

INNcentive

iTrust Inns
Better Pubs through Better People



**NOVEMBER
2019**

**NEW
LOOK**

See page 14



Free spirits offer - Page 9

NEW



Westons Mulled Cider
Page 10

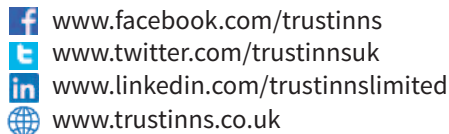
**GREAT
OFFERS
INSIDE**



Welcome to the November issue of Inncentive! As the nights grow closer and the temperature drops the cask ale category tends to perform better. Which is why we've introduced a few more to our already extensive range. See the offers from Jennings and Black Sheep on the following pages. We also have something new for you to try... Mulled Cider!! Stocks ran out before the promotion even started last year so get yours while you can and let us know what you think!

Stuck for ideas on how to fill the pubs' events calendar over the next few weeks? Then why not take a look at our What's On calendar for ideas? Remember to speak to your BDM about any support available and to visit our Facebook page for ideas and inspiration of what's going on around our estate.

Follow us at:



Direct Telesales Line: 0808 169 8979

What's On? in November

| | |
|-----------|--|
| FRI 1st | All Saint's Day |
| SAT 2nd | Rugby World Cup Final 9am kick off |
| SUN 3rd | National Sandwich Day |
| TUE 5th | Guy Fawkes & Bonfire Night |
| SUN 10th | Remembrance Sunday |
| MON 11th | Armistice Day |
| THUR 28th | American Thanksgiving Day |
| FRI 29th | Black Friday - grab yourself a bargain! |
| SAT 30th | St Andrew's Day |



Bonfire Night Countdown
Tuesday 5th November

**BUY 2 CASES
OF 24x330ML COKE
OR DIET COKE**



**GET A FREE CASE OF
COKE ZERO AND A
COCA COLA CHRISTMAS
TRUCK BACK BAR
DISPLAY**



*Terms and conditions: One case is 24x330ml bottles of Coca Cola or Diet Coke.
2 cases must be purchased in one order. Can be a mix of either product to qualify.
Free case is 24x330ml bottles of Coke Zero. One offer per customer whilst stocks last.*

Direct Telesales Line: 0808 169 8979



BUY ANY 12 FROM THE FOLLOWING



RECEIVE 70CL SMIRNOFF - FREE*

*While stocks last. One deal per customer, per week.

drinkaware.co.uk for the facts

BUY ANY 6 FROM THE FOLLOWING



RECEIVE 70CL TANQUERAY SEVILLA FREE*

*While stocks last. One deal per customer, per week. Includes all CÎROC flavours.

drinkaware.co.uk for the facts

GET READY FOR THE FESTIVITIES

QUINTESSENTIAL
BRANDS UK **Q**



BUY ANY 4 OF GREENALL'S

GET A FREE 70CL WILD BERRY PINK

Buy any 4 bottles of Greenall's Original London Dry 70cl, Greenall's Wild Berry Pink Gin 70cl & Greenall's Blueberry 70cl and receive a free bottle of Greenall's Wild Berry 70cl. Offer subject to availability.

For further information on our great range of brands, please visit www.quintessentialbrands.com

drinkaware.co.uk for the facts

JACK RABBIT 75cl

BUY 11 GET 1 FREE*

JACK RABBIT 187ml

**BUY 5 CASES
GET 1 FREE****



IT'S TREATING SEASON
Merry Christmas

*You will receive 12 bottles but be invoiced for 11. **You will receive 6 cases but be invoiced for 5.

for the facts drinkaware.co.uk

**STARVE
DOG
LANE**



CRAFTED, QUALITY SOUTH AUSTRALIAN WINES

**IF YOU'RE HUNGRY FOR
SOMETHING DIFFERENT, FEED
YOUR CURIOSITY AND FOLLOW
YOUR NOSE TO STARVE DOG
LANE AND HIT YOUR TASTE BUDS
WITH A WINE THAT BREAKS THE
RULES - IN A GOOD WAY!**

