

InnTOUCH

For Trust Inns' Lessees

MAY
JUNE
2016

GREAT OFFERS inside

Terms & Conditions apply
See individual offers inside for full details

FREE
CIDER
CASE



FREE
CONSUMER
KIT



£5.00
OFF
A FIRKIN



INTRODUCING TRADETEAM

the largest independent logistics provider to
the UK drinks logistics market



Tradeteam will be taking your orders from the 12th May 2016 and delivering your beer from 16th May 2016.
For more information see page 3 or speak to your BDM.

iTrust Inns
Better Pubs through Better People

InnTOUCH

EDITOR'S NOTES

Welcome to the May/June issue of Inn Touch. This coming month sees a major change for Trust Inns in the form of a new warehousing, distribution and telesales provider; Tradeteam. See page 3 for details of how this change will affect you and your pub.

As the UEFA Euro 2016 football tournament is set to kick off on 10th June please take a look at some of the great offers being made available to you via our telesales team.

We hope the tournament will bring lots of customers looking to soak up the atmosphere of the big matches in your pub. Good luck.

And as always we have news from around our estate on the great events you've been holding. Take a look at pages 6 & 7 as well as our Estate Development update on page 4 for more information.

CONTENTS

MAY / JUNE 2016

What's On In...

May & June 2016

Feature

Introducing Tradeteam

Estate Development

Dog & Partridge

Wheatsheaf

Pub News

Carrs Hotel

The Steamboat

Charity Update

Lion Hotel

Pack Horse

p2

p3

p4

p5

p5

p6

p7

p7

**On Sunday
20th March
2016, Trust Inns
announced its
third Win A Car
draw winner** at

the Blgrave Arms,

Reading. Janet Rose, a teaching assistant from Midhurst was the lucky winner. Janet who has been a regular at the Half Moon pub in Midhurst for many years, won the brand new Dacia Sandero after completing a collector card every time she enjoyed a drink at the pub. Her name was drawn from 40 other pub winners on the day. **Janet was over the moon with her win and we're delighted for her too!** Watch out for Win A Car in the Midlands area next!



**GREAT
OFFERS** p8-20

WHAT'S ON IN...



MAY

2nd	May Day holiday
12th	Queens 90th Birthday celebrations start
21st	FA Cup final
30th	Spring Bank Holiday

JUNE

5th	BIG lunch day
10th	Start of UEFA Euros (until 10th July)
11th	Euros 16 – England v Russia & Wales & Slovakia
13th	Euros 16 – Rep of Ireland v Sweden
15th	Royal Ascot starts
16th	Euro 16 – England v Wales
18th	Euro 16 – Belgium v Rep of Ireland
19th	Father's Day
30th	Euro 16 quarter final

Follow us!



facebook.com/trustinns



Tradeteam will be taking your orders from the 12th May 2016 and delivering your beer from 16th May 2016. For more information see page 3 or speak to your BDM.

INTRODUCING TRADETEAM



By now you should all be aware that from Thursday 12th May 2016 all beer orders will be taken by Tradeteam and 16th May 2016 all deliveries to every Trust Inns' pub will be made by them also.

As this is a significant change for everyone we wanted to ensure that you had all the information you needed to make the process as simple as possible. To this end, you will have recently received an information pack from your Business Development Manager on how that change will impact your pub business.

Below is a brief summary of what that pack entails. Should you not have yet received this information from your BDM please contact head office as soon as possible.

- Tradeteam will contact you weekly to take your drinks order on your agreed call day
- Tradeteam Customer Service Centre (CSC) number is 01675 432338. This is the number you should call should you wish to place an order outside your scheduled call.
- Opening Hours are 08.30hrs – 18.00hrs

- Drinks orders will continue to be taken on Day 1 for delivery on Day 3 unless you have agreed otherwise with your BDM.
- Your relationship with Trust Inns' Credit Control & Property will not change and all contact details remain the same.
- To log ullage you must call the Tradeteam CSC and choose the option for ullage.
- The final deadline for placing orders will be 16.00hrs
- Tradeteam will advise of the order value and the call will be immediately transferred to Trust Inns' credit control department for release/payment.
- For an additional order, or to amend an order, please contact the Tradeteam CSC.
- Technical Services issues will remain with the brand owners and your BDM will be able to provide you with full details should you need them.

