

# InnTOUCH

For Trust Inns' Lessees

SEPTEMBER  
OCTOBER  
2016

**GREAT  
OFFERS**  
inside

Terms & Conditions apply  
See individual offers inside for full details

**HALLOWEEN  
SUPPORT**  
p13,15,16



**£3.00  
OFF**  
a case



**£5.00  
OFF**  
a 9g



*craft is*  
**BOOMING**

See pages 8 & 9 for our new  
range of packaged craft ales,  
lagers and ciders.



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

**01675 432 338**

**iTrust Inns**  
Better Pubs through Better People

# InnTOUCH

## EDITOR'S NOTES

Welcome to the September/October issue of Inn Touch. As Cask Ale Week approaches we can't believe that yet another year is flying by so quickly. Before we know it, Christmas will be upon us...but let's not go there just yet!

This issue has your usual pub news and stories from around our estate as well as offers and new brands to tempt you. As Cask Ale week starts on 22nd September

why not take a look at all the offers available from page 8? Or take a look at our NEW packaged craft ale, lager and cider offers.

Finally, don't forget to follow us on Facebook for news of our latest offers and prizes as well as details of our most recent Win A Car promotion.

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September & October 2016

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Busy beer garden



## GREAT OFFERS p10-16

## WHAT'S ON IN...



## SEPTEMBER OCTOBER

**4th** World Cup Qualifier: England v Slovakia & Malta v Scotland

**7th** Rio Paralympic Games (until 18th)

**11th** The Great North Run

**17th** Start of British Food Fortnight

**22nd** Cask Ale Week starts

**10th** Start of Curry Week

**6th** World Cup Qualifiers: Austria v Wales & Rep of Ireland v Georgia

**8th** World Cup Qualifiers: England v Malta & Scotland v Lithuania

**9th** World Cup Qualifiers: Wales v Georgia & Moldova v Rep of Ireland

**11th** World Cup Qualifiers: Slovenia v England & Slovakia v Scotland

**30th** Clocks go back 1 hour

**31st** Halloween

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# HAIR TODAY, GONE TOMORROW!

## Durham Ox, Preston

After 8 years of growing his hair, when barman Richard (Rick) Stother, at the Durham Ox, Longridge, Preston, decided to have it cut, he wanted to do something "special" with it!

Rick found the Registered Charity called "The Princess Trust" which provides hairpieces for children who have unfortunately lost their own through illness and treatment. He set about raising funds from family, friends, colleagues and customers of The Durham Ox and surrounding pubs and clubs. Landlady, Irene Nuttall and Trust Inns happily endorsed Rick's efforts and contributed. It culminated in a "cut off" evening on Wednesday 25th May, when neighbouring hairdresser, Christopher Moss, carried out the dastardly deed. Chris very kindly donated his fees to the Charity.



Rick's LONG Hair!!

Due to Rick's wonderful idea and everyone's generosity, a figure of in excess of £1,500 has been raised which will be sent to The Princess Trust together with, of course, the hair itself which measured approximately 28"/70 cm long.

A fantastic contribution to a worthwhile cause. Well done to Rick and Irene on the amount raised.



ALL GONE!!

# CARING ABOUT THEIR COMMUNITY

## Pentland Roadhouse, Loanhead

Roaring fires, homemade food, busy trade... what exactly is it that makes a pub heartwarming? Linda Maule from the Pentland Roadhouse in Loanhead, Midlothian might have an idea after being awarded a runner up prize of £10,000 in a nationwide competition by Heinz for heartwarming ideas.



Diners enjoy their meals

The Heartwarming Heroes competition was held at the end of last year, with winners announced in April. Linda had to register on line and provide details of a community event she planned to host with the cash. Consumers were then invited to vote on which pub they felt should win by either text, online or by using #Heinzhero on Twitter or Instagram.

The result was that Linda and the team at the Pentland were awarded a cheque for £10,000 which Linda has used to offer weekly lunches for the elderly in care homes and sheltered housing as well as providing transport to collect them and drop them back home.

