

# InnTOUCH

For Trust Inns' Lessees

JANUARY  
FEBRUARY  
2017

**GREAT  
OFFERS**  
inside

Terms & Conditions apply  
See individual offers inside for full details

FREE  
POS  
p12

JANUARY  
SALE  
p13

NEW  
p16



GUINNESS  RUGBY  
MADE OF MORE

LOOK INSIDE FOR GREAT  
GUINNESS DEALS DURING  
THE RBS 6 NATIONS AND  
ST PATRICK'S WEEKEND



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



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 January / February issue of Inn Touch. May we take this opportunity to wish you a very happy new year! We hope that 2017 brings you continued success, health and happiness. To help you plan your promotional activity for the year ahead, why not check out our "What's On in 2017" feature on page 9?

As always, this issue includes some great news from around our estate and in keeping with the season we also have our

fabulous SALE offer on Foster's as featured on page 13. Take full advantage now and enjoy great savings on the WSP of an 11g and 22g of Foster's draught lager today.

Plus don't forget to follow us on Facebook. We now have over 1100 followers and we're always sharing news and best practice articles as well as great competitions to win premium point of sale kits for key events.

Find us at [www.facebook.com/trustinns](http://www.facebook.com/trustinns)



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## WHAT'S ON IN...



## JANUARY

1st	New Year's Day
2nd	Bank Holiday (England, Scotland, Wales)
3rd	Bank Holiday (Scotland)
25th	Burns Night
26th	Australia Day
28th	Chinese New Year

## FEBRUARY

4th	Start of the Six Nations Rugby tournament
14th	Valentine's Day
28th	Pancake Day

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# COFFEE BEANS, CAKE AND BEER!

## Old Halfway House, Wakefield

The Old Halfway House is a great old building that, in previous times, had struggled to find its place in an ever changing and demanding market. That was until tenant Stephen Mirfin took over the pub in July 2016. The pub now not only looks completely different but Stephen's innovative use of space to create different service offers for a number of different customers, means that the pub has gone from a tired old pub to a vibrant, busy and spectacular looking pub that we're proud to include in our portfolio.

One of Stephen's many ingenious ideas was to make a traditionally "quiet" room of the pub into a coffee shop that was both female and child friendly. The room which always lay empty and bare before Stephen's arrival is now open from 8am – 4pm daily and serves cooked breakfasts, speciality coffees, tea and cakes. There are even plans to launch Afternoon Teas later this year.

Stephen says, "Our reasoning behind launching the coffee shop was simple; we wanted to attract customers to our pub during the day and knew there wasn't much competition in the town. And now we're finding that those people who visit our coffee shop during the day will also visit us in the evening when they most probably didn't before. The coffee shop is a viable income stream, uses up "dead space" and advertises our evening and weekend offer. We couldn't be happier."

We love this innovative use of space that Stephen has introduced to the pub and think the coffee shop looks fantastic. We wish Stephen and his team every success for the future.



# AS SEEN ON TV

## Retro Bar, Manchester

How many of you watched the comedy drama series Cold Feet on ITV back in the Autumn? Watched by over 6 million viewers (including the Trust Inns' team), the series was a huge success.

Therefore imagine our surprise when we sat watching the 8th episode of the new series and suddenly the Retro Bar in Manchester popped up for an entire scene of the show! What a great showcase for the pub!

The Retro Bar, situated on Sackville Street in the city centre, is renowned for its live music offer so when the producers of Cold Feet were looking for a venue, the pub seemed the ideal spot. As a result of the filming, the pub has appeared on both national and regional news bulletins and all the stars of the show spent time at the pub during filming. As our picture shows, licensee, David Foran, even managed to get a selfie with a few of them!

And of course, David made sure that all social media accounts for the pub were up to date with what was going on! If you want to see the episode you can visit ITV Hub (episode 8) or to see David's coverage of the filming visit the pubs Facebook page at [www.facebook.com/retrobarmanchester](http://www.facebook.com/retrobarmanchester)





# AWARDS GALORE!

We know that many of you work hard to make your pubs the best they can be for your customers to enjoy, so we love to hear of any recognition you receive from peers and within the industry.