Tradeteam is the largest independent logistics provider to the UK drinks logistics market

and has a vast experience in the on trade sector; working with companies such as Molson Coors, Greene King and Mitchell's & Butler to name a few. We are confident that this will be a positive change for Trust Inns and your individual pub business by providing improved customer service and reliability.

Should you have any concerns or issues surrounding this change then please contact your BDM as soon as possible.



GREAT RENOVATIONS AT TWO GREAT LOCATIONS

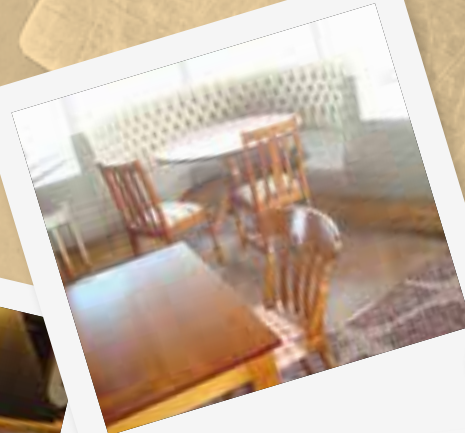
Dog & Partridge, Charnock Richard

Take a look at the transformation of the Dog & Partridge near Chorley that took place in March of this year.

After



New Fireplaces



New Bar



New Seating

The removal of an internal wall, new fixed seating, flooring and fireplaces have transformed the pub into an attractive and welcoming venue.

Situated in a small village near Chorley and now in the hands of new tenants, Helen & Stuart Stevenson who have implemented a completely new menu, the pub is set to go from strength to strength.

Before



Tradet team will be taking your orders from the 12th May 2016 and delivering your beer from 16th May 2016. For more information see page 3 or speak to your BDM.

Wheatsheaf, North Shields

The Wheatsheaf in North Shields is situated on a very busy road into the town and as such needs to create a striking first impression if it's to draw potential customers from their route. To this end, a recent external redecoration (as well as an upgrade of the toilet facilities) took place in March this year.

As you can see from the photos, the pub looks amazing and certainly stands out as many drivers pass by.

Before



After



New Signage



New Exterior

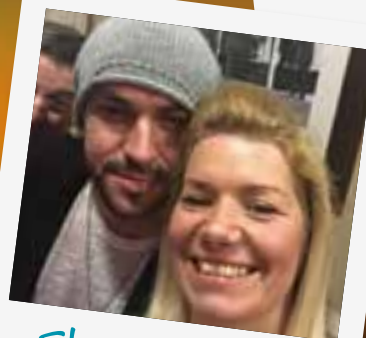
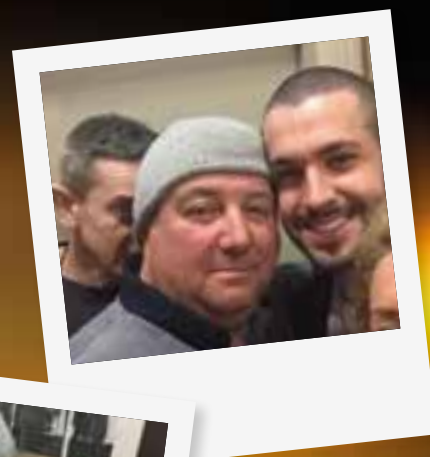
THE X-FACTOR

Carrs Hotel, Whiston near Liverpool

Here at Inn Touch we love to hear of the celebrities that have enjoyed time in your pubs. So when licensee, Jayne, from the Carrs Hotel, got in touch to say that Coronation Street star and X factor winner, Shane Ward had been in the pub we couldn't resist sharing a photo with you!

Apparently Shane had visited the pub to support his old backing singers who regularly perform at the Carrs Hotel on their live entertainment evenings on a Sunday. Licensee, Jayne said, "I thought all my birthday's had come at once when Shane walked in! We'd been sworn to secrecy by the band just in case he couldn't make it, but when he did we were over the moon. He's so much better looking in real life!!"

Looking at the pictures, Jayne, we think we agree! Do you have a celebrity that visits your pub? We've got a celebrity album on our Trust Inns' facebook page and we'd love to add your snaps there. Send it to mrose@trustinns.co.uk



Shane Ward!

THE WINNER IS

The Steamboat, Lossiemouth

The licensees at The Steamboat in Lossiemouth were celebrating earlier this year after being voted Moray's Best pub. The pub came top in The Northern Scot newspaper competition following a public vote in a tightly contested ballot amongst several other local pubs.