Linda said, "It's a good old fashioned ethos of caring about people within the community. Knowing that somebody isn't sitting at home and thinking I'd like to visit the pub but I think I might be lonely or I don't know how to get there. We go out of our way to make everyone that comes through our door feel welcome. This money will go a long way to helping us to achieve that. We're absolutely thrilled."

And here at Trust Inns we're absolutely thrilled for you too! Well done to Linda and all the team at the Pentland Roadhouse.



The Team, with their winnings



# ALL THINGS TO EVERYBODY

## Hillheads, Newcastle

Jacqui Urwin from the Hillheads in Newcastle, is another licensee who believes that a pub should be all things to everybody and where all those who enter her pub should feel welcome. So when local lad, Darren Ravencroft asked if he could use the pub as a hub for the local Deaf Club, Jacqui was only too pleased to help.

Darren, whose parents are both deaf, was keen to offer a friendly and sociable environment for local community members with hearing problems and thought the newly refurbished lounge at the Hillhead would be ideal. Originally the club was due to meet every Wednesday but because of Jacqui's warm welcome, the club now have their own pub pool team and daily coffee morning, not just for the hard of hearing but for elderly customers too. Such is the popularity of the group that they had already booked their Halloween and Christmas party at the pub by June and were planning a Great British Bake Off event at the time of going to press! Jacqui said "We're delighted that Darren has let us become

more involved in the community by being the home for his group. We have got some great customers who might not have visited the pub were it not for the Deaf club and in turn they often bring friends and family with them to support our events too. The group are currently working on our garden area (which isn't licensed) to grow their own veg and our attractive new hanging baskets. Everything they grow they can sell and put the profits straight back into the club. It's really brought people together."

The pub is also home to a Scooter club every Thursday night who recently held an entertainment night to raise £250 for registered charity, Mind.

With such support from a loyal and generous customer base, Jacqui and her team look set to make the Hillheads a firm favourite with the locals. Well done to all involved.



The Deaf Club Members

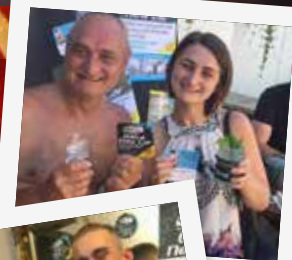
# "WIN A CAR" HITS THE MIDLANDS

Our "Win a Car" promotion hit the Midlands this summer with just under 40 pubs taking part. The simple promotion, which has already seen winners in the North West, North East and South of England, has enjoyed great success as customers complete collector cards to enter a draw to win a Dacia Sandero, free of charge.

A slight change in the promotion style means that all pub winners from the Midlands pubs didn't have to attend a Grand Final event and the draw was done live on line via the competitions Facebook page [www.facebook.com/winadaciaatyourlocalpub](http://www.facebook.com/winadaciaatyourlocalpub)



At the time of going to press the kits had only just been sent out to the pubs to run the promotion over 5 weeks in July & August. To find out who the winner was and to see previous winners from across the country, why not visit the Facebook site to have a look? Details of all previous winners and promotions are on there too. [www.facebook.com/winadaciaatyourlocalpub](http://www.facebook.com/winadaciaatyourlocalpub)



Lucky Free pint winners from the Midlands



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# COMMUNITY BBQ & FUN DAY

## Magdalen's, Ripon

In our view, becoming involved in your local community is what it's all about if you want to be a successful pub. Local annual events such as festivals and saints days are a great way to do this, as proved by Nigel Guy and his team at the Magdalen's in Ripon, near Harrogate.

On the 30th July each year Ripon celebrates St Wilfred's Day with a parade that goes through the city. The parade has been happening since 1108 when King Henry I granted permission to celebrate the birth of the saint. The parade is led by an actor playing the saint on his horse and is followed by floats that travel around the city of Ripon. There is also a fair and market stalls, morris dancers and more!

Nigel and his team tapped into this event at the end of July with a fantastic pub party that included BBQ, bouncy castle, face painter, children's clown and a steam engine. As you can see from our photos, the event attracted a big crowd and Nigel and his team are "buzzing" after the event.

Nigel said "St Wilfred's Day was great for the Magdalen's. The pub was packed full of happy customers, some old and definitely a lot of new faces. It was a great opportunity to showcase what the pub has to offer and we simply can't wait for next year's event! We're going to have a float in the parade and everything!"

