## **INNcentive**

Trust Inns
Better Pubs through Better People

SEPTEMBER 2021



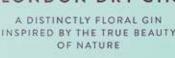


# PREMIER LEAGUE BRAND OFFERS...













Direct Telesales Line: 0808 169 8979





ALC 4.5% VOL





#hobgoblin beer

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

😰 PINT GLASSES 😰 BAR RUNNERS 🧰 DRIPMATS 🔞 POSTERS 🕕 NEW PUMP CLIP

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



THE NUMBER 1 PREMIUM CASK ALE

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

- Sight: Mahogany, Rich Amber
- Smell: Roasted, Ripe Fruit
- Taste: Malty, Mature, Bitter/Sweet

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

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 T. CGA, 22/02/20, 2, CGA OPMS, Volume ROS (BB's), MAT to 22/02/20, GB. Atibot ROS is same as TT Landord (12), shead 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 I for the facts drinkaware.co.uk

### Gin is projected to grow at 4.3% in the next years, flavours outperforming this at 8.3%.

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

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

#### 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

CHOOSE FROM THE NATION'S FAVOURITE GIN. FOR PERFECT SERVES VISIT GORDONS.COM





# UK'S BEST



₩ Bobgoblin Beer





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.

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### 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.

# BUY A CASE OF EACH



# RECEIVE A FREE GASE 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.





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