

Inn centive

FOR TRUST INNS' LESSEES

APRIL
2018


SPECIAL OFFER



Free case of
Budweiser Prohibition with
orders of AB InBev brands
See page 8



CRACKING EASTER OFFERS INSIDE

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. We hope you're enjoying a busy Easter period.

We also hope that you enjoy this Easter issue of our brochure and the great offers that we have within it. Not only do we have all our usual cask ale offers, we also have an offer on draught products from AB InBev that we hope you will find of interest too. This follows the comments some of you have shared with us on our Facebook page where you asked for more draught product promotions. We therefore hope to work with brand owners and bring you more over the coming months.

Remember, if you have any ideas or business building opportunities that you would like to share then why not head over to our Facebook page and find out what's going on?

You can find us at www.facebook.com/trustinns



WHAT'S ON? in April

SUNDAY 1st

Easter Sunday
April Fool's Day

MONDAY 2nd

Easter Monday

SATURDAY 14th

Grand National

SATURDAY 21st

Queen's Birthday

SUNDAY 22nd

London Marathon

MONDAY 23rd

St. George's Day



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

Trust Inns Tenant Training Dates 2018



John Walker solutions ltd.

April 10th - Cellar Management | 11th - Social Media Workshop

June 6th - Health & Safety | 7th - Finance

July 25th - Managing People | 26th - Marketing

September 4th - Finance | 5th - Cellar Management

October 16th - Marketing | 17th - Social Media Workshop

November 27th - Managing People | 28th - Health & Safety

Courses are free of charge to all tenants and/or lessees within the first 12 months of signing the tenancy or lease agreement. A small charge is applicable for additional places.

Each course is one day long and all are held in venues of our choosing (this will be confirmed at the time of booking).



**If you would like to take part in any of the courses listed then please
contact your Business Development Manager**

Complete is a new detergent and rinse aid, with renovating qualities and it couldn't be simpler to use.



- Constant use product
- Simply connect the detergent and rinse aid to your glasswasher
- No need to carry out any additional Renovate processes

Saving you time and ensuring quality glassware on every occasion

Free shipping on orders over £35 when purchased directly through Proton!

Log onto **www.proton-direct.co.uk/trust**
call **01924 892 834** to order by phone.



Beerline Cleaning



Glass Washing



Dish Washing



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



redtooth
poker

"FUN, FRIENDLY & FREE"



"GREAT ORGANISATION, GREAT PEOPLE
AND A FANTASTIC PRIZE"



"VEGAS WAS OUTSTANDING!"



WHY NOT PLAY IN THE
BIGGEST AND BEST
PUB POKER LEAGUE THIS WEEK?



"THE BEST PUB POKER BY FAR!"



"NO OTHER POKER BRAND OFFERS THE
SAME ENJOYMENT"



"THANKS FOR MY SOCIAL LIFE!"



From Your Local to Las Vegas!

www.redtoothpoker.com

Call now to take advantage of these offers 01675 432338



PREMIUM CIDER
MADE IN KOPPARBERG SWEDEN

BUY 4 CASES
GET A FREE CASE OF GLASSWARE



drinkaware.co.uk

Offer valid between 01.03.18 - 30.04.18.
Limited number of deals available. Trust Inns reserve the right to end
this promotion without notice. While stocks last.

CALL
OUR
TELE-
SALES
LINE

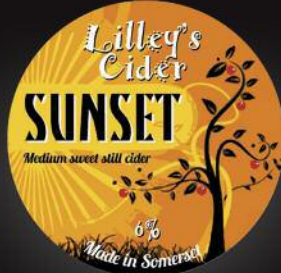
Call now to take advantage of these offers **01675 432338**

Lilley's Cider



Lilley's Apples & Pears 5.2%

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



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.

Buy any 2 x 20L BIB and get 1 x 3L BIB Apple & Pears cider free!

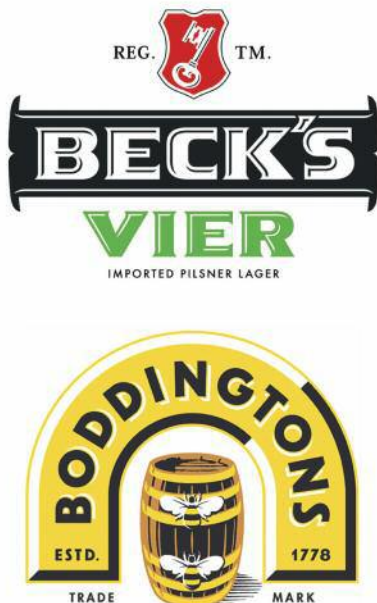
T&Cs One offer per outlet. Free 3L BIB is always Apple & Pears cider. Whilst stocks last.

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





Terms & Conditions: Available for all orders placed on and between 2nd April and 13th April 2018. One offer per customer. Available whilst stocks last.

Buy 1x keg of any of the AB InBev family of brands -



Receive a FREE case of Budweiser Prohibition.



