

Inncentive

FOR TRUST INNS' LESSEES

MARCH
2017



£5 off a firkin
throughout March
and April 2017

iTrust Inns
Better Pubs through Better People

WILL YOU
HIT YOUR
TARGET?

See inside for more details



Follow us!

To take advantage of any of the drinks offers in this magazine, call your Trust Inns' telesales adviser

Direct Telesales Line: 01675 432338

Welcome to the March issue of INNCentive; our NEW monthly offers brochure exclusively for Trust Inns' lessees. Please take a look through to see which deal may interest you and remember to mention them in your next order with your telesales adviser.

On the right is a quick and easy to use "What's on" calendar for ideas of key dates / events that you could hold in your pub. We'd love you to hear your stories of what's going on in your pub so why not follow us and share photos on our Facebook page at

www.facebook.com/Trustinns

We love to hear about your charity events, novel promotions, top tips or join you in saying a big well done to your key staff members.

DON'T FORGET ABOUT OUR SUNSHINE REWARDS SCHEME!

You have just 31 more days to try and hit the target set to win a cash prize. Full details are available from your Business Development Manager.



iTrust Inns
Better Pubs through Better People

WHAT'S ON in March

WED 1st	St. David's Day
MON 6th	Start of British Pie Week
FRI 10th	Six Nations Rugby - Wales v Ireland - 8.05pm
SAT 11th	FA Cup Quarter Finals Six Nations Rugby - Italy v France - 1.30pm England v Scotland - 4.00pm
FRI 17th	St. Patrick's Day Cheltenham Gold Cup
SAT 18th	Six Nations Rugby Scotland v Italy - 12.30pm France v Wales - 2.45pm Ireland v England - 5.00pm
FRI 24th	Red Nose Day National Cocktail Day
SUN 26th	Mother's Day



Call now to take advantage of these offers **01675 432338**

OLD MOUT CIDER
 BUY ANY 2 CASES
 AND GET A
 CASE FREE!
 /Ohld-moot-sy-der/

MAKING FRUIT MORE USEFUL SINCE 1947

THE KIWI TASTE FOR ADVENTURE



Old Mout voted
 'Favourite new drinks brand'
 inapub's 2016 'Peoples's choice'



Increase your profits with the fastest growing
 premium flavoured cider in the market
 +67% Value Growth vs. LY¹

*Available from 1st to 31st March 2017, or until stock lasts
 Source: CGA volume sales MAT December 2016, value sales growth MAT December 2016, average RSP December 2016 (price index vs. Strongbow).

ESTABLISHED IN NZ. MADE IN EU.
 for the facts drinkaware.co.uk

Call now to take advantage of these offers **01675 432338**



BUY
2 x CARLSBERG
11g or 18g KEGS
AND RECEIVE
16 CARLSBERG
BRANDED
4 PINT PITCHERS



Probably the best beer in the world.

Terms and conditions:
 Maximum 2 deals per site. March 1st to 31st order dates.

Enjoy Responsibly drinkaware.co.uk for the facts



Call now to take advantage of these offers **01675 432338**

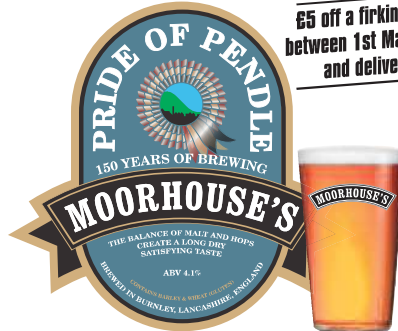


£5 off a firkin throughout March & April 2017



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.

£5 off a firkin on all orders placed between 1st March - 30th April 2017 and delivered by 30th April



BLOND WITCH 4.5% ABV

A pale coloured ale with a crisp delicate fruit flavour, dry and refreshing with a smooth hop finish.



Moorhouse's
Brewery



@moorhousesbrew



moorhousesbrew

For all the latest news visit www.moorhouses.co.uk



Call now to take advantage of these offers 01675 432338



BUY 4x9 OF TRIBUTE DURING MARCH & APRIL TO BE ENTERED INTO A DRAW FOR A CHANCE TO WIN A WEEK IN LAS VEGAS

With British Airways flights and seven nights accommodation at the iconic MGM Grand. Plus 3 runners up prizes of luxury Cornish weekend breaks.

Terms & Conditions: For full terms & conditions please visit staustellbrewery.co.uk/britishairways. Your supplier or pub company will need to send us details of all outlets that qualify by 17th May 2017. The draw will be conducted at 2.30pm on Monday 22nd May 2017. Prizes must be redeemed by 1st November 2017.

Buy
1 x 9g
for a POS
KIT



BRITISH AIRWAYS
Holidays



Call now to take advantage of these offers 01675 432338



**BUY ANY 2 X 9GS
OF BEST BITTER
TO RECEIVE
2 X BLACK SHEEP
POLO SHIRTS**

BLACK SHEEP
BORN AND BRED IN
MASHAM, YORKSHIRE
BEST BITTER
alc. 5.8% Vol.
est. 1992

BORN & BRED IN MASHAM, YORKSHIRE

25
1992 - 2017

**BLACK SHEEP
BREWERY**

BORN & BRED IN MASHAM, YORKSHIRE

For more information, please contact support@blacksheep.co.uk

Call now to take advantage of these offers **01675 432338**



GIVE YOUR CUSTOMERS THE CHANCE TO WIN WAINWRIGHT GLASSES! BUY 2X9'S TO GET YOUR FREE POS KIT

KIT CONTAINS:

- 24 X WAINWRIGHT GLASSES WITH PRESENTATION BOXES
- 150 X SCRATCH CARDS
- 1 X HALO

SEARCH 'WAINWRIGHTGOLDENBEER'  
WWW.WAINWRIGHTGOLDENBEER.CO.UK

One deal per customer. Whilst stocks last.



