

InnTOUCH

For Trust Inns' Lessees

MARCH
APRIL
2016

**GREAT
OFFERS**
inside

Terms & Conditions apply
See individual offers inside for full details

NEW



**FREE
POS**



**£7.50
OFF**



WIN A CAR PROMOTION

HITS THE SOUTH OF ENGLAND



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 March/April 2016 issue of Inn Touch. There is a host of great offers throughout the magazine to tempt you including money off cask ales AND free POS upon purchase. Make sure you mention the deals you're interested in to your telesales adviser on your weekly calls.

We've also included some news from around the estate and information on the

change in business rates. Take a look on page 4.

As always we invite you to join Trust Inns' on Facebook where we like to share great business building ideas, exclusive Facebook offers and prizes for both you and your customers to win. Follow us at www.facebook.com/trustinns

CONTENTS

MARCH / APRIL 2016

What's On In...
March & April 2016

Pub News
Blyth & Tyne, Northumberland
Turbinia, Newcastle

Building Your Business
Time to Act on Business Rates
Win a Car - The South

Estate Development
Royal Standard, Dartford
Acorn, Poole

GREAT OFFERS p6-16



WHAT'S ON IN...

MARCH

APRIL

1st	St David's Day	1st	April Fool's Day
6th	Mothering Sunday	9th	Grand National
7th	British Pie Week	21st	Queen's Birthday (ahead of her 90th birthday celebrations – 12-15th May)
17th	St Patrick's Day	23rd	St George's Day
18th	Sport Relief	24th	London Marathon
25th	Good Friday		
27th	Easter Sunday		
28th	Easter Monday		



Follow us!

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



01506 471777

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

Inn Touch March/April 2016

LANDLORD WHO SERVED WITH PRINCE HARRY OFFERS VETERANS FREE CHRISTMAS DINNER

Blyth & Tyne, Northumberland



Veterans enjoying their dinner

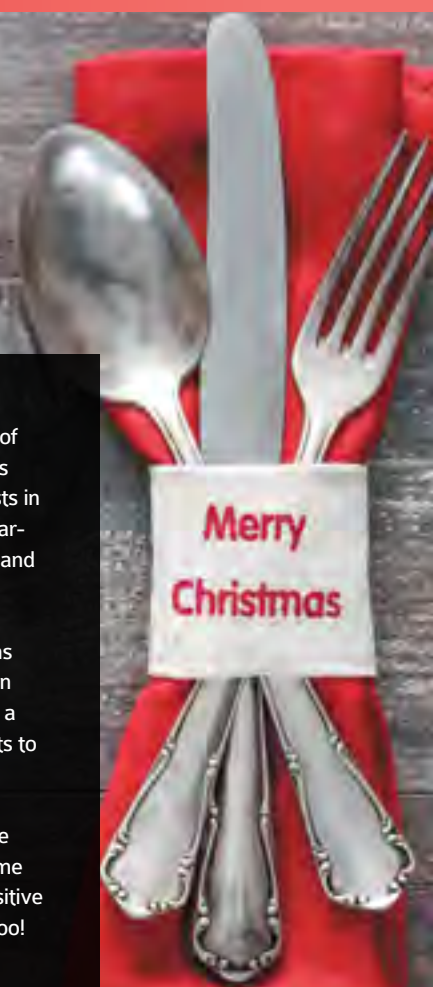
Back in December, pub landlord, Brian Erskine from the Blyth & Tyne pub in Northumberland, who served with Prince Harry in Afghanistan, offered veterans a free Christmas dinner so they didn't have to spend the day alone.

Brian, 33, served in the Life Guards Household Cavalry between 2000 and 2010. He served with Harry whilst in Afghanistan and credited the Prince's loyalty to veterans as inspiration for his idea.

He said, "Harry was one of the boys but when it was time he knew how to be an officer. I see what he is doing for veterans and I want to help in my own way too."

On the big day Brian's mother and stepfather were in charge of the cooking whilst Brian and his brother chatted with their guests in the pub, which also offers a year-round 10% discount to current and ex-servicemen and women. The idea has proved a hit with the public with over 28 veterans turning up on the day, and Brian has already been contacted by a pub owner in Surrey who wants to copy it.

As our picture shows, everyone looked like they had a lovely time and the pub received some positive publicity from the local paper too! A fantastic result all round.



