

# INNcentive

**iTrust Inns**  
Better Pubs through Better People

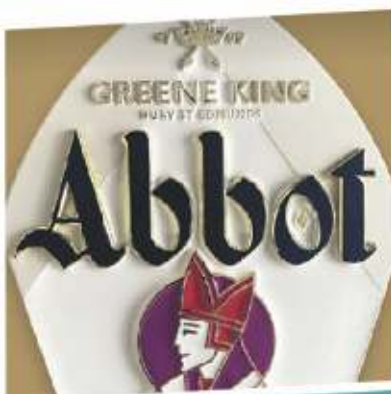


**MAY 2022**

## Cheers to summer bank holidays



## BIG BRAND PROMOTIONS...



Direct Telesales Line: 0808 169 8979





**NEW**

# Heineken SILVER

**Extra Refreshing Taste.**

Crisp Flavour. Subtle Finish. Natural Ingredients.

**\*INSTALL HEINEKEN SILVER  
AND RECEIVE A  
FREE KEG & POS  
WORTH £150**

**KIT INCLUDES:**

- 1 X COASTERS
- 2 X PINT GLASSES
- 1 X HALF PINT GLASSES
- 3 X TRAYS
- 4 X BAR RUNNERS
- 3 X T-SHIRTS



**PLUS** a FREE case of Heineken Silver for every draught install

**CONTACT YOUR TRUST INN'S BDM FOR DETAILS**

\*1st April onwards – first 100 stockists. Kit includes: 1 x coasters, 2 x pint glasses, 1 x half pint glasses, 3 x trays, 4 x bar runners, 3 x T-Shirts. Free Keg is not awarded if a HUK brand is removed.

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

Enjoy Heineken® Silver Responsibly



**NEW**

# Heineken SILVER

**Extra Refreshing Taste.**

Crisp Flavour. Subtle Finish. Natural Ingredients.

**\*BUY 3 CASES OF  
HEINEKEN SILVER  
AND GET A  
POS KIT**

**KIT INCLUDES:**

- 400 X COASTERS
- 2 X ICE BUCKETS
- 20 X TABLE TALKERS
- 3 X TRAYS
- 2 X BACK BAR DISPLAYS



**AVAILABLE  
TO PURCHASE  
FROM MID-MAY**

\*1st April onwards – whilst stock lasts. Kit includes: 400 x coasters, 2 x ice buckets, 20 x table talkers, 3 x trays, 2 x back bar displays.

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

Enjoy Heineken® Silver Responsibly



SMALL BY NAME

**BIG**  
IN  
FLAVOUR



100%  
BRITISH  
APPLES



INSTALL INCH'S AND RECEIVE A  
**FREE 50L KEG**  
PLUS BRANDED GLASSWARE  
& UPWEIGHTED POS KIT



ASK YOUR TRUST INN'S  
BDM FOR DETAILS

TO QUALIFY, INCH'S INSTALL MUST NOT REMOVE AN EXISTING HUK PRODUCT.

ALC 4.5%VOL  
[drinkaware.co.uk](http://drinkaware.co.uk)



BREWD OG

INSTALL FOR  
FREE SUPPORT

New WSP £258.66\*  
per 11g

\*before any barrelage discount

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

THE NATION'S NUMBER  
**1#**  
CRAFT BEER





# WHEN THE EVENING HITS, IT'S TIME TO SPRITZ!

Buy 2 x 50L Guinness Draught receive  
70cl new Pimm's Sundowner.\*

SCAN FOR  
POS, TIPS AND MORE

DIAGEO ONE



\*Whilst stocks last, 100 deals available.

WITH FRUITY RASPBERRY AND  
TART REDCURRANT FLAVOURS



1 PART (50ML)  
**SUNDOWNER**



1 PART (50ML)  
**PROSECCO**



1 PART (50ML)  
**SODA**

## THE NUMBER 1 PREMIUM CASK ALE\*

# BUY 2 x 9G ABBOT AND RECEIVE

12 x branded glasses  
1 x consumer promotion kit  
to win ultimate Great Escapes

\*\*\*\*\*  
PLUS 1,000 OTHER PRIZES



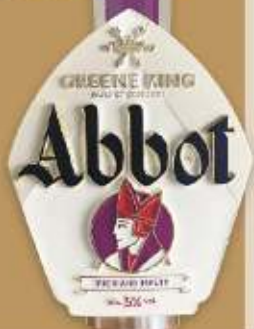
KIT  
INCLUDES:

2 x Posters  
1 x Crowner  
200 x Scratch  
Cards

### SCRATCH CARD PRIZES:

3 x Great Escapes • 800 x Vouchers  
100 x Abbot Socks • 100 x Abbot Rab Jumpers

Relax  
with an



ENJOY  
RESPONSIBLY  
[www.enjoyresponsibly.co.uk](http://www.enjoyresponsibly.co.uk)

\*CGA 0PMS, Volume ROS, MAT to 20.02.20, GB. Trade promotion available 01.04.22 to 31.05.22.  
Consumer promotion runs 01.04.22 to 30.06.22. 200 deals available. POS and glassware subject to availability.  
Full promotional terms available at [www.greenekingbrewery.co.uk/abbot-great-escapes](http://www.greenekingbrewery.co.uk/abbot-great-escapes)

SPEAK TO YOUR REGIONAL MANAGER FOR MORE INFORMATION



# £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 May 2022.

# £5 OFF EVERY 7L BAG IN BOX

For a limited period, Trust Inns is dropping  
the wholesale price by £5 per BIB  
on all the brands below



Terms and conditions:

Offer applies to 7 litre Bag in Box purchases of Coca Cola, Diet Coke, Coke Zero and Schweppes Lemonade during May 2022.



# POSTERS & FLYERS



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](mailto:acanthusads@btconnect.com)  
or call Sarah on 07957 384234

 @acanthusadvertising



**ACANTHUS**  
ADVERTISING & PR

