

Inncentive

FOR TRUST INNS' LESSEES

APRIL
2017



**BUY TWO
9G OF
BOMBARDIER
GET A FREE
ST. GEORGE'S
DAY KIT**



**BY GEORGE!
WE'VE GOT
SOME GREAT
OFFERS THIS
MONTH...**

See inside for more details



Follow us! 

 **Trust Inns**
Better Pubs through Better People

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 April issue of INNcentive! As always we have a range of offers from national brands such as Bulmers, San Miguel and Bombardier. We hope that you find them of interest.

Don't forget to join us in our private tenant forum on Facebook for information from around our estate. For example, the refurbishment at the Thorntree in Middlesbrough looks fantastic and well done to the Wawne Ferry in Hull that won a FREE St Patrick's Day in March. We look forward to hearing all your news and updates soon.

Hopefully you'll have had confirmation of whether you have qualified for your cash lump sum as part of our Sunshine Rewards scheme. Cheques for pubs that qualified will be heading out over the course of the next few weeks. Thank you to all of you that supported the initiative and we hope you enjoy spending your hard earned reward.

Happy Easter!



WHAT'S ON? in April

SAT 1st April Fool's Day

SAT 8th Grand National

FRI 14th - SUN 16th
Easter Weekend

FRI 21st Queen's Birthday

SAT 22nd FA Cup Semi-Finals

SUN 23rd St. George's Day



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

The Great Proton Giveaway!

FREE RENOVATE

For Every Customer

The perfect serve with tip-top glassware.

A **FREE** tub of Renovate® exclusive to Trust Inns customers. Simply log into your account at proton-direct.co.uk/trust and enter the code **trust_renovate_17** at checkout to claim.



PROTON GROUP

*No order necessary. Postage costs apply.



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



BULMERS REFRESHED

GREAT BRITISH CIDER

SINCE 1887

BUY ANY 3
GET A CASE OF
NEW BULMER'S
GLASSWARE¹



1. Must Include 1 Orchard Pioneers.
Limited to 1 offer per outlet. Glassware
may take up to 21 days to arrive.

drinkaware.co.uk for the facts

CALL
OUR
TELE-
SALES
LINE

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



£3 OFF A CASE OF CORONA

24 x 330ml

for the facts
drinkaware.co.uk

Please drink responsibly. © 2017 AB InBev UK Limited, all rights reserved. 18+ only. Open to outlets based in England, Wales & Scotland. Opens 01.04.2017 – 30.04.2017 (Purchase Period). £3 off deal when purchasing 24 x 330ml Corona. Subject to availability. No alternative will be offered. Promoter: AB InBev UK Limited, LU1 3LS.

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





HOLA SUMMER!

BUY 2 x SAN MIGUEL KEGS AND RECEIVE 2 x SAN MIGUEL PARASOLS FREE

Maximum 3 deals per outlet. If you wish to list San Miguel, please contact your local BDM to arrange & take advantage of our summer giveaway offer.

Enjoy Responsibly drinkaware.co.uk for the facts

EXPLORING
THE
WORLD
SINCE
1890



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

HAVE A 'SPECK'TACULAR EASTER WITH OUR HENS

£5 OFF PER 9G*

Limited edition
Easter pumpclip
available



Rich &
malty

Tropical &
refreshing



OF
"OLD SPECKLED HEN"
AND
"OLD GOLDEN HEN"

ALSO AVAILABLE:

Greene King IPA, Abbot Ale, Ruddles County and Ruddles Best



*Deal available from 1st April – 30th April.

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





TROOPER

PREMIUM BRITISH BEER

BUY 2 FIRKINS OF TROOPER

TO GET AN EXCLUSIVE TROOPER TOUR KIT

- 1x NEW PUMP CLIP
- 1x BAR RUNNER
- 125x DRIP MATS
- 1x TROOPER T-SHIRT



ROBINSONS
BREWERY

IronMaidenBeer.com

#trooperbeer

drinkaware.co.uk
for the facts
contains malted barley and wheat

THE REAL REFRESHING ALTERNATIVE

- QUALITY 3.7% ABV GOLDEN REFRESHING ALE
- LIGHT FRUITS, CITRUS & MALT TO TASTE
- MEDIUM BODIED & WELL ROUNDED



Offer available in North West
England only:

Buy 1x9g and get
a Free POS Kit
(including glassware)

