

InnTOUCH

For Trust Inns' Lessees

JANUARY
FEBRUARY
2016

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ST PATRICK'S WEEKEND!**



drinkaware.co.uk for the facts

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01506 471777

iTrust Inns
Better Pubs through Better People

Happy New Year to all our colleagues, tenants and suppliers! Here we are at the start of another new year with lots ahead to look forward to.

Not only do we have some great offers from brand owners on page 8 – 16, but we've provided details on three major events in 2016 that we think represent a great business opportunity for many

pubs. See our feature on page 6 & 7 for more details. In the meantime, why not follow Trust Inns on Facebook this year and become one of over 800 people who already follow us? We have regular prize draws for promotional items for your pubs, share ideas and best practice and much more! Find us at www.facebook.com/trustinns

CONTENTS

JANUARY / FEBRUARY 2016

What's On In...

January & February 2016

p2

Pub News

Raising money and spirits at the pub

p3

Old Swan, Paisley

p4

Steamboat, Lossiemouth

p4

Win a Car, North East

p5

Building Your Business

2016 – A great year for sport

p6-7

GREAT OFFERS p8-16

ANOTHER FACEBOOK WINNER



Congratulations to our Trust Inns' Facebook page winner Marie Feenan from Chorley who won a Christmas hamper simply by liking and sharing our Trust Inns' Facebook page in November. Marie is delighted with her hamper and received it just prior to the Christmas festivities! Perfect!

If you don't do so already, don't forget to follow Trust Inns on Facebook for more great offers. We'll have plenty of giveaways for the pub and "followers" alike throughout 2016 so get your customers to like us too!

WHAT'S ON IN...

JANUARY

- 1st** New Year's Day
- 4th** Bank Holiday (Scotland)
- 25th** Burns Night
- 26th** Australia Day

FEBRUARY

- 6th** Start of the Six Nations tournament
- 8th** Chinese New Year
- 9th** Shrove Tuesday /Pancake Day
- 10th** Ash Wednesday
- 14th** Valentine's Day



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RAISING MONEY AND SPIRITS AT THE PUB

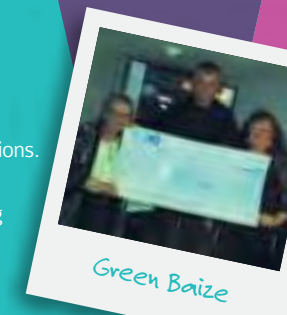
GREEN BAIZE Glasgow

When the pub's customers raised over £3,000 last year for a local adult's hospice, it became a challenge for Dave Gibb and his team at the Green Baize to raise just as much for a local children's hospice in 2015. At the time of going to print, the Green Baize had raised an astounding £3,053 for the Children's Hospice Association – Scotland (CHAS), through a variety of different events over the course of just two weeks. Amazing!

Dave said, "So many customers put so much effort into helping this great cause that it's quite heartwarming to see. When you think of how we're all trying to make ends meet, such generosity and a willingness to get involved to help those worse off than yourself, gives you real faith in people."

Events held included pub crawls, pool competitions, karaoke events and attendance at local football matches to collect donations.

Our photo shows members of the Green Baize team presenting the funds raised to the charity; a true moment to be proud of all their hard work. Well done!



Green Baize

CHARITY UPDATE

As always, we love to hear our pubs raise some fantastic amounts for specific local charities. This issue we look at two pubs; the Green Baize in Glasgow and the Green Tree in Middlesborough.

GREEN TREE Middlesborough

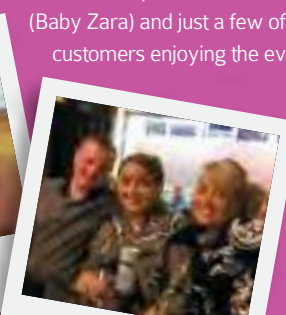
Another pub raising much needed cash for a local children's hospice is the Green Tree in Middlesborough. There customers raised an impressive £1650 in one evening through a karaoke and raffle event, where prizes included coffee machines, note books and vouchers for local restaurants.

Paul, licensee at the pub, said that the best part about the event was seeing the whole community come together to do something good and that the generosity he witnessed was astounding, from local businesses and customers alike.

Our pictures show one of the children the pub raised funds for (Baby Zara) and just a few of the customers enjoying the event.



Baby Zara



BLACK HORSE Glasgow

In our last issue of Inn Touch we showcased the refurbishment at the Black Horse in Glasgow and how the licensee, Paul and his team had big plans for the pub. Well we're pleased to report that at the time of going to print the pub had just won its first Gold Best Bar None award!