Below are just two examples from within our estate. If you've won any awards recently and would like to share the news of your success then let us know by sending us details to [mrose@trustinns.co.uk](mailto:mrose@trustinns.co.uk)

## BEST BAR NONE ACCOLADE

### Mailcoach, Urmington

Best Bar None Glasgow is an awards scheme that focuses on the key principals of the Licensing (Scotland) Act 2005 and gives operators in Scotland an opportunity to demonstrate that their venue operates to the high standards that we all expect. The scheme is open to all licensed venues in the city of Glasgow.

Nearly 100 venues participated in the awards this year and were subject to a process of inspections which took into account their practices and ideas on how to ensure the safety of customers and staff alike.

The Mailcoach in Glasgow was nominated for Best Newcomer and were voted for by the public on line. After the awards ceremony in November, the Mailcoach team came back with the Gold Award for Best Community Pub and are now going forward to the Scottish National Awards. Achieving gold means that they demonstrated

evidence of excellence in all areas. A fantastic achievement!

Michael, Isabella and the team at the Mailcoach are pleased as punch with their awards and said they couldn't have achieved them if it wasn't for the help and support of their family, friends and customers.

Watch this space to find out how the team get on at the Scottish National Awards. We wish them all the best.



- All the Gold Winners with their trophies.



Glittering Ceremony

## Parlour, Kensal Rise

No strangers to winning awards for their outstanding food and service are the team at the Parlour in Kensal Rise. Last year saw the restaurant and bar voted as best breakfast restaurant in the London Evening Standard and this year is set to see the pub listed as one of the top 50 Gastro pubs in the UK as awarded by the Morning Advertiser.

The winners – which will be announced at the end of January 2017 at an extravagant award ceremony – are voted for by a variety of prominent operators; food writers, catering development managers

and executives, celebrity and top industry chefs, as well as pub and hospitality company bosses. To win an award is a true accolade and one we are certain the Parlour is worthy of winning.

To win an award will not only represent recognition for the hard work of Jesse Dunford Wood and his team at the Parlour but will also lead to a whirlwind of national and regional media coverage for the pub that is described as being one of London's "most fun restaurant-slash-bar-slash-pubs". The venue is open for brunch, lunch, dinner and drinks 6 days a week and specialises in funky, seasonal and proudly British greats, be that food or drinks.

We would like to wish Jesse, and the whole team at the Parlour, the best of luck for the awards, but we're sure you'll agree (if you take a look at their menu see [www.parlourkensal.com](http://www.parlourkensal.com)) that this award is in the bag!



The Award Winning Breakfast



TOP 501 gastropubs 2017



**01675 432 338**

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



# YORKSHIRE PUDDING EXTRAVAGANZA!

## The Bull Inn, Gristhorpe

Here at Trust Inns we always talk about the importance of creating that special point of difference between your pub and your competitor pubs to ensure that your customers keep coming back for more. This can be in terms of your customer service, your décor or, as in the case of the Bull Inn, Gristhorpe, in the size of your Yorkshire puddings on your traditional roast menu!!!

Take a look at our photo of how the Bull Inn like to serve their roast dinners and you'll see exactly what we mean! The giant Yorkshire puddings are the talk of the town and have ensured the popularity of the offer at the Bull Inn for years.

Darren Christianson, licensee at the pub, said "Our customers appreciate great value and we're proud to give it to them. Everyone loves the theatre around our great Yorkshire puddings and it certainly gets people talking!"

We love this idea from Darren and his team. Whilst inexpensive to implement it is a great way to drive home their message of great quality and value available at the pub. We'd love to hear if any more

of you within the estate have similar ideas and how they have worked. Send them to [mrose@trustinns.co.uk](mailto:mrose@trustinns.co.uk)



## AGE CHECK

You will know that one of the mandatory conditions on a licence is that you have an age verification policy. It is sensible for this policy to be in writing, so that you can provide evidence of it to the authorities.

There is nothing in law that requires you to display any proof of age signage, but should you wish to have them, you can get posters from the PASS scheme website ([www.pass-scheme.org.uk](http://www.pass-scheme.org.uk)) where you can download and print them for use in your pub.

The only legal requirement for you to display such a notice would be if there is a condition on your premises licence, which requires you to display such notices. Many premises licences do require such a sign to be displayed, normally at or behind the bar. Therefore please do check your premises' licence carefully to ascertain whether or not there is any such condition.

