

InnTOUCH

For Trust Inns' Lessees

SEPTEMBER
OCTOBER
2015

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OFFERS**
inside

Terms & Conditions apply
See individual offers inside for full details

**FREE
POS**

NEW

**FREE
POS**

**BUY ANY 3 KEGS OF EITHER
STRONGBOW OR
STRONGBOW DARK FRUIT
AND GET A FREE STRONGBOW
HALLOWEEN POS KIT**



STRONGBOW

WHO'S IN?

ENTRY INDICATES ACCEPTANCE OF THESE RULES. FOR FULL TERMS AND CONDITIONS VISIT WWW.STRONGBOWHALLOWEEN.COM ONLY OPEN TO RESIDENTS IN THE UK AGED 18+, EXCLUDING EMPLOYEES OF ANY COMPANY IN THE HEINEKEN GROUP AND ANY PERSON WHOM, IN THE PROMOTER'S REASONABLE OPINION, SHOULD BE EXCLUDED.

PURCHASE 3x 116 KEGS OF EITHER STRONGBOW OR STRONGBOW DARK FRUIT AND RECEIVE A FREE STRONGBOW HALLOWEEN POS KIT. PROMOTION RUNS 1st SEPTEMBER - 31st OCTOBER
PROMOTER: HEINEKEN UK LIMITED, 3-4 BROADWAY PARK, SOUTH GYLE BROADWAY, EDINBURGH, EH12 9JZ



strongbow

strongbowhalloween.com

drinkaware.co.uk for the facts

Over 18s Only.



To take advantage of any of the drinks offers in this magazine,
call your Trust Inns' telesales adviser on our **direct phone line:**

01506 471777

iTrust Inns
Better Pubs through Better People

Welcome to the September/October issue of Inn Touch. We've packed this issue with news from around the estate as well as business builder articles such as our "how to run your own beer festival" as well as a full fixture list for the Rugby World Cup happening this month and next across Britain.

Don't forget to check out our Facebook page to win free prizes such as a Rugby World Cup decoration kit and other great business building ideas. Visit us at www.facebook.com/trustinns

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WHAT'S ON IN...

SEPTEMBER

OCTOBER

18th Rugby World Cup begins

19th Oktoberfest begins (until 4th October)

22nd Ryder Cup - golf

24th Cask Ale Week begins (until 4th October)



Why not consider running your own beer festival?

14th RWC Quarter Finals

24th RWC Semi Finals

25th End of British summertime

30th RWC Bronze final

31st RWC Final Halloween



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[facebook.com/trustinns](https://www.facebook.com/trustinns)



Inn Touch September/October 2015

PUB NEWS

CROYDON FOR COMEDY

The Oval Tavern, Croydon

In our May/June issue we told you about the success of the Oval Tavern Kid's Storytime on Saturdays. Now we want to tell you about the Croydon Comedy Festival, thought up by Esther Sutton herself and the team; Matthew Crosby, Thomas Parry, Pappy's and Ben Clark – pictured.

The festival ran from 18th June to 13th August 2015 and took in 46 comedy shows in 6 different local pub venues in and around Croydon. All income for the festival came through ticket sales alone and at the time of going to press, Esther seemed to think everything was going well. Customers could either buy "season tickets" to get into all events or purchase for individual nights and some events were completely sold out weeks before they went ahead.

Esther said, "We didn't see it as a risk inviting our competitors/other local pubs to take part. The Oval is all about a sense of community and we felt by working together we could all benefit from the extra business the comedy festival could bring. It also meant that some customers that might be loyal to one pub now feel comfortable coming to ours and vice versa."

The festival was promoted via Facebook, Twitter and with its own website which listed all the shows, timings and locations (www.croydoncomedyfestival.co.uk). Combined with extensive advertising in and around the pubs (flyers and posters), the team went all out to get as many people as possible to attend.

As our photos show, the events were well attended. If you visit the Facebook and Twitter pages for each you'll also see they generated lots of talk about the Oval and other participating pubs and overall created great publicity for the pub and the team.

Well done once again, Esther! Keep your ideas coming!



Esther and the team!