This award has extra significance for the Black Horse team purely because they have only been in the pub for less than six months. To achieve so much in such a short space of time deserves a mention and a big pat on the back.

Well done to all involved. Keep up the good work!



Winning team



Gold award

LOCAL RECOGNITION

Old Swan, Paisley

Making your pub part of the community is an essential part of any successful local pub. Recently, the Old Swan in Paisley, received recognition in their local paper for having succeeded in becoming a community hub for their town.

The Old Swan has been run by Jacqueline McCaig for six years and before that it was run by her mum, Lorraine Corrigan. Over time, Jacqueline has had a kitchen installed, created a beer garden and supported the community through charity fundraising. Along with her manager, Euan Tosh and her cousin Paul Corrigan, assistant manager, Jacqueline has cemented her place in Paisley's pub scene.

When asked to provide advice to other local new businesses, Jacqueline said;

"Always keep your VAT in another account. Never give up on an idea – it always takes longer than you think to get it out there. Try and stay positive on the quiet days when you're struggling to get customers in. Advertise, advertise, advertise. You can't advertise enough."

Great advice from a fantastic licensee, who proves that hard work and persistence really do pay off. **We wish Jacqueline and her team all the best for the next 6 years and beyond!**



THE AULDEST BOOZER IN TOON

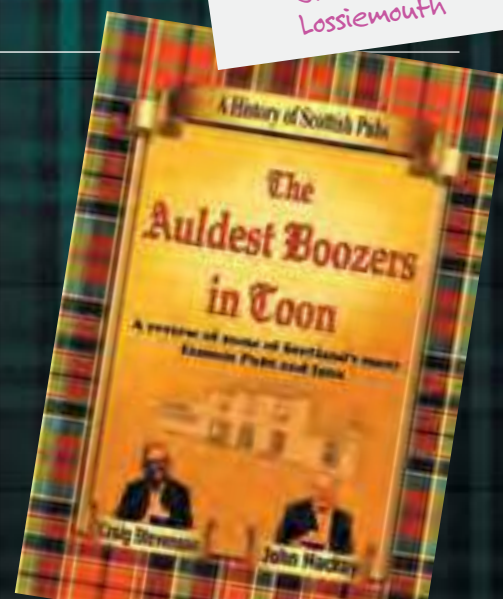
Steamboat, Lossiemouth

One of our most Northern pubs, the Steamboat in Lossiemouth, received some unusual publicity at the end of last year. A Scottish author with a love of pubs had set about finding stories about Scotland's historic drinking dens. Upon completing a tour of Scottish pubs (now that's a job we'd like!!) the Steamboat has been included in the publication, which is available in all good bookstores!

The premise for the book is that the historic pub has a funny story to tell. So the Steamboat tells the story of a practical joke played on the staff... One of

the girls in the pub, Patsy, sells fresh eggs to the customers. Finding the cartons of eggs unattended one day, Gordon the licensee at the time, proceeded to boil them before putting them back in their boxes. It caused a bit of a sensation around the town, especially around breakfast time the next morning!!

As we know, creating a story around your pub is a great way to entice people to visit and what more perfect way could there be than for an author of a national book to do it for you?! We're off to buy our copy now!



WIN A CAR NORTH EAST

The month of November saw the grand final for our North East Win A Car promotion, held at the Teal Arms, Ingleby Barwick.

Following the success of the "Win A Car" promotion in the North East earlier last year in July, we decided to run the promotion for a second time in 40 of our pubs in the North East throughout the months of September & October. The Grand Final was held on 8th November to find our lucky car winner.

Again, the promotion proved to be a great success with many pubs collecting over 500 collector cards (customers had to collect a stamp for each pint they purchased in the pub. Upon collecting 10 stamps they were entered into a prize draw to win a bottle of champagne and entry to the Win a Car grand final).

Over 25 different winners attended the final event with their friends and family for a 1 in 40 chance to win a brand new Dacia Sandero, with a value of £6000.

The winner was from the Turbinia in Walker in Newcastle Upon Tyne; Mr Glyn Jones. Glyn attended the event with his wife and was overjoyed at his win! Glyn said, "I can't believe I've actually won. The only other thing I've ever won is a bingo card! It feels like a dream and I simply can't believe it!"

Vicky Jackman, landlady at the Turbinia in Walker said, "We're over the moon for Glyn and the prize couldn't have gone to a nicer guy. It's great that we've been able to give something back to such a loyal and valuable customer and we look forward to offering more prizes in the future."

John Hitchmough, Operations Director, who attended the event also said "Winners like Glyn are what make these promotions worthwhile. Glyn has been drinking at the Turbinia for over 30 years so it's a great feeling to give something back to him for all his years of support."