The photos certainly show that a great time was had by all. Well done to Nigel and the team and we look forward to seeing how you get on next year!



Busy beer garden



Customers enjoying themselves



Fun for the kids





# WHERE THE GRASS REALLY IS GREENER

## Seven Stars, Derby

The Seven Stars in Derby is a great local pub serving quality ales in the heart of Derby. It recently underwent an impressive external redecoration project and the results have been outstanding.

The outside of the pub has been repainted with new signage to make it stand out from the crowd. And the transformation of the outside area is amazing as our photos show (check out the astro turf for easy to maintain, all year round freshness!!!).

The tenant, David Barber, and his manager on site, Niki, both love the impact the new garden area is having on the pub. Over the summer and whenever the sun shone (!!) it hosted many a popular BBQ with locals making full use of the attractive and welcoming new area.



Before



We think you'll agree that the project has made a world of difference to the pub and we're confident that with the hard work of David and his team the pub will continue to go from strength to strength.



Standing out from the crowd



All year round green grass!



New signage



Attractive new furniture

After

# FROM THE FLAMES...

## Yew Tree, Chorley

When the Yew Tree was hit badly by fire in May of this year, Trust Inns and lessees, Dill Hall Management Limited, decided to make the most of a terrible incident to update and modernise this gorgeous country pub set in an idyllic location.

Following a kitchen fire, the whole building suffered from considerable fire and smoke damage. Everything had to be replaced and redecorated, from the walls and ceilings to a fully new catering kitchen and bar.

The pub reopened its doors in mid July with growing anticipation from new and existing customers who had seen local coverage of the fire that had ruined the building. Since re-opening, the pub has gone from strength to strength with customers loving the new look Yew Tree.

We called into the pub one Tuesday afternoon shortly after it reopened and were delighted to see a full car park and lots of happy customers. Now many of us at head office can't wait to try it for ourselves!



Popular gin offering



New fixed seating



Cosy corners



Bright spaces



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– ADVERTISEMENT –

# WINTER WARMERS

## PLAN YOUR MENU CHANGE WITH CONFIDENCE

As summer moves into Autumn and Winter, Booker are at hand to help you plan your menu change with confidence.

We recommend changing your menu this winter season with warming dishes that offer something for everyone to enjoy. Have you tried these dishes with your customers yet?

### Braised Rib of Beef with Carrot & Swede Mash

Chef's Larder Short Beef  
in Ale Gravy 6 x 450g  
Farm Fresh Carrots 10kg  
Farm Fresh Swede x 8  
Chef's Larder Fine Gravy Granules  
for Meat Dishes Gluten Free 2kg  
Farm Fresh Washed  
Maris Piper Potatoes 20kg

Lakeland Dairies  
Pure Irish Butter Salted 250g  
Müller Wiseman Dairies  
The West Country Dairy Semi  
Skimmed Milk 2 litres



SELL PRICE	£7.99	£8.99	£9.99
% PROFIT	41%	48%	78%
CASH PROFIT	£2.75	£3.58	£4.42

### Broccoli & Stilton Soup (10 portions)

Meadowland Professional 40 x 250g  
Cooking Onions 10kg  
Farm Fresh Broccoli Heads x 10  
Farm Fresh Leeks 2kg  
Farm Fresh Washed  
Maris Piper Potatoes 20kg  
Chef's Larder Vegetable Bouillon 1kg  
Chef's Larder Blue Stilton 454g (UK)  
Double Cream 2.27 litres



SELL PRICE	£1.99	£2.49	£2.99
% PROFIT	63%	70%	75%
CASH PROFIT	£1.04	£1.46	1.88

### Minted Lamb Pie

Chef's Larder Minced Lamb 2.5kg  
Bisto Gravy Granules 1.9kg  
Chef's Larder Mint Sauce 2.15 litres  
Cooking Onions 10kg  
Farm Fresh Carrots 10kg  
Farm Fresh Swede x 8  
Chef's Larder Shortcrust  
Pastry Mix 3.5kg



SELL PRICE	£3.99	£4.99	£5.99
% PROFIT	71%	77%	81%
CASH PROFIT	£2.37	£3.21	£4.04

Changing your menu can keep your food offering interesting and vibrant. Why not offer 'British seasonal winter vegetables' as a menu accompaniment, or offer winter only specials like Rustic skin on chips.

