

INNcentive

iTrust Inns
Better Pubs through Better People



**OCTOBER
2019**

NEW

Free Glassware
See page 5



**GREAT
OFFERS
INSIDE**



**Hobgoblin Offer
Page 11**

NEW

**Yardbird Pale Ale
Page 9**



Welcome to the October issue of Inncentive. Autumn is well and truly here and with one of the biggest promotion nights of the year at the end of this month, we hope you're all taking advantage of the Halloween POS available from brand owners. We still have a Halloween kit up for grabs on our Facebook page so why not head there to see if your pub could be the lucky winner?!

As we get closer to the festive period, feel free to take advantage of the Christmas menu and poster print offer on page 3. Now is the time to start planning your Christmas hours and activities as the competition for the leisure pound becoming more and more fierce. Make sure you don't miss out by getting all your print needs done now!

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www.trustinns.co.uk



It's Halloween Season

Thursday 31st October

What's On? in October

WED 9th National Curry Week
until 15th

MON 21st Start of Half Term
Weeks across the
country

FRI 25th World Pasta Day

SUN 27th British Summertime
Ends

THUR 31st Halloween &
Potential Brexit Day!



Direct Telesales Line: 0808 169 8979

We can help you with

New year business boosters

Social media (artwork and assistance)

Call Sarah on: 07957 384 234 www.advertisingandprinting.com



Schweppes
1783



Buy 2 cases of
24 x 200ml or 4
cases of 12 x 200ml
and receive free
POS kit.



Terms & Conditions. Offer applies to 2 cases of 24 x 200ml of any of the range of 1783 mixers or 4 cases of 12 x 200ml only. One offer per customer over the period of the month. 2 cases of 24x200ml and 4 cases of 12x200ml must be purchased in one order. Whilst stocks last. POS kit includes glassware, chalkboard, menu clips, coasters and table talkers.



Direct Telesales Line: 0800 169 8979

**BUY 2 CASES OF
PUNK IPA &
DEAD PONY CLUB**

**GET A CASE OF
SCHOONER
GLASSES** **FREE**

Place an order with your telesales
team or account manager

FULL FLAVOURED IPA 5.4%



PUNK IPA

CALIFORNIAN-STYLE SESSION ALE 3.8%



DEAD PONY CLUB



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 2 x 11g GUINNESS*



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



drinkaware.co.uk for the facts



Direct Telesales Line: 0808 169 8979

£3 OFF
PER CASE*

FIND YOUR

WKD

SIDE

*Offer available while stocks last during October 2019
drinkaware.co.uk

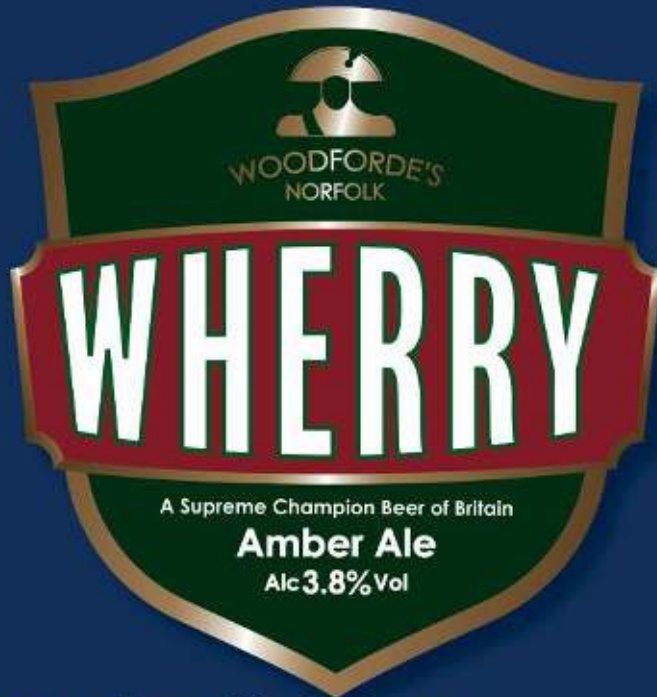


NEW

Direct Telesales Line: 0808 169 8979



Put a champion
on the bar



New WSP
of £118.88
per 9g*

A Supreme Champion Beer of Britain!
Mighty fresh and zesty, our award-winning, rich amber ale enjoys floods of flavours, as sweet malts clash with grapefruit hops and big floral aromas in a sensory strike. Set sail on an epic taste adventure.

£6.50 OFF
EVERY 9g

   @woodfordesbeer

*WSP shown is before any discount is applied

woodfordes.com



Direct Telesales Line: 0800 169 8979

BUY 1x9g GET A POS KIT FREE

BUY 2x9g AND ALSO RECEIVE FREE GLASSWARE



T&Cs. 2x9g must be purchased in one order to get glassware.
One offer of both POS kit and glassware per pub over the course of the promotion.
POS kit includes: 100 drip mats, 1 bar runner, and a branded T shirt.