Call now to take advantage of these offers 01675 432338

FOR OUTLETS SERVED BY THE KNOWSLEY DEPOT ONLY

BUY 2x9g FROM THE RANGE AND RECEIVE A **FREE** BOTTLE OF SMIRNOFF VODKA



FREE 70cl BOTTLE
OF SMIRNOFF

Terms & Conditions: 2x9g must be purchased in one order. The 2x9g can be any mix of any of the four products available. Smirnoff vodka is a 70cl bottle and will be delivered with the casks. Available whilst stocks last.

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





Buy 2 x 9gs of
Best Bitter
and receive a
Tour de Yorkshire POS kit*



For more info, please contact: support@blacksheep.co.uk



**BORN & BRED
IN MASHAM,
YORKSHIRE**



POS kit includes: 1 x Bar Runner, 100 x Drip Mats, 1 x Topper & 1 x T-Shirt | Merchandise delivered direct to outlet | Maximum 2 deals per customer | While stocks last
If you would prefer a generic point of sale kit instead, let us know



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



£5 OFF EVERY 9g THROUGHOUT APRIL

A MULTI-AWARD WINNING ALE THAT PAYS TRIBUTE TO THE AVRO LANCASTER AND IS QUITE SIMPLY THE 'BEST OF BRITISH' BEER. A CLASSIC ENGLISH ALE, CHESTNUT IN COLOUR WITH A LOVELY FULL-BODIED FLAVOUR, ENRICHED WITH A WONDERFUL LATE HOP CHARACTER

See: Chestnut **Smell:** Floral, biscuit **Taste:** Earthy fruit, hoppy, bittersweet balance **Bitter:** 4 **Sweet:** 3

A TWO TIME GOLD MEDAL WINNER IN THE EUROPEAN BEER STAR AWARDS 2007 AND 2011.
AS WELL AS TWO SILVER MEDALS AT THE INTERNATIONAL BEER CHALLENGE 2012
AND THE WORLD BEER AWARDS IN 2014.

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



April
Offer



iTrust Inns
Better Pubs through Better People

**Buy any 2 x 9 gallon
and receive a FREE
70cl of Gordon's Gin**



For POS support contact us on 01535 682196 or pos@timtaylors.co.uk

All for that taste of Taylor's

[@TimothyTaylors](https://twitter.com/TimothyTaylors) www.timothytaylor.co.uk [/TimothyTaylors](https://www.facebook.com/TimothyTaylors)



Call now to take advantage of these offers 01675 432338

BUY 2 x 9s OF BOMBARDIER & RECEIVE A FREE ST. GEORGE'S DAY POS KIT



CELEBRATE
ST. GEORGE'S DAY
ON 23rd APRIL

POS kit contains:*

- A3 posters
- Bombardier bunting
- Pumpclip crowner
- Drip mats

PLUS £5 OFF
every 9g of Bombardier
and Bombardier Burning Gold
throughout April



*Offer available on all orders upto and including 13th April 2018. Available whilst stocks last on a first come first served basis.
POS kits will be supplied direct from Marston's Beer Company, DE14 2BG

Call now to take advantage of these offers 01675 432338





Buy 2x9g get a
premium metal driptray.



Buy 3x9g get a bespoke
handpump clip too.

Terms & Conditions: Available throughout April 2018. 2x9g or 3x9g must be purchased in one order. Maximum of 2 offers per outlet. Available whilst stocks last.



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

MOORHOUSE'S

BREWED IN THE SHADOW OF PENDLE HILL

BUY 2X9 TO RECEIVE A FREE POS KIT*



ABV 3.9%

MOORHOUSE'S
WHITE WITCH
BLONDE ALE



ABV 4.1%

MOORHOUSE'S
PRIDE OF PENDLE
AMBER ALE



ABV 4.0%

MOORHOUSE'S
BLONDE WITCH
BLONDE ALE

*POS KIT INCLUDES 100 DRIPMATS, 1 BAR RUNNER AND 12 PINT GLASSES

Instagram Facebook Twitter @MOORHOUSESBREW

Call now to take advantage of these offers 01675 432338



Back by popular demand!

Buy 2x9g from the Hopback Brewery range and receive **Free Glassware**



STYLE	Golden Hoppy Ale
SEE	Golden
SMELL	Citrus, grapefruit
TASTE	Dry, hoppy grapefruit
BITTER	● ● ● ● ●
SWEET	■ ■ ■ ■ ■



STYLE	Premium Ale
SEE	Pale Straw
SMELL	Fruit, Subtle Hop
TASTE	Fruity/Hoppy Aftertaste
BITTER	● ● ● ● ●
SWEET	■ ■ ■ ■ ■



STYLE	Pale Hoppy Session Ale
SEE	Very Pale Straw
SMELL	Orange, Floral
TASTE	Light, Refreshing, Zesty
BITTER	● ● ● ● ●
SWEET	■ ■ ■ ■ ■



Terms & Conditions: 2x9g must be purchased in one order. 2x9g can be any mix of any of the three cask ales from the range. Maximum of 2 offers per outlet. Available whilst stocks last.



Call now to take advantage of these offers 01675 432338