**BUY 5 BOTTLES,
GET 1 FREE**



THIS PUREBRED SAVVY B IS
WELL WORTH A SNIFF!
TROPICAL FRUITS MEET APPLE
SOUR IN THIS VIBRANT AND
FRESH WINE

THIS WINE BARKS
WITH RICH RED
JAMMY FRUIT
FLAVOURS, SOFT
TANNINS AND A
STOKABLY
SMOOTH FINISH



POS INCLUDES:
ICE BUCKET
CHALK BOARD
BAR RUNNERS
DRIP MATS

Please drink responsibly drinkaware.co.uk for the facts

RECEIVE A FREE ABSOLUT ORIGINAL, BEEFEATER DRY, PINK OR BLOOD ORANGE

WHEN YOU BUY ANY 8 X 70CL
OR 4 X 1.5L FROM THE RANGE*



*RANGE INCLUDES: ABSOLUT ORIGINAL, ABSOLUT CITRON, ABSOLUT PEAR, ABSOLUT RASPBERRY, ABSOLUT VANILIA, ABSOLUT KURANT, ABSOLUT MANDARIN, ABSOLUT CHERRYS, ABSOLUT MANGO, BEEFEATER ORIGINAL, BEEFEATER 24 GIN, BEEFEATER BLOOD ORANGE, BEEFEATER STRAWBERRY, HAVANA CLUB 3YO, HAVANA CLUB 7YO, HAVANA CLUB ESPECIAL, JAMESONS 70CL AND 1.5L, LAMB'S 70CL AND 1.5L, MALIBU 70CL AND 1.5L, MAILBU PASSIONFRUIT, MARTELL VS 70CL AND 1.5L, MARTELL VSOP COGNAC, PERNOD, THE GLENLIVET FOUNDER'S RESERVE, CHIVAS REGAL 12 YEAR OLD, OLMECA SILVER TEQUILA, OLMECA REPOSADO TEQUILA, PLYMOUTH GIN, KAHLUA, KAHLUA SALTED CARAMEL.

AVAILABLE WHILST STOCKS LAST

OFFER ONLY AVAILABLE BLACK FRIDAY WEEK 25th-29th NOVEMBER



PROSECHO FALLS 75cl
BUY 5 GET
1 FREE*

AND
PROSECHO FALLS 20cl
BUY 2 CASES GET
2 FREE**

IT'S TREATING SEASON

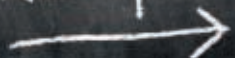
*You will receive 6 bottles but be invoiced for 5. ** You will receive 4 cases but be invoiced for 2.

for the facts drinkaware.co.uk

OFFER ONLY AVAILABLE BLACK FRIDAY WEEK 25th-29th NOVEMBER

Buy 5
Get 1 Free

On these
CORE spirits



Buy 4
Get 1 Free

On these
PREMIUM spirits



drinkaware.co.uk for the facts

£3 OFF
PER CASE*

FIND YOUR

**W
K
D**

SIDE

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



Direct Telesales Line: 0808 169 8979

BUY 3 x 50L GUINNESS

GET 1 x 70CL SMIRNOFF
AND 1 x 70CL BAILEYS
FREE*



*While stocks last. One deal per customer, per week.

drinkaware.co.uk for the facts

Direct Telesales Line: 0808 169 8979



WESTONS BAG-IN-BOX RANGE

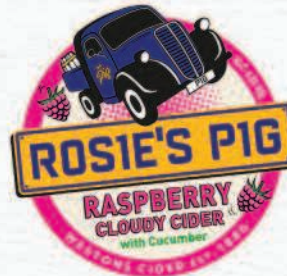
**£3.00 OFF ALL
ROSIE'S PIG 10L BIB***



**ROSIE'S PIG
CLOUDY APPLE**
4.2% ABV



**ROSIE'S PIG
RHUBARB**
4% ABV



**ROSIE'S PIG
RASPBERRY**
4% ABV



**ROSIE'S PIG
STRAWBERRY**
4% ABV



NEW MULLED CIDER

Fresh aroma of ripe apple with hints
of cinnamon, nutmeg, cloves and citrus.
4% ABV

*Mildly sparkling



Westons-cider.co.uk

for the facts...drinkaware.co.uk

WESTONS CIDER EST. 1880



Direct Telesales Line: **0808 169 8979**

SHOULD I GET ACCREDITED?