## LEGISLATION UPDATE

**CHALLENGE**

**IF YOU ARE LUCKY ENOUGH TO LOOK UNDER 21 YOU WILL BE ASKED TO PROVE YOU ARE OVER 18 WHEN YOU BUY ALCOHOL**

**IF YOU ARE UNDER 18, IT IS AN OFFENCE TO BUY OR ATTEMPT TO BUY ALCOHOL**

**ACCEPTABLE FORMS OF ID:**

- CARDS BEARING THE PASS HOLOGRAM
- PHOTOCARD DRIVING LICENCE
- PASSPORT
- MILITARY ID

[www.pass-scheme.org.uk](http://www.pass-scheme.org.uk)  
[drinkaware.co.uk](http://drinkaware.co.uk) for the facts

BRITISH BEER & PUB ASSOCIATION



## Magdalens, Ripon

A traditional pub full of character, the Magdalens in Ripon, sits in the very heart of its community.

It serves great real ale and is a firm favourite amongst Ripon residents. Recently the pub undertook a thorough refurbishment which comprised of new furnishings, flooring, painted walls, new toilets and external decoration.

As our pictures show, the transformation is evident in every corner of the pub and the result is a bright but cosy pub that still retains all its character. Coupled with new licensee, Nigel Guy, the already popular pub is going from strength to strength.

Before



Impressive building



Comfortable seating



New flooring



Attractive bar

After

## Lord Byron, Aberdeen

The Lord Byron is a great traditional local pub set in a busy shopping square in Aberdeen.

Recently Trust Inns refurbished the large function room to encourage greater use by the locals and to create a music and party venue second to none.

The refurbishment took into account all décor and flooring, new fixtures, fittings and lights. The bar also got a facelift. As you

can see from our photos, the room looks great and manager, Moira, says that, "Enquiries about the room have shot up. Customers say that the pub has never looked so good!"

We think you'll agree that the improvement is marked and we wish the pub every success with their new look function room going forward.

Before



Bright & modern



Attractive new bar

After



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## Manvers Arms, Cotgrave, Nottingham

The Manvers Arms is situated in the quiet village of Cotgrave in Nottingham. An already busy and popular restaurant and bar, Trust Inns recently refurbished the pub, along with licensee Phil Pearson, to create a more attractive dining and drinking environment for Phil's ever growing customer base.

Whilst work included a behind the scenes refurbishment of the kitchen to make it more efficient, the front of house transformation has given the pub a new lease of life. With subtle beiges, soft browns and more decadent fixtures and fittings, the new décor gives the pub a more modern and warm feel. The introduction of a dining room for private functions has also been a huge success.

We are certain that Phil's hard work and determination, combined with the pub's new look will go on to create an ever more popular and successful pub business in the Manvers Arms!



Attractive new dining area



Private dining room



Modern new bar area

After

Before





# THE LOOK OF SUCCESS

## FREE MARKETING TOOL

When looking to create professional looking posters, flyers, menus and personalised social media images, we assume that many of you would choose to leave it to the experts or possibly would have a dabble with a Microsoft Office programme.

Well now there's no need! Let us introduce you to a website that helps you easily design and create point of sale in minutes with a professional finish – all 100% free of charge!

The website is called Canva ([www.canva.com](http://www.canva.com)) and has been created specifically to make design easy!

Canva is very easy to use and has templates for each specific item you could need to promote your pub, whether that's an A3 poster, social media image or Facebook header. Some of them have even already been completed and you can upload them for free and adapt them to include your own message. Just take a look at some of our examples.

What's more, Canva allows you to save your work in different formats; JPEGs (for online usage) and PDFs (for printing) with the further option to add crops or bleeds so that you can send your design off to be printed professionally.

The website works best on a computer or laptop, however it is also available on App stores so that it's compatible with tablets and mobiles (although this may restrict how easy it is to use).

Canva even offer a full demonstration on how to get the most out of their website when you sign up so you know what to do and when as you create artwork. If you need any additional

advice or guidance then please contact the Trust Inns' marketing department at [apickles@trustinns.co.uk](mailto:apickles@trustinns.co.uk) or on 01257 238 808.

Please note: Canva is a FREE service but some images do incur a charge should you wish to save the artwork.

If you need any advice with any element of using this website and creating your own promotional items, then please call the Trust Inns' marketing department on the number above.



