

# INNcentive

**iTrust Inns**  
Better Pubs through Better People



## JANUARY 2023

# Get Rugby Ready!

6 Nations Rugby from Sat 4th Feb 2023

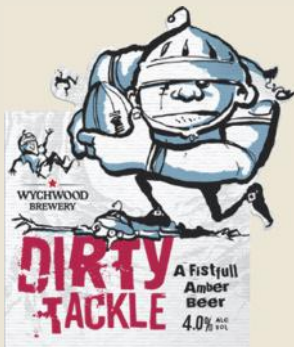


## BIG BRAND PROMOTIONS...



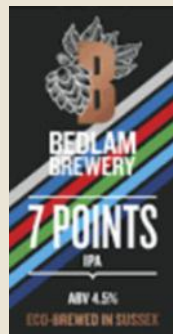
Direct Telesales Line: 0808 169 8979

# Take advantage of our range of **JANUARY SEASONAL ALES**



**4.0% ABV**  
Wychwood Brewery  
**DIRTY TACKLE**

A full bodied malty beer with a clean citrus aroma which tackles your taste buds and kicks its opponents into touch.



**4.2% ABV**  
Bedlam Brewery  
**7 POINTS IPA**

The perfect beer for the rugby season. 7 natural ingredients of water, yeast and malt plus 4 English hops delivers a classic style IPA that offers sweet aromas of oranges and a savoury cereal taste.



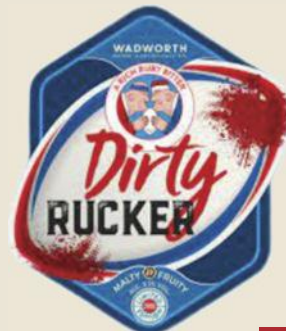
**4.5% ABV**  
Sambrooks Brewery  
**DROP KICK**

Light and refreshing, with a summer hay/cereal aroma. Easy drinking for watching the rugby.



**5.0% ABV**  
Purity Brewing Company  
**LONGHORN IPA**

An unclear red-golden beer with a beige head. The aroma has notes of malt and caramel. The flavour is sweet with notes of malt, citrus fruits and caramel leading to a bitter finish.



**4.0% ABV**  
Wadworth Brewery  
**DIRTY RUCKER**

A bold English ale, fruity on the palate with a malty sweetness that leads to a peppery note for a smooth finish





**BUY ANY  
BRAND AND GET  
FREE POS**

PLUS YOU WILL BE ENTERED INTO A DRAW TO

**WIN £250**

JUST IN TIME FOR SPRING!



**EVERY CASK YOU BUY IS AN ENTRY INTO THE DRAW –  
THE MORE YOU BUY, THE BETTER YOUR CHANCES OF WINNING!**

Subject stock and depot availability. 1x POS per customer only. Prize Draw: 1x entry for each 9g purchased, 1x winner of £250 will be drawn w/c 13th February 2023, £250 will be transferred to the winner's trading account, winner will be notified in writing.

**STOCK UP ON THE  
OFFICIAL BEER  
OF THE GUINNESS  
SIX NATIONS...**



**BUY 3 X 50L GUINNESS  
DRAUGHT GET A SIX  
NATIONS POS KIT**  
KIT CONTENTS: 1 X OUTDOOR  
FLAG, 1 X INDOOR FLAG,  
4 X T-SHIRTS, 3 X BUNTING  
LIMITED KITS AVAILABLE

POS, Tips & More



*Scan me*

[drinkaware.co.uk](http://drinkaware.co.uk) for the facts | PLEASE DRINK RESPONSIBLY





be **drinkaware**.co.uk

# 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.

## Alcohol Free beer on draught for Dry January!

### The Beer



Professional  
pour



Served at 2°C



30 days fresh



8L Keg (14 Pints)

### The System



No installation



Fits any counter



No cleaning  
& maintenance



No CO2 needed

## £250 + VAT

1 x Blade Machine and Dome

2 x Heineken 0.0 kegs

1 x case of Heineken glasses

1 x Heineken 0.0 POS kit

(1 x bar runner, 2 x fount wobblers,  
1 x drips, 1 x Heineken 0.0 Blade wrap)

**Contact your local BDM  
for more information.**



**Great taste. Zero alcohol.**  
\*contains no more than 0.05% alcohol by volume

\*Available from 1st January to 31st January 2023

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BUY ANY 4 CASES  
AND RECEIVE 1 CASE FREE



While stocks last. Rekorderlig 500ml bottles.  
Only 3 deals allowed in the promotion period.  
Promotion valid from 1st December 2022 - 30th January 2023.

be**drinkaware**.co.uk

REKORDERLIG  
CIDER

- BEAUTIFULLY SWEDISH -



BUY ANY 3 CASES  
GET ONE  
FREE\*

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\*Available from 1st January to 31st January 2023. Buy any combination of 3 cases of Heineken 0.0, Moretti 0.0, Old Mout Berries and Cherries Alcohol free, Pineapple and Raspberry Alcohol free & get a FREE case of Heineken 0.0. Brewed in the UK. Subject to availability.





*Britvic*

LIFTING SPIRITS SINCE 1938

**BUY ANY 4 X 200ML  
BRITVIC JUICES  
OR MIXERS  
AND RECEIVE A CASE  
OF YOUR CHOICE  
FREE\***

**CHOOSE BETWEEN BRITVIC  
INDIAN TONIC, LOW CAL TONIC,  
OR ELDERFLOWER TONIC**



Terms and conditions apply. Qualifying range includes any Britvic Tonics & Mixers 200ml NRB x24.  
Maximum 1 deal. Deal runs 01 January to 28 February 2023.  
Promoter: Britvic Soft Drinks, Breakspear Park, Breakspear Way, Hemel Hempstead HP2 4TZ



**BUY ANY 3 7L BIB  
(EXCLUDING DIET PEPSI)  
& RECEIVE A  
SIX NATIONS "WIN  
TICKETS" POS KIT  
FREE\***



**SCAN THE QR CODE  
TO MAX YOUR  
INSTALLATION TODAY**



Terms and conditions apply. Deal runs 01 January to 28 February 2023. Max 3 deals per customer. Anyone not stocking Pepsi Max will be sent a Pepsi Max conversion kit to switch out Diet to Max, please contact James.Carter@britvic.com for more information. Promoter: Britvic Soft Drinks, Breakspear Park, Breakspear Way, Hemel Hempstead HP2 4TZ





# THE *ultimate* MIXERS FOR DARK SPIRITS

We've crafted a range of mixers to enhance the varied flavour profiles of dark spirits, each blended with unique ingredients from specialist suppliers from around the world to create a simple, refreshing way to enjoy a long mixed drink.



INCREASE YOUR  
SPIRIT & MIXER SALES  
WITH A FEVER-TREE  
**HIGHBALL** MENU



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**0808 169 8979**

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