

# Inncentive

NOV-DEC  
2018

FOR TRUST INNS' LESSEES

FESTIVE REAL ALE



See inside back page

MERRY  
CHRISTMAS  
FROM  
EVERYONE  
AT TRUST INNS



 Follow us!

 **Trust Inns**  
Better Pubs through Better People

To take advantage of any of the drinks offers in this magazine, call your Trust Inns' telesales adviser.

Direct Telesales Line: **01675 432338**

Welcome to this double issue of Inncentive – which combines BOTH November and December offers in one place!

Throughout this issue are a number of great offers for packaged products, draught lager and cask ales. Many brand owners have decided to extend their offers over the two months of November and December so we have highlighted the availability date of each offer next to each one, so please take note.

We're currently looking for details of all our pubs activities to share on our Trust Inns' Facebook page. Have you had a party or a charity event? Have you launched a new menu or had a refurbishment? We want to hear all about it! Send us your details either at [mrose@trustinns.co.uk](mailto:mrose@trustinns.co.uk) or via our Facebook page at [www.facebook.com/trustinns](http://www.facebook.com/trustinns)

Finally, may we take this opportunity to be one of the first to extend to you our best wishes for the festive season ahead? We wish you all a very Happy Christmas and a healthy and prosperous new year.



## WHAT'S ON? November

SAT 3rd	National Sandwich Day Rugby Union Autumn Internationals
MON 5th	Bonfire Night
SAT 10th	Rugby Union Autumn Internationals
SUN 11th	Armistice Day / Remembrance Sunday
FRI 16th	Children in Need
SAT 17th	Rugby Union Autumn Internationals
THUR 22nd	American Thanksgiving
FRI 23rd	Black Friday – shoppers go crazy
SAT 24th	Rugby Union Autumn Internationals
FRI 30th	St Andrew's Day

## WHAT'S ON? December

THUR 13th	Christmas Jumper Day
FRI 21st	Winter Solstice – shortest day of the year
MON 24th	Christmas Eve
TUE 25th	Christmas Day
WED 26th	Boxing Day
MON 31st	New Year's Eve

Call now to take advantage of these offers **01675 432338**



  
100% fruit juice.  
That's sparkling.

Buy two cases  
of Appletiser  
275ml and  
receive one  
case free.

Available  
November &  
December  
2018

  
*Appletiser*<sup>®</sup>  
CROWN THE MOMENT

Buy two cases of 24 x 275ml Appletiser and get one case of 24 x 275ml Appletiser free. All cases must be purchased in the same transaction. Offer available 01/11/2018 - 31/12/2018. Appletiser is a registered trade mark of SABMiller International B.V. Coca-Cola European Partners, Pemberton House, Bakers Road, Uxbridge, UB8 1EZ, Great Britain.

Call now to take advantage of these offers **01675 432338**



# BUY 2X BAG IN BOX AND GET A CASE OF COKE ZERO AND A DESIGNATED DRIVER POS KIT FREE.



Kit Content Includes: 1x back bar display, 100 dripmats, posters, table talkers, tent cards and social media content for Facebook and Instagram



Terms and conditions. Offer valid on purchases of Coca Cola and Diet Coke 2x BIB must be purchased in one order. One deal per customer whilst stocks last.



## Call now to take advantage of these offers 01675 432338



Glitterberry  
Is back!

# BUY 6 CASES FROM THE BRITVIC RANGE AND GET ONE FREE\*

## GLITTERBALL

Fill a low ball glass with ice  
Add 50ml Amaretto  
Add 275ml J20 Glitterberry  
Garnish with an orange wedge



\*Three deals per customer per week. Offer runs from November 1st to December 31st 2018. Qualifying range includes any from the following: J20, J20 Spritz and Glitterberry 275ml NRB, Cordial 1L PET, Pepsi Reg, Diet, Max 200ml/330ml NRB, 7UP Free 330ml NRB, 330ml cans and 500/600ml PET. Free case is any from the qualifying range. While stocks last. Britvic Soft Drinks, Breakspear Park, Breakspear Way, Hemel Hempstead HP2 4TZ.