CUSTOMERS TAKE A DIP FOR CHARITY

Turbinia, Newcastle

The New Year's day "dip" in the ice cold water of St Edwards Bay by the customers of the Turbinia in Newcastle proves the great lengths people will go to to raise cash for charities close to their heart.

Vicky, the licensee, explained how the dip is part of annual fundraising activities at the pub, and this year it was in aid of prostate cancer, an illness that sadly claimed the life of Vicky's beloved brother, Ritchie, last year.

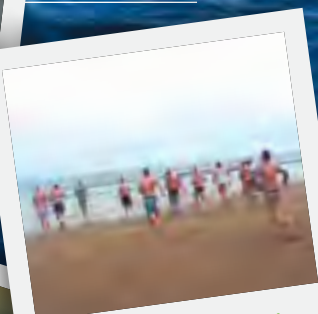
Rather than take part in the dip, Vicky offered free soup and a pint to all

participants upon their return (wise choice!!) and has been instrumental in ensuring that all sponsor monies from the 34 "dippers" are collected and forwarded to their chosen charity. The dip raised just short of £4000 in total. A fantastic result!

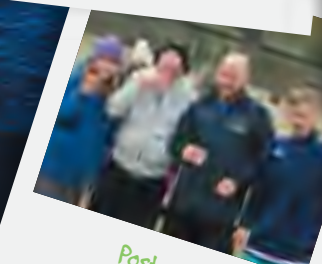
Our pictures show the participants pre the "big dip" and for their costumes alone we think they deserve our admiration and support. Well done to all at the Turbinia.



Looking good!



And they're off!



Post-dip refreshments!

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

TIME TO ACT ON | BUSINESS RATES

Business rates are charged on nearly all non-domestic properties and are charged by your local council. Bills are normally issued in February and March each year. This is for the following year.

The 2017 revaluation is approaching... At revaluation, the government adjusts the value of business rates to reflect changes in the property market.

As a result, the 2017 rates revaluation is the first opportunity since 2008 for your pub rates to be reduced to reflect your current circumstances.

To help you with this process, Trust Inns is taking steps to instruct a rating agent who, in turn, will be contacting all our lessees and tenants to assist in this process.

Watch out for further announcements in subsequent issues of Inn Touch or contact Roger Walker of Gerald Eve on 0161 830 7096 / rwalker@geraldeva.com

GERALDEVE



WIN A CAR PROMOTION HITS THE SOUTH OF ENGLAND



Following the success of our Win a Car promotion in the North West & North East of England, the Win a Car team are now hitting the South of England to replicate its success.

41 pubs are taking part in the promotion where customers earn the right to enter a free prize draw after collecting up to ten stamps each time they buy a pint.

The prize draw, which will take place on Sunday 20th March at the Blagrove Arms in Reading, will see the winner from each of the 41 participating pubs entered into the hat and drawn at random to win a brand new Dacia Sandero.

There will also be some other great prizes on offer; three prizes for the Grovefield House Hotel near Windsor and two cash prizes of £100. Winners will also each receive a free bottle of champagne for being the chosen winner for their pub.

We look forward to reporting the lucky winner's details in our next issue and announcing where the Win a Car team will be heading next.

For more information on the promotion, pictures of previous winners and details of how the promotion is progressing visit www.facebook.com/winadaciaatyourlocalpub

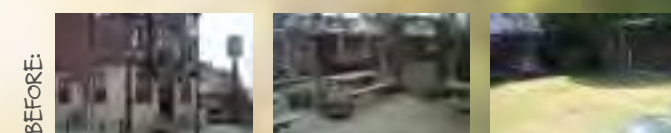
GETTING READY FOR SUMMER

As we approach Spring & Summer, take a look at some of our external projects from 2015. Please talk to your BDM about any future opportunities to develop your pub.

ROYAL STANDARD, BELVEDERE, DARTFORD

The Royal Standard is a small but compact, delightful pub situated in Dartford. To complement the lovely interior of the pub a recent external redecoration and lighting project took place along with the creation of a patio at the front of the pub and an extension to the patio at the rear.

As our pictures show, the exterior of the pub is now more inviting and attractive to new and potential customers, and the extension of the patio at the back of the pub has created an extended trading area for the pub to maximise any good weather we may get this year.



