

Inncentive

FOR TRUST INNS' LESSEES

MAY
2018

MASSIVE
REDUCTIONS!



See pages 5 & 6

LET'S RAISE
A TOAST TO THE
ROYAL COUPLE



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 May issue of our INNcentive brochure. We are hopeful that the start of this month will see the start of brighter weather and the start of the "beer garden" season if you have one! Especially as there are two Bank Holidays this month.

We also hope that you enjoy this fantastic new issue of our brochure and the great offers that we have within it. We're very excited to finally be able to tell you about our great lower priced packaged lager and cider offers. We hope you agree, that as a tied stockist, there are some great savings to be had. We are also offering each pub the opportunity to earn £500 cash! You should have received information in the post about this. If not, then please speak to your BDM directly.

There's our usual cask ale offers on the other pages of the brochure for you take advantage of these also as well as another great deal on draught Stella Artois, Boddington's, Becks and Budweiser on page 6. This is following your feedback on our Facebook pages and the tenant survey.

Talking of which, we'd love for you to respond to our survey again this month. We're keen to hear your opinion of how Trust Inns has been working with you in the past 12 months. Your feedback has already lead to improvements in our helpline service and reduced pricing on our packaged lager and cider range. Keep an eye out for the email link in your inbox.



WHAT'S ON? in May

TUESDAY 1st

May Day

FRIDAY 4th

Star Wars Day

May the forth be with you!

MONDAY 7th

Early May Bank Holiday

SATURDAY 19th

FA Cup Final

SATURDAY 26th

UEFA Champions
League Final

SUNDAY 27th

French Open Tennis
tournament starts
until 10th June

MONDAY 28th

Spring Bank Holiday
(Start of Half Term for many
school children)

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



Britvic LIFTING SPIRITS

SINCE 1938

BUY 4 CASES FROM THE MIXERS AND JUICES 200ML 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. Glassware imagery for illustrative purposes only. While stocks last. 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



NEW PACKAGED LAGER & CIDER PRICING! MAJOR SAVINGS OFF THE WHOLESALE PRICE OF A CASE!

Having received your feedback in our tenant survey in June last year, we have been working closely with brand owners to review and considerably reduce the wholesale pricing of all our packaged lager and cider range.



Budweiser 24x330ml
from £41.32
to £25.36

Saving £15.96/case



Becks 24x275ml
from £41.90
to £23.09

Saving £18.01/case



Holsten Pils 24x275ml
from £40.50
to £20.52/case

Saving £19.98/case



Bulmers Original
12x500ml from £25.63
to £17.69/ case

Saving £7.94/case

*Just some of the great savings!
See our new price list for more details
or speak to your telesales adviser.*

Please note that any barrelage discount enjoyed by any outlet will NO LONGER be available on all packaged lager and ciders at these new prices



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

All tied stockists will be entered
into a prize draw to

WIN £500

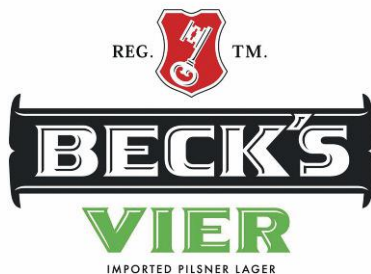
should they purchase 4 cases* a week
for 6 months

*Of any mix of any of the packaged lagers and ciders included on our May 2018 price list.
There is one cash prize of £500 per BDM region (8 in total) making the odds of you winning
very high. Full details have been posted to you. Or ask your BDM.

 **Trust Inns**
Better Pubs through Better People

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





Terms & Conditions: 2x10g or 1x22g of one product must be purchased in one order to qualify. Available for all orders placed between 1st May and 31st May inclusive. Available whilst stocks last

**Buy 2x 10g
of any of the
AB InBev
family of
brands -**

**Receive a
FREE bottle
of Smirnoff
Vodka.**



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 Sunset cider free!

