

# InnTOUCH

For Trust Inns' Lessees

NOVEMBER  
DECEMBER  
2016

**GREAT  
OFFERS**  
inside

Terms & Conditions apply  
See individual offers inside for full details

**FREE**



**CHRISTMAS  
ALES**



**NEW**



*From everyone  
at Trust Inns*



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

Welcome to the November/December issue of Inn Touch! May we take this opportunity to wish all our tenants and lessees a very merry festive season and a profitable and healthy 2017!

As the year draws to a close this issue contains all that you would expect; such as a round up of news

from around the estate, to a host of fantastic Christmas offers to entice you to stock up your cellar. The offers over the coming months offer free bottles of spirits to help you stock up your back bar for the festive season.

We hope you enjoy this issue and we look forward to hearing all your news in 2017.

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## WHAT'S ON IN...



## NOVEMBER

5th	Guy Fawkes Night
11th	World Cup qualifier England v Scotland
13th	Remembrance Sunday
24th	American Thanksgiving Day
30th	St Andrew's Day

## DECEMBER

10th	Winter Solstice
24th	Christmas Eve
25th	Christmas Day
26th	Boxing Day
27th	Bank Holiday
31st	New Year's Eve

Follow us!



facebook.com/trustinns

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# SHOW US YOUR BLOOMERS!

## Fiddle I'th Bag, Warrington

It may be Winter now, but back in the Autumn, the Fiddle I'th Bag in Warrington won a 50inch TV after winning a "Show us your Bloomers" competition held by its Business Development Manager, Phil Lysaght.

Phil explained "A pub can be perceived to be of the highest quality simply in the way it presents itself. So I wanted to reward the licensees I work with that appeared to put a large amount of effort into making their pub look the part. To be in with a chance of winning in this competition, the entrants did not necessarily have to have a large beer garden; it was about recognising the amount of pride, effort and hard work that goes into maintaining the appearance of the outside of their pub, including the use of floral displays"

As our picture shows, Fiona Stafford Watson from the Fiddle I'th Bag was a worthy winner.

Fiona's hanging baskets and window boxes help her pub to look both loved and warm & inviting.

All Fiona had to do to be considered for the competition was to email her photos to Trust Inns' head office (see photo) where upon being informed that she was the winner, was entitled to choose from a list of prizes that included a 50inch TV screen, £200 Love to Shop vouchers or a free website for her pub.

The TV was presented to her by her BDM, Phil at the end of September. A bloomin' great result all round!



Fiona and BDM Phil outside the winning pub

# A DRIVING SUCCESS!

## Win A Car Winner - Old Blue Ball, Sheffield

The fourth "Win A Car" promotion drew to a close this Autumn with our fourth winner being announced, live on social media. Paul Johnson from Sheffield, who is a regular at the Old Blue Ball became the owner of a brand new Dacia Sandero.

Paul picked up the keys to the new car in early September and at the time of going to press hadn't decided whether to keep the car or not. Paul, like many of our other winners, claimed he'd never won anything like this before and was over the moon with the result from just enjoying a few pints at his local.

Here at Trust Inns we love rewarding loyal customers like Paul and all the other winners before him. We hope to bring Win a Car to many more pubs in the new year and if you'd be interested in taking part then please speak to your Business Development Manager or take a look at our Win a Car facebook page at [www.facebook.com/winadaciaatyourlocalpub](http://www.facebook.com/winadaciaatyourlocalpub) for more details.



Paul being presented with his new car by Adam from our marketing department



# GOOD THINGS COME TO THOSE WHO BAIT

## SILVER COD ENJOYS A REFURBISHMENT

### The Silver Cod, Hull

The Silver Cod has always played a prominent part in Hull's history. The name comes from the annual Silver Cod trophy competed for by the city's fishermen and the trophy is proudly displayed in the City's Museum.

Situated on a busy main road and with several other pubs within walking distance, it faces stiff competition. When former pub manager, Shaun Carpenter, returned to the pub some months ago, it was decided that the pub needed a facelift to reflect the company's commitment to this local pub's future.

So back in September of this year, the pub underwent a "revamp". The aim was to provide customers with a first class sporting bar experience and to make more of the lounge that had previously been underused.