Fantastic turnout



Live on stage



Great performers



WIN A CAR PROMOTION

As a Trust Inns tenant and regular recipient of Inn Touch magazine, you'll know that we always offer point of sale and giveaways throughout the course of the year. But in June and July this year we decided to trial a new promotion within 40 pubs where customers were invited to win a car! **That's right a FREE, BRAND NEW car!!!**

Pubs were nominated by their regional BDM and were then sent a Win A Car promotion kit. The promotion was a simple collector mechanic where customers had to collect a stamp each time they purchased a pint of lager at the bar. Upon collecting ten stamps each customer was entered into a pub draw that took place at the end of June. Each customer was able to enter the draw a maximum of five times.

The pub winner was then invited to a grand draw in Blackpool on 5th July to benefit from a 1 in 40 chance of winning the brand new vehicle; a Dacia Sandero to the value of £6,000. It really was as simple as that!

The winner was from the Swan Hotel in Flint; Mr Cyd Cartwright. Unfortunately Cyd couldn't attend the final draw due to ill health but the licensees of the pub, Ray Chester and his partner Tracey were there to collect the prize on his behalf.

Ray told us

"We're over the moon for Cyd and the prize couldn't go to a nicer guy. It was brilliant to ring him up and tell him the good news and hear his reaction. He's been visiting our pub daily for many years and it's great that we've been able to give something back to him for being such a loyal and valuable customer."

To find out more:

[f /winacaratyourlocalpub](https://www.facebook.com/winacaratyourlocalpub)
[t @winacaratthepub](https://twitter.com/winacaratthepub)



Fantastic turnout for the final



And the winner is...



! The promotion has been such a success that we are now rolling it out to our North East estate. Pubs entered into the competition will be by BDM nomination only.



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A COMMUNITY HUB

Scarlet Pimpernel, Leicester

Becoming the hub for your local community is often the route to success for many pubs. One licensee, Ray Cooper, has taken this to a whole new level in our pub, the Scarlet Pimpernel in Leicester.

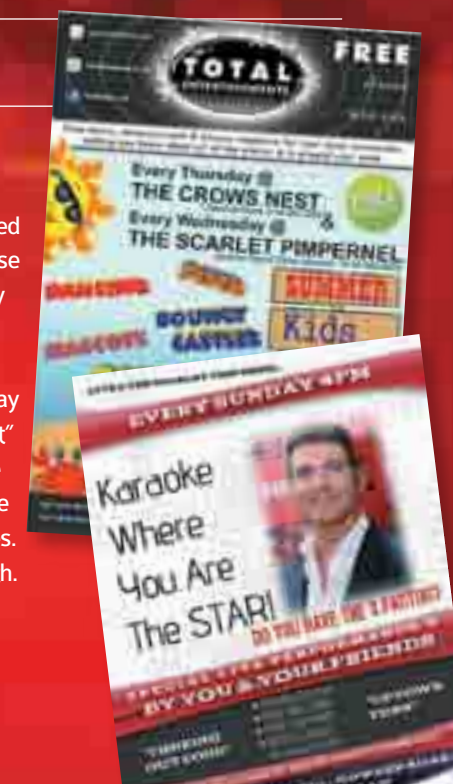
You only have to take a look at the pub's Facebook page (www.facebook.com/CoopersScarletPimpernel) to see there's a whole host of activities going on and planned for the future to help place the pub firmly at the heart of the community.

One of the key events was a summer kids club which saw the pub busy with children AND parents throughout the long summer break. Held every Wednesday from 1pm, the

club was attended by mascots and famous tv cartoon characters, had a bouncy castle, kids disco and games which kept the kids entertained for hours. The knock on effect was an increase in the sale of snacks and a developing loyalty for the pub amongst local families.

Combine this with events such as a Family Fun Day planned for September, a "50 shades of Scarlet" ladies charity fundraiser and Family Karaoke events every Sunday, all the pub's events are directly aimed at attracting families and females. As a result sales are improving month on month.

Well done to Ray on his initiative and hard work and we hope that his success goes from strength to strength.



RED HOT LION BEER FESTIVAL!

Red Lion, Shadwell, Leeds

Well done to the team at the Red Lion in Shadwell who held a hugely successful Music & Beer festival in August. As our pictures show the event was extremely popular and the beer garden (completed last year and covered in a previous issue of Inn Touch) was full to overflowing.

The event included several live bands (who played from a lorry on the pub car park for maximum impact) and BBQ, as well as a bouncy castle and face painting for the children.

Licensee, Richard Hicks, said, "The event was a great success. All the planning that went in to the event really paid off and we're really grateful to all our team who helped bring the day together. The sunshine was a huge bonus too!"