Examples of some Canva.com designs



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# WHAT'S ON IN 2017?

Unlike last year where we had the "Summer of Sport" and the Queen's Jubilee to act as an anchor for our promotions, the year ahead has no real big event. That being said, there are still plenty of things to celebrate and use as tools to engage with your customers throughout 2017!

We have highlighted some dates of interest below to help you think of something different and unique, but most importantly, to offer you the chance to plan and get ahead of the competition.

Customers are increasingly looking for something different when they are out spending their disposable cash, so some cheeky promotions or something out of the ordinary, however simple it might be, can be a great way to steer their attention your way. Whether you are wet, food or sport focused we have provided a range of dates you could become involved with.

Make sure to check out Trust Inns' Facebook page throughout the year for ideas and examples of what other pubs within the estate are doing – [www.facebook.com/Trustinns](http://www.facebook.com/Trustinns). Don't forget to let us know directly of any events (local or national) that you may be holding over the next 12 months and we'd be delighted to share these with everyone else too!



**16th Jan**  
International – Hot & Spicy Food Day  
**23rd Jan**  
Pie Day  
**25th Jan**  
Burns Night  
**27th Jan**  
International Fun at Work Day  
Chocolate Cake Day  
**28th Jan**  
Chinese New Year



**4th Feb**  
World Cancer Day  
Rugby 6 Nations Starts  
**14th Feb**  
Valentine's Day  
**18th Feb**  
National Drink Wine Day  
**28th Feb**  
Shrove Tuesday



**1st March**  
Ash Wednesday  
St. David's Day  
**17th March**  
St. Patrick's Day  
**24th March**  
Red Nose Day  
National Cocktail Day  
**26th March**  
Mother's Day



**8th April**  
The Grand National  
**9th April**  
International Gin & Tonic Day  
**14th April**  
Good Friday  
**16th April**  
Easter Sunday  
**17th April**  
Easter Monday  
**22nd April**  
FA Cup Semi-Finals  
**23rd April**  
St. George's Day



**13th May**  
European Champions Cup Final  
World Cocktail Day  
**24th May**  
UEFA Europa League Final  
**27th May**  
FA Cup Final



**3rd June**  
UEFA Champions League Final  
**15th June**  
National Beer Day  
**18th June**  
Father's Day  
**20th June**  
Royal Ascot



**3rd July**  
Wimbledon  
**24th July**  
National Tequila Day  
**25th July**  
National Wine & Cheese Day



**4th August**  
International Beer Day  
**13th August**  
Premier League Starts  
National Prosecco Day  
**28th August**  
Summer Bank Holiday  
US Open Begins



**16th September**  
Oktoberfest Begins  
**21st September**  
Cask Ale Week Begins  
**28th September**  
National Drink Beer Day



**1st October**  
World Vegetarian Day  
**4th October**  
National Vodka Day  
**16th October**  
World Food Day  
**31st October**  
Halloween



**5th November**  
Bonfire Night  
**12th November**  
Remembrance Sunday  
**23rd November**  
Thanksgiving  
**30th November**  
St. Andrew's Day



**24th December**  
Christmas Eve  
**25th December**  
Christmas Day  
**26th December**  
Boxing Day  
**31st December**  
New Year's Eve





The Food Hygiene Rating Scheme (Scores on the Doors) is now compulsory in Wales and Northern Ireland. Across the UK, customers are becoming more aware of Food Hygiene scores and its a big focus for the Food Standard Agency.

**OUR CLEAN PRO PROFESSIONAL HYGIENE SYSTEM IS DESIGNED TO KEEP YOUR BUSINESS SAFE.**

## FREE CLEANING MANUAL

to help your business  
comply with food  
hygiene legislation.



- A list of products required for your business type.
- Cleaning method cards for each product.
- Safety data sheets for each product.
- Wall charts, colour coded by each cleaning area.
- Cleaning record cards.