WANT TO SERVE UP **SENSATIONAL DRINKS** THIS CHRISTMAS?  
**CLAIM YOUR FREE POS KIT**

Open your iPhone camera and hold over the QR Code or visit [www.sensationaldrinks.com](http://www.sensationaldrinks.com), Limited kits available!



# Call now to take advantage of these offers 01675 432338



# H H H



- STOCK THE UK's No.1 RTD BRAND.\*
- WKD BLUE BEING 4 TIMES BIGGER THAN THE NEAREST OTHER BRAND.\*
- No.1 RTD ACROSS WET LED PUBS.\*

## £3 OFF PER CASE



[drinkaware.co.uk](http://drinkaware.co.uk)

\*Nielsen/CGA combination On Trade and Take Home to 30.12.17. Offer available while stocks last.

## THE REAL CHRISTMAS NO.1



# Call now to take advantage of these offers 01675 432338

KOPPARBERG

OUTSIDE  
IS OURS

ARE YOU  
STOCKING THE UK'S  
**BEST-SELLING  
FRUIT CIDER BRAND?**

**£3 OFF EACH CASE**



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

NOV  
OFFER

DEC  
OFFER

**STOCK UP NOW**

CGA packaged cider report, Total CB, Volume sales, MAT to 01.07.18.

Case size: 18x500ml. Offer valid between 01.11.18 - 31.12.18.

Limited number of deals available. Trust Inns reserve the right to end this promotion without notice. While stocks last.

Call now to take advantage of these offers **01675 432338**

CALL  
OUR  
TELE-  
SALES  
LINE





# £5 OFF A CASE

Terms and Conditions:  
24x330ml Normal WSP £19.50  
Available whilst stocks last.



Call now to take advantage of these offers **01675 432338**



Buy 2x11g from the range  
**Choose a FREE bottle** of  
either Smirnoff Vodka,  
Gordon's Gin or  
Bell's Whisky.



**CLAIM YOUR FREE BOTTLE**



Terms and Conditions:  
2x11g must be purchased in one  
order. The 2x11g can be a mix of  
either product. Available whilst stocks  
last. All spirits bottles are 70cl.



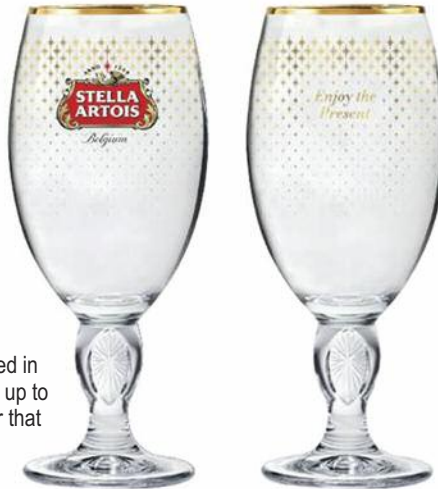
Call now to take advantage of these offers **01675 432338**



# BUY 2x10g RECEIVE A FREE CASE OF CHRISTMAS CHALICE GLASSWARE



Terms & Conditions: 2x10g or 1x22g must be purchased in one order to qualify. One offer per customer. All orders up to 14th December will receive Christmas glassware. After that date, normal Stella Artois glassware will be available.