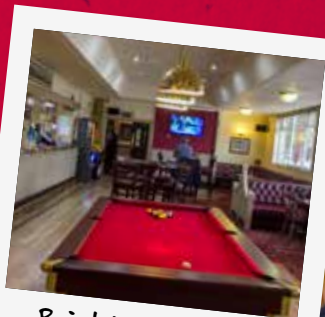
The job entailed replacing all the windows, removing an unused stage in the lounge and part of the fixed seating to create a bigger room and a softer feel. The floor

was completely replaced and each trading area was re-decorated including the back bars.

The toilets were also refurbished to ensure no part of the pub was overlooked.

The refurbishment was completed with the minimum of disruption to the pub's customers, who continued to use the bars whilst the work was underway. Martin Hodgson, area manager for the Silver Cod, said he is delighted with the scheme, whilst Shaun the manager, told us that feed back from customers had been terrific.

As our pictures show, the pub has been transformed into a bright, airy and welcoming sporting pub that we hope customers will continue to enjoy for years to come.



Brighter & more modern sports bar



Refreshed toilets



A welcoming lounge area



New bar



External redecoration

After

Before



**01675 432 338**

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# A HEAVENLY TRANSFORMATION

## The Angel Inn, Sheffield

The Angel Inn is a traditional family dining pub in the heart of Woodhouse near Sheffield. Early this year it was decided to bring this busy pub into the current century with a makeover that would make any tenant proud.

The refurbishment took into account external signage as well as all aspects of the interior from floor to ceiling, bar and dining room to gents and ladies toilets. Clean and modern wooden flooring replaced dated patterned carpets and bright splashes of colour took the place of traditional pub styled décor.

As our photos show, the pub is looking fantastic and the impact on the number of drinkers and diners coming through the door has been nothing short of impressive. We're certain that the only way for the Angel Inn is up!



Eye catching new signage

After



Attractive and airy dining room



A great first impression



New carpets and fixtures



Before





# MAKE A RUN FOR IT

## Marsden Inn, South Shields

Here at Inn Touch we always talk about the route to success for many pubs is to become involved in the local community. So of course, when there's a national marathon being held just outside your front door, we would expect nothing less of the Marsden Inn in South Shields than to make the most of it and all the extra custom it could bring!!

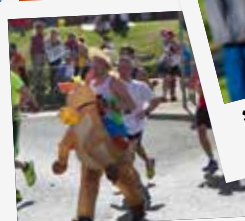
The Great North Run, completed by thousands of runners each year, passes the pub along the route so inevitably many supporters gather outside to cheer friends and family along. This year, Carole at the Marsden made sure they had plenty to keep them entertained and held a family fun day as the run took place.

The day included bouncy castle, face painting, DJ & Karaoke, and other entertainment throughout the day. The pub also got the "knock on" effect of new and existing customers coming inside to enjoy a meal and a pint (or two) whilst the kids enjoyed the day too.

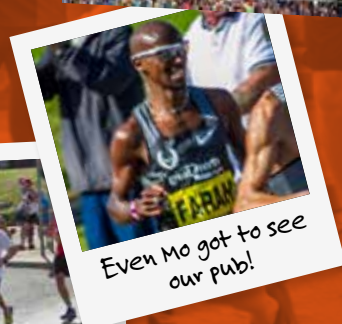
As our pictures show, the day was a great success. All the team at the Marsden enjoyed supporting the event and cheering the runners on as they passed. And because many of the spectators enjoyed the day too, Carole and her team plan to hold the same event every year!



The Marsden providing a great spot for spectators



A fun runner



## BUILDING A BUSINESS

# SHALL WE Google IT?

Have you ever Googled your pub name to see what it comes up with? Or entered the search term "pubs near me"? Inapub magazine claims that there were 135000 UK searches for that term in May 2016 alone – so if your pub isn't included on the list, you're missing out on thousands of potential customers, who will go to those pubs listed on Google instead.

**So what do you need to do to tap into this really valuable AND FREE marketing tool for your business? Here are five steps to help you.**

### 1. Verify your business with Google

When looking at your Google listing, click on the blue text link underneath that says "Own this business?" to verify that you are the business owner in order to make any changes to your listing.

If the link isn't there it could be that either you've already registered with Google and forgotten about it or the previous owner currently still has ownership of the account. If this is the case then contact them to ask them to transfer it. If that isn't possible register your own Google My Business account, find your pub listing in there and request ownership. Google will contact the previous owner and start the process of transferring it to you. This might take a few weeks.