To order your free manual, log on to [www.booker.co.uk](http://www.booker.co.uk) and click  and follow the steps

For any other queries, please email us at [cleanproplus@booker.co.uk](mailto:cleanproplus@booker.co.uk)

**Booker and Makro have a range of professional solutions to help you improve your scores on the doors rating. Come and visit us instore or online to see how we can help your business today.**





## WHY COCKTAILS?

- Almost 1 in 3 venues around the UK now has cocktail offering
- With cocktail consumption, 45% are men and 55% are women
- CONSUMERS – quality of ingredients in the drink affects decision to buy
- Where food is offered, cocktails are considered by consumers before, during and after the meal
- Two types of cocktail consumers – the explorer (those who look for what's new) and the consistent (those who stick to their choices) The explorer tends to visit the on-trade more than the consistent consumers.

CGA Strategy March 2016

## WHY FUNKIN?

- We only use the finest varieties of 100% natural fruit sourced from all over the world to ensure the best quality, flavour and consistency in every drink
- Innovation is at the heart of everything we do – working with top bartenders and mixologists, we drive cocktail innovation and trends in the cocktail scene to provide a convenient solution to multiple segments of the trade for over 17 years
- The 1L Mixers are easy, speedy and good for the till – no need for extensive staff training, simply open and pour, allowing you to maximise sales, increase consumer trade up, and save on prep and cleaning time

THE FUNKIN COCKTAIL RANGE IS AVAILABLE TO ALL **iTrust Inns** CUSTOMERS

Better Pubs through Better People

## METHOD CARD

How to make the perfect Funkin cocktail

### FUNKIN SINGLE SERVE

1. FILL A SHAKER FULL OF ICE
2. ADD 50ML SPIRIT TO THE SHAKER
3. ADD 100ML FROM A FUNKIN 1 LITRE PACK
4. SHAKE UNTIL CHILLED
5. POUR INTO A GLASS FULL OF ICE
6. ADD FRUIT GARNISH AND SERVE

### FUNKIN PITCHER SERVE

1. FILL A PITCHER FULL OF ICE
2. ADD 100ML SPIRIT
3. FILL WITH 330ML OF FUNKIN COCKTAIL MIXER OR TO AN INCH BELOW THE 2 PINT MARK
4. TOP WITH LEMONADE OR SODA WATER
5. ADD FRUIT GARNISH
6. STIR AND SERVE

ALTERNATIVELY, COCKTAILS CAN BE BUILT IN A TALL GLASS AND SERVED WITH LOTS OF ICE

#### SPICED RASPBERRY MOJITO

Spirit: Spiced Rum  
Ice: Cubed  
Garnish: Mint Spring



#### RASPBERRY SOUTHSIDE

Spirit: Gin  
Ice: Cubed  
Garnish: Mint Spring



#### PORNSTAR MARTINI

Spirit: Vanilla  
Ice: N/A  
Garnish: Passion Fruit or Lemon Peel



#### RUM PUNCH

Spirit: Archer's/ Malibu  
Ice: Cubed  
Garnish: Pineapple Leaf



#### STRAWBERRY DAIQUIRI

Spirit: White Rum  
Ice: N/A  
Garnish: Strawberry



#### CHERRY BAKEWELL

Spirit: Amaretto  
Ice: N/A  
Garnish: Cocktail Cherry



#### AMARETTO SOUR

Spirit: Amaretto  
Ice: Cubed  
Garnish: Cocktail Cherry



#### WHISKEY SOUR

Spirit: Jack Daniels  
Ice: Cubed  
Garnish: Lemon Peel



For more details please contact us on **0207 328 4440** or visit our website **www.funkin.co.uk** for a full range of flavours and recipes





**BUY 3 X 50L OR 5 X 30L  
OVER JANUARY AND  
RECEIVE A 6 NATIONS  
KIT WORTH OVER £20\***

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

\*KIT INCLUDES: 1 X FLAG, 1 X FIXTURE LIST, 2 X BUNTING, 1 X POSTER  
AND LICENSEE BRIEFING. LIMITED KITS AVAILABLE.

**GUINNESS**  **RUGBY**  
**MADE OF MORE**



**17<sup>TH</sup>-19<sup>TH</sup>  
MARCH '17**

**BUY**  
**3 X 50L OR 5 X 30L  
OVER FEBRUARY &  
RECEIVE**  
**A ST PATRICK'S KIT  
WORTH OVER £20\***

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

\*Kit includes: 20 x St Patrick's Day hats, 1 x bunting, 1 x back bar flag  
and licensee briefing. Limited kits available.



# JANUARY SALE

CASH  
IN!

