

# Inn centive

FOR TRUST INNS' LESSEES

SEPT  
2018

NEW REKORDERLIG  
BOTANICALS



SEE INSIDE

**iTrust Inns**  
Better Pubs through Better People

## CASK ALE WEEK

20th-30th SEPTEMBER

SEE INSIDE FOR GREAT OFFERS

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! Given the arrival of Cask Ale week later this month please see some of our great offers from our cask brand owners on the following pages.

You'll note that we're also already offering Halloween POS to relevant stockists. Despite it still being only a month away, brand owners need as much notice as possible to get all the kits organised and sent out ahead of the big day. So get your point of sale kit now as there's only limited numbers.

Don't forget to follow us on our Facebook page where we'll have a Halloween kit to giveaway at the end of the month!

You can find us at [www.facebook.com/trustinns](http://www.facebook.com/trustinns)



## WHAT'S ON? in September

MON 3rd -

Kids Back to School -  
have a party to celebrate?

SUN 9th -

The Great North Run

TUE 18th - WED 19th

Champions League  
Group Stage begins

THUR 20th

Europa League  
Group Stages begin

THUR 20th - SUN 30th

Cask Ale Week

FRI 28th

Ryder Cup Golf  
Tournament



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

# BUY 2X 7L BIB AND GET A CASE OF GLASSWARE AND A PERFECT SERVE KIT.



Terms and conditions. Offer valid on purchases of Coca Cola and Diet Coke 7L Bag in box (BIB). One deal per customer whilst stocks last. Available from 1st - 30th September 2018

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



# STOCK THE UK's No.1 RTD BRAND\*

**WKD BLUE BEING 4 TIMES BIGGER  
THAN THE NEAREST OTHER BRAND:**

**No.1 RTD ACROSS WET LED PUBS:**

**£3 OFF PER CASE**



\*Nielsen/CGA combination On Trade and Take Home to 30.12.17. Offer available while stocks last.

[drinkaware.co.uk](http://drinkaware.co.uk)



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





BEST SERVED OVER ICE WITH A COMPLEMENTING FRUIT GARNISH,  
OR BUILD INTO A RANGE OF REFRESHING COCKTAILS USING THE BEAUTIFUL  
GLASSWARE AND SUGGESTIONS IN THE PERFECT SERVE BOOKLET.

## INTRODUCING THE NEW REKORDERLIG BOTANICALS RANGE

BUY 3 CASES AND RECEIVE  
A CASE OF GLASSWARE AND  
A PERFECT SERVE BOOKLET



GRAPEFRUIT &  
ROSEMARY



PEACH &  
BASIL



RHUBARB, LEMON  
& MINT

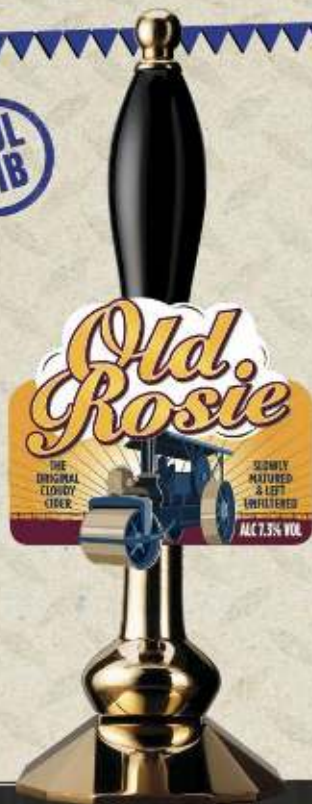
[drinkaware.co.uk](http://drinkaware.co.uk) for the facts

While stocks last. Must be purchased in one transaction. Case contains six glasses.  
Promotional period throughout September 2018 or until all stock is exhausted.

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



NEW



*Old Rosie*

### The Original Cloudy Cider

ABV. 7.5%

**Taste:** A balance of sweetness and acidity, to complement the bitterness of traditional cider apples.

**Sweet:** ●●●●●●●●

*Rosie's Pig*

### Refreshing Still Cloudy Cider

ABV. 4.8%

**Taste:** Medium dry cloudy cider made from freshly pressed apples with hints of citrus and spice.

**Sweet:** ●●●●●●●●

\* T&C's 1 pos kit per order whilst stocks last

f /WestonsOldRosie @WestonsOldRosie Westons-Cider.co.uk

WESTONS CIDER EST. 1880



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





**STRONGBOW**

**CARNEVIL**

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



**INSTANT OUTLET PRIZES:**  
**1-IN-4 CHANCE OF WINNING**  
**AN ALL-SEEING EYE PATCH**

**PLUS! ENTER AN EXCITING**  
**TRADE PROMOTION:**  
**WE'RE GIVING AWAY**  
**A TOTAL OF £10,000!**  
**DRESS YOUR BAR USING**  
**THE ACTIVATION KIT**  
**PROVIDED AND**  
**YOU COULD WIN**  
**£2,500 CREDIT FOR**  
**YOUR OUTLET**



for the facts  
[drinkaware.co.uk](http://drinkaware.co.uk)



@strongbowuk



StrongbowUK



@strongbowuk

\*3 kegs must be ordered in 1 transaction and include a

combination of both Strongbow Original and Strongbow Dark Fruit.