### 2. Update your information

Make sure that the info that Google has about you is up to date. Include vital details such as your opening hours, website and email addresses, contact number and even links to your Facebook page.

### 3. Add pictures

According to Google, businesses that add pictures get 42% more requests for directions on Google Maps and 35% more clicks through to a website than businesses that don't. So get some good photos on there!

### 4. Respond to customer reviews

Set up notifications for when you receive a review and flag up reviews that you think violate Google's policies to get them removed.

### 5. Use the insights tool

This will tell you how many clicks you've had through to your website or directions on Google Maps. You can use it to decide what targeted advertising you might want to carry out.

All in all, Google is a great FREE marketing tool that all businesses should use. If you're stuck then our marketing and promotions department are able to talk you through. Ask your Business Development Manager for more information.



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


# New Training Opportunities

The easiest way to ensure you and your staff are legally licensed and qualified



## Training Package 1






This training package gives you and your staff access to 5 essential training courses to ensure each member of staff is safe and legal.

-  Allergen Awareness
-  Manual Handling
-  Health & Safety ( Level 2)
-  Food Safety
-  Fire Awareness

**£100** + VAT

## Training Package 2

This training package also gives you and your staff access to 5 training courses and is designed for bar staff to ensure they remain compliant.

-  Age Verification
-  Award for Licensed Premises Staff
-  Award For Underage Sales Prevention
-  Drug Awareness
-  Conflict Management

**£100** + VAT

## Our Packages

Trust Inns have partnered with CPL Online to provide a range of certified e-Learning courses to ensure that all our sites remain compliant with current legislation.

2 packages have been designed to deliver the relevant training for all staff within our sites. The courses are fully engaging and can be completed at any time on a computer or laptop with a WIFI connection. A number of the training courses are certified through the British Institute of Innkeeping (BII) and a certificate is awarded for each of these courses.

## Full Site Licences

CPL Online do provide a full site licence which gives each site access to all their training courses. This package is available for £250+VAT and gives each member of staff access to over 25 online training courses for 12 months.

For further details on each of these packages please contact the Sales Team at CPL Online on 0151 647 1057 or email at [support@cpltg.com](mailto:support@cpltg.com)



– ADVERTISEMENT –

# BRITISH BURGERS

ARE YOU MAKING THE MOST OF YOUR MOST POPULAR DISH?

Burgers are the biggest selling main course in British pub menus, and Booker Wholesale recommends that you offer your customers this option all year round. But it's not just great tasting food, Burgers can also be a great way to improve the profit you make on each serving. Have you thought about these serving options as a way of giving your customers more choice, and you more cash?

## Gourmet Burger & Extra Chunky Chips

Chef's Larder Premium 8oz Gourmet  
90% Steak Burgers 24 x 227g  
Chef's Larder Gourmet Burger Buns x48  
Chefs Larder Battered Onion Rings 750g  
Chef's Larder Premium Extra Chunky  
Gourmet Chips 2.5kg  
Salad Tomatoes 6kg  
Florette Crispy Salad 500g  
Chef's Larder Thick and Creamy  
Mayonnaise 10 Litres  
Chef's Larder Premium Smokey Bourbon  
BBQ Sauce 2.15 Litres

SELL PRICE	£7.99	£8.99	£9.99
% PROFIT	72%	75%	78%
CASH PROFIT	£4.81	£5.64	6.47

### Add American Bacon & Smoked Cheese

Oscar Mayer America's  
Favorite Bacon 200g  
Selector's Marquee Mature  
Cheddar Slices 798g