Attendees to the grand final also had the chance to win 3 x hotel breaks at the Solberge Hotel in North Allerton as well as two cash prizes of £100. See our photos for our winners' gallery!

All in all, the final and the whole promotion were a great success and we're now looking to run the promotion in the South of England. Watch this space!



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WHAT'S ON IN 2016?

A
GREAT
YEAR
FOR

SPORT IN THE PUB



Making
your pub
**THE place
to watch
live sport**

Making your pub “**the place to watch live sport**” can be a lucrative business move. For example, during the 2010 World Cup, the BBPA believe that over 9 million EXTRA pints were sold in pubs that staged the big matches. And of those pints it is believed that 1 in 5 people weren’t “regulars” to the pub in which they watched the match. This means that football (and other big sporting tournaments) are an excellent means of attracting existing and new customers.



RBS Six Nations rugby tournament 2016

www.rbs6nations.com



Starts on 6th February 2015. Building on the success and furore that surrounded the 2015 Rugby World Cup, all four of the home nations are taking part, with all matches taking place at the weekend – the ideal time to get people into your pub! Why not do a “who scores the first try?” competition or a prize draw of a few free pints for all those who turn up in a rugby top to watch the match as an extra incentive? See www.rbs6nations.com for a full fixture list.



UEFA European Championship 2016

www.uefa.com/uefaeuro



From 10th June to 10th July 2016. 24 sides will contest the title in 51 games over 32 days in France (which means that all matches will be perfectly timed for evening trade). Three of the home nations have qualified; England, Wales and Northern Ireland so there's plenty to cheer for. Visit www.uefa.com/uefaeuro to find out more information of when key matches will be shown.



The Rio Olympic Games 2016

www.rio2016.com/en



Arguably the world's biggest sporting event, Rio play hosts to the summer Olympic games this year. After the success of London 2012 all eyes will be on the South American host and how our British team get on in comparison to the same time 4 years ago. 10,500 athletes will compete from over 260 countries over 17 days. Golf and rugby will also be included in the event for the first time this year, so there's plenty for everyone. Combine that with the fact that Rio gives us one big excuse to have a party “carnival” style then the Olympics represent a great opportunity for you to draw customers to your pub in the summer months.

Why not take advantage of the opportunity these three major events represent for your pub and start planning NOW?

Get hold of fixture lists and key dates from the internet (website links shown alongside each event above) and plan your events around them. Pick on key dates such as semi finals or finals events. Concentrate on events where the home nations will be participating so that your customers have the opportunity to support their chosen team/athlete.

Things to consider

- Look out for big games or, with the Olympics, the main events where British athletes have the opportunity to win some medals to ensure that you draw customers in at the potentially most exciting moments.
- Think about event day pricing – this will make it easier for staff on the day by rounding up prices to add up larger rounds. Remember not to make pricing too different to your normal pricing.
- Consider the bar team you will have that will work on the big event. Are they outgoing, friendly, quick and efficient? It may help if they have a passion for the given sporting event.

- Your pub doesn't have to be packed to create the right atmosphere. Less people doesn't mean less takings! You just have to ensure that those who do visit arrive earlier and stay for longer because you have created the right atmosphere for a sporting event. For example, those in your pub will be able to get to the bar more often!
- Check out what the major brand owners / sponsors of the key event are offering in terms of branded merchandise. For example, Guinness has Six Nations kits on offer in this very magazine. Make sure that you get your kit and decorate your pub accordingly.

Sport is a great way to involve the whole community with your pub. Trust Inns will make available a series of support over the coming months for those pubs who wish to make the most of the events outlined above. **Speak to your BDM for more details.**



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based on RRP of £3.50
per bottle



Terms & conditions: Acceptance of these rules is a condition of entry and entry instructions form part of these rules. Entry indicates acceptance of these rules. 1. Only open to residents in the UK excluding Channel Islands and Isle of Man aged 18 or over who are existing customers of Heineken UK Limited. 2. Purchase any 4 cases of BULMERS (12x568ml) or OLD MOUT CIDER (12x500ml) (any variant) in one transaction through your normal order route to receive one 12x568ml case of BULMERS ORIGINAL Free. **Limited to 1 free case per customer per day.** Only 500 deals available subject to availability - redeemable on a first come, first served basis. Customer Terms of Purchase apply. If product is not paid for the Promoter reserves the right to reclaim the free case. 3. Purchases must be made on behalf of the customer's outlet for sale at that outlet only. 4. Orders must be made between 1st January 2016 to 29th February 2016. 5. There is no cash or other alternative to the free case. Free case is not transferable. 6. The decision of the promoter in all matters is final and binding and no correspondence will be entered into. 7. The promoter is not responsible for any third party acts or omissions. 8. The promoter reserves the right to cancel or amend this promotion due to events or circumstances arising beyond its control. 9. These rules and any dispute or difference arising out of or in connection with them shall be governed by and construed in accordance with English law. The Promoter and each entrant irrevocably agrees to submit to the exclusive jurisdiction of the Courts of England and Wales over any claim or matter arising under or in connection with these rules or the legal relationships established by this agreement.
Promoter: Heineken UK Limited, 3-4 Broadway Park, South Gyle Broadway, EDINBURGH, EH12 9JZ

