

Inn centive

FOR TRUST INNS' LESSEES

SEPT
2017

GLUTEN FREE RANGE



New to Trust Inns
See our Gluten Free product offers
Pages 7 & 8

iTrust Inns
Better Pubs through Better People

FANTASTIC AUTUMN
OFFERS INSIDE
Ready to harvest

 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 September issue of INNcentive. We hope that you have had both a busy and profitable summer.

Firstly we'd like to say a big **thank you** to all of you that contributed towards our tenant survey at the end of June. A massive 81% of you chose to let us know how you felt about the service we offer and we're happy to say that the majority of comments we received were very complimentary. Because we value your feedback we are now working on a number of solutions to help improve our service in key areas identified in the survey, namely maintenance and repairs, communication and pricing and product portfolio. We will update you with our progress in due course.

One of the comments through the survey was the need for more offers on key draught brands such as Carling, Worthingtons and Strongbow. We hope you like what you see on pages 9, 10 and 11 as a result!

In the meantime, if you have any feedback or would like us to look into any new products for your bar then contact us via our Facebook page tenant forum which is there to share business building ideas. You can find us at www.facebook.com/trustinns



WHAT'S ON? in September

-
- FRI 1st - **World Cup qualifiers -**
Malta v England
Lithuania v Scotland
San Marino v Northern Ireland
-
- SAT 2nd **World Cup qualifiers -**
Wales v Austria
Georgia v Republic of Ireland
-
- SUN 3rd **FI Italian Grand Prix**
-
- MON 4th - **World Cup qualifiers -**
England v Slovenia
Scotland v Malta
Northern Ireland v Czech Rep
-
- TUE 5th **World Cup qualifiers -**
Moldova v Wales
Republic of Ireland v Serbia
-
- SUN 10th **Great North Run**
-
- MON 18th **National Cheeseburger Day**
-
- THUR 21st **Cask Ale week starts**
-
- SAT 23rd **British Food Fortnight starts**

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

SAVE £10.75

BI-MONTHLY BASKET DISCOUNTED
EXCLUSIVELY FOR TRUST INNS



8 WEEKS WORTH OF PROTON CLEANING PRODUCTS FOR JUST £43

Includes

- 8 x 500ml Beerline Cleaner
- 4 x 5L Glasswash Detergent
- 2 x 5L Rinse Aid
- 1 x 750ml Cellar Hygiene Spray
- 1 x 2.5KG tub of Renovate®



Free shipping on all orders over £30 when purchased directly through Proton.

Simply log on to **www.proton-direct.co.uk/trust**, add product to basket, then enter code **basket1** at checkout to claim discount. If you have forgotten your account login details or prefer to order by phone, call **01924 892 834**.

1 pack per customer, claim by 8th October 2017



Beerline Cleaning



Glass Washing



Dish Washing

Call now to take advantage of these offers 01675 432338



NEW SMIRNOFF CIDER

WITH VODKA, CRISP & LIGHTLY FIZZED.



£3 OFF A CASE

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

Offer valid on orders taken during September 2017.
Cannot be used in conjunction with any other offer.



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



**Buy 4 cases
from the range
and receive
one case
FREE***

**Free case can be either Corona or Magners.
Any mix of the two brands can combine to create 4 cases.
4 cases must be purchased in one order.*



Call now to take advantage of these offers 01675 432338



for the facts
drinkaware.co.uk

ORIGINAL

Craft Cider

INSPIRED BY STAN THATCHER



Order any 2 Bag in Boxes and
receive a Free POS Kit.

Kit Contents

- 12 Thatchers branded pint
- 10 Stan's Bar Towels.
- 200 Stan's Drip-mats.
- 10 Stan's Cider tasting leaflets

Make sure you're stocked up.

Call 01934 827408 to find out more.