### Add Salsa

Chef's Larder Salsa 2.15kg

### Add Guacamole

CL Guacamole 500g

### Add Pulled Pork

Rib World Barbecue Flavoured  
Pulled Pork 360g

### Add Chilli Cheese

Red Hot Dutch Slices 400g

### Add Blue Cheese

Chef's Larder Blue Stilton 454g

SELL PRICE	£1	£1.50	£2
% PROFIT	49%	66%	75%
CASH PROFIT	41p	83p	£1.25

SELL PRICE	50p	75p	£1
% PROFIT	70%	80%	85%
CASH PROFIT	29p	50p	71p

SELL PRICE	50p	75p	£1
% PROFIT	45%	63%	73%
CASH PROFIT	19p	40p	61p

SELL PRICE	£1	£1.25	£1.50
% PROFIT	45%	56%	63%
CASH PROFIT	38p	59p	79p

SELL PRICE	50p	75p	£1
% PROFIT	48%	65%	74%
CASH PROFIT	20p	41p	62p

SELL PRICE	£1	£1.25	£1.50
% PROFIT	21%	37%	47%
CASH PROFIT	17p	38p	59p

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

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





**BUY ANY 2 COCA-COLA  
330ML ICON & GET A CASE OF  
COCA-COLA ZERO SUGAR  
330ML FREE**



Offer applies to 2 x 330ml Coca-Cola, Diet Coke and Coca-Cola Life, purchased on one occasion and receive a Coca-Cola Zero. Subject to availability, while stocks last. © 2016 The Coca-Cola Company. All rights reserved. COCA-COLA, DIET COKE, COCA-COLA ZERO, TASTE THE FEELING and the CONTOUR BOTTLE are registered trademarks of The Coca-Cola Company.

**TASTE THE FEELING®**

BUY ANY 4 GET A FREE  
CASE OF  
J2O SPRITZ



Three deals per customer per week.  
Free case is any from the J2O Spritz 275ml NRB range.  
Qualifying range includes any from the J2O and J2O Spritz 275ml NRB range.  
Britvic Soft Drinks, Breakspear Park, Breakspear Way, Hemel Hempstead HP2 4TZ



*Britvic*

# LIFTING SPIRITS

SINCE 1938

**BUY 8 CASES FROM  
THE MIXERS & JUICES  
200ML RANGE, GET A  
70CL SMIRNOFF FREE**



T&Cs: Qualifying range includes any from the mixers and juices 200ml range.  
Free spirit is Smirnoff vodka., Available in November & December.  
While stocks last.  
Promoter: Britvic Soft Drinks, Breakspear Park,  
Breakspear Way, Hemel Hempstead HP2 4TZ

[WWW.LIFTINGSPIRITS.CO.UK](http://WWW.LIFTINGSPIRITS.CO.UK)

# BUY ANY 4 CASES FROM OUR RANGE AND RECEIVE A **FREE** CASE OF BUDWEISER



[drinkaware.co.uk](http://drinkaware.co.uk) for the facts | PLEASE DRINK RESPONSIBLY

FREE CASE is 24 x 330ml Budweiser Bottles.

Qualifying Range includes

Budweiser (24 x 330ml), Corona (24 x 330ml),

Becks (24 x 275ml), Stella Artois (24 x 330ml)

The deal is valid throughout November and December.



# INTRODUCTORY OFFER

## SAVE £5 PER CASE



The first premium Spanish beer with 0.0% alcohol from San Miguel. Genuinely imported from Spain San Miguel 0.0% has all the flavour, freshness and quality of beer, but with none of the alcohol. Malty notes of barley deliver a subtle roasted flavour, with balanced bitterness to deliver great beer refreshment.

- 12% Growth of NABLAB, NABLAB is the only non-premium category that has grown volume over the past 12 months\*
- 15.8% of consumers completely omit alcohol from their diet and a further 35% regularly moderate their alcohol consumption\*\*
- An ideal offering for designated drivers over the festive period.

Offer available from 1st to 30th November 2016

**Enjoy Responsibly**  
[drinkaware.co.uk](http://drinkaware.co.uk) for the facts

\*Source: CGA 14/05/2016

\*\*Source: Future Foundation 2015







BLUE & ICE £5 OFF A CASE

FLAVOURS £4 OFF A CASE



#DOÜVK

f VKDRINK t VK OFFICIAL @ VKDRINK VKOFFICIAL.COM

drinkaware.co.uk for the facts

STOCK NOW PLEASE CALL 01246 216 016



True BRITISH REFRESHMENT

Case size 12x500ml

**HOOCH**  
ALCOHOLIC LEMON BREW

NEW HOOCH 275ML

£5 OFF A CASE

#OUTRAGEOUSLY REFRESHING





4%vol

Please Enjoy Responsibly  
**drinkaware.co.uk**  
for the facts

# £3.00 OFF EVERY CASE\*



**CRABBIE'S®**  
ALCOHOLIC GINGER BEER

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



**CrabbiesUK**

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



# WINTER BASKET DEALS

## SMIRNOFF CIDER



Raspberry & Pomegranate  
& Passionfruit & Lime

**£2.50 OFF A CASE**

## BREWERS' PROJECT PACKAGED RANGE



Guinness Golden Ale  
Guinness West Indies Porter  
Guinness Dublin Porter

**£2.50 OFF A CASE**



**SMIRNOFF ICE  
£3 OFF A CASE**



**BUY 10 FROM THE RANGE  
GET 70CL SMIRNOFF RED FREE**

[drinkaware.co.uk](http://drinkaware.co.uk) for the facts | PLEASE DRINK RESPONSIBLY