# AND A FREE CASE OF BUDWEISER PROHIBITION



Call now to take advantage of these offers **01675 432338**

# Buy 2x9g to receive a **FREE POS KIT**

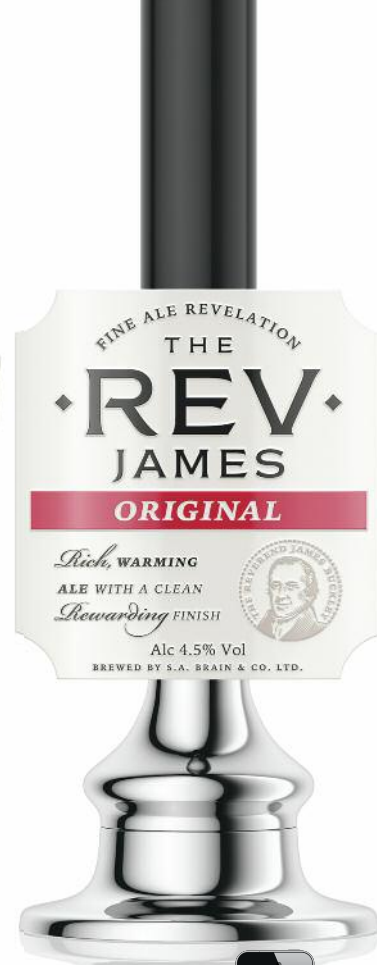
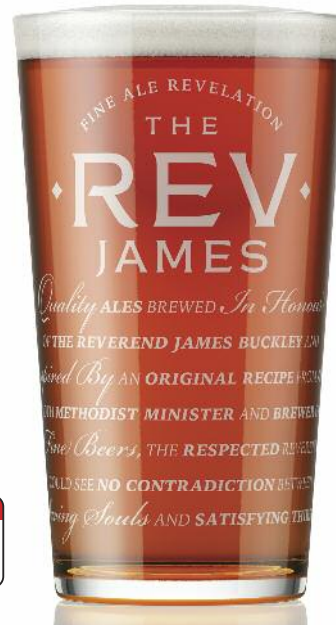


Kit includes: 1 Case of Glasses  
3 Bar Runners  
200 Dripmats and  
Reverend James Polo Shirt.



Terms & Conditions. 2x9g must be purchased  
in one order to receive the POS kit.  
One offer per customer. Available whilst stocks last.

## £5 OFF per 9g throughout December



## Call now to take advantage of these offers **01675 432338**







**iTrust Inns**  
Better Pubs through Better People

# Buy any 3 x 9gal and receive a **FREE Hoodie**



For POS support contact us on 01535 682196 or [pos@timtaylors.co.uk](mailto:pos@timtaylors.co.uk)

## All for that taste of Taylor's

[@TimothyTaylors](https://twitter.com/TimothyTaylors) [www.timothytaylor.co.uk](http://www.timothytaylor.co.uk) [/TimothyTaylors](https://www.facebook.com/TimothyTaylors)



# Call now to take advantage of these offers **01675 432338**

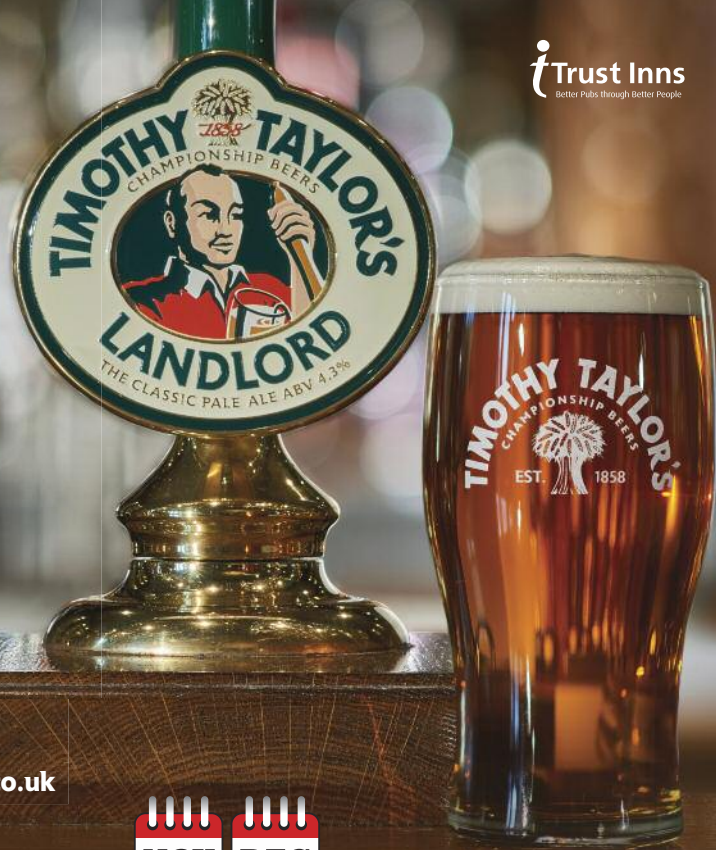
# Buy any 2 x 9gal and receive a **FREE POS kit**