EST. 1901
THATCHERS
WHAT CIDER'S SUPPOSED TO TASTE LIKE

CALL
OUR
TELE-
SALES
LINE

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

Gluten Free Range

Global sales of gluten free products have jumped 12.6% year on year in 2016, according to Euromonitor, the consumer data group

Demand has expanded due to the growing acceptance of "free from" & "clean label" products and reflect a growing lifestyle choice by many.

Tap into this trend by offering your customers a choice of products. Please see our Gluten Free product offers on this page and on page 8



NEW
TO TRUST INNS

**Buy 2 or more cases of each brand
Get £2 off per case***

**For discount to apply, 2 cases of one brand must be purchased in one order. Mixed cases do not apply ie one case of each brand will not enable the discount.*

Call now to take advantage of these offers 01675 432338



NEW
PRODUCT
NOW AVAILABLE

WHY GLUTEN FREE?

13% of consumers
desire Gluten Free
options ¹

The gluten free Beer
market is forecast to
grow at more than
40% by 2021 ²

Contains the
same high quality
ingredients as
Peroni Nastro Azzurro,
with the gluten
removed

**GLUTEN FREE
PRODUCTS ARE
SOLD AT A PREMIUM
PRICE POINT TO
REFLECT ADDITIONAL
PROCESSING
AND INGREDIENTS**



¹ World Survey to September - all UK consumers.

² Global Gluten Free Beer Market: Trends Analysis and Forecast to 2021

drinkaware.co.uk for the facts

NEW

PERONI NASTRO AZZURRO GLUTEN FREE

PERONI



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



**BUY 2x11g OF CARLING
AND RECEIVE
A **FREE** CASE OF**

**REKORDERLIG
CIDER**

ANY FLAVOUR

Terms and Conditions: 2x11g must be purchased in one order.
Flavour of Rekorderlig to be specified at time of purchase.

Call now to take advantage of these offers 01675 432338





Buy 3x11g and receive a free dartboard, darts cabinet and darts.



*Terms and conditions: 3x11g should be purchased in one order. One offer per pub.
30 dartboards available on orders placed between 1st and 30th September 2017 inclusive.*



Call now to take advantage of these offers 01675 432338



STRONGBOW

CARNEVIL

LET'S OWN IT

BUY 3 KEGS OF STRONGBOW ORIGINAL OR STRONGBOW DARK FRUIT **TO GET YOUR FREE HALLOWEEN ACTIVATION KIT**

INSTANT OUTLET PRIZES: 30 x CARNEVIL TOP HATS

PLUS! ENTER AN EXCITING TRADE PROMOTION:

DRESS YOUR BAR USING THE ACTIVATION KIT PROVIDED TO STAND A CHANCE
OF WINNING A THRILLING 5-NIGHT TRIP FOR FOUR MEMBERS OF YOUR TEAM
TO ATTEND THE MARDI GRAS IN NEW ORLEANS

For More Facts
drinkaware.co.uk



@strongbowuk



StrongbowUK



#strongbowuk

Full terms and conditions are available at www.strongbow.com/halloween. By entering this promotion all entrants will be deemed to have accepted and be bound by the terms and conditions and to being contacted by or on behalf of the Promoter in respect of the prize. **Outlet UK Incentive (STRONGBOW CARNEVIL Halloween Kit):** 1. Only open to residents in the UK excluding Channel Islands and Isle of Man aged 18 or over who are on trade retailers and also customers of Heineken UK Limited. 2. Purchase 3 x 11g kegs of STRONGBOW ORIGINAL or STRONGBOW DARK FRUIT (ie any combination) in one transaction through your normal order route to receive one free STRONGBOW Halloween Kit. Subject to availability. 3. Orders must be made between 00:00 hours on 1 September 2017 and 23:59 hours on 30 September 2017. There are 150 kits available on a first come first served basis. Ask for availability before purchase. Limited to max 1 kit per customer during the order period. **Customer Terms of Purchase apply. Outlet Staff Promotion (Trip to New Orleans Mardi Gras):** 1. A member from the outlet must take photograph of the dressed bar or bar area using the STRONGBOW Carnevill Halloween Kit and submit entry by following STRONGBOW on Instagram (@strongbowuk) or on Twitter (@strongbowuk), uploading the photograph using #STRONGBOWCARNEVIL and commenting with outlet name and location. Standard network rates apply. Limited to one entry per outlet. 2. The photographs must be submitted between 06:00 on 04/10/17 and 23:59 on 06/11/17 ('Mardi Gras Closing Date'). 3. The winning outlet will be drawn at random from all qualifying entries and notified by @strongbowuk via private message on either Twitter or Facebook by 22:00 on 17/11/17. 4. There is one prize. The prize is for four adults who are employees or employers of the winning outlet to go to the 'Mardi Gras' in New Orleans, USA in February 2018. 5. The winning outlet will be announced on STRONGBOW's social media channels, including Instagram, Twitter and / or Facebook on 27 November 2017. Promoter: Heineken UK Limited, 3-4 Broadway Park, South Isle Broadway, EDINBURGH, EH12 9JQ.

