shirts

## BORN DIFFERENT

2 x 9s must be on the same delivery. Deal available September – October. While stocks last. Max 1 deal per customer.



#hobgoblin\_beer



# BUY 2x 9Gs OF ABBOT AND RECEIVE A POS KIT CONTAINING:

12 PINT GLASSES 2 BAR RUNNERS 100 DRIPMATS 2 POSTERS 1 NEW PUMP CLIP

## BUY 8x 9Gs OF ABBOT AND GET ONE FREE



### THE NUMBER 1 PREMIUM CASK ALE<sup>1</sup>

Abbot Ale sells fast<sup>2</sup> and at a premium<sup>3</sup>,  
so offers an easy way to grow cask margins!



### BREWED LONGER FOR A FULLER FLAVOUR

ABV: 5%



**Sight:** Mahogany, Rich Amber



**Smell:** Roasted, Ripe Fruit



**Taste:** Malty, Mature, Bitter/Sweet

Full flavoured, smooth and mature taste with fruit cake characters,  
a malty richness and superb hop balance.



#### Terms and Conditions:-

Two Abbot firkins to be purchased in one order to qualify for the POS kit – Available 1st Sept to 4th October.

Buy eight firkins of Abbot Ale to receive one free firkin of Abbot Ale – Available 1st Sept to 31st October.

Free firkin offer limited to one deal per outlet.

Sources 1. CGA, 22/02/20. 2. CGA OPMS, Volume ROS (BB's), MAT to 22/02/20, GB. Abbot ROS is same as

TT Landlord (12), ahead of Pedigree (10) and Tribute (8). 3. CGA OPMS, Price Per Pint, IFT MAT to 22/02/20.

Abbot is 5% more expensive than Marston's Pedigree and sells nearly three times faster in IFT.

Plastic straws suck. These are paper.

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

NEW  
OFFER

## GET READY FOR THE NEW GIN FLAVOUR WAVE

BUY 2 X 50L OR  
3 X 30L GUINNESS DRAUGHT  
PLUS 1 X 70CL FROM THE GORDON'S RANGE  
AND RECEIVE 1 X 70CL EITHER  
GORDON'S MEDITERRANEAN ORANGE,  
GORDON'S WHITE PEACH OR  
GORDON'S 0.0% FREE



Gin is  
projected  
to grow at 4.3%  
in the next  
4 years, flavours  
outperforming  
this at 8.3%\*

CHOOSE FROM THE NATION'S FAVOURITE GIN.  
FOR PERFECT SERVES VISIT [GORDONS.COM](http://GORDONS.COM)

Range includes: Gordon's London Dry, Gordon's 0.0%,  
Gordon's Premium Pink, Gordon's Sicilian Lemon,  
Gordon's Mediterranean Orange, Gordon's White Peach  
and Gordon's Sloe. While stocks last.

Gordon's  
...SHALL WE?

\*Source data cognosis and David Turtle  
forecasts 2019 – 2024 CAGR%





# UK'S BEST TASTING IPA\*

**BORN DIFFERENT**

f i t Hobgoblin Beer



## INSTALL HOBGOBLIN IPA AND RECEIVE POS SEPTEMBER - OCTOBER

**POS INCLUDES...**

- 24 x Hobgoblin IPA pint glasses
- 1 x Hobgoblin bar runner
- 3 x Hobgoblin trays
- 1 x Fount hanger
- Social Media suite of posts

\*Country Winner of World Beer Awards 2020, English Style IPA Category

One deal per customer, while stocks last.  
Deal available in September and October.

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



## BUY 4 CASES GET 1 FREE\*

\*4 cases must be purchased in one order to qualify. Free case can be any flavour variant from the range. Whilst stocks last.

@/REKORDERLIGCIDER

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

f /REKORDERLIG



# BUY A CASE OF EACH



# RECEIVE A FREE CASE OF GLASSWARE



Terms and conditions: 3 cases must be purchased in one order to qualify. One offer per pub per week. Glassware choice is either 16oz, 22oz or slimline. Must be specified at time of order.

A bottle of Bloom London Dry Gin with a decorative label.

PERFECT SERVE  
**BLOOM LONDON  
DRY & TONIC**  
WITH FRESH STRAWBERRIES

A glass filled with gin and tonic, ice, and strawberries.

**BLOOM**  
LONDON DRY GIN

**SAVE £3.00**  
PER 70CL BOTTLE

A green garden parasol with the Bloom logo.

2x garden  
parasols

A green outdoor blanket with the Bloom logo.

3x outdoor  
blankets

**PRIZE DRAW!**  
For every bottle purchased,  
you'll be entered into a  
prize draw to win  
**£250 of POS**

Terms and conditions: Offer available on every bottle purchased. Discount applied to WSP. Discount available on 70cl London Dry Gin only. Prize draw winner notified directly in October 2021.



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