All terms and conditions are available at [www.strongbow.com/halloween](http://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 us on behalf of the Promoter in respect of the prize. **Outlet Kit Incentive (Strongbow Carnevil Halloween Kit):** 1. Only open to residents in the UK aged 18+. 2. Purchase a total of 3 x 11g kegs of Strongbow Original and Strongbow Dark Fruit (in 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 1st September 2018 and 23:59 hours on 30th September 2018. There are 100 kits available on a first come first served basis. Ask for availability before purchase. Limited to one free kit per customer during the order period. **Outlet Staff Promotion (Cash Credit):** 1. A member from the outlet must take a photograph of the dressed bar at bar area under the Strongbow Carnevil Halloween Kit and submit entry by following Strongbow on Instagram, Twitter or Facebook (@StrongbowUK), uploading the photograph using #StrongbowHalloween and commenting with outlet name and location. Standard network rules apply. Limited to one entry per outlet. 2. The photographs must be submitted between 00:00 on 01/10/18 and 23:59 on 02/11/18 ("Cash Credit Closing Date"). 3. Winning entry will be drawn at random from all qualifying entries from all 9782 participating outlets and notified by @StrongbowUK via private message on either Instagram, Twitter or Facebook by 22:00 on 10/11/18. 4. A total of £2,500 will be rewarded. There is one prize. 5. The winning outlet will be announced on Strongbow's social media channels, including Instagram, Twitter and / or Facebook on 23/11/18.

Promoter: Heineken UK Limited, 3-4 Broadwalk Park, South Gyle Broadway, EDINBURGH, EH12 9JZ.

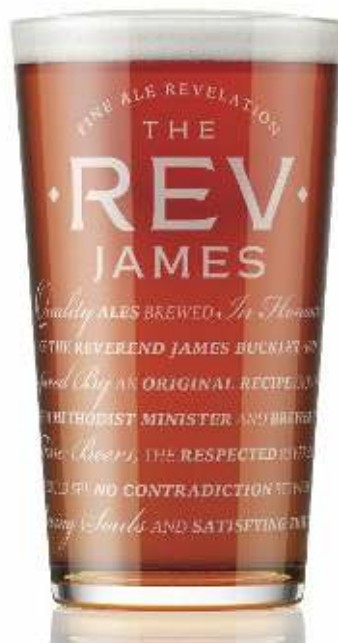
Call now to take advantage of these offers **01675 432338**



# BUY 2X9g OF REVEREND JAMES TO RECEIVE A FREE BOTTLE OF VODKA



Terms and Conditions. 2x9g must be purchased in one order.  
Whilst stocks last. Free stock is Smirnoff Red vodka 70cl.  
Offer valid for all orders between and including 1st - 30th Sept 2018



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



WYCHWOOD BREWERY

# HOBGOBLIN

## THE UNOFFICIAL BEER OF HALLOWEEN

BUY 2x9'S OF HOBGOBLIN OR  
HOBGOBLIN GOLD TO RECEIVE A  
LEGENDARY FLASHING PUMP CLIP  
AND 12x PINT GLASSES\*

Additional POS and digital support available  
contact your Marston's representative

 hobgoblin beer   @hobgoblin\_beer

[www.wychwood.co.uk](http://www.wychwood.co.uk)

\*1 deal per customer, while stocks last. Deal is only valid when you buy 2x9gs of Hobgoblin OR 2x9gs of Hobgoblin Gold.

# Call now to take advantage of these offers 01675 432338

CALL  
OUR  
TELE-  
SALES  
LINE



# BUY 2x9g OF BOMBARDIER OR BOMBARDIER BURNING GOLD

## AND GET A FREE BOTTLE OF SMIRNOFF VODKA!



Terms & Conditions: 2x9g must be purchased in one order. 2x9g can be any mix of the two products to qualify. Maximum of 2 offers per order per customer, whilst stocks last. Smirnoff Red vodka is 70cl bottle.



# Call now to take advantage of these offers 01675 432338

6P PER PINT  
DONATED  
IN SUPPORT OF  
HELP for  
HEROES



# Buy 2 casks of **TROOPER** and/or **LIGHT BRIGADE**

Get a free  
exclusive  
TROOPER hoodie



**Contact 0161 612 4000 to order POS**

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

**ROBINSONS**  
1838  
BREWERY

For further health information, visit  
[drinkaware.co.uk](http://drinkaware.co.uk)

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







# BUY 2 X 9GS

## BLACK SHEEP BEST BITTER & RECEIVE A POS KIT\*

POS KIT INCLUDES: 6 X PINT GLASSES, 1 X BAR RUNNER & 100 X DRIP MATS



Merchandise delivered direct to outlet | Maximum 2 deals per customer | While stocks last



### BORN & BRED IN MASHAM, YORKSHIRE



# Call now to take advantage of these offers 01675 432338