## EARN 2% CASH BACK FROM BOOKER AND MAKRO.

EXCLUDES VAT, STAMPS, E TOP-UP CARDS. PAID TWICE YEARLY FROM BOOKER BRANCHES.



[www.booker.co.uk](http://www.booker.co.uk)



# *craft is* **BOOMING**

This is a regular headline seen in many trade press publications and it's true! Almost 1/3 of On Trade Beer outlets now stock at least one craft beer or cider and although volume share is small, it is growing rapidly year on year and shows no sign of stopping.

**3.5%**

**CRAFT BEER NOW ACCOUNTS  
FOR 3.5% OF THE WHOLE  
BEER MARKET**

**6.5M**

**6.5 MILLION BRITISH DRINKERS  
TYPICALLY DRINK CRAFT BEER  
WHEN OUT-OF HOME.**

**52%**

**52% OF 25 - 34 YEAR OLDS SAY  
THAT UNIQUE NATURE OF THE  
CRAFT BEER APPEALS TO THEM**

## *The time is ripe...*

...for you to trial craft beer in your outlet, and what better way than in a bottle? See our great NEW range from a variety of brand owners. If there's one you know of but it's not on the list and you would like to see it then please contact Marianne Rose at [mrose@trustinns.co.uk](mailto:mrose@trustinns.co.uk) or on 01257 238800.



## LAGERS

Style	Name & Tasting Notes	ABV	Pack size	WSP
Porter	<b>Dublin Porter</b> Smooth with subtle caramel and hoppy aroma notes and a burnt biscuit finish.	3.6%	8x500ml	£15.42
IPA	<b>East Coast IPA</b> A fresh filtered ale combining the punchy, citrus hop aroma of American style IPAs with easy drinking and fresh flavour.	4.0%	8x500ml	£14.51
Wheat Beer	<b>Blue Moon</b> White Belgian style wheat ale. A craft beer inspired by the flavourful Belgian Wits using Valencia orange peel, then adding oats and garnished with an orange slice to heighten the aroma and taste.	5.4%	24x330ml	£37.24
Pale Ale (USA)	<b>Shipyard Pale Ale</b> Enjoy this classic, refreshing American style Pale Ale bursting with "grapefruity" citrus flavour.	4.5%	8x500ml	£13.45
Lager	<b>Three Hop</b> A rich solid gold beer with spicy herbal aromas and flavours; crisp and refreshing lingering lemon finish.	4.5%	12x355ml	£21.00
Pilsner	<b>Modelo Especial</b> Modelo Especial is a Pilsner-style beer, full of attitude and image. Modelo Especial was the first brand produced by Grupo Modelo, in 1925, the year in which the company was founded.	4.5%	24x355ml	£34.49
Pilsner	<b>Budweiser Budvar</b> A beautiful golden colour and rich head, its mild hop aroma balances well with a perfectly synchronised sweet bitter taste.	5.0%	24x330ml	£36.25
IPA	<b>Goose Island IPA</b> Six-time medal winner at the Great American Beer Festival the liquid has taken the traditional English Style and created its own fuller flavoured IPA with bright citrus aromas and a bold hop finish. With hoppy, bold, and smooth flavour, Goose IPA is the perfect beer for hopheads and discovery drinkers alike.	5.9%	12x355ml	£24.47



## CIDERS

Style	Name & Tasting Notes	ABV	Pack size	WSP
Cloudy Cider	<b>Old Rosie</b> A cloudy medium bodied fruity cider that has a wonderful aroma of honey & vintage cider barrels.	7.3%	20l BIB	£58.50
Flavoured premium cider	<b>Blind Pig Bourbon &amp; Blueberry</b> Mixes rich bourbon flavour with subtle blueberry notes in a crisp apple cider.	4.0%	12x355ml	£20.79
Flavoured premium cider	<b>Blind Pig Rum &amp; Poached Pear</b> A classic combination of spicy pear top notes, complimented by rich dark rum flavours.	4.0%	12x355ml	£20.79
Flavoured premium cider	<b>Blind Pig Whisky, Honey &amp; Apple</b> A whisky flavoured bite, with the sweet pinch of honey and apple cider.	4.0%	12x355ml	£20.79
Premium cider	<b>Cornish Orchard Gold Cider</b> A classic cider with champagne sparkle, with fruity apple tones and a long dry finish	5.0%	12x500ml	£27.71