drinkaware.co.uk for the facts

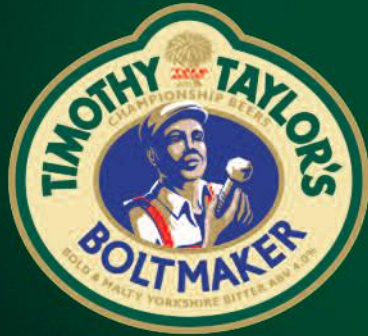
Call now to take advantage of these offers **01675 432338**



**NEW
LISTING**



Buy 2 x 9g of Boltmaker or Golden Best to receive a FREE POS kit.



WATCH OUT FOR FURTHER OFFERS IN THE RUN UP TO CHRISTMAS

For more information about how we brew that 'Taste of Taylor's' visit www.timothytaylor.co.uk or email tim@timtaylors.co.uk

All for that taste of Taylor's

@TimothyTaylors www.timothytaylors /TimothyTaylors



Call now to take advantage of these offers 01675 432338



**BUY 2x9G
GET A
FREE CASE
OF BULMERS
ORIGINAL**



Terms & Conditions: 2x9G must be purchased in one order during the promotional period.
2x9G can be any mix of the two products. Maximum of 3 deals per customer.

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





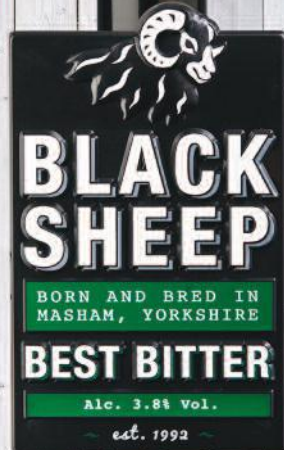
BUY 2 x 9G & GET A FREE BOTTLE OF SMIRNOFF VODKA*



*Free product is one 70cl Smirnoff. One deal available per customer. AT LEAST ONE OF THE CASKS PURCHASED MUST BE GREENE KING IPA. Offer available from 1st-30th September 2017. For more information about Greene King products contact David Fergie on 07812 257141 or email davidfergie@greeneking.co.uk



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



**BUY 3 X 9GS OF
BLACK SHEEP
BEST BITTER***
TO RECEIVE A BLACK SHEEP-FLEECE

***THE MOST IN-DEMAND YORKSHIRE ALE**
Source: Cardinal Research 2016

WE'RE 25 THIS YEAR!

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



Call now to take advantage of these offers 01675 432338





Buy 2x9g of Hobgoblin or Hobgoblin Gold and get a Hobgoblin Halloween Kit

Terms and conditions: 45 kits available. Whilst stocks last. 30 Hobgoblin and 15 Hobgoblin Gold. Purchaser must specify which kit they would like at time of purchase. 2x9g must be purchased in one order.

 [hobgoblin beer](#)  [@hobgoblin_beer](#)
www.wychwood.co.uk

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