Buy any 4 cases and get a free case of Sol

Equivalent to over
£8 per case
and with retail value of £66
based on RRP of £2.75
per bottle



Offer valid from 1st January to 29th February 2016

for the facts drinkaware.co.uk

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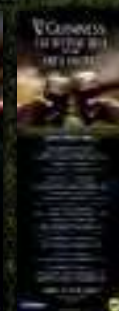
15 GUINNESS™
LINEOUTS

2 SETS OF
BUNTING

FIXTURE LIST
& A2 POSTER

1 FLAG

1 BACK BAR
DISPLAY



WHO'S IN YOUR TEAM?

GUINNESS RUGBY
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*LIMITED TO 50 DEALS ONLY

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**ST PATRICK'S
WEEKEND
17-20 MARCH**


GUINNESS
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RAISE A PINT TOGETHER

THIS YEAR ST PATRICK'S DAY IS ON THURSDAY – MAKE THE MOST OF THE OPPORTUNITY AND EXTEND THE WEEKEND

BUY 3 x 50L KEGS OF GUINNESS™ OVER FEBRUARY AND RECEIVE YOUR OFFICIAL GUINNESS™ ST PATRICK'S WEEKEND KIT WORTH £20*

15 x HATS



2 x 4m BUNTING



1 x FLAG



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£5 OFF PER 9G



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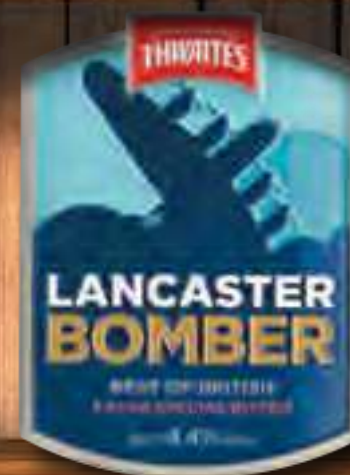
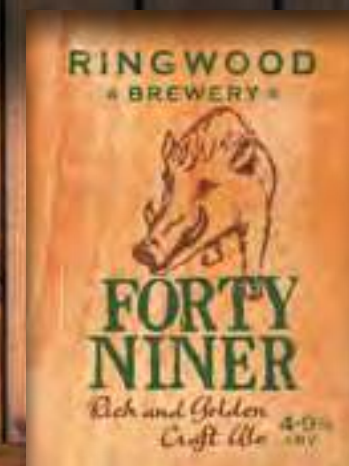


FOR PUMP CLIPS CALL 0845 850 45 45

*1 hoodie deal per outlet. £5 off available 1st January - 29th February 2016. London Glory only available via Thatcham depot.

£5 OFF

a firkin



Lancaster Bomber, Ringwood forty-niner, Ringwood Razor Back, Pedigree New World Pale Ale and Jennings Cumberland Ale

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MOORHOUSE'S

100 YEARS OF BREWING

Offer available during January 2016



Buy any 2 firkins and get a limited edition polo shirt sporting the iconic witches logo!



WHITE WITCH 3.9% ABV

A refreshing fruity springtime flavour with a bit of citrus, flowers and rich peppery spice on the aroma.



PRIDE OF PENDLE 4.1% ABV

An exceptionally fine balance of malt and hops give this beer a long dry and extremely satisfying taste.



BLOND WITCH 4.5% ABV

A pale coloured ale with a crisp delicate fruit flavour, dry and refreshing with a smooth hop finish.

Get 2016 off to a flying start with Moorhouse's

Buy any 3 firkins and get a rugby shirt sporting the witches shield!



Offer available during February 2016



WHITE WITCH 3.9% ABV

A refreshing fruity springtime flavour with a bit of citrus, flowers and rich peppery spice on the aroma.



PRIDE OF PENDLE 4.1% ABV

An exceptionally fine balance of malt and hops give this beer a long dry and extremely satisfying taste.



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A pale coloured ale with a crisp delicate fruit flavour, dry and refreshing with a smooth hop finish.



Moorhouse's Brewery



@moorhousesbrew

AWARD WINNING ALES



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