Emma Louise Phillips helps to run the pub with her mum, landlady Hazel Istance and her stepfather, Misty. She said that there has been great feedback from the public since the win was announced and it has created a real talking point for the pub.

Emma Louise said, "We are just delighted. You would have thought my mum had won the lottery when we got the phone call!"

Winning a local competition such as this can be a real PR winner for many pubs as it actively promotes your pub to a wider audience. We'd like to congratulate the Steamboat team on this great achievement and hope that it continues long into the future!



Emma Louise, Hazel and Misty



Moray's best pub

MADE IN **KOPPARBERG** SWEDEN

GET £3 OFF A CASE

DURING MAY & JUNE 2016



drinkaware.co.uk

Case size 15x500ml.
Maximum of 10 cases per outlet.
While stocks last.

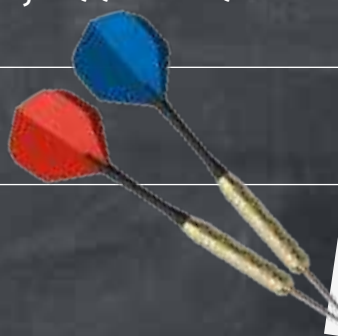
FUNDRAISING STORIES FROM ACROSS THE ESTATE

We have heard some great tales of some amazing fundraising efforts from across the estate this month. Below are just two of them...

Lion Hotel, Whitehaven

Rachel & Guy at the Lion Hotel in Whitehaven recently held a darts-athon for Macmillan Cancer Support and raised a whopping £2,330. A fantastic result!

The event was held from 7pm until 7am in February with 25 people starting the event and 13 people making it to the finish in the small hours of the morning. Rachel provided food and beer (obviously!) and participants were sponsored for how long they could keep on playing.



Rachel said "We chose to support Macmillan because it has helped so many local families that it felt right to give something back to the community. Given the level of support we've received through sponsorship, we think we made the right choice."

Our picture shows the participants at the end of the night. Well done to all involved.



Another cancer charity that has benefited from some outstanding charity events in the Pack Horse in Ryton is Marie Curie. There the team raised £1,800 through a variety of events held over the course of the last few months.

Pack Horse, Ryton

Events included ice bucket challenges (which were sponsored), sponsored head shave, sponsored wax (ouch!), a prize auction and raffles.

The variation in types of events offered and the way they were held over a series of nights rather than just one, meant that Alyson, the licensee, and her team were able to touch more people and raise the biggest amount they could. It also meant that they kept the pub busy and could involve more people in all their events.

Alyson chose the charity because she had had a personal experience of dealing with Marie Curie and wanted to give something back. She also has collection tins on the bar all year round.

Another big well done to Alyson and all at the Pack Horse. We think all your efforts are amazing.



NEW J20

TROPICAL AFFAIR EDITION

FLAMINGO FLING WHITE GRAPE AND SUBTROPICAL LYCHEE JUICE DRINK



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.

GET £3 OFF EVERY CASE OF BUDWEISER.

24x330ml purchased throughout May 2016

**THE SIMPLE SERVE RITUAL:
HOLD THE BOTTLE.
GRIP THE CAP FIRMLY.
TWIST OFF.**



OFFER AVAILABLE WHILE STOCKS LAST. BUY A CASE OF BUDWEISER (24X330ML) ("ORDER") DURING THE PROMOTIONAL PERIOD (1/5/16 TO 31/5/16) AND RECEIVE £3 OFF PER CASE ("REWARD"). OUTLETS WILL BE NOTIFIED AT THE POINT OF PLACING ORDER WHETHER THEY HAVE QUALIFIED FOR A REWARD. PROMOTER: AB INBEV UK LIMITED, LU1 3LS.

IT'S CIDER TIME!

