

Inn centive

FOR TRUST INNS' LESSEES

JULY
2017

NEW PRODUCT

Lilley's



See inside



WIN A NEW CAR PROMOTION
Winners announced

See inside cover

 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 July issue of INNcentive.

Once more, lots of great offers from well known brand owners fill our pages. We hope you find something of interest.

As we're now in the midst of British summertime, take a look at our new range of bag in box ciders on page 6. A great way to offer something new to your customers over the summer months and just simply require a handpull (you get the connector on your first purchase).

Hopefully you'll have been following us on Facebook to see the latest winners of our Win A Car promotion. We offered TWO BRAND NEW cars to be won on 16th June. Our lucky winners were Nick Holbeck from the Wawne Ferry in Hull and Steve Duvall from the Castle Inn, Little Wakering. We hope all that took part benefited from the promotion in their pubs in the form of sales. Head over to our Facebook page to find out more!

www.facebook.com/trustinns



Look out for an email or phone call from the Customer Relationship Consultancy for your chance to let us know what you think about Trust Inns. We really appreciate your input.



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

WHAT'S ON? in July

THURSDAY 4th

American Independence Day

THURSDAY 7th

World Chocolate Day

WEDNESDAY 14th

Bastille Day (France)

SUNDAY 15th

St. Swithuns Day -
umbrellas at the ready
Ladies Wimbledon Final

TUESDAY 16th

Men's Wimbledon Final

Buy a case of
Coca-Cola and a case of
Diet Coke 330ml glass
bottles and receive a
FREE case of Coca-Cola
Zero Sugar 330ml
glass bottles



PLUS...

Receive a FREE POS kit
supporting the biggest
ever transaction driver on
Coca-Cola glass bottles.

Celebrate summer in your
venues with 6 weeks of
holiday give-aways.

Weekly draws from
17/07/17 to 26/08/17.

© 2017 The Coca-Cola Company. All rights reserved.
COCA-COLA, DIET COKE, COCA-COLA ZERO,
The CONTOURED BOTTLE and TASTE THE FEELING
are registered trademarks of the Coca-Cola Company.



Britvic LIFTING SPIRITS

SINCE 1938

BUY 4 CASES FROM
THE 200ML MIXERS
AND JUICES RANGE,
GET A
CASE OF
BRITVIC
GLASSWARE
FREE*



*Terms and conditions: Two deals per customer per week. Qualifying range is any from the M&J 200ml range. Free case of 12 branded Britvic glasses.

While stocks last. Glassware may differ slightly from above imagery.
Promoter: Britvic Soft Drinks, Breakspear Park, Breakspear Way,
Hemel Hempstead HP2 4TZ

LIFTINGSPIRITS.CO.UK

Call now to take advantage of these offers 01675 432338






Corona

**£3 OFF
A CASE OF
CORONA**

24 x 330ml

Please drink responsibly. © 2017 AB InBev UK Limited, all rights reserved. 18+ only. Open to outlets based in England, Wales & Scotland. Opens 01.07.2017 until 31.07.2017 (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.

for the facts
drinkaware.co.uk



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



**£3 OFF
WHEN YOU BUY A
24X330ML CASE
OF BUDWEISER.**



THIS BUD'S FOR YOU.

**MADE FOR
SHARING** 

© 2017 AB InBev UK Limited, all rights reserved.

TERMS AND CONDITIONS: 18+ ONLY. OPEN TO OUTLETS BASED IN ENGLAND, SCOTLAND & WALES. OPENS 01.07.2017 - 31.07.2017. £3 OFF DEAL WHEN PURCHASING 24X330ML BUDWEISER. SUBJECT TO AVAILABILITY. NO ALTERNATIVE WILL BE OFFERED. PROMOTER: AB INBEV UK LIMITED, LU1 3LS.

drinkaware.co.uk Please drink responsibly.

PREMIUM CIDER
MADE IN KOPPARBERG SWEDEN

BUY 2 CASES OR MORE
AND GET £3.00 OFF EACH CASE



drinkaware.co.uk

Case size: 15x500ml.

Offer valid throughout June 2017 only.
Total number of deals capped at 400 cases.

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

**CALL
OUR
TELE-
SALES
LINE**

Lilley's Cider

NEW



Lilley's Apples & Pears 5.2%

Made from 88% pear and 12% apple. Sweet in flavour with a mouth-watering almost



Sunset 6%

A rich and fruity rustic cider bursting with apple flavour. Cloudy and Medium Sweet.