Beer festivals are a great way to draw in the crowd. Why not consider holding your own and maybe link it to Cask Ale week later in September? Speak to your BDM for help and advice.



Lorry stage!



STAR REFURB

Seven Stars, Birmingham

BEFORE:



AFTER:

The Seven Stars in Birmingham is on a busy high street, competing with many other pubs for the same customers. It always had an outside area but it wasn't very appealing or attractive and it was felt that in order to add a point of difference to the pub versus its competitors, the outside space would be refurbished earlier this year.

With the use of new outdoor furnishing, a tidy up and some new railings, the area is now bright and light and very appealing. Iron railings ensure that the whole area is secure and attractive seating provides a comfortable space for everyone to enjoy.

Luckily the project was complete for the hot spell we enjoyed at the end of June. The manager of the pub is delighted with the end result and so are we!



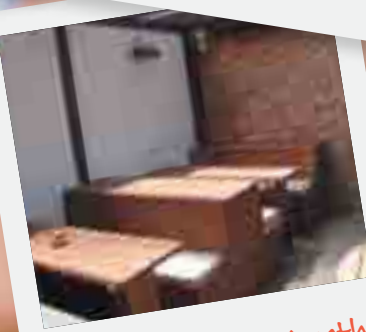
Inviting outdoor area



Planted tables!



Fashionable new tables



Everyone loves a booth!

NO JOKE FACELIFT

Joker, Basildon

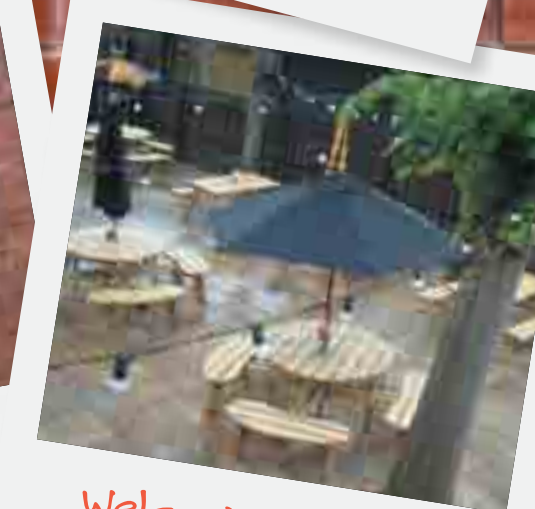
The Joker in Basildon was due a facelift and they were lucky enough to get one this year. Complete new signage and lights as well as a tidy up of the tired and neglected outside area now make the pub stand out from the crowd. See the difference from our photos.

AFTER:

BEFORE:



New signage



Welcoming outdoor area



New furniture



Entrance



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HAPPY HAPPY

Happy Cheese, Southampton

Another of our successful outside refurbishments took place just outside Southampton at the destination pub, the Happy Cheese.

The pub was repainted and new signage added to create an altogether more attractive kerb side appeal and external seating area. On the day we took the photos the sun was shining, proving what a great draw the outside of the pub will become.

BEFORE:



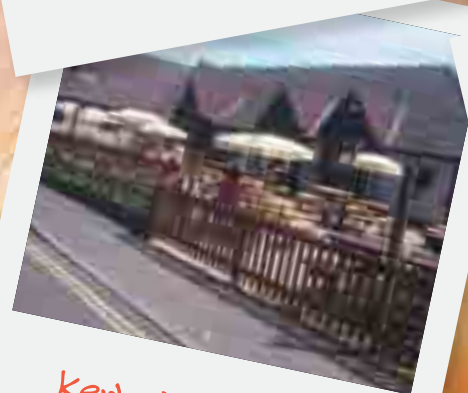
AFTER:



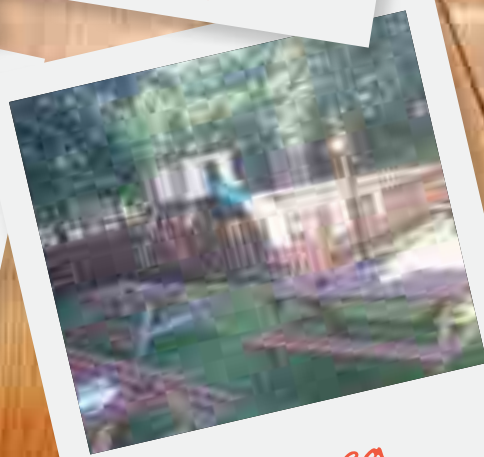
Outdoor seating



Repainted and new signage



Kerb side appeal!