T&Cs One offer per outlet. Free 3L BIB is always Sunset 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



#FINDYOURMOUNTAIN



FIND YOUR MOUNTAIN
WITH OUR NEW CONSUMER ULTIMATE-CHALLENGE PROMOTION
£1000 WEEKLY GIVEAWAY



drinkaware.co.uk
for the facts

GET INTO THE SPIRIT OF ADVENTURE & ORDER TODAY!

TIER 1

**BUY 2 X 9s AND RECEIVE OUR POS KIT
500 X DRIP MATS, 12 X PINT GLASSES
1 X PUMP HALO**

TIER 2

**BUY 4 X 9s AND RECEIVE THE ABOVE
PLUS OUR BESPOKE HAND PULL
5 X WAINWRIGHT T-SHIRTS**

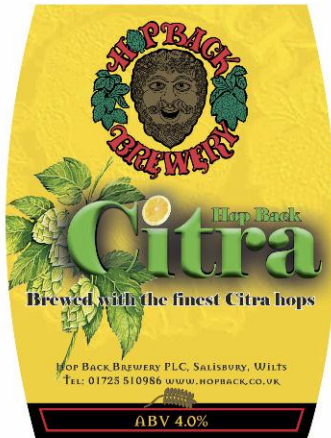
One deal per pub whilst stocks last.



Call now to take advantage of these offers 01675 432338

HOPBACK BREWERY RANGE

£5 OFF per 9g throughout May



| | |
|--------|-----------------------|
| 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: Offer available throughout May 2108 whilst stocks last.

Call now to take advantage of these offers 01675 432338



BUY 1 X 9G OF TROOPER LIGHT BRIGADE

& GET NEW LIGHT BRIGADE DRIP MATS & BAR RUNNER



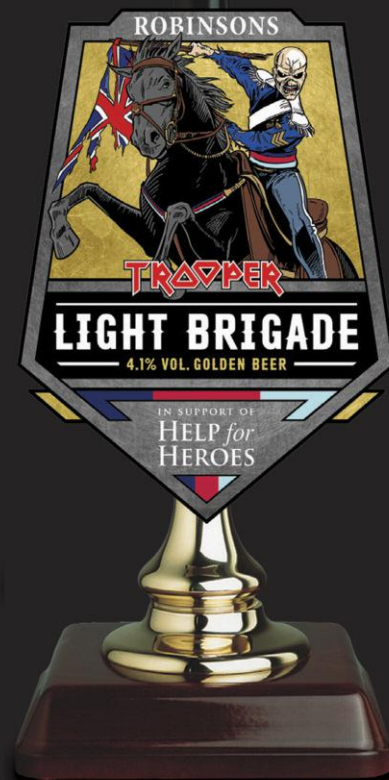
TROOPER LIGHT BRIGADE
**6P PER PINT
DONATED**  **IN SUPPORT OF
HELP for
HEROES**

Help for Heroes is a charity registered in England and Wales (1120920) and Scotland (SC044984)

 /IRONMAIDENBEER #TROOPERBEER  /IRONMAIDENBEER

*6p per pint, 5p per bottle donated to Help for Heroes Trading Limited which
Gift Aids all its taxable profits to Help for Heroes

For further health information, visit: drinkaware.co.uk



Call now to take advantage of these offers 01675 432338

WADSWORTH

FREE
70CL BOTTLE OF
SMIRNOFF
WHEN YOU BUY **TWO** 9 Gals



T&Cs: May 2018 only.

@wadsworth



OLD COOL IS THE NEW COOL

www.wadsworth.co.uk

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



A fusion of American and English hops to celebrate the Royal Wedding from Greene King. An easy drinking blond beer.

WSP: £108.16 per 9g



RAISE A GLASS TO CELEBRATE THE ROYAL WEDDING IN MAY!

For members of our What's Brewing seasonal ale scheme only

Terms and Conditions: To be eligible for this ale, you must be a member of the What's Brewing seasonal ale scheme. Normal pricing and discounts apply. Available whilst stocks last.



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