BEFORE:

AFTER:



ACORN, POOLE

The Acorn is a large destination family focussed pub with extensive outside grounds. Earlier in 2015 the Estates team took on an external decoration, lights and signage scheme to improve the look of the pub, as well as providing new fencing and an enclosed children's play area.

The difference in the look of the pub is fantastic. The overall first impression is that of a well cared for pub with a safe environment for families to drink & dine. Take a look at our photos to see the difference.



BEFORE:

AFTER:



01506 471777

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

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



POUR MORE
FLAVOUR

POUR MORE PROFITS

BUY 6
CASES
**GET 1
FREE**

STOCK UP NOW

DISCOVER GREAT TASTE IN **EVERY** BOTTLE

BRITVIC

© 2014 Britvic Soft Drinks Ltd. All rights reserved. This advertisement is for promotional purposes only. It is not intended to represent any specific product or service. The actual product may vary from the image shown. The actual product may vary from the image shown. The actual product may vary from the image shown.

BRV321427_16

Fruit Shoot
WINI MUDDER

**free family
entertainment kit!**

**Buy 3 cases
to claim
your kit!**

72 activity booklets, 2 A4 posters,
1 stencil, & managers notes

Stock up now!
For a chance for your customers
to Win Family tickets to
Fruit Shoot Mini Mudder

**win family
tickets**

**ROBINSON'S
Fruit
Shoot**

www.fruitshoot.com/minimudder/greatbritain

Terms and conditions - *Kit contains 72 activity booklets and 2 A4 posters. While stocks last. Promoter: Britvic Soft Drinks, Breakspear Park, Breakspear Way, Hemel Hempstead HP2 4TZ • BRV322408_16

NEW J20

TROPICAL AFFAIR EDITION

FLAMINGO FLING WHITE GRAPE AND SUBTROPICAL LYCHEE JUICE DRINK

**FLAMINGO
FLING**

**WHITE GRAPE
AND LYCHEE
JUICE DRINK**

J20

SPRITZ

**BUY ANY 3 J20
AND GET CASE
OF FLAMINGO
FLING FREE**

ENJOY A SEDUCTIVE SQUEEZE OF PARADISE IN BRITISH SUMMERTIME

J20 IS A REGISTERED TRADEMARK OF BRITVIC SOFT DRINKS LTD

Terms and conditions: Three deals per customer, per week. Qualifying products include any of the J20 and J20 Spritz 275ml ranges. Free case is J20 Flamingo Fling 275ml. While stocks last. Promoter: Britvic Soft Drinks, Breakspear Park, Breakspear Way, Hemel Hempstead HP2 4TZ. Call First Point on 01506 471777 to place your order.

BRV321427_16

IT'S CIDER TIME!

BUY ANY 4 PACKAGED CIDERS
AND GET ONE CASE FREE

OFFER VALID FROM 1ST MARCH TO 30TH APRIL 2016



TRY THE
**NEW BULMERS WILD
BLUEBERRY AND LIME**
FLAVOUR AND GET
A FREE POS KIT

£33 OFF PER CASE

Espíritu Libre
DESDE 1899



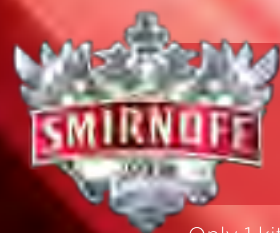
Brewed in the Netherlands
Offer runs 1st March - 30th April

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 free POS kit. **Limited to 1 free kit per customer/case purchased per day.** Kit contents to include 2 Bar Runners, 20 Tent Cards, 2 Posters. 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.

SMIRNOFF
YOURS FOR
THE MAKING

**Buy 2 cases of Smirnoff Ice
to receive a Smirnoff ice
bucket**

Great for sharing with Friends!



Kit Content:
1 x Ice bucket



Only 1 kit per outlet - 50 kits available
Offer available from 1st April - 30th April 2016



The SMIRNOFF word and associated words and logos are trade marks. © The Smirnoff Co. 2016.

drinkaware.co.uk for the facts

Find your beach.

**GET £3 OFF
A CASE**

THROUGHOUT MARCH & APRIL 2016



Please drink responsibly. ©2016 AB InBev UK Limited, all rights reserved.

drinkaware.co.uk
for the facts

**Buy 3 x 11 Gallon Kegs
of GUINNESS®**

**Receive 2 x Guinness T-shirts,
1 x Outdoor Guinness flag and
1 x Guinness tray FREE**

Offer available from
1st March to 31st March 2016

GUINNESS ESTD 1759

drinkaware.co.uk for the facts

The GUINNESS and HARP words and associated logos are trade marks. © Guinness & Co. 2016
Maximum 1 deal per outlet - 50 kits available on a first come, first served basis.