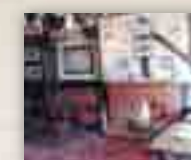
Play area

In conjunction with our refurbishments of beer gardens throughout the estate we have also been working hard on a number of external signage and decoration projects across the country. Below are just a few of them:

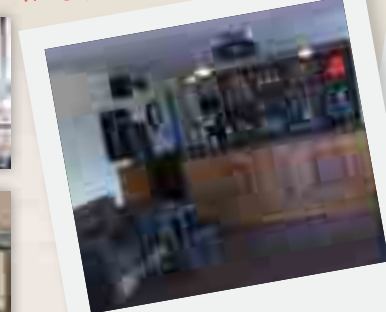
THE COBLE, NEWBIGGIN ON SEA

New signage and internal decoration has made this small seaside town pub into a bright and attractive bar for locals to enjoy. As you can see from our photos the new signage really makes the pub stand out and creates a great first impression. The new much brighter decoration inside also makes the pub look much more welcoming and bigger!

BEFORE:



AFTER:



The Coble

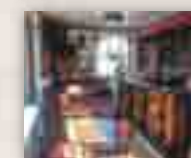


The Coble

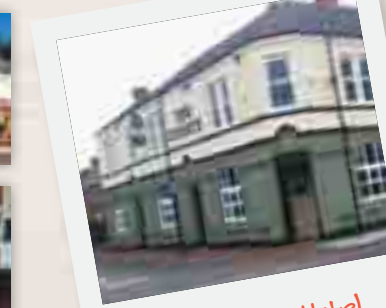
THE COUNTY HOTEL, NEWCASTLE UPON TYNE

The County recently enjoyed a complete external redecoration to encompass painting of all exterior walls and signage as well as a new brighter bar inside. The pub is almost unrecognisable as you can see from our photos.

BEFORE:



AFTER:



The County Hotel

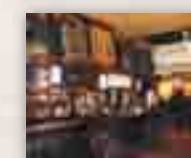
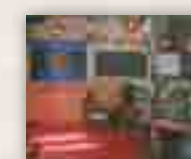


The County Hotel

THE VULCAN, DERBY

New toilets, flooring and a fresh lick of paint has given the Vulcan in Derby a new lease of life. As we can see from the photos, the pub is now a bright and friendly pub that its locals can be proud of!

BEFORE:



AFTER:



The Vulcan



The Vulcan



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Indulge your customers...
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To get this great deal call
First Point on 01506 471 777



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FREE COCKTAIL POS KIT

WHEN YOU BUY 3 CASES*

Kit Contents: 5 x 2 Pint Cocktail Jugs, 4 x A2 Posters,
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*Offer available while stocks last on W.K.D. Blue, Red, and Original (24 x 275ml) 40% ABV. Limited to one
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THE BREWERS PROJECT
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FOR FREE*.**



£2 OFF ANY CASE FROM THE BREWERS PROJECT RANGE



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*50 glassware deals available over September and October. Golden Ale is not available in Scotland.

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for the facts

£3 OFF
PER CASE

Espíritu Libre
DESDE 1899



STRONGBOW® PRESENTS

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SINNERS II

NIGHT OF THE ZOMBIES



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STRONGBOW OR STRONGBOW
DARK FRUIT AND GET A FREE
STRONGBOW HALLOWEEN POS KIT**



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PURCHASE 3x 116 KEGS OF EITHER STRONGBOW OR STRONGBOW DARK FRUIT AND RECEIVE A FREE STRONGBOW HALLOWEEN POS KIT. PROMOTION RUNS 1st SEPTEMBER - 31st OCTOBER