Offer on: Smirnoff Red Vodka, Gordon's Gin,  
Bailey's Original and Bell's Whiskey



# New **FUNKIN** Cocktail Mixers



**BUY ANY 2 CASES  
OF 1L MIXERS AND  
GET 12 JAM JARS  
AND 2 BLACKBOARDS  
FOC**



For more information please contact Funkin  
on **0207 328 4440** or [info@funkin.co.uk](mailto:info@funkin.co.uk)

**FUNKIN**  
COCKTAILS





# WHAT EVER MAKES YOU YOU

# HOLD TRUE

**BUY 3 CASES  
GET 1 FREE  
IN NOVEMBER  
& DECEMBER**



TRUE CIDER SINCE 1935

# #HOLDTRUE

Please enjoy Magners Responsibly  
[drinkaware.co.uk](http://drinkaware.co.uk) for the facts

Offer available on cases of Magners 568ml.  
One deal per customer.

PREMIUM CIDER  
**MADE IN KOPPARBERG SWEDEN**

**BUY 4 CASES**  
**GET A FREE CASE OF SPICED APPLE**



Enjoy our Spiced Apple warm or chilled.

**drinkaware.co.uk**

Fruit cider case size: 15 x 500ml.

Spiced Apple case size: 8 x 500ml.

Offer valid whilst stocks last during November & December.



All your fridge  
needs this  
Christmas...



**BUY ANY 4  
GET A BOTTLE  
OF SMIRNOFF  
FREE\***

**BUY ANY 7  
GET 2 BOTTLES  
OF SMIRNOFF  
FREE\***

**BUY ANY 10  
GET 3 BOTTLES  
OF SMIRNOFF  
FREE\***

[drinkaware.co.uk](http://drinkaware.co.uk) for the facts

\*Free bottle of Smirnoff is 70cl. Whilst stocks last.  
Offer dates valid from November 1st – December 31st 2016.

 **HEINEKEN**

*Growing together*



MEET THE NEEDS OF  
YOUR CUSTOMERS WITH  
A VARIETY OF FLAVOURS



**BUY ANY 4  
BULMERS  
OR OLD MOUT**

**GET A BOTTLE OF  
SMIRNOFF  
FREE**

**BUY ANY 7  
BULMERS  
OR OLD MOUT**

**GET 2 BOTTLES OF  
SMIRNOFF  
FREE**

**BUY ANY 10  
BULMERS  
OR OLD MOUT**

**GET 3 BOTTLES OF  
SMIRNOFF  
FREE**

[drinkaware.co.uk](http://drinkaware.co.uk) for the facts

Terms and Conditions: Free bottle of Smirnoff is 70cl. Whilst stocks last.  
Offer dates valid from November 1st - December 31st 2016.

★ **HEINEKEN**

Growing together



# MOORHOUSE'S

150 YEARS OF BREWING

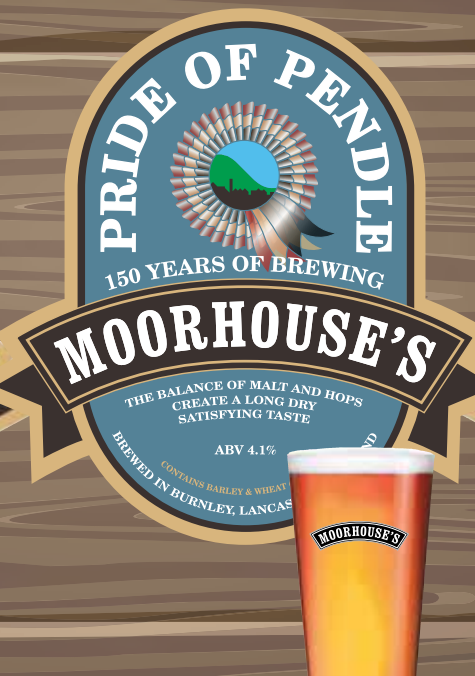


*Buy any two firkins during November & December  
and receive 12 x 500ml of Bulmers Original!*