4%vol

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for the facts

# £3.00 OFF EVERY CASE\*



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\*Case 12x500ml \*\*This discount is off the wholesale price and does not affect your normal discount arrangement.



# TROOPER

## dizzy blonde



**Buy 2 firkins  
& receive**

**1x Trooper T-shirt  
1x Bar Runner  
& Drip Mats**



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for the facts

[www.robinsonsbrewery.com](http://www.robinsonsbrewery.com)



1x firkin must be TROOPER



# MOORHOUSE'S

150 YEARS OF BREWING

***Get £5 OFF any firkin during  
September & October 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.

## 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 September  
& October 2016

# AWARD WINNING ALES





Buy any 2x9s of Hobgoblin  
& Hobgoblin Gold  
& receive a legendary  
Halloween  
POS kit\*



Your **HOBGOBLIN** Kit consists of:

- 1 x Hobgoblin Halloween flashing pump clip
- 1 x Hobgoblin Gold Halloween flashing pump clip
- 1 x Halloween ltd. edition bar runner
- 125 x Halloween ltd. edition drip mats
- 12 x Halloween ltd. edition pint glasses

\*1 kit per account, limited kits available

*Increase rate of sale during the UK's third  
largest retail event with **HOBGOBLIN**  
The Unofficial beer of Halloween*





# WADWORTH

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PER 9G.

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PINT GLASSES  
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**SAVE** **£7.50** OFF  
**PER FIRKIN  
OF 6X**



ABV 4.1%

PREMIUM BITTER

BITTER ●●○○○

SWEET ■■■□□

👁 Dark amber

👃 Malty, fruity

👄 Full bodied/nutty



# CELEBRATE GREAT BRITISH ALE WITH A 'GREAT BRITISH ALE'

Cask Ale  
Week

Celebrating Britain's National Drink

22 Sept - 2 Oct 2016



## BUY 2 x 9G

### & RECEIVE A FREE POS KIT\*

**£5  
OFF**

INCLUDES  
12 x GLASSES  
2 x BAR RUNNERS  
100 x DRIP MATS



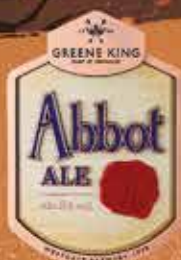
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HALLOWEEN IS NOW  
THE **THIRD LARGEST**  
TRADING PERIOD  
FOR PUBS†

**ONLY AVAILABLE  
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AND RECEIVE YOUR  
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PUMPCLIP & HANDPULL SLEEVE  
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AVAILABLE



## CALL 0845 850 45 45 TO ORDER YOUR PUMPCLIPS

\*1 x POS deal per customer. Available 1st September - 31st October 2016. \*\*Available 1st - 31st October 2016. †Cardinal Research Brand Tracker 2015.





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PRESENTS

# THE HAUNTED

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Orders placed between 01.09.16 and 31.10.16 are eligible for kits. While stocks last. Maximum of 1 deal per customer. Kits available on a first come, first served basis. Kits will be dispatched between 03.10.16 and 31.10.16. Kits include: in-outlet POS, prize reveal cards, decorations, manager's brief and consumer prizes of: 10 spooky glasses and 10 t-shirts. Online consumer prizes are: a trip for 4 to Prague, 5 haunted hotel stays, 2 home entertainment systems, 15 Xbox ones, 15 GoPro Cameras, 16 Beats by Dre Headphones, £5 off at Prezzybox.com and £10 off at Into The Blue. Final kit contents may vary. Promoter: Heineken UK Limited, 3-4 Broadway Park, South Gyle Broadway, EDINBURGH, EH12 9JZ