Are you selling great quality cask ale?

Want to be recognised for beer quality?

What happens if I apply?

A qualified assessor will make an appointment to sample your cask ales and carry out a Scores on the Cellar Doors audit.

Why join?

- ± Gain a plaque recognised by 77% of cask ale drinkers
- ± 88% of members have seen sales grow since joining
- ± 98% of accredited licensees would recommend Cask Marque
- ± Be part of the **World's Biggest Ale Trail**
- ± Receive **FREE** Point of Sale



Full cost is £185 + VAT. Contact your Trust Inns' BDM to enquire about how they may be able to support you in meeting this cost



www.cask-marque.co.uk



Direct Telesales Line: 0808 169 8979



NOW 10 POINTS PER 9G THAT'S £2.50 A SCAN!

**SCAN
CODES** **COLLECT
POINTS**

**ORDER
REWARDS**



THE ON TRADE LOYALTY CLUB
**THAT REWARDS PUBS
AND BARS FOR STOCKING
GREENE KING BEERS**

From the brewer with the country's leading cask ale portfolio.

Sign up today...

Visit www.greenekingbeerrewards.co.uk

Alternatively Freephone 0800 731 7717

or search 'Greene King Beer Rewards' on IOS and android app stores



Direct Telesales Line: 0808 169 8979

LONDON WILL ALWAYS BE
YOUNG'S
ESTD 1831

BUY 2x9s
OF YOUNG'S SPECIAL
OR YOUNG'S CITYSCAPE
AND GET
A BOTTLE OF
SMIRNOFF 70CL
FREE*



NEW

NOW
AVAILABLE

*A COMBINATION OF ANY TWO FIRKINS
MUST BE DELIVERED IN ONE DELIVERY.
UNLIMITED DEALS PER PUB.
CLASSICALES.CO.UK/YOUNGS

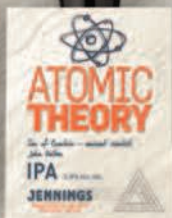
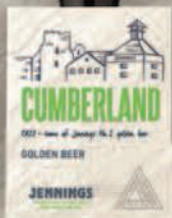


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NEW NAME,
NEW LOOK
SAME GREAT
BEER



**STRONG
NEW LOOK**

JENNINGS
THERE'S MORE TO THE LAKES
THAN MEETS THE EYE



**BUY 2x9's & GET A
FREE POS KIT***



KIT CONTAINS: 12 pint glasses, 1 bar runner & 125 drip mats

*Must take 2 of the same beer
in one delivery. One deal per customer.

jenningsbrewery.co.uk @JenningsBrewery jenningsbrewery



Direct Telesales Line: 0808 169 8979



BORN DIFFERENT

HOBGOBLIN

MODERN & MORE ACCESSIBLE NEW LOOK, clearly communicates beer style & appeals to a wider range of drinkers*

RANKED NO.4 in YouGovs' Beer & Cider rankings for consumer brand positivity (out of 1300 brands)**

The **HIGHEST SOCIAL MEDIA FOLLOWING** in the ale category

Supported by **CONTEMPORARY POS & a COMPREHENSIVE MEDIA CAMPAIGN** across trade, traditional, digital & social media channels

PUB SOCIAL MEDIA TOOLKIT now available making it easier for you to **COMMUNICATE WITH YOUR CUSTOMERS**

BUY 2X9G OF EITHER HOBGOBLIN RUBY OR HOBGOBLIN GOLD AND RECEIVE NEW LOOK PUMPCLIP AND GLASSWARE†

   @HOBGOBLIN_BEERS www.wychwood.co.uk

*Savor Research, Qualitative Consumer Groups February 2019. **YouGov 2018 Buzz Rankings 1 July 17-30th June 18, 11 deal per brand per pub.


**WYCHWOOD
BREWERY**

Direct Telesales Line: 0808 169 8979



FROM YORKSHIRE WITH LOVE



BUY 1 X 9G

**OF BLACK SHEEP BITTER AND BLACK SHEEP PALE ALE AND RECEIVE
A BLACK SHEEP POLO SHIRT**

Get in touch! support@blacksheep.co.uk



Direct Telesales Line: 0800 169 8979