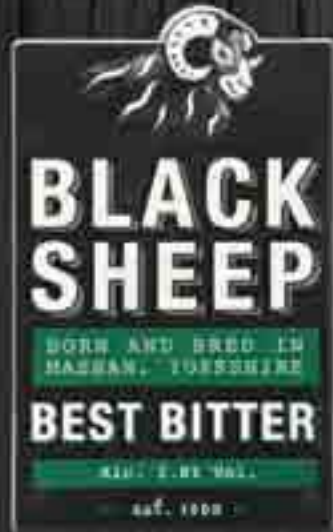
HALLOWEEN POS KIT INCLUDES: A2 STANDARD POSTER X 5, A2 EMPTY BELLY POSTER X 5, TOBLERONE TENT CARD X 20, A4 COUNTER CARD X 1, DRIPMATS X 100, A4 OUTLET BRIEF 1, DIGITAL ASSETS CD, 1 BRANDED BUNTING X 2M, COBWEBS (2 IN PACK) X 2, CAUTION TAPE 4M (2 DESIGNS) X 1, SCRATCH CARDS X 300, SCRATCH CARD HOLDER X 1, ZOMBIE T-SHIRT X 7, SURVIVOR T-SHIRT X 7, TATTOO SLEEVE (2 DESIGNS) X 24
PROMOTER: HEINEKEN UK LIMITED, 3-4 BROADWAY PARK, SOUTH GYLE BROADWAY, EDINBURGH, EH12 9JZ

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This year's kit consists of:

- 1 x Legendary flashing pump clip
- 1 x Pumpkin hand pull topper
- 1 x Halloween hand pull cover
- 1 x Halloween bar runner
- 125 x Halloween drip mats
- 2 x Staff t-shirts

*Limited kits available contact your usual stockist



The Unofficial beer of Halloween

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g+ f hobgoblin beer @hobgoblin_beer

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TO RECEIVE A LIMITED EDITION
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- 1x TROOPER RUGBY PUMP CLIP
- 1x TROOPER RUGBY LONG SLEEVED T-SHIRT
- 1x PACK TROOPER DRIP MATS – RUGBY
- 1x TROOPER RUGBY BAR RUNNER



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Drip Mats

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1 x Bar Runner



Bold design to appeal to
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New 4.1% ABV &
enhanced malt sweetness



Classic herbal hop & malt
sweetness make for a
perfect easy drinking ale

ALSO
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*1st September - 31st October.
One of each deal available per outlet.
London Glory only available from Thatcham depot.



Guest Ale

Thirst Blood 4.3%

SEE	Red
SMELL	Cinnamon, Pepper, Orange Peel
TASTE	Bitter, Fruity
BITTER	
SWEET	

ABV 4.3%

Hops: Citra

Malt: Crystal, Pale Ale, Rye

Only available in October via Heineken.

Camerons master head brewer Martin "Dawn of the Dead" Dutoy has created this devilish red ale for our October guest. Based on an American red rye beer this rosy ale has a rye bread flavour mingled with tons of hoppy grapefruit taste.

Strongarm 4.0%

SEE	Ruby Red
SMELL	Rich, Toffee, Malty
TASTE	Sweet, Bitter
BITTER	
SWEET	

ABV 4.0%

Hops: Fuggles, Target, Goldings

Malt: Pale Ale, Crystal

Available throughout September & October.

The brewery's flagship beer. Well rounded, ruby red ale with a distinctive, tight creamy head. A good balance of malt, hops and bitterness.



BUY 2 CASKS AND
RECEIVE AN
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T-SHIRT



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Buy 2x9 of Wainwright and receive branded glassware and POS*

Beer mats



Bar runner



Available in September and October only. *While stocks last.

www.wainwrightgoldenale.co.uk



@Daniel_Thwaites

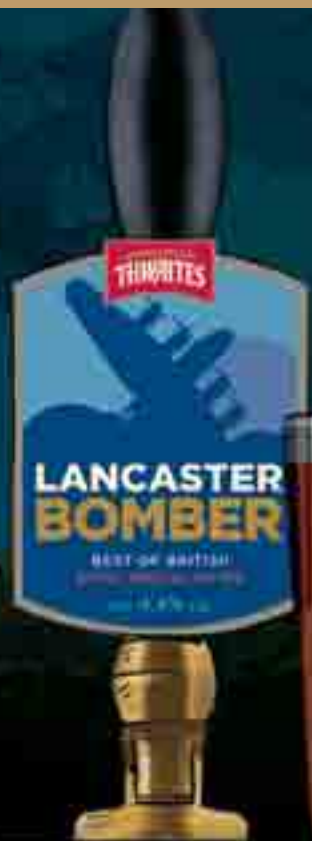


/WainwrightGoldenAle

drinkaware.co.uk for the facts

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BUY 2x9 OF LANCASTER BOMBER AND RECEIVE BRANDED GLASSWARE AND POS*



Bar runner



Beer mats



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@Daniel_Thwaites



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