Mango 4%

An aromatic sweet cider expertly blended with exotic mango to create a mouth watering tropical flavour.



Rhubarb 4%

We have expertly blended our crisp Somerset cider and tangy rhubarb to make this taste sensation. Sweet and full of rhubarb flavour with a tart edge to it.

PUMPS CLIPS SUPPLIED

+ Free Bag in Box connector worth £7.50 with first order

Lilley's cider, Unit 7 Handlemaker Road, Frome, Somerset, BA11 4RW
01373 466626 | office@lilleyscider.co.uk | www.lilleyscider.co.uk

Available
in 20 litre
Bag in Box.
Requires
hand pull to
serve.



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



GUINNESS

ARE YOU SELLING LESS THAN A KEG OF GUINNESS A WEEK?
THEN YOU SHOULD CONSIDER THE 30L KEG SIZE.

NEW
30L KEG
JOINS 50L KEG
AND SURGER
RANGE



**WHEN VENUES HAVE THE CORRECT
KEG SIZE, THEY CAN SEE AN UPLIFT IN
SALES DUE TO FRESHER BEER, MEANING
BETTER TASTING GUINNESS.**

**SPEAK TO YOUR BDM OR CUSTOMER EXPERIENCE TEAM MEMBER
AT TRADETEAM TO ARRANGE MOVING TO 30L**

**A KEG PER WEEK RATE OF
SALE DELIVERS FRESH BEER**

**NO NEED TO CHANGE
EQUIPMENT JUST KEG SIZE**

EASY TO MANOEUVRE

**COST PRICE PER PINT SAME
AS 50L KEG**

drinkaware.co.uk for the facts | PLEASE DRINK RESPONSIBLY

Call now to take advantage of these offers 01675 432338

**CALL
OUR
TELE-
SALES
LINE**



BUY 2 KEGS GET 2 UMBRELLAS FREE*

2x 11g or 1x 22g must be purchased to qualify.
One offer per order.



*While stocks last

 **FOR THE THIRSTY**

drinkaware.co.uk for the facts



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



**BUY 4x9G OF
TRIBUTE TO GET
A FREE CASE OF
TRIBUTE GLASSES
& 2 PARASOLS**

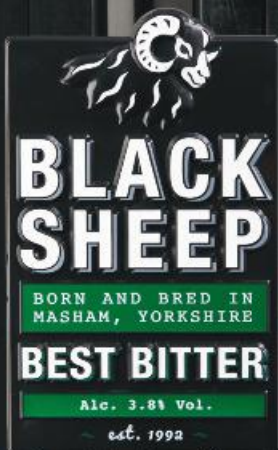


Terms & Conditions:

4x9G can be purchased in separate orders.
Maximum 2 deals per customer. Maximum 75 deals.

Call now to take advantage of these offers 01675 432338





BORN AND BRED IN MASHAM, YORKSHIRE

BLACK SHEEP BEST BITTER

BUY 2 X 9G OF BEST BITTER TO RECEIVE A
3D PUMP CLIP, GLASSWARE,
BAA...R TOWELS AND DRIP MATS



BORN & BRED
IN MASHAM,
YORKSHIRE



Contact: support@blacksheep.co.uk. for more info



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



BUY 2X 9G OF RUDDLES BEST & RECEIVE A POS KIT

INCLUDES A CASE OF GLASSES, 2 BAR RUNNERS & DRIP MATS



CONTACT DAVID FERGIE FOR MORE INFORMATION

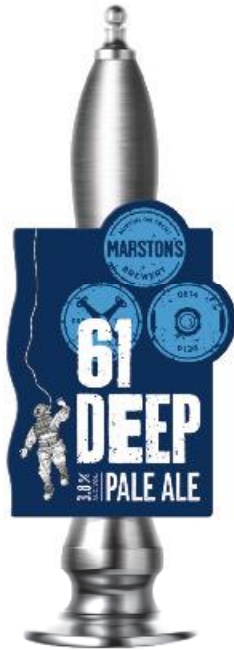
DAVIDFERGIE@GREENEKING.CO.UK • 07812257141

For orders placed in July 2017. Maximum 1 kit per order. 50 deals available

Call now to take advantage of these offers 01675 432338



BUY 2x9g...



GET 2 X FREE POLO SHIRTS



Terms and Conditions: One offer per pub. 2x9g of 61 Deep must be purchased in one order. Polo shirts are unisex and come in mixed sizes. Available whilst stocks last.

drinkaware.co.uk for the facts | PLEASE DRINK RESPONSIBLY



Call now to take advantage of these offers 01675 432338