**Including Pint Glasses, Bar Runners  
& Dripmats**

For POS support contact us on 01535 682196 or [pos@timtaylors.co.uk](mailto:pos@timtaylors.co.uk)

**All for that taste of Taylor's**

[@TimothyTaylors](https://twitter.com/TimothyTaylors) [www.timothytaylor.co.uk](http://www.timothytaylor.co.uk) [f /TimothyTaylors](https://facebook.com/TimothyTaylors)



**Call now to take advantage of these offers 01675 432338**



# BUY 1 x 9G OF ABBOT ALE — AND — 1 x 9G OF ABBOT RESERVE

**AND RECEIVE A  
POS KIT FREE**

POS KIT INCLUDES:

12 x ABBOT ALE PINT GLASSES

1 x ABBOT ALE BAR RUNNER

1 x ABBOT ALE PUMP HANDLE

100 x ABBOT ALE DRIP MATS

Max. 1 deal per customer. Order must contain  
2 firkins minimum. 30 deals available.



Call now to take advantage of these offers **01675 432338**



**BUY 1x9G OF 61 DEEP  
& 1x9G OF PEDIGREE  
TO RECEIVE A MARSTON'S  
CHRISTMAS JUMPER**

\*One deal per pub



**FROM BURTON WITH LOVE**

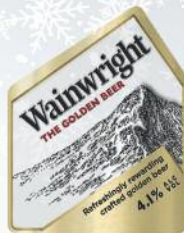
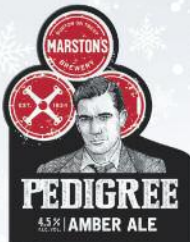
[f /MarstonsBrewery](#) [@marstonsbrewery](#) [@marstonsbrewery](#)



**Call now to take advantage of these offers 01675 432338**



Buy 2x9g from the range  
to receive a **free bottle**  
of your choice (See below)



Included for  
December  
only



2x9g from the range must be purchased in one order.  
All spirits are in 70cl bottles. Available whilst stocks last.



Choose from  
Smirnoff Vodka,  
Gordon's Gin or  
Bell's Whisky



Call now to take advantage of these offers **01675 432338**



**BUY 2 X 9G**  
**INCL. 1 X 9G BLITZEN\***  
**& RECEIVE A CHRISTMAS JUMPER**



For more info, please contact:  
[support@blacksheep.co.uk](mailto:support@blacksheep.co.uk)

Size large only / While stocks last  
1 deal per customer

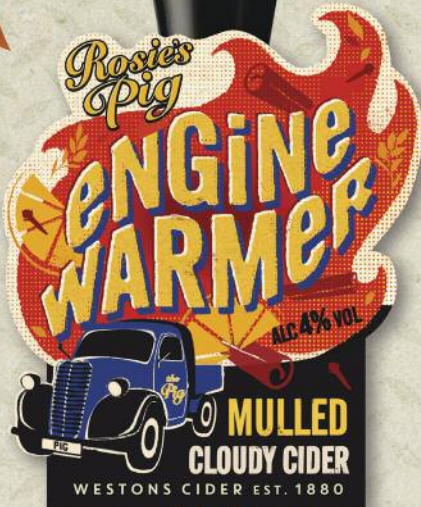
\*Alternative New Year "Resolution" pump clip provided  
on deliveries from 10th December



**Call now to take advantage of these offers 01675 432338**







# NEW

## ENGINE WARMER

### MULLED CLOUDY CIDER

ABV 4% | 10 Litre

Mulled cloudy cider with a bitter sweet apple aroma.

Smooth and rich with hints of cinnamon, nutmeg, cloves & citrus.

Sweet: 🍏🍏🍏🍏🍏



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

WESTONS CIDER EST. 1880



Call now to take advantage of these offers **01675 432338**

# CHRISTMAS ALES

## THREE FANTASTIC FESTIVE CASK ALES

This great ale is included in the offer on page 16

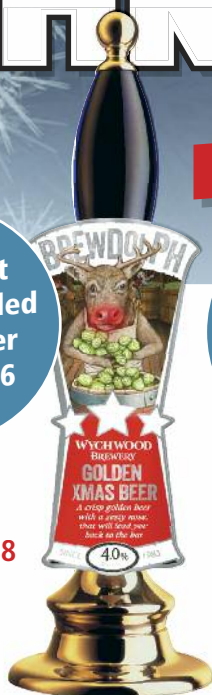
Brand Owner:  
Marstons

**WSP £122.48**

**ABV 4.0%**

**Golden Ale**

Available from  
20th Nov



Brewdoloh has a crisp zesty sparkle offering light aromas of pine and dried fruit. Pale ale malt gives this beer a golden glow with a warm body and a delicate dry finish.