FIND YOUR MOUNTAIN



Call now to take advantage of these offers **01675 432338**

WHAT'S BREWING?



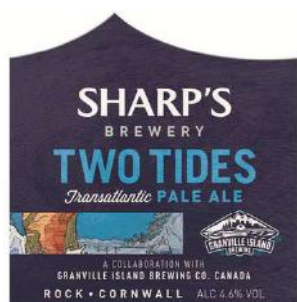
A GUIDE TO WHAT'S AVAILABLE
BETWEEN MARCH-MAY

Trust Inns
Better Pubs through Better People

TO ORDER CALL: 01675 432 338

NEED A PUMPCLIP? DON'T FORGET TO ASK YOUR TELESales ADVISER!

SEASONAL ALES (AVAILABILITY VARIES)



TWO TIDES - 4.6% ABV
(SHARPS) - PALE ALE 
9G - £108.49

A moderate hop bitterness, accompanied by a fruity and floral hop aroma, complemented by slightly sweet malt flavours, create an approachable brew.

MARCH & APRIL

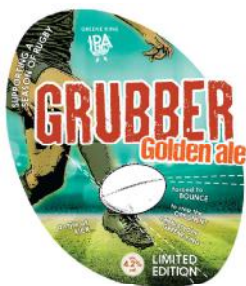


PATRON SAINTS - 4.5% ABV
(GREENE KING) - AMBER 
9G - £103.88

Rich amber premium ale

MARCH & APRIL

PERFECT FOR ST. PATRICK'S & ST. GEORGE'S DAY



GRUBBER - 4.2% ABV
(GREENE KING) - GOLDEN 
9G - £102.46

A fragrant, fresh & fruity golden ale. Brewed with pale malts and classic English hops - Challenger, Pilgrim and First Gold - to make a refreshing and deliciously fruity ale.

MARCH ONLY

PERFECT FOR SIX NATIONS TOURNAMENT




OLD HOPPY HEN - 4.2% ABV
(GREENE KING) - PALE ALE 
9G - £103.44

A beer full of hoppyness. Biscuit and toffee notes with grapefruit citrus, tropical fruits and fresh hop finish - a satisfying bitterness.

APRIL ONLY

PERFECT FOR EASTER



ALE FRESCO - 4.3% ABV
(GREENE KING) - BLONDE 
9G - £102.12

Light & refreshing with tropical fruit and lemon citrus notes and moderate bitterness.

MAY ONLY

PERFECT FOR MAY BANK HOLIDAY



BARMY ARMY - 3.7% ABV
(GREENE KING) - GOLDEN 
9G - £99.96

Full of flavour, ideal for cricket season.

MAY ONLY

PERFECT FOR START OF THE CRICKET SEASON

...CONTINUED OVERLEAF

QUARTERLY ALES (AVAILABLE THROUGHOUT MARCH - MAY)



HOP AIR BALLOON - 4.2% ABV
(BY THE HORNS) - IPA
9G - £109.39

Light & sessionable IPA bursting with hops throughout



CHRISTOPHER - 4.5% ABV
(GREAT HECK) - GOLDEN
9G - £111.17

Bold fruity flavour with a dry finish



SCARLET MACAW - 4.4% ABV
(OAKHAM) - BLONDE
9G - £111.39

Gooseberries and fruit to taste before an intense bitterness that's as sharp as a macaw's screech!



MOONSTONE - 5.0% ABV
(HADLEYS) - BLONDE
9G - £112.39

Brewed by Spandau Ballet's Tony Hadley. This is an American style IPA, easy drinking with tropical fruit notes



WILD GRAVITY - 5.2% ABV
(BAD CO) - IPA
9G - £114.14

Golden strong hoppy IPA with notes of grapefruit and tropical fruit with a sweet malty body and a long dry finish.

PERMANENT ALES (AVAILABLE THROUGHOUT THE YEAR)



JAIPUR - 5.9% ABV
(THORNBRIDGE) - IPA
9G - £130.17

Citrus dominated IPA with soft smooth impressions. Winner of over 100 worldwide awards.



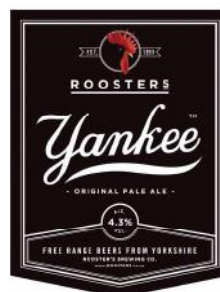
CITRA - 4.2% ABV
(OAKHAM) - BLONDE
9G - £117.31

Light refreshing beer with pungent grapefruit, lychee and gooseberry aromas leading to a dry, bitter finish.



CWTCH - 4.6% ABV
(TINY REBEL) - WELSH RED ALE
9G - £120.77

Cwtch (rhymes with Butch) can mean cuddle or cubbyhole. An untraditional Welsh red ale - a perfect blend of six caramelly malts and three citrusy American Hops.



YANKEE - 4.3% ABV
(ROOSTERS) - PALE ALE
9G - £112.48

A modern classic. Showcases floral and citrus fruit aromas of the Cascade Hop, projected against a background of soft Yorkshire water and Golden Promise malt.



PLUM PORTER - 4.9% ABV
(TITANIC BREWERY) - DARK ALE
9G - £119.21

A dark, strong, well rounded beer brought to an even keel by the late addition of Goldings hops and natural plum flavouring.



HOP HEAD - 3.8% ABV
(DARK STAR) - BLONDE
9G - £117.07

A clean drinking pale golden ale with a strong floral aroma and elderflower notes. A full bodied and full flavoured yet gentle session beer.