BUY ANY 4 PACKAGED CIDERS
AND GET ONE CASE FREE

OFFER VALID FROM 1ST MAY TO 30TH JUNE



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 May 2016 to 30th June 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

THE LOOK OF LEGENDS

**Buy any 3 Kegs of Foster's
and/or Strongbow and
receive your free consumer
activation kit**



**BUY A PINT DURING HOME NATION
GAMES THIS SUMMER AND YOUR
CONSUMERS COULD WIN**

Instant in outlet prizes: retro football wigs
PLUS many other retro football prizes to be won

**DRIVE FOOTFALL IN YOUR VENUE
AND KEEP YOUR CUSTOMERS COMING BACK**



50 kits available on a first come first served basis for retail customers of Trust Inns member wholesalers. You must activate between 10th June 2016 and 24th June 2016 during home nation matches to ensure your customer has the chance of winning a prize. Kit includes: 600 Scratchcards, 5 A2 Posters, 200 Drip Mats, 1 Back Bar Display, 24 wigs, 1 A4 Counter Card and 1 Manager's Guide. Consumer prizes: 15% off at Toffs.co.uk, plus further retro football prizes to be won online. Final kit contents may vary. Promoter: Heineken UK Limited, 3-4 Broadway Park, South Gyle Broadway, EDINBURGH, EH12 9JZ

**BUY 3x11KG
CARLING KEGS
AND RECEIVE A FREE
CARLING
FOOTBALL POS KIT**



carling.com

Please drink responsibly

drinkaware.co.uk for the facts

Carling is a registered trade mark of Molson Coors Brewing Company (UK) Limited.

Purchases must be made in one order. Free kits available while stocks last. Kit includes 5 four pint pitchers, 500 drip mats, 6 bar runners, 10 tent cards, 3 posters, 1 outdoor banner and 4 bunting





Buy Carling today for the chance
to win a brand new top of the
range 50" UHD TV*

* Buy 3 x 11 gals. of Carling EACH week from 1st - 29th May 2016
to be entered into the draw. For every keg you buy you get an entry
(must meet the minimum 3 keg per week threshold each week)

T&Cs apply - please speak to your BDM for details.

carling.com

Please drink responsibly

drinkaware.co.uk for the facts

Carling is a registered trade mark of Molson Coors Brewing Company (UK) Limited.



JUNE ONLY

Stock up on the **UK's No.1** RTD



£3 OFF per case*



The SHS Group Drinks Division is a member of the Portman Group - promoting responsible drinking.
*Offer available during June 2016 while stocks last on WKD Blue, Iron Brew, Red or Blush (24 x 275ml).

drinkaware.co.uk

MARSTONS
£5 OFF
A FIRKIN

**LANCASTER BOMBER
& WAINWRIGHT BITTER**



Tradeteam will be taking your orders from the **12th May 2016** and delivering your beer from 16th May 2016. For more information see page 3 or speak to your BDM.

WIN

AGGRESSOR SPORTS BIKES

Buy 2 x 9s of Jennings Cumberland Ale and receive a case of Jennings Pint glasses and a basic promotional kit giving consumers the chance to WIN 1 of 20 GT Aggressor sports bikes.



Landlord Incentive:

Case of Jennings Bike Pint glasses.

Consumer Incentive:

Chance to Win 1 of 20 GT Aggressor Mountain Bikes.

Kit Contains:

• 12 pint glasses • 3 pump clip halos • 250 game cards

Purchase 2 x 9g's of Marstons Pedigree to receive 12 x Branded Pint Glasses



Tradeteam will be taking your orders from the 12th May 2016 and delivering your beer from 16th May 2016. For more information see page 3 or speak to your BDM.





WADWORTH

BREWED IN WILTSHIRE SINCE 1875

SAVE £7.50
PER 9G.

NEW LOOK
SAME GREAT
BEER

Situated in the heart of Wiltshire, Wadworth Brewery have been producing award winning real ales since 1875.

The greatest care is taken to source only the finest ingredients and, under the watchful eye of Head Brewer Colin Oke, traditional recipes are handcrafted to produce something really very special.

A combination of craft brewing and a state of the art Brewhouse means that our beers are always innovative and fresh into the supply chain for you to enjoy.