MOORHOUSE'S
150 YEARS OF BREWING

Buy any firkin and get £5 off!



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

Moorhouse's first ever 'Blond' ale, this beer is as light as you can get with a lager colour.



@moorhousesbrew



Moorhouse's Brewery

Offer available
throughout
March & April 2016

AWARD WINNING ALES



BUY 2x9's OF HOBGOBLIN OR HOBGOBLIN GOLD & RECEIVE MY FREE TASTE KIT*

Kits include:
 1 x Hobgoblin BTTN legendary pump clip
 125 x Hobgoblin BTTN drip mats
 1 x Hobgoblin BTTN bar runner
 12 x Hobgoblin BTTN branded glasses.

***T&C's:** 20 x Hobgoblin & 20 x Hobgoblin Gold kits available, 1 of each deal per account.

BRINGING TASTE TO THE NATION

HOBGOBLIN SINCE 1983
GOLD SINCE 2014

Wychwood Brewery
 hobgoblin beer @hobgoblin_beer www.wychwood.co.uk
 Wychwood Brewery, Eagle Industrial Estate, The Crofts, Witney, OX28 4DP.

RINGWOOD BREWERY

BUY 2x9's of RAZOR BACK
 and get **12 NEW** glasses & a **NEW** Razor Back clip*

*max one deal per customer limited number of deals available

A FRESH FACE FOR AN OLD FAVOURITE
 Ringwood Razor Back is brewed to the same recipe as our famous Best Bitter which has been revered for its quality since 1878.
 This easy drinking thirst quenching 3.8% bitter is perfect for all occasions.

EXCEPTIONALLY REFRESHING CRAFT ALE 3.8% ABV

RINGWOOD BREWERY

www.ringwoodbrewery.co.uk

A BREATHTAKING OFFER

Buy 2x9's of Wainwright & receive a FREE case of J20 Orange and Passionfruit (24 x 275ml NRBS)

A BREATH OF FRESH ALE

Wainwright
J20

www.wainwrightgoldenale.co.uk

BUY 2x9's OF JENNINGS CUMBERLAND & GET A CASE OF COKE OR DIET COKE FREE (24x200ML NRBS)

JENNINGS CUMBERLAND
DEEP GOLDEN ALE

JENNINGS
EXPLORE MORE
www.jenningsbrewery.co.uk

**BUY 2 X 9G
FROM THE FULL GREENE KING RANGE
- AND GET A -**

**FREE
CASE OF
CORONA***



PLUS

£7.50 OFF

EVERY 9G

*****OF*****

LONDON GLORY

*****&*****

OLD GOLDEN HEN

CALL 0845 850 45 45 TO ORDER YOUR PUMP CLIPS

*Offer only available 1st March – 30th April 2016. One deal per outlet. London Glory only available via Thatcham Depot.



01506 471777

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

BY GEORGE!
It's **BOMBARDIER.**



**CELEBRATE THIS ST. GEORGE'S DAY
WITH A TASTY ENGLISH BEER.**



£7.50 OFF
per 9G of

**BOMBARDIER
AND BOMBARDIER
BURNING GOLD**

(DELIVERIES FOR APRIL 2016 ONLY)



/BOMBARDIER.BEER

@BOMBARDIER_BEER

To celebrate **Tribute** being chosen as the ale on board **British Airways** flights

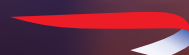
BUY **4x9** OF TRIBUTE DURING MARCH TO BE ENTERED INTO A DRAW FOR A CHANCE TO WIN A WEEKEND IN NEW YORK

With Business Class flights & three nights accommodation for two people in a top Manhattan hotel. **Plus** four runner-up prizes of luxury Cornish weekends



drinkaware.co.uk

Terms & Conditions: For full terms & conditions please visit www.staustellbrewery.co.uk/britishairways. Your supplier or pub company will need to send us details of all outlets that qualify by 13th April 2016. The draw will be conducted at midday on 20th April 2016. Prizes must be redeemed by 1st November 2016.



BRITISH AIRWAYS
Holidays



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