## £10 OFF 11g OF FOSTER'S LAGER

Enjoy £10 off the WSP of Foster's lager throughout the month!  
That's 11p off the cost price of a pint throughout January 2017!



Discount applicable on all orders placed between 2nd January 2017 to 31st January 2017 inclusive. Discount of £10 per 11g of Foster's lager and £20 per 22g of Foster's lager only before any discount is applied.



## *enjoy cash off* GREAT PACKAGED CRAFT LAGER £5 OFF A CASE



East Coast, Shipyard Pale and Goose Island IPAs, Blue Moon, Modelo and Blind Pig

### ENJOY IT WHILST STOCKS LAST! WHEN IT'S GONE IT'S GONE!

Discount applicable on all orders placed between 2nd January 2017 to 31st January 2017 inclusive.  
Limited stocks available. Only available whilst stocks last.





BUY 2 X 9GS OF  
**BEST BITTER**  
AND GET A FREE  
**BSB HOODY!**

AVAILABLE JANUARY AND FEBRUARY

Max 2 deals per customer

NEED A PUMP CLIP?

Email: [support@blacksheep.co.uk](mailto:support@blacksheep.co.uk)

**BORN & BRED  
IN MASHAM,  
YORKSHIRE**



Abbot ALE

**CELEBRATING THE UK'S  
NO.1 PREMIUM CASK ALE**

**EVERY 9G OF ABBOT ALE ORDERED = 1 ENTRY INTO ABBOT PRIZE DRAW**

(Deliveries between 1st January – 28th February)\*



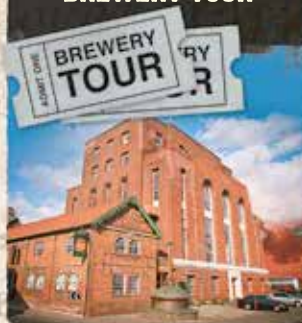
**NEW  
LIMITED EDITION  
ABBOT HAND PULL**



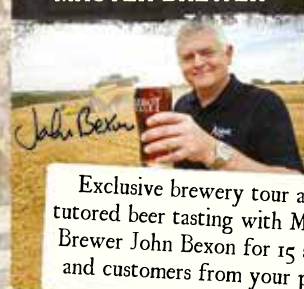
**BESPOKE  
PERSONALISED  
GLASSWARE**



**GREENE KING  
BREWERY TOUR**



**YOUR PUB  
MEETS THE ABBOT  
MASTER BREWER**



Exclusive brewery tour and  
tutored beer tasting with Master  
Brewer John Bexon for 15 staff  
and customers from your pub!

\*Based on deliveries between 1st January – 28th February 2017. Winners will be notified by phone & post in March 2017.  
To qualify for the glassware and hand pull outside of the prize draw please call Kimberley Blattner on 07974 132940.



**SAVE  
£7.50  
PER 9G**

**SAVE £7.50  
PER FIRKIN OF 6X**

*Plus...*

**FREE CASE  
OF WADWORTH  
6X PINT GLASSES  
with EVERY ORDER**

ABV 4.1%  
PREMIUM BITTER  
BITTER ●●○○○  
SWEET ■■■□□  
Dark amber  
Malty, fruity  
Full bodied/nutty



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

@wadworth

**BUY 2X9G FROM THE  
RANGE AND RECEIVE  
A LANCASTER  
BOMBER POS KIT**



**POS KIT INCLUDES:  
12 X BRANDED  
GLASSES, DRIP MATS  
AND BAR RUNNERS**





# DIVE IN.

How deep? 61 metres  
thereabout. The depth of our  
fresh water well in Burton.



Buy 2x9s &  
get a **FREE**  
POS KIT

POS kit contains...  
1 x runner  
125 x drip mats  
12 x glasses  
and a pump clip

**GET YOURS NOW!**

LIMITED STOCK AVAILABLE. WHILST STOCKS LAST

f /MarstonsBrewery

t @marstonsbrewery

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www.marstonsbrewery.co.uk

## Now with added personality.

Buy 2x9s & get a  
**FREE POS KIT**

POS kit contains...  
1 x runner  
125 x drip mats  
12 x glasses  
and a pump clip



That's George Peard,  
head brewer when  
Pedigree was first named.

**GET YOURS NOW!**

LIMITED STOCK AVAILABLE. WHILST STOCKS LAST



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