Buy 1x9g with 1x9g of Black Sheep bitter and receive a free Christmas Jumper. See page 17

Brand Owner:  
Black Sheep

**WSP £125.14**

**ABV 4.0%**

**Ruby Ale**

Available from  
20th Nov



A cheeky little festive number made with Cascade and Goldings hops and a hint of citrus. A real winter warmer, it's all you need to survive the holiday season.

Buy 2x9g Get a 'Last drop out' kit  
Kit includes 2 x Flashing woolly rocking Rudolph hats, strut card, flashing pump clip, handle wrap, topper and a dual clip

Brand Owner:  
Greene King

**WSP £126.58**

**ABV 4.2%**

**Amber Ale**

Available from  
20th Nov



A full bodied, malty fruity premium Christmas Ale with a refreshing bitter finish

Pump Handle Sleeve



Rockin Rudolph Hats



"Rock On" Post Christmas Pump Clip

*\*Available whilst stock last. WSP are exclusive of any barrelage discount.*

Call now to take advantage of these offers **01675 432338**



# CHRISTMAS DELIVERY SCHEDULE 2018

## England, Wales & Scotland

<b>NORMAL CALL DAY</b>	<b>REVISED CALL DAY</b>	<b>NORMAL DELIVERY DAY</b>	<b>REVISED DELIVERY DAY</b>
Thu 13 Dec-2018	Normal	Mon 17 Dec-2018	Normal
Fri 14 Dec-2018	Normal	Tue 18 Dec-2018	Normal
Mon 17 Dec-2018	Normal	Wed 19 Dec-2018	Normal
Tue 18 Dec-2018	Normal	Thu 20 Dec-2018	Normal
Wed 19 Dec-2018	Normal	Fri 21 Dec-2018	Normal
Thu 20 Dec-2018	Normal	Mon 24 Dec-2018	Sat 22 Dec-2018
Fri 21 Dec-2018	Thu 20 Dec-2018	Tue 25 Dec-2018	Mon 24 Dec-2018
Mon 24 Dec-2018	Fri 21 Dec-2018	Wed 26 Dec-2018	Thu 27 Dec-2018
Tue 25 Dec-2018	Mon 24 Dec-2018	Thu 27 Dec-2018	Fri 28 Dec-2018
Wed 26 Dec-2018	Thu 27 Dec-2018	Fri 28 Dec-2018	Sat 29 Dec-2018
Thu 27 Dec-2018	Normal	Mon 31 Dec-2018	Normal
Fri 28 Dec-2018	Normal	Tue 01 Jan-2019	Wed 02 Jan 2019 (England) Thu 03 Jan 2019 (Scotland)
Mon 31 Dec-2018	Normal	Wed 02 Jan-2019	Thu 03 Jan-2019
Tue 01 Jan-2019	Wed 02 Jan-2019	Thu 03 Jan-2019	Fri 04 Jan-2019
Wed 02 Jan-2019	Normal	Fri 04 Jan-2019	Sat 05 Jan-2019
Thu 03 Jan-2019	Normal	Mon 07 Jan-2019	Normal
Fri 04 Jan-2019	Normal	Tue 08 Jan-2019	Normal
Mon 07 Jan-2019	Normal	Wed 09 Jan-2019	Normal

A separate letter will be sent to you directly and will explain exactly when you will receive your deliveries over the Christmas period. Your Business Development Manager will discuss this with you prior to implementation of the above schedule. Nearer the time, your Tradeteam telesales adviser will also discuss how the revised schedule will affect normal order days and ensure that you are fully aware of when you will be contacted over the festive season.



Call now to take advantage of these offers **01675 432338**