**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 November  
and December 2016

## AWARD WINNING ALES





# BUY 3x9G FROM THE RANGE AND RECEIVE A FREE 70CL BOTTLE

OF EITHER SMIRNOFF RED VODKA, GORDON'S GIN OR BELL'S WHISKY

## PARTICIPATING BRANDS



[drinkaware.co.uk](http://drinkaware.co.uk) for the facts | PLEASE DRINK RESPONSIBLY

# CHRISTMAS ALES

FLASHING PUMP CLIP WITH YOUR FIRST ORDER

DEC  
OFFER



A well balanced, smooth and lightly bitter copper coloured beer. A crescendo of flavours that starts with a bang from the biscuit maltiness, perfectly complimented by a delicate fruity taste.

**WSP £103.50**

ABV 3.5%



This cheeky little festive number is made with cascade and goldings hops, orange and mixed peels. A real winter warmer!

**WSP £107.50**

ABV 4.0%



An amber coloured rounded ale, with a fine balance between malt and hops, fruity nose and good hop aroma.

**WSP £119.23**

ABV 4.5%



**Buy 2x9g and get 5x Tshirts**



A full bodied, malty and fruity premium Christmas Ale with a refreshing bitter finish.

**WSP £125.62**

ABV 4.5%



# CHRISTMAS DELIVERY SCHEDULE 2016

## England, Wales & Scotland



NORMAL CALL DAY	REVISED CALL DAY	NORMAL DELIVERY DAY	REVISED DELIVERY DAY
Thu 15-Dec	NORMAL	Mon 19-Dec	NORMAL
Fri 16-Dec	NORMAL	Tue 20-Dec	NORMAL
Mon 19-Dec	NORMAL	Wed 21-Dec	NORMAL
Tue 20-Dec	NORMAL	Thu 22-Dec	NORMAL
Wed 21-Dec	NORMAL	Fri 23-Dec	NORMAL
Thu 22-Dec	NORMAL	Mon 26-Dec	Sat 24-Dec
Fri 23-Dec	Thu 22-Dec	Tue 27-Dec	Wed 28-Dec
Mon 26-Dec	Fri 23-Dec	Wed 28-Dec	Thu 29-Dec
Tue 27-Dec	Wed 28-Dec	Thu 29-Dec	Fri 30-Dec
Wed 28-Dec	Thu 29-Dec	Fri 30-Dec	Sat 31-Dec
Thu 29-Dec	Fri 30-Dec	Mon 02-Jan	Tues 03-Jan (England) Weds 04-Jan (Scotland)
Fri 30-Dec	Fri 30-Dec	Tue 03-Jan	Weds 04-Jan (England) Thurs 05-Jan (Scotland)
Mon 02-Jan	Tue 03-Jan	Wed 04-Jan	Thurs 05-Jan (England) Fri 06-Jan (Scotland)
Tue 03-Jan	Wed 04-Jan	Thu 05-Jan	Fri 06-Jan
Wed 04-Jan	Thu 05-Jan	Fri 06-Jan	Sat 07-Jan
Thu 05-Jan	NORMAL	Mon 09-Jan	NORMAL
Fri 06-Jan	NORMAL	Tue 10-Jan	NORMAL
Mon 09-Jan	NORMAL	Wed 11-Jan	NORMAL
Tue 10-Jan	NORMAL	Thu 12-Jan	NORMAL
Wed 11-Jan	NORMAL	Fri 13-Jan	NORMAL

A separate letter will be sent to you directly and will explain exactly when you will receive your deliveries over the Christmas period. Your Business Development Manager will discuss this with you prior to implementation of the above schedule. Nearer the time, your Tradeteam sales adviser will also discuss how the revised schedule will affect normal order days and ensure that you are fully aware of when you will be contacted over the festive season.

Tradeteam will be closed on Monday 26th & Tuesday 27th December 2016 as well as Monday 2nd January 2017 (England & Scotland) and Tuesday 3rd January 2017 (Scotland only).



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