

INNcentive

iTrust Inns
Better Pubs through Better People



**SEPTEMBER
2019**

**Strongbow
Halloween Kit - Page 10**

BECK'S IS BACK!
New Look, New Price
See Page 6

See offer - Page 9

**GREAT
OFFERS
INSIDE**



Welcome to the September issue of Inncentive. Now that the children have returned back to school (or are about to) and the holiday season has calmed down it's time to think of different ways to fill your pub than a warm sunny day (which always helps!)

Take a look at our What's On Calendar for inspiration and if there's anything you need help with organising then why not speak to your Business Development Manager who may be able to help out?

Alternatively share details on the Trust Inns' Facebook page and a community of like minded Trust Inns' tenants will be on hand to offer advice too! Maybe it's a real ale festival (in line with cask ale week) or a Rugby themed promotion (linked to the upcoming Rugby World Cup)? Whatever it is, we're happy to help!

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 September

- | | |
|------------------------|--|
| SUN 8th | Great North Run |
| TUE 17th
& WED 18th | Champions League
Group Stages Start |
| THUR 19th | Europa League
Group Stages Start |
| | Cask Ale Week starts
(until 29th)
Find out more at
www.caskaleweek.co.uk |
| FRI 20th | Rugby Union
World Cup starts -
Japan
(until 2nd November) |



Rugby Union World Cup

Starts 20th September



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 Collins, Rhubarb & Strawberry Daiquiri)



Direct Telesales Line: 0808 169 8979



BRANDED MERCHANDISE FOR YOUR BAR

PURCHASE TWO CASES OF
ESTRELLA DAMM AND RECEIVE
A COMPLIMENTARY POINT
OF SALE KIT.

Please enjoy responsibly

drinkaware.co.uk for the facts

Purchase 2 cases of Estrella Damm 24x330ml bottles or cans in a single order and receive an Estrella Damm branded merchandise kit. Kit includes: 4 x Premium Polo Shirts; 2 x Premium Aprons; 2 x Bottle Openers. Install criteria applies. One per customer. New stockists only. Subject to availability.



Direct Telesales Line: 0800 169 8979



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.

Direct Telesales Line: 0800 169 8979



BECK'S is back.

Great new look,
great new price

For more information or to install,
speak to your BDM or our
Becks Account Manager
Gavin Dell on 07827 354 372



Please drink responsibly
drinkaware.co.uk for the facts



Direct Telesales Line: 0800 169 8979



**THE NO.1 CRAFT
BREWER IN THE UK.**

**PUNK IPA: THE UK'S
NO.1 CRAFT BEER.***

NOW AVAILABLE TO ORDER

INSTALL OFFER:

All new tap installations will receive a free
POS kit, plus 1 x free keg after 12 weeks.



Please speak to your Business Development Manager for more information

Direct Telesales Line: 0808 169 8979



**GET 4 T-SHIRTS, 2 BAR RUNNERS,
100 DRIP MATS AND 1 BOX OF
PINT GLASSES FREE
WHEN YOU BUY 3 x 50L GUINNESS***



*While stocks last. T-shirts size - large.



drinkaware.co.uk for the facts



Direct Telesales Line: 0808 169 8979



**Two Biggest
Beer Brands In
The World –
Just landed in
Trust Inns**

*Disrupting the
core and esteem
category*

*Great value,
great profits*

*For more information or
to install, speak to your
BDM or our
Budweiser Account
Manager Gavin Dell on
07827 354 372*

Please drink responsibly
drinkaware.co.uk for the facts



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

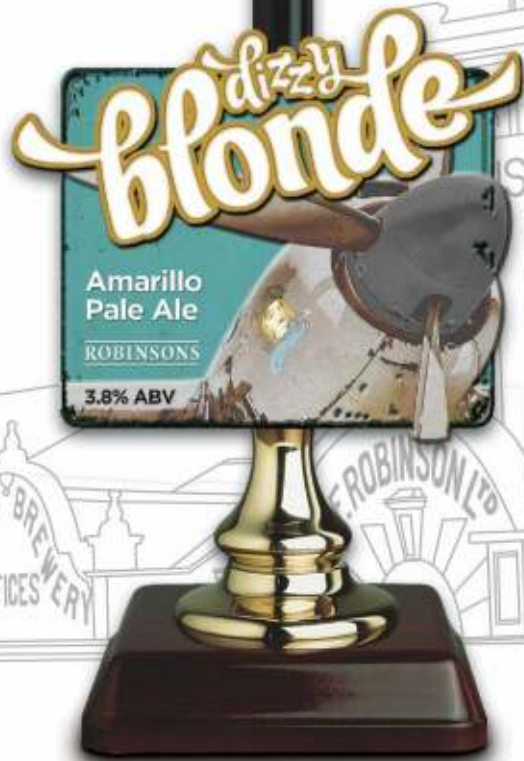
Kits include: in-outlet point of sale material, decorations, manager's brief and consumer instant reward prizes of 50 x CARNEVIL Ringmaster Masks, 50 x CARNEVIL Harlequin Masks.



