

# INNcentive

**iTrust Inns**  
Better Pubs through Better People



**JANUARY  
2020**

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**GREAT  
OFFERS  
INSIDE**

**HAPPY NEW YEAR  
FROM EVERYONE AT TRUST INNS**



Welcome to the January issue of the Inncentive brochure! May we take this opportunity to wish you all a healthy and prosperous New Year!

It won't have escaped your notice that January is usually the month where your customers may be embarking on new years' resolutions such as to cut down on alcohol or reduce the amount of treats. Well make sure you can cater for them all with our range of low and no alcohol drinks ranges which are on offer this month!

We also have offers on some great cask ales and for those of you who think January is a great time to plan ahead, you could also earn a Six Nations kit with purchases of Guinness, Greene King IPA or Fullers London Pride for the tournament that starts at the beginning of next month.

In the meantime, don't forget to check us out on Facebook. We may even be giving away a kit or two over the course of the next few weeks

Follow us at:



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# What's On? in January

WED 1st New Year's Day

THUR 2nd Bank Holiday  
(Scotland only)

SUN 5th Twelfth night

SAT 25th Burns Night  
Chinese New Year –  
the year of the Rat

SUN 26th Australia Day

## Happy New Year 2020!



# Direct Telesales Line: 0808 169 8979



TASTE THE FEELING™

# BUY 3 BIBS GET 1 CASE FREE

Buy three **7L POST-MIX BOXES** of Coca-Cola Classic, Diet Coke, Coca-Cola Zero Sugar or Schweppes Lemonade and receive one case of 24 x 330ml glass bottles of Coca-Cola Zero Sugar, Fanta or Sprite No Sugar **FREE**.



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Direct Telesales Line: 0808 169 8979



# Buy 4 cases of Peroni & Peroni Gluten Free and receive a **Free case of Peroni Gluten Free**



*Terms and conditions: 4 cases must be purchased in one order. 4 cases comprise of any mix of the two products. Maximum of one deal per customer. Whilst stocks last.*



Direct Telesales Line: 0808 169 8979



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66%

OF CONSUMERS HAVE VISITED A  
LICENSED VENUE ON A NIGHT OUT  
AND NOT DRUNK ALCOHOL

Source: CBA Consumer Panel September 2017

33%

OF CONSUMERS SAID THEIR ALCOHOL  
CONSUMPTION HAS DECREASED IN  
THE LAST 6 MONTHS

Source: CBA Brandtrack

DRY JANUARY OFFER

**BUY 2 CASES**

(OF THE SAME BEER)

**IN 1 DELIVERY &  
GET 1 CASE FREE**

REAL EXPERIENCE



Direct Telesales Line: 0808 169 8979



# SAY YES

**WITH ALCOHOL-FREE**

BUY A CASE OF EACH AND RECEIVE  
A FREE CASE OF HEINEKEN® 0.0\*



**OLD  
MOUT  
CIDER**



\*Offer valid from 1st to 31st January 2020. Buy a case of Heineken 0.0 24 x 330ml and Old Mout Alcohol free 12 x 500ml and then receive a case of Heineken 0.0 24 x 330ml FREE. Subject to availability. Heineken 0.0 and Old Mout Alcohol free contain no more than 0.05% alcohol content.

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



Direct Telesales Line: 0808 169 8979





**BUY ANY  
4 CASES  
& GET A CASE  
OF HEINEKEN 0.0  
FREE\***

\* Whilst stocks last

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

Direct Telesales Line: 0808 169 8979



drinkaware.co.uk for the facts

## BEST VALUE CASK PROMOTION

**BUY 2 DIFFERENT  
FIRKINS IN ONE  
DELIVERY AND GET  
A 70CL BOTTLE OF SMIRNOFF**



## NEWLY LISTED BRANDS FOR 2020



BEER STREET



Direct Telesales Line: 0808 169 8979





# BUY 1x9g OF PEDIGREE AND 1x9g OF WAINWRIGHT BEER AND GET A FREE CASE OF BULMERS ORIGINAL OR RED BERRIES & LIME CIDER

Terms and conditions. 2x9g must be purchased in one order. 2x9g is to be made up of 1x9g of each product to qualify. Free case is Bulmers Original 12x500ml or Bulmers Red Berries and Lime 12x500ml. Max of 2 deals per customer per order. Available whilst stocks last.



Direct Telesales Line: 0800 169 8979



# CELEBRATE THE RUGBY WITH PRIDE

**BUY 2 X 9s OF LONDON PRIDE  
TO RECEIVE A RUGBY POS KIT\***

- BUNTING
- TABLE TALKER GAME
- FULL SIZE BALL & TEE
- BRANDED T-SHIRTS
- RUGBY BALL KEYRING WITH BOTTLE OPENER
- PUMP CLIP



\*Limited to one kit per customer

Terms & Conditions: Available during the promotional period and specific to this brochure only.  
Buy 2 x 9 gallon casks of London Pride to receive a rugby POS kit. While kits last.  
Promoter: Ashtel (UK) Limited, Woking GU24 6HG.



Direct Telesales Line: 0808 169 8979



# GET A FREE RUGBY POS KIT\*

When you buy 2 x 50L Guinness

Kit includes:

3 x Posters



3 x T-shirts



2 x Bunting



\*1 deal per customer, per week. While stocks last.  
Offer also available with 3 x 30L Guinness purchase.

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

Direct Telesales Line: 0808 169 8979







# BUY 2x9G AND RECEIVE 6x GREENE KING T-SHIRTS AND DRIP MATS



Terms & Conditions. 2x9g must be purchased in one order. Maximum of 2 deals per customer.



Direct Telesales Line: 0808 169 8979



**BUY 2 9G  
CASKS OF  
REV.JAMES  
ORIGINAL  
AND GET A REV.JAMES  
HOODIE FREE!**



Direct Telesales Line: 0808 169 8979



# FROM YORKSHIRE WITH LOVE

3.8%  
ABV.



4.0%  
ABV.



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## £5 OFF EACH CASK

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Please email [support@blacksheep.co.uk](mailto:support@blacksheep.co.uk) for POS support.