SAVE £7.50 OFF
PER FIRKIN
OF 6X



ABV 4.1%

PREMIUM BITTER

BITTER ●●○○○

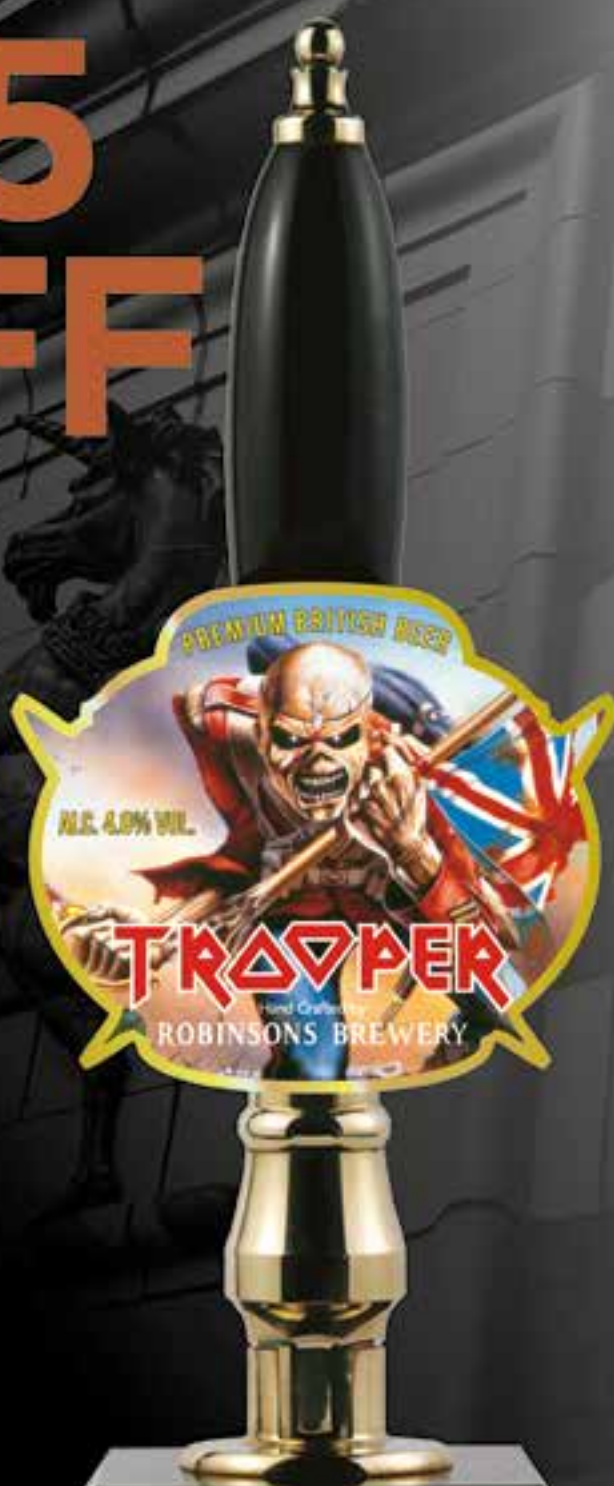
SWEET ■■■□□

👁 Dark amber

👃 Malty, fruity

👄 Full bodied/nutty

£5 OFF



PER CASK



**BUY ANY 2 X 9G
FROM THE FULL GREENE KING RANGE**

- AND GET A -

**FREE
CASE OF CORONA***



£7.50

OFF

EVERY 9G

*****OF*****

OLD GOLDEN HEN

*****&*****

LONDON GLORY



Golden Ales
are growing at 25%
and outselling craft ales
by 10 to 1!**

CALL 0845 850 45 45 TO ORDER YOUR PUMP CLIPS

*Offer only available 1st May – 30th June 2016. One deal per outlet. London Glory only available via Thatcham Depot. **CGA Brand Index MAT Data to 3/10/15.

McEWAN'S

•ESTD 1851•

ENJOY TIMELESS REFRESHMENT

Much has changed in 160 years.

In the nineteenth century the taxman charged a duty in shillings on each hogshead (54 gallons) of beer depending on its strength.

The stronger the beer, the more he levied.

Today, the shilling monetary system may no longer exist but the legacy of our great tasting 60, 70 and 80 shilling beers lives on.

**Buy 2 x 11's of
McEwan's Ales
and get
12 x limited edition
of McEwan's Glassware
celebrating 160 years
of brewing!**

Interested in stocking McEwan's?
email: darren.broadhurst@charleswells.co.uk
or call: 07866 844 026

Terms and conditions: Maximum of 2 deals
per outlet. For deliveries in May & June 2016



MOORHOUSE'S

150 YEARS OF BREWING

*Buy any two firkins during May & June
and receive 12 x 568ml of Bulmers Original!*



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
May & June 2016

AWARD WINNING ALES



Tradeteam will be taking your orders from the 12th May 2016 and delivering your beer from 16th May 2016. For more information see page 3 or speak to your BDM.

iTrust Inns
Better Pubs through Better People