for the facts drinkaware.co.uk



Direct Telesales Line: 0808 169 8979



BUY 2 x 9G
DIZZY BLONDE &
GET A T-SHIRT,
125 DRIP MATS
& A BAR RUNNER



For further health information, visit
drinkaware.co.uk

contains malted barley and wheat

For further information or support contact posrequests@frederic-robinson.co.uk

Direct Telesales Line: 0808 169 8979



MARSTON'S

BEER STREET

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

Newly
listed permanent
cask brands.
**ON PROMOTION
NOW**



**ABV: 3.8%
BANKS'S
Amber**

Golden, hoppy, refreshing



**ABV: 3.6%
MARSTON'S
EPA**

Refreshing zesty finish



**ABV: 4.6%
JENNINGS
Cocker Hoop**

Light golden, floral & citrus flavoured ale



**ABV: 5.7%
MARSTON'S
Old Empire**

Clean, bright, full flavoured



**ABV: 3.5%
JENNINGS
Bitter**

Full bodied, robust nutty flavour



**ABV: 4.2%
RINGWOOD
Boondoggie**

Well balanced, moreish, fruity



**ABV: 5.1%
JENNINGS
Snock Uffer**

Rich, dark full bodied



**ABV: 5.1%
RINGWOOD
Old Thumper**

Spicy, fruity & warming



& get a **FREE** bottle of Smirnoff Vodka

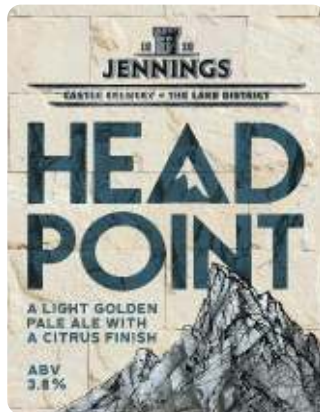
Whilst stocks last. The two firkins must be purchased on the same order and must be 2 different beers.

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.



Direct Telesales Line: **0808 169 8979**

BUY 2x9G TO GET A FREE CASE OF BULMERS ORIGINAL OR RED BERRIES & LIME



Terms and conditions: 2x9g must be purchased in one order. 2x9g can be made up of any combination of the two products. Available whilst stocks last.

Direct Telesales Line: 0800 169 8979



LONDON WILL ALWAYS BE
YOUNG'S
ESTD 1831

BUY 2x9s
OF LONDON ORIGINAL
AND GET
A PERMANENT
PUMP CLIP AND
CASE OF GLASSWARE*

THE NAME OF
YOUNG'S BITTER
HAS CHANGED



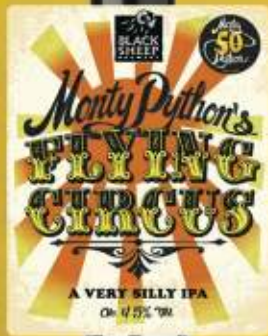
BUT WITH THE
SAME GREAT,
ORIGINAL,
TASTE



*POS DELIVERED DIRECT TO OUTLET.
LIMITED DEALS AVAILABLE.
SUBJECT TO AVAILABILITY.
CLASSICALES.CO.UK/YOUNGS



Direct Telesales Line: 0808 169 8979



BUY 2 X 9's
MONTY PYTHON'S FLYING CIRCUS
& RECEIVE A 50TH ANNIVERSARY POS KIT



POS kit includes 6 x Holy Grail Pint Glasses,
Monty Python Quiz Sheets, Tent Cards, Monty Python DVD,
Pump Clip Topper and Poster. While stocks last.
For more info, please contact support@blacksheep.co.uk



Direct Telesales Line: 0800 169 8979





BUY ANY 2 X 9G & RECEIVE A RUGBY POS KIT



x1
CANTERBURY
POLO SHIRT

x3
5M LENGTHS
OF BUNTING

x3

4 PINT PITCHERS

x5

"WATCH RUGBY
HERE" POSTERS

September & October only. Max 1 deal per customer. 20 deals available.



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