

Inn centive

FOR TRUST INNS' LESSEES

AUG
2018

EARN FREE STOCK
WHEN YOU BUY



SEE OFFERS INSIDE



TARGET A £500 WIN
PLUS NEW LOWER PRICES
ON PACKAGED PRODUCTS

SEE PAGE 5

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 August issue of INNcentive. What a summer it has been so far! We can hardly believe that it is coming to close. But with August comes the start of a new football season, which we know is vital to the success of many pub businesses. Fingers crossed that this continues after England's great World Cup campaign just over a month ago.

This issue has more great offers for you. We keep asking for more deals on popular draught products and hope to bring you more over the coming months.

Don't forget to follow us on Facebook for news from across our estate and as another way of getting in touch!

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



WHAT'S ON? in August

WED 1st	European Sports Championships start (until 12th)
FRI 3rd	Edinburgh Fringe Festival (until 27th)
SAT 4th	Start of Scottish Premier League Season
MON 6th	Summer Bank Holiday (Scotland)
TUE 7th	Great British Beer Festival (until 11th)
SAT 11th	Start of English Premier League Season
THU 16th	A level results day – Let's celebrate or commiserate!
MON 27th	Bank Holiday Monday (England & Wales)

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

CHANGES TO CASH DEPOSITS AT THE POST OFFICE

**Please note that from
Monday 6th August 2018,**

the Post Office are making changes to their banking procedures. They will no longer accept loose coins below £1. They will only accept full bags of 50p, 20p, 10p, 5p, 2p and 1p.

Therefore from the 6th August 2018, please round to the nearest whole pound when depositing cash to pay your invoices.

Going forward, your Credit Controller will contact you to discuss clearing any accumulated balances caused by rounding.

Alternatively you could switch to **Faster Payment**. This would enable you to keep your accounts clear and easy to reconcile. Please also discuss this with your Credit Controller.

If you have any queries or wish to discuss this further, then our Credit Control department will be happy to help.



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



DON'T FORGET TO PICK UP YOUR SUMMER OFFER

PURCHASE A 4X5L COMPLETE (glass washing detergent with renovating qualities for constant use, never have to renovate your glassware again!)



... AND RECEIVE A FREE 1 x 4x500ml line cleaner, Cellar hygiene Spray and Sparkler cleaning kit – everything needed for creating a perfect serve, saving nearly £15



Worth nearly £15

Enter all items into basket
and use code SUMMER

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



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

WOULD YOU LIKE TO WIN £500 AND PAY LESS FOR YOUR PACKAGED LAGERS AND CIDERS?

Of course you would! In May 2018, we significantly reduced the price of our packaged lager and cider range. To keep the prices low we have to show brand owners that we can sell more, so we're offering £500 cash to each pub in each BDM region to hit a set target over six months (May – October inclusive). There's a £500 draw taking place in each BDM area, which means you have a better than 1 in 40 chance of winning if you hit the target.

Not received your letter or want to know more?

Ask your BDM, message us on Facebook, or call head office on 01257 238800 and ask to speak to the marketing department.



Call now to take advantage of these offers 01675 432338





**Buy 2x Coke or Diet Coke
330ml cases and receive
a FREE case of Coke Zero
330ml PLUS a free Summer
of Thirst POS kit**

**FREE
CASE
OF COKE
ZERO**



**FREE
SUMMER
OF THIRST
POS KIT**



Terms and conditions: 2 cases must be purchased in one order. Any mix of the products can be used to make up a 2 case order. One offer (free case and POS kit) per customer.



Call now to take advantage of these offers 01675 432338



BUY 4 FROM THE RANGE, 
GET J2O SPRITZ FREE*

FIND
YOUR
MOJO



*Terms and conditions: Deal valid from August 1st to August 31st 2018. Two deals per customer per week. Qualifying range includes J2O and J2O Spritz 275ml NRB. Free case is any from the following: J2O Spritz Pear & Raspberry, Apple & Watermelon or Peach & Apricot 275ml NRB. While stocks last. Promoter: Britvic Soft Drinks, Breakspear Park, Breakspear Way, Hemel Hempstead HP2 4TZ

Call now to take advantage of these offers 01675 432338



THE UK'S
BEST-SELLING
FRUIT CIDER BRAND

KOPPARBERG®

£3 OFF
PER CASE



STOCK UP NOW FOR SUMMER

For the facts
drinkaware.co.uk

CGA, Total GB, Volume sales, MAT to 24.02.18.

Offer valid 01.07.18 - 31.08.18. Trust Inns reserve the right to end this promotion without notice.

