

INNcentive

iTrust Inns
Better Pubs through Better People



APRIL 2022



Happy Easter

**Bank Holiday Weekend
15th - 18th April**

BIG BRAND PROMOTIONS...



Direct Telesales Line: 0808 169 8979



Buy 2 Kegs, Receive Stella Please POS kit and 24 x Stella Artois Chalice

You've always been there for us, now its our time to be there for you.

KIT CONTAINS:

COASTERS • TABLE TALKERS • CUTLERY BAGS • BADGES
BAR RUNNERS • FONT DANGLERS • POSTERS (A4)
STAFFROOM STICKERS • STAFF INFO ASHEETS

PLEASE CONTACT YOUR BDM
OR TELESales TEAM TO REDEEM THE OFFER.
FIND OUT MORE ABOUT STELLA. PLEASE SCAN HERE:



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**INSTALL FOR
FREE SUPPORT**

**CONTACT YOUR TRUST INNS
SALES MANAGER**

Source: MAT CGA OPMS P09 @11.09.21 /
Nielsen Scantrack Total Off-trade @09.10.21

**PUNK IPA
PUNK IPA
PUNK IPA**





Anthony Plum Brewer






£5 OFF
EACH 9G
CASK IN
APRIL

PROPER OFFER
PROPER JOB

MAKE IT A PROPER IPA

£3.50 OFF EVERY 9G
BUY 3x9G AND GET A
FREE BOTTLE OF
SMIRNOFF
VODKA

STYLE	PALE ALE
HOPS	LIBERTY & MOUNT HOOD
MALT	ALL-BRITISH MALT
	GOLDEN, YELLOW
	FLORAL, MALTY, CITRUS
	MALT, FRUITY

BITTER ●●●●●

SWEET ●●●●

AVAILABLE IN

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



Terms and conditions:
£3.50 off every 9g for all deliveries
in April 2022. 3x9g must be purchased
in one order to qualify. Free bottle is
always 70cl of Smirnoff vodka Red label.

Deposit restrictions apply.

J.W. LEES

Captain Morgan

TIKI TIME IN NO TIME

SERVED WITH LEMONADE

FREE

BUY 3 X 50L GUINNESS DRAUGHT AND
GET 70CL CAPTAIN MORGAN TIKI FREE*

SALES OF FLAVOURED DRINKS MORE THAN DOUBLED IN 2019**



SCAN FOR
POS, TIPS AND MORE



*While stocks last. 70cl drinks available.
**CGA 001 0 PMS Bureau 10.10.2020

drinkaware.co.uk for the facts | PLEASE DRINK RESPONSIBLY

All the action at half the price

Add one or more Budweiser Brewing Group draught products to your bar to receive 50% off a BT Sport subscription.

12 month minimum term.
New customers only.



be [drinkaware.co.uk](https://www.drinkaware.co.uk) ©2022 AB InBev UK Limited, all rights reserved.

Outlets must install a new Budweiser Brewing Group draught product to qualify for a discount.
12-month minimum contract term. Existing customer discounts are linked to the number of Budweiser Brewing Group draught products installed. Promoter: AB InBev UK Limited T/A Budweiser Brewing Group, Bureau, 90 Fetter Lane, London EC4A 1EN.

Up to
£70 a month
discount
for existing customers



Budweiser
BREWING GROUP UK&I™
A PROUD PART OF AB InBev

For further information please contact your BDM.



STOCK THE #1 WORLD BEER BRAND NOW ON DRAUGHT

AND RECEIVE A POS KIT WORTH £100

**X24 PINT GLASSES, X1 BAR RUNNER,
X1 FREE KEG, SIGNATURE FONT &/OR BADGE,
SOCIAL MEDIA ASSETS.**

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Source: Nielsen Total Impulse - Volume Sales WE02.01.21 CGA Brand Index Period 13 (26.12.2020)
'Competition' refers to Peroni, Estrella & Birra Moretti. Over 18s only. Outlets must install Corona Draught
(50L Keg) to receive a free POS kit. One kit per venue. Subject to availability and brand approval.
Promoter: AB InBev UK Limited, Bureau, 90 Fetter Lane, London, EC4A 1EN.

drinkaware.co.uk for the facts

Please contact your BDM to discuss the opportunity.



BUY ANY 4 CASES AND GET TWO PARASOLS FREE

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Limited number of deals available, subject to availability.

Promoter: AB InBev UK Limited, Bureau, 90 Fetter Lane, London, EC4A 1EN.

BUY ANY 3 CASES FROM THE OLD MOUT RANGE AND GET A STRAWBERRY & APPLE POS KIT FREE



oldmoutcider.co.uk
ESTABLISHED IN NZ. MADE IN EU.

T&C's 1st April til 30th April, first 100 deals. POS kit includes
x2 strut cards, x2 fridge stickers, x1 pack of 5 table talkers

MUST INCLUDE
X 1 STRAWBERRY
& APPLE CASE.

ENJOY OLD MOUT RESPONSIBLY
be.drinkaware.co.uk

£3 OFF PER CASE

BUY 3 CASES AND GET A FREE CASE OF BRANDED GLASSWARE



Terms and conditions. E3 off applies to every 15 x 500ml case purchased in April 2022. One case of branded glassware per outlet.
Case of glassware = 12 x 500ml. Offer subject to availability.

£1 OFF

PER CASE OF COCA COLA & DIET COKE



£2 OFF

PER CASE OF COKE ZERO



Terms and conditions:
£1 & £2 discount offers apply
to every case of 24x330ml on
all deliveries in April 2022.

£3 OFF

PER CASE



Terms and conditions. Offer applies to 24x275ml case
of Appletiser purchased during April 2022.

GREAT MARKETING FOR YOUR PUB!



We artwork, print and supply:

Flyers, Table Menus, Disposable Paper Menus, Large Scale Posters, Vinyl Banners, Comments Cards, Beer Mats and promotional items such as Bounce Back Cards, Takeaway Menus... and more!

In the first instance email: acanthusads@btconnect.com or call Sarah on 07957 384234

 @acanthusadvertising



ACANTHUS
ADVERTISING & PR