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BEER STREET

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.

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



ABV: 4.4%
MARSTON'S Sweet Chariot
Spicy aroma and malty sweet taste.



ABV: 4.4%
LANCASTER BOMBER
Full bodied amber beer with malty aroma.



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



ABV: 4.2%
RINGWOOD Boondoggle
Well balanced, moreish and fruity.



ABV: 5.1%
RINGWOOD Old Thumper
Spicy, fruity and warming.



ABV: 4.8%
COURAGE Directors
Rich, fruity and full bodied.



ABV: 3.6%
MARSTON'S EPA
Refreshing zesty finish



ABV: 3.8%
BANKS'S Amber Bitter
Golden, hoppy and refreshing.



& get a **FREE 70cl bottle of Smirnoff Vodka**

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



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The image is a promotional poster for Hobgoblin Beer's Halloween campaign. It features a dark, atmospheric background with a large, multi-story building that resembles a haunted manor or castle. In the center, there's a large, stylized logo for 'HOBGOBLIN' in a gothic font, with 'WYCHWOOD BREWERY' written above it. Below the main logo, there's a smaller logo that says 'THE UNOFFICIAL BEER OF HALLOWEEN'. The central illustration includes two goblin characters with large noses and pointed ears, wearing hats and holding pumpkins. On either side of the central text, there are two beer taps. The tap on the left is for 'HOBGOBLIN' and is labeled 'UNOFFICIAL BEER OF HALLOWEEN' and 'LEGENDARY RUBY BEER'. The tap on the right is for 'HOBGOBLIN GOLD' and is also labeled 'UNOFFICIAL BEER OF HALLOWEEN'. Below the taps, there are two glasses of beer, one red and one golden. At the bottom, there's a large text block that reads 'BUY 2x9'S OF HOBGOBLIN OR HOBGOBLIN GOLD TO RECEIVE A LEGENDARY FLASHING PUMP CLIP AND 12x PINT GLASSES*'. Below this, there are social media icons for Facebook, Instagram, and Twitter, followed by the handle '@hobgoblin_beer'. At the very bottom, the website 'www.wychwood.co.uk' is listed.

WYCHWOOD BREWERY
HOBGOBLIN
THE UNOFFICIAL BEER OF HALLOWEEN

UNOFFICIAL BEER OF HALLOWEEN
HOBGOBLIN
LEGENDARY RUBY BEER

UNOFFICIAL BEER OF HALLOWEEN
HOBGOBLIN GOLD

BUY 2x9'S OF HOBGOBLIN OR HOBGOBLIN GOLD TO RECEIVE A LEGENDARY FLASHING PUMP CLIP AND 12x PINT GLASSES*

f hobgoblin beer @hobgoblin_beer
www.wychwood.co.uk

*While stocks last, 2x9's must be of the same beer. One order per pub. Only available on purchases in October.

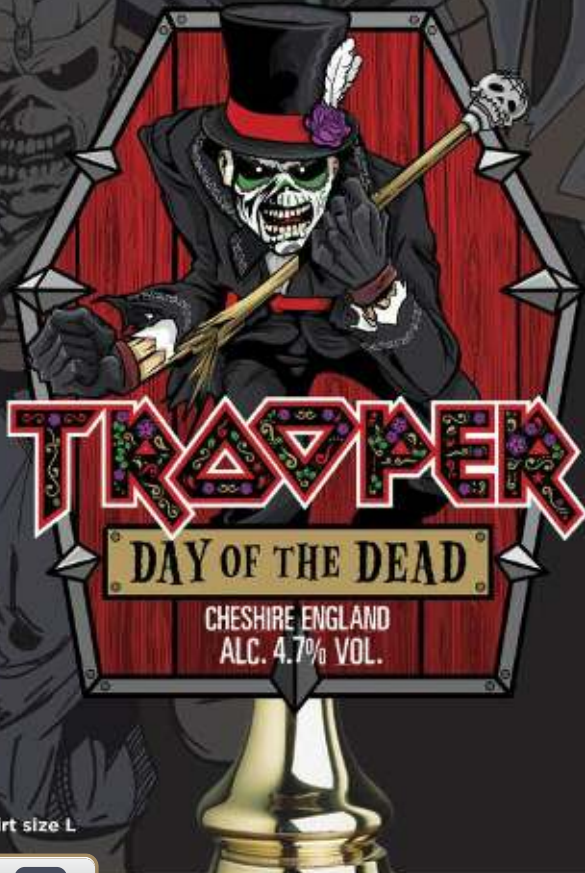
Direct Telesales Line: 0808 169 8979



BUY ANY 2 X 9G'S

& RECEIVE A

**TROOPER LONG SLEEVE T-SHIRT
& DAY OF THE DEAD PUMP CLIP**



For further health information, visit
drinkaware.co.uk

T-Shirt size L



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