Buy 2x9g and get
Two Tickets to
Haydock Races

Terms & Conditions: Offer applies
to orders places 1st April - 28th April.
JW Lees will contact you directly to
discuss which race meeting you
would be able to attend and forward
you the tickets in due course.

f McrPaleAle @McrPaleAle



www.manchesterpaleale.com



Call now to take advantage of these offers 01675 432338



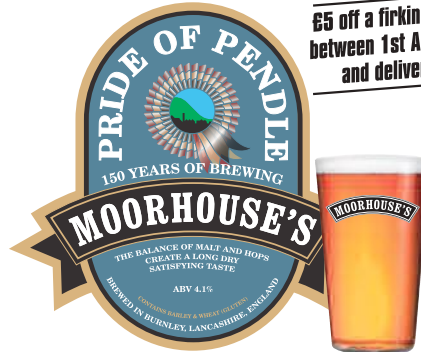
£5 off a firkin throughout April 2017

£5 off a firkin on all orders placed
between 1st April - 28th April 2017
and delivered by 28th April



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

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

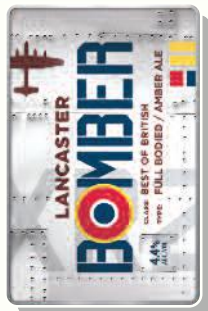


Call now to take advantage of these offers 01675 432338

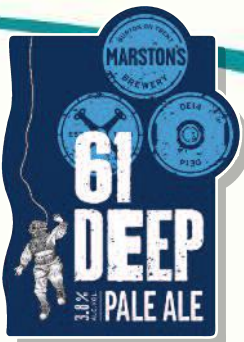


Quality cask ales from
some of the country's

FINEST BREWERIES



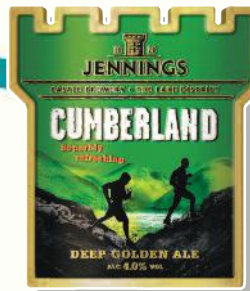
Style: Bitter ABV 4.4%
Taste: Full-bodied flavour,
enriched with a wonderful
late hop character



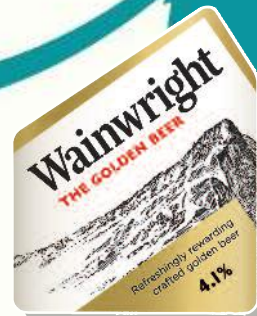
Style: Exotic Pale Golden Ale
ABV: 3.8%
Taste: Fragrant exotic fruit,
sweet citrus hop



Style: Premium Golden Ale
ABV: 4.2%
Taste: Crisp refreshing bitterness;
lemon & grapefruit hops



Style: Bitter ABV: 4.0%
Taste: Balanced, crisp,
bitterness



Style: Golden Ale
ABV: 4.1%
Taste: Fruity, sweet, citric,
refreshing

Buy 3x9g from the range to receive a free bottle of Smirnoff Red Vodka

Range includes: Lancaster Bomber, 61 Deep,
Hobgoblin Gold, Cumberland Ale & Wainwright.
All 3 x 9g must be purchased in one order from
1st April to 27th April 2017. Free bottle of Smirnoff
Red Vodka 70cl whilst stocks last.



Call now to take advantage of these offers 01675 432338

BUY 4x9 OF TRIBUTE DURING 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





ST. GEORGE.

Now there's a story worth celebrating.
Not for the fairy tales of dragons and princesses.
For the real tale of true heroism.
Standing up to the Roman Empire.
Refusing to renounce his beliefs.
Never ever backing down.
It cost him his life in Lydda in Palestine.
But his story lives on.
Retold over generations.
Regaled now over a pint.
Full of spirit and determination.
Bravery and valour.
Of never giving up and never giving in.
Forget the fire breathing dragon.
This was a man with real fire of his own.
This was a man who marched to his own drum.

bombardier.co.uk



**BUY TWO
9G OF
BOMBARDIER**

**GET A FREE
ST. GEORGE'S
DAY KIT**

MARCH
to your own
DRUM

THIS ST. GEORGE'S DAY.

Terms and conditions: Free St. George's Day Kit for all orders placed from 1st April until 10th April 2017. Subject to availability.
Kit includes x1 pump clip crowner, x100 drip mats, x3 posters.



Call now to take advantage of these offers 01675 432338