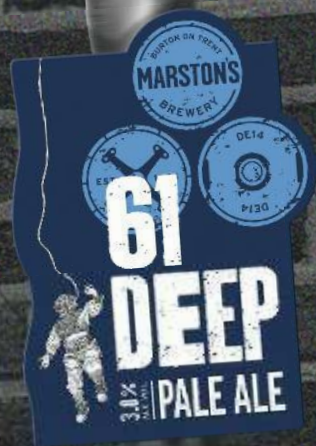


Call now to take advantage of these offers **01675 432338**

DIVE IN.

BUY 2x9G's
OF 61 DEEP &
RECEIVE TWO
61 DEEP T-SHIRTS

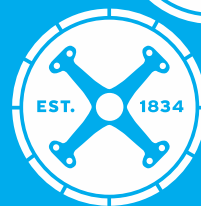
One deal per account



drinkaware.co.uk for the facts

FROM BURTON WITH LOVE

[f /MarstonsBrewery](#) [@marstonsbrewery](#) [@marstonsbrewery](#)



Call now to take advantage of these offers 01675 432338

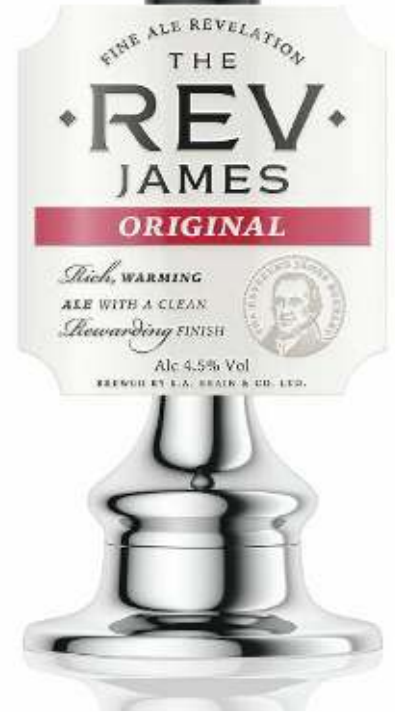
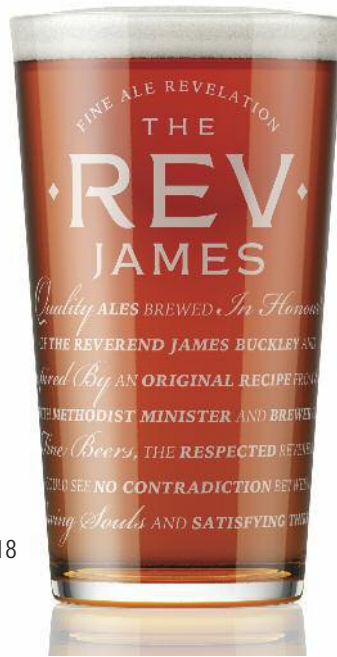


£5 OFF

per 9g
throughout
August

Terms and Conditions.

Offer valid for all orders between and including 1st August – 31st August 2018






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




LET'S RAISE A GLASS TO OUR NEW FAMILY BEERS



STYLE PALE ALE
HOPS LIBERTY & MOUNT HOOD
MALT ALL-BRITISH MALT

 GOLDEN, YELLOW
 FLORAL, MALTY, CITRUS
 MALT, FRUITY

BITTER    

SWEET   

AVAILABLE IN

CASK / ABV. 3.7%
KEG / ABV. 3.6%
BOTTLE / ABV. 4.1%



BUY 2 x 9g
OF MPA AND
RECEIVE A
FREE BOTTLE
OF SMIRNOFF
VODKA

J.W. LEES

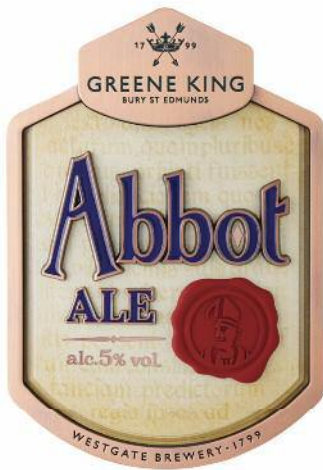
Terms and conditions: Available from our Knowsley depot only. One offer per order. Smirnoff Red vodka is a 70cl bottle. Whilst stocks last.

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

CALL
OUR
TELE-
SALES
LINE

Buy 2x9g from the range and get a free bottle of Gordon's gin.

The three products included in the range are Abbot Ale (ABV 5%), Old Speckled Hen (ABV 4.5%) and Greene King IPA (ABV 3.6%)



FREE
70cl
BOTTLE
OF GIN

T&Cs: Available from 1st August to 31st August whilst stocks last. 2x9g must be purchased in one order. Any combination of the eligible products can be used to make up the 2x9g needed. Maximum 1 deal per customer. Free